

ALESSIO DI LEO

A NEW WAY OF ENJOYING A GLASS OF WINE IN ITALIAN SANGIOVESE AREA: THE DESIGN OF LUXURY WINE HOSPITALITY MIXING DIGITAL AND PHYSICAL EXPERIENCE

The research aims to explore the integration of digital technologies in luxury wine hospitality experiences. The study uses an explorative mixed-method approach to identify the typologies of luxury wine tourist experiences and build an interpretive framework of hybrid luxury experiences in wine hospitality in the digital era. The study focuses on DOCG wine producers within the Italian Sangiovese area and employs cluster analysis and in-depth interviews to analyze the data. The findings provide a framework for understanding hybrid digital and physical experiences in wine hospitality and identify six typologies of luxury experiences. The study highlights the importance of digital skills for wine businesses operating in the luxury segment and provides useful tools for optimizing the integration of technology into physical experiences to add value to visitors' experiences. This is the first study to systematically examine the integration of digital technologies in physical activities related to wine hospitality, providing a hybrid physical-digital analytical framework for wine hospitality businesses.