

Creative Food Cycles Experience

Goa CFC-festinar: a virtual banquet for an innovating research celebration

PhD course in
Architecture and Design
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CFC (Creative Food Cycles) covers different scales and levels of action (and a socio-cultural activism) from production to distribution, from distribution to consumption, from consumption to disposition (and re-production) trying to promote a **strategic integration**, innovative and fresh at the same time, from the territorial and urban scale to the scale of the creative-social celebrating event or creative-design product, in which the factor “**food**” as a **productive** indicator takes on a priority meaning as an inducing agent of new **sustainable and innovative processes** at the same time.



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II
STARTERS

Crossing voices

Cosmopolitan together toasts

FOOD AS A TOOL FOR TERRITORIAL PLANNING

Food, or better the agricultural production and the enogastronomical heritage of a territory, are part of a heritage, both tangible and intangible, which can be not only an engine for new economies (rediscovery of ancient vineyards, tourism, etc.), but also a starting point for redesigning a valley, a series of municipalities, a territorial and environmental area, just like what happened in many parts of Europe with the wine routes.

Rural tourism and agritourism, in recent years have been the subject of various multidisciplinary investigations. The international academic world notes a certain degree of confusion regarding the coincidence between the two terms. Agritourism is also the most characteristic form of accommodation and catering in rural tourism: as is the case in Italy and France which, albeit with different solutions, have built structured facilities for the analysis of rural tourism. With respect to the Italian case, the theoretical approach is bottom-up and finds its first legislative reference in Law 730/1985: agritourism was born out of the need of Tuscan farmers to also offer hospitality and the supply of products, in addition to production activities. The reference to the city-countryside paradigm is now consolidated in the study and analysis in terms of territorialisation, landscape and evolution of agricultural activity. This

approach is the basis of this contribution, starting from the assumption that the changes undergone by the agricultural sector in Italy, albeit with strong differences on a regional scale, have produced the current configuration of the landscape and its territorial structure; effects that in the case of rural tourism have favored the birth, first, and then the development of agritourism. Sharecropping, which gave an imprinting to the landscape of most of Central Italy, laid the foundations for the birth of agritourism. However, also in the rest of the country and, in particular, in South Tyrol, the historical evolution of the agricultural landscape is at the basis of forms of rural tourism receptivity: “the atrocious concept of the centuries-old border”, that is, the tradition tied to the indivisibility of the farms, was incorporated into agricultural legislation already prior to the Unification of Italy, creating a necessary condition for the birth of South Tyrolean agritourism and the generation of a lasting and, therefore, sustainable source of wealth (Celant, 2001). Rural tourism implies a different consideration of the concept of rurality linked to territoriality, as opposed to the widespread conception of rurality as synonymous with backwardness, including cultural backwardness and economic backwardness. Rural tourism is specificity and peculiarity of a territory, including the recovery of the relationship between historical-geographical region and agricultural region. For this reason, starting from the relationship between agritourism and typical productions, we want to: first, deepen the aspects of the relationship between tourism and agriculture in terms of identity characteristic of the territory; second, understand if this relationship can be an opportunity for growth and local tourism development. Food and wine is culture, based on the knowledge of the territory through the set of its tangible and intangible resources. Food has a central role, as a privileged means of communication of enogastronomical culture, traditions and experiences, which contribute to the generation of value and richness of the territory. Italy has a unique agri-food heritage, not completely known, which are real “gastronomic deposits” (Paolini, 2009). Rural tourism consists in the ability to exploit this wealth, putting the heritage of typical productions to good use, in terms of attracting tourism in its broadest sense, especially with reference to international tourist flows. The typical product can be considered an element of attractiveness and characterization of the territory. Given these considerations, the link between the primary sector, rural tourism and agritourism is at the basis of the dynamic preservation of the landscape and tradition, in the same way that various authors refer to the relationship between culture and the past (Dallen and Boyd, 2007). Developing forms of tourism simplistically defined as “minor” from an economic point of view means growth and employment. Italy enjoys an excellent enogastronomical image at a worldwide level, an important and unavoidable factor for the development of the tourism system.

Analyzing its relations and localization dynamics is the condition to create policies and strategies for the valorization of this heritage, to spread its knowledge at an international level and to improve the way typical productions are a determinant factor for the development path.

The receptive form of agritourism is an inspirational model widespread in Italy, even capillary, with different organizational solutions. The valorization of typical productions necessarily passes through a modality of fruition of the territorial offer suitable and coherent with the territory: the agritourism, at the same time structure of offer and vehicle of promotion, even if this happens only with the restaurant, leaving aside the receptivity; and, therefore, it must be framed in the global system of tourist offer. The specificity of Italian tourism is traditionally based on aspects linked to the culture of reception and the role of hospitality. “A new hospitality lies at the base of territorial attention strategies” (Dallari, 2006). The relationship between accommodation and enhancement and protection of the basket of typical products is configured in the territory that represents the synthesis in terms of image of made in Italy. Starting from these considerations, the aim of this contribution is to analyze rural tourism and the relationship with typical products and agritourism. This path can have as its point of fall the structuring of a territory, which has the ability to overcome the simplification of food tourism and itineraries towards a systemic consideration of the territory, with the opening to all other attractions, but based on the relationship agriculture-hospitality-restaurant.

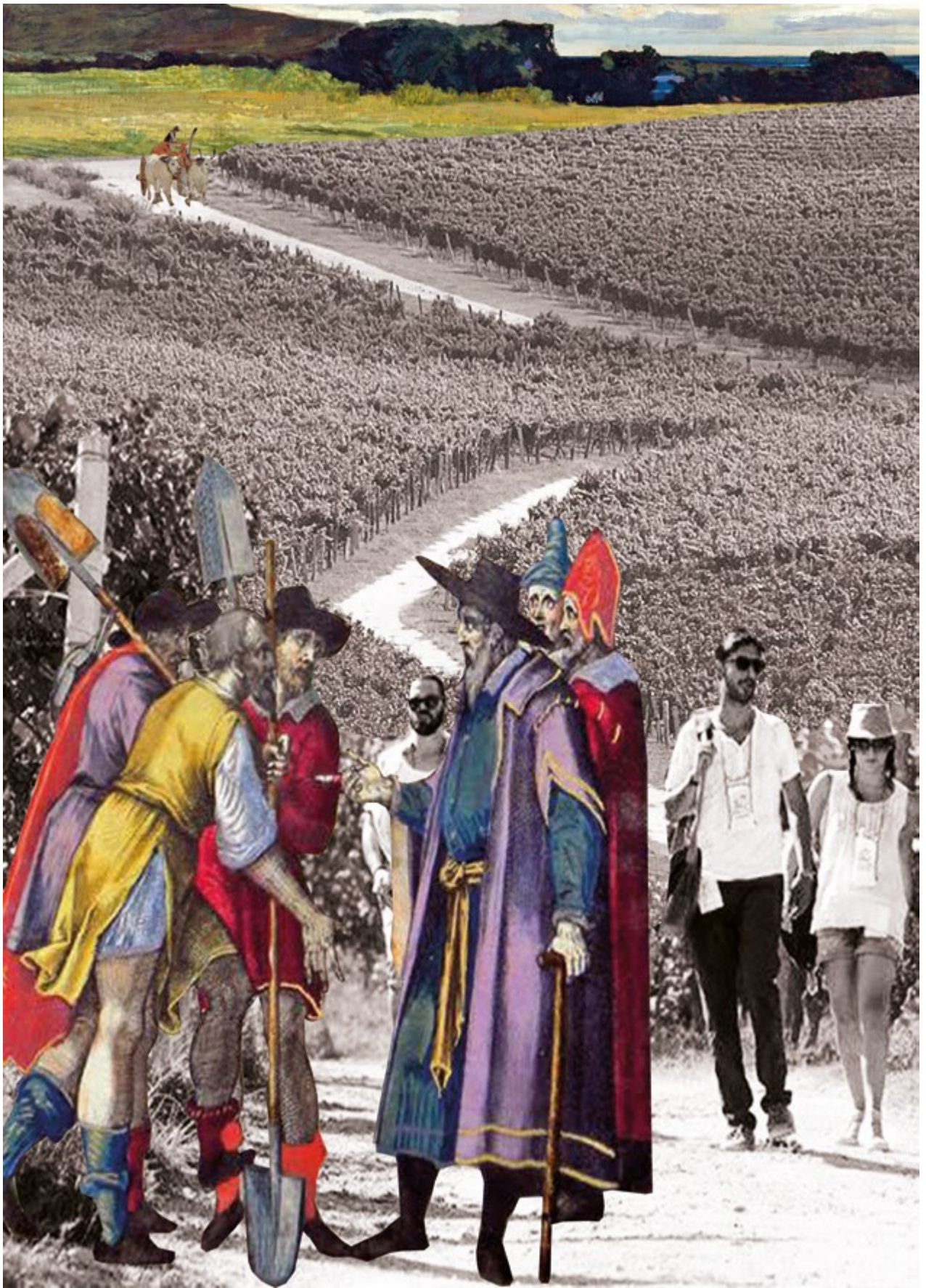
The typical agricultural product is the result of a historical, collective and localized process of accumulation of knowledge, based on the combination of specific territorial, physical and anthropic resources. This combination generates a strong link, unique and irreproducible with the territory of origin and, at the same time, is an indicator of diversity. The relationship of the agricultural product with the territory is a function of the different components and aspects of typicality (Hausman, 2009), which refer to the environmental dimension and local resources, production techniques, conditioning and processing, local cultural and social aspects, as well as historical factors that accompany the evolutionary trajectories of the product itself. A dynamic relationship and not static and immutable. This is because enogastronomy is part of the culture of a territory: typical productions are one of the elements of the past that can be selected for the “dynamic preservation” of the territory and landscape (Dallen-Boyd, 2007). Therefore typical productions take on a new form with regard to the evolution of the concept of land and income: productive factor for touristic competitiveness, summarizing aspects of a natural factor, but also of the anthropic action, becoming a territorial product and an element of attractiveness for touristic purposes.

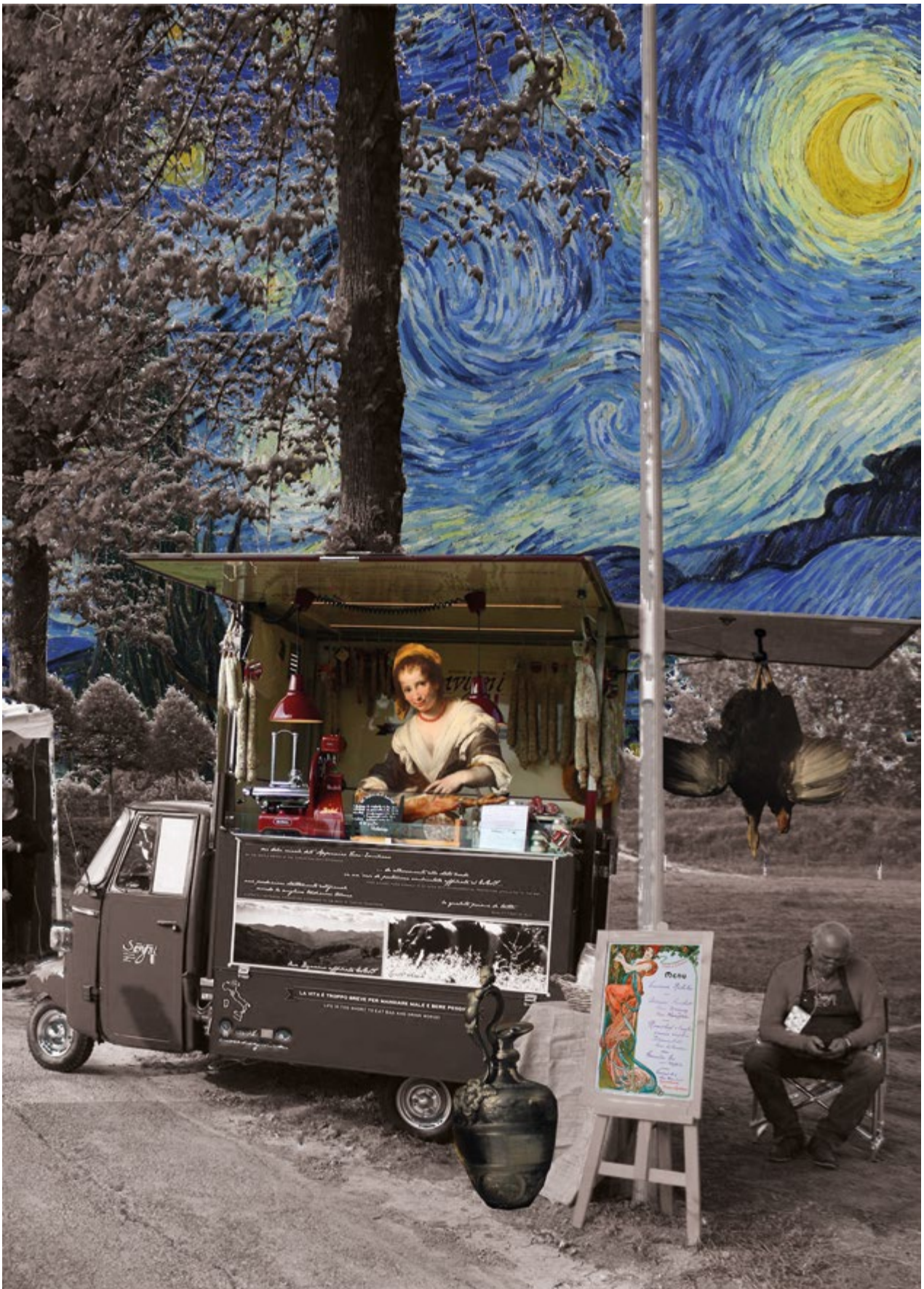
The diversity of the enogastronomical richness of Italy is rep-

resented by the list of “Traditional Italian Agri-food Products” (PAT) at the Ministry of Agriculture and Community Policies, local and local products which widen the concept of typical product, according to the legislative decree 173/98: on one hand it identifies the variety in terms of richness, of all that is defined as food culture in close relation with tourism development; on the other hand it provides the enogastronomical characterization of agricultural production. In support of the already mentioned thesis of a consistency of the system built in Italy, “regional typicalities are the shelves of the library of Italian enogastronomy”.). The term “typical” refers directly to the origin of a product of a specific area, having peculiar characteristics compared to the production. As a whole, typical productions and regional specialties represent a patrimony located in a diversified way on a regional scale; a whole that potentially generates an attractive capacity higher than the sum of the products themselves. The typical product is a determining factor for tourism, widely considered: excursionists, local and international tourists; the latter are increasingly going to Italy to know the natural and artistic beauties and the enogastronomical ones located in the territory. For this reason, the system of typical productions deserves a consideration at a functional level, or better to say, complementary, to the traditional and conventional system of tourist offer. In the classic theory, agricultural localization depends on the income and the price the farmer is willing to pay. The link between rent and typical product makes it necessary to go beyond the classic approach, since it no longer refers only to agriculture, but also to production as a whole and to tourism in particular. The concept of income takes on a non-economic component. The activity that is localized is not only agricultural, but it is an activity with a touristic vocation: receptive (agritourism, beauty farm, country-house, but also B&b) and agro-alimentary proper. Integrating tourism in an agricultural territory expands the tourist offer in connection with agriculture. The typical product-farmhouse relationship is the basis of the authenticity of this integration-connection: an objective typicality that characterizes the identity and that, according to some authors, can represent a brand in itself.

When a person buys a service, they are buying a set of intangible assets; when they buy an experience, they are paying to spend part of their time enjoying “memorable” activities that a business puts on to engage them in a personal way. Creating an experience is about engaging and enriching. That’s why it’s important to pay attention to the activities the consumer enacts. These activities are identified in sensing, or the preparation of information sets; sharing, or interaction with the consumption context; performing, or operation or use. It is necessary to be able to support and guide the client during these activities. In sensing, paying attention to the generation of information that leads to a sense of discovery of the place,

*“Marcialonga”. While I bovi al carro
(G.Fattori, 1867), on their way back, young
tourists walk through the vineyards of the
langhe, heedless of the vintners.
(photomontage: N.Canessa, 2021)*





the objects, the flavors, the stories. In sharing, facilitating the relationship with the place, with the service providers, with the inhabitants, with other visitors. In performing, making access to services and elements of attraction easy, simple and direct, simplifying fruition and encouraging memories. To do all this, it is also necessary to intervene on training, forming new managerial skills. It is necessary to know how to recognize, construct and enhance elements of surprise and exceptionality; to create the perception of participating in an event expressly organized for that client; to develop communication and interaction with the context made up of places, people, objects, sensations and diversity. In order to do this, a deep analysis of the market and new tools such as introspection, observation and storytelling are required, since the traditional qualitative and quantitative tools can only marginally capture elements such as practices, experiences, emotions, relationships, cultural values. Food can give all this, and its very high cultural content can represent the main entrance and the key to understanding “cultural districts”, a set of elements that go well beyond the simple product. In fact, “food has always been an expression of the community, it enters into idioms, recurs in myths, legends, metaphors and even in liturgy (as good as bread, the legends of the Wild Man who taught the mountain people how to make cheese, the world seen as the cosmic egg, wine as the symbol of the blood of Christ)” (Bernardi, 2001).

From the ways and forms of eating one can get an effective picture of society. The young Marx wrote that “hunger is hunger, but the hunger which is satisfied with cooked meat eaten with knife and fork, is a different hunger from the one which devours raw meat, helping itself with hands, nails and teeth” (Marx, 1968). So nowadays, food takes on the function of a “medium” capable not only of communicating material culture, tradition, emotions, flavors, scents, but also of generating value in the territory, even triggering unexpected germs of entrepreneurship. Food as the great beacon and undisputed protagonist of the great country festivals, able to attract the interest of travelers and the media, distributing new and unexpected wealth in the territory. In fact, in the century of food insecurity, of transgenic foods, “in the era of globalization, of uniformity of consumption and homogenization of taste, everything that is presented as having territorial specificity, begins to regain value” (Paolini, 2009). In free time, the consumption of local gastronomic products becomes a way to (re)appropriate atavistic ties between the individual and the peculiarities of the territory (Antonioli, 1996). The rediscovery of roots, sensitivity to anthropological aspects, the desire to learn about history, the aesthetic-sensorial dimension all add up and interfere with oral gratification in the appreciation of many products or dishes. The deposit that exists in a place becomes the medium to illuminate that place, making it visible and visitable to the gastronaut¹ and the foodtrotter² (two new types of visi-

◀ *“Streetfood”. Talk about getting art out of museums, La Cuoca (B.Strozzi, 1625) took the statement a little too literally. (photomontage: N.Canessa, 2021)*

tors), developing wealth and provoking the encounter between consumer and producer. Gastronomy contributes to building identity, giving that appeal that a place needs in order to become a tourist destination.

“Food and wine tourist is the one who is willing to move from his or her place of residence in order to reach and understand the culture of a destination known for a valuable food production, get in direct contact with the producer, visit the area destined to the elaboration of the raw material and to the subsequent packaging, taste on site, and possibly personally buy the specialty and then go back home, surely enriched by the experience” (Croce and Perri, 2008).

The precise origin of this type of tourism remains uncertain. In 1841 was written *L'Italie confortable, manuel du touriste di Valere*, a guide conceived for the tourist who, while traveling in Italy, wanted to have practical information and indications about the typical enogastronomical products of the various areas and addresses of laboratories and stores where to find the various typical specialties. Then in 1931 was born a *Gastronomical Guide of Italy*, by the Italian Touring Club, which however lacks practical information about where to find the various products and about the processes of transformation and production. An important step in the definition of what would later become the canons of today's enogastronomical tourism, was marked in 1971 by Mario Soldati who published *Vino al Vino*, a collection of articles written during three journeys in the peninsula in search of authentic products and far from industrial transformation processes. A fundamental role was also played by the cultural associations *Slow Food* and *Gambero Rosso* which, in the 1980's, published guides which praised good eating and organized tasting courses and events of great impact, involving even non experts in the knowledge of the most hidden aspects of food. In the last years, consumers can also recognize the quality of agri-food products by reading the label, which shows, for example, territorial quality marks such as DOP, IGT, AS (Community quality policy, Community regulations 2081, 2082 of 1992). However it was only in 1993, with the product having the highest evocative power, that is wine, that the history of Italian enogastronomical tourism officially began. The merit is mainly due to the Wine Tourism Movement that in that year promotes for the first time “*Cantine Aperte*” (Open Cellars), an event to which at the beginning only some wineries adhered, but which then got the consent of many other wine producers. This event consists in having wineries open to the public in the last Sunday of the month of May in order to allow everyone to visit and get in touch with the environment where wine is produced, the production process, to get in touch with the “origin” of the product. In order for food and wine tourism to be an opportunity for development, however, it must be wisely organized in a sustainable and responsible way and put quality at the center. Therefore both

¹ Gastronauts are mainly male, between 30 and 50 years old, they preferably travel on Saturdays and Sundays in order to reach nearby places, they limit their visit to just one day, they travel mostly alone, or with their family or friends, personally organizing their trip, they pay great attention to the gastronomic heritage and to the way it can be enjoyed, they reserve a secondary role to the purely touristic value of the territory. There is also the gastronaut motivated by an event, that is, a type of tourist motivated to move by a festival, a festival, a fair or any other initiative linked to food and able to attract a target which is not purely gastronomic. (Coce and Perri, 2008)

² The foodtrotter, on the other hand, is a traveler who sees in the gastronomic heritage “the central element of the journey, where, however, the other resources of the territory also play an important role: his or her vacation, even if lasting just a few days, is therefore longer. In this case, accessory services play an important role, indeed, a discriminating one. The foodtrotter is mainly male, aged between 30 and 50 years old, he comes from places not particularly far from the enogastronomical destination (about 200 km) or however from longer distances but easily reachable, he has a medium-high culture and he mainly works as a conceptual worker, he moves with his family or friends personally organizing his journey, he stays in the place at least 2-3 days, he gives the same importance to tourist resources and to the presence of an “accommodation system for every pocket” (Coce and Perri, 2008)

the actors operating in the territory, as well as tourists, must act in a “future” perspective, in the sense that it must always be kept in mind that besides satisfying the needs of present generations, it is responsible and desirable to guarantee the same satisfaction to future generations, respecting resources and environmental quality while they are being enjoyed. The typical local product must not be commercialized, but its peculiarities must be highlighted and to do this everyone must act in compliance with a common code of ethics, which gives the guidelines for a correct and responsible behavior, which goes beyond the purely speculative logic and immediate profit. Sustainable development should also lead to an improvement in the quality of life, without exceeding the carrying capacity³ of destinations and ecosystems.

³The carrying capacity of a tourist destination is defined as the maximum number of people who can visit a tourist destination at the same time, without causing destruction to the physical, economic and socio-cultural environment, leading to a lowering of the level of satisfaction on the part of visitors.

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