

WINE TOURISM IN CAMPANIA REGION (ITALY): SUPPLY POTENTIAL AND DEMAND EXPECTATIONS

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Abstract

Also in Italy wine tourism is seen as an important occasion to improve winery revenues, increasing directly the winery turnover by direct sales, and indirectly improving winery image and relation capital. In Italy, in order to stimulate a consistent development of wine tourism, was approved a law which has defined a regulatory framework for the so-called *wine roads* (Strade del Vino). In Campania has been promoted 11 wine roads and the proposed paper intends to illustrate the results of a research on some elements of supply and demand of wine tourism services in the Region; this research was developed with the scope to understand the situation concerning these issues and make available this knowledge to orient future actions. The research has analysed the structural readiness of the wineries that joined to the wine roads and the satisfaction of wine tourists about the quality of services offered by the wineries involved in wine tourism in the region.

Using a structured questionnaire it has been recorded the general characteristics of the wineries involved, elements of their history and, using a specific check list, the presence, or the absence, of some conditions (concerning structures or persons) related to the supply of wine related tourist services. Also the expectation of the winery management about the supply of tourist services was collected. 115 wineries have been interviewed.

The satisfaction and the expectation of wine tourist in the Region have been evaluated using a structured questionnaire submitted to 250 people. The questionnaire had three sections: characteristics of the interviewed person, satisfaction respect the available supply of wine tourism services analysis, preferences and willingness to pay with respect to wine tourism services evaluation. The customer satisfaction analysis has been structured using the *serv qual* approach; therefore it has been evaluated the global satisfaction and the satisfaction

with respect to specific element of the supply. All the data have been processed with multivariate analysis. The questionnaire about wineries indicate a rather low degree of readiness in terms of structure and people specific skills; clearly emerges the necessity of a coordinated effort to improve in the wineries the structural endowment and to train people.

The questionnaire submitted to wine tourist reveal an incomplete satisfaction. The satisfaction respect the friendliness of people in the winery results high, but low the satisfaction with respect to professional skill of the people involved (mainly in the explanation of production processes and product technical characteristics) and structures. The questions about expectations reveal a strong interest of wine tourist in visit production structures (vineyards and cellars) and also a good interest in take part at the production processes. Data show also an interest in course about wine sensory evaluation and guided tasting session focused on the characteristics of the wines of area where the visited winery is located.