

## Towards a Sensitive and Sensory Mediterranean Tourism

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### Abstract

In the current global economic and financial crisis, which particularly affects the EU's Mediterranean countries with a long tradition of tourism destination, it is necessary to find rapid and simple means for economic recovery. Since in these countries tourism is an economic resource of the first rank, it is absolutely indispensable to restart creating new forms of tourism based on natural and cultural potentials offered by the Mediterranean region. There is no doubt that there are conceptual and thematic units around the Mediterranean culture and savoir vivre in a variety of countries linked by knowledge and ancestral savoir faire such as gastronomy, viticulture and viniculture, crafts and most diverse creations and local and regional cultural events, shaped by centuries of common history.

We propose to launch and develop the "Sensitive and Sensory Tourism" (SST) which constitutes an innovative multi-sensory immersion of tourists wishing to live an unforgettable experience that will awaken their five senses, while soliciting them and educating them at any moment and this in different ways. With this new type of tourism, the tourist stops being passive, contemplative and thief of images to become active, participatory, receiver and creator of experiences and sensations. To ensure that all partners in this sector adhere to this complementary form of tourism, it becomes necessary to prepare in advance a complete contract conditions that recognizes and regulates all aspects (sensory, emotional, cultural and natural) because they highlight the undeniable richness of the traditions and heritage, recognized by some as a World Cultural and Natural Heritage. In this paper, we propose the organization of tours of SST in the Mediterranean regions.

**Keywords:** tourism, Mediterranean destination, Mediterranean diet, gastronomy, oenology, sensitive and sensory tourism (SST).

### Résumé

Dans le contexte actuel de crise mondiale économique et financière, qui touche plus particulièrement les pays méditerranéens de l'UE ayant une longue tradition de destination touristique, il s'avère nécessaire de trouver des moyens rapides et simples pour redresser leur économie. Etant donné que dans ces pays le tourisme constitue une ressource économique de premier rang, il est indispensable de le relancer en créant de nouvelles formes de tourisme basées sur les potentialités naturelles et culturelles offertes par la région méditerranéenne. Il est indéniable qu'il existe des unités thématiques et conceptuelles autour des cultures et savoir vivre méditerranéens au sein d'une diversité de pays reliés de savoirs et de savoirs faire ancestraux tels que la gastronomie, la viticulture et viniculture, l'artisanat et les plus diverses créations et manifestations culturelles locales et régionales, issus de siècles d'Histoire commune.

Nous proposons de lancer et de développer le Tourisme Sensitif et Sensoriel (TSS) qui constitue une manière innovante d'immersion multisensorielle des touristes désireux de vivre une expérience unique et inoubliable où l'on met en éveil leurs cinq sens, tout en les sollicitant et en les éduquant à chaque instant et ce de façon différente. Grâce à ce nouveau genre de tourisme, le touriste cesse d'être passif, contemplatif et voleur d'images pour devenir actif, participatif, récepteur et créateur d'expériences et de sensations. Pour que tous les partenaires intervenant dans le secteur adhèrent à cette forme complémentaire de tourisme, il s'avère nécessaire d'élaborer au préalable un cahier de charges complet qui tienne compte et qui encadre les différents aspects sensitifs, émotionnels, culturels et naturels mettant en valeur la richesse indéniable des traditions et du patrimoine, reconnus pour certains comme patrimoine de l'Humanité. Dans ce travail, nous proposons l'organisation de circuits de TSS méditerranéens et transfrontaliers.

**Mots-clés :** tourisme, destination Méditerranée, diète méditerranéenne, gastronomie, œnologie, tourisme sensitif et sensoriel (TSS).

### 1. Introduction

Although tourism became an important sector of the trade balance in all countries of the world and particularly in the most touristic European countries and the USA, that has not prevent it to be affected by the fragility created by the current economic situation of permanent crisis.

In a context of proliferation of new offers of rail transportation (TGV, AVE, Eurostar) and air transportation (companies "low cost"), of tour packages with attractive prices, of payment facilities and of innovative tourism proposals (ecotourism, cycling, etc.), the economic inflows from tourism has stagnated or declined in several countries.

Given the multiplicity of actors involved in tourism, innovation (Cuvelier, 1998; Decelle, Tassin & Potier, 2005), the thematic variety of tourist destinations and leisure activities proposed, this industry has had until now the ability to adapt to all situations in all countries. The synergistic functioning of tourism (Anido Freire, 2012), as a result of collaboration and competition of stakeholders, is a source of creative evolution of new touristic offers and new forms of communication and advertising.

The Mediterranean basin is a European area with geographical (relief, costs, hydrography, islands, sea) and climatic characteristics that are peculiar. These particularities forged an identity that impregnated civilizations that flourished around the Mediterranean and beyond.

For millennia, the Mediterranean Sea favored the commercial exchanges between nearby regions or others distant from several thousand kilometers. Different cultures and civilizations (Egyptians, Phoenicians, Cretans, Greeks, Etruscans, Romans) shared the same environment during centuries and created a common Mediterranean lifestyle with local variants.

The most obvious manifestations of these common features are still visible in gastronomy, enology, crafts, in the love for music and festivities, in the deep relationship with the sea (fishing, beach, cruise ships) and in agricultural activities favored by the Mediterranean climate.

The richness, variety, color, intensity and contrast characteristics of the Mediterranean region are evident in different aspects of the culture of the peoples who inhabit it. No wonder then that many people have developed a strong artistic sensibility emphasizing the beauty of the human being as well as that of animals (frescos, bas-reliefs, paintings, sculpture) and erecting monumental architectures that are, still today, regarded as wonders.

We therefore propose to use the term "Mediterraneanity" (*Méditerranéité: Silva, Carú & Cova, 2005; Mediterraneidad*) to characterize this diverse and multiple unit and simultaneously, a unitary and egalitarian diversity/plurality of the Mediterranean culture and lifestyle, which can be declined according to the language and culture of each Mediterranean country.

The Mediterranean basin then appears as the ideal place to develop the "Sensitive and Sensory Tourism" (SST) to allow the tourist to benefit fully and actively in the sensitive and sensory opportunities offered by the region.

## 2. The Sensitive and Sensory Tourism

Typically, the proposed tourism offers propose a temporary escape from everyday context of active life to tourists and to temporarily forget it, they must assume a passive and receptive attitude. In fact, tourists are served at the hotel, the staff will arrange their room and wash their clothes. The travel agency leads them to organized visits during which they get digested and simplified explanations of the history, culture and nature.

At the beach or at the mountains, tourists go essentially to rest or do some individual exercise. They try to forget their real life, living in a surreal dream world. So, their senses participate only in a reflexive, automatic or usual way, to this change in their way of life (inner polygon "blue", Figure 1).

But the tourist, that increasingly reduces vacation time for economic reasons, is unable to completely disconnect from real life because their vacations are just a pause in a foreign environment. And even if he does not want, he can not stop remembering from time to time, if only through a comparison, the vicissitudes of real life. Upon returning at home, he will find the same problems as usual, without being able to resolve them. He spends the holiday period as a parenthesis a bit useless in his life.

However, by actively participating in all stages of his tourist stay, he may take full advantage of the wealth and depth of his experiences, allowing him to return to normal activities with new useful experiences and pleasant memories, since there will be consciously requested to the extreme, the potentials of his sensory capabilities and discover the sensitivities arising from more natural lifestyles (exterior polygon "red", Figure 1). The holiday period will have been a break in his life but a break full of hope to cope with everyday life.

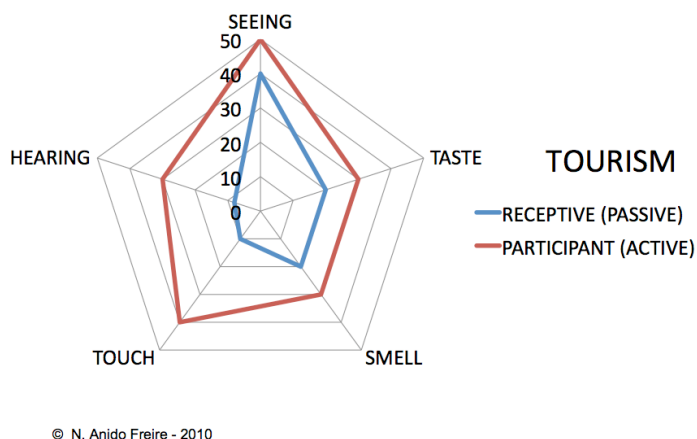


Figure 1. Comparison of the sensory impact of classic tourism and SST.

In this paper, we propose the concept of **Sensitive and Sensory Tourism** (Anido Freire, 2010) which falls within this new vision of "useful, recreational and educational tourism." The goal of the SST is to allow tourists to take advantage of tourist stay putting in relief the inactive or dormant capabilities of their five senses (sight, touch, smell, taste, hearing), enhancing their nuances and exciting their unexpected possibilities, in a fun and educational context with his active participation, allowing him to continue to exercise their sensory rediscovered capacities upon returning at home.

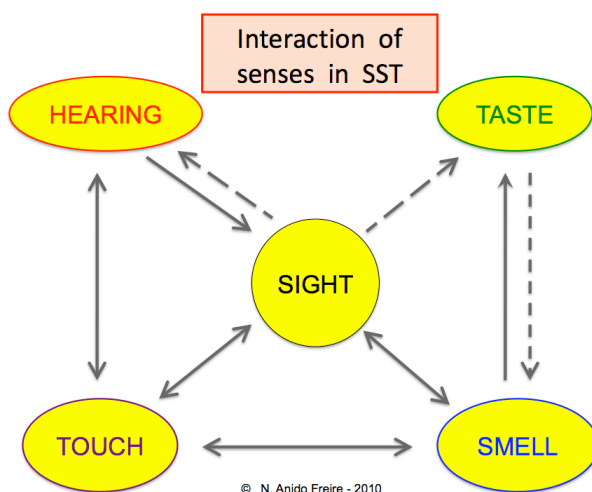


Figure 2. The five senses

The SST may propose to the tourist experiences that will allow him to realize the extraordinary richness of the sensitivity of our five senses. From a physiological standpoint, the complex relationships of reciprocity between the senses can be represented schematically (Figure 2) by interactions of more or less intensity, permanent or sporadic.

Tourists will learn by "playing" how to perform human activities in unusual domains that use actively some or all senses. Unfortunately, a large majority of people ignores their physiological capabilities related to the five senses and in particular, smell and taste.

On the other hand, those activities that will highlight any of the senses are directly related to basic aspects of life: to eat and drink (see, smell, taste), cooking (see, touch, smell, taste, savor), walking (in a garden or field: see, smell, hear, taste), to work or repair (see, touch, smell).

There is no doubt that in most of tourist tours, being individual, collective or those called "mass tourism", there is necessarily included a dose of sensory effect that is imposed automatically or imperceptibly and unconsciously. For example, when a tourist goes to eat at a restaurant he will solicit: his sight, to the endless rows of succulent dishes; his smell, in the range of appetizing whiff that automatically prompted his pituitary

gland, which will excite his salivary glands and when he "makes his mouth water", his taste will delight completely during the meal. These three senses will obviously be sublimated by adding wine and other beverages to food.

However, this participation of senses is limited because it unconsciously manifests and left in lethargy a "range of potentialities", which could be consciously developed and educated through the SST: first, each of the senses in an isolated manner and individually, and then all five senses simultaneously. Indeed, we tend to use them daily automatically, without thinking, in every banal act of our lives, but without ever being interested in exploring and exploiting, for taking advantage of other physiological potentialities whose existence we ignored.

In fact, at each moment of life, human beings are subjected to sensory perceptions. Everyone has a privileged representational system in which one sensory sphere is particularly appealed. To each of the five senses corresponds a particular sensory pathway and a specific type of perception and memory (Table 1), that in spite of being common to all human beings is more or less requested according to the privileged and essential type of perception and memory that we have. There are individuals who are more visual than olfactory, others who have more developed senses of touch and smell.

Table 1. Senses and sensory modes of transmission

Sense organs	Specific pathway of sensory transmission
sight	visual
hearing	auditory
smell	olfactory
taste	gustative
touch	tactile

The memorizing mechanism of these sensory perceptions can be single (visual memory, auditory memory, etc.), dual (visual and auditory memories, olfactory and gustatory memories, etc.) or multiple (auditory + visual + tactile + olfactory + taste, memories).

When a sensory experience (single, double or multiple) is accompanied by the act of writing one or more words or a short text (taking notes) and/or taking pictures properly referenced during a sightseeing tour of SST, it strengthens memory and facilitate the evocation of the experience a posteriori.

It should be remembered that for tourism marketing, the tourist is a consumer of tourist products. Being considered as such, the same theories that apply to the general consumer can be applied to tourist behavior. In everyday life, in every act of purchase, consumer behavior is a sum of various reactions such as the emotional, the sensory, the pleasurable, and so on. (Schmitt, 1999) that leads him to make that purchase. For the "experiential marketing" (Roederer, 2011) consumption is "a subjective state of consciousness accompanied by a multiplicity of symbolic meanings, hedonic reactions and aesthetic criteria" (Hirschman and Holbrook, 1982, pg. 132) and the consumer participates in an "immersion experience" (Hetzl, 2002). The SST has the advantage of including most obviously these mechanisms by their own conceptualization of immersion into the sensitive and sensory world of the consumer.

### 3. Typology of the SST

Times change, attitudes as well. The city life is transformed gradually into artificial life free of traditions: the use of processed foods and ready meals should only to be reheated, the fact of living surrounded by diverse architectures imposed by various human activities concentrated in the cities, the lack of natural green space, the lack of time to get away and enjoy nature, the invasion of virtual and artificial entertainments, are leading to an emotional and cultural dyslexia risking irreversibility. There are modernities or modernisms valid and others that are less so. There are unavowed human needs of wanting the return to core experiences of immersion of man in nature and intense interaction with it. It is not only to remember our ecological responsibility to address sustainable and durable development, to return to humanistic morals, but of something more basic and subtle like feelings, sensations, impressions, memories and emotions that add flavor and meaning to life. It is now time to contrast the reasoning and deduction, with the intuition and emotion, with the surprise and joy to discover evidences, through lifestyle experiences that have crossed the centuries adapting subtly while maintaining an undeniable identity. The SST can help to satisfy these needs through the conscious rediscovery of the potentialities of our five senses, conveying not only feelings of comfort and well-being, joy and admiration, but also inculcating concepts and principles of knowledge and, cultural and natural harmonies resulting from ancient traditions.



The SST includes knowledge of behaviors, practices and procedures, officially forgotten or not taught, because they were traditionally passed on orally within the family or between members of rural communities. For example today, many people are rediscovering the benefits they can get to the practice of horticulture, enabling them to overcome their economic difficulties. And through these practices, they rediscover the spiritual benefits they provide: tranquility, equilibrium, safety and personal satisfaction. Others reconstruct houses using traditional methods and found similar spiritual sensations. And the pleasure will be even greater if these activities are accompanied by cost savings.

The SST can be of nearness or proximity (domestic destinations) or distant (foreign destinations), taking into account the distance between the place of habitual residence of the tourist and the place of tourism. In general it will be a rural tourism instead of a city tourism, although some exceptions could be imagined. The SST is a new philosophy to face and get on with some classic segmentation of tourism. The SST would surely be absent of the tourism of "sun and beach", the "business" one or the "events" tourism (exception: rooms livestock, agricultural and horticulture shows, etc.), of the "health and well-being" tourism, of the "Sport" and the "wedding and honeymoon" tourisms and of those activities like visits to "theme parks" or "cruise ships" but perhaps more related to the "architectural", "humanitarian" and "sustainable" tourisms. By the contrary, the SST would be more interaction or relationship with the "cultural of traditions" (not the "cultural cult"), with the "gastronomy", "oenology" and "ecotourism" (Figure 3).

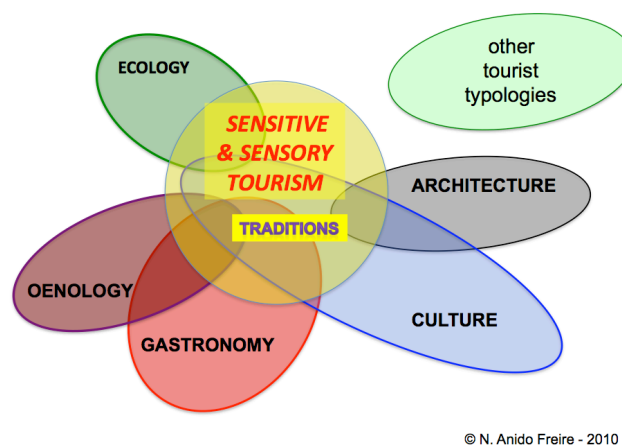


Figure 3. Domains of the Sensitive and Sensory Tourism

#### 4. Basic themes for the Mediterranean SST

The fundamental idea of the SST is to associate basic characteristics of a number of existing tourism products (Lanquar, 1995) with other new tourism products to create, led by an overall and cultural concept capable of guiding professionals and tourists defining precise objectives of what pretends this new approach of tourism.

The SST is based on the indisputable characteristics of the natural, demographic and cultural unity of the Mediterranean regions, where cultures and traditions shaped the occupation and the use of geographical space and where Mediterranean nature influences in the way of life of people living there (Spataro, 2000; Theuma, 2005). Instead of wisely visiting a historic building or attending passively a festival, tourists should be sensitized to participate even minimally in everyday life, to a further interest in people and in their way of life. going out of the usual ways to try consciously to grasp, learn, identify and memorize tastes, odors or perfumes (Debroise, 2006), to discern natural sounds or birds singing, etc.

##### 4.1 The primordial role of the Mediterranean diet in the SST

In November 2010, UNESCO recognized the "Mediterranean diet" (Trichopoulou & Lagiou, 1997; Willett et al. 1995) as an Intangible Cultural Heritage of Italy, Greece, Spain and Morocco, including in this concept the Mediterranean way of life: "... social practice based on the set of savoir-faire, in the knowledge and traditions that go from land to the table and that concern culture, crops, harvesting, gathering, fishing, conservation, processing, preparing, cooking and especially the style of eating.

It is a unique lifestyle determined by the climate and the Mediterranean region, which is also reflected in the religious or ritual festivities and celebrations."

This way of life is a consequence of an equilibrium and harmony achieved and perfected over centuries through the conservation of landscapes, the natural resources and the traditional craft activities, respecting the natural cycles and worrying to safeguard the variety of species.

The Mediterranean diet (Balta, 2004; Contreras, Riera & Medina, 2005) consists of cereals and derivatives, green and dry vegetables, olive oil, fresh and dried fruits, and to a lesser extent fish, meat and dairy products. For seasoning, natural and varied condiments and spices are used. The consumption of wine or tea during meals is very frequent. In addition to the good energy intake of these natural foods, there is a careful and meticulous preparation, completed by a careful and attractive presentation that not only will awaken your appetite but also promotes good health.

Indeed, the Mediterranean diet goes beyond simple balanced nutritional food as it provides important health benefits (lower frequency of cardiovascular diseases), well-being and quality of life of the Mediterranean peoples.

Because the Mediterranean cuisine uses fresh-picked products from the garden and the orchard where the children are a valuable help, these gastronomical practices promote the involvement of children in meal preparation under the guidance of parents, grandparents and other family members, who then pass on, by oral and practical (manual) way, a knowledge and a culinary expertise. In fact, the sense of the traditional extended family has remained deeply rooted around the Mediterranean.

#### 4.2 The role of wine in the Mediterranean SST

If there is one area where SST can deploy its full potential it is that of the wine and oenology. Wine (from the Greek "vinos" and the Latin "vinum"), resulting from the fermentation of fresh grape juice, is the natural drink that symbolizes the excellence of the identity of a people. Since ancient times, enjoy a good wine to accompany a good meal is one of the pleasures of individuals in the most civilized societies. It symbolizes the art of living and is one of the main economic resources of the concerned countries: in France, 3% of agricultural cultivated lands are vineyards (1.7% of French territory).

Each wine is the result of a particular climate and soil, of the variety of grape variety (or grape vine) used, of men who create and produce (wine producers) and of professional traditions. In this work, we will only review the wines of three Mediterranean countries: Italy, France and Greece (see Appendices: Tables 2, 3 and 4).

When a tourist is interested in the field of wine, he is invited first to visit the winery to see, touch and feel the soil characteristics and those of the grapes, before enjoying a few grains, harvested directly on the vine. Wine professionals learn to him, to know how to express his feelings, to use the words most appropriate for each component of this "experience in the field." This preliminary step is essential if people would like that the tourist apprehend the successive steps of the long process of making wine, explained in detail by the grower/producer of wine. Only then he will be able to proceed with the so expected tasting.

But again, before tasting a wine, it must be observed and described at length (visual sensations), gently felt and smelled deeply (smells) before tasting sparingly to unveil in this manner all its nuances (taste sensations).

But the sphere of sensitive and sensory requested in the field of wine or oenology tourism, is not limited to these three sensations: hearing and touch are also put to use because the sound heard when wine is served, it alerts the taste buds and prepares the brain for tasting. And even if the glass or cup prevents direct contact with wine in hand, the hand feels it through his palm. The experience of tasting wine in the oenology tourism is a full multi sensory experience that requires learning a specific vocabulary, mainly in three areas: the color, taste and qualities of a wine.

#### 4.3 A constant Mediterranean identity: the grapes varieties

The visual, olfactory and taste characteristics of a wine depend primarily on the vine or the alchemical combination of several grape varieties used in its constitution. Despite the differences in identity of each of the Mediterranean wine regions, there are constants that we might call "identity markers" that are common to almost all the wine countries that make up the Mediterranean Basin.

- The **Malvasia** grape is native to the area of Monemvasia in Greece. This variety of grape has spread throughout all the Mediterranean Basin and throughout almost the wine world. Formerly it was exported from Greece under the name *Malvoisie* in France, *Malvasia* in Italy and Portugal, *Malgavia* in Spain and *Malmsey* in England where people were crazy at the time of Shakespeare, of this heavy and sweet wine. Today, the island of Madeira produces and exports the most famous Malvasia wine.

- The **Muscat** is a grape that produces usually white and sweet grapes, which provides heavy wines with pronounced aroma and flavor, and also produces very sweet wines, suitable for dessert. It can also be consumed as table grapes. There are many Muscat families, including the French ones (Lunel, Frontignan and Minervois), more considered as liqueurs.

- The **Savatiano** is a grape grown primarily cultivated in central Greece and the Peloponnese and is more used for the production of spirits and table wines, often treated with the resin.

- The **Carignon** is a grape of southern France (Corbières wine) and other Mediterranean countries. It produces wines for the table and desserts; they are strong and heady.

- The **Syrah** was brought from Syracuse. It thrives in warm Mediterranean climates where it ripens late.

### 5. Proposals for a Mediterranean SST

The concept of SST applied to tourism in Mediterranean regions, deserves the creation of a specific label "Mediterranean", completed with "appellations of origin" specific to each region or country in which were highlighted the commonalities and the particularities that differentiate them. Tourism products of this kind should involve various aspects of the Mediterranean lifestyle although promotion may focus on issues such as the "Mediterranean diet", the "Wine Route", "the route of citrus", "the route of the essences and essential destinations of orange blossoms", "the festivities of the sea", etc.. The local travel should promote walking and local means of transportation (e.g. with animal traction) or organic (e.g. bike).

The active participation of the tourist is essential for the tourist stay will be a success following the precepts of the "virtuous circle" of SST (Figure 4). The essential point is the **sensitivity of the potential tourist** (Figure 4, step 1), an intrinsic and essential quality for this particular type of tourism. Face to the discovery of harmonious plantings of fruit trees, vines, olive groves, trees and flowering plants, **the excitement** will be palpable (Figure 4, Step 2). If visiting a farm where it is also practiced a traditional craft production and derivative products (wines, cheeses, meats, jams, pickles, preserves), with the agreement of the owners, tourists could attend and actively participate in various stages of production and preparation of derivative products: manual harvest of fruits, selection, preparation, cooking, conservation methods. The pleasure to understand and appreciate the work of preparing products of appetizing appearance will create the imperative need to satisfy the **pleasure of consuming** (Figure 4, step 3) and when the tourist test them, the **evocative power** (Figure 4, step 4) of his sensory memory will lead a **voluptuous desire to satisfy an urgent need** (Figure 4, step 5) which will inevitably lead the tourist to the affirmation of his sensitivity and to a confirmation of pleasant memories.

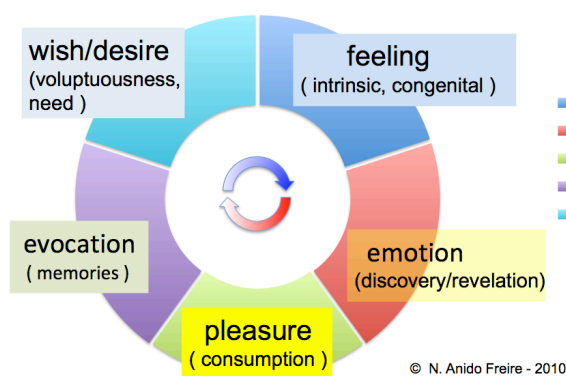


Figure 4. Virtuous cycle of SST

In the case of the Mediterranean diet, the sensitive tourist that participate in its preparation, thinking about the further pleasure of tasting, guided by a desire for perfection, will bring his participatory excitement that will lead him to the pleasure of taste and to can then recall it, which will generate again the desire to resent later the same or new emotions. The other already mentioned is that of wine tasting, either specifically or during meals.

Although the concept of SST does not specify a particular type of tourists, it is possible that it may have a greater impact on those already predisposed either by his own sensibility or for other reasons. One could cite the following cases:

- Some young adults wishing to venture into smart knowledge that allows them not only find solutions to their daily lives, but also feel proud to know do more than their neighbor or co-worker, since it allow them to better cope with everyday life.
- The curious adult who remembers the good old days, when in the family house absolutely everything or much everything needed to live was prepared and feels now guilty for having turned his back to the "know how" of adult people in the past, or by the fact to follow a modernity ignorant of the past or of traditions.
- The senior who having a greater availability of free time, prefers activities that bring to mind his experiences from when he was in charge of these tasks and would not mind repeating it now, because they occupied a large part of his life.
- And even the children, free of preconceptions, who would like to "play" learning to develop some culinary traditions, to plant, select and pick fruits and vegetables, to work the straw, wicker, mud, to help build a wall or a floor of tiles in a historic building under reconstruction.

For all these tourists who accept the SST as playful, fun and educational means to resent new sensations and emotions or other forgotten, as immersion and active participation intensify and enrich hiss range of sensory

experiences, his adhesion to this type of tourism will be higher, and the greater your admiration and love for the Mediterranean regions.

## 6. Discussion

The SST concept perfectly associate to the development of tourism in different regions of the Mediterranean countries to the extent that the climate, nature and people who live in them will allow tourists to capture the harmony between a specific lifestyle and a beautiful environment through extensive ranges of feelings and the constant solicitation of their senses.

This form of tourism should be practiced through a direct and active contact of the tourist with the environment. The SST is different from classic hotel tourism which includes all activities and exclude direct contact with the local tourist and their experiences. The most obvious practice of the SST, but not the only one, is to stay in cottages, farmhouses or accommodate at the inhabitant. The SST proposes an immersion in the daily life of local people and particularly in the tasting of the local meals and social ways of sharing knowledge and experiences. At no time should become a mass tourism that would alter the equilibrium of local life and given that not all tourists will agree with this type of tourism, the SST will be an alternative to other forms of traditional tourism.

Since the SST is based on the exploration of sensitive and sensory sensations that are new or were already experienced, it could be organized thematic tours or cruises (food, wine, fruit, festivities) that cover various regions or countries. In this way it is possible to experience different types of products, compare sensations (taste, perfumes, textures) and appreciate different varieties of the same products. These practices would need to involve interregional and international coordination among professionals and agencies in order to perform transversal cooperation, emphasizing awareness of the advantages and disadvantages of this type of tourism and planning strategies (Misiura, 2005; Timothy & Boyd, 2002) to have a correct visibility and diffusion of tourism promotions (Joannis & de Barnier, 2010; Jouve, 2000).

One of the advantages of establishing and developing the SST as a new form of tourism is to let people discover or rediscover the tastes, flavors, scents, colors, shades and the specific vocabulary of its own. In most countries, modern life has led to decreased time spent on food alone or with family, the ease of not having to cook with the advent of fast-food that has implemented a standardization of the industrial preparations (with foreign products and concepts) and a uniformity of taste that leads ineluctably to a tasteless behavior of consumers that are becoming the more and more gastro addicts to industrial brands.

It is unfortunate that France, having received the label "Intangible Cultural Heritage of Humanity" for its cuisine (16/11/2010, UNESCO), needs to educate children and re-educate young people and adults in the domain of taste: since 22 years France organizes the "taste week" (third week of October) in which more than 15 000 official courses taught by great chefs in the official schools, colleges and university campuses are offered, as well as 1200 taste workshops land 500 "tables of taste." Happily, this French concept was successfully exported to Japan (2010) and Romania (2011). It will be useful that other experiences inspired by this "Week of Taste" were adopted in other Mediterranean countries (the "streets of taste," "markets of taste," "meals in the neighborhood", the "paths of the flavors of farms ") and in particular in the framework of the SST described in this paper.

## 7. Conclusion

In this work we propose the creation and launch of a new type of tourism, the Sensitive and sensory Tourism (SST) in the Mediterranean regions. The tourist experiencing a SST would **cease to be a passive receptor, a contemplative visitor and collector of photographic images or film and would become active, participative and creative of experiences and sensations**. In this way, tourists, fed up with a repetitive and mass tourism, will find in the SST an innovative way of multi-sensory immersion: living unique and unforgettable experiences thanks to the continued participation of their five senses, they will understand the importance and the wide range of feelings and emotions that each of them is capable of providing us at every moment.

The SST can not only be a new segment of tourism as a new niche of tourism market, but can also be related to or be part of other types or segments of tourism, such as gastronomic tourism, oenology tourism, cultural tourism, architectural tourism, ecotourism, etc. (Fig. 2). In addition, the SST is essentially based on the recognition and safeguarding of the rich heritage of traditions of each of the regions, which have lasted until today. This type of tourism allows tourists to retrospective immersion in constructions, realities, professions, tastes, sensations and emotions of our ancestors but which are, after all, ours today and that constitute our heritage. The Mediterranean regions are the ideal place to organize in the near future this type of tourism.



We therefore propose to use the term "Mediterraneanity" (*Méditerranéité, Mediterraneidad*) as an official mark of touristic identity in the context of the Mediterranean SST, because this concept can be declined according to the language and culture of each Mediterranean country.

Mediterraneanity represents a diverse and multiple unit and simultaneously, a unitary and egalitarian diversity/plurality of the Mediterranean culture and lifestyle. Thus, the Mediterranean will become a geographical area, an human and tourist region, encouraging dialogue, sharing and intercultural understanding. Finally, the SST can help to boost tourism in the Mediterranean, especially in this time of severe financial crisis and also, to improve the economies of the countries in the region.

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Table 2. Les principaux vins d'Italie

Régions	Vins	Caractéristiques
Les Abruzes (Mer Adriatique)	Montepulciano di Abruzzo Cerasuola d'Abruzzo Trebiano di Abruzzo	rouge rosé blanc
L'Apulie (Les Pouilles)	Vermouth	apéritif
Le Basilicate	Muscat Malvoisie	
Calabre	Le Greco di Gerace Muscat	blanc doux
Campanie (Naples)	Falerne Vesuvio Ravello Lacrima Christi Gagnano	rouge ou blanc sec rouge rouge ou blanc blanc sec rouge
Emilie-Romagne	Albana Lambrusco Sangiovese	blanc rouge, doux, pétillant rouge
Latium (Castelli Romani)	Est!Est!!Est!!! Frascati	blanc doux blanc sec
Ligurie	Cinqueterre Dolceacqua	blanc rouge
Piémont	Asti spumante	blanc mousseux
Sicile	Faro Marmertino Marsala	rouge blanc
Toscane	Chianti	
Val d'Aoste (Piémont de langue française)	Douanez Enfer d'Arvier	rouge rouge
Vénétie	Bardolino Valpentena Valpolicella Soave	rouge sec " " " " blanc sec

Table 3. Les principaux vins de la France (exclusivement de la région méditerranéenne )

Région	Appellation	Vins	Caractéristiques
<b>Le Roussillon</b> (Pyrénées Orientales)	Vins Doux Naturels (V.D.N.) d'Appellation Contrôlée (A.C.)	Banyuls Maury Rivesaltes Muscat de Rivesaltes	Cépages : Carignan, Grenache, Mourvèdre.
	Côtes du Roussillon	Caramany Latour de France	Rouges, rosés et blancs. Structure tannique riche et agréable. Fruité prolongé.
<b>Le Languedoc</b> (englobe trois départements : le Gard, l'Hérault et l'Aude)	Vins d'appellation d'origine contrôlée (AOC)	Blanquette de Limoux Clairette de Bellegarde Clairette du Languedoc Fitou	pétillant blanc blanc rouge
	Vins Délimités de Qualité Supérieure (VDQS)	Corbières Costières du Gard Coteaux du Languedoc Minervois	rouge, blanc, rosé
<b>La Provence</b>		Bandol, Bellet, Cassis, Palette, Côtes de Provence	rosés de table, frais, nets et capiteux, à boire "jeunes".
<b>Le Sud-Ouest</b> (de la Dordogne aux Pyrénées)		Béarn, Bergerac, Cahors, Gaillac, Jurançon, Madiran, Monbazillac,	blancs et rouges

Table 4. Les principaux vins de Grèce

Régions	Cépages	Vins	Caractéristiques
Péloponèse	Aghiorghitico, Mavrodaphni, Muscat, Phileir.	Sainte Hélène Sainte Laure Mavrodaphni  Nemée Rhoditis Tégée	blanc sec blanc sec Vin rouge de dessert, lourd et sucré. Sec, foncé (presque noir). rosé rosé
Antique	Savatiano blanc	Mandilaria Mavoudi Retsina Rhoditis Hymette Marco Pallini	Vin résiné rouge " " " " " " rosé
Macédoine (coteaux méridionaux du mont Vilia)		Muscat rouge Porto Carras	
Île de Rhodes		Lindos Chevalier de Rhodes	blanc sec rouge
Île de Samos	Muscat blanc	Muscat de Samos (AOC)	vin doux
Île de Santorin (sols volcaniques)		Santorin Vino Santo	sec doux
Crête	Kotisphalo, Liatico, Mandilari, Romeiko.	Candie ou Archanes	
Epize (Zitsa, près de Yannina)	Debira	Vins blancs pétillants	