



UNIVERSITÀ
di **VERONA**

Dipartimento
di **ECONOMIA AZIENDALE**

Exploring the Role of Typical Food and Wine in Shaping Visitor's Place Image *The Case Study of Verona*

Roberta Capitello & Diego Begalli
University of Verona



Agenda

- Why is Place Image so important today?
 - Components of Place Image: the case study of Verona
 - Implications and developments
-

The context

- A consumer today has access to a range of foreign products, and also to global culture, products and images (music, films, social media...).
- This expansive exposure creates innumerable associations in the consumer's mind that blend together to create metamorphic images of places (Elliot and Papadopoulos, 2016).



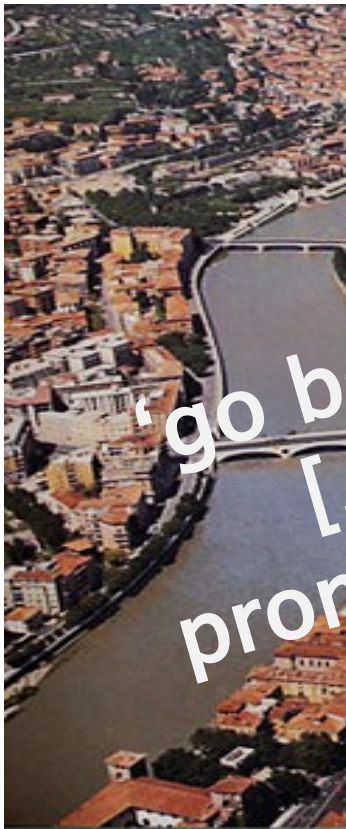
Development of an integrated model of place image (and branding) to enhance the relationships between place, product, information and tourism destination.

Place Image

- Complex web of associations of both cognitive and affective components stored in consumer's memory (Hawkins et al., 2001; Zenker and Braun, 2010).
 - The overall image of a place will influence how its products and destinations are viewed.
 - Its products and destinations may also interact with each other.
 - Its products and destinations will contribute to shape place image.



These relationships remain still uncertain among researchers and practitioners as well.



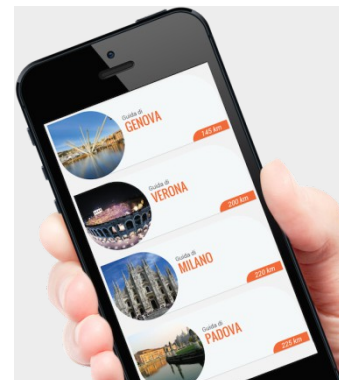
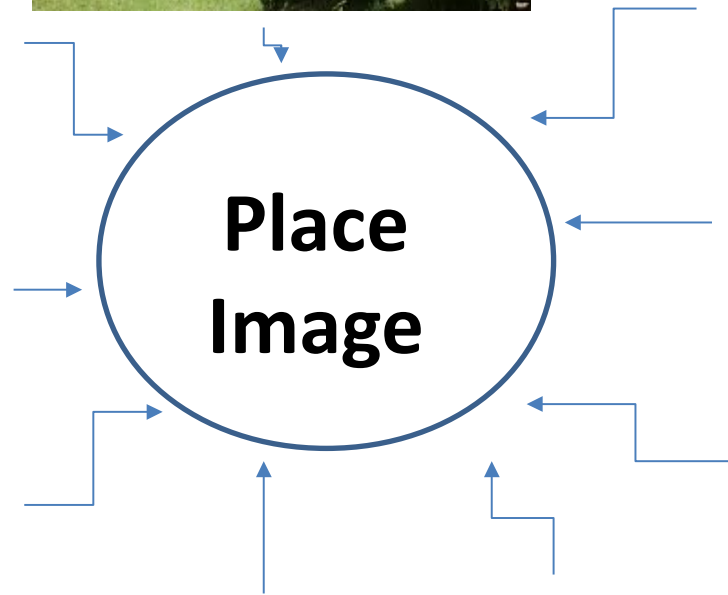
“go beyond the [?] communication
[?] make the brand
(Linson, 2009)”



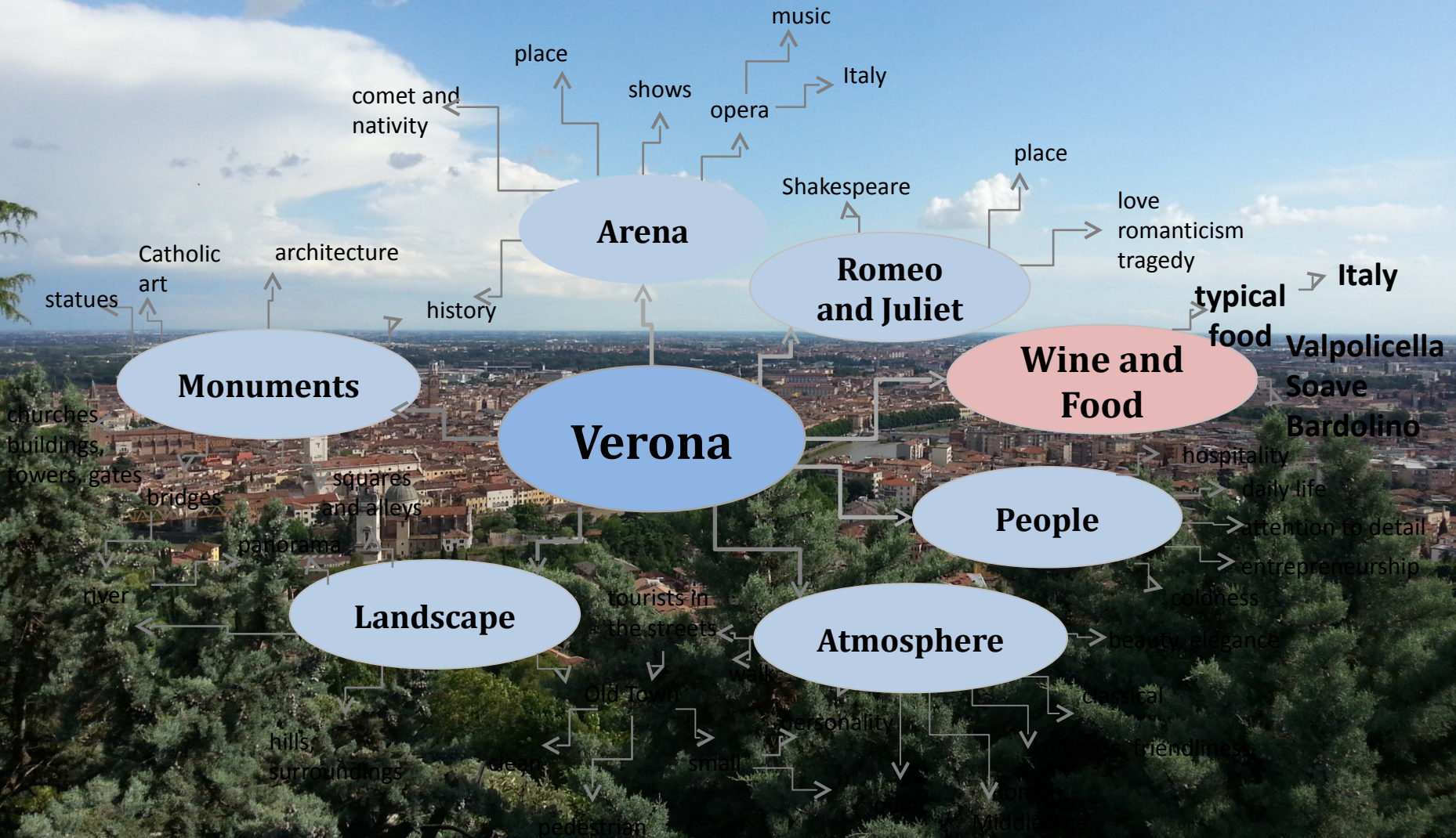
Dimensions of Place Image

(Anholt, 2006; Byon and Zhang, 2009; Zenker et al., 2013; Gilboa et al., 2015)







Concept map of Verona



Some other questions arise ...

- How much are typical food and wine important in shaping place image
 - Are there similarities or differences between visitors (in relation to provenance, past experiences ...)
 - How do food and wine businesses reach new (and large) targets of customers
-

Survey: “Imagine deciding how to spend a day in Verona. Please, choose your preferred tourist package”

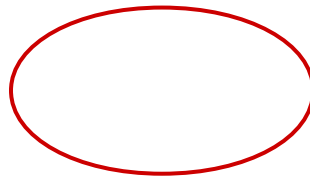
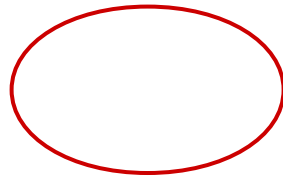
<p>Escape in Verona</p>  <p>Visit to the churches</p> <p>Shopping card -15% for your purchases in the city</p> <p>City map with a route to the most lively streets</p> <p>60 €</p>	<p>Verona and culture</p>  <p>Visit to the Arena</p> <p>Ticket for a concert or a theatrical event</p> <p>City map with a route to the most quiet streets</p> <p>60 €</p>	<p>Enjoy Verona</p>  <p>Visit to the squares</p> <p>Guided tour to a museum or an exhibition</p> <p>City map with a route to the most lively streets</p> <p>30 €</p>	<p>Verona beauty</p>  <p>Visit to Juliet's Balcony</p> <p>Wine and typical product tasting</p> <p>City map with a route to the most elegant streets</p> <p>90 €</p>	
Click the package you prefer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online survey in four countries (Russia,

Attribute	Level	Variable name
Experience	Escape in Verona	<i>Escapism</i>
	Verona Beauty	<i>Aesthetics</i>
	Verona and culture	<i>Education</i>
	Enjoy Verona	<i>Entertainment</i>
Location	Arena	<i>Arena</i>
	Juliet's balcony	<i>Juliet</i>
	Squares	<i>Squares</i>
	Churches	<i>Churches</i>
Activity	Typical wine and food	<i>Wine</i>
	Guided tour to a museum or an exhibition	<i>Museum</i>
	Shopping card -15% for purchases in the city	<i>Shopping</i>
	Ticket for a concert or a theatrical event	<i>Event</i>
Atmosphere	Lively	<i>Lively</i>
	Quiet	<i>Quiet</i>
	Elegant	<i>Elegant</i>
Price	€30.00, €60.00 or €90.00	<i>€30, €60, €90</i>

Source: Joint Project UniVR-Assimp

Results

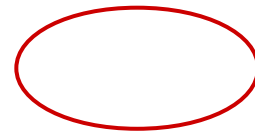
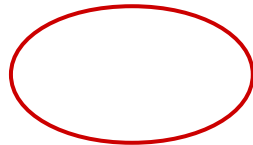


Visitors (24%)

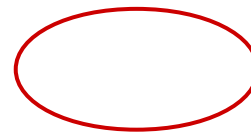
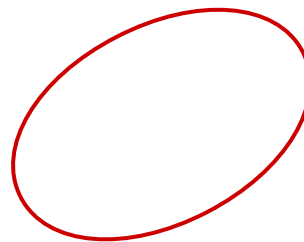
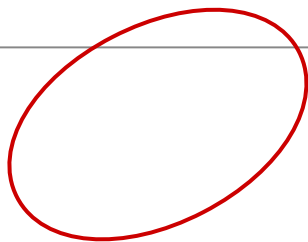
Non Visitors (76%)



Germany



Russia



Germany

😊 Entertainment
😊 Aesthetics

😊 Elegant

😊 Wine
😊 Event
😞 Shopping card

😊 €30
😊 €30
😞 €90

😊 Arena
😊 Juliet
😞 Squares & Churches

UK



Entertainment



Aesthetics



Elegant



€30



€90

 **Wine**

 **Guided tour**

 **Shopping card**

 **Arena**

 **Juliet**

 **Squares & Churches**

Russia

😊 Aesthetics
😊 Entertainment

😊 Elegant

😊 €30
😞 €90

😊 Wine
😊 Shopping card
😊 Guided tour
😞 Event

😊 Arena & Juliet
😞 Squares & Churches

China

😊 Entertainment

😊 Elegant

😊 €60

😞 €30

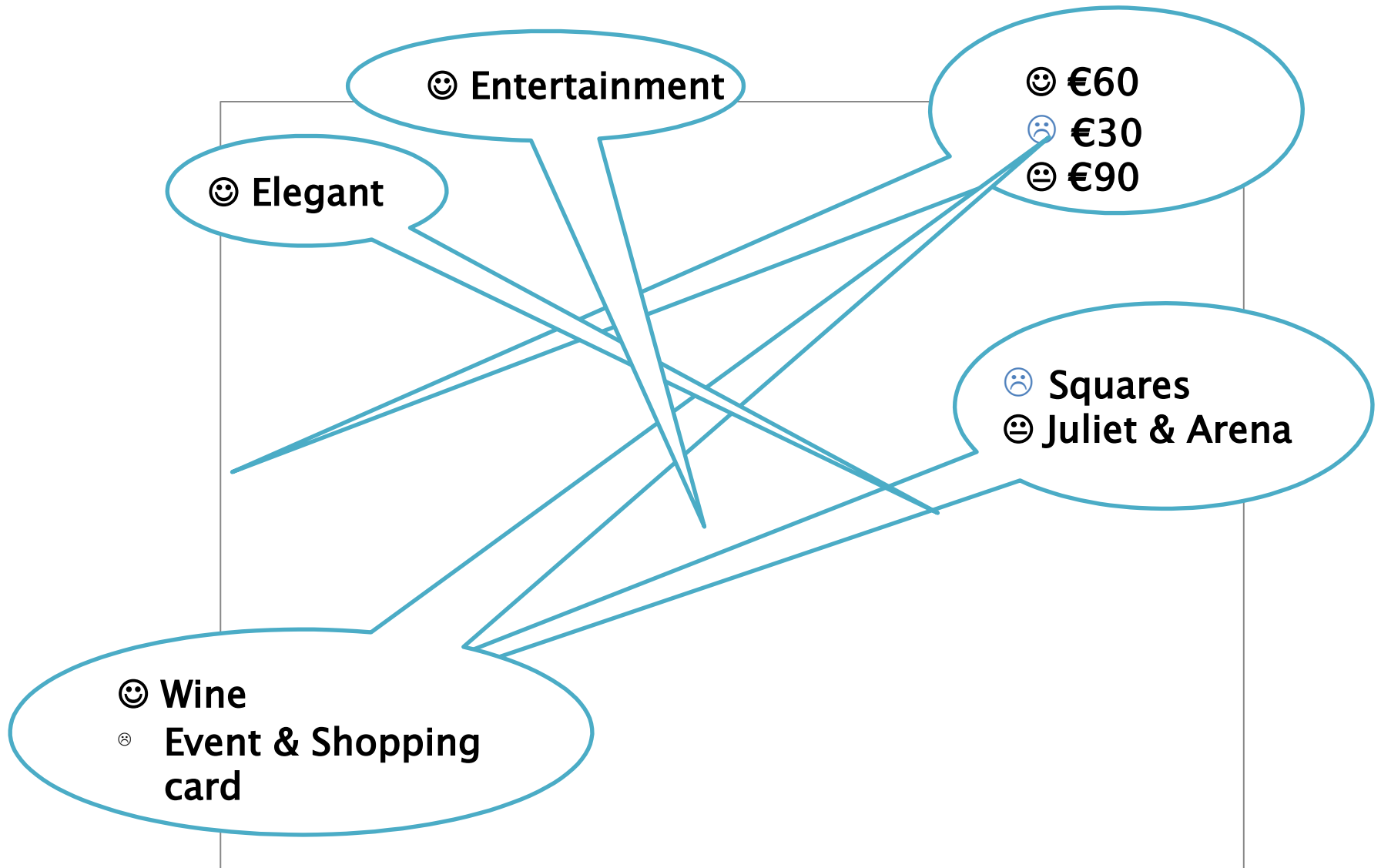
😞 €90

😞 Squares

😞 Juliet & Arena

😊 Wine

😊 Event & Shopping
card

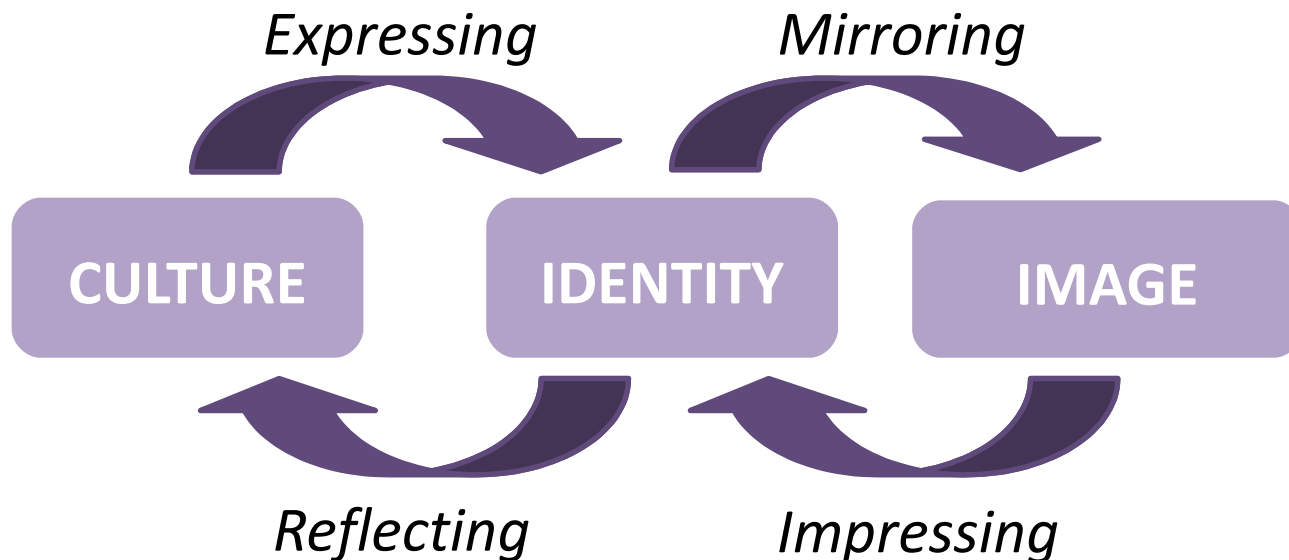


Practical implications

- Identification of most unique attributes, assets, vulnerabilities, dominant associations
- Primary role of food and wine in attracting tourists, especially for people who have not visited the city yet
- Price is focal in attracting new tourists
- Local food and wine and events are pivotal to cultivate tourist's loyalty, together with intangible elements of the city
- Link between wine and tourism experience (entertainment, differentiation of events, aesthetics and elegance)
- Different preferences in relation provenance and culture

Long-term implications

- Mix of place image components
 - Identification of most unique attributes, assets, vulnerabilities, dominant associations
 - Combination with place culture and identity for a dynamic process of place branding



(Karavatzis and Hatch, 2013)

Increase in
distinctivity,
recognability and
competitivity

IMAGE

Integration of
resources, products
and services to create
originality and
differentiation

PLACE

Public-private involvement,
long-term partnership,
widespread knowledge,
community commitment

Enhancement
opportunities of
relations,
investments and
activities

IDENTITY

Developments

- Combination of place image with place culture and identity (for a dynamic place branding)
- Customization based on visitors' culture and provenance
 - market intelligence actions
 - relevance of know how, skills and sensitiveness of human resources
- Visitor segmentation and visitor targets for different destinations
 - bonds between rural and urban destinations
 - institutional framework
 - business networks

- Place image conveyed by marketing strategies of firms (branding, packaging, retail distribution, storytelling...)
- Place image conveyed by online communication and social networks from many and different people (how much are local stakeholders involved?)
- What is the role of food and wine for the place image? Which experiences would visitors like to live with food and wine (cultural-immersive – “Cité du Vin” in Bordeaux –, entertainment – Vinitaly and the city” in Verona –, historical or luxury...)
- Relationships with country-of-origin (Local food and wine perceived as a taste of Italian lifestyle?)

Thank you for your attention!

**roberta.capitello@univr.it
diego.begalli@univr.it**