



Master's Thesis Title: Tuscan wine tourism: analysis and formulation of a consistent business strategy for a winery in San Gimignano.

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Abstract (max 300 words):

Topic position and objectives: Italy, very well known for its artistic patrimony and wine history, still struggle in some areas to consider wine tourism as a possible relevant part of the wine business. The aim of this thesis is to demonstrate how important could be for a winery, situated 3 km far from the center of San Gimignano called "XYZ", in the Tuscan region, to develop a business strategy mainly based on the high touristic affluence of the city.

Methods: After a deep research on what is wine tourism in the world and in Italy, its history and the different techniques to attract wine tourists from the winery's perspective, I also identified some categories of wine tourists which help to have a better understanding of what they need and expect when they go to visit a winery. Then I analysed the area of San Gimignano and all the wineries in the consortium of the Vernaccia di San Gimignano from a touristic offer's point of view. Finally, I made an internal analysis of "XYZ", its actual offer and balance.

Results: Comparing the actual balance of the winery and the budget forecast after the application of the new business strategy, the benefits of selling more wine directly are evident. With a little increase in costs there will be both an increase in total revenue and an increase of more than 50% of the total margin.

Main conclusions: The winery needs to advertise properly its activities and events in the city and it also has to make things easy to the tourists, first of all the transportation from the city center to the winery. Then, what the winery offer has to be present on a nice website and everything needs to be adjusted throughout the years depending on the success of the business strategy with an eventual collaboration with tour operators.

Keywords (5): wine tourism, Italy, San Gimignano, winery, business strategy