
Wine tourism: a business opportunity for winemakers

Alessandra Mancino*

Institute for Service Industry Research,
National Research Council,
Via M. Schipa, 115,
80122 Naples, Italy
[E-mail: a.mancino@irat.cnr.it](mailto:a.mancino@irat.cnr.it)
*Corresponding author

Olga Lo Presti

Institute for Service Industry Research,
National Research Council,
Via M. Schipa, 115,
80122 Naples, Italy
[E-mail: o.lopresti@irat.cnr.it](mailto:o.lopresti@irat.cnr.it)

Abstract: Wine tourism has shown significant growth in recent years, particularly in the Mediterranean countries. Wine tourism can contribute noticeably to the sustainable development of a tourism destination. This is particularly true in southern Italy, which boasts not only excellent grape growing activity and wine production, but it is also a region of great value in terms of historical-cultural and natural heritage. Wine makers have understood the potential of core business and have recently used it as a vehicle to diversify their businesses and to increase sales.

The general purpose of the paper is to gain insights into the current state of wine tourism in Campania, and to identify possible areas of intervention with a view to promoting and supporting further development in the medium-long run.

Our work is mainly focused on an empirical research study. The questionnaire targeted a sample of southern Italian winemakers and the research aimed to investigate their attitude towards wine tourism. The research results provide evidence that wine tourism is a well-established phenomenon and that wine makers or wine growers recognize wine tourism as an opportunity for their firm to grow. Nevertheless, our analysis evaluates the qualitative aspects of the wine tourism development and provides evidence that wineries do not fully take advantage of this opportunity.

Keywords: wine tourism; farm diversification into tourism; destination development; case study; tourism orientation of winemakers; entrepreneurial aptitude of winemakers; education and training.

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Biographical notes: Alessandra Mancino is Researcher at the Institute for Service Industry Research of the National Research Council (IRAT-CNR). She has doctoral degree in business administration. She has been engaged in research projects on local

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entrepreneurship and competitiveness and is currently involved in research on sustainable tourism and local development.

Olga Lo Presti is Assistant Researcher at the Institute for Service Industry Research of the National Research Council (IRAT-CNR). She is currently PHD student in Marketing at Leeds Metropolitan University and is involved in research on sustainable tourism and local development.

1 Introduction

Tourism has been widely considered a powerful vehicle for the growth of rural areas. It can play a significant developmental/regenerative role for rural areas providing them with a number of economic and social benefits, such as: creation of new markets for agricultural products, employment and income growth, re-population, revitalisation of cultural identity, local customs and traditions; protection and improvement of both the natural and built environment (Sharpley 2002; Sharpley and Vass, 2006).

The increase of tourism in rural areas also comes from the diversification in leisure interests, thus giving rise to the demand for new forms of tourism. This emergence of new consumption habits has, among the other changes, also prompted a change in the function of wine that is no longer seen exclusively as a source of beverage, but is a luxury good, associated with pleasure, by which tourists seek emotional stimuli, discover history and traditions of the producing territory, and experience its distinctive atmospheres.

Wine tourism represents a significant component of rural tourism products (Bruwer, 2003); according to Barbieri and Mshenga (2008), it is a particular segment of farm tourism (or agritourism) intended as any recreational or leisure activity developed on a *working* farm with the purpose of attracting visitors. From this perspective, wine tourism can provide a supplementary income for farm businesses while enabling customary farm activities to continue. Indeed, the opening of wineries to visitors is a marketing medium for increasing their direct sales, but it also constitutes a diversification strategy of the winery's *core business* - by the provision of tourism services - thereby offering significant scope for promoting business innovation and growth. At the same time, as a new form of tourism, it can provide an effective way for enriching the tourism product and responding to the changing interests of visitors, while encompassing the broader objective of strengthening the attractiveness and competitiveness of a destination.

However, entering into tourism is a really hard challenge for wineries, because it implies a departure from the customary ways of doing business. Winemakers going into the tourism business will necessarily have to adapt to the new role of providers of services, even though integrating wine and tourism by making agricultural values compatible with guest-service values is not an easy objective to reach (Fleischer and Pizam, 1997; Sharpley, 2002).

In this paper the findings of an explorative research conducted on wineries in a southern Italian region of Campania are discussed. The general purpose is to verify the attitude of winemakers towards wine tourism and provide insights into their ability to exploit the business opportunities related to wine tourism.

The paper has been structured as follows. First, a brief overview of key themes in wine tourism research is presented. The aims of the following sections are, respectively, to describe the research methodology, and to illustrate and discuss the first empirical results. In the final section some conclusive remarks are drawn.

2 Literature overview

Wine tourism has a wide range of components which are important for the development of both the wine and tourism industries, but it is only recently that this relationship has been recognised (Hall et al., 2000). Research into wine tourism has accelerated over the last decade to a point where there is an extensive literature on this topic now.

Two mainstreams of investigation based on the macroeconomic or microeconomic approach adopted in research studies can be identified in wine tourism literature. The first field of studies include wine tourism research at national and regional level, while in the second, research priorities are based on wineries and consumers (Carlsen and Charters, 2006).

Within the first mainstream of research, the dimensions of this new sub-field of tourism has been explored in many countries, and Getz and Brown (2006a) provide a review of literature in which the increasing volume and value of wine tourism in Australia, Canada, Chile, France, Hungary, Italy, New Zealand, Spain South Africa, the USA, and the United Kingdom are widely documented.

Within the second mainstream of research, specifically from the perspective of wineries, a number of authors have focused on the winemakers' motivation to get involved in wine tourism related activities as the most fundamental research question for wineries (see, for example, Henehan and White, 1990; Bracken, 1994; Leiper and Carlsen, 1998; Fraser and Alonso, 2006).

Operationally, wine tourism is a structural diversification strategy - farm's resources are redeployed into new non-agricultural activities developed on the farm (Ilbery, 1991; Ilbery et al., 1998). Barbieri and Mahoney (2009) state that diversification offers significant scope for improving economic viability of farm businesses, as it is one adjustment strategy that can be adopted to help farmers to survive or to prosper. Indeed, the involvement in wine tourism is often motivated by the marketing advantages obtainable, wine tourism being a means for increasing sales, while providing new opportunities for building positive brand image and reputation (Dodd, 1995). Indeed, the significance of visits to wineries for the purpose of increasing wine distribution, and for promoting positive brand and image development have captured the attention of several authors as well, giving rise to a considerable body of literature on wine tourism marketing themes (e.g. Hall and Mitchell, 2008).

According to Schumpeter (1934), embarking on new businesses can be considered entrepreneurial activities, since they represent a departure from the customary ways of doing business. Therefore, entrepreneurship has also been identified as an important feature of the diversification of wineries into tourism (Morris and King 1997a; Antonioli Corigliano, 1999).

The involvement of winemakers in tourism activities is also encouraged by consumers' change in behaviour and the emergence of new consumer-led interests. According to Getz (2000), wine tourism should also be considered from the consumer perspective, as a form of travel and leisure behaviour. In recognising the need to understand who the wine tourist is and what he/she wants (Mitchell, Hall and McIntosh, 2000; Williams and Dossa, 2003) many researches have mainly addressed their efforts to identify the division of tourist type into market segments. Demographic and socio-economic variables are commonly applied in profiling wine tourists. More recently, research has begun to move beyond simple segmentation based on demographics to include psychographical data that may be useful in identifying further differences between wine tourists (see for example. Antonioli Corigliano and Mottironi, 2004; Cambourne and Macionis, 2002; Morris and King, 1997b; Robert and Sparks, 2006). From the consumer perspective, considerable effort has also been made to investigate the relationship between the winery/cellar door visit and the

purchasing behaviour of visitors (Ali-Knight and Charters 2001; O' Neill, Palmer and Charters, 2002, Mitchell and Hall, 2004; Mitchell, 2006; O'Mahony et al., 2006), and a specific attention has been devoted to highlighting the role of relationship marketing as an important part of the activities in a winery and the benefits of establishing and maintaining long-term relationships with customers (Dodd, 1999; 2000).

3 The methodological research approach

Our research work was conducted in Campania and focused on wineries and winemakers of the region. Therefore, in the previous section an overview of the key topics dealt with in the wine tourism literature more specifically at microeconomic level has been provided. As such, the overview is not meant to be exhaustive, but it just wants to draw attention on the ever-increasing interest in the topic.

In this section the research method adopted for the study is illustrated, together with an explanation of how the research was implemented.

It has been maintained that wine tourism is "an important niche market with significant growth potential" (Cambourne, 1998: 6) and that the benefits that accrue from wine tourism extend well beyond the cellar door to virtually the entire regional economy (Hall, Johnson and Mitchell, 2000; Carlsen and Charters, 2006). Accordingly, we believe that wine tourism can make a substantial contribution to diversifying and integrating the tourism supply in Campania in the medium-long term. However, our research work is exclusively focused on the winemakers in the area under examination, because assessing their ability to derive from wine tourism the maximum benefit for their own businesses is preliminary to assessing the greater benefits that wine tourism can accrue for the regional economy.

For the empirical survey, an instrumental case study approach was adopted (Stake, 2000) as it was felt to be of particular benefit for our investigation, explorative and descriptive in nature.

The case analysis was based on a fieldwork conducted through the submission of a self-administered questionnaire. The interviewees were randomly selected on the basis of an audit of 240 winemakers in Campania who took part in the 45th edition of Vinitaly, the most important annual event for quality certified Italian and international wines, held in Verona in April 2010.

Specifically, the questionnaire was dropped off to 100 winemakers in the five provinces of Campania, namely Naples, Salerno, Avellino, Benevento and Caserta. The total number of questionnaires returned was 37, but one questionnaire was found unusable and excluded from the survey since it was incomplete.

The questionnaire submitted to winemakers was sub-divided as follows.

1. The first section included questions specifically devoted at drawing a profile of the participating wineries (ownership, age, size, wine production typology and conduction).
2. In the second section, the questions were designed to reveal the ways and extent to which winemakers are tourism-oriented, by specifically investigating the wineries' supply system and communications, and verifying whether market intelligence is being gathered, as well as packaging directed toward tourists. This empirical survey was based on a previous research carried out by Getz and Brown (2006b).

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3. The objective of the third section was to inquire into the entrepreneurial aptitude of the wine/tourism entrepreneurs, by specifically investigating their subjective characteristics. This aspect of the empirical research was built upon the mainstream of “people school” entrepreneurship research (Vesalainen and Pihkala, 1999) where subjective characteristics of individuals are believed to influence entrepreneurial behaviour and activities (Lafuente and Salas, 1989).
4. The final questions were aimed at discovering winemakers’ opinions on critical success factors for wine tourism.

Specifically, a semi-structured questionnaire with single and multiple choice questions was developed. However, more closed-multiple choice than open questions were included in the questionnaire, because pre-coded answers are straightforward and, intuitively, the probability that respondents do not even give a reply is lower. Both behavioural, attitudinal and classificatory closed questions were included in the questionnaire (Stake, 2000)¹. In order to analyse the information gathered from respondents, the answers were processed using frequencies of absolute value were processed and percentages calculated on the total number of respondents.

Table 1 Typology of questions

Behavioural
Which personality traits do you possess?
Are there any personality traits that you would like to acquire?
What are your competencies and abilities?
Are there any competences that you would like to acquire?
Do you co-operate with tourism operators to provide packages to visitors?
Why did you decide to open your winery to visitors?
How are visitors welcomed to your winery?
What are visitors offered?
Do you usually collect and keep information about visitors?
Which communication tools are utilised?
Do you use social networks and/or blogs to inform and interact with customers?
Attitudinal
What does the success of a winery depend on?
How much confidence do you have in collaborating with...?
In your opinion, how important would the following tourism supply factors be for wine tourism in your area?
In your opinion, how important would it be if local authorities’ undertook the following initiatives?
Classificatory
When was the winery founded?
How many permanent and seasonal employees work in your winery?
Do you use biodynamic or biological conduction in your production process?
What percentage of your wine production is destined for quality certification labelling?
Is your winery open to visitors?

Source: our data processing

4 First empirical results

The profile of the participating wineries may be described as follows. The wineries are mostly quite new having been established since 1990, and are personally or family owned. They are of micro dimension, given that of the 29 responding wineries 21 have less than 10 seasonal employees and that 17 have less than 4 permanent employees and only one has 11, while the remaining wineries do not have any.

With regard to the typology of wine production, the production of table wine is percentage-wise lower than the certified ones; out of the 33 respondents, production focuses on DOC (21), IGT (19) and DOCG (16)².

Questions referring to the presence of biodynamic and biological conceptions in the process of production saw a high number of no responses (respectively 11 and 13). However, the majority admitted to not adopt these conceptions.

In order to achieve the second objective to reveal the winemakers' tourism orientation, their involvement in wine tourism was firstly verified. The remarkable finding is that the all winemakers interviewed are involved in wine tourism-related activities.

In the majority of cases, the number of visitors varied between 100 to 400 for year, mainly coming from Campania region itself and other Italian regions, to confirm that wine tourism is a *local* phenomenon.

Our analysis of the wineries' supply system also give insights into the extent to which they are tourism-oriented (Getz and Brown, 2006b) and in Table 2 data regarding direct experiences, services and events offered to visitors are shown.

Table 2 The supply system of the wineries

Typology	Winemakers	%
Individual visit	17	47
Meeting with the wine producer	33	92
Tasting with the oenologist	20	56
Self-harvest	11	30
Total	81	225
Typical catering	9	25
Local food sale	11	31
Local artistic and handicraft products sale	2	6
Snack bar	1	3
Game/picnic area	3	8
Hospitality (overnight)	5	14
Services for disabled people	2	6
Tourism info	4	11
Total	37	103
Cooking lessons	1	3
Special events	1	3
Total	2	6

Source: our data processing

We can see that the most wineries provide more than on type of direct experience; in particular, the 92% of them offer a meeting with the wine producer, with the opportunity to taste wine with oenologist in 56% of cases. These data show that attention is devoted to

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visitors - also confirmed by the fact that, in most cases (80%), visitors are welcomed from the winery' owner or desk clerk.

When the analysis shifts to services and events, the consistency of the offer is evidently, but not surprisingly, lower. Typical catering and the sale of local food sale are the most commonly provided services, while the number of events is lacking. There is also a rather low percentage of wineries providing accommodation, which is not surprising, considering the very small dimension of the wineries.

The tourism orientation of winemakers was also obtained by investigating communications (tab.3). According to Getz (2000), *communications* is a term that well describes the actions necessary to connect the winery to its markets. From the research it emerged that 17 wineries out of 35 respondents use more than one tool, but wineries undertake predominantly traditional communication, through the use of brochures (89%) and participation at events, wine fairs and tourism fairs (78%). Only less than the half of the sample have advertisements displayed on-line, and even fewer are those who make use of participatory communication tools, such as blogs and social networks.

In accordance with Hall and Mitchell (2008) the cellar door provides an excellent opportunity to gather market information about the winery' market, and to fine-tune advertising and promotional activities, but the approach of the respondents to market research does not seem effective enough.

Finally, packaging directed toward tourists was also investigated in order to identify the tourism orientation of winemakers, according to Getz and Brown (2006b). An approximately equal division was evident among the 31 responding interviewees between those who package with tourism operators and those who do not was revealed. Furthermore, the former mainly act in partnership only with one or two partners.

Table 3 Communications

Tools	Winemakers	%
Brochures	33	89
Street signals	13	35
Advertising on tourism guides	12	32
Advertising on journals/radio/TV	7	19
Advertising on Internet	13	35
Participation to events, wine fairs, tourism fairs	29	78
Organization of events in the winery	9	24
Participation to associations	8	22
Other	0	0
No answer	2	5
Total	126	341
Market Intelligence		
Visitors' number	10	28
Place of residence	9	25
Contacts	14	39
Amount of purchases	3	8
How the visitors heard about the winery	8	22
Customer satisfaction	11	31
No information	13	36
Total responses	68	189

Source: our data processing

In order to inquire into the entrepreneurial aptitude of the participating winemakers, subjective characteristics were examined in terms of personality traits, competences, and motivation.

As shown in the Table 4, the aptitude to collaborate is the most widely possessed personality trait (54%), followed by need for achievement and creativity, while the vast majority of the interviewees do not seem willing to deal with ambiguity and risk. The interviewees were also asked to indicate which trait they would like to possess. Mostly, winemakers did not show the desire to possess other personal qualities or they preferred not to answer.

Similarly, respondents were asked to indicate their skills. Out of a list of skills considered to be typical of the entrepreneur (see for example, Hood and Young, 1993, Alvarez and Busenitz, 2007), the winemakers replied that the skills they most commonly possess, in order of importance, are heuristics, marketing and managerial skills.

Table 4 Entrepreneurs' subjective characteristics

Personality Traits	Winemakers	%
Aptitude for collaboration	20	54
Need for Achievement	19	51
Creativity	18	49
Aptitude to change	14	38
Internal locus of control	12	32
Tolerance for ambiguity	8	22
Risk-taking propensity	8	22
Other	0	0
No answer	3	8
Total responses	102	276
Competences		
Heuristic	18	49
Marketing	16	43
Managerial capacities	13	35
Tecnics	11	30
Conflict-solving	10	27
Other	2	5
No answer	4	11
Total responses	74	200
Motivation		
Exploit one's own skills/ideas	25	69
Desire to put oneself to the test	10	28
Insufficient income	6	17
Firms' survival	3	8
Dissatisfaction with previous employment	1	3
No answer	2	6
Total responses	47	131

Source: our data processing

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Similarly to personal traits, the majority of the sample (62%) preferred not give a reply to the question whether they would like to acquire any other skill or competence.

Close examination of the motivation factor revealed that the winemakers are *opportunity entrepreneurs*, according to the Global Entrepreneurship Monitor (Gem) (Reynolds et al., 2002), since their decision to go into the tourism business has been mainly influenced by the desire to exploit their own skills/ideas and to put themselves to the test.

Since environment influences significantly entrepreneurs' decisions and behaviours (Minniti, 2000), winemakers' perception of the external environment was also believed to reveal their entrepreneurial aptitude and was, thus, investigated. A sort of mistrust towards the external environment emerged: confidence of winemakers is essentially low or very low when it comes to collaborating with Public Administration (54%), competitors, professional associations and financial institutions (51%), as shown in Table 5.

Table 5 Perception of the external environment

Confidence in:	None	Slight	Average	High	No answer	Total
Collaboration with competitors	4	15	14	0	4	37
Actions of professional associations	4	15	15	0	3	37
Banks and other financial institutions	4	15	11	1	6	37
Own employees	1	2	21	8	5	37
Own suppliers	1	4	20	3	9	37
Public Administration	8	12	8	0	9	37

Source: our data processing

Finally, the winemakers were asked "How important would the following tourism supply factors be for wine tourism in the area, and how important would it be if local authorities undertook the following initiatives?". Results are shown in Table 6.

It seems that the winemakers expect a major commitment from local authorities, while reporting, on the other hand, the lack of a proactive attitude or their unawareness that the quality of the tourism supply stands on the creation of synergies and integration among all the local tourism factors, going beyond the specific strategies of the single firm.

Table 6 The importance of tourism supply factors and public initiatives

Factors	Less important	Important	Very Important	No answer	Total
Accommodation	0	13	16	8	37
Catering	5	11	10	11	37
Entertainment	3	9	18	7	37
Wineries	2	15	11	9	37
Local food	0	13	12	12	37
Local handicraft	2	13	11	11	37
Exhibitions & Events	2	14	15	6	37
Tourism routes	2	8	22	5	37

Initiatives	Less important	Important	Very Important	No answer	Total
Promote the area as destination	2	7	25	3	37
Promote the image "Italy" abroad	1	7	25	4	37
Monitor and promote professionalism	0	9	22	6	37
Improve services and infrastructures for the territory	1	8	24	4	37
Initiatives for better safeguarding the wine quality	1	8	22	6	37
More economic and financial incentives	3	7	23	4	37

Source: our data processing

4.1 Discussion

The interviews that were conducted offered insights into the tourism orientation and the entrepreneurial aptitude of winemakers. The most important are discussed below.

From the research it emerges that the wine tourism activities carried out by participating winemakers are characterized by hospitality and authenticity. Getz and Brown (2006b) maintain that larger wineries in general can have more facilities and services for visitors. Given that, the overall range of the tourism activities of the participating wineries can be considered broad enough. Nevertheless, the research findings indicate a rather low market tourism orientation. In particular, the predominant use of traditional communications tools emerged (see tab. 3), while the use of participatory communication e-tools would be highly valuable in terms of the low cost that such a technology permits (Resnick, 2008). These tools would facilitate mutually beneficial producer-consumer relationships, as they would allow winemakers to provide information and more individualized and tailored ongoing communication, while obtaining important feedback from consumers. Furthermore, there is evidence that market intelligence at cellar door is not being effectively gathered. "Where do you come from" and "How did you hear about the winery" are two simple questions from which winemakers could obtain important information for identifying a profile of wine tourists and for fine-tuning their advertising and promotional activities in terms of geographical location or the type of media, if at all, to advertise in (Hall and Mitchell, 2008).

While revealing much about tourism orientation of wineries, packaging directed toward tourists is also useful to learn about their networking (Getz and Brown, 2006b). From the research the lack of co-operation with other local tourism operators emerged. Instead, the need to develop networks comes precisely from the fragmented nature of the tourism industry, which requires collaboration among tourism services providers for the development and supply of the tourism products, and for an effective promotion of a destination and its range of attractions (Buhalis and Molinaroli, 2002). The fact that the participating wineries are small sized, makes co-operation all the more important. Co-operation would be a unique opportunity for managing in terms of economies of scale and scope, providing visitors with tourism packages and experiences that would act as an incentive to them to stay longer, to increase individual spend and to repeat visits.

Entrepreneurial aptitude of winemakers is an important requisite for diversification into tourism to be successful. In this regard, the objective to inquire into the entrepreneurial subjective characteristics of winemakers can be considered as the initial step towards a

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greater understanding of the major challenges for capitalising on the advantages obtainable from an effective integration of wine and tourism.

The entrepreneurial personality traits that most frequently recur in the international entrepreneurship literature are:

- creativity - Schumpeter, (1934) remarked that creativity is the prime factor in the entrepreneurial personality and function;
- need for achievement (*N-Ach*) - meant as behaviour towards competition with a standard of excellence (McClelland et al., 1953);
- internal locus of control (LOC) - the conviction of an individual that he himself rather than external events is in control of his destiny (Rotter 1966);
- tolerance for ambiguity - the tendency to not perceive ambiguous situations as sources of threat and, thus, the willingness of an individual to cope with ambiguity (Budner, 1962);
- propensity to take risks - although research examining the risk propensity differences among entrepreneurs and managers has produced conflicting findings, it is invariably a factor in entrepreneurial behaviour (Begley & Boyd 1987; Brockhaus, 1980; Brugnoli, 1990; Hull, Bosley and Udell., 1980);
- aptitude to change - entrepreneurs are people who are willing to see change as an opportunity (Bygrave and Minniti, 2000).

Consequently, the presence of these traits was investigated. The widely recognised importance of networking suggests that consideration should be given to aptitude for collaboration as a personality trait which should, incidentally, also be verified.

On the whole, the respondents do not display a strong entrepreneurial aptitude. In particular, they do not perceive the need to improve their own personality traits and skills, when, in actual fact, entering new businesses would require a broad spectrum of personal qualities and competences. Nor can their subjective perception of the environment as being not conducive for development of wine tourism business be undervalued, because it may nourish the resistance to collaboration and networking.

However, the fact that respondents are opportunity entrepreneurs may be considered as an encouraging result, given that higher growth expectations are more frequently associated with opportunity entrepreneurship (Reynolds et al. 2002).

4.2. Limitations

The paper presents the problems inherent with drawing conclusions from information provided by small samples in exploratory surveys. Thus, the results obtained could not be applied on a general scale to all wineries in the investigated area. However, the results are descriptive, rather than prescriptive, and the exploratory nature of our research and the descriptive statistics helped to identify some weak areas in the development of wine tourism, which would deserve further study and more analytical depth, if they were confirmed in a survey on a greater sample. As such, our study is only the initial and interlocutory step towards a more conclusive research.

For future research it would also be interesting and useful to extend the analysis to other southern Italian regions, with a view to conducting comparative studies and, in so doing, establish differences in trends and patterns of wine tourism and identify potential best practices.

Another limitation of our work is that the survey on the entrepreneurial aptitude of winemakers reflects their subjective perception of their own aptitudes and competences. This may explain why some inconsistencies are noticeable when considered in relation to other answers. For instance, when packaging was examined, despite the declared aptitude

for collaboration, respondents turned out to be quite conservative and individualist, and loath to get involved in joint activities.

However, it has been maintained (Boyd and Vozikis, 1994) that the perception of one's personal traits increases self-efficacy and can positively influence choices, aspirations, and commitment.

5 Final considerations

In the wine tourism literature, wine-related tourism activities from a destination perspective are meant as a new product, that encompasses the distinctive features of the historical, artistic, cultural, folkloristic, religious, landscape heritage of the territory in which the farm is located. It enables such heritage to be enhanced by giving tourists the opportunity to experience and enjoy the rural world as a non traditional tourism attraction and destination. The function of wine tourism is also crucial because it can better utilize the farm's workforce and promote new employment opportunities in activities complementary to those of farming itself.

From the winery perspective, participation in wine tourism activities has the potential to provide greater financial security and growth for those firms which are able to capitalize on the opportunities offered. At a more strictly operative level, wine tourism is also a marketing opportunity to develop greater customer loyalty through a stronger affinity with wine at its source.

This paper presents the case study of the Region of Campania, where wine has always played a central role in its culture and tradition. The relationship between wine and the region dates back to ancient times, when the Greeks landed in the Southern Italian peninsula. Campania is one of the first and most important areas in the world for the cultivation, and production of vines and wines. The region boasts a priceless ampelographic heritage, being endowed with a wide range of vines varieties, including a remarkable number of native grape varieties. The Campania's viticulture is also rich in terms of vine cultivation techniques. Indeed, the grape growing areas cover the entire regional territory, vineyards thriving in plain and hill areas, as well as in mountain, volcanic, and coastal areas and each vineyard has its unique features, thereby providing wines with specific qualities.

Our survey data suggests that wine tourism is a widespread phenomenon in the designated area, but the process of integrating tourism and wine is still relatively unsophisticated. More specifically, the survey provides evidence that winemakers are not fully capitalizing on the advantages of operating a cellar door and that their tourism orientation is still in its embryonic stages, because their attention and concern are not always converted in concrete and fully effective actions. The impression that emerges is that winemakers continue to have a short-term, transactional focus and still lack strategic orientation. In other words, a higher level of awareness of tourism within wine and a stronger strategic business commitment to tourism activities would seem necessary for maximising the benefits obtainable from engaging in wine tourism and extending them to the destination itself.

If in many studies a strong link has been found to exist between visits to the cellar door, repeat purchase and retail sales, then this increases the marketing significance of the cellar door (King and Morris, 1998). Accordingly, it is important that winemakers in the investigated area become more aware of the potential of the cellar door as a tool for building and maintaining relationships with customers and for building brand loyalty, so as to have their greatest marketing benefits. In particular, winemakers need to get used to communication and marketing strategies and techniques that allow them to meet customer expectations in the long-term. In the same way, winemakers should keep up with trends

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and the developments in information technology, as the Internet is an increasingly important tool for promotion, sales, and relationship marketing.

The observed lack of co-operation between the suppliers of products and services provided in the territory is another significant constraint to effectively running a tourism operation. Improved co-operation would imply strengthening of individual actions, enhancing the value of the wine product itself by linking it to the other resources of the local system. In so doing, a more complete and satisfying experience would be offered to tourists.

With specific reference to the entrepreneurial aptitude of the Campania winemakers, the research has provided evidence pointing to the absence of psychological traits and competences which influence entrepreneurial behaviour and performance. Consequently, an overriding factor that emerges from the winery survey is the importance of education and training for the new tourism operators. Tailored educational programmes should be provided. The results of our survey would suggest that in such education programmes, attention should be mainly devoted to the training dimension, i.e. skill acquisition and development of those psychological characteristics which are important for entrepreneurial activity. Educating the new entrants about service standard requirements and providing training in marketing and strategic management skills would stimulate understanding of tourism and assist winemakers in developing the capacity to maximise returns from tourists and to work with the tourism industry to increase visitation and yield.

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¹ According to Stake (2000) behavioural questions seek factual information on what the respondents do or own; attitudinal questions intend to know what respondents think of something; and classificatory questions seek information that can be used to group respondents to see how they differ one from another.

² DOC - Controlled Designation of Origin; DOCG - Controlled and Guaranteed Designation of Origin; IGT - Typical Geographical Indication.