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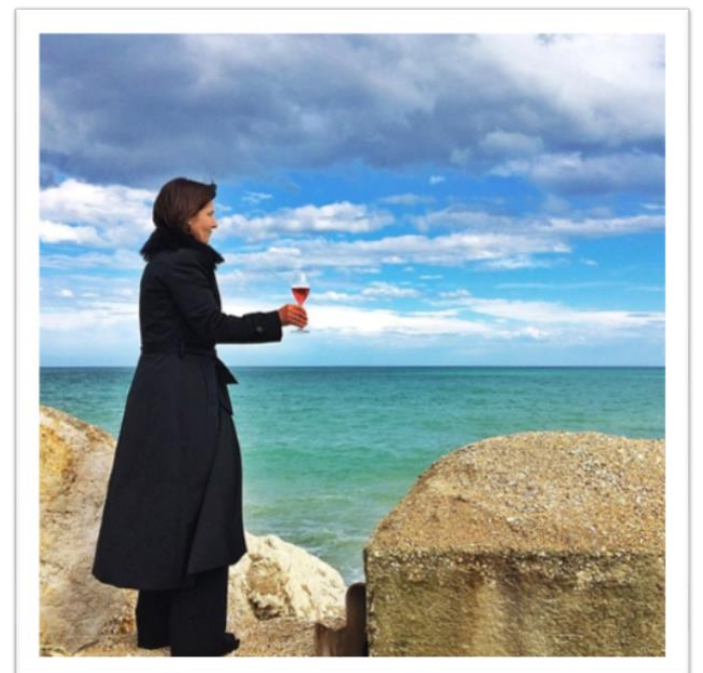
**Wine routes and territorial organisation within local tourist supply: Case studies of two Italian regions.**

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# Wine tourism & wine routes

- **Wine tourism:** involves the making and marketing of complex integrated tourist products; wine as a thematic pivot around which many different activities revolve
- **“wine-routes”:** «a route marked and advertised with special signs, characterised by important natural, cultural and environmental values, where one can visit vineyards and wineries of a single farm or associated ones» (Italian Law 286/1999).
- => **Objective sense:** a physical network
- => **Subjective connotation:** symbolic aspects (motivations and experiences).





# Wine routes and the “network approach”

- **"route-making"**: "social construction" of a tourist product (Savoja, 2005)
- **wine-route** as a network of agents in a wine region, whose purpose is to promote regional development... (Brás et al., 2010)
- **a network strategy**: exploit a productive process (wine production) by creating a network of several actors, producing structural coherence between a variety of symbolic and material elements
- **a territorial marketing tool**
- **governance model**: “network paradigm” (Murdoch, 2000): tourism development aiming to link horizontal-to-vertical network
- **development of a destination** ⇔ **networking**





# Wine routes organisational aspects

- The **organisational structure** is a specific factor of success (Mitchell & Hall, 2006)
- A **coordination** structure is needed for creating and managing public / private networks in wine regions
- **Internal barriers:** poor networking, poor perception of benefits, product-oriented marketing, poor skills and capacities of tourist product development (Hall, 2003)
- **Funding:** Long-term investments / short-term funding



# Aims of the study

- **Are the wine routes perceived by the wine companies** as a useful means for the improvement of their tourist attractiveness? If so, under which conditions?
- Two main aspects:  
the **level of complexity** of the activities promoted within the wine routes and  
the **direct involvement of the companies** in the management, funding and organisation of the wine routes, that is playing a conscious and active role in their development.
- **Methodology:** mixed quantitative (direct survey through an on-line questionnaire) and qualitative approach (in-depth-interviews to the key local stakeholders)
- **Comparison** between Abruzzo wine routes (6) and Tuscany Chianti Classico Wine and Oil Road (the best-known collective brand of the region: Gallo Nero).



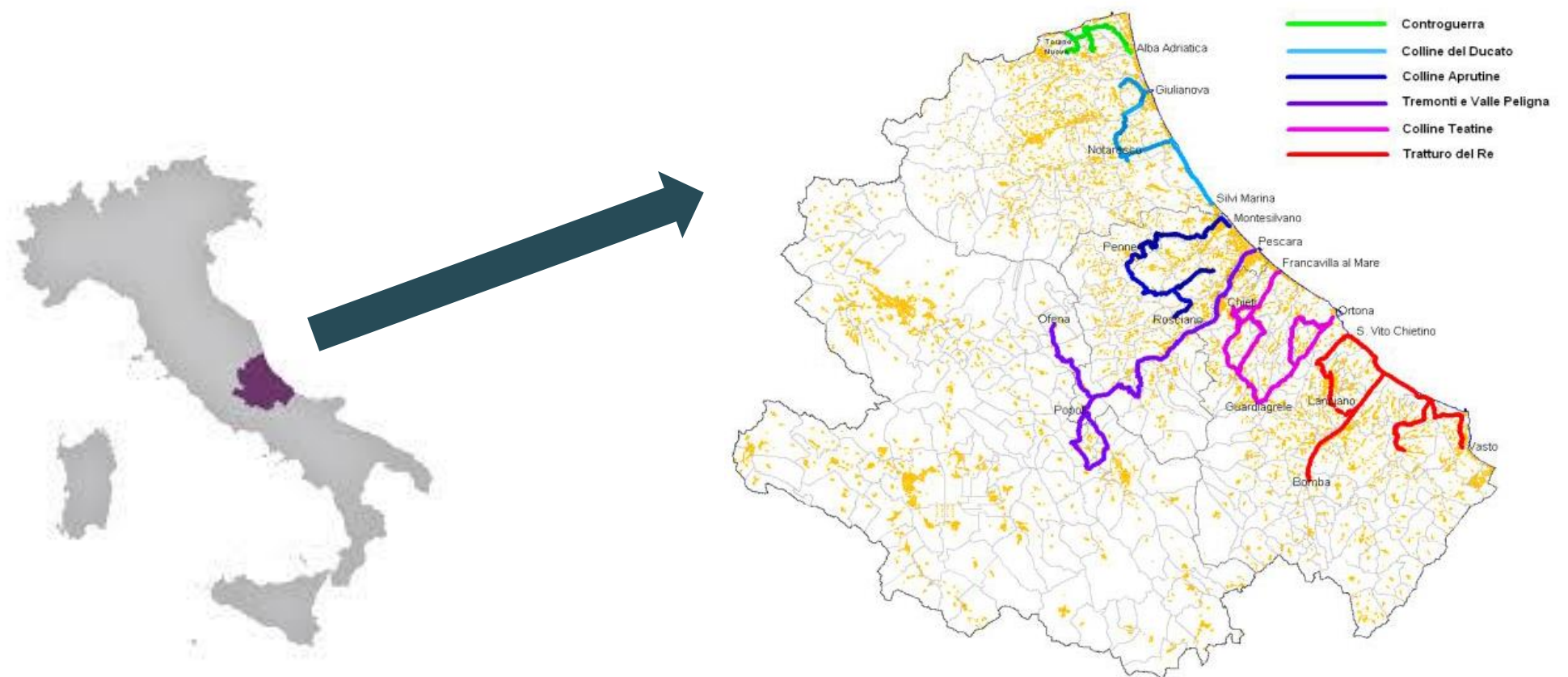
# The wineries' perception

- **The “wineries' satisfaction” (perceived):**
  - their satisfaction about the actual wine routes management
  - the wine routes' actual and future role in increasing their business
  - their availability in investing financial resources in wine routes development.
- **Perception influenced by:**
  - the wine tourist demand  
and/or by
  - the wine routes management and services?



# The Abruzzo “wine routes”

- The “**Abruzzo wine routes**”: 6 wine tourism itineraries, spread in the four Provinces of the region.
- The project for the setting up of the wine routes was entrusted by a regional law (LR 101/2000) to the Regional Agency for Agricultural Development Services and co-financed by the European Union.
- Investment in infrastructures and promotion: signs and billboards, tourist guide...
- Questionnaire: 24 respondents (over 42 wineries): 57.1%



# The Tuscany model

- Tuscany: 16 tourist itineraries officially listed
- The first Italian region drawing up a law on wine routes (1996)
- **The “Chianti Classico” Wine and Oil Road**
- Associative form since 2008
- Mixed private and public (municipalities) associated
- Strong role of the Consortium for the protection of Chianti wine
- Direct involvement of the wineries (the President is an entrepreneur)
- Regional Federation of the Tuscany Wine, Olive Oil and Tuscan flavours roads (2<sup>nd</sup> level association): communication and promotional activities
- Questionnaire: 12 respondents (over 26 wineries): 46.2%

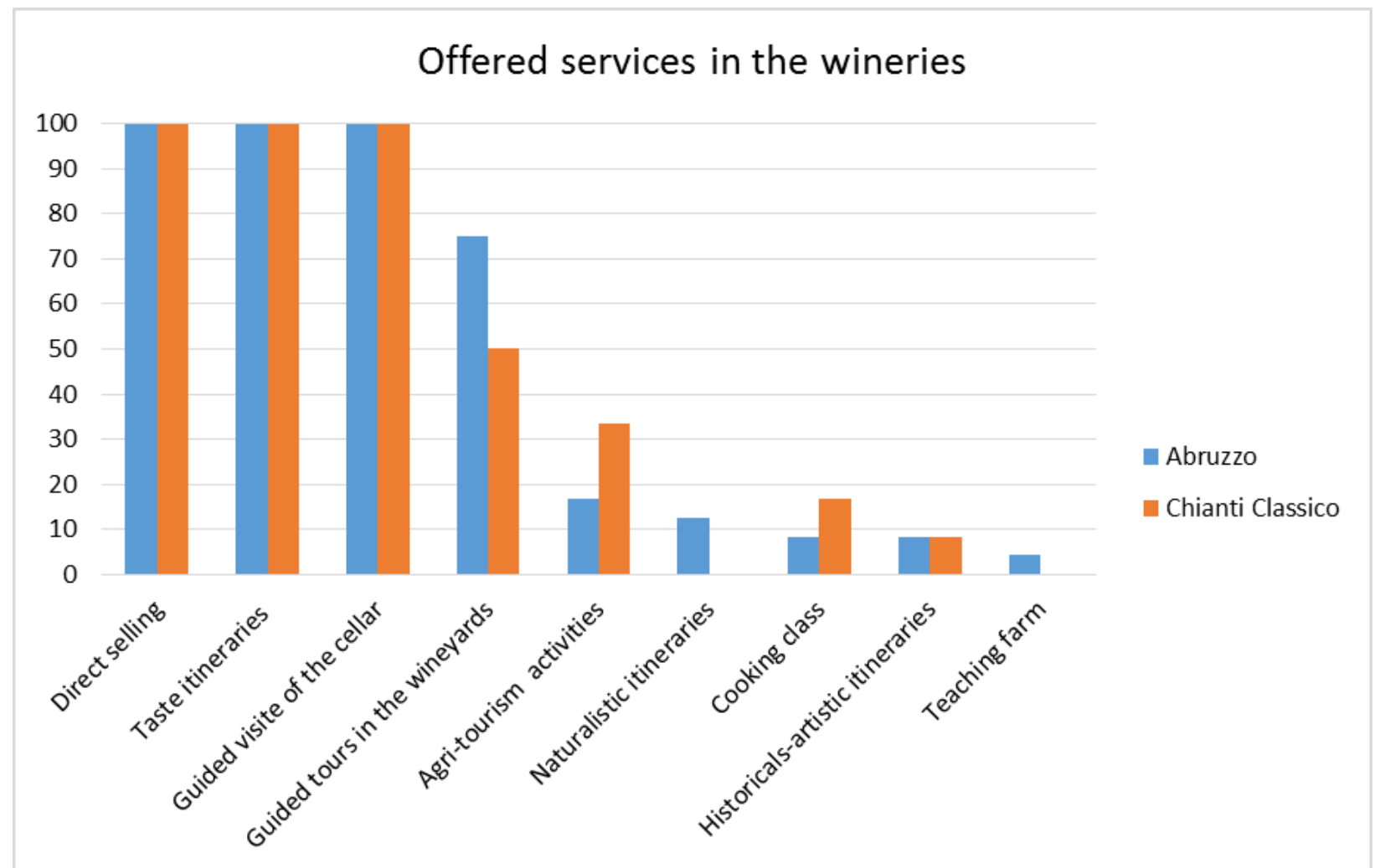




# The investigated aspects

- Wine tourists' profile and purchasing behaviour;
- Services offered by the wineries and their initiatives within the wine routes;
- The wine routes organisation and governance in the two regions.
- Strengths and weaknesses and the potential development of the wine routes;
- Level of satisfaction and availability of the wine enterprises for further investments in the wine routes.

## The offered services in the wineries



# The comparative analysis

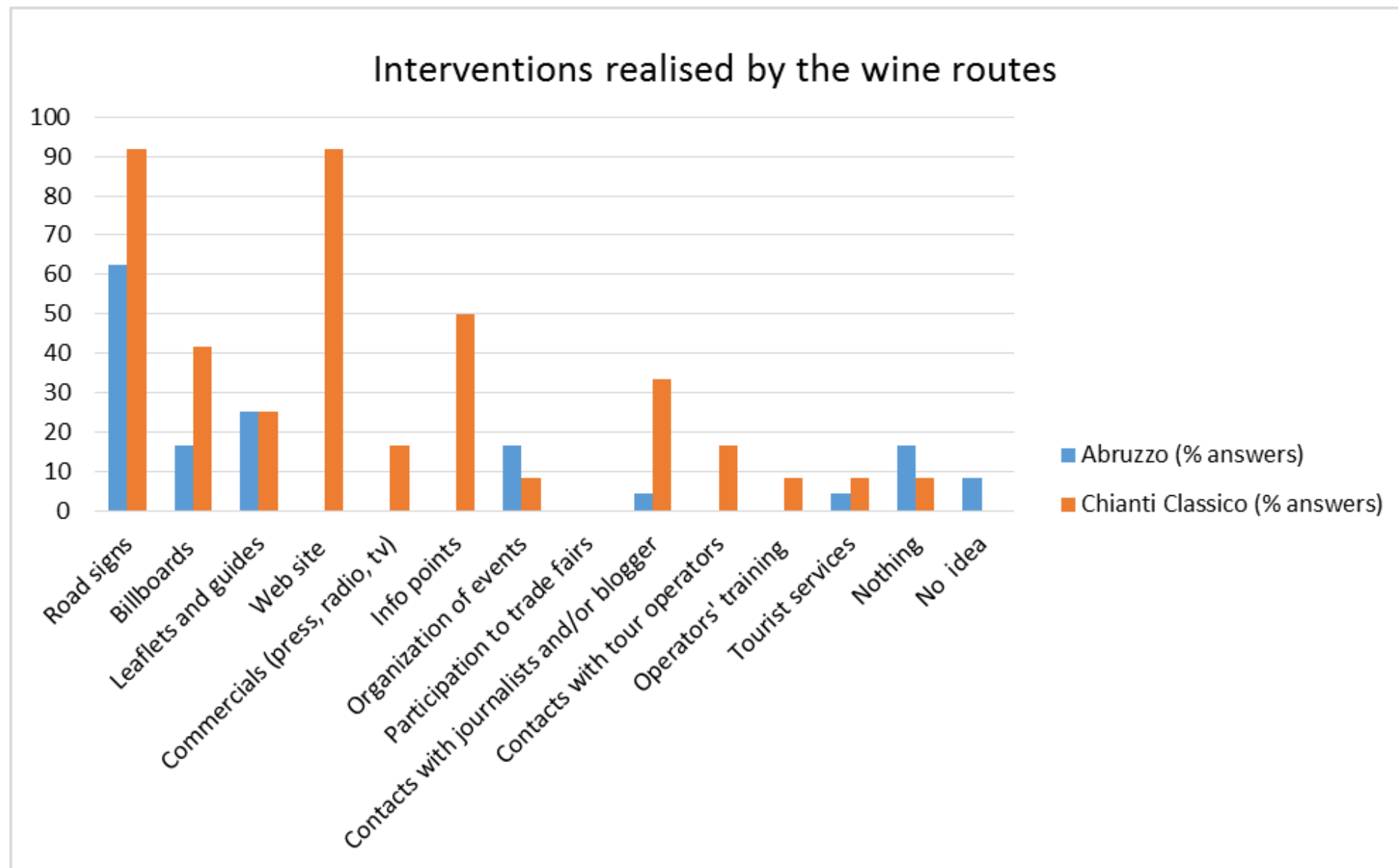
- **Descriptive analysis:** focused on the comparison between Abruzzo and Tuscany (Chianti) situation.
  - Wine tourist flows differ substantially in terms of ratio between Italian and foreign visitors (with a daily expenditure from foreign visitors higher than from Italian ones) and seasonality.
  - The impact on turnover is valued between 16-30% in Tuscany, 5-15% in Abruzzo.
  - Wine routes played a substantial role in developing wine tourism at local level and farm exposure (83,3% Tuscany); none or a little contribution in Abruzzo (87.5%).
  - In Tuscany many visitors reach the wine enterprises moving along a wine route (83.3% of positive answers), in Abruzzo only a few (41.7%) or even none (58.3%).
  - 67% of Tuscany enterprises (29% in Abruzzo) contributed with their own financial resources to the wine routes.





# Interventions made within the wine routes

- **Investments:** mainly public investments in infrastructures (i.e. signage and itineraries) and promotion in Abruzzo.
- More immaterial and marketing activities in Tuscany (website, info points, public relations oriented to the tourist market)



# Strengths and Weaknesses

- Web promotion, operators' training, tourist information and participation in exhibitions: strengths in Tuscany and weaknesses in Abruzzo wine routes.
- Public funding, cooperation among companies, public/private cooperation, advertising, tourist promotion: weaknesses in both situations.

Management aspects (item 5)	Abruzzo		Tuscany	
	Strengths (%)	Weaknesses (%)	Strengths (%)	Weaknesses (%)
Web promotion	4.2	95.8	91.7	8.3
Operator training	4.2	95.8	91.7	8.3
Information and tourist services	8.3	91.7	83.3	16.7
Participation in exhibitions	8.3	91.7	66.7	33.3
Advertising	8.3	91.7	/	100
Contacts with journalists and blogger and/or tour operators	8.3	91.7	/	100
Public / private cooperation	25	75	16.7	83.3
Availability of public funding	25	75	8.3	91.7
Cooperation among companies	29.2	70.8	33.3	66.7
Organisation of events	29.2	70.8	33.3	66.7
Signage on the territory	62.5	37.5	58.3	41.7



# The driving factors of the companies' satisfaction

- To identify which aspects could influence companies' positive perception of wine routes (number and features of wine-tourists or activities promoted and organisation of the routes)
- **Variable “Happiness”** (of the companies):
  - 1) % of tourists who visit the winery while travelling on a wine route;
  - 2) the extent a wine route affected the development of tourism;
  - 3) increased visibility of the company and its products.
- **Predictors**
  1. Complexity of the activities ("Basic", "Advanced" and "Highly developed") of the wine route
  2. Daily Italian / foreign tourists expenditure
  3. Incidence of foreign tourism
  4. Strengths (pointed by the wineries)



# Results of the multivariate analysis

- Multiple linear regression model OLS (Ordinary Least Squares)
- The coefficient of determination is significantly different from zero.
- The value of such a coefficient explains the 48% of variability of the response data.

- An increase in the complexity of the wine routes activities leads to an increase of the companies' "happiness".

- Such a relation looks stronger on the Chianti wine route than on the Abruzzo ones.

## Ordinary least squares coefficients with model in Equation 2.

	Dependent variable
	Satisfaction
Complexity	0.50*** (0.09)
Constant	1.28** (0.16)
Observations	36
R2	0.48
Adjusted R2	0.47
Residual Std. Error	0.55

F Statistic

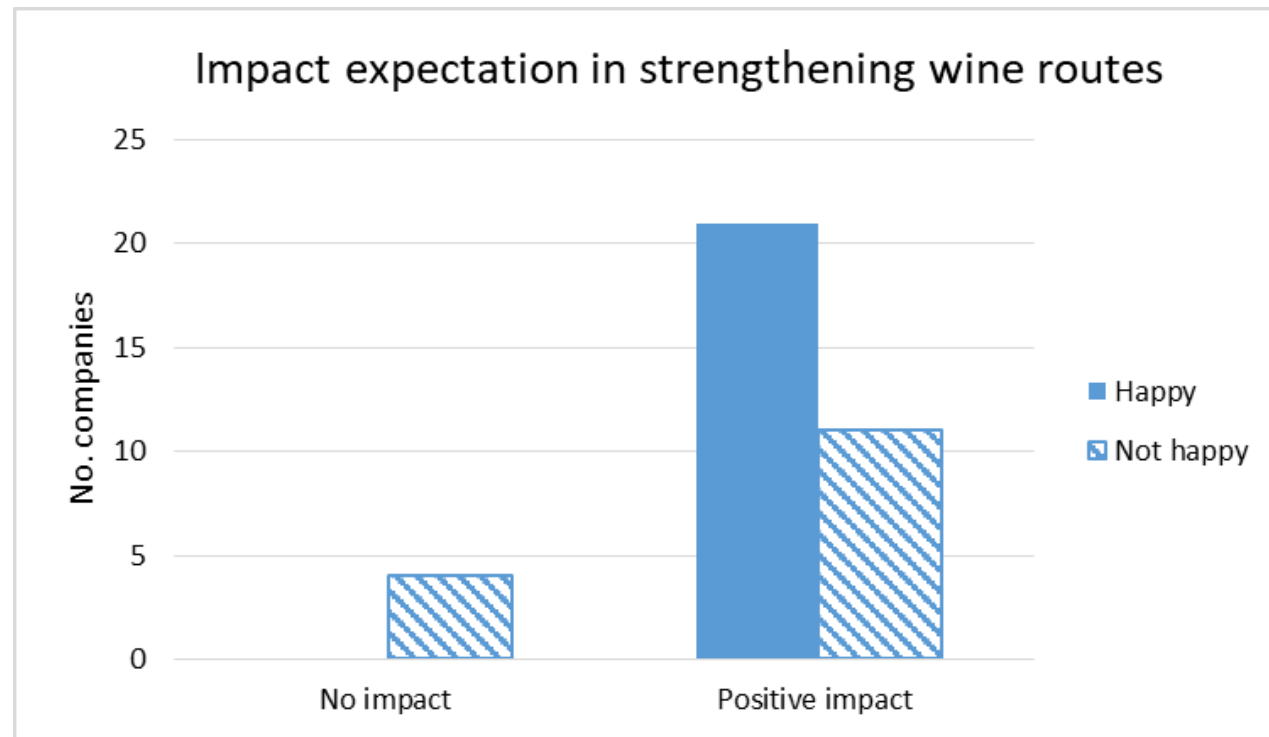
31.46\*\*\*

Statistical significance

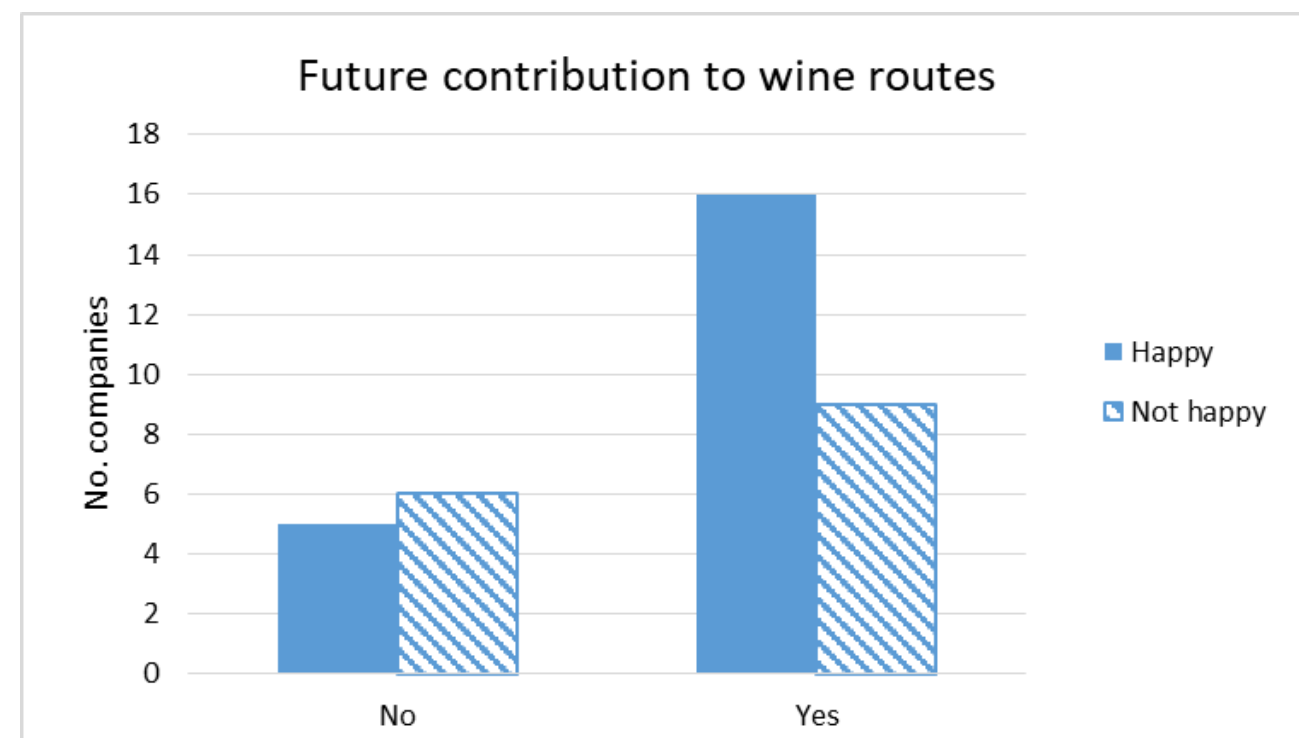
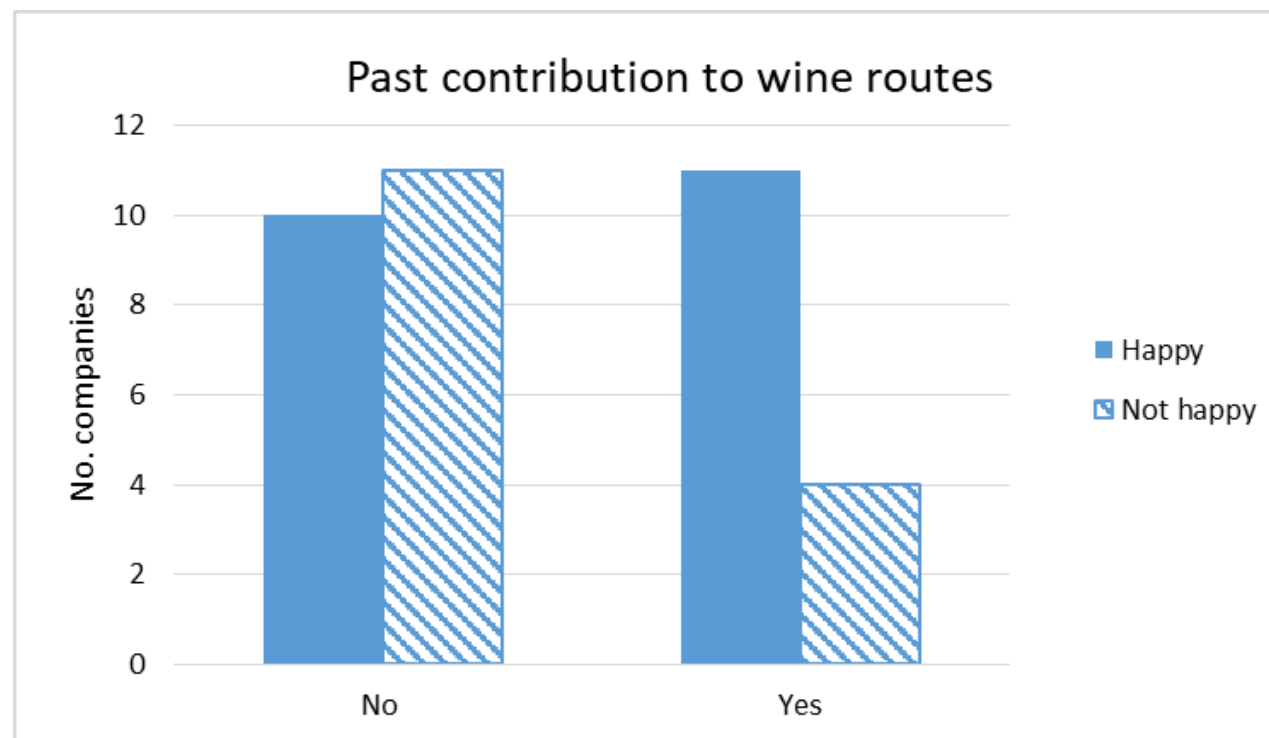
\*\* =  $p < 0.05$ ; \*\*\* =  $p < 0.01$



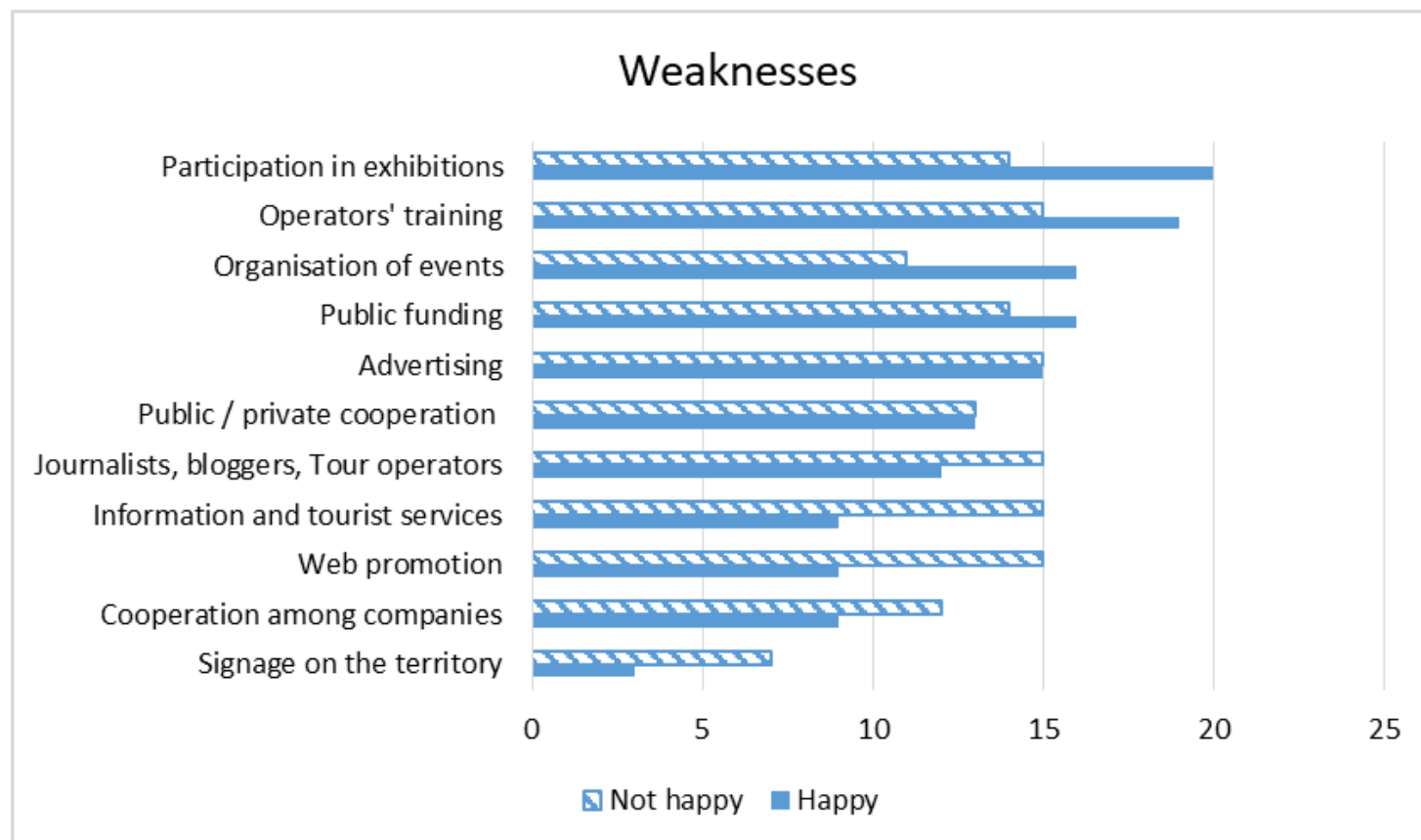
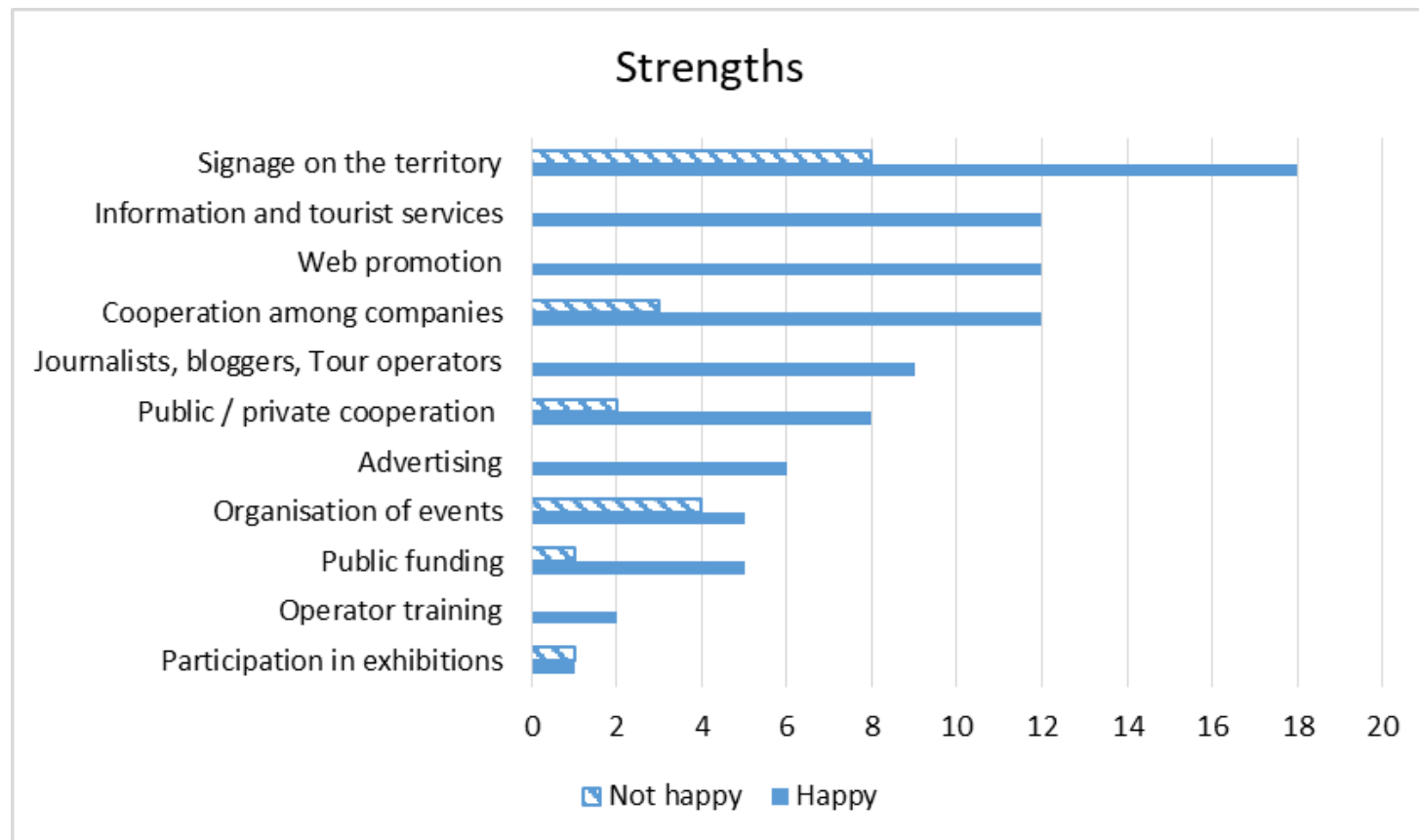
# Companies' expectations about wine routes



- The happy companies have a positive perception of the wine routes' future role in increasing their business
- The happy companies contributed in past and are willing to invest in the future in wine routes development
- But also a certain number of unhappy...



# Strengths and Weaknesses



- Weaknesses (happy companies) like elements of further improving in the wine routes management:
  - participation in exhibitions
  - operators' training
  - organisation of events
  - public funding
  - advertising
  - public/private cooperation.
- The level of services and governance of the wine routes could be improved, also where the wine routes are already active and well-established.



# Final remarks

- Meaningful influence of the variables related to the wine routes organisation on the level of companies' satisfaction: **level of complexity** of the activities and **direct involvement** of the companies.
- Happy companies: invested in the wine routes in the past and show a greater openness to repeating their investment in the future.
- **General confidence into the potentialities** of the wine routes: a certain number of the unsatisfied companies are open to future investments in this field.
- **More effective public policies:** not oriented to a simple investment in material infrastructures or promotion (Abruzzo) but to a **co-financing** of a set of material and immaterial actions in the framework of a **shared project** and a **multilevel governance** of the wine routes (Tuscany).





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# Thank you !

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