

12 Food and wine events in Sardinia

The role and performance of institutions and local governments in the ‘Sardinian young wines exhibition’

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Introduction

In this chapter, we analyze the Sardinian Young Wines Exhibition of Milis, a little village located in the Province of Oristano, in the west of Sardinia, which is a vast and scarcely populated Italian island, facing big problems of connection and transportation for its position far away from the mainland. The aim is to discuss a wine and food event in a peripheral geographic location, and the research issue regards the capability of a local community to undertake a successful wine and food festival.

We have chosen to deeply analyze just this event because it is based on a product not rooted in the ‘local traditions’, as the economy of the area is not based on wine production, being local entrepreneurs mainly sellers, even specialized in food and wine sector. In other words, the exhibition has been designed by actual innovating entrepreneurs who focused on a new product for their place and for the day, in the 1980s, when in the Italian wine market consumers surprisingly discovered the category of young wine, after the French idea of Beaujolais Noveau (Anderson, 1993).

Thus, the intuition of managing an event with the tourist attraction apparently not rooted in the ‘place spirit’ (Eyles and Williams, 2008) seems to be intriguing to investigate and comparable to other peripheral tourist destinations (Brown and Hall, 2000). The idea of organizing a festival about a product that is not typical of this area makes this festival quite different from any other one in Sardinia, all rooted in local productions. Moreover, it is empirically detectable that the pioneering initiative has fostered both consumption and production of young wine in the entire island, being an example of innovating entrepreneurial behavior.

People of Milis are not vigneroni but have a precise marketing attitude in food vending (Manconi *et al.*, 1982) being able to organize several rural festivals all over the year (Comune di Milis, 2012), that should be considered as a cultural milieu favorable for also organizing a food and wine exhibition.

This issue inspired two main research questions: (i) which are the social relationships that can support or inversely weaken this local initiative? (ii) is the local community of Milis able to adopt a successful organizing strategy and eventually change it?

In order to answer these questions, we organized the chapter as follows. After the description of the regional context of food and wine festivals, we describe the wine festival of Milis, give a background literature and make a Stakeholder Analysis considering the network of interests surrounding the organization of the ‘Sardinian Young Wines Exhibition’ of Milis. Then we discuss about findings and how they can be potentially useful for policy-makers. The last section also outlines some conclusions.

The Sardinian Young Wines Exhibition

All over the island, several food and wine events regularly take place, and some are well established, going on for more than a decade, attracting lots of participants and contributing to the local economy. These festivals are listed in Table 12.1.

The Italian term *Vino Novello* (Young Wine) is reserved for PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) wines, for which appropriate procedural guidelines were expressly approved and controlled, following the technology developed in the French Beaujolais region, in the south of Burgundy (Ditter, 2005; Coates, 2008).

The *Vino Novello* was introduced in Italy in 1975 and initially delivered mostly to restaurants (Benedetto, 1999). After the first half of the 1980s the market for young wine burst and following the initial production in North-central regions the production spread all over the Italian regions. At the beginning of the

Table 12.1 Sardinia: Food and Wine Rural Festival older than 10 years

<i>Denomination</i>	<i>Place</i>	<i>Province</i>	<i>Season</i>	<i>Since</i>
Festival of Peaches	San Sperate	Cagliari	July	1960
Festival of Chestnuts and Hazelnuts	Aritzo	Nuoro	October	1970
Citrus Festival	Muravera	Cagliari	April	1972
Cherry Festival	Villacidro	Medio Campidano	June	1972
Nougat Festival	Tonara	Nuoro	Easter	1979
Jerzu Wine Festival	Jerzu	Nuoro	August	1980
Polenta Festival	Oristano	Oristano	October	1982
Artichoke Festival	Samassi	Medio Campidano	December	1986
Sardinian Young Wines Exhibition	Milis	Oristano	November	1987
Regional Saffron Exhibition	S.Gavino Monreale	Medio Campidano	November	1990
The Mountain Produces	Desulo	Province of Nuoro	November	1991
Festival of Snail	Gesico	Cagliari	October	1993
Monti’s Vermentino Festival	Monti	Olbia-Tempio	August	1993
Fall in Barbagia	Diverse villages	Nuoro	Oct/Nov	1996

1990s, the *Vino Novello* became an interesting niche market, with increasing quality and quantity targets (Beverfood, 2009, CIA, 2012).

In recent years, Sardinia ranked 4th for the number of produced bottles in 2008 (902,000) and 2009 (882,000) after Veneto, Trentino Alto-Adige and Tuscany (Beverfood 2009). From 2010 to 2012, the overall situation progressively changed, due to the strong reduction of the grape harvests and the subsequent decision of wine makers to reduce the production of young wines. Also the change of consumer behavior, more oriented towards red and full bodied wines, caused the fall of young wines production. In 2012, Sardinia still continued to be the 4th producing Italian region, but providing only about 200,000 bottles (Coldiretti, 2012). In this year, we can indicate at least 14 Sardinian wineries producing *Vino Novello*, considering the total number of exhibitors involved in the 2012 exhibition of Milis.

The village of Milis is located in a farming area without wine specialized farms and only scattered and negligible vineyards. On the other hand, the local agriculture is strongly specialized in citrus and the seaside tourism is not accessible, as the nearest shore is more than 30 kilometers away.

Milis is a small village with 1,700 inhabitants and historical and cultural heritage, including Palazzo Boyl and Villa Pernis, where the wine exhibition usually takes place. Notwithstanding farming is still specialized in citrus, after almost 25 years the reputation of Milis has increasingly been promoted by its wine exhibition.

The first edition of 'Sardinian Young Wines Exhibition' was promoted in 1988 by the *Pro Loco*³ in collaboration with the City Council and the private Association for Popular Traditions 'Milis Pizzinnu,' with the patronage of the Regional Tourism Department, Provincial Administration, Chamber of Commerce and Tourism Board of the Province of Oristano after the very first intuition of Mr. Ernesto Collu. He was a public officer at the local Land Reclamation Consortium and a well reputed sommelier being the President of the Sardinian Sommelier Association, with sound relationships and friendships with local professionals.

The network of stakeholders was made by sponsors, suppliers of goods and services and volunteers. Sponsors supported the event in diverse ways, allocating funds or by providing location, human resources or necessary assets. Main sponsors were a local insurance company, the citrus vendors, the City Administration, the private Association for Popular Traditions 'Milis Pizzinnu.' Other minor sponsors were local outlets, dairies, suppliers of consumer goods, and wineries.

The success of the first edition actually exceeded the expectations of the organizers and it has been replicated to date, reaching the twenty-fifth edition with a turnout of 20,000 visitors, fewer than the last edition's total of 35,000 visitors in three days.

There were only four wineries in the first edition, then exhibitors increased continuously up to 20 in 2004, but fell down to 14 in the last edition in 2012.

The choice of planning the event during the second week of November has been taken in order to facilitate producers to take part in the 'Young National Wine Exhibition' scheduled in Vicenza, North of Italy, during the first week of the month (Benedetto, 1999).

Over time, the program has been largely enriched. Since the first edition a collaboration has been started with the Italian Sommelier Association (AIS), introducing initially simple descriptions and tasting of different kinds of *Vino Novello* and then establishing in 1996 an official 'Vino Novello Tasting Commission', whose task is the sensory analysis and quality evaluation of wines.

The exhibition format has remained substantially unchanged over time, even though since 2002 the organization was rationalized, increasing exhibition days from 3 to 4, and introducing a collaboration between the Pro Loco and a professional journalist, who takes care of communications and public relations. Thus participation of the audience has deeply changed as well as the festival mission oriented more to play as a tourist attraction rather than being a rural and local festival. Till this date wine tasting has been free, while from this year the Organizing Board has introduced a selling event kit, consisting of a glass, shoulder belt and exhibition map, for 5.00. Furthermore, a clear exhibition course was set out in the village center, surrounded by wine and typical food stands, while non-food products have been placed in an outside area.

Over different editions the wine exhibition has been enriched by permanent and temporary art exhibitions hosted in historic buildings. Technical meetings are annually scheduled, enlarging their focus on an increasing number of topics, from technology to the economics of wine, from culinary to health effects of wine consumption. The debate confrontation is free amongst professional tasters and wine fans, with wine making experts meeting the host community and visitors, while everyone has the opportunity to share his/her opinion very freely.

The number of sponsors and supporters has considerably increased in comparison to the first edition, mainly in terms of financial contribution or provision of goods to be delivered during the event, for example each winery supplies 150 bottles of wine. The Contribution of volunteers is still fundamental. They are young people of *Milis* or from the surroundings, mainly girls, usually members of the Pro Loco, all of them motivated by a strong willingness to support a celebration of local identity by means of their own village festival.

Hospitality and catering businesses play an important role in supporting the success of the venture. During the Festival all restaurants located along the tasting course and marked on the map are open while other food outlets surround the same pathway as well as bars and restaurants in the countryside which offer special menus linked to the wine exhibition.

Within *Milis* and its neighborhood, Hotels, B&Bs, and Country Houses can supply up to 300 beds, offering discounted rates for tourist groups.

Promotion and advertising used print media (posters and paid advertising on regional newspapers) and also radio and television broadcastings. We should consider media as secondary stakeholders, even though they play a fundamental

role in supporting this event, because potential audiences can get news about it and book participation. The communication campaign usually begins two months before the date with press releases, followed by about 70 TV/radio and newspaper adverts/spots.

The main difficulty the Exhibition has to face is the overcrowding audience. In fact, Milis is still a little village although well-endowed with vast parking areas and several ways out.

Sometimes problems have arisen for logistics and security. Recently, a shuttle service ran, connecting the urban center to a big toll parking site (10 per day) located out of the village alleviates the congestion of the village center. Moreover sufficient free portable toilets have been placed in the festival area. Security for tourists and residents has been assured by the intervention of many policemen and Garibaldini a cavallo⁴, who are a sort of volunteer on horseback.

In 2012, the Regional Agriculture Department decided to link the Young Wines Exhibition to a new event, VIP Wine Sardinia, enlarging mission and vision of the event to the whole regional wine sector.

Background literature

The literature we considered regards the adopted research method and the use of Stakeholder Analysis for detecting social relationships in a local community and describing and understanding the local capability of innovation within its context. About the first issue, scholars suggest that a qualitative analysis adopting the case study method is useful to deepen individuals' opinions (key-informants) or specific and local events (Yin 1984, 1994; Schell, 1992; Stake, 1995; Zainal, 2007). The key-informants technique pertains to the use of expert sources of information (Marshall, 1996), and according to Kvale (1996) the qualitative research interview can enucleate the meanings of central themes of the subjects and cover both a factual and a meaning level. Moreover, following Tremblay (1982), the key informants interview is almost complete in gathering information and data with fewer difficulties and less time spent as well as face-to-face in-depth interview can be time-saving as well as allowing high quality data collection (Berry, 1999).

About tourism, festivals, and in particular wine festivals, scholars (Larson, 2002; Mackellar, 2006; Stokes, 2004; Musgrave and Raj, 2009; Getz and Andersson, 2010) claimed the necessity to understand the role of social relationships for clearly identifying engaged actors, their roles and interrelationships, and scholarly application in the wine tourism sector appears a fertile research field (Hede, 2008). In particular, the guidelines suggested by Schmeer (1999) for the Health Policy Reform in Great Britain appear a useful tool also for the issue of local wine festival organization.

Methodology

In order to make the Stakeholder Analysis of the organization of the Sardinian Young Wines Exhibition, we collected data from January 2011 to December

2012, by surveying press news and conducting face-to-face interviews, recorded in Milis, Alghero and Oristano. Before recording data, all the interviewees were informed that their answers were for research goals and would be transmitted to policy makers.

This section describes punctually all the steps of the Stakeholder Analysis we made. In this, we followed the guidelines stated by Schmeer (1999) describing the network of interests that surrounds the conception, organization, and upgrading of the Sardinian Young Wines Exhibition. Anyway, the analysis aims at enlightening advantages and disadvantages for stakeholders and contribution to local development, and follows these steps:

- 1 identifying key stakeholders;
- 2 collecting and recording the information;
- 3 filling in the stakeholder table;
- 4 analyzing the stakeholder table;
- 5 using the information.

Results

In defining the exact stakeholder information or characteristics to be considered, we have detected name, position and organization, internal/external position to the organization body, and surveyed on knowledge of the event, position for or against it, interest, alliances, resources, power, and leadership.

In Table 12.2, we have enumerated only stakeholders directly interested and effective, classifying them by organization, role, position, and reason of choice.

Priority Stakeholders per Organization, Role, Position, Reason. Listed in order of date of interview

Each stakeholder is labeled alternatively as 'internal' or 'external', and according to Reid and Arcodia (2002) as 'primary' or 'secondary'. For each interviewee we give the reason why we had considered him/her a direct/indirect stakeholder.

For each stakeholder data regard:

- 1 date, place of interview and assigned stakeholder number;
- 2 sector, business and job position;
- 3 Internal/External (I/E) or Primary/Secondary (P/S) stakeholder's position in respect to the event organization;
- 4 actual knowledge of the event, in terms of level and stakeholder's own definition of the event;
- 5 position in terms of self-reported, reported by others, and final position, deriving both from data mentioned by interviewees and any other eventual information;
- 6 perceived advantages and disadvantages;
- 7 alliances;
- 8 resources (human, financial, political or other ones) and their accessibility and amount (very many, many, enough, few, very few);

Table 12.2 Priority Stakeholders per Organization, Role, Position, Reason

#	N Organization	Role	Position		Reason
			Int/Ext – Pri//Sec		
1	Municipality	Municipal alderman	I - P		Organization and logistics
2	Local association <i>Pro Loco</i>	Pro Loco member	I - P		Organizers
3	Municipality	Mayor of Milis	I - P		Organization and logistics
4	Local association	Pro Loco president	I - P		Organizers
5	Local association	Pro Loco member	I - P		Organizers
6	Regional body	LAORE regional agency representative	E - S		Financial and human resources supporting
7	Accommodation	B&B owner	E - S		Night beds for visitors and exhibitors
8	Volunteer	Wine pouring attendant	I - S		Workforce for serving services and assistance
9	Expositor	Food stand expositor	E - S		Food vendor
10	Resident	Young resident	E - S		Host community
11	Expositor	Non-food expositor	E - S		Stand exhibitor
12	Expositor	Non-profit expositor	E - S		Stand exhibitor
13	Regional body	Regional alderman of agriculture	E - S		Financial and human resources supporting
14	Regional body	President of the region	E - S		Financial and human resources supporting
15	National press	National journalist	E - S		Communication and news
16	National association	ISA zone delegate	I - P		Sensor analysis
17	Regional press	Regional journalist	I - P		Communication and news
18	Sponsor	Young wine producer	E - S		Young wine free supplier
19	Visitor	Visitor	E - S		User and client
20	Resident	Adult resident	E - S		Host community
21	Provincial body	President of the province	E - S		Financial and human resources supporting
22	Provincial body	President of chamber of commerce	E - S		Financial and human resources supporting
23	Regional association	Wine consortium president	E - S		Exhibitor of VIP Wine Sardinia
24	Resident	Elder resident	E - S		Host community
25	Municipality	Mayor of another municipality	E - S		Neighboring municipality
26	Expositor	Wine maker not producing young wine	E - S		Wine producer

Note: Listed in order of date of interview.

- 9 capability of resources mobilization;
- 10 power of influencing the event implementation;
- 11 capability of holding or lacking a leadership position, to be intended as the willingness to engage, call people or conduct in person an action for or against the event;

Table 12.3 Stakeholder Power (Leadership and Power Analysis)

<i>Group 1</i>	<i>Group 2</i>	<i>Group 3</i>	<i>Group 4</i>
<i>High leadership and power</i>	<i>Average leadership and power</i>	<i>Without leadership but with high or average power</i>	<i>Without leadership and low power</i>
Municipal alderman #1 Pro Loco member #2 ISA zone delegate #16	Pro Loco member #4 Pro Loco member #5 Wine pouring attendant #8 Regional journalist #17 Young wine producer #18	Mayor of Milis #3 LAORE regional agency representative #6 Food stand expositor #9 Non profit expositor #12 Regional agricultural alderman #13 President of the region : National journalist #15 President of the province #21 President of chamber of commerce #22 Wine consortium president #23 Wine maker not producing young wine #26	B&B owner #7 Young resident #10 Non-food expositor #11 Visitor #19 Adult resident #20 Elder resident #24 Mayor of another municipality #25

- 12 identifying most important stakeholders;
 13 in order to assess the ‘importance’ of each stakeholder we have analyzed power and leadership of each actor and classified them in four groups of power as shown in Table 12.3.

Stakeholders included in group 1 belong to institutions and associations, either of municipal (N 1 and N 2) or national level (N 16), with big capability of influencing the event implementation by means of their high ability to mobilize several kinds of resources (human, structural, financial, professional and political). They can call people or directly conduct an action for or against the event. We argue that the final position of the Italian Sommeliers Association (ISA) within this group is due to the institution, more than a decade ago, of a Wine Tasting Commission and the presentation of an annual report on *Vino Novello* by ISA during the festival. Just for this, the exhibition has improved its appeal for wineries which are willing to sponsor it.

Group 2 gathers Wine Pouring Attendant (N 8), Regional Journalist (N 17) and Young Wine Producer (N 18) considered as performing a lower powered leadership. The N 17 stakeholder is to be considered an insider of the Organizing Board and his/her absence would cause the impossibility to carry out the event. Likewise, the N 18 Young Wine Producer, even being an external stakeholder,

is essential for the event implementation, at least at the present day. Finally, the two Pro Loco members (N 4 and 5), as well as the Wine Pouring Attendant (N 8) representing the operating workforce, whose absence could seriously affect the success of the event.

Municipal, regional, and provincial institutions (represented by N 3, N 6, N 13, N 14, N 21, and N 22) are perceived as not having leadership and ranked in the 3rd group. This means that even without their financial support the organizers and other stakeholders consider themselves capable of carrying out the festival due to local institutions and the community's hard efforts in self-financing. This group contains also the wine and food exhibitors (N 9, N 26, and N 12).

All respondents share a common opinion about the necessity to implement this festival by private and public resources but not to waste public money. In reality, Regional and Provincial Bodies do hold a high or medium power due to financial, human, and professional contributions, which can factually influence the renewal and transformation of the festival. This is particularly true during the present crisis of the *Vino Novello* market and matches with the last decision to join the Sardinian Young Wines Exhibition to the 'VIP Wine Sardinia' event.

The Residents (N 10, N 20, and N 24) and the Accommodation Business (N 7) have low power and lack of leadership and are included in group 4, that contains also the interviewed Visitor (N 19) and the Mayor of another Municipality (N 25).

Determining stakeholders' knowledge level

In Table 12.4, stakeholders are ranked in 3 knowledge-level groups, high, average, and low. Furthermore, crossing knowledge with individual power, relation between knowledge and leadership-power (indicated by label colors of Table 12.3) is detectable. Key stakeholders have a high level of knowledge, while second-level leadership stakeholders have a medium-high level.

Stakeholder knowledge level/power-leadership

In general, primary internal stakeholders and direct organizing managers of the festival have a high knowledge of the event as well as other actors who have been involved for many years. Most part of respondents has a sufficient knowledge, and in fact the interviewed stakeholders who demonstrate approximate information about the festival, on its organization structure and real meaning and significance are very few.

In Table 12.5, we have built the stakeholders' position map of supporting/opposing actors, his/her significance and sector. The box color indicates importance of each stakeholder and who are supporters or opponents.

Generally, the whole category of Institutions is to be considered as a supporter. It contains 'strong supporters', one 'moderate opponent', and one 'strong opponent'. The Municipal Bodies benefit actually from the festival's positive reputation in favor of the territorial prestige and economic growth. Similarly, regional

Table 12.4 Stakeholder Knowledge Level/Power-Leadership

<i>Knowledge level</i>		
<i>Low</i>	<i>Average</i>	<i>High</i>
Non-food expositor #11	Mayor of Milis #3	Municipal alderman #1
President of the region #14	B&B owner #7	Pro Loco member #2
National journalist #15	Wine pouring attendant #8	Pro Loco president #4
Visitor #19	Food stand expositor #9	Pro Loco member #5
	Young resident #10	LAORE regional agency representative #6
	Non-profit expositor #12	Regional alderman of agriculture #13
	Young wine producer #18	ISA zone delegate #16
	Adult Resident #20	Regional journalist #17
	President of chamber of commerce #22	President of the province #21
	Wine consortium president #23	
	Elder resident #24	
	Mayor of another municipality #25	
	Wine maker not producing young wine #26	

institutions are sincere supporters while they recognize the organization capability of establishing a network of interest and a proof tool. of reputation building and audience attracting.

Associations are important supporters as the declared reasons for their support are personal pride, gratification, and satisfaction in participating in a successful event and fostering economic growth of their own village, besides pursuing eventual professional goals.

Exhibitors can also be considered supporters. An obvious reason lays on good sales and consequent direct economic benefits as well as on promotional and visibility targets reached.

We consider wineries exposing *Vino Novello* as sponsors, as they share neither invention nor organization and management of the festival, but annually supply wines for free. They strongly support the festival as an important opportunity to promote products and brands, and test the quality of their produce.

Respondents acting in press and media communication activities are to be considered supporters or neutral. These professionals are involved in make a 'story telling' of the festival. They contribute in creating an image in the readers' minds, who are potential visitors for future editions and can perform an alternatively detached or engaged attitude. The Position Map shows how the regional press journalist (N 17) actually plays a strategic role in implementing the event.

The accommodation business strongly supports the festival, considered as a feasible tool to attract tourism and thus producing economic returns both in the short and long term.

Volunteers are seemingly natural supporters. In fact, those interviewed have decided to work for free, declared to be motivated by personal goals such as the pleasure of a common job and purpose, living the festival as a celebration time to be shared with residents and visitors.

Visitors see festive time sharing as the main reason for supporting the festival. Some visitors identify this festival – as well as some similar others in Sardinia – as an occasion for cultural growth and personal inspiration.

Local respondents of different ages show a substantial homogeneity in answering. Most of them are involved in diverse jobs, useful for the collective final goal. Over three days the festival is a real social glue that involves individuals and contributing to overcoming social conflicts.

Nevertheless, the festival frequently faces overcrowding, traffic pressure, and sometime vandalism. Thus, the elder resident actually represents a group of people that don't enjoy the festival, and confess personal discomfort as traffic and chaos actually limit his/her capability of free moving in the village, considering this a clear lowering of quality of life. The interviewed adult resident, being potentially damaged by vandalism, but participating in the festival, declares actually enjoying benefits. Finally, the young resident really likes the festive atmosphere spread in the village and declared being a staunch supporter.

Interviewees pertaining to administrative institutions (regional, provincial, and municipal level) show they are almost coalesced into acting as supporters. However, it should be strongly underlined the weakening of the alliance between both the LAORE Regional Agency and much more the Provincial Chamber of Commerce (N 6 and N 22) with the organizing board and also their transition over time from being strong supporters to moderate or strong opponents.

Discussions and conclusions

We have conducted the present case study testing the possibility to adopt the guidelines suggested by Schmeer (1999) in making the Stakeholder Analysis of the Health Policy Reform in Great Britain. The method has proved a feasible and reliable tool also in making the Stakeholder Analysis of a wine and food event even though it is localized in a peripheral place such as Sardinia. For its flexibility, we argue the tool could be conveniently used both in similar and different socio-economic environmental conditions.

We didn't find any reluctant respondent, and the interviewees understood the importance of giving reliable answers and useful information for their own future advantages and for policy makers. Thus, data and results are to be considered as consistent in quality and trustable.

The analysis allows us to list priority stakeholders, organization, role, degree of knowledge, power, and leadership of each interviewee in order to determine the individual final position for and against the event. For this particular finding,

it is noticeable the average power attributed to public Institutions such as the Regional Agricultural Alderman and the President of the Region, included in group 3 (without leadership but with high or average power) in comparison to the Alderman of Milis, one Pro Loco member and the ISA zone delegate, included in group 1 and also in comparison to group 2 (average leadership and power) that encompasses stakeholders such as the President and another Pro Loco member, wine pouring attendant and the regional journalist (see Table 12.3). Moreover (see Table 12.5), over time the LAORE agency and the Chamber of Commerce gained a reputation as ‘moderate’ and ‘strong’ opponents respectively, for having tried to impose choices and being refused. These last institutions faced often harsh conflicts, related to persons currently in charge, about the future mission of the festival, in particular regarding not ‘if’ but ‘how’ to organize the new event VIP Wine Sardinia plan.

We argue that the local ‘circle’ of original inventors of the event along with public local administrators is still able to keep up a certain degree of autonomy from regional central power and public financial support. They are still able to collect and control private financial resources and, furthermore, to ‘drive’ the regional political decision in favor of the local community, facing the fading trend of the young wine market and catching the possibility to transform and evolve the Sardinian Young Wines Exhibition in a larger show including the ‘new’ event of VIP Wine Sardinia.

On the other hand the parental relationships and long-lasting friendships seem to play a fundamental role in the success of the event, based on the well recognized leadership of the original inventor and strong attitude of local people to merchandise any kind of stuff including rural, cultural, or folkloric festival. It is empirical evidence that the event has had a big success over time because the original inventors and capabilities of the local community produced a strong, feasible, and very operative ‘common business’ to be ‘copied and pasted’ in other areas only if a different local community finds its own way to produce social cohesion.

We can argue that the local community of Milis, by organizing over time the Sardinian Young Wines Exhibition, has clearly understood the possibility to enhance and stabilize its social capabilities while cooperating and collaborating to achieve shared goals. Parental relationships and friendships appeared to us as fundamental in originating and stabilizing horizontal partnerships within institutions such as the Pro-loco, Municipality, volunteers, and sommeliers’ associations and vertical ones with external and superior institutions such as the provincial and regional administrations. Furthermore, the history of the event and its gradual evolution in the direction of a big success allows us to argue its positive effect in obtaining dissemination of trust, community aggregation, enforcement of the social network, and enterprises market orientation.

Findings support the conclusion that a future re-establishment of the alliance between the LAORE Regional Agency and Provincial Chamber of Commerce with the Organizing Board is a crucial point for future success of the festival.

It is clear that without social cohesion, the establishment of a food and wine event is not sufficient to foster a local economy. The endowments of the Milis' community are actually clear, being related to the ability to merchandize any foodstuff, besides the specialized farming in citrus, so that they have been able to grasp the fashionable trend of 'young wine' increasing consumption of the day and evolving the features over time following new trends and opportunities.

Notes

- 1 Department of Science for Nature and Environmental Resources – University of Sassari.
- 2 Department of Education, Cultural Heritage and Tourism – University of Macerata.
- 3 Pro Loco is a grassroots organization that seeks to promote some particular place.
- 4 The *Garibaldini a cavallo* is a voluntary association entitled to the Italian Risorgimento hero Giuseppe Garibaldi (1807–1882) and acting in civil protection and environmental control services.

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