

WINE TOURISM EXPERIENCE IN AZEITÃO

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- Spine -

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ABSTRACT

Wine tourism is intensively growing all over the world. This sector is essential for the tourism industry of each country and can be a potential strategy to become a pole of interest for industry consumers.

The dissertation's goal is to identify the dimensions of wine tourism and understand how they are organized to potentialize a complete and satisfying experience for wine tourism consumers – wine tourists. By applying Quadri-Felitti and Fiore (2014) model, it became possible to understand the needs of wine tourists and to verify what is most relevant for them while engaging in wine tourism activities, in order to have input that allow wineries to increase their service and experience quality. These objectives were achieved by studying the different dimensions' influence on the perceived wine tourism quality.

To understand this phenomenon, a content analysis was applied with a netnography research on Azeitão wine tourist. The findings revealed that entertaining and educational dimensions are fundamental. And, that other dimensions such as esthetical appearance and the escapist still presented a gap between the needs of consumers and the actual offer presented by the wineries, which can be perceived as opportunities for improvements.

The research on wine tourism experiences in Azeitão allowed to extract some valuable input for regional wine companies to improve their offer, making the tourism industry in Portugal to become even more relevant in the world.

- Keywords: Wine tourism, Experience Economy, Realms of the Experience, Netnography.
- JEL class system: L83 – tourism, L80 – general.

RESUMO

O Enoturismo encontra-se, atualmente, em crescimento em diversos países no mundo. Trata-se de um sector essencial para a indústria turística pois pode tornar-se num ponto de interesse para turistas que partilhem este gosto. Baseando a análise no modelo de Quadri-Felitti e Fiore (2013), o objetivo da dissertação é a identificação e análise das várias dimensões do Enoturismo, assim como a sua organização para potencializar uma experiência satisfatória para os consumidores,

O estudo permitiu tirar conclusões sobre as dimensões mais relevantes aquando das suas participações nas experiências enoturísticas. Consequentemente, os resultados apresentam ser pertinentes para que as empresas vinícolas possam melhorar a qualidade oferecida no serviço e experiência enoturística. Estes resultados foram alcançados pela aplicação do modelo e comparação do peso das diferentes dimensões na experiência enoturística.

Para a elaboração deste estudo, foi aplicada uma análise de conteúdo através de um estudo netnográfico com base na amostra de enoturistas em Azeitão. Os resultados revelam a importância da presença de dimensões tais como entretenimento e educacional nas experiências vividas neste setor. Para além disso, comprovou-se uma lacuna na presença de outras dimensões tais como a estética e a escapista. Consequentemente, estas duas dimensões podem potencializar oportunidades de desenvolvimento para as empresas vinícolas.

As conclusões retiradas do estudo permitem à região vinícola de Azeitão retirar oportunidades de melhorar as suas experiências, permitindo colocar a região e Portugal num patamar superior no que toca ao turismo.

- Palavras-chave: Enoturismo, Economia de experiência, Dimensões da experiência, Netnografia.
- JEL class system: L83 – tourism, L80 – general.

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1. Introduction

The objective of the research is to identify the relevant dimensions of wine tourism and how experiences are organized in order to provide tourists with valuable and memorable wine tourism experiences.

1.1. The theme

Wine tourism is an ongoing topic that is gaining an increasing relevance near researchers. (Cohen, 2008) In fact, wine tourism has emerged from the excess in wine production as a mean to drain the product in different ways (Charters & Medival, 2011). This strategy has gathered two industries in one, that is able to have positive impacts on the overall tourism industry of a country. In order to achieve this goal, wine tourism must be a complete and attractive experience for consumers.

According to Getz and Brown (2006) and Cohen and Ben-Nun (2008), the success of a wine tourism depends on its offer as a bundle of benefits and not only the idea of wine consumption. Moreover, this bundle of benefits was researched by authors that identified different attributes that were important for consumers 'experiences.

In fact, this research aims to understand wine tourists' experiences while enrolling on experiences in Azeitão's village. To achieve this objective, a theoretical model created by Quadri-Felitti and Fiore (2014) was applied to the research. This way, it became possible to identify the main dimensions of wine tourism in Azeitão, according to the four principal dimensions of wine tourism, and to understand if it's a real experience for consumers or if it still belongs to the service economy.

1.2. Research problem

Wine tourism is believed to be a special interest type of tourism (Yuan et al, 2005) that should include four main dimensions to provide tourists with relevant experiences (Quadri-Felitti & Fiore, 2013).

Several researches have tried to understand the organization of this type of tourism and which fundamental attributes are more important in consumers eyes (Roberts & Spark,

2006; Griffin and Loersch, 2006, Bruwer & Alant, 2009, Mauracher *et al*, 2016). Both authors extracted the attributes valued by the consumers in their experiences, that go from the authenticity of the experience, to the learning experience and indulgence lifestyle. Moreover, authors such as Getz and Brown (2006), Bruwer and Alant (2009), Quadri-Felitti and Fiore (2014) and Mauracher *et al*, (2016) have researched on how to organized the different attributes according to several dimensions.

Consequently, the focus of this research was to identify the main dimensions of wine tourism experience in Azeitão. By conducting this analysis, it became possible to find if there is an actual offer in the wine tourism industry of the region, or if there is still room for improvement by adding new features that would improve the offer. Finally, the research question was to understand the wine tourism offer in Azeitão according to the 4E's model proposed by Quadri-Felitti and Fiore (2014) and understand how the different wine tourism dimensions in Azeitão could be classified by the theoretical tool.

1.3. Objectives

The goal of this research is to understand the wine tourism experience in different angles. In fact, wine tourism is a broad theme that involves several players. This dissertation aim is to find which dimensions of the wine tourism experiences exist, and, which ones are relevant according to the consumers, wine tourists', perspectives.

In order to understand the different dimensions that are included in wine tourism, the dissertation will meet three main objectives that allow to understand the involvement of a wine tourism experience for wine tourists. The first objective is to analyse the several dimensions that compose wine tourism, as an overall experience. Secondly, a more detailed analysis was done by researching on the perception of the experience according to different consumers' segments: gender and traveler type.

To achieve these objectives, the research context is the village of Azeitão, in which two major wineries, present a diversified wine tourism offer. In addition, the research was applied to Azeitão' wine tourists' sample and to their perception of the wine tourism offer.

2. Literature review

2.1. What is Wine Tourism?

“Wine tourism is currently a key issue for the European wine industry. As wine production around the world continues to exceed consumption, techniques that develop brand loyalty and stimulate sales need to be developed.” (Charters & Medival, 2011: 103). This exceed in wine production has allowed the industry of wine tourism to “[...] grown rapidly worldwide, from Australia to the United States, as well as in Europe [...]” (Mauracher *et al*, 2016: 284). In fact, visits to wineries, which is a wine tourism activity, have become “[...] increasingly significant to both the wine and tourism sectors and aids in ensuring sustainability.” (Tavares & Azevedo, 2011: 259).

In fact, “Wine tourism is an ongoing developing research topic, and it has become important for both academics and the wine industry.” (Cohen, 2008: 20). This interest that has grown along the last twenty years has brought several researches on the topic in order to gain new in-dept knowledge on this field (Mauracher *et al*, 2016; Quadri-Felitti & Fiore, 2013). The industry is developing considerably and comprises services, attractions, hospitality, good infrastructures and others points such as a marketing plan that need to exist in order for wine tourism to be successful. (Getz & Brown, 2006).

Wine tourism is gaining a lot of interest near the researcher and also growing a lot in regards to the tourism industry, as Martin *et al* (2004: 270) refers “[...] wine tourism has emerged as a strong and growing area of special-interest tourism throughout the world and is now seen as an increasingly important component of the tourism product of most wine-producing countries.”. In fact, the authors also add that both wine and tourism have been growing a lot in recent years, which can be described as a “wine-tourism boom” (Martin *et al*, 2004: 270). The importance gained by the industry is noticeable in big wine countries , and also, in smaller wine nations, for example, South Africa or India, that invested in this special-interest tourism to avoid falling behind (Martin *et al*, 2004).

Wine tourism is a “[...] dynamic interaction of the wine, tourism, and hospitality sectors.” (Duan *et al*, 2018: 949). It includes the synergy between two important industries, wine and tourism, that have a big influence upon economies of regions and upon the regions’

surrounding environments (Hall *et al*, 2000). Additionally, both parts of the synergy also affect the regions’ populations’ lifestyle (Hall *et al.*, 2000). On the same level, Charmichael (2005: 186) describe that the “symbiosis tourism-agriculture [...] provides potential for their mutual benefit”. This synergy brings together two industries that are in the opposite side of an economical spectrum, and, that work in different ways (Figure 1). However, they have also similarities such as the ease of entry and low barriers. (Carlsen, 2004). There are three levels that define wine tourism, represented by the three industries it affects (Carlsen, 2004): Agriculture, manufacturing and, services (Figure 1).

Primary Industry	Secondary Industry	Tertiary Industry
Wine Industry		Tourism Industry
Supply-led		Demand-driven
Price takers		Price-makers
Homogeneous products		Heterogeneous product/services
Cost minimizers		Profit maximisers
Value creation in the long term		Value creation in the short term

Figure 1: A framework for wine tourism research.

Source: Adapted from Carlsen (2004).

As stated before, wine tourism has a positive influence on both parts of the spectrum, and can bring benefits to both wine and tourism industry. According to Carlsen (2004:6) it may “[...] include the promotion of wine regions and events through tourism, increased cellar door sales to tourists, added value to regional production and new business opportunities in wine tourism”. Mauracher *et al* (2016: 284) agree that wine tourism is a type of tourism that brings benefits as “[...] enhancement and promotion of typical local produce [...]”. Dodd and Bigotte (1997) explain that the industries can have a positive impact on each other, mainly by maintaining wine sales in the region where it is produced, and consequently, bring the benefits of the sales to the region as well. According to Martin *et al* (2004), wine tourism has several advantages that may have a positive influence in both sides of this synergy. These benefits are represented into two different parts: the synergy’s combined benefits and the individual ones. For Martin *et al* (2004: 269), the combined benefits are “[...] foreign-exchange earnings, the creation of both full- and part-time jobs, and the generation of secondary economic activity, wine tourism is emerging as a lucrative industry sector with the ability to generate substantial

long-term wealth and sustain steady tourism growth for these regions.”. However, the authors recognize that there are also individual benefits that affect each industry. In regards to the tourism industry, the benefits are quicker and more obvious to see. However, for wine producers, the authors state that the benefits of the synergy may not be that immediate or evident. Martin *et al* (2004: 273) describe these benefits as “[...] visits may benefit the winery when they seek out its wine back home and give word-of-mouth referrals to friends.”. The benefits for the winery owners were categorized by the authors into three main ones: (1) Low marginal costs for the distribution; (2) more brand equity; (3) opportunity to create more value for the company. Moreover, Charmichael (2005: 185) defines wine tourism synergy as “[...] an example of rural tourism in which production and consumption come together to benefit both rural operators and visitors.”.

Wine tourism is part of five different types of tourism (Yuan *et al*, 2005), which are agricultural, cultural, rural, industrial, and special interest tourism hence it “[...] attracts visitors on the basis of their specific interests and thanks to the dedicated services offered.” (Mauracher *et al*, 2016: 285). In addition, wine tourism also belongs to rural tourism (Jaffe & Pasternak, 2004). Finally, Dodd and Bigotte (1997: 47) agree that wine tourism also belongs to industrial tourism since industrial tourism is defined as “[...] consists of visits by consumers to the site of a production facility and tasting of the product that is produced.”. And, in fact, some authors such as Hall *et al* (2000) and Simões (2008) agree that visiting a winery and tasting wines are core activities of wine tourism.

There are two types of approaches when defining wine tourism: the market-based definition, and, the product-based one. (Carlsen, 2004). The original definition described wine tourism as the “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall *et al.*, 2000: 3). According to Carlsen (2004), this definition belongs to a market-based view and has allowed to increase the amount of researchers about wine tourism consumers. The product-based approach, which is based in the creation of an experience, the author defined as “Wine, food, tourism and the arts collectively comprise the core elements of the wine tourism product and provide the lifestyle package that wine tourists aspire to and seek to experience.” (Carlsen, 2004: 5).

More recently, a new definition describe wine tourism as “[...] simultaneously a form of consumer behavior, a strategy by which destinations develop, market wine-related attractions and imagery, and a marketing opportunity for wineries to educate and to sell their products directly to consumers” (Getz & Brown, 2006: 147). The authors also added that, wine tourism, is the product of two main parties, the winery on one side, and, the region. Getz (2000) stated that wine tourism exists due to the fact that tourists go to a wine tourism destination for two reasons: (1) an interest in the wine, or, (2) a specific appeal for the region. Carlsen (2004) describe three key success factors for the region: (1) number of wineries, (2) region’s physical appeal; (3) inclusion of cultural and local goods.

Simões (2008) describes wine tourism as all the activities that are associated to wine from visits to vineyards to participations in wine events, and other activities. In customer’s-oriented, Bruwer and Alant (2009: 236) presented wine tourism as “[...] the indulging of the senses in the wine product itself and its immediate aesthetic surroundings”. In 2017, Ferreira and Hunter researched on the supply perspective regarding the concept of wine tourism and its attributes for the wine companies. The authors found that on a supply side, the most important factors for wine tourism to exist, to be stable and successful, are: (1) Opportunity for wine tasting; (2) wine production experiences and cellar tours; (3) education on how food goes with wines; (4) dining’s, spa treatments, and sleepovers in the cellars; (5) opportunity of outdoor activities such as hiking or mountain biking; (6) other tourism services and superstructures.

2.2. Who is the wine tourist?

2.2.1. Market segmentation

Segmentation is part of a three stages method for a market segmentation strategy: segmentation, targeting and positioning (Kotler 1984. In the first step, “Businesses can cope with this diversity by grouping customers with similar requirements and buying behavior into segments.” (Dibb, 1998: 394). According to Wedel and Kamakura (2000: 7) segmentation is a method that uses a “[...] set of variables or characteristics used to assign potential customers to homogeneous groups.” and, it “[...] is essentially a grouping task, for which a large variety of methods are available and have been used.” (Wedel & Kamakura, 2000: 17). Furthermore, Lindon *et al* (2011) described the main goal of the

methodology as a way of getting to know the market, which is never a homogeneous group of individuals, and, presents individuals that have different habits, routines, traits, tastes and exigences (Lindon *et al*, 2011). A market segmentation has as a specific goal to adapt strategies to each specific segment of the market in a more efficient way. (Lindon *et al*, 2011). Finally, according to Dibb (1998: 394), one of the advantages of market segmentation is that the methodology allows businesses to face “[...] this heterogeneity by balancing the variability in customers’ needs with the limits of available resources.”.

Segmentation can be applied in two ways: a mass and an individualized marketing, depending on its final goal: affecting a whole market or a specific consumer. (Lindon *et al*, 2011). In a middle term, there is a method which divides the market into several homogeneous sub-groups (segments) that should be (1) similarities among individuals regarding motivations and behaviors, and (2) present enough differences among groups that justify the use of different marketing strategies for each (Lindon *et al*, 2011).

The division of the market into different segments may be done in two moments: “a-priori” and “post-hoc” (Wedel & Kamakura, 2000). The authors explain that an “a-priori” segmentation is used when the type and number of segments is defined before the elaboration of the market study. On the opposite side, “post-hoc” approach is used when the segments are determined with the results obtained from the data collection.

According to Molina *et al* (2015), segmentation is a known process but the method application should be adapted to each segmentation analysis context. The method follows a specific four steps process so it can be adapted to its context (Lindon *et al*, 2011):

Step one: Choice of segmentation criteria which can be:

1. Objective criteria’s such as:
 - Demographic (gender, age, height or weight, number of family members);
 - Geographical (Region where the individual lives and specific condition of the region itself);
 - Social and economic (income, educational level or religion).
2. Personality and lifestyle criteria
3. Attitude towards the product criteria, as wise:

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- Status (potential, occasional, regular, new consumer) and, loyalty towards the product/group of products;
 - Role in the decision-making process as a buyer or consumer;
 - Quantity of product consumption per segment;
 - Weight of the client in overall revenue of the product;
 - Specific situations or “events” such as marriage.
4. Psychological attitude towards the product;
 5. Multi-criteria which represents the use of several criteria described in the previous points to divide the market.

Step two: Describe the characteristics of each segment.

Step three: Choose the segment that will be the focus of the research.

Step four: Definition of the marketing strategies and policies for each chosen segment.

2.2.1.1. Wine tourist segmentation

To begin with, Pikkemaat *et al* (2009: 240) have referred to a “new tourist” that may be applied to all kinds of tourism, which is a “[...] more experienced and therefore more demanding, expects to receive additional value, strives for individuality, is more flexible at short notice, is economically independent and more price sensitive.”.

Wine tourism is a niche type of tourism, and, in which the demand is increasing a lot and, therefore, it is becoming a very dynamic sector. (Santos *et al*, 2018). Similarly, Charmichael *et al* (2005) also defined wine tourism as belonging to a niche market, and added that it is a sector that is increasingly becoming more popular among wine regions.

Several studies have tried to find a unique profile of wine tourists. However, “[...] there is no single, stereotypical ‘wine tourist’ knur therefore, a unilateral definition of him or her.” (Charters & Ali-Knight, 2002: 312). Similarly, Bruwer and Alant (2009: 236), “The very question “who is the wine tourist?” has yet to be definitively answered.”. However, Charters and Ali-Knight (2002) proposed a segmentation elaborated by the own managers of the wineries that define a specific type of tourists that often appear as being part of a middle category: not specially wine educated, very interested in the overall experience and learning opportunity, and, that are most regular wine drinkers. Even though, Getz (2000) explain that as a market in which there is no single profile, research show that this

profile is created around motivations of the wine tourist that may be local food, wine, or even just the appreciation of the region itself. This profile heterogeneity was tested in 2015 by Molina *et al* to find an unique profile of wine tourists in Spain research context. It confirmed that there is no specific wine tourist profile. There are significant regional differences regarding segmentation criteria, interest and knowledge of wine.

On another point of view, Bruwer and Alant (2009: 236) define wine tourists as “[...] a person with needs to relate to both wine and the location (wine region) where wine is produced”. The authors added that there is a need to get to know the wine tourists to benefit from that knowledge and apply successful strategies in regional wineries.

Furthermore, a new definition followed this idea of not having a unique definition for wine tourists, describing “[...] wine tourists, can be as diversified as someone travelling through the wine region and just stopping by to buy wine, to someone who is a general tourist having travelled from the UK to see Australia and the place where a favorite wine is being produced.” (Alant & Bruwer, 2004: 27-28). In addition, Alant and Bruwer (2004) explain that not all wine tourists are actually, tourists, but, include other kinds of people that may be only engaging in other activities such as leisure and recreation.

To face this difficulty of finding an unique profile, a few authors gave broad definitions of wine tourists. Martin *et al* (2004: 270) described “a typical wine tourist may be viewed as any person, whether day-tripper or overnight visitor, who engages in the act of wine appreciation while visiting a wine-producing region.”. More recently, Bruwer (2017:355) broadly defined as “[...] someone who feels a need to “connect” with the origin of the product through visitation of the location (wine region) where wine is produced.

2.2.1.2. Wine tourist profile

Despite the heterogeneity of the wine tourist segmentation, there are a few researches that intended to find a unique wine tourist profile according to different variables.

“There are two processes for the analysis and segmentation of wine tourists as a potential market.” (Charters & Ali-Knight, 2002: 311). According to the authors, the first type of

segmentation method is based on demographical variables, such as age, education and family background. This helps to understand tourists' the background. Secondly, the segmentation should be based on psychographic variables, like tourists' values, attitudes and lifestyle. (Charters & Ali-Knight, 2002). In a similar point of view, Molina *et al* (2015: 196) confirm "In general, two procedures can be used to segment wine visitors: (1) classifying consumers by considering their demographic factors (age, education and so on) and (2) establishing a profile by detailing their psychographic characteristics (attitudes, lifestyle and so on)."

Demographic segmentation

To begin with, Dodd and Bigotte (1997) applied a research, in Texas, and discovered two main target segments for a big part of the industry which is the winey tourists:

- Cluster 1: Average age of 50 years old and average income of 50.000 dollars.
- Cluster 2: Average age of 30 years old and average income of 40.000 dollars.

The authors added that while researching on perceived important dimensions on wine tourism, it made them suggest the need of different approaches regarding segmentation of the wine tourist. Dodd and Bigotte (1997) also stated that there are huge differences from region to region that have to be considered while looking for a unique profile.

Following with the demographic segmentation variables of wine tourists, the authors Mitchell and Hall (2001) applied a research in New Zealand to find what demographic variables can describe the wine tourist. They compared the results with other researches from different regions of the world to find some coherence among them all. In fact, there were some similarities regarding their results and other studies results, which are:

- *Gender*: There is a balanced amount of males and females wine tourists. However, in some researches, a slight difference can be found with having a little bit more of woman participating in the wine tourism experiences.
- *Age*: Most wine tourists are middle aged, comprised between around 30-49 years old. In addition, the authors reveled that woman, in wine tourism, are usually younger than man.
- *Occupation*: There is also consistency regarding this topic. The research showed that most are professionals and with high levels of occupation, for example managers, legislators and administrators are frequent jobs of wine tourists.

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- *Income*: The authors found similarities regarding the fact that wine tourists have relative high incomes, that are mostly included around n \$30,000 and \$59,999.
- *Origin*: In this topic, the authors analysed (1) if the wine tourist traveled to get to the region and, (2) if the wine tourism is national or international. Regarding these two issues, there were some consistency among both the authors results and other studies in other countries. These similarities were that, most wine tourist travel to go to a wine tourism region. However, most are domestic residents, which means that they are national residents of the country and only a few international ones.

Moreover, Mitchell and Hall (2006) confirmed this previous research. However, the authors stated that there are still some differences in distinct regions across the world. The authors describe the relevance of having more research on this topic in order to improve the existent knowledge on it.

Psychographic segmentation

In regards to the use of psychographic variables for the segmentation of the wine tourist, Hall *et al* (2000: 6) explain that “The demand for wine tourism is based on “the motivations, perceptions, previous experiences and expectations of the wine tourist””. Furthermore, Bruwer *et al* (2002), states that tourists should be segmented according to their differences in values, lifestyle and other behaviors, since visitors that present similar demographics can end up being very different in terms of behaviors. In fact, previous studies about wine tourism segmentation state that it is not enough to use only those since it is also important to include psychographic variables like motivations, personality, lifestyle, interests and values are also important. These variables are important to have a better perspective on who the wine tourist is (Galloway *et al.*, 2008).

Regarding psychographic variables, a study was conducted, with surveys at cellar doors, by Charters and Ali-Knight (2002) to segment wine tourists according to their knowledge about wine. This study highlighted four different segments:

1. “*Wine lovers*”: Are the ones with a more solid knowledge about wine. And this is due to the fact that they are more self-educated with books, previous tastings or even by watching specialized programs in television. Their motivations to do wine tourism are mainly to acquire new knowledge, participate in tastings and buy

wine. Charters and Ali-Knight (2002) also suggest that “[...] the entire “lifestyle package” is particularly important for “Wine Lovers””.

2. “*The connoisseur*”: Have a big desire of acquire new knowledge, mainly about wine production or even grape growing methods.
3. “*Wine interested*”: Have less self-education about wine. Meaning that they may have already been to a tasting before but no other form is likely to have been used by this segment. Their learning preferences are about storage and aging wine, and mainly, tips on how to taste the wines.
4. “*Wine novice*”: These tourists have probably had one or no previous education moment on wine, and, it has probably been a tasting. Since they have less knowledge than others, their experience preferences are tours (cellars or vineyards).

Demographic and psychographic variables

A research was applied by Gu *et al* (2018) tourism in Australia to understand how the Chinese wine tourists were segmented and if they would present different types of clusters according to their involvement and enrolling reasons. This involvement level was organized around both psychographic and demographic variables. The involvement was measured according to four features that were studied along the research near the Chinese wine tourists in Australia population: (1) Interest and Importance on the product; (2) Perceived risk Importance and Possibility; (3) Risk Avoidance; (4) Status Value.

The research has found four different clusters that did present heterogeneous results according to the involvement towards wine tourism. However, it did also present similar results, among the four clusters, in regards to demographic and sociographic variables, except for region and occupation. Regarding the four clusters that were found, and that presented psychographic differences among each other, they were:

- *Cluster 1*: “Low involvement wine tourists” Low involvement in the wine tourism activities, in all four attributes, and perceived it as not pleasurable. And wine tourism was not their purpose of travel but most general travel.
- *Cluster 2*: “High involved wine tourists” All features scored high on importance regarding their involvement in the activities. Wine tourism weighted heavily in the decision-making process of their planed travel.

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- *Cluster 3*: “Interest-driven wine tourists” High involvement in interest and importance of wine tourism, main motivations to engage in these activities. Their goal with the trip was to have an experience involving wine at its best.
- *Cluster 4*: “High risk perception wine tourists” Low importance and status but high risk perception of the activities. Perceived risk is a main factor to engage in wine tourism activities.

The authors conclude that there is not only another psychographic variable to segment wine tourism (involvement) but it also “[...] supports the view that involvement profile-based segmentation has better applicability than demographic and socio-economic-based segmentation.” (Gu *et al*, 2018: 645).

Furthermore, Molina *et al* (2015) researched on a profile of the wine tourist in a few different regions of Spain, to understand if there are differences among regions or not. In fact, the research was applied with both demographic and psychographic variables and differences were found among regions regarding knowledge, interest and types of tourist, as stated before in segmentation of the wine tourist point. Molina *et al* (2015) elaborated on four different clusters found:

Cluster 1: “Interested” (48.2% of the sample)

- *Psychographic variables*: Have high knowledge and interest in wine and also appreciate wine along most of their travels. In addition, they have some experience in wine tourism by visiting denomination of origin regions
- *Demographic variables*: Mainly tourists that engage in wine tourism activities individually. Most members of the clusters are married and have a university educational level, and high income.
- *Managerial advice*: Activities related to wine and culture.

Cluster 2: “Experts” (24.4%)

- *Psychographic variables*: Type of tourism is wine tourism, followed by culture and gastronomic tourism. Have the highest scores in regards to knowledge and interest in wine activities. The best previous experience among clusters and also

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visited denomination regions like La Mancha. This clusters frequently enjoys wine in their trips.

- *Demographics variables:* Mainly individual tourists that are not in organized trips. This cluster is one of the oldest by having most of the sample between 34 and 44 years old. Most are males with university education and high income.
- *Managerial advice:* Have activities that allow to increase knowledge in tasting and vine-growing while still engaging in cultural activities in parallel.

Cluster 3: “Potentials” (13.9% of the sample)

- *Psychographic variables:* Main type of tourism is nature or others that are not directly wine tourism. Also present a lower knowledge and interest in wine tourism but see wine tourism as something important culture wise, so, they have still more interest than knowledge overall. By having less interest, they also have less experience but still have engaged in previous denomination of origin countries like Navarra and La Mancha. This clusters do not often appreciate wine along trips.
- *Demographic variables:* Travel with organized trips. More females than males and most are married. Lowest academic background level, even if some have university education. More of an average income.
- *Managerial advice:* Focus on nature activities and social/group activities like hiking, canoeing and other social sports.

Cluster 4: “Novices” (13.5% of the sample)

- *Psychographic variables:* Type of tourism is mainly wine but cultural and gastronomic tourism are also important. It is the cluster that present the least previous experiences but have still visited some denomination of origin regions such as Ribera del Duero or Rueda. Their overall knowledge and interest in wine tourism are lower than I the other clusters and rarely enjoy wine along their trips.
- *Demographics variables:* Most are day visitors and belongs to organized trips. The cluster presents the youngest ages (25-44), mostly married and with university or secondary academic degree and with an average high income.
- *Managerial advice:* Activities related to wine for initiators, tastings, cultural activities and courses on wine production, relation between wine, food and others.

The main conclusion is that a mix between demographic and psychographic variables to segment wine tourists may prove to be very interesting to find wine tourists' clusters. However, according to Molina *et al* (2015) the unique profile is: a middle-aged person, married or in couple, with a high education, employed and with an average high income. Regarding their interest on wine, most are as highly knowledgeable and interested.

2.3. Wine tourism Experience

2.3.1. Experience definition

As defined by Pine and Gilmore (1998: 98), “An experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event. Commodities are fungible, goods tangible, services intangible, and experiences memorable.”. In addition, the authors refer the importance of considering experiences as one of the evolutions of economic offerings, and, explain that it appeared after commodities, goods and services (Pine and Gilmore, 1998). Today, it is a fact that this economic offering is actually a topic that is taken into consideration since “[...] consumers unquestionably desire experiences, and more and more businesses are responding by explicitly designing and promoting them.” Pine and Gilmore (1998: 97). This approach enhances the fact that companies should rely on this form of delivery as well as their goods and services.

Furthermore, the authors (Pine and Gilmore, 1998) gave some characteristics of this fourth economic offering. First, experiences are personal and are a psychological process of those who were involved in the experience. This happens as long as the experience involved the participant in at least one of the following aspects: emotionally, physically, intellectually or spiritually. Pine and Gilmore (1998: 6) also explain “Just as goods and services result from an interactive process of research, design and development, experiences derive from an interactive of exploration, scripting, and staging [...]”.

2.3.2. Wine Tourism Experience

2.3.2.1. Wine tourism experience definition

Andresson (2007) elaborates on a broad definition for a tourism experience as the moment in which both production and consumption come together. In addition, the author explained the role of the tourists while engaging in tourism experiences on the point of “A tourist, it is assumed, acquires necessary resources and combines them in space and time in order to yield positive experiences.” (Andresson, 2007: 3). “The wine tourism experience of a product is based on agricultural land use and the production of wine that appeals to the senses of taste, smell and sight.” (Charmichael, 2005: 186). Moreover, Getz and Brown (2006: 155) analysed the experience that was desired by the wine tourists in the Calgary, and, obtained as a result that these consumers wanted a wine-related experience “[...] combining a core wine product, essential destination features, and related cultural experiences”. In a similar point of view, Pikkemaat *et al* (2009) described that the wine tourist is motivated by an experience that offers wine related activities as well as secondary activities that involve additional services and products.

Getz (2000) states that wine tourism exists because tourists travel to a wine tourism destination for two main reasons: (1) an interest in the wine of the region, or, (2) a specific appeal for the region, created by their imagination. In fact, and in a supply perspective “The wine tourism experience can therefore be provided for in a number of ways, the most notable being events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, and winery tours.” (Charters and Ali-Knight, 2002: 312).

Williams (2001) started by stating that the wine tourism experience is not restricted to the purchase of wine or to the visit of wineries, but, that wine tourism experience has to be seen as a more complete experience in which tourists engage in. Williams (2001) describes this as a “culmination of unique experience” that include several parts like the specific environment, culture, food and wine. Moreover, Oh *et al*, (2007) defined that, while at a certain destination, what visitors look for is to have experiences that also involve other typical and local goods and services. Wine tourism experience is not only an experience related to the beverage itself or the simple pleasure of the product (Hall *et al.*, 2000; Mitchell, 2006). In fact, according to Getz and Brown (2006), the visitors that look for a wine tourism experience want a whole experience in the region that they called a “bundle of benefits”. Moreover, this bundle of benefits was described by Cohen and Ben-Nun (2008: 22) “[...] not only visiting wineries and / or tasting wine, but also visiting the area, enjoying scenery and visiting other local attractions.”. Bruwer and Alant (2009: 242) refer this “bundle of benefits” as the fact of “[...] wine tourism involves more than

just visiting wineries and vineyards but instead it is the culmination of unique experiences that include surrounding environment, ambience, atmosphere, regional culture and local wine and food.”. This “bundle of benefits” is fundamental in the wine tourism industry hence Gu *et al* (2018: 644) states “[...] few tourists focus exclusively on the winery experience, with more regarding winery visits as part of a wider mix of attractions.”.

Additionally, Bruwer and Alant (2009) define wine tourism as a hedonic experience, since wine tourism is part of the hedonic experience of wine consumption. Wine consumption is defined as hedonic meaning that “[...] hedonism value type involves pleasure and sensuous gratification for oneself.” (Bruwer & Alant, 2009: 240). In a description of hedonic goods, Dhar and Wertenbroch (2000) explain that it consists on type of goods that allow the consumer to experience the act of consumption in ways that may involve having fun, enjoyment and other types of good and satisfying feelings that may not be experienced with non-hedonic goods. More recently, wine tourism continues to be perceived as an experience that involves a hedonic activity and not a consumption that is needed in a daily basis (Gu *et al*, 2018).

According to the authors, the wine tourism experience is made of four different stages that are based in Arnould *et al* (2002) theory of four stages of the experience. Applied to wine tourism, Bruwer and Alant (2009) describe these stages as:

- *Stage 1*: The “Pre-consumption”, that, in wine tourism, is represented by the previous research that is done regarding information and sources that the wine tourist uses to investigate on the available offers and different options. This step is recognized by Sparks (2007) as a mean for the consumers to reduce the risk of their choices as well as a useful tool to help for them to make purchase decisions.
- *Stage 2*: The “Purchase”, that, in wine tourism is the choice of the place to enjoy the experience (e. g. cellar door) and also, the moment of the experience in the specific place itself. According to the authors, this step is an important mean to achieve the end of creating a relationship between tourists and the product.
- *Stage 3*: The “Core consumption”, that, in wine tourism is the sensations that are involved in the experiences and associated activities. Regarding this stage, the authors defined it as more complex since the sensations that visitors have felt during the wine tourism experience consumption are felt in a different way according to the person since it depends on personal values and personalities.

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- *Step 4*: The “Nostalgia”, the moments where visitors remember their experience, with photographs or other means, like the fact of using the memory to remember.

Wine tourism experience is a topic “[...] shaped by complex interactions of visitors and the service staff, the wine product, the cellar door setting, winery management systems, and other winery attributes. Unlike product marketing where consumer value is created at the point of exchange, wine tourism service encounters comprise a series of interactions whereby value can be created and extracted at multiple points before, during, and even after the winery/wine region visit.” (Carlsen *et al.*, 2015; 132).

2.3.2.2. Wine tourism experience attributes

After an analysis of wine tourism as a whole, as well as who is the wine tourist, we are now focusing what the wine tourist wants from an experience. This is a critical point to see in order to understand what the wine tourist wants and values as the main factors and attributes of the wine tourism experience, as well as, its satisfaction degree with what is the current offer of the industry (Roberts & Spark, 2006; Mauracher *et al.*, 2016).

Some research has been done on what are the main factors and dimensions define the experience of wine tourism. Roberts and Sparks (2006) have done research on the topic by reaching the consumers through focus groups to study eight enhancement factors:

1. Authenticity of the experience: The feeling that the experience is real and unique. If wines are exclusively sold at the vineyard make the experience more authentic.
2. Value for money: Making the consumer feel he afforded for something valuable. For some visitors, it may be represented as a complementary wine tasting, the offer of a wine glass, or a “cooler pack” for beverage.
3. Service interactions: Interactions between staff and visitors. This dimension is considered even more valuable if personal and if the first contact was positive.
4. Settings and surroundings: An important factor described in the research of Roberts and Sparks (2006) is the environment of the experience regarding location and nature involving it (surroundings and weather).

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5. Products offerings: Additional features that can be offers of wine tastings, local products, seasonal food and information on the relation between wine and the proposed local products, nearby local activities or typical restaurants.
6. Information dissemination: Well explained information such as.: (1) Print media (newspapers and brochures); (2) have information centers; and (3) personal information given by the staff or others.
7. Learning experience: Visitors feel the need to learn about either region, wine, winery history, wine production processes, and relationship with food.
8. Indulgence/Lifestyle: The desires described by visitors of having pleasing experience that helps them to separate from their work and city routine lives.

Griffin and Loersch (2006) conducted another study with the main goal of understanding the main expectations that wine tourists have regarding their experiences. This was evaluated according to their classification of a list of attributes valued in the experience in the consumers' point of view. The wine tourists were asked to evaluate their preferences regarding several features. The research revealed that all features are considered to be important, since they presented an average score of 4 in a scale of 5.

These expectations, regarding the wine tourism experience at the vineyard were:

- *Exterior attributes*: (1) Views and surroundings; (2) Attractive setting and environment.
- *Interior attributes*: (1) cellar door, tasting rooms; (2) Clean and Comfortable; (4) Visually appealing.
- *Service attributes*: (1) Prompt service; (2) Ability to talk to winemakers; (3) Informative/educational; (4) Restaurants/cafés.
- *Staff attributes*: (1) Friendly and welcoming; (2) Professional and knowledgeable; (3) Understand visitor's needs; (4) Provide individual attention.
- *Wine attributes*: (1) Quality; (2) Variety; (3) Reasonable price.
- *Convenience attributes*: (1) Adequate signage and that is easy to find; (2) Adequate car parking; (3) Convenient opening times; (4) Available tasting notes; (5) Available price list; (6) Possibility to join a mail list.

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After applying the surveys to the customers while visiting the vineyard, the authors have seen most similarities on the evaluation of the attributes, mainly regarding staff and environment. And, wine attribute was perceived as the most important.

In the same year, Getz and Brown (2006) research on a possible model to apply to the motivations for long-distance wine tourists. After testing a total of 27 features that may be important in a wine tourism experience, the authors found a top five of the most important ones according to the results: (1) “The wineries are visitor friendly”; (2) there is a lot to see and do in the region”; (3) “attractive scenery”; (4) winery staff are knowledgeable about wine”; (5) group tours of the winery are offered” (Getz & Brown, 2006: 152). The authors proposed a three-dimensional model that groups the most important dimensions, from wine tourists’ point of view (Figure 2).

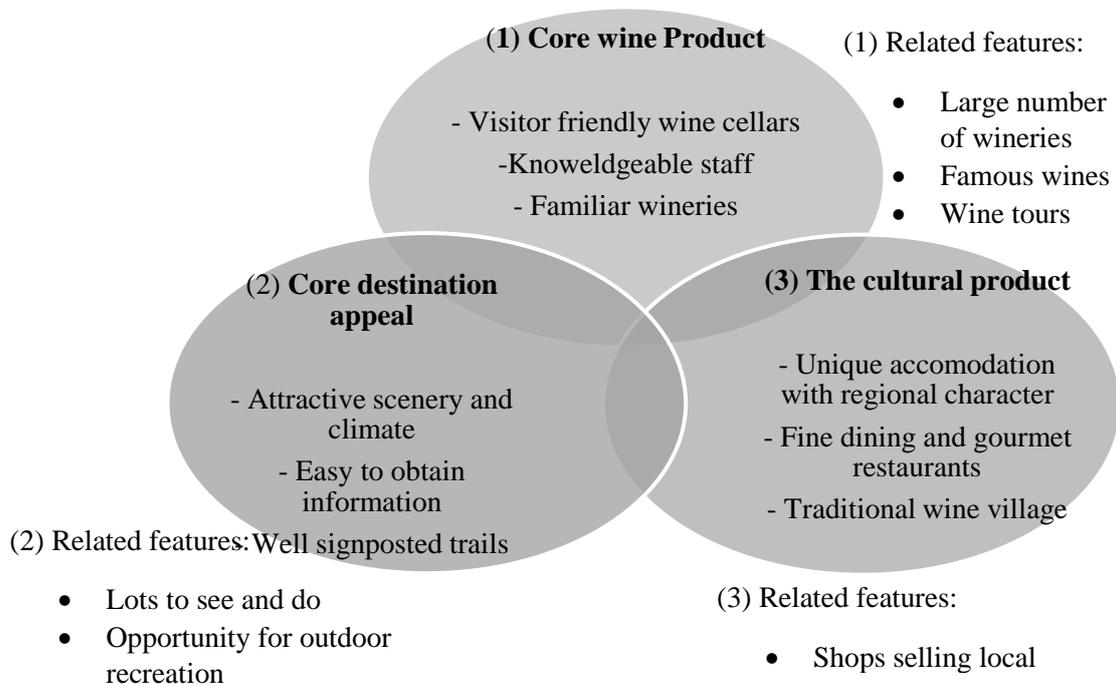


Figure 2: Critical features in wine tourism experience from the consumer perspective.
Source: Adapted from Getz and Brown (2006).

Moreover, Bruwer and Alant (2009: 252) considered that “Wine tourism should largely be viewed as a part of an enhancement of a holiday experience.” The authors referred that there are two main motivation factors for wine tourists to participate in these experiences:

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1. Primary factors: Main factors that make visitors to engage in wine tourism activities, usually it is directly related to the product (tastings or purchasing).
2. Secondary factors: Still very important to understand why wine tourists engage in the experience rather than other experiences.

According to Bruwer and Alant (2009), in order to understand the wine tourism experience, it is important to evaluate which are the most valued attributes for the consumers. The authors studied the phenomena by applying a research with surveys to wine tourists of the western Cape. These surveys had as a main goal to identify the key attributes that motivated customers to engage in winery cellar doors experience. To begin with, the authors reached a conclusion that main tourists go to the wine region for two main reasons: (1) wine tourism purposes, and (2) general holidays. Then, they evaluated the tourists' "[...] underlying reasons for visiting the winery cellar door further point to the more specific individual motivations of the visitors to the region." (Bruwer & Alant, 2009: 248). The result of the research (first time visitors and repeated visitors) is listed up next, from the most important attribute, to the least important one.

- "Taste wine" (51%), "Buy wine" (41,4%), "Learn about wine" (35,5%), "Experience the atmosphere" (33,2%), "Taste a unique wine" (24,7%), "Have a day out" (23%), "Rural setting" (19,4%), "Entertain myself and/or others" (17,8%), "Go on a winery tour" (17,4%), "Socialize with others" (15,5%), "Purchase the winery merchandise" (12,5%), "Find information" (12,5%), "Eat at the winery's restaurant" (9,5%), "Meet the winemaker" (9,5%), "Have a BBQ or a picnic" (7,2%), "Other reasons for visit" (0,4%).

The authors found some differences between both types of visitors mainly regarding the information seeking, purchasing wine, since they already know the region and other parts of the experience. Whereas the first-time visitors prefer to get to know all the parts of the experience and products to reduce their risk of the purchase.

As seen before, there is a main attribute that may define a good and bad wine tourism experience for the consumer, which is the service quality (Roberts and Sparks, 2006; Griffin and Loersch, 2006; Getz and Brown, 2006). In fact, Martin *et al* (2004) studied this topic of the perceived importance of the quality service at cellar door, and its influence on "[...] consumer satisfaction, future purchase intentions, and brand loyalty."

(Martin *et al*, 2004: 272). In fact, wine tourism experience involves a lot of service interactions (E. g. tours and tastings) that are critical to the consumer satisfaction of the overall experience (Martin *et al*, 2004). The authors research had as a base idea that “Regardless of the approach, the cellar door is a vital link in the service chain. It is often the first contact that consumers have with a winery and its wines. Therefore, every aspect of the cellar door (layout, appearance, staff) can be of importance.” (Martin *et al*, 2004: 273). Adding as an example the influence that the staff attitude may have on the overall quality perceived of the service, and that, if the staff is able to make a good impression along the experience, it will have a positive impact on the final purchase decision of the wine visitor, which consists of an important benefit of wine tourism for the wine producer.

The results of the research, applied to wine tourists in Australia, by Martin *et al* (2004: 282) showed that the success of a wine tourism experience “[...] depends not only on the quality of the wine being offered but also on the way it is offered for sale within the cellar-door environment.”. In addition, the authors considered that not only the service is seen as very important, but it is also considered as relevant in both technical and relational levels. The research represented an importance-performance analysis among attributes of a wine tourism experience. Overall, the results were positive as the features that were perceived as most important were the ones with a best performance (E. g. Quality of the tasted wines and the availability of the staff to help), as well as, the less important were the ones with a lower performance rate (E. g. guests made feel like special, brochures and signs, and the care about guest’s specific needs). However, the authors found areas for improvement in regards to a good performance of the wine tourism experience. In fact, Martin *et al* (2004) found that there is an important attribute, range of tasted wines, that was rated by consumers with a low performance, as well as, some attributes had a lower importance for consumers but high effort for attaining a good performance that were the winery décor and the staff appearance.

More recently, Mauracher *et al* (2016) have done a research on wine tourism experience, in the Italian Prosecco District, to understand the influence of two specific variables on the overall experience perception: Overall satisfaction (liking or disliking the experience), and, the uncertainty felt along the same experience. The authors focused on several wine tourism attributes and evaluated them according to two different moments of the experience, those being (1) Pre-purchase and, (2) Actual visit to the wine region. In

addition, Mauracher et al (2016) researched on the possible influence that the like or dislike variables of the satisfaction, and, the uncertainty along the decision-making process could influence on the attribute's ratings.

According to Mauracher *et al* (2016), the research allowed to divide the results into two different parts. The overall results allowed to find the preferences for certain attributes in an average score extracted from the different clusters' answers. These preferences presented low variability of the results which signified most respondents were giving the major rate on similar attributes:

- *Pre-purchase*: Most valued items were (1) Telephone availability of the staff; (2) User-friendly website and, (3) Quality of the information provided in the website.
- *Visit*: The most important attributes of the experience were (1) Quality of the Prosecco wine; (2) friendliness of the staff members; (3) Environment of the tasting area; (4) actual visit and staff's professionalism and competence.

The second half of the analysis was on behalf of the influence of the segmentation variables on the attribute's ratings, as well as a specific attention to both satisfaction and uncertainty influence on those same attributes. The overall satisfaction ratings are affected by socio-demographic segmentation variables whereas, behavioral variables such as consumption of Prosecco wine affect the level of uncertainty regarding the experience "[...] in particular with regard to how the wine tasting and the friendliness of the staff are considered." (Mauracher *et al*, 2016: 292). In addition, the authors found that the attributes were valued in the different following ways:

- Quality of the wine attribute: This attribute is mainly influenced by the socio-demographic variable income, and, where the results described that the higher the income of the tourist, the more satisfied with the wine quality he tended to be.
- Price of the wine attribute: The most satisfied with this item were male and Italian, since foreign wine tourists showed a lower satisfaction in the rating of this item.
- Price of wine tasting: In an opposite side, the foreign tourists were more satisfied than the Italians regarding the proposed price for the wine tastings.

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- Staff friendliness and competency attribute: As stated before, this attribute is mostly influenced by the frequency of wine consumption of the individual, where frequent wine consumers are showed to be less satisfied with the staff attributes.
- Wine tasting attribute: This attribute is affected in two ways, in the first hand, past frequency of consumption affects the uncertainty of the process decision in the wine tasting, in the other hand the satisfaction with the tasting showed to be affected by the nationality, were foreign tourist were more satisfied with the tasting than the Italian ones.
- Overall visit to the winery: The satisfaction regarding the visit experience is also more influenced by the frequency of the wine consumption of the respondents. The more the tourists consume wine outside the experience, the lower the score was regarding the visit. The tourists who generally consume less wine tended to give a better rating to the visit attributes, indoor and outdoor activities, as well as a higher rating to the staff attributes.

According to Mauracher *et al* (2016), the overall conclusion of Mauracher et al (2016) showed that several segmentation variables regarding wine tourist's segmentation would influence their wine tourism experience perception and satisfaction in different ways. These segmentation variables influenced not only their satisfaction but also their perception on the uncertainty along all the experience decision process.

2.4. Experience Economy - Four realms of experience model

2.4.1. The Experience Economy

The concept of experience economy defined by Pine and Gilmore (1998) has its roots in the entertaining industry, with world Disney as a pioneer applicator of the model.

. However, according to the authors, the experience economy business orientation is spreading all around other industries such as the technological industry, with virtual reality experience, or even to hospitality and tourism industry, with the example of Hard

Rock Café. Experience economy is described by Pine and Gilmore (1998), as an evolution of the economic value, following commodities, goods and services (Figure 3). It is a way of acting towards the offer, where the creation of experiences allow to achieve success.

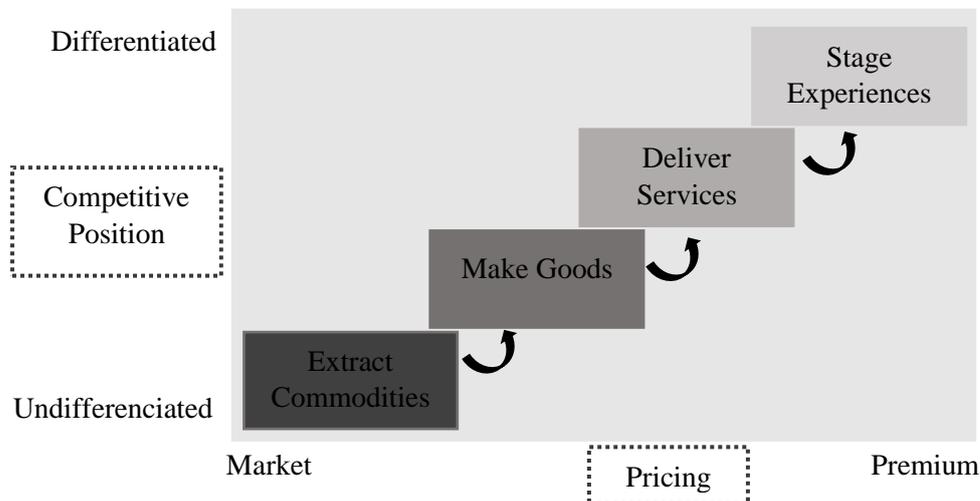


Figure 3: The Progression of Economic Value.

Source: Adapted from Pine, J. B., & Gilmore, J. H. (1998).

Pine and Gilmore (1998) explain that the appearance of this type of experience rely on the fact that consumers are looking for additional value that gives them reasons to spend their money on. And, for that, consumers are looking for not only services anymore, but desire experiences that involve them in a lot of different ways, which represents a new challenge for all the industries companies.

The challenge is to offer experiences hence “[...] as real as an offering as any service, good, or commodity.” (Pine & Gilmore, 1998: 98), consequently, it is important to consider and try to have an offer that involve positive experiences for consumers. The authors explain that the experience economy involves “While prior economic offerings – commodities, goods and services - are external to the buyer, experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.” (Pine & Gilmore, 1998: 99).

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According to Pine and Gilmore (1998) there were three previous economic offerings that are distinct from the experience economy in several ways, those being on the type of economy, the function, the nature of the offering, the key attributes of the offering, the supply strategies, the role of both seller and buyer's and the motivational factors of the demand (Figure 4).

Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Service	Experience
Economic Function	Extract	Make	Deliver	Stage
Nature of Offering	Fungible	Tangible	Intangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Demand Factors	Characteristics	Features	Benefits	Sensations

Figure 4: Economic Distinctions.

Source: From Pine & Gilmore, (1998).

Regarding this type of economical offering defined by Pine and Gilmore (1998), the organization of the economy should be based on the creation of experiences that are staged, memorable, personal and that influence different sensations of the consumer, seen as a guest. In addition, Chang (2018: 55) explains that the financial involvement of the experience economy by explaining that “In the experience economy, distinct from the service economy, industry revenue increases according to the extent to which consumers enjoy their experience.”.

2.4.2. The four realms of experience

According to Pine and Gilmore (1998), the experience economy is organized around specific realms that define an experience. Those realms were categorized according to

“[...] where they fall along the spectra of the two dimensions.” (Pine & Gilmore, 1998: 102). The authors categorized the experience into four different realms (Figure 5).

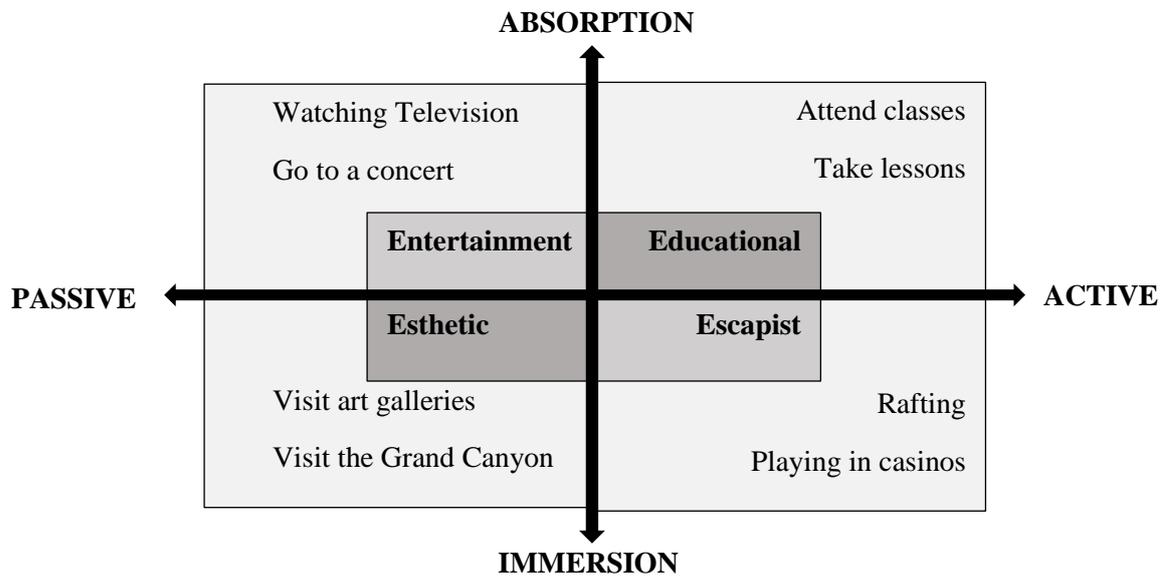


Figure 5: Four realms of experience.

Source: Adapted from Pine, & Gilmore, (1998); Mehmetoglu, & Engen (2011).

Experiences are represented into main dimensions (Pine and Gilmore, 1998) (Figure 5):

1. *Participation*: (1) Passive participation: The customer can only be an observer or a listener, and, doesn't have an influence on the event; and (2) Active participation: The customer is part of the event and has an important role in it.
2. *Connection*: Relationship that exists between the customers and the event itself, and can be either (1) Absorption; or, (2) Immersion.

Pine and Gilmore (1998) also explained that the differences among the realms are:

- Entertainment: Dimension in which participants are the most passive and only assist (by observation or listening) to others' performances.
- Educational: By learning, the participants tend to get more involved (active participation), but still in a position of absorption.
- Esthetic: Participants are immersed in an environment, or in an event, but are passive since there don't have any participation or effect on the event.
- Escapist: The only one who can be both educational or entertainment, and involves the participants a lot.

Concluding with the experience economy four realms model, there is a “sweet spot” that is the better experience of all since it combines at least, one item from each four realms. The “sweet spot” is seen as the most complete experience of all (Pine and Gilmore, 1998).

2.4.3. The four realms of experience in tourism

The experience economy concept was furthermore analysed by Andresson (2007) who researched on the position that the tourists have among this new idea of experience economy. The author defined that experiences are created in the minds of the tourists, which make them the main responsible for the creation and appreciation of an experience (Andresson, 2007). However, the authors define that the job of the tourism experience industry is to provide inputs to the tourism for him to turn into an experience by itself, and, in order to do it successfully, tourism companies should “[...] inputs for experiences that address and fit the needs of the tourist at that particular time.” (Andresson, 2007: 46).

Furthermore, the specific four realms of the experience defined by Pine and Gilmore (1998) were applied by Oh *et al* (2007) to the tourism industry, as following:

- Educational: The tourist is at a certain destination assisting to events and is learning in an active way which can involve both the mind and body. In these experiences “[...] tourists increase their skills and knowledge, either general or specific [...]” (Oh *et al*, 2007: 121) engaging in educational experiences at the location they are visiting at the moment.
- Esthetic: “Tourists enjoy being in the destination environment without affecting or altering the nature of the environment presented to them.” (Oh *et al*, 2007: 212). In this dimension, the tourist as a passive attitude towards its surroundings, only being able to appreciate the environment.
- Entertainment: Linked to a passive participation of the tourist, meaning that the person is not in his/her usual region, towards a specific performance of all types.
- Escapist: Tourism is often a mean to achieve the end for escaping daily lives and routines. In this sense, these dimensions represent the escape to do something new and different that the tourist has an active job in the event.

The authors Oh *et al* (2007) also refer that there is still no specific definition for the escapist dimension. However, the authors Oh *et al* (2007) defined it into three categories that will all imply different behaviors from tourists:

- “Getting-away”: Desire to go away from routines and normal lives, no matter what will be the experience.
- “Immersing-into-destination”: Desire to go somewhere specific as a destination.
- “Partaking-a-different-character”: Desire to participate in a specific activity, no matter the place or routine that made the tourist take part in this escapist experience.

2.4.4. The four realms of experience applied to wine tourism

In 2009, the four dimensions of the experience were tested, in a survey applied to three countries in Europe, by Orsolini and Boksberger. Moreover, this study was analysed by Carlsen and Boksberger (2015) and researched on the following dimensions:

1. Entertainment: In this dimension, are considered as entertainment parts of wine tourism the events, tours with tastings and events directly linked with culture and wine.

2. Education: Which includes all the learning about:

- *Wine industry and product:* Courses or guided tours.
- *Wine culture:* Relationship between the wine and gastronomy of the region.
- *Wine history:* Visits to museums.

3. Escape: Which can include walks around vineyards or some sports, such as “wine hiking” as long as combined with wine

4. Aesthetic: Related to the appreciation of the beauty of the landscape, bars and shops of the region. Here, it is also important to have good and clean information for the visitors.

The results of the study confirmed that (Orsolini and Boksberger, 2009):

- The most important dimensions, considered by those countries, and, regarding wine tourism is the aesthetic, with variables such as landscape or cellar doors.
- Entertainment dimensions, with tastings and tours, were also considered as very important by the tourist that participated in the study.

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Furthermore, Quadri-Felitti and Fiore (2012) started their research on this topic. Based on the experience economy 4E's model of Pine and Gilmore (1998), the authors have defined an updated version of the model applied to wine tourism by reviewing the literature on previous researches, obtaining the following version:

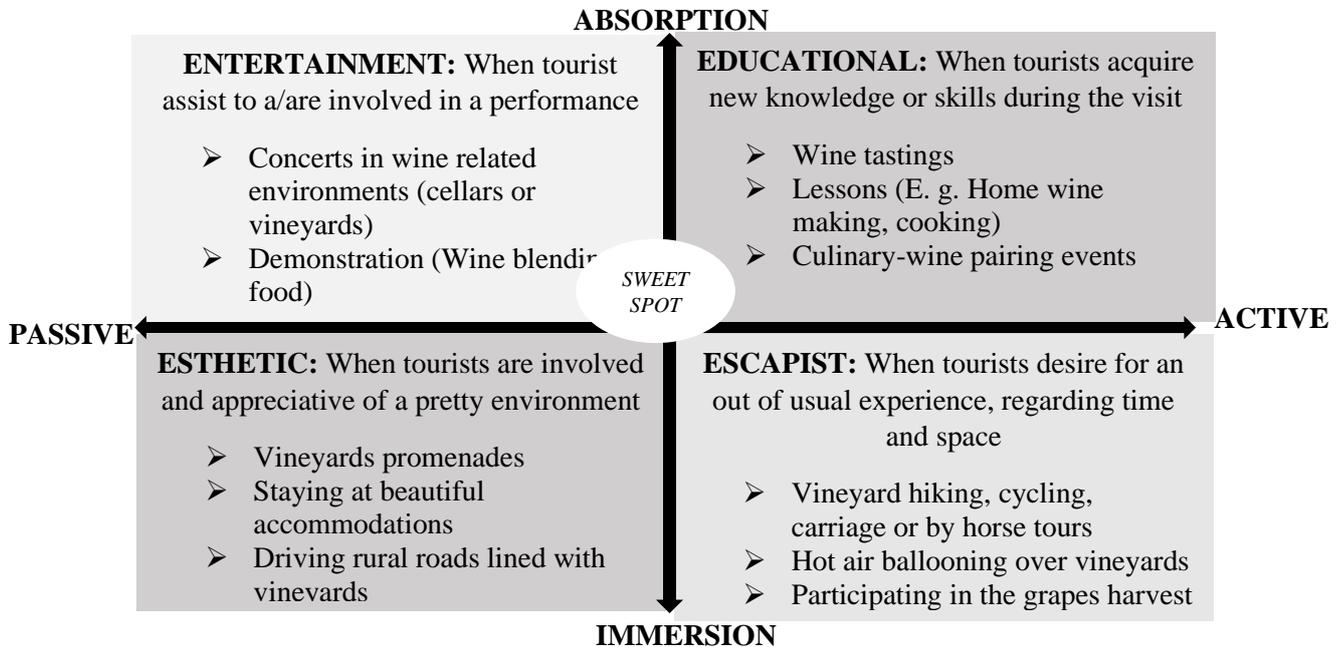


Figure 6: Wine tourist activities regarding the 4E's model of Experience Economy concept. Source: Adapted from Quadri-Felitti and Fiore (2012)

The theory by Quadri-Felitti and Fiore (2012) was tested in the wine region of Cognac in France by Thanh and Kirova (2018). This research was intended to get to understand how the wine tourism experience is organized around the four different realms, in Cognac. The conclusions made by the authors of the research were the following:

Educational: The most important dimension of the four realms with 46% of the references from the studied population).

- *Activities of the educational realm:* Guide and front office role, wine tastings and seminars, home wine making seminars, culinary wine-pairing events, cooking and craft-making classes.
- *Results:* Of all the activities. The ones that were cited the most often where the guide and reception staff, wine tastings and wine making workshops.

Entertainment: The second most important realm in the region with 44% of the references.

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- *Activities of the entertainment realm:* Visits to wine museums and heritage site, service and product prices, wine shops, wine blending demonstrations, farm and food demonstrations, wine festivals and galleries, cellar/vineyards concerts.
- *Results:* The activities that were the most frequently reported were (1) wine museum and heritage site visits, (2) service and product prices.

Esthetic: The third classified, with a lower score with only 10% of all the references

- *Activities of the esthetic realm:* “Consuming” the winescape, typical architecture related to the wineries, enjoying typical bars, restaurants, cafes, signage and information about wine attractions, enjoy unique lodging (B2B) and wines, driving rural roads lined with, Vineyards, art and craft fairs at wineries.
- *Results:* Main sub dimensions of this realm were mainly consuming the winescape and also enjoying typical wineries, restaurants, bars, cafes.

Escapist: This realm was considered as non-significant in the region of cognac due to the fact that it had a very low number of references).

- *Activities of the escapist realm:* Vineyard tour by horse and carriage, vineyard hiking or cycling tours, hot air ballooning over the vineyards, harvesting grapes and riding a grape picker)
- *Results:* The only few references were specific about horse and carriage rides.

Thanh and Kirova (2018) identified the main organization and activities of the wine tourism experience in Cognac, France and concluded with the importance of the two dimensions of the absorption side (Educational and entertainment) and with the possible improvements of the region regarding the less referred realms (esthetic and escapist).

Duan *et al* (2018) also applied the experience economy four realms model but to the perspective to the Chinese wine tourism industry by analyzing several Chinese travelers’ blogs. The authors looked for the relation between two models: Product levels of Kotler (2016) and the four realms of the experience in wine tourism of Quadri-Felitti and Fiore (2012). Duan *et al* (2018: 958) described “[...] two frameworks use different approaches to identify wine tourists’ experiences, but they are complementary; most of the aspects overlap, while some are unique, such as the escapist experience in experience economy model, and service in Product Levels Theory.” These product levels were analysed and the authors found the following organization:

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1. Core product (Wine tastings, Education, Wine shop): The travelers were satisfied with tasting but not has much with guided tours and overall educational part.
2. Basic product (Transportation, Buildings, Landscape): The blog travelers were not completely satisfied with the transportations, both bus and roads.
3. Expected product (Services): Overall satisfaction with this dimension.
4. Augmented product (Accommodation, events, festivals): The offer presented some wine tourism accommodation but besides being only a few, the ones that exist in the market presented high prices. Other wine events are also rare.
5. Potential product (Social): Only a few bloggers have referenced this potential of social opportunities which may be opened for improvement.

By comparing the models, Duan *et al* (2018) achieved the following results:

- Educational: Considered activities such as tastings, education programs and wine shop experience. The conclusion is that the realm is underdeveloped in the Chinese wine tourism which is preventing the Chinese wineries to benefit from wine tourism main benefits. Hence, by giving knowledge to wine tourists, it will reduce risk and thus increase the winery wine sales along the experience.
- Entertainment: Considered activities discussed in the augmented product level such as events and/or festivals. The wine shop experience was also considered by the authors in the entertainment since, according to Getz and Carlsen (2008) some activities may be part of both realms, and wine shop experience is one “edutainment” activities. Entertainment was missing hence there were not enough events around the wine tourism industry.
- Aesthetic: Considered activities discussed in the basic product level such as the winery buildings and the landscape that may be part of the experience by being beautiful and appreciated by the tourists. This realm was positively ranked by the Chinese bloggers which defines a good level of aesthetic.
- Escapist: The realm is a main motivation to engage in wine tourism activities , considered as good but still not enough for a complete experience.

3. Methodologies

3.1. Research Approach

According to Richey and Klein (2007), there are three different types of research purposes: descriptive, exploratory and explanatory. This research is based on an exploratory purpose as it aims to focus on a broad topic of wine tourism and to gain new information to “[...] a better, or deeper understanding of the world based on what we already know.” (Reiter, 2017: 144) about the experience of wine tourism in Azeitão according to a model in which very little is known yet. In fact, according to Quadri-Felitti and Fiore (2013), only a few researches have focused on the issue of the four realms of the experience applied to wine tourism, and, there are no studies focused on the region of Azeitão. Exploratory research is also described by Stebbins (2001: 5) as “[...] brief, fleeting, preliminary stage [...] that gives the way to the real thing.” As a baseline for further research, which can be applied to this specific research.

Following, exploratory research is aimed to focus on a cause and effect relation which is applied in this research in which it will focus on what are the characteristics of the wine tourism in Azeitão which leads to a specific perception the experience of the wine tourists. According to Reiter (2017) exploratory research follows a process in which it begins with a review of the theory and clear pre-established hypothesis, and it will furthermore ask “[...] how much a theory and hypothesis can explain, how well it can explain it, or how meaningful and fruitful and explanation is.” (Reiter, 2017: 144). The author stated that exploratory research is, in its broader sense, a mean of using bibliography that exists and apply it to a specific context which in this case is the wine tourism experience in Azeitão, and analyse its “[...] forth-and-back between theory and reality.” (Reiter, 2017: 144).

3.2. Research Context

The data context involves reviews from Azeitão village, which belongs to Peninsula de Setúbal and which is famous for its wines and traditional Moscatel de Setúbal sweet wine. Peninsula de Setúbal, which has as a Denomination of Origin known as “Setúbal” or “Palmela” depending on the type of wine that is produced, is a wine region that is located

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along the west coast of Lisbon and which is divided between a mountainous and a flat area, and which has a diversified climate due to its proximity to two rivers (Sado and Tejo) and to the several mountains. Total vineyards area of the region covers 7203 hectares which represents 3.8% of the total vineyards of Portugal (IVV, 2017). The region is responsible for the production of a total of 525 049 hectoliters (hl) in the years of 2017/2018 which is translated into 8% of the total national wine production of Portugal (IVV, 2018). Peninsula de Setúbal has also developed wine routes which are important for the development of wine tourism in the region (Image 1). These wine routes comprise a total of 16 municipalities and 21 members (wineries) that are divided into six main routes in which wine tourists can engage in different activities.



Image 1: Wine tourism routes of Península of Setúbal.

Source: Cipriano (2014) Rota dos Vinhos – Península de Setúbal

Azeitão, as a village belonging to Portugal, belongs to the “Old World” wine countries (Robinson, 1994; Liang, 2015). Azeitão is part of Peninsula of Setúbal wine region and wine route, and is located at a distance of 30 kilometers from Lisbon. It is located in the mountainous side of Peninsula de Setúbal, near Arrábida mountain, wine region and attains an altitude between 100 and 500 meters. It is also located near the Atlantic sea and two rivers (Tejo and Sado) which allows a diverse climate to involve the region and that has a positive impact on the diversity of wine production (Ferreira & Hunter, 2018). Azeitão is the home of two route members (Bacalhôa and José Maria da Fonseca winery) which are wine producers that also engage in wine tourism activities, as presented below:

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José Maria da Fonseca: The company has different wine cellars in Portugal with a total of 650 hectares of vineyards. Has two points of wine tourism (House museum and Potes wine cellar), from which only the House Museum is located in Azeitão. Includes:

- *First*: Brief explanation about the company's past history.
- *Second*: Visit to the hold wine cellars ("Adegas") which are Adega da Mata and Adega dos Teares Novos where you have Periquita, and Moscateis de Setubal.
- *Third*: Follows a wine tasting with several options to try more or less variety of wines and add the option of try the regional gastronomy as well.
- *Finally*: Visit to the wine shop where are the wines and regional products.

Bacalhôa: The company is present in 7 different regions of Portugal with 4 wine cellars that include a total of 1200 hectares which produce 40 different types of grapes. Bacalhôa has four wine tourism spots in Portugal (Aliança Underground Museum, Bacalhôa Wine Cellar/Museum, Bacalhôa's Palace, Bacalhôa Buddha Edden) in which two are located in Azeitão (Bacalhôa Wine cellar/Museum and Bacalhôa's Palace), and, which the tourist may choose between doing one of the experience or a pack with both of them.

- *Wine Cellar Museum experience*: Includes both art exhibitions (African art, Art Nouveau and Portuguese Tiles) and professional wine tastings.
- *Bacalhôa's Palace*: Which includes visit to landscapes (with several gardens and vineyards) and a focus in the history, specific architecture and art. This part of the visit also includes a wine tasting.
- *Wine shop*: Can be part of the experience as well and includes both the company's wines and regional products for tourists to purchase,

3. 3. Data Collection

3.3.1. Primary and Secondary data

As Hox and Boeijs (2005: 593) state "To collect data, social scientists make use of a number of different data collection strategies.". The author explains that these strategies include two main types of methods for data collection: (1) *primary data*, in which the researcher creates new methods to collect specific data and creates new content to make it available for it to become a secondary data source afterwards, and (2) *secondary data*, which is the method used by researchers when they look for researches elaborated on a

previous base but on the same topic as their own research. Glass (1976) describes secondary data as a mean to access the original studies done on the topic, and, that can be found in data archives and on the Internet. Both strategies present advantages and disadvantages (How and Boeije, 2005) such as: (1) *Primary data*: is more tailored to the purpose of the research itself but is demanding regarding resources such as money and time; and (2) *Secondary data*: was created for another research topic so it is not as specific but is very fast and cheap to access.

Regarding this dissertation, the secondary was done in advance, and is represented by the extensive literature review on the four topics of wine tourism, tourist, experience and realms of the experience model, to find what was previously researched on. This step allowed to understand the current research situation on wine tourism experience. In the second hand, since hence no previous research was applied to this specific research context, primary data has to be collected. The primary data is done with a content analysis to online reviews of both wine companies of Azeitão, as described in the previous section.

3.3.2. Netnography, process and advantages

This dissertation follows a netnography approach, using the Internet as a data collection source. In fact, “Internet is increasingly taking the form of a laboratory for the social sciences, in much the same way as astronomers might use a virtual observatory to understand the mysteries of the night sky.” (Eynon *et al*, 2008: 26). In addition, information technologies are proving to be a useful tool that provides new opportunities to researchers (Weare & Lin, 2000) and are considered to be a complete, rich and trendy place to assess and study information, by itself, or, compiling the research by adding other traditional methodologies to the study (Eynon *et al*, 2008). The author adds that this trend is caused by the technology improvement and the internet is becoming a stable environment, to apply research, mostly in the tourism industry research where we are assisting to a huge online content creation by consumers (Sthapit, 2018).

Netnography is defined as “[...] a new qualitative method devised specifically to investigate the consumer behavior of cultures and communities present on the internet [...] with the aim of enabling a contextually-situated study of the consumer behavior of

virtual communities and cyberculture.” (Kozinets, 1998: 366). More recently, the author completed this previous definition updating it to “Netnography, or ethnography on the Internet, is a new qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that are emerging through computer-mediated communications” (Kozinets, 2002: 62).

According to the author Kozinets (1998), there are three research types where this approach is useful: (1) A way to research on the own cybercultures and communities; (2) a way to research on possible secondary aspects that may come from these cybercultures or communities; (3) an exploratory method to research on general topics. As this dissertation follows an exploratory purpose, it will focus on the third use of the author. In 2002, Kozinets added mandatory steps to have a successful netnographic study, which are presented up next:

Step 1 “Entrée”: According to Kozinets 2002, to start correctly any research, the researcher must have defined a research question and that is specific enough to find appropriate forums – (1) that has a specific research topic, (2) has a big number of users/postings, (3) Have a rich and detailed data, (5) A lot of interactions among users.

- TripAdvisor: This forum responds to the criteria established by Kozinets (2002) since it is a forum focused on tourism, consumer to consumer, communication. In addition, it has a huge number of users, around “50 million unique monthly visitors and 60 million reviews” (Sthapit, 2017: 113). The information is relevant since it is about destinations and the reviews it contains allow the customers to have an insight of other’s customers experience, allowing them to know what they recommend and don’t. (Sthapit, 2017).

Step 2 “Data Collection”: Which may include two main parts, the data from the forum without alterations and that is copied for specific use, and the notes added by the researcher afterwards. And, as stated before, the data was collected from reviews on TripAdvisor during the months of November 2018 to January 2019. The data (total of 552 reviews) was collected to understand the wine tourism experience in Azeitão which includes two big wineries: (1) José Maria da Fonseca winery: The winery presented 263 total reviews on the platform, 235 were considered valid in this research due to the language barrier; and (2) Bacalhôa winery: The company has several wine tourism activities in Portugal. However, the only two that are located in research context of

Azeitão are the winery itself and the “Palácio and Quinta da Bacalhôa”, this way, the reviews are divided into different pages on social media, but are part of the same offered experience of the company in Azeitão. This way, the winery comprises 330 reviews on TripAdvisor, 317 were used in the sample due to the language barrier.

Step 3 “Data Analysis”: Which include the use of specific software’s to add a context to the information extracted from the forum. This step will be done with the application of a content analysis, an old methodology but that is increasingly gaining visibility due to the rise of Internet (Weare & Lin, 2000), with Leximancer’s software. This step is further explained in point 4.4 of the methodologies.

Step 4 “Trustworthiness”: The research must follow the steps to extract real information from the research. For that, details must be given while explained the research regarding data collection and analysis (Sthapit, 2018), done in this chapter.

Ethical issues: Kozinets (2002) established some precaution rules to avoid the method being misused, which are: (1) separation between the researcher’s relation/affiliation and the online community; (2) guarantee both anonymity and confidentiality; (3) look for and involve feedback; (4) be aware of the public vs private discussion.

Finally, this methodology presents several advantages identified in the literature by different authors, which are:

- Find the consumer, where he is going to create content (Kozinets 2010).
- Allows access to a big amount of data that communicate on several different platforms on the internet (Kozinets, 1998; Eynon *et al*, 2008) as well as enables the access to in-depth useful content (Kozinets, 2002)
- “Eliminates some “Entré” challenges such as long distance, different languages’, personal sacrifices or other possible restraints, by being able to do the research from home.” (Kozinets, 1998: 368).
- Less expensive, easier to gather data, affect a specific group. And, “Because it is both naturalistic and unobtrusive – a unique combination not found in any other marketing research method - netnography allows continuing access to informants in a particular online social situation” (Kozinets, 2002: 62).

- Less biased data because (1) consumers had time to reflect on what they were sharing; (2) they tend to be more honest due to the fact that it is hard to track people online; (3) Data is produced when the consumer wants and is not influenced by the research period (Germain *et al*, 2018). Mkono (2012) also adds the idea that online information tends to be more honest since it is given freely by the consumer, because they wanted to do so.
- Avoids alteration of information caused by the difference in time and memory between the experience and the posting (Sthapit, 2018).
- Allows to access groups that may be harder to find otherwise (Kozinets, 2010).

3. 4. Data Analysis

3.4.1. Content analysis definition

According to Richey and Klein (2007) content analysis is an adequate methodology to apply in exploratory research. The methodology requires a data analysis that will focus on the collected data of online communities. In this case, the collected data was extracted from TripAdvisor reviews for both companies in analysis. These reviews were analysed by applying the content analysis on the reviews text content. Content analysis was early defined as “[...] an observational research method that is used to systematically evaluate the symbolic content of all forms of recorded communications. These communications can also be analysed at many levels (image, word, roles, etc), thereby creating a new realm of research opportunities.” (Kolbe & Burnett, 1991:243). In fact, this type of analysis has never been so easy to use since the Internet has allowed the content to be accessed in a quicker and easier way. Skalski *et al* (2017) define the Internet as a “library of information” that allows the access to, not only printed content but also to other formats of content (e. g. audio, video or interactive content). According to the authors, “With the proliferation of online content, researchers are now faced with massive data sets generated by user behavior” (Skalski *et al*, 2017: 203). In the same logic, the author Neuendorf (2002) agrees that there is a huge increase of data generated on world wide web that may enable the use, not only to text content but also other forms of content such as articles, databases and interactions of consumers that are generated in web platforms. Finally, Neuendorf (2017) agrees on the idea that it is a methodology that may be applied to different forms of content such as “[...] written text, transcribed speech, verbal

interactions, visual images, characterizations, on verbal behavior, sound events, or any other message type” (Neuendorf, 2017: 34).

Neuendorf (2017) formed an updated version of content analysis definition as a “summarizing quantitative analysis of messages that follows the standard of the scientific method (including attention to objectivity, a priori design, reliability, validity, generalizability, replicability and hypothesis testing based on theory) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented” (Neuendorf, 2017: 17).

There are two types of approaches that may be applied to this methodology, (Stepchenkova *et al*, 2009) regarding its application to social sciences, which are: (1) Quantitative: Has as a goal to classify words according to their meaning and make it a simpler analysis; and (2) Qualitative: Has as a main goal, not to summarize information, but to focus on the detail of content and analyse it according to the perspective of the researcher.

This methodology presents a few major advantages that, according to Kolbe and Burnett (1991) are represented by three major ones:

- A use of communication that is restraint and low profile;
- that is able to have an overall impression of the research environment, the sources in which the content is taken from, levels of interest and liability;
- that may be a new beginning for possible future researches on the same topic.

In addition, Stemler (2001) also defined some advantages of this methodology. Using a quantitative approach, it can be a tool to reduce data by being “[...] a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding [...]”. The technique of content analysis extends far beyond simple word frequency counts. (Stemler, 2001: 8).

3.4.2. Content analysis process

Krippendorff (1980) defined some issues that need to be considered by the researcher while applying a content analysis, that are: (1) The choice of the data that will be the

target of the analysis; (2) What criteria that choice has; (3) The definition of a population where the data is coming from; (4) If there is any is context surrounding the research as well as some boundaries that should be defined; (5) the definition of the target of the conclusions of the research.

Some years later, Weare and Lin (2000) proposed a method for content analysis that is divided into five parts, that should be applied after the research question defined.

1. *Sampling*: Where the researcher should define a “[...] population of methods addressed by the research question and define a sample from that population” (Weare & Lin, 2000: 273).
2. *Utilization*: The researcher has to define a unit of analysis according to three different units. There are three main units of analysis while conducting a content analysis: sampling units, context units and recording units (Krippendorff, 1980).
3. *Categorization*: Where a scheme should be elaborated to apply correctly the categories of the research. This scheme must guarantee a viable and reliable classification in order to be valid. As Weare and Lin (2000: 284) explain “The development of a comprehensive and mutually exclusive categorization scheme by which individual recording and context units will be described is the single most important component of content analysis.”.
4. *Coding*: The coding of the categories can be made in one of two ways – Emergent or priori – where the different remains in the moment in which the categories are designed. Meaning that, for the emergent, the categories should erase from a first analysis. In the opposite side, the priori categorization has the categories established before any research and in accordance to a previous established theory. In addition, according to Neuendorf (2017), there are two types of coding methods: (1) Human, where humans are the ones who are going to code with the help of codebooks and forms; (2) Computer – where the coding will be done automatically by a software in the computer, this process is called CATA (Computer aid text analysis). Regarding this research, a specific software called Leximancer was used in order to analyse the reviews.

“Although it has existed for centuries as a form of scientific inquiry, its development and diffusion have been primarily spurred by the rise of mass media, newspapers in the 19th century and electronic media in the 20th century” (Weare & Lin, 2000: 272). Weare and

Lin (2000) created a method so the content analysis could be applied to a netnography research. The suggestions that the authors gave are as following:

Sampling: By facilitating the gathering of information and data, the authors make clear that research nowadays cannot be as restricted to the dimension of the sample as before. In addition, before the samples looked for analysis of convenience samples and did not have total resources to analyse the whole population of interest whereas now it is more frequent for researcher to focus on the whole population.

- *Sample frames:* The authors Weare and Lin explain that internet facilitates the creation of sample frames as it allows to generate random samples, still focused on the topic, among, collector sites, popular sites.

Utilization: The nature of the Internet may involve more challenges regarding the understanding of online content and messages due to the difficulty of analyzing the environment of the message itself, which ends up affecting the units of analysis.

- *Sample units:* Which actual content in analysis. For this research, we will focus on web pages (Trip Advisor specific pages of both wine tourism companies).
- *Recording units:* Divide the units into smaller groups (Weare and Lin, 2000).
- *Context units:* It is the reliability of how the message was created. As a C2C page, content is created by consumers and is directly uploaded on the platform them.

Categorization: Hard to apply on the internet due to the different types of messages. Only text is present on the reviews which facilitates the elaboration of the scheme.

Coding: Hard to define what to code due to the volatility of web contents. The specific date in which the data was collected and put on an excel offline archive, gathering the database of the research was from November 2018 to January 2019.

As these notes from Weare and Lin (200) were explained, there were also considered along the research as they define how a content analysis can be adequately applied on the context of an internet research known as netnographic approach.

4. Results Analysis

4.1. Sample Descriptive Analysis

The sample used for this research is based on reviews from TripAdvisor for both wineries of Azeitão village - Bacalhôa and José Maria da Fonseca. It included a total of 552

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reviews in which 82,4% (455 reviews) had the information about the gender, in which the sample is represented by 40% of females (183 reviews) and 60% of males (272 reviews).

Trip Advisor's users can choose to create a profile in which they may, or not, include their age range. Regarding the total sample, less than a half, a total of 40,58% (224 reviews), of the wine tourists included this information in their online profile. The main age group of wine tourists, in Azeitão's wine tourism experience, with a total of 42,86% of the reviews (96 reviews) are included between 35-49 years old. The following age group that is most present in this netnography research presented 33,93% of the reviews (76 reviews) aggregates individuals from 50-64 years old. The sample also included two middle categories: Firstly, with a much lower score of 13,39% of sample, (30 reviews) in which we can find individuals aged between 25-34, and, secondly individuals aged with more than 65 years old which represented a total of 8,48% (19 reviews). Finally, the smallest age groups of wine tourists in Azeitão, only reaching 0,89% of the reviews (2 reviews), is represented by people aged between 18 to 24 years old.

In addition, TripAdvisor online platform also allows to create profiles in which the nationality may be available. In this case, the sample included individuals from several nationalities. A total of 77,54% of the reviews (428 reviews) present this information. The majority of the reviews are from national wine tourists (from Portugal) which correspond to a total of 35,28% (151 reviews) of the sample, followed by wine tourists from Brazil with 135 (31,54%) of the 428 reviews. Both nationalities represent more than half of the reviews of TripAdvisor platform, regarding the matter of wine tourism in Bacalhôa and José Maria da Fonseca. Besides, wine tourists from United States of America (41 reviews – 9,57%), United Kingdom (23 reviews – 5,37%), France (14 reviews – 3,27%) and Spain (9 – 2,1%) presented a smaller portion of the sample but still with quite important scores. Finally, a part of the sample from other nationalities also presented some reviews for both wineries but with scores under 2%. These other nationalities, such as Germany, Canada, Belgium, Switzerland, Poland and others presented a total of 12,85% of the reviews (55 reviews). However, even if in different proportions, the sample presented a total of 428 reviews from 21 different countries which is representative of a diversity of the nationalities of tourists in the Azeitão's village.

Finally, TripAdvisor also segments tourists by traveler type. In this point, tourists that submit reviews regarding their experiences may also include their "traveler type":

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“families”, “couples”, “alone”, “business”, “friends”. A total of 489 reviews responded to this information, which corresponds to 88,58% of the sample. In fact, the main traveler type found included couples that represented 38,65% of the sample (189 reviews). Following, with also quite high scores, the main types of travelers of Azeitão two main wine tourism experiences were friend’s traveler type, that represent 29,45% of the sample (144 reviews), and families with 23,52% (115 reviews). The remaining two types of travelers presented quite lower scores in the sample, which included 4,5% of business travelers (22 reviews), and 3,89% were alone travelers (19 reviews).

In conclusion, the research confirmed that wine tourists in Azeitão are mainly males (60%), even if the results were quite balanced between genders. The ages are located from 35 to 65 years old. It combines the two main age groups that gathered 77% of the available reviews. Following, the sample is composed by national tourists from Portugal, and are followed closely by Brazilian visitors which could be explained by the fact that Brazil is an ex colony from Portugal which facilitates both travels and cultural issues. Finally, most travelers are engaging in the wine tourism experiences as couples or with friends.

Variable	Category	N	%
Gender	Female	183	40,22%
	Male	272	59,78%
Age group	18-24	2	0,89%
	25-34	30	13,39%
	35-49	96	42,85%
	50-64	76	33,93%
	60+	1	0,45%
	65+	19	8,48%
Nationality	Portugal	151	35,28%
	Brazil	135	31,54%
	USA	41	9,57%
	UK	23	5,37%
	France	14	3,27%
	Spain	9	2,10%
	Other	55	12,85%
	Alone	19	3,88%

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Traveler Type	Business	22	4,5%
	Couple	189	38.65%
	Family	115	23,52%
	Friends	144	29.44%

Table 1: Sample descriptive analysis summary.

4.2. Experience Satisfaction Analysis

The TripAdvisor online platform allows tourists to rate their experiences from 1 to 5 in which 1 is a classification given by the tourists that considered their experiences as “terrible” and 5 which is the tourists that had an “excellent” experience. This scale also includes a middle term in which the tourists can evaluate their experience as “medium” with a rate of 3. This step is mandatory in order to upload a review to the platform which, consequently, the satisfaction analysis is made upon the whole sample (552 reviews).

Overall, the sample included wine tourists that gave a positive feedback of their experience. This may be illustrated by the fact that 54,89% of the tourists (303 reviews) describe their experiences as “excellent” with a ranking of 5, and 32,25% describe the experience with a rank of 4 “very good” experience (178 reviews). These values express an average high overall feedback of the experience hence both rates included 87,14% of the sample total reviews of their wine tourism experience (481 reviews). In a lower amount, the less positive inputs represented a 2,54% (14 reviews) for the ranking of 1, being “terrible” and 1,99% (11 reviews) to describe the experiences as “weak” with a rate of 2. The middle rate of “medium” also includes a low score since only 46 reviews rated the experience as medium representing only 8,33% of the total sample. The ranks presented in the overall analysis were balanced with the individual ranks per winery (Table 2) in which we can find a higher percentage of positive evaluations.

	BACALHÔA	%	JOSÉ MARIA DA FONSECA	%	TOTAL	%
1 "TERRIBLE"	9	2,84	5	2,13	14	2,54
2 "WEAK"	7	2,21	4	1,7	11	1,99
3 "MEDIUM"	25	7,89	21	8,94	46	8,33
4 "VERY GOOD"	94	29,65	84	35,74	178	32,25
5 "EXCELLENT"	182	57,41	121	51,49	303	54,89
TOTAL	317	100	235	100	552	100

Table 2: Azeitão overall wine tourism experience satisfaction analysis and per winery.

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The specific satisfaction analysis done to the Bacalhôa winery had as a most frequent rate with more than a half of the total reviews, 57,41% (182 reviews). the evaluation of a 5/5 which is defined as an “excellent” wine tourism experience. Following, an also positive rate of 4 and described as “very good” experience was the second most frequent rate that tourists from Bacalhôa have assigned to the wine tourism experience with 29,65% of the reviews. At last, the rates that describe the experience less positively were the ones less frequently used to evaluate the Bacalhôa wine tourism in which 7,89% of the tourists described the experience as “medium”, followed by 2,21% (7 reviews) that though the experience was “weak” and finally 2,84% (9 reviews) described it as “terrible”.

Similarly, the ratings from José Maria da Fonseca winery had a much more frequent emphasis on positive feedbacks of the experiences in which 51,49% of the online users (121 reviews) define the experience as “excellent”. The rate of 5 “excellent” also combine more than a half of the total winery reviews, but it is still a slightly lower result than the one observed in Bacalhôa’s specific case. In addition, the also very important score of a “very good” experience is very high in this winery (35,74% - 84 reviews) and superior to Bacalhôa’s results. Finally, and similarly to Bacalhôa’s winery, José Maria da Fonseca presented quite low scores regarding the ratings of “medium” which included 8,94% of the tourists (21 reviews), “weak” that only gathered a score of 1,7% of the respondents and finally 2,13% (5 reviews) of the wine tourists described their experience as “terrible”.

With the results of the satisfaction analysis presented, there are some considerations to be made regarding the Azeitão wine tourism experience impressions according to the similarities and differences in the results. Besides having pretty similar scores, there are still small differences on the satisfaction towards the wineries presented by the wineries. The research allowed to see that Bacalhôa presented more extreme results for “terrible” and “excellent” having higher scores in these rates than José Maria da Fonseca winery. This difference, even if slight, may be justified by the difference of the wine tourism experience offers and possible packages between both companies. In fact, Bacalhôa has a more diverse wine tourism package which includes wine as well as a lot of art and, José Maria da Fonseca presents a more traditional package that is entirely focused on wine, production and history.

4.3. Word Clouds Results

To begin with the text analysis, word clouds were generated for the review titles in the online software Word It Out. These word clouds are useful tools since they allow text analysis to be made in a clearer and simpler way in which words are evaluated according to their frequency of appearance in a text, list or other forms of text. In fact, word clouds have “The ability to organize assessment data, or any data for that matter, in a graphical representation makes the data easy to-read and comprehend” (DePaolo & Wilkinson, 2014: 38). The clouds organize words around their frequency in which more frequently used words are presented in a bigger size than the less frequent ones in a simple graphic image. Applied to this research, the word clouds are useful to analyse the word frequency of the review titles on TripAdvisor in order to take some conclusions from the content and satisfaction of the visitors of the wineries.

To understand the different perspectives, the analysis was applied to different perspectives:

- **Bacalhôa** – A word cloud was created with the 317 review titles.
- **José Maria da Fonseca** – A word cloud created with 235 review titles.
- **Azeitão** – The review titles of both the Azeitão wineries were gathered to create a word cloud to understand the overall perspective of the offer of Azeitão.

4.3.1. General text analysis of the overall experience

The word cloud analysis allowed to identify the key factors of the experience feedback, described by the sample in their review titles. To make this possible, a word cloud was created with the 552 titles of the reviews analysed in the sample (Image 2).

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“Interesting”, “great”, “Nice”, “Beautiful”, “Fantastic”, “Value”, “Quality”, “Amazing” which can be seen as representative of the satisfaction analysis in which more than 87% of the tourists expressed that their experience was positive with a rating of 4 “very good” or 5 “excellent”. Similarly, this graphic allows to confirm the very low score of negative evaluations found on the satisfaction analysis. In this text analysis, only a few negative words, like “Ok” or “Disappointing” were used to describe the José Maria da Fonseca wine tourism experience, confirming the results of the satisfaction analysis.

It is also important to highlight the frequent use of the words “History”, “Museum”, “Cellar”, “Gardens” and “Heritage” which represent the content of the tours and the special features that the wine tourists considered as relevant. In this case, there is also a high frequency of words associated with the tastings, that is also a major part of the available package, such as “Tasting”, “Taste” and some specific wines tasted such as “Periquita” and “Moscatel”. Once again, showing a big importance of the tasting part of the experiences. Finally, in a less frequent proportion but still relevant, the word “Shop” which is part of the experience was also considered as important to identify in the feedback given, as well as “Cheese” which can be explained by the fact that the company also presents some regional products, from Azeitão, along the tasting of the wines.

The finding results of Bacalhôa’s text analysis for its 317 title reviews (Image 4) were both similar in terms of positivity and satisfaction, just like in the satisfaction analysis. Regarding the content of the experience, this second one showed different results.



Image 4: Generated Word Cloud for wine tourism experience of Bacalhôa winery.

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Also in Bacalhôa's case, the most used words to describe the experience in the titles was "Wine", in which, we also consider as important the use of the word "Wines" since it has the same meaning, and, also presents a high frequency of use in the graphic.

Secondly, and similarly to the case of José Maria da Fonseca, the words "Visit" and "Tour" are also highly used while describing the experience of the wine tourists of Azeitão, which is comprehensible since it is the core feature of the experience that will involve all the other smaller features like tasting or others. However, in the case of this winery, the word "Art" appears very clearly, meaning that it was very used by the Bacalhôa wine tourists, which was not seen in the analysis of the competitor's word clouds, in which, the other did not even appear. In fact, some other wording related to art is also important to highlight as it is quite unique to this graphic, such as "Arts", "Architecture", and "Culture" which reinforce the idea of a package content that mix both wine and arts in a same wine tourism experience. To add up, words like "Surprising" and "Surprise" were highly used by the tourist to describe their experience which can be related to the fact that an experience that combines wines and arts is not expected and "surprises" the tourists by being different from the traditional expected package.

Regarding the experience proposed by this winery, some other words are used frequently to describe what was experienced such as "Cellar", "Palace" and "Collection". Then, also important regarding the content are the frequently used words "Palace", "Place", "Collection" which are part of the whole package. Besides the tour and art, the wine tourists also seem to consider "tasting" as an important part of the experience, even if it is considered as less relevant than in the previous case of José Maria da Fonseca.

Finally, positive adjectives "Beautiful", "Excellent", "Sensational", "Memorable", "Unforgettable" are frequently expressed, as it may be confirmed by the satisfaction analysis, and there is a low frequency of negatives like "Poor", "Bad" or a "Deception".

As it is possible to conclude from this analysis, both wineries present similar feedbacks regarding their good and positive experiences. However, as seen in the word clouds, the content of the experiences itself ends up being quite different from one another in which we can find both a traditional and a more artistic focused approach. This is also part of the data context confirmation in which we can see a balance between what is promoted

as the offer and what is the true offer of each individual wineries wine tourism packages. It is also important to notice that in both cases, the word “Experience” appears in a medium frequency but that is still important hence it is representing the fact that both are seen as experiences instead of simple touristic services or products deliveries. Important:

4.4. Leximancer Output Analysis

The content analysis of the reviews was done by extracting the content of the reviews into an excel file in which the following information was selected: winery, date, title, content, rating, nationality gender, age and traveler type. In order to be able to analyse the content of the 552 reviews, the excel file was than analysed by Leximancer software that categorizes the content into several themes, that each one includes several concepts according to the most used words. By presenting this output, the analysis revealed which are the dimensions of the wine tourists experience in Azeitão. This analysis was done in several perspectives, in order to understand, in detail, the whole existing wine tourism experience in Azeitão. The several perspectives are demonstrated by the application of the Leximancer content analysis in the following points:

1. Global/General Analysis of the dimensions of the wine tourism experience in Azeitão, according to the two main wineries of the village;
2. Dimensions of the wine tourism experience according to different segments: (1) Traveller type; and, (2) Gender.

4.4.1. Global analysis

The general content analysis (Figure 8) done to both José Maria da Fonseca and Bacalhôa reviews, has revealed a total of 9 themes : “wine” (hits=1164), “visit” (770), “guided tour” (1108) “art” (335), “garden” (236), “price” (227), “recommend” (80), “Moscatel” (46), and, “friendly staff” (101). These themes represent the general dimensions of the wine tourism experience of Azeitão’s village. A further analysis of each specific dimension is included in the following points.

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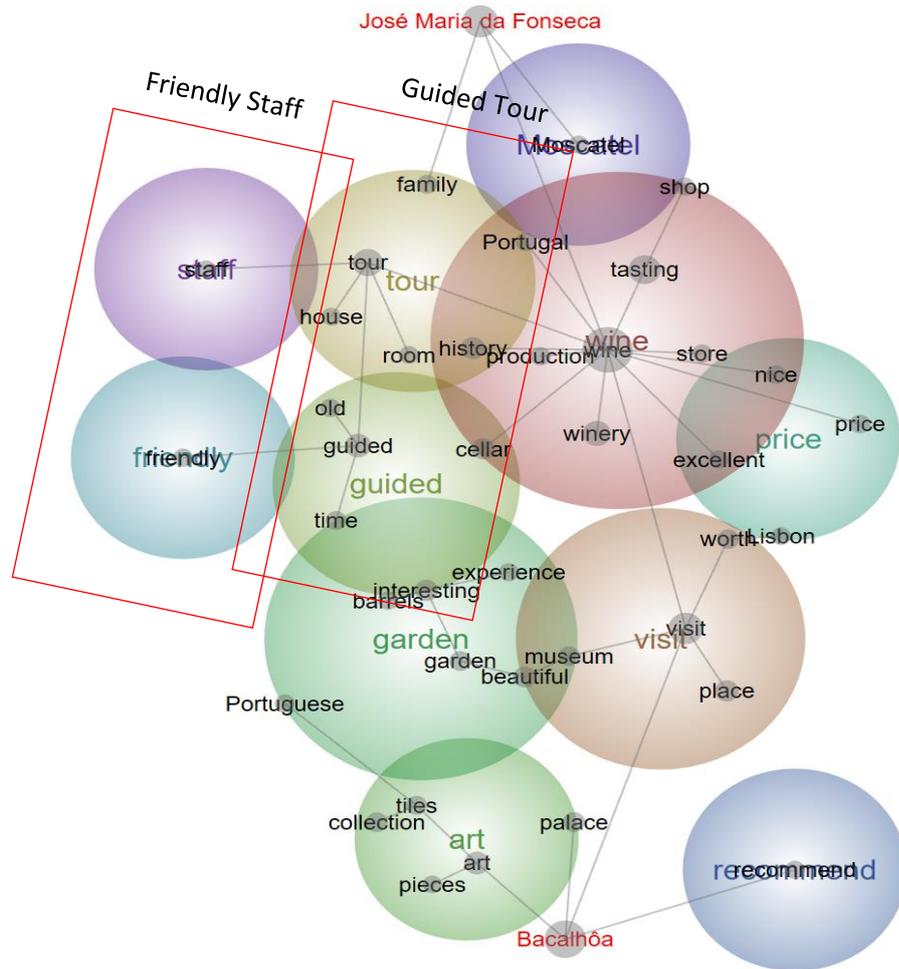


Figure 8: Concept Map – Tourists reviews of wine tourism experiences in

Theme “wine”

The theme wine is the most frequent theme in the whole content analysis, and, can be found linked to different parts of the wine tourism experience such as tasting and history. Once being the heaviest theme in the analysis, “wine” can be considered as the main dimension of the wine tourism experience of Azeitão, which mean that the core wine is the most present dimension while engaging in the activities of both wineries.

The theme includes a total of 6 concepts in which can be found “wine” (count=1089, likelihood=100%), “tasting” (418, 38%), “winery” (273, 25%), “production” (53, 0.5%), “store” (55, 0.5%), “shop” (51, 0.5%).

A typical review for this theme would be “[...] *Quick tour with low cost and at the end of the tour a wine tasting inside the convenience store. With this tour you do not know the*

winery where you have the plantations nor its production, but for those who do not have much time, it is worth the visit.]” (Female, Brazilian, Bacalhôa).

Another tourist explained “[...] *One of the most traditional wine producers in Portugal [...] José Maria da Fonseca shows during the visit some secrets of the production of its award-winning wines. During the exhibition, it is possible to visit a museum where most of the awards won by its wines are exposed, as well as the machinery used by José Maria himself in the production of his first wines. It is also possible to get to know the barrels [...] as well as a room [...] where they store priceless preciousness: barrels with all muscatel productions from Setúbal that have already been produced by the winery. At the end of the tour, there is a tasting of two wines in the wine store (usually a purple Moscatel and another award-winning wine).*” (Male, Brazilian, José Maria da Fonseca).

Another tourist considered “[...] *very good value at 3€. guide was brilliant really well informed and amusing. Nice tasting at the end and the shop has some really good wines at reasonable prices*” (Male, United Kingdom, José Maria da Fonseca).

According to the results, the theme “wine” is related to both wineries since in both cases, typical reviews include information on the dimension of “wine” regarding the product itself that can be purchased, the tastings included in the experiences and the inside explanations of processes and production that are present in José Maria da Fonseca more than in Bacalhôa’s. In fact, as it is possible to see in Figure 8, the theme can be found closer to José Maria da Fonseca winery for these previous reasons. According to typical narratives in this theme, this is the case of José Maria da Fonseca winery, and, not always the presented experience of Bacalhôa’s winery, in which tourist may be presented to a different type of wine tourism experience.

Theme “visit”

The theme “visit” can be found closely related to the main theme (wine), and presented to be quite important due to the number of hits it includes as well. The theme gathers a total of 5 concepts in which we can find: “visit” (553, 48%), “place” (167, 15%), “beautiful” (131, 12%), “worth” (108, 10%), “museum” (90, 0.8%).

For this second theme, a typical review can be presented as following, “*We visited the winery in the end of September on Saturday. The place is very busy. We had English speaking tour. Our guide was very knowledgeable. We liked the tour very much and grounds were beautiful. [...]*” (female, USA, José Maria da Fonseca).

Another tourists explained “[...] *A very beautiful place with very friendly guides. Well worth a visit and explore.*” (female, Portuguese, Bacalhôa). Another “*Recently I went to visit this farm [...] what a lovely place! [...] To finish a small wine tasting where we can enjoy a white, a red and the famous muscatel pity not to be the purple one!! Highly recommend to everyone. The space is beautiful !!*” (Female, Portuguese, Bacalhôa).

This theme analysis has revealed that “visit” is more related to Bacalhôa since its associated concepts may be found more frequently in reviews in which tourists refer to their experiences in Bacalhôa. The theme is present while reviewing both wineries and can be seen as a general theme in which tourists describe their experience in a positive manner since the main concepts are positive words such as “beautiful” or “worth”.

Theme “guided tour”

The theme “guided tour” gathers two sub-themes that are recognized as being directly related to the same dimension, which are: “tour” and “guided” since, even if both are not always used in the same narrative, they most often have the meaning of a “guided tour” dimension. The two themes include a total of 11 concepts in which we can find: (1) “**tour**”: “tour” (366, 34%), “history” (162, 15%), “family” (74, 0.7%), “Portugal” (67, 0.6%), “room” (37, 0.3%), “house” (38, 0.3%). %); and, (2) “guided”: “guided” (213, 20%), “interesting” (139,13%), “cellar” (137, 13%), “time” (76, 0.7%), “old” (58, 0.5%).

A typical review of this dimension may be presented as following “*The winery has two locations, the facility that makes the wine and the historical Palace that used to be owned by the royal family with very old vine Vineyard on site. If you reserved for the tour, you check in at the winery facility, you are then driven in a van to the historical Palace where you are presented with a guided tour [...]*.” (Male, United States of America, Bacalhôa).

Another tourist exclaimed that “*This is really a museum of wine history with a room added on for tasting and selling wine made elsewhere in Portugal by the Jose Maria de Fonseca family. The history covered in the old building is the growth of the Fonseca wine dynasty*”

which started in 1834. It was interesting. After the tour we did sample some of the wines in a private wine tasting with the guide who drove us to the winery. We got explanations on the types of wines and regions in Portugal. The Fonseca brand produces wines from all the regions in Portugal. The garden attached to the family house was nice. [...].” (Male, USA, José Maria da Fonseca).

A final example of a typical review representing this dimension is *“It is the oldest winery in Portugal and manufactures the famous Periquita wine. For those who love wines or just have curiosity about the history of wines in Portugal, it is a must do. For only 3 euros per person, the visitor is entitled to have a great guided tour through the gardens and cellars and still taste three wines. [...] .”* (Male, Brazilian, José Maria da Fonseca)

The guided tour theme is a dimension of the wine tourism experience in which it is possible to see the detail of each winery experience. In fact, the guided tour presented by Bacalhôa includes a visit to the wine cellar and furthermore to the palace and a vineyard. In the second hand, the José Maria da Fonseca includes a visit to a Museum and a tasting. In both, the dimension allows to understand the learning parts included in both experiences on the history of wine and the wineries, history of the families and some information about Portugal’s history and its wine productions. As it is seen in the Figure X, the theme may be found closer to the experience of José Maria da Fonseca winery since it is a more traditional wine company and presents a wine tourism experience that includes more traditional offer focused on learning of the family, products and history. In another hand, the offer of Bacalhôa is more related to an alternative experience focus in the combination of art and wine, which can be seen in the following point.

Theme “art”

The theme “art” represents the art dimension of the wine tourism experience of Azeitão that can be found apart from the main dimension of “wine” hence it represents a specific type of experience, offered by the winery of Bacalhôa that presents a wine tourism experience based on the combination of art and wine related activities (mainly tastings, walks around the vineyards). The theme includes 5 concepts, such as “art” (194, 18%), “palace” (111, 10%), “collection” (89, 0.8%), “tiles” (66, 0.6%), “pieces” (37, 0.3%).

A typical review regarding the theme of “art” is *“We paid 4.50Euros for a tour of the Bacalhôa Palace and a wine tasting. We were driven by our excellent tour guide David*

to the Palace. Inside the lower floor of the palace is a museum of the family's art collection and an exhibition Queen Catalina or Catherine of England. There are some beautiful pieces of antique furniture, tiles but the ancient red-figure krater absolutely stole the show for me. [...]" (Female, United Kingdom, Bacalhôa).

Another tourist explained "*[...] before the tour even started, we admired the really ancient olive trees and other works of art in front of the building. As part of the tour we got to see an interesting private collection of old Portuguese tiles. [...] We were then driven the short distance up the road where we toured the very beautiful Palace of Bacalhôa. On our return to the winery we relaxed in the tasting rooms and tried a number of wines, including the sweet wine Muscatel. Highly recommended.*" (Female, Portuguese, Bacalhôa).

A final narrative that exemplifies the theme would be "*[...] The visit to the Palace began - a journey through time, very well explained by the guide, with varied old recovered tiles and other pieces of art, the garden and the lake. We also toured the palace farmhouse with its extensive, beautiful, well-tended vineyards of selected castes. We then visited the wine cellar with some fascinating art collections (African art and art Nouveaux). We followed the large warehouse of wine barrels produced in the cellar. [...]*" (Male, Portuguese, Bacalhôa).

As stated before, this theme is unique to the offer of Bacalhôa's winery (figure x) hence this winery is the only one to present this combination of wine and art in one only wine tourism experience. This artistic part of the experience includes a combination of art exhibitions (African collection and Art Deco) and collections that belong to the owner, with the own gardens, palace and vineyards presented along the tour.

Theme "garden"

As seen in the previous dimension", there is a close connection between art and gardens dimension. This may be explained by the fact that they are both part of Bacalhôa's package. The theme "garden" includes 4 concepts such as: "garden" (96, 0.9%), "barrels" (47, 0.4%), "experience" (62, 0.6%), "Portuguese" (53, 0.5%).

A typical review is "*We visited the wine company on Sunday at 14:30h to make a tour. Unfortunately, there was no English tour at this afternoon but it was no problem to join*

the Portuguese tour with 2 Audioguides in English. The tour was interesting. We saw the wine cellars, the garden and some ancient devices for the production. We learned a lot about the history of the family owned business and the wine of the region. [...] Thank you for the experience!” (none, Germany, José Maria da Fonseca).

Another example is *“The visit begins in the garden and is passed inside a auditorium, where there are two museums. [...]I really enjoyed it. We passed into a huge room, with thousands of barrels of wine, another that had Portuguese and Spanish ceramics and, finally, a tasting of several wines of the area. [...]”* (Male, Spanish, Bacalhôa).

Another wine tourist explained *“[...] The palace is a beautiful example of Portuguese Renaissance architecture with a magnificent courtyard as well as a splendid garden with a beautiful maze thrown in for good measure. We then visited the winery (it is normally done in reverse order but our GPS took us to the palace as it could not find the winery's address!). The barrels, hundreds of them, are kept in dark vaults decorated with a magnificent collection of Portuguese tiles and mosaics from different periods. Delightful. [...] There are also very interesting examples of contemporary sculptures in the garden. [...] It was a very interesting experience full of unexpected surprises between history, wine and art, a very powerful cocktail. [...]”* (Female, United Kingdom, Bacalhôa).

Regarding the theme “garden”, most reviews are about Bacalhôa winery, even if, both wineries presented a garden in their packages. However, while analyzing the overall dimension, other concepts as “barrels”, “Portuguese” or “experience” are more often seen in reviews of Bacalhôa wine tourism experience. In fact, even the concept “garden” is more frequently seen while reviewing Bacalhôa winery since José Maria da Fonseca also has a garden but is quite smaller and less important while seeing the overall package. In fact, the reviews from José Maria da Fonseca winery referred to the small garden which can explain that it is not the focus of the experience, whereas, in Bacalhôa’s case it is a big part of the presented experience with a maze and the palace right near it.

Theme “price”

The theme “price” can be found directly linked to two other themes: “wine” (product) and “visit” (experience) (Figure 8). These themes show that while referring to price, tourists include a feedback on both pricing of the experiences themselves, or, also the

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wines that could be purchased at the wine shops. Which includes a total of 4 concepts: “price” (79, 0.7%), “nice” (69, 0.6%), “excellent” (57, 0.5%), “Lisbon” (43, 0.4%).

A typical review for this dimension is “*During a tour from Lisbon to Setúbal, we stopped at this winery to buy Periquita wine and others. Picturesque, nice place and good wines with great prices.*” (Female, Brazilian, José Maria da Fonseca).

Another tourist proclaimed that the shop experience presented good prices, since he explained “*Warehouse that has a store and museum. Named best wine company of 2014. They make tastings of their wines at very good prices and the employees are very friendly. They have their own wines at a very good price. The gardens with the olive trees are very nice for a small walk, and the back garden is spectacular.*” (Male, Spanish, Bacalhôa).

Similarly, “[...] *At the end of the visit there is a tasting of two wines, one of which is Muscat. Wines with excellent prices in store*” (Female, Brazilian, José Maria da Fonseca).

Regarding the overall experience package, a tourist explained “[...] *The wines are quite good; the nicest red apparently is a big seller - Adega do Periquita - and it is readily available in the States. [...] It was great fun to visit the cellars and the gardens and buildings are worth the price of admission. The tour is much more comprehensive than most. Enjoy.*” (Male, United States of America, José Maria da Fonseca).

According to the theme analysis, there is a positive feedback, identified by the concepts “nice” and “excellent” on the pricing of both the tours and the shop experience which are two parts of the wine tourist offer of both wineries. Even though, this theme is more present while tourists review on José Maria da Fonseca winery. Regarding Bacalhôa there are only a few reviews on the existing price strategy of either parts of the package.

Theme “Moscatel”

The dimension “Moscatel” is a theme which shows the wine region identity hence the sweet wine “Moscatel” is typical from Setúbal wine region, to which Azeitão village belongs to, and which is produced by both wineries. It is a unique concept theme “Moscatel” (46, 0.4%), related to the wine region identity that is widely used while tourists refer to their experiences in wine tourism of Azeitão.

A typical review included in this dimension is “*Good Moscatel, [...] Great whites wines and reds, but also fabulous art collection [...] They do not ship but have distributors in European countries - ask for contacts of agents in your country.*” (Male, French, Bacalhôa), or in regards to “*For 3€ per person we got a short visit of the José Maria da Fonseca [...]. The place is close to Setúbal and known for its cheese and Moscatel wine. The little village looks lovely. The guided visit was done in English and covered only the Periquita wine and Moscatel wine. [...]*” (Male, Belgian, José Maria da Fonseca).

Another tourist exclaimed “*In the heart of the homeland of Moscatel de Setúbal, [...] We made a reservation for a specialized wine tasting, combining a selection of dry wines and the very special 20-year Moscatel, which the wine tourism group within the winery was happy to arrange. The tasting paired these with a rich, creamy version of the local Azeitão cheese, bread, and the special torta, or rolled cake of the region. [...]. The old warehouses where the Moscatels are aged, and where the family's cache is quietly kept, made for an almost ghostly yet welcoming, cool respite on a hot day. [...]*” (Female, United States of America, José Maria da Fonseca).

The theme shows that, not only tourists come to visit the wineries in the region and discover the wine region identity sweet wine “Moscatel” but also that for some tourists, it is already known before they enroll in the experience and may be one of the reasons they do so. Aside, it is a way more present theme while tourists describe the experience lived in José Maria da Fonseca winery, which can be understood as a major point of attraction in this on. In addition, José Maria da Fonseca winery also offers typical regional products with wine and Moscatel tastings which reinforces the region identity not only by tasting the typical sweet wine but also by pairing it with typical products.

Theme “Friendly Staff”

This theme appears as the gathering of two directly connected themes in which both only include one concept. The theme is directly related to the winery staff, and, it is a unique concept theme in which we can find both themes of “staff” (37, 0.3%), as well as “friendly” (63, 0.6%).

A typical review of this concept is “[...] *The wine cellars are truly amazing, it's a wonderful experience, the wines are very well blended and the staff is extremely friendly.*” (Male, Portuguese, José Maria da Fonseca).

Another tourist said “[...] *The staff is friendly and try to answer to questions from customers and visitors. Joining art to winemaking was a good idea*” (Male, Portuguese, Bacalhôa).

As a unique concept theme, “Friendly staff” is frequently used in narratives describing both companies which revealed a positive output on staff and their overall performance.

Theme “Recommend”

This theme is directly related to the post purchase feedback, which, in this case is a positive post purchase dimension. It is also important to notice that this theme is closely related to the Bacalhôa winery, as it is directly linked to this one (Figure 8). However, both wineries present this dimension according to their online reviews. It is an only concept theme, “Recommend” (80, 0.7%), which is usually included in reviews such as: “*Visit highly recommended! Followed by real professionals! Spectacular wineries! Great tastings and a not too expensive visit !!!*” (Male, Portuguese, José Maria da Fonseca). Another example may be “*A wonderful visit we made to the Bacalhôa Palace, a building full with historical references, arts and wines. Recommended for anyone who likes any of these three things!*” (Male, Brazilian, Bacalhôa).

The global analysis highlighted the 9 existing dimensions when it comes to wine tourism experience in Azeitão, for both Bacalhôa and José Maria da Fonseca wineries, in which “wine”, tasting and history turned out to be the major ones. In addition, the wine tourism experience in Azeitão is rich and diversified since the experiences involve both tradition and art in different forms. In fact, one of the major conclusions of the results of the global analysis is the difference of the packages that both wineries offer to wine tourists. In the first hand, José Maria da Fonseca offers a very traditional experience in which the focus of the experience is to learn about the family, Portugal and wine history, wine production and a final tasting with both wines and traditional products from the region. On the second hand, the experience offered by Bacalhôa winery is focused on the combination of wine (tasting and appreciation of the beauty of vineyards) with the “visits” to the gardens,

maze, and, arts collection from the owner. This analysis reinforces the idea found in the word clouds analysis that both wineries have very different offers when it comes to their wine tourism experiences. This idea was also concluded from the context analysis of the companies' offers. However, these very different experiences are enriching the overall wine tourism experience in Azeitão by proposing different activities linked to wine to different segments of tourists that do not always want to do the same "traditional" experiences or that are really there for the wine so do not want to do "alternatives" ones.

4.4.2. Segmentation analysis

4.4.2.1. Results by Gender

After point 4.1.4, in which an overall analysis to the tourist's, a more detailed research was applied. The analysis was focused on the different sample segments (Gender and by traveler type) to find if there are differences among their perceptions of the experience.

This analysis was conducted by an overall output from leximancer concept analysis and then reported to an excel analysis in which the weights of the different dimensions were studied to understand the different segment behaviors in their wine tourism experience.

To begin with this second part of the analysis, a gender segmentation was applied to the concept research to understand if there are significant differences between the perceived experience of males and females of the sample.

Theme	Females	Males
Wine	34%	48%
Visit	40%	44%
Guided tour	34%	48%
Art	40%	42%
Garden	41%	40%
Price	34%	49%
Recommend	31%	50%
Moscatel	39%	52%
Friendly staff	34%	48%

Table 3: Summary table of preferences of wine tourists in Azeitão according to gender.

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By calculating the weight of each concept to each segment we were able to understand the preferences of the segments regarding their experiences (Appendix 2).

In table 3, is a summary of the analysis concludes that most dimensions are seen as very important for the tourists of each gender. However, the main dimensions of each segment are different. According to the results, females highlight their experiences in three main dimensions: Visit (40%), garden (40%) and art (41%) which are all three activities not directly connected to the core wine product. In addition, the less relevant dimension for females in this segment analysis is recommend (31%) which shows that females of this research are less impacted by the post purchase dimension and prefer to focus on other activities proposed in the experience. On another hand, males are mainly focused on Moscatel dimension (52%), recommend (50%), and price (49%). Whereas the less relevant dimension for male is art (42%).

In a first look, two main differences arise which are that males and females focus on different dimensions of the wine tourism experience in which females mainly focus on the other activities involved on the experience whereas the male gender prefers the core product Moscatel and the real value for money of the experience. Two dimensions are considered oppositely by the gender which are Recommend and art. In a more detailed perspective, these dimensions include different concepts that may be define a complete experience for the segments (Table 4).

Segment	Theme	Concepts
Females	Garden (41%)	Garden 50% barrels 47% experience 34% Portuguese 30%
	Visit (40%)	Visit 35% place 40% beautiful 47% worth 41% museum 31%
	Art (40 %)	Art 35% palace 40% collection 33% tiles 42% pieces 49%
Males	Moscatel 52%	Moscatel 52%
	Recommend 50%	Recommend 50%
	Price 49%	Price 52% nice 43% excellent 46% Lisbon 51%

Table 4: Concept map summary table of preferences of wine tourists in Azeitão according to gender.

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Regarding females' segment, there is a stronger interest in activities not directly linked to the core wine product but entertaining activities. In fact, while female segment review on their experience, the tendency is a focus on visits to museums or the possibility of visiting art exhibitions. As an example, a wine tourist of this segment explained "*Beautiful collection and exposition of Africa life and furniture. Beautiful house and garden.*" (Female, Portuguese, Bacalhôa).

This is not only applied for the experience in Bacalhôa winery, but it is valid for the overall experience in Azeitão. In fact, females segment also are more appreciative of other activities in the visit of José Maria da Fonseca winery hence a tourist explained "*The visit starts with a tour. We see a small museum with antiques showing the very beginning. I loved to see the first (in Portugal) bottling, and so many amazing things like the yard, the family library that started since the first bottle and interrupted by the first and second war when was mandatory plant grains instead of grapes. All the cellar has that mystery and old barrels protect by spiders' webs. They eat the bugs and then later the bats eat them. Beautiful! [...]*" (Female, Unites States of America José Maria da Fonseca).

In another hand, males' segment is more focused on objective dimensions such as the wine core product, price and the post purchase possibility. This segment considers that the core product Moscatel, sweet wine typical from Setubal wine region, is the most relevant dimension of the wines sold in Azeitão. wine tourism experience in Azeitão, as well as the prices of both experiences and the wines. As a tourist explained "*really good trip around the winery and very good value at 3€. guide was brilliant really well informed and amusing. Nice tasting at the end and the shop has some really good wines at reasonable prices*" (Male, Portuguese, José Maria da Fonseca), this segment pays most attention to the tasting and the price of the experience.

Another male tourist described that "*Warehouse that has a store and museum. Named best wine company of 2014. They make tastings of their wines at very good prices and the employees are very friendly. They have their own wines at a very good price. The gardens with the olive trees are very nice for a small walk, and the back garden is spectacular.*" (Male, Spanish, Bacalhôa). In fact, this example shows the importance of price for both the product and the experience.

4.4.2.2. Results by traveler type

As expressed in point 4.1 (Sample descriptive analysis), TripAdvisor segments the tourists by their traveler type (families, couples, alone, business and friends). The research included a content analysis done on the leximancer software (Table 5) in which the goal was to understand how the wine tourism experience of Azeitão is organized according to the different perspectives of the different types of travelers. This analysis was summed up in table 5, in which the main themes per type of traveler were identified, as well as their associated concepts, to find what is most important for each group of travelers.

Theme	Families	Couples	Friends	Business	Alone
Wine	16%	15%	25%	3%	3%
Visit	21%	8%	27%	3%	3%
Guided tour	17%	18%	24%	3%	3%
Art	24%	4%	26%	3%	3%
Garden	17%	13%	26%	7%	2%
Price	15%	15%	23%	3%	5%
Recommend	18%	9%	30%	1%	3%
Moscatel	11%	24%	22%	9%	0%
Staff	20%	10%	28%	1%	3%

Table 5: Analysis of the concept map by traveler type segmentation.

According to the results in Table 5, the different segments consider each dimension as important hence each dimension presents similar weights by segment. However, the couples' segment is the one that includes wider weight differences among the eight wine tourism dimensions of Azeitão. Besides, the research allows to see that in these segments there also are differences among relevant dimensions, however, there are also similarities in the different groups' preferences, which is not the case for the analysis by gender.

In table 5, the results of the traveler type analysis are presented. To begin with, the family's segment, considers that the most important dimensions of the wine tourism experience in Azeitão are art (24%), visit (20%) and recommend (18%), whereas the less relevant dimension is Moscatel (11%). This shows a preference for dimensions not linked to the core wine product.

Secondly, the couples' segment is the one that presented higher differences among dimensions. For this segment, the most important dimensions are linked to the core

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product wine. These dimensions are Moscatel (24%) and wine (15%), and also other activities guided tour (18%) a price (15%). The less relevant for couples is art (4%).

The third segment is composed by travelers with friends. This segmen consider every dimension as important considering that all of the dimensions present similar results. For this segment, the most valuable parts of the experience in Azeitão are the post purchase possibility with the dimension “Recommend” (30 %) and other two dimensions linked to other activities surrounding the core product of wine: staff (28%) and visit (27 %).

Business travelers are the fourth segment of this analysis and show appreciation towards both the core wine experience and other activities around. In fact, the most important dimensions for this segment are Moscatel (9%) and Garden (7%). For the rest of the dimensions, this segment considers them all equally important hence all of them present the same result excepting the dimension “Recommend” (1%) that is the less relevant dimension for this segment.

Finally, the fifth segment of this research are the travelers that travel by themselves. This segment also considers all the dimensions has equally valuable., with two exceptions: the most relevant dimension to this group “Price” (5%) and the lest one Moscatel (0%).

In Table 6 is presented the detailed analysis of the preferences among traveler types dimensions in order to understand what includes each dimension and what are the main concepts that wine tourists most include in their descriptions of their experiences.

Segment	Theme	Concepts
Families	Art (24%)	Art (22%) Palace (27%) Collection (24%) Tiles (17%) Pieces (38%)
	Visit (21%)	Visit (20%) Place (22%) Beautiful (21%) Worth (15%) Museum (26%)
	Recommend (18%)	Recommend (18%)
Couples	Moscatel (24%)	Moscatel (24%)
	Guided tour (18%)	Tour (20%) History (11%) Family (24%) Portugal (6%) Room (24%) House (18%) Guided (13%)

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		Interesting (14%) Cellar (14%) Time (20%) Old (24%)
	Wine (15%)	Wine (14%) Tasting (17%) Winery (18%) Production (8%) Store (11%) Shop (16%)
	Price (15%)	Price (13 %) Nice (17%) Excellent (9%) Lisbon (16%)
Friends	Recommend (30%)	Recommend (30%)
	Staff (28%)	Friendly (32%), staff (24 %)
	Visit (27%)	Visit (27%) Place (28%) Beautiful (31%) Worth (26%) Museum 23%)
Business	Moscatel (9%)	Moscatel (9%)
	Garden (7%)	Garden (5%) Barrels (9%) Experience (3%) Portuguese (8%)
Alone	Price (5%)	Price (3%) Nice (6%) Excellent (4%) Lisbon (5%)

Table 6: Concept map summary table by traveler type segmentation.

Firstly, the family’s segment mainly focuses their experience in dimensions that are not connected to the core product of wine. This segment, by having underaged members, prefer to have an experience in which everyone can take part. This being said, the results presented that families preferred the art and visiting parts which involved activities such as visits to museums, art galleries and the overall appreciation of the surroundings.

A family traveler described *“It was very cool to visit the house museum, where began the history of this famous brand of Alentejo wines. The history of Muscat is particularly interesting and the guided tour is very well done.”* (Male, Brazilian, José Maria da Fonseca, families)

Another tourist narrates *“[...] when you see the massive art collection you can perfectly see why this is the case. You do have to book and cannot just randomly wander round. When we did finally get our tour, it was excellent. The wine was amazing and the art incredible. The atmosphere with the ambient sound is just perfect a must to visit.”* (Female, United Kingdom, Families, Bacalhôa), showing the importance of the art collections existing in the winery and that are an attraction point for tourists.

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On an opposite side, the couples' segment considers that the main dimension of the experience is the core wine product with the regional pearl - Moscatel sweet wine. In fact, this segment considers not only the core product as the most important dimension of the experience but also expressed positive reviews on the involving activities included in the experiences such as the learning part of house wineries, rooms for tasting or the explanation on how the product is kept.

As a tourist explained *"A mixture of artistic cultural visit of the winery's palace and its works of art that concludes with a brief tasting of several of its wines of total duration of one hour and price of € 4 per person, interesting"* (Male, Spanish, Bacalhôa, Couples)

Another tourist says *"I really enjoyed taking a guided tour of this ancient and excellent winery having learned its long history (6th Generation) of the José Maria da Fonseca family. The quality of the wine "Piriquita" is excellent and the sweet wine "Moscatel de Setúbal" and its oldest variety of excellent quality "Alhambre" make it worth to visit this beautiful wine cellar and to do a tasting, and you can buy these wines at the end of the visit. I certainly recommend a visit to the winery José Maria da Fonseca."* (Male, Portuguese, José Maria da Fonseca, Couples).

These narratives show the weight that wine has for the segment.. It also shows that it considers the experience as a bundle of benefits and not only a wine tasting or purchase.

The third traveler segment in analysis is the tourists travelling with friends. In fact, this segment also prefers the activities surrounding the core product, such as families' segments. The main dimensions for this segment are: visit, staff and recommend.

Another tourist added that *"I went on this tour with a group of friends and found it really enjoyable and informative. The grounds are really well looked after and before the tour even started, we admired the really ancient olive trees and other works of art in front of the building. As part of the tour we got to see an interesting private collection of old Portuguese tiles. Our guide was very good, she spoke very clear English and was very well informed. [...] Highly recommended."* (Female, Portuguese, Bacalhôa, Friends). Not only the tourist expressed his satisfaction toward the entertaining part, but also valued the staff and its quality, as well as the possibility to recommend the experience to others.

Finally, the review on entertaining activities is also possible to verify in the José Maria da Fonseca reviews, a wine tourist explained “*The visit to Moscatel cellars of Setúbal is a unique opportunity to know the history of a family business that, for seven generations, produces not only the famous Moscatel of Setúbal, but also excellent red wines of this region. The surrounding scenery of the gardens and the taste of wines complement a very nice visit.*” (Female, Portuguese, José Maria da Fonseca, Friends)

The segment Business considers as a valuable experience when it’s a combination of both a regional wine and beautiful landscapes found while visiting the gardens of the wineries.

A tourist explained “[...] *is to immerse ourselves in our National Wine History! Wineries with historical documents in the form of barrels and bottles of wine and muscatel Setubal! Wonderful!*” (Female, Portuguese, José Maria da Fonseca, Business).

Finally, regarding the alone travelers, they enjoy all dimensions of wine tourism in Azeitão equally. However, price shows up as the most important dimension for this segment. In fact, the price englobes both the experience (tour package) and the product (wine bottles for example) “*Bought the complete package that included the visit to the Vinicola e and the palace for 1 hour and 30 minutes. [...] Besides, along the tasting I tried a top Bacalhôa wine who was well-worth the 5 euros for the glass.*” (Males, Brazilian, Bacalhôa). Another tourist added “[...] *I think it was 3 euros and at the end you could sample two different wines. I think the whole visit took an hour or an hour and a half, but as I was alone with the guide I could ask as many questions as I wished, so it may have taken longer than usual. [...] .*” (Male, Korean, José Maria da Fonseca, Alone).

To conclude with the results analysis, it is important to say that the segments present their preferences. However, there are two main dimensions that all segments qualify as relevant for their wine tourism experiences which are the core product and other entertaining and learning parts such as visits to pretty gardens, visit museums or even combine art with wine. It is concludable that the synergy of several activities is perceived as very important for a successful wine tourism experience.

5. CONCLUSION

5.1. Summary of the results

The results allowed to understand the organization of the wine tourism experience perceived by the tourists. Concluding on the findings, there are nine relevant dimensions to consider for a positive wine tourism experience. According to the first objective, the results highlighted that the experience includes: “wine”, “visit”, “guided tour”, “art”, “garden”, “price”, “recommend”, “Moscatel”, and, “friendly staff”. Consequently, the organization of the wine tourism experience in Azeitão proved to have different focuses. The most relevant dimensions are wine, guided tours, visits, art and gardens. Other dimensions, such as the post purchase experience and the staff were less important.

Secondly, the results allowed to understand that these nine dimensions complete a satisfying experience for consumers. In fact, according to the results of the satisfaction analysis, there is a high amount of positive reviews that classify between “Excellent” and “very good” evaluations.

Moreover, the research brought clearness regarding the segment’s analysis. In fact, this research aimed to understand how different segments (gender and traveler type) experience the offer and what is perceived as more relevant for each group. This high weight of positive feedback can be explained since the diversified offer allow to satisfied the different group tastes.

The results confirmed that regarding gender analysis, there are different behaviors towards the experiences hence females focus in all the activities that can be done during the experience, and, do not tend to consider as the most relevant dimension the core wine product. Whereas males focus on the core wine product and dimensions like price.

Regarding the results found while researching on the traveler type segments, there are differences among the main types. However, there is also a similarity among the five groups in which all of them consider as important to have both a focus on the product itself as well as entertaining activities that are not directly linked to wine, for example, visits to gardens or art exhibitions.

5.2. Discussion of the finding results

The results' analysis granted the research with some potential conclusions. Actually, the research on wine tourism in Azeitão allowed to understand two main points: (1) how the wine tourism experience is organized; (2) who enrolls in the proposed experiences and (3) the netnography research, gave the possibility of understanding the degree of satisfaction that the main segments have regarding the experience.

In the first hand, the results indicate that Azeitão's sample is composed by a majority of males. The results contradict the claims of Mitchell and Hall (2001) that concluded on a majority of females engaging in the activities of wine tourism. However, the authors found balanced results regarding the amount of wine tourists of each gender, which was the same scenario in this research. Regarding the age of the sample of Azeitão's wine tourists, it is included between 35 and 65 years old which is a close conclusion to what was found by the researchers. Dodd and Bigotte (1997) and Mitchell and Hall (2001). Another variable that is in accordance to what was found by the authors is that the sample was mostly composed by national tourists or Brazilian which can be understood by the historical proximity among both countries. This research included an additional variable of type of traveler that was not approached in other researches but that also allowed to take conclusions towards the segmentation of this wine tourists sample.

Secondly, wine tourists' sample has permitted to conclude that there is a lot of heterogeneity among the visitor's profiles. Similarly, to what was established by Charters & Ali-Knight, (2002) and Bruwer and Alant (2009), there is a lot of differences among wine tourists which leads to a difficulty on finding a unique wine tourist profile.

Similarly, to Griffin and Loersch (2006) findings, this research revealed that all dimensions are equally relevant for some groups of tourists such as Business and Alone travelers. And present similar percentages for other segments. Meaning that all dimensions are relevant for tourists.

Following, the findings of this research showed the extent to which wine tourism experience is developed in Azeitão village. The results of the analysis showed that it is organized according to 9 dimensions showing that, as Hall *et al.* (2000) and Mitchell (2006) described, there is more than the beverage itself when it came to wine tourism. Wine tourism in Azeitão includes 9 dimensions that represents a bundle of benefits for

the tourists as described by Getz and Brown (2006). This “bundle of benefits” proved to be provided by both wineries and gathered dimensions such as: « wine », « visit », « guided tour », « art », « garden », « price », « recommend », « Moscatel », « friendly staff ». These dimensions can be included in dimensions proven to be part of a wine tourism experience such as core wine product, destination culture and features, as well as, wine consumption combined with secondary activities offered by the wineries (Getz & Brown, 2006; Pikkemaat *et al*, 2009).

In a deeper analysis, as seen in point 4.2, the wineries have similar and different dimensions but both include this “bundle of benefits” in its own unique way. This confirms what was previously described by Getz and Brown (2006), and, Cohen and Ben-Nun (2008). In fact, the nine dimensions extracted from the research represent the bundle of benefits that wine tourism industry offers in Azeitão.

The data found suggests an organization of the wine tourism industry in Azeitão around four stages. Similarly, to what was exposed by Bruwer and Alant (2009), the stages of wine tourism offer in Azeitão are:

1. **Pre consumption:** In which some tourists confirmed a previous research on the desired experience. Whereas some have described an impulsive purchase while passing by the wineries, mainly in Bacalhôa hence they were influenced by the aesthetic appealing of the winery itself.
2. **Purchase:** Both companies propose different packages of consumption in which tourists had to decide among several options (guided tours that include only the wineries, art exhibitions, visits to gardens or tastings at the end of the experiences). Several tourists of this sample described that they preferred a complete package that permitted them to have a more complete experience.
3. **The core consumption:** The core consumption is the actual visit of tourists to their wineries and all the activities provided by the experiences.
4. **Post purchase:** The post purchase dimension is seen as relevant by the majority of the segments of the research sample and is represented by the dimension “recommend” to the extent in which it is the possibility of recommending and giving a post purchase insight on the lived experience.

The results obtained in this research confirm the theory defined by several researchers on wine tourism and that define wine tourism as a synergy between wine industry and tourism (Hall *et al*, 2000; Carlsen, 2004). This synergy includes as a main goal to provide a whole experience to consumers (Bruwer & Alant, 2009). This synergy is confirmed in this research on wine tourism experience in Azeitão since tourists enrolled in wine tourism activities that combined both dimensions linked to the wine industry directly “wine”, “Moscatel”, “wine store”, as well as some touristic dimensions such as “guided tour”, “visit”, or even art and “garden”.

In fact, as the authors Roberts and Sparks (2006) explained, there are several perspectives on the offer of this type of tourism. The offer existing in Azeitão can be compared to the seven attributes described by the authors.

1. Authenticity of the experience: As defined in the authors research, this variable is representative when participants of an experience defined it as real and unique. In fact, the results of the research showed that the wine tourism experience in Azeitão may lead to a unique experience hence most tourists defined parts of the experience as something they have never seen in other wine tourism experiences in the world.
2. Value for money: This dimension “price” was often referred by the tourists of Azeitão in two ways, the value for money of the experience and the product itself. Tourists found the experience as very interesting for the price they afford for it.
3. Service interactions: This dimension was presented by tourists in their reviews as referring to the “friendly staff” as well as knowledgeable staff of the wineries. It is also an attribute often referred by tourists and the majority of segments.
4. Settings and surroundings: As showed in the research, this dimension is quite underdeveloped in wine tourism in Azeitão hence tourist do not refer to it often. However, some part of the sample did refer to the appreciation of Azeitão village, or, the vines and gardens of both wineries.
5. Products offerings – Still underdeveloped hence only a few tourists have described the experience with offerings of regional products
6. Information dissemination: The results might suggest that tourists do not often pay attention to the information dissemination. However, based on the findings of

similar this fact can be due to the tourists focusing on major dimensions such as wine and entertainment and not the facilities of their experience.

7. Learning experience – The research showed that this is one of the most present dimensions in Azeitão wine tourism experience. In fact, there are several themes in which visits include and invite tourists to learn on as showed in dimensions such as his history, tasting, guided tour, art and others.

As proved in the research, the majority of the attributes for a wine tourism experience may be found in the experiences of Azeitão. However, some parts are still underdeveloped which could be an opportunity to both wineries to transform Azeitão's village in a major pole of wine tourism in the world. The most developed attributes in the Azeitão's experience are such as authenticity, value for money, service interactions and the learning experience. However, the appreciation of settings, the information discrimination and the offer of regional product may be slightly present but for the experience to be more complete, they would have to be more developed.

In a similar perspective, the results can be compared to the theory explained by Mauracher *et al* (2016) in which the whole attributes needed and defined by the authors are complete in the wine tourism region offer hence tourists considered the presence of wine product and price attributes. The tastings are also majority referred by the tourists of both wineries, Finally, the staff and the visits, even if the content of each one of the wineries showed to be quite different. It also showed to be complete and satisfying for tourists.

The study shows a correlation among the conclusions taken by the author Roberts and Sparks (2006) and Mauracher *et al* (2016) on the several attributes needed for a complete wine tourism experience. There is an actual correlation with what was showed by Quadri-Felitti and Fiore (2012). In fact, all the attributes can be found in wine tourism villages and in the theory of the 4 e's that classifies the attributes into four dimensions.

In line with the hypothesis of Azeitão wine tourism offer being composed by the 4^e's of the experience economy model, it was showed by the research that there is an actual potential of a complete experience in both wineries. In fact, wine tourism in Azeitão is a growing concept. Confirming the theory of Pine and Gilmore (1998), and, Quadri-Felitti and Fiore (2012) in which there are four necessary dimensions to achieve a complete

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experience: entertaining, educational, esthetic and escapist, that are essential to meet a sweet point of a perfect wine tourism experience, Azeitão reaches most of them. As a matter of a fact, regarding the wine tourism experience in Azeitão, both wineries present a strong focus on educational and entertaining.

To begin with the educational dimension, and, according to the research there is actually a focus on the learning part of the experiences as tourists often focus on the learning about the history of the wineries, mainly regarding José Maria da Fonseca winery. In addition art for Bacalhôa art is a main spot in which tourists focus their learning and for both there is tastings and the process of winemaking. As for entertaining, art galleries are the more present due to Bacalhôa art exhibition. Museum and wine shop also are presented in this experience also reinforce that the entertaining factor is strongly developed in this offer.

However, the research also showed room for improvement regarding this sector in Azeitão. In fact, the esthetic dimension defined by Quadri-Felitti and Fiore (2013) is not totally developed even if a slight number of tourists referred to it along there reviews on their experiences. This dimension is defined as a consumption and appreciation of the prettiness of surroundings such as winescape, architectures of the wineries, bars, restaurants and others. By having gardens, both wineries presented results of appreciation of the surrounding which lead to the esthetic appreciation of the experiences. In addition, Bacalhôa winery tourists explain that the whole experience is connected to beautiful surroundings, art and the appreciated architecture of the palace of the winery owners.

Finally, the escapist dimension defined by Quadri-Felitti and Fiore (2013) in which tourists' find it important to have experiences in wine tourism that are different and take them away from their routines. These experiences usually include hiking's and horse ridings among vines. In fact, there is a small number of tourists referring to this point which lead the conclusion of the research of fulfilling this gap on the offer.

The conclusion taken by this analysis showed that the wine tourism experience of Azeitão presents some strengths but also some opening for improvement according to the theoretical model proposed by the authors. In fact, the entertaining and educational dimension are very developed and esthetic and escapist are still opened for growth.

Results of segment analysis allow to reinforce that the experience need to be based on a bundle of benefits. Confirming the theory (Roberts & Spark, 2006; Mauracher *et al*, 2016), the satisfaction results presented to be high hence the wine tourism experience as a whole present the majority of the attributes necessary to make tourists enjoy their time.

This fact is reinforced hence each segment proved to have different preferences regarding these experiences. As for, not only the experience is more complete and satisfying for tourists as an overall group as seen in point 4.1.2, in which a very high number of wine tourists showed to be satisfied with their wine tourism experience. It is also a way of captivating different segments to the same experience by combining this bundle of benefits. For example, by having a guided tour to an art exhibition, to the vines and cellars as well as a final tasting, the wineries are able to embrace both families (that do not focus on the wine itself due to the fact that they may have minors among them which can't drink alcohol) as well as couples that focus their preferences on the core product and tasting.

The results of this research show to be similar to previous researches about the wine tourism experience. The most relevant parts of the experiences and what leads the wine tourists to consider their experience as complete can be defined by a sweet spot which is still underdeveloped in Azeitão, even though the all the dimensions exist partially.

5.3. Managerial implications

These findings emphasize the need to improve wine destination management by diversifying tourists 'experience through new activities that facilitate escapism from daily life, which is in line with other similar research's results (Quadri-Felitti & Fiore, 2013; Brochado *et al*, 2019). Considering the growing relevance of wine tourism in the tourism industry all over the world, this research allows to understand the degree of relevance of several dimensions that can bring wine tourism to a new extend. These dimensions are a mean of providing tourists with satisfying experience. The results highlight the need of having all four dimensions included in the experience for it to be considered as a complete (Pine & Gilmore, 1998; and, Quadri-Felitti and Fiore 2013).

If managers would consider into a deeper way all four dimensions, it would create a complete experience for tourists, called “sweet spot” that would enhance their satisfaction towards both experiences Pine and Gilmore (1998), even if the overall experience of wine tourism in Azeitão already include partially each dimension, some progress can be done. In fact, completing the experience with other activities that are already being proposed in other wine tourism experiences. For example, by adding some escapist activities such as hiking, participating in the harvest, staying one night in the winery accommodation. The wineries also have the opportunity to include tourists into a more esthetic experience by adding activities that allow tourists to be in contact with the vines, the village itself and the Arrábida mountain and beaches that known for its esthetic appeal.

These improvements would allow wineries to attain the sweet spot (Pine & Gilmore, 1998; Quadri-Felitti & Fiore, 2014), allowing wine tourists to be completely satisfied with their visits. Consequently, it could be potentialize the recognition of the wineries.

5.4. Research Limitations

Considering that this research is based on online reviews which have a limited length, it limits the conclusions that can be taken from the research. This limitation also influences the possibility of generalizing the results. Secondly, due to the language barrier, the sample is not a random sample. In spite of being extracted from internet which includes individuals belonging to random sample, the fact that a translation was necessary excluded a low percentage of wine tourists that reviewed on languages that no credible translation was achievable. However, by excluding this type of reviews, it can also be excluding a part of a different culture opinion on the experience.

Another limitation is that a netnographic approach was used include a limitation on the sample by not having the complete profile of all the participants. By including tourists’ reviews in the research, part of the psychographic profile of the tourist is not included in the analysis which can also have an influence on consumers behaviors towards their experiences. This profile would be interesting regarding the analysis of the cultural side of participants reviews on their experiences.

5.5. Recommendations for future research on the topic

According to the research results, there are several activities involving wine tourism experiences in Azeitão. In fact, theories already show that wine tourism is a combination of the core product and other activities around, leading to the several dimensions of wine tourism. For a further research, it is considerable to understand the extend of each one of the four dimensions may be considered and the weight that each one has on the tourists.

The research is focused on the wine tourism experience on a specific region, it would be relevant to understand how the theoretical tool is organized in other countries. Not only in other countries, but, the most important would be to understand how other cultures react accordingly to their differences, in a similar environment. And, by analyzing that, to understand the main dimensions needed to fulfill the needs of each culture from all over the world, becoming a world reference regarding wine tourism. Besides, by conducting this research, some new dimensions are possible to arise on wine tourism experiences. In fact, by considering consumers desires, it is possible that future researches may look forward to understand new dimensions that can be included in wine tourism for different segments, not only culturewide but also by traveler type.

By considering new dimensions arising from wine tourism experience, a bridge can be made with the sensorial experience that wine tourism may include. By being a complete experience, it is also perceived regarding the senses that individuals can have along these experiences (Brochado *et al*, 2019). This way, some new dimensions can be relevant in this experience in both Azeitão and other regions from the world of wine tourism.

The potential new researches that may arise from the findings are to understand the existence and importance of crossing from a simple day visit to the wineries combined with other activities to a potential extension of the experience with a night stay or with a hotel with wine tourism themes such as health and spa treatments including wine.

Finally, a research can be made regarding the impact of the different dimensions in the quality of the reviews. In fact, it is interesting to understand to which extend each dimension engage the tourists in positive and stronger ratings while reviewing on an experience.

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APPENDIX

APPENDIX 1: Database extract

Title	Review	Rating
<u>I did not test the visit</u>	<p>Arrived too late (it is better to book or even go in a group, it is very popular), we did just a tour to the store. Twenty minutes before the closing, the only employee who agreed to let me taste one of the wines (€ 15 a bottle), without offering to the two people who accompanied me, was ostensibly rebuffed by his colleagues.</p> <p>Whatever the amount of purchases that we would have envisaged (and we can sometimes lack moderation in the matter), it is obviously not enough to delay a few seconds the closure ... Too bad, the muscats are excellent (a little sweet for my taste, but it's the sun!) and the reds and whites "classics" of good level. Too bad also that the price range, which starts at 3 €, then 6 €, then jumps from 15 € to 35 € and 45 €.</p>	3
<u>Visit</u>	<p>Recently I went to visit this farm I wanted to go there for a long time already and loved it ... the guide was very kind explained the whole history of the palace and we visited the gardens ... what a lovely space! This time was special because it was the harvest season. The cellar and the museum are super interesting !! To finish a small wine tasting where we can enjoy a white, a red and the famous muscatel pity not to be the purple one !! Highly recommend to everyone. The space is beautiful !!</p>	5
<u>Very nice afternoon</u>	<p>Loved knowing the history of the winery, and seeing the facilities. Great tasting. Very inviting visit rate, which allows you to spend in the store</p>	5
<u>worth it</u>	<p>Beautiful place, calm, well taken care of, attentive attendants, it is worth knowing for those who are passing through and if lucky, make the guided tour for 3 euros with the right to tasting</p>	5
<u>photographic session</u>	<p>place with a historical potential, pleasant moments to enjoy the silence and the beautiful landscape of the winery. where we can memorize with some photos</p>	5
Very good	<p>Excellent wine shop. Very nice place to visit and to enjoy buying the local wines.</p>	4
Good wine store	<p>A shop where you can buy all brands of the group ... Normal prices but lots of choice ... Worth stopping to enter</p>	4
Tasting and purchase of excellence wines	<p>Location where you can make a wine tour and tasting the best wines of Bacalhoa (schedule must be arranged). I recommend Quinta da Bacalhoa and JP.</p>	4

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APPENDIX 2: Concept map summary. Results analysis by gender

Theme	Concepts	Female (Likelihood)	Mean	Male (Likelihood)	Mean
1. Wine	Wine	33%	34%	48%	48%
	Tasting	37%		45%	
	Winery	29%		53%	
	Production	42%		47%	
	Store	35%		58%	
	Shop	29%		47%	
2. Visit	Visit	35%	40%	49%	44%
	Place	40%		43%	
	Beautiful	47%		39%	
	Worth	41%		44%	
	Museum	31%		50%	
3. Guided Tour	Tour	36%	34%	40%	48%
	History	36%		48%	
	Family	34%		43%	
	Portugal	18%		60%	
	Room	24%		54%	
	House	50%		39%	
	Guided	37%		46%	
	Interesting	38%		46%	
	Cellar	32%		54%	
	Time	28%		53%	
	Old	21%		48%	
4. Art	Art	35%	40%	44%	42%
	Palace	40%		45%	
	Collection	33%		42%	
	Tiles	42%		32%	
	Pieces	49%		41%	
5. Garden	Garden	50%	41%	40%	40%
	Barrels	47%		38%	
	Experience	34%		39%	
	Portuguese	30%		42%	
6. Price	Price	38%	34%	52%	49%
	Nice	38%		43%	
	Excellent	30%		46%	
	Lisbon	21%		51%	
7. Recommend	Recommend	31%	31%	50%	50%

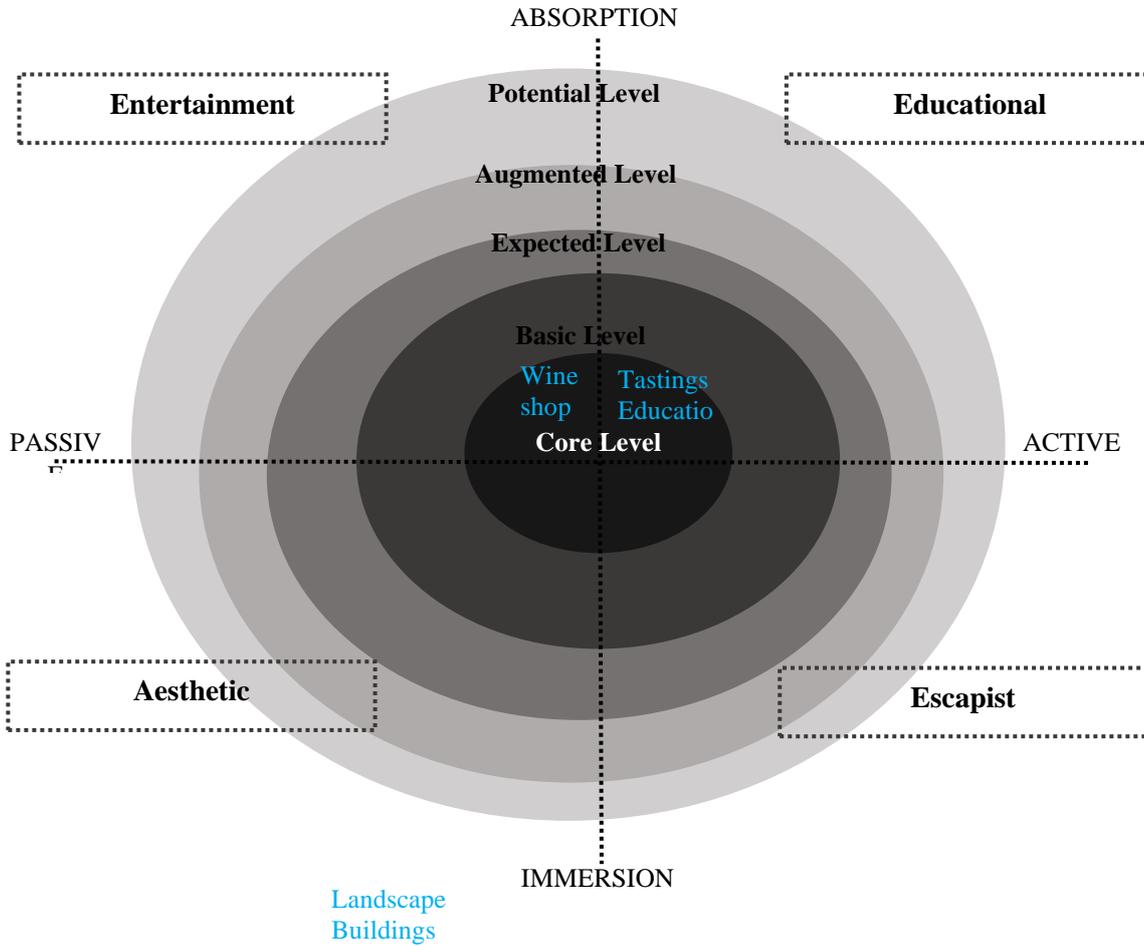
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APPENDIX 3: Concept map summary extract. Results analysis by traveller type

Theme	Concepts	Families	Mean	Couples	Mean	Friends	Mean
1. Wine	Wine	16%	16%	14%	15%	25%	25%
	Tasting	18%		17%		25%	
	Winery	13%		18%		24%	
	Production	15%		8%		30%	
	Store	13%		11%		27%	
	Shop	16%		16%		20%	
2. Visit	Visit	20%	21%	7%	8%	27%	27%
	Place	22%		4%		28%	
	Beautiful	21%		8%		31%	
	Worth	15%		12%		26%	
	Museum	26%		10%		23%	
	Tour	13%		20%		26%	
3. Guided Tour	History	17%	17%	11%	18%	26%	24%
	Family	14%		24%		18%	
	Portugal	15%		6%		36%	
	Room	14%		24%		16%	
	House	21%		18%		21%	
	Guided	25%		13%		19%	
	Interesting	17%		14%		26%	
	Cellar	20%		14%		31%	
	Time	8%		20%		22%	
	Old	21%		24%		24%	
	4. Art	Art		22%		24%	
Palace		27%	5%	19%			
Collection		24%	4%	26%			
Tiles		17%	8%	29%			
Pieces		38%	0%	43%			
5. Garden	Garden	24%	17%	11%	13%	31%	26%
	Barrels	19%		13%		15%	
	Experience	15%		15%		27%	
	Portuguese	8%		13%		25%	
6. Price	Price	16%	15%	13%	15%	22%	23%
	Nice	13%		17%		23%	
	Excellent	19%		9%		30%	
	Lisbon	14%		16%		21%	
7. Recommend	Recommend	18%	18%	9%	9%	30%	30%

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APPENDIX 4: Understanding wine tourism in China using an integrated product-level and experience economy framework



Source: Adapted from Duan *et al* (2018).