A Factor Analysis approach to determine tourists' motivations in traveling along Sicilian Wine Routes and visiting local Cellars

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Introduction

- The wine tourism in Italy is constantly improving and it has seen significant changes;
- It is widely considered an opportunity for promotion, valorisation and development of lands of wine production and rural areas;
- The role of wine tourists is crucial for the successful development of such type of Tourism in Sicily;
- Particular interest is therefore shown towards wine tourist in general as customer and their insights.

Objectives

- The Study wants to outline:
  1. The main profiles of wine tourists in Sicily;
  2. The "motivational factors" which drive tourists to visit the Cellars along the Sicilian Wine Routes for first, second and third time.
  3. The "motivational factors", for "skilled subjects", that lead tourists to visit the Cellars along the Sicilian Wine Routes.
  4. Tourists and "skilled subjects"'s point of views on the actual situation of the Sicilian Wine Routes.

Methodology

- The "more-stages" sampling pattern for tourists;
- The "reasoned choice" sampling pattern for "skilled subjects";
- The Factor Analysis, applied to tourists and skilled subjects.
- Questionnaires, consisting of "multiple answer questions", required to give a score, from 1 to 10, to each answer.
- Data considered: 129 the wine cellars enrolled on the 12 S.W.R., 242,400 the estimated value (CENSIS) of the visitors along the S.W.R., 1,879 the average of visitors and tourists for each cellar.
- Final sample obtained: n = 198 visitors and tourists interviewed at the end of the visit to the wine cellars; n = 42 skilled subjects.
63% of wine tourists are Italian (nearly half of them come from the southern regions, especially Sicily), 37% are foreign tourists, mainly from Germany and USA.

51% of tourists visit a wine cellar because of a holiday package, 49% exclusively to visit it.

There is no distinct sex difference among the interviewees, since male tourists are represented by 57% of the sample and females 43%.

60% of tourists (of which 33% are men and 27% are women) are aware of the existence of wine routes. The remaining 40%, instead, maintain that they do not know what wine routes are; in this case, 24% are men and 16% are women.
Final results of the sampling analysis

Top four most appealing factors for tourists in visit to a wine cellar

Tourists and visitors:

On their first visit, the top three Factors taken together account for a percentage of variance of 92.22%.

The main Factors obtained from the model formulation are:

1. "to live the atmosphere of the tasting in a wine cellar" (which on its own accounts for 69.61%);
2. "to experience new wines and wine cellars" (which on its own accounts for 14.02%);
3. "to experience a particular wine cellar" (which on its own accounts for 7.17%).

Final results of the factor analysis

In the case of a second visit, the top three factors taken together account for a percentage of variance of 90.28%.

The main Factors obtained from the model formulation are:

1. "to repeat the atmosphere of the tasting in a wine cellar" (which on its own accounts for 49.48%);
2. "to repeat the positive experience of the previous visit as a whole" (which on its own accounts for 28.03%);
3. "I like this particular wine cellar" (which on its own accounts for 12.77%).
In the case of a third visit, the only main Factor obtained is "to repeat the atmosphere of the tasting in a wine cellar" (which on its own accounts for 92.54%).

Producers:

The top three Factors which lead tourists to visit a wine cellar for the first time explain a total percentage of variance of 91.86% and are the following:

1. "to live the atmosphere of the tasting in a wine cellar" (which on its own accounts for 42.74%);
2. "because I know the wine cellar and the producer personally" (which on its own accounts for 36.49%);
3. "to experience new wines and wine cellars" (which on its own accounts for 12.63%).

Stimulate producers to improve reception facilities inside the cellars: wine bar and the tasting room are particularly important, since the tasting experience in the wine cellar is the main motivational factor.

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There is a "gap" between the tourism "offer" and the actual "demand", not only from tourists and visitors, who are the main consumers, but also from wine growers, producers, farms, tourist enterprises, etc.;

Wine producers are aware of the importance of such type of tourism for the promotion of the entire rural and non-rural territory surrounding the Routes.

A Sicilian gastronomic product must be related to the Sicilian concept not only during the journey/visit in the Region but also at the moment of the purchase, even outside Sicily.

There is no synergy between the tourism operators and this makes it difficult to deliver information between them and from them to the consumers/tourists.

Sicilian entrepreneurs involved with wine tourism know that it is important to transfer to the tourists/customers the global view of "Sicily as a product".
THANK YOU

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