Tourism is a crucial phenomenon in contemporary society. From the theoretical point of view, the environmental determinism has influenced the development of tourism and phenomena closely linked to it.

The concept of tourism takes on a new connotation: a tourist destination cannot be determined solely by the presence of an attractive single, it seems that is being developed for the search of places with a concentration of references interconnected, but different. In this context fits fully in the food and wine tourism, which represents a growing trend in the expansion areas with a distinct vocation food, rich cultural resources that, properly exploited, exert their attractiveness to potential users. The food and wine tourism is a new type of tourism based on the culinary heritage of the place and includes the artistic and scenic routes as well as purely gastronomic. The essential role of restaurants, a real showcase of local products, these niche products that fall crafts food and wine. The turnover from the bustling food and wine tourism is going through a phase of ascent, in fact, this phenomenon affects a growing number of enthusiasts and experts.

The value attributed to food is crucial: “We are what we eat”: the experience of eating is understood as a complex phenomenon, the sum of different elements involving both the sensory sphere that the intellectual: to eat, as the action, becomes a cultural experience.

In terms of food and wine culture of the eighties were to mark the bottom in the fall of taste. And 1989 the birth of Slow Food, which took place in Paris, as if the French capital had seemed the only suitable location to begin the "process of counter-taste". Failed model metropolis brought by Westerners after the two world wars, the campaign has proved to be the only port for the modern man in search of a new communion with his own human substance. The return movement to the campaign was largely led by the intellectual class, sensitive to the appeal of art and culture. The word organic has become the order, and they all began to know food very tasty and valuable: raw milk cheeses and aged in caves, and “culatelli” goose salami, wines and those born from the sands of heroic viticulture. The recovery of traditional foods and products of the countryside has given man the possibility of reconciliation with mainland itself. Eating a real food, not packaged, not manipulated by machines and not contaminated with preservatives has established a process of self-identification.

Consider that tourists and wine, in most cases, have a high level of education, are usually educated, often professionals or at least hold positions of importance. They are men and women in the pursuit of pleasure, in the philosophical sense of the term, and have a good self-image. Unconsciously know that, along with the product purchased in one place, taking home a piece of history and culture. In fact, if we analyze the performance of different forms of tourism, coupled with the dynamics of different markets can explain the results in terms of expenditure and value added. In terms of motivation and destination, must be reported to the strengthening of the more traditional segments and the consolidation and rising expenditure profile of those children.
In particular, those who stated specific reasons (such as food and wine), shows a more selective profile, characterized by a high level of daily spending per capita. The food and wine tourism, as was stated above, has proved one of the most promising segments of the tourism sector. The relationship between rural areas and the demand for leisure and culture have intensified even more. The tourists / consumers decide to spend more time discovering the area, with particular attention to small areas and destinations so-called minor. The typical production being strongly imbued with the characteristic features of the area becomes the instrument for the promotion of the area.

Food and wine has become crucial for moving and often appears as a voice among the reasons. Consider that food tourism is not intended as pure research products and typical food, but must be educated to the extent that offers the opportunity to get in touch with the territory, know the people and traditions and feel the feelings that evokes.

Wine tourism is the best summary of the phenomenon, and this is confirmed by the large group of fans who choose to venture through the territories of the wine to get closer to local products and local cuisine.

The international tourism market is in a phase of profound transformation, due to:
- Changes in demand individual and collective;
- Globalization of markets worldwide and the effects of the European Union;
- Structural changes in the tourism system and the interactions of the application.

Each of these elements has had a different way on the tourist market and its components, with the result of making the market more competitive and easily accessible to the entry of new destinations and difficult to maintain their positions already acquired.

Food and wine, which segment of the emerging international tourism market, is becoming very important, going hiking and carving out space optics and a set timetable. In these cases, the motivation to explore food and wine alongside the wider cultural and environmental resources of the territory.

Compared to the evolution over time, is not recognized five evolutionary phases: 1- Initial phase: the search for good wines and cheap to buy and friendly reception in the basement; 2- Phase selective choice of names and most prestigious wineries. Birth of guides and publication of articles in specialized press, 3- Phase outsourcing: the tourist requires specific services, which may be the tastings, the presence of wine bars, to restaurants, etc. 4- Phase experiential: the tourist wants to be the center of moments in which to participate (emotional marketing) 5- Phase of surprise and the surprise of falling in research, waste places known, predictable, and crowded "specially constructed" for tourists.

The demand for wine tourism shall register the following situation: Wine tourists by-case, Wine tourists, Talent Scout, Luxury lovers

Wine tourism industry shows that it has received a strong impulse has made the transition from a culture of exclusively agricultural matrix to a more open, print management, focused on upgrading the tourism product.

According to the characteristics and development trends of the market, as well as the skills and entrepreneurial skills, have outlined the content and guidelines for services. Planning winning bid also implies the achievement of loyalty by the consumer, who must be given to knowledge through integrated pathways to develop tourism and agriculture and production.

As regards the question, however, are emerging new segments and new opportunities for networking with other sectors such as rural tourism and cultural tourism in compliance with new standards of quality, highly specialized professionals are required.

The consumer-tourists are becoming increasingly knowledgeable and demanding and this is reflected not only on the choice of products and services, but also (and especially) on one of the operators who provide them.