



Winery operators' perceptions of factors affecting wine tourism development in Italy

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Presentation outline

I . INTRODUCTION – LITERATURE REVIEW

II . RESEARCH OBJECTIVE

III . METHODOLOGY

IV . EMPIRICAL FINDINGS

V . DISCUSSION – CONCLUSIONS

1. IMPLICATIONS

2. LIMITATIONS

3. FURTHER RESEARCH DIRECTIONS



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Theoretical approaches to wine tourism



Getz (2000)

Literature review



Topic

Critical
success
factors for
wine tourism
development

Recent studies

- ▶ Getz and Brown (2006), Canada
- ▶ Tomljenović and Getz (2009), Croatia (Međimurje, Plešivica)
- ▶ Tomljenović and Razović (2009), Croatia (Middle Dalmatia)
- ▶ Jurinčić and Bojnec (2009), Italy (Campania)
- ▶ Alebaki et al. (2013), Northern Greece
- ▶ Kirkman et al. (2013), South Africa (Stellenbosch)

Wine tourism remains a relatively inchoate tourism research area



“Old Vs New World”

- ▶ A stream of research has emphasized on both developmental and entrepreneurial aspects of wine tourism
 - ▶ From different perspectives and at different levels
 - ▶ Need for a systematic cross-regional comparison (Getz and Brown, 2006)

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Research objective



...to provide a situational analysis of wine tourism development in Italy, by simultaneously addressing critical success factors

- 
- I. to examine the wineries' level of involvement with tourism
 - II. to explore characteristics of the tourism product
 - III. to weigh the winery representatives perceptions towards wine tourism

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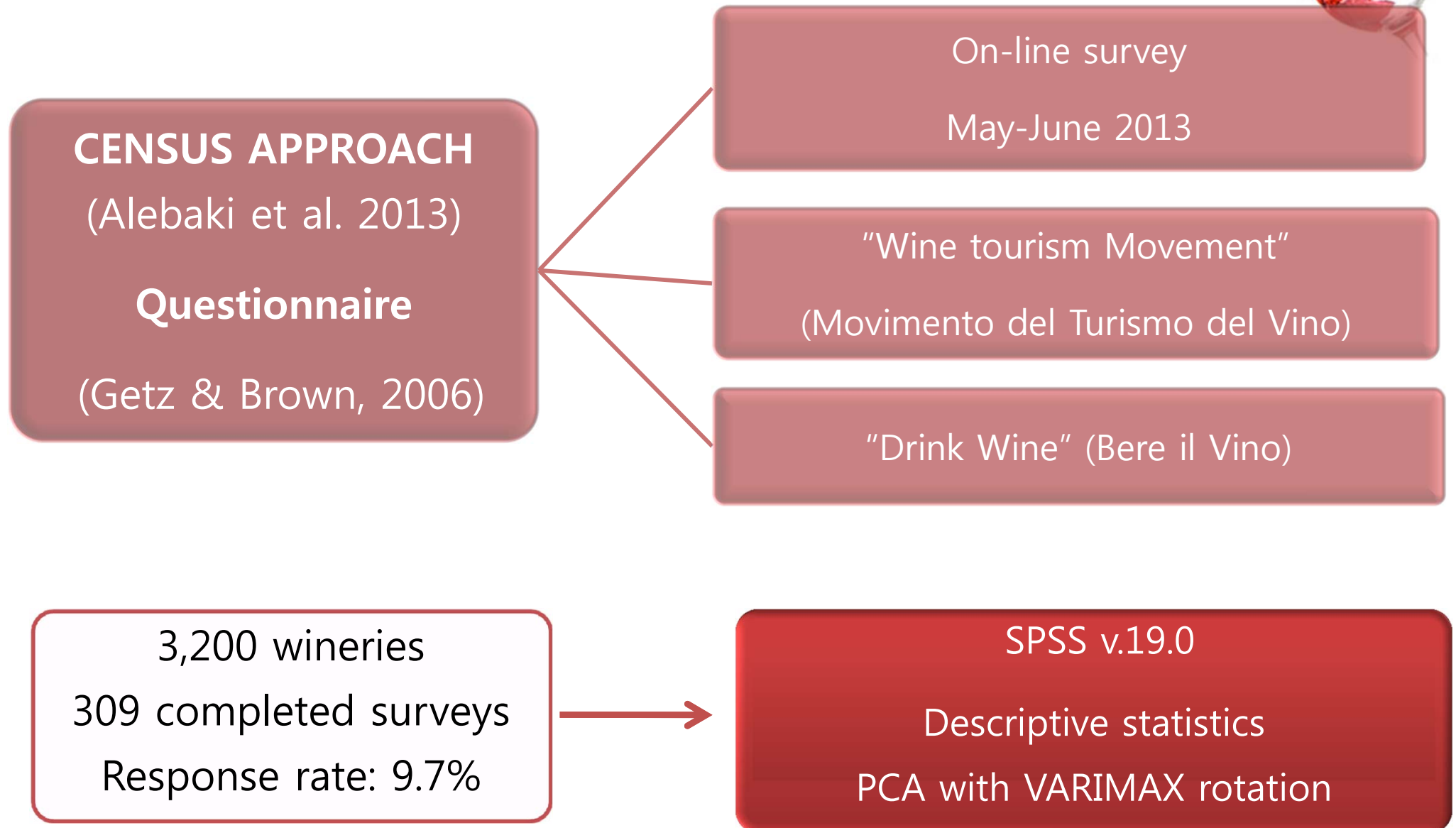
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Research design and methodology



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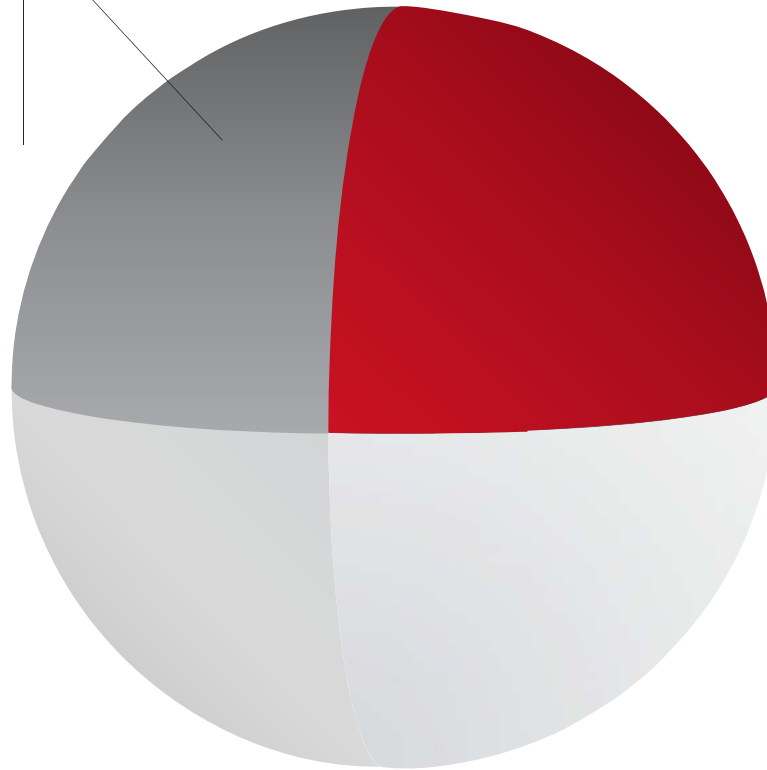
3. FURTHER RESEARCH DIRECTIONS

Winery profile

Year established

2003-2013:

8.3%

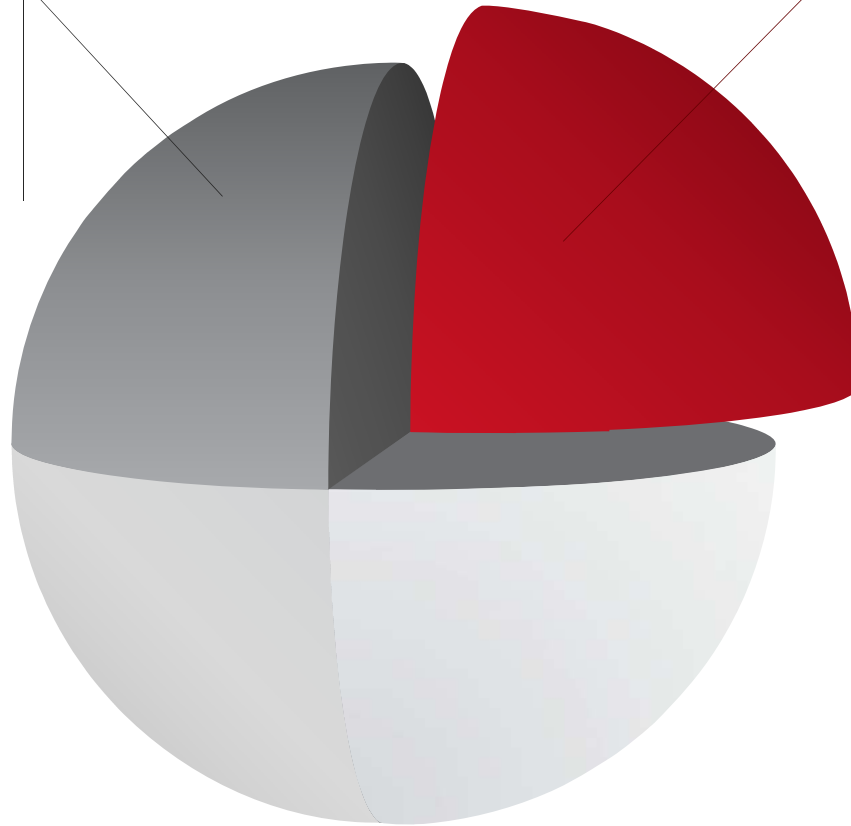


Winery profile

Year established

2003-2013:

8.3%



2006-2002:

6.4%

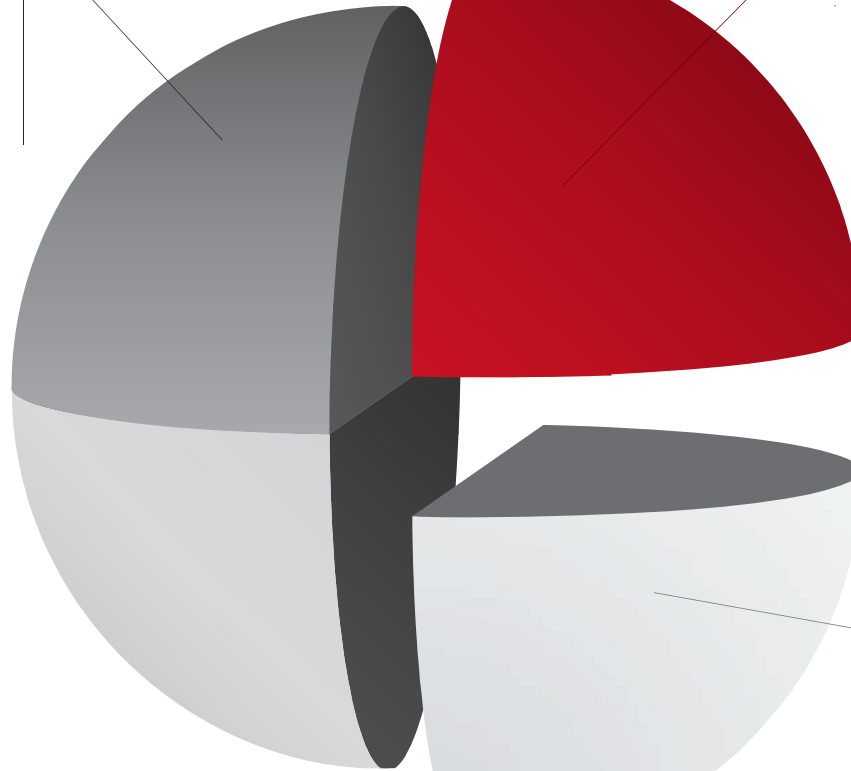


Winery profile

Year established

2003-2013:

8.3%



2006-2002:

6.4%

2002-1992:

21.2%

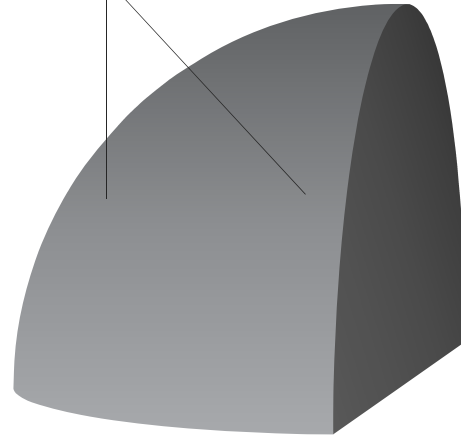


Winery profile

Year established

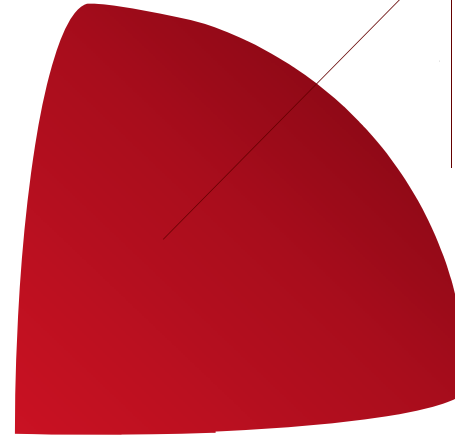
2003-2013:

8.3%



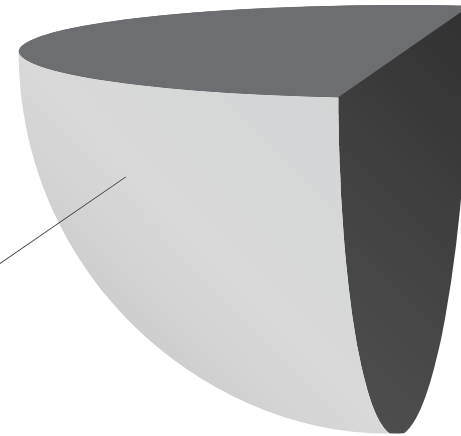
2006-2002:

6.4%



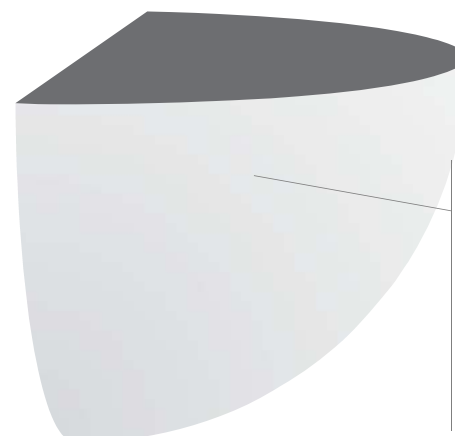
Pre-1992:

64.0%



2002-1992:

21.2%



Winery profile



Ownership type



Annual production in liters

Up to 100,000: **73.3%**

100,000 < – \geq 500,000: **17.3%**

More than 500,000: **15.3%**

Wine tourism product offered



Wine tasting: 100.0%



Cellar door sales: 98.5%



Guided tour in the winery: 97.3%
Tour in the vineyards: 91.5%



Sales of other goods: 42.8%

Wine tourism product offered (2)



Festivals/special events: 63.0%



Hosting special occasions: 46.0%

Audio and visual
equipment
(95.1%)



Winery operators' perceptions of Italian wine tourism



“How important would the following changes be to the success of wine tourism in your enterprise?”

Factor/ Importance	No	Little	Moderate	Great	Utmost
Dining room in the winery					
Various events at winery					
Accommodation at your winery					
Training of winemakers on tourism and marketing issues					
Sufficient critical mass of wineries open to public					
Improvement of signage for wine tourism attractions					
Improvement of the road network					
Wine festivals and events in the region					
Fine dining/restaurants in area					

Winery operators' perceptions of Italian wine tourism



“How important would the following changes be to the success of wine tourism in your enterprise?”

Factor/ Importance	No	Little	M/te	Great	Utmost
Accommodation of high quality in area					
More convention facilities in area					
Stores that sell local food and handicrafts in area					
Tourism attractions in area					
More promotion of my winery					
More promotion of local wines					
More promotion of wineries as tourism attractions					
More specific promotion of region for wine tourism					
Greater cooperation and support from local organizations					
Creation of a legislative/ institutional framework					
Provision of financial incentives to foster the development of wine tourism					

Most critical factors for the development of wine tourism – Winery operators' perceptions

Tourism attractions in area (52.1%)

More promotion of wineries as tourism attractions (49.2%)

More specific promotion of region for wine tourism (47.9%)



Critical factors for Italian wine tourism – Principal Component Analysis



Total variance explained: 74.8%

Cronbach's alpha Reliability Coefficient (Total scale): 0.91

1.

Promotion and
financial support
Cronbach's $\alpha=0.84$

- More promotion of my winery
- More accommodation in the wine region
- More promotion of wineries as tourism attractions
- More specific promotion of region for wine tourism
- More promotion of region in general
- Provision of financial incentives
- Greater cooperation and support from local organizations
- Special events at winery
- Accommodation at the winery

*Factor
mean
score=
3.86*

2: Legislation
and regional
infrastructure

Cronbach's $\alpha=0.77$

- Improvement of the road network
- Improvement of signage for wine tourism attractions
- More promotion of local wines
- Fine dining/restaurants in area
- Creation of a legislative/ institutional framework
- Stores that sell local food and handicrafts in area

*F. mean
score=
3.58*

3. Destination
activities and training
Cronbach's $\alpha=0.75$

- Training of winemakers on tourism and marketing issues
- Sufficient critical mass of wineries open to public
- Wine festivals and events in area
- More convention facilities

*F. mean
score=
3.35*

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Discussion



STEPS TOWARDS THE DEVELOPMENT OF WINE TOURISM

Conclusions



- ✓ The success of wine tourism is highly depended on **both entrepreneurial and policy agents**
- ✓ The establishment of wine routes presupposes **destination management actions** (Assero and Patti, 2009)
- ✓ Need for stronger and **more productive ties among all the relevant stakeholders** (Alonso et al. 2013)
- ✓ Findings highlight the necessity of engaging in promotional activities, confirming the view that *Italy suffers of the lack of organized marketing of wine events* (Romano and Natilli, 2009)

Study limitations and future research directions



Very few studies on wine tourism have been conducted at a national level

Main limitation...



Low response rate to the census questionnaire

Future research could...

- ✓ directly link the findings of this research to the theoretical concept of Life-cycle stages in wine tourism development (Tomljenović & Getz, 2009)
- ✓ detect sub regions which display different developmental characteristics

THANK YOU

Contact details



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