Pantelleria Wine Industry between Competitiveness and Tradition

Salvatore TUDISCA, Filippo SGROI
Dipartimento E.S.A.F. - Università degli Studi di Palermo

studis@unipa.it, sgroi@unipa.it

Objectives
Pantelleria with its 83 km² is the first among the Sicilian satellite islands. Its volcanic territory is mainly characterized by steep slopes. Over the centuries man has created a series of innumerable terraces and 'muri a secco' (dry stone walls) to facilitate the agriculture development -the peculiar characteristics of Pantelleria landscape. The island's economy is based first on tourism and then farming. The main cultivation, the of 'Zibibbo' cultivar, gives both the 'Passito'and 'Moscato'of Pantelleria, sweet liquorous wines with an ancient tradition.
Currently, Pantelleria wine productive system is undergoing a period of economic instability caused by the gradual increase in production costs and difficulties in placing the product on the market.
In light of the aforementioned elements, a study was carried out to analyze the possible marketing strategies that could be adopted to boost the competitiveness of Pantelleria wine production.

Materials and methods
On one hand, this research aims to highlight the importance of wine production for the island of Pantelleria, on the other it examines the firms' organizational processes determining how they interact with the environment.
The analysis was divided into three parts. In particular, in the first instance, Pantelleria's socio-economics and territory were analyzed in order to highlight the specific elements that contribute in increasing the area's value. Then a specific investigation studied the organization models in Pantelleria wine producing firms. Finally the main specificity factors in Pantelleria viticulture, which could promote the appropriate corporate and collective marketing strategies, were defined through the SWOT analysis.

Expected Results
The research results can be interpreted to identify the economic and organizational system in Pantelleria wine production, which, together with tourism, justify man staying on the territory. Therefore this study aims to highlight what strategies may be undertaken to allow the 'enterprise system' to acquire a 'competitive advantage' sustainable in the new economic environments due to market globalization.