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MASTER THESIS

**“A DIAMOND IN THE ROUGH –
A STUDY ABOUT WINE TOURISM IN SALINA”**

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**Internship developed at Azienda Agricola Caravaglio
Island of Salina, Sicily (Italy)**

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Abstract

The study hereby presented is meant to be a faithful and neutral narrative of what the author observed during her internship at Azienda Agricola Caravaglio in the island of Salina, in Sicily.

The purpose of this work was to take the notions developed throughout two years of studies and apply them to a company or – as it is the case – to a destination, actually existing and in actual need of that.

Salina naturally presented itself as the perfect subject for such a study: this small Mediterranean island, barely over two thousand inhabitants, almost invisible and overshadowed by the many other islands it has to compete with, preserves in its 26 square kilometers an immense potential interwoven of history, traditions, nature and, last but not least, the yellow gold of Malvasia. As it happens, these immense resources are widely neglected and Salina remains a diamond in the rough, ignored and unknown to most people.

The author's choice to carry out her internship at Antonino Caravaglio's winery nicely matched the subject of this thesis. The winery and the island share an extraneousness to the digital world and a certain backwardness of means which limit its recognition and outcomes. And yet, Antonino's wines are a symphony of aromas and flavors, recalling now the saltiness of the sea, now the mountain herbs and flowers – just like the island, which is birthplace and home to him.

This study will go through the many facets of tourism – especially wine tourism – in Salina. It will start with a representation and analysis of the data collected throughout the internship, through interviews and web research. It will then proceed by illustrating the survey designed by the author about destination awareness, positioning and segmentation of Salina, and the results thus obtained.

The following chapters, fourth and fifth, will be devoted to the discussion of two apparently separate but, in fact, closely connected aspects: the communication strategy (unfortunately, completely absent) and the serious lack of synergy within the island, both on public and private level.

Based on this data, the author has developed her proposal for a Wine Route in Salina, illustrated in Chapter VI.

Finally, the seasonality issue will be discussed, how it stands and what effects it has on the island.

The purpose of this study is to clearly and neutrally illustrate Salina's resources and issues and, despite a currently too deficient context to design a complete development plan, to propose solutions to overcome these limits and reach (or at least, get close to) the full potential of this destination.

Keywords: Salina, Aeolian Islands, Caravaglio, Malvasia delle Lipari.

I. Introduction

Choosing Salina as a case study for tourist destination development can certainly be a challenge. In fact, this may be understood as “the” challenge of tourism, since Salina embodies a far too common narrative to many destinations across the world: great place, huge potential – mismanagement, neglect – failure, non-fulfillment.

What can be done to change the story? How can a place like Salina make most of its resources and achieve its full potential?

When it comes to strengths, Salina has many arrows in its quiver. Second of the Aeolian Islands¹, in Sicily, its conformation and climate make it ideal for the “sun-sea-sand” (Meler, 2015, p. 198) type of tourism; however, the island adds to this a luxuriant and verdant nature which made it known as “Green Island” and a hikers’ favorite. Moreover, Salina is home to Malvasia delle Lipari, a sweet wine protected by DOC since 1973, thus falling with full rights in rural and especially wine tourism. This multifaceted nature virtually makes Salina the perfect island, as it is suitable to all types of tourism for all seasons. Its rural tradition, in particular, is arguably its best resource of the moment, in light of the growing interest in wine tourism all over the world, including the region of Sicily (Nicosia and Porto, 2011). This may be linked to the trends of conscious and sustainable tourism (Montella, 2017) as well as tourism of “authenticity” (MacCannell, 1973; Sasu and Epuran 2016) and, in the aftermath of Covid-19, it seems plausible that the desire for time spent in nature and a “slow-living” holiday may intensify – from which destinations like Salina could greatly benefit.

As a matter of fact, things are quite different. In spite of a potential that could guarantee a versatile, high-quality and year-round tourism, Salina remains a neglected destination and unknown to most. The research done for the present study revealed that the island is not currently collecting data (not efficiently, at least) regarding tourism; the little information found, on the other hand, was enough to highlight a marked seasonality. Salina is also utterly unfamiliar with the digital world, which denies in one fell swoop the achievement of an effective communication, the many opportunities of Web 2.0 (Fait *et al.* 2015; Monaco 2018) and, together with the lack of data, makes any kind of segmentation and targeting impossible. It is the author's opinion that these issues originate – if not entirely, greatly – in a severely fragmented social fabric, mirrored in a short-sighted and individualistic administration.

Through the territory analysis of Salina, the illustration of its many strengths, as well as its weaknesses, by fully exposing how and how much they are standing on the way of success,

¹ An archipelago consisting of seven islands: Lipari (the largest), Salina, Vulcano, Stromboli, Filicudi, Alicudi, Panarea.

this study will eventually land to a series of proposals to make most of Salina's potential, with the hopeful goal of showing an alternative: on one hand, what it is, on the other, what Salina could become and what kind of tourism it can really aspire to.

I.1 Methodology

Before making any proposals, a great deal of information was needed.

The data relating to tourist flows and receptivity were obtained thanks to Malfa² city hall, which provided the documents shown in Annexes A6 and A7, and to the Mayor of Santa Marina, who kindly shared the access link to a hidden, yet consultable, area of the Sicilian Region's official website – the data thus obtained are reported in Annexes A5 and A8. Airbnb was also consulted to assess the presence of hidden tourism on the island. Finally, since the official data did not cover the restaurant sector, the author resorted to TripAdvisor (see Annex A9 for the complete list of businesses thus obtained).

As for communications, a first experiment was typing "Salina" on Google and Instagram and evaluating the results obtained. Subsequently, the supposedly reference portals "LovEolie" and "LoveSalina" were audited.

Needing information about destination awareness, positioning and segmentation, the author created a ten-question survey through Google. The survey was disseminated via Facebook and word of mouth and in some cases the author interviewed people personally or by telephone.

Within designing a Wine Route, the Assovini (National Association Winemakers and Wine Tourism) website was used to research the benchmark. When numerous wine routes for single regions were encountered, the one or two considered to be the most important (for being particularly representative of a DOC or being part of a well-known tourist destination) were privileged. Only exception to these criteria was made for Sicily, whose all wine routes were examined accordingly to the available information (see Annex A19 for the complete results).

As for seasonality, the benchmark was also analyzed in search for best practices, namely: the other minor islands in Sicily, the islands of Capri and Procida in Italy, Madeira and Santorini.

Finally, the interviews were arguably the most important asset of this work. Five interviews were carried out: the first three to Clara Rametta (Mayor of Malfa), Domenico Arabia (Mayor of Santa Marina), Giacomo Montecristo (Mayor of Leni); this provided considerable information about Salina's social fabric and tourist destination management in its various aspects (data

² Salina is divided into three municipalities: Malfa, Santa Marina and Leni.

collection, communications, events management etc.). Marcello Saija – University professor, director of the Research Center for Aeolian History and Culture, author of the recent “Malvasia delle Lipari - Storia del passito eoliano” – was also interviewed about the history of Malvasia in Salina, however, the interview gave a chance to collect an interesting internal point of view from the Professor, as a citizen and as a historian. Michele Merenda, hiking guide, was consulted for explanations about nature trails in Salina and their possible use within a wine route or a sporting event. Finally, a sixth interview scheduled with Christian Del Bono, president of the hoteliers' association Federalberghi, never took place due to repeated cancellations by Mr. Del Bono.

As for the weight of the internship at Azienda Agricola Caravaglio on this work, see Paragraph I.4.

I.2 Salina

As previously mentioned, Salina is one of Sicily's minor islands, it belongs to the Aeolian archipelago and it is second of it. More than “small”, Salina is actually tiny – 2,300 inhabitants for 26 square kilometers. For a clearer idea of its size, see Annex A1.

It is characterized by a dense vegetation which earned it the nickname “Green Island”. The two mountains Fossa delle Felci (962m) and Monte dei Porri (860m) have been a nature reserve since 1984, covering almost half of the island (as shown in Annex A2), and they originated Salina's ancient name *Didymē*, as “twin” in Greek – if anyone wonders why, the photographer Stefano Butturini provided a beautiful explanation to this, shown in Annexes as A3. The current name derives from a small lake in the village of Lingua³ from which salt used to be extracted.

Salina is a volcanic island, formed by six ancient volcanoes; these “origins” are still visible nowadays in its characteristic rocky beaches, which can be surprising and even difficult for those who immediately associate the word “island” to some white-sanded beach from fancy magazines – nevertheless, they undoubtedly lend a primitive and wild beauty to the island.

Besides Malvasia delle Lipari, which deserves its own paragraph, Salina is closely connected to another product which, together with the wine, stands as the island's true identity: the caper, a spontaneous shrub that has here turned into an actual cultivation. Its main feature is that, what is consumed as the plant's “fruit”, is actually its bud: if left in its course, it blossoms into

³ A hamlet of Santa Marina.

a beautiful flower and it eventually produces the "cucuncio", also edible. It is protected by DOP certification and Slow Food Presidium.

Strangely, despite the many kilometers apart, Salina belongs to the province of Messina (Sicily mainland) and it is divided into three municipalities: Santa Marina di Salina, Malfa and Leni.

I.3 History of Malvasia delle Lipari and DOC⁴

As anticipated, Malvasia delle Lipari deserves its own paragraph, being at the very core of Salina's identity and representing, within this study, the main driver of its tourism development.

This nomadic grape variety has given rise to numerous studies which have not been able yet to fully clarify its roots and evolution. In regard to Salina, tradition has it that this was introduced between 588 and 587 BC by the Greeks from Cnidio who founded a city in Lipari. This theory obtained general consensus and it was handed down almost unanimously over the years, eventually entering in 1973 the DOC Malvasia delle Lipari's Illustrative Report⁵ and thus obtaining full officialization.

However, some rare voice rises to contradict this tradition, including Professor Marcello Saija, already mentioned. His theory is that Malvasia grape came to Salina with the Venetians during the XVII century diaspora following the long conflict with the Turks. Unfortunately, there is no room here to illustrate the research process in detail, for which the author refers to the Professor's work "Malvasia delle Lipari - Storia del Passito Eoliano". However, in Annex A4, it is possible to appreciate a reproduction of what was a turning point to his work and even became its symbol.

Whatever the origins, a true milestone for Malvasia delle Lipari can be found in the early XIX century with the Napoleonic wars: on one hand, the British navy lands in Sicily and falls in love with this sweet wine; in the same time, Napoleon's continental blockade requires, to circumvent the ban, for any ship to pass through Messina (Malvasia's trade epicenter). Helped by these circumstances, the wine becomes more and more well-known and, when the block is removed, business explodes, with such success that, in 1863, Salina is able to formalize its independence from Lipari, under whose domain used to fall.

Unfortunately, this glorious era only lasts twenty-five years. It's 1888, phylloxera has arrived in Italy and Sicily itself has been affected for almost a decade, but Salina has remained

⁴ Unless otherwise specified, this paragraph is based on Saija (2020).

⁵ "Procedural guidelines to the production of wine with controlled designation of origin 'Malvasia delle Lipari'", 1973.

untouched by the plague and its trade is more than ever thriving, as it is one of the last wine suppliers on the market while the price has skyrocketed. However, phylloxera also comes eventually and, in eighteen months, Salina sees its vineyards destroyed. The inhabitants, deprived of their source of income, have no choice but to emigrate; in the 60s, the lowest point is reached with a 200 hectoliters production, in an island that used to produce tens of thousands of hectoliters⁶ and that is now deserted. It is in the 80s that a slow recovery takes place, with the planting of new vineyards and the rise of new wineries, quality-oriented and committed to enhance the reputation of “Malvasia delle Lipari” DOC. Although, of course, Salina's current profile and production are very different from its glory days⁷.

The current DOC was established, as already mentioned, in 1973. This establishes that the denomination “Malvasia delle Lipari” is reserved for a white sweet wine obtained from grapes produced in the Aeolian archipelago and precisely from 95% Malvasia and 5 to 8% Corinto Nero. Despite the name, the island of Lipari (the main of the archipelago) is not linked to the production of this wine, whose epicenter is in Salina and partially in the island of Stromboli. The name “delle Lipari” (literally “of the Liparis”), which has not failed to generate controversy over the years, is probably due to the fact that the Aeolian Islands were also known as “Lipari Islands”.

I.4 Azienda Agricola Caravaglio

At the end of this introduction, before moving on, a few words about the company which was the framework to this study.

Antonino Caravaglio founded his winery in 1989 based on a few principles: sustainability, tradition, experimentation.

In addition to organic farming, the main theme of his project is territoriality. That's why he only uses native varieties, follows traditional agricultural methods and chooses spontaneous fermentation over inoculation. The parcels selection is also fundamental: Caravaglio's property, built upon two hectares inherited from his father, owns today about twenty, divided into forty parcels scattered around the island of Salina and Lipari too. This selection, far from

⁶ Again, “Procedural guidelines to the production of wine with controlled designation of origin ‘Malvasia delle Lipari’”, 1973.

⁷ Due to the lack of official data, it was not possible to define precisely Salina's current vineyard area. However, beyond the decline in production experienced in the first half of XX Century, it must be emphasized that a restoration of the pre-phylloxera condition would be impossible, as Salina is now occupied for 1.079,00 hectares by the natural reserve of Monte Fossa delle Felci and Monte dei Porri (as shown in Annex A2) which of course cannot be cultivated. Nonetheless, still today, looking at the side of the mountains, once can have a glance at the remains of the ancient terraces, and imagine Salina's golden age.

random, is on the contrary accurate and well-thought-out, almost a collection of precious pearls that aims to find the “best” of Salina and make it into wine.

But Caravaglio is not just tradition, he is also curiosity and spirit of innovation, which is well shown by his dry Malvasia – a real gamble, in light of the long tradition, and subsequent expectations, surrounding Malvasia delle Lipari. And yet, Caravaglio won his bet and his “Infatata” is a marvelous bouquet elegantly matching the floral and fruity notes of Malvasia grape with the minerality of Salina sea and rocks.

Today, Caravaglio produces about 60,000 bottles a year and, besides being a reference model for Malvasia delle Lipari, he also has a strong export market, whose main customers are United States, North Europe and Japan.

The internship at Caravaglio’s was of vital importance for this work, in fact, it was a chance of “peeking through the keyhole” and experiencing firsthand how wine tourism acts in Salina, how a local winery relates to it, what are the strengths and what are the weaknesses.

The choice of Caravaglio's winery was first dictated by the appreciation of his wines and the philosophy behind them. Something funny that was not possible to predict before getting on the spot: Caravaglio, who was born and raised in Salina, just like a son with his mother, seems to have inherited some characteristics from the island. So, if his wines are elegant, complex, truly delicious, and authentic in expressing the land they come from, Caravaglio is also utterly unfamiliar and even uncomfortable with the digital world – funny thing, since the author's internship mainly consisted in creating and managing contents for the winery's social media. This curious clumsiness Antonino shows as soon as stepping out of his natural element, winemaking, has the unfortunate effect of limiting his sales and, more importantly, his recognition, which, although already positive, could (and deserves to) be even greater.

In short, at the end of this experience, Azienda Agricola Caravaglio was found to be, for better or for worse, Salina’s true soulmate.

II. Data analysis

As it is evident, such a study could not start from anywhere else but thorough data collection. However, the task turned out to be surprisingly hard and, out of all the expected information – arrivals, length of stay, distinction national/international tourism, visitors’ country of origin, average expenditure, a report about Salina’s hospitality – only a part has been actually

obtained, not always in a complete or consistent form. Before discussing in more detail this aspect, let's proceed to the analysis of the collected data, which can be found in Annex A5⁸.

The numbers show Salina's tourist flows from 2015 to 2019; 2020 related data could not be found, probably being currently in progress, however, due to the pandemic, it could hardly be representative of the island's trend.

The division by municipality is quite helpful to this research, here's what emerges from it: Leni, perhaps due to its location, far from the port, definitely does not show a tourism vocation and it registers the lowest flow, between 700-1200 arrivals per year. Malfa, on the other hand, is from this point of view the main municipality, having registered constant growth in arrivals since 2015, except for a slight decline (about 6%) in 2019; however, this did not affect the length of stay which, far from decreasing, even reached its peak the same year. Finally, Santa Marina is the second municipality, despite some negative fluctuations (especially in 2015 which saw a decline of 30%), it maintains a growing trend, and reached its peak in 2019 both in terms of arrivals and length of stay.

Followingly, Annex A6 shows a supplementary document provided by Malfa's city hall for the three-year period 2015-17.

The chart, although outdated, is most relevant to this study, because the division by months clearly highlights the seasonality. It shows how, in just two months, between July and August, Malfa totaled more arrivals (3,207) than over the previous six months put together, plus 1,690 registered between September and the end of the year. The same trend is repeated, as it's shown, for the whole three-year period. Please mind that this document does not refer to the entire island but to Malfa exclusively; however, since this is the most touristic municipality, it is safe to assume that this trend is representative of the entire island.

Finally, Annex A7 is related again to all three municipalities, unfortunately it only covers the period from January to August and it is therefore incomplete. However, having noted the seasonal trend, this range can fairly provide the information needed. The new emerging element is the distinction between national and international tourism: this highlights a clear preference given by foreigners to Malfa, while Italians tend to spread out equally between Leni and Santa Marina; it also shows how there is no substantial difference between national and international tourism and the two are almost equivalent.

Let's now proceed with a report about Salina's hospitality in 2019, Annex A8.

⁸ The charts shown are a representation by the author. The complete documents, provided by Sicily Region, are available on the official [website](#) (retrieved June 15). The same applies to the charts about Salina's hospitality.

Consistent with what said as yet, Leni has fewer structures and beds; between Malfa and Santa Marina, on the other hand, the difference is subtle: almost same number of beds, however, distributed over seven establishments for Malfa and nine for Santa Marina. Looking at the structures' category, the results are clear: by (almost) the same number of beds, Malfa's hotels are larger and higher-end.

There are no hostels on the island, on the other hand the Airbnb market is very flourishing, with different price ranges⁹: 30-188 Euros for a room and 38-1400 Euros for a private house in Malfa (prices per night); Santa Marina, on the other hand, appears cheaper, 18-425 Euros for a room, 48-411 Euros for an apartment; a search on Leni gave the same results as in Santa Marina, probably because, to make up for a lower availability, the website aggregates the areas. This data, obviously unofficial, is purely informative and cannot be considered completely accurate as Airbnb shows the results, not based on their existence, but only on their availability in the selected date.

Similar results were found with regard to food service: a search on TripAdvisor¹⁰ showed a total of 48 establishments, of which 14 in the low range, 30 medium-high and 4 high-end.

In the end, based on the information collected, Salina rises an extremely versatile destination suitable for all incomes, both for accommodation and catering.

Beyond this positive note, however, it cannot be omitted how problematic is that, in order to get this information, one has to resort to unofficial aggregator websites (with all the inevitable inaccuracies of the case) and that even official data has gaps and inconsistencies. While understanding that this kind of surveys and investigations require a budget, it must be stressed that, alongside the production of wine and capers, tourism is Salina's primary economic resource, therefore this type of expenditure should be interpreted as an investment and taken with great seriousness.

An accurate data collection and related analysis would allow a defined destination positioning, trends tracking and an according calibration of the offer, which would plausibly lead to better incomes; conversely, Salina limits itself to passively welcome the mass of tourists who storm it between July and August (without forcedly developing any customer loyalty) and the few scattered visitors during low season. Unfortunately, this approach – or rather, non-approach – results in a waste of resources that generates only a fraction of what its potential profit could be.

⁹ Source: Airbnb. Retrieved April 22.

¹⁰Also in this case, similar reservations apply as for Airbnb: TripAdvisor restaurants' pages are to be updated by the owners themselves who, however, sometimes fail at doing so or they enter inaccurate information. For the complete results, see Annex A9.

III. Survey

In light of the insufficient data, as shown above, the research went ahead with a short survey, with the objective of investigating destination awareness, positioning and segmentation of Salina. Although this analysis – which would have required more time and a much larger pool of interviewees – is forcedly limited, useful information can still be drawn from it.

As mentioned in Paragraph I.1, the present survey was created through Google and then disseminated through Facebook by being posted on the author's personal profile as well as on WINTOUR's page in order to collect opinions from the insiders. Word of mouth, of course, was also a fundamental channel to disseminate the survey and guarantee a largest and most heterogeneous pool of respondents possible. To the same scope, the author sometimes interviewed respondents personally or by telephone in order to overcome the language barrier (being the survey in English) or the non-presence on Facebook.

The survey, aimed at non-residents of Salina, addressed to both those who knew it and those who had never visited it. To provide a general framework to the latter, a brief explanatory text, personally written by the author, was placed on top of the page:

“Second island of the Aeolian archipelago in Sicily, with its 26 square kilometers surface and 2300 inhabitants, Salina feels like a pearl fallen by chance in the Mediterranean.

With its two mountains covered in vegetation, it's called "the green island" and it's the perfect destination for trekking lovers, but it also has beautiful rocky beaches, in line with its volcanic origin. Its characteristics have made it a cradle of viticulture, Salina is indeed the main producer of Malvasia delle Lipari, a sweet wine protected by DOC since 1973.

During summertime, it is a bliss to enjoy Salina bathed in sunshine, and appreciate its landscapes and rich food and wine – however, with the risk that the wave of tourists will even get congestive for such a small island.

During the rest of the year, Salina is a realm of quiet and peace – even too much, maybe, for some – and the climate can be very inclement during winter months. On the other hand, this is also the time where you can appreciate Salina in its true essence and create an intimacy with the island that will not be disturbed by the din of tourism.”

Followingly, ten questions were asked, whose answers will be here discussed.

The first questions obviously meant to collect some personal data, first of all (see Annex A10) the age group. The survey showed a clear preponderance of the 20-35 group; however, the overall result is satisfying since, with a 40% divided between 36-50 and +50 bands, the other two categories are not excessively under-represented.

In terms of gender, the interview was more successful since, despite a slight predominance of female gender, the respondent pool appears equally divided between men and women (see Annex A11).

An open-ended question followed, concerning nationality and place of residence (if different). It seemed useful to make this distinction in order to avoid equivocal data: indeed, an Italian residing abroad who knows Salina wouldn't be as impressive (and significant) as a foreigner who is familiar with the place.

The results showed that 72% of respondents are Italian, some resident in Italy, others abroad, plus a Filipino respondent residing in Italy. The remaining 28% is divided between: USA (4%), Spain (2.8%), Georgia (2.8%), Portugal, Canada, United Kingdom, Mexico, Armenia, Russia, Austria, Argentina, Lebanon and France.

The fourth question (see Annex A12) was intended as an alternative way to investigate the respondents' income: indeed, people are sometimes reluctant to provide this piece of information or unable to answer accurately; and after all, the question rather aimed to knowing how much the respondents are willing to spend on vacation, which does not forcedly coincide with one's income.

At any rate, the data seems to harmonize with Salina's hospitality offer, which, as it was seen, is very versatile and includes possibilities for all income ranges. 77% of the surveyed claim they want a quality holiday but careful expenses; that 17% who would rather save money might well sit in Airbnb or in a cheaper accommodation; finally, a small percentage (5.7%) spares no expense and could therefore feel at ease in the high-end facilities on the island.

The following question (Annex A13) gave quite uniform responses: indeed, the "average consumer" and "wine enthusiast" groups show almost the same result and one could say that the percentage that the "wine experts" segment is "missing" to match the other two has instead been collected by the minor segment of "uninterested".

The segment of the wine experts was analyzed more in depth to verify Salina destination awareness and, therefore, of the relative DOC: it emerged that almost half of this group, 47%, does not know the island at all and that, in any case, none of them has ever visited it. Question 6 directly addressed the issue (see Annex A14).

As it shows, the resulting data is not very encouraging. Less than 20% of respondents – and precisely 18.6% – have visited Salina, while 45.7% know it or have heard of it but they have never visited it and a disheartening 35.7% does not know it at all. As it was mentioned, this 35.7% also includes a part of industry insiders – a significant figure, knowing that Salina is home to a certified DOC and it is linked to a historical product such as Malvasia delle Lipari.

Plus, this percentage is divided into 44% of foreigners and 56% of Italians; this means, not only Salina destination awareness struggles to cross national borders – which might be all in all understandable in light of its small size and being a satellite to Sicily – but the island is unknown to many compatriots too. It's hard not to ascribe this to the insufficient (if not non-existent) communication strategy – but this will be covered in the next chapter.

Question 7 asked to assess, on a scale from “absolutely not” to “absolutely yes”, four statements (see Annex A15), the purpose being to understand how Salina is perceived as a tourist destination. The attention should immediately go to the purple band, which identifies the answer “absolutely yes” and indicates therefore a clear target: this already provides some information (and surprises).

As it can be expected, Salina is immediately recognized as a perfect destination for summer holidays or outdoor activities (e.g., hiking); the fourth position, on the other hand, is surprising, from which Salina seems very likely to attract visitors out of season, except this decidedly contradicts what was seen in the previous chapter. A cross-check was due, and these were the results obtained: 20 people answered “absolutely yes” to the question, only 5 of them have actually visited the island, while the other 15 have never been there (and some do not know Salina at all). This does not automatically invalidate the answer since the survey in first place addressed to those who had never visited the island and encouraged them to answer based on their feelings or impressions; plus, even among those (few) who answered “unlikely” or “absolutely not”, this same gap arises, and in the same proportions. Therefore, there is no reason to give more credit to those who dismissed Salina as an off-season destination than to those who evaluated it positively.

The second important piece of information provided by the purple band is that Salina is not perceived (or not enough) as a wine tourism destination. A first cross-check was to isolate those who claimed having visited Salina (and were supposedly able to judge in full awareness), except this group is entirely made up of occasional consumers and wine enthusiasts (plus one “uninterested”), which opens the door to speculation. How seriously can we take the interest of wine enthusiasts and how reliable are these respondents? The spectrum of “wine enthusiast” is wide and wine tourism itself hardly fits in a specific definition.

Another strategy attempted was to analyze the answers of the wine experts or sector insiders, but none of them has ever visited Salina and several have not even heard of it, so, except for two haggard “absolutely yes” and “unlikely”, the answers given by this category are just a long sequence of “neutral” and “likely”, without taking clear positions (as it's reasonable).

In short, in order to have better results, a further and more specific survey is needed, perhaps investigating what does it mean to be a “wine enthusiast” and what do people expect in order to consider some place a valid wine tourism destination.

In the end, this fragmentation is in itself a piece of information telling one clear thing: compared to summer holidays, outdoor activities and even off-season trip, as a wine tourism destination, Salina has no credibility.

Fortunately, subsequent questions led to less controversial results. The eighth question (Annex A16), for instance, clearly shows how Salina is extremely popular for a trip with the partner – an answer that crossed all participating age groups. “Family trip” was the second main option and a small segment of solo travelers would choose Salina as their destination. On the other hand, it does not get much acclaim as a destination for a group trip.

For question 9 (Annex A17), special attention is due again to the band which identifies the highest preference and therefore the target, in this case the blue one.

The sporting event surprises for its sharp polarization; indeed, it collects both the highest and the lowest rate. This does not undermine its value because the goal of this research is not to find a product to please everyone, but to find the right product for the right segment. The possibility of events or initiatives related to local food and wine, for instance a wine route, also found its segment and, together with the sporting event, resulted to be the best liked option. The other two options, on the other hand, do not seem to have found their own segment, which is not forcedly negative, it simply means that these are less sectoral events open to a wider audience.

This information may be most valuable in designing events to help mitigate seasonality.

Finally, the tenth question, open-ended, invited the surveyed to suggest possibilities not proposed in the questionnaire. As a matter of fact, some of them were not mentioned because they already exist – at any rate, the followings are the answers received (net of blanks and "no"): visits in cellar during harvest/wine production periods; spiritual welfare; trekking; Slow Food; nature and relax; yachting, volcanos exploration, hiking; discovering local artists and writers while enjoying the place.

IV. Communication strategy and issues

After investigating tourist flows, receptivity and analyzing the survey results, the research went ahead with a study and evaluation of Salina’s communication strategy. Regrettably, this turned out to be even more problematic than what shown as yet.

It would be incorrect to say that there is no website dedicated to Salina, quite the opposite: there is too many of them, and the potential interested visitor ends up trapped in a maze of websites, Facebook pages, Instagram profiles, all united by being inaccurate, out of date, sometimes faulty and, often, with little care for aesthetic.

Just googling “Salina” and checking out the first result should be a red flag: below the corresponding Wikipedia page, a website called “Salina Turismo” appears. Encouraged by this unequivocal name, one may be disappointed or at least puzzled when facing a page with a very basic and vaguely melancholic aesthetic, where all the relevant information to a tourist seems to be confined to one small page; but everything suddenly becomes clear when you realize that this is not the official website, instead, it’s a room rental service: it is definitely not a good start that a private business has earned such a privileged spot.

The research went ahead looking for some sort of official website and it encountered numerous other links, all coming from unofficial sources: websites and travel blogs which dedicate a small page to Salina, almost for geographical coincidence rather than actual interest, and treating the island as a simple subsection of the Aeolian archipelago instead of a destination in itself – this aspect will be further discussed.

Finally, Federalberghi Eolie, a hotels association from the archipelago, seemed to lend a hand to this search for officialdom. In its destination marketing plan, it reported the inauguration of a new reference portal called [LovEolie](#)¹¹. However, even in this case the final result appears to be superficial and does not live up to its claims. There does not seem to be great cohesion with the related social media, whose icons are placed only at the bottom of the webpage, not very visible and, on the other hand, the social profiles consist of a mere collection of panoramic photographs accompanied – literally – by the same caption repeated in every post. Besides, LovEolie presents the same gap already mentioned: in an attempt to manage the entire archipelago’s tourism and aggregate the information for all seven islands, it ends up being confusing and deficient.

In spite of numerous attempts, obtaining a meeting with Christian Del Bono, president of the association, was apparently impossible and so getting more information about this alleged destination marketing plan. Thankfully, the Mayors of Malfa and Santa Marina were much more open to discussion and this led to discovering that LovEolie does not collaborate with the local administrations. It should therefore come as no surprise that the website is not exhaustive, however, one cannot help wondering how can Federalberghi set itself such an ambitious goal

¹¹ Retrieved April 25.

as managing tourism for an entire archipelago without considering constant dialogue with all the seven supposedly represented islands.

The meeting with Domenico Arabia and Clara Rametta provided two interesting pieces of information about the communication strategy. While interviewing the Mayor of Santa Marina, the existence of an actual official website created specifically for Salina was discovered. “Discovered” seems apt since, upon closer inspection, it emerged that the said website, [Love Salina](#)¹², is not indexed and it only appears in the third Google results page – Arabia seemed no less surprised than the author in finding this out. According to what he declared, Love Salina had been financed by the municipality of Santa Marina only, yet representing the reference website for the entire island (therefore for all three municipalities) and, in his words, “it was doing well”. It should be recognized that Love Salina presents itself, at least in its intentions, as a much more complete website than the others seen: in six languages, with information about where to eat and sleep, as well as shopping advices, the best beaches, hiking trails, events, etc. On closer inspection, however, these promises are not kept and Love Salina looks more like a website which was abandoned during construction. As for the six languages, the Italian version – despite numerous and obvious gaps – is the only in which the website is browsable, if nothing else; switching language, the webpage is faulty and, above all, empty of information. A report from the competent office was requested to check the analytics and get a clearer idea but, in what seems to be a sad leitmotiv, this information could not be obtained. In any case, in light of what was shown, it is hard to believe that there was ever a time when this website was effectively working and it is no surprise that it fell so low in the search results.

Finally, during a meeting with Clara Rametta, the author was informed that a new website, financed by the municipality of Malfa is currently under construction. While appreciating the Mayor's spirit of initiative, this sounds like the proverbial cherry on top, in fact, Salina definitely does *not* need another website. What it seems to be in real need of, instead, is *one* website that is orderly, complete and cohesive, that is, efficiently representing all three municipalities. Conversely, the overriding trend seems to be constantly opening new websites while neglecting maintenance and updating, which creates chaos and damages the destination image, which appears unable to manage a website or not even “cool” enough to have one.

By giving up on digital communication, Salina also loses the opportunities of the storytelling (Richards, 2014): uncanny, in light of the fact that, even net of strategies, Salina truly has a story to tell, and a charming one, which could become its main marketing tool.

¹² Retrieved April 27.

The emphasis placed on the need of an official source must not be interpreted as a devaluation of unofficial channels, on the contrary: in 2005 already, O'Reilly had highlighted the growing importance of blogs within Web 2.0, and nowadays, with the advent of social media, this has grown exponentially. Millennials and post-millennials increasingly rely on these channels as a source of information and, more importantly, they now intervene directly in creating this information, thus becoming *pro-sumers* (Monaco, 2018). However, this does not relieve Salina from the obligation of taking part to the consumers' conversation, in fact, in the absence of an official source to refer to, gaps may arise and the destination might lose control of contents (Fait *et al.*, 2015). On the contrary, effective communication would allow, on the one hand, to manage the UGC¹³ in its favor and, on the other hand, to use the information thus obtained as a feedback and achieve, in the definition of Kumar *et al.* (2013), a "data-driven marketing".

In addition to this, we must consider the great competition Salina has to contend with. Salina is part of an archipelago of seven islands, to which others must be added, namely, the Egadi islands, the Pelagie islands, Pantelleria and Ustica, not to mention Sicily mainland. It is clear that, for such a small area, Salina has a lot of competition. To passively make one with the Aeolian archipelago and present itself as its "subsection" cannot be a winning strategy: in the absence of a more effective and appealing communication, tourists passing by will be content to go either to the nearest (Vulcano) or to the largest (Lipari) of the Aeolian Islands. Another common scenario is the "quick tour", which dedicates one day to each island without really engaging with any of them. In both cases, Salina is left out: there is no engagement, no customer loyalty and, most importantly, no destination identity.

Although relying on the rest of the archipelago may seem an attractive prospect for such a small and, apparently, unfamiliar with digital entrepreneurship island, it is essential that Salina finds its own identity and puts it out in the world: only this will allow it to emerge from the dozens of islands and islets, to achieve destination awareness and, above all, a consistent customer loyalty – and this will make the best brand ambassadors.

V. Lack of synergy

As easy to guess, the communications scenario described above is not accidental, it originates in a marked social and administrative fragmentation. Indeed, despite its small size, Salina is divided into three municipalities, responding to different administrations with their political ideologies and funds. This has, not unexpectedly, led to disagreements which are nevertheless

¹³ User Generated Content.

paradoxical in light of the fact that, beyond the theoretical “division”, Salina is so small that the three municipalities inevitably end up sharing the same issues.

If this attitude has prevented the creation of a shared official website, the same goes for the Info Point management. This is located a few steps from the tourist port in Santa Marina, the ideal location to welcome tourists who have questions about restaurants, attractions, boat or hiking tours and events. Unfortunately, they will not be able to obtain this information as, in order to avoid disputes, the Info Point has decided to omit any information relating to the commercial activities of Salina, including Santa Marina’s itself. The brochure that can here be found is actually very explanatory as to the island’s morphological profile (beaches, hiking trails...), it lists the museums and archaeological sites available and the “useful numbers”. However, if visitors wish to know which number to call in order to visit the indicated beaches by boat, to find a hiking guide or for advice on a good restaurant (since the brochure only vaguely refers to “the many restaurants in the area”) they will have to find out on their own. Same goes for events: during her interview, Mayor Rametta told that, having tried to use Santa Marina’s Info Point to advertise an event taking place in Malfa, the material had followingly been removed.

While admiring Santa Marina’s consistency in refusing to use the Info Point to advertise even its own commercial activities, it is clear that the picture just painted is paradoxical and that a tourism office of this kind borders on uselessness.

At this point it should be quite evident: Salina has a social issue. The three municipalities work in isolation from each other and, at times, against each other. Some, like Professor Saija, wish for a referendum that unifies Salina into a single municipality, but he himself admits that such a proposal would currently have very little chance of passing.

At a lower level, moving from the public to the private sphere, during her stay the author was able to observe a very individualistic and short-sighted attitude. Everyone manages their business in a fairly linear and immutable way from year to year, the cases of collaboration are rare and even surprising because the atmosphere seems to be of general distrust and people would rather be content with their own small but safe business than expanding into something unknown and threatening.

This scenario has eventually led to a sharp downsizing of this study and its purposes. In fact, successful tourism can only be built on synergic work and spirit of initiative. Without these basic requirements, unfortunately, the immense potential in Salina lays unexploited and the current tourism trend on the island clearly demonstrates this. Likewise, it is impossible, under these circumstances, to present an actual development plan for “Salina” destination (as a whole).

It is desirable that the three municipalities come together by associating themselves in an effective destination management organization, thus obtaining independence from LovEolie which is not bringing any benefit to the island. The aims and activities of this organization should be:

- fundraising and budget management, provided jointly by the three municipalities;
- data collection about tourist flows and related analysis;
- design of a new shared official website or implementation of the existing one, with related Facebook and Instagram pages;
- support and improvement of existing services and facilities (e.g., museums, which suffer from budget shortages, or implementation of public transport);
- professional training and English courses¹⁴ for operators directly or indirectly involved in tourism;
- design of a wine route;
- design of events for seasonality adjustment.

VI. Wine route

As it should be clear, the above list is drawn up in order of priority and, within that, designing a wine route is second last; indeed, it is safe to assume that, in absence of a solid base of budget, organization and a favorable social environment, these initiatives would not find the right context to succeed. On the other hand, there are reasons to believe that a wine route in Salina, provided its wise management, could be highly successful. The starting point is, of course, Salina's wine tradition, which rests on an ancient and fascinating history, adding to this a taste for innovation and a great desire for redemption. The survey results also revealed a clearly defined segment interested in food and wine related products and, specifically, a wine route (Annex A17). Finally, the current trends must also be considered: rural tourism is experiencing a very favorable period, satisfying in the same time the desire for sustainable and eco-conscious tourism, as well as the desire for "authenticity" (Grumo, 2012; Sasu and Epuran, 2016). Italy makes no exception: Cinelli Colombini (2015) reports a growth of wine tourism on national territory, emphasizing precisely the importance of small wineries, which tend to be

¹⁴ Among the wineries, Caravaglio is the only one to offer guided visits in four languages (Italian, English, French, Spanish), Hauner guarantees a minimum level of English, the other wineries cannot offer visits in English.

preferred by tourists as perceived as more genuine; likewise, Nicosia and Porto (2011)¹⁵ highlighted an increasing interest in wine tourism in Sicily. Surprisingly (or not so much), the two papers also agree on another aspect: if Cinelli Colombini denounces that, of 179 networks, “only about 20 are fully functional and able to generate income while most of them are merely administrative decrees” (p. 30) and an insufficient use of the internet, Nicosia and Porto also point out “a national reality in which financial constraints, environmental conditions and management conflicts between public and private sectors deeply affect the quantity and quality of the offer” (p. 105). So, after all, Salina's issues regarding communications and social fragmentation, appear to be common to the whole country.

It is obviously a long way before a wine route can actually be realized here; nonetheless, it is worth illustrating the potential and resources that Salina could pour into this.

The “Malvasia Route”, as this may be named, would have as its scope the territory between the municipalities of Leni, Malfa and Santa Marina. Its objectives:

- enhance the prestige of Salina's ancient wine tradition;
- increase the awareness of the DOC and Malvasia delle Lipari;
- support the wineries working to restore Malvasia delle Lipari's ancient prestige;
- support local economy by including in the association other commercial activities on the island directly or indirectly involved in tourism (e.g., hotels, restaurants, farms, crafts, hiking guides, boat and car rentals etc.);
- boost local tourism through an eco-sustainable model;
- mitigate seasonality by creating a tourist product usable twelve months a year;
- create an image of Salina as a successful wine tourism destination.

The Malvasia Route would focus on wine tradition and Malvasia delle Lipari DOC; therefore, it is desirable that all the wineries on the island – and necessarily half of them at least – join the association. Nevertheless, as already stated, the Route would be open as well to other commercial activities representative of the island's identity and, directly or indirectly, involved in tourism. The aspiring members should agree to comply with the rules laid down in the statute, demonstrate to fulfill the quality requirements imposed by the association and they

¹⁵ Surprisingly, in this same paper, a reference was found to a "Strada della Malvasia delle Lipari" (Malvasia delle Lipari wine route) which also includes Caravaggio's and Hauner's wineries. However, the web shows no trace of this project, nor has the author ever heard of it during her internship. Nicosia and Porto clearly refer to a project that was never realized afterwards.

would be liable to sanction or expulsion whether these requirements were not respected. The aspiring members would also be required to pay a registration fee, of equal value for all, and an annual fee. To this regard, the “Strada dei Colli Euganei”, wine route in Veneto region (Northern Italy), serves as a model; this assigns a base value to the quota and then calculates it in the following manner: the wineries producing DOC wine will have to pay three times the value of the quota; agritourism farms and farms with direct sale of typical products, twice; all other activities (restaurants, hotels, wine bars, etc.) will pay the base amount. This seems reasonable in relation to the wine-oriented philosophy shaping the Route.

The benefits associated with being a member of the Route would be exhibiting the association's logo label, the promotion of one's activity through the Route's advertising material and the prestige connected to the qualitative and cultural level of the project.

Through regular management and compliance with the Route's rules and philosophy, the project is expected to become self-sufficient and be able to finance itself through the assets derived from members' fees.

As for the structure, the most common model was here applied, which breaks down the Route into three “itineraries”: Wine and food, Nature trails, History and culture.

What follows below stands as an explanatory legend of the visuals on page 22, a complete and detailed list of the establishments included in the three itineraries is available in Annex A18. Of course, speaking of an association that is not currently existent, it is impossible to predict who would join the Malvasia Route, this is meant as a proposal, developed by the author after pondering Salina's resources and identifying the businesses and establishments that would suit the project.

“Food and wine” itinerary (Fig. 1)

Wineries and farms:

1. Hauner; 2. Colosi; 3. Fenech; 4. Caravaglio; 5. Virgona; 6. Saponi Eoliani; 7. D'Amico.

Restaurants:

8. Portobello; 9. Terre di Salina; 10. 'Nni Lausta; 11. Capofaro; 12. Signum; 13. In Sé Natura.

“Nature trails” itinerary (Fig. 2)

Nature trails:

1. Punta Brigantino-Vallone d'Ogliastro; 2. Lingua-Monte Fossa delle Felci; 3. Lingua-Batanà Cemetery; 4. Santa Marina Salina-Monte Fossa delle Felci; 5. Santa Marina Salina-Serro Capo; 6. Capofaro-Pizzo Capo; 7. Malfa Monte Rivi-Monte Fossa delle Felci; 8. Semaforo di Pollara-Monte dei Porri; 9. Semaforo di Pollara-Leni; 10. Valdichiesa-Monte dei Porri; 11. Leni-Monte Fossa delle Felci; 12. Valdichiesa-Monte Fossa delle Felci; 13. Rinella-Serro Spinnato.

Birdwatching (bird icon): Lingua salt lake.

“History and culture” itinerary (Fig. 3)

Museums and archaeological sites:

1. Archaeological Museum; 2. Civic Museum; 3. Wine Museum; 4. Punta Barone thermal baths; 5. Cave of the Saracens; 6. Portella prehistoric village; 7. Aeolian Emigration Museum; 8. Semaforo di Pollara; 9. Madonna del Terzito Sanctuary; 10. Mastrognoli Necropolis.

Local crafts and culture:

11. Made in Salina; 12. Elsalina; 13. Amanei; 14. Ceramiche Salina; 15. "Il Postino".

This proposal was developed in careful consideration of the national benchmark, whose analysis details, together with the author's observations, are reported in Annex A19. Based on the information thus collected, it is safe to say, not only Salina – as it should be now evident – has sufficient resources to develop a rich and well-structured Wine Route, but also, the framework just described alone would already be more than enough to legitimately compete with most of the wine routes in the country.

Nevertheless, there are other options worth of consideration, that may make Salina's offer more eclectic and livelier.

Besides wine tasting on boat, which already exists, Salina's natural heritage simply demands a combination of wine tasting and slow tourism. First possibility initially considered was hiking among the wineries; Michele Merenda – the guide interviewed about this – stated that, indeed, trail no. 7 connects Virgona's and Fenech's facilities, while Hauner's winery is on trails no. 2 and 3 and D'Amico's on trail no. 11. Unfortunately, the trails leave uncovered some of the wineries on the island and, wanting to use “regular” connecting streets, most of them are not provided with sidewalk – it would be very unsafe for a large group to walk on them. However, a second option which seems more suitable, is cycling. Under the premise of being reasonably trained or, alternatively, having an electric bike to avoid suffering the long climbs, it is possible

to travel the entire island by bicycle. This opens the door to countless options and would allow to create thematic or zone-based itineraries, with different lengths and difficulty levels; moreover, there already is in the area an enterprise specifically dedicated to cycle tourism, called Eolienbike, but it seems like Salina has not yet included the services of this or other similar companies in its offer – which feels like a missed opportunity.

Finally, to meet those who would not or cannot experience Salina by bike, an excellent solution comes from South-Tyrol (Northern Italy) and its “Wine Safari”: basically a wine tour by bus, taking place every first Friday of the month with an ever new program. The bus picks up the participants at the address provided and brings them back at the end of the tour – solving the tricky issue of driving (or cycling) after a wine tasting.

South-Tyrol, as well as Cerasuolo di Vittoria Wine Route (South-Eastern Sicily), also proposes the Wine Pass: a fidelity card that allows discounts in the shops associated to the route. The author’s suggestion is to create an actual “wine passport”: a booklet to receive the Malvasia Route “stamp” when visiting a partner of the Association. This way, the item would work as a fidelity card and, at the same time, as a gadget/souvenir. Annex A20 shows a proposal of logo and wine passport.

At the end of this chapter, it must be emphasized that, due to the complex and multifaceted nature of such a project, this cannot do without a synergy between the three municipalities, and in any case, it is advisable that Salina devotes itself to it only after “testing” and consolidating its tourist offer. Based on these premises, there are reasons to believe that the Malvasia Route could become the island’s main tourist product and stand as its flag, synthesizing its history, its products and its identity in a single project.



Figure 1



Figure 2



Figure 3

VII. Seasonality and proposals to mitigate

Finally, a few words about seasonality, which represents the last link of this study, as well as one of Salina's main challenges.

As it happens to many islands, Salina is affected by a marked seasonality, such that it is literally besieged by tourists from June to September, but it is basically empty the rest of the year. Sometimes it is possible to come across a few off-season visitors, often passionate hikers, but these are rare exceptions, as seen in Chapter II.

What are the causes of Salina's seasonality?

First of all, as is to be expected, the climate: warm and sunny during summer, it can become extremely inclement during winter, due to the humidity coming from the sea and the strong winds. These factors also end up interfering with Salina's connectivity; indeed, the best way to reach the island is by hydrofoil, which is much faster than the ferry and more frequent, therefore more flexible. On the other hand, the hydrofoil's conformation makes it less stable than the ferry such that in rough sea conditions, this cannot sail; the cancellations of the crossings can be frequent, making traveling to and from Salina sometimes uncomfortable.

The combination of these two factors, objectively unfavorable, has given rise to a true vicious circle. In fact, getting attuned to this "trend", Salina tends to enter a lethargic phase during low season: all hotels, restaurants, bars are closed and the few shops that remain active for the residents, work on a narrow gauge. This means that, even if a visitor was in Salina during this period, he or she would find no entertainment and would hardly feel encouraged to come back – let alone encourage others to. A further example might be the taxis: there are only six taxis on the island, an obviously insufficient number for the thousands of tourists who need to be driven back and forth during summer. On the other hand, to the taxi companies – likewise restaurants, bars and hotels – it is not convenient to invest in a larger, all year long business, because the revenues would not balance the expenses.

In his paper about seasonality in Crete, Andriotis (2005) analyzes the phenomenon and hypothesizes that this might be considered a simple modality rather than an issue to be fought, venturing to investigate its positive effects: he argues that, for some, the off-season represents "the light at the end of the tunnel" and that, in some destinations, this has a "fallow" effect on both tourism resources and the host community, allowing some measure of rejuvenation before the commencement of the next season" (p. 204). It is true that summer tourism in Salina can be congesting for the island, sometimes beyond its resources (see the taxis example) and certainly not sustainable all year round. On the other hand, for the reasons previously mentioned, Salina is unlikely to attract such volumes of tourists twelve months a year and it is

reasonable to assume that, even net of seasonality, the winter tourist flow would be much lower and therefore easily manageable. Moreover, while Andriotis' hypotheses, despite having a foundation of truth, do not seem entirely convincing, the pitfalls of seasonality identified by Di Gregorio and Licari (2006) definitely suit Salina, namely:

“- The excess of seasonal tourism that concentrates the vacations during particular season of the year.

- The prevalence of seaside tourism that endangers coastal territories as the impact is unbearable to the environment.

- The scarce diffusion of other types of tourism regarding health, conferences, baths exc. In fact the weather conditions would definitely allow a wonderful use of the infrastructures most of the year.

- The lack of adequate organizations and initiatives coordination structures especially in cultural and historical resorts.

- The low professionalism and the approximation in services supply.”

(Di Gregorio and Licari, 2006, p. 3)

On top of this, we must bear in mind that tourism represents to Salina its economy's true engine, being the other main resources viticulture – which has stagnated for years and only recently has started a process of slow revival – and capers – a noble product, yet a difficult cultivation, which has seriously risked abandonment. In the absence of tourism, it is legitimate to suspect that Salina's economy would struggle, for this reason it seems wise to make most of this resource, rather than passively welcoming tourists during summer and spending the rest of the year in lethargic waiting.

Analyzing the benchmark, two destinations stood out in terms of best practices: the island of Capri in Italy and the island of Madeira in Portugal. [Capri's website](#)¹⁶ has done a great job in its communication strategy, by presenting a calendar of the island month by month, it doesn't try to hide the negative aspects in visiting the island out of season, but it highlights the positive aspects that come with this alternative choice – together with a wealth of information about the weather, packing advices, suggestions on where to book and how to get to the island, as well as itinerary suggestions. This communication is just so effective and complete it basically walks the potential visitors step by step: all they have to do is follow the instructions.

¹⁶ Retrieved June 15.

[Madeira's website](#)¹⁷ also offers a calendar of the events taking places, although not as detailed as Capri's; on the other hand, this destination promotes an interesting form of tourism: digital nomadism. Indeed, the village of Ponta do Sol hosts a "digital nomad village", a project curated by the Digital Nomad Madeira Island agency through which, behind subscription, it is possible to obtain fully furnished accommodation and equipped with everything one needs to work remotely (internet connection, printer, stationery...), while enjoying the island and getting in touch with other digital nomads.

Currently, digital nomadism and coworking are quite underrated forms of tourism, perhaps because they differ from the classic idea of tourism as pure entertainment; however, precisely for this difference, they can be the key to mitigate seasonality.

In Salina's case, it is evident that those in search for a summer vacation, a swim and a boat ride will not be motivated to visit the island in winter. On the other hand, Salina is perfect for those who want to move their office work to a new scenario, to get away from the hustle and bustle of the city and breath out in the nature; off-season Salina is the ideal destination for writers and artists in search of peace to find inspiration and devote themselves to their work; in the midst of the pandemic we are experiencing, this small island in the Mediterranean is the promised land of those who want to go out for a walk without fear of risky overcrowding.

This new form of tourism also has the advantage of being extremely versatile: one can find office-shaped accommodations with printer, copier and scanner, but also female-only coworking places, apartments with gym and yoga room for who wants to combine work and spiritual welfare, or true multimedia centers with a modern design for artistic and eclectic souls. In this way, digital nomadism and coworking lend a hand not only to those looking out for this experience, but also to the supplying destination, thus allowed to offer a product tailored to its own features. This would give a use to those buildings which stay empty for months in Salina and would avoid the expensive and tiring renovations traditionally recurring every month of May.

A similar, more classic option, is congress tourism; and evidently, also the Malvasia Route could be a tool for seasonal adjustment, by providing a tourist product that is available twelve months a year.

What would help the seasonality adjustment, of course, is the creation of strategically placed events during the year. Unfortunately, the main ones take place right between June and September, namely:

¹⁷ Retrieved June 15.

- Caper's Feast, first Sunday in June: it cannot be moved because capers' flowering and harvesting happen in the late spring-summer period;
- Malvasia Day, June: Malvasia's prestige is such that this event might yield great participation even in another period of the year, but Malvasia Day is organized by privates not resident in Salina who have no interest in seasonality adjustment;
- Marefestival, July: cinema festival;
- SalinaDocFest, September: narrative documentary festival.

This being said, insufficient communication shows its effects once again: in fact, while Marefestival and SalinaDocFest are the most advertised events, it is nothing short of surprising that an event like Malvasia Day does not get equal resonance, speaking of the island that is home to a DOC. There is more: as a matter of fact, there are big events in other periods of the year, some of them designed specifically for seasonality adjustment, yet they are not sufficiently advertised. This is the case of Salina Slow Island, a Slow Food event to discover the island's food and wine landscape: the event, taking place in May, culminates in a long weekend devoting an entire day to each single municipality, but Salina Slow Island actually extends – with various initiatives – for the entire month. This event gets little attention on the internet, its website is inactive and, even when advertised, it does not reflect the significance that the event has for the island and its inhabitants.

Another example is Salina Jazz Festival in September (a three-day music festival) but above all Unda Maris, an organ music festival. Nine organs are present on the island, mostly historical, some of them in good conditions, others currently being restored; Unda Maris's goal is to restore all of them and take the chance to mitigate seasonality, as the event takes place in October. Although, unlike Salina Jazz Festival, Unda Maris has its own website, the event has very little resonance and, before the interview with the Mayor, no trace of it was found on the web.

In the end, the field research about seasonality adjustment gave much more encouraging results than in the other sectors, revealing a certain spirit of initiative; moreover, some of these off-season events are quite "young" initiatives (Salina Jazz Festival saw its fourth season in 2020, Unda Maris its third) so it is understandable that they are still consolidating their format and related communication. Of course, it is undoubtable that a collaborative effort and synergic work would undoubtedly enhance the communication (and consequently the feedback) of these initiatives.

Based on what here described, it is possible to jot down the current Salina's "calendar".

Having a look at Annex A21, it will be evident how Salina is "inactive" for a good half of the year, its main events being concentrated between May and October and not all of them adequately advertised.

It is time to go back to the survey's results and see how these may be exploited to mitigate seasonality.

Question 9 (Annex A17) showed a specific target for food and wine related initiatives and sporting-recreational events, while local festivities and spring festivals received a broader and more popular consensus.

As a matter of fact, Salina may be the perfect location for a sporting event: its morphological profile, so varied, alternating paved and dirt roads, flat or sloping, make an excellent scenario for sports competitions with different difficulty levels. The proposal here made is to create a three-day event, to take place in a weekend, devoting Friday to running and Saturday to cycling competitions. Three races would take place every day, on trails of different duration and difficulty, one of them on dirt road – Michele Merenda indicated no. 12 to the purpose. Testimonials from the sport industry would also be invited, as well as specialist retailers to advertise their products (such as running shoes or equipment). Finally, the third day would be devoted to the awarding ceremony and celebration. On this day, a Sunday, the sporting event would turn into a recreational event open to families and kids too, with games to play (e.g., tug of war, capture the flag, sack race) as an entertainment and a playful introduction to sport. This would happily combine the segment interested in sport with the large group which instead indicated Salina as an option for a family trip (Annex A16).

This event should necessarily happen outdoors. September is even too crowded with events considering that, in addition to the festivals already mentioned, also Festa degli Eoliani nel Mondo¹⁸ take place the first weekend of the month, but November is too risky a choice. To avoid overlaps and make most of these initiatives, the best solution might be to organize the event in October and move Unda Maris to November, since this takes place indoors.

The second proposal aims to combine the interest in food and wine with the desire for a spring festival free from the annoying summer crowd (again, see Annex A17). April seems ideal for such an event: this is when the verdant nature in Salina awakens and the whole island is

¹⁸ Literally, the "Aeolians in the world Festival". An event curated by Professor Marcello Saija, which reached its ninth edition in 2020, it celebrates the history of the island through special guests, book presentations and music, all accompanied with wine tastings and local food. It is a great event for local tourism and international visitors with Salina origins, unfortunately this too does not get much attention apart from local newspapers and, within the present research, only the interview with the Professor himself brought it to light.

covered in flowers, such that even a simple car ride, with the blue of the sea on one side and the flowery mountain on the other, turns into the most pleasant experience. In view of the often uncertain weather of this period, the festival viewed here would be a combination of indoor and outdoor activities. If, on one hand, this is the perfect opportunity to promote mountain walks and boat trips, in a rainy day visitors may be entertained with wine tastings and workshops, for instance: how to taste a wine, recipes with capers, how to use the spontaneous herbs of the island for infusions and ointments; guest speakers may be invited to talk about the delicate caper's cultivation, or Salina's seabed and how to preserve it, or how climate change is affecting viticulture on the island. In other words, "Sal-in-Bloom" would take the chance of a playful festival to learn more about nature and environment, getting attuned to the ever-growing trend of sustainable and eco-conscious tourism.

March is an apparently "empty" month on Salina's calendar. As a matter of fact, this month celebrates a beautiful local tradition, quite common in Sicily: Saint Joseph table¹⁹. Every 19th of March, the men gather to roast the freshly caught fish and prepare the traditional chickpea soup which is then carried in the heavy "quadare" (large cauldrons) across the valley to San Lorenzo church in Malfa; Saint Joseph and the Virgin Mary, impersonated by two locals, attend and lead the procession. Meanwhile, in Malfa, the women will have set a large table with numerous dishes and desserts and the men will find, at their arrival, a rich meal to share. Saint Joseph table thus becomes, beyond the religious matrix, a splendid local folk tradition. Although too "small" an event to attract tourists from a long distance, it could nevertheless be an excellent opportunity to encourage local tourism.

February is too inclement a month to think of big events, however, in light of the huge segment which indicated Salina as a destination for a trip with a partner, one could think of tourist packages. For instance, Caravaglio in collaboration with the Signum hotel and starred restaurant, may offer, on a special price, a gourmet dinner paired with two wines and a night in hotel with a bottle of Malvasia delle Lipari to sweeten the stay. This may be a special Valentine's Day offer, but it may also work as a weekend romantic getaway and, it goes without saying, it could be a year-round product.

To wrap up, Annex A22 shows an example of what the calendar of Salina's activities may look like with these adjustments.

As it shows, the month of August stays empty, indeed, it is not wise to encourage the already congesting tourism of this period with further events. January and December, which are too

¹⁹ The legend goes back to 1835 when, it is said, a ship carrying foodstuffs ran into a terrible storm, the crew prayed to Saint Joseph promising to donate everything they had on board if they were spared, and so it was.

difficult months (climatically speaking) to realistically hypothesize intense tourist flows, may still use congress tourism and digital nomadism that were discussed above: these forms of tourism could guarantee a certain flow on the island, not only in these two months, but throughout the entire low season.

In other words, through these initiatives and adjustments, Salina would be able to establish itself as a year-round destination.

Results and conclusion

This study originally aimed to demonstrate the immense potential of a small island like Salina as a tourist destination and the many declinations it could assume.

As it happens, the project took on its own “shape” and new discoveries were added to this objective.

This thesis has clearly shown, hopefully, how tourism is an extremely complex phenomenon, which will not be fulfilled in passive reception of visitors in summer, on the contrary it's an articulate mechanism in which many parts have to work together: research, communications, entrepreneurship, spirit of initiative, cooperation. Above all, it is believed that this thesis has shown how tourism is not a product in its own right, but it's entirely linked to the social fabric on which it is born, and cannot do without a cohesive community seeing the big picture. A fragmented social group that acts out of individualism will give rise to a flawed and weak tourism which will express only a smallest part of its potential and profit, while on the other hand it will multiply the issues.

It is also necessary to understand that digital communication, through websites and social networks, is not a “plus” or a silly whim. On the contrary, in the era of digital marketing, this is a vital business component, and having even an excellent product without an adequate communication is just as having nothing and this, hopefully, was amply demonstrated here.

This paper showed how, even in a heterogeneous and rich landscape, wine tourism can be a precious resource, to be exploited both as a product in its own right (e.g., a wine route), but also as a driver to enhance other types of tourism, by integrating it as a component of events and tour packages.

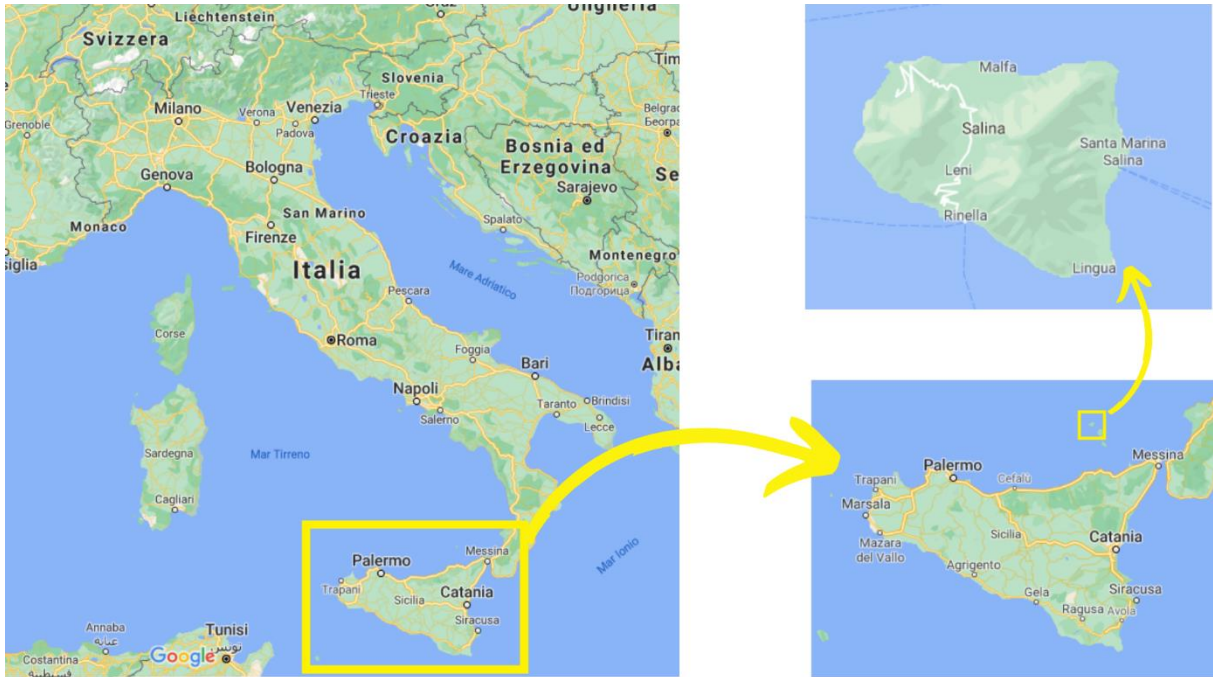
In light of this, the proposals here formulated have attempted to respond not only to wine tourism, but also to favor other segments, in line with the immense versatility of Salina which condenses on such a small surface wine, food, sea, mountains, history, and culture twelve months a year. This project was based on the principles of sustainability and respect for the

destination in its historical, social and natural aspect and so it should be for tourism in general. The aim is not to increase the quantity by attracting as many people as possible, but to pursuit quality, in order to enhance and make known the beauty of this diamond in the rough.

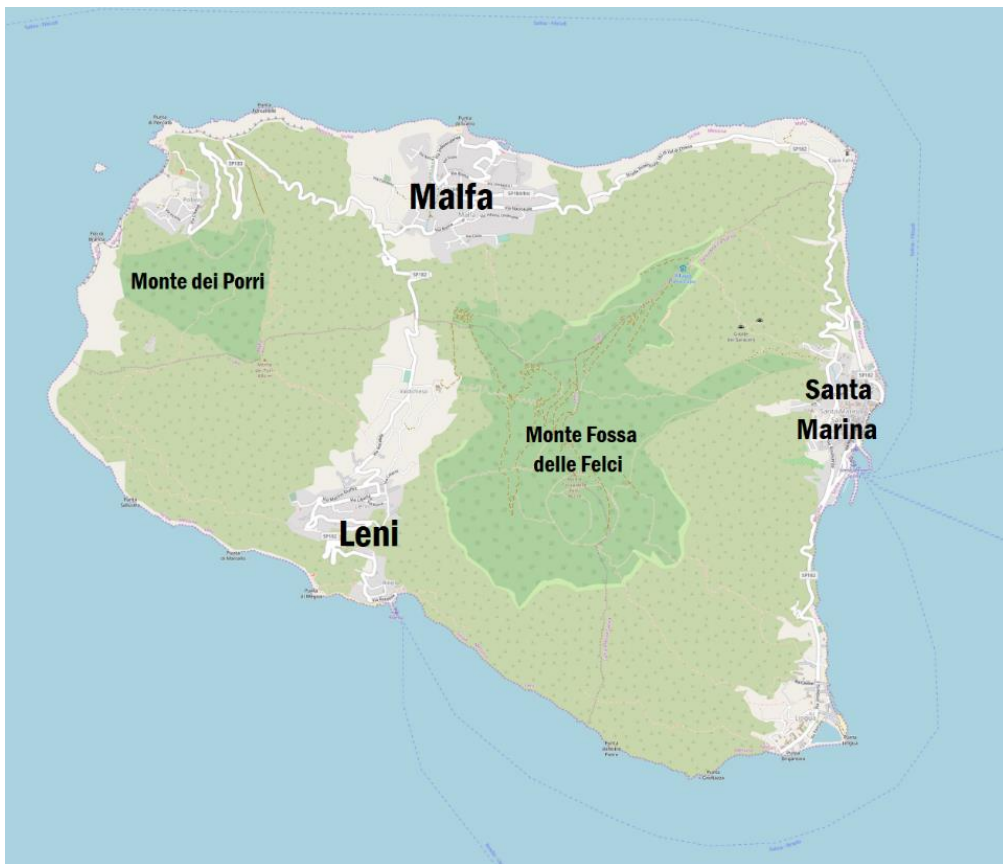
Hopefully, this work successfully expressed how Salina has in itself all the resources for a high-level tourism, to the date, mostly unexploited. Beyond the difficulties encountered in dealing with a context so stimulating on one hand, and so limiting on the other, the most interesting part of this experience rested exactly on the many challenges it presented. The author's hope is that soon the whole world will witness the flourishing of Salina and that, perhaps, this study will have contributed to it.

Annexes

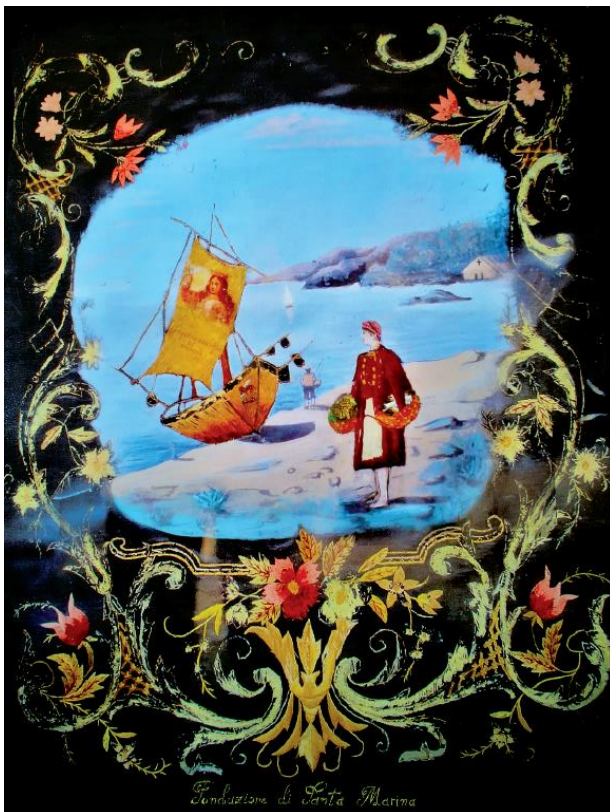
A1. Where is Salina?



A2. Map of Salina showing the three municipalities and the nature reserve.



A3. "Didymē". Photo by Stefano Butturini.



A4. This small oil painting, dating back to the mid-nineteenth century, used to be exhibited in Santa Marina's Church and represents Saint Marina of Bitinia (worshipped by the Venetians) on the ship's sail and Saint Mark's lion on the keel. The inscription explicitly represents the foundation of Santa Marina and, in the background, the church and the village of Lingua are very recognizable. Especially the figure in the foreground seems to be the key to the enigma: in one basket he carries bunches of grapes (allegory for the vine shoots), in the other, paper rolls, probably representing the leases granted by the bishop of Lipari, meant to repopulate the island of Salina which had been until then deserted due to frequent pirate raids.

This was a turning point in Professor Saija's work and it strengthened his theory about the Venetian (rather than Greek) origins behind Malvasia delle Lipari.

A5. Tourist flow in Salina from 2015 to 2019. Data representation by the author. Retrieved June 15 from http://pti.regione.sicilia.it/portal/page/portal/PIR_PORTALE/PIR_LaStrutturaRegionale/PIR_TurismoSportSpettacolo/PIR_Turismo/PIR_Areetematiche/PIR_Linkutili/PIR_7338501.618136477/PIR_Datico_munali.

2015			2016		
	Arrivals	Overnights		Arrivals	Overnights
Leni	691	2.186	Leni	714	3.143
Malfa	7.286	25.452	Malfa	8.496	29.316
S. Marina	3.986	16.001	S. Marina	4.821	15.654
Total	11.963	43.639	Total	14.031	48.113

2017			2018		
	Arrivals	Overnights		Arrivals	Overnights
Leni	1.200	5.772	Leni	1.099	3.994
Malfa	9.307	31.546	Malfa	9.567	33.329
S. Marina	5.622	17.828	S. Marina	5.379	16.628
Total	16.129	55.096	Total	16.045	53.951

2019		
	Arrivals	Overnights
Leni	1.208	3.811
Malfa	8.973	39.883
S. Marina	7.174	21.552
Total	17.355	65.246

A6. Tourist flows in the municipality from 2015-2017. Source: Malfa city hall.

Anno	Periodo	Arrivi	Presenze
2015	Gennaio / Giugno	2.389	7.719
	Luglio	1.494	5.161
	Agosto	1.713	6.608
	Settembre / Dicembre	1.690	5.964
		7.286	25.452
2016	Gennaio / Giugno	3.048	9.485
	Luglio	1.790	6.127
	Agosto	1.964	7.445
	Settembre / Dicembre	1.694	6.259
		8.496	29.316
2017	Gennaio / Giugno	3.156	9.529
	Luglio	1.932	6.812
	Agosto	2.134	8.223
	Settembre / Dicembre	2.085	6.982
		9.307	31.546

A7. Tourist flows on the island from January to August 2019. Source: Malfa city hall.

COMUNE	ITALIANI		STRANIERI		TOTALE	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
LENI	582	2.259	271	269	853	2.528
MALFA	3.006	10.474	4.319	15.096	7.325	25.570
S. M. SALINA	3.040	9.942	1.276	3.541	4.316	13.483
Totale	6.628	22.675	5.866	18.906	12.494	41.581

A8. Salina's hospitality in 2019. Data representation by the author. Retrieved June 15 from: http://pti.regione.sicilia.it/portal/page/portal/PIR_PORTALE/PIR_LaStrutturaRegionale/PIR_TurismoSportSpettacolo/PIR_Turismo/PIR_Areematiche/PIR_Linkutili/PIR_7338501.618136477/PIR_Daticomunali.

LENI	
5 stars	/
4 stars	2 facilities, 30 rooms, 157 beds, 30 restrooms
3 stars	2 facilities, 19 rooms, 44 beds, 19 restrooms
2 stars	/
1 star	1 facility, 10 rooms, 24 beds, 10 restrooms
Other	1 facility, 7 rooms, 20 beds, 7 restrooms
Total	6 facilities, 66 rooms, 145 beds, 66 restrooms

MALFA	
5 stars	2 facilities, 37 rooms, 93 beds, 29 restrooms
4 stars	3 facilities, 52 rooms, 119 beds, 53 restrooms
3 stars	2 facilities, 31 rooms, 65 beds, 31 restrooms
2 stars	/
1 star	/
Other	/
Total	7 facilities, 120 rooms, 277 beds, 112 restrooms

SANTA MARINA	
5 stars	/
4 stars	3 facilities, 51 rooms, 109 beds, 51 restrooms
3 stars	6 facilities, 80 rooms, 170 beds, 80 restrooms
2 stars	/
1 star	/
Other	/
Total	9 facilities, 131 rooms, 279 beds, 131 restrooms

A9. Salina food service. Source: TripAdvisor.

L'Oasi – Snack bar, category €, price range 5-12 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g12161917-d3528337-Reviews-L_Oasi_Snack_Bar-Pollara_Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicil.html

Bar Ravesi, category €€-€€€, price range 5-14 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d8394605-Reviews-Il_Bar_Del_Ravesi-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Maracaibo – Snack bar, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d4609337-Reviews-Maracaibo-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Galletta – Restaurant and Agritourism Farm, category €€-€€€, price range 16-37 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d2323623-Reviews-Ristorante_del_Agriturismo_Galletta-Leni_Isola_di_Salina_Aeolian_Islands_Islands.html

La Pinnata del Monsù – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d6864987-Reviews-La_Pinnata_del_Monsu-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Al Cappero – Restaurant and Agritourism Farm, category €€-€€€, price range 10-30 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d1886883-Reviews-Ristorante_dell_Agriturismo_Al_Cappero-Malfa_Isola_di_Salina_Aeolian_Islands_Isla.html

Bar Malvasia, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d4603131-Reviews-Bar_Malvasia-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html villa carvil

Didyme Restaurant, category €€-€€€, price range 20-65 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d11964488-Reviews-Didyme_Ristorante-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_o.html

A Quadara – Restaurant, category €€-€€€, price range 25-80 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d14073208-Reviews-Trattoria_A_Quadara-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Signum Restaurant, category €€€€, 1 Michelin star, price range 79-140 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d1781525-Reviews-Ristorante_Signum-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html and <https://guide.michelin.com/en/sicilia/malfa/restaurant/signum>

Pa. Pe. Rò al Glicine – Bar Restaurant, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g11952735-d7112313-Reviews-Pa_Pe_Ro_al_Glicine-Rinella_Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_Sic.html

'Nni Lausta – Restaurant, category €€-€€€, price range 15-37 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g666536-d1183791-Reviews-Nni_Lausta-Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

In sé Natura – Restaurant, category €€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d13316383-Reviews-In_Se_Natura-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Trattoria Cucinotta – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d2384861-Reviews-Trattoria_Cucinotta-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_.html

A Lumeredda – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d2265938-Reviews-A_Lumeredda-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Mamma Santina – Restaurant, category €€-€€€, price range 18-60 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d1557318-Reviews-Mamma_Santina-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sic.html

U Cucunciu – Pizza Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d4346427-Reviews-Ristorante_Pizzeria_U_Cucunciu-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_S.html

Pizzeria Da Marco, category €€-€€€, price range 10-20€. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g11952735-d3438189-Reviews-Pizzeria_da_Marco-Rinella_Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicil.html

Villa Carla – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d3535475-Reviews-Villa_Carla-Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Solemar – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d8439022-Reviews-Solemar-Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Irish Caffè – Bar Restaurant, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g670568-d4603135-Reviews-Irish_Caffe-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Tinkitè – Restaurant, category €€-€€€, price range 30-60 Euros. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g666536-d10289426-Reviews-Tinkite-Isola di Salina Aeolian Islands Islands of Sicily Sicily.html](https://www.tripadvisor.it/Restaurant_Review-g666536-d10289426-Reviews-Tinkite-Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html)

Portobello Restaurant, category €€-€€€, price range not indicated. Retrieved 15 June from: [https://www.tripadvisor.it/Restaurant_Review-g1078168-d1879175-Reviews-Ristorante_Portobello-Santa Marina Salina Isola di Salina Aeolian Islands Island.html](https://www.tripadvisor.it/Restaurant_Review-g1078168-d1879175-Reviews-Ristorante_Portobello-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Island.html)

A Cannata – Restaurant, category €€-€€€, price range not indicated. Retrieved 15 June from: [https://www.tripadvisor.it/Restaurant_Review-g1078168-d2265991-Reviews-A_Cannata-Santa Marina Salina Isola di Salina Aeolian Islands Islands of Sicily .html](https://www.tripadvisor.it/Restaurant_Review-g1078168-d2265991-Reviews-A_Cannata-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_.html)

Da Franco Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g1078168-d2282919-Reviews-Ristorante_Da Franco Salina-Santa Marina Salina Isola di Salina Aeolian Islands .html](https://www.tripadvisor.it/Restaurant_Review-g1078168-d2282919-Reviews-Ristorante_Da_Franco_Salina-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_.html) bar

La Bitta – Restaurant, category €, price range not indicated. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g670568-d17695704-Reviews-Ristorante_La Bitta-Malfa Isola di Salina Aeolian Islands Islands of Sicily Sici.html](https://www.tripadvisor.it/Restaurant_Review-g670568-d17695704-Reviews-Ristorante_La_Bitta-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sici.html)

Così Duci – Bar Bakery, category €€-€€€, price range 2-50 Euros. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g666536-d4454896-Reviews-Così Duci-Isola di Salina Aeolian Islands Islands of Sicily Sicily.html](https://www.tripadvisor.it/Restaurant_Review-g666536-d4454896-Reviews-Così_Duci-Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html)

Capofaro – Restaurant, categoria €€€€, price range not indicated. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g670568-d12634217-Reviews-Ristorante_Capofaro Malvasia Resort-Malfa Isola di Salina Aeolian Islands Island.html](https://www.tripadvisor.it/Restaurant_Review-g670568-d12634217-Reviews-Ristorante_Capofaro_Malvasia_Resort-Malfa_Isola_di_Salina_Aeolian_Islands_Island.html)

Il Gambero – Restaurant, category €€-€€€, price range not indicated. Retrieved 15 June from: [https://www.tripadvisor.it/Restaurant_Review-g1095215-d1835977-Reviews-Il Gambero-Lingua Santa Marina Salina Isola di Salina Aeolian Islands Islands of.html](https://www.tripadvisor.it/Restaurant_Review-g1095215-d1835977-Reviews-Il_Gambero-Lingua_Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of.html)

Casa Lo Schiavo – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g1078168-d15190999-Reviews-Casa_Lo Schiavo-Santa Marina Salina Isola di Salina Aeolian Islands Islands of .html](https://www.tripadvisor.it/Restaurant_Review-g1078168-d15190999-Reviews-Casa_Lo_Schiavo-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_.html)

La Rosa dei Venti – Restaurant, category €€€€, price range 10-70 Euros. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g670568-d21054900-Reviews-La Rosa Dei Venti-Malfa Isola di Salina Aeolian Islands Islands of Sicily Sicily.html](https://www.tripadvisor.it/Restaurant_Review-g670568-d21054900-Reviews-La_Rosa_Dei_Venti-Malfa_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html)

RapaNui – Restaurant, category €€-€€€, price range 20-40 Euros. Retrieved April 22 from: [https://www.tripadvisor.it/Restaurant_Review-g1078168-d2318970-Reviews-RapaNui-Santa Marina Salina Isola di Salina Aeolian Islands Islands of Sicily Si.html](https://www.tripadvisor.it/Restaurant_Review-g1078168-d2318970-Reviews-RapaNui-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Si.html)

La Grotta – Restaurant and Lounge Bar, category €€-€€€, price range 17-84 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d10802308-Reviews-La_Grotta_Ristorante_Lounge_Bar_Il_Borgo_di_Rinella-Leni_Isola_di_Salina_Aeolia.html

Da Alfredo – Snack Bar, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1095215-d1856926-Reviews-Da_Alfredo-Lingua_Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of.html

Gastronomia Rundo ('Nna Piruzza) – Diner, category €, price range 2-20 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d8311144-Reviews-Nna_Piruzza_Salina_Streetfood-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Island.html

Il mare in cucina – Restaurant, category €€€€, price range 25-50 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d17703642-Reviews-Il_Mare_in_Cucina-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_o.html

Chiofalo Salvatore – Bar and Diner, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d7285903-Reviews-Bar_Tavola_Calda_Chiofalo_Salvatore-Leni_Isola_di_Salina_Aeolian_Islands_Islands.html

Le Tre Pietre, Pizza Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d3497337-Reviews-Le_Tre_Pietre-Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

'A Lampara – Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d6651927-Reviews-Fishmarket_A_Lampara-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands.html

Mirò – Snack Bar, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g666536-d3485699-Reviews-Miro-Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Sicily.html

Franco Manca – Pizza Restaurant, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1095215-d12613949-Reviews-Franco_Manca-Lingua_Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands.html

Al Belvedere – Bar Restaurant, category €€-€€€, price range 30-50 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1077226-d12558003-Reviews-Risto_Bar_Al_Belvedere_Salina-Leni_Isola_di_Salina_Aeolian_Islands_Islands_of_S.html

Terre di Salina – Snack Bar, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d10769442-Reviews-Terre_di_Salina-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_.html

Il Delfino – Restaurant, category €€-€€€, price range 25-70 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1095215-d1343360-Reviews-Il_Delfino-Lingua_Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of.html

La Vela Restaurant, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d6764837-Reviews-La_Vela-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Si.html

Riconco – Lounge Bar and Restaurant, category €€-€€€, price range 5-40 Euros. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d8518896-Reviews-Riconco-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sicily_Si.html

Salina Motion, no information. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d6726253-Reviews-Salina_Motion-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_of_Sic.html

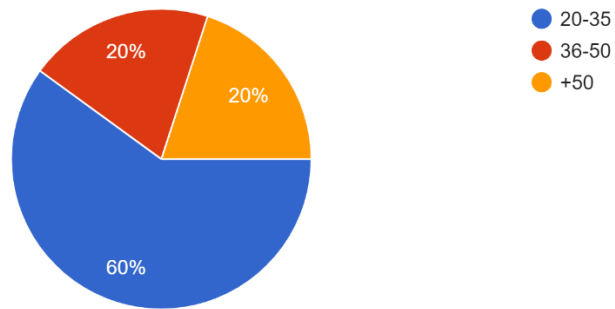
Le Papagayo – Lounge Bar, category €€-€€€, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d4759888-Reviews-Le_Papagayo_Lounge-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_o.html

La Cambusa – Pizza Restaurant, category €, price range not indicated. Retrieved April 22 from: https://www.tripadvisor.it/Restaurant_Review-g1078168-d7912565-Reviews-Pizzeria_La_Cambusa-Santa_Marina_Salina_Isola_di_Salina_Aeolian_Islands_Islands_.html

A10. Survey, question 1.

What is your age range?

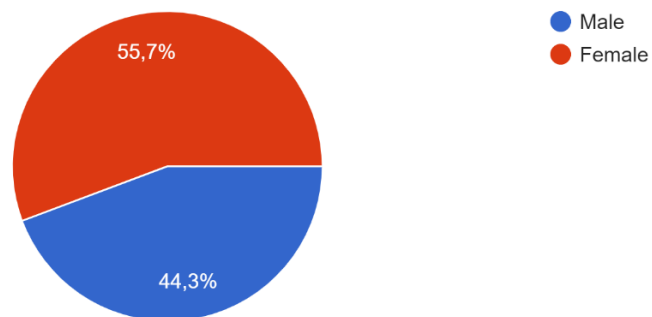
70 risposte



A11. Survey, question 2.

Gender

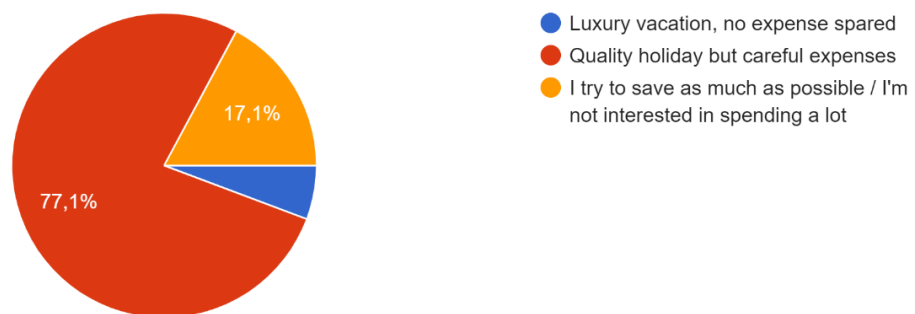
70 risposte



A12. Survey, question 4.

What is your holiday style?

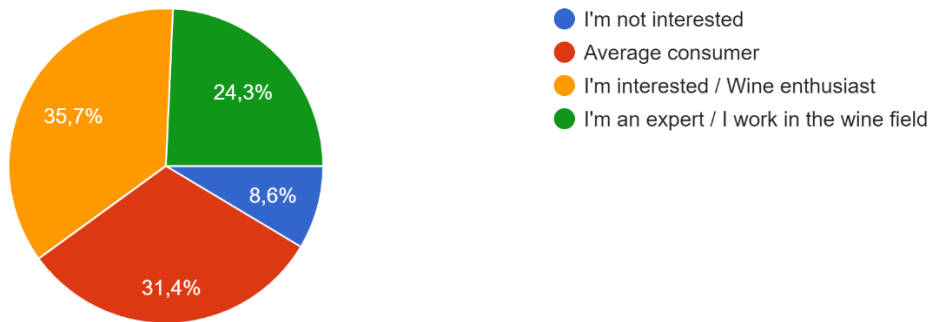
70 risposte



A13. Survey, question 5.

What is your attitude towards wine?

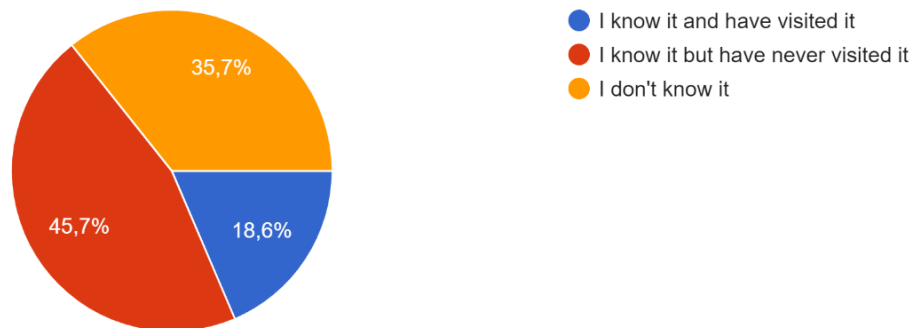
70 risposte



A14. Survey, question 6.

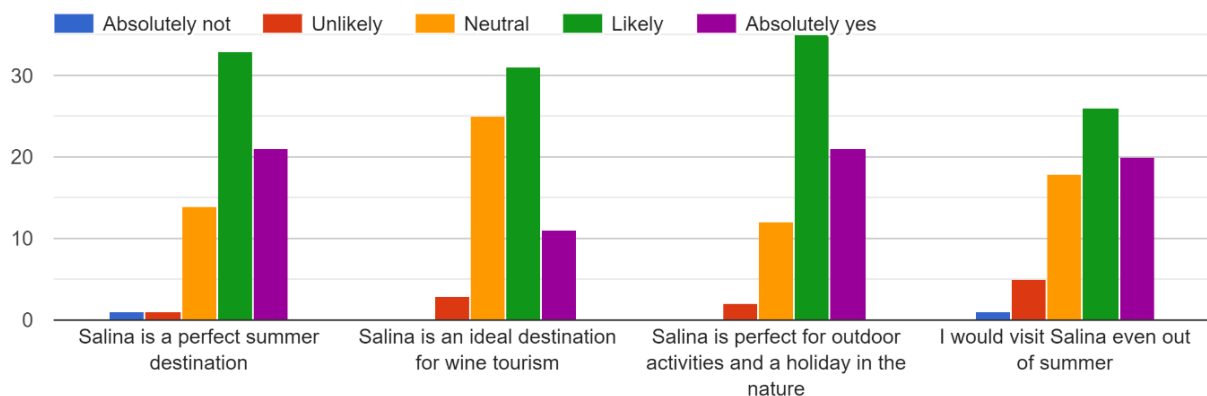
Do you know Salina or have you already visited it?

70 risposte



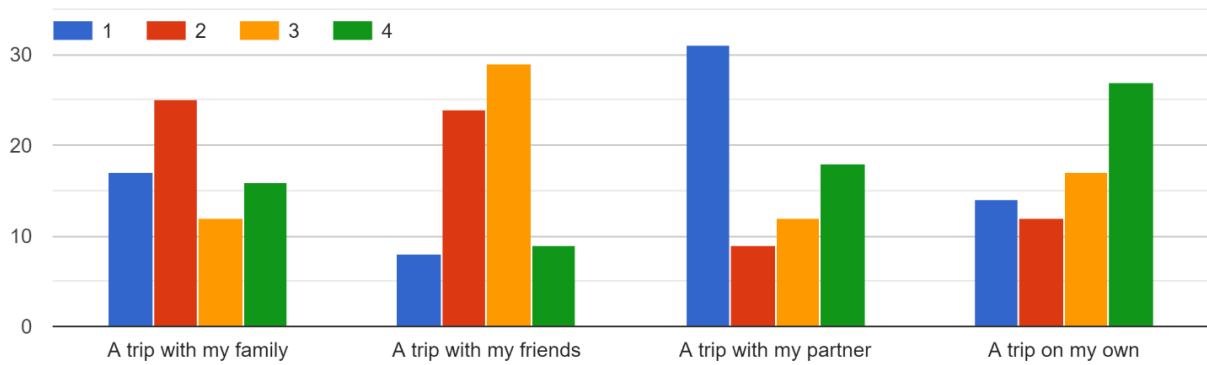
A15. Survey, question 7.

Assess these statements (from "absolutely not" to "absolutely yes") based on your opinions or even impressions about Salina



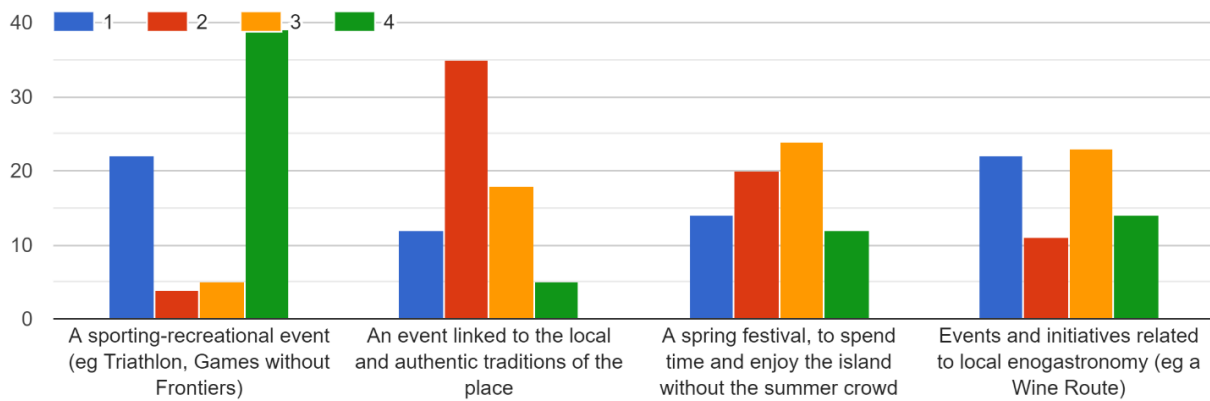
A16. Survey, question 8.

Rank these options, which do you consider the best occasion to visit Salina? (1=best; 4=worst)



A17. Survey, question 9.

Which of these events may interest you in visiting Salina during low season? (1=most likely; 4=least likely)



A18. Proposal for “Malvasia Route” in three itineraries.

"Wine and Food" - An itinerary through Salina's wineries, farms and restaurants.

- **Caravaglio**: organic winery, producing Malvasia delle Lipari DOC and six more IGP wines; it also produces capers.

- **Hauner**: producing Malvasia delle Lipari DOC in three different variations, as well as seven IGP wines; besides wine, Hauner also produces capers and Malvasia grappa.

- **Fenech**: this winery produces Malvasia delle Lipari DOC plus three IGP wines, one of these, “Disiato”, is a 100% Corinto Nero sweet red wine; Fenech also offers a Malvasia grappa and its own capers.

- **Colosi**: larger company, from its Salina parcels, Colosi produces two versions of Malvasia delle Lipari DOC and four IGP wines.

- **D'Amico**: organic winery, in addition to Malvasia delle Lipari DOC, D'Amico produces a Malvasia grappa and four IGP wines, as well as a selection of capers and derived products.

- **Virgona**: this farm, started out as a winery, followingly extended its production to the most varied areas; in addition to Malvasia delle Lipari DOC and many IGP wines (including a sparkling wine), Virgona also produces grappa, craft beers, capers, sauces, jams and preserves.

- **Sapori Eoliani**: this farm is one of the island's main exponents as to capers production in all its forms, as it shows from the wide range of preserves, sauces, condiments and jams – all derived from capers.

- **'Nni Lausta**: restaurant in Santa Marina Salina; in the Michelin Guide's words, “genuine and tasty tradition of Aeolian cuisine interpreted with skills, imagination and innovation” (source: <https://guide.michelin.com/en/sicilia/santa-marina-salina/restaurant/nni-lausta>, retrieved April 22).

- **Portobello**: restaurant located in Santa Marina, in addition to a rich menu between tradition and innovation (it also offers a sushi interpretation of fresh local fish), since 2014 Portobello has also become a wine shop, counting almost 400 labels.

- **Terre di Salina**: a small restaurant nearby Santa Marina's port, ideal for an aperitif or lunch, always accompanied by local products, which are here available for sale too.

- **Signum**: led by the young chef Martina Caruso, the Signum restaurant (municipality of Malfa) has been awarded a Michelin star. Besides a restaurant, Signum is also (and first of all) a four-star hotel.

- **In Sé Natura Restaurant**: located above Punta Scario beach, this restaurant in Malfa allows to enjoy the typical Aeolian cuisine in a dreamlike natural setting.

- **Capofaro**: this estate belongs to Tasca d'Almerita family (one of the main wine producers in Sicily). Here is a five-star hotel surrounded by vineyards where you can also enjoy an excellent dinner with Aeolian food and wine.

“Nature trails” - A guide to experience the verdant nature of Salina.

- Itinerary no. 1 (Punta Brigantino-Vallone d’Ogliastro).

Difficulty: low | Duration: 1.30h ca. | Length:1.8 km | This path starts from Piazzetta Nero in the hamlet of Lingua and winds through Vallone Nero along the Paolonoci locality.

- Itinerary no. 2 (Lingua-Monte Fossa delle Felci).

Difficulty: medium-high | Duration: 3h ca. | Length: 3 km | Mixed path with rock and slippery ground, it starts from Via Alfieri in Lingua and proceeds up to the top of the mountain.

- Itinerary no.3 (Lingua-Batanà Cemetery).

Difficulty: medium-high | Duration 3h ca. | Length 3.3 km | The path skirts Serro la Lingue, Vallone dei Zappini and flows into the locality of Batanà on the driveway Fossa-Monte Rivi.

- Itinerary no. 4 (Santa Marina Salina-Monte Fossa delle Felci).

Difficulty: medium | Duration: 2.30h ca. | Length 2.6 km | This path is mixed with stone steps and slippery ground, last piece almost entirely in the shade.

- Itinerary no. 5 (Santa Marina Salina-Serro Capo).

Difficulty: medium | Duration: 2.30h ca. | Length 1.7 km | Starting from Santa Marina’s ring road near Via Belvedere.

- Itinerary no. 6 (Capofaro-Pizzo Capo).

Difficulty: medium | Duration: 1.30h ca. | Length: 1.1 km | The route is accessed by proceeding through Vallone Buongiorno, after having flanked Piano Serro Capo it joins the carriage road in Pizzo Capo.

- Itinerary no. 7 (Malfa Monte Rivi-Monte Fossa delle Felci).

Difficulty: medium | Duration: 2.30h ca. | Length 2 km | Starting in Via Fontana (Malfa), the path climbs along Vallone Fontana crossing the driveway, which allows to first reach the Monte Rivi refuge and then proceed to Monte Fossa delle Felci.

- Itinerary no. 8 (Semaforo di Pollara-Monte dei Porri).

Difficulty: medium | Duration: 2.30h ca. | Length 2.5 km | This path runs along Serra Pollara and culminates on the top of Monte dei Porri.

- Itinerary no. 9 (Semaforo di Pollara-Leni).

Difficulty: low | Duration: 4h ca | Length 5 km | The path runs along Serro Pollara where it deviates to the right heading towards Pizzo Corvo; proceeding towards Serra Sciarato, it eventually reaches Valle Spina road in Leni.

- Itinerary no. 10 (Valdichiesa-Monte dei Porri).

Difficulty: medium | Duration: 2h ca. | Length 1.8 km | Starting from Madonna del Terzito Sanctuary (Valdichiesa), on the left, it reaches the top of Monte dei Porri.

- Itinerary no. 11 (Leni-Monte Fossa delle Felci).

Difficulty: medium-low | Duration: 2h ca. | Length 2 km | The path is accessed from Via Caserta, culminating on Monte Fossa delle Felci.

- Itinerary no. 12 (Valdichiesa-Monte Fossa delle Felci).

Difficulty: medium-low | Duration: 2h ca. | Length 1.8 km | Same access point as no. 10, this path leads to Monte Fossa delle Felci.

- Itinerary no. 13 (Rinella-Serro Spinnato).

Difficulty: low | Duration: 40 min. ca. | Length 0.8 km | Starting point from Rinella's beach, along the cliff eventually reaching Serro Spinnato locality.

- **Lingua Salt Lake:** formerly used for salt extraction (hence the name of the island), the high salinity of this lake has given rise to a typical crill attracting water birds and waders, which is why the lake of Lingua is today a site of extraordinary naturalistic importance for birdwatchers.

"History and culture" - The history of Salina through its museums and archaeological sites, but also local crafts, culture and folklore.

History, archaeological sites and museums:

- **Aeolian Emigration Museum:** directed by the aforementioned Professor Marcello Saija, this museum collects papers and visual evidences of the migratory processes that affected the island, describing the causes of the exodus and the derived communities' history.

- **Wine Museum*:** this museum is located inside an ancient "palmento", where the grapes used to be pressed and the must fermented in ancient times. This museum, which would be of vital importance for Salina especially as part of a wine route, is currently not accessible due to lack of budget (and for this reason it was marked here with an asterisk). This is an example of why creating a wine route ranks lower on the priority list.

- **Civic Museum (or Ethno-anthropological Museum):** central nucleus of the Lingua museum circuit, the Civic Museum is housed in an authentic old Aeolian house and is dedicated to the history, customs, life and traditions of the island of Salina.

- **Archaeological Museum:** almost attached to the previous one, the Archaeological Museum houses many archaeological finds, coming especially from the prehistoric village of Portella.

- **Portella prehistoric village**: this dates back to the Middle Bronze Age. The excavations brought to light 23 huts, dug entirely in the volcanic rock, as well as furnishings and objects of daily use. The site, equipped with explanatory signs and rest areas, is also a beautiful vantage point.
- **Semaforo di Pollara***: literally "Pollara's traffic light", this is an ancient watchtower where a system of lights was used for communications with ships; unfortunately, like the Wine Museum, this site suffers from a lack of budget and is now closed to the public as it is unsafe. Today, the "Semaforo" is a much appreciated vantage point.
- **Madonna del Terzito Sanctuary**: one of the most visited places of Marian worship in the Aeolian Islands.
- **Punta Barone thermal baths**: located in the municipality of Santa Marina Salina, it used to be a thermal plant from the Roman era.
- **Caves of the Saracens**: the caves are partly natural and partly artificial; cross engravings and votive signs are still visible on the inside, which suggests that part of the structure used to be a church; the caves were also used as a refuge during pirate attacks and Arab raids (hence "of the Saracens"). Guided visit is recommended.
- **Mastrognoli Necropolis**: very specialized archaeological site, recommended for experts and insiders.

Local crafts and culture:

- **Elsalina** (Santa Marina), **Ceramiche Salina** (Malfa): to buy a typical Aeolian tile and other handicraft in the local style.
- **Made in Salina**: founded by Barbara Vergnano, interior designer who lives between Milan and the island; "Made in Salina" is an artistic and cultural association to bring together artists and craftsmen from the island to encourage creative exchange.
- **Amaneï**: derived from an ancient Aeolian house, Amaneï includes hosts exhibitions and installations of contemporary art, a bookshop, a reading room, a panoramic terrace and has recently started a program for resident artists.
- **"Il Postino"**: Salina was the set of the last and much loved movie by Massimo Troisi, "The postman", and numerous tributes and references to the work can be found on the island, including the famous "pink house" which, however, is now a private house and cannot be visited. For the movie lovers, however, a visit to the splendid town of Pollara is recommended, where among other things you can admire the celebratory mural of the film and visit the nearby Oasi kiosk, where "Il postino" is screened daily.

A19. Benchmark analysis about wine routes in Italy.

All wine routes from every Italian region are here reported, this information was drawn from [Assovini](#) (National Association Winemakers and Wine Tourism, retrieved May 24).

When numerous wine routes for single regions were encountered, the one or two considered to be most important (for being particularly representative of a DOC or being part of a well-known tourist destination) were privileged. Only exception to these criteria was made for Sicily, whose all wine routes were examined accordingly to the available information.

Where the wine route's website is not reported, it means that this was unavailable or inactive.

Where no further comments about the wine route are made, it means that no relevant information or material for this study was found.

Valle d'Aosta | 5 wine routes: "Vini del Monte Bianco", "Vini del Gran Paradiso", "Vini del Monte Emilius", "Vini del Monte Cervino", "Vini del Monte Rosa".

Piedmont | Besides "Strade del Riso Vercellese di qualità", devoted to rice, this region offers 4 wine routes: "Strada del vino Astesana", "Strada del vino Colli Tortonesi", "Strada del Barolo e grandi vini di Langa", "Strada Reale dei vini torinesi". The [Barolo Wine Route](#) (retrieved May 24) seemed to be privileged for this research. This is articulated in: wineries section, restaurants section, hospitality section, typical shops section, museum section. It also offers several different itineraries, which, however, doesn't seem to fit Salina, in light of its small extension.

Lombardy | 12 routes, 8 of them specifically about wine: "Strada del Vino Valcalepio e dei Sapori della Bergamasca", "Strada del Vino e dei Sapori della Valtellina", "Strada del Vino di Franciacorta", "Strada del Vino Colli dei Longobardi", "Strada dei Vini e dei Sapori del Garda", "Strada dei Vini e Sapori Mantovani", "Strada del Vino e dei Sapori dell'Oltrepò Pavese", "Strada del Vino San Colombano e dei Sapori Lodigiani". Surprisingly, all of these routes are aggregated in a single [website](#) (retrieved May 24), inevitably resulting shallow and incomplete. Franciacorta, for instance, would have deserved a more in-depth analysis, except it only gets one page on the website, which quickly mentions the typical dishes and wines (without naming any winery) and events. No clickable options.

Trentino-South Tyrol | Consistent with the internal sub-regions, two wine routes are present on the territory: "Strada del vino e dei sapori del Trentino" ([source](#), retrieved May 24) and "Strada del vino dell'Alto Adige" ([source](#), retrieved May 24).

The first, extremely complete and even overwhelming, nevertheless this is understanding in light of Trentino's great heritage, both naturalistic and enogastronomic, of the area. Highlight: the "Desk with a view" experience, a combination of tourism and smart working, an excellent tool to mitigate seasonality and to adapt tourism to the current pandemic context.

As to “Strada del vino dell’Alto Adige”, this route proposes two products that Salina may easily actualize too. First of all, the Wine Safari: a wine tour by bus, the price (160 Euros) includes visits, tastings, an expert guide and, evidently, the bus service; the Wine Safari takes place every first Friday of the month and requires ten people minimum, the program changes each month. The second interesting product is the bike tour, for four people minimum, together with an expert guide; differently from the Wine Safari, this includes only one winery to visit and the tasting takes place at the end of the tour.

Veneto | 16 wine routes: “Strada del Vino Colli Euganei”, “Strada del Vino e dei Prodotti Tipici Terradeiforti”, “Strada del Vino Lessini Durello Doc”, “Strada del Vino Friularo”, “Strada del Vino Valpolicella”, “Strada del Vino Soave”, “Strada del Vino del Montello e Colli Asolani”, “Strada del Vino Bianco di Custoza”, “Strada del Vino Bardolino”, “Strada del Vino Arcole”, “Strada del Torcolato e dei Vini di Breganze”, “Strada del Recioto e dei Vini di Gambellara D.O.C.”, “Strada del vino DOCG Conegliano e Valdobbiadene Prosecco”, “Strada dei Vini DOC Lison Pramaggiore”, “Strada dei Vini del Piave”, “Strada dei Vini dei Colli Berici”. [Valpolicella](#) (retrieved May 24) and [Prosecco](#) (retrieved May 24) wine routes were chosen for this analysis.

Saying ‘I love you’ in Valpolicella” is arguably the most interesting product: an expensive but complete packet with everything it needs for a romantic proposal, recommended for wine lovers. Knowing its “couple” target, Salina might want to consider introducing this in its offer. On the other hand, Conegliano Valdobbiadene does not seem so creative as Valpolicella, and the second wine route here analyzed did not provide particularly original or interesting material.

Friuli-Venezia Giulia | 1 route: “Strada del vino e dei sapori”, it includes wine but it is not specifically focused on it ([source](#), retrieved May 24).

Liguria | 1 route: “Strada del Vino e dell’Olio dalle Alpi al Mare”.

Emilia Romagna | 9 wine routes: “[Strada dei vini e dei sapori dei Colli Piacentini](#)”, “[Strada dei vini dei colli di Scandiano e di Canossa](#)”, “Strade dei Vini delle corti Reggiane”, “[Strada dei vini dei colli di Parma](#)”, “Strade dei vini ‘Città Castelli Ciliegi’”, “[Strada dei vini della provincia di Ferrara](#)”, “[Strada della Romagna](#)”, “[Strada dei vini dei colli di Forlì e di Cesena](#)”, “[Strada dei vini dei colli di Rimini](#)” (all retrieved May 24). None of these shows any feature to identify it as “most relevant”, for this reason, all the wine routes provided with a website were examined. It resulted that Emilia Romagna lacks a specific focus on wine and, despite the routes’ names, these seem to be more about food. In conclusion, this case is not applicable to Salina.

Tuscany | 20 routes, 16 of them focused on wine: “Strada del vino nobile di Montepulciano e dei sapori della Valdichiana Senese”, “Strada dei vini Cortona”, “Strada del Vino e dei sapori Montereale di Massa Marittima”, “Strada del vino Terre di Arezzo”, “Strada del vino Orcia”, “Strada del vino e dell’olio Lucca-Montecarlo-Versilia”, “Strada del vino e dell’olio Chianti classico”, “Strada del vino delle Colline Pisane”, “Strada del vino Chianti Montespertoli”, “Strade dell’olio e del vino di Montalbano”, “Strada dei vini di Carmignano e dei sapori tipici pratesi”, “Strada del vino Montecucco e dei sapori d’Amiata”, “Costa degli Etruschi - Strada del vino e dell’olio”, “Strada del vino e dei sapori Colli di Maremma”, “Strada del vino

dei colli di Candia e di Lunigiana”, “Strada del vino Vernaccia di San Gimignano”. [Montepulciano](#) (retrieved May 24) and [Chianti classico](#) (retrieved May 24) wine routes were chosen for this analysis, however, the latter resulted to be surprisingly flat, while Montepulciano’s offer (in itself interesting) of inviting the winemaker and having a tasting at the visitor’s place – rather than going visit the winery in person – would seem odd, to say the least, on a tiny island such as Salina.

Marche | 6 wine routes: “Strade del Verdicchio dei Castelli di Jesi”, “Strada del Verdicchio di Matelica”, “Strada del Rosso Piceno Superiore”, “Strada del Lacrima di Morro d’Alba”, “Strada del Rosso Conero”, “Strada del Bianchetto del Metauro”.

Umbria | 5 wine routes: “Strade del vino e dell’olio dell’Umbria”, “Strada del vino Colli del Trasimeno”, “Strada del Sagrantino”, “Strada dei vini Etrusco-Romana”, “Strade dei vini del Cantico”, all aggregated in a general [website](#) (retrieved May 24).

Lazio | 8 wine routes: “Il Tracciolino – Strada delle tipicità agroalimentari”, “Strada del vino e dell’olio e dei sapori della provincia di Latina”, “Strada del vino e dei prodotti tipici delle terre Etrusco-Romane”, “Strada del vino e dell’olio e dei prodotti tipici della terra di San Benedetto”, “Strada dei vini dei Castelli Romani”, “Strada del vino Cesanese”. It was decided to prioritize [Cesanese Wine Route](#) (retrieved May 24), whose most interesting proposal (in relation to this study) is the “Wine-tram”, which seems to be a similar concept as the “Wine Safari” proposed by South-Tyrol; yet, the related link seems inactive or faulty, therefore it wasn’t possible to collect more information.

Abruzzo | 6 wine routes: “Strada del vino Tremonti e Valle Peligna”, “Strada del vino Tratturo del Re”, “Strada del vino Controguerra”, “Strada del vino Colline Teatine”, “Strada del vino Colline del Ducato”, “Strada del vino Colline Aprutine”.

Molise | 1 wine route: “Strada del vino Molise”.

Campania | 7 wine routes: “Strada del vino DOC Sannio”, “Strada del vino IGT Beneventano”, “Strada del vino della Penisola Sorrentina”, “Strada dei vini della Terra di lavoro”, “Strada dei vini dei Campi Flegrei, isola d’Ischia e Vesuvio”, “Strada dei vini e dei prodotti tipici Terre dei Sanniti”, “Strada del vino – Costiera di Amalfi e isola di Capri”.

Apulia | 7 wine routes: “Vini DOC della Daunia”, “Vino DOC Antichi Vini Rossi”, “Vini DOC Castel del Monte”, “Vigna del Sole”, “Vini DOC Locorotondo e Martina Franca”, “L’Appia dei vini DOC Brindisi-Ostuni”, “Vini DOC Primitivo di Manduria e Lizzano”. Like Umbria’s, all Apulia’s wine routes are aggregated in a general [website](#) (retrieved May 24).

Basilicata | 4 wine routes: “Strada del vino DOC Aglianico del Vulture”, “Strada del vino IGT Basilicata”, “Strada del vino DOCG Aglianico del Vulture Superiore”, “Strada del vino DOC Matera”.

Calabria | 10 wine routes: “Strada del vino DOC Greco di Bianco”, “Strada del vino dei Saperi e dei Sapori”, “Strada del vino e dei prodotti tipici del Mediterraneo”, “Strada del vino e dei sapori del Brutium”, “Strade del vino e dei sapori del Pollino-Castrovillari”, “Strada del vino e dei sapori della Locride”, “Strada

del vino e dei sapori della Sibaritide”, “Strada dei vini e dei sapori di Lamezia”, “Strada del vino IGT Val di Neto,” “Strada del vino DOC Melissa”.

Sicily | 13 wine routes: “[Strade del vino delle Terre Sicane](#)”, “[Strada del vino della Val di Mazara](#)”, “Strada del vino di Marsala – Terre d’Occidente”, “Strada del vino di Erice DOC”, “Strada del vino Alcamo DOC”, “Strada del vino Monreale DOC”, “Strada del vino sul percorso della targa Florio”, “Strada del vino della provincia di Messina”, “Strada del vino dell’Etna”, “[Strade del vino della Val di Noto](#)”, “[Strada del vino Cerasuolo di Vittoria](#)” (all retrieved May 24), “Strade del vino e dei sapori Castelli Nisseni”, “Strada del vino e dei sapori della Valle dei Templi”. Cerasuolo Wine Route provides a new interesting element, the WinePass: a fidelity card allowing discounts in the wineries, restaurants and other activities included in the route.

Sardinia | 8 routes: “Strada del vino del Campidano di Cagliari, Sarrabus e Trexenta”, “Strada del vino del Campidano di Oristano, del Sinis e dei Colli di Arborea”, “Strada del vino di Gallura e Anglona”, “Strada del vino di Nurra e Logudoro”, “Strada del vino di Ogliastra e Barbagie”, “Strada del vino Malvasia di Bosa”, “Strada del vino Carignano del Sulcis”, “[Strada del vino Cannonau](#)” (retrieved May 24).

A20. A proposal of “Malvasia Route” logo and wine passport. Source: author’s personal creation.



A21. Current calendar of Salina’s activities. Table for illustrative purpose.

JANUARY	/
FEBRUARY	/
MARCH	/
APRIL	/
MAY	Salina Slow Island
JUNE	Caper’s Feast; Malvasia Day
JULY	Marefestival
AUGUST	/
SEPTEMBER	Salina Jazz Festival; SalinaDocFest
OCTOBER	Unda Maris
NOVEMBRE	/
DECEMBER	/

A22. Potential calendar of Salina’s activities. Table for illustrative purpose. The author’s personal proposals are highlighted in yellow.

JANUARY	/
FEBRUARY	Valentine’s Day or “Romantic getaway” tour packages
MARCH	Saint Joseph table
APRIL	Sal-in-Bloom
MAY	Salina Slow Island
JUNE	Caper’s Feast; Malvasia Day
JULY	Marefestival
AUGUST	/
SEPTEMBER	Aeolians in the world Festival; Salina Jazz Festival; SalinaDocFest
OCTOBER	Sporting event
NOVEMBRE	Unda Maris
DECEMBER	/

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