

Greater Western Annual Chapter Conference

**THE ORIGINAL SEA WINE TECHNIQUE:
RESPECT FOR THE TERRITORY AND AN INNOVATIVE TOURISM PRODUCT**

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1. FRAMING OF THE RESEARCH (1/2)

Customers who are in search of experiential value (Nave et al., 2023; Gonzalez, 2017) find in **wine tourism** the possibility of knowing and appreciating the universe of wine through different experiential activities (UNWTO, 2020).

The growth of this industry is connected not only to the link with customers that are in search of experiential value but also to the strength of direct links with stakeholders that operate within the territory (Festa et al., 2020).



According to Marco-Lajara et al., 2023. wine tourism contributes to an upsurge in winery sales and the advancement of rural development.



The key challenge for the wine tourism industry is: the implementation of sustainable practices, which are aimed to improve the competitiveness of wineries (Ferrer et al., 2022; Christ & Burritt, 2013).

The solid connection about the wine tourism to the **land** and the **people** involved in its production (Bandinelli et al., 2020; Mura et al., 2023) leads wine producers to employ natural production systems along with integrated processes that blend traditional knowledge and methods with original techniques (Montalvo-Falcón et al., 2023; Pomarici & Vecchio, 2019; Castellini et al., 2014).



SEA WINE/DEOUS WINE


Location: Elba Island, Tuscany



Dati cartografici ©2020 Google, GeoBasis-DE/BKG (©2009), Inst. Geogr. Nacional 100 km



Site: <https://www.arrighivigneolivi.it>



<https://www.elbareport.it/eventi-societa/item/63097-il-vino-marino-di-arrighi-raccontato-in-un-servizio-del-tg1>

2. PURPOSE OF THE RESEARCH

This research will aim to examine the impact of sustainable practices of winemaking on the tourism experience and territory.



CASE STUDY METHODOLOGY

This study will adopt a case study methodology because it is considerably used in tourism research (Beeton, 2005).



ARRIGHI WINERY is the case that was chosen for this study.

DATA COLLECTION

QUALITATIVE STUDY: will integrate interviews to different stakeholders with secondary data to enhance the validity of the analysis.

DATA ANALYSIS

Gioia's methodology will be used.

In addition, a sustainability framework - economic, social and environmental (Elkington, 1997 - will be employed to present the results.



4. PRELIMINARY RESULTS

- The investment and research put into the development of an original technique for winemaking combined with wine tourism experience and territory will support the three dimensions of sustainability (Andrade-Suárez and Caamaño-Franco, 2020).
- Moreover, propagate the awareness on the importance of an original winemaking sustainable process.



FROM THE THREE DIMENSION OF SUSTAINABILITY POINT OF YOU

- The *economic dimension* can be supported by promoting local businesses that aim to reduce their impact on local resources and encourage sustainable growth;
- The original technique contributes to the *environmental dimension* by reducing pollution levels and the consumption of natural resources, thereby preserving the local territory through original 'local' winemaking;
- The original technique addresses the *social dimension* by increasing awareness of the significance and necessity of sustainable practices among current tourists, who may become potential wine customers.

5. PRACTICAL IMPLICATIONS



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Thank you very much!

Any suggestions?
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