

Territorial Marketing of Nebrodi District (Sicily, Italy)¹

1. Introduction

Territorial marketing is a complex system of relationships among public authorities and private subjects, aimed to manage the supply of a whole area, which is composed by a number of tangible and intangible territorial elements. Potential tourists, buyer, investors, and the local consumers are the targets.

A strategic marketing plan is needed in the global market where the supply is often higher than the demand.

The general tasks of territorial marketing can be synthetized in the following:

- a) the marketing is an activity system, suitable to plan, to appraise, to promote goods or services that can satisfy present and potential consumers,
- b) the marketing is a complex system that assembles a high number of interdependent functions, aimed to satisfy consumers expectations,
- c) the marketing creates a relation between firms and the referring context,
- d) the marketing can manage information from and towards firms and create a link between firms and stakeholders.

The supply value is not only the sum among its single components values, but it includes also the synergic effect of a specific composition of all the products and services.

Three different types of marketing are possible: goods marketing, industrial marketing and services marketing. The territorial marketing is based on the second and third type, because it promotes tangible and intangible elements required to the development of determined business activities and services to satisfy complex needs (see figure 1).

Moreover territorial marketing can be referred also to the relational approach to the marketing, because it is based on a complex relationships system:

- a) among products, services and intangible components,
- b) between supplier and buyers,
- c) among suppliers and all the other subjects of the district (public authorities, environmental associations, other local associations, etc.).

The connection between territorial marketing and “no-profit marketing” is determined by the task of the agency responsible for the development of the district. It could be considered like a no-profit

¹ The paper describes the first results of a research led by prof. Mario Polelli. Single contributions are due to the following authors: prof. M. Polelli wrote par. 1, prof. P. Giacomelli wrote par 6 and 7, dott. S.Corsi wrote par 2, 3, 4 and 5.

organization, because it operates for the interest of third subjects (the stakeholders) and therefore it does not pursue the maximization of profit, but it has higher and different aims.

The territorial marketing also derives some features from social marketing, because it aims to improve consumer and social wellness in the short-term and specially in the long-term and tries to develop ethical and social values in the “target” subjects.

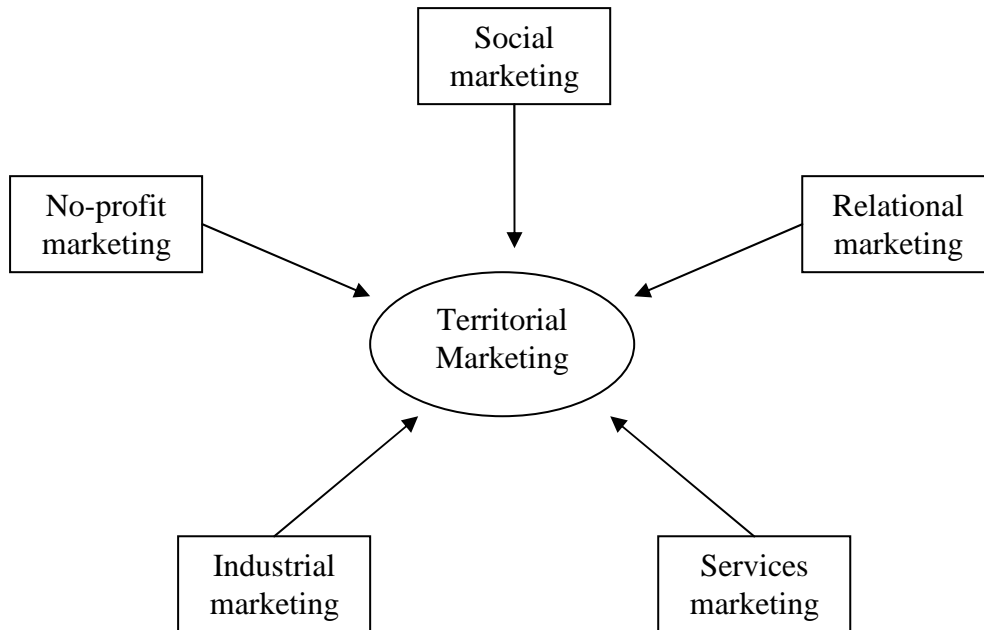


Fig. 1 Relationships between Territorial marketing and other marketing branches.

1.1. Territorial marketing general tasks

The territorial marketing can represent today a prime choice opportunity for the development of an area and for the definition of a strategic plan.

The main territorial marketing tasks are:

1. maintaining and consolidating the productive tissue, via analysing dynamics of the markets and the competitive position of firms,
2. supporting the development of new enterprises, through the arrangement of sustainable environmental conditions,
3. creating an attractive district to potential external consumers; stimulating, coordinating and supporting initiatives and the elements of the area that differentiate the district from other areas,
4. promoting the transfer of knowledge, from universities and research centres to the economic activities, supporting the strengthening of knowledge patrimony typical of the area.

The area is identified as a product “territory”, the territory and the skills are perceived as a product, formed by a mix of infrastructures, public utilities, “attractions”, products of different sectors, natural, historic and cultural resources, social networks.

Marketing such a complex product creates competition among districts which use the same development strategy.

The district must act as a “Active Territorial System” (ATS), that promotes initiatives, projects, enterprises and a process of human factor growing.

The ATS bases itself on a “strategic idea”, that portrays the district image and all the features of the product “territory”.

2. Description of Nebrodi district

The study area, in the province of Messina, includes 25 municipalities and it is 1.243 km² wide.

It is included between Nebrodi mountain range (between 1000 and 1857m) and the sea (see figure 2).

The institution of the “Nebrodi Regional Park” in 1993 contributed to give naturalistic value to the area, to exploit flora and fauna and to reevaluate the historic-cultural importance of typical villages.

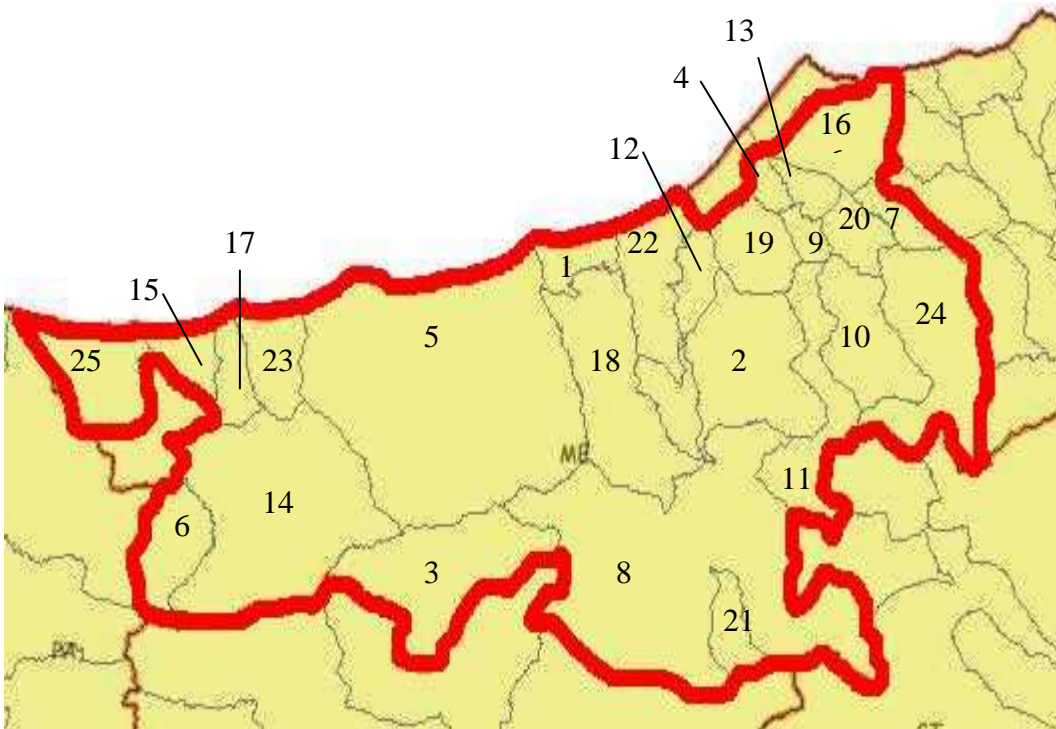


Fig. 2 Municipalities of Nebrodi district.

1 Acquadolci, 2 Alcara li Fusi, 3 Capizzi, 4 Capri Leone, 5 Caronia, 6 Castel di Lucio, 7 Castell'Umberto, 8 Cesarò, 9 Frazzanò, 10 Galati Mamertino, 11 Longi, 12 Militello Rosmarino, 13 Mirto, 14 Mistretta, 15 Motta d'Affermo, 16 Naso, 17 Reitano, 18 San Fratello, 19 San Marco d'Alunzio, 20 San Salvatore di Fitalia, 21 San Teodoro, 22 Sant'Agata di Militello, 23 Santo Stefano di Camastra, 24 Tortorici, 25 Tusa.

Resident population is about 85,000 inhabitants and with the attractive pole of the municipality of S. Agata Militello with 12,876 inhabitants². Population is constantly decreasing: -5% from 1971 to 1981, -6% from 1981 to 1991, -7% from 1991 to 2001.

Employed in agriculture is 24.4% of the wage-earning population, in industry is 22.9% and in the tertiary sector 52.7%. These data reveal the strong agricultural connotation of the district.

The main crop productions are olive and hazel, even if they have lost their importance in some areas because of the lack of labour.

In the last year Valdemone extra-virgin olive oil got the Protected Designation of Origin (PDO). Hazel is diffused in the district and in about all the municipalities; in Tortorici and S. Salvatore Fitalia occupies more than 50% of Utilised Agricultural Area; it is currently used both for direct consumption as dried fruit by confectionery industry and ice cream production. The cultivation of Hazel has a relevant role also for soil consolidation.

Farms are mainly family business that hardly ever employ wage-earners. Farms usually have small size and suffer from fragmentation, typical phenomenon of marginal areas. Rural exodus and the

² Data are extracted from census 2001 (ISTAT).

need of a supplement income drove farmers and their families towards other activities causing mix incomes farming with extra-agricultural activities and commuting phenomena.

Tab. 1 Number of heads (ISTAT, 2000).

	avicultural farm	Bovins	Caprines	Rabbits	Equines	Ovines	Swine
	Number of heads	Number of heads	Number of heads	Number of heads	Number of heads	Number of heads	Number of heads
Acquedolci	482	356	254	224	90	1.076	126
Alcara li Fusi	100	2.794	5.788	-	280	3.968	184
Capizzi	160	14.254	4.762	-	444	42.048	544
Capri Leone	-	-	22	-	16	12	-
Baronia	690	5.914	6.614	40	416	4.898	370
Castel di Lucio	150	5.460	3.844	-	92	3.750	6
Castell'Umberto	5,884	4,752	2,056	886	116	7,246	634
Cesaro'	2,070	40,414	10,034	466	628	51,654	1,613
Frazzano'	100	226	124	-	10	1,752	-
Galati Mamertino	3,218	1,688	2,350	1,110	112	5,652	791
Longi	1,080	810	1,264	300	82	132	160
Militello Rosmarino	-	831	968	-	36	240	8
Mirto	6,280	380	30	60	36	1,594	260
Ristretta	82,654	8,554	4,612	6,990	242	5,014	1,506
Motta d'Affermo	7,240	866	268	-	28	1,940	12
Naso	1,896	-	268	714	10	1,078	28
Reitano	276	-	14	60	4	74	12
San Fratello	-	2,476	6,322	-	434	5,952	84
San Marco d'Alunzio	2,270	244	462	622	18	4,652	484
San Salvatore di Fitalia	150	546	4	-	12	340	104
Sant'Agata di Militello	2,396	670	198	398	70	574	110
San Teodoro	-	994	96	-	12	2,564	80
Santo Stefano di Calastra	1,158	712	1,260	160	58	2,122	22
Tortrici	232	14,264	2,154	128	184	10,586	938
Tusa	1,948	1,678	1,540	354	268	3,726	10
Total	120,434	108,883	55,308	12,512	3,698	162,644	8,086

In the district breeding and zootechnical products has an important role in the local economy with a high number of farms and heads (tab. 1).

The organic farms sector is constantly increasing thanks to the growing demand both in the local market and especially in the international market. Organic farms are 261, whose 50% in Cesarò municipality. In this municipality the 12% of total number of farms are organic farms (tab. 2).

Tab. 2 Organic farms, number and area (ISTAT, 2000).

	Farms	Total area (ha)	Utilised agricultural area (ha)
Acquedolci	3	28	22
Alcara li Fusi	1	17	16
Capizzi	26	1,407	1,212
Capri Leone	1	1	1
Caronia	4	111	100
Castel di Lucio			
Castell'Umberto	1	6	6
Cesaro'	126	6,092	5,564
Frazzano'	2	1	1
Galati Mamertino			
Longi	3	4	3
Militello Rosmarino			
Mirto	3	52	50
Mistretta	10	468	373
Motta d'Affermo	2	7	7
Naso	6	173	138
Reitano			
San Fratello	11	256	163
San Marco d'Alunzio			
San Salvatore di Fitalia	11	130	108
Sant'Agata di Militello	2	2	2
San Teodoro	17	525	458
Santo Stefano di Camastra			
Tortrici	27	459	424
Tusa	5	43	37
Total	261	9,781	8,683

Industrial sector is progressively declining in the whole area, but some interesting industrial enterprises yet exist: footwear factories, leather working, glassworks in S. Agata Militello, flax and wool production in S. Marco d'Alunzio, Militello Rosmarino, Capizzi and Ucria. The most important production is ceramics from S. Stefano di Camastra, but even in S. Marco d'Alunzio, Galati Mamertino, Capizzi and Caronia. Finally mining industry is yet present in S. Agata Militello and S. Marco d'Alunzio.

The tourism is concentrated in the coastal region, but anyway with a limited number of hotels (14) and only 582 beds. In the inner area some hotels are concentrated in Cesarò. In the last years accommodations for agro-tourists are increasing above all in the rural area in proximity to the coastal region.

A progressive moving of tourist from coastal region to inner area can be noticed; this fact supports the link between sea and mountain area and reduces confusion in the chaotic seaside tourism.

Complementary and alternative accommodations, like camping and house renting, are not commonly found.

3. Territorial competitive strategy of Nebrodi district

The territorial competitive strategy is based on three components:

- economic issue,
- environmental issue,
- belonging issue.

The first one supports the economic development linked to the characteristic activities the area. In Nebrodi district traditional farming became marginal because of scarce competitiveness of local products; it should be pushed to strategic products, like quality extra-virgin olive oil, hazel, forestation (both for wood industry and for environmental purpose), traditional “giardini” (orange, lemon, mandarin trees) farming, that are a relevant resource for family income and for typical landscape. The breeding sector should help horse breeding (in particular the typical San Fratello breed) and sheep breeding in the mountain area.

The agricultural activities and products should be associated to handicraft ceramics, stone working and iron working. Moreover such items could be used in the building sector, that contributes to maintain the typical landscape of villages, increasing the territorial attractiveness.

The environmental issue has its fulcrum in the “Nebrodi Regional Park”, but at the same time the sustainability should be extended to all activities (industry, agriculture, handicraft, infrastructures, etc.) through political, economic and technical instruments. One of them is the Strategic Environmental Assessment (SEA) that should be applied to all plans and programmes.

The sustainable development is linked to the territorial marketing through:

- social equilibrium and cohesion,
- economic competitiveness,
- environmental sustainability.

Social equilibrium and cohesion link up the belonging dimension, that means the development of a feeling among the population and between the population and the territory, referring to a system of social and moral values shared by the population, public authorities and economic entrepreneurs.

4. Functions of territorial marketing in Nebrodi district

The functions of territorial marketing in the rural context of Nebrodi district are:

- strengthening of socio-economic tissue,

- development of new enterprise skills,
- diffusion of new skills and innovation,
- attraction of new consumers.

The first point aims to understand and change the causes that lead the socio-economic tissue towards marginality. Territorial marketing should strengthen the socio-economic tissue through life condition improvements. This should increase the attraction of the area and reduce both emigration to more attractive areas and commuting

The core of strategy could be the recovery of rural villages preserving their historic and cultural identity, but giving room to enterprises.

This first point links to the second one. The development of new enterprise skills should involve traditional business (agriculture, handicraft, tourism) with innovative ones like e-commerce. In this area the development of a Geographic Information System could connect all the subjects acting in the district (public authority, farms, industry, citizens, tourist operators, associations, etc.) through a web-site collecting and distributing information about initiatives, announcement and every kind of news and activity in the district.

The development of new enterprise skills is linked to the diffusion of new skills and innovation. The first one is obtained thanks to high level professional training, for every different sector. So, for example, it is possible to activate training for traceability, labelling and quality enhancing of agro-food products. The diffusion of innovation is born from the collaboration between universities and research centres in the district, but even out of it, and the institutions of Nebrodi district.

But the most important target is the fourth one and the others contribute to attract new consumers. The strategy to attract potential customers have to identify the different typologies of consumers (demand) and then to diversify the supply.

5. Analysis of territorial market in Nebrodi district, in relation with the positioning

The targets of the marketing strategy are bound to a territorial “vision”, that, in the Nebrodi district, could be the trinomial “agriculture-nature-tourism”. The “vision” induces to imagine a “marketing oriented territory”.

The Nebrodi district “vision” can be illustrated through a brief description of the three different components, which will be defined in detail in the 7th paragraph.

Tab. 3 The Nebrodi district “vision”

	Vision	examples
agriculture	<ul style="list-style-type: none"> ▪ improvement of production quality, ▪ identification of autochthonous products with uniqueness features and territory identity 	<ul style="list-style-type: none"> ▪ Nebrodi black swine ▪ San Fratello horse ▪ Valdemone extra-virgin olive oil
nature	Nebrodi Regional Park	<ul style="list-style-type: none"> ▪ protection of flora and fauna ▪ natural routes
tourism	<ul style="list-style-type: none"> ▪ improvement of tourist structures, ▪ connection between tourism, agriculture and nature 	<ul style="list-style-type: none"> ▪ agro-tourism ▪ territorial tourism ▪ natural tourism

The vision “agriculture-nature-tourism” has to communicate and represent the cultural identity of the set of values of the internal areas, but it must not forget the costal areas that have the higher tourist potential. Therefore the vision should not identify two development alternative models (one for internal and one for costal areas), but the integrated model “mountain-sea”.

General and economic development targets are scheduled in accordance with the territorial marketing logics (tab. 4).

Tab. 4 General and economic development targets

development targets	<ul style="list-style-type: none"> ▪ strengthening of enterprises ▪ strengthening of natural resources ▪ strengthening of structures and services (road network, school system, medical system)
communication targets	<ul style="list-style-type: none"> ▪ strengthening of information demand
organizational targets	<ul style="list-style-type: none"> ▪ strengthening of coordination among suppliers ▪ founding of an agency that coordinates the suppliers
support targets	<ul style="list-style-type: none"> ▪ operative measures to connect supply and demand

The targets can be reached by five intervention areas:

- communication area: actions to have the territory well-known in and out the district, thanks to promotional operations through different media (newspapers, television, internet, events, etc),
- internal organizational area: actions to coordinate internal suppliers,
- external organizational area: actions to manage the relations with market and investors,
- promotion: actions to transfer and appreciate information in and out the district,
- tangible and intangible components area: actions to increase the value of local resources.

In general the fundamental targets are:

- equilibrium and social cohesion,
- environmental sustainability,
- competitiveness,
- cultural development of local population.

After identifying the targets, the marketing strategy should search an appropriate aim on the market, that we will name “positioning”.

The essential parameters of the positioning are:

- territory vocation, including historic-cultural, natural, demographic, productive features,
- environment, including tangible and intangible components (natural park, waste management, environmental protection, agriculture and forestation),
- coherence is the most advanced stage of positioning and expresses the equilibrium between territorial demand and supply according to environmental protection. For instance the building coherence is obtained through the materials, the height and typology of buildings that have to preserve traditional architectural features.
- capability expresses the strength of the territory to activate innovative processes and to evolve.

The territorial integrated system must be seen as the “core” of the territory that acts to find the right positioning.

5.1. Demand analysis

The demand is composed by different groups. The first one includes providers of residential services, users of public services, users of localization services. The second one includes stakeholders (land and buildings owners).

The demand could be segmented in relation either to the nature of the consumer (firm or person) or to the territory belonging (internal or external demand).

The internal demand is formed by subjects that reside in the district and would orient the demand towards the following target:

- strengthening of existing firms and increase of competitiveness,
- production facilities,
- increase of the local occupational level,
- improvement of the level of territorial fruition for inhabitants.

The external demand is formed both by economic entities that look for business opportunities and by people which would reside and work in the district.

With regards to the external demand territorial marketing develops two functions:

- positioning of territorial demand, in relation to the vocation,

- supply proportioning with actions on components of territory and its image.

A balance between internal and external demand is necessary to hold the market pushes and the local identity preservation in equilibrium.

5.2. Supply analysis

The supply is constituted by tangible and intangible elements. Tangible elements are:

- urban structures and buildings (typical houses built with local stones, squares, etc.)
- historic-cultural patrimony (villages, churches, historic buildings, etc.),
- productions (olive, hazel, breeding, agro-food productions),
- infrastructures (road network, school system, social services, etc.).

Intangible elements are:




- civil and social value system,
- skill level of productive and social tissue,
- culture,
- educational level,
- etc.

This kind of supply can be defined as horizontal, but the vertical supply refers to the different areas in the territory. In fact the district could be subdivided into three areas:

- **costal** with a productive and tourist vocation,
- **intermediate** with a vocation to breeding and forestation,
- **internal** with a vocation to pasture and forestation.

The above three areas are the territorial clusters of Netrodi district.

Box 1 Examples of segmentation of the Nebrodi market

Examples	Description
<p>Art river (Fiumara d'arte)</p> 	<p>The demand of cultural entertainments is increasing in the Nebrodi district and the number of shows is rising. The most famous and most discussed artistic performance is the “art river” (fiumara d’arte), an open air museum of contemporary art. The route includes sculptures and goes from the costal areas to the internal one, crossing four municipalities (Santo Stefano Camastra, Tusa, Castel di Lucio, Mistretta).</p> <p>This route forms a sort of relational system between art and nature and between the sea and the mountain, unifying the territory and increasing its attractiveness.</p>
<p>Saints route of Nelson’s dukedom (Via dei santi della Ducea dei Neson)</p> 	<p>A second example of tourist supply refers to the demand of historic-cultural routes. The “Saints route of Nelson’s dukedom” is an ancient route that crosses the Nebrodi park and connects the two most important monuments of the area: the monastery of San Filippo (Fragalà) and the Nelson castle (Bronte).</p> <p>This route, build during the Middle Ages, was used by Normans in the XI century, by pilgrims in the XII, by soldiers in XIII, by relic hunters in the XVI, by Nelsons family in the XVIII. The trace of this route were loosen and only recently discovered.</p> <p>The route crosses a large number of municipalities and can be cover by foot, by horse by bike.</p>
<p>Nebrodi dine route (strada dei sapori dei Nebrodi)</p> 	<p>A third segmentation of demand refers to the research of typical products and wine. This kind of tourism is remarkably increasing in the last year. In the Nebrodi district a Dine route is going to be realized; it will involve 38 municipalities and all the operators which will adorn themselves with a special label. The operators are agro-food firms, artisan firms, tour operators, tourist agencies, restaurants and other commercial operators.</p>

5.3. SWOT analysis

The SWOT analysis of Nebrodi market is synthetized in table 5.

Tab. 5 SWOT analysis of Nebrodi market.

	Strengths	Weaknesses
Agriculture	Strong gift of the area for agriculture and in particular for breeding High quality productions	Inadequate productive technology <ul style="list-style-type: none"> ▪ productive system ▪ logistic organisation ▪ raw material flows ▪ storage ▪ retail system No chains management
Handicraft	Ancient origins Traditional techniques High quality productions	Scarce knowledge out of the area Low remuneration of workers Decreasing number of workers
Tourism	Wide tourist supply (sea, mountain, culture, nature) Uniqueness of inland villages	Inadequate structural and infrastructural supply
Environment	Natural park	Disorderly urban growing in the coastal areas
Cultural issue	High cultural and historical tradition (monuments, churches, et.) New cultural ferment of the area	Scant number of cultural events
	Opportunities	Threats
Agriculture	Increasing demand of Mediterranean products in foreign markets (USA, Germany, China)	High foreign competition Long period and high investments for agricultural mechanization Raw material price fluctuation
Handicraft	Appreciation and rediscovery of traditional handicraft in the national and international market	Disappearance of traditional handicraft
Tourism	High demand of new types of tourism	High competition of territory from Sicily and other Mediterranean countries
Environment	Expansion of protected areas Sustainable development	Inadequate waste management Environmental risks
Cultural issue	High demand on cultural events	Scarce spreading of cultural initiatives among people, in particular in the inner areas

6. The role of communication in the territorial market in Nebrodi district

Communication in the territorial marketing consists of two areas: the first one concerns all the actions aimed to focalize the positioning of the territory in the market, the second one is aimed to underline the peculiar features of the territory.

Therefore the mainstay of communication is the relation between the offered potentialities of the area and the image or the perception that the market has about such opportunities.

To establish the relation between potentiality and image, we need:

- the criteria to establish the relation,
- a score for each criterion according to a definite scale and to a pondering factor,
- a potentiality-image matrix and the positioning of the territorial supply.

Fig. 4 exemplifies the previous theory, where the numbers are determinate clusters of Nebrodi district.

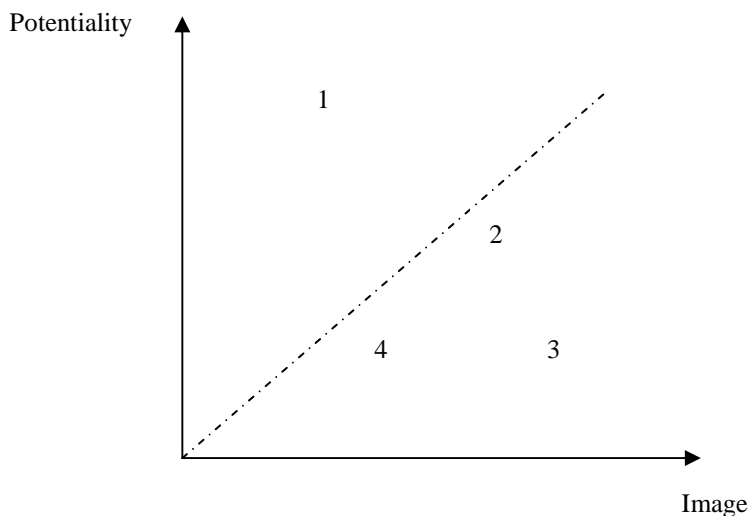


Fig. 4 Relation between potentiality and image

Point 1 is the positioning of olive and hazel which have a low image, but a high potential. Point 3 is the positioning of San Fratello horse that has a considerable image but limited potentiality. Point 2 is the handicraft (e.g. ceramics) that has a good equilibrium between potentiality and image. Point 4 is the positioning of industry which has low image and low improvement potentiality.

This technique allows to show an immediate representation of the positioning of tangible and intangible components and thus to define a more effective level of communication.

The communication develops through three fundamental phases:

- a) **recognition** strengthens the positioning and needs a “perception audit”. A statistical survey is needed and a questionnaire is submitted to a sample by using the following method:
- brief definition of the perception of area image,
 - definition of quantitative scale which expresses the place perception or image,
 - survey of public perception through data analysis.
- b) **adhesion** represents the consumer’s manifestation of correspondence between their needs and tangible and intangible components.
- c) **action** is the stage where the consumers express their intention to buy the product “territory”.

The categories of the subjects involved in the communication process are classified in the following table.

Tab. 6 Categories of subjects involved in the communication process.

	Internal Users	External users
Buyers	<ul style="list-style-type: none"> - resident citizens - workers - local firms - local investors 	<ul style="list-style-type: none"> - tourists - external firms - external investors - in-passing people
Influencers	<ul style="list-style-type: none"> - local media - local associations - interest groups - opinion leader 	<ul style="list-style-type: none"> - consulting firm - opinion leader - external media - financial institutions - external associations - in-passing people

The communication towards external subjects is structural and refers to tangible components whereas the communication towards internal subjects is based on intangible components like belonging, place spirit, social cohesion, involvement of citizens in local politics.

Table 7 lists the communication instruments which compose the communication mix of territorial marketing.

Tab. 7 Communication instruments

publicity	any kind of payable representation of the territory image
propaganda	devising of communication media which can represent the territory in the most rapid and synthetic way
public relations	planned and systematic actions that can establish a knowledge and trust flux among subjects
promotion (plug)	transfer of elements that characterise the area
direct marketing	action directed to preferential witnesses able to develop important actions in the area
great events	Manifestations that can characterize the territory and transfer its image outside. They could be cultural or sport manifestations, trade fairs, congresses, meetings. To be effective the great event must have the following features: <ul style="list-style-type: none">▪ continuity: perform every years and present in regional and local planning▪ exclusivity: unique in the region and with a defined theme

7. Actions of territorial marketing (sectors, targets and strategies) in Nebrodi district

The actions of territorial marketing of Nebrodi district are defined according to the economic sector (and subsector). The action should be aimed to specific targets and carried into effect through the suitable marketing strategies. Moreover the actions should be done in identified areas which well answer to the requisite of development.

The right marketing path allows the best result with the lowest economic effort, also avoiding the erroneous resource allocation and the waste of money. The actions of territorial marketing of Nebrodi district are synthetized in table 8.

Tab. 8 The actions of territorial marketing of Nebrodi district.

Sector	Subsector		Targets	Strategies	Areas
Agriculture	Farming	Olive	Extension of quality productions (Valdemonde PDO oil, organic, etc.)	<ul style="list-style-type: none"> ▪ mechanization ▪ chain agreement ▪ packaging ▪ horeca channel ▪ foreign markets 	Caronia, Sant'Agata Militello, San Fratello, Santo Stefano di Camastra, San Marco d'Alunzio
		Hazel	Spreading of crop areas for productive and protective targets	<ul style="list-style-type: none"> ▪ mechanization ▪ ice cream and pastry-making industry promotion 	Tortorici, Ucria, San Domenico Vittoria, Galati Mamertino
		biodiversity	Protection of biodiversity	<ul style="list-style-type: none"> ▪ germplasm bank ▪ autochthonous variety crops 	
		other crops (citrus, viticulture, small fruits, officinals)	<ul style="list-style-type: none"> ▪ landscape ▪ additional income 	Inner areas	
	Breeding	bovines	Recovery and improvement of traditional "Rossa Siciliana" (Red Sicilian cow)	<ul style="list-style-type: none"> ▪ genetic improvement ▪ extensive breeding ▪ traceability 	Cesarò, Alcara li Fusi, Galati Mamertino, San Teodoro, San Fratello
		ovines and caprines	cheese making improvement and meat promotion		Cesarò, Capizzi, Ristretta, Alcara li Fusi, Galati Mamertino, San Teodoro, San Fratello
		swines	Recovery and improvement of traditional "Suino nero dei Nebrodi" (Nebrodi Black pig)	Sant'Angelo di Brolo ham promotion	Sant'Angelo di Brolo
		horses	Recovery and improvement of traditional "San Fratello horses"	Horse trekking	Inner and mountain areas
	aquaculture and fishing		Increasing of sustainable fishing Testing of aquaculture enterprises		Coastal areas
	forestation		Improvement of forestation for protection and productive aims	<ul style="list-style-type: none"> ▪ settling plan ▪ Geographic Information System 	Caronia, Cesarò, San Fratello, Militello Rosmarino, Tortorici, Bronte

Sector	Subsector	Targets	Strategies	Areas
Handicraft	ceramics joinery iron carpets (pezzare)	<ul style="list-style-type: none"> ▪ Sustainable development ▪ Multisectorial vocational school ▪ Promotion 	<ul style="list-style-type: none"> ▪ EMAS ▪ Handicraft geographic collective labels ▪ Private and collective marketing strategies 	Santo Stefano di Camastra
				Tortotici
Tourism	Structures	<ul style="list-style-type: none"> ▪ Realization of new tourist structures ▪ Appreciation of inner villages 	<ul style="list-style-type: none"> ▪ Camping ▪ Agro-tourist enterprises 	On the whole area
	Infrastructures	<ul style="list-style-type: none"> ▪ road network development ▪ realization of a new “light” airport ▪ tourist port development 	<ul style="list-style-type: none"> ▪ Sustainable Transport Plan ▪ Strategic Environmental Assessment 	
	Environment	energy	Spreading of sustainable energy production	
	sustainability	Always present in every action in the territory		
	Natural park	Extension of protected areas	<ul style="list-style-type: none"> ▪ Nature reserves ▪ Special protection areas 	
Cultural issue	education	Enhancing of educational level	Creation of the “University of Mountain-sea” of Nebrodi district	
	arts	Support to artistic actions	<ul style="list-style-type: none"> ▪ Great cultural events (music, figurative arts, theatre, etc.) ▪ Realization of cultural centres in the area 	

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