



Séminaire du 15/04/2021

12h30

DISTANCIEL

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Agenda

29/04/2021, Benoît RÉGENT, Véronique FAVRE-BONTÉ (USMB, IREGE),

Using effectuation to understand territorial entrepreneurship: the case of territorial cultural projects.

Calendrier des séminaires

<https://urlz.fr/dSB9>

Diego RINALLO (Associate Professor of Marketing and Consumer Culture, Centre of Research on Marketing and New Consumption & Centre of Expertise on Creative Industries and Culture, Kedge Business School)

The tourist valorization of cheese heritage: a comparative analysis of French, Swiss and Italian attractions based on Tripadvisor reviews

How can food heritage be made accessible to tourists? This paper analyses dairy heritage sites in selected areas of Savoie, francophone Switzerland, and Aosta Valley. These areas share common dairy traditions linked to Alpine transhumance, the droving of livestock between valleys in winter and high mountain pastures in summer, which has shaped the landscape of the Alps and given rise to numerous typical cheeses, some of which are recognised by PDO and other geographical indications. Specifically, the study analyses the tourism response to 36 sites (alpine pastures, grazing lands, farms, cheese factories, cheese refining sites, museums and attractions) showcasing distinct aspects of dairy cultural heritage through a sample of 2,574 reviews on TripAdvisor. Despite the limitations of using this source, the results confirm that this heritage is highly appreciated by tourists. Interactions with heritage bearers (mainly breeders and small artisanal producers) and animals generate a lot of satisfaction, while technological innovations in more industrial dairies can spoil the nostalgic and 'romantic' image of cheese production. Different promotion models are also adopted. In Switzerland and Savoie, collective marketing organisations allow the pooling of promotional resources, which enables economies of scale to be exploited. In addition, while in Switzerland the Swiss dairy PCI is promoted through large showcase dairies, in Savoie the networking of numerous small cheesemakers allows the creation of a geographically diffused tourist attraction showing different facets of the local dairy culture.

Keywords— intangible cultural heritage, UNESCO, tourism marketing, food and wine tourism, geographical indications.

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