Rural areas in Italy account for more than 90% of the national land area: in many of them, which are mainly dedicated to agriculture, poor socio-economic development is causing depopulation phenomena, so new means must be sought to develop the agri-food sector.

The study highlights the role of ICT in the development of rural areas, describing, in particular, the functions of an innovative web portal that promotes typical food and “food & wine” tourism.

Case study. We describe the design of the new web portal 'lacucinacampana.it', relating to a southern Italian region (Campania), which is, however, exportable to any area wishing to promote agri-food products.

The portal intends to offer in an integrated manner all contents related to typical food from Campania: food products with their suppliers, local dishes with the restaurateurs that offer them, associated places with their tourist attractions, itineraries, food and wine experiences. All content is available in 11 languages to expand the online market and facilitate foreign tourists in Italy. The portal promotes the sale of typical food products and wine and food tourism, which are fundamental levers for the development of rural areas.

This study complements the modest literature on portals used for agricultural development. It can act as a driver for further developments in ICT technologies for agricultural development.

The research highlights significant potential for gains for the suppliers registered for the portal, which should be brought to the attention of public policy and trade associations.

**Keywords:** portal, food, rural, tourism

**JEL classification:** I13, O18, Q17, Z32

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