



Profiling wine tourists: a comparison between rural and city Wine Festivals in Campania, Italy

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Abstract

Wine tourism (oenotourism) is becoming progressively important for wine producers and it is beginning to contribute billions of dollars annually to the global economy. Wine tourism is thus growing in relevance in the international scenario and it is considered to be at least one of the most important emerging segments of the global tourism sector. This opens a series of questions related to a better understanding of its tourism demand. The close connection between a knowledge of wine tourists' profiles and the role of a wine festival are the strategic factors examined in this study. The research was based 220 interviews conducted with wine tourists attending the most representative rural and city wine festivals held in the Italian region of Campania (Avellino–Salerno). The aim of the paper was to perform a comparative analysis of the wine tourists' profiles in relation to the different kind of events attended, in order to stimulate a fitted customer-driven strategy addressed to wine tourism stakeholders and to thus promote sustainability in this important sector.

Keywords: wine tourism, wine festival, wine tourist profile, Campania, tourist segmentation, oenotourism

Introduction

Wine tourism is one of the fastest emerging segments of tourism demand and it has lately been acclaimed as a more important developing driver for tourist destinations than was previously believed. The first definition of “wine tourism” was introduced at The First Australian Conference (1998) where the potential synergies of two very successful sectors - wine and tourism were analysed - including the promotion of wine regions and events through tourism (Getz, Dowling, Carlsen, & Anderson, 1999). Wine tourism was defined as the “...visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors”, according to the consumer's perspective (Hall, Sharples, Cambourne & Macionis, 2000:3). Subsequent studies have examined the supply – side, focussing on winery owners or destination managers.(Hall et al., 2000; Molina, Gómez, González-Díaz & Esteban, 2015; Quadri-Felitti & Fiore, 2016; Sevil & Yüncü, 2009). Furthermore, the consumption of wine tourism occurs in the rural countryside or during special wine-related events, and as a consequence, wine festivals have been recently promoted as a strategic component of the wine tourism product offering around the world and it is recognized to be a significant catalyst for future wine tourism and wine consumer development as well as wine consumer attraction (Galvez, Fernandez, & Lopez-Guzman, 2015; Organ, Koenig-Lewis, Palmer & Probert, 2015; J. Yuan, Morrison, Cai & Linton, 2008). Such premises, allow us to hypothesise an evolutionary model that, departing from the initial entities of reference - wineries/tourism – to subsequently include an analysis of the consumer and the destinations (Alebaki & Iakovidou, 2010; López-Guzmán, Vieira-Rodríguez & Rodríguez-García, 2014; Marzo Navarro & Pedraja Iglesias, 2010; Popp & McCole, 2016). The recent 3rd UNWTO Global Conference on Wine Tourism (Chisinau, Moldova 6-7 September 2018) focussed on Wine Tourism as a tool for Rural Development

stressing the contribution of tourism to the 2030 Universal Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). In view of the above, this paper aimed at analysing the profile of wine tourists attending rural or wine city festivals held in Campania, Italy, which is considered to be one of the most important wine-producing regions from both an economic and cultural perspective. This study allows differentiating these two groups of tourists as a useful market segmentation.

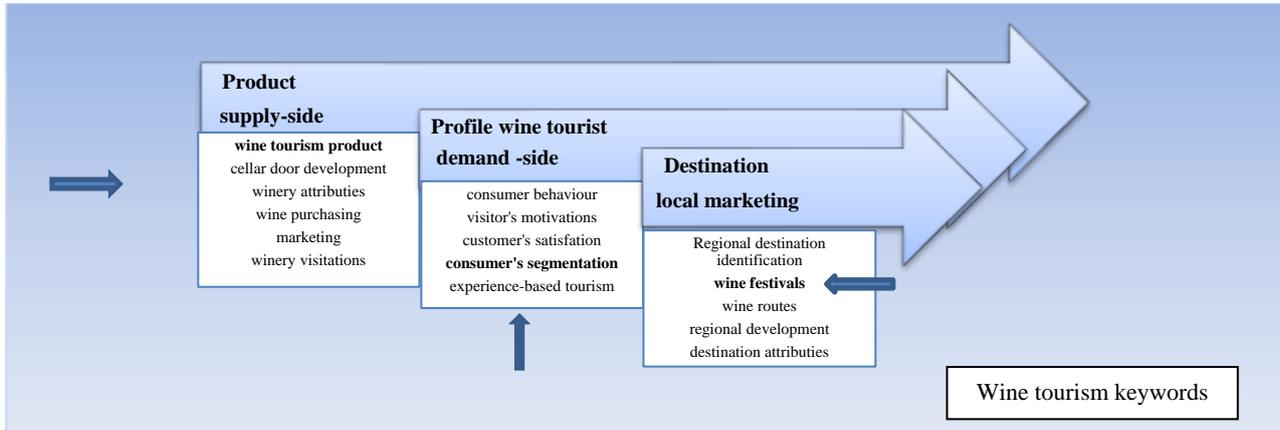


Figure 1. Wine Tourism Keywords for different area of research.
 Source: own elaboration adapted from Mitchell and Hall, (2006)

Literature review

Actual approaches of research involving wine tourism are focused on the main aspects of conceptualisation of its offer-demand side, features and also current tourists' behaviours and expectations. Despite the various perspectives of analysis – combining Wine Tourism Product, Profile of Wine Tourist and Wine Tourism and Regional Development – a useful deeper investigation could be addressed of the role of events in promoting wine tourism (Clayton, 2016; Gagić, Tešanović, Ivkov-Džigurski, Pivac & Jovičić, 2013; Galvez et al., 2015; Donald Getz, 2008).

Wine Tourism Product

Wine tourism production is a confluence between tourism and wine industries in connection with wine regions and wine escapes. It provides an affordable low-cost distribution channel for the sale of wine, directly to consumers (Getz & Brown, 2006). A comparison between the tourism and wine industries is shown in the following scheme, allowing the owners of wineries to consider the challenges of a new marketing approach (Carlsen, 2004).

WINE INDUSTRY	TOURISM INDUSTRY
Supply-led Influenced by seasonal and technical factors	Demand-driven Influenced by consumption-led Lifestyle
Price-taking Single price depends on wine producers and external factors Global price Substitute's price	Price-makers Price depends on typology of product/service offered Seasonal demand The value attributed to experience
Homogeneous product Standard and overtime product	Heterogeneous product Diversified product or service short time changing
Human resources Cellar staff -Wine Makers -Marketing and Communication staff	Human resources Attraction staff -Owners -Institutional managers - Web influencers
Industry resources Winery – Vineyard- Terroir -Wines	Industry resources Heritage- Attractions -Landscape - Infrastructure
Institutional Arrangements Licensing Import/Export- Taxation	Institutional Arrangements Policies of Tourism planning- Environmental - Transportation

Table1. Wine and Tourism Industry Source: own elaboration from Carlsen (2004)



Many wine regions include in their touristic strategies, the consciousness that wine and tourism are becoming increasingly integrated in tourist promotion and product-development activities. The advantages of such a drive lie in enhancing sales and profits, as well as developing relationships with brand-loyal customers (Hall, Johnson & Mitchell, 2000; Michael Hall & Richard, 2000). In a macro-economic perspective, wine tourism has to face government and industry groups at two levels: National level – marketing and branding, tourism trend, taxation, regulation – and Regional level – regional identity, role of local government, infrastructure (Getz, Dowling, Carlsen & Anderson, 1999). Wine managers and tourist management have to recognise that different factors and activities are involved in wine tourism (Hall et al., 2000). Wine tourism is gradually an important source of revenue either directly or indirectly and it contributes to on-site sales but also allows a winery to participate in building its brand and establishing a long-term relationship with its customers. This aspect is clearly more important than short-term revenues as it leads to sustainability.

The challenge is the integration of wine tourism production and consumers knowledge as there is a gap comparing the supply-side and demand –side perceptions of the rural wine experience (Quadri-Felitti & Fiore, 2016). Wine tourism products includes features developed by wineries involved in promoting activities: marketing to tourist through wine routes (Corigliano, 2015; López-Guzmán & Sánchez, 2008), the consciousness of the importance of additional services to engage tourists (Alonso, Bressan, O’Shea & Krajsic, 2015). Furthermore, the activation of new media channels for a better understanding consumer’s behaviour and motivations as producers can enhance their sales and image product into more appealing experiences for tourists (Colombini, 2013; Mastio, Caldelli, Casini & Manetti, 2016; Vo Thanh & Kirova, 2018).

Wine tourist profile

The knowledge of wine tourist’s behaviour and profile has been explored as a critical step in developing successful marketing strategies including market segmentation (Alebaki & Iakovidou, 2011; Mitchell & Hall, 2006). This analysis becomes strategic if wine producers have to diversify their activities by establishing new relationships with customers. The analysis and segmentation of the wine tourist involve two issues: a demographic categorization – origin, age, education family background – and a psychographic profile – values, attitudes and lifestyle (Charters & Ali-Knight, 2002; Mitchell & Hall, 2006). In addition, a driver demand factor could be considered the distinctiveness of wine tourist motivations as a multi-layered feature. Alebaki et al. (2015) provided the identification of crucial attributes of wine tourism experiences sought within a motivational contest, from the key factors including - product involvement; product knowledge; wine tourist identity; past experience - to specific aspects of wine tourist behaviour (Alebaki et al., 2015). Some authors, identify other profiles obtained with a mixed segmentation model using both demographic and psychographic variables: wine-lovers, wine-oriented, new visitors or foreign tourists in the Rheinghau region or the wine-lovers, the wine-interested tourists, the wine-curious tourists and the disinterested wine tourist – identified by asking tourists to rate actual self-image, ideal self-image and social self-image in relation to each of the four wine tourist profiles (Pratt, 2014; Szolnoki, Loose, Tari, & Iselborn, 1983). Table 2 depicts wine tourist motivations and consumption patterns.

Wine tourist motivations	
1. Vineyard aesthetics	Rural landscape, escaping, routine, relaxation
2. Educational experience	Gaining wine experience, learning about winemaking, wine appreciation
3. Core wine product	Wine tasting, rare/fine wines
4. Familiarity	Prior positive experience, meeting the winemaker
5. Reputation and novelty	Word of mouth, engaging in a new activity
6. Socialization	Being with friends and family, socializing

Table 2. Wine tourist’s motivation

Source: own elaboration from Alebaki et al., (2015)

Another theoretical model of core and supplementary services – related to wine tourism, has been examined to see which of a number of factors are the most influential in the decisions of visiting a winery and to determine the role of “winescape” and tourism services in promoting wine tourism. However, a research gap still exists in understanding which factors may drive the consumers’ intentions to visit or revisit a winery. The model traces this from the ‘inner core’ to the ‘outer shell’:



the core is the wine itself, the second level represents customer services – including wine education, tasting rooms, socializing and wine clubs; lastly, the third level shows entertainment and events, relaxation and recreation as important aspects (Quintal, Thomas & Phau, 2015; Byrd, Canziani, Hsieh, Debbage & Sonmez, 2016).

Of the 73 billion Euros spent annually by tourists in Italy, nearly 12 billion (16.1%) are spent on wine and foodstuffs, including cheese, cured meats, and olive oil. A third of all visitors take home an edible or drinkable souvenir, at an average expenditure of 10 Euros (Colombini, 2015).

As regards the profile of wine tourists differentiated by who have never participated in wine tourism and those who have – wine related or not - the finding contributes to an additional level of segmentation, following on previous analysis of demand in different places and ways of consumption such as in the regions of Old or New World, participating in a festival or attending events held in rural areas (Garibaldi, Stone, Wolf & Pozzi, 2017; López-Guzmán, Vieira-Rodríguez & Rodríguez-García, 2014; Marzo-Navarro & Pedraja-Iglesias, 2010; Mitchell & Hall, 2006).

Wine tourism destination

The findings of a recent study point out that “Regional destination identification is important...for wine regions is the more effective marketing of the regional destination and winescape dimensions. Developing regional grape variety identification has proven to be a positive differentiating factor” (Bruwer, Pratt, Saliba & Hirche, 2014:17). Therefore, it is recognized that wine tourists always seek the whole background of the place where the wines are produced - and consequently a regional destination and its perception becomes a driver factor in the consumption of wine tourism (Bruwer, Pratt, Saliba & Hirche, 2017a).

Many researchers have pointed out the relevance and the connection between wine tourism and the development of internal and rural areas that are usually excluded from massive tourist inflows and connected with tourism-related activities, thus wine and wine tourism play a crucial role in the promotion of a territory and are also a fundamental condition for rural development. Moreover, it offers the opportunity to generate wealth in a specific geographical area (Correia & Brito, 2016; Hall, Johnson & Mitchell, 2000; López-Guzmán, Rodríguez-García, Sánchez-Cañizares & Luján-García, 2011) as the situation of many wine producing regions demonstrate – benefits coming from wine tourism affect the economy and the urban area. Wine tourism can be taken into consideration as a way to regenerate the land, but also as an element of sustainable development for the exploitation of human and natural resources. This goes beyond the mere production and distribution of wine and it promotes the proliferation of business activities and cultural partnerships with a high economic impact not always perceived by winemakers (Alonso et al., 2015b), and the brand identity and brand image of a territory are extremely enhanced as perceived by wine consumers with environmental attitudes (Barber, Taylor & Deale, 2010; Scorrano, Fait & Rosato, 2013).

Event and Wine Festival

Given the increasing importance of wine tourism for many destinations, all the stakeholders have to face new issues and challenges and one of them is the role of events in promoting wines and destinations (Getz, 2008). Tourist events could be considered as both animators of a destination's attractiveness and a key marketing tool to face the growing competitiveness among tourism destinations. As early as 1979, Leiper maintained that events are a core element of the destination system, where accommodation, attractions, transport and other services have been utilized or specifically created for mega-events (Getz & Page, 2016). Progress in the research literature encompasses tourism and event management and also includes a thematic approach – business, sport, festivals and entertainment and the core propositions of event tourism – motivations, planning, patterns, outcomes and impact (Laing, 2018).

Event tourism can be categorised as a form of special- interest travel, and wine festivals, with other strictly connected initiatives such as wine routes, visits to vineyards, educational activities – represent a fundamental element of wine tourism tools as they promote both the wineries and destination (Galvez et al., 2015). The creation of festivals to generate tourist inflows for a destination

is a common practice for many communities in order to increase the demand during off-season periods(Fowler, Taylor Damonte, Collins & Megehee, 2012).

Combining visitors motivations and event attributes, festivals have a key role in destination attractiveness and driving the loyalty of wine tourists (Axelsen & Swan, 2010; Yuan, Morrison, Cai & Linton, 2008). Because of the fact that wine festivals can take place at different locations, study has focussed on the analysis on the relevance of this item: the choice of a rural setting or a centre of a city can influence for inherent characteristics – landscape or city infrastructure – the overall success of such an event (Taylor & Shanka, 2002; Yuan, 2005). Of course, the main white grapes- Falanghina, Fiano, Greco, Coda di Volpe and then the main red grapes- Aglianico, Piediroso are ideal to attract wine lovers to Campania.

Elements affecting territory and wine tourists behaviour in Italy emerge from the First Report on Wine Tourism in Italy (Garibaldi, 2018). In 2017 wine tourism brought more than 110 million people into Italy and generated some 47 million domestic tourists and 63 million international tourists. The amounts of money were huge and amounted to over 10 billion euros and according to the XIV Wine Tourism Report from “Città del Vino” Association, the operators perception, supported by final figures, is that such spending is going to grow (Associazione Città del Vino, 2017; Coldiretti, 2016; Enit, 2017; Isnart-Union Camere, 2017). This shows that *status* is an increasing potential market driver and a better knowledge of promotion tools, and wine festivals could enhance one of the more strategic outcomes for wine producers and destinations.

Methodology

The Study contest

According to the most recent data published by the Campania Local Government, this Italian region, which is one of the richest in biodiversity, nature and beauty of landscape, is a representative area for wine production and food excellence. Vineyards occupy different areas of the region which can be categorized into coastal area, a volcanic and internal vineyards: the 70% of the grapevines cultivated in Campania are located in the area of the "internal hills" (16.385 hectares), 17% (16.385hectares) in the "mountains", 9% (2.186 hectares) in the area of the "coastal hills", and only 4% in the plains. The cultivated surface is 23.281,4 hectares, and is distributed among the five provinces of the region, with a predominance being in Benevento and Avellino - 2.076,3 hectares in Caserta, 10.527,3 hectares in Benevento, 1.619 hectares in Naples, 5.734, hectares in Avellino, 3.324,8, hectares in Salerno (Regione Campania,2018).



Figure 2. Campania D.O.C.G and D.O.C. wines

Source: <http://www.vinotravelsitaly.com/2015/06/italian-food-wine-travel-visits-campania.html> online on 15/10/2018



Marking all the wine related events in Campania is a difficult task given the number of organizations and associations that are committed to the promotion of food and wines. In the following Table 3, there is a selection of the most representative events in terms of relevance and attendance.

EVENT	LOCATION	FEATURES	ORGANIZATION	PERIOD	EDITION
Vitigno Italia*	Naples	Wine tasting, conference, Food, Stands, Workshop	Private, Sponsors	May	13
Campania stories*	Naples Caserta	Wine tasting, Conference Tour vineyards	Private, Sponsors	May	4
Ciak Irpinia	Avellino (several location)	Wine tasting Conference	Consorzio Tutela Vini di Irpinia	May	2
Paestum Wine Festival	Paestum (Sa)	Wine tasting, Food	Private	June	6
Festa dell'Uva	Solopaca (Bn)	Wine tasting, Food	Municipality of Solopaca	September	41
FianoLoveFest	Lapio (Av)	Wine tasting, Food, Stands	Municipality of Lapio	August	8
Fiera Enologica Taurasi	Taurasi (Av)	Wine tasting, Food, Conference, Cellar visits	Municipality of Taurasi	August	16
InVino Civitas*	Salerno	Wine tasting, Food	Private, Municipality	September	2
Tufo Greco Festival	Tufo (Av)	Wine tasting, Food	Municipality of Tufo	September	34
Casavecchia City wine Festival	Pontelatone (Ce)	Wine tasting, Food	Municipality, Slow food	July	3

Table 3. Campania Wine Festival Events

Source: own elaboration

This research aims to compare rural and city wine festival's attendees taking into consideration the diversity of features and contests in promotion so that it focuses on two key events namely, the FianoLoveFest (Lapio) and InVinoCivitas (Salerno). The first one is held in a rural site, Lapio, where Fiano, one of the four most representatives D.O.C.G. wines in Campania (Fiano di Avellino, Taurasi, Greco di Tufo, Aglianico del Taburno) - is produced. Fiano is a high-quality, white-wine grape variety. The variety has been grown in southern Italy but *Fiano di Avellino* DOCG wine is the best expression. It thrives in the volcanic soils of the Apennine Mountains. Fiano is a lovely white Italian wine grape variety that is grown primarily in the Campania region of southern Italy and also on the island of Sicily. The grape played a part in the ancient history in the Campanian region and is supposed to have been the grape that the ancient Roman wine Apianum was made from.

Terroir is particularly important to Fiano, and can have a big impact on the finished wines, which range in style from taut and mineral to nutty. Lapio belongs to selected area where this special wine can be produced. Some of the most distinguished vineyards of Fiano are found in hazelnut plantations around Avellino and the wines thus have a slight hazelnut flavour. The wine festival has been held every August since 2010 and, in its last occurrence, received more than 15000 visits during a three-day period (from 3 to 5 August, 2018).

The second event, InVino Civitas (Salerno) is new to the scenery of wine events in Campania having celebrated its second edition in 2018. The wine show is held in the Salerno Maritime Terminal. The event's concept is a strategic tool to promote the knowledge of local Italian wines, with tastings, talks,



conferences and initiatives on the multi-faceted world of wine. The number of visitors, during two days, 22 and 23 September, 2018 was estimated to exceed 5000 (Createm, 2018).

There are of course numerous other wine festivals devoted to the wine harvest and wine making traditions. For example, in the town of Tramonti. which produces some of the finest wines found along the Amalfi Coast, each year there is a celebration the Vendemmia, or harvest, in September and the wine production in November. The festival “Il Mosto Diventa Vino” in November in the village of Gete also offer additional opportunities to discover the fine wine making tradition on the Amalfi Coast.

Materials and Methods

Data was collected in Lapio and Salerno and is thus representative of both types of wine events, namely rural and city festivals. The figures were also used to create the wine tourist’s profile. In Campania, wine-promoting related events are organized in the municipal context, with the support of local wine associations, but also in the cities, such as Naples, Salerno or Paestum, which are well-established tourist destinations. The Lapio and Salerno festivals represent two different samples, for features, typology of attendees, and location.

<i>Population</i>	Wine tourists attending wine events
<i>Geographical scope</i>	Regional
<i>Data collection method</i>	Paper-based survey
<i>Sampling frames</i>	Not available
<i>Informants</i>	Tourists who attending the wine events of FianoLOVE(Lapio) and InVinoCivitas (Salerno).
<i>Population size</i>	Unknown
<i>Sampling technic</i>	Non-probability convenience sampling
<i>Fieldwork</i>	4, August 2018 -Lapio (Av); 22, September 2018- Salerno
<i>Achieved entries</i>	220
<i>Valid entries</i>	220

Table 4. Technical details of the empirical work
 Source: own Elaboration.

Survey instrument and data collection

Data collection was carried out using an original and structured questionnaire. Its validity was previously checked with a pre-test involving wine related professionals and academics. Data was collected by trained fieldworkers who where asked to intercept adult informants who were attending the selected wine events. The structure of the questionnaire is detailed in Table 6 below.

EVENT	FEATURES	VISITORS/EVENT-DATE
FianoLoveFest Lapio (Avellino) Rural Festival	Wine Tasting – 9 wineries Food stands, Photo exhibition Conference, Live Music, Wine’s train	Participants: 15.000 Period: 3,4,5 August 2018
InVino Civitas Salerno City Festival	Wine tasting – 100 wineries (collective stands) - Show coking, Live Radio Food stands	Participants: 5000 Period: 22,23 September 2018

Table 5. Features of Festivals
 Source: own elaboration

Sections	Questions	Issues	Scales of measure
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Section 1: Visit information	From 1 to 4	General Information about the visit	Nominal or dichotomic variables
Section 2: Core questions	5	Motivations related to wine event/festival	5 point likert scales
	6	Motivations to buy wine	
	7	Relation with gastronomy	
	8	Importance of destination	
Section 3: Satisfaction and intentions	9	Relevance of wine tourism in Campania/satisfaction	
	10	Relevance of wine tourism in specific area Satisfaction	
	11	Intention to re- visit	
Section 4: Information source	12	Media channels	Nominal
Section 5: Socio-demographics	13-18	Socio- Demographic Information	Nominal or ordinal

Table 6. Structure of questionnaire

An info graphic roll-up was positioned in a strategic place at the festivals, inviting tourists to collaborate collecting useful data during night events and the presence of wine glasses making it more difficult.

Result and Discussion

A total of 220 interviews were conducted and data collected during festivals and the statistical analysis of data was realized using SPSS v. 23. There have been applied statistic tests and measures of association that provide necessary information to study the possible links existing among the considered variables. Non-parametric tests (U de Mann-Whitney) were performed in order to analyze significant differences between groups of the two samples achieved.

Sociodemographic characteristics of the wine tourist

The total sample was composed of 55.6% being men and 44.4% being women, with no existing important differences depending on the nature of the wine festival. A wine tourist is, in general terms, a youngish man or woman. Almost 65% of the sample were less than 40 years of age. Wine tourists above this age level age are more representative in the city festivals (statistician U de Mann-Whitney = 4,469.5; $p = 0.006$). An association exists between the age and the company which is present at the festival (coefficient contingency = 0.372; $p = 0.001$).

Tourists older than 40 years usually travel as couples, whereas the younger travellers are more likely to travel with friends or colleagues. Tourist who travel alone, are usually young, and less than 30 years of age.

The level of education of the wine tourist is relatively high with, 52.3% possessing a university qualification. Differences exist depending on the nature of the festival (statistician U de Mann-Whitney = 4,103.5; $p = 0.000$), showing that tourists attending wine city festivals have a higher level of academic achievement. As for the professional category, the wage-earning workers stand out. Nevertheless, the presence of entrepreneurs and professionals is significantly high, and students and unemployed are less involved in attending city festivals (statistician U de Mann-Whitney = 4,232.0; $p = 0.001$).



Variables	Categories	Festivals		Total
		Rural	City	
Sex (N = 214)	Man	59,3	51,0	55,6
	Woman	40,7	49,0	44,4
Age (N = 214)	Under 30 years old	48,8	25,3	38,4
	30-40 years old	19,3	33,7	25,7
	41-50 years old	15,1	18,9	16,8
	51-60 years old	10,9	13,7	12,1
	Over 60 years old	5,9	8,4	7,0
Educational level (N = 214)	Primary education	6,7	----	3,8
	Secondary education	52,1	33,7	43,9
	University education	41,2	66,3	52,3
Occupational category (N = 213)	Employee	33,1	37,9	35,2
	Self-employed	25,4	40,0	31,9
	Student	22,0	10,5	16,9
	Unemployed	11,0	2,1	7,0
	Retired	5,1	4,2	4,7
	Housewife	3,4	5,3	4,3
Income (N = 206)	Under 700€	35,1	22,1	29,1
	From 700€ to 1.000€	15,3	12,6	14,1
	From 1.001€ to 1.500€	21,6	25,3	23,3
	From 1.501€ to 2.500€	18,0	17,9	18,0
	From 2.501€ to 3.500€	2,8	6,3	4,4
	Over 3.500€	7,2	15,8	11,2

Table 7. Sociodemographic profile (%)

Characteristics of the wine tourism trips in Campania wine festivals

The loyalty to the wine festivals is considered to be high - table 8 - almost 50% of visitors declared that they had made a second trip to the festival. This suggests that wine festivals in Campania have great potential in achieving loyalty behaviours among their visitors. A relationship exists between loyalty and the nature of the wine festival (coefficient contingency = 0.314; $p = 0.000$), being city festivals that are the events that boast the major degree of loyalty. Only 16 out of 100 visitors stay out of their habitual residence for the motive of visiting a wine festival. The average stay is 2.5 nights, though the index of overnight stays slightly higher in rural festivals and is not evidenced by statistically significant differences (statistician U de Mann-Whitney = 5,644.0; $p = 0.309$). In relation to the type of establishment used, the tourist apartment is the most preferred accommodation type, followed by hotels of 5 and 4 stars - table 8. There are no significant differences based on the nature of the wine festival attended (statistician U de Mann-Whitney = 115.5; $p = 0.208$). On the other hand, the major purchasing power does not correspond to a major frequency of use of the hotel establishments of 2 and more stars (coefficient gamma = 0.016; $p = 0.940$). The main sources of information used by tourists are social networks and the "word of mouth" of

friends and / or relatives. The results demonstrate that new information technologies and their communication, together with the satisfaction of past events, and recommendations to visit, are determining factors in the diffusion of the attendees to the wine festivals.

Variables	Categories	Festivals		Total
		Rural Festivals	City Festivals	
Visits (N = 220)	It is my first time	35,8	69,0	50,9
	It isn't my first time	64,2	31,0	49,1
Stay (N = 219)	Did not stay overnight	81,5	86,0	83,5
	One night	-----	5,0	2,3
	Two nights	5,1	1,0	3,2
	More than two nights	13,4	8,0	11,0
Overnights accommodation type (N =35)	4-5 star Hotels	4,8	35,7	17,1
	2 -3 star Hotels	4,8	-----	2,9
	1 star Hotels/Hostel/Guesthouse	-----	14,3	5,7%
	Tourist apartment	90,4	28,6	65,7
	Family or friends 'house	-----	21,4	8,6
Hear about the festival (N = 212)	Recommendation of social networks	40,4	42,0	41,1
	Recommendation of friends and family	37,8	33,3	35,8
	Specialist magazine	5,0	11,8	8,0
	Advertising of wine roads	7,6	3,2	5,7
	Institutional advertising	4,2	5,4	4,7
	Cantine advertising	5,0	4,3	4,7

Table 8. Characteristics of the trip (%)

Conclusions

The present study demonstrates that the wine tourist construct could be enriched by a special overture related to events and their sites. Wine festivals were selected by visitors in relation to motivation factors inter alia rural setting, wine tasting, socialising, educational aspect about wine. Numerous studies have analysed wine tourists starting from a socio-demographic profile (Charters & Ali-Knight, 2002; Lee, Lee & Wicks, 2004; Pratt, 2014) and others have investigated motivations and behaviours according a psycho-graphic profile (Axelsen & Swan, 2010; Charters & Ali-Knight, 2002). Linking the results of this research to previous studies, it can be pointed out that the demand-side approach including market segmentation of wine tourists, represents a significant reference point for all stakeholders including wineries, tourist agencies, policymakers, destination managers, involved in wine events (Getz & Page, 2016). The knowledge of sub-group wine tourists – rural or city wine festival attendees – as defined by samples (age, level of education, loyalty) makes it somewhat possible to link consumers' characteristics and wine tourism contexts.

All the above mentioned approaches open to a more in-depth analysis of destination choice and preferred wine selection (Marzo-Navarro & Pedraja-Iglesias, 2009), personal involvement with wine (Michael Hall et al., 2008), visitors perceptions and festival experiences (Axelsen & Swan, 2010). According to an additional perspective, the results of this research, highlight choices made by visitors and their behaviours at different events: the acquisition of meaningful data contributes to the



identification of a contextualised wine tourist profile. It confirms that there is no singular type of wine tourist, and such findings suggest future avenues for further research.

From a managerial perspective, this study provides a partly unexplored view of Campania wine festivals that could enhance both marketing wineries goals and regional destination image (Bruwer, Pratt, Saliba & Hirche, 2017b). The findings of the study have indicated that there is room to develop more attractive festivals and related loyalty of visitors: effective marketing elements as special promotion occurring around the local city or rural areas – for accommodations and facilities – could positively influence consumers' perceptions. It is acknowledged that visitors loyalty is influenced by many factors including a correspondence between expectations and festivals' facilities and features (Lee, Sung, Suh & Zhao, 2017). Stakeholders' are stimulated to create specially crafted strategies for marketing (wine) and tourists (attendees) and this research offers a contribution to the determination of the types of wine tourists and their habits related to city or rural festivals. Nevertheless, the results of this research should be interpreted within the specific scenario of this work: the two wine events in the Campania region (Italy), which is to an extent also a limitation. Future research is required to extend the analysis on a more representative sample. Due to the use of a non-probability sampling strategy and its descriptive findings it is not possible to generalize conclusions of this study. Wine tourism is one of the most prevalent growth markets today, and Italy is a great place for *oenotourism* due to the mixture of attractive landscapes, appealing food, wonderful art, ancient culture, and of course, some of the world's premium wines.

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