



MASTER THESIS

**WINE TOURISM CLUSTER MODEL BASED ON KETTMEIR
AND SANTA MARGHERITA WINE GROUP**

TAMARI ARAVIASHVILI

Kettemir, Caldaro, Italy

**Professional supervisor
Elisa Biasolo**

**Academic Supervisor
Laurence Geny-Denis
University of Bordeaux**

June 7, 2019

TABLE OF CONTENTS

1. INTRODUCTION	1
1.1. Alto Adige	2
1.2. Kettmeir	2
2. INVOLVEMENT IN THE COMPANY	4
3. LITERATURE OVERVIEW	5
4. METHODOLOGY	8
4.1. Competitiveness Research	8
4.2. Market Research	9
5. COMPETITIVENESS RESEARCH ANALYSIS	10
6. MARKET RESEARCH ANALYSIS	12
7. MARKETING CHANNELS	14
7.1. Social-Media Marketing Overview	14
7.2. New Social-Media Marketing Products	15
8. SANTA MARGHERITA WINE TOURISM CLUSTER	17
8.1. Product Description	17
9. PRODUCT DEVELOPMENT	21
10. PRODUCT PROMOTION	25
11. RISK IDENTIFICATION AND ELIMINATION	26
12. CONCLUSION	29
13. ACKNOWLEDGEMENTS	30

ANNEXES A1-A5

Annex A1 Geographical Location of the Kettmeir Winery	A.1.1
Annex A2 Tourism Destination Competitiveness Criteria	A.2.1
Annex A3 Market Research Questionnaire.....	A.3.1
Annex A4 Tourism Dimensions for Bolzano Municipality.....	A.4.1
Annex A5 Wine Tour for Budget for SM Wine Tourism Cluster.....	A.5.1

Abstract

The current study aims to measure Kettmeir winery competitiveness in the region of Alto Adige, based on which the future marketing strategy will be created.

Kettmeir is a medium sized winery with mainly German language speaking visitors. There is a high competition between the wineries that motivates the tourism sector to create innovative products. Wine Tourism Cluster is identified as a great solution to overcome the competitiveness on regional as well as national level. The paper shows the example how small/medium sized wineries can use Cluster approach for reaching the leading position in the region.

The study contains quantitative survey in two different directions in order to measure company competitiveness, to detect company positioning and reveal main competitors of Kettmeir. The work includes Competitiveness research and Market research. The data analysis clears up the main competitors of the company. Moreover the survey identifies the innovative and successful products used by the wineries in the region based on which new and highly competitive tourism product is created for the company. The Market research is oriented to find out the brand awareness of the Kettmeir winery and to modify the wine consumer profile in Alto Adige region.

The paper represents the realistic, creative and authentic touristic product for a new target market. The work is based on the Competitiveness and Market research data analysis combined with the Social Media Marketing products.

Key Words: Wine Tourism Cluster, Regional Development, Business Cluster, Social

Media Marketing, Marketing

List of Abbreviations:

UNWTO- United World Tourism Organization

SMEs – Small Medium Sized Enterprises

WEF – World Economic Forum

PROMETHEE - Preference Ranking Organization METHod for Enrichment of Evaluations

SM – Santa Margherita

US - Unites States

DOC - Denomination of Controlled Origin

CEO - Chief Executive Officer

Introduction

Wine Tourism is one of the significant and specific directions of sustainable tourism development that preserves the wine heritage, wine making culture, and provides a quality wine product that enables visitors to experience unique lifestyle associated with wine culture of a particular region (Daliborka and Nickova, 2016).

However, wine tourism has slowly transformed from niche to a global market in recent years according to Kunc (2010).

Yet increasing number of wine tourism has disproportional results for small and big wineries, not only for international as well as nation/regional level. High competition tends investments in modern equipment, as well as marketing and promotional activities.

There are more than 3,600 wine regions in the world with 1,000,000 wineries worldwide.

Italy is in top 5 tourism destinations due to financial incomes, gaining 44billion \$, and showing positive growth for 8% for 2017 (UNWTO barometer, 2018).

Competition between destinations plays key role and it has a fundamental importance for increasing destination productivity. Lack of competitiveness can cause various negative effects, like decreasing motivation, innovation and product quality (Cakmak and Isaac, 2012).

High competition drives companies to create various products in order to reach leadership positions (Mendola and Volo, 2017).

Contrary in certain cases competition could cause damage for the small/medium sized wineries in terms of development and innovation. As Geroski and Machine (1993) mention high competition can build barrier against some companies and make it difficult to survive in a difficult financial or technological aspects.

Small and medium sized wineries tend to have a long-term competitiveness strategy that will guide them to their goal. Competitor studies as well as target market analysis plays fundamental role on the way to regional leadership.

The purpose of the study is to:

1. Understand the wine tourism competitiveness level of Alto Adige;
2. Analyze the customer demand and expectations in the wineries;

3. Discover the main competitors of the region;
4. Refine our current understanding about regional leadership strategies for the wineries;
5. Provide a new strategy for Small and Medium sized wineries.

Significance of the study

The study is supposed to be adapted by the SMEs wineries aiming to become regional/national leaders of the wine area. It shows the innovative ways to overcome high competitiveness. The study will provide a strategy of development for the wineries based on competitiveness and market research.

Alto Adige Wine region

Alto Adige region is one of the great examples of how a small wine region could maintain high competence and represent outstanding standards with high quality products. The region is the most northern part of Italy. It is bordered by Austria from East and North, Switzerland to the north-west, and to the west and south-east by Italian regions Lombardy and Veneto.

Alto Adige region is quite different from the rest of Italian wine regions not only with its climatic conditions, but its unique cultural aspects and traditions. There are mostly small and medium sized wineries which are owned by families of 5-6 generations.

The region is characterized with high quality products, strong wine culture and loyal customers. Wine consumers tend to be demanding and appreciate high quality service. Because of high demand wineries need strategy to maintain their loyal guests and increase their competitiveness comparing to their neighboring wineries.

Kettmeir

Winery Kettmeir is a traditional South Tyrolean winery in the town on Kaltern/Caldaro.

It was founded in 1919, when the Alto Adige political boarder was modified. Kettmeir has a significant role in the region as it is the first sparkling wine producer company after the Second World War in 1964. Moreover despite the political crises in nineteen 20s winery never stopped wine production and continued improving wine quality.

Kettmeir started partnership with Santa Margherita wine group in 1986. Partnership with one of the biggest wine representatives in the country turned out very successful for the Kettmeir. Company nowadays continues producing its traditional products which present the unique character of the Alto Adige. As a part of Santa Margherita wine group Kettmeir receives financial



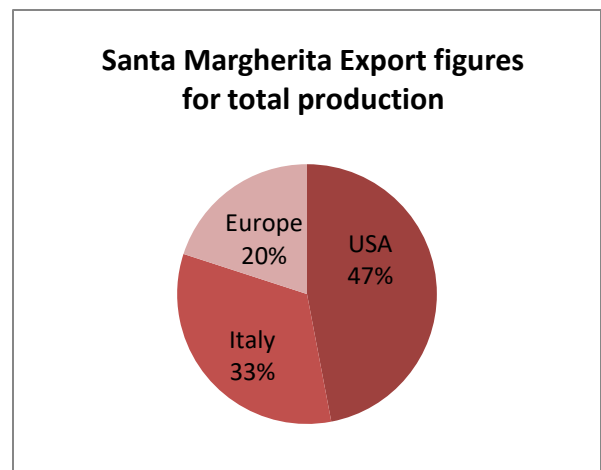
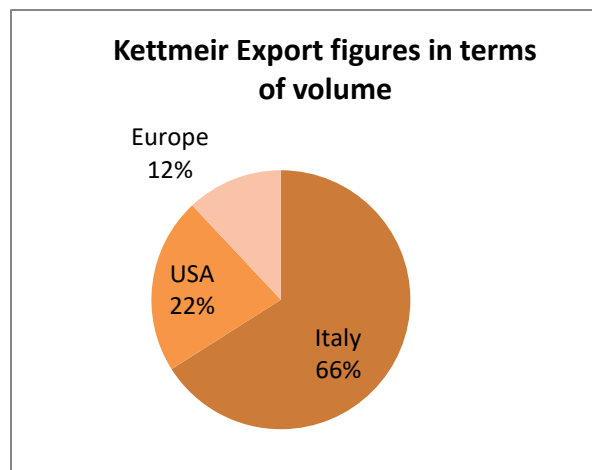
support for its development in production line as well as in tourism and hospitality service.

During the successful partnership with Santa Margherita wine group, Kettmeir increased its target Market and sales.

Main target markets are - Italy and United States. Kettmeir wines are exported in almost all European countries with few quantities as the company produces only 300.000 bottles per year.

Kettmeir exports 66% of total volume on national market. 22% is sold in US and only 12% of total production is exported for the rest European countries.

47% of total production of Santa Margherita is exported in US. National Italian market takes second place with 33%, and the rest 20% of the production is sold in Europe.



Involvement in the company

Wine Bar Assistance

Alto Adige wine region has a strong wine culture and traditions. Local community plays important role in the development of wine industry. Locals from Caldaro never skip a day without drinking good wine. Kettmeir wine bar is a meeting point for the locals. Inhabitants of Caldaro represent the loyal consumers for the winery. They play an important role for the company to overcome low seasonal crises.

Wine bar structure requires communicational skills, patience and good knowledge in local wines. Understanding the lifestyle and culture of your consumers take important part in terms of communicational level.

German is the most spoken language between local consumers. In order to build a reliable relationship between wine consumers I decided to take German language courses. Employees who work in wine industry should realize the importance of knowledge of foreign languages that is an undividable part for communication in wine industry.

Easter Celebration

Public, local or religious celebrations often take important part for the Community of Caldaro. Local community and their traditions represent the niche for the area. Kettmeir as a local winery respects the traditions, and often hosts the events as well. Event was specially made only for local community on 20th of April, day before the Easter.

My duties during for the event were to:

- Spread information between locals 2 weeks before the event.
- Pack free gifts for the guests: Wine glasses with company logo.
- Prepare space for food and wine pairing

It is important to note that evening was free and dedicated to strengthen communication with loyal customers and show them company gratefulness for their trust.

Kettmeir 100

Company created an impressive celebration in order to celebrate its 100th anniversary on 28th of April 2019. The event was planned for several months in advance and mainly created due to

the Marketing department team from Santa Margherita wine group. Winery hosted several hundreds of people. Winery was divided into several rooms called “islands”. In each island visitors had opportunity to taste wines from Kettmeir and pair it with local cuisine. My duty as a hospitality team member was to assist my colleagues in organizing wine bar, to sell wines and make wine tastings for the guests.

Wine Tour Guide

Kettmeir has wide range of visitors from mostly northern European countries. This statistics is easy to be understood because of its geographical location. During my work in the company I was able to make some English speaking tours accompanied with tastings. The main English speaking countries are Great Britain and US. Guides play an important role in order to present winery image and explain it to the guests.

Literature Overview

Company success is based on the innovative products, especially when we discuss the competitiveness (Porter, 1991).

The current work aims to provide leadership strategy for the small/medium sized wineries based on creating innovative wine tourism products that will increase winery competitiveness.

Some researchers and governmental organizations implemented destination competitiveness models on national level (Marti and Puertas, 2017). However there is a lack of scientific works dedicated to destination competitiveness for regional scale. Moreover, researches held on regional level can clarify the opportunities that can be implemented for economical development for certain area.

It is important to be noted that there is a need for scientific literature aiming to study wine destinations and various approaches for wine industry suppliers aiming for reaching high competitiveness level.

Australian Grape & Wine organization is one of the few good examples which developed wine industry and provided experience for private wineries in creating strong marketing strategy that could be adapted on regional level.

Wine Clusters are seen as a way through financial development for the small and medium sized wineries that can boost the regional tourism and production line (Corral et al., 2006).

Clusters help the region to improve overall well being, living standards and boost territorial development (Barquero,1986).

The main idea around clusters is to understand regions socio-cultural, political and traditional value. It gives opportunity to create strong brand image under every wineries financial support and reach such level of competitiveness that was impossible to develop for the independent wineries (Zepeda and Lagarda, 2010).

Even though clusters are described as idealistic models for regional developments for SMEs there are doubts about the consolidation between the companies. Petrov (2010) points out the possibility of individual interest conflicts that could vary from the cluster strategy. Clusters can cause negative effect of low competition. Some companies could reduce their profitability and innovative methods due to the decrease of competitors on regional level.

Despite its' few quantity of vineyards there are mostly private small/medium sized wineries in Alto Adige region including Kettmeir. Clusters could be financially beneficial for the wineries as for the regional promotion. However, that method could be less effective as the region Alto Adige is already well known in Europe with high quality wine production. Wineries seek for new tourism markets and increasing brand awareness.

Due to the current economical condition as well as the tourism industry development level small/medium sized wineries in Alto Adige could be more successful with individual approach that gives them opportunity of free choice in decision making process.

To have the strong idea about the statement above it is important to measure SMEs competitiveness on the example of Kettmeir.

Measuring competitiveness can show a clear picture of current situation, and help a company to create realistic strategy for its future development. The most reliable model was made by WEF. The Tourism and Travel Competitiveness Index could be used to measure competitiveness level for countries and tourism destinations.

Preference Ranking Organization Method for Enrichment of Evaluations rates destination competitiveness due to different variables, identifies destination positioning on the market, and compares destination to its competitors providing its strengths and weaknesses (Lopes et al., 2018).

The PROMETHEE method measurement criteria were studied and modified to examine Kettmeir Competitiveness on regional level. This method measures distances between destinations in a relationship with competitiveness. With this method it is possible to identify geographically best situated companies.

Quality control plays some major role in wine growing industry. It increases reputation and the value of the product (Foti et al., 2011).

The Current survey is based on the similar survey analyze as the wine industry competitiveness of Shawnee Hills (US) (Rendleman et al, 2016). This model is based on trade and export evaluation and measuring competitiveness due to the economical figures.

Demographic indicator is discussed as an important factor for measurement the influence of company competitiveness. The previous survey groups wineries due to their existence age: 1-5 year, 6-10 year, 10+ year old wineries. Demographic indicator can be used to measure the company development level, its level of independence and productiveness (Edwards, 2011). In long-term perspective wineries whose existence age is 10+ reach level of independence, creating their own supplements and has neutral connection with other industry suppliers like grape growers.

Political, economical and social determinants can create a strong influence over wine business competitiveness. More specifically, geographical location, support from the government and customer demand are mentioned as an important determinants of wine business competitiveness (Matthew et al., 2016).

Moreover, competition should be a motivator for industry participants. It could be a main reason of innovative tourism development as all wine industry players are trying to impress potential visitors and customers. Competition could be seen as a positive effect for the winery in terms of product development and sustainability. Less competitive environment could decrease the motivation of the team that could be a reason of less profitability in a long term period.

Methodology

The paper is based on two different research approaches: Survey of competitiveness and Market research. Both outlooks are measuring results in quantitative way. Those surveys are made to identify main competitors of the company and the target market.

Competitiveness Research

Quantitative research survey was chosen to measure competitiveness strategy due to its relevance to the research nature. Measurement factors were combined to the survey from studied scientific papers that added value to the research.

A representative sample of 43 wineries with tourism and hospitality related products were chosen in the area of Alto Adige wine region.

Data collection - The survey was divided in two parts:

Internet research - Web based method was chosen to make competitor analysis on the first phase. Data was collected and identified due to the specially modified criteria for the research (Table 1).

Communication based research – Online Email platform was used to have accesses for the further information. All the competitor winery representatives were reached via Email and asked for additional information to fill the survey. The questionnaire format was chosen as embedded.

Table 1

Competitiveness Factors for Winery Kettmeir

Product Factors/Indicators
Geographical location/accessibility
1. Distance between the Municipality center
2. Distance between the winery Kettmeir
3. Distance between the airport
4. Distance between the railway station
Demographic indicator / age group
1. 10-50 year
2. 51-100 year

3. 101+ year

Opening hours

1. Weekdays
2. Weekends

Availability to the information through the Web page

1. Foreign Languages
2. Online booking options
3. Guided tours upon request
4. Wine Tour description
 - a) Cost
 - b) Duration
 - c) Amount of wines included in the tour
 - d) Maximum amount of attendants

Social Media Platforms

1. Instagram
2. Facebook
3. Twitter
4. Youtube
5. Pinterest

Innovative wine products

1. Events/conferences
2. Wine related spa procedures
3. Gastronomic activities
4. Creative wine tour context

Market Research

Market research was chosen as a second stage of the survey to detect the target market, their demands and dependence to the wine industry in the area. The survey took place in two different destinations: Bolzano – municipality center of Alto Adige wine region and Caldaro – town where the winery is located. The two locations were chosen in order to compare brand awareness level on local and municipal point.

The structured technique with face-to-face interviewing method was chosen for the survey design.

Structured interview model has been created in order to investigate tourists' motivation in Bolzano and Caldaro geographical area, figure out brand awareness of the winery Kettmeir, reveal main competitors on local as well as on a municipal level and create a wine tourist profile.

Purposeful Sampling was chosen for the research with 120 participants. It is important to take into account that 60 participants were selected in Bolzano/Bozen and the rest were questioned in Kaltern/Caldaro.

The survey was made in three languages: German, Italian, and English. In order to maintain balance there were made 40 questionnaires in each language. For gender equality there were chosen 20 female and 20 male respondents from each language group.

Competitiveness research analysis

Analyzing collected information brought a brief description on the wine tourism competitors in the region for the winery Kettmeir. They were identified in various factors that play significant role in the successful development of wine tourism.

Due to the research method mentioned by Edwards (2011) Kettmeir competitors were revealed in terms of geographical locations. The main competitors were in terms of location are the closest wineries situated in the town Kaltern/Caldaro. The radius ranges from 50 meter up to 1 km. Geographical location is one of the main elements in 4P marketing mix model. The amounts of competitors distinguish success of your product. Kettmeir has 5 main competitors who challenge the winery in wine tourism. Kellerei Kaltern, Ritterhof, Baron di Pauli, Ansitz stefflhof and Castel Salleg are those wineries which should be taken into account when planning long-term marketing strategy for the winery Kettmeir.

Demographic indicator plays important role for the company sustainable development. Due to the C. Mathew et, al. (2016) several wineries were recognized that were founded more than 100 years. It is consequential to be mentioned that Alto Adige wine region is a place for historical wineries, with 5-6 generations. Because of a different reality C. Mathew et, al. (2016) model was adjusted to age range of the wineries located in the area. It is significant fact to mention that winery Kettmeir is included into highest demographical graph of 101+ years old wineries. Kettmeir is competed by following wineries: Tramin, J.Brigl, Andriano, Franz Haas, Kellerei Bozen, Gilrlan, Kellerei Kaltern, Tenuta Peter Solva & Sohne, Alois Lageder, Muri Gries, Tiefenbrunner, Stroblhof, Kurtatsch. History and tradition plays important role for tourists in the strategic management process.

According to PROMETHEE method Alto Adige region could be considered as a highly competitive area. Bolzano municipality has a high level of tourism facilities including hotels, traffic networks, visitors, wine industry, natural reserves or museums. Kettmeir as a winery located 14km away from the Bolzano city could be examined as a highly competitive destination, with all important touristic facilities.

The competitiveness research shows some interesting aspects in terms of winery working routine as well as its social media marketing tools.

It is important that the winery should be opened during the weekends in order to provide accessible and comfortable service for tourists especially during high season. Alto Adige has a very special life style tradition that is showed in the working schedules of the wineries. Despite the high awareness and popularity only 52.5 % of the wineries are open on Saturdays. More than 40% of the studied companies are closed for weekends. Less than 3% of total companies are opened on Sunday.

There are 4 wineries except Kettmeir which are open full week including Saturday and Sundays: Stroblhof, Ansitz Steflhof, Tenuta Peter Solva & Sohne , Kellerei Kaltern, Elena Walch.

In the region of Alto Adige tours are held in 3 main languages: German, Italian and English. There are several reason that was a decisive factor for choosing particular languages.

1. The region is inhabited partly with Italian and German language speakers;
2. The area is surrounded by German language speaking countries;
3. The wine region is mainly visited by the tourists from Europe whose main communicative language is English.

Social media plays an important role in communication with winery customers and visitors. Social media platforms create an image for the company as well as they give a various additional information that could be drastic factor to buy wine and tourism services. Winery Kettmeir is active on two main social media platforms: Facebook and Instagram. Due to the survey 75 % of the wineries manage Facebook page, and 60 % of the total studied companies manage both Facebook and Instagram pages. Only 7 % of the wineries use Twitter, Youtube and Pinterest pages including Facebook and Instagram for communicating with their customers.

Measuring Social media activities of the wineries helped us to identify mostly popular companies at online platforms. Kettmeir takes second place as one of the most popular winery of the area on facebook, the list is leaded by the winery Tramin.

Instagram is a platform where users evaluate photo content of the company. Kettmeir takes 6th place and is dropped by Alois legender , Kellerei Kaltern , Elena Walsh , Tenuta Pfitscher and Terlano .

There is more privacy in terms of sharing detailed information about wine tours and costs that could be explained because of high competition. Tour description is shared by 32% of the wineries. However only 13% of the total companies share tour prices publicly. Those wineries are: Elena Walch , Laimburg , Kellerei Kaltern , St Pauls, Maso Untergaznzer , Loacker Schwarhof .

Email based questionnaires created an interesting overview about tours held in the region of Alto Adige.

- The average duration during wine tour : 1.5 hr
- Average amount of wines tasted: 4-5 wines
- Average price per person during tasting: 20 euro
- Tour description: Wine cellar tour + tasting

Competitors were identified in terms of price range for group tours. In case of cost comparison only group tours were discussed, as individual wine tours are more specific and connected to visitor's taste and demands.

Market research analysis

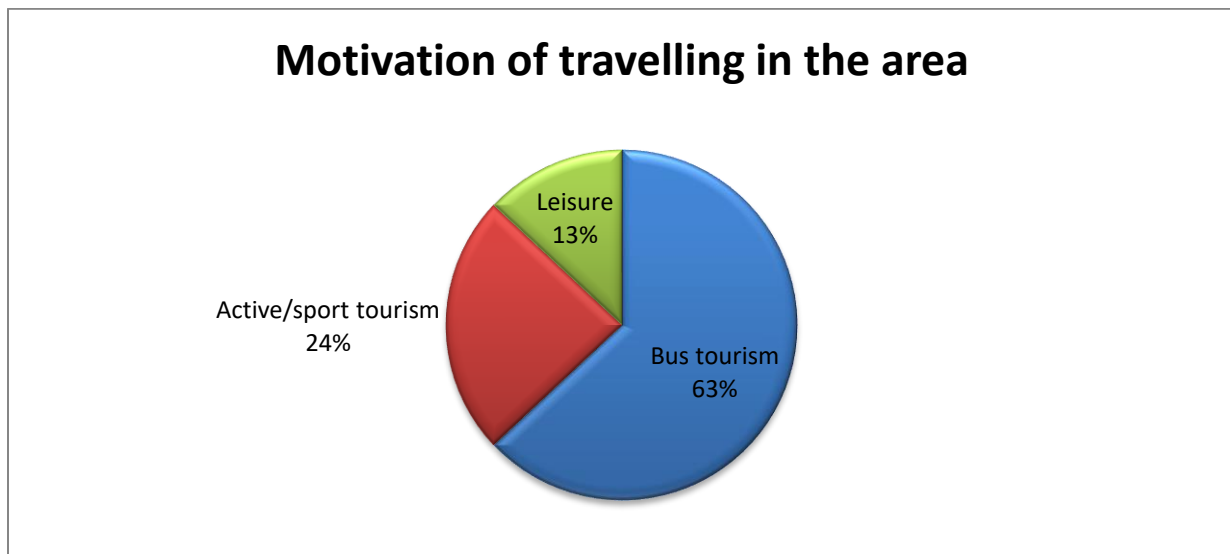
Due to the data analysis of Market research survey Alto Adige wine region is mostly visited by citizens of neighboring countries: Switzerland, Austria and Germany. There is a high proportion

of national - Italian market in the tourism industry as well. It is worth to mention that guests from Great Britain and United states represent the most part of English speaking visitors in the region.

Alto Adige is visited by 60-69 year old German speaking visitors, when average age of Italian tourists is 30-39. Visitors from Britain share the same age group as German speaking visitors.

Almost 95% of total respondents evaluate Alto Adige as a very satisfying region for tourism.

Several reasons of traveling motivation were recognized during the research. 63% of tourists visit Bolzano and Caldaro cities because of their tour program. Most visitors participate in group tours. They visit several countries and Alto Adige is included in their tour itinerary. 24% of questioned respondents travel in the area for adventurous, sport tourism. Alto Adige is one of the well developed areas for bike tours, hiking and trekking tours. Only 13% visit Alto Adige for leisure activities that include trip with friends and family excursions.



Some interesting contrary ideas were revealed between destinations of Bozlano and Caldaro. Tourists in Bolzano don't feel confident to evaluate wine quality in the area, while respondents in Caldaro express their satisfaction with local wines. Such comparison could be explained with different roles of two cities. Bolzano is a center of the municipality. It is famous with historical and architectural values. Caldaro is a home of several high quality wineries and popular wine tourism destination.

46% of total respondents have already visited at least one winery during their stay in the area. Mostly mentioned wineries could be identified as the competitors of Kettmeir. These wineries

are: Kellerei Kaltern, Alois Lageder, Elena Walch, Ritterhof. It is significant to mention that two wineries Kellerei Kaltern and Ritterhof are located at the same geographical area as Kettmeir.

Kettmier brand awareness is higher in the Caldaro town, than in Bolzano. 78% of questioned tourists responded positively about their knowledge of the company. Only 18% of tourists had a positive reaction in Bolzano.

Tourists detached two main sources of information. They were informed about kettmeir by their friends and tour operators.

It was discovered that most useful online platforms by tourists are Tripadvisor.com and the official Web pages of the companies. Facebook took third place in a survey. High trust with Tripadvisor.com could be explained because of its content. Tripadvisor.com is the online platform where companies receive rankings due to the customers' evaluations. Tourists trust each other more than companies or tour operators.

Kettmeir is oriented to promote its own brand on Facebook and Instagram social media tool. It is important to make a social media marketing data analysis to create a customer profile company is targeting to. Kettmeir works on creating interesting social media content for its customer and users.

Marketing Channels for Kettmier

Social Media Marketing Overview

Social media plays important role in a brand awareness as well as product promotion. We can say that social media is one of the strongest marketing channel to reach your target audience. However there is a huge risk of using inappropriate context or choosing wrong messages that couldn't be understood correctly by the target market.

Social Media marketing strategy is one of the main marketing channels for the company to promote its products. The company is working to develop two main social media platforms: Instagram and Facebook. The following topic represents the favorable strategy that company can use in order to create better social media marketing strategy.

Today customers highly appreciate authentic content, that doesn't always have that sort of professional polished touch. Perfectly designed pictures and using too much photo shop

programs steal authentic character from the pictures. It is common for the customer to doubt in product quality when pictures look unrealistically perfect.

Reacting to your followers' content is undividable part of creating loyal relationships. To be always present and active on social media will extend the trust to your followers.

Sometimes brands see the Instagram as a platform for posting beautiful photos. Instagram platform is mainly used by Millenials. Millenials pay attention organic, unique products with interesting story behind. They love to be active, write comments, answer questions and express their opinions publicly. Brand success depends on how carefully it listens to the target market. It is important to involve followers to react, promote and share their opinions with you.

Kettmeir in promoting wine and hospitality events helping with social media.

1. Brand uses hashtags related to the wine
 - #kettmeirwines
 - #kettmeirwinery
 - #metodoclassico
 - #athesis
2. Brand uses bilingual approach as a brand which is adapted on Italian and German target market. You can find posts on both languages.
3. Brand posts mainly about the popular events that were held in the winery like 100th year anniversary, visit of famous influencer or special wine and food pairing activities.
4. Brand uses online platform to introduce its followers not only its production but also staff. Very often you can meet posts about hospitality team and stories about their activities.
5. Brand has chosen its face – The chief winemaker from Kaltern. The authentic image is created by the local face from the area.
6. Brand always reacts on its follower's posts and likes them.

New Social Media Marketing Products

Email Marketing

Emails are a best way to communicate to your customers in a direct way. You can build a data base for your loyal customers and use Email platform to let them know about new products and information about the winery. Emails are often used as a way to receive evaluation from

customers as well; This is a reliable approach to improve service quality for the winery. It is important to be noted that Emails should contain personalized content for each subscriber.

Word of Mouth

Word of Mouth is the strongest and the most reliable channel used by consumers. Winning your consumers heart and trust is the key for a successful marketing strategy. Company Kettmeir should be fully oriented about the local community and extend its volume with creating special events for the inhabitants of the village and welcoming atmosphere.

At the same time visitors from foreign countries should be considered as potential volunteers to promote Kettmeir between their friends and society.

Videos with educational content

People seek for some new and unforgettable experiences via online platforms. Social media could be used not only for increasing brand awareness but also for educational purposes. It is important for the brand to care about its followers, let them show some aspects of wine making process. Video content is the best way to implement this idea. Short videos could be uploaded through Instagram page with various content: receiving grapes, alcoholic fermentation process, making density analysis, pump over and punch downs during fermentation process, bottling process, wine tasting process, disgorging for sparkling wine.

Ask the winemaker

Brand has followers all around the world. There are limited financial possibilities to travel. Winery should take into account that their online fans may not have possibility to visit the area and personally receive information about winemaking process. Short videos with a duration of 4-5 minute will increase trust and loyal customers. These videos will be published once or twice per month. Brand followers will have opportunity to apply their questions via online platforms. The authors of most creative questions will receive a personal response from the winemaker. Short videos could be placed mainly on Facebook and on a story area of Instagram.

Live moments create memories

Live videos are one of the best ways to involve followers in an active process and receive reaction from them. Mainly live videos are watched because of its realistic character. Brand becomes close to its customer and shows the ordinary work process. Live videos are

appropriate to use during the small, local events where inhabitants are present. Such events could be birthdays, some national or religious celebrations.

Santa Margherita Wine Tourism Cluster

SM wine tourism cluster is a model that unites 6 wineries in different wine regions of Italy. In order to maintain competitiveness and leadership small/medium sized wineries often choose cluster models. Kettmeir takes the smallest part of the whole production in the wine group. Integration with other members of wine group will increase productivity and innovation between the companies.

Santa Margherita Wine Tourism cluster is considered as a wine and gastronomic experience in Italy. Tour will include only member wineries of Santa Margherita wine group. Tourists will visit different regions of Italy, learn about various wine making methods and taste famous Italian wines.

Product description

Wine and gastronomic tour will be dedicated to introduce Italian traditions and wine regions to the visitors. Tour will include three popular wine destinations of Italy: Tuscany, Veneto and Alto Adige. Food and wine pairing will be made in order to create an unforgettable experience and fully involve tourists in Italian lifestyle and culture. Differ from the usual wine tours the itinerary will include cultural visits in order to represent the unique character of Italy.

The tour includes visiting worldwide famous destinations as well - Venice, Lake Garda, Florence and Rome. The main aim of the tour is to present Italy with wine experience. Tourists will have possibilities to enjoy and explore one of the most popular touristic destinations in the world as well. The tour will balance cultural and wine experience in order to create best approach for new wine tourism cluster.

Tour duration: 8 Days /7 nights

Wineries to be visited: Santa Margherita winery, Ca'Maiol, Kettmeir, Lamole di lamole and Tenuta Sassoregale.

Wine regions: Veneto, Alto Adige, Tuscany.

Maximum number of Participants: 25

Total Cost per person: 1,200 euro.

Tour will start from Venice – one of the main attractions of Italy. Guests will be welcomed and transferred to the hotel to rest and prepare for the trip.

The second day is fully dedicated to get to know about the concept of SM, the philosophy and idea that units Italian wineries under the wine group. After fascinating trip to Venice tourists will have possibility to taste famous Pinot Grigio wine. Santa Margherita was the first winery which started producing white wine from Pinot Grigio grape. This grape has a historical definition for the winery.

Kettmeir hosts visitors on the third day of the tour. Guests are welcomed in Bolzano city and will be taken up to the mountains by Cable car. Tourists will appreciate the natural beauty of the area in order to better understand the importance of geographical and climatic conditions. Guests will taste Kettmeir sparkling line production: Grand Cuvee, Brut Classic method and Brut Rose. Alto Adige region is famous with its elegant and fresh sparkling wines and Kettmeir is one of the best representatives in the area.

The next day is dedicated to create a relaxing and spiritual experience helping with unspoiled nature of Caldaro. The area of Alto Adige is characterized with its sportive activities. Guests will be involved in local lifestyle activity with bike trip to the lake Caldaro. They will take a wine route in order to explore local grape training systems, learn more about Pergola and Guio methods. Lake Caldaro is the best place to spend time in a calm environment. Our guests will be welcomed by Yoga Guru, who will make a master class for them. Picnic around the lake will fulfill the amazing day. Afterwards tourists will be back at Kettmeir winery to make a tasting of historical grape varieties from Alto Adige. This tasting will be dedicated to wines from native grape varieties: Weisburgunder, Gewurztraminer, Schiava (Vernatsch) and Lagrein.

The fifth day is devoted to explore Lugana DOC that is located close to the biggest lake in Italy- Lake Garda. Lake and Morainic hills play important role to create outstanding climatic conditions for the high quality wine production. Visit to Ca'Maiol vineyards and a walk near Lake Garda will help guests to discover the specificity of the soil. Clay and limestone make the place perfect for Lugana wine production. Tourists will be introduced to Lugana wines at the Ca'Maiol winery where they will taste Lugana Prestige, Lugana Molin and Lugana Fabio Contato.

The sixth day is dedicated to the cultural activities including exploring historical city of Florence and its surroundings.

Next day tourists will travel over Tuscany and visit two wineries from Santa Margherita wine group -Lamole di Lamole and Tenuta Sassoregale. They will learn about native Chianti grape varieties: Sangiovese, Canaiolo, Malvasia Nera and Trebbiano Toscano. Guests will visit historical as well as modern viticulture buildings of Lamole di Lamole. Tasting local wines will represent the history of Lamole and Chianti Classico that has an outstanding importance for the winemaking traditions in this area.

Winery Sassoregale keeps a strong character of Tuscany. Its organic cultivation and modern technologies make wines elegant and rich in flavor. The winery is located in Maremma which is called the last wild spot in Italy. Maremma area creates marvelous conditions for winemaking with its authentic and unspoiled environment.

The last day is dedicated to explore ancient walls of Rome and the history of the capital of Italy. Guest will be given free time after which they will have flight back to home.

Table 2
Tour itinerary

Date& Time	Description
Day 1	Arrival in Venice Transfer to the hotel Overnight in "Venice luxury palace"
Day 2	Unforgettable Venice & Santa Margherita Winery
09:00	
10:00	Breakfast at the hotel
13:00	Exploring Venice and Goldola trip
15:00	Lunch
16:00	Head to the Santa Margherita winery
18:00	Winery visit & tasting
20:00	Back to Venice Dinner
Day 3	Discovering treasure of Alto Adige
09:00	Breakfast
10:00	Drive to Bolzano

12:00	Arrival in Bolzano, Cable car trip to the mountains. Lunch Exploring Castelvechio area Visit winery kettmeir , wine tasting Accommodation at the hotel "Unterinnerhof" Dinner
13:00	
15:00	
16:00	
18:00	
20:00	
Day 4	Wine, Bike & Yoga
09:00	Breakfast
10:00	Bike tour to the lake Caldaro via wine route
11:00	Meditation near lake, Yoga master class
13:00	Picnic at the lake
15:00	Tasting Kettmeir historical grape varieties
20:00	Dinner
Day 5	Exploring Lugana DOC and Ca'Maiol wines
09:00	Breakfast
10:00	Head to Lugana DOC
12:00	Visit tower of San Martino della Battaglia
13:00	Lunch
15:00	Visit Ca'Maiol winery and wine tasting
17:00	Walk to lake Garda
18:00	Check in at the hotel
20:00	Dinner Overnight at lake Garda at "Residence Panorama la Forca"
Day 6	Amazing Tuscany
09:00	Breakfast
10:00	Drive to Tuscany
13:00	Lunch
15:00	Arrival in Florence Check in at the hotel "Palazzo dei Conti"

16:00	residenza d'Epoca" City walk in Florence Free time
20:00	Dinner
Day 7	Time to Taste Tuscany
09:00	Breakfast
11:00	Visit and tasting of Lamole di lamole wines
13:00	Lunch
15:00	Visit Winery Sassoregale
17:00	Drive to Rome
19:00	Arrival at the hotel "Vatican Garden Rooms" Overnight in Rome
Day 8	Exploring ancient capital
09:00	Breakfast
10:00	City walk
13:00	Lunch
16:00	Flight back to home

Product development process

Target Market Identification

As mentioned above Kettmeir is a member of Santa Margherita Wine group which operates on European and American market. SM wine group has strong and reliable partners in different states of America.

Nowadays company receives few amount of English language speaking tourists comparing to German language speaking visitors. Due to the survey made in Bolzano and Caldaro there is a lack of American tourists in the region of Alto Adige. All wineries including Kettmeir are oriented to German speaking visitors who come mainly from neighboring territories - Germany, Austria and Switzerland.

In order to develop strong tourism product and become a leader in wine tourism industry Kettmeir should create new direction. Kettmeir aims to create strong brand image with targeting wine tourists in US.

The ideal customer for Kettmeir is 30-60 years old, male or female Italian wine lovers, who seek to travel and explore Italian culture. This people live in US and often visit wine bars or restaurants which work with Santa Margherita wine group. Our ideal customer already has knowledge about Italian wines as well as SM wine group. Main target market has an income of \$ 50,000/year and is working professional. They have basic knowledge in wine and search new opportunities to know more about their interest object.

Due to World Travel Monitor survey 2015 US was the largest market for leisure purposes. 48 million Americans identify themselves as a “foodies”. Tour operators specially modified gastronomic tours including food and alcoholic beverage experiences.

Wine tourists in America tend to be wealthier than average leisure traveler. 60% of them have taken at least one international trip during last 2 years.

Generation X takes the largest part for American wine travelers. They seek for authentic, eclectic wine experiences. 93% of American wine travelers like to combine sightseeing activities with their wine trips.

Colaboration with Santa Margherita wine group members

Kettmeir as an initiator of the project will take the main part in developing partnership with other member wineries of Santa Margherita wine group. The project offer will be developed by Kettmeir hospitality department representative and the brand manager of the company. At the first stage information will be sent to Santa Margherita wine group CEO for discussion. After the confirmation all details will be discussed between wine group member wineries.

All collaborators should carefully check the budget and tour itinerary. Details should be confirmed and clarified. Collaboration between wine group members will strengthen the working environment inside the wine group. This is the great way to create sustainable tourism product where all wineries take their part for the success of the product.

Santa Margherita Wine Tourism Cluster Manager

Organization and fast information access is one of the fundamental aspects in tour planning. It is recommended to create a special position for the Wine Tourism Cluster as the tour mentioned above requires strong and immediate communication between wine group members. The main duties of the product manager will include:

1. Informing winery hospitality managers about arrival dates, number of participants and specific requirements in case of some special needs;
2. Communication with US tour operators and Tour agents;
3. Responsible about safety of tour members ;
4. Responsible for meal and accommodation arrangements for the tourists.

New Tourism product for the partners in US

Using already existed marketing channels is the biggest advantage of Santa Margherita wine group. The group is exporting its wines in all the states of America via Santa Margherita Sales department. Employees working for Santa Margherita sales department are in a strong communication with wine distributors, who create a bridge between the company and wine consumers.

Santa Margherita Sales department has already created a reliable list of wine distributors all around the country. Reliable connections will be used in order to target new channels and inform market about new tourism product.

Wine Tourism Ambassadors in US

Wine Tourism Ambassador is a person who represents the face of the company and informs potential visitors about the details of the products. This is a professional who should manage to build strong and honest communication between consumers. It is important to highlight that the wine Tourism Ambassador should represent its local region, Italian character and traditions. Its authentic character should be a key element during communication.

This person will be sent in US to build new business relationships with tourism industry representatives. For the beginning stage he/she should work with the sales department team of Santa Margherita. She/he should use already existed marketing channels in order to reach the target market and inform them about possibilities of visiting Italy and the wineries they are so found of with.

Italian Wine Tasting Evenings

Italy is one of the top wine and tourism destinations not only in Europe but also in US.

Wine is the main element in order to represent wine region for your target market. In order to explain wine region, its unique geographical location or area wine should be used as an Ambassador for the country.

Italian wine evenings will be held in wine bars and restaurants which are reliable partners of Santa Margherita wine group. These gastronomic destinations present the main spot for the target market company is searching for.

With Italian wine accompaniment Italian wine consumers will be introduced about new tour offer from the wine group. It is significant to mention that Santa Margherita Wine Tourism Ambassador should be characterized as an excellent in wine tastings.

Partnership with American Tour Operators

The main challenge for Wine Tourism Ambassador is to create reliable partnerships between American tour operators and Tour agencies. He/she should arrange meetings and find companies willing to start long-term business relationship with SM wine group. The main idea around the partnership is to increase awareness about the company and Italian wine regions.

World Travel Monitor studied tour operators with major wine and gastronomic profile. Total 109 tour operators were studied for 2015, half of which were located in California.

Between popular tour packages offered to tourists Italy takes leading position with France, Spain and Argentina.

70%of tour operators offer wine lovers traditional wine and cultural tours with bus or car transfer.

85-93% of questioned tourists are interested in cultural and sightseeing activities. Combination of wine, gastronomy and culture could be an important key factor for uncovering wine travelers demands.

Product promotion

Brochures for flights US- Milan

Using brochures during long flight is one of the interesting ways to inform the potential customer about the new product offers. Long flights increase possibility that airplane journals will be read by flight attendants. Moreover informative brochures will provide educational information about the destination they are going to visit. At the same time flight attendants' traveling from US to Italy are included into main target category company aims to focus on. Brochures at the airplane give possibility to reach the main target in a direct way and be sure they will receive correct message.

Collaboration with Online Influencers

Online influencers are characterized with creating special effect about products they promote. Their fans or followers are respecting their opinion and ideas. Online influencer generally uses online platforms such as: Instagram, Youtube Vlog and professional blogs. One of the important influencer for American wine lover community is "Italian wine girl" on Instagram platform. Partnership with Italian influencer who is well based in US is a great way to increase product awareness.

Informative Guide Book

When company creates new product every aspect should be carefully measured. Potential target market should receive clear and informative message about the new tour product. They should understand the idea behind the service. Guidebooks will provide easy and complete version for the consumer who is interested to learn more about the area, tour and services they will receive.

Online Discussion Platform

Creating discussion page will give possibility to encourage Facebook community to interact and communicate. This way gives wine travelers possibility to show their opinions through open platform that increases the reliable image of the company.

Inspiring Destination Videos

Company should create a promotional video that will show and explain all the unique aspects about the Santa Margherita wine tour. The video should show the different soil, geographical

location, cultural importance as well as the local gastronomic experiences which are perfectly mixed with Italian wines.

Online Challenge

In order to increase interaction and motivate potential target market about participation in the tour special challenges could be created. Challenging someone has become an innovative trend for the 21st century on social media. In particular case Facebook account fans will be asked what they would do during the Italian holiday trip. Winner could be selected with a rare selection principle. Selected candidate will be gifted with free wine tour to Italy.

Risk Identification and Elimination

Risk evaluation is the undividable part for any kind of business as well as in tourism industry. Despite the fact that the SM wine group is well known wine company in US there are still some aspects connected to creating new tourism product that should be taken into account.

Lack of necessary qualifications

Risks connected to incompetent management could cause various problems and seriously damage brand image for international as well as national market. That type of risks could be identified with new staff members of the group like: Santa Margherita Wine Tourism Manager and Wine Tourism Ambassador in US. Lack of communication and informative misunderstandings between wineries could be a reason of unsuccessful tour product.

External Risk factors

External risks are mainly linked to American market where the new product should be launched. Unsuccessful collaboration could be caused by wine distributors, wine consumers and tour operators who might show lack of interest in participation of a new product development.

Information accessibility

Risks connected to information accessibility can be caused by internal as well as external factors. Lack of information between the Wine Tourism Cluster members, departed information sent by Tour Operators to the wineries could be the reason of increasing problems during the tour.

Lack of Marketing

Targeting new market such as US requires proper marketing strategy. Evaluating competitors and choosing best ways to market the target audience is the solution to avoid some risks. Moreover price range is one of the fundamental reasons in decision making for tourists.

Slow Technological Development

When operating on US target market modern technologies and social media play important role to attract the consumers. SM wine group member wineries mainly use two online platforms - Instagram and Facebook. However US target market pays attention Twitter and Trip Advisor.com as well. Non-visibility on the main platforms used by main target market is one of the risk factors that should be taken into account.

Lack of knowledge

Santa Margherita wine group will operate in different states of US. Each state is characterized with different vision and jurisdiction rules. Lack of knowledge regarding the laws can be unsafe for the company success.

For successful product development it is important to learn about the risks and evaluate them in order to figure out the main threats for product development. Matrix Grip model was used to detach the aspects company should pay attention when launching the new tourism product.

Bellow in Table 3 you can find solutions for risk elimination that can help the company to avoid some problems that may slow down the progress.

Table 3

Elimination of Potential Risk factors

Number	Potential Risk	Potential Risk Elimination	Risk in Matrix Grid
1	New product doesn't meet the customers' expectations	The risks are carefully studied through market research	Medium
2	The product development expenses exceed the budget	There is an achieved balance between time, fund and product quality	High
3	The product development duration takes longer than expected	Maintaining the product cycle by using modern technologies	Low
4	Critical employees leave the project	Clear and direct communication between employees. Increasing motivation with awards and gift vouchers. Opportunities in career growth.	Low
5	Tour cost exceeds the market expectations	Responding competitors with realistic price. Systematic audit made by project manager.	Medium
6	The competence of Wine Tour Ambassador/SM Wine Tourism project Manager do not meet the expected level	Hiring experienced professionals for leading positions.	Low
7	The wine distributors cannot fulfill wine tasting evenings	Regular information exchange between business partners.	High
8	Some misunderstandings in the process of wine tour design	Risk management optimization that will decrease the chances of wrong decision making.	High

Conclusions

Wine Tourism Clusters are often identified as a best approach for SMEs as they strongly benefit the companies to overcome financial problems. Wine clusters could be identified the best approach to maintain regional or national leaderships and create strong brand image.

Kettmeir as a medium sized winery has some challenges to overcome in order to develop strong tourism service in the industry. After Competitive research and analysis the main competitors were revealed. It turned out that Kettmeir competitors were oriented to cover new market segment. Competitor survey analysis showed that Kettmeir competitors were launching new tour products: culinary master classes, bike tours, weddings and public events. The competitiveness research analysis clearly showed the need of development the new tourism product in order to maintain leading position in the region.

Market Research that took place in Bolzano and Caldaro towns has cleared some note worthy information about the wine tour consumers of this area. Due to the data analysis wine consumer profile and main characteristics could be arranged. The survey showed that the Kettmeir brand awareness had medium level and it required some additional promotional activities. It is important to mention the possibility of new target market that was discovered during the survey.

Collected information was used to create a new tourism product and the future marketing steps in order to increase brand awareness and cover new target markets.

The paper is a proof that Cluster models could be discussed as an important models form SMEs which target new markets. Kettmeir winery chose cluster approach to reach American tourism industry. Collaboration with Santa Margherita wine group member wineries will increase chances of successful product development. Wine Tourism cluster will give wineries the financial support that was not possible in case of individual approach.

The paper explains the main steps that should be done in order to launch new products. It clarifies all possible risks that could be a reason of the process regression. It also offers interesting approaches as solutions to eliminate the threats.

In conclusion, the work shows the importance of Wine Tourism clusters for SMEs in order to reach regional/national leadership.

Acknowledgements

Foremost, I want to express my gratefulness to my family in Georgia for continuous motivation and encouragement to study Wine Tourism Master. I am thankful to my father Alexandre Araviashvili who played important role in my life. I am grateful for all moral and emotional support that I got from my mother Marine and my aunt Medea during study process.

I want to thank to my advisor Prof. Laurence Geny-Denis for recommendations and immense knowledge. Her advices helped me in research and data collection process.

I want to express my gratitude to the team of winery Kettmeir, for great professionalism and friendly environment.

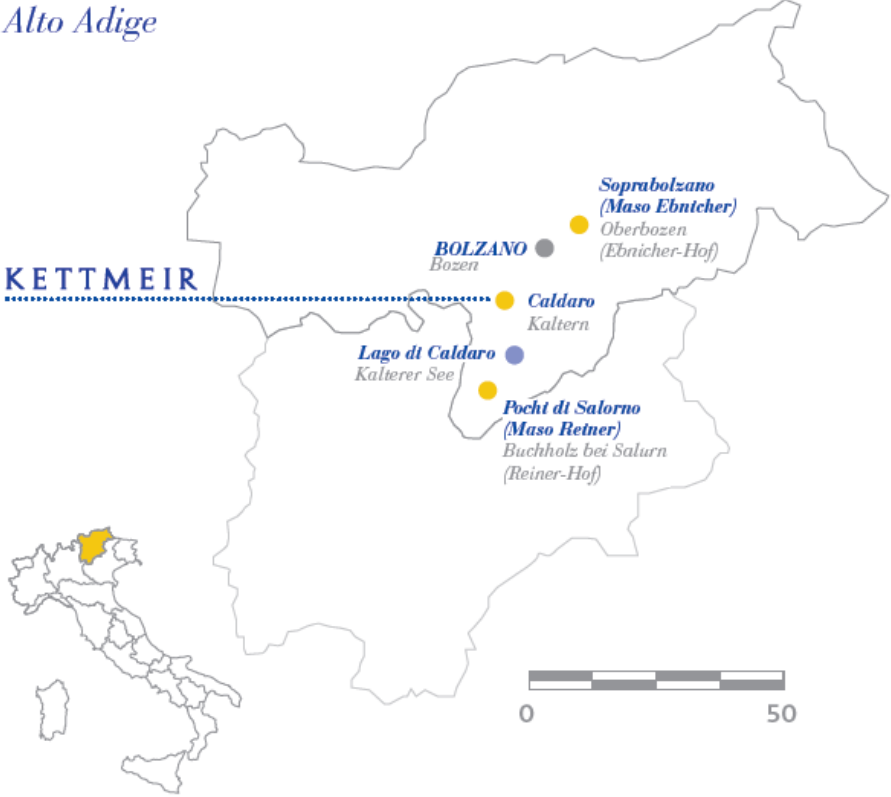
Bibliography

- Alderete, M. (2014) The Wine Clusters of Mendoza and Sera Gaucha: A Local development perspective, Vol. 26, No.52, July 2014, pp. 179-204
- Blazneska, D. and Nickova, M. (2016) Creating Marketing Strategies for Development of the Wine Tourism, International Journal of Academic Research in Accounting, Finance and Management Sciences Vol. 6, No. 4, October 2016, pp. 177–184
- Cakmak, E. and Isaac, R., (2012) What destination marketers can learn from their visitors' blogs: an image analysis of Bethlehem, Palestine, Journal of Destination Marketing & Management, Vol. 1, pp. 124-133
- Corral, A. et al., (2006) Contributions of companies to development in Latin America, Washington, Ikee / Inter-American Develop
- Edwards, J. et. al. (2012) "What lessons for economic development can we draw from the Champagne fairs?," Explorations in Economic History, Elsevier, Vol. 49 No.2, pp. 131-148.
- Foti, V. et. al. (2011) assessment of result from quality control systems in the Sicilian winemaking industry through the use of multi-varied analysis, No. 3, pp. 39-48.
- Geroski, P. and Machine, S. (1993) The dynamics of corporate growth, Mimeo (London Business School)
- Kunc M. and Morecroft, J. (2010) Managerial decision making and firm performance under a resource-based paradigm, The official journal of: the Strategic Management Society, Vol. 31, No. 11, September 2010, pp.1145-1255
- Marti L, Puertas, R. (2017) Determinants of tourist arrivals in European Mediterranean countries: analysis of competitiveness. European Journal of Tourism Research Vol 15, pp. 130-131.
- Mendola, D. and Volo, S. (2017) Building composite indicators in tourism studies: Measurements and applications in tourism destination competitiveness, Vol. 59, No. C, pp. 541-553
- Petrov, A. (2010), Innovative pharmaceutical cluster as a point of economic growth of Sverdlovsk region. Economy of Region, Vol. 1 No. 3, pp. 199-203
- Porter, M. (1991) Towards a dynamic theory of strategy, The official journal of: the Strategic Management Society, Vol. 12, No. S2, pp. 95-117
- Rendelman, C. et. al. (2016) Wine Industry Competitiveness: A survey of the Shawnee Hills American Viticultural Area.
- Tyler, B. et. al. (2018) SME Managers' Perceptions of Competitive Pressure and the Adoption of Environmental Practices in Fragmented Industries: A Multi-Country Study in the Wine Industry, Journal Organization & Environment.
- UNWTO World Tourism Barometer and Statistical Annex, The official electronic journal of international tourism arrivals, Vol.16, No.3, June 2018, pp. 1-4

“Wikipedia” the free online encyclopedia, 2019 https://en.wikipedia.org/wiki/Trentino-Alto_Adige/
Last accession June 7, 2019

Zepeda, S. and Lagarda, L. (2010) Quality wines: base of endogenous development in Valle de Guadalupe, Baja California, Frontera Norte, Tijuana, El Colef, Vol. 22, No. 44, pp. 109-132

Annex 1: Geographical location of the winery Kettmeir



Annex 2 : Tourism destination competitiveness criteria

Dimensions	Subcriterion	Tourism and Travel Competitiveness Index	Preference	Unit	Source	year
Tourism	SC1. Number of enterprises of accommodation, catering and similar, by head office municipality, sector 1	C - 12	Max	No	INE	2014
	SC2. Lodging capacity in hotel establishments	C -12	Max	No	INE	2015
	SC3.Lodging capacity in local accommodation (rural tourism and housing tourism)	C -12	Max	No	INE	2015
	SC4.Environmental expenditure of municipalities per 1000inhabitants	B-9	Max	€	INE	2015
	SC5. Total number of protected areas	B-13	Max	No	INE	2015
	SC6. Number of Bathing waters by municipality of excellent and good quality, inside and coastal	B-9	Max	No	INE	2015
	SC7.Percentage of municipalities with World heritage cultural sites and Oral and Intangible Cultural Heritage expressions	D-14	Max	%	UNESCO	2017
	SC8. Number of Museums	D -14	Max	No	INE	2015
	SC9. Number of	D -14	Max	No	INE	2015

	art facilities					
Environment	SC10. Average distance from the cities of the region to the nearest international airport	C -10	Min	Km	Google maps	2017
	SC11.Road density	C -11	Max			
	SC12. Number of automatic payment terminals	A-5	Max	No	INE	2015
	SC13. Number of hotels and B&B/Hostels in TripAdvisor	A-5 and C-12	Max	No	www.tripadvisor.com	2017
	SC14.Proportion of enterprises with ICT activities	A-5	Max	%	INE	2014
	SC15. Local surcharge	A-1	Min	Thousands €	INE	2015
	SC16.Graduates from tertiary education per 1000 inhabitants	A-4	Max	No	INE	2014/2015
	SC17.Per capita purchasing power parity	B-8	Max	-	INE	2013
	SC18. Crime rate	A-2	Min	%	INE	2015
	SC19.Number of fixed broadband internet access service per 100 inhabitants	A-5	Max	%	INE	2015
SC20. Number of hospitals	A-3	Max	NO	INE	2014	

Annex 3 : Questionnaire for Market Research for Kettmeir Winery

Wine Tourism Market Research

I am Tamari Araviashvili, Master student of international program in wine tourism innovation. Currently I am doing professional internship in one of the wineries in Caldaro. This survey is dedicated to study wine tourism in the region and evaluate competitiveness. Participation in the research is voluntary and anonymous.

Questionnaire

1. Gender

Male
Female

2. Nationality

3. Please tick your age category

- a. Below 20
- b. 20-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. 60-69
- g. 70 and over

4. How satisfied are you with traveling in Alto Adige region ?

- Very Satisfied _____
Satisfied _____
Neither satisfied nor dissatisfied _____
Dissatisfied _____
Very dissatisfied _____

5. Please indicate your main motivation to travel

- a. Leisure tourism
- b. Wine tourism
- c. Adventurous/active sport tourism
- d. Other (please specify) _____

Please indicate your level of agreement by circling the appropriate response

Strongly Agree (AS), Agree (A), Undecided (U), Disagree (D), Strongly Disagree (SD)

6. Alto Adige has a great potential in wine tourism.

SA A U D SD

7. Transport System in the region is well developed.

SA A U D SD

8. Wine Quality in the area is impressive.

SA A U D SD

9. Do you plan to visit any winery during your stay in Bolzano/ Have you visited wineries already?

Yes

NO

10. Name the wineries you visited or plan to visit

(To be asked if the interviewee already visited wineries in the area)

11. How you evaluate the visit in the winery

a. Very Good

b. Fair

c. Poor

d. Very Poor

12. Have you heard about the winery Kettmeir?

Yes

No

13. (To be asked if interviewee replied Yes to question 11)

Please indicate the source from which/whom you heard about the Kettmeir

- a. Friends/Family members

- b. Social Media

- c. Tour Operator

- d. Newsletter

- e. Other

14. (To be asked if interviewee replied No to question 11) Which of the following sources do you check mostly to collect information about place you plan to visit?

TripAdvisor

Booking.com

Official Web page

Facebook

Instagram

Annex 4 : Tourism Dimensions for Bolzano Municipality

Dimension	Subscription	Unit	Source	Year
Tourism	Accommodation capacity-Hotels	4.065	Provincial Statistic institute of Bolzano	2017
	Beds	151,751		
	Arrivals	5,864		
	Overnight stays	25,196		
	Average length to stay(days)	4.3		
	Total number of protected areas	8	Provincial Statistic institute of Bolzano	2019
	Number of bathing waters by municipality of excellent and good quality, inside and coastal	15	The official Web page of South Tyrol for travel & tourist information	2019
	World heritage cultural sites and Oral Intangible Cultural heritage Expressions	6	UNESCO	2019
Number of Museums	116	The official Web page of South Tyrol for travel & tourist information	2017	
Environment	Average distance from the Kettmeir to the nearest international airport (km)	14.1	Google.maps	2019
	Traffic network :		Provincial Statistic institute of Bolzano	2017
	Railways	291		
	Motorways	136		
	State roads	810		
	Municipal roads	2,827		
	Provincial roads	1,303		
Number of hospitals	9	Provincial Statistic institute of Bolzano	2017	

	Wine grape harvest (hectoliter):			2017
	DOC wine	238,478		
	IGP wine	8,420		
	Table wine	5,119		

Annex 5 : Wine Tour for Budget for SM Wine Tourism Cluster

Product description	Cost (Euro)
Accommodation in Venice "Venice Luxury palace" (2 nights)	140
Gondola trip in Venice	30
Santa Margherita winery visit & tasting	18
Bolzano cable car trip	10
Tasting sparkling wines of Kettmeir	15
Accommodation at hotel "Unterrinnerhof" (2 nights)	187
Daily bike rental	40
Yoga Master class	18
Historical grape tasting at Kettmeir	10
Ticket for the tower of San Martino della Battaglia	7
Wine tasting at Ca'Maiol winery	20
Accommodation at "Residence Panorama La Forca" (1 night)	90
Accommodation at "Palazzo del Conti Residenza d'Epoca" (1 night)	85
Wine tasting at Lamole di lamole winery	20
Wine tasting at Tenuta Sassoregale	20
Accommodation at "Vatican Garden Rooms" (1 night)	75
Lunch (days)	175
Dinner (days)	240
Total p.P	1,200