RAPPORTO SUL TURISMO ENOGASTRONOMICO ITALIANO 2019

Roberta Garibaldi

Con il patrocinio di:

mipaaf
Ministero delle politiche agricole alimentari e forestali

ITALIA AGENZIA NAZIONALE TURISMO

FEDERCULTURE

ismea Istituto di servizi per il mercato agricolo alimentare

QUALIVITA

Touring Club Italiano

Tourists Are Not Satisfied Anymore

→ Standardized experiences and environments are offered in hotels
→ Destinations do not innovate their offer

61%
Of Italian wine tourists think that wineries offer similar experiences

41%
Of Italian NON-wine tourists think that wineries offer similar experiences

TOURISTS DESIRE NEW EXPERIENCES
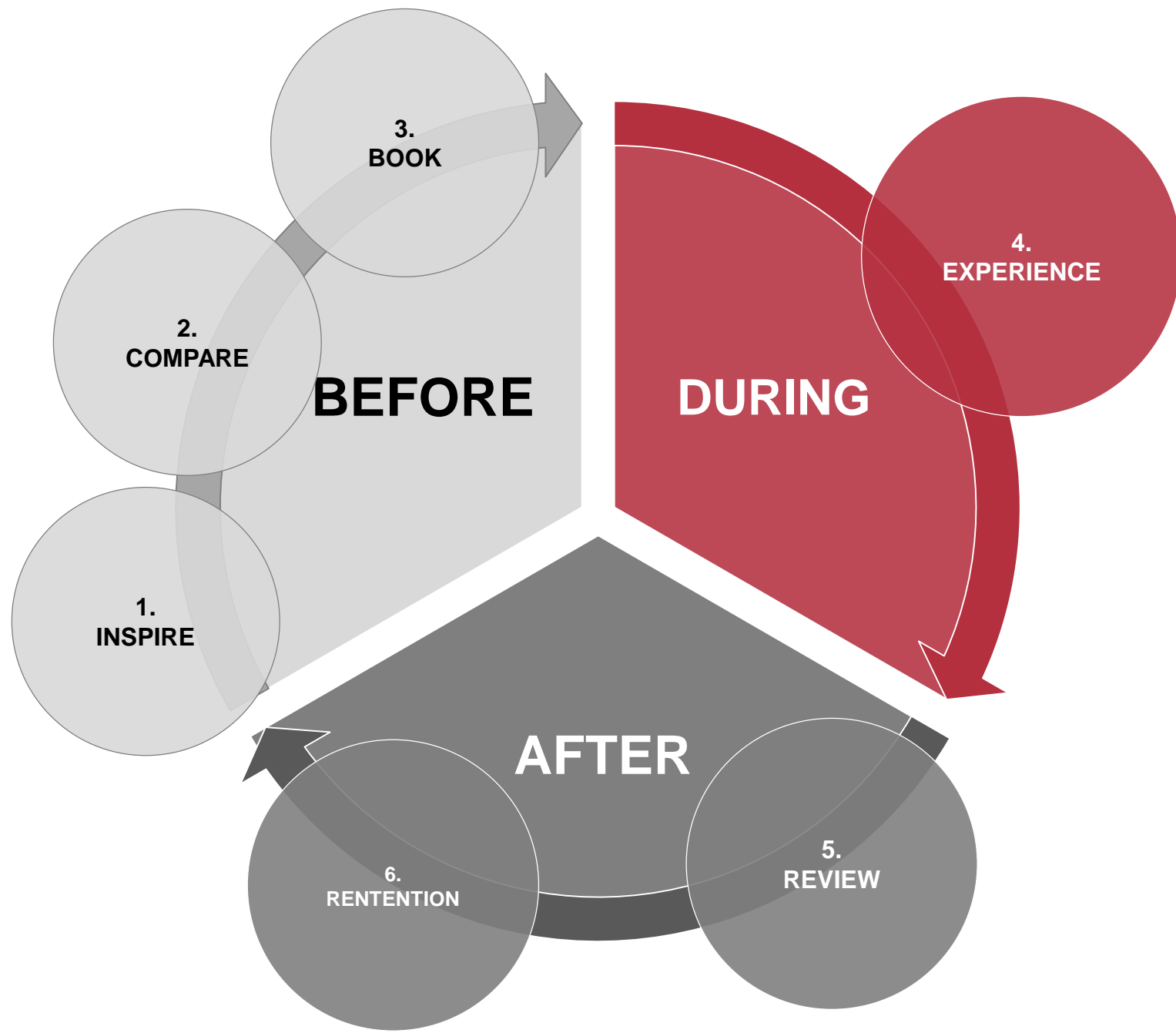
Data from Garibaldi (2019)

Roberta Garibaldi
EXPLORING · FOOD · TOURISM

INNOVATION

EXPERIENCE

SEGMENTATION

ACCESSIBILITY
EDUCATION
TRANSPORT

TECH
INNOVATION

Copyright Roberta Garibaldi

BEFORE

1. INSPIRE

2. COMPARE

3. BOOK

DURING

4. EXPERIENCE

AFTER

5. REVIEW

6. RENTENTION

Roberta Garibaldi
EXPLORING · FOOD · TOURISM

Italian travellers
Opinion on winery experiences

Q: Please choose your level of agreement with each of these statements (1 = Strongly disagree, 5 = Strongly agree).

I would like to visit place of production (e.g. wineries) where the experience is exploited through new technologies

52%
Strongly agree or agree

26%
Neither agree nor disagree

22%
Strongly disagree or disagree

Notes: Results are based on a Likert scale from 5 (Strongly Agree) to 1 (Strongly disagree).

Roberta **Garibaldi**
EXPLORING · FOOD · TOURISM
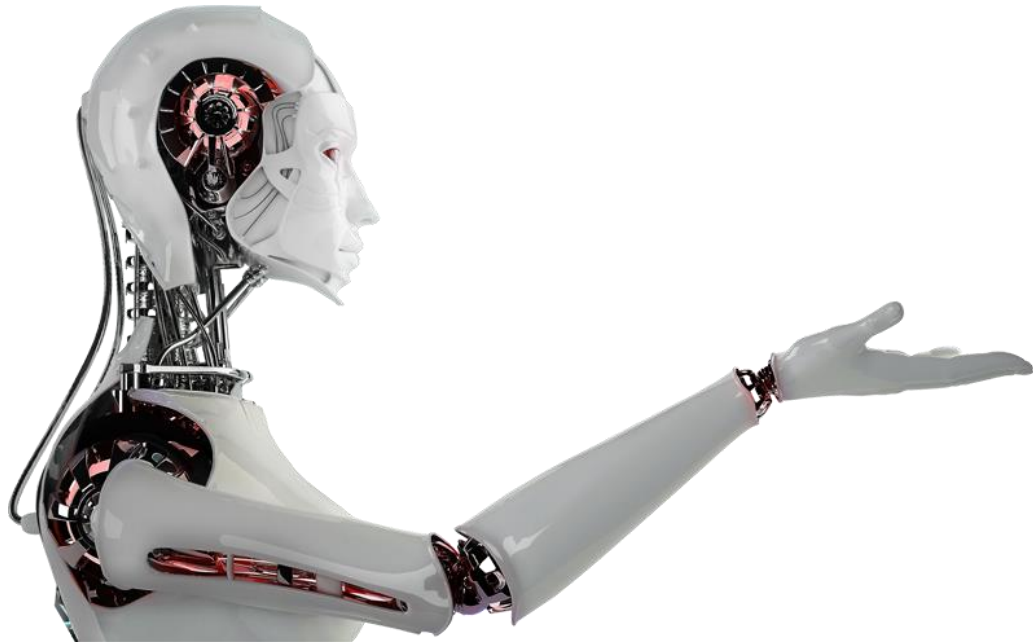
QR code

Augmented reality

360° videos and Virtual Tour

Artificial Intelligence: chatbots

Robotics

Brain-computer Interface

Biometrics

Virtual Reality

Holograms

Multi-touch surfaces

Beacon - NFC

Roberta **Garibaldi**
EXPLORING · FOOD · TOURISM

ADVANTAGES OF TECHNOLOGIES

1. HAVE NO SPACE AND TIME BOUNDARIES

2. ALLOW A GREATER CUSTOMIZATION OF THE EXPERIENCE

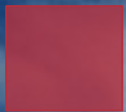3. HELP TO CREATE ENGAGING AND IMMERSIVE EXPERIENCES

4. INCREASE ACCESSIBILITY

5. FACILITATE STORYTELLING

6. FACILITATE EDUTAINMENT

7. ENHANCE INTERACTIONS

8. CAN BECOME AN EXPERIENCE THEMSELVES

Brancott Estate — composite image featuring the red barn winery building, outdoor seating with red umbrellas, a vineyard with mountains and a metal sign reading "WINES FROM HERE WILL BECOME WORLD FAMOUS", and an interior tasting room.

dal GRAPPOLO alla BOTTIGLIA

Esegui in successione le fasi della vinificazione! Controlla i risultati del tuo lavoro cliccando su 'Degustazione'.

Pronto per la vendemmia...
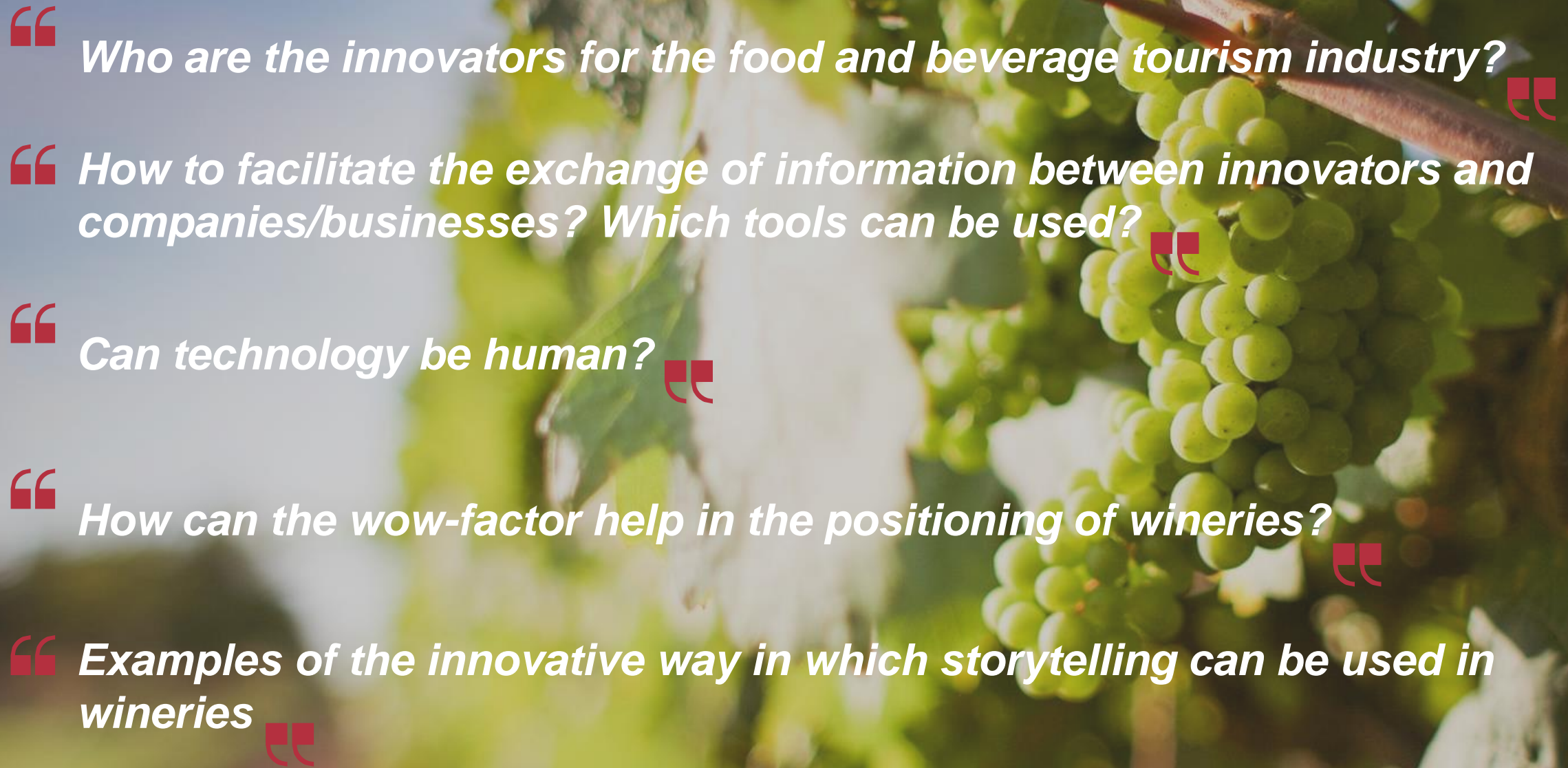Scegli il tipo di uva!

Clicca sul grappolo corrispondente.

" Who are the innovators for the food and beverage tourism industry? "

" How to facilitate the exchange of information between innovators and companies/businesses? Which tools can be used? "

" Can technology be human? "

" How can the wow-factor help in the positioning of wineries? "

" Examples of the innovative way in which storytelling can be used in wineries "

Roberta Garibaldi

Professor at the University of Bergamo

World Food Travel Association

Member of the Advisory Board of the World Gastronomy Institute

Author of the Report on Gastronomy Tourism in Italy

www.robertagaribaldi.it

info@robertagaribaldi.it

FOLLOW ME: