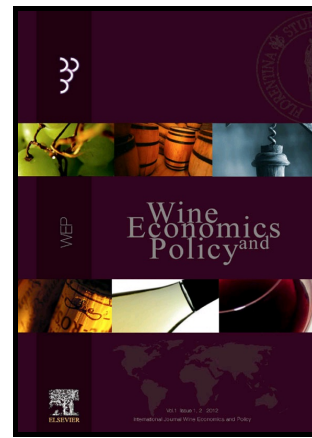


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The Synergies of the Italian Wine and Tourism Sectors

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1. INTRODUCTION

In Italy, wine production has spread throughout the country and in each region is of particular importance from economic, territorial, historical, social, and cultural landscape points of view. Some regions have a higher reputation than others by virtue of both higher volumes of production and established tradition of high quality. Another key sector for the Italian economy is tourism, which, despite involving all the national territory, plays more important role in some regions than in others; this is partly explained by the attractiveness of major art cities and most famous seaside resorts. Compared to the total flow of tourists staying in Italian accommodations, it should be noted that domestic tourism, that is the flow of Italian tourists who move to Italian locations, represents more than 50% of the total visitors. Among the reasons that drive Italians to choose a destination, natural beauty and cultural attractions play important roles. However, the attraction exerted by food and wine products, especially if related to the territorial aspects, cultural and historical, is constantly growing. Considering specifically the wine sector, a segment of tourists, defined as wine tourists, takes such a product as the main reason for travelling, resulting in a flow of tourists to established Italian wine regions in order to visit vineyards and wineries. Similarly, tourists who do not judge visits to wineries as main motivation in selecting destinations, consider the opportunity to taste wines or to visit wineries or vineyards to appreciate landscapes as an appealing opportunity to discriminate among different travel destinations. Therefore, the choice of destination may be determined by variables related to the characteristics of wine production and promotion. In addition, food and wine tourism is often associated to several forms of ecotourism and responsible tourism, as attested by the growing trends of social responsibility in the tourism industry (Golja and Nizic, 2010; Del Chiappa et al., 2016).

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