



Outline

- Aim of the study
- Rural tourism and local identity
- Survey
 - methodology
 - results
 - research limitations
- Some conclusions

Aim of the study

- To analyse the role of **identity** in developing **rural** tourism
 - studying local institutional interventions
 - examining the use of the Friulian language
- Only a few studies pointing out the role of local identity in developing rural tourism
 - overlooking potential of local identity



Rural tourism and local identity

- **Rural** tourism has become very popular
 - alternative to mass tourism
 - increases awareness about local way of life
 - benefits local communities
- Specific **local** characteristics might give rise to **differentiated** products and services

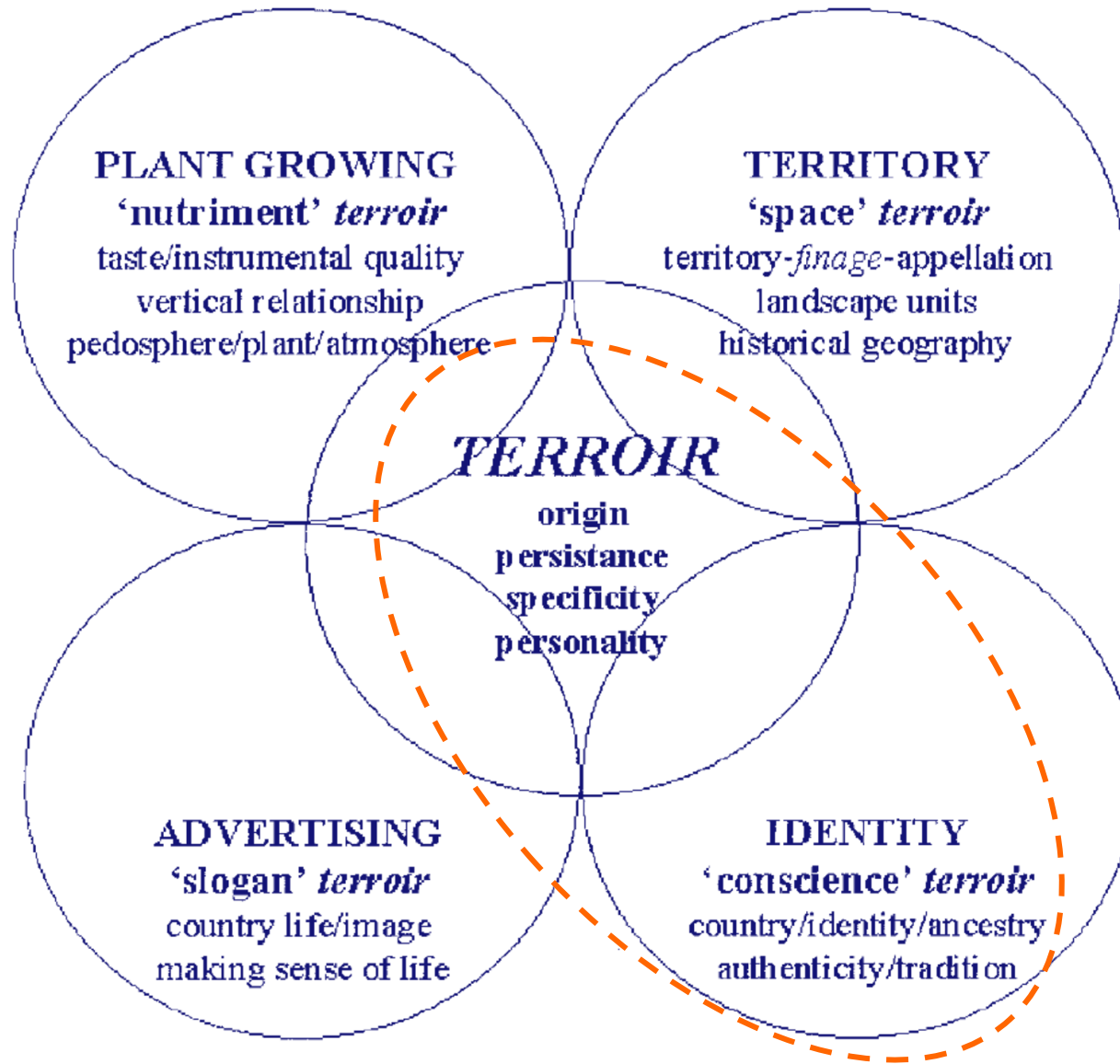
(Hall, 2006).

- Territorial competitiveness implies positive territorial **differentiation** and **identity**

(Montanari, 2009).

Rural tourism and local identity

Vaudour, 2002



Local identity: a definition

- There isn't a unique definition
- Some of the main features:

language



landscape

food and wine



cultural heritage, etc.



- Increased demand for local identity
linked products/services



Survey: agritourism and the use of Friulan identity

TOURISM IN RURAL AREAS

RURAL TOURISM

AGRITOURISM

**CASE STUDY
Friuli Venezia Giulia
Italy**

Survey: what's “agritourism”?

- Agritourism is a style of vacation in which hospitality is offered **on farms**.
- This may include the opportunity to assist with **farming tasks** during the visit.
- In Italy, there is a specific **regulation** (Law N.96 of 20th February 2006):
 - “accommodation and hospitality activities carried out by farmers (...), through the utilization of their own farm in connection with the activities of cultivation of the land, of silviculture and of the raising of animals”;
 - it supports the multifunctional role of agricultural activity, the increase of farm revenue and the enhancement of quality of life.

Survey: public intervention to support local identity

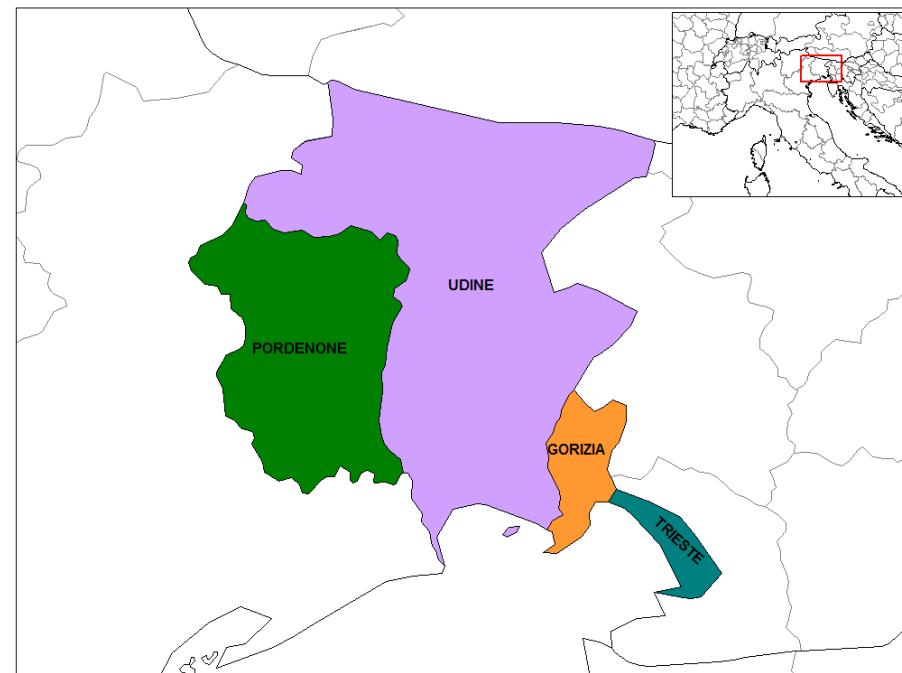
- Rural Development Programmes (RDPs) 2007-2013
 - Friuli Venezia Giulia Region RDP (€ 31/12/11)
 - incentives in favour of some features:
 - rural landscape: € 12.5 mln,
 - traditional rural buildings: € 64,000,
 - local agroalimentary products: € 134,000.

Survey: Methodology

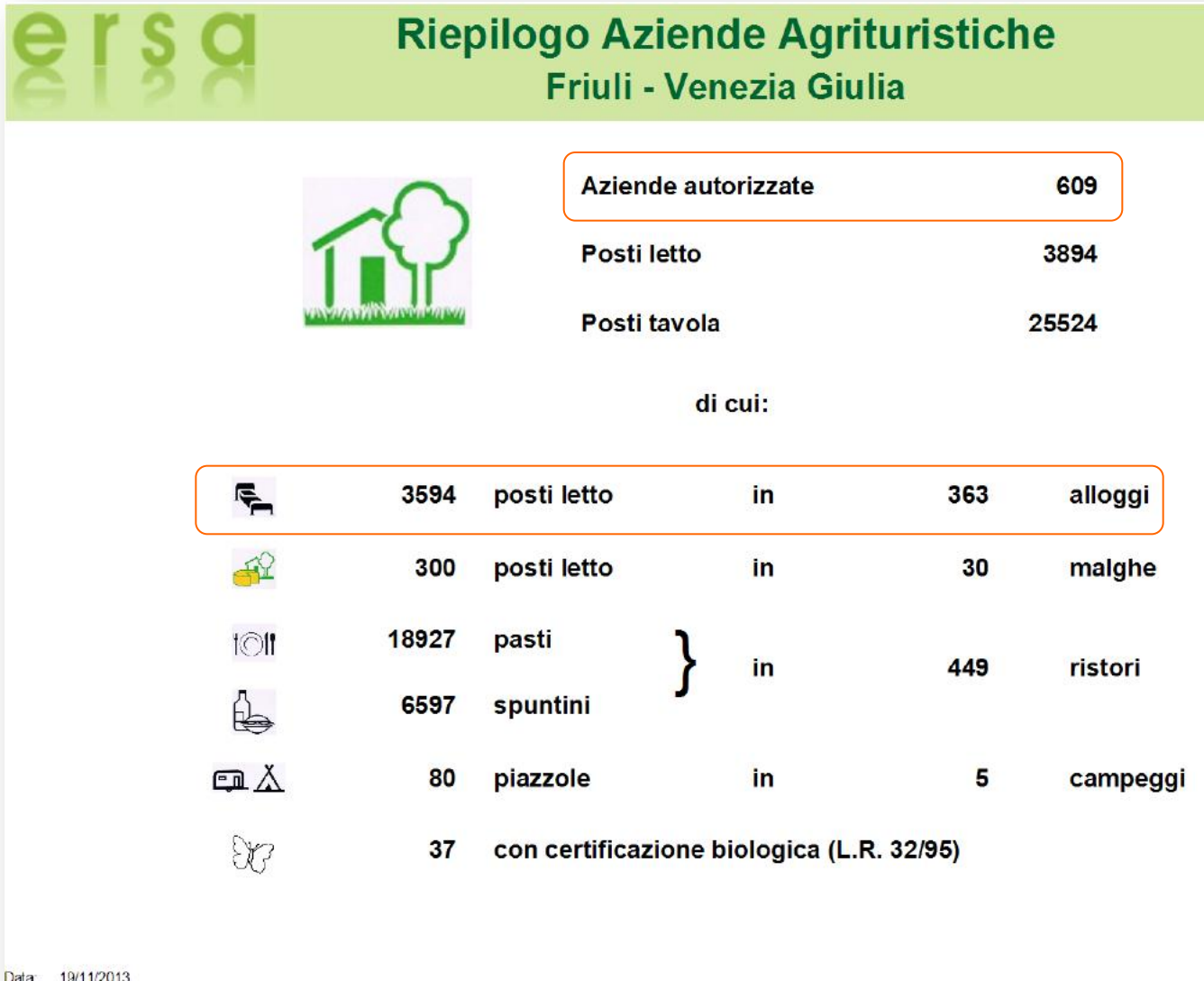
- On-line questionnaire administered to agritourisms
 - in the province of Udine (Friuli Venezia Giulia - IT)

Area: Total 7,858 km² (3,034 sq mi)
Population (31 December 2012)

- Total 1,219,356
- Density 160/km² (400/sq mi)



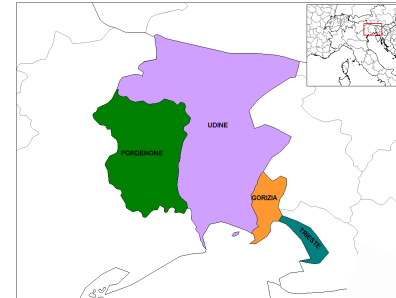
Survey: Methodology



Survey: Methodology

- On-line questionnaire administered to agritourisms

- in the province of Udine (Friuli Venezia Giulia - IT)



- owing an address email

- 223 operators
- received: 32 questionnaires (17%)
 - uninterested?
 - several reminders....

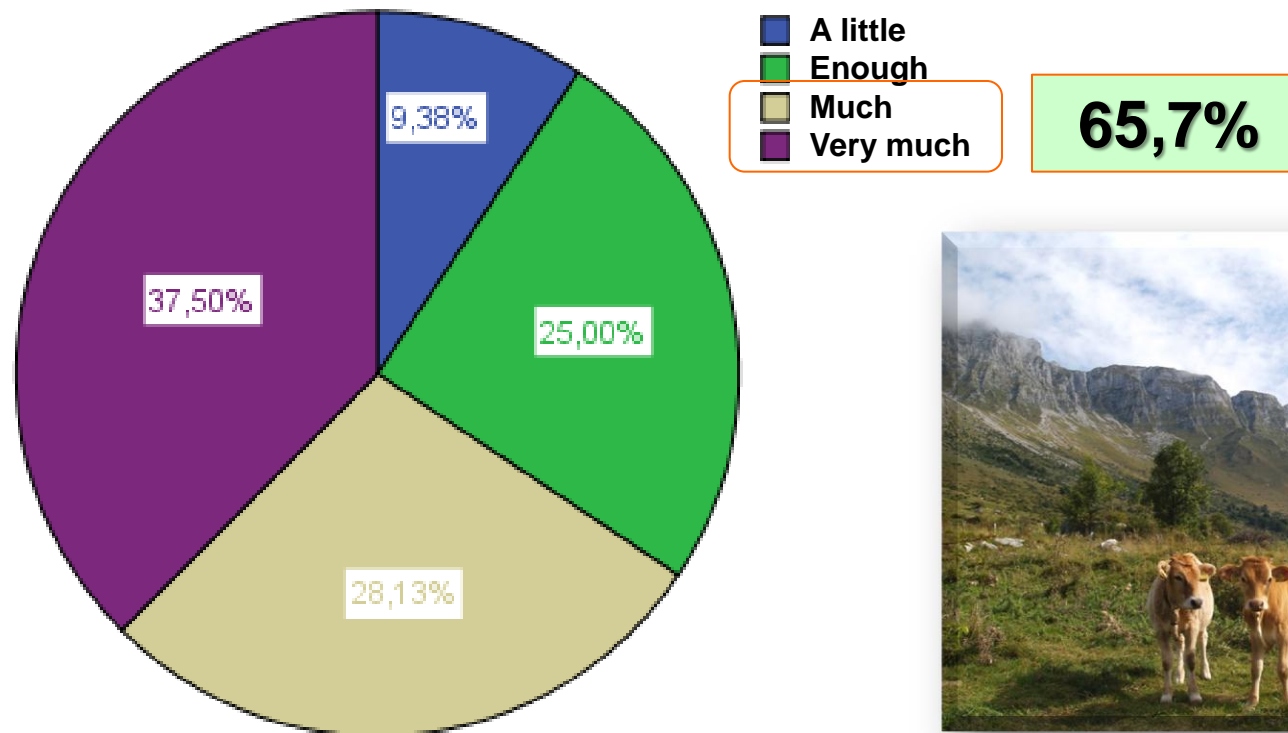


- Nevertheless we are comparing these results

- with previous information from a survey on Bed & Breakfast and local identity in FVG 96 B&B

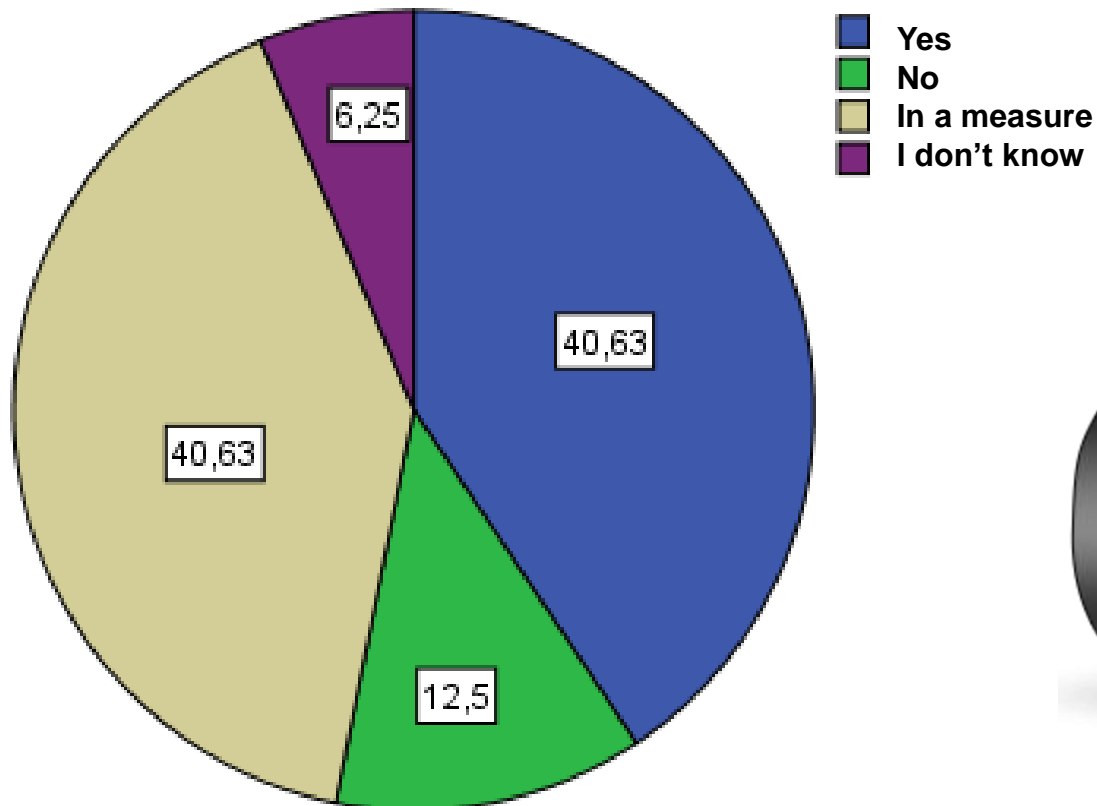
Survey: Results

- Importance of **landscape** to develop agritourism



Survey: Results

- Does local **identity** support agritourism?

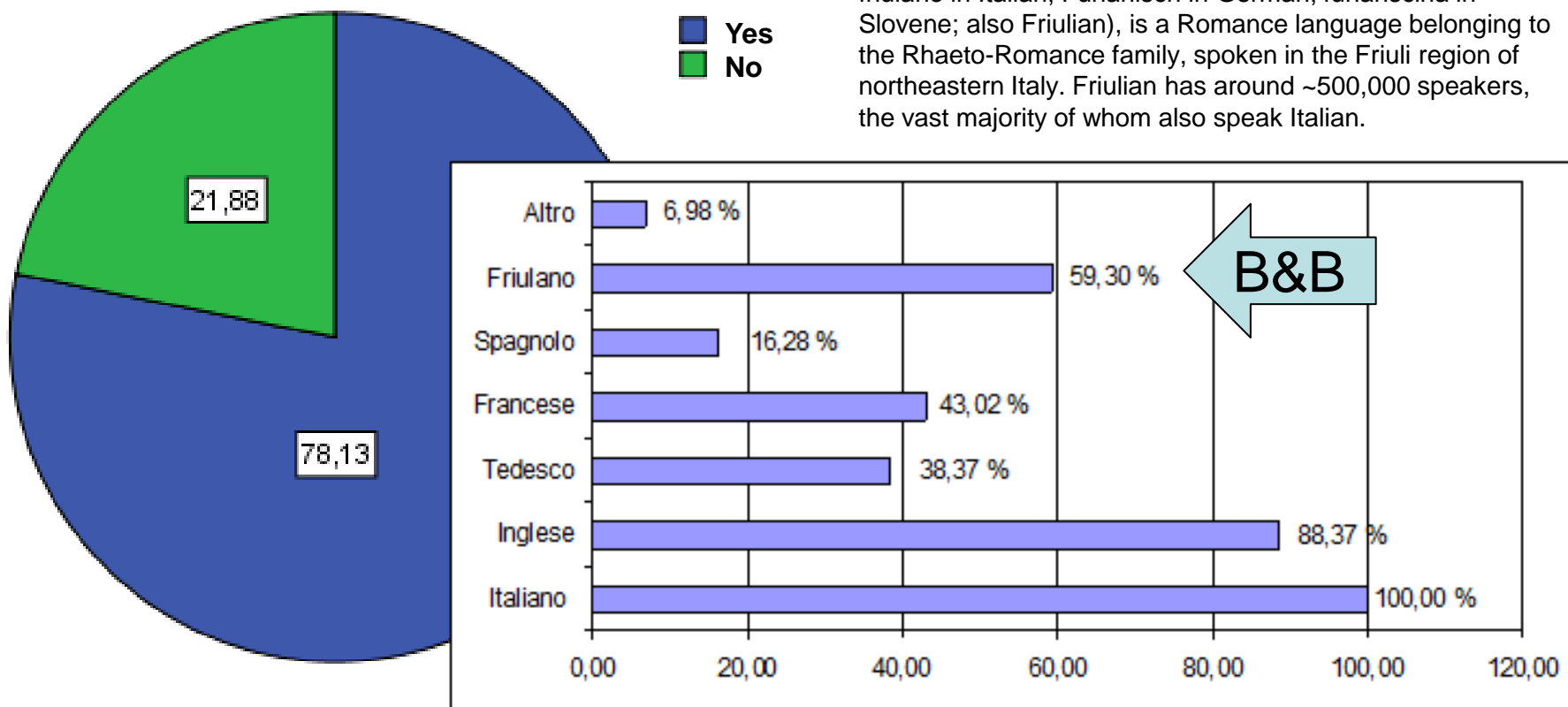


Survey: Results

- Do you **speak Friulian** to support agritourism?

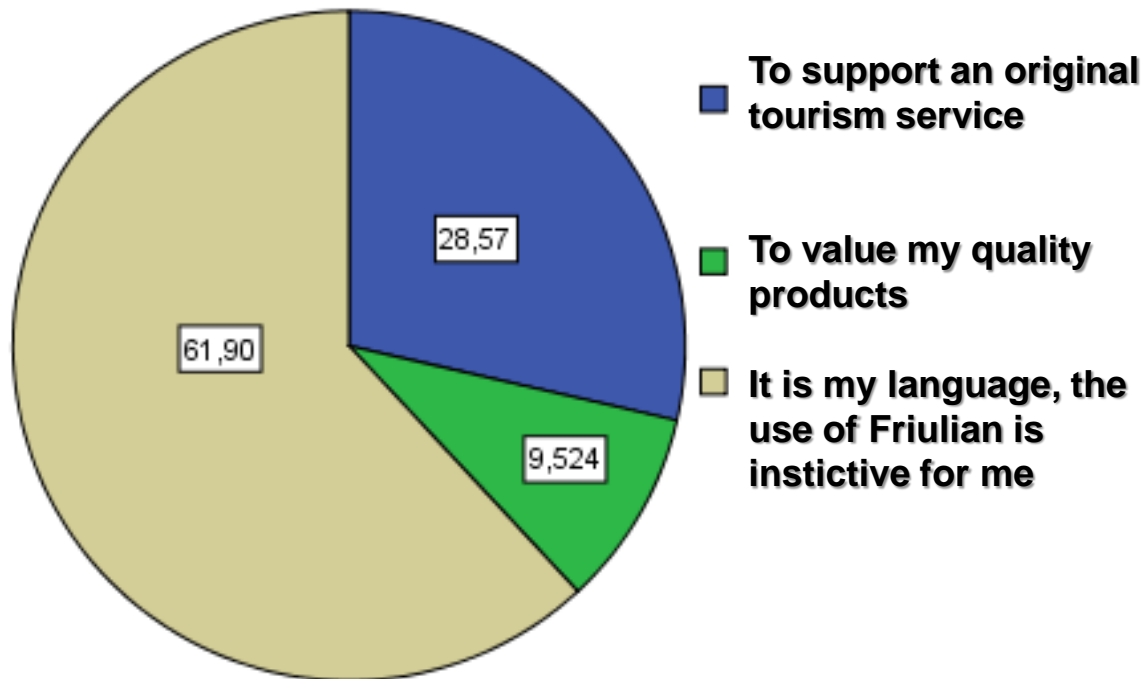


Friulian or Friulan (or affectionately **marilenghe** in Friulian, friulano in Italian, Furlanisch in German, furlanščina in Slovene; also Friulian), is a Romance language belonging to the Rhaeto-Romance family, spoken in the Friuli region of northeastern Italy. Friulian has around ~500,000 speakers, the vast majority of whom also speak Italian.



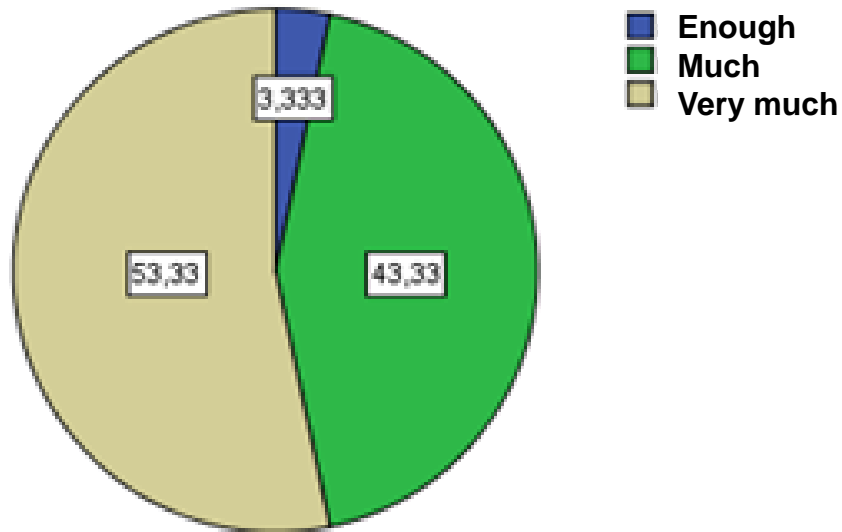
Survey: Results

- **Why** do you speak Friulian language?



Survey: Results

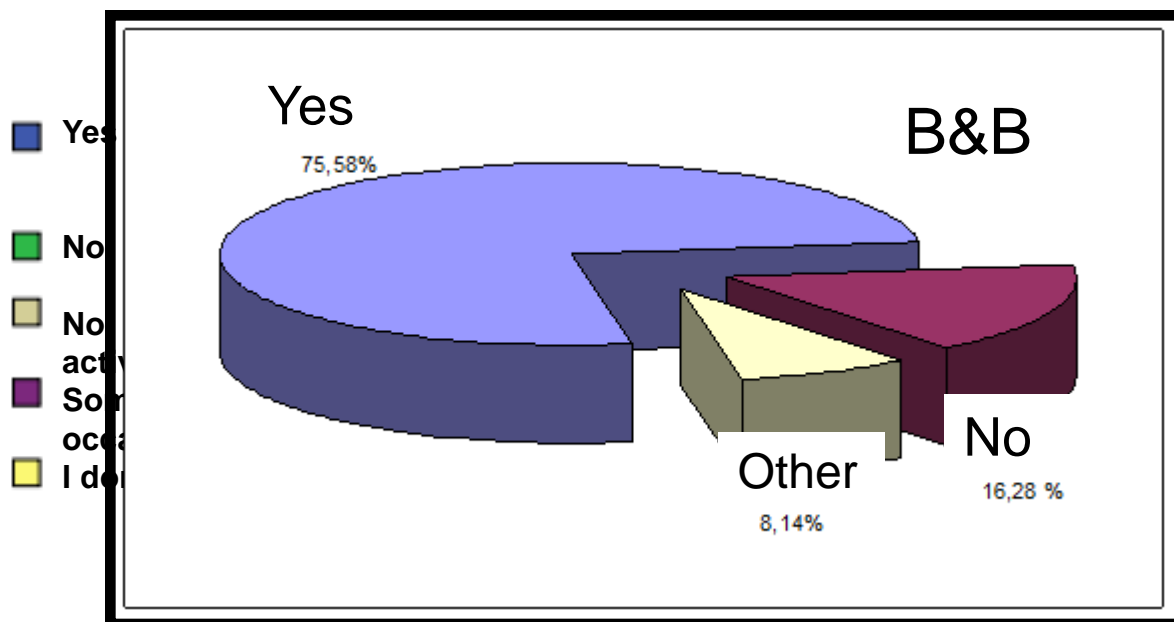
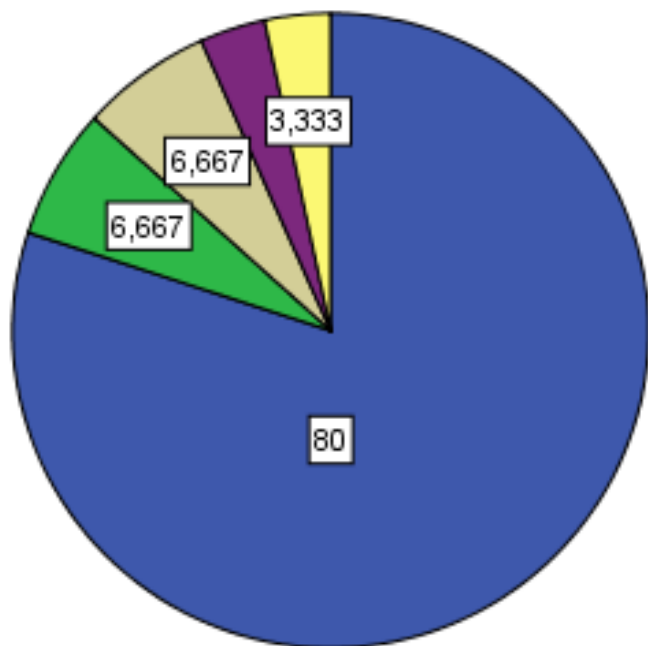
- Importance of **local gastronomy** to support agritourism



Survey: Results

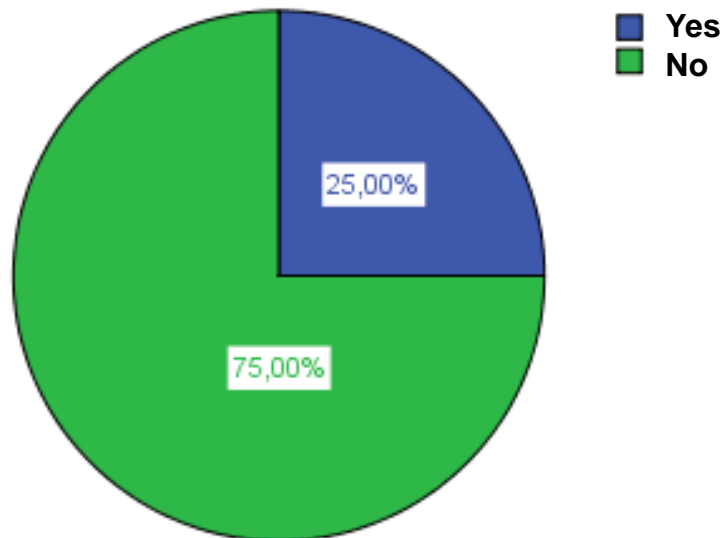


Do you use **local food products** to support agritourism?



Survey: Results

- Do you know that there are **financial incentives** to support Friulian identity?



Survey: Results

- Local food and wine and rural landscape in Friuli Venezia Giulia are important to define local rural identity and to develop tourism activity,
- Friulian language is considered strategic to improve competitiveness.
- Nevertheless, there are some weaknesses in the knowledge and use of rural identity features...

Practical implications

- To improve the role of local identity in developing rural tourism it is necessary
 - to better address institutional intervention to improve tourism operators knowledge
- Moreover, tourism operators should enhance knowledge and use of identity features to distinguish their offer.

Research limitations

- The results of our research could be improved
 - by increasing the number and the type of respondents
 - including also local tourist associations
 - and extending the geographical area involved in the survey

Conclusions

- The results have provided information support for decision makers and operators
 - to improve the design of measures aimed to protect and enhance the Friulian language
 - to increase farmers' strategies efficiency of marketing measures in order to value competitiveness of rural tourism offer.



Thank you!

Grazie per l'attenzione!!

Graciis pe atenzion!!!