



Rural Tourism and Marketing Strategies

Introduction



Alessio Cavicchi



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Food and Wine Marketing, Rural and sustainable tourism, Green Business

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PHD – Economics of food and environmental resources
Università di Napoli “Parthenope”

MSc - Food Economics and Marketing
University of Reading

Bachelor- Economics
Università di Firenze

Your teacher!



Cavicchi Alessio

Ricercatore

Dipartimento di Scienze della formazione, dei beni culturali e del turismo (AGR/01)

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Presentazione

Alessio Cavicchi è Ricercatore di Economia Agraria presso l'Università degli Studi di Macerata. Ha conseguito il titolo di Dottore di ricerca presso l'Università degli Studi di Napoli "Parthenope" in Economia delle risorse alimentari e dell'ambiente. Inoltre, ha conseguito un Master of Science in Food Economics and Marketing presso il "Department of Agricultural and Food Economics – School of Agriculture, Policy and Development" dell'Università di Reading (UK). Precedentemente ha lavorato in Banca (Credito Emiliano) e ha effettuato uno stage presso la Commissione per i Problemi Economici e Monetari del Parlamento Europeo a Bruxelles. E' stato valutatore nell'ambito del VII Programma Quadro di Ricerca Comunitario e consulente per la Commissione Europea per la valutazione delle politiche agricole. La sua attività di ricerca è rivolta prevalentemente all'analisi delle scelte del consumatore nei mercati dei prodotti tipici e di qualità, al turismo sostenibile e all'innovazione nel settore agro-alimentare. I suoi lavori sono stati pubblicati in numerosi libri e riviste internazionali tra cui: Food Quality and Preference, British Food Journal, Journal of Agricultural Economics, Agribusiness: an International Journal, International Journal of Wine Business Research e Food Economics.

Alessio Cavicchi received his PhD in Economics of Food and Environmental Resources from University of Naples "Parthenope". He is researcher in Agricultural Economics at University of Macerata (Italy). Previously he got a Master of Science (MSc) in Food Economics and Marketing from University of Reading (UK). His main fields of interest and research are consumer food choice, economics of food quality and safety, sustainable tourism and innovation in the agro-food sector. Currently he teaches Rural Development Policy and Economics and Marketing of Food Quality in the degree of Management of Sustainable Tourism Systems. He also has recent experience as an expert FP evaluator for the European Commission in food sector and he has been consultant for the evaluation of measures applied under the EU Common Agricultural Policy. His works have been published in several books and journals, including: Food Quality and Preference, British Food Journal, Journal of Agricultural Economics, Agribusiness: an International Journal, International Journal of Wine Business Research and Food Economics.

Bacheca avvisi

**Nella "bacheca avvisi"
dei corsi è stato inserito
il calendario didattico
04/10/2013**

SELECTED PUBLICATIONS

- CAVICCHI, A., C. RINALDI and M. Corsi (2013). [Higher Education Institutions as Managers of Wicked Problems: Place Branding and Rural Development in Marche Region, Italy](#). *International Food and Agribusiness Management Review* 16(A): 51-68.
- LAI, M.B., CAVICCHI, A., RICKERTSEN, K., CASINI, L. and CORSI, A.M. (2013). [Monopoly and wine: the Norwegian case](#). *British Food Journal*, vol.115 (2), p. 314-326.
- ORTH, U.R., STÖCKL, A., VEALE, R., BROUARD, J., CAVICCHI, A., et al. (2012), [Using attribution theory to explain tourists' attachments to place-based brands](#), *Journal of Business Research*, vol. 65 (9), p. 1321-1327.
- STEFANI, G., SCARPA, R. and CAVICCHI, A. (2012). [Exploring consumer's preferences for farmed sea bream](#). *Aquaculture International*, vol. 20 (4), p. 673-691.
- CAVICCHI, A. and SANTINI, C. (2012). [Brunellopoli: wine scandal under the Tuscan sun](#). *Tourism Review International*, Vol.15(3), pp. 253-267.
- TAGLIONI, C., CAVICCHI, A., TORQUATI, B. and SCARPA, R. (2011) [Influence of Brand Equity on Milk Choice: A Choice Experiment Survey](#). *International Journal on Food System Dynamics*, Vol. 2 (3).
- CAVICCHI, A. and ROCCHI, B. (2010), [The new trends of sustainable consumption: farmers' market as a business imperative to re-educate consumers](#), in Stoner, J.A.F. and Wankel, C. (eds), *Sustainability as a Business Imperative*, New York Palgrave Macmillan.
- SANTINI, C., CAVICCHI, A. and CANAVARI, M. (2010) [The Risk™ strategic game of rural tourism: how sensory analysis can help in achieving a sustainable competitive advantage](#), in Sidali, K.L., Spiller, A. and Schulze, B. (eds) *Food, Agriculture & Tourism*, Springer.
- CAVICCHI, A., SANTINI, C. and BECCACECE E. (2010) [Are you ready for the unexpected? The case of Brunello crisis](#), in Faraoni, M., Santini, C. (eds) *Managing the Wine Business: research issues and cases from USA and Italy*, McGrawHill.
- CAVICCHI, A., SIMEONE, M., SANTINI, C. and BAILETTI, L. (2010). [Marketing Research and Sensory Analysis: A Reasoned Review and Agenda of their Contribution to Market Orientation in the Food Industry](#), in Lindgreen, A. Hingley, M., Harness, D and Custance, P (eds) *Market Orientation: Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot
- CAVICCHI, A. and CORSI, A.M. (2010). [Consumer Values and the Choice of Specialty Foods: The Case of the Oliva Ascolana del Piceno \(Protected Designation of Origin\)](#), in Lindgreen, A. Hingley, M., Harness, D and Custance, P (eds) *Market Orientation: Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot
- SANTINI, C. and CAVICCHI, A. (2010). [Old World Wineries and Market Orientation: Empirical Evidences from the Italian Wine Industry](#), in Lindgreen, A. Hingley, M., Harness, D and Custance, P (eds) *Market Orientation: Transforming Food and Agribusiness around the Customer*, Gower Publishing Ltd, Aldershot
- STEFANI, G., CAVICCHI, A. ROMANO, D. and LOBB, A.E. (2008). [Determinants of Intention to Purchase Chicken in Italy: The Role of Consumer Risk Perception and Trust In Different Information Sources](#). *Agribusiness: an international journal*, Vol. 24, No. 4, Autumn 2008.
- MAZZOCCHI, M., LOBB, A.E., TRAILL, W.B. and CAVICCHI, A. (2008). [Food scares & trust: a european study](#). *Journal of Agricultural Economics*, Vol. 59 (1): 2-24.

Rural Tourism in Italy: A Sleeping Giant



- It is tourism happening in rural areas (OECD, 1994)
- Its dimensions are difficult to define
- 6.5 millions of bed places (= 500.000 accomodation units)
- Agriturismo is growing:
 - Turnover 2008: 200 mill €;
 - # agriturismo 1998 – 2007: +82,3%
 - Leading Regions: Tuscany, Trentino, Veneto
- It is experimenting a lack of professionalism (Ecoris)

A growing Business around Food & Wine



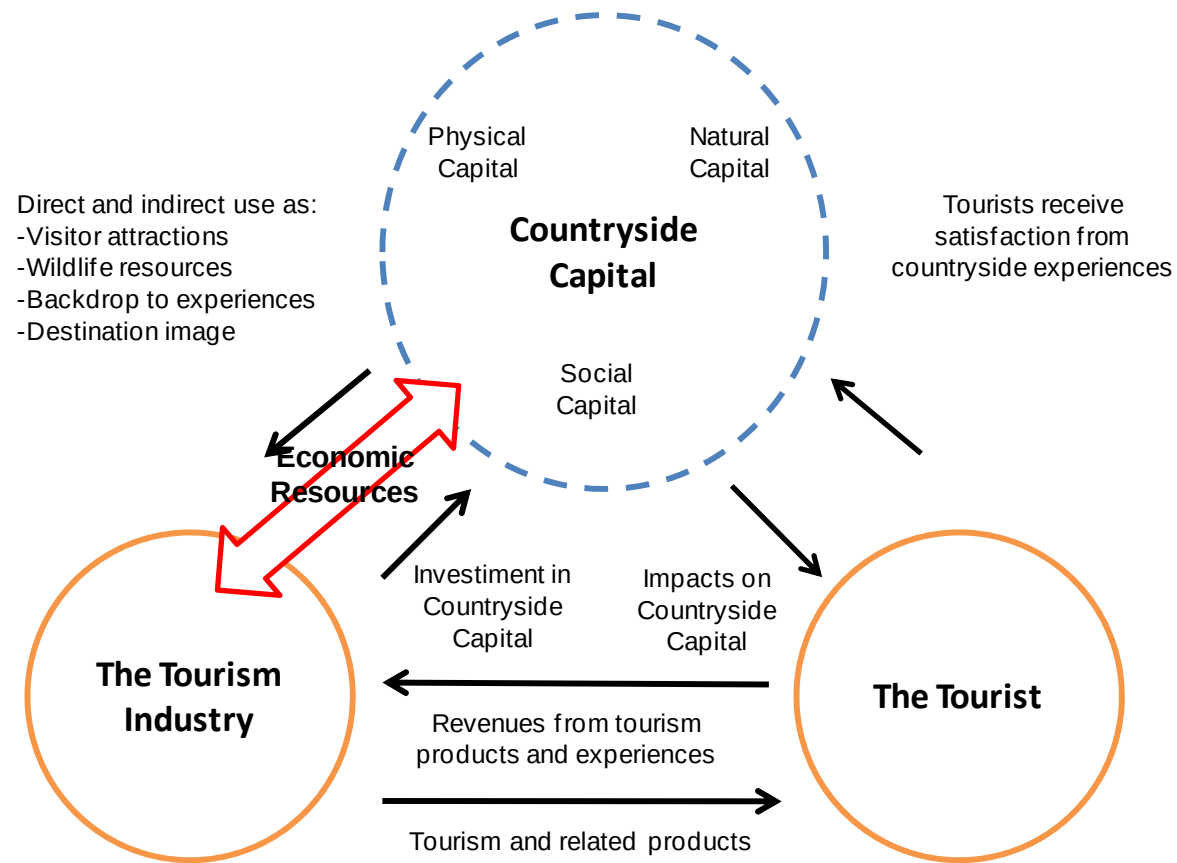
- Growth of local associations
- Growth of demand
- Growth of food and wine product certifications
- Growth of supply
 - *It makes difficult achieving an effective differentiation USP (Unique selling proposition)*
- Role of national and local associations for promoting rural tourism in Italy

Rural Tourism & Rural Development



- Rural Tourism:
 - Is a flywheel for the economic development of rural areas and its populations (Williams & Shaw, 1998);
 - Is an alternative to mass markets (WTO, 2002);
 - Incentives a sustainable approach to economic development (WTO, 2002);
 - Helps in creating private/public partnerships (WTO, 2002);
 - Provides the opportunity for harmonizing standards for the services offered (WTO, 2002);
 - Offers the chance to some key groups to be more involved in the economic societies (WTO, 2002) and helps in increasing economic development in local areas (Hummelbrunner & Miglbauer, 1994; Greffe, 1994; Briedenhann & Wickens, 2004; Fleischer & Pizam, 1997; Reichel, 2000)
 - *(from a visitor perspective)* Answers to a broad range of motivations (Page & Getz, 1997; Sharpley & Sharpley, 1997)

The Virtuous Circle of Rural Tourism



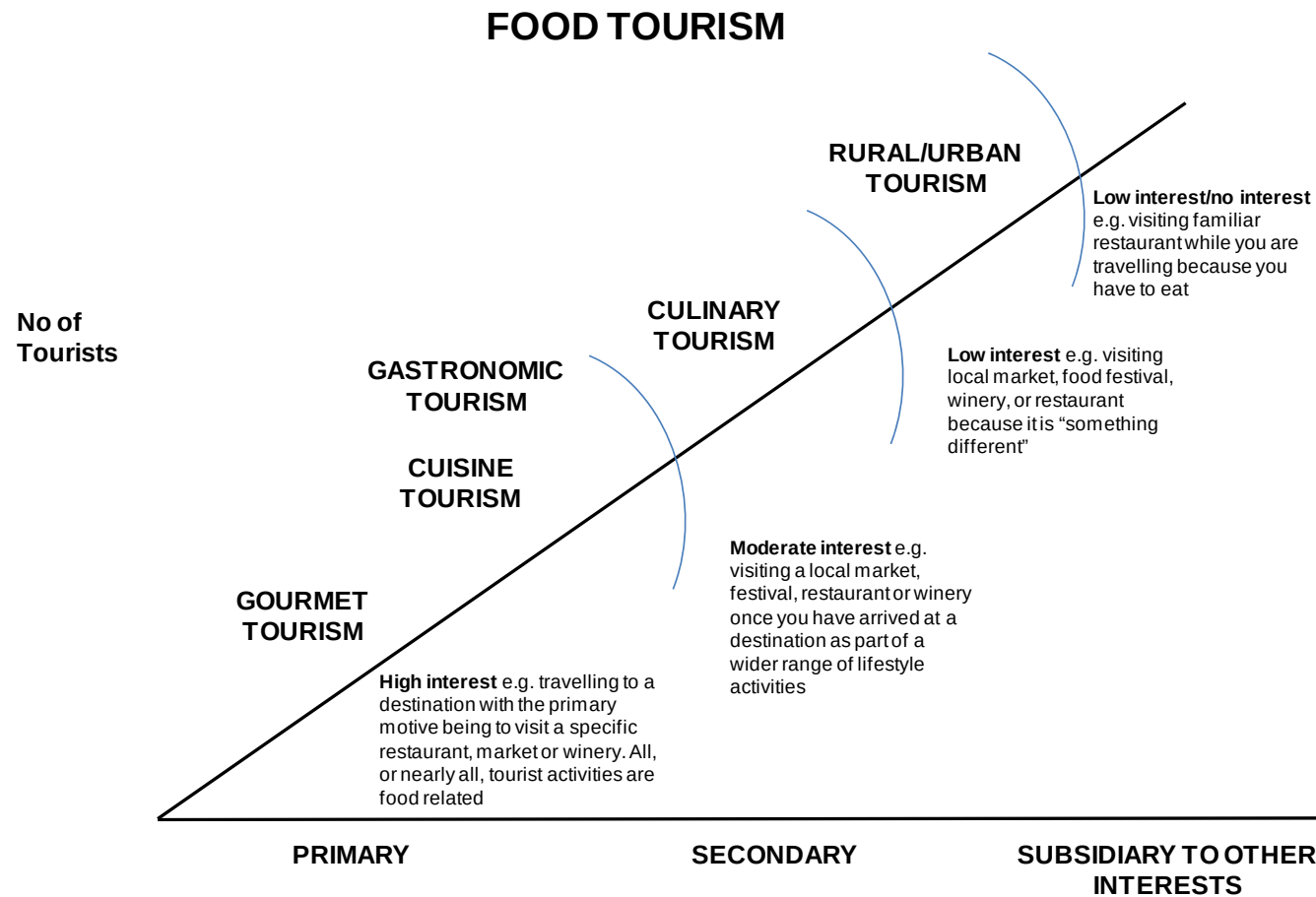
Garod et al. 2006

What firms are experimenting?



- A growing competition in the rural tourism business due to the massive entrance of firms in the business;
- A need for answering to the lack of professionalism in the small scale accommodation business:
- A pressing need for understanding tourists needs and expectations in order to implement an effective differentiation and rethink companies' strategy

Different niches for experimenting a differentiation



Hall and Sharples, 2003

Scopo del corso / Aims



- Lo scopo del corso è di fornire agli studenti una conoscenza delle iniziative di pianificazione e promozione di turismo rurale attraverso un tentativo di risposta alle seguenti domande:
- A quali segmenti di mercato si rivolgono le iniziative di turismo rurale?
- Quali tipologie di prodotti sembrano essere più attrattive?
- Che tipo di cambiamenti sono avvenuti nelle richieste dei turisti?
- Come si posizionano tour operators e agenzie nel mercato del turismo rurale?

Programma



- Definizione di turismo rurale
- Il marketing del turismo rurale: una prospettiva europea
- Casi di studio a livello internazionale
- Le eccellenze italiane
- Seminari e testimonianze dei protagonisti del mercato italiano
- Esercitazioni e svolgimento di casi di studio sul territorio marchigiano

Metodo di lavoro



- Lezioni frontali
- Lavori di gruppo e individuali in classe
- **Seminari**
- **Visite di studio**
- Marchi territoriali nelle Marche



Evaluation / Assessment



Students who attend (def: students who will gain at least 6 bonus points for their active participation in class):

Individual and group in-class presentation (every task will give you from 1 to 3 points)

Transnational Thematic Tourism Project presentation:
http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7488 (up to 10 points)

Final test: multiple choices (up to 15 points)

Students who do not attend:

Only the final exam (multiple choices) but in the official dates (January and February) with specific programme (scientific articles) that will be uploaded at the end of the course

Lectures schedule (almost definitive!)

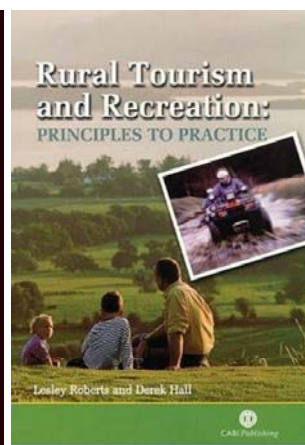
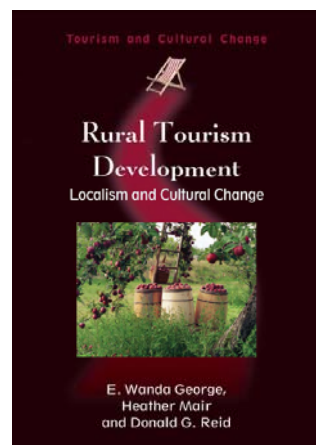


- Lezione in aula 8 ottobre ore 11.00
- Lezione in aula 15 ottobre ore 11.00
- Convegno "I rapporti accademici internazionali come opportunità per la promozione e il sostegno del Made in Italy" 19 ottobre 10.00 Aula Magna Università
- Lezione in aula 29 ottobre ore 11.00
- Lezione in aula 30 ottobre ore 15.00
- Lezione in aula 5 novembre ore 11.00
- Visita Abbazia di Fiastra 7 novembre Orario da definire
- Lezione in aula 12 novembre ore 15.00
- Lezione in aula 13 novembre 2013 15.00
- Visita a Matelica 14 novembre Orario da definire
- Visita del Centro Storico di Macerata con prof.ssa Baratta 20 novembre 2013 Orario da definire;
- Convegno su Crisi Economica e Banche alimentari 28 novembre ore 15.00 Aula Magna Università
- Lezione in aula 3 dicembre ore 11.00
- Lezione in aula 11 dicembre ore 15.00

Materiale didattico



Book chapters



Articoli scientifici e report di ricerca

 [Advanced Scholar Search](#)

☒ Articles (☒ include patents) ☐ Legal opinions and journals

Stand on the shoulders of giants

**Please, give me your
Feedbacks**



Which seminars would you like to propose doing?

....

Which study visits?

....

Which other subjects would you like to study in this course?

....

Please, send me your suggestions by tomorrow at 8 p.m.!