

Study by Factor Analysis of motivations for tourists to travel along Sicilian Wine Routes and visiting cellar doors¹

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Abstract

Wine tourism, which by now is a phenomenon in continuous rise and evolution in Italy, is considered by many people as an opportunity for the promotion, valorisation and development not only of the land which is suitable for wine production, but also of rural areas. In addition, it is also beginning to be considered as a supplementary source of income by farmers.

However, one should not forget that the success of this initiative is strongly conditioned by visitors, whose role is decisive for both its existence and development. Therefore, the knowledge of wine tourists' profile is a very important matter.

Moving from this assumption, we tried to outline the main characteristics of the latter through a sample survey among them and delineate the "*motivational factors*" which drive them to visit the wine cellars in the Sicilian Wine Routes for the first, second or even third time through the use of the Factor Analysis.

In addition, the Factor Analysis was also applied to a sample of "skilled subjects" (wine producers), in order to find out which motivational factors, in their opinion, lead tourists to visit the Sicilian wine cellars.

In particular, a "multi-stage" sampling pattern was used for the sample survey on visitors and tourists, through a questionnaire specially structured and submitted to a sample of Italian and foreign visitors and tourists at the end of their visit to a wine cellar, whereas the sample used for "skilled subjects" was of the "reasoned choice" type .

The original results of the analysis have provided some suggestions that we consider interesting, not only in order to identify the motivational factors which drive tourists to visit the wine cellars once or more, but, more in general, for the future directions of the regional policy and the valorisation and development of rural areas.

Finally, we should not underestimate that the answers of the "skilled subjects", which agree with those of the visitors, are important suggestions for all the people who form part of such economic "System" and who, in synergy, contribute to the creation and promotion of "Sicily as a product".

Chap. 1 Wine Routes as an instrument for promotion of Rural Areas

1.1 Introduction

The policy of rural development, which is one of the foundations of the UE agricultural policy contained in the Agenda 2000 document and confirmed in its following reforms, has increasingly led to a larger spread of all those forms of tourism related to the rural world in its various aspects (farm tourism, wine tourism and other forms connected with agricultural production).

¹ The research was carried out within the "Regular" Research Programme funded with the University funds (ex 60% share), entitled "Perception of the relation between agricultural produce and territory and analysis of wine tourists' motivations", whose scientific head is Prof. Stefania Chironi, who project and coordinated research and also wrote chapters 1 and 2. Doctor Marzia Ingrassia wrote chapters 3 and 4.

It is precisely in this context that “wine tourism” has been spreading more and more in our country, as a type of holiday that enables customers to establish a direct relationship with local wine growers and producers, to investigate the connections of the latter with the traditions and culture of the area, and also to establish some separation from urban environments or the usual congested tourist destinations.

Wine tourism is also considered as an opportunity of supplementary income for farmers, and at the same time as a useful ally both in the preservation and valorisation of the rural patrimony and, since it approaches visitors to wine areas, in the spread of wine culture, especially in its relationships with a territory and its traditions.

As we believe that the visitors’ role and the reasons which drive them to practice this kind of tourism are decisive for the development of the latter, the aim of this investigation was to outline the profile of the wine tourists in Sicily and identify their “motivational factors”.

We used the twelve Wine Routes located in Sicily as a field of investigation and applied the “Factor Analysis” method (F.A.) both to the data gathered from a sample of wine tourists and to those from a sample of wine producers (“skilled subjects”).

The original results of the investigation, which was carried out through a “multi-stage” sampling among wine tourists, made it possible to find out the reasons that lead people to visit the wine cellars and repeat the same visit even for the second and third time.

As we will see in the conclusions, the results achieved from the “reasoned choice” sample used for “skilled subjects” have provided some indications that, along with those derived from visitors, are interesting cues for the development of the Sicilian Wine Routes and rural areas.

1.2 Wine Routes and rural areas

Wine Routes and the tourism related to them should be considered, at least in Italy, as a quite recent phenomenon, while in other European and non-European countries it has been very successful for several decades.

This particular kind of tourism, which initially developed through the efforts made by individual wine producers, and only subsequently through the cooperation between different economic and political sectors, has already given good results and it is in continuous evolution.

In effect, Italy has great potential in this sector, which is connected with its historical, artistic and landscape treasures and with the big variety of its food-and-wine culture.

In conclusion, wine Routes are (or can be) a mean of promotion and protection of territories, an innovative form of product promotion, a form of diversification of farms and, finally, a particular way of doing tourism.

If we go back a little and recall the number of itineraries through which the history of wine developed for centuries, we could assert that wine Routes have always existed. In the past, they were mainly used for satisfying the needs for transport, spreading vines from distant lands or also optimizing, through the techniques available in those days, the product distribution. Nowadays, the basic reasons have obviously changed and the perspective used for wine Routes is that of the “fruition” of the product itself, its history and its reference territory.

Indeed, the main components of a wine route are the wine, the territory, the ecosystem and the various subjects involved, which are joined in such a synergy that they constitute a system of tourist offer including a whole route and area where visitable wine cellars, vineyards, accommodation facilities and environmental or landscape attractions

locate themselves and where wine, whose quality should to be given particular attention, is the centre of everything.

1.3 An outline of the regulations for wine Routes

The Italian national law on wine routes is quite recent, since it dates back to 1999 (Law nr. 268/99); it is a general policy regulation, which refers the power of legislating on the matter to the single regions.

The main aim of the law is to promote the land which is suitable for wine production through the creation of routes related to both the places of production of quality wines and those of artistic interest, naturalistic and landscape attractions, and so forth.

Wine Routes are usually set up in the form of Associations including vine growers and producers or wine cellars open to visitors, along with restaurants, hotels, holiday farms and public Bodies.

The law identifies the instruments of organization, management and fruition of the routes through the establishment of rules and regulations, the formation of a committee responsible for the promotion and administration of the routes, the creation of a road sign system for clear directions and, finally, the production of guides and promotional material.

Obviously, the law also sets out the minimum quality standards that all the associate farms must have, along with the annual financial supply and the principle that these dispositions should be applied to the construction of roads aimed at the even combined valorisation of other forms of quality agricultural and food produce.

Sicily adopted the national law only in 2002, by legislating on the matter with a relevant law called "Wine Roads and Routes" (L. nr. 5/2002), in accordance with the policies for rural development and those for the valorisation of the land which is suitable for wine production.

The aim of the law is to promote wine as a product, by opening the places of production to consumers, giving them a warm welcome and offering them a series of attractions considered of good quality.

The activity of reception and hospitality is put on the same level as farm tourism activities and is regulated by the current legislation on the matter².

The law also provides for the creation of a regional wine bar, that the associations of wine producers and the public and private bodies which work in this sector can join. The task of the wine bar is to display a selection of quality regional wines and encourage the knowledge and consumption of them. The creation of a vine and wine museum, with the task of carrying out educational and instructive activities for the learning of the various cultural aspects of wine production, has also been arranged.

Chap. 2 Wine tourists' motivations

2.1 The collection of information

In order to execute our investigation, we carried out a research on the wine routes which the Regional Institute of Vine and Wine³ located in Sicily in the year 2007, and we identified the farms and wine cellars located on each route⁴.

² The reference national law on farm tourism is nr. 730 of the year 1985

³ The Regional Institute of Vine and Wine is an organization aiming at the growth of the Sicilian wine growing and producing patrimony and is the point of reference for the preservation and classification of Sicilian wines. The Institute identified 12 wine routes in Sicily.

Among all the registered wine cellars, 129 in total, eleven were drawn⁵ through the sampling method which will be described more deeply in chapter 3. They were those that receive visitors incessantly and whose owners were prepared to cooperate with the investigation, by authorizing the provision of a questionnaire properly arranged for this purpose.

In order to find out the number of people who visit the Sicilian wine cellars during a year, we used the data published by Censis⁶ for the year 2006, which come from the Observatory of Wine Tourism. The latter considers that the visitors to the 12 wine routes in the region are about 240 thousands a year on average.

In order to study the motivational factors which drive tourists to go and visit the wine cellars located in a wine route, we prepared a questionnaire with closed and/or open balanced structure, organized with multiple answer questions, whose importance is indicated with a score between 1 and 10 assigned by the interviewees.

The survey was carried out between March and July 2007, during the months when the largest tourist flow is registered in the region.

The questionnaires were given to 198 both Italian and foreign tourists at the end of their visit to one of the drawn wine cellars.

The wine cellars drawn are quite representative of tourist flows and of the quality of the services offered.

2.2 The profile of the interviewed wine tourists

By using the elements gathered from the first part of the questionnaires, we derive what can be defined as the wine tourists' profile as it results from the sample.

63% of wine tourists are Italian and nearly half of them come from the southern regions, especially Sicily, Campania and Apulia; about 39% of them are Sicilians, whilst 37% are foreign tourists, coming mainly from Germany and USA.

Tourists visit only some particular wine cellars, that is, those which are included in an organized holiday package. Italian people visit those which are well-known mainly for their wines (that consequently have bigger spread and renown on a national level), but also for their history and the good reputation that they have won with time.

Our tourists are between 40 and 60 years old and they have middle-high educational qualifications and well-established professions.

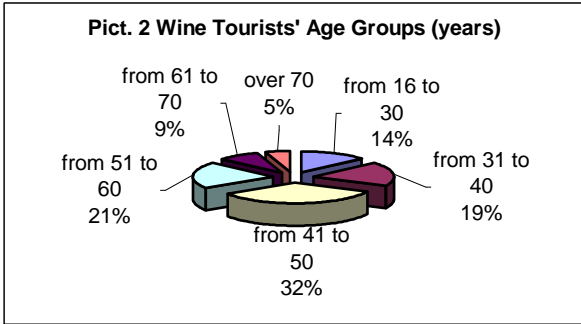
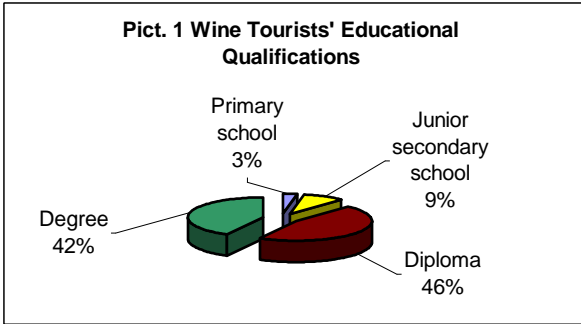
There is no distinct sex difference among the interviewees, since male tourists are represented by 57% of the sample and females represent the remaining 43%. This demonstrates that today wine is much appreciated and consumed even by women and it confirms that the sector and consumption have also developed in this direction.

Our visitors have a good educational level; 46% have got a secondary school diploma and 42% have got a degree and a solid professional position, since 21% maintain that they are employees, 20% are professional people, 10% are entrepreneurs and 8% are students. The most represented age groups are those between 41 and 50 (32%) and 51 and 60 years old (21%).

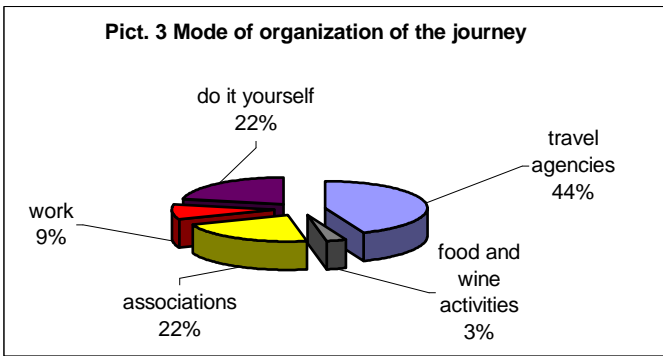
⁴ 1. Monreale DOC Wine Route; 2. Alcamo DOC Wine Route; 3. Erice DOC Wine Route; 4. Marsala Terre d'Occidente Wine Route; 5. Val di Mazara Wine Route; 6. Terre Sicane Wine Route; 7. Castelli Nisseni Wine Route; 8. Cerasuolo di Vittoria Wine Route; 9. Val di Noto Wine Route; 10. Etna Wine Route; 11. Province of Messina Wine Route; 12. Wine Route along the route of the Florio Shield.

⁵ Corvo-Duca di Salaparuta; Cantine Calatrasi; Donnafugata srl; Florio SPA; Carlo Pellegrino & C. SPA; Feudo Arancio; Cantina Planeta; Cantine Settesoli; Patria Soc.Coop.arl; Azienda Agricola Cottanera; Azienda Agricola Mimmo.

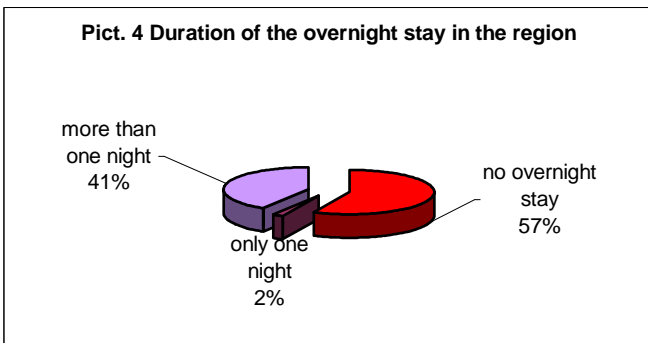
⁶ Censis is the Research Centre for Social Investments; it is a socio-economic research institute dealing with the investigation of the fundamental topics of civil society.



Most tourists visit a wine cellar because it is included in a holiday package (51%), whereas the remaining 49% arrive exclusively to visit it. Among the latter, we can certainly include the 22% of the visitors that we have classified as “do-it-yourself” tourists, who organized their visit in order to experience certain wine cellars or taste particular wines they had already heard about, or arrived there through visits specially arranged by bodies or organizations that do research on wine in all its aspects (22%).

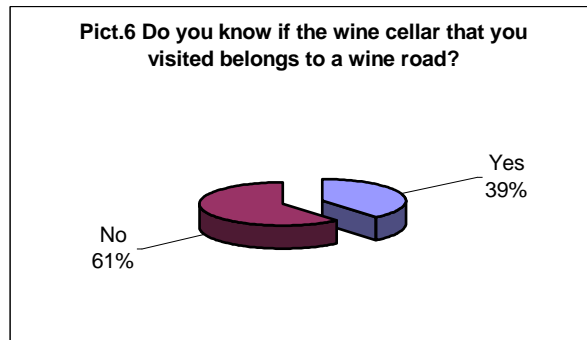
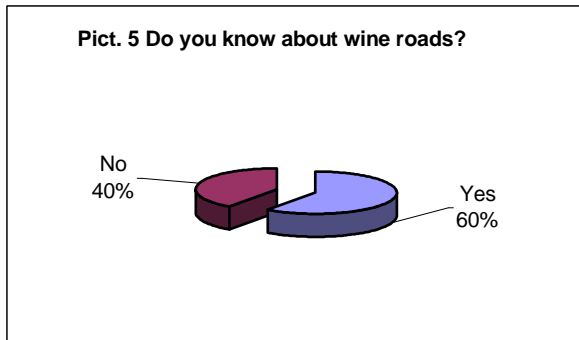


It is necessary to underline that the influence of wine tourism on people’s stay is not strong yet, as most visitors (57%) maintain that they do not stay overnight in the local or regional accommodations because they come from the same region or are on a cruise. The remaining 41% are those who stay in the region because they are having a holiday and sleep in a hotel for a few nights, whilst only 2% maintain that they stay for just one night.



In our analysis of visitor types, we also wanted to find out their level of *competence* in and *knowledge* of wine routes. It emerged that nearly 60%, 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.

If we go into details, we can observe that 39% know that the wine cellar which they visited lies along the road of a wine route, even though they do not often know which road it is; on the contrary, most people (61%) do not know that the wine cellar which they visited belongs to a wine road.



The wine tourists interviewed know about wine routes mainly because of the information they were given by some tour operators.

As most of them arrived in Sicily on cruise liners, tour operators in this case were the tourist office on the ship (35,6%), travel agencies (9,7%) and tourist guides (3%); the other channels appear to be the specialized sector magazines, the press, the word of mouth, which is considered as one of the most trustworthy and reliable sources, and, finally, Internet.

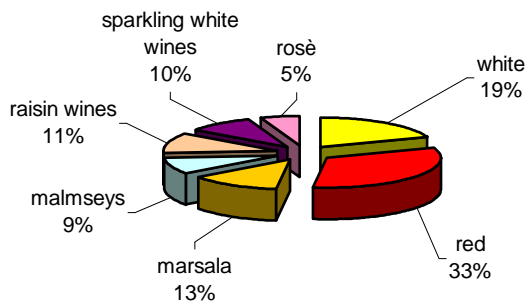
Nevertheless, we need to point out that the Sicilian wine routes have no particular visibility on the web. In fact, the sites of the "Routes" are not often updated (on events, routes, associate farms, etc.) and several farms associated with the Routes do not even have a web site or do not provide information in synergy with the territorial context of the wine and/or the road where they are located.

This aspect is unfavourable to a bigger promotion of the Sicilian wine Routes, to the point that many tourists maintained that they found it very difficult to get information through the channel of information of Internet.

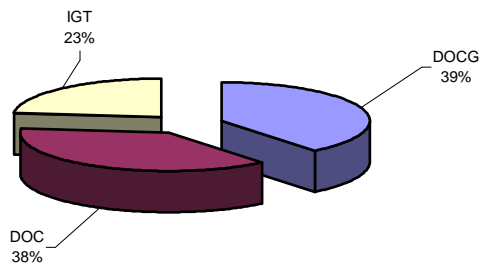
Tab. 1. Main channels of information	
tourist office on the ship	35,6
sector associations	16,4
travel agencies	9,7
word of mouth	8,6
adverts in tourist magazines	5,7
Internet	4,8
courses of oenology	3
tourist guide	2,9
work	2,9
press	1,9
specialized magazines	1,9
visit to a wine cellar	1,9
passion	1,9
studies	1,9
hotel	0,90
TOTAL	100

During the tasting, most wine tourists interviewed preferred to choose red wines (33%), in opposition to the 19% who preferred white wines, another 13% who had a preference for marsala, the 10, 7% who preferred sweet wines, the 10% who had a preference for sparkling white wines and the 5% who liked rosé wines best. The quality of the product is requested by 39% for the wines classified as DOCG and by 38% for DOC wines.

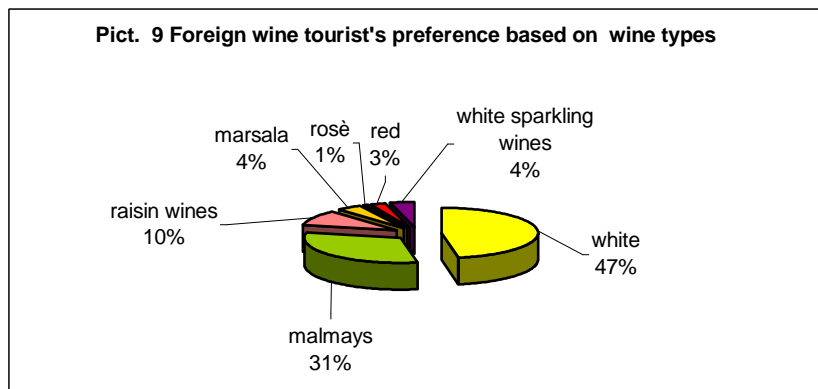
Pict. 7 Wine tourists' preference based on wine types



Pict. 8 Preference based on the designations of origin



More specifically, foreign tourists prefer white wines, followed by sweet wines, marsala and sparkling white wines, whereas red wine is only preferred by 3%. On the contrary, they do not seem to be particularly interested in the directions for quality.



2.3 Characteristics of the visit to a wine cellar

In order to know the producers' offer to the visitors of the wine cellars, a part containing a few questions aimed at knowing some important characteristics⁷ of the visit was pre-arranged in the questionnaire. The interviewees had to answer by assigning a score from 1 to 10.

It emerged that the highest scores were assigned to the following characteristics:

- 1) "hospitality and entertainment of visitors" (30% of the cases);
- 2) "accessibility to the wine cellar and sign system" (29%);
- 3) "quality of the services offered" (29%).

"Landscape" (22%) and "outside architecture and inside arrangement" (21%) were also considered important.

These are fundamental characteristics that, generally speaking, are related to tourist infrastructures. However, if compared with the present offer in Sicily, they reveal the big deficiencies of our facilities and of the whole system of the Sicilian wine Routes, which is still quite weak in the aspects related to the tourist offer.

As shown in the table, the wine tourists who visit the wine cellars do not consider "wine price" important at all, because they often try to live the atmosphere of a wine cellar, which they associate with enjoying the landscape and tasting new wines, and consider the purchase of wine as the completion of the visit, like the purchase of a souvenir.

By comparing the characteristics of the visit which were considered important by our sample, we can conclude that they were all given scores shifting from 6 to 9. This makes clear how important it is for this particular form of tourism to find them altogether, in order to make wine tourists really satisfied with their visit and enable them to express an overall positive opinion on it.

⁷ **Characteristics:** 1) Accessibility; 2) Quality of the services offered; 3) Hospitality and entertainment of visitors; 4) Wine bar in the wine cellar; 5) Selling in the wine cellar; 6) Outside architecture and inside arrangement; 7) Tourist facilities; 8) Attached wine museum; 9) Informative material received from the operators; 10) Landscape; 11) Food-and- wine traditions in the area; 12) Folklore in the area ; 13) Wine prices.

Tab. 2. Distribution of the visitors to all the wine cellars in the sample based on the characteristics of the visit to a wine cellar													
Scores	Characteristics (percentage values)												
	1	2	3	4	5	6	7	8	9	10	11	12	13
1	1,52	4,04	3,54	5,05	7,58	4,04	6,06	10,1	8,08	4,04	4,55	10,1	11,62
2	4,04	2,02	4,55	6,06	4,55	3,54	8,59	10,1	16,67	6,06	11,62	14,65	11,11
3	0	0	2,53	4,55	1,52	1,52	1,52	3,54	5,05	3,03	5,56	5,05	3,54
4	6,06	2,02	1,52	3,03	2,53	3,03	3,54	5,05	5,56	6,57	5,05	3,54	4,55
5	3,53	5,05	2,02	8,08	9,6	8,59	8,08	10,1	12,63	11,6	9,6	17,17	16,67
6	11,11	6,06	8,08	11,62	16,67	13,64	12,63	14,65	13,13	12,6	11,11	16,16	17,17
7	8,59	6,06	9,09	12,12	12,63	11,62	14,65	13,64	14,65	8,08	12,63	9,09	10,61
8	28,28	27,27	24,24	24,24	20,71	22,73	20,71	13,64	14,14	20,2	15,15	9,6	12,12
9	7,07	17,68	14,14	12,12	13,13	10,61	7,58	9,09	3,03	5,56	7,58	5,05	6,06
10	29,8	29,8	30,3	13,13	11,11	20,71	16,67	10,1	7,07	22,2	17,17	9,6	6,57
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100

Characteristics: 1) Accessibility; 2) Quality of the services offered; 3) Hospitality and entertainment of visitors; 4) Wine bar in the wine cellar; 5) Selling in the wine cellar; 6) Outside architecture and inside arrangement; 7) Tourist facilities; 8) Attached wine museum; 9) Informative material received from the operators; 10) Landscape; 11) Food- and- wine traditions in the area; 12) Folklore in the area ; 13) Wine prices.

CHAP. 3 Study of the Motivational Factors of Visitors and Tourists through the Factor Analysis

3.1 Methodology used for the sample survey

The study of the *motivational factors* was carried out by using two different kinds of questionnaires with closed and/or open balanced structure and filter barrier questions for the control of the answers. In particular, both questionnaires were structured with “multiple answer questions”, whose importance is indicated with a score with predetermined “range” (from 1 to 10), which the interviewees assign to them.

The first kind of questionnaire was given to the Italian and foreign “visitors-tourists” (nr.198) of the wine cellars that we took into consideration.

The second kind of questionnaire was given to the so called “skilled subjects” (nr. 42). The questions arranged in the latter questionnaires were also aimed at the knowledge of the present condition of the W.R. according to the specific point of view of each particular “skilled subject”. Besides, the latter kind of interviews were also extended to some owners of wine cellars with few or no visitors, in order to find out the observations and points of view of the owners/producers, managers/executives, marketing/sales operators, etc., on the functioning of the “Wine Routes” and the role of their wine cellars within both food-and-wine tourism and the promotion and valorisation of the surrounding territory (despite the present absence of visitors). Finally, another goal was to get information on the wine types which they produce, their strategic sale and promotion choices and their pursuit of quality targets.

3.2 The sampling

The sample pattern used in this investigation is of the mixed “probabilistic - reasoned choice” type, which is used a lot in literature for this kind of investigation.

From the population of the wine cellars, belonging to the Sicilian “W.R.”, we at first selected only those *wine cellars which had received visitors and tourists and whose owners had been prepared to cooperate with the investigation by authorizing the provision of the questionnaire*. Later, the wine cellars where visitors and tourists had been interviewed were drawn through a “more-stages” sampling.

Obviously, a “motivational” investigation like this one cannot be of an exclusively probabilistic nature. Indeed, if the draw of the n^{th} wine cellar from the population of wine cellars belonging to the “Wine Routes” had been done in an absolutely random way, this could have caused problems, such as the producers’ “*non will*” to cooperate with our investigation and the “*non certainty*” that the wine cellars drawn had been the destination of organized or spontaneous visits by the visitors and tourists who were going to be interviewed.

In fact, the wine cellars excluded are those which, in spite of belonging to the W.R., have marginal importance for our investigation, whose aim, as stated above, is to find out the “motivational factors” that drive people to visit a wine cellar once or more, along with the reasons why some wine cellars included in the W.R. are not visited or refuse to be open to visitors. Furthermore, the sample survey on visitors and tourists was enriched with additional information obtained from the results of the interview of a further sample of “skilled subjects” (owners/producers, managers/executives, marketing/sales operators, presidents of the “Wine Routes”, officials of Public Institutions, etc.), who made it possible to compare the results obtained from the two kinds of questionnaires and draw some conclusions on the functioning and the possible development of the Sicilian Wine Routes.

As we mentioned in chapter 2, in order to apply a “more-stages” sampling pattern (one of the best known in literature), in the beginning we considered the following data: the wine cellars enrolled on the 12 Sicilian wine Routes are 129, the estimated value (according to CENSIS) of the visitors and tourists in all the Sicilian wine Routes is 242.400 and the average number of visitors and tourists for each wine cellar is 1.879.

The construction of the “Stages” made it possible to obtain a final sample (last stage) of **n = 198** visitors and tourists who visited the wine cellars drawn ⁸ (with a fixed margin of error of little more than 7%).

The sampling pattern used for “skilled subjects” is of the “reasoned choice” type.

3.3 The obtained results

We believe that, due to their originality, the results obtained from the research can be particularly important for the study of the food-and-wine tourism phenomenon in Sicily. As far as we know, no other research carried out in our region has already analyzed, through the Factor Analysis, the “motivations” that drive some subjects, visitors and tourists to go to a wine cellar for the first, second and sometimes even third time. But most importantly, the visitors and tourists’ motivations which have emerged, along with the results of the F.A. applied to the answers given by the producers, enable us to have a unique complete picture of the importance of the visit to the wine cellars belonging to

⁸ Corvo-Duca di Salaparuta; Cantina Calatasi; Donnafugata srl; Florio SPA; Carlo Pellegrino & C. SPA; Feudo Arancio; Cantina Planeta; Cantine Sottesoli; Patria Soc.Coop.arl; Azienda Agricola Cottanera; Azienda Agricola Mimmo.

the Sicilian Wine Routes.

As for tourists and visitors, the result is that:

On their **first** visit, the first 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 14,82%);
3. “to experience a particular wine cellar” (which on its own accounts for 7,79%).

In the case of a **second** visit, the first 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%).

As for the *producers*’ point of view, it emerged that the first 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%).

If we compare the results obtained both from visitors/tourists and “skilled subjects” (producers) for “the first time” visit to a wine cellar, we come to an interesting conclusion: **both categories of interviewees** (*visitors and producers*) believe that the main Factor that drive wine tourists to visit a wine cellar for the first time coincides with the variable “**to live the atmosphere of the tasting in a wine cellar**”.

Therefore, those wine cellars which have been able to create amenities in their inside environment are particularly successful. Such amenities are especially the presence of an attracting comfortable tasting room and of a wine museum and/or one displaying ancient agricultural practices, the possibility of visiting the farm or the productive and bottling facilities, the presence of a restaurant inside the wine cellar and of specialized staff (who can also correspond with the owner or a relative of his in smaller farms). The

latter should welcome tourists and visitors and let them experience an exclusive personal relationship with that wine cellar and those who represent it. In this way, when tourists return home, they keep the memory of the charm of that pleasant experience, which is always new because each wine cellar has its own peculiarities that will be remembered along with the wine tasting experience every time that, in any other context, they will be drinking the same wine or will decide to buy it, maybe just in order to remember it, live it again and connect it with a new pleasant experience.

The variable “to experience new wines and wine cellars” has resulted to be, for both categories, one of the three main motivations that drive people to the visit. People’s curiosity about places and their wish to extend their knowledge of wines and wine cellars are very important factors in their choice of going along the Wine Routes and experiencing this form of Tourism.

Finally, the variable “**to experience a particular wine cellar**”, which was mentioned by tourists, is obviously connected with the variable “**because I know the wine cellar and the producer personally**”, mentioned by producers.

Indeed, tourists go on purpose to those wine cellars which they have already heard about, because they know those wines or they have bought them, because those wine cellars arouse interest in the market, and so on. Therefore, producers are aware that most tourists go to a wine cellar exactly because this is well-known, and a wine cellar can have good reputation for several reasons: its wines are sold a lot or they are very famous, it offers tourist facilities, it has conducted advertising and marketing campaigns, and so forth.

The producers’ awareness of the motivations which drive wine tourists to visit a wine cellar should stimulate them to improve more and more the tourist and reception facilities inside their wine cellars. Among them, the wine bar and the tasting room are particularly important, since the tasting experience in the wine cellar is the main motivational factor.

The analysis of the data gathered from the sample given to visitors/tourists and “skilled subjects”, in addition to confirming the above-mentioned results, also reveals that, unfortunately, there is still a “gap” between what has been done and the present wine tourist “demand”, not only from tourists and visitors, who are the main service consumers, but also from those who interact in this sector (wine growers and producers, farms, tourist enterprises, etc.). At the present time, the routes are still uncomfortable, often difficult to be located, sometimes hardly passable and devoid of any kind of signs or information posters. Besides, there is no cooperative synergy between the various operators of the sector and this often makes it difficult to transmit information both between them and to the consumers (tourists). The cause of these problems is often to be sought within the Wine Routes Associations, which, for reasons connected with their internal organization, are not able to work as they should and could if they took advantage of their operational and organizational autonomy.

The positive fact which comes from the results of the investigation and could lead to a better future scenario is that the wine producers associated with the Routes are aware of the present and future importance of wine tourism for the promotion of the entire rural and non-rural territory surrounding the Routes. In addition, all the Sicilian entrepreneurs involved with wine tourism (not only wine producers) are already quite aware of the importance of transmitting the global view of “Sicily as a product” to visitors and tourists. Such a product does not only include what food-and-wine connoisseurship can offer,

but also what can be combined with it, both during the journey/visit to Sicily and at the time of the purchase of any Sicilian gastronomic product, even outside Sicily.

Chap. 4 Main statistical aspects of the Factor Analysis

4.1 First visit to a wine cellar

In order to identify the “Motivational factors” which drive tourists to visit a wine cellar for the first time, we used the variables reported in the questionnaire given to visitors/tourists and considered as the most important possible motivations that drive them to go along the Wine Routes and visit the wine cellars.

The basic variables used (the first time) are:

1. to live the atmosphere of the tasting in a wine cellar; 2. to experience new wines and wine cellars; 3. to experience a particular wine cellar; 4. I have heard a lot about the wine cellars and wines in this area and I would like to familiarise myself with them further; 5. to buy wine at a better price; 6. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops; 7. to taste typical local wine and food; 8. to exchange views on labels and wine types with the producer; 9. to exchange views on wine prices with the producer; 10. to be with other wine lovers; 11. it is a pleasant meeting time with friends and/or relatives; 12. to visit the sights of the area and taste local products; 13. for pure pleasure; 14. as a hobby; 15. on business, for work occasions, conventions, etc.; 16. it is a pleasant way of spending the weekend.

We wanted to evaluate whether the motivations which drive tourists to visit a wine cellar for the *first time* are explained by the above-mentioned variables or there are a small number of variables, among the formulated ones, which need to be better identified through the Factor Analysis.

Let's consider Tab. 3, which shows the distribution of those who visited a wine cellar for the first time and assigned a score (from 1 to 10) to the questions on the motivations of the visit.

Along with the correlation matrix (Tab. 4), the results of the “output” analysis provide the “initial self values” (Eigenvalue): totals, percentage of variance (that is, of original information held) explained by each component and cumulated percentage (Tab. 5). As it can be noticed (Tab. 5), in the case of a visit for the first time, *the first 3 factors* account for a percentage of variance of 92, 22%. The factors obtained from the formulation of the proposed model are in order:

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, 82%);
3. **“To experience a particular wine cellar”** (which on its own accounts for 7, 79%).

In Tab. 5 it is also possible to observe that, from a methodological point of view, only those whose “self values” are higher than 1 must be chosen and they result to be exactly 3. However, we cannot avoid saying that the other components up to the 9th could be interesting for the study of the motivational factors.

The “Table of the weights of rotated and non-rotated factors” (Tab. 6) shows the “factors” derived from the use of the analysis of the “main Components”. The “Comunality” value for single variables ranges from 74, 3% to 98, 3%. These are quite high figures, considering that they are all values of R^2 between a variable and all the others.

Obviously, if we put the information provided by the *screen plot* (decreasing graph of self values), which we do not report here for lack of space, together with the considerations derived from the percentage of “*total variance explained*” (Tab. 5), we obtain the choice of the correct number of factors needed for the actual interpretability of the motivational factors themselves.

4.2. Rotated matrix of the components (for the first visit to a wine cellar)

In order to improve the interpretation of the results as stated above, it is opportune to apply a *factor rotation* methodology. Among the three most usual rotation methods existing in literature, we applied the rotation method called “*Varimax*”, whose aim is the minimization of the number of variables.

Such rotation enabled us to transform the matrix of the “Factor loading” into a more easily interpretable matrix. Rotation is not always possible, but in this case it was possible to carry it out by *redistributing the variance explained by each single factor*. Obviously, when this is not practicable, the non-rotated matrix of the components remains valid.

The first component, “**to live the atmosphere of the tasting in a wine cellar**”, that before the rotation resulted to be well connected with almost all the variables, even after the rotation *confirms the excellent* connection with nearly all the considered following variables:

1. to visit the sights of the area and taste local products;
2. to experience new wines and wine cellars;
3. for pure pleasure;
4. it is a pleasant way of spending the weekend;
5. it is a pleasant meeting time with friends and/or relatives;
6. to taste local wine and food;
7. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops;
7. I have heard a lot about the wine cellars and wines in this area and I would like to familiarise myself with them further;
8. to be with other wine lovers;
9. to experience a particular wine cellar.

The first component instead results to be **little** connected with the variables “*to exchange views on labels and wine types with the producer*”, “*to buy wine at a better price*” and “*as a hobby*”.

Finally, it results to be negatively connected with “*on business*” and “*to exchange views on wine prices with the producer*”.

It can be noticed that the first component (“to live the atmosphere of the tasting in a wine cellar”) is well connected with all those variables that in some way are related to the overall atmosphere of the visit to a wine cellar: landscape, new pleasant sensations, tasting, social aggregation, etc. On the contrary, it results to be little connected with

factors such as the possibility of “exchanging views on labels and wine types with the producer” and of “buying wine at a better price”. This is because not all tourists are prepared to discuss these subjects, nor are they mainly interested in the purchase of wine on their first visit to a wine cellar. The same component is instead negatively connected with some factors that presuppose a visit on business or aimed at exchanging views on wine prices. This indicates that the key for wine tourism is not really wine as a product in itself, but the pursuit of a more complex context of circumstances that lead tourists to experience a condition of emotional pleasure, which is typical of people on “holiday”. Wine is the central catalyst element in such a context, though it is never disconnected from the other elements that altogether stir up pleasant emotional conditions.

The second component, **“to experience new wines and wine cellars”**, results to be connected with the following **two** variables: *“to exchange views on wine prices with the producer”* and *“to exchange views on labels and wine types with the producer”*. On the contrary, it results to be little connected with the remaining variables, such as: *“to be with other wine lovers”* and *“to experience a particular wine cellar”*. Finally, it is negatively connected with *“on business”*.

The positive connection of the second component with these two variables can be explained by considering that the choice of visiting a new wine cellar is often caused by visitors’ curiosity and wish to meet the producer of a particular wine that they have already tasted or heard about, in order to exchange views with him on his wines and his production methods and on wine types and prices.

The third component, **“to experience a particular wine cellar”**, is connected only, but with high values, with the following variables: *“to buy wine at a better price”*, *“as a hobby”* and *“on business, for work occasions, ...”*, confirming the result obtained before the rotation.

This connection can be interpreted by taking into account that visitors choose a particular wine cellar exactly because they expect to find something specific, that in our case is either the propensity of wine cellars to take in big numbers of visitors for work conventions, gala dinners, etc., or the possibility of buying particular wines at more convenient prices.

As for the number and typology of the obtained variables, we can confirm what emerged from the “non-rotated Component”, which we do not report here for lack of space.

Pict. 10, representing “the output of the rotated solution”, shows the spatial location of all the considered variables.

4.3. Second visit to a wine cellar

The subsequent purpose of the research was to identify the motivations that drive tourists to return for the second time to a previously visited wine cellar. In fact, this piece of information is very useful in order to understand what the keys to “wine tourism” demand are and find out if the variables that influence the choice of visiting a wine cellar on the first time are the same as or different from those which influence it on the second time.

For this purpose, let’s consider Tab. 6, showing the percentage values of those who visited some wine cellars *for the second and third time* and assigned a score (from 1 to 10) to the questions on the motivations of the visit.

The variables used (the second and third time) are:

1. To repeat the atmosphere of the tasting in a wine cellar;
2. to repeat the positive experience of the previous visit as a whole;
3. I like this particular wine cellar;
4. to buy wine at a better price;
5. to buy wine in the wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops;
6. to taste typical local wine and food;
7. to exchange views on labels and wine types with the producer;
8. to exchange views on wine prices with the producer;
9. to be with other wine lovers;
10. it is a pleasant meeting time with friends and/or relatives;
11. to visit the sights of the area and taste local products;
12. for pure pleasure;
13. as a hobby;
14. on business, for work occasions, conventions, etc.;
15. it is a pleasant way of spending the weekend.

The calculation procedure enables us to get the correlation matrix of the variables considered in Tab. 7. As it can be noticed in Tab. 8, *in the case of a visit for the second time, the first three factors (self values >1) account for a percentage of variance of 90, 28%.*

The factors obtained are in order:

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%).

The “screen plot”, which we are not reporting here, shows clearly that the gradient (bend) changes exactly on the 3rd factor.

4.4 Rotated matrix of the components (for the second visit to a wine cellar)

We are not reporting the non-rotated matrix of the components because, even in this case, it was possible to apply the “Varimax” factor rotation method, which enables us to obtain the rotated matrix and so improve the interpretation of the results.

Even after the rotation, the first component, **“To repeat the atmosphere of the tasting in a wine cellar”**, results to be connected with almost all the considered variables, which are the following:

1. to taste local wine and food;
2. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops;
3. it is a pleasant meeting time with friends and/or relatives;
4. to be with other wine lovers;
5. to visit the sights of the area and taste local products;
6. to repeat the positive experience of the previous visit as a whole;
7. to exchange views on labels and wine types with the producer;
8. for pure pleasure.

The second component, **“To repeat the positive experience of the previous visit as a whole”**, is connected with the variables: *“as a hobby”, “to exchange views on wine prices with the producer”, “on business, for work occasions,...”, “to buy wine at a better*

price”, “to exchange views on labels and wine types with the producer” . On the contrary, it results to be little connected with the remaining variables.

The third component, **“I like this particular wine cellar”**, is connected with the following three variables: *“It is a pleasant way of spending the weekend”*, *“For pure pleasure”* and *“To repeat the atmosphere of the tasting in a wine cellar”*.

Pict.11, representing “the output of the rotated solution”, shows the spatial location of all the considered variables.

4.5. Third visit to a wine cellar

In order to complete the research, we wanted to identify, finally, the motivational variables that lead tourists to repeat the visit to the same wine cellar for the third time. Let’s consider Tab. 6, containing the data on those who visited some wine cellars for the third time and assigned a score (from 1 to 10) to the questions on the motivations of the visit.

The calculation procedure enables us to get the correlation matrix (Tab. 9) of the variables that we have already considered for the second visit (which are reported in Par. 6.3).

As it can be noticed, in the case of a visit for the third time (Tab. 10), the first factor, **“To repeat the atmosphere of the tasting in a wine cellar”**, accounts for a percentage of variance of **92,54%**. In this case, a factor on its own accounts for more than 92% of variance and this is an optimal synthesis result.

Therefore, the factor **“To repeat the atmosphere of the tasting in a wine cellar”** is very well connected with almost all the other variables, which we report as follows:

1. to exchange views on labels and wine types with the producer; 2. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops; 3. to be with other wine lovers; 4. I like this wine cellar; 5. to visit the sights of the area and taste local products; 6. to buy wine at a better price; 7. for pure pleasure; 8. to exchange views on wine prices with the producer; 9. to repeat the atmosphere of the tasting in a wine cellar; 10. as a hobby; 11. it is a pleasant meeting time with friends and/or relatives; 12. it is a pleasant way of spending the weekend; 13. to taste local food and wine; 14. on business, for work occasions and conventions.

The screen plot (that we are not showing here) shows clearly that the gradient (bend) changes exactly on the 2nd factor.

In this case, the “Varimax” factor rotation method was not applied because a component alone was extracted.

4.6. Motivational factors according to Producers

In order to show the consistency of results between visitors/tourists and “skilled subjects” (that we call “producers” here), we believe that, as regard producers, it is sufficient to report only the results obtained from the Factor Analysis, by using their answers on the reasons that in their opinion should lead visitors to go to a wine cellar for the first time.

The variables used for the analysis (on the first visit according to producers') are:

1. to live the atmosphere of the tasting in a wine cellar; 2. because I know the wine cellar and the producer personally; 3. to experience new wines and wine cellars; 4. to get more acquainted with this particular wine cellar; 5. I have heard a lot about the wine cellars and wines in this area and I would like to familiarise myself with them further; 6. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops; 7. to taste typical local wine and food; 8. to exchange views on labels and wine types with the producer; 9. to exchange views on wine prices with the producer; 10. to be with other wine lovers; 11. it is a pleasant meeting time with friends and/or relatives; 12. to visit the sights of the area and taste local products; 13. for pure pleasure; 14. as a hobby; 15. on business, for work occasions, conventions, etc.; 16. it is a pleasant way of spending the weekend; 17. the wine cellar is included in a wine road and a food-and-wine route can be experienced.

The Factor Analysis applied to the producers' answers revealed that the first 3 factors on their own account for a percentage of variance of **91, 86%** (Tab. 11).

The factors obtained from the formulation of data are in order:

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%).

Pict. 12, representing “the output of the rotated solution”, shows the spatial location of all the considered variables.

However, we can assert that these results are particularly interesting if compared with the ones obtained from visitors and tourists (paragraph 6.1), in whose case the first 3 Factors obtained from the formulation account for **92, 22%** of variance.

The 1st factor, *“To live the atmosphere of the tasting in a wine cellar”* is confirmed by what emerged from the analysis of the answers given by “skilled subjects” (producers), in whose opinion this is the main motivation that drives people to visit a wine cellar.

Tables and Pictures

Tab. 3 - Score given by tourists to all motivational factors for first visit

SCORE	MOTIVATIONAL FACTORS															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1	0,51	1,52	8,08	4,55	8,59	1,01	1,01	1,52	3,54	3,54	2,53	4,04	5,05	11,11	20,20	5,05
2	2,53	2,02	5,05	10,10	14,14	8,59	2,02	5,05	12,12	9,09	7,07	4,04	6,06	13,13	22,22	8,59
3	3,54	3,03	4,55	5,05	6,06	3,03	3,03	5,05	6,06	2,53	2,02	2,02	5,05	8,59	5,56	5,05
4	1,52	3,54	0,51	4,04	6,06	7,58	2,53	3,03	6,06	6,06	2,53	2,53	3,54	3,54	8,08	2,53
5	9,60	9,09	11,62	10,10	11,62	8,59	7,07	14,14	17,68	9,60	6,57	2,53	7,58	12,12	13,13	5,05
6	9,60	9,60	13,13	9,60	12,63	10,10	9,09	13,64	14,65	13,64	11,11	7,07	7,07	7,07	10,61	8,08
7	10,61	10,61	14,65	11,11	8,59	10,10	13,13	13,13	14,14	9,09	11,62	10,10	10,10	11,62	7,07	10,61
8	19,19	21,72	18,18	17,68	11,62	18,69	26,26	24,75	13,13	20,20	20,71	22,22	21,21	15,66	6,57	17,68
9	10,61	12,12	8,08	8,08	7,07	13,64	15,15	10,61	7,58	11,11	15,15	17,68	11,11	6,06	4,04	12,63
10	32,32	26,77	16,16	19,70	13,64	18,69	20,71	9,09	5,05	15,15	20,71	27,78	23,23	11,11	2,53	24,75
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Motivations:

1. to live the atmosphere of the tasting in a wine cellar;
2. to experience new wines and wine cellars;
3. to experience a particular wine cellar;
4. I have heard a lot about the wine cellars and wines in this area and I would like to familiarise myself with them further;
5. to buy wine at a better price;
6. to buy wine in a wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops;
7. to taste typical local wine and food;
8. to exchange views on labels and wine types with the producer;
9. to exchange views on wine prices with the producer;
10. to be with other wine lovers;
11. it is a pleasant meeting time with friends and/or relatives;
12. to visit the sights of the area and taste local products;
13. for pure pleasure;
14. as a hobby;
15. on business, for work occasions, conventions, etc.;
16. it is a pleasant way of spending the weekend.

Tab. 4 – Correlation Matrix

Matrice di correlazione^{a,b}

Correlazione	atm.de g.in cantina	conosc.vini e cant. nuove con una cant. in particoi.	ho sentito part.vini e cant.	acquist. vini a prezzi migi.	compr. vini in cantina	degust. vini e mang. cibi loc	avere scamb. idee etichet. e vini	avere scamb. idee sui prezzi	stare in compagnia con altri am	piac.mo momento aggreg.a mici par.	visit. le bell. e paesag. della zona	per puro piacere	per hobby	per trascor. fine settim.	modo piacev. x trascor. fine settim.	
atm.de g.in cantina	1,000															
conosc.vini e cant. nuove con una cant. in particoi.	,978	1,000														
ho sentito part.vini e cant.	,774	,806	1,000													
acquist. vini a prezzi migi.	,919	,834	,834	1,000												
compr. vini in cantina	,494	,432	,916	,916	1,000											
degust. vini e mang. cibi loc	,866	,919	,881	,881	,474	1,000										
avere scamb. idee etichet. e vini	,860	,941	,856	,856	,312	,920	1,000									
avere scamb. idee sui prezzi	,537	,656	,667	,667	,360	,699	,800	1,000								
stare in compagnia con altri am	,044	,088	,271	,271	,455	,225	,183	,666	1,000							
piac.momento aggreg. amici par. della zona	,763	,842	,864	,864	,618	,923	,881	,836	,417	1,000						
visit. le bell. e paesag. della zona	,888	,938	,937	,937	,955	,959	,715	,180	,913	,913	1,000					
per puro piacere	,905	,970	,837	,837	,334	,894	,518	,127	,778	,948	,948	1,000				
per hobby	,945	,970	,936	,936	,455	,893	,012	,127	,820	,932	,955	,955	1,000			
per trascor. fine settim.	,333	,338	,609	,609	,276	,382	,370	,385	,409	,371	,281	,482	,482	1,000		
modo piacev. x trascor. fine settim.	-,601	-,636	-,355	-,355	-,306	-,635	-,073	-,073	-,350	-,527	-,592	-,531	-,294	1,000		
	,938	,928	,912	,912	,498	,867	,475	,475	,762	,930	,966	,962	,407	-,495	1,000	

Tab. 5 - Total explained variance

Varianza totale spiegata

Componente	Autovalori iniziali		
	Totale	% di varianza	% cumulata
1	11,138	69,611	69,611
2	2,371	14,819	84,431
3	1,246	7,787	92,218
4	,595	3,718	95,936
5	,329	2,056	97,992
6	,184	1,148	99,140
7	8,875E-02	,555	99,695
8	3,645E-02	,228	99,923
9	1,236E-02	7,728E-02	100,000
10	5,233E-16	3,271E-15	100,000
11	3,275E-16	2,047E-15	100,000
12	9,197E-17	5,748E-16	100,000
13	2,260E-17	1,413E-16	100,000
14	-5,366E-17	-3,354E-16	100,000
15	-2,113E-16	-1,321E-15	100,000
16	-1,340E-15	-8,376E-15	100,000

Metodo di estrazione: Analisi componenti principali.

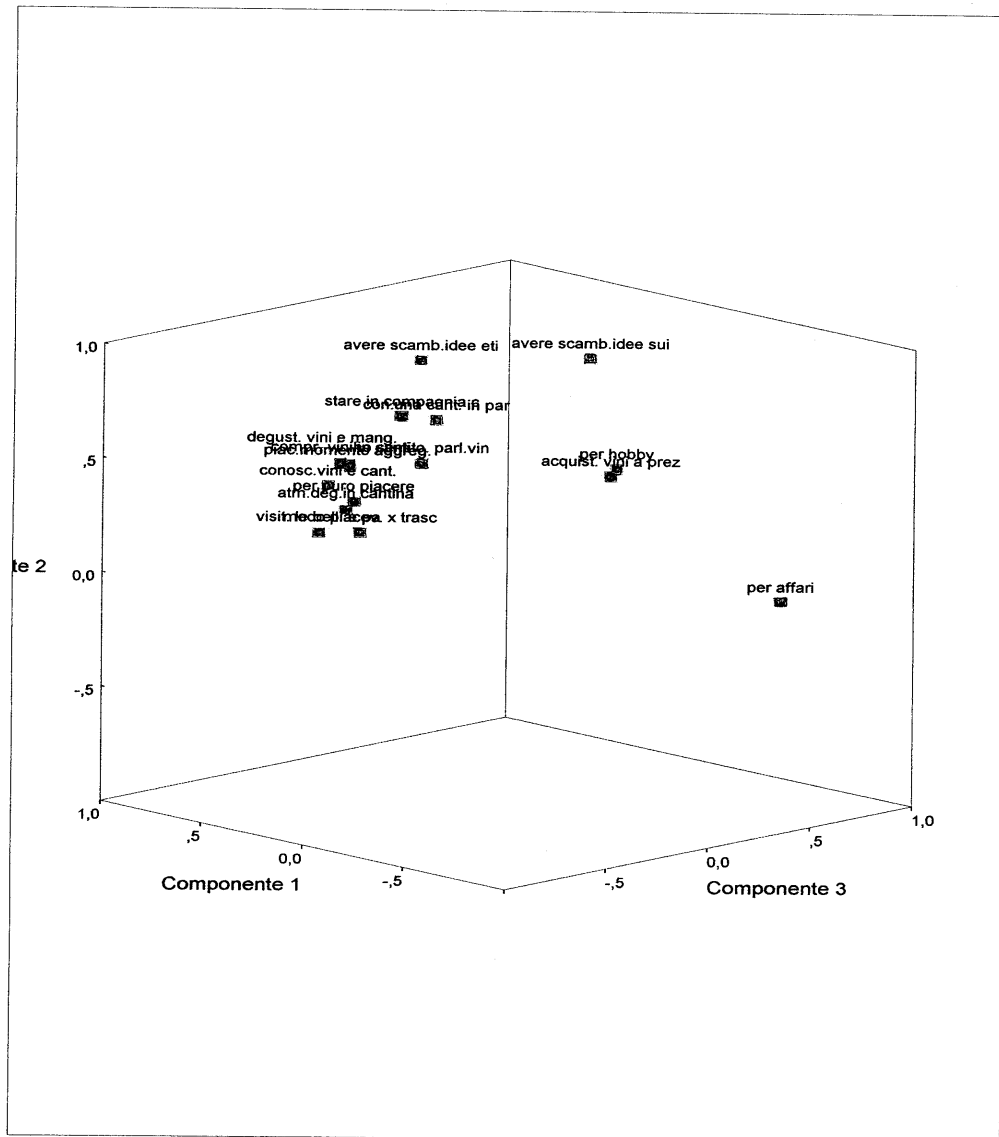
Varianza totale spiegata

Componente	Pesi dei fattori non ruotati			Pesi dei fattori ruotati		
	Totale	% di varianza	% cumulata	Totale	% di varianza	% cumulata
1	11,138	69,611	69,611	9,889	61,806	61,806
2	2,371	14,819	84,431	2,516	15,726	77,532
3	1,246	7,787	92,218	2,350	14,686	92,218
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						

Metodo di estrazione: Analisi componenti principali.

Pict. 10 – Output of the rotated solution

Grafico componenti ruotato



Tab. 6 - Score given by tourists to all motivational factors for second and third visit

SCORE	MOTIVATIONS																													
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15	
	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3
1	4,55	19,19	5,05	17,68	7,58	25,25	14,65	32,32	5,56	25,25	2,53	19,19	7,58	27,78	13,13	38,89	9,60	29,29	5,05	19,19	6,57	20,20	7,58	29,29	16,16	38,38	26,26	51,01	10,61	27,78
2	9,60	27,27	9,09	22,73	13,13	24,75	19,19	31,82	13,64	27,78	8,59	25,25	14,65	28,28	16,16	30,30	12,63	25,76	14,14	27,27	8,59	21,21	10,61	22,22	19,19	26,26	28,79	30,81	14,65	23,23
3	6,06	16,67	5,56	19,19	3,54	10,61	3,54	8,59	4,55	15,66	6,06	19,70	4,04	17,68	8,08	13,64	6,06	18,18	4,04	15,15	4,04	16,67	9,60	16,67	7,07	11,62	7,07	5,56	5,05	9,60
4	6,06	11,62	5,05	17,17	5,56	13,64	7,07	12,63	6,06	9,60	5,56	9,60	7,07	10,10	10,61	8,08	7,07	10,61	2,02	11,62	6,06	11,62	6,06	7,07	6,06	9,09	8,59	5,05	5,56	10,61
5	7,58	8,08	8,59	5,56	8,59	10,10	10,61	7,07	11,62	8,59	6,57	9,09	15,15	9,09	15,66	2,53	10,10	6,06	8,59	11,11	6,06	9,09	10,61	10,61	15,15	5,56	10,61	3,54	8,08	12,12
6	11,11	3,03	9,09	6,06	8,59	5,05	12,63	1,52	14,14	3,03	14,14	7,58	13,13	2,02	11,62	2,52	14,65	4,04	15,15	6,57	8,08	7,07	8,08	3,54	8,59	3,54	8,08	1,52	8,59	2,02
7	9,09	4,55	14,65	4,04	12,12	4,04	5,56	2,53	11,62	2,02	17,17	2,53	12,12	1,52	10,61	1,01	10,10	2,53	12,63	3,03	14,14	4,55	12,12	2,53	10,10	1,01	4,55	0,51	9,60	2,02
8	20,20	4,55	19,19	4,04	15,15	3,03	10,10	2,02	15,66	4,55	20,20	4,55	18,18	2,02	8,59	2,02	16,67	2,02	17,68	2,02	22,73	5,56	15,15	3,03	7,07	1,52	3,03	0,51	10,61	4,55
9	11,11	2,02	10,10	1,01	8,08	1,01	5,56	0,51	7,07	3,03	11,11	1,01	2,53	1,01	2,53	0,51	8,59	1,01	9,60	2,53	13,13	2,53	7,07	2,02	6,06	2,02	2,53	1,01	6,06	2,02
10	14,65	3,03	13,64	2,53	17,68	2,53	11,11	1,01	10,10	0,51	8,08	1,52	5,56	0,51	3,03	0,51	4,55	0,51	11,11	1,52	10,61	1,52	13,13	3,03	4,55	1,01	0,51	0,51	21,21	6,06
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Motivations 2° and 3° visit:

1. To repeat the atmosphere of the tasting in a wine cellar;
2. to repeat the positive experience of the previous visit as a whole;
3. I like this particular wine cellar;
4. to buy wine at a better price;
5. to buy wine in the wine cellar after tasting it and feel a different sensation from the one that you feel on buying it in wine bars and specialized shops;
6. to taste typical local wine and food;
7. to exchange views on labels and wine types with the producer;
8. to exchange views on wine prices with the producer;
9. to be with other wine lovers;
10. it is a pleasant meeting time with friends and/or relatives;
11. to visit the sights of the area and taste local products;
12. for pure pleasure;
13. as a hobby;
14. on business, for work occasions, conventions, etc.;
15. it is a pleasant way of spending the weekend.

Tab. 7 – Correlation Matrix

Matrice di correlazione

Correlazione	ripet. l'at.degustaz. in cant.	ripet. l'at.degust. taz. in cant.	ripet. esper. posit. della visita	piace questa cantina	acquist. vini a prezzi migliori	compr.vini in cant. x senz. diversa	deg.vini e mang. cibi	avere scambi idee su etichette	avere scambi di idee su prezzi	stare in compagnia con altri am.vini	plac. mom.agg. reg. con amici /paren	visit. bell.zona e degust.prod. local	per puro piacere	per hobby	per affari.lav. con veni	è un modo piac. x fine settimana
	1,000	,895	,762	,074	,685	,753	,403	-,421	,467	,790	,856	,727	-,396	-,491	,436	
	,895	1,000	,809	-,038	,705	,855	,483	-,318	,439	,802	,919	,848	-,282	-,497	,419	
	,762	,809	1,000	,401	,673	,489	,413	-,185	,242	,728	,646	,787	-,021	-,154	,856	
	,074	-,038	,401	1,000	,459	-,160	,480	,564	,425	,371	-,070	,092	,711	,748	,562	
	,685	,705	,673	,459	1,000	,724	,865	,282	,780	,925	,577	,632	,193	-,048	,375	
	,753	,855	,489	-,160	,724	1,000	,530	-,192	,652	,816	,849	,581	-,301	-,489	,026	
	,403	,483	,413	,480	,865	,530	1,000	,638	,326	,674	,414	,537	,451	,206	,138	
	-,421	-,318	-,185	,564	,282	-,192	,638	1,000	,431	,014	-,343	-,091	,845	,738	-,126	
	,467	,439	,242	,425	,780	,652	,826	,431	1,000	,741	,538	,289	,317	,195	-,083	
	,790	,802	,728	,371	,925	,816	,674	,014	,741	1,000	,715	,654	,065	-,134	,419	
	,856	,919	,646	-,070	,577	,849	,414	-,343	,538	,715	1,000	,653	-,285	-,410	,204	
	,727	,848	,787	,092	,632	,581	,537	-,091	,289	,654	,653	1,000	-,054	-,285	,562	
	-,396	-,282	-,021	,711	,193	-,301	,451	,845	,317	,065	-,285	-,054	1,000	,890	,105	
	-,491	-,497	-,154	,748	-,048	-,489	,206	,738	,195	-,134	-,410	-,285	,890	1,000	,095	
	,436	,419	,856	,562	,375	,026	,138	-,126	-,083	,419	,204	,095	,105	,095	1,000	

Tab. 8 – Total explained variance

Varianza totale spiegata

Componente	Autovalori iniziali		Pesi dei fattori non ruotati		Pesi dei fattori ruotati	
	Totale	% di varianza	Totale	% di varianza	Totale	% di varianza
1	7,422	49,478	7,422	49,478	6,266	41,770
2	4,205	28,034	4,205	28,034	4,220	28,136
3	1,915	12,767	1,915	12,767	3,056	20,373
4	,618	4,119				
5	,407	2,712				
6	,215	1,430				
7	,127	,848				
8	7,200E-02	,480				
9	1,962E-02	,131				
10	3,944E-16	2,629E-15				
11	2,213E-16	1,476E-15				
12	4,693E-17	3,128E-16				
13	8,714E-18	5,809E-17				
14	-1,563E-16	-1,042E-15				
15	-6,820E-16	-4,547E-15				
		% cumulata		% cumulata		% cumulata
		49,478		49,478		41,770
		77,513		77,513		69,907
		90,279		90,279		90,279
		94,399				
		97,111				
		98,541				
		99,389				
		99,869				
		100,000				
		100,000				
		100,000				
		100,000				
		100,000				
		100,000				

Metodo di estrazione: Analisi componenti principali.

Tab. 9 – Correlation Matrix

Matrice di correlazione

	ripet. l'at.d degustaz. i n cant.	ripet. esper. posit.d ella visita	piace questa cantina	acquist. vini a prezzi migliori	compr. vini in cant. x senz. diversa	deg. vini e mang. cib i	avere scambi idee su etichette	avere scambi idee su prezzi	stare in compagn ia con altri am.vini	piac.mo m.aggre g.con amici/paren.	vist.bell. zona e degust.p rodot. locale	per puro piacere	per hobby	per affari,lav oro, conventi	è un modo piac.x fine settiman a
Correlazione	1,000	,939	,930	,918	,972	,965	,970	,890	,946	,973	,962	,898	,854	,772	,876
ripet. esper. posit.d ella visita	,939	1,000	,873	,828	,889	,934	,902	,812	,908	,915	,947	,816	,779	,662	,768
piace questa cantina	,930	,873	1,000	,985	,959	,892	,963	,945	,954	,945	,941	,933	,946	,900	,964
acquist. vini a prezzi migliori	,918	,828	,985	1,000	,959	,856	,953	,968	,946	,914	,906	,925	,964	,939	,967
compr. vini in cant. x senz. diversa	,972	,889	,959	,959	1,000	,952	,994	,955	,979	,963	,971	,960	,937	,877	,934
deg. vini e mang.cibi	,965	,934	,892	,856	,952	1,000	,956	,864	,943	,968	,980	,905	,831	,734	,826
avere scambi idee su etichette	,970	,902	,963	,953	,994	,956	1,000	,955	,989	,962	,977	,975	,941	,876	,941
avere scambi idee su prezzi	,890	,812	,945	,968	,955	,864	,955	1,000	,972	,872	,910	,961	,993	,970	,943
stare in compagnia con altri am.vini	,946	,908	,954	,946	,979	,943	,989	,972	1,000	,933	,976	,975	,959	,897	,921
piac.mom.aggreg.con amici/paren	,973	,915	,945	,914	,963	,968	,962	,872	,933	1,000	,963	,896	,853	,770	,878
vist.bell.zona e degust.prodot. locale	,962	,947	,941	,906	,971	,980	,977	,910	,976	,963	1,000	,937	,892	,804	,876
per puro piacere	,898	,816	,933	,925	,960	,905	,975	,961	,975	,896	,937	1,000	,962	,917	,949
per hobby	,854	,779	,946	,964	,937	,831	,941	,993	,959	,853	,892	,962	1,000	,983	,955
per affari,lavoro, convention	,772	,662	,900	,939	,877	,734	,876	,970	,897	,770	,804	,917	,983	1,000	,933
è un modo piac.x fine settimana	,876	,768	,964	,967	,934	,826	,941	,943	,921	,878	,876	,949	,955	,933	1,000

Tab. 10 – Total explained variance

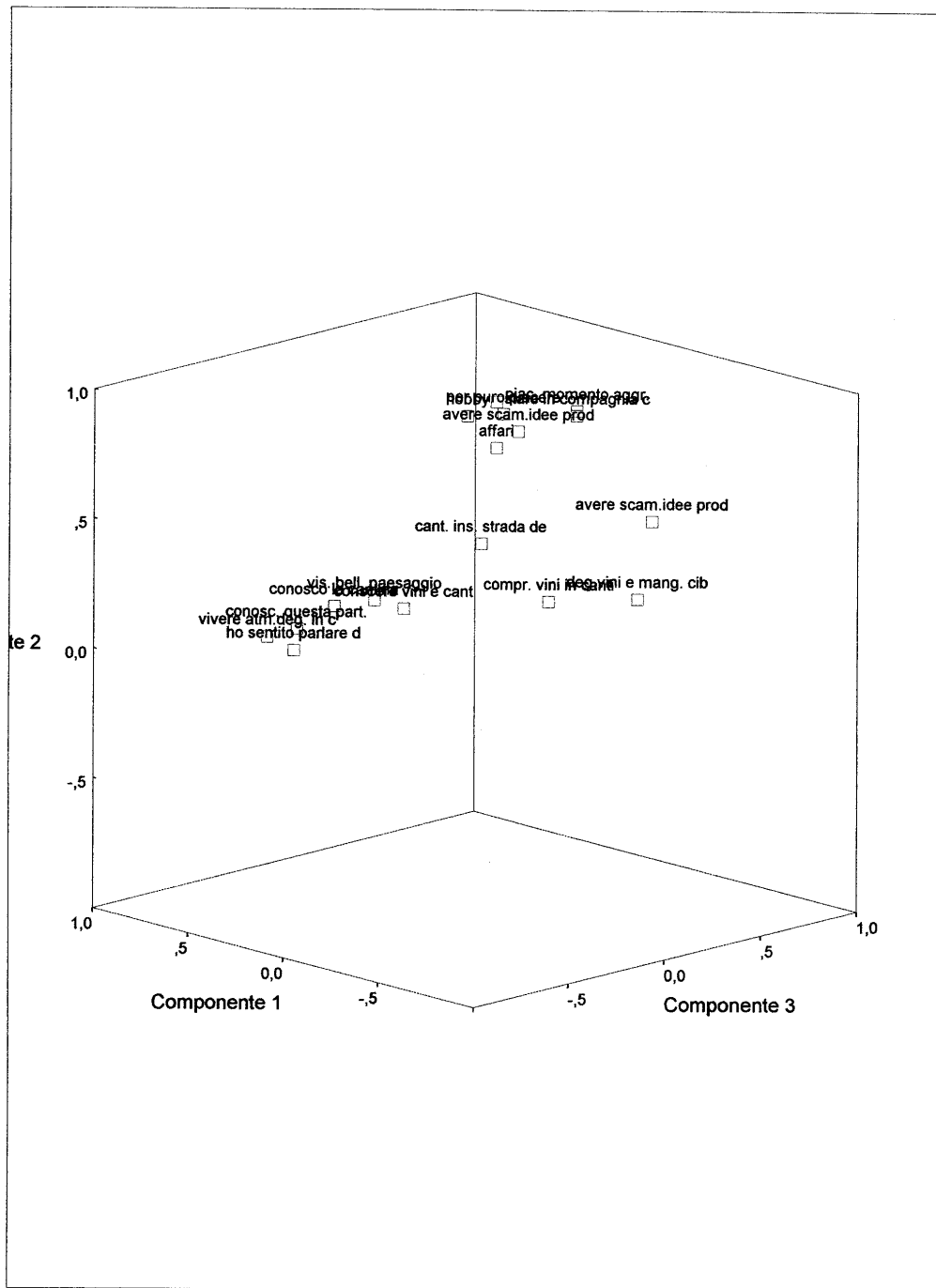
Varianza totale spiegata

Componente	Autovalori iniziali		Pesì dei fattori non ruotati	
	Totale	% di varianza	Totale	% di varianza
1	13,881	92,539	13,881	92,539
2	,723	4,819		
3	,154	1,025		
4	,113	,751		
5	5,979E-02	,399		
6	4,170E-02	,278		
7	1,150E-02	7,665E-02		
8	1,075E-02	7,169E-02		
9	6,177E-03	4,118E-02		
10	9,024E-16	6,016E-15		
11	1,186E-16	7,904E-16		
12	5,624E-17	3,750E-16		
13	-6,740E-17	-4,493E-16		
14	-4,994E-16	-3,330E-15		
15	-8,460E-16	-5,640E-15		
		92,539		
		97,358		
		98,383		
		99,134		
		99,532		
		99,810		
		99,887		
		99,959		
		100,000		
		100,000		
		100,000		
		100,000		
		100,000		
		100,000		
		100,000		

Metodo di estrazione: Analisi componenti principali.

Fig. 12 – Output of the rotated solution

Grafico componenti ruotato



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