



# FORUM ORIGIN, DIVERSITY AND TERRITORIES

**Perspectives on territories in transition**  
*Turin, September 19<sup>th</sup>-21<sup>st</sup> 2018*

## Workshop 1. Origin-linked Products and Sustainable Rural Tourism

*Coordinated by Marcelo Champredonde, INTA Argentina, Emilie Vandecandelaere, FAO-HQ Italy, and Silvia Scaramuzzi Università degli Studi di Firenze Italy, with support of Isabel Marin-Torrès, INRA Corte France and Maryam Saeedi, consultant in Iran*

### Cotext

Rural tourism can be an important trigger for economic, cultural and social development, particularly by offering a growing demand for services (accommodation; food, leisure activities) in rural areas creating jobs, boosting social and cultural life, and increasing the need for infrastructure.

However, according to the modalities of its growth and development, tourism can disrupt social life, divert the commons to privatization, endanger the cultural expressions, among which local cuisine, increase the cost of living for the local population, and jeopardize ecological balances. These negative impacts can cause conflicts for the use of resources between the inhabitants and the visitors.

In recent decades, sustainability initiatives have been developed by actual or potential tourist destinations, involving the local populations and the stakeholders in participatory processes for strategic planning and management, with the primary goal of developing virtuous processes, that can enhance the local resources and transform them into complex, integrated tourist products, while preserving an identity of the destination, strictly linked to the territory.

Distinctive "signs", such as GIAHS (Globally Important Agricultural Heritage Systems) and UNESCO Declarations as Cultural Landscapes can help - under certain circumstances - to understand and promote forms of tourism that stimulate territorial markets; encourage inclusion and empowerment - in particular motivated actors such as young people and women; allow the establishment of new pacts and public / private partnerships in function of sustainability, contributing to innovation and strengthening the cultural and natural heritage. In these processes, universities and, more generally, research and training can play a relevant role.

### Objectives of the workshop and themes treated

The objective of the workshop will be to discuss these contrasting effects based on concrete case studies that highlight the value of local cultural elements, such as food and craft products whose quality is linked to origin, in several respects, including the following:

- Risks of loss of the specificities of the typical products and thus of revalorisation of the products because of the multiplication of imported products, usurping the characteristics of the typical product, for non-connoisseurs' tourists.
- Innovations and changes in the product and its use, in a trend of adaptation (or over adaptation) to the demand of tourists.
- Hyper specialization of the territory on typical products, with a danger of extreme specialization which increases the environmental impacts.

- "Folklorization" of local cultural traits, and loss of identity and local cultural diversity.
- Positive aspects will be illustrated by inspiring experiences on aspects such as:
- Participatory democratic processes for the identification of the resources of the territory and the awareness of the rural communities about their value, scarcity and uniqueness.
  - The role of planning and management of the destinations of a sustainable valorisation of local resources.
  - The role of reputed typical products for the development of a rural tourism destination
  - The role of a reputed rural tourism destination for the valorisation of minor typical products
  - The empowerment of young people and women deriving from the sustainable valorisation of the cultural heritage and other local resources
  - The impacts on the dynamisation of social life.
  - Increase of demand for local products, especially for those having strong specificity linked to the origin and the local know-hows.
  - Preservation of indigenous knowledge linked to local and artisan products and related opportunities of new jobs.
  - The role of Universities and research organisations in triggering valorisation processes of rural areas

## Program of the workshop 1. Origin-linked Products and Sustainable Rural Tourism

WEDNESDAY, SEPTEMBER 19			
Time	Session	Speaker	Note
14:00 – 14:20	Introduction to the debate on Origin-linked Products and Sustainable Rural Tourism		Silvia Scaramuzzi, University of Firenze and Marcelo Champredonde, INTA Argentina
14h20 – 15h30	<p><b>Session 1. Preservation and promotion of typical local handicrafts and Rural Tourism</b></p> <p>Artesanías Colombia: Institutionalization of the protection and promotion of local handicrafts</p> <p>Sociocultural resilience in the management of an indigenous patrimony before the growing local tourism and the commercial demand: the case of the Boruca mask of Costa Rica</p> <p>Origin linked Quality Product &amp; Sustainable Tourism Role of women in Sustainability through Folk Dolls Revival</p> <p>Geographical Indications, Crafts and Rural Livelihoods: Evidence from South India</p>	<p>Alexander Parra Peña, Artesanías Colombia</p> <p>Leonardo Granados Rojas, Univ. Nac. de Costa Rica</p> <p>Afsaneh Ehsani, Ayaye Tabiate Paydar</p> <p>Soumya Vinayan, ICSSR Institute, N. Lalitha, Gujarat Institute of Development Research</p>	Moderator: Emilie Vandecandelaere, FAO
16h00- 17h30	<p><b>Session 2. Recognition of a territory and tourism</b></p> <p>Rights conferred by AOC / GI and UNESCO World Heritage inscription</p> <p>Products linked to the origin and sustainable rural tourism. Climbing the GIAHS as a mechanism of integral valorization of the territories: Experiences from Latin America</p> <p>Important site of National Agricultural Patrimony and network of experiential tourism, in an Aymara territory of the Chilean highlands.</p> <p>Tarija Aromas and Flavors Certification Mark, promoting local development and alliances Product - Tourism-Territory.</p>	<p>Delphine Marie-Vivien, CIRAD Montpellier</p> <p>Claudia Ranaboldo, Paltafoma Diversidad Biocultural y Territorios</p> <p>Raúl Quinteros Opazo, INDAP</p> <p>Luis Antelo, FAUTAPO, Adela Arce, Organización Tarija Aromas y Sabores</p>	Moderator: Delphine Marie-Vivien, CIRAD Montpellier

THURSDAY, 20 SEPTEMBER

Time	Session	Speaker	Note
8h30 – 10h00	<p><b>Session 3. Valorisation by product and Rural Tourism</b></p> <p>Rural tourism and geographical indication: how do these two emerging sectors in Brazil converse?</p> <p>The role of rural tourism as valorisation strategy of origin products: the case of coffee in Colombia</p> <p>The Geographical Indication as a tool to avoid the trivialization of quality: the case of the typical IG Salame of Colonia Caroya in Argentina</p> <p>AOC Figes de Djebba a driving force for sustainable territorial development</p>	<p>Jean Louis Le Guerroué, Université de Brazilia</p> <p>Xiomara F. Quiñones Ruiz, Boku University and Silvia Scaramuzzi, University of Florence</p> <p>Marcelo Champredonde, INTA Argentina</p> <p>Mahassen Gmati, Ministère Agriculture de Tunisie</p>	<p>Moderator: Silvia Scaramuzzi, University of Florence</p>
10h30 – 12h00	<p><b>Session 4. Rural Tourism and Local Development</b></p> <p>Local tourism in Corsica: a niche product or a lever towards the tourist transition?</p> <p>A participative approach for designing a tourism strategy for marginal rural areas of Tuscany</p> <p>Driving rural women’s economic empowerment through the promotion of origin-linked quality products on tourism markets: Evidence from Montenegro</p> <p>The sweet quince of San Juan, Argentina: denomination of origin: identity food, which communicates its specific quality- through tourism and marketing throughout the country</p>	<p>Caroline TAFANI, Université de Corté</p> <p>Sabrina Arcuri, University of Firenze</p> <p>Emilie Vandecandelaere, FAO, Jelena Krivcevic, ONG/Slow Food</p> <p>Elena Schiavone, PROCAL-MINAGRI</p>	<p>Moderator: Marcelo Champredonde (INTA Argentina)</p>