

La Roadmap Del Turismo Enologico Economia Ricerche

365.922

*The aim of this book is to show how wine tourism can be used as a model for sustainable economic development, driving economic growth and social development in some locations. It will explore the interaction between tourism and viticulture in wine tourism destinations, while also explaining some of the repercussions of these activities. This book covers various topics including regional development, environmental management, sustainable viticulture, quality management in wineries and wine tourism routes among others. Wine tourism, which combines two important yet distinct economic activities (i.e., tourism and viticulture), has recently emerged as a new tourism product driven by tourists' search for new experiences and wineries' need to diversify their businesses and seek new revenue streams to boost sales. This new form of tourism, which typically takes place in rural areas and which combines wine production with tourist activities, is becoming important for such regions by providing a complementary income source. It provides a model for sustainable economic development for these regions, which for various reasons may otherwise struggle to develop. Featuring cases and business implications from various locations, this book provides an important source of knowledge—both theoretical and practical—suitable to academics, scholars, researchers, and practitioners in the tourism sector and the wine industry. Transatlantic studies have begun to explore the lasting influence of Spain on its former colonies and the surviving ties between the American nations and Spain. In *Monsters by Trade*, Lisa Surwillo takes a different approach, explaining how modern Spain was literally made by its Cuban colony. Long after the transatlantic slave trade had been abolished, Spain continued to smuggle thousands of Africans annually to Cuba to work the sugar plantations. Nearly a third of the royal income came from Cuban sugar, and these profits underwrote Spain's modernization even as they damaged its international standing. Surwillo analyzes a sampling of nineteenth-century Spanish literary works that reflected metropolitan fears of the hold that slave traders (and the slave economy more generally) had over the political, cultural, and financial networks of power. She also examines how the nineteenth-century empire and the role of the slave trader are commemorated in contemporary tourism and literature in various regions in Northern Spain. This is the first book to demonstrate the centrality of not just Cuba, but the illicit transatlantic slave trade to the cultural life of modern Spain.*

278.1.5

Globalizzazione, modularità e nuove forme di organizzazione

Geographies of Taste

Wine and Tourism

Turismi e turisti. Politica, innovazione, economia in Italia in età contemporanea

Towards a Truly Sustainable Tourism

Wine Globalization

Food and Wine Festivals and Events Around the World is a pioneering text that recognises the importance of this rapidly growing aspect of the tourism industry. Food and wine festivals and events play a significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and environmental level. This innovative book recognises the development of food and wine festivals as a part of regional and national strategies and uses international case studies to illustrate practice and contextualise theory. Together with an international contributor team of experts, this is the first book to study this previously expanding area of the tourism industry and provides a unique resource for those studying in the field of tourism, event management and culinary arts.

365.904

This two-volume collection analyses the evolution of wine production in European regions across the nineteenth and twentieth centuries. France and Italy in particular have shaped modern viticulture by improving oenological methods and knowledge, then disseminating them internationally. This second volume looks closely at wine markets and trade, also examining the role of institutions and quality regulation.

Get the advantage you need to compete in the worldwide food and wine tourism marketplace. Food, and Tourism Marketing is an overview of contemporary practices and trends in food and wine tourism marketing. International in scope, the book draws on studies from Canada, England, France, New Zealand, South Africa, and Scotland for analyses of contemporary practices and trends that you develop, implement, and maintain strategic competitive advantages. The book looks at case studies of business operations, seasonality, destination image, and the development of business networks. Equally valuable as a professional resource for practitioners and as a textbook for undergraduate level and graduate students in tourism, hospitality, and wine and food studies, Wine, Food, and Tourism Marketing examines the importance of food and wine tourism to rural regional development. The book presents destination management planning and marketing initiatives for specific markets that can be easily adapted and applied to a wider range of wine tourism settings. Tourism marketing researchers and academics address vital issues such as the importance of collective marketing strategies, viticulture, design factors for online tourism information, and the use of food images in promotional material and positioning strategies. The book includes: a 2001 research study on public sector management of wine tourism an examination of the cider industry in Somerset, a look at the implications of non resident tourist markets on British Columbia's emerging wine tourism industry an analysis of the types of food images used in French regional tourism brochures a national study of seasonality issues on wine tourism in New Zealand a look at post-apartheid trends on South Africa's Western Cape a survey of eight wineries on the Niagara Falls wine route with implications for marketing strategies a study of the use of local and regional food for destination marketing of South Africa a look at how food-related tourism in the United Kingdom is being promoted using the World Wide Web Wine, Food, and Tourism Marketing is an essential read for practitioners and educators involved in tourism and hospitality, marketing, food and wine studies and rural regional development.

Sustainable Mountain Tourism

Selected Papers from ICOTTS20, Volume 2

Rural Tourism and Sustainable Business

Produzione e commercializzazione del vino nell'alto Piemonte

Musei e tecnologie: Valorizzare il passato per costruire il futuro

Aspetti peculiari e confronti internazionali

365.885

Mountainous terrain, volcanic soils, innumerable microclimates, and an ancient culture of winemaking influenced by Greeks, Phoenicians, and Romans make Italy the most diverse country in the world of wine. This diversity is reflected in the fact that Italy grows the largest number of native wine grapes known, amounting to more than a quarter of the world's commercial wine grape types. Ian D'Agata spent thirteen years interviewing producers, walking vineyards, studying available research, and tasting wines to create this authoritative guide to Italy's native grapes and their wines. Writing with great enthusiasm and deep knowledge, D'Agata discusses more than five hundred different native Italian grape varieties, from Aglianico to Zibibbo. D'Agata provides details about how wine grapes are identified and classified, what clones are available, which soils are ideal, and what genetic evidence tells us about a variety's parentage. He gives historical and anecdotal accounts of each grape variety and describes the characteristics of wines made from the grape. A regional list of varieties and a list of the best producers provide additional guidance. Comprehensive, thoroughly researched, and engaging, this book is the perfect companion for anyone who wants to know more about the vast enological treasures cultivated in Italy.

365.917

"This work will appeal to students enrolled in wine marketing and business courses, those studying industrial organization, and economists and other social scientists interested in case studies of globalization at work. As well, wine industry participants interested in understanding the reasons behind the recent dramatic developments in the industry will find this book of great value."--BOOK JACKET.

Monetary Integration in the Absence of a European Government

The Eurozone Experience

I fondi pensione in Italia. Aspetti peculiari e confronti internazionali

A Strategic Segment for Sustainable Economic Development

Wine, Food, and Tourism Marketing

Redditività, liquidità, solidità e valore dal 2005 al 2009

383.1.2

Picasso in dialogue with the Iberian holdings of the Louvre
Although he spent most of his adult life in France, painter Pablo Picasso (1881–1973) never denied the artistic influence that his upbringing in Spain imparted upon him. Of particular significance was the art and culture of the Iberian Peninsula where he had been born and later lived as a young man, though it was likely that his first real encounter with Iberian art took place at the Louvre in France. This volume accompanies a curatorial collaboration between the Centro Botín in Spain and the Musée Picasso–Paris in France that explores Picasso's

relationship with Iberian art on an unprecedented scale. The book demonstrates this rich connection by comparing works by Picasso with masterpieces from the Louvre's Iberian collection and major Spanish archaeological museums. Further context provided by the world's leading experts in Iberian art conveys the depth of Picasso's cultural and artistic dialogue with his birthplace.

365.915

This is a structured, edited book of nineteen Chapters which provides, from an inter-disciplinary perspective, latest thinking on, and practical case study exemplification of rural tourism and sustainable business development from Europe, North America, Australasia, the Middle East and Japan.

Food Tourism Around The World

Slave Traffickers in Modern Spanish Literature and Culture

Wine Tourism Destination Management and Marketing

FuTurismi

Aree rurali e configurazioni turistiche. Differenziazione e sentieri di sviluppo in Toscana

Bibliografia nazionale italiana

In this anthology, editors Kym Anderson and Vicente Pinilla have gathered together some of the world's leading wine economists and economic historians to examine the development of national wine industries before and during the two waves of globalization. The empirically-based chapters analyse developments in all key wine-producing and consuming countries using a common methodology to explain long-term trends and cycles in wine production, consumption, and trade. The authors cover topics such as the role of new technologies, policies, institutions, as well as exchange rate movements, international market developments, evolutions in grape varieties, and wine quality changes. The final chapter draws on an economic model of global wine markets, to project those markets to 2025 based on various assumptions about population and income growth, real exchange rates, and other factors. All authors of the book contributed to a unique global database of annual data back to the mid-nineteenth century which has been compiled by the book editors.

As competition is increasingly taking place on a global scale, tourist destinations must act more like businesses than they have in the past. Development in the tourism sector has often been beset by ambiguities and contradictions and has been the subject of debate across a range of disciplines in terms of its sustainability and level of social commitment. New Governance and Management in Touristic Destinations analyzes the most proper governance model to be implemented to increase the competitiveness of tourist destinations. It also focuses on the need to develop a managerial orientation capable of making the tourism system interact with tourism demand. Covering topics such as electronic word of mouth, gastronomic tourism, and sustainable development, this book is essential for practicing hospitality and tourism managers, professionals

in the hospitality and tourism industry, specialists and consultants, government officials, researchers, educators, academicians, and students.

365.866

L'obiettivo del presente volume eBook è quello di comprendere il ruolo della tecnologia come strumento che concorre al raggiungimento degli obiettivi del museo, creando valore per la sopravvivenza dell'istituzione museale, la soddisfazione dei suoi utenti e lo sviluppo del territorio. Ponendo al centro dell'analisi il prodotto core offerto dai musei ed il processo di creazione del valore ad esso connesso, la ricerca ha focalizzato l'attenzione sulle modifiche che la tecnologia apporta alla natura dell'istituzione museale, trasformandola in qualcosa di nuovo rispetto ai modelli tradizionali in termini di produzione, fruizione, comunicazione e fund raising. Con questo volume eBook, Filomena Izzo fornisce alle moderne istituzioni museali un'utilissima guida - teorica e pratica - per affrontare tutte le questioni-chiave del management museale. Il libro offre anche validi strumenti ai policy-makers nonché agli studenti dei corsi di management che rappresentano i futuri professionisti del settore culturale.

Le dinamiche economico-finanziarie della distribuzione edile. Redditività, liquidità, solidità e valore dal 2005 al 2009

Native Wine Grapes of Italy

The World's Wine Markets

Monsters by Trade

A History of Wine in Europe, 19th to 20th Centuries, Volume II

New Governance and Management in Touristic Destinations

Industrial tourism presents opportunities, both in terms of income and as a tool management, for individual firms who open their doors - and consequently their local regions - to the public. But how can these opportunities be organised in a way that enables both the city and the enterprise to take advantage? This book analyzes the conditions for successful industrial tourism development using case studies of Wolfsburg, Cologne, Pays de la Loire, Turin, Shanghai and Rotterdam, and makes astute recommendations for cities and companies with ambitions in this field.

Il turismo è uno dei settori forti dell'economia mondiale ed è diventato il fronte sperimentazione più avanzato dell'economia dell'esperienza, dell'innovazione tecnologica applicata ai trasporti e all'intrattenimento, della sharing economy, dell'architettura. Il libro racconta cos'era il turismo ieri e i grandi cambiamenti economici, sociali e tecnologici che lo stanno trasformando: dalla nascita dei parchi a tema all'invenzione del trolley, dai viaggi sulle meganavi al gaming nei musei, da Airbnb all'uso dei big data per gestire i flussi e indirizzare le scelte dei turisti. Queste trasformazioni riguardano anche gli stili di consumo dei turisti e pongono importanti sfide in termini di innovazione. Come emergere in un mercato sempre più affollato di proposte? Come viaggeranno le persone in un prossimo futuro?

Tourism and Degrowth develops a conceptual framework and research agenda

for exploring the relationship between tourism and degrowth. Rapid and uneven expansion of tourism as a response to the 2008 economic crisis has proceeded in parallel with the rise of social discontent concerning so-called "overtourism." Meanwhile, despite decades of concerted global effort to achieve sustainable development, socioecological conflicts and inequality have rarely reversed, but in fact increased in many places. Degrowth, understood as both social theory and social movement, has emerged within the context of this global crisis. However, thus far the vibrant degrowth discussion has yet to engage systematically with the tourism industry in particular, while, by the same token, tourism research has largely neglected explicit discussion of degrowth. This volume brings the two discussions together to interrogate their complementarity. Identifying a growth imperative in the basic structure of the capitalist economy, the contributors contend that mounting critique of overtourism can be understood as a structural response to the ravages of capitalist development more broadly. Debate concerning overtourism thus offers a valuable opportunity to re-politicise discussion of tourism development generally. Exploring of the potential for degrowth to facilitate a truly sustainable tourism, *Tourism and Degrowth* will be of great interest to scholars of tourism, environmental sustainability and development. The chapters were originally published as a special issue of the *Journal of Sustainable Tourism*.

Food and wine are vital components of the tourism experience, and are increasingly being seen as prime travel motivators in their own right. *Food Tourism Around The World: Development, Management and Markets* offers a unique insight into this phenomenon, looking at the interrelationship between food, the tourism product and the tourist experience. Using international case studies and examples from Europe, North America, Australasia and Singapore, *Food Tourism Around The World: Development, Management and Markets* discusses the development, range and repercussions of the food tourism phenomenon. The multi-national contributor team analyses such issues as: * the food tourism product * food tourism and consumer behaviour * cookery schools educational vacations * food as an attraction in destination marketing Ideal for both students and practitioners, the book represents the most comprehensive and wide-ranging treatment yet of this recent development in tourism.

A History of Wine in Europe, 19th to 20th Centuries, Volume I

Food and Wine Festivals and Events Around the World

Il Maestro di vino

La roadmap del turismo enologico

Le città della terza Italia. Evoluzione strutturale e sviluppo economico

Monografie

The book provides a holistic approach to wine destination management and marketing by bringing together wine tourism research with research in wine and destination management. Chapters are contributed by numerous international authors offering

an international and multidisciplinary perspective. The book combines fresh research approaches with international industry examples and case studies in the following key topics: understanding demand of wine destinations; New approaches and practices of wine destination marketing; innovation and design of wine destination experiences and wine routes; planning and development of wine destinations. The book analyses wine destination management and marketing issues from the perspectives of the various stakeholders of wine destinations (e.g. tourists, cellar doors, wine tourism firms, destination managers, wine associations and networks). The book is equally valuable to researchers and industry professionals alike.

365.810

This two-volume collection analyses the evolution of wine production in European regions across the nineteenth and twentieth centuries. France and Italy in particular have shaped modern viticulture, by improving oenological methods and knowledge, then disseminating them internationally. This first volume looks closely at the development of winegrowing, with cases ranging from Italian and French regions to smaller producers such as Portugal and Slovenia.

365.899

Globalization at Work

Tourism and Degrowth

Winegrowing and Regional Features

Differenziazione e sentieri di sviluppo in Toscana

Disagio sociale, salute e competitività

Advances in Tourism, Technology and Systems

This Palgrave Handbook offers the first international comparative study into the efficiency of the industrial organization of the global wine industry. Looking at several important vineyards of the main wine countries, the contributors analyze differences in implementation and articulation of three key stages: grape production, wine making and distribution (marketing, selling and logistics). By examining regulations, organization theory, industry organizational efficiency and vertical integration, up to date strategies in the sector are presented and appraised. Which models are most efficient? What are the most relevant factors for optimal performance? How do reputation and governance impact the industry? Should different models co-exist within the wine countries for global success? This comprehensive volume is essential reading for students, researchers and professionals in the wine industry.

Recognizing the potential of mountain tourism for driving the socioeconomic growth and development of local communities, this publication presents a summary of the information generated at UNWTO's mountain tourism events (i.e. World Congress on Snow and Mountain and Euro-Asian Mountain Tourism Conference), including a systematic definition of mountain tourism. In addition, it gives an overview of the development of mountain tourism in different parts of the world over time, and the recent structural changes affecting this segment as a result of new market patterns."

Provides a single reference that integrates community planning, business planning and tourism planning, from a global and Australian perspectives. It's an important text for the many courses that incorporate aspects of community tourism into their business, tourism, social science, and art programs. Beeton from La Trobe.

Number four of the UNWTO/GTERC Annual Report, highlights the rapidly growing tourism sector of Asia and the Pacific region which enjoyed an exceptional increase of 9% in international arrivals in 2016, influenced by technological developments in transport and the digital revolution.

A New Comparative History

Theory and Cases

Markets, Trade and Regulation of Quality

Alcol e giovani. Disagio sociale, salute e competitività

Opportunities for City and Enterprise

Opinione pubblica e impatto delle infrastrutture. L'aeroporto di Viterbo

This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2020), held at the University of Cartagena, in Cartagena de Indias, Colombia, from 29th to 31st October 2020. The book is divided into two volumes, and it covers the areas of technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart destinations, robotics in tourism, and information systems and technologies.

L'aeroporto di Viterbo

Food and Environment

Opportunities for Local Communities

Nuova mappa per i viaggiatori di domani

The Palgrave Handbook of Wine Industry Economics

Picasso Ibero