



## **Study by Factor Analysis of Motivations for Tourists to Travel Along Sicilian Wine Routes and Visiting Cellar Doors**

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The EU Rural Development Policy, one of the main points of the European Community' Agricultural Policy, contained in the Agenda 2000 document and confirmed in its following reforms, promoted more and more a greater diffusion of all the forms of tourism related to the rural framework with its particularities (agri-tourism, eno-tourism and many other forms related to the agricultural productions).

In Italy Wine Tourism developed as a new different kind of holiday that involves an interaction among tourist/visitor, winery and territory, in this context tourist can experience a direct relation with wineries and he can deeply know traditions and culture of the visited territory.

Wine Tourism represents an opportunity for farms because it helps to gain further profits respect to those deriving by the typical activity, by the way this kind of tourism, at the same time, promotes the maintenance and the development of rural heritage and also drives people to move along areas of wine production and to spread the wine culture.

By a "Multi-Stage" Sampling Survey and by the use of Factor Analysis we investigated which are, at present, the major motivational factors for a tourist/visitor to go along the Sicilian Wine Routes and visit wine cellars for the first time; with this Analysis we also identified which are the major motivational factors for repeating the visit a second and a third time.

More particularly for the study of the motivational factors a sample of visitors/tourists, extracted by "Multi-Stage" Sampling Survey, was asked to answer, at the end of their visit, to a specific questionnaire, created for the Analysis' purpose.

The Analysis showed that, for the "wine tourist", the motivation "Experience of tasting wine in the winery/wine cellar atmosphere" is the major factor that, alone, mainly motivates visitors to go along the Sicilian wine routes; more particularly this factor revealed the prime indicator of potential attractiveness of the Sicilian Wine Routes.

The Analysis' result gave many other information and suggestions that can be interesting, not only for the future political regional orientation, designed to the development and the valorisation of the rural territory, regarding "Eno-Tourism", but also for Sicilian entrepreneurs and all the other subjects that are part of the investigated "System" and that, working in a synergic context, can give their contribution for creation and promotion of the "Product Sicily".