

Territorial Marketing and Marketing of Typical Products: Indispensable Tools in the Enhancement of Rural Areas

Boniello Carmine - Cuzzo Concetta.
University of Salerno
Fisciano (Italy)

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Abstract

In recent years, the conception of the territory as a complex system of forces has become increasingly strong which, if coordinated in a unitary strategy, are able to transform the territorial reality by generating added value and driving the country's economy. The following study aims to emphasize the prominent role that territorial marketing and the marketing of typical products are recently assuming.

Keywords: Territorial marketing, Marketing of typical products, innovation

1. Introduction

Following the globalization of the economy and the opening of world markets, economic competition has changed as it is no longer carried out between subjects, but between territories that become economic subjects, operating in a competitive environment. The territories must learn to communicate their riches, their opportunities, their business possibilities and territorial marketing represents the tool of excellence to be used as it guarantees the promotion of the territory and stimulates local development, attracting countless stakeholders who certainly may never become aware of this territorial reality in which they can invest. In recent years, the conception of the territory as a complex system of forces has become increasingly strong which, if coordinated in a unitary strategy, are able to transform the territorial reality by generating added value and driving the country's economy.

The following study aims to emphasize the prominent role that territorial marketing and the marketing of typical products are recently assuming. Behind every service and/or good offered there is the need to identify a marketing plan that is able to differentiate the product, making it unique and inimitable, and to attract a large number of stakeholders who can guarantee the various territorial realities to evolve, as well as make the products attractive to a greater number of national and international customers. This activity must be carried out by highly qualified people who are able to identify opportunities and threats in order to ensure that the desired result is achieved in the best possible way.

Typical products become an element of attractiveness for the consumer who is always looking for niche, genuine and valuable products, which have those organoleptic sensations not present in large-scale retail products and which follow an industrialized production.

First we will analyze territorial marketing, which represents a valid tool for the promotion and enhancement of the territory. Subsequently, we will focus on the marketing of typical products, highlighting the tools to pursue the success of the products and consolidate, on both the national and international market, their positioning. In the last part, a series of strategies available to territorial marketing will be analyzed, aimed at promoting rural tourism and consequently attracting new stakeholders.

2. Territorial marketing and marketing of typical products

Marketing is a branch of economics that deals with the analysis of the market and its interaction with companies and with the users-users of products. It defines the set of business decisions that aim to position the product on the market in a profitable and strategic way. It was born with the advent of mass production, at the beginning of the twentieth century, which saw a real evolution of the market characterized by strong competitiveness and competition. In this context, the vision of the territory changes, which becomes a set of actors and resources that must interact with each other to guarantee the company an optimal situation. In this evolutionary process, marketing takes on a new connotation.

At the beginning of the 90s, territorial marketing began to be discussed and since then it has assumed a fundamental role for the success of rural areas, to be found in many interconnected phenomena, such as the growing integration of the world economy, the reduction of geographical distances, the formation of new competitive scenarios. The international mobility of investments has inevitably generated strong competition between the different geographical areas in order to improve their economic attractiveness in the eyes of potential national and international stakeholders, managing to capture the available external resources. Therefore, territorial marketing is a set of collective actions implemented to attract new economic and productive activities in a specific area, to encourage the development of local businesses and to promote a positive image of the territory (Kotler, Heider, Rein, 1993).

It is a useful tool for the broader strategic territorial planning and aimed at promoting the strengthening of its sustainable competitiveness. It is undeniable that the territory does marketing because it determines exchanges both in internal and external areas with the intent of creating value for the entire community of reference. Today the territory is conceived as a broader set of qualitative elements (neighboring territories, behaviors of human and social settlements), which together give life to the territorial identity and are capable of instilling emotions in the products that guarantee customer loyalty and generate attention from investors. In an era characterized by extremely high globalization, each territory must equip itself with the material and immaterial conditions to attract and maintain valuable resources within it, which specifically can be:

production activities, skills and knowledge, financial resources, demand for territorial goods and services, large innovative projects and intangible values.

There can be strong interdependencies between these. For example, high added value production activities normally generate innovative knowledge and skills, creating an attractive output that, as a consequence, attracts a particular foreign demand. Furthermore, the availability of financial resources is a fundamental condition in favoring the realization of innovative projects that in turn give space to new production activities. Therefore, the territory must be able to attract the attention of individuals potentially useful for its sustainable development. For territorial marketing, an integration between the different factors is essential. First of all, the territory must be analyzed as a system of offers, that is, the best way to integrate the different offers in a synergic way and exploit them to the fullest must be found. The resulting positioning must be consistent with the evolution of the competitive scenario without abandoning the predispositions present within the area. In order to achieve the objectives set, it is necessary to coordinate the different actors present in the territory in order to create a uniform and harmonious system of offers, which derives from the ability to develop shared projects, ideas and lines of action. To obtain broad consensus among users, a high level of communication is needed, even if obviously marketing is not limited to communication alone.

The latter is very important to develop an intangible component of territorial offers, often decisive in the tourism market. Literally, territorial marketing is marketing applied to the territory. The metaphor of the “territory as a business” has had wide consensus in our country (Caroli, 1999). In reality, it contains two concepts that each have their own characteristics. It is evident, however, that the principles and purposes of the profit-oriented business are not entirely applicable to territorial marketing. In fact, the territory carries out exchanges with current and potential customers and, since it is a public good, it is not normally oriented towards profit. The objective is not exclusively economic, but has a broader purpose of creating public value and improving the quality of life of the population involved (Moore, 1995). To achieve these objectives, it is necessary to identify the resources available at a local level as well as those available externally in order to satisfy the needs of potential consumers. Value must be created considering social balance and cohesion, economic competitiveness and environmental sustainability. A dual approach must be used (Abell, 1994), considering both a medium-long term perspective, in which the necessary changes take place to give that area a new look, and a short term perspective in order to remodel its value proposition. Attracting investments is only the beginning of a strategic territorial marketing action that over a multi-year period will see the implementation of continuous interventions to optimize relationships at local and non-local levels. To correctly analyze the territorial value proposition, three levels must be investigated, namely the territory, the territorial identity and the territorial products. A territory has the ability to distinguish itself from another thanks to the endowment of natural, historical-artistic, social resources, as well as thanks to the skills and abilities of the residents. Combining them correctly, it is possible to obtain a set of tangible and intangible values that guarantee an increase in the overall value of the resources (Kotler, Heider, Rein, 1993).

Therefore, the differentiation of a territory is directly linked to the perception of the uniqueness of its resources. In order to obtain the best possible result, these resources need to be at the center of an organizational and innovative process led by people who are able to exploit them correctly. It is clear that territorial marketing seeks a balance between the use and conservation of resources, between the coherence and flexibility of the system (Tremblay, 2000). The debate on the valorization of local territorial systems through marketing strategies has rapidly moved, in the last two decades, from a phase of "pioneering fervor" (Arcani, 1999) to an innovative phase aimed at evolving the material and immaterial structure of a geographical area towards the most suitable conditions to attract and retain stakeholders. By adopting the five behavioral criteria, or the 5Cs of territorial marketing, it is possible to manage the competitive strengthening of the territory thanks to marketing. Specifically, they belong to the 5Cs: coherence, sharing, collaboration, continuity and concentration. When we talk about coherence, we mean that the marketing strategy must be coherent with the sustainable development model that we want to pursue within the territorial reality, keeping in mind the strategic objectives that we want to achieve, as well as the material and immaterial aspects that we must interface with. Sharing requires that the strategy implemented must be shared by the vast majority of stakeholders, but at the same time it must be functional to achieving their specific goals. Collaboration occurs when we are faced with a strategy capable of stimulating collaboration between all those involved in the territorial offer, whether they are public or private actors. Continuity, on the other hand, must push the choices of operators to achieve medium and long-term objectives and to this end provide for continuous action that lasts over time on all the competitiveness factors of the territory. Finally, concentration must be oriented towards the commitment of resources on a limited number of projects and initiatives in order to achieve satisfactory results. Territorial marketing is something much more complex than it may seem in a first rough analysis (Sicca, 2000). It cannot be exhausted only in terms of communication and promotion of the territory (Flipo and Texier, 1992; Kotler et al., 1993). Its ambiguity derives from the fact that it expresses a complex idea, difficult to focus on and the basic theory, especially when applied, is sometimes still in its early stages (Sforzi, 1994). Moving from a business field to the territory there is a need for an adaptation of ideas as one moves from one system to another (Corsico, 1994). Territorial marketing is not synonymous with promotion or public planning, but is a tool aimed at developing optimal strategies considering the strengths and weaknesses of the territory. It is not only used to promote residential areas, services or territorial attractions, but is a method to attract potential users of local territorial systems and stimulate their collaboration with a view to creating wealth and well-being for the territory. However, one should not think that it is the solution to long-standing territorial problems. By studying the strengths and weaknesses, as well as the opportunities that the territory offers, it tries to stimulate people and businesses in such a way as to make them acquire the benefits that the system is able to offer. It implements a whole series of activities and its different phases are not a requirement for sure success, but overall they are able to guarantee a more probable success. Examining territorial marketing, it comes to light that the problem encountered is not so much the static one of resource allocation, but that of attracting its own target users. Operators must learn more about their customers if they want to attract them successfully, export their products, promote tourism and investments (Pilotti, 2016).

The system must be oriented towards perfecting its competitive capabilities. In this way, it will be able to respond promptly to change, adapting and not resisting the innovative forces of the market with which it must interface (Kotler, Heide and Rein, 1993). The territory is undergoing profound change and therefore there is a need for an appropriate policy capable of enhancing and valorizing its beauties. It is essential to build a strong territorial identity that includes development strategies. A value proposition must be created that includes functional, exponential or symbolic benefits (Park, Jaworsky, MacInnis, 1986). This vision always depends on a strategic choice and not on a single operation. Territorial marketing, from a strategic point of view, requires collaboration between local public bodies and private operators (for example, businesses, trade associations, non-profit associations and so on) in order to guarantee the contribution of resources by the entire community and to be able to benefit from them. It is important to study the territory and the stakeholder market in order to have useful data and information to implement a strategic plan shared by all. Its purpose is the promotion and sale of the territorial offer in order to obtain new investments, taking care not to distort the environmental and cultural context. It must be emphasized that assigning to the territory the task of formulating an offer that satisfies a certain demand on the market actually means delegating this task to the subjects that govern the territory and to those who control the offers. They can succeed in achieving this feat thanks to the help of territorial marketing. In order for systems of offers that are attractive for demand to emerge, there is a need to prepare coordination and integration mechanisms between the different subjects that have a greater weight on the territorial offer. In the field of strategic marketing there are a series of activities that must be carried out, but this does not necessarily mean that they must be all implemented at the same time or by the same subject.

First of all, it is necessary to identify the relevant target demand for the territory under investigation and identify the critical success factors for the subjects that represent this demand. Subsequently, there is the need to identify the positioning of the territory in relation to the target demand in order to orient the territorial offer to reach the maximum level of value creation. At this point, the positive perception of the place being valorised and of the components of its offer must be developed through a set of communication and promotion actions. Finally, relationships with the target demand must be created and developed before, during and after the purchase of the offer. In carrying out the aforementioned activities, this form of marketing carries out at least five functions, namely the cognitive one (obtaining information on the offers and on the peculiarities of the users), the planning one (the set of ideas and projects aimed at strengthening the territorial attractiveness), the political one (identifying the interests of the subjects involved, creating a proposal of unitary and shared values), the management one (implementation of measures to attract potential customers) and the communicational one (using all the tools offered by communication to strengthen the territorial image and consequently improve the perception of its positioning). Strategic territorial marketing cannot be compared to that of large companies, since managing a territory like a company requires a different point of view (Van Den Berg and Van den Meer, 1994).

Public administrations are based on a hierarchical-bureaucratic approach and unfortunately not always on the concept of entrepreneurship. The services provided on the territorial market are more complex than those of a single company, and the contribution of managerial subjects to the management of the territory is also fundamental. This type of marketing plays a complementary role with respect to local public and urban policies, allowing the needs and expectations of territorial demand to be highlighted. In operational terms, it has three functions, namely the cognitive, creative and operational ones. The cognitive function allows data and information to be obtained on the territory and on investors in order to implement a strategic plan. The creative function, on the other hand, allows the information collected to be processed and the most appropriate strategy to be chosen to achieve the objective, defining the timeframes for its realisation. Finally, the operational phase plays an essential role because it allows to communicate to potential investors the offer and the related advantages, negotiate in order to obtain a profitable investment and control the effectiveness of the program by monitoring the results obtained. These phases are a method to manage and promote the territory, trying to favor the success of local businesses, but also to attract new ones. To achieve these objectives, highly qualified individuals are needed, as well as those with a spirit of service for the good of their territory.

In this situation, territorial products that represent a plan for analyzing the value proposition acquire a fundamental role. It is a system in which all the resources that the territory has converge in order to satisfy the needs of the entire community. Italy is one of the countries with the largest number of DOP and IGP products.

The growing value of exports is the tangible sign of the value that these products have for the Italian economy. Typical products are a component of the territorial offer that is particularly relevant for tourist demand and are characterized by a strong link with the geographical area of reference, presenting specific qualitative characteristics.

They represent a significant content in the individual's travel experience. The union between geographical context and typical products in a system of offers finds its realization in communication. It is necessary to think of communication formulas in line with the current potential offered by the web and experiential marketing strategies (Schmitt, 1999; Pine and Gilmore, 1999). Typical products must be able to fully express the potential they possess, in order to make them recognizable so as to achieve notoriety, generating value for companies and for their territory of origin. Typical agri-food products have an identity that depends on tangible and intangible factors such as traditions, uses, customs, history, culture, climatic conditions, landscape and production methods (Altili, 2010; D'Amico, 2004 and 2002; Carboni and Quaglia, 2001).

Currently, consumers are looking for products that satisfy the needs of variety, novelty, authenticity and genuineness. This aspect benefits local productions because, compared to mass-produced food products, they respond better to consumer needs as they are unique and

differentiated products (Canali, 1996). They are products that allow you to break away from standardized consumption models. They are perceived as natural productions that respect the ecosystem. Based on the fundamental role played by these products, it is necessary to talk about marketing of typical products. Over the years, we have moved from a qualitative to a quantitative approach. Precisely for this reason, methods strongly linked to the territory have been created that are capable of enhancing local resources. Different strategies do not arise only from different resources, but also from the ability to know how to use them wisely.

Their consumption does not only depend on the characteristics of the good, but also on its ability to evoke feelings and emotions (Cardinali and Bellini, 2014). It is important to create an offer that goes in both directions. The company's offer is born and manifests itself within the customer (Pralhad and Ramaswamy, 2004). An experiential managerial criterion must be adopted, that is, the creation of the customer's experience must be placed at the center of one's strategies (Pencarelli, Forlani, Dini, 2015). This approach is widely used for local agri-food products as it allows to highlight their strengths and weaknesses, transforming the latter into real opportunities and allowing to differentiate such productions (Pencarelli and Forlani, 2006). Linked to this vision is also the concept of brand-land (Fait et al., 2014; Maizza et al., 2013; Scorrano et al., 2013; Maizza and Iazzi, 2011; Fait and Trio, 2011; Fait, 2010), which is intended to mean the strong bond that products have with their respective place of production since the typical features that characterize them cannot be reproduced outside of that specific context (Mastroberardino, 2004; Maizza et al., 2003) and since a strong identity of the territory is created, called place-identity. This development involves a deep bond since the individual associates the typical characteristics of the product with those of the territory of origin.

There is a specific experiential evaluation model for brand-land products. The sensorial, emotional, cognitive, behavioral and relational dimension is important because, if well structured, it can emphasize the strengths of typical agri-food products, allowing the consumer to perceive the product and the territory differently, attributing a higher value to them from a subjective point of view. Furthermore, it allows companies to apply a premium price, by virtue of a differentiated competitive positioning. Typical products are a tourist attraction for the territory. The possibility of being able to buy them and take them with you to your country of origin allows you to share your experience with others and to trigger face-to-face marketing, which allows you to consolidate old customers and trigger desire in potential customers. Usually, the consumption of these excellent products takes place in places inserted in a landscape, historical and cultural context that gives added value and generates an indelible memory in the buyer. To safeguard these products, government agencies have launched policies of mandatory certification and product traceability.

Over the years, consumers have shown interest in products linked to the territory even if there is a gap between real and potential demand due to the presence of information asymmetries and other factors, such as distribution factors, price and so on. The specificity of the distinctive characteristics of a product comes from the geographical context in which they are made as well

as from natural and human factors. Community Regulation 3/2008 defines the information and promotion actions of agricultural products on the internal market and in third countries. The aim is to enhance the image of the products towards consumers.

The aim is to provide a series of information such as quality, production methods, nutritional characteristics, safety and so on. In general, the typical product is not only relevant as a physical good, but because it represents the fulcrum of a series of elements that connect it to the territory, determining a synergy with the latter.

3. Strategies for the promotion of rural tourism

By rural tourism we mean the set of activities of reception, catering, organization of free time and any other type of service aimed at the tourist use of the naturalistic, environmental and cultural assets of the extra-urban rural territory.

Due to the changes that have affected the different territorial areas, the need to adapt marketing to this context and to find new development methodologies has inevitably arisen. The rural dimension has long been understood with a negative meaning, associated with situations of weakness, backwardness, monotony and lack of attractiveness, in contrast to the urban dimension rich in economic, social and cultural functions.

Over the years, the gap already existing between rural and urban areas has widened. During the Second Post-War period we witnessed a massive exodus of people who left the countryside to head towards the cities that offered them better living conditions in terms of work and logistics, but at the expense of social well-being. Faced with a process of globalization and standardization of lifestyles and consumption in recent decades, rural tourism has been the subject of immense attention by community, national and regional policies. In this perspective, many entities have invested in rural tourism, allowing it to play a strategic role in promoting both the start and the strengthening of local development processes based on environmental, cultural and traditional resources.

The aim is to qualify the territory and strengthen the local identity, create new links between the inhabitants as well as enhance the area by becoming more attractive to the outside and generating a peculiar and innovative offer. A first action in this direction was the "Final Declaration of the Conference on Rural Development" held in Cork in 1996 which established the general characteristics of development of rural areas of the European model. Rural development must be focused on the heterogeneity of local resources and on the ability of the actors involved to create projects capable of exploiting them to the fullest. The participation of the community is of fundamental importance for the definition of the objectives as well as in their implementation. The principle of sustainability determines that resources must be used consciously, trying to preserve them, with particular attention to environmental and cultural resources as they are fundamental in the rural development process.

The principle of integration emphasizes that rural development is not only agricultural development as has long been said. The new concept integrates rural development with tourism, which is recognized as having a broad role in expansion policies.

Over the years, the role of tourism has been strengthened, assuming a central role in the various policies adopted by the territories. Rural tourism aims at a non-mass clientele, but one that is more attentive to cultural, natural, artistic and gastronomic values. Thanks to this vision, rural communities see this new form of tourism as an indispensable tool for revitalizing the territories and increasing the profits of local investors (Belletti, 2010).

There are several factors that have a positive impact, such as the need for work, especially among women and young people, the possibility for local actors to start new activities with limited private investments, the ability to find investment flows from external entrepreneurs. This form of tourism has established itself as a lever for the development of rural areas, finding its foundation in the so-called “culture economy” (Ray, 1998) as well as in the emergence of a new concept, namely that based on the “aestheticization of the commodity” and the “commodification of aesthetics” (Amin, 1994).

The latter plays an important role in the development of rural tourism and involves a change in the countryside from an area of production only to an area of production and consumption. The so-called “rhetoric of rurality” is born (Basile and Cecchi, 2001).

The concept of the rural changes, as it becomes a landscape, a healthy environment and a place of relaxation (Carbone, 2000). The rural model represents an extremely complex world; in fact, we are not talking about a single rurality, but of a multiple rurality even within the same territory.

Another problem lies in the fact that rural areas are not a homogeneous geographical area. It is not appropriate to define a uniform project, but different projects must be created based on local specificities.

Therefore, the role of tourism is very diversified and over time a strong qualitative-quantitative change has been recorded both on the demand side and on the supply side. It has two important sections, namely the link with resources and the connection with agriculture. Tourism in rural areas means any form of tourism carried out in these areas regardless of the purposes. When we talk about rural tourism, however, we mean the set of activities closely connected to rural resources. By virtue of this approach, to strengthen the link, the term integrated rural tourism is often used, which means the broader set of recreational and cultural activities linked to a specific rural area. Even if its characteristics may appear clear, its field of application is not.

The aim is to implement activities in order to create value for the area. To contribute in this sense, there is the need to seek a link between tourism and sustainability and between visitors

and local communities. To generate value through this tool, various activities are carried out by an actor or a plurality of actors who deal with the sale of tourist-recreational goods and/or services. Having various resources available, they must be exploited adequately; in fact, some are used directly in the production process, while others act as a framework for the tourist product, resulting however decisive in the purchase of the product by the final consumer. Most of the resources used are collective and not private, implying their use by a plurality of actors to create an adequate tourist product. The rural system is in balance as long as it manages to remain autonomous from an economic and social point of view. When this development fails, problems begin to arise and the erosion of capital is very likely, especially when the project is led by actors external to the local rural area of reference. The tourism product is rooted in the territory, that is, it is linked to the place of production and supply. A peculiar characteristic is that it is no longer the product that has to reach the consumer, but the consumer who has to move and reach the product of interest (Croce and Perri, 2008).

Therefore, it is inevitable to talk about product-territory, arriving no longer at a sectoral and narrow vision, but at a broader vision. The set of agricultural resources, the transformation of products, cultural and artistic resources of rural areas (Belletti and Berti, 2011) represents the rural territorial capital. It includes the environmental capital (soil, flora, fauna, biodiversity), cultural (history, traditions and local artistic heritage), human (knowledge, skills, local values), economic (infrastructures, local activities, businesses), social (social relations), institutional (local organizations that generate synergies) and symbolic capital of a given rural area (Ara et al., 2011). The symbolic capital stands out, which is transversal to all the other previous typologies and indicates the ability to be recognized and appreciated outside the territory (Ara et al., 2011). Rural tourism differs from other forms of tourism due to the natural components of the territory, such as plants, animals, water, orographic conformation and so on. The hospitality as well as the offer of proposed activities make the tourist package attractive for those who love to spend a relaxing period outside the frenetic city life. From a rural tourism experience the visitor expects agricultural landscapes with a strong identity, forms and structures consistent with the physical and cultural features of the place (Murphy and Williams, 1999; Sparks, 2007). The attractions to visit can derive from the legacy of centuries of human activity (villages, historical monuments, peculiar features of the landscape) or can be created in order to have a better tourist offer (collections of native varieties, rural museums, festivals and fairs, educational farms). The food offered as a backdrop to all this must be in tune with the culture and the translation of the place, ensuring that the tourist can live the rural experience to the fullest. A stay cannot be without activities to be carried out, which can concern mobility (excursions and walks), sports activities (hunting, fishing, cycling, canoeing, horse riding and so on), educational activities (cooking or sommelier courses, visits to local companies) and shopping. Perhaps more than in other forms of tourism, this category draws a strong impetus from thematic integration. A territory renowned for its food products can generate a set of activities linked to the trade of products or gadgets, services (catering, visits to local manufacturing companies and so on), cultural promotion (festivals, fairs, museums and more). The offer of rural tourism is made up of a series of combinations operated by the co-participation of different actors, by various

resources, some generic and others specific from the territory. Through these activities, one or more tourist and recreational services can be produced and sold in order to satisfy the demand coming from the community (Belletti, 2010).

The offer, as can be seen from Figure 1, depends on a varied series of components:

- Accommodation, para-receptive and complementary structures: in the first case, for example, hotels, campsites, second homes, B&Bs are meant. Para-receptive structures include restaurants and trattorias, while complementary structures include agencies, sports activities and shops.
- Tourist activities: these concern all activities that include culture, sports, educational activities in the territory, nature visits and more.
- Events: these include all events that aim to enhance and discover the territory, such as exhibitions, fairs, festivals, markets and trade fairs.
- Attractions: these are another fundamental element for rural tourism. They include all the historical, cultural and natural places as well as typical products. This entire system is aimed at attracting visitors and consolidating their affection over time.
- Infrastructures represent an indispensable support element and allow tourist move

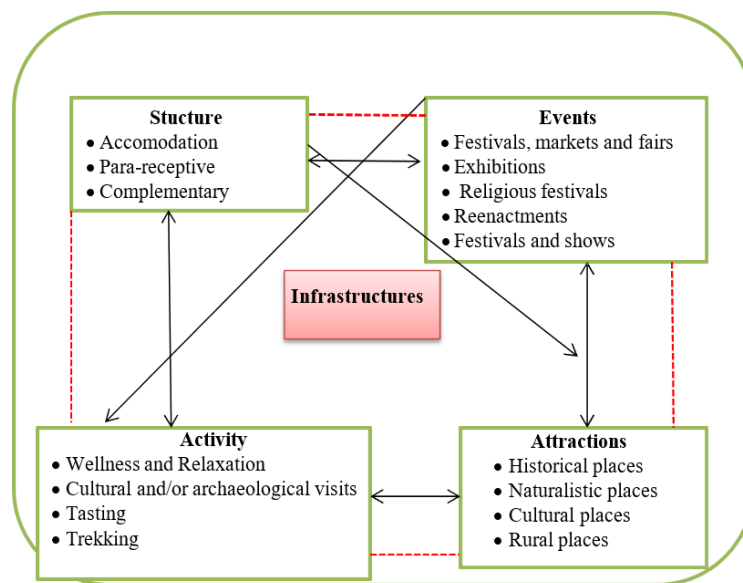


Figure 1: Organizational system of rural tourism (Source: Rural areas and tourist configurations Alessandro Paccini, re-elaboration)

In the context of European and national territorial development policies, aimed at the redevelopment and revitalization of inland areas, cultural and natural heritage plays an

important role. Tourist sources need maintenance, the costs of which fall on the community that owns them (Camagni, 2009; Brasili, 2014). These resources must be used by the various actors in such a way as to carry out a set of enhancement works capable of guaranteeing a new and diversified tourist offer. To produce valuable results, these should be conducted within the framework of precise governance strategies.

The interaction between cultural heritage and planning processes follows two alternative paths (Carta, 2006). The first is focused on the conservation of the artistic heritage and often conflicts with other government policies aimed at the local development of the territory. The second path, on the other hand, considers the cultural system as an investment.

This approach is defined as resource based and underlines the fact that each local reality must implement development policies specific to its territory and based on its own peculiarities. A more consolidated model is that of cultural routes, carried out by the Council of Europe with the aim of creating real networks of social and economic interaction. Starting from the principles of sustainability, equity and inclusion, it is based on culture and creativity, involving the different actors, public and private, present in a given region (Majdoub, 2010; Zabbini, 2012; Podda et al., 2016).

Of vital importance is the active involvement of the native population who must necessarily regain possession of their territory where the sense of belonging and identity have probably been weakened by time and by the now standardized economic-social processes. In order to have a greater demand for tourist goods, it is important to have adequate sources of information that the potential tourist collects to make a first imaginary trip to the place he intends to visit.

Today, in addition to traditional tools (poems, novels, films, postcards, paper tourist guides), we also make use of the web and new technologies (Bagnoli, 2014; Bethapudi, 2015). Through an image you have to capture the attention of the individual and try to stimulate his palatability. The task of the image of a given place is therefore arduous because it alone has to satisfy a demand that differs in tastes and expectations (Martin de La Rosa, 2003).

Each person has an individual perception in which many different cultural, psychological and physiological factors interact, oriented towards the construction of a subjective image of the different environments. The destination image is not static, but tends to evolve in time and space (Cooper, 2002). Precisely because of these continuous changes in consumer choices, the image of a location must be constantly monitored, both by public and private operators in the tourism sector, to try to consolidate the positive aspects of the region concerned and minimize or eliminate the negative ones. In order to attribute value to a cultural asset, it is possible, through new technologies, to follow at least three paths of dissemination of the offer: communication, educational intent and cultural tourism (Bonacini, 2011; Orlandi, 2013).

Through communication in its various forms, such as text, audio and video, it is possible to present the offer to a large group of end users. Instead, through the didactic intent you want to reach a defined and selected audience, such as school or senior citizens. In any case, it is necessary to choose a personalized language and actively involve the interlocutor, giving rise to the need to acquire the offer that is proposed. Finally, cultural tourism to be validated often requires the use directly on site of mobile devices, automated and non-automated info points where historical-cultural and geographical/georeferenced information can be offered to the tourist.

Viral marketing or word of mouth is also particularly widespread in cultural tourism online that lives in the world of social networks and blogs (Fatanti, Suyadnya, 2015). Social networks (Facebook, Twitter, Pinterest, LinkedIn, TikTok, Instagram) have conquered thousands of users and some of these applications also represent basins of geolocated information produced in the image format that are shared daily and which currently represent the new postcards.

In this context, the role of influencers is very important, as they are able to convey tourist information through their followers, stimulating their desire to spend a moment of vacation in those places.

By randomly scrolling through the thousands of pieces of information that users learn continuously, it is possible to find ads suitable for everyone based on an analysis of the searches that individuals periodically carry out. The enhancement of the experiential component is fundamental which, combined with the degree of personalization of the visit, stimulates the subject's curiosity about the territory. Regions, public/private bodies and indigenous populations must do their utmost to propose an offer capable of attracting new tourist flows, disseminating information in a coherent and distinct way in forms, ways and communicative language. The use of technological tools allows a connection and sharing with other services (tourist and non-tourist) in the area so that the tourist can manage, independently and according to his needs, the trip (Orlandi, 2013).

All aspects relating to the goods and services of the territory must be closely connected in order to obtain the best possible result. To achieve the objectives of tourist satisfaction and loyalty, as well as to ensure word of mouth that generates new users, there is a need to have a strategy, a well-structured organizational structure and a shared governance of tourism development and promotion processes. Therefore, the creation and enhancement of the link with the territory, the companies and their products are systematically interacting, especially when the latter take on an important role in the tourism processes, with the experiential dimension of the journey that can be reiterated through the consumption of the goods that characterize the area visited.

4. Conclusion

The analysis carried out highlighted the growing attention that economic operators have paid to territorial marketing, which represents an innovative tool of immense importance for the relaunch and consolidation of the territory, in order to take advantage of its riches. Enhancing the territory means acting and creating synergy on three dimensions, namely the environmental, cultural and social. It has been demonstrated, by analyzing the opportunities and threats in detail, that a marketing plan consistent with the objectives and with the available territorial resources must be implemented. There may be different strategies used, but they are all united by a single objective, namely to highlight the territory and its strengths in order to guarantee local development and increase economic and social well-being.

The analysis conducted by territorial marketing has found that two fundamental aspects must be considered to ensure success: the territorial package and the products connected to it. Communication plays a fundamental role, which must convey information to the outside world and arouse the need/desire of the product and/or tourist package being promoted in the customer. According to this perspective, rural territories and related resources should be seen as a valuable product and marketing actions should be oriented towards the creation of added value.

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