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#### Improving competitiveness of rural tourism understanding the role of local identity

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Tourism Management, Marketing and Consumer Behaviour

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880

Consumer Behavior in Tourism Symposium 2013 Bruneck / Brunico, Italy • December 4 - 7, 2013 "Competitiveness, Innovation and Markets: The Multifaceted Tourists' Role"



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

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## 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



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#### **Rural tourism and local identity**

- Rural tourism has became very popular
  - alternative to mass tourism
  - increases awarness 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).



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#### **Rural tourism and local identity**

PLANT GROWING 'nutriment' terroir taste/instrumental quality vertical relationship pedosphere/plant/atmosphere TERRITORY 'space' terroir territory-finage-appellation landscape units historical geography

#### TERRÒIR

origin persistance specificity personality

ADVERTISING 'slogan' *terroir* country life/image making sense of life IDENTITY 'conscience' *terroir* country/identity/ancestry authenticity/tradition



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## 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



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#### Survey:

#### agritourism and the use of Friulan identity

#### **TOURISM IN RURAL AREAS**

#### **RURAL TOURISM**

#### AGRITOURISM



Adapted from Sznajder et al., 2009



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A VIEW BRANCHER BERT

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# 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 20<sup>th</sup> 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.



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## 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.



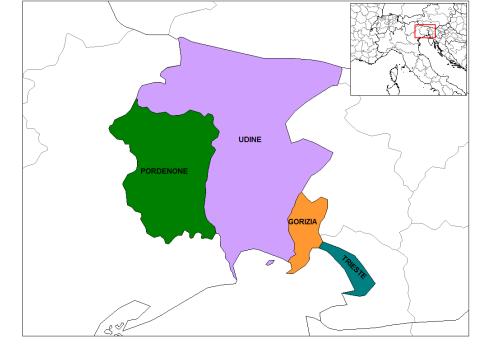
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## Survey: Methodology

- 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)



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## Survey: Methodology

#### Riepilogo Aziende Agrituristiche Friuli - Venezia Giulia



Aziende autorizzate	609
Posti letto	3894
Posti tavola	25524

di cui:

	3594	posti letto		in	363	alloggi
- FP	300	posti letto	}	in	30	malghe
t© <b>11</b>	18927	pasti		in	449	ristori
	6597	spuntini		Nob Dr	445	histon
ΠĂ	80	piazzole		in	5	campeggi
SF	37	con certificazione biologica (L.R. 32/95)				



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## 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







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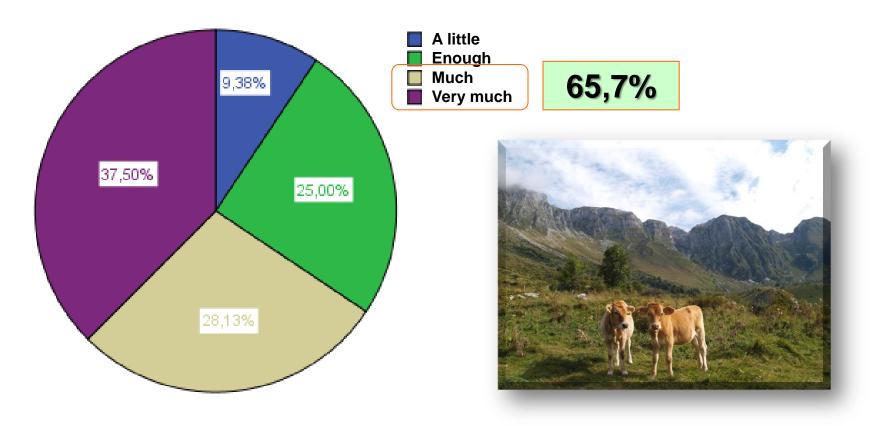
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 Importance of landscape to develop agritourism





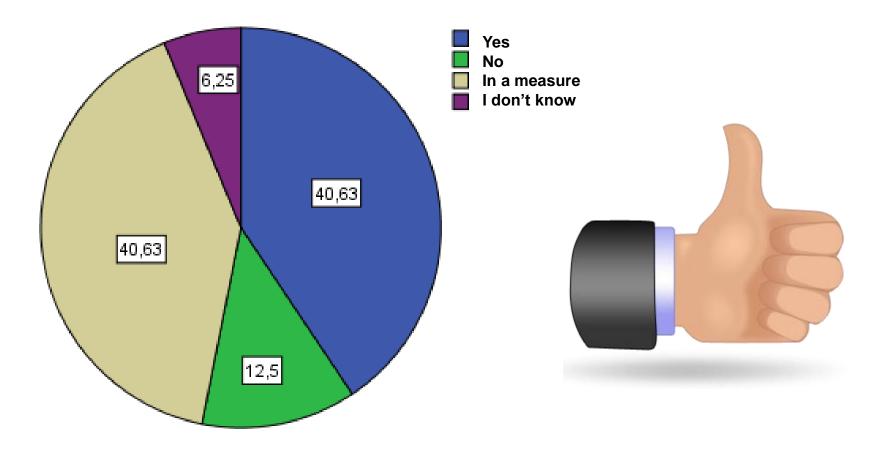
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• Does local **identity** support agritourism?





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## **Survey: Results**

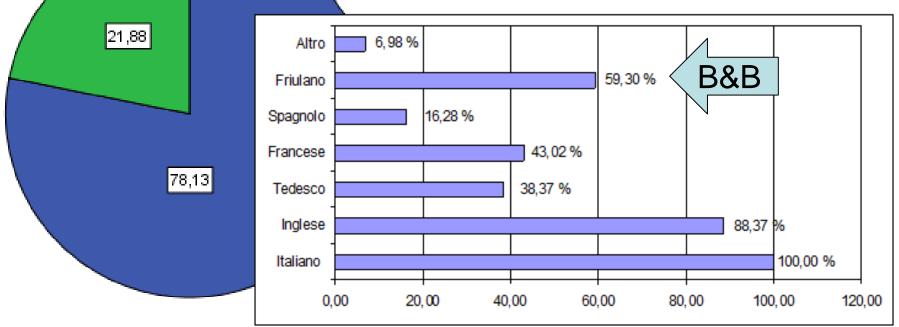
Yes

No

 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.





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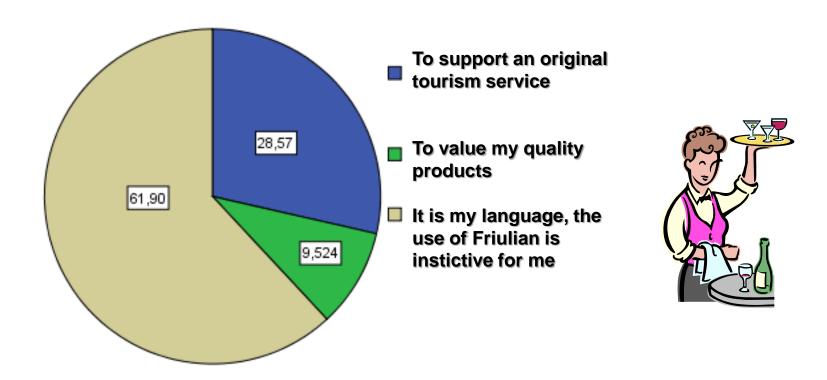
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## **Survey: Results**

• Why do you speak Friulian language?





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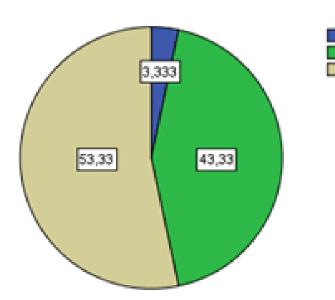
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Enough Much

Very much

 Importance of local gastronomy to support agritourism





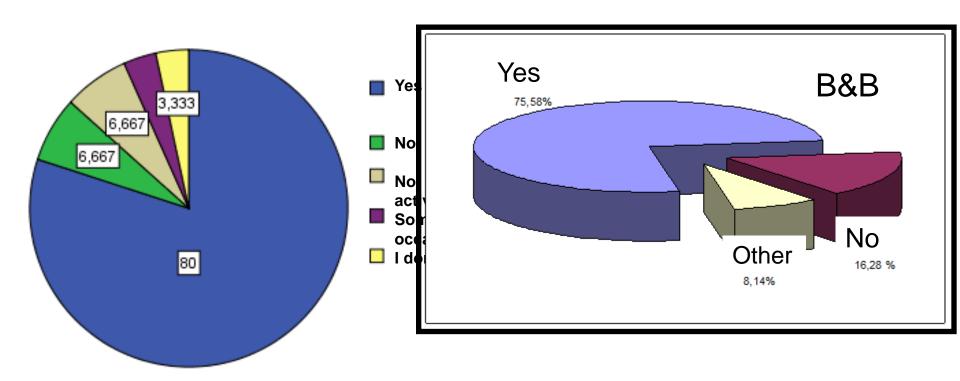
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# Do you use **local food products** to support agritourism?





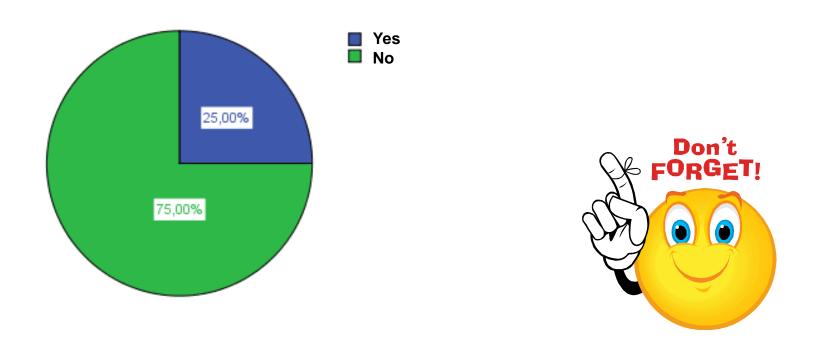
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Do you know that there are financial incentives to support Friulian identity?





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- 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...

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### **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.

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A VITH BANK RUBBE STOL

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## **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



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- 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.



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· Anne Barranton Stala

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#### Thank you! Grazie per l'attenzione!! *Graciis pe atenzion!!!*

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