Responses to Chinese wine tourists? An Italian perspective

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(Acknowledging Astrid Früh’s contribution to data coding)
1) Chinese tourists in Italy

Share of tourism nights spent by Chinese tourists in the EU, 2014 (selection)

Source: EUROSTAT, 2015

More than 3 million overnight stays of Chinese tourists in Italy per year (2013; ISTAT, 2014)
1) Chinese tourists in Italy

Share in tourism nights spent in Italy, 2014

- Share of EU tourists: 84.98%
- Share of non-EU tourists: 15.02%

Share in tourism nights of non-EU-tourists spent in Italy, 2014

- USA: 21%
- Russia: 11.90%
- China: 6.10%
- Japan: 4.50%
- Brazil: .45%
- Others: 15.02%

Sources: EUROSTAT, 2015
1) Chinese tourists in Italy

Strong growth in overnight stays

Source: ISTAT, 2014

2003 1.03 million overnight stays 2013 3.01 million overnight stays

+190%
1) Chinese tourists in Italy

Source: Osservatore Nazionale del Turismo, 2011
2) Food and wine tourism in Italy

- Italy has become the biggest wine producer worldwide in 2015 (estimated quantity: 48.9 mhl)
- 4th country in surface (“area under vine”), 3rd in wine consumption (2014)
- 2\textsuperscript{nd} in wine export (both in volumes and values)
- Fifth most important wine-export country toward China for bottled wine in volume and value (2014)
2) Food and wine tourism in Italy: Selected products

- **Wine roads** (Strade del vino e del gusto)
  - Linking tourism and agriculture (hotels, restaurants, wineries etc.)
  - Linking wine with the territory

- **Farm holidays** (Agriturismi)
  - Providing accommodation directly on farms and wineries
  - Consume and buy local products
  - Rarely: Help in agriculture

- **Authentic restaurants** (osterie)
  - Authentic bars and restaurants
  - Long history
  - Renaissance through realisation of a yearly brochure „Osterie d'Italia“ (since 1990)

- **Slow tourism, slow food, slow cities**
  - Cultural movement that wants to limit globalized (fast) movement of: tourists, food products etc.
  - Respecting tradition, producers and environment
  - Branding
  - Second cities

Sources: Lemmi/Siena Tangheroni (2015), Croce/Perri (2010)
2) Food and wine tourism in Italy: Selected products

**Food & wine events**
(eventi del vino)
- Linking export with tourism
- Tasting and exhibition

**Wine tasting & visits to wineries**
(visite alle cantine)
- Roots: in the 1993 initiative “Cantine Aperte”, that led wineries to open their cellars for the broader public
- Starting point for a food & wine tourism in Italy in a narrow sense
- Today: Link with architecture

**Role of publications**
- Canonization with publications
- „Vino al vino“ (1971, Mario Soldati) – linking wine with territory, looking for small-scaled production
- „Gambero rosso“ (specialized publishing in the food & wine sector)

Sources: Mason/Paggiaro (2012), Croce/Perri (2010)
2) Food and wine tourism in Italy: Appreciation

“10 Best Wine Travel Destinations 2016”

1) Las Vegas (USA)
2) Bordeaux (France)
3) Margaret River (Australia)
4) Südtirol / Alto Adige (Italy)
5) Paso Pobles (USA)
6) Basque Country (Spain)


“Top 10 Wine Destinations Around the World”

1) Okanagan Valley (Canada)
2) Bordeaux (France)
3) Finger Lakes (USA)
4) Mendoza (Argentina)
5) Willamette Valley (USA)
6) Tuscany (Italy)
7) Cape Town (South Africa)
8) Napa & Sonoma (USA)
9) Barcelona (Spain)
10) Yarra Valley (Australia)

[Huffington Post](http://www.huffingtonpost.com/viator/top-10-wine-destinations_b_3876855.html)
2) Food and wine tourism in Italy: Some weaknesses

1) Lack of a shared wine tourism strategy & marketing approach
2) Lack of collaboration among wine producers
3) Lack of overseas’ prominence of “smaller”, high quality wine growing areas in Italy (with the exception of Tuscany - Chianti, Piedmont - Langhe, Veneto - Valpolicella)

Source: Festa et al., 2015
3) Wine tourist decision making (model)

Source: based on Sparks, 2007; based on Ajzen, 1991 (TPB...theory of planned behavior); see also Getz/Brown, 2006
4) Research questions

1) How are Italian tourism supply actors currently responding to Chinese tourists’ interests for wine (food & wine)?

2) How could Italian supply actors improve their presentation of the Italian wine (food & wine) offer to Chinese tourists in future?

- Exploratory study based on qualitative interviews
5) Method: Data collection & analysis

Study design
- Exploratory approach
- Snowball-sampling starting with the mayor of San Gimignano (UNESCO) in Tuscany and the ex-director of ENIT

Qualitative interviews
- Data collection:
  - 5 semi-structured interviews with destination managers, politicians, tour guides, tour operators
- Data analysis: GABEK toolset (qualitative analysis technique) (Zelger, 2000; Pechlaner/Volgger, 2012)
5) Method: Data collection & analysis

INTERVIEW STATEMENT

“The Chinese wine tourist exists, yes. Very often they are business men who come to Italy to make business.”

Raw data:
Transcribed qualitative interviews

Source: Pechlaner/Volgger, 2012
5) Method: Data collection & analysis

INTERVIEW STATEMENT

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LIST OF KEYWORDS

- Chinese tourist
- Wine
- Business
- Travel motivation
- Italy

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Complexity reduction:
Representation of the raw text in the form of keywords
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ASSOCIATION GRAPH

Complexity reduction:
Representation of the raw text in the form of keywords

Restructuring of the system:
Graphical representation of the raw text in the form of interconnected keywords

Source: Pechlaner/Volgger, 2012
6) Results: Current situation

“The middle-class Chinese tourist comes to Italy because some cities in Italy are regarded as fundamental stages to elevate the status of the middle-class Chinese. So a Chinese who has the economic capacity to afford a trip abroad visits Italy exactly because of its cities that are known worldwide for their symbolic value.”

(all relations supported by at least one sentence)
"The middle-class Chinese tourist comes to Italy because some cities in Italy are regarded as fundamental stages to elevate the status of the middle-class Chinese. So a Chinese who has the economic capacity to afford a trip abroad visits Italy exactly because of its cities that are known worldwide for their symbolic value."

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6) Results: Current situation

Chinese tourist in Italy

Authentic Italian offers (food & wine)

Tour operator

“supports” Normative influence

Italian destination

(fast & cheap) Perceived control / limited experience

Chinese food

Chinese restaurants in Italy

Familiarity
6) Results: Potential

"The Chinese wine tourist exists, there is interest. Chinese people use wine less for everyday use, as we do, but rather as a gift for friends. They come to visit the wineries for winetasting. They also appreciate the process and the culture behind it."
6) Results: Potential

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6) Results: Potential

**Influence on Destination Choice**

- Travel motives
- Open Italian restaurants in China
- Export
- Wine export
- Luxury segment
- Normative influence
- Perceived control

**How to Promote It in Future**

- Improved experience (personal development)
- Educate Chinese guests
- Promote
- Transform tourists into travellers
- Create understanding
- Touring guides
- WHO

**WHO**

- Italian food & wine
- Destination choice

**Who**

- American tourists
- German tourists
- Scandinavian tourists
- Chinese tourists
6) Results: Suggested options for intervention

1) “educate tourists” (personal development)
2) “position Italian wine as a status symbol” (normative influence)
3) “mitigate novelty and unfamiliar taste” (familiarity)
7) Discussion, conclusion & implications

- **Current situation:** Limited interest of Chinese tourists in Italian wine offers, but increasing
- **Model:** The presented model of wine tourist decision making seems suitable to (1) understand the limited attractiveness and (2) to propose possible lines of action
- **Future promotion as a social challenge:** Promoting Chinese wine tourism to Italy is a social challenge that can only be achieved by proactively working with the Chinese market, in China and in Italy:
  - *Demonstrative consumption* (“1st wave”): Indicating membership through consumption (see Veblen, 1899)
    - **Agency:** Defining a status symbol
  - *Hedonic consumption* (“2nd wave”, see Hirschman/Holbrooke, 1982)
    - **Agency:** Educating the tourist about the authentic Italian food & wine segment
References


References


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