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**Italian wine routes between opportunities and challenges.  
The case study of "Strada del Vino Asolo Montello"**

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## **ABSTRACT**

Italy, renowned for its rich cultural, historical, and natural heritage, attracts millions of visitors annually. Italy recently set a new tourism record, surpassing pre-pandemic levels. This highlights the country's enduring appeal as a top tourist destination. Eno-gastronomic tourism has gained significant popularity, driven by Italy's world-class cuisine and wine.

However, it is crucial to balance growth with sustainability to preserve local authenticity and avoid overtourism. Wine routes are a great tool able to link gastronomy, landscapes and culture, while promoting local products offer to visitors the opportunity to explore wine regions, taste local products, and immerse themselves in the local culture.

This thesis aims to investigate the factors influencing wineries participation in wine routes and explores the potential benefit of these routes that enhance tourism experience in the Asolo Montello region, understanding the challenges and opportunities that wineries have to face. Additionally, the study analyzes the behavior of wineries that have chosen not to participate in the Asolo Montello wine route. By comparing the characteristics, strategies, and motivations of members and non-member wineries, the research identifies the key factors that influence their decisions regarding the participation in the Asolo Montello wine route.

The literature review explores tourism, food, and wine sectors in Italy, the positive and negative impacts that wine routes create, presents an overview of the wine sector in Italy and Veneto, and a focus on the characteristics of the Asolo Montello wine route.

The questionnaire and interview results highlight some recurrent topics: lack of collaboration at multiple levels, among wineries, between wineries and the wine route, and between the route and the Consortium; the insufficient promotion of events and the overall visibility of the Asolo Montello wine route; the often neglected importance of collaborating with the local community to preserve and promote local traditions.

Some limitations were faced while writing this thesis: it would have been beneficial to interview a wider range of stakeholders, including member and non-member restaurants and hotels, to gain a more comprehensive perspective, and compare it with those of the interviewed wineries, and a larger sample size of in-person interviews would have allowed a deeper investigation.



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## CHAPTER 1 - INTRODUCTION

Italy has a great eno-gastronomic heritage known worldwide for its simple cuisine characterized by high-quality local products and exceptional wines. Italian cuisine differs in each region but what is common throughout the country is its culinary traditions, commensality is at the heart of the Italian food culture. The convivial atmosphere, the appreciation for good food and good wine makes Italy a great destination for culinary enthusiasts. One of the main tools to fully appreciate these aspects and can offer a unique way to connect culture, terroir, and gastronomy in Italy are the wine routes. These routes create a network of roads connecting different territories and offering the visitors chances to discover new places through authentic experiences. Italy's wine routes provide tourists and wine enthusiasts the opportunity to enjoy the country's rich wine heritage, local history, arts, and activities promoting the territory.

The goal of wine routes is to enhance these wine-producing territories by linking a series of product related services such as wine tasting, visiting the cellars, walking through the vineyards, with a whole network of other businesses like accommodation facilities, restaurants, local producers of food and handcraft. (Velissariou et al., 2009)

The first Italian national law that gives a definition of the wine routes is the No. 268/1999, further consolidated by the national Law 238/2016, establishing that Wine routes are roads marked with signs, along which are present natural and cultural locations, winding through vineyards and private or associated wineries. In this way, the territory and the products are at the center of the attention and can be divulged, marketed and used in the tourist offer to comprehend tasting of farm products and organization of recreational, cultural and educational activities. (Law 268/1999). Furthermore, in the Veneto region a law was passed in September of 2000 managing wine routes and typical products of Veneto, specifically regarding wines and typical regional products with geographical indication PDO and PGI. (L.R. 17/2000).

Although wine routes have great potential for attracting tourists and wine and food lovers are often not exploited at their best and face some challenges. The municipalities belonging to the wine routes frequently are collaborative and proactive but still about 40% (Festa et al., 2020) are not and this is a major problem, in addition, there is not enough communication, interaction and collaboration among the public entities, both at the provincial level, among regions and at national level. (Arfini et al., 2003) Advertising on the web, billboard, and social media is fundamental but most of the time is not conducted in the best way and ends up being an obstacle. (Bitsani & Kavoura, 2012; Chiodo et al., 2020)

To conclude, the shortage of staff available on weekends and qualified personnel for winery visits and tastings is another critical issue. (Frigo et al., 2019)

Given these challenges, tourists seeking an adventure in the country roads of Italy might find themselves very disappointed. The combination of limited advertising, possibility of finding closed wineries and if having a chance to take a guided tour with a staff not well qualified could really negatively impact the visitor experience and could discourage future travelers from choosing this type of vacation.

To take care of these problems, recently, in 2023, a new regional Law, No. 15/2023, instituted a regional register where all the stakeholders have to communicate the activities planned for the future years and must follow stricter rules. (L.R. 15/2023) This approach is intended to prevent potential malfunctions and facilitate the management of roads that are not functioning properly and could become “out of service”. To develop a functioning wine route is essential the synergy among the associates of the route, between the associate and the municipalities, and also among the municipalities that are part of the itinerary with the region.

The wine route approach should work bottom-up, because bottom-up wine routes tend to be more successful in the long term due to their stakeholder’s commitment, (Del Chiappa et al., 2019) So, was analyze the needs, wants and expectations that wineries have towards the wine routes in order to be part of it. In more detail, is going to be analyzed the Asolo Montello wine route, a prominent example of wine tourism in the Veneto region, recently it has been restored and shows great assets to become a model route. This study is conducted by submitting two written questionnaires. The first is for all the wineries that are members of the Asolo Montello wine route and are also part of the Asolo Montello wine Consortium investigating through a series of questions what are the reasons that brought them to take part in it, what are the advantages and disadvantages, what has to change and what can be done to improve it. The answers that have been collected from this first questionnaire are going to be compared with another written questionnaire submitted to all the wineries that are members of the Asolo Montello wine Consortium but not members of the route. We investigated the reasons that brought these wineries not to be part of the Asolo Montello route and asked if they are interested in the future to participate. The results that have been collected are analyzed and used to understand the overall trend of this specific route.

The thesis proceeds with the following structure: in the second chapter, the literature related to the tourism, food, and wine sectors in Italy will be explored, along with the positive and negative impacts that wine routes create. The third chapter provides a detailed overview of the wine sector in Italy and Veneto, and a focus on the characteristics of the Asolo Montello route,

exploring its historical development, geographical characteristics, product offerings, and organizational structure. Chapter four presents a detailed analysis of the research findings, visualized through graphs and tables. Chapter five will compare the results of the two questionnaires, identifying the primary disparities between the perspectives of wine producers members of wine routes and wine producers who are not member of the route. This analysis aims to provide valuable insights of the challenges and opportunities that the Asolo Montello wine route face and will explore the factors influencing the decisions of other wineries to remain outside the route. This research aims to contribute to the understanding of the factors that drive successful wine tourism initiatives and explores what prevents wine routes from reaching their full potential. Chapter six will present the study's conclusions, summarizing the main results obtained and discussing the limitations that may have influenced the analyses, along with recommendations for future research.



## **CHAPTER 2 - LITERATURE REVIEW**

### **2.1 Tourism in Italy**

Italy is a worldwide known tourist destination thanks to its cultural, historical and natural heritage that attracts millions of visitors. In Italy you are able to find historical cities, art, culture, stunning landscapes, great cuisine and its rich cultural heritage.

Tourism in Italy marked a record in 2023 with over 134 million arrivals and 451 million overnight stays in accommodation facilities across the country. These data show a remarkable recovery in tourism, exceeding pre-pandemic levels seen in 2019 demonstrating Italy's timeless appeal as a premier tourist destination. (*Ministero del turismo, 2023*) The most popular Italian regions as tourist destinations are Tuscany and Sicily, registering almost 50% of the presence, with the potential to expand the tourism offer to Veneto, Emilia Romagna, Puglia, Lazio and Lombardy. (Drăgulănescu et al., 2020)

The growing popularity of eno-gastronomic tourism is evident every year. Italian cuisine characterized by its use of fresh, high-quality ingredients and regional specialties is globally recognized. It's essential to find a balance between growth and sustainability to ensure that satisfying tourist preferences won't compromise local authenticity. Overtourism or unsustainable tourism can become a significant negative aspect if it leads to change in the products and traditions to meet the needs of the tourists. (Boatto et al., 2013)

By promoting sustainable tourism Italy continues to draw visitors while preserving its heritage and ensuring long term viability for its tourism industry.

### **2.2 Food and wine tourism**

The first author to describe wine tourism was Hall M. C. that in 1998 explained:

“[...] visitation to vineyards, wineries, wine festivals and wine shows for which grape, wine tasting and experiencing the attributes of the wine region are the prime motivating factors for visitors”. But these aren't necessarily the only motivations, according to Alant and Bruwer (2004) wine tourists motivation for travel vary widely from who are there to simply purchase wine, to who just happen to be a tourist in a wine producing region, while others are traveling for history, art and culture unintentionally discover the region's wine and food.

Rediscovered during the COVID-19 pandemic years that severely impacted the tourism sector, wine tourism took advantage of the imposed restrictions on travels and showed its resilience. From 2016 to 2023 taste is becoming the primary motivation for travel. In this period of time

food tourism has grown more than 37%, with an average age of 34 to 54 years old. It is demonstrated that Millennials (born between the early 80s and mid-90s) are the ones traveling more with prime motivator eno-gastronomy, but we should also consider the Gen Z (born between the mid-90s and early 2010s) that are very enthusiastic about food and wine and when traveling they look for living memorable experience. (Drăgulănescu et al., 2020) Moreover, we can state that food and wine tourism oppose overtourism by offering a continuous offer not necessarily on high seasons reducing seasonality of tourism. (Bregoli et al., 2016) The 54% of Italian tourists prefer to travel in the low seasons, that in Italy is between November to March, to avoid crowds and enjoy a more peaceful experience. (Garibaldi, 2023)

As evidenced in the report “Italian food and wine tourism” (Garibaldi, 2023) about 85% of tourists, Italians and foreigners, choose when traveling to visit a production site, 7% participate at culinary events, and 63% went on a tour. While on a trip, wineries tours are at the first place when visiting a production site, followed by cheese factory, local farms, breweries and olive oil mills. Bear in mind that 1 euro spent in the wineries is reflected into the territory as 4 euro, the multiplier effect present here creates a significant impact on the region, influencing the economy in the territory. Although the numbers are promising, additional measures are necessary, tourists are looking for something more than the same winery tours over and over again. There needs to be a wider option of activities offered, the ones already present are becoming too repetitive. (Garibaldi, 2023)

An innovative tourism approach could combine a wider range of intangible elements with tourism activities, the intangible elements are becoming more and more of interest among tourists (Richards, 2021) it is possible to promote and at the same time safeguard them through tourism. Tourists nowadays are looking for authentic experiences that go beyond the mere visit to the famous attractions, they want the true experience by interacting with locals, understanding and trying customs and traditions. All this evolution has led to a growing demand for culture, heritage and experiential tourism. (Esau & Senese, 2022)

UNESCO’s recognition of Italian traditions, skills and know-how as intangible cultural heritage, highlights that is more and more clear the enduring connection among eno-gastronomy, intangible heritage and tourism. (Garibaldi, 2023; *Patrimonio immateriale*, n.d.) Wine not only is an incredible product but it also acts as a cultural representation of a determined territory and a safeguard of the traditions. Wine tourism has the capacity to involve wine lovers with different levels of connoisseurs, from the amateur to the very professional, tailoring each experience to the various segments of income. (Asero & Patti, 2009b) Johnson (1998) defines the wine visitor “the person who visits vineyards, wineries, activities related to

wine and wine festivals, having as main aim the entertainment”, however, wine can be a main driving force for visiting a place like Italy but taking into account the opposite viewpoint a good reason to travel to seek out these destinations may extend beyond wine tasting to include other activities, for example enjoying the landscape or explore the towns. (Bitsani & Kavoura, 2012; Bregoli et al., 2016; O’Neill & Palmer, 2004)

Wine and food products constitute our heritage, this bond is demonstrated even more when there is the presence of a quality label protecting and promoting their name and their attributes given by the area where they are produced. The quality labels recognized by the European Union that certify the origin, quality standards and production methods are: PDO - Protected Designation of Origin, PGI - Protected Geographical Indication, TSG - Traditional Specialty Guaranteed, they differ based on their regulatory system. (*Commissione europea*, 2023) Italy is privileged to be home to about 851 food products with DOP and IGP certifications, in terms of regional presence of quality labels Veneto is at the second place with 90 certified products, followed by Piedmont (89) and Tuscany leading the way with 90 products certification. Asero and Patti (2009) give a personalized designation to the local typical products that present a deep connection with the land, in this case quality wines, with the name “TIP” meaning: territorial intense product. This acronym highlights the importance of the product's characteristics that are strongly linked to the territory where they are produced. These TIPs embody the cultural, historical, and environmental characteristics of the place where they are produced and foster a sense of community and cultural identity, while also promoting the region's geographic and cultural heritage. TIPs can elevate a destination’s tourism potential, and their strategic use can contribute to market expansion. For example, wine routes are a perfect example of a whole itinerary built mainly around one TIP: wine. (Asero & Patti, 2009)

### **2.3 Wine routes in Italy**

Each region is characterized by a network of eno-gastronomic routes connecting these quality products inside the region through food and wine trails that enhance their value. (Coldiretti, 2024) According to the report by Drăgulănescu conducted in Italy in 2020 it has been shown that in Italy there are about 150 wine routes. Of all these roads, only the 15% are well set up and function properly, the 6% is arranging the organization, the 30% is still in the start-up period, meaning that the remaining 49% of the wine routes present in Italy are nonfunctional. Consider that in Italy we have 341 DOC and 78 DOCG wines and only about 23 wine routes are working properly for the promotion of them. From the region with the highest presence of certified wines to the lower we have Piedmont, Tuscany, and Veneto. Instead, for the most number of bottle sold we have in the first place Prosecco DOC (Veneto), following Chianti DOCG (Tuscany), Montepulciano DOC (Abruzzo), and Conegliano Valdobbiadene Prosecco DOCG (Veneto). (Palmieri, 2021)

Wine routes are networks of private and public organizations that can significantly contribute to the growth and development of wine tourism. (Bregoli et al., 2016) We can talk about a wine route when there is a reconfiguration of the roads with appropriate signals interconnecting the various locations in the same wine dedicated area. (Corigliano & Viganò, 2004) To be more specific, as defined by the Italian law n. 268 of July 1999, wine routes are “Specifically signposted and advertised itineraries, along which features of natural, cultural and environmental value can be found, vineyards and wine cellars owned by agricultural enterprise which are open to the public; they constitute the tool through which the associates territories and their relative local productions can be spread, sold and used as source of supply for tourism”. So, the involvement and engagement of the local actors, food producers, wine makers, and local authorities is necessary. Those who are going to join the route must meet some quality standards and commit to improve professionally. Additionally, each region can establish further rules regulating their respective routes.

This weaving of roads is joined together with quality wines and foodstuff, local businesses, local culture and tourism designing itineraries around the territory. All these elements are symbolic of the area of origin reflecting the cultural heritage, the identity determining the community, and the specific territory. (Asero & Patti, 2009b) Tourism and agriculture have always shared the same landscape and have always been interconnected (Drăgulănescu et al., 2020). Agriculture shapes the landscape under the influence of our dietary habits and tourism profits from it. (Petrella, 2019)

To stage the creation of a wine route, the first steps are: identifying a wine region with significant production and a longstanding tradition, selecting potential wineries that are willing to participate, it is important at this time to establish collaborations with the local authorities and municipalities. Then evaluate the accessibility with the other stakeholders meaning individuating roads that link the wineries with restaurants, accommodation facilities, cultural and artistic sites. Next, provide marketing materials such as brochures, flyers, advertising on social media and websites. At this point are present wineries, tourist attractions, cultural initiatives, that creates a full eno-gastronomic experience with a strong identity. (Carmichael & Senese, 2014)

### **2.3.1 The positive impacts of wine routes**

Since the 1990s the *Movimento Turismo del Vino* has been an example of being at the forefront bringing together tourism and food and winemaking, demonstrating how it is possible for a business to preserve the cultural heritage while generating profit and being successful. The main objectives are the promotion of wine culture through visits to the place of productions, the support of the tourist flows in the wine vocation areas and improve the image and the economic-prospects for the area. The association is known also for launching successful events such as “Cantine Aperte” and “Calici di Stelle”, two of the most popular, attracting visitors in historic town centers and wineries. (*Movimento Turismo del Vino*)

In 1993, the first edition of “Cantine Aperte” was a true revolution. About 100 wineries opened to the public demonstrating the power of collaboration, reaching all together a common objective impossible to achieve individually: spreading wine tourism all over Italy.

Based on our findings, it is evident that wine routes are essential for promoting wine producing areas and spreading wine tourism. Being featured on the route immediately enhances a winery’s visibility, bringing in more visitors and consequently more customers. As stated earlier, routes are a great resource for the promotion of the territory, communicating and preserving the traditions, the local culture, habits and customs of the region making it possible to recognize places by their distinctive identity. (Arfini et al., 2003) Let’s take as an example the Val d’Orcia in Tuscany, what comes to mind are the characteristic hill, the lines of cypresses, the beautiful farmhouses among hectares of croplands and vineyards, weaving through medieval villages and panoramic roads. Or again, when thinking of Conegliano and Valdobbiadene we instantly think of great hills where the work of winemakers has contributed to the creation of a unique scenario. Such results can be achieved only with the collaboration between the various

stakeholders: wineries, accommodation facilities, restaurants, public entities, regional government, minding all the legislations. By working together, the area can be fully exploited providing top-quality products and services while ensuring its long-term sustainability. (Bregoli et al., 2016) Wine routes provide numerous benefits to the wineries, by working together common challenges are addressed and collectively developed innovative solutions, improving problem solving capabilities. Also, it is possible to reach wider markets even for smaller wineries, attracting a broader range of tourists both domestic and international.

These positive aspects contribute to the growth of the local economy, creating new job places and stimulating the demand for new commercial activities like hotels, restaurants and other services. Wine routes contribute to the creation of job places in a direct and indirect way. Directly, it generate job opportunities in wineries or in restaurants; indirectly, they stimulate the demand for services such as hospitality, transportation and local shops. (Del Chiappa et al., 2019) Rather than a mere wine tour, wine routes are a journey in the area's rich cultural heritage, expertise and spirit. Another advantage of wine routes is, as stated before, the capability of reducing tourism seasonality. (Bregoli et al., 2016) Wine routes provide activities that are enjoyable all year round by diversifying the offer the tourism activity is spread in all seasons. For example, events are often offered in spring and summer that are the peak season where we find outdoor tastings and many wine festivals, in fall are held events that celebrate the harvest and the young wine, in winter are common wine tastings. The sharing of enthusiasm and commitment to this place aims to raise awareness to the dedication and care that goes into producing a bottle of wine, a traditional dish or even shaping the landscape through the deep-rooted winemaking tradition. Always prioritizing environmental sustainability, promoting products that are locally sourced, seasonally available, and produced in a sustainable process. (Frigo et al., 2019)

### **2.3.2 Limitations to wine route development**

Despite their potential, Italian wine routes to these days have not reached their full potential. As said before, collaboration and networking are crucial and yet are lacking. Collaboration is essential among all levels of governance (local, regional, and national) and among route stakeholders (Del Chiappa & Presenza, 2013). The sharing of knowledge and resources leads to innovation and competitiveness. Wineries often underestimate tourism potential for the wine industry resulting in a lack of collaborative attitude. (Bregoli et al., 2016) I've personally experienced resistance from some wineries when trying to involve them in my research. They

showed little interest and lack of availability while a few others were enthusiastic to contribute to a project that could help valorize their wine route.

The absence of a national tourism strategy has resulted in a fragmentation of regional policies. So, the majority of the promotional efforts are left to the regions, compromising the efficacy of international promotion. (Garibaldi, 2023) Given Italy's geographic and cultural heterogeneity, tourism administration is decentralized to regional level. Regional authorities, being closer to local realities, have greater flexibility to adapt tourism policies to the specific needs and characteristics of their territory. (Bregoli et al., 2016; Garibaldi, 2023) While this decentralized model offers certain advantages, it may result in coordination issues. Moreover, disparity in regional economic resources may limit some regions to invest in tourism, generating an uneven tourism development in the country. (Frigo et al., 2019) Although the recent creation of an Italian Ministry of Tourism, there is still a long way to go to achieve a fully centralized approach to tourism management. (Colombini, 2015)

One of the significant challenges that wine routes have to face is determining a long-term vision. Without a long-term strategy, stakeholders are less inclined to commit and invest in initiatives for the development of the routes. Although it is acknowledged that a long-term plan works better for the sustainability of the future, the focus is still on short-term goals because they provide immediate rewards but it could compromise the route ability to thrive in the long run. (Del Chiappa et al., 2019)

Visitors seek authentic and unique experiences so destinations have to become more competitive, with wonderful food and wine improving the touristic offer could be possible with just a few adjustments, yet this isn't happening. Wineries across the peninsula offer similar activities in a standardized way meanwhile tourists desire something different. Wine tourists seek genuine experiences that are special and different from the ordinary. As mentioned on the "*Rapporto sul turismo enogastronomico italiano*" (Garibaldi, 2023) tourists desire more events blending eno-gastronomy with music or arts, including a wine tasting accompanied by musical performance or an art exhibition. Or combine gastronomy with sports, like a run or a horse ride in a gastronomic-vocated area. Others are interested in attending events or having drinks right at the production site after the workday, as the atmosphere is more suggestive. Other requests from visitors include childcare services, like babysitting or playgrounds. However, for now, the tourist offer on the wine routes is not really diversified, we can define it standardized. Whether you are on Prosecco or Chianti wine route, the variety of events offered are quite similar, discouraging tourists or wine lovers to further explore new places. (Esau & Senese, 2022) Another challenge for wine routes is the shortage of qualified personnel.

As this research will show, the development of wine tourism can't depend on wineries, who often lack tourism experience and prioritize wine production and marketing. (Chiodo et al., 2020) Is required in every winery to have the presence of a professional that adequately explains wine supply characteristics and peculiarities, and that are able to guide you through the tastings. This problem could be overcome by offering, at regional level, courses with specific theoretical and practical training. (Bregoli et al., 2016; Drăgulănescu et al., 2020; Garibaldi, 2023) Communication is another aspect that shouldn't be underestimated. Most tourists rely on family and friends for recommendations, word of mouth is more powerful than what we think. Social media is the second most important source of information. Different generations prefer different platforms. Millennials (born between the early 80s and mid-90s) often use Facebook while Gen Z (born between the mid-90s and early 2010s) are more likely to use Instagram and TikTok. Websites nowadays are less frequently consulted, they continue to be indispensable for wine routes to share latest updates or information. Even TV series can influence the choice of vacation destinations and have a big impact. A popular Netflix series featuring Sicily, in 2022, inspired many Americans to add it to their bucket list significantly increasing the tourism in the island. And finally, traditional advertising, such as brochures or flyers, now make up only 12% of all the advertising. (Garibaldi, 2023; Neil & Wyer, 2023) For these reasons it is very important to pick the right advertising channel to attract the requested target. Effective advertising is crucial for a good development and sharing of the route. A well-executed advertising differentiate the route from the others, help with the tourism growth attracting visitors, and increase brand awareness. Additional problems encountered are internal company issues such as unfavorable geographic location. Wineries which may be situated in remote locations could be disadvantaged due to their distance from other wineries or major roads, making them less accessible to tourists. Also, some wineries could be missing appropriate facilities to host tourists. This limitation may result from a lack of funds or space, many wineries are unable to implement dedicated rooms for tastings or dedicated areas designed for welcoming visitors. (Frigo et al., 2019)



## CHAPTER 3 - MATERIAL AND METHODS

### 3.1 Wine sector in Italy

Wine has always been a fundamental part of Italian cuisine and culture becoming one of the most traditional products of the peninsula. The diverse viticultural landscape of Italy, with each region offering unique grape varieties and wine styles, contributes to Italy's rich wine heritage. Italy, with 9% of the world's vineyard area, ranks third globally behind Spain and France. Despite this significant presence, vines occupy only about 5% of the total agricultural land. Viticulture is widespread across Italy, extending across a wide range of regions and altitudes, including mountainous areas. This unique characteristic differentiates Italian viticulture from other traditional and emerging wine-producing countries, where viticulture is often concentrated only in specific regions. (Pomarici et al., 2021)

According to the Ministry of Agricultural, Food and Forestry Policies, Italy's wine production in 2023 is estimated to be around 38 million hectoliters. This figure indicates that this year France has overtaken Italy, with a production of 48 million hectoliters, positioning as the world's leading producer. (*Database | OIV*, n.d.) In 2023, Italian wine production was valued at €13.8 billion accounting for 10% of the food sector, representing a 23% decrease in volume compared to the previous year. Although the warm weather and absence of precipitation had a beneficial impact on grape quality, these weather conditions during autumn led to a significant reduction in the harvest. (*ISMEA*, 2024)

The first half of 2024 results were not as strong as initially anticipated, although a comparison with the same period in 2023 reveals a positive growth. In the first six months of 2024, Italian wine exports achieved a positive performance, realizing €3.9 billion in revenue with 10.6 million hectoliters exported. This represents a 2.4% increase in volume and a 3.2% increase in value. (*Osservatorio UIV-ISMEA*, n.d.)

Sparkling wine exports demonstrated a successful performance in the first half of 2024, achieving €1.1 billion in revenue (+ 7%) and a volume of 2.54 million hectoliters, reflecting an increase of 11% and representing 18% of the national wine production.

The significant increase in white wine production in the last years can be attributed to the rapid growth of sparkling wines. Rosé wines are also experiencing a gradual increase, reaching approximately 3% of total production. Red wine production, on the other hand, remains relatively stable. (*ISMEA*, 2024) Certified wines constitute a significant portion of Italian wine production. In 2023, of the total 38 million hectoliters produced, 9.6 million were table wines, 10.3 million were IGT wines, and 18.1 million were DOC wines. The total vineyard area in

2023 was 675,135 hectares. DOP wines accounted for 65% of this area, IGP wines for 14%, and common varietal wines for the remaining 21%. (*ISTAT*, n.d.)

Italy's strong position in the global wine market is reflected in its 2023 export performance, which reached 21.4 million hectoliters and generated €7.8 billion in revenue. (*Database | OIV*, n.d.) The primary export markets for Italian wine are the United States, Germany, and the United Kingdom. The US is a major market for Italian wine, especially high-quality premium wines, with a growing demand for still white wines (+8%). The US, UK, Germany, and France continue to dominate the sparkling wine market, with each experiencing growth rates between 5% and 8%. Surprisingly, Russia has emerged as the fifth largest market with a remarkable 69% increase compared to last year. (*ISTAT*, n.d.)

To maintain its position as a leading wine exporter, Italy is focusing on producing high-quality wines and building strong brand identities. Sustainable winemaking practices are becoming increasingly important to consumers, and Italy is working to promote its commitment to environmental responsibility. (Aivazidou & Tsolakis, 2020; Fortunati et al., 2020)

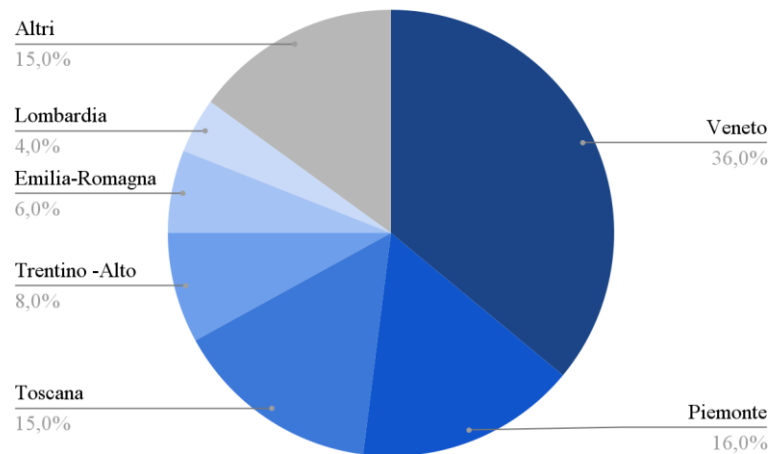
### **3.2 Wine sector in Veneto**

With roots extending back centuries, viticulture in Veneto has profoundly shaped the region's cultural landscape, becoming an integral part of its heritage. Veneto is Italy's leading wine production region accounting for more than 20% of the country's total wine production with 10,626,242 hectoliters of wine produced in 2023, followed by Puglia and Emilia Romagna. Wine production across the peninsula has decreased since 2020, Veneto and Puglia had a very close production until 2023 where the production of Puglia dropped close to 7,000,000 hectoliters while Veneto production remained stable. (*ISTAT*, n.d.) Veneto's diverse wine landscape is reflected in its numerous designations. The region is home to 14 DOCG, 30 DOC, and 10 IGT areas, each with its own unique characteristics and regulations. In 2023, Veneto, with 93,061 hectares, was the second largest wine-producing region in Italy, following Sicily (118,482 hectares). DOC grapes accounted for 77.1% of Veneto's total grape production in 2023, while IGT grapes represented approximately 19.4%. The remaining 3.5% was comprised of varietal grapes. (ISMEA, 2024; Veneto Agricoltura, 2024b)

With a total export value of €2.82 billion, Veneto confirmed its position as the leading region for Italian wine exports in 2023, accounting for 36% of the nation's wine exports (Figure 1). Veneto's annual growth rate has exceeded the Italian average, with a +5.7% increase recorded

compared to the first half of 2023. In 2023, still wines bottled in Veneto made up 50.2% of the region's total wine exports, sparkling wines accounted for 45.7%. There was an exponential growth of 204.4% in sparkling wine exports over the past decade thanks to the popularity of the wide variety of Prosecco styles, which have successfully captured the global market. (Veneto Agricoltura, 2024a)

**Figure 1** - Distribution of Italian export in 2023.



*(Source ISTAT - esportazione di vino totale - dati regionali)*

### 3.2.1 Veneto’s wine route

The first Italian wine route was the “La strada del vino bianco”, a path of 45 km, was established in Veneto in the area of Prosecco in 1966. (Chiodo et al., 2020) Nowadays, Italian wine routes are established and managed under the framework of the Law 268/1999 providing the general guidelines while the specific regulations are implemented at regional level. In 2000, with the regional Law No. 17, in Veneto was promoted a law that introduced “Wine routes and typical products of Veneto”, aiming to promote and valorize wine vocated areas and local productions. Later in 2023, with the regional Law No. 12, was updated and instituted the regional register of wine to officially recognize and document all active wine routes. To maintain the registration, Veneto’s wine routes are required to submit an annual activity report outlining their past and future activities, by April 30th of each year. Wine routes that are not registered yet must submit an application form with all the documentation containing info about their organization, management, and future plans. Whenever a route doesn't follow these

guidelines will result in the revocation of the official recognition and will be removed from the regional registry. The abundance of PDO and PGI designations in Veneto has facilitated the establishment of wine routes and typical product routes, offering visitors the opportunity to explore the region's rich culinary and cultural heritage (Figure 2). The Veneto region is home to 18 PDOs, 18 PGIs, and 4 TSGs for food products, as well as 14 DOCGs, 29 DOCs, and 10 IGIs for wines. (Regione Del Veneto, 2024)

**Figure 2** - Maps of wine routes and typical products of Veneto.



(Source - Veneto Agricoltura)

### 3.3 Asolo Montello wine route

#### 3.3.1 History and characteristics of the territory

The hills of the Asolo and Montello have a long history of winemaking and were already recognized as an important wine producing region by the second half of the 14th century thanks to the Benedictine monks that had a strong influence on the territory's agricultural and winemaking traditions. Exports began in the 15th century and since then have established a tradition of high-quality wines. About a century later, the hills of Asolo were highly renowned among the Venetian nobility that started building villas, barchesse and hunting lodges. They began to appreciate winemaking and the region's wines were highly esteemed. In the Serenissima Republic it was compared to the prestigious wines from Greece, and it was even

more taxed since it was considered superior to the other region's wines. The area of production of the Asolo Montello wines includes the entire territory of the municipalities of Casteluco, Cornuda e Monfumo and part of the municipalities of: Asolo, Caerano S. Marco, Cavaso del Tomba, Crocetta del Montello, Fonte, Giavera del Montello, Maser, Montebelluna, Nervesa della Battaglia, Paderno del Grappa, Pederobba, Possagno, S. Zenone degli Ezzelini e Volpago del Montello (Figure 3). (*Consorzio Asolo Montello*, n.d.)

**Figure 3** - Distribution of municipalities across the Asolo Montello wine region.



(Source - *Strada del Vino Asolo e Montello*)

The area of production is situated between 100 and 450 meters above sea level, the landscape is characterized by gentle slopes creating a harmonious setting. The forest covers nearly 30% of the area contributing to its biodiversity and providing habitat for a variety of flora and fauna. These beautiful hills with the Mount Grappa are certified in the Biosphere Reserve List according to UNESCO MaB - Man and Biosphere program, promoting the harmonious integration between people and nature to achieve sustainable development. (*Consorzio Asolo Montello*, n.d.; *Programma MAB*, n.d.; “Riserva della Biosfera MAB UNESCO,” n.d.)

The itinerary proposed by the wine route crosses the southern slopes of Montello, commencing in Nervesa della Battaglia and culminating in Asolo. This route offers a historical and cultural journey, encompassing sites related to the Great War, artistic heritage, and medieval architecture. In Montebelluna and Caerano di San Marco is possible to see sites of the Great War, in Possagno the artistic legacy of Antonio Canova, in Nervesa the historic Abbey of Sant’Eustachio, and Asolo a charming medieval village (Figure 4). (*Promozione Turistica Regione Del Veneto | The Land of Venice*, n.d.; *Strada del Vino Asolo e Montello*, n.d.)

**Figure 4** - Asolo Montello wine region and its location in Italy.



(Source - [www.valoritalia.it](http://www.valoritalia.it))

### **3.3.2 Asolo Montello wines**

Here is produced Asolo Prosecco DOCG, Montello DOCG and other varieties of grapes that are under the Asolo Montello DOC denomination. At the base of Mount Grappa, west of the Piave river and close to the Montello, the Asolo Prosecco DOCG is known for its heroic viticulture, where grapes are cultivated on steep slopes. Asolo Prosecco has owned the DOC recognition since 1977 and obtained the DOCG status only in June 2009, was the first to offer an Extra Brut style within the Prosecco DOCG category. In these hills beside Glera are also grown some indigenous varieties such as Bianchetta Trevigiana, Verdiso, Perera, and Glera lunga. The production of Asolo Prosecco must adhere to strict and specific rules, to obtain a pale-yellow wine characterized by fruity aromas of citrus with floral undertones. On the palate, expect a light almond flavor and a refreshing crispness. It's a wine ideal for aperitifs or to accompany a meal. The Montello DOCG is an elegant red wine with excellent aging potential. It is produced from a blend of Cabernet Sauvignon, Cabernet Franc, Merlot and Carmenere grapes. Deep ruby in color, offers an intense aroma and a palate that is characterized by savory notes and herbaceous undertones. Perfect when paired with young cheeses and cured meats. In the Asolo Montello DOC there are a variety of white wines made from Bianchetta, Chardonnay, Manzoni Bianco, Pinot Bianco, Pinot Grigio and reds like Cabernet Sauvignon, Cabernet Franc, Carmenere, Merlot and Recantina. Growing these red grape varieties within a specific area in Volpago del Montello, specifically in Venegazzù, it's possible to obtain a specific

denomination: “Montello e Colli Asolani Venegazzù” DOC and DOCG (Figure 5). (*Consorzio Asolo Montello*, n.d.; *UVIVE - Unione Consorzi Vini Veneti*, n.d.)

**Figure 5** - The Venegazzù area is highlighted in red within the Asolo Montello zone yellow).



(Sources - Assovini.it)

### 3.3.3 Asolo Montello wine route framework

The Asolo Montello wine route network is constituted of approximately 70 members, composed of a group of businesses and organizations dedicated to promoting the region's wines. The network includes approximately 29 wineries, 12 restaurants and agritourism, 8 accommodation facilities, and several local authorities and municipalities. (*Strada del Vino Asolo e Montello*, n.d.) It was decided to study more about this route because lately it has been renewed thanks to the latest legislative changes, as explained before. It also changed its name from “Strada del Vino e dei Colli Asolani” to “Strada del Vino Asolo Montello”, the president and part of the directors have changed. This evolution combined with the region’s stunning landscapes, the rich cultural heritage of this area, and the exceptional wines make this route the perfect subject.

The organization has an active website, Facebook and Instagram pages, that are regularly updated, engaging with the audience and sharing information about upcoming events, relevant news, and latest initiatives. The wine route has shown great interest in organizing events like themed dinners highlighting the area's seasonal products and pairing them with the local wines, Calici di Stelle, Cantine Aperte and the Asolo Montello Fest, to name the main ones. Calici di

Stelle is a summer event held usually in small piazza's towns where it is possible to taste various wines from different local wineries paired with special local food. Cantine Aperte invites visitors, during the weekend, to participate in their wine tours and tastings directly in their wineries where you will have the chance to learn the winemaking process and the best pairing with food directly from the expert. Patentino dell'ospitalità now in its second year, is open to professionals and to the private individuals, teaching them skills to properly exploit the region's rich cultural, historical and natural heritage.

Another event, Asolo Montello fest is a festival that has been held for the first time this year, lasting four days, that offers a wide program including conferences, guided tastings, workshops, and cultural events that help to connect the community together and celebrate the local culture, food and traditions. (*Strada del Vino Asolo e Montello*, n.d.)

The Asolo Montello wine route is identified by a logo (Figure 6) that with the color Pantone Merlot represents a road that winds through the hills of Asolo, represented on the left, identified by the presence of the Rocca d'Asolo and on the right side, the Montello area illustrated by the Abbey of Sant'Eustachio. Under the picture, with capital letters, is written "Strada del vino Asolo Montello" in Italian. Every stakeholder that is a shareholder of the road displays the logo in their public areas. The logo serves as a distinguishing feature in events and advertisements.

**Figure 6** - Logo of Strada del Vino Asolo Montello



(Source - *Strada del Vino Asolo e Montello*)

### **3.3.4 Asolo Montello Wine Consortium**

Established in 1985, the Asolo Montello Wine Consortium works to promote the Asolo Prosecco and Vini del Montello produced in the Treviso province. In 2020, the Consortium launched two distinct brands: Asolo Prosecco for the Asolo Prosecco DOCG and Vini del Montello for the Montello DOCG and Montello Asolo DOC. The consortium is dedicated to preserving and promoting the region's rich viticultural heritage, particularly the historic red and white grape varieties, like in the case of the historic Recantina grape which was rescued from extinction. (*Consorzio Asolo Montello*, n.d.)

Michle Noal is the new president in charge, he and his team operates to ensure adherence to strict quality standards for all wines bearing the Asolo Montello designation. They also actively promote the region's wines through a variety of initiatives, organizing promotional events and wine tastings in Italy but also in foreign markets, with recent events held in London, Tokyo, and Switzerland. These events provide opportunities to showcase the unique characteristics of Asolo Montello wines to a wider audience. The consortium also collaborates with Slow Food, an international organization dedicated to promoting sustainable food production and consumption. This partnership allows them to connect with like-minded individuals and organizations, share knowledge, and promote the region's wines to a discerning audience. (Giavedoni, 2022) To ensure the future of Asolo Montello wines, the consortium invests in research to advance viticultural practices and winemaking techniques. These explorations are always guided by principles of sustainability and environmental stewardship.

### 3.4 Material and methods

The primary objective of the study was to analyze Italian wine routes, in particular focusing on the characteristics of the Asolo Montello wine route. This route was selected due to its convenient location and recent renovation which make this route well suited to work properly and have great potential. A questionnaire was used to identify the key success and failure factors from the perspective of local wineries. All the interviewed wineries are members of the Asolo Montello consortium but only part of them is also part of the Asolo Montello wine route. Two distinct questionnaires were submitted, differentiated based on the winery's inclusion or exclusion from the wine route (*see Annex 1 and Annex 2*).

It was sent by mail with follow-up phone calls. The questions, based on literature review, are written in Italian and include open-ended and multiple-choice formats in order to collect both quantitative and qualitative data. Of the 64 wineries contacted, 31 answered the questionnaire. Among these, 16 are wineries affiliated with the consortium and part of the Asolo Montello wine route and 15 are wineries affiliated with the consortium but not part of the Asolo Montello wine route. The survey achieved a response rate of 48%.

I had the opportunity to ask more detailed questions during two follow-up calls, one with a winery owner and another with an enologist. They shared their sincere thoughts on specific aspects of the route (Table 1). Despite my best efforts, I was unable to connect with wine route president Simone Rech. Furthermore, Michele Noal, the president of the Asolo Montello Consortium kindly agreed to meet me and share any information I needed for my thesis.

The questionnaire is organized into two phases. The first phase collects data on the winery characteristics, including size, founding year, sales market and product range to know if they only produce wine or other products. These questions were made identical for both groups of respondents. The second phase provides more in-depth questions into the different perspectives among wineries and the different perspectives of the two groups concerning the Asolo Montello wine route. Questions were made asking the wineries that are already part of the Asolo Montello wine route what they would change or add to optimize the performance of the route, which benefits does the route currently provide them, if they think that being part of the route may help tourists to find them and so on. To the wineries not part of the route was asked the reasons why they are not part of the organization, if they are informed about the events and advantages offered by the route, and what should change about the route to make them sign up to it. Both groups were also asked questions on their company philosophy and attitude to better understand if there was any correlation between responses and the respondent behavior.

The results will be summarized in tables and analyzed quantitatively and qualitatively. Quantitative analysis will involve calculating percentages and averages and then presenting the data in graphs or charts. Qualitative analysis will compare the different responses identifying trends and presenting them with pie charts.

**Table 1** – Profile characteristics of phone interview participants.

<b>Code</b>	<b>Gender</b>	<b>Age</b>	<b>Role</b>	<b>Municipality</b>	<b>Member</b>
<b>W01</b>	Male	31	Enologist	Fonte	Yes
<b>W02</b>	Male	58	Owner	Volpago del Montello	No



## **CHAPTER 4 - RESULTS**

### **4.1 Results interview of the wineries part of the Asolo Montello wine route**

In the first part, it was determined that the interviewees were mostly owners, partners or legal representatives of the winery. The gender was pretty homogeneous, a little more than half was male (56.3%). The age was very diversified, starting from 26 years old until more than 61 years old, the most popular age range is the 51 - 60 (31.3%). This data is encouraging, indicating a significant presence of young people in the sector facilitating the transfer of knowledge from the more experiences to the younger ones. It showed a wide range of educational backgrounds; bachelor's and master's degree are the prevailing category, but are also present high school diploma, middle school diploma, technical and vocational school. Wineries were founded mostly in the 1950s - 1970s and few in the 2010s. Respondents are a homogeneous sample also for the municipality of origin, a sample well representing the area of the study. Most of the wineries are family run with just a few employees (68.7%), the 25% have 10 - 15 employees and only the 6.3% have about 55 employees. There is a wide range in the number of hectares of vineyards that each winery works, starting from 7 to 100. The average bottle produced is 281,250 bottles per year, the 75% of the wineries produce under 250,000 bottles per year and few cases (25%) produce more than 650,000 to 1.5 million bottles per year. Most wineries export part of their products abroad while the 18.8% only trades with the Italian market. The ones that trade abroad still have the majority of the market in Italy, typically, 60 - 95% of their market is in Italy and 40 - 5% is abroad. The 43.8% of the companies interviewed are composed only of wineries, the 31.3% are composed of wineries and accommodation facilities, the 18.8% are wineries with restaurants and only the 6.3% are composed of winery, restaurant, and accommodation facilities (Figure 7). Most of them produce only wine (68.8%), the 18.8% also produce olive oil, and the 18.9% produce either spirits or fruits.

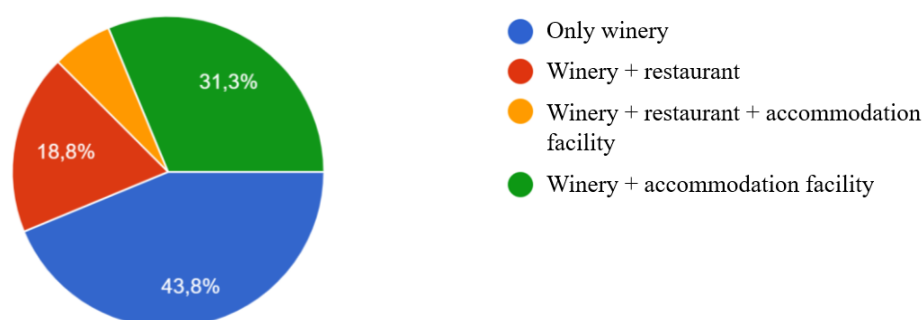
The following table provides a detailed summary of all the information obtained with the questionnaire. (Table 2)

**Table 2** - Characteristics of questionnaire participants, that are members of the route. (n = 16)

Sample characteristics	Responses	Results
Role in the company	Owner Partners Legal representative	43.8 % 31.2 % 25 %
Gender	Male Female	56.3 % 43.8 %
Age	< 25 26 - 30 31 - 35 36 - 40 41 - 50 51 - 60 > 61	0 % 18.8 % 12.5 % 6.3 % 18.8 % 31.3 % 12.5 %
Educational background	Bachelor/master degree High school diploma Middle school diploma Technical and vocational diploma	56.3 % 25 % 6.2 % 12.5 %
Year of foundation	Range: 1906 – 2015	
Municipality	Asolo Castelcucco Cornuda Fonte Maser Pederobba Volpago del Montello Monfumo	12.5 % 6.3 % 12.5 % 12.5 % 6.3 % 12.5 % 31.1 % 6.3 %
Employees	Family run (0 - 5) 10 - 15 > 55	68.7 % 25 % 6.3 %
Hectares of vineyards	Range: 7 - 100, Median: 19; Average: 27.8; SD 23.7	
Bottles produced	Range: 20,000 – 1,000,000; Median: 150,000; Average: 281,250	
Where is traded	Only Italy Italy and abroad	18.8 % 81.3 %

Structure of the company	Only winery	43.8 %
	Winery + restaurant	18.8 %
	Winery+restaurant+accommodation facility	6.3 %
	Winery + accommodation facility	31.3 %
Products produced	Only wine	68.8 %
	Wine + olive oil	18.8 %
	Wine + spirits	6.2 %
	Wine + fruits	6.2 %

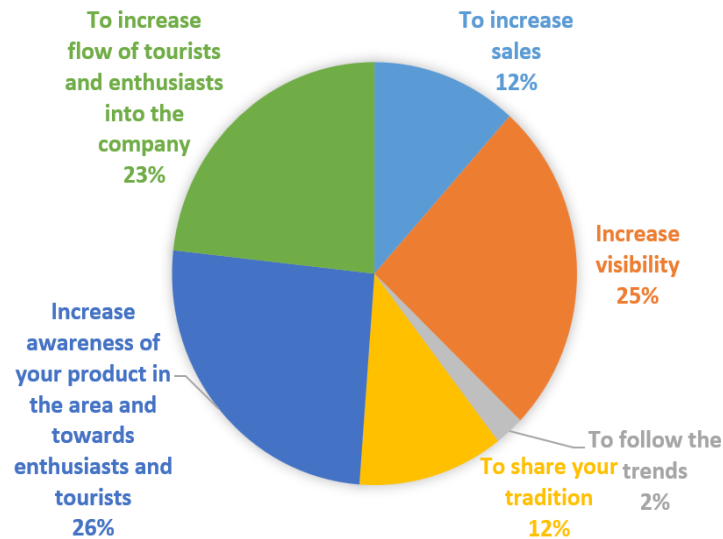
**Figure 7** - Composition of wineries business.



In the second part, we found that the majority of the interviewed gained knowledge of the wine route through their association with the previous wine route being now part of the directors (43.8%). Many (25%) were invited and others (31.2%) found out through recommendations. Following, was asked about their involvement in other promotional activities, but probably the question was misunderstood, because they later affirmed to be part of the consortium, which didn't provide the desired answer. The focus was on exploring promotional activities outside the consortium.

Was then asked why they took part in the Asolo Montello wine route (Figure 8), and they could choose more than one answer. They chose with more frequency “increase awareness of your product in the area and towards enthusiasts and tourists” and “increase visibility”, they choose frequently as well “to increase flow of tourists and enthusiasts into the company”, while only one winery answered for “to follow the trends”.

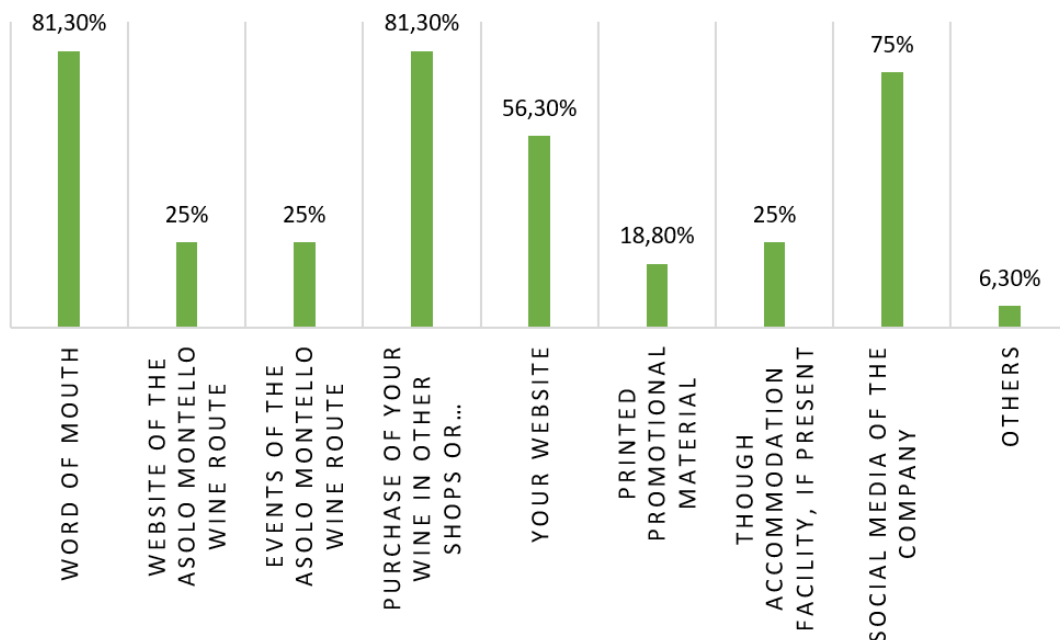
**Figure 8** – Motivations for joining the Asolo Montello wine route.



Then the most used communication channel was studied, a list in which they could select more than one answer was provided. As shown by Figure 9 of the most selected answers there is in the first place “word of mouth”, in the second place there is “social media of the company” and in third place there is “purchase of your wine in other shops or restaurants”. A 6.3% answered with “others” and then specified with “fairs”.

**Figure 9** – The most popular communication channels among members of the wine route.

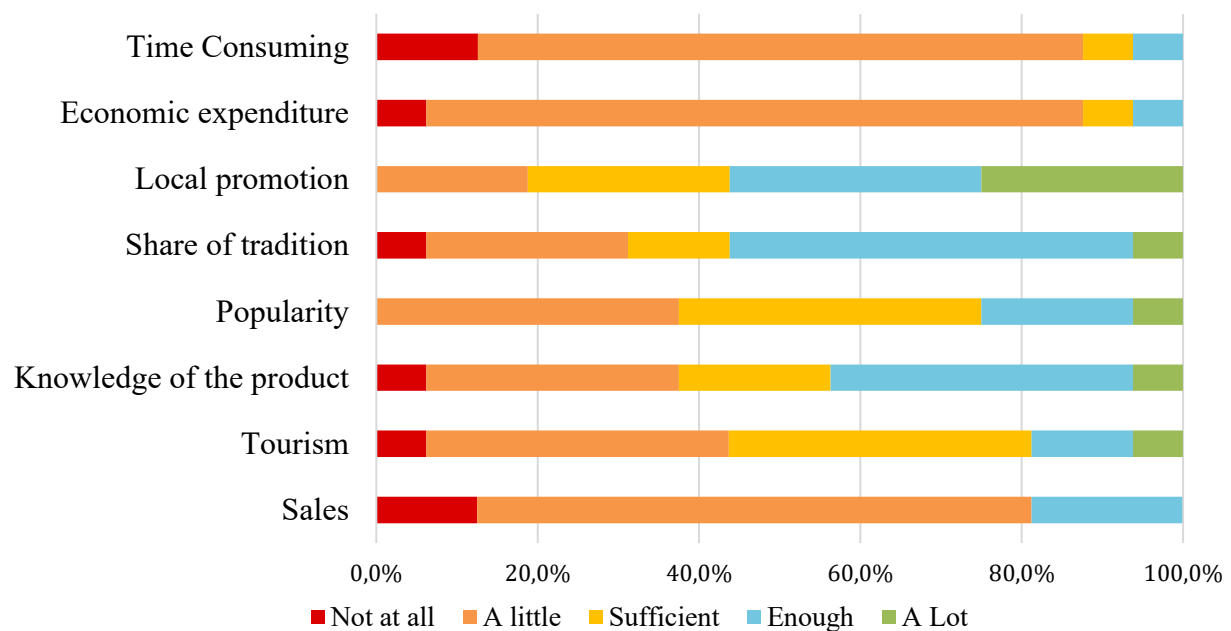
Note: Total can exceed 100% due to multiple responses possible.



The 62.5% of the interviewed think that the wine route enhances the winery’s visibility, however the 37.5% doesn’t agree. This data was unexpected, It was definitely expected more wineries to agree that the road helped to make the winery better known though the wine route. Was then asked how much participating in the Asolo Montello wine route may influence some factors. It showed that “share of tradition” and “local promotion” are the two factors most influenced by the wine route, while “sales”, “economic expenditure, and “time consuming” aren’t very favored by the presence of the winery in the wine route.

The answers are analyzed in the following table. (Figure 10)

**Figure 10** – Influence of the Asolo Montello wine route on these factors.



The most popular events that wineries attend are Calici di Stelle (68.8%) followed by Cantine Aperte (62.5%) and lastly the Asolo Montello Fest (50%). Given that this is the first edition of the Asolo Montello Fest, the numbers are most likely appropriate and in the next few years may change significantly. It has been further explored why there was no participation in some of the events and it showed that many weren't available on that data (69.2%), the 38.5% didn't have enough available staff, some weren't interested (23.1%), and others didn't participate because of a missing budget (7.7%).

According to the wineries interviewed, the communication method should be improved with more frequent and targeted advertising, requested additional signage, more social media activity, increase the number of events to valorize the territory and the local wine varieties,

more events to meet a wider range of people, more physical advertising in piazzas or to leave to the tourist, more involvement of the wineries, only the 18.8% said that they wouldn't change anything.

Furthermore, companies were asked to select the category they most identify with from the following: competitive, collaborative, conservative, innovative. Competitive: seek success, outperforms competitors, maximizes profit and growth. Collaborative: values teamwork and partnerships with other local businesses, organizations, and institutions. Conservative: avoid excessive risks, prefer established solutions, adhere to company's traditions. Innovative: seize every opportunity, anticipate market changes, is willing to take risks. As exemplified by the pie chart (Figure 10) we can see that no one identifies as competitive. The other results are homogeneous, was expected a larger "conservative" percentage since many wineries are family run and often aren't very open to new opportunities. Gladly a significant portion define themselves as "innovative" as introducing new ideas and activities in the route is essential.

**Figure 11** - Category in which every company identifies.



As a final question, each winery was asked to select three statements that best describe their company philosophy. As we can observe on the following table (Table 3) the most chosen is "the tradition and valorization of the territory are fundamental", others frequently chosen are "the priority is to practice an agriculture respectful of the environment" and "supports the promotion of wine culture", while "Caring for the local community" got 0% of answers. I think this data alone already highlights the collaboration problems that the route has, we will analyze it in more depth in the following chapter.

**Table 3** - Statements that describe the company's philosophy.

Note: Total can exceed 100% due to multiple responses possible.

Statements	Results
The main objective is to maximize the profit of the activity	6.3 %
The priority is to practice an agriculture respectful of the environment	62.5 %
The tradition and valorization of the territory are fundamental	75 %
Customer satisfaction is the priority	43.8 %
Inclined to networking, building and maintaining relationships outside the company to exchange ideas, information, and opportunities	37.5 %
Caring for the local community	0 %
Supports the promotion of wine culture	62.5 %
It is constantly searching for new technologies	6.3 %

## **4.2 Results interview of the wineries not part of the Asolo Montello wine route**

In the first part, was determined that the interviewees were mostly owners, directors or legal representatives of the winery. The gender of the interviewed was homogeneous, slightly more than half was male (53.3%). The age range was quite broad, starting from < 25 years old until 60 years old. It included a variety of educational backgrounds; bachelor's and master's degree (representing the 60%), high school diploma, middle school diploma, technical and vocational school. Wineries were found mostly from the 1950s to the 1990s, and early 2000s. Most of the municipalities of origin are Valdobbiadene or Crocetta del Montello, limiting the sample diversity. Most of the wineries have 25 - 30 employees (33.3%), the 26.7% have 10 - 15 employees, the 26.7% are family run, the 13.3% have about 70 employees. There is a wide range in the number of hectares of vineyards that each winery works, starting from 1 to 100. The median value for the bottle produced per year is 300,000. The data on commercialization in Italy and abroad are similar to the data obtained with the other questionnaire; 80% of the wineries trade with both Italy and abroad, and the remaining 20% trades only with Italy, typically 60 - 80% of their market is in Italy and 40 - 20% is abroad. The ones that trade also abroad tend to export 35 - 40% of their products. The 66.6% of the companies interviewed are composed only of wineries, the 26.7% are composed of wineries, restaurant and accommodation facilities, and only the 6.7% are composed of winery and accommodation facilities, no one is composed of winery and restaurant only. (Figure 11). Most companies are only wine producers (80%), while 20% both produce wine and olive oil.

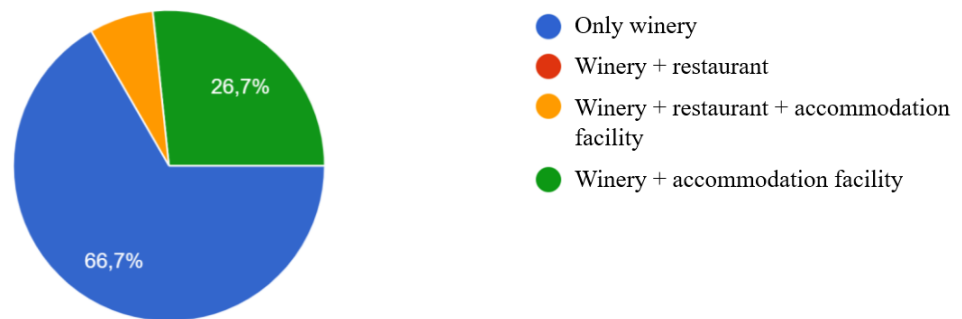
The following table provides a detailed summary of all the information obtained with the questionnaire. (Table 4)

**Table 4** - Characteristics of questionnaire participants, not members of the route. (n = 15)

Sample characteristics	Responses	Results
Role in the company	Owner Director Legal representative	46.7 % 33.3 % 20 %
Gender	Male Female	53.3 % 46.7 %
Age	< 25 26 - 30 31 - 35 36 - 40 41 - 50 51 - 60 > 61	6.7 % 0 % 20 % 20 % 20 % 33.3 % 0 %
Educational background	Bachelor/master degree High school diploma Middle school diploma Technical and vocational diploma	60 % 20 % 6.7 % 13.3 %
Year of foundation	Range: 1952 – 2014	
Municipality	Cavaso del Tomba Cornuda Crocetta Maser Pieve di Soligo Valdobbiadene	6.7 % 6.7 % 20 % 6.7 % 20 % 40 %
Employees	Family run (0 - 5) 10 - 15 25 - 30 70	26.7 % 26.7 % 33.3 % 13.3 %
Hectares of vineyards	Range: 1 - 100, Median: 19; Average: 29.3; SD 31.7	
Bottles produced	Range: 10,000 – 16,000,000; Median: 300,000; Average: 2,240,000	
Where is traded	Only Italy Italy and abroad	20 % 80 %

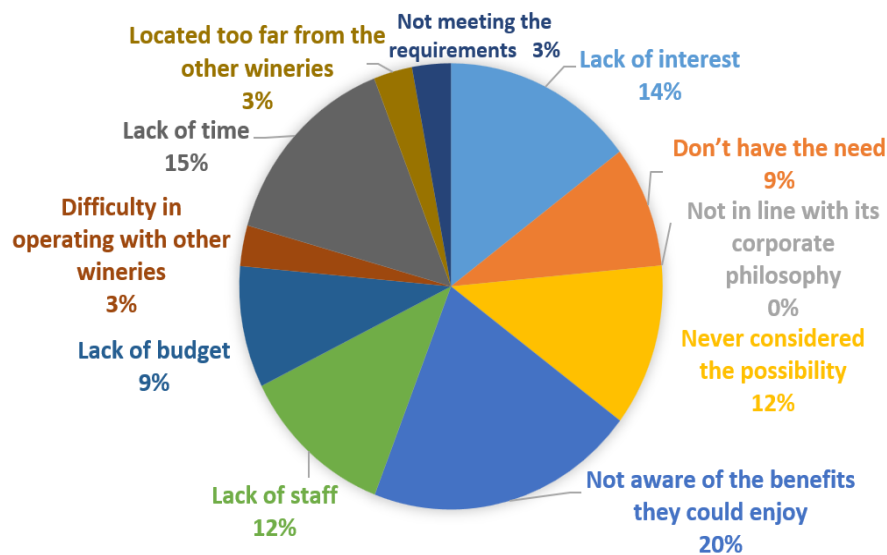
Structure of the company	Only winery	66.6 %
	Winery + restaurant	0 %
	Winery+restaurant+accommodation facility	26.7 %
	Winery + accommodation facility	6.7 %
Products produced	Only wine	80 %
	Wine + olive oil	20 %
	Wine + spirits	0 %
	Wine + fruits	0 %

**Figure 12** - Composition of wineries business.



The second part revealed that all respondents were aware of the Asolo Montello wine route. Was then asked why they are not part of it yet and the answer selected the most was “Not aware of the benefits they could enjoy”, followed by “lack of time”, “lack of interest”. On Figure 12 are shown also the other responses. The wineries that don't meet the requirements explained that they are missing any kind of room to welcome tourists.

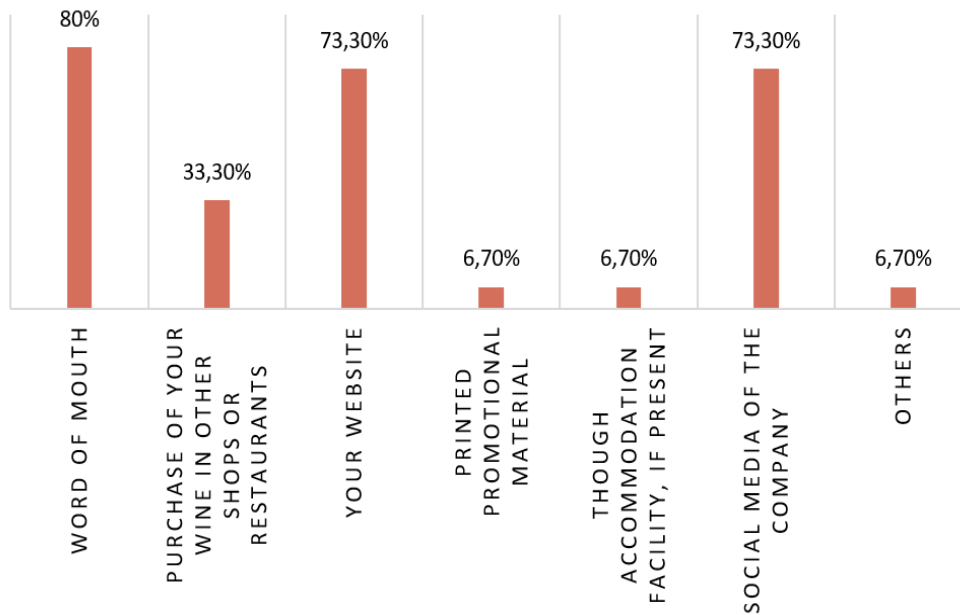
**Figure 13 - Factors preventing winery participation in the Asolo Montello wine route.**



Of the events and activities offered by the wine route, Calici di Stelle and Cantine Aperte are the most known, with 86% familiar with Calici di Stelle and 60% with Cantine Aperte. No one has ever heard about the Asolo Montello Fest event. Even though, as we said before, Asolo Montello Fest is at its first edition It was expected that at least one winery knew about this event. This highlights the lack of effective advertising along the route, we will focus on it in the next chapter. Was then wanted to identify the most commonly used communication channel, was provided a list in which they could select more than one answer. As shown by Figure 13 of the most selected answers there is in the first place “word of mouth”, in the second place there is “social media of the company” and in third place there is “your own website”. A 6.7% answered with “others” and then specified with “Fairs such as Vinitaly”. While 73.3% of respondents believe that the wine route increases wineries visibility, 26.7% disagree.

**Figure 14** - The most popular communication channels of wineries not part of the wine route.

Note: Total can exceed 100% due to multiple responses possible.



Furthermore, companies were asked to select the category they most identify with from the following: competitive, collaborative, conservative, innovative. Competitive: seek success, outperforms competitors, maximizes profit and growth. Collaborative: values teamwork and partnerships with other local businesses, organizations, and institutions. Conservative: avoid excessive risks, prefer established solutions, adhere to company’s traditions. Innovative: seize every opportunity, anticipate market changes, is willing to take risks.

As exemplified by the pie chart (Figure 14) we can see that no one identifies as competitive as the previous questionnaire. It was expected a larger “innovative” response, since many wineries have a good part of their trade abroad and have to face the intense competition in the global market.

**Figure 15** - Category in which every company identifies.



- Competitive: seek success, outperforms competitors, maximizes profit and growth.
- Collaborative: values teamwork and partnerships with other local businesses, organizations, and institutions.
- Conservative: avoid excessive risks, prefer established solutions, adhere to company’s traditions.
- Innovative: seize every opportunity, anticipate market changes, is willing to take risks.

Furthermore, each winery was asked to select three statements that best describe their company philosophy. As we can observe on the following table (Table 5) the most chosen is “the tradition and valorization of the territory are fundamental” as it was for the other wineries questionnaire, others frequently chosen are “the priority is to practice an agriculture respectful of the environment” and “customer satisfaction is the priority”.

Before, “Caring for the local community” got 0% of answers, here it has been selected with a frequency of 20%. This data appears unusual, It was expected from the first questionnaire more engagement for this statement instead the wineries not part of the wine route seem to care more about the local community.

**Table 5** - Statements that describe the company's philosophy.

Note: Total can exceed 100% due to multiple responses possible.

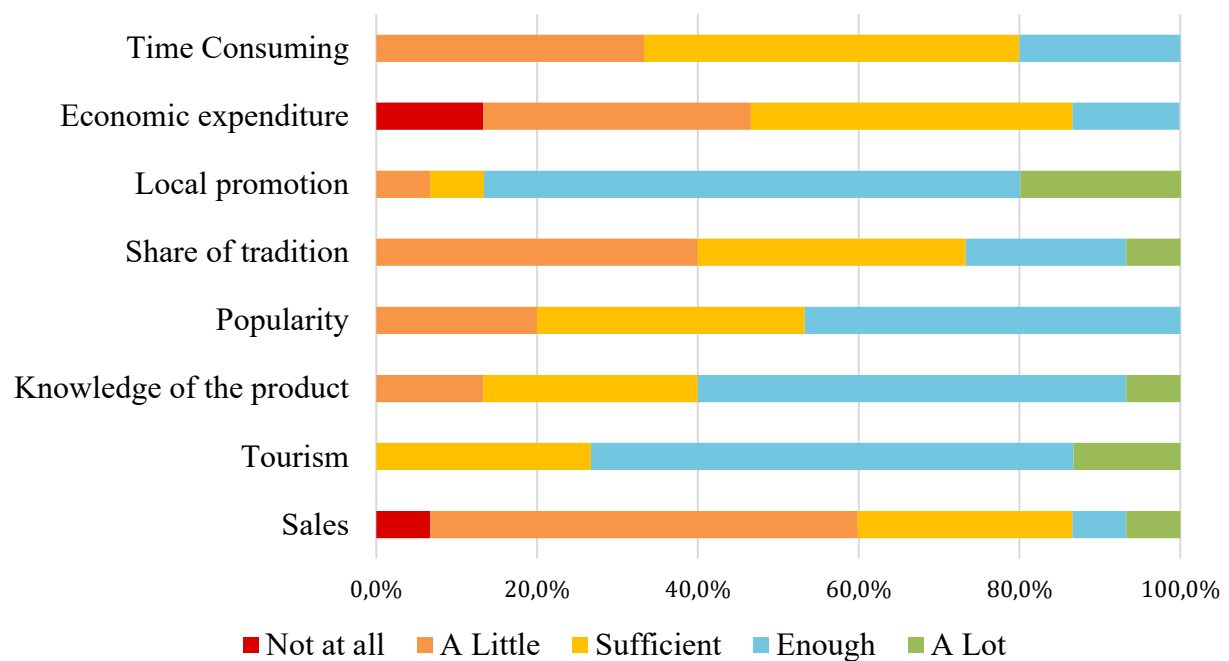
Statements	Results
The main objective is to maximize the profit of the activity	26.7 %
The priority is to practice an agriculture respectful of the environment	46.7 %
The tradition and valorization of the territory are fundamental	66.7 %
Customer satisfaction is the priority	46.7 %
Inclined to networking, building and maintaining relationships outside the company to exchange ideas, information, and opportunities	33.3 %
Caring for the local community	20 %
Supports the promotion of wine culture	26.7 %
It is constantly searching for new technologies	6.7 %

Then was asked how much they believe that the Asolo Montello wine route may influence some factors. It showed that wineries not part of the wine route think that “tourism”, “knowledge of the product”, “popularity” and “local promotion” are the factors strongly influenced by the wine route, while “sales” don’t really benefit from it.

The table also indicates that participants believe that joining into the wine route requires substantial time and quite a financial investment.

The answers are analyzed in the following table (Figure 6).

**Figure 16** – Non-members perception of factors influencing the Asolo Montello wine route.



The last question asked what changes have to be made on the Asolo Montello wine route to encourage their participation in the wine route. The majority of the answers were about the lack of advertising, as one of the interviewed wrote “More advertising for people, so that being part of the road is an added value for both producers and customers”. Many of the wineries are not part of the Asolo Montello wine route yet because they either don’t know anything about it or they don’t know the benefits that they could enjoy from it. Only the 6.7% wrote that they are going to join the route soon. The results have also shown that all the wineries interviewed, which are not currently in the wine route, are considering to join in the future.



## CHAPTER 5 - DISCUSSION

The results of this research confirmed that the problems found in literature are some of the challenges emerging from stakeholders of the Asolo Montello wine route.

As a first impact the wineries members of the route are slightly smaller than the wineries not members. Members of the route are for the 68% family run, against 26.7% of the non members that have for the majority 25-30 employees. The median bottle produced by members of the route is 150,000 with 75% producing under 250,000 bottles for the non-members the median is 300,000 with more than a half wineries producing equal to more than 300,000 bottles.

As primary communication channels both groups prioritize word of mouth, their websites, and their social media. Despite the fact that increased visibility is one of the primary motivations for wineries to join wine routes (Figure 8), the study found out that the wine route's website and wine route advertising initiatives aren't very popular. As shown by Figure 10 popularity isn't a factor much valorized and satisfied by the participation in the wine route and it is further supported by the questionnaire where the majority of the interviewed think that being part of the route may help with visibility but still a good 40% of the members of the wine route doesn't think it like that. (Chiodo et al., 2020)

Arfini (2003) emphasizes the promotional benefits of wine routes. However, this study evidence that while increased sales are a main factor for joining, wineries do not perceive a significant increase in sales as a direct result of their participation. Instead, non-member wineries believe that participating in the wine route would provide sufficient opportunities to increase their visibility, attract new customers, and help with sales but still not adequately.

Effective advertising is essential for differentiating the route from its competitors, attracting visitors, and increasing brand awareness. Through the use of a variety of channels, wine routes can effectively communicate their unique value and attract potential visitors. (Frigo et al., 2019) As the study showed, the advertising present at the moment on the Asolo Montello wine route could be optimized to obtain a greater impact. The current advertising strategy is insufficient to stimulate sales and ensure sufficient visibility of the various events featured on the wine route, as evidenced on Figure 10 and Figure 16. As the survey revealed, non-members are only slightly familiar with Cantine Aperte and Calici di Stelle, while none have ever heard of Asolo Montello Fest. As noted by a member (W01) there is a need for an increase in advertising,

improved signage, and more flyers or other materials to provide to visitors at the wineries and events.

Another related issue is the standardization of the offer. (Garibaldi, 2023) Regardless of the advertising efforts, if a wine tourist's preferences have evolved their participation in the same events will decrease. A wider range of activities is needed, as the current offerings have become repetitive. The study highlighted the need for the creation of new events that include a wider range of activities to engage a younger audience incorporating innovative and dynamic elements in order to attract a new audience.

Inadequate advertising hinders the route's ability to attract visitors and fails to generate interest among potential participants. A primary reason for non-member wineries' reluctance to join the route is a lack of information about its characteristics, activities, and associated commitments, that's why the 32 % of the non-member wineries now don't consider the possibility to join (Figure 13). However, they don't exclude a future participation. By implementing a more targeted advertising approach, this issue could be easily addressed.

On the second place of addressing why wineries don't participate in the wine route, we find the lack of time. On the contrary, as shown in Figure 10, member wineries declare that time and economic commitment is negligible.

Another reason preventing wineries from joining is the lack of qualified personnel. As highlighted by Drăgulănescu (2020) and Garibaldi (2023), finding staff qualified for customer service, guided tastings, and event management is quite challenging. Encouragingly, there is a rising interest in creating training programs to address this problem, such as the "Patentino per l' Ospitalità" present on the Asolo Montello wine route, which has received positive feedback from stakeholders.

Interestingly, both questionnaires highlight the importance of tradition and territorial valorization. However, non-members show less interest in wine culture compared to members, who consider it as part of their company's philosophy. At the same time, it's important to observe that none of the member wineries picked "caring for the local community" as a statement to describe their company's philosophy, while 20% of non-members wineries did (Table 3 and Table 5). It is contradictory for a member winery to claim to value tradition, local environment, wine culture, and yet neglect the local community.

As stated by Asero and Patti (2009), a strong connection with the local community is essential for the preservation and promotion of tradition and wine culture.

Wineries, frequently driven by competitive pressures, may prioritize individual interests over collaborative efforts compromising their engagement with the local community. (Bregoli et al., 2016) As stressed by Del Chiappa and Presenza (2013), fostering strong collaboration and coordination among diverse stakeholders is a primary determinant of effective and efficient destination governance and competitiveness. But it is clear that a significant challenge facing wine tourism is the inadequate horizontal and cross-sectoral networking among members of the wine route. Coordination issues can emerge at any level, regional, provincial, even though municipalities typically demonstrate a collaborative and proactive approach. (Festa et al., 2020). Stakeholders lack a sense of belonging to the wine route mainly due to a deficiency in purpose, shared direction, and cohesion. (Bregoli et al., 2016) As noted by a former member (W02) the route lack inclusivity, failing to foster a sense of belonging among its participants and appearing excessively self-focused.

Another way to facilitate collaboration is the sharing of information and knowledge among the different members and sectors. But what happens is that knowledge remains confined within groups where it is created, hindering collaboration. At this stage, a disparity in perceptions of the route among its stakeholders led to a loss of trust. (Bregoli et al., 2016)

By working together, public and private partnerships are essential for long-term wine tourism success. So, the focus should be on investments in a long-term development prioritizing the network growth over short-term funding that mostly benefit members. (Del Chiappa et al., 2019)



## CHAPTER 6 – CONCLUSIONS

This research explores the dynamics of Italian wine routes and has confirmed that the challenges faced by the Asolo Montello wine route are consistent with the issues identified in the existing literature. While the route offers potential benefits, such as valorization of the territory, promotion of the local products, creation of new job places, reducing tourism seasonality, the route's full potential remains hindered by several factors.

To identify the factors influencing winery participation in the Asolo Montello wine route, questionnaires were administered to both member and non-member wineries.

This allowed for a comparative analysis of the two groups' perspective on the perceived benefits and challenges associated with joining the route.

The route's strategy should prioritize collaboration, knowledge-sharing, and build strong relationships with wineries, local authorities, and tourism organizations. By working together, these stakeholders can develop a shared vision, coordinate marketing strategies, share resources, and collaborate on joint initiatives. This collaborative approach can lead to increased visibility, improved visitor experiences and greater economic benefits for the region.

Furthermore, to capture the attention of tourists and increase awareness, both domestically and internationally, wine routes must adopt effective marketing and promotional strategies. Non-member wineries often have limited knowledge of the benefits and requirements associated with joining the route. Effective communication and targeted efforts can attract a wider range of participants.

From the perspective of non-member wineries, the Asolo Montello wine route presents a series of obstacles preventing them from joining. Wineries have been hesitant to join due to a perceived lack of clear information about the advantages of membership, concerns about excessive administrative burdens, and worries about the financial and time implications of participating in events. To overcome these obstacles, it is essential to implement more effective communication strategies and offer tailored support to wineries.

Moreover, to attract a wider audience, remain competitive, and enhance the overall visitor experience, wine routes must offer a diverse range of activities beyond traditional wine tastings. This diversification of offerings can help to revitalize the wine tourism industry and ensure its long-term sustainability.

By overcoming these challenges, the Asolo Montello wine route can become a premier destination for wine tourism, driving economic and cultural growth in the region.

Despite the significant contributions of this research, it is essential to consider its limitations. Given the recent leadership change and the relatively early development of the Asolo Montello wine route, a follow-up study in a few years would be beneficial for revisiting the research to identify any emerging trends or challenges.

Future research could benefit from a broader number of interviews, and could consider the inclusion of the other stakeholders, such as hotels, B&B, restaurants, agritourisms, shops...

Additional in-person interviews would facilitate a more profound exploration of these subjects, maybe deepen the knowledge on the expectations that the members have on the route. Also, in-person interviews allow us to capture nuances, opinions, and motivations that a standardized questionnaire cannot fully capture.

A broader application of the questionnaire to other Veneto's wine routes could determine if the challenges we faced in this study are similar to those faced by others. Additionally, submitting this questionnaire in other countries or regions could help us understand if cultural factors play a role.



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## ANNEX 1

Questionnaire submitted to wineries members of the route.

### PART ONE

Role in the company?	<i>Open question...</i>
Gender?	<ul style="list-style-type: none"> <li>- Male</li> <li>- Female</li> </ul>
Age?	<ul style="list-style-type: none"> <li>- &lt; 25</li> <li>- 26 – 30</li> <li>- 31 – 35</li> <li>- 36 – 40</li> <li>- 41 – 50</li> <li>- 51 – 60</li> <li>- &gt; 61</li> </ul>
Educational background?	<i>Open question...</i>
What is the year of foundation?	<i>Open question...</i>
In which municipality is located the company?	<i>Open question...</i>
How many employees does the company have?	<i>Open question...</i>
How many hectares are cultivated with vineyard?	<i>Open question...</i>
How many bottles are produced?	<i>Open question...</i>
Where is it traded?	<ul style="list-style-type: none"> <li>- Only Italy</li> <li>- Italy and abroad</li> </ul>
What percentage is sold abroad and what percentage is sold in Italy?	<i>Open question...</i>
Structure of the company	<ul style="list-style-type: none"> <li>- Only winery</li> <li>- Winery + restaurant</li> <li>- Winery + restaurant + accommodation facility</li> <li>- Winery + accommodation facility</li> </ul>
What are the products produced?	<ul style="list-style-type: none"> <li>- Only wine</li> <li>- Wine + olive oil</li> <li>- Wine + fruits</li> </ul>
This concludes PART ONE. If you have additional notes/comments regarding ALL questions just answered use this space.	<i>Open question...</i>

PART TWO

How did you know about the Asolo Montello wine route? (Word of mouth, media, was invited...)	<i>Open question...</i>
Are you registered to other promotional activities besides the Asolo Montello wine route?	<ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
If you answered “yes”, which one?	<i>Open question...</i>
Why did you take part in the Asolo Montello wine route? (you can select more than one answer)	<ul style="list-style-type: none"> <li>- To increase sales</li> <li>- Increase visibility</li> <li>- To follow the trends</li> <li>- To share your tradition</li> <li>- Increase awareness of your product in the area and towards enthusiasts and tourists</li> <li>- To increase flow of tourists and enthusiast into the company</li> </ul>
What are the communication channels through which a tourist/enthusiast becomes aware of his winery? (can select more than one answer)	<ul style="list-style-type: none"> <li>- Word of mouth</li> <li>- Website of the Asolo Montello wine route</li> <li>- Events of the Asolo Montello wine route</li> <li>- Purchase of your wine in other shops</li> <li>- Your website</li> <li>- Printed promotional material</li> <li>- Though accommodation facility</li> <li>- Social media of the company</li> <li>- Others</li> </ul>
If you answered with “others”, explain.	<i>Open question...</i>
Do you think that for a tourist or enthusiast it is easier to get to know you thanks to the presence in the Asolo Montello wine route?	<ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
In your case, how much does participating in the wine route affect these factors?  For each factor listed, assign a value that you think is most appropriate in your case: Not at all – A little – Sufficient – Enough – A lot	<ul style="list-style-type: none"> <li>- Sales</li> <li>- Tourism</li> <li>- Knowledge of the product</li> <li>- Popularity</li> <li>- Share of tradition</li> <li>- Local promotion</li> <li>- Economic expenditure</li> <li>- Time consuming</li> </ul>
Did you take part in all the initiatives of the Asolo Montello wine route? Select the events you have participated to this year:	<ul style="list-style-type: none"> <li>- Calici di Stelle</li> <li>- Cantine Aperte</li> <li>- Asolo Montello Fest</li> </ul>

<p>Why did you not take part in the other events? (can select more than one answer)</p>	<ul style="list-style-type: none"> <li>- Not interested</li> <li>- Lack of personnel</li> <li>- Not available on that data</li> <li>- Difficulty collaborating with others</li> <li>- Lack of budget</li> <li>- Other</li> </ul>
<p>If you answered with “others”, explain.</p>	<p><i>Open question...</i></p>
<p>What would you add or change to the Asolo Montello wine route to make it better?</p>	<p><i>Open question...</i></p>
<p>Select the most suitable for your company from these characteristics:</p>	<ul style="list-style-type: none"> <li>- Competitive: seek success, outperforms competitors, maximizes profit and growth.</li> <li>- Collaborative: values teamwork and partnerships with other local businesses, organizations, and institutions.</li> <li>- Conservative: avoid excessive risks, prefer established solutions, adhere to company’s traditions.</li> <li>- Innovative: seize every opportunity, anticipate market changes, is willing to take risks.</li> </ul>
<p>Select a maximum of three statements that best describe your business philosophy</p>	<ul style="list-style-type: none"> <li>- The main objective is to maximize the profit of the activity</li> <li>- The priority is to practice an agriculture respectful of the environment</li> <li>- The tradition and valorization of the territory are fundamental</li> <li>- Customer satisfaction is the priority</li> <li>- Inclined to networking, building and maintaining relationships outside the company to exchange ideas, information, and opportunities</li> <li>- Caring for the local community</li> <li>- Supports the promotion wine culture</li> <li>- It is constantly searching for new technologies</li> </ul>

## ANNEX 2

Questionnaire submitted to wineries non-members of the route.

### PART ONE

Role in the company?	<i>Open question...</i>
Gender?	<ul style="list-style-type: none"> <li>- Male</li> <li>- Female</li> </ul>
Age?	<ul style="list-style-type: none"> <li>- &lt; 25</li> <li>- 26 – 30</li> <li>- 31 – 35</li> <li>- 36 – 40</li> <li>- 41 – 50</li> <li>- 51 – 60</li> <li>- &gt; 61</li> </ul>
Educational background?	<i>Open question...</i>
What is the year of foundation?	<i>Open question...</i>
In which municipality is located the company?	<i>Open question...</i>
How many employees does the company have?	<i>Open question...</i>
How many hectares are cultivated with vineyard?	<i>Open question...</i>
How many bottles are produced?	<i>Open question...</i>
Where is it traded?	<ul style="list-style-type: none"> <li>- Only Italy</li> <li>- Italy and abroad</li> </ul>
What percentage is sold abroad and what percentage is sold in Italy?	<i>Open question...</i>
Structure of the company	<ul style="list-style-type: none"> <li>- Only winery</li> <li>- Winery + restaurant</li> <li>- Winery + restaurant + accommodation facility</li> <li>- Winery + accommodation facility</li> </ul>
What are the products produced?	<ul style="list-style-type: none"> <li>- Only wine</li> <li>- Wine + olive oil</li> <li>- Wine + fruits</li> </ul>
This concludes PART ONE. If you have additional notes/comments regarding ALL questions just answered use this space.	<i>Open question...</i>

PART TWO

Are you aware of the Asolo Montello Wine Route?	<ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
If you answered Yes, why aren't you part of it? (can select more than one answer)	<ul style="list-style-type: none"> <li>- Lack of interest</li> <li>- Don't have the need</li> <li>- Not in line with its corporate philosophy</li> <li>- Never considered the possibility</li> <li>- Not aware of the benefits they could enjoy</li> <li>- Lack of staff</li> <li>- Lack of budget</li> <li>- Difficulty in operating with other wineries</li> <li>- Lack of time</li> <li>- Located too far from the other wineries</li> <li>- Not meeting the requirements</li> <li>- Others</li> </ul>
If you answered with "others", explain.	<i>Open question...</i>
If you answered "Not meeting the requirements" to question 2, describe the missing requirements. (outside production area, lack of premises for entertaining tourists/fans, lack of trained staff for entertaining tourists/guests...)	<i>Open question...</i>
Are you aware of all the initiatives of the Asolo Montello wine route? Which one do you know:	<ul style="list-style-type: none"> <li>- Calici di Stelle</li> <li>- Cantine Aperte</li> <li>- Asolo Montello Fest</li> <li>- Patentino dell' Ospitalità</li> <li>- None</li> </ul>
If you answered with "others", explain.	<i>Open question...</i>
Are you currently participating in other promotional activities? Which one?	<i>Open question...</i>
What are the communication channels through which a tourist/enthusiast becomes aware of his winery? (can select more than one answer)	<ul style="list-style-type: none"> <li>- Word of mouth</li> <li>- Purchase of your wine in other shops</li> <li>- Your website</li> <li>- Printed promotional material</li> <li>- Though accommodation facility</li> <li>- Social media of the company</li> <li>- Others</li> </ul>
If you answered with "others", explain.	<i>Open question...</i>

<p>Select the most suitable for your company from these characteristics:</p>	<ul style="list-style-type: none"> <li>- Competitive: seek success, outperforms competitors, maximizes profit and growth.</li> <li>- Collaborative: values teamwork and partnerships with other local businesses, organizations, and institutions.</li> <li>- Conservative: avoid excessive risks, prefer established solutions, adhere to company's traditions.</li> <li>- Innovative: seize every opportunity, anticipate market changes, is willing to take risks.</li> </ul>
<p>Select a maximum of three statements that best describe your business philosophy</p>	<ul style="list-style-type: none"> <li>- The main objective is to maximize the profit of the activity</li> <li>- The priority is to practice an agriculture respectful of the environment</li> <li>- The tradition and valorization of the territory are fundamental</li> <li>- Customer satisfaction is the priority</li> <li>- Inclined to networking, building and maintaining relationships outside the company to exchange ideas, information, and opportunities</li> <li>- Caring for the local community</li> <li>- Supports the promotion wine culture</li> <li>- It is constantly searching for new technologies</li> </ul>
<p>Do you think that for a tourist or enthusiast might be easier to get to know you thanks to the presence in the Asolo Montello wine route?</p>	<ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
<p>How much do you think participating in the wine route could affect these factors?</p> <p>For each factor listed, assign a value that you think is most appropriate in your case: Not at all – A little – Sufficient – Enough – A lot</p>	<ul style="list-style-type: none"> <li>- Sales</li> <li>- Tourism</li> <li>- Knowledge of the product</li> <li>- Popularity</li> <li>- Share of tradition</li> <li>- Local promotion</li> <li>- Economic expenditure</li> <li>- Time consuming</li> </ul>
<p>What should the Asolo Montello wine route change to make you join? (introduce different events, advertise differently, change admission requirements... give examples)</p>	<p><i>Open question...</i></p>
<p>You are not part of the Asolo Montello wine route now, do you consider to participate in the future?</p>	<ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
<p>If you answered “no” give a small explanation.</p>	<p><i>Open question...</i></p>

