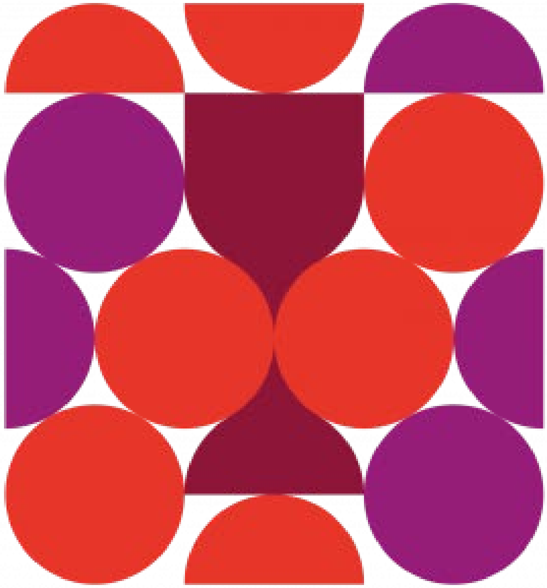
LAZIO ALL ROADS LEAD TO TASTE
Discover the majesty in every glass

UN CALICE DI BIODIVERSITÀ IN CANTINA
Primo catalogo regionale dell'offerta enoturistica per la valorizzazione degli autoctoni del Lazio

IL RUOLO DEI VITIGNI AUTOCTONI NELLA PROMOZIONE TURISTICA TERRITORIALE

Ernesto Di Renzo
Università di Roma Tor Vergata

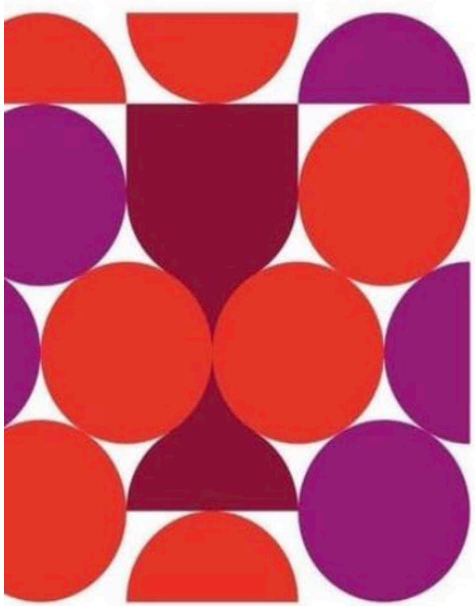
Quali sono i principali orientamenti che caratterizzano il turismo enologico contemporaneo e di prossima evoluzione



7th UNWTO Global Conference on Wine Tourism

La Rioja, Spain

22-24 November 2023



6th UNWTO
Global Conference on Wine Tourism

Alba, Italy

19-21 September 2022

1. Beyond the product: the territorial identity
2. Beyond environmental sustainability: The social sustainability
3. Living outdoor spaces
4. Nature bathing
5. A novel connection between urban and rural areas: the food and wine hub
6. A 360 Degree Hospitality
7. The new wine traveller
8. The pairings
9. The marketing evolution
10. Strategic planning

Wine pairs with… trekking

Willingness to go trekking in the vineyards

All Italian travellers	46%
Food & Wine motivated tourists	53%

Data source: Garibaldi (2021). Photo credits: facebook.com/ArgiolasWinery

4. NATURE BATHING

Wine pairs with… wellbeing

Willingness to find wellness activities (e.g., treatments, spas) in the vineyards

All Italian travellers
51% (+5%)

Food & Wine motivated tourists
56% (+4%)

Data source: Garibaldi (2021). Photo credits: filodivino.it

5. A NOVEL CONNECTION BETWEEN URBAN AND RURAL AREAS: THE FOOD AND WINE HUB

Wine as … a link to urban and rural

Willingness to find food and wine hubs in the destination

All Italian travellers
60%

Food & Wine motivated tourists
66%

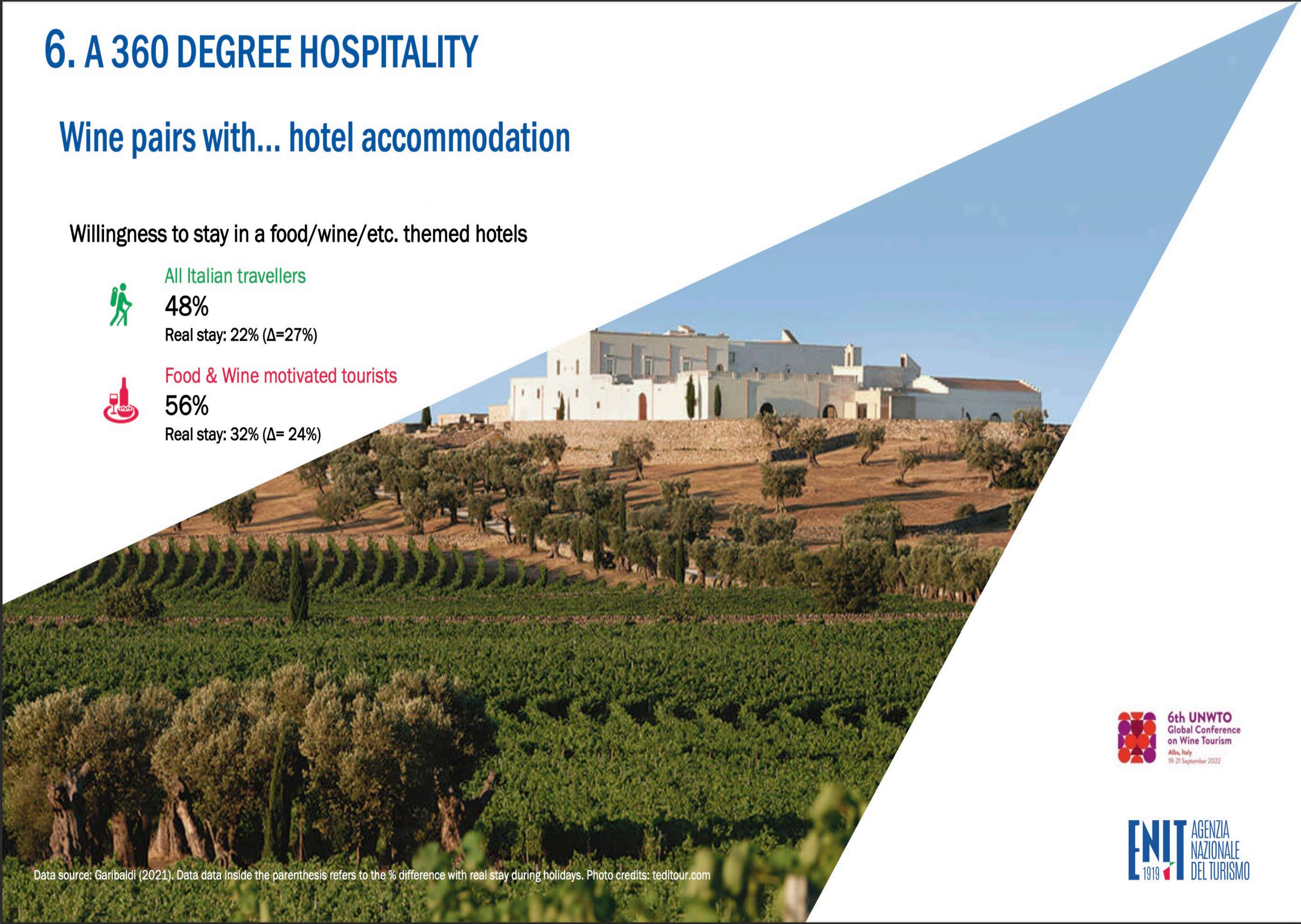
Data source: Garibaldi (2021). Photo credits: flawless.life

6th UNWTO
Global Conference
on Wine Tourism
Alba, Italy
19-21 September 2022

ENIT 1919 AGENZIA NAZIONALE DEL TURISMO

6. A 360 DEGREE HOSPITALITY

Wine pairs with… hotel accommodation



Willingness to stay in a food/wine/etc. themed hotels

All Italian travellers

48%

Real stay: 22% (Δ=27%)

Food & Wine motivated tourists

56%

Real stay: 32% (Δ= 24%)

Data source: Garibaldi (2021). Data data inside the parenthesis refers to the % difference with real stay during holidays. Photo credits: teditour.com

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on Wine Tourism
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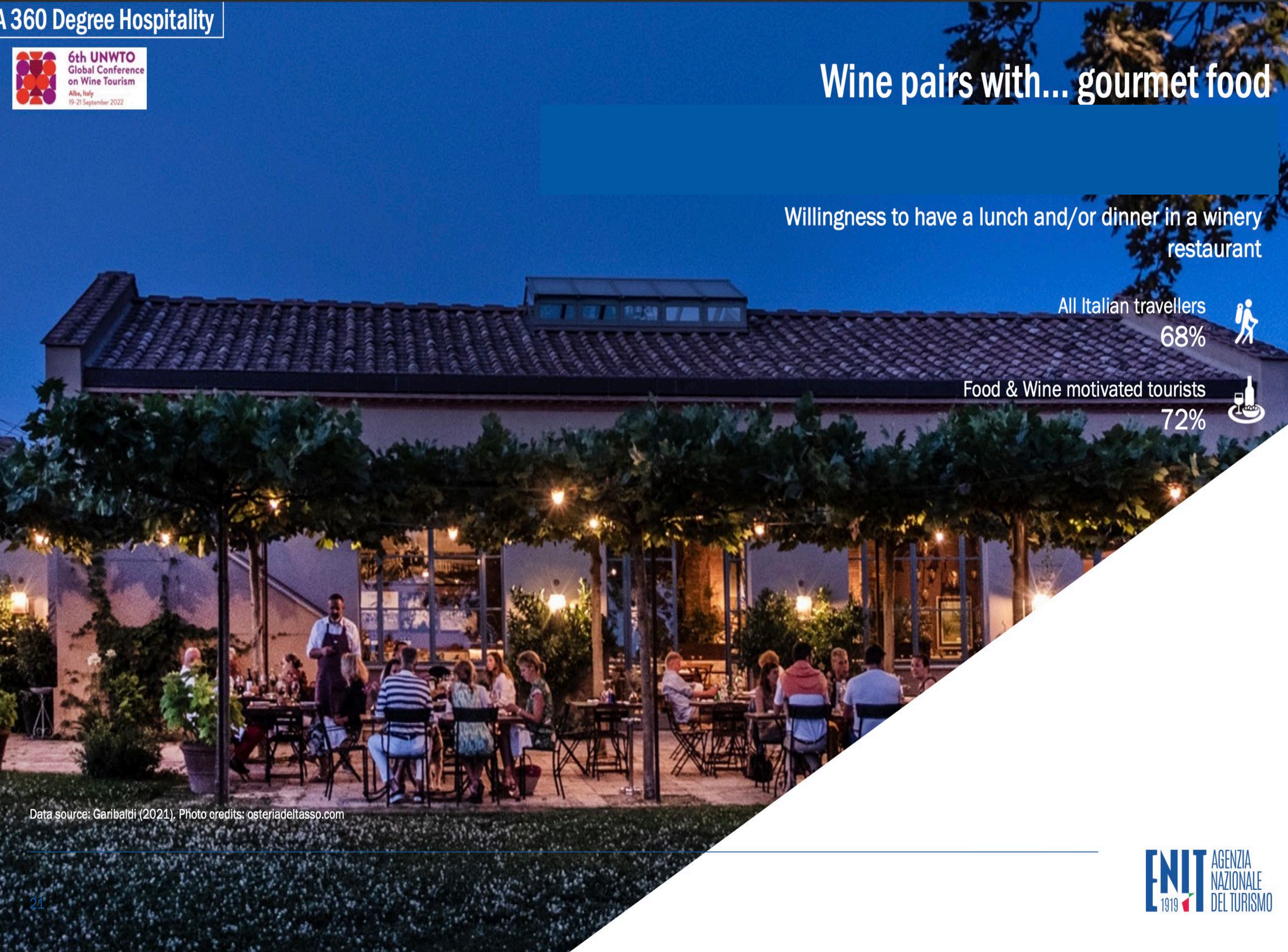
19-21 September 2022

ENIT 1919
AGENZIA
NAZIONALE
DEL TURISMO

Wine pairs with... gourmet food



Willingness to have a lunch and/or dinner in a winery restaurant

All Italian travellers
68%

Food & Wine motivated tourists
72%

Data source: Garibaldi (2021). Photo credits: osteriadeltasso.com

Wine pairs with… history

Willingness to visit a winery located in a historical building

All Italian travellers
67% (+7%)

Food & Wine motivated tourists
72% (+3%)

Data source: Garibaldi (2021). Photo credits: banfi.it

6th UNWTO Global Conference on Wine Tourism
Alba, Italy
19-21 September 2022

ENIT 1919 AGENZIA NAZIONALE DEL TURISMO

8. THE PAIRINGS

Wine pairs with… arts

Willingness to attend events and/or proposals combing gastronomy with arts

All Italian travellers
64%

Food & Wine motivated tourists
70%

Data source: Garibaldi (2021). Photo credits: ceretto.com

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on Wine Tourism
Alba, Italy
19-21 September 2022

ENIT
AGENZIA NAZIONALE DEL TURISMO

Wine pairs with... music

Rocca di Frassinello, Tuscany

Willingness to attend events and/or proposals combing gastronomy with music

All Italian travellers 62%

Food & Wine motivated tourists 66%

Data source: Garibaldi (2021). Photo credits: roccadifrassinellio

COLLIS10NI
Il Festival AgriRock
2018
BAROLO

COLLISIONI
COLLISIONI
parole storie musica da un paese globale

WINE

Wine pairs with... design

Willingness to visit a modern designed winery

All Italian travellers
46% (+9%)

Food & Wine motivated tourists
53% (+2%)

Data source: Garibaldi (2021). Photo credits: viaggioff.it

Preserving Heroic Viticulture of

Photo credits: winetourism.com

Che cosa il Lazio è in grado di offrire all’esperienza enoturistica

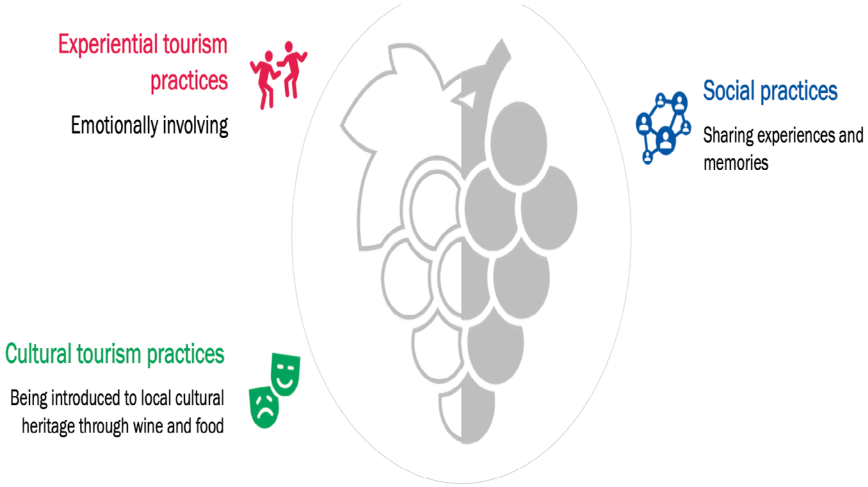
- **18.000 ETTARI DI SUPERFICIE VITATA**
- **3.000 ETTARI DESTINATI ALLE PRODUZIONI AUTOCTONE**
- **450 CANTINE**
- **8 STRADE DEL VINO E DEI SAPORI**
- **94 VITIGNI AMMESSI ALLA COLTIVAZIONE (28 MARZO 2023)**
- **60 circa SONO DI VARIETA' AUTOCTONA**

QUESTI NUMERI, SIGNIFICATIVEMENTE IMPORTANTI, NON SI TRADUCONO TUTTAVIA IN RISORSA CAPACE DI TRASFORMARE LA REGIONE IN DESTINAZIONE TURISTICA DI SUCCESSO

Quale ruolo hanno i vitigni autoctoni nei quadri delle attuali tendenze enoturistiche

Profilo del turista enologico e genere di esperienza che ricerca

- sente il sente bisogno di penetrare l’ethos di una cultura, non soffermandosi dinanzi al semplice *front stage* che essa di solito riserva agli estranei;
- è aperto all’esperienza e dotato di forte spirito di curiosità
- è sempre più spesso bleisure, ossia abbina i viaggi di vacanza a quelli di lavoro e l'ambito rurale diventa il luogo dove poter fare *smart working*
- ha maggiore disponibilità economica e maggiore propensione alla spesa *pro die*
- ha una forte motivazione a vivere situazioni che lo coinvolgano su tutti i piani dell’esperienza sensoriale



Experiential tourism practices

Emotionally involving

Social practices

Sharing experiences and memories

Cultural tourism practices

Being introduced to local cultural heritage through wine and food

Eroicità

Tipicità

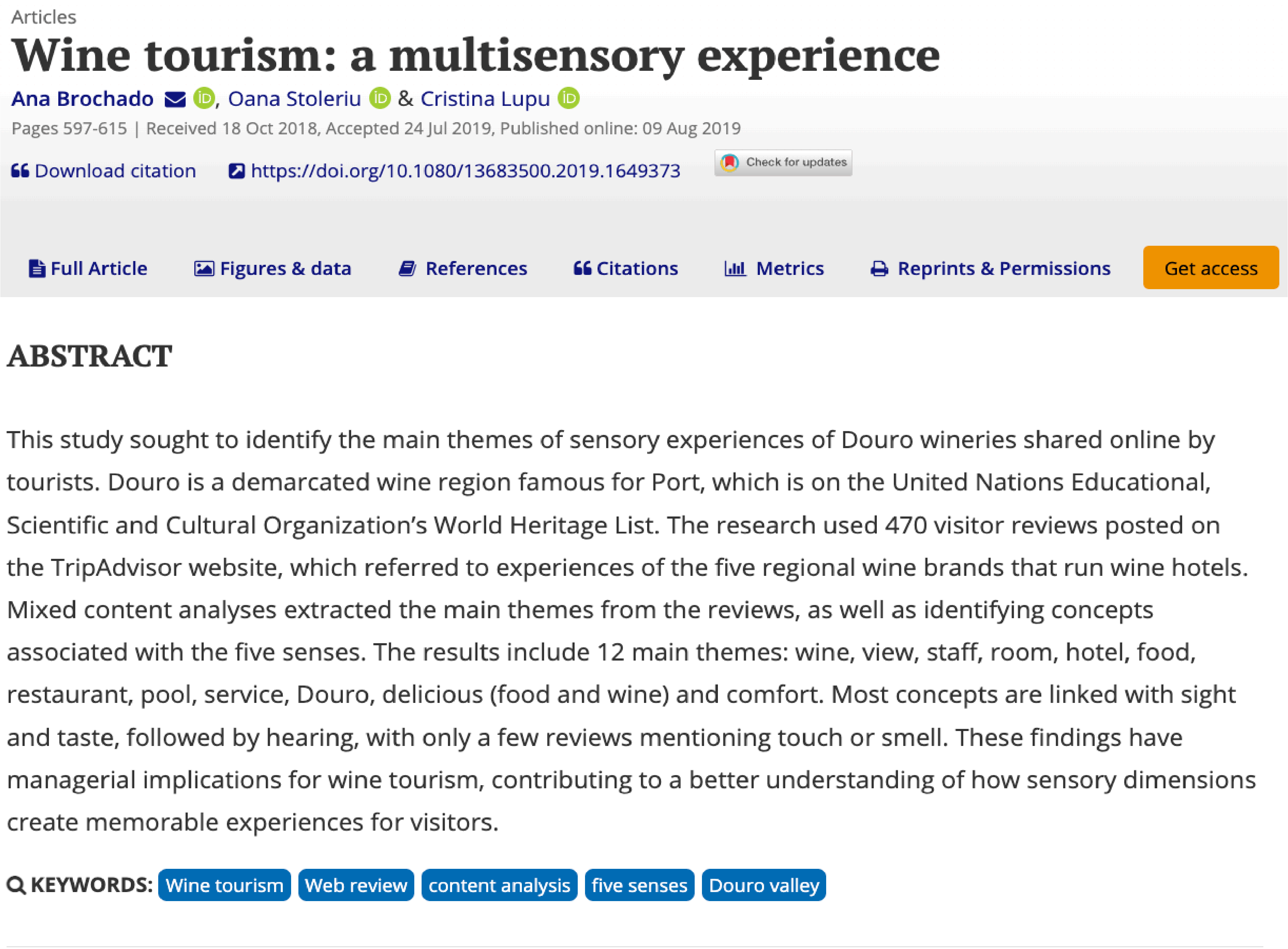
Sostenibilità

Identità

Resistenza

Narratività

Memorabilità



Wine tourism: a multisensory experience

Ana Brochado, Oana Stoleriu & Cristina Lupu

Pages 597-615 | Received 18 Oct 2018, Accepted 24 Jul 2019, Published online: 09 Aug 2019

https://doi.org/10.1080/13683500.2019.1649373

ABSTRACT

This study sought to identify the main themes of sensory experiences of Douro wineries shared online by tourists. Douro is a demarcated wine region famous for Port, which is on the United Nations Educational, Scientific and Cultural Organization's World Heritage List. The research used 470 visitor reviews posted on the TripAdvisor website, which referred to experiences of the five regional wine brands that run wine hotels. Mixed content analyses extracted the main themes from the reviews, as well as identifying concepts associated with the five senses. The results include 12 main themes: wine, view, staff, room, hotel, food, restaurant, pool, service, Douro, delicious (food and wine) and comfort. Most concepts are linked with sight and taste, followed by hearing, with only a few reviews mentioning touch or smell. These findings have managerial implications for wine tourism, contributing to a better understanding of how sensory dimensions create memorable experiences for visitors.

KEYWORDS: Wine tourism Web review content analysis five senses Douro valley

Journal of Travel Research
2021, Vol. 60(7) 1527–1542
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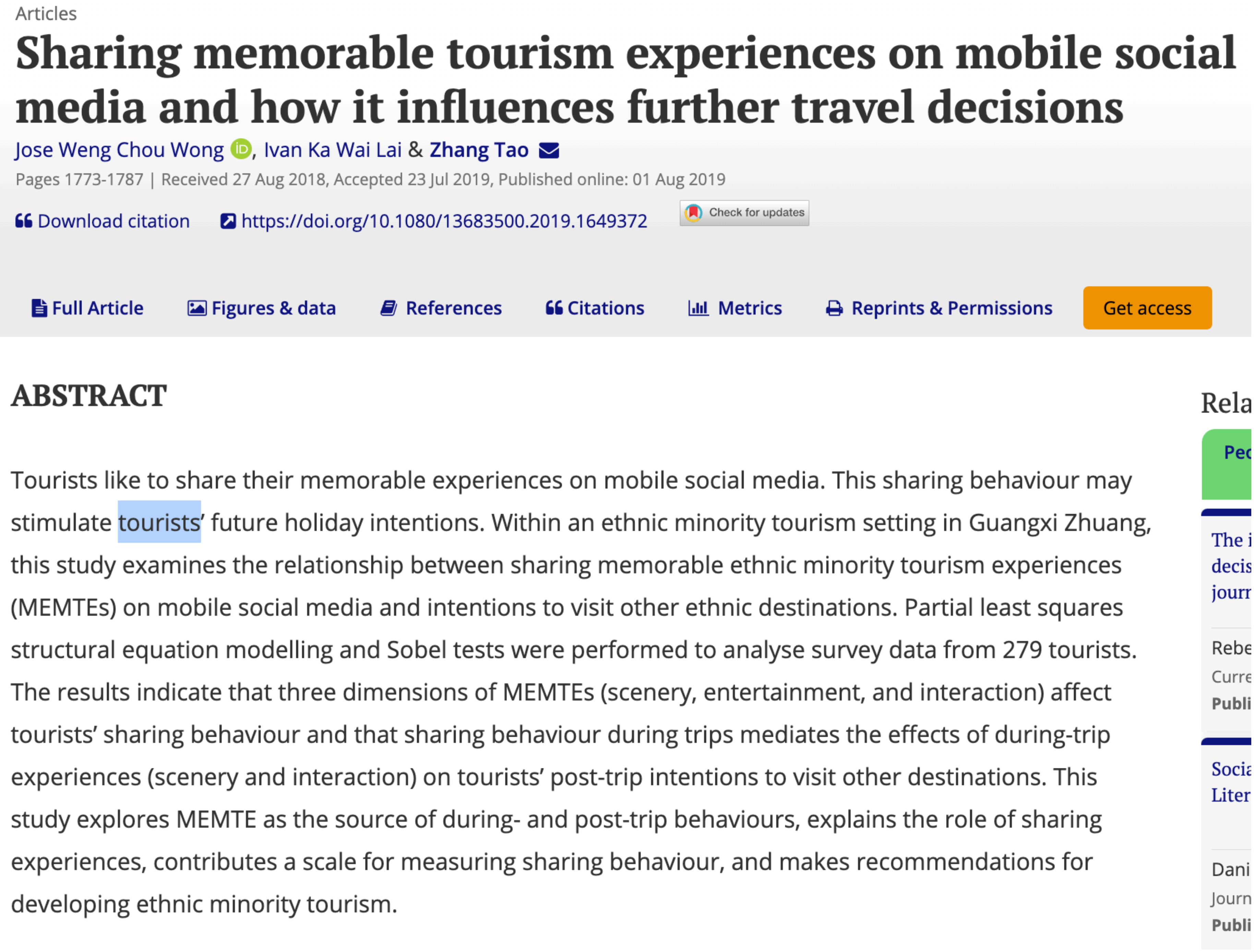
Creating Memorable Experience in Rural Tourism: A Comparison between Domestic and Outbound Tourists

Shun Ye[1], Wei Wei[2], Jun Wen[3], Tianyu Ying[1], and Xiaoyuan Tan[1]

Abstract

Delivering memorable experiences is the essence of the tourism industry and has been regarded as a core aspect of competitiveness for destinations under the experiential marketing paradigm. However, knowledge remains scarce regarding how memorability can be generated and how it shapes tourist behavior. Taking rural tourism as the research context, this study proposes a theoretical model in which memorability is generated through ordinary experiences (perceived quality and satisfaction) and extraordinary experiences (perceived novelty and delight), which go on to influence word of mouth. This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Articles

Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions

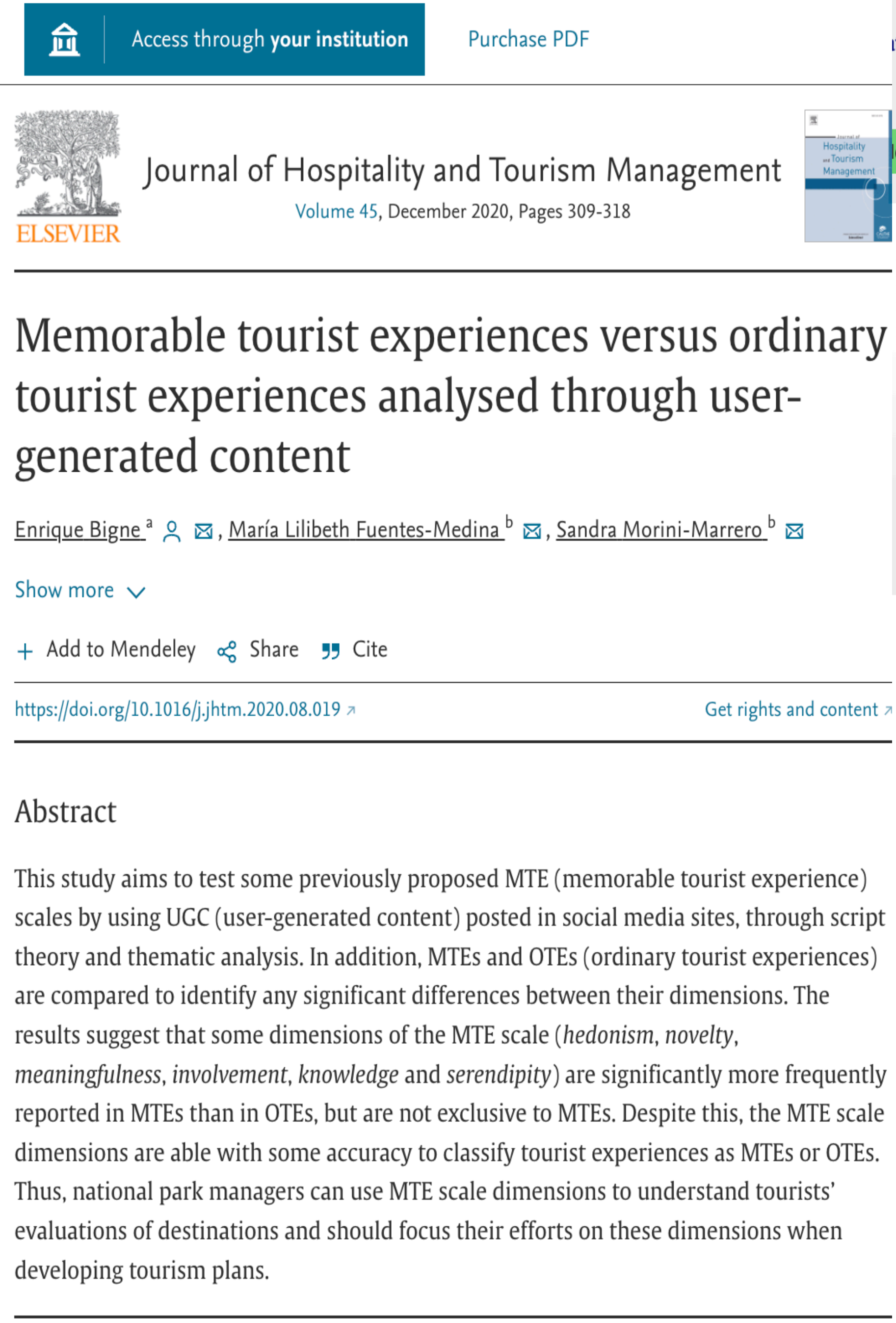
Jose Weng Chou Wong, Ivan Ka Wai Lai & **Zhang Tao**

Pages 1773-1787 | Received 27 Aug 2018, Accepted 23 Jul 2019, Published online: 01 Aug 2019

Download citation
https://doi.org/10.1080/13683500.2019.1649372

ABSTRACT

Tourists like to share their memorable experiences on mobile social media. This sharing behaviour may stimulate tourists' future holiday intentions. Within an ethnic minority tourism setting in Guangxi Zhuang, this study examines the relationship between sharing memorable ethnic minority tourism experiences (MEMTEs) on mobile social media and intentions to visit other ethnic destinations. Partial least squares structural equation modelling and Sobel tests were performed to analyse survey data from 279 tourists. The results indicate that three dimensions of MEMTEs (scenery, entertainment, and interaction) affect tourists' sharing behaviour and that sharing behaviour during trips mediates the effects of during-trip experiences (scenery and interaction) on tourists' post-trip intentions to visit other destinations. This study explores MEMTE as the source of during- and post-trip behaviours, explains the role of sharing experiences, contributes a scale for measuring sharing behaviour, and makes recommendations for developing ethnic minority tourism.



Journal of Hospitality and Tourism Management
Volume 45, December 2020, Pages 309-318

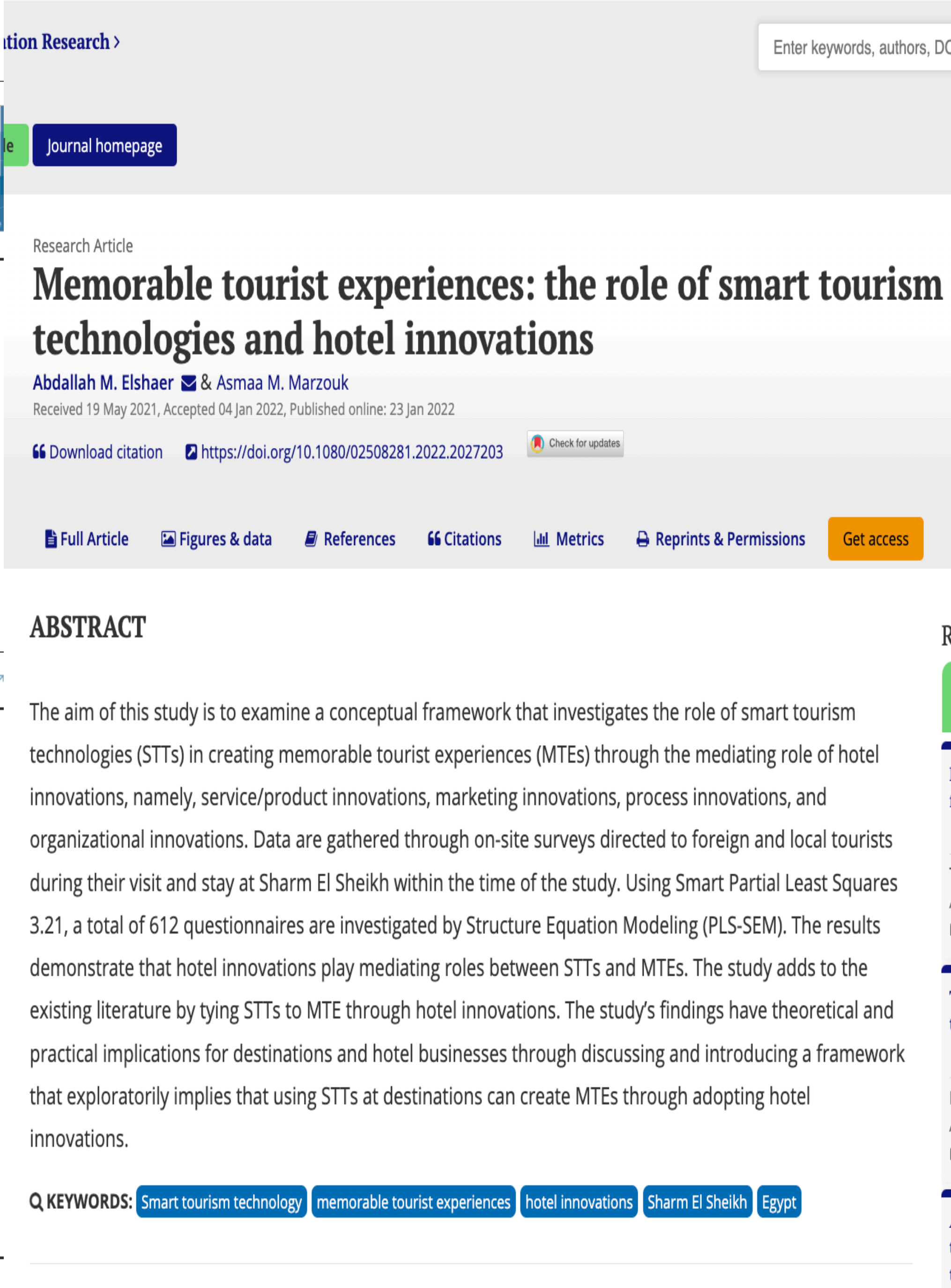
Memorable tourist experiences versus ordinary tourist experiences analysed through user-generated content

Enrique Bigne [a], María Lilibeth Fuentes-Medina [b], Sandra Morini-Marrero [b]

https://doi.org/10.1016/j.jhtm.2020.08.019

Abstract

This study aims to test some previously proposed MTE (memorable tourist experience) scales by using UGC (user-generated content) posted in social media sites, through script theory and thematic analysis. In addition, MTEs and OTEs (ordinary tourist experiences) are compared to identify any significant differences between their dimensions. The results suggest that some dimensions of the MTE scale (*hedonism*, *novelty*, *meaningfulness*, *involvement*, *knowledge* and *serendipity*) are significantly more frequently reported in MTEs than in OTEs, but are not exclusive to MTEs. Despite this, the MTE scale dimensions are able with some accuracy to classify tourist experiences as MTEs or OTEs. Thus, national park managers can use MTE scale dimensions to understand tourists' evaluations of destinations and should focus their efforts on these dimensions when developing tourism plans.



Research Article

Memorable tourist experiences: the role of smart tourism technologies and hotel innovations

Abdallah M. Elshaer & Asmaa M. Marzouk

Received 19 May 2021, Accepted 04 Jan 2022, Published online: 23 Jan 2022
Download citation
https://doi.org/10.1080/02508281.2022.2027203

ABSTRACT

The aim of this study is to examine a conceptual framework that investigates the role of smart tourism technologies (STTs) in creating memorable tourist experiences (MTEs) through the mediating role of hotel innovations, namely, service/product innovations, marketing innovations, process innovations, and organizational innovations. Data are gathered through on-site surveys directed to foreign and local tourists during their visit and stay at Sharm El Sheikh within the time of the study. Using Smart Partial Least Squares 3.21, a total of 612 questionnaires are investigated by Structure Equation Modeling (PLS-SEM). The results demonstrate that hotel innovations play mediating roles between STTs and MTEs. The study adds to the existing literature by tying STTs to MTE through hotel innovations. The study's findings have theoretical and practical implications for destinations and hotel businesses through discussing and introducing a framework that exploratorily implies that using STTs at destinations can create MTEs through adopting hotel innovations.

KEYWORDS: Smart tourism technology memorable tourist experiences hotel innovations Sharm El Sheikh Egypt

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Ricarica

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DELL'OLIO E DEI SAPORI

DELLA PROVINCIA DI LATINA

Territorio e storia
Suolo e clima
Latina
Bassiano

Norma
Priverno
Sabaudia
Sermoneta
Terracina

Produttori

Casale del Giglio
Donato Giangirolami
Pietra Pinta
La Valle Dell'Usignolo

Cincinnato
Marco Carpineti
Cantina Sant'Andrea
Cantina Villa Gianna

Trasparenza

[redacted]

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BRUNELLO DI MONTALCINO FATTORIA DEI BARBI (SI) Brunello di Montalcino DOCG	€ 18,00

[redacted]

La carta dei vini e delle bevande

BOLLICINE

La capacità delle bottiglie è di 75 cl salvo nei casi in cui diversamente specificato

Oltrepò Pavese DOC "Martinotti Regione: Lombardia - Cantina: Anteo - Vitigni: Pinot nero, Chardonnay	€ 14,00 Cal € 4,50
Oltrepò Pavese Metodo Classico DOCG Millesimato Brut "Tradition" 2009 Regione: Lombardia - Cantina: Anteo - Vitigni: Pinot nero, Chardonnay	€ 30,00 Cal € 7,00

VINI BIANCHI

La capacità delle bottiglie è di 75 cl salvo nei casi in cui diversamente specificato

Chardonnay IGT 2019 Regione: Veneto - Cantina: Ornella Molon - Vitigni: Chardonnay	€ 19,00 Cal € 5,00
Vermentino "Lunaris" DOC 2018 Regione: Liguria - Cantina: Bondonor - Vitigni: Vermentino	€ 27,00
Vernaccia di San Gimignano Riserva "Crocus" DOCG 2017 Regione: Toscana - Cantina: Casa alle Vacche - Vitigni: Vernaccia di San Gimignano	€ 27,00 Cal € 6,00
Verdicchio di Matelica "Sainale" DOC 2017 Regione: Marche - Cantina: Enzo Mecella - Vitigni: Verdicchio	€ 24,00 Cal € 5,00
Verdicchio di Matelica "Godenzia" DOC 2017 Regione: Marche - Cantina: Enzo Mecella - Vitigni: Verdicchio	€ 32,00
Bianco del Salento "Metiusco" IGT 2019 Regione: Puglia - Cantina: Palamà - Vitigni: Verdeca, Malvasia bianca	€ 23,00 Cal € 5,00
Falanghina DOC 2019 Regione: Campania - Cantina: Fontanavecchia - Vitigni: Falanghina	€ 26,00
Etna Bianco “Filici” DOC 2017 Regione: Sicilia - Cantina: Nicola Gumina - Vitigni: Carricante, Catarratto	€ 30,00 Cal € 6,50

VINI ROSSI

La capacità delle bottiglie è di 75 cl salvo nei casi in cui diversamente specificato

Friuli Colli Orientali Cabernet Franc DOC 2015 Regione: Friuli Venezia Giulia - Cantina: Vigna Traverso - Vitigni: Cabernet Franc	€ 28,00 Cal € 5,00
Teroldego Rotaliano DOC 2016 Regione: Trentino - Cantina: De Vescovi Ulzbach - Vitigni: Teroldego	€ 24,00
Valpolicella Ripasso Superiore DOC 2013 Regione: Veneto - Cantina: Falezze - Vitigni: Corvinone, Corvina veronese, Rondinella, Oseleta	€ 38,00
Valpolicella Classico Superiore Ripasso DOC 2014 Regione: Veneto - Cantina: Corte San Benedetto - Vitigni: Corvina veronese, Corvinone, Rondinella	€ 28,00 Cal € 7,00
Veneto Refosco IGT 2018 Regione: Veneto - Cantina: Ornella Molon - Vitigni: Refosco	€ 22,00 Cal € 5,00
Venezia Merlot DOC 2015 Regione: Veneto - Cantina: Ornella Molon - Vitigni: Merlot	€ 34,00

[redacted] [redacted]

La Carta dei Vini

Questa carta dei vini vuole proporvi un vasto assortimento di prodotti fortemente radicati con il territorio e con i cibi prodotti nel nostro ristorante. Degustandoli potrete scoprire la varietà enologica che la nostra terra è in grado di regalare.

All'interno troverete una selezione attenta di numerosi Chianti Classico con particolare attenzione ai vini del nostro Comune e dei Comuni del Chianti senese integrata con le migliori produzioni della provincia ed una piccola selezione di vini italiani e francesi.

Numerosi vini a bicchieri serviti con il metodo Coravin

Assaggiate, degustate, bevete e se non riuscite a finire la bottiglia, potete portarvela a casa per continuare a sognare!!

Curata dal Sommelier professionista AIS
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*LA TIPOLOGIA E L'AZIENDA DEI VINI DIPENDONO DALLA DISPONIBILITÀ GIORNALIERA, SI PREGA DI CHIEDERE AL CAMERIERE

●BIANCO € 5,00 ●ROSE'€ 5,00 ●PROSECCO D.O.C.G. € 4,00
●SPUMANTE METODO CLASSICO -FELSINA € 7,00 ●CHIANTI CLASSICO DOCG 2020-PAGLIARESE€ 6,00

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***saranno serviti circa 150ml di vino**

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Chablis A.O.C. "Vieilles Vignes"	2018	€ 8,00 a bicchiere / by the glass
• **CA' DEL BOSCO** Lombardia, Erbusco (BS)		
Curtefranca D.O.C. Bianco "Corte del lupo" (Chardonnay 80%, Pinot bianco 20%)	2018	€ 9,00 a bicchiere / by the glass
• **MARISA CUOMO** Campania, Furore (SA)		
Costa d'Amalfi D.O.C. Bianco "Fior d'Uva" (Fenile, Ginestra, Ripoli)	2019	€ 15,00 a bicchiere / by the glass
• **FRANZ HAAS** Trentino Alto Adige, Montagna (BZ)		
Sudtirol Alto Adige D.O.C. Pinot Nero "Schweizer"	2018	€ 12,00 a bicchiere / by the glass
• **GERMANO ETTORE** Piemonte, Serralunga d'Alba (AT)		
Barolo D.O.C.G. Serralunga	2018	€ 14,00 a bicchiere / by the glass
• **BIBI GRAETZ** Toscana, Fiesole-Chianti Classico (FI)		
Toscana I.G.T. Sangiovese "Testamatta" 20th aniversario	2019	€ 22,00 a bicchiere / by the glass
• **CAPANNELLE** Toscana, Gaiole in Chianti (SI)		
Chianti Classico D.O.C.G. Gran Selezione	2018	€ 13,00 a bicchiere / by the glass
Toscana I.G.T. Rosso 50&50 (Sangiovese Capannelle 50%, Merlot Avignonesi 50%)	2018	€ 35,00 a bicchiere / by the glass
• **CASTELL'IN VILLA** Toscana, Castelnuovo Berardenga (SI)		
Chianti Classico D.O.C.G.	2018	€ 12,00 a bicchiere / by the glass
• **CASTELLO DI AMA** Toscana, Gai ole In Chianti (SI)		
Toscana I.G.T. Rosso "Haiku" (Sangiovese 50%, Cabernet Franc 25%, Merlot 25%)	2017	€ 13,00 a bicchiere / by the glass
Chianti Classico D.O.C.G. "Ama"	2020	€ 10,00 a bicchiere / by the glass
Chianti Classico D.O.C.G. Riserva "Montebuoni"	2019	€ 14,00 a bicchiere / by the glass
• **CASTELLARE DI CASTELLINA** Toscana, Castellina In Chianti (SI)		
Chianti Classico D.O.C.G. Riserva	2017	€ 10,00 a bicchiere / by the glass
Toscana I.G.T. Merlot "Poggio ai Merli"	2017	€ 16,00 a bicchiere / by the glass
• **FATTORIA DI FELSINA** Toscana, Castelnuovo Berardenga (SI)		
Chianti Classico D.O.C.G. Riserva "Rancia"	2019	€ 14,00 a bicchiere / by the glass
Toscana I.G.T. Sangiovese "Fontalloro"	2018	€ 16,00 a bicchiere / by the glass
~~• **ISOLE E OLENA** Toscana, Barberino val d'Elsa (FI)~~		
~~Chianti Classico D.O.C.G.~~	~~2020~~	~~€ 11,00 a bicchiere / by the glass~~
• **GRATTAMACCO** Toscana, Castagneto Carducci (LI)		
Bolgheri D.O.C Rosso "Grattamacco" (Cabernet S. 65%, Merlot 20%, Sangiovese 15%)	2017	€ 88,00 a bicchiere / by the glass
• **TENUTA DI CARLEONE** Toscana, Radda in Chianti (SI)		
Toscana I.G.T. Sangiovese "Uno"	2019	€ 18,00 a bicchiere / by the glass
• **SAN FELICE** Toscana, Loc. San Felice (SI)		
Toscana I.G.T. Rosso "Vigorello" (Pugnitello 35%, Cabernet S. 30%, Merlot 30%, Petit Verdot 5%)	2017	€ 13,00 a bicchiere / by the glass
• **MONTEVERTINE** Toscana, Radda in Chianti (SI)		
Toscana I.G.T. Rosso "Pian del Ciampolo" (Sangiovese 90%, Canaiolo 5%, Colorino 5%)	2020	€ 10,50 a bicchiere / by the glass
• **TALENTI** Toscana, Montalcino (SI)		
Brunello di Montalcino D.O.C.G.	2017	€ 14,00 a bicchiere / by the glass
• **VALLEPICCIOLA** Toscana, Pievasciata (SI)		
Toscana I.G.T. Merlot "Quercegrosse" (Merlot 100%)	2019	€ 12,00 a bicchiere / by the glass
Toscana I.G.T. Cabernet Franc "Mordese" (Cabernet Franc 100%)	2018	€ 12,00 a bicchiere / by the glass
• **BELL'AJA** Toscana, Bolgheri (LI)		
Bolgheri D.O.C. Rosso Superiore (Merlot 95%, Cabernet S. 5%)	2018	€ 12,00 a bicchiere / by the glass

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