

ISCTE BUSINESS SCHOOL

Department of Management

WINE AND GASTRONOMY: EXPERIENCES IN LISBON

Arlindo das Neves Madeira

Thesis specially presented for the fulfillment of the degree of
Doctor in Tourism Management

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**Universidade
Europeia**

LAUREATE INTERNATIONAL UNIVERSITIES

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Author's Declaration of Originality

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Arlindo Madeira

March 29th, 2019

Arlindo das Neves Madeira

Abstract

Nowadays, wine tourism helps to create unforgettable experiences that involve tourists with the local culture, landscape, leisure activities, gastronomy and wine. Memorable enogastronomic experiences drive tourists' destination choices and their attitudes at the destination. These emergent experiences, considered nowadays as tourism in its essence, have been the realm of the competitiveness position of some regions in Portugal and outside. This research aims to contribute to the understanding of how and why a region with wines could pave its way to being recognized as a wine tourism destination.

The study was conducted in the Lisbon wine region. Lisbon has a very rich and diverse local cuisine which is complemented by the wines produced in the newly created wine region. However, there is still a lack of well-defined enogastronomic routes that could help to promote this type of tourism as well as the Lisbon brand image. As a starting point, the study adopted the Pine and Gilmore Economic Experience Model as the framework defined in order to respond to the research problem.

Firstly, the study reviews and discusses the existing literature devoted to wine tourism, with a special focus on the wine tourism experience that the guest faces when coming into contact with the elements comprising the wine tourism experience. The literature review leads us to a conceptual model where the traits of the enogastronomic experience which were depicted to represent the Guest-Host-Place interaction.

Secondly, the conceptual model was tested in an emergent wine region – Lisbon. To achieve this goal, a survey was applied to a convenience sample of wine tourists who visited Lisbon (Portugal). Considering a binomial distribution with maximum dispersion, a sample of 314 respondents were used to test the model.

The statistical analysis for the study followed three phases: firstly, an Exploratory Factor Analysis (EFA) was performed to define the structure of the traits which were most significant in explaining enogastronomic experiences; secondly, a Confirmatory Factor Analysis (CFA) was performed to further confirm the structure of the identified factors; and finally, Structural

Equation Modelling (SEM) was used to test the hypotheses and to validate the conceptual model.

As an experience has a personal meaning for those involved in it, content analysis was undertaken to reveal dimensions of this experience that the items tested could be hiding. The qualitative results of the interview analysis reveal that gastronomy and wines play a major role in the way that visitors experience a destination and indicate that some tourists would return to the same destination to savour its unique gastronomy and wines. The contributions of this study to the body of knowledge are discussed, as well as the strategical implications, together with the limitations of the study and suggestions for further research.

Keywords: Wine tourism, gastronomy, wine, memorable enogastronomic experience, destination image, Lisbon, Portugal, Structural equation models, Content analysis.

Resumo

Hoje em dia, o enoturismo ajuda a criar experiências inesquecíveis que envolvem o turista com a cultura local, a paisagem, as atividades de lazer, a gastronomia e o vinho. As experiências enogastronômicas memoráveis direcionam as escolhas de destino dos turistas e suas atitudes no destino. Estas experiências emergentes, consideradas hoje como turismo na sua essência, têm sido o domínio da posição de competitividade de algumas regiões, em Portugal e no exterior. Esta pesquisa visa contribuir para a compreensão de como e porquê uma região vitivinícola pode ser reconhecida como um destino de turismo de vinhos.

O estudo foi realizado na região vitivinícola de Lisboa, com uma gastronomia local muito rica e diversificada que é complementada pelos vinhos produzidos na região vinícola recentemente criada. No entanto, ainda faltam rotas enogastronômicas bem definidas que possam ajudar a promover este tipo de turismo, bem como a imagem de Lisboa. Como ponto de partida, o estudo adotou o Modelo da Experiência Económica de Pine e Gilmore como a estrutura definida para responder ao problema de pesquisa.

Em primeiro lugar, o estudo analisa e discute a literatura existente dedicada ao enoturismo, com especial enfoque na experiência enoturística com que o convidado se depara quando entra em contacto com os elementos que compõem a experiência do enoturismo. A revisão de literatura conduz-nos a um modelo conceptual onde os traços da experiência enogastronómica foram representados para caracterizar a interação Convidado-Anfitrião-Lugar.

Em segundo lugar, o modelo conceptual foi testado numa região de vinhos emergentes - Lisboa. Para atingir este objetivo, esta tese desenvolve-se com base numa conveniência de turistas que visitaram Lisboa (Portugal). Considerando uma distribuição binomial com máxima dispersão, foi usada uma amostra de 314 participantes para testar o modelo.

A análise estatística para o estudo seguiu três fases: em primeiro lugar foi realizada uma análise fatorial exploratória (EFA), para definir a estrutura dos atributos que foram mais significativos na explicação das experiências enogastronômicas, em segundo lugar, foi realizada uma Análise Fatorial Confirmatória (CFA) para confirmar a estrutura dos fatores identificados e, finalmente foi utilizado um Modelo de Equações Estruturais (SEM) para testar as hipóteses e validar o modelo conceptual.

Como uma experiência tem um significado pessoal para os envolvidos, a análise de conteúdo foi realizada para revelar dimensões dessa experiência que os itens testados poderiam esconder. Os resultados qualitativos obtidos da análise das entrevistas, revelam que a gastronomia e os vinhos desempenham um papel importante na forma como os visitantes experimentam um destino e indicam que alguns turistas regressariam ao mesmo destino para saborear a sua gastronomia e vinhos únicos. As contribuições deste estudo são discutidas numa perspectiva científica e metodológica. São apresentados os contributos e implicações estratégicas, juntamente com as limitações e sugestões para futuras pesquisas.

Palavras-chave: Enoturismo, gastronomia, vinho, experiências enogastronómicas memoráveis, imagem do destino, modelo de equações estruturais, análise de conteúdo.

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List Of Symbols And Abbreviations

AMOS – The software Analysis of Moments Structures

CFA – Confirmatory Factor Analysis

CVR – Comissão Vitivinícola Regional

H – Hypothesis

MEE – Memorable Enogastronomic Experiences

SEM – Structural Equation Modelling

SPSS – Statistical Package for Social Sciences

CHAPTER 1

Introduction and Thesis Overview

1.1 Introduction

Wine and gastronomy are naturally related to tourism. In fact, wine and food have long been regarded as an important component of the tourist experience (Hall, 2000). This relationship between the pleasures of the palate and tourism is justified because humans have to feed themselves to subsist and naturally do so when they travel, regardless of the motive or type of tourism they practise (Henderson, 2004; Tikkanen, 2007). As regards gastronomy, the definition is much more comprehensive than just the art of cooking and good eating (Long, 2004). In fact, gastronomy is about tasting, preparing, experiencing, experimenting, researching, discovering, understanding and writing about food, and, usually but not exclusively, about wine (Kivela and Krotts, 2006). Regarding wine, although it is not considered an essential commodity, it is part of the Mediterranean diet and has more and more enthusiasts all over the world, even in cultures that had no tradition of consuming it before (Hall and Mitchell, 2000). At the same time, there are new wine regions and emerging countries in wine production, which represents more potential experiences for the adepts of this typology of tourism (Alonso et al., 2015). Furthermore, visits to vineyards have been a part of organized travel at least since the time of the Grand Tour, and likely even since the times of ancient Greece and Rome (Hall et al., 2000).

Gastronomy and wine have given way to typologies of tourism that have travelling to taste food and wines of a certain destination as the main objectives. Designations such as ‘food tourism’, ‘wine tourism’ ‘culinary tourism’, ‘gourmet tourism’ and ‘gastronomic tourism’ mention gastronomy and wine in their definition (Okumus et al., 2007; Sanchez-Canizares and Lopez-Guzman, 2012; Ashleigh et al., 2018). In fact, tourists often choose special destinations in order to taste traditional (or non-traditional) food and drink and wines produced in a specific region (Hall and Mancionis, 1998; Hall and Sharples, 2003). In addition, taking into consideration that the consumption of food and drink occurs in all types of travel, tourists are food and wine tourists from time to time and few, if any, are food tourists all the time (Getz et al., 2014). Hence, wine and food-related tourism have the ability to connect with other types of tourism, even when it is not the main reason for travelling (Getz, 2000; Wargenau and Che, 2006). Furthermore, wine and food tourism can be approached from at least three different perspectives: as a form of consumer behavior, as a strategy for destinations and as a marketing opportunity for wineries (Getz and Brown, 2006).

Firstly, the study reviews and discusses the existing literature devoted to wine tourism and establishes the concept and boundaries of the wine tourism experience in order to understand the guest's experiential priorities. After this, the study presents three dimensions of interaction that define the experience: Guest, Host and Place.

Secondly, the study provides a conceptual framework for a model that explains the enogastronomic experience. This explains the relevance of this study to all the stakeholders involved in the wine tourism process, since they can adapt the services provided in the destination to guests' needs and thus improve their satisfaction, as well as the probability of their spreading positive word of mouth regarding the destination.

Thirdly, the study introduces those factors that make a memorable enogastronomic experience for tourists visiting a destination and present qualitative findings that reveal that gastronomy and wines play a major role in the way that visitors experience a destination and indicate that some travellers would return to the same destination to savour its unique gastronomy.

The contribution of this research is threefold: it is theoretical as it links brand with experience; methodological because most research in wine tourism does not approach scales and content analysis simultaneously; and strategic as it contributes to positioning Lisbon as a wine tourism destination.

1.2 Research Problem and Questions

The identification of the research topic was the first phase in the research project. Researchers may be influenced by numerous types of motivations, such as the researcher's personal interest, supervisors' suggestions, identification of problems, gaps in information or government planning requirements (Jennings, 2010).

Since the beginning of the PhD process, we chose to study the theme of wines and gastronomy as touristic product, although the region to be studied was not yet defined. Based on the accumulated knowledge from the preliminary review of the literature, we noticed that the academic literature related to the wine tourism experience is still relatively scarce. Thus, after analysing numerous wine regions, through a meticulous and thorough review of the literature, that we concluded that there were no studies on this subject in Lisbon.

This drove the choice of the topic, to deepen the scientific knowledge of the experience in wine tourism and its impact on the image destination.

Hence, this research aims to deepen the scientific debate with the introduction of other dimensions that affect the holistic experience of this ramification of tourism. Based on this analysis, we realized not only that there were no studies on Lisbon as a wine region, but also that there was little research regarding the creation and development of a new wine region.

Thus, the research problem of this thesis has been defined as “to understand the enogastronomic experience within a new wine region (Lisbon, Portugal) and its impact on destination image”. Lisbon is one of the most fashionable tourist destinations in Europe for its beauty as a destination, but also because it encompasses various tourist products: sun, sea and sand, golf, medical tourism, religious tourism, cultural tourism and wine tourism. Furthermore, Lisbon has a very rich and diverse local cuisine which is complemented by the wines produced in the newly created wine region. Regarding wines, the Lisbon region is composed by nine denominations (or sub regions), grouped into three characteristic blocs: The South, near Lisbon, with the denominations of Bucelas, Colares and Carcavelos. In the center of the region loom the denominations of Alenquer, Arruda, Lourinhã, Obidos and Torres Vedras, while the north stands Encostas d’Aire. The region has one hundred producers spread across the nine denominations.

However, there is still a lack of understanding of what is a enogastronomic experience to be promoted and enact the positioning of Lisbon as a wine destination. In other words, the aim is to study the influence of enogastronomic experiences on the identification of a tourist destination as a way to promote this type of tourism and at the same time to enhance the development and renown of the destination by answering the following research questions:

1. *What are the boundaries of wine tourism?*

The objective is to conceptualize and identify the boundaries that define wine tourism.

2. *What are the most relevant dimensions of wine tourism experiences?*

The objective is to define a conceptual model that structures the boundaries and variables that pave enogastronomic experiences.

3. *How does the enogastronomic experience influence the destination brand image and brand equity?*

The objective is to analyse the impact of the consumption of wine and food experiences as factors that enhance destination image, as well as the value of its brand.

4. *What are the factors that determine memorable enogastronomic experiences?*

The objective is to understand the determining elements of enogastronomic tourist experiences from the visitor's perspective.

1.3 Theoretical Background

The early stage in wine tourism research was marked by an emphasis on descriptive and comparative studies aimed at justifying and exploring the dimensions of this new sub-field of gastronomic tourism, with the first wine tourism conference being held in Australia in 1998. Regarding the academic community, the tourism literature classifies wine tourism as an industry in itself, linked with a number of other forms and sections of tourism (Getz, 1998; Knowles and Sharples, 2002). By itself, alongside or integrated into other areas such as gastronomy, ecotourism, agro-tourism or cultural tourism, wine tourism has expanded especially in major world wine regions (Pina, 2010).

Wine tourism is defined as a visitation to vineyards, wineries, wine festivals and wine shows, for which grape wine tasting and/or experiencing the attributes of the grape wine region are the prime motivating factors for visitors (Hall and Macionis, 1998). But wine tourism involves more than just visiting a winery and purchasing wine. It is a full package of unique experiences (or a holistic experience) that includes the ambience, atmosphere, service, surrounding environment, local culture, cuisine, local wine styles and varieties, as well as art and entertainment (Williams 2001, O'Neill and Charters, 2006). This experience results from the interaction of sensorial (sense), affective (feel), cognitive (think), behavioral (act) and social (relate) experiences (Stone et al., 2017). Native food and wine representing the place of origin, as well as local landscape and culture, become fundamental elements in order to build a food and wine experience (Pine and Gilmore, 1999).

The relationship between tourism, gastronomy and wine has sparked the interest of a growing number of authors who have enriched the literature available on the subject.

The subject has attracted the attention of several academic researchers from various disciplines and is also relevant to the stakeholders involved in food and wine production as well as tourism planning and marketing. Research on food and wine tourism has been approached in different fields such as tourism, marketing, economy, anthropology and sociology (Demossier, 2001; Mason and Paggiaro, 2012; Mitchell et al., 2012; Ali-Knight and Carlsen, 2003).

For the wine industry, wine tourism represents a marketing opportunity to promote its wines and build relationships with customers and visitors who can experience the “romance of the grape” first hand (Johnson et al., 2000). By promoting and selling their wines, as well as other products and services, wine producers may increase their profits, directly and indirectly (Dodd and Bigotte, 1997). At same time, the wine industry sells its products directly to consumers. Moreover, wine tourism is also an opportunity to educate visitors about the world of wine and specifically about the products that each region and producer produces, which in turn will spread positive (or negative) information to other possible visitors (Hall, Mitchell et al., 2000).

Regarding tourists, food and wine offers pleasure and entertainment and serves a social purpose, thus providing memorable gastronomic experiences (Wolf, 2002; Kim and Eves, 2012). Wine and food tourism also helps tourists to understand differences between their own culture and those with which they are in contact (Hegarty and O’Mahoney, 2001). Naturally, the purpose of a wine tourist’s visit can be graded from low to high involvement with the wine experience, depending on the motivations of each tourist (Charters and Ali-Knight, 2002). Consuming food and wine while travelling may be experienced in a multitude of ways influenced by the personal, social and cultural background of the tourist, his or her travelling company and the specific context in terms of people and facilities in which the offer is set (Stone et al., 2017). Tourists around the world thus share an interest in the consumption of food and wine, although certain concerns must be addressed to ensure visitor expectations are met and perhaps exceeded (Henderson, 2009).

As far as destination image is concerned, food and wines have traditionally been part of the appeal of destinations and can be a very powerful influence on feelings of involvement and place attachment (Ignatov and Smith, 2006; Kivela and Krotts, 2006). Through the promotion

of their cuisines and their wines, destinations can differentiate themselves from their rivals (Hashimoto and Telfer, 2006; Henderson, 2009). By offering different types of regional culinary products, tourists will be subtly introduced to the authenticity of the destination and consequently reach a higher level of satisfaction (Wolf, 2003). Although wine and food are the main products, wine tourism includes other activities and links with other types of tourism, which represents an opportunity that values the economic, social and cultural values of the region (Charters and Ali-Knight, 2002; Chang et al., 2011).

Enogastronomic experiences play a part in determining perceptions of and satisfaction with the overall travel experience (Hjalanger and Corigliano, 2000). The cultural and hedonistic components that characterize wine, leisure, pleasure and travel activities have led to an enhancement of the experiential perspective of wine tourism (Bruwer and Alant, 2009; Byrd et al., 2016). In fact, enogastronomic experience-scapes serve as a suitable setting for evoking emotions such as those related to consumption (Falconer, 2013). The consumption of local gastronomy and wines elicits emotional reactions, both positive and negative, such as anger, disappointment, happiness, joy, pleasure and excitement (Mak et al., 2012). These emotions significantly influence the evaluation of tourism experiences with positive emotions being associated with memorable experiences (Hosany et al., 2015).

Some food and wine experiences are memorable because they constitute something out of the ordinary, while others serve mainly the functional purpose of filling the tourist's stomach (Anderson et al., 2017). In addition, food and wine related memories can make tourists emotionally attached to the destination, enhancing their level of involvement with it and eventually influencing revisit intentions (Gross and Brown, 2006; Kivela and Crotts, 2006). Therefore, it is extremely useful to understand which are the most valued elements in enogastronomy experiences for travellers in order to be able to deliver better products and thus contribute to the economic development of the destination.

Wine tourism helps create unforgettable experiences to connect tourists with the local culture, landscape, leisure activities, gastronomy and wine (Robinson and Getz, 2014). Memorable enogastronomic experiences have contributed simultaneously to the motivation of the choice of tourist destination and to the behavior of visitors to the destination (Alebaqi, Menexes and Koutsouris, 2015). This research is supported on the experience economy model, proposed by Pine and Gilmore (1998, 1999).

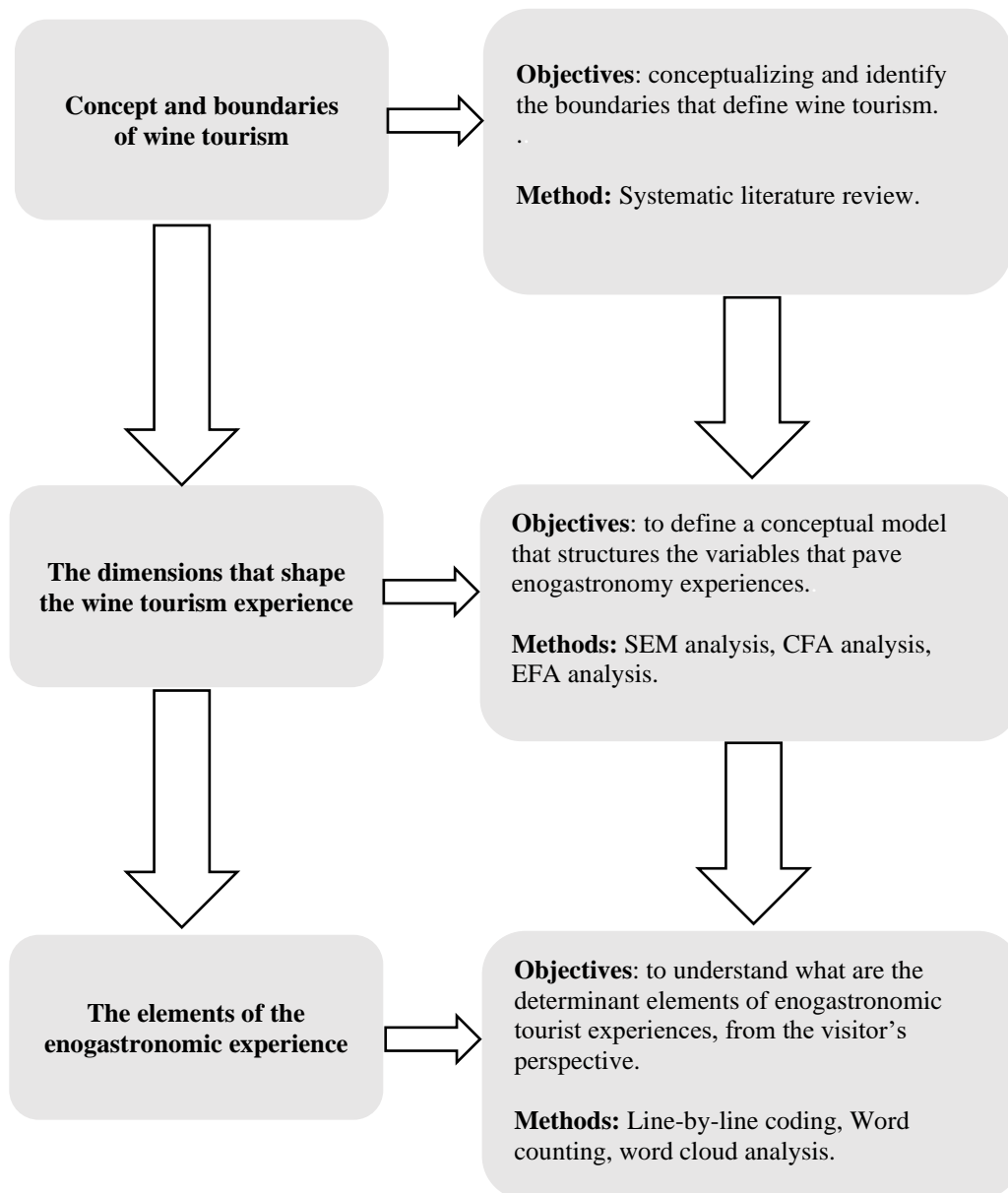
The experience economy model presented by the authors is formed by the intersection of two axes in order to explain the experience: consumer participation (active or passive) on the horizontal axis and consumer connection (absorption or immersion) on the vertical axis. It presents four dimensions named the 4 Es (i.e., the educational, esthetic, entertainment, and escapist experiences). The experience economy model has been adopted for study different tourism products such as hotels and restaurants (Gilmore and Pine, 2002), cruises (Hosany and Witham, 2010), special events (Pullman and Gross, 2003), heritage trails (Hayes and MacLeod, 2007) and wine tourism (Quadri-Felitti and Fiore, 2012, 2013). During the literature review, we found that there were other dimensions of experience that the Pine and Gilmore model does not comprise; these dimensions were added to reach an extent version of the 4 Es to explain the enogastronomic experience. Hence, this work proposes an extent conceptual model that provides a more encompassing view of the experiential nature of wine tourism.

1.4 Conceptual Framework

This research proposes a conceptual model to explain enogastronomic experiences by integrating the most relevant constructs of the experiential nature of wine tourism (Figure 1.1). Evidence from the wine tourism literature in support of this model is presented. This proposed structure advances with an experiential model applied to enogastronomy, with a comprehensive approach that can be applied to other geographies of wine tourism at different stages of development. Consequently, this model promises new theoretical directions for wine tourism and contemporary applications for all the stakeholders involved in the wine tourism process.

In this sense, this study starts by depicting the concept and boundaries of the wine tourism experience by presenting its dimensions of interaction that define the experience. Next, the study provides a conceptual framework for a model that explains the enogastronomic experience, supported by a data sample collected in the Lisbon wine region. Finally, this study assesses the qualitative data collected from the questionnaires through content analysis to provide further meanings and an in-depth approach to enogastronomic experiences.

Figure 1.1: Conceptual Framework of the Thesis



Source: Own elaboration

This research focuses on experiences of gastronomy and wine that happen naturally in all types of tourism when tourists visit wine-producing destinations (Mitchell, 2006), and specifically the experiences that take place in a wine tourism context, through scheduled visits to wine producers. Thus, this research provides evidence on the relevance of a deeper knowledge of this theme for all the participants in the tourist process of regions with a gastronomic and wine-producing tradition (Hjalanger and Richards, 2002), collecting data and estimating a conceptual model that illustrates tourists' perceptions. Based on a literature review and the conceptual

model in Figure 1.1, three papers were produced in order to answer the research questions. Table 1 shows the sequence of research proposals in light of the papers produced along this research.

Table 1.1: Research stages

Research questions	Research purposes	Paper
1. What are the boundaries for wine Tourism?	The objective is to conceptualize and identify the boundaries that define wine tourism.	Covered in paper 1
2. What are the most relevant dimensions of the wine tourism experiences?	The objective is to define a conceptual model that structures the variables that pave enogastronomy experiences.	Covered in paper 2
3. How does the enogastronomic experience influence the destination image and the brand equity?	The objective is to analyse the impact of wine and food experiences as factors that enhances the destination image, as well as the value of its brand.	Covered in paper 2
4. What are the most important factors that provides meaning to the enogastronomic experiences?	The objective is to understand what are the determinant elements of enogastronomic tourist experiences, from the visitors perspective.	Covered in paper 3

Source: Own elaboration

1.5 Methodology Overview

This research is grounded on a positivist approach because it emphasizes deductive logic and allows reported experience and observed human behavior as data. Positivism is assumed when used in formal propositions, quantifiable measures of variables, hypothesis testing and

inferences about a phenomenon drawn from a representative sample of the stated population (Tronvoll et al., 2011). Positivism is often used to describe an approach to research where large amounts of qualitative data are categorized to produce quantitative data to be analysed using statistical methods such as mixing qualitative and quantitative methods (Ryan, 2006). Mixed methods research is a systematic integration of quantitative and qualitative methods in a single study for the purposes of obtaining a fuller picture and deeper understanding of a phenomenon (Johnson, Onwuegbuzie and Turner, 2007).

For the purposes of this PhD dissertation, a specific questionnaire instrument based on the existing literature was developed, adopting a visitor-based perspective. The questionnaire was applied in 16 wine producers in the Lisbon wine region that practise wine tourism, that is, besides serving wine, they also complete the visit with food and other services. Taking into account that the respondents were of different nationalities, the questionnaire was presented in two language versions: Portuguese and English. A translation of the original English questionnaire was produced by bilingual speakers for each language, followed, upon completion, by a translation back into the original language by other bilingual speakers. This allowed linguistic and functional aspects to be checked in order to gain equivalence and quality assurance. Amongst the various possible methods of translation, back translation was chosen (Pizam and Ellis, 1999).

The questionnaire comprises 10 items derived from the review of the literature (Wine, Staff, Cellar Door, Entertainment, Education, Aesthetics, Motivation, Brand equity, Satisfaction and Image). The survey is organized into five sections. The first section presents screening questions that allow an understanding of whether the respondents were below 18 years old as well as other topics such as the motive of the visit, the country of origin, how many countries were visited with the purpose of wine and gastronomy and if they were in Portugal to experience wines and gastronomy.

The second section asked respondents to assess their level of agreement with a list of 44 items specifically selected and adapted to define visitors' enogastronomic experience in the Lisbon wine region and adequately adapted to suit the specific context under investigation from existing studies in the areas of wine tourism (Mitchell and Hall, 2006; Bonn, Cho and Um, 2018; Gómez, Pratt and Molina, 2018), gastronomy (Hjalager and Richards, 2002; Santich, 2004) experience (Pine and Gilmore, 1999; Pikkemaat, Boksberger and Secco, 2009; Quadri-

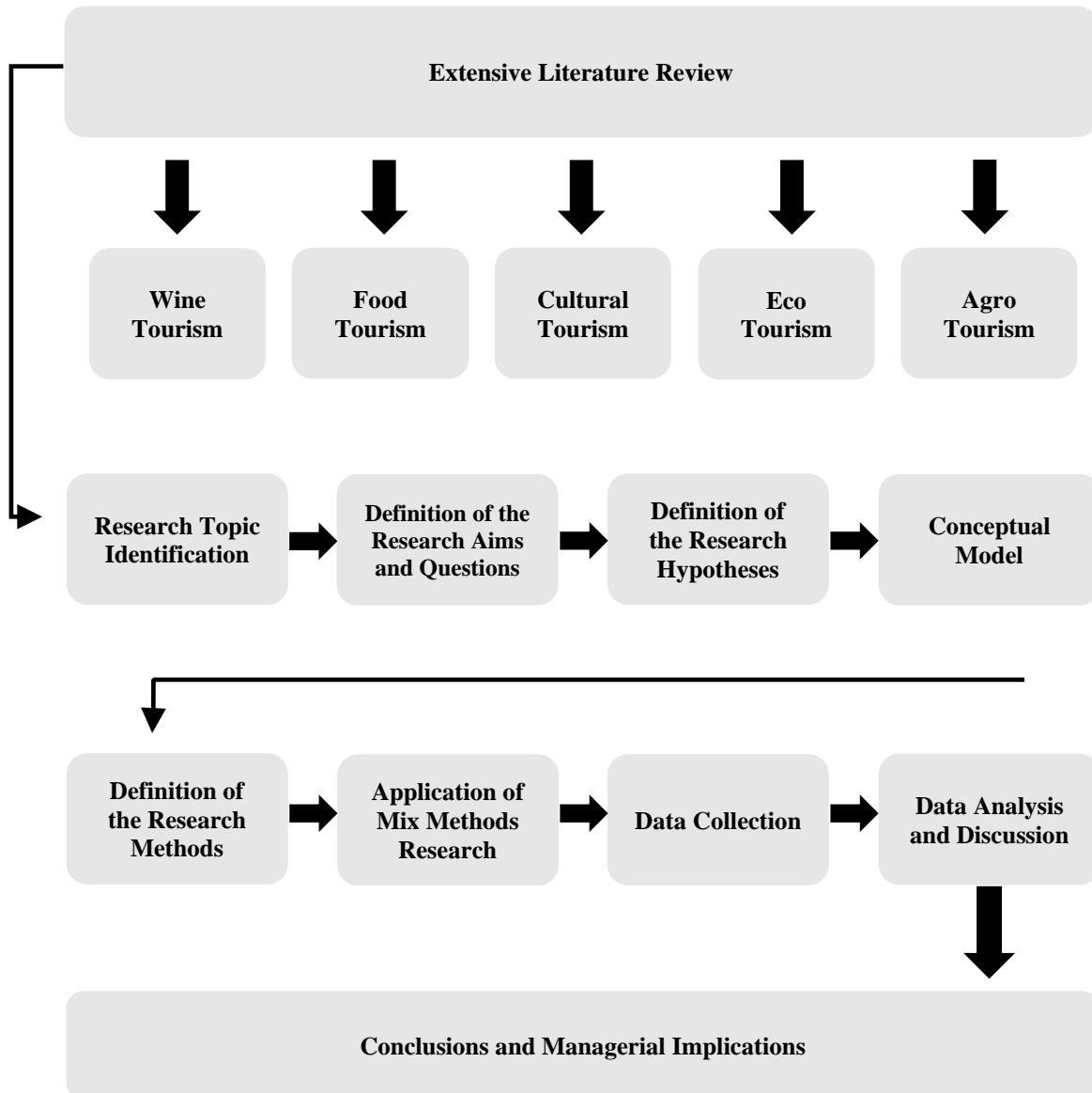
Felitti and Fiori, 2012) and destination image (Williams, 2001; Dawson et al., 2011). A 5-point Likert scale is used from 1 – strongly disagree - to 5 – strongly agree. The third section invites respondents to provide information regarding the type of accommodation they chose, the length of stay and the locale/municipality they choose. The fourth section asks respondents to express their loyalty to the destination (how often they visit Portugal, when their first visit was and how they heard about Lisbon and its wines and gastronomy). The fifth section invites respondents to provide their general socio-demographic characteristics (gender, level of education, nationality, how many people they travelled with and other views about Portugal as a wine tourism destination).

Data was collected face-to-face by two trained interviewers from visitors aged above 18 years old in 16 wineries established in the Lisbon wine region (Portugal). Data was collected between 2017 and 2018 and at the end of data collection; 314 complete questionnaires were obtained. All the obtained samples need to be considered as convenience samples. The answers obtained from the questionnaires were used as primary data in order to construct the conceptual model. The study also provided qualitative data that served to complement the information obtained from respondents and thus to better understand their opinions on the issues that inform this research.

For this research, paper 1 follows a systematic literature review of the state of the art regarding wine tourism. This procedure was adopted to define the concept of wine tourism and to establish the boundaries of the wine tourism experience. In paper 2, a conceptual model that structures an experiential approach and variables that pave enogastronomy experiences is presented. To achieve this aim, the study applies a SEM analysis to a convenience data sample collected in the tourism destination under analysis. For the data analysis, a three-step model was chosen to identify the underlying dimensions of the data and to test the hypotheses of the conceptual model: exploratory factor analysis, confirmatory factor analysis and structural equations modelling (Brown and Moore, 2012; Marôco, 2014).

Paper 3 adopts a three-step methodology: word counting, line-by-line coding process and word cloud analysis (Goulding, 2002; Miley and Read, 2011). This methodology provides a deeper meaning of a memorable enogastronomic experience (Björk and Kauppinen-Räsänen, 2016; Stone et al., 2017).

Figure 1.2: Research methodological procedures



Source: Own elaboration

1.6 Organization of the Thesis

The thesis is organized into three papers that structure the study in order to answer the research questions and purposes of the research (Figure 3). The first paper presents an extensive review of the literature about wine tourism. This allows a depiction of the concept and boundaries of

the wine tourism experience by presenting its dimensions of interaction that define the enogastronomic experience. This enogastronomic experience presupposes the interaction of tourists with their hosts and with the place as well as with the product (wine and gastronomy). This relation among hosts, guests and place has been applied and explored in a number of fields, which allows us to understand the evolution of the phenomenon and its integration into other fields of study, including an in-depth analysis of the various themes associated with wine tourism such as business management, regional development, sustainability of a destination, design of routes, development of events to promote wine and the characterization and segmentation of tourists. It also allows us to understand the integration of wine tourism with other types of tourism such as food tourism, cultural tourism, eco-tourism or agro-tourism. This integration with other touristic typologies happens naturally because the visitors need to feed themselves, regardless of the reason for the trip and in a wine-producing destination tend to taste the local wines, even if they do not usually do so. Wine and gastronomy are also part of the cultural heritage of a region and their production turns out to be agricultural products and happens in agricultural areas and is well preserved and integrated with nature.

The second paper was structured to provide a conceptual framework to define a model that explains the enogastronomic experience, supported by a data sample collected in the Lisbon wine region. The first step was to run an exploratory factor analysis (EFA) to reveal the underlying factors in the data, followed by confirmatory factor analysis (CFA) to further confirm the structure of the factors identified. Structural equation modelling (SEM) was then used to test hypotheses and validate the conceptual model. This study identified the main dimensions that shape the experience of wine tourism and contextualized them in a conceptual model with the objective of testing the influence that each dimension has on the enogastronomic experience and at the same time, the influence of experience on the image, brand equity, motivation and satisfaction with the destination. The findings contribute to the body of knowledge from different perspectives. The contribution of this research is theoretical as it links brand with experience, methodological because most of the research in wine tourism does not combine scales with qualitative data analysis and strategic in positioning Lisbon as a tourism wine destination.

Results show that motivation positively influences the enogastronomic experience, which in turn is explained by the dimensions presented in the study. Also, the enogastronomic experience influences image and satisfaction positively and brand equity negatively. Finally, the third paper completes the quantitative data collected from the questionnaires with a qualitative

approach, in order to explore the respondents' opinion about their enogastronomic experiences in the chosen destination in depth.

From the visitors' descriptions about their experiences regarding local cuisine, eating out and their points of view about Lisbon as an enogastronomic destination, it was possible to analyse each sentence through a coding process and each word, using the word cloud process. The first step was to analyse the answers obtained through the questionnaires with NVivo, a software package for qualitative data analysis that allows importing and cod textual data, editing of the text; retrieval, review and recoding of the coded data; a search for combinations of words in the text or patterns in the coding; and importing data from or exporting data to other quantitative analysis software (Bandara, 2006). The second step, named the "open coding process", aimed to open up respondents' description data by fragmenting it, identifying the experience elements and using constant comparison to scrutinize the data for every meaning (Glaser, 1992). The third step was word counting illustrated through "word clouds" which allows an easy and objective reading of the results and make an association of the most used words, in order to verify if the elements identified in the literature review were present in the visitors' responses.

In summary, the thesis is composed of four parts: the first one makes a thorough review of the literature on the theme of wine tourism from the first research to the present and approaches the theme from the Host-Guest-Place trilogy defined by Pine and Gilmore (2009). The second paper presents a conceptual model that compresses the most relevant dimensions in the view of the visitor, with regard to the enogastronomic experiences in a newly created wine region without well-defined enogastronomic routes. The third paper completes the quantitative research, through specific questions, to determine the opinions of the visitors regarding the local gastronomy and the experiences they had in the Lisbon region. Conclusions summarize the thesis emphasizing contributions, limitations and avenues for future research.

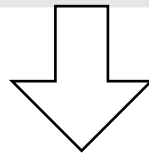
The driving question in the present thesis is to assess visitors' wine and food experiences within a new wine tourism destination by identifying the most relevant dimensions and elements that define this experience and thus understand how their satisfaction and how influences the image of the destination and its brand equity. Each of the three studies that assemble the thesis play a specific role, complemented in a way to answer the research questions and research purposes at the theoretical, empirical and strategic levels.

Figure 1.3: Structure of the thesis

Title: Wine tourism: constructs of the experience

Question: What are the boundaries for Wine Tourism?

Objective: to conceptualize and identify the boundaries that define wine tourism.



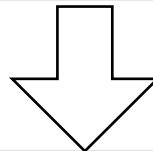
Title: Modelling Wine Tourism Experiences.

Questions: What are the most relevant dimensions of the wine tourism experiences?

How does the experience influence the destination brand image and brand equity?

Objectives: to define a conceptual model that structures the variables that pave enogastronomy experiences.

To analyse the impact of wine and food experiences as factors that enhances the destination image, as well as the value of its brand.



Title: Understanding Memorable Enogastronomic Experience: a qualitative approach.

Question: What are the most important factors that determinate memorable enogastronomic experiences?

Objective: to understand what are the determinant elements of enogastronomic tourist experiences, from the visitor's perspective.

Methods: Line by line coding, word counting, word cloud analysis.

Source: Own elaboration.

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CHAPTER 2

Wine Tourism: Constructs of The Experience

Abstract

Wine tourism experiences include activities such as visits to wine routes and wine tastings and gastronomy in the producers and local restaurants, as well as ludic and cultural activities. This experience presupposes the interaction of tourists with their hosts and with the place as well as with the product (wine and food). This relation within hosts, guests and place have been applied and explored in a number of fields, however in terms of tourism the number of researches in this framework are scarce and it is even scarce in what refers to wine tourism. Theoretically supported by Pine and Gilmore (1998) definition of tourism experience, this research mostly based on literature review, depicts the recurrent phases of a wine tourism experience, underlining its constructs. The main focus of this chapter is the wine tourism experience that the guest faces when getting into contact with the elements comprising the wine tourism product. This study is supported in three dimensions of interaction that explain the experience: Guest, Host and Place. The guest relates with the place based on his/her perceived brand equity and brand image, the host providing a good service to the guest manifest in his/her satisfaction and loyalty, being those the most important determinants of wine experience. The concept and boundaries of the wine tourism experience need to be established in order to understand the guest's experiential priorities.

2.1 Conceptualizing Wine Tourism, State of the Art

Charters and Ali-Knight (2002), defined wine tourism as a travel for the purpose of experiencing wineries and wine regions and their links to lifestyle, and as encompassing both service provision and destination marketing. Earlier, Hall (1996) putted the focus of wine tourism on the cultural experience, hence wine is related with heritage of the place, stating that it is a form of tourism with ancestral roots related to the cultivation of vines and wine and combines culture, territory and lifestyle in the context of the rural universe, although it may exist in the urban context. According to Getz and Brown (2006), the concept of wine tourism should be examined from three points: as a form of consumer behavior, as a regional development strategy, and as a winery opportunity to sell their products directly to the final consumer.

All the definitions proposed by the different authors on wine tourism have in common of a direct or indirect form the guest's motivation to travel and the experiences provided by the hosts in the place where the experience happens, as argued by Capitello et al. (2013).

The research on wine tourism started in the 80's (Becker,1984; Spawton,1986; Eduards,1989), although only in the beginning of the 90s articles started to be published in a significant way (Gilbert, 1992; Corigliano, 1996; Hall, 1996; Macionis, 1996; Dodd and Bigotte, 1997; Beverland, 1998; Carlsen, 1998). The Australian Wine Tourism Conference in 1998 was the first relevant academic meeting on wine tourism. At this conference, there was an emphasis on descriptive and comparative studies that sought to explore the dimensions of this new field of tourism. From the turn of the century there was a proliferation of several international tourism conferences about this topic. At the same time, Hall et al. (2000) and Getz (2000) published the first two research books on wine tourism. Nowadays, most of the literature on wine tourism is still coming from the countries designated as new world, mainly from Australia and USA, although in the last few years many old-world researchers have begun to publish especially from France, Italy and Spain. In the literature review carried out by Carlsen in 2004, the author states that three broad themes have emerged in the academic literature on wine tourism: development and promotion of regional wine destinations, policy and environmental sustainability of wine destinations, and winery activities for the public to increase wine sales. In 2006, Mitchell and Hall organized in detail the research in wine tourism by topics that can be grouped in seven different groups: enotourism product; enotourism and regional development; quantification of the demand; segmentation of the wine tourist; visitors' behavior; nature of visits to wineries; food safety and wine tourism.

Another perspective of wine tourism studies is from the supply and demand perspective. The studies on the demand contemplate: analysis of demographic features (Bruwer et al. 2002, Charters and Ali-Knight,2002); analysis of perceptions and expectations of wine tourists (Bruwer et al. 2018; Charters and Ali-Knight, 2000),wine tourist motivations (Alant and Bruwer, 2004; Johnson and Bruwer, 2007), tourists behavior(Michell and Hall, 2004; Galloway et al., 2008), brand loyalty (O'Neill and Charters, 2006; Johnson and Bruwer, 2007), wine tourism experiences (Q-Felitti and Fiore, 2012; Pikkemaat et al.,2009), to taste and purchase wine at the wineries (Bruwer, 2003; Lee and Chang, 2012); to receive information about wine and its elaboration process (O'Neill and Charters, 2002; Getz and Brown, 2006); to visit wineries (Cambourne et al., 2000; Mitchell and Hall, 2006); to visit vineyards, (Frochot, 2000; Sparks, 2007) and taste local gastronomy (Gillespie, 2002; Alonso and Liu, 2010).

The studies on the supply include: analysis of a combination of wine production and tourism (Carmichael, 2005, Byrd et al, 2016); a product analysis (Carlsen and Dowling, 2001, Getz and Brown, 2006), wine routes (Bruwer, 2003; Hashimoto and Telfer, 2003); festivals (Hall and Sharples, 2008; Fountain et al., 2008); sustainability of a destination (Poitras and Getz, 2006; Grimstad, and Burgess, 2014) regional destination image (Williams, 2001, Bruwer and Joy, 2017), cellar door sales (Dodd, 2000; O'Neill and Charters, 2006), cellar door activities (Dodge and Brigotte, 1995; Mitchell and Hall, 2001), wine market (Brown et al., 2006), wine marketing (Dodd, 1995; Espejel and Fandos, 2009), strategies for winery managers (Telfer, 2001; Williams and Dossa, 2003), Wine tourism life cycle (Getz, 2000; Dodd and Beverland, 2001), small wineries (Edwards, 1989; Hall, 2004), regional development (Hall and Mitchell, 2000; Frochot, 2003) and the business dimensions of wine tourism (Carlsen, 2004; Bruwer and Johnson, 2010). Although the experience is indirectly present in a large number of wine tourism studies, only a few specifically focus on this subject (Carmichael, 2005; Pikkemaat et al., 2009; Cohen and Ben-Nun, 2009; Q-Felitti and Fiore, 2012).

2.2 Enogastronomy as the Core Product

Wine and gastronomy are naturally the core products that sustain this form of tourism (Kivela and Crotts, 2006). Wine tourism is also seen as a particular form of gastronomic tourism, lying closely linked to local gastronomy and wine and the place where the experience unfolds (Getz, 2000). This idea is supported by Gillespie (2002) when argues that gastronomy is about the recognition of a variety of factors relevant to the foods and beverages eaten and consumed by a group, in a locality, region or even a nation. Santich (2004) adds to the discussion culture as a complementary product of this type of tourism, referring that gastronomy involves everything from guidance on proper food and drink, as a historical topic, and as a reflection of a society's culture. Although the need for food is common to all types of tourism, the development of wine tourism suggests the idea that gastronomy, wine and culture often are the main attractions leading tourists to visit a specific region and not necessarily a secondary or complementary attraction (Stewart et al., 2008). The relationship between consumers' travel and their involvement with wine and food has demonstrated the strength of their dependence, not only because of an obvious need for food but also for hedonism (Sparks, 2007; Alant and Bruwer, 2009). This hedonistic perspective is highlighted by Getz (2000) who states that wine tourism has different characteristics from other forms of tourism in that it heavily involves all the senses: taste, smell, touch, sight and hearing.

Alonso and Liu (2010) underline the power of local cuisines and wines as powerful tools to elevate or enhance a region's profile as a destination, especially among culinary, wine and tourism enthusiasts.

2.3 Defining the Wine Tourism Experience

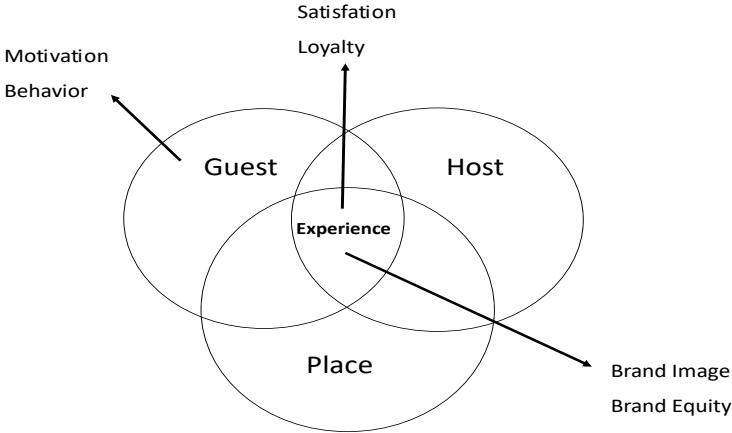
According to Williams (2001), wine tourism involves more than just visiting wineries and purchasing wine: it is the culmination of a number of unique experiences composed by: the ambience, atmosphere, surrounding environment, regional culture, local cuisine and wine with its intrinsic characteristics (grapes, techniques and characteristics). Therefore, a visit to a winery involves an holistic experience (Mitchell and Hall, 2006) that include: an aesthetic appreciation of the natural environment, the winery and its cellar door (Charters et al, 2009); the cultural and historical context of the wine region (Frochot, 2000), the production methods (Roberts and Sparks, 2006), a search for education and diversity (Charters and Ali-Knight, 2002), a sense of connection with the winery (Fountain et al.,2008), and the search for authenticity (Charter et al., 2009). Bruwer and Alant (2009) complement this idea by stating that wine tourism represents a journey for the purpose of experiencing wineries, wine regions, and their links to a lifestyle, encompassing both service provision and destination marketing. These hedonistic experiences are only possible if the winescape is prepared to meet the needs of the guests (Bruwer and Alant, 2009). Thus, creating enogastronomic experiences implies that wine producers in a region intentionally use their services as a stage and its products as props to involve tourists individually and thus create conditions for a memorable event (Pine and Gilmore, 1999).

In order to create experiences is essential understand the key elements of the experience by analysing the tourist's motivation to visit a certain area (Charters and Ali-Knight, 2002). Visiting a winery is also a key factor for wine distribution, customer satisfaction, and positive brand image for the winery as well as for the region (Hall, Mitchell et al., 2000). O'Neill and Charters (2006), determinates four attributes on the cellar door experiences: empathy (the ability of staff to make visitors feel welcome), reliability (providing a consistent level of service), response (ability of staff to meet guests' needs) and assurance (providing a sense of security to customers). Roberts and Sparks (2006) defined key factors that enhance the experience from the wine tourist's perspective: authenticity of experience, value for money, service interactions, setting and surroundings, product offerings, information dissemination, personal growth (learning experiences) and indulgence (lifestyle).

The Pine and Gilmore experience economy model (1998) presents four dimensions of the experience, adaptable to wine tourist’s expectations: entertainment (wine events, wine tours in vineyards with tastings, cultural events), education (learning about wine and its production, about wine history, culture and gastronomy), escape (guided tours through vineyards, participating in the wine production process, sport activities combined with wine), and aesthetics (landscape is dominated by wine, good signage and information in the region, well-tended wine bars and wine shops).

This work aims to define the fundamental constructs of the experience, that occurs from the interaction of the Guests with the Place and the Hosts as, based on the model of Pine and Gilmore (1998), as presented in the model below (Figure 2.1).

Figure 2.1: The constructs of the experience



Source: Own elaboration

2.4 Wine Tourist as the Guest

Wine tourists are the centrepiece of the process because without tourists there is no wine tourism. The wine tourist naturally assumes the role of guest when visiting a wine region, being fundamental its segmentation and characterization for those involved in the wine tourism process, in order to structure their products better and facing the expectations of the visitors (Bruwer et al., 2002). Charters and Ali-Knight (2002) ask the essential question: who is the wine tourist? The segmentation and characterization of wine tourists is not consensual among the researchers and must also be seen according to the old world/ new world dichotomy, from one winery to another, or from one region to another within the same country, taking into account cultural values of the visitors (Frochot, 2000).

The studies on the characterization of the wine tourists may be divided in demographic (Hall,1996; Corigliano,1996; Dodd and Bigotte,1997; Hall and Mitchell, 2004; O'Neill and Charters, 2006), or motivational and behavioral (Johnson,1998; Mitchell and Hall, 2006; Johnson and Bruwer, 2007). The first profiles of wine tourists used the psychographic characteristics as the criteria for segmenting wine tourists. Hall (1996) highlighted three categories of wine tourists: the Wine Lovers, the Wine Interested and Curious Tourists. Corigliano (1996), defined the wine tourists as Wine-Interested, Wine-Curious, Professional, Passionate Newcomer, Follower and Drinker. Dodd and Bigotte (1997) also used demographic data to determine consumer perceptions and suggest two segments based only on age and income: older people with high income and younger people with low income. Johnson (1998), distinguishes two types of wine tourists: the “specialist winery tourist” and the “generalist” visitor, based on the purpose of the visit. Dodd (1999), classifies the wine tourists into two main groups regarding their knowledge: "advanced or specialist" and "basic or intermediate”.

Charters and Ali-Knight (2002) presented a characterization of wine tourists based not only on their knowledge, but also in their interest about wine. This categorization results in four types of wine tourists: “Wine Lovers” (with a sub segment called “Connoisseurs”); “Wine Interested” and “Wine Novice”. In the same study the authors point out that for the producers, visitors are either Sophisticated Drinker, corresponding to a low percentage of visitors, Casual Tourist or even in the intermediate category, individuals who have no specific knowledge about wine but who regularly drink wine and who are interested in learning and passing through that experience.

Williams and Dossa (2003) presented a segmentation of the non-resident wine tourist into two distinct groups: The Generalists and the Immersionists (visitors who gives a greater emphasis on increasing knowledge about the wine region and participates in various cultural activities). Gatti and Maroni (2004), classified wine tourists into four distinct groups on their motivations: The Professional, the Cultured, the Enthusiastic and the Wine Tourist by Change. Galloway et al. (2008) presented a segmentation of the wine tourists based on a median split of their sensation showing that, compared with the group of lower sensation seekers, higher sensation seekers have a higher monthly expenditure on wine, purchase more bottles of wine per month, drink more bottles of wine per month, engaged in more visits to wineries, are more likely to use the internet as a source of information about wineries, participated in more activities during a visit to a wine region and rated wine and winery-related learning, as well as stimulation and indulgence experiences and emotions as stronger incentives in deciding whether to visit a wine region.

2.5 The Interaction Between Guest and Host

The most important aspect to the guest when visiting wine regions is the cellar door experience (Alant and Bruwer, 2004). This experience provides the opportunity for visitors (guests) to sample the winery's products, by interact with staff (hosts) and thus form an opinion about the producer and the region (O'Neill et al., 2002). The importance of the interaction between guests and hosts is highlighted by Marlowe et al. (2016) by stating that visitors (guests) have high expectation regarding the winery and the region and placed considerable importance on, the staff (hosts) being friendly, knowledgeable, undertaking of visitor needs, and capable of providing individual attention. This idea is defended by Roberts and Sparks (2006) who stress the importance of personal interactions with winery staff in creating memorable experiences and a connection with the winery and the region. Charters et al. (2009) suggested that the authenticity and quality of the visitor's experience is increased when winery staff show a passion for their products. O'Neill and Charters (2006) identified four intangible service quality dimensions: Empathy (the ability of staff to make visitors feel welcome), Reliability (providing a consistent level of service), Response (ability of staff to meet guests needs) and Assurance (providing a sense of security to customers).

2.5.1 Guest Motivations

Wine tourism as a tourist product has several points of interest, which generate different types of motivations, according to the purpose of each guest to visit a region (Byrd et al., 2016). The visitation to vineyards, wineries and wine festivals for wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors (Hall et al., 2000).

Bruwer (2003) ranked the follow motivations through surveying wine tourists: tasting wine and purchasing wine, visiting the country setting/vineyards, participating in a wine tour, learning about wine and winemaking, meeting the winemaker, socializing with family/friends, attending wine-related festivals or events and eating at the winery. Alant and Bruwer (2004) organized the motivations on three framework dimensions: to visit a wine region: the visitor's preferences and traits, the region's facilities and attractions and the dynamic of the visit itself. According to Bruwer (2003) motivations in wine tourism can be identified as primary and secondary. Primary motivators include wine tasting, purchasing and have a pleasant tasting experience (Hall et al., 2000). Secondary motivators are socializing, learning about wine, entertainment, rural setting and relaxation (Bruwer and Alant, 2009). Other researchers distinguish between pull and push motivational factors (Alebaki and Iakovidou, 2011). Pull factors include the general features or activities of the winery: tasting and buying wine, participating in guided tours, staying overnight, drinking wines paired with food, participating in activities with family or friends (Cohen and Ben-Nun, 2009). Push factors include the desire to broaden one's social network, relax, learn about wine and enhance one's understanding of its cultural significance (Galloway et al.; 2008).

2.5.2 Guest Behavior

Understanding the patterns of wine consumption plays a critical role in the wine marketing process and allows wineries and other wine business to effectively target their market (Hall and Mitchell, 2006). Wine tourist behavior has an inherent element of hedonism, because the tasting of wine involves alcohol and there are links with food, socializing and relaxation, which point to indulgent activity (Beverland,1998). This line of thought is also advocated by Sparks (2007) by stating that involvement with food and wine activities in general is likely to influence intentions to participate in a specific wine tourism vacation. Getz and Brown (2006) emphasizes two major factors regarding behavior: the appeal of wine tourism destinations and factors shaping their attractiveness and who are the wine tourists and what they want from a wine tourism experience.

Lebaki et al. (2015) underlined the following factors as behavior influencers: the travel distance (tourism demand varies depending on whether travel distance increases or decreases), the wine product involvement (visitor's motivational state of mind with wine related activities), the wine product knowledge (the level of visitor's knowledge regarding the world of wine), the wine tourist identity (a person who places more importance on his/her wine consumer identity is more likely to dedicate time and money to wine related activities, including visitation to wineries) and the past wine tourism experience (the influence of past experience in a particular wine region affects the visitor's future choices).

2.6 Wine Region as the Place

Getz and Brown (2006) argues that attributes of a wine region, such as the scenery and open spaces, also provide an incentive to visit the region. Hall et al. (2000) have asserted that visitation to a wine region is frequently motivated by 'the attributes of a grape wine region, referred to as the winescape. Winescape are characterised by three main elements: the presence of vineyards, the winemaking activity and the wineries where the wine is produced and stored (Bruwer and Alant, 2009). Hall and Mitchell (2002) brought to the discussion the concept of tourist terroir, which they define in terms of the "unique combination of the physical, cultural and natural environment that gives each region its distinctive tourist appeal. To Navarro and Pedraja-Iglesias (2012), wine products are now enjoyed by a much wider socio-economic range of increasingly sophisticated consumers who seek information about where their wines come from and value a wine more when it comes from somewhere specific, such as a known regional destination or origin.

2.6.1 Brand Equity

Brand equity may be defined as the value that a brand adds to a product or service (Lockshin and Spawton, 2001). From a business perspective, brand equity is a useful instrument with which to calculate a brand's value (Gómez and Molina, 2015). The formation of brand equity is essential for wine regions that seek to differentiate themselves from their competitor's destination because the guest relates with the place based on his/her perceived brand equity (Lockshin and Spawton, 2001; Gómez and Molina, 2015).

The recognition that countries, regions, places, and other geographical entities behave rather like brands is gaining acceptance and the value of branding places is now better understood (Gómez and Molina, 2015).

Preferences for wine from different origins differ significantly with respect to the benefits perceived by consumers regarding the wine region equity dimensions, that is quality, price, social, emotional, environmental, and humane value (Orth et al., 2005). Everyone involved in the wine tourism process, from governance to producers, are beginning to understand just how much equity can be added to their brands (Orth et al., 2005).

In order to develop and enhance brand equity through wine tourism, it is necessary to understand the concept and its complexity, that is, brand equity is a sum total of the attributes of a brand (Lockshin and Spawton, 2001). Thus, destination brand equity should be addressed as a multidimensional construct through the analysis of five dimensions, based on Aaker's work (1996) and adapted for wine tourism by Gómez and Molina (2015): brand awareness (the consumer's ability to recall and recognize a wine destination), brand loyalty (the consumers' preference for the destination, intention to repeat the visit, and likelihood of recommending the destination), brand image (the cognitive and affective associations that consumers link to the destination), perceived quality (the consumer's perception of the overall service quality) and other proprietary (wine destination brand assets, such as historic buildings, unique processes, channel management methods, and customer relationship management, can determine brand equity).

2.6.2 Brand Image

The strategic goal for wine of tourism is to become not only a region promotor but also a tool to improve the image and reputation of the regional wines and by extension, the region itself (Frochot, 2003). The study of the wine region destination image has its roots in the need to better understand the characteristics and motives of wine tourists (Getz and Brown, 2006). As it was pointed out before, the wine region can be defined as a pack of products offered, which encompasses the activities related to the world of wine, a tourist impeller of the area in which it is implanted, that allows to revalue the image of the rural, to increase the knowledge about the architectural heritage of the place, to preserve the cultural and gastronomic tradition, and at the same time satisfy the expectations demanded by the consumer (Frochot, 2000; Kivela and Crofts, 2006).

Consequently, a wine and food route contributes to the reputation and image of wine regions and their wines by highlighting a set of regional features, which gives a brand identity and a distinctive note or something that makes it unique (Cambourne et al., 2000).

At the same mean, wine, food and tourism rely on regional branding for market leverage and promotion and thus the appellation, or the regional brands become an important source of differentiation and value added for rural regions (Frochot, 2003).

2.7 Winery Staff as Hosts

As hosts, service staff have a determinant roll in order to engage the guest with the place. The ability to connect with the guest goes beyond just good service, rather, staff must also enable visitors to have a sense of linkage with the winery; they must convey passion about it and they have to provide a “story”, or a myth, which can engage the visitor with the place (Charters, Fountain and Fish, 2009). The ability of the winery and its staff to engage the visitor at the tasting room is therefore crucial component in establishing brand loyalty (Alant and Bruwer, 2004). In this way, winery staff can establish in the winery visitor an emotional connection to the brand. The importance of this personal connection to the overall winery experience was very apparent in the current research project and manifested itself in a number of ways (Marlowe et al., 2016). Providing training to the tasting-room staff is essential to deliver a better service and thus increasing sales of wine at wineries (Marlowe et al., 2016).

Tasting-room staff are better able to sell wines to visitors when their level of understanding of the wines being offered are high (Thach and Olson, 2003). Implementing a customer-service training program is fundamental in order to the staff feel more empowered and confident in speaking with sophisticated wine consumers (Marlowe et al., 2016). Learning the basics of viticulture and winemaking by employees in the tasting room, as well as the major grape varieties and regions is pointed out by Thach and Olson (2003) as the most critical training needed for the success of tasting-room employees.

2.8 Service Quality as the Determinant of Satisfaction and Loyalty

Service quality is the determinant for customer satisfaction in wine tourism. The increased significance and growing competitiveness of this sector has led to a heightened concern by producers and consumers for the quality of services being offered and has forced many within the industry to invest in the delivery of higher levels of service quality as a means to achieving competitive differentiation (O’Neill and Charters, 2006).

The service scape concept holds that the design of the physical environment can be an extremely important element of the perception of service quality and satisfaction and influence

consumption, patterns and practices (Bitner, 1992, cited in Bruwer and Joy, 2017). The service scape refers to the physical facility (wine region, winery tasting rooms) in which a service is delivered and in which the service provider and customer interact, and to any tangible commodities that facilitate that service (Bitner, 1992, cited in Bruwer and Joy, 2017).

Customer perceptions of the quality of a cellar door's physical environment contribute to the formation of visitors' first impressions of a cellar door prior to interacting with the staff for purchasing its products (Chen et al., 2016). In tasting room, service quality is the key to the affective attachments a visitor develops for a particular producer which, by extension, can have an impact on their subsequent brand loyalty (O'Neill and Charters, 2006). The tasting room experience and associated memories are influential in the post-visit behavior of consumers, and thus a memorable experience will more likely to result in a future purchase (Mitchell and Hall, 2004).

2.8.1 Guest Satisfaction

The question of customer satisfaction regarding services related to wine tourism was addressed by different authors (Carmichael, 2005; Getz and Brown, 2006; Hall et al., 2003). Satisfaction is believed to impact on destination image (Bruwer and Joy, 2017), service quality, post-purchase perceptions, future purchase decisions and long-term customer loyalty (O'Neil and Charters, 2006) who should ultimately translate into higher sales and revenue (Yuan and Jang, 2008). Wine tourists enjoy a high level of satisfaction for services experienced during wine tourist vacation. These include visits to cellars, wine tastings and the quality of the wine tasted (Carmichael, 2005). Thus, wineries should create pleasant experiences in order to generate higher satisfaction levels and to positively influence visitors' behavioral intentions (Charters et al., 2009).

2.8.2 Guest Loyalty

Measuring tourists' loyalty has become vitally important to understanding the success of particular destinations. Tourist loyalty intentions refer to future behavioral intentions of tourists in relation to tourism experiences (Mason and Paggiaro, 2012).

It is consensual that the intention to revisit a destination, recommend it to others and spread positive word-of-mouth reflect tourist loyalty intentions for a particular destination (Mitchell and Hall, 2004).

Furthermore, these repeat visitors tend to spend more on wine, accessory items and souvenirs than first time visitors (Alant and Bruwer, 2004). Mitchell and Hall (2004) similarly report that repeat visitors to a winery are more likely to make a post-visit purchase off site. Loyalty in wine tourism, terms must include the purchase of wine both during the visit and the intention/likelihood of purchasing wine made by that particular winery in the future (Lee and Chang, 2012).

Loyalty intentions are naturally related to destination image (Williams, 2001), leisure activities (Getz and Brown, 2006), involvement (Brown et al., 2006) and service quality (O'Neill and Palmer, 2004). In short, loyalty to destination is a natural reflection of the satisfaction of lived experiences and is reflected in the brand equity and brand image of the producer and the destination (Lee and Chang, 2012).

2.9 Conclusions

This work analyses the constructs that interfere with the experience given to the visitors of a wine region from the interaction of Guest-Place-Host trilogy: motivation, behavior, quality of service, satisfaction, loyalty, brand equity and brand image. Motivations for visiting wineries are important to understand the nature of the visitor, as they can be used to explain visitor's behavior and thus to define market segments. The conceptual relationship established between motivation and involvement is fundamental to explain the behavior and the consequent satisfaction of the visitor towards the destination. Guest satisfaction should be analysed regarding all the attributes and services available during the wine experience: entertainment, aesthetics, educational and escapist. A wine region that counts with positive winescape attributes shapes favourable wine tourist evaluations and behavioral intention toward it. Satisfaction in tasting room experience potentially generate loyalty among visitors.

The winery visitation is a key factor for wine distribution, customer satisfaction, and positive brand image for the winery as well as for the region. The underlying assumption is that is possible to reach a higher level of customer satisfaction, and thus generate customer loyalty by understanding the effects of different attributes on customer satisfaction.

This line of thought argues that satisfaction with an event is affected by perceptions that are formed before and after the experience and that will be decisive for loyalty, future visit and for the catapulting of the brand equity and image of the destination and its products. The visit is composed of tangible and intangible features, the most obvious tangible factors being those that led to the decision of the visit: tasting and / or buying wine and tasting food. In order to increase visitor's loyalty, more attention should be made to enhance visitors' satisfaction of the intangible service because pleasure contributes dramatically to the satisfaction of the intangible service. Service quality and the ability of the staff to connect with the guest plays a key role on the service encounter found a positive association between pleasure and satisfaction. The more pleasurable experience visitors had, the more likely they were to be satisfied by both tangible and intangible service attributes of the wine region.

This research has three main theoretical contributions. First, the study states the relevance of the Pine and Gilmore's experience economy model adapted to the wine tourism context. Secondly, it brings to the discussion a new organization of the main constructs of the enogastronomic experience, based on the trilogy Guest-Host-Place and finally this work additionally contributes to a review of the literature on wine tourism from a new organization of the constructs that compose the experience. The growing body of research has validated the relevance of the studies on wine tourism, with more authors addressing specific topics from the perspective of demand and supply. Although the experiences provided to tourists are the main argument for the existence of this type of tourism, only a few studies directly address this issue. From the existing studies on the experience almost all of them adopted the model of the economy experience of Pine and Gilmore, although none of them organize the constructs from the Guest-Host-Place trilogy. The study of the wine tourism experience requires a careful analysis due to the specificities of each wine region, each country and wine tourist segmentation. Thus, the complexity of the products that composed the holistic wine tourism experience deserves a detailed study, which equates how to approach wine tourism in that country (there are huge differences between wine tourism in the new and old world, in terms of products, (local grapes, techniques, local gastronomy) the purpose and duration of the visit, the motivations and knowledge of each type the tourist, its cultural tourist background, among other factors. It is therefore recommended that future studies adopting this approach take account of all these specificities, in order to obtain more accurate results, according to the region / country under study and those of its visitors.

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CHAPTER 3

Modelling Wine Tourism Experiences

Abstract

Wine experiences contributed to attract tourists to the destinations, in particular in Portugal where wine is worldwide renowned. This research aims to understand what drives tourists to visit a destination to live a wine experience and how this experience may improve the image and retain tourists. This model conceptual in its essence was applied in an emergent wine region in Portugal-Lisbon. Data was collected in 16 wineries from a convenience sample of 314 visitors, and structural equation modelling (SEM) was applied. The first step was to run an exploratory factor analysis (EFA) to reveal the underlying factors in the data, followed by confirmatory factor analysis (CFA) to further confirm the structure of the factors identified. Structural equation modelling was then used to test hypotheses and validate the conceptual model. Results show that motivation positively influences the enogastronomic experience, which in turn is explained by the dimensions presented in the study. Furthermore, the enogastronomic experience influences image and satisfaction positively and the brand equity negatively, considering the level of 10% significance. From the managerial perspective, implications are discussed as well as the main limitations, and then suggestions for further research are provided.

Keywords: Wine Tourism, Gastronomy, Constructs of the Experience, Destination Image.

3.1 Introduction

The wine tourism experience encompasses many characteristics including a lifestyle experience, education, linkages to art, wine and food, tasting and cellar door sales, winery tours, incorporation within the tourism-destination image and a marketing opportunity which enhances the economic, social and cultural values of a territory (Charters and Ali-Knight, 2002). The search for pairings between the wines produced in a region and its gastronomy enhances both and gives a unique character to the region and uses the term gastronomic to explain the merger between wine gastronomy and the pairing of the two (Harrington, 2005). Furthermore, culinary elements as well as all that is related to local wines contributes to the image and prestige of the destination (Kivela and Crofts, 2006). The benefits of wine tourism should be analysed from three perspectives: the winery, the consumer and the region where it occurs (Getz and Brown, 2006). Wine tourism offers wineries access to huge number of visitors to their cellar door (Charters and Ali-Knight, 2000), which helps build brand loyalty, create a positive image of the wine product and develop strong consumer relationships through planned on-site experiences (Bruwer and Alant, 2009).

Regarding visitors, tasting rooms at wineries provide an opportunity for them to try new and unknown products at little or no cost and thus improve their awareness as consumers (Dodd and Bigotte, 1997). At the same time, the opportunity to meet staff involved in the wine making process and to see 'behind the scenes', which leads to positive relationships, may increase both direct sales and indirect sales through positive 'word-of-mouth' advertising (Hall et al., 2000). Wine tourism also provides a source of marketing intelligence for wineries, allows revenue to be increased while providing an alternative distribution outlet from cellar door visitors and provides an educational opportunity in a non-threatening environment to develop wine appreciation, and creates awareness and improves knowledge on wines and the wine industry (Dodd and Bigotte, 1997).

Finally, wine tourism benefits the economic growth of wine regions around the world through loyalty, increased brand value and repeat visits (Johnson and Bruwer, 2007) as it offers a chance for growth to a number of traditionally depressed rural areas in need of economic stimulus and thus, allows the tourism industry to be consolidated (Charters and Ali-Knight, 2000).

Although it seems to be consensual among researchers that it is experiences that sustain this tourist activity, the experiential approach to research in wine tourism is surprisingly still a topic with few studies (Carmichael, 2005; Charters et al., 2009; Pikkemaat et al., 2009; Cohen and Ben-Nun, 2009; Quadri-Felitti and Fiore, 2012).

This work aims to understand how food and wine experiences can support the identification of a place as a tourism destination in order to promote wine tourism. It focuses on the region of Lisbon with its very rich and diverse local cuisine, complemented by wines produced in this newly created wine region. However, there is still a lack of well-designed routes and wine tourism products to promote the region's brand image as well as this tourist product.

3.2 Literature Review

Wine tourism should be seen as a holistic experience that includes many aspects of the visit to a producing wine region, its lifestyle and culture (Mitchell and Hall, 2006). This holistic experience can be provided in a number of ways, mainly by events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, and winery tours (Charters and Ali-Knight, 2002). The experience of wine tourism is a confluence between the motivations of wine tourist and the tourism and wine industries, with the region and the wine landscape as scenery (Hall et al., 2000). Thereby, creating memorable experiences is the new weapon to differentiate the product in the minds of consumers, especially in a new wine region (Festa et al., 2015). Thus, wine tourism industry should use the winescape as a performance space for staging memorable experiences, such as through education, engagement and entertainment in an aesthetic environment (Charters and Ali-Knight, 2002). Hence, literature on the experiential approach calls for further research aimed at filling this research gap and investigation about the nature of these limitations and barriers.

3.2.1 Motivations

According to Alant and Bruwer (2010), the motivations of wine tourism are influenced by their hedonistic nature, taking the specific characteristics of each tourist into account (demography, wine consumption, consumer behavior, brand awareness and affinity, learning/discovery, socialization); the characteristics of the wine region (geographical location, regional brand image, wine cellar profile, wine products, landscape, attractions, accessibility, proximity, infrastructure, climate, economic development, tourism life cycle); and the visitor dynamic (first time or repeat visit).

Although it is unquestionable that the main motivations for the wine tourist are tasting and purchasing wine, participating in a wine tour, attending wine-related festivals or events, pairing wine and food at the winery (Alant and Bruwer, 2004), other secondary or peripheral motivations have been identified, such as learning about wine and winemaking, meeting the winemaker, socializing with family/friends, being entertained in a relaxing rural setting and experiencing the attributes of the wine grape region (Byrd et al., 2016).

3.2.2 Wine

In a wine tourism context, wine is used as a resource to generate a flow of tourists, whose main motive is to discover the source of the product itself, to have some knowledge of the places and means of production (Ansero and Patti, 2009). The choice of a wine region is influenced by the quality of its wines and that will determine the success of the destination (Getz and Brown, 2006). Wine as a tourist product has the unusual ability to attract visitors with different levels of involvement: wine can be seen as a product of high involvement for some consumers and low involvement for others (Ali-Knight and Carlsen, 2003). For the connoisseur or specialist, wine tasting and purchase has a very high involvement with a lot of time and attention dedicated to descriptors such as variety, crop and origin, although there are 'generalist' visitors who just want to spend a different day in a winescape context or only take the trip to accompany the connoisseurs (Charters and Ali-Knight, 2002).

3.2.3 Staff

Staff members play a key role in the quality of the service provided during the wine tourist's experience at the winery (Roberts and Sparks, 2006). Customers have high expectations and place considerable importance on the staff being friendly, knowledgeable, attentive to visitor needs and capable of providing individual attention (Griffin and Loersch, 2006). The authenticity and quality of the customer's experience is reflected when the staff shows passion for their products, which influences purchase intentions while visiting the winery tasting room (Marlowe et al., 2016). Moreover, good service and hospitality have a strong influence on a customer's sense of obligation to purchase (Charters, et al., 2009). Training staff is thus an essential issue to deal efficiently and effectively with customers in order to have success in a wine tourism operation (Marlowe et al., 2016).

If the tasting-room staff are well trained they will feel more confident and empowered in speaking with sophisticated wine consumers and thus are better able to sell wines due to their level of understanding of the wines being offered (Thach and Olson, 2006).

3.2.4 The Cellar Door

Wine tourism focuses much of its activities on the cellar door, though it encompasses a range of other services (Alant and Bruwer, 2010). The cellar door is the hub of the visitor's wine tourism experience representing an opportunity for winery owners to provide an authentic and memorable experience in that it provides the visitor with a complete profile of the winery and its wines (Bruwer et al., 2013). Visiting the cellar door is a key factor for wine sales and distribution, customer satisfaction and positive brand image for the winery, as well as for the visited region (O'Neill and Charters, 2000). O'Neill and Charters (2006) determined four attributes of the cellar door experience: empathy (the ability of staff to make visitors feel welcome), reliability (providing a consistent level of service), response (ability of staff to meet guests' needs) and assurance (providing a sense of security to customers).

3.2.5 Entertainment

A visit to wine regions is complemented by a wide range of entertainment activities that vary from region to region and from producer to producer (Carlsen and Boksberger, 2015). The entertainment experience may occur through a number of cultural and educational activities, when tourists observe other people's activities and/or performances, including listening to music and reading or in an active way which includes wine tours in vineyards with tastings, visits to museums, exhibitions and local cultural sites, participating in harvesting, hiking, cycling and photo taking (Carmichael, 2005). Entertainment requires the offerings to attract and occupy the attention and readiness of visitors with different levels of intersection with wine, such as families (Al-Knight and Charters, 2001). Some studies fuse the dimensions of education and entertainment into one (Al-Knight and Charters, 2001; Getz and Brown, 2006). Pine and Gilmore (1999) describe the overlap of education and entertainment as 'edutainment', a term used to describe the informative, fun, and social aspects of wine tourism.

3.2.6 Education

Wine tourism help visitors to learn about wine characteristic, as well as the making process and thus develop an appreciation of the wine industry (Charters et al., 2009).

By creating awareness and increasing knowledge, is expected that the wine consumption within that region increase, which will be of benefit to the entire wine tourism industry (Dodd and Bigotte, 1997).

Education is thus a vital attribute in personal development for wine tourists as it gives them the opportunity to learn about local wine and the wine industry, as well as about the region's cuisine and culture (Sparks, 2007). Additionally, the educational experience plays a fundamental role in creating memories and consequent satisfaction among visitors (Quadri-Felitti and Fiore, 2013).

3.2.7 Aesthetics

The aesthetic experience is the immersion of senses in a sensual environment reflected through the winescape's cultural and environmental features and human improvements (Cohen and Ben-Nun, 2009). The aesthetics applied to wine tourism regards a core of different features that derive from the design of the routes, the architecture of the wineries and the environment where the wine and food tasting experience takes place (Pikkemaat et al., 2009). Bruwer and Alant (2009) suggested that during the wine tourism experience there are four levels of aesthetic cognition: the perceptual (senses are involved, viewing, hearing or smelling), expressive (feelings and emotions associated), symptomatic (object signs are symptomatic of something else) and symbolic (ideas and imaginations created in the viewer's mind).

3.2.8 Brand Equity

Brand equity is a relevant concept for wine regions that seek to differentiate themselves from rival destinations (Alant and Bruwer, 2010). Wines produced in different regions have unique and distinctive characteristics, based on their strong association with the place where they are produced (Johnson and Bruwer, 2007). These regions have different tangible components and intangible or social dimensions that should be explored in order to create their own identity and brand awareness (Mitchell et al., 2002). For an emerging wine region, the pursuit of a brand equity identity achieves two important goals: i) preparing the wine region to compete in a high competitive market due to the historical dominance of the traditional regional players and ii) providing the leverage for the region and wine businesses to cooperate in the strengthening of positive regional brand equity (Canziani and Byrd, 2017).

3.2.9 Image

The recognition that countries and regions should be seen as brands is gaining acceptance among researchers (Johnson and Bruwer, 2007). From this perspective, wine denominations of origin which work as global brands are the most important certified warranties of product and destination authenticity and act as a protection and value system (Alant and Bruwer, 2010).

A wide variety of attributes contribute to the wine region's image, such as the wine products, production systems, landscape features, climate, cultural and heritage assets, local people and their lifestyles (grape growers, wine makers and chefs), leisure activities (dining out, relaxing, nature appreciation, shopping, wine tasting, touring, cooking), and community attractions (Williams, 2001).

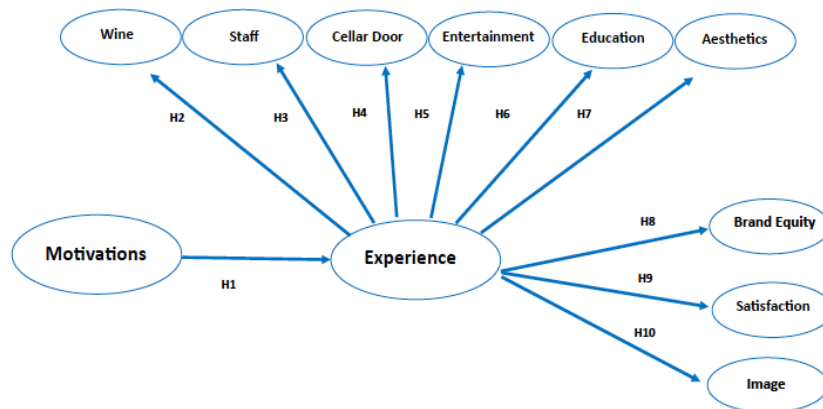
3.2.10 Satisfaction

Satisfaction in the context of wine tourism has been approached from different perspectives: attributes of the winery and the winescape (Tanford and Jung, 2017), the post visit and future purchasing decisions (Charters et al., 2009), service and hospitality attributes (O'Neil and Charters, 2000) and the authenticity of the experience (Pine and Gilmore, 1999). Tanford and Jung (2017) claim that the alignment of the winescape attributes (activities, authenticity, concessions, environment, escape and socialization) combined with perceptions (price/value and service quality) leads to a higher or lower level of customer satisfaction and loyalty. Satisfaction is an evaluation of emotion, reflecting how much the consumer believes that using a specific service may evoke positive feelings (Mason and Paggiaro, 2012). Thus, positive memories contribute to creating a satisfying wine tourism experience (Quadri-Felitti and Fiori, 2013).

3.3 Conceptual Model

The theoretical model hypothesizes that motivations is a multidimensional construct that explains wine experiences. The wine experience is composed by six dimensions of the service (wine, staff, cellar door interaction, entertainment, education and aesthetics) that determines the brand equity, destination image and the satisfaction of the tourists. Figure 3.1 provides a visual representation of the conceptual framework and related hypotheses.

Figure 3.1: The proposed conceptual model



Source: Own elaboration

Wine tourists' primary motivations are travel to regions where wine is produced with the purpose of tasting and buying wine, pairing wine and food at the winery and attending wine festivals and events (Bruwer and Alant, 2009). The wine tourism experience is influenced by other motivations identified as secondary, like learning about wine and winemaking, socializing with family and friends, entertainment in a relaxing rural environment and escape from the monotony of the daily routines through the excitement provided by the attributes of a destination (Byrd et al., 2016).

Hypothesis 1: Motivation influences experience.

Wine is the decoy to attract visitors who intend to connect with the place where it is produced, because it is the soul of the wine tourism as a touristic product (Ansero and Patti, 2009). The hedonistic nature of wine tasting is transported to wine tourism as an experience, involving the indulgence of the senses in the tasting of wine and in the interaction with the landscape (Charters et al., 2009).

Hypothesis 2: The wine tourism experience is composed by the perception of the wine element as touristic product.

The staff's influence in the experience is noticed through the hospitality and courtesy with which they receive visitors, but also because of the passion and knowledge they transmit during the visit (Griffin and Loersch, 2006). The training of the staff is determinant for the authenticity and quality of the customer's experience (Thach and Olsen, 2006).

Hypothesis 3: Staff is explained by experience.

The wine cellar door is crucial in establishing the rhythm and quality of the enogastronomic experience through the relationships established with the service team, the level of service offered and the quality of the products tasted: wines and gastronomy (Carlsen and Boksberger, 2015). Thus, the winery's door is an opportunity for winery owners to provide authentic and memorable experiences and disentangle themselves from their competitors (Bruwer et al., 2013).

Hypothesis 4: Cellar door is explained by experience.

Entertainment activities during a visit to a wine region serve to emphasize wine products on the one hand and on the other hand to satisfy visitors with varying degrees of involvement in wine tourism (Ali-Knight and Carlsen, 2003). The entertainment experience can be passive through spectacles and cultural activities such shows or museums, or active, when tourists participate with other people in playful or sporting activities (Carmichael, 2005).

Hypothesis 5: Entertainment is explained by experience.

Education is a vital attribute of the wine tourism experience providing visitors with the possibility of personal development by giving them the opportunity to learn about local wines and to pair them with local food (Sparks, 2007). The educational experience represents a fundamental role in the creation of memories about the visit to a wine region and is one of the most valued points for visitors (Quadri-Felitti and Fiore, 2013).

Hypothesis 6: Education is explained by experience.

The aesthetic experience in wine tourism is regarded as the immersion of the senses in a sensual environment through the specific attributes of the winescape such as the route design, the architecture of the wineries, the preservation of the environment and the ambiance where the experience takes place (Pikkemaat et al., 2009). The alignment of these winescape attributes

may be one of the determining factors for choosing one destination over another (Quadri-Felitti and Fiore, 2012).

Hypothesis 7: Aesthetics is explained by experience.

The search for identities offers each destination the opportunity to enhance its qualities in the minds of consumers and thus leverage the value of the regional brand benefits through the association of wines with a geographical region (Canziani and Byrd, 2017). Thus, unique and authentic wine tourism experiences can influence the formation of brand equity (Scherrer et al., 2009).

Hypothesis 8: Experience influences brand equity.

Several authors argue that positive experiences in wine tourism contribute to visitor satisfaction (Charters et al., 2009; Tanford and Jung, 2017). Satisfaction is a cognitive and emotional assessment that results from a positive perception of the experiences lived by visitors is extended beyond the visit with the creation of memories (Quadri-Felitti and Fiori, 2013).

Hypothesis 9: Experience influences satisfaction.

The attributes of the wine landscape, along with the traditions and cultural heritage of the region, are decisive in the promotion of stories and myths, thus contributing to the notoriety of the wine region's image and wine-related experiences (Quintal et al., 2017). The image of the wine region is propagated through the experiences of visitors, writers and critics who visit the region, expressed in magazines, blogs and online commentaries, and word of mouth at wine events (Dawson et al., 2011).

Hypothesis 10: Experience influences image.

3.4 Methodology

For the purposes of this study, a questionnaire instrument was developed based on existing literature. The questionnaire comprises 10 constructs derived from the review of the literature (Wine, Staff, Cellar door, Entertainment, Education, Aesthetics, Motivation, Brand equity, Satisfaction and Image). The questionnaire is organized in five sections.

The first section is made up of screening questions that allow and understanding the motive of the visit, the country of origin and if they were in Portugal to experience wines and gastronomy. The second section asked respondents to assess their level of agreement with a list of 44 items specifically selected and adapted to define visitors' enogastronomic experience and adequately adapted to suite the specific context under investigation from existing studies in the areas of wine tourism (Mitchell and Hall, 2006; Gómez et al., 2018), gastronomy (Hjalager and Richards, 2002; Santich, 2004) experience (Pikkemaat et al., 2009; Quadri-Felitti and Fiori, 2012) and destination image (Williams, 2001; Dawson et al., 2011). A 5-point Likert scale is used to obtain their answer (1 = strongly disagree, 3 = neither disagree nor agree, and 5 = strongly agree). The third section invites respondents to provide information regarding the type of accommodation they chose, the length of stay and the local/municipality they choose. The fourth section asks respondents to express their loyalty to the destination. The fifth section invites respondents to provide their general socio-demographic characteristics.

Data was collected face-to-face from visitors aged above 18 years old in 16 wineries established in the Lisbon wine region (Portugal). Data was collected in 2017 and at the end of data collection, 314 complete questionnaires were obtained. All the obtained subsamples need to be considered as convenience samples. For the data analysis, a three-step model was chosen to identify the underlying dimensions of the data and to test the hypotheses of the conceptual model: explanatory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equations model (SEM). Firstly, an exploratory factor analysis (EFA) was run followed by a confirmatory factor analysis (CFA), using SPSS (24) and AMOS (15).

This sequence of steps allowed latent variables concerning the wine tourism experience to be identified. Finally, a structural equation model (SEM) was estimated to evaluate the dimensions. EFA is used as a preliminary technique in the process of scale development and construct validation (Brown and Moore, 2012). A subsequent CFA allows for evaluation of the resulting scales. This analysis deals specifically with the relationships between observed measures or indicators and latent variables or factors (Brown and Moore, 2012). Finally, a structural model was estimated to evaluate the hypotheses of the study.

3.5 Results

3.5.1 Socio-Demographic Profile of The Sample

Table 1 shows the general socio-demographic characteristics of respondents. Most respondents were reported to be males (63,7%), holding a college degree (44,2%) or a master's or doctoral university degree (25,8%). Respondents were foreign visitors (51,9%), and Portuguese (44,9%). The majority of them declared that they were in Portugal to experience gastronomy and wines (70,4%). Furthermore, the vast majority stated that they had already visited Portugal or other countries for the purpose of tasting gastronomy and wines (68,8 %). In addition, most of respondents were repeat visitors (68,8 %) and travelled with friends (35,7%), family (37,9 %), or in a group (20,1%).

Table 3.1: Socio-demographic characteristics of the sample (n = 314)

Are you over 18?	Frequency	Valid Percent	Education Level	Frequency	Valid Percent
Valid Yes	314	100	High school or lower	60	19,1
Gender			College	146	46,5
Male	200	63,7	Bachelor's	28	8,9
Female	114	36,3	Master or PhD	80	25,5
Are you in Portugal to experience WG			Travel companion		
No	93	29,6	Alone	15	4,8
Yes	221	70,4	Family	119	37,9
Repeat visit			Groups	64	20,3
No	98	31,2	Friends	112	35,7
Yes	216	68,8	Missing	4	1,3
Nationalities					
Portuguese	141	44,9			
Foreigners	173	55,1			

Source: Own elaboration

3.5.2 Exploratory Factor Analysis

For the purposes of the study, the constructs were divided into consumers and experience, based on the review of the literature and thus, two factor analyses were adopted. Hence, exploratory factor analysis extraction method: generalized least squares and varimax rotation and Kaiser normalization were used to reveal the underlying factors. Regarding the experience factor analysis, six factors were identified describing experience and explaining 71% of total variance.

The KMO index (Kaiser-Myer-Olkin = 0,915(0,000) and Bartlett's test of sphericity (chi-square = 4966,655; p-value < 0,000) confirm that results are appropriate to explain the data. Cronbach's alpha was then calculated to test the reliability of the extracted factors. Except for one of factors that showed low consistence (Factor 6: 0,67), all values were 0,7 or higher (Factor 1: 0,85; Factor 2: 0,90; Factor 3: 0,88; Factor 4: 0,78; Factor 5: 0,91), thus suggesting that the factors are reliable.

Table 3.2: Experience Exploratory Factor Analysis (n = 314)

Constructs and Indicators	Mean	Standard deviation	Eigenvalue	Variance Explained	Cronbach alpha
Wine				6,279	0,851
I decided to visit this destination to taste the local wines.	4,17	0,857	0,858		
I decided to visit this destination to increase my wine knowledge.	4,12	0,828	0,818		
I decided to visit this destination to purchase local wines.	3,94	1,058	0,757		
I decided to visit this destination to meet people with wine interests	3,93	0,979	0,757		
Staff				7,127	0,897
Winery staff are always willing to help us.	4,41	0,674	0,839		
Winery staff provide an attempted personal attention.	4,38	0,760	0,810		
Winery staff are polite and courteous.	4,46	0,683	0,813		
Cellar door				13,276	0,884
Facilities for visitors.	4,30	0,609	0,656		
Decor of the winery.	4,22	0,669	0,636		
Range of wines.	4,13	0,675	0,816		
Quality of wine tasting.	4,10	0,766	0,757		
Quality of the wines tasted.	4,09	0,730	0,776		
Entertainment				5,638	0,782
Wine events.	3,41	0,669	0,723		
Cultural events theming wine.	3,46	0,674	0,845		
Other events out of winery.	3,39	0,641	0,813		
Education				33,959	0,913
During the visit I was able to learning about wine and its production.	3,97	0,852	0,829		
During this visit I was able to talk to the winemaker. It was very educational.	3,96	0,983	0,823		
I was able to learn about the region wine history.	3,93	0,934	0,848		
To learn how to taste and appreciate wine.	3,76	0,980	0,818		
Aesthetics				4,706	0,668
Well-tended wine bars and wine shop.	3,34	0,863	0,750		
Eat at the winery or local restaurants.	3,94	0,843	0,703		
The environment of the wine cellar is stimulate to the senses.	4,14	0,798	0,643		

Source: Own elaboration

In the consumers factor analysis, four factors were identified describing experience and explaining 53,35% of total variance. The KMO index (Kaiser-Myer-Olkin = 0,79(0,000) and Bartlett's test of sphericity (chi-square = 4966,655; p-value < 0,000) confirm that it is appropriate to apply exploratory factor analysis. Cronbach's alpha was then calculated to test the reliability of the extracted factors. All values were 0,7 or higher (Factor 1: 0,83; Factor 2: 0,80; Factor 3: 0,76; Factor 4: 0,73), thus suggesting that the factors are reliable.

Table 3.3: Consumers Exploratory Factor Analysis (n = 314)

Constructs and Indicators	Mean	Standard deviation	Eigenvalue	Variance Explained	Cronbach alpha
Motivation				25,011	0,831
To see this newest wine region.	4,04	0,678	0,717		
To learn about wine and wine making.	4,10	0,686	0,778		
To visit wineries and taste wine I have heard about.	4,25	0,641	0,815		
To meet people who like the world of wine.	4,13	0,805	0,630		
learning and interact with the winemaker.	4,46	0,702	0,706		
Brand Equity				12,864	0,802
The features of Gastronomy and Wine of this destination come to my mind quickly.	2,88	1,159	0,772		
The benefits obtained from this WT destination are higher than the costs	2,01	1,079	0,818		
When i am thinking about wines, this WT destination is one of the first that comes to my mind.	2,38	1,138	0,753		
This WT destination is a wise option.	2,36	1,344	0,792		
Satisfaction				9,792	0,761
Overall I'm satisfied with the wine cellar and the service they provide.	4,10	0,755	0,613		
Staff are very hospitable	4,35	0,608	0,570		
Wine routes provide very interesting Cultural activities.	3,86	0,777	0,786		
Wine routes have high quality Restaurants with quality food.	3,87	0,841	0,726		
The environment surrounding wine routes are very well preserved.	4,04	0,748	0,634		
Image				5,687	0,731
Wines from this region are of high quality.	4,16	0,810	0,683		
The wine region brand has a personality that distinguishes Itself from its competitors.	4,16	0,846	0,648		
In this destination wine and gastronomy are related with places of historical and cultural interest.	4,37	0,687	0,825		
The gastronomy and wine experiences here help us to learn about the local customs.	4,24	0,820	0,750		

Source: Own elaboration

3.5.3 Structural Equation Modelling

Structural equation modelling (SEM) has the ability to simultaneously examine a series of interrelated dependence relationships between sets of constructs represented by multiple variables, while accounting for measurement error, which has contributed to its widespread application (Ali et al, 2017).

In this work, a two-step approach proposed by Anderson and Gerbing (1988) was adopted: a confirmatory factor analysis (CFA) was conducted using the generalized least squares method to assess the validity and reliability of the constructs of the original model (Table 4). After this, a structural equation modelling (SEM) was performed and the model fit was assessed through fit indices as suggested by Hair et al. (2009).

After analysing the results of the main fit measures, we came to the conclusion that they were not completely satisfactory in relation to the reference values. Thus, some changes in the model were introduced by observing data of the modification indices of the covariance matrix of the standardized residues. As a result of the adjustment process, the indicators were retained for inclusion in the final model (the number of indicators was the same as for the exploratory factor analysis). After this adjustment process, the results improved significantly, yielding the values and adjustment values in Table 3.4.

Table 3.4: Confirmatory Factor Analysis (n = 314)

Constructs and Indicators			Standardized Estimate	S.E.	C.R.		P
I decided to visit this destination to taste the local wines.	<---	wine	0,818				
I decided to visit this destination to increase my wine knowledge	<---	wine	0,808	0,063	15,222		***
I decided to visit this destination to purchase local wines.	<---	wine	0,73	0,081	13,512		***
I decided to visit this destination to meet people with wine interests.	<---	wine	0,738	0,075	13,694		***
Winery staff are polite and courteous.	<---	staff	0,844				
Wine staff provide an attempted personal attention.	<---	staff	0,836	0,061	17,92		***
Wine staff are always willing to help us.	<---	staff	0,913	0,053	20,002		***
Quality of the wines tasted.	<---	cellar door	0,927				
Quality of wine tasting.	<---	cellar door	0,921	0,04	26,324		***
Range of wines.	<---	cellar door	0,809	0,041	19,928		***
Decor of the winery.	<---	cellar door	0,567	0,05	11,225		***
Facilities for visitors.	<---	cellar door	0,501	0,047	9,577		***
Wine events.	<---	entertainment	0,694				
Cultural events theming wine.	<---	entertainment	0,845	0,109	11,273		***
Other events out of winery.	<---	entertainment	0,696	0,092	10,453		***
During the visit I was able to learning about wine and its production.	<---	education	0,845				
During this visit I was able to talk to the winemaker. It was very educational.	<---	education	0,8	0,064	16,946		***
I was able to learn about the region wine history.	<---	education	0,91	0,057	20,624		***
To learn how to taste and appreciate wine.	<---	education	0,809	0,064	17,254		***
Eat at the winery or local restaurants.	<---	aesthetics	0,72				
Well-tended wine bars and wine shop.	<---	aesthetics	0,799	0,103	10,197		***
To visit wineries and taste wine I have heard about.	<---	motivations	0,748	0,071	12,73		***
To meet people who like the world of wine.	<---	motivations	0,624	0,09	10,549		***
learning and interact with the winemaker.	<---	motivations	0,682	0,078	11,587		***
When I am thinking about wines, this wine tourism destination is one of the first that comes to my mind.	<---	brand equity	0,581	0,117	8,214		***
I would spread positive word of mouth about Portugal as a WG destination.	<---	image	0,84				
I would recommend Portugal as WG destination.	<---	image	0,817	0,098	8,292		***
The features of Gastronomy and Wine of this destination come to my mind quickly.	<---	brand equity	0,592				
To see this newest wine region.	<---	motivations	0,728	0,075	12,389		***
Overall I'm satisfied with the wine cellar and the service they provide.	<---	satisfaction	0,881	0,178	9,673		***
To learn about wine and wine making.	<---	motivations	0,773				
GW staff are very hospitable.	<---	satisfaction	0,634				
GOF Indexes	X²	DF	X²/df	GFI	CFI	TLI	RMSEA
Whole sample (n=314)	1100,86	481	2,289	0,823	0,898	0,881	0,064

Chi-square = 1100,861
 Degrees of freedom = 481
 Probability level = 0,000

Source: Own elaboration

Table 3.5: Convergence and discriminant validity (n=314)

	CR	AVE	MSV	MaxR(H)	image	wine	staff	cellar	entertainment	education	aesthetics	motivations	brand equity	satisfaction
image	0,814	0,687	0,120	0,815	0,829									
wine	0,857	0,600	0,321	0,862	0,234	0,775								
staff	0,899	0,748	0,327	0,907	0,259	0,557	0,865							
cellar	0,870	0,587	0,349	0,935	0,284	0,324	0,385	0,766						
entertainment	0,791	0,560	0,175	0,814	0,249	0,107	0,111	0,411	0,748					
educationn	0,907	0,709	0,349	0,917	0,312	0,162	0,329	0,591	0,418	0,842				
aesthetics	0,732	0,578	0,355	0,740	0,347	0,314	0,490	0,530	0,330	0,574	0,761			
motivations	0,837	0,508	0,321	0,843	0,082	0,567	0,347	0,230	0,161	0,161	0,261	0,713		
brand equity	0,800	0,506	0,158	0,836	0,180	-0,257	-0,371	0,106	0,398	0,194	-0,096	-0,046	0,712	
satisfaction	0,736	0,589	0,355	0,805	0,252	0,450	0,572	0,486	0,148	0,535	0,596	0,413	-0,170	0,768

Source: Own elaboration

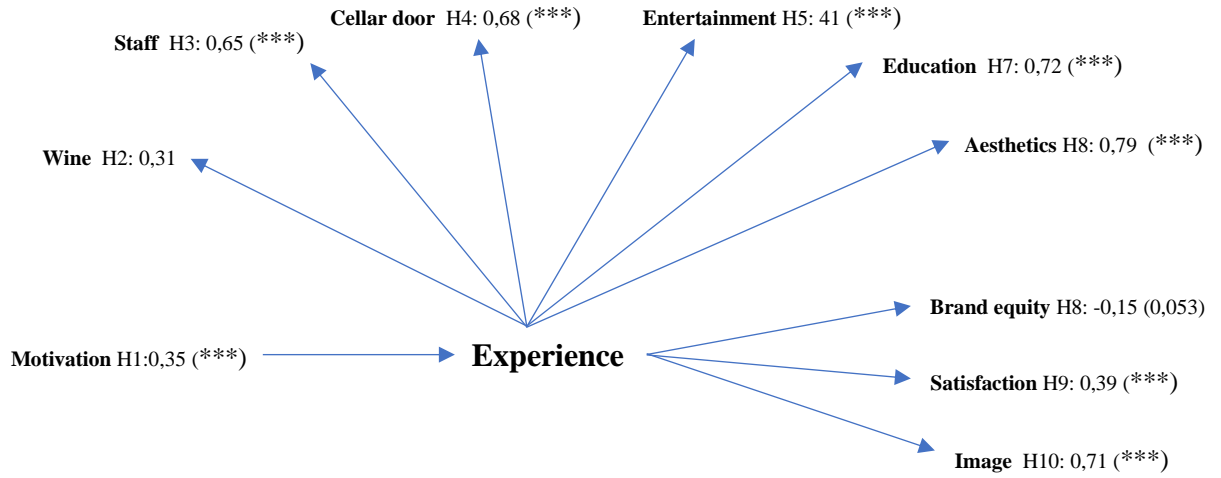
In terms of validity and reliability, the final model fits the data well and show levels that can be considered good or very good: composite reliability (CR) considerably exceeds the minimum recommended limits ($\alpha \geq 0,70$ and $cr \geq 0,70$) (Image: 0,81; Wine: 0,86; Staff: 0,90; Cellar door: 0,87; Entertainment: 0,79; Education: 0,90; Aesthetics: 0,72; Motivation: 0,84; Brand equity: 0,80; Satisfaction: 0,74). Regarding the average variance extracted (AVE), the value obtained also exceeds the reference value ($\geq 0,50$) set in the literature (Image: 0,69; Wine: 0,60; Staff: 0,75; Cellar door: 0,59; Entertainment: 0,56; Education: 0,91; Aesthetics: 0,57; Motivation: 0,51; Brand equity: 0,51; Satisfaction: 0,59 (Table 3.5). In addition to this analysis, the verification of convergent validity was performed by examining the fit measures estimated by CFA. As shown in the bottom line of Table 3.4, fit results are very suitable. The chi-square (χ^2), and the degrees of freedom for the dimensional model found indicate that the fit is good with a χ^2 value that does not reject the null hypothesis, i.e., the model is supported by the data ($\chi^2 = 1100,86$, $df = 481$, $\chi^2 / df = 2,289$, $p < 0,001$) and values of the other indexes, all of them within the recommended values (GFI = 0,82; CFI = 0,90; TLI = 0,88; RMSEA = 0,06). Results support the reliability and validity of the constructs included in the conceptual model. To complete this phase of construct validity, the analysis of the discriminant validity of the measurement model followed to assess to what extent the measure of one construct is not correlated with measurements of others.

The evaluation of all variables inter-correlation allows the observation of the discriminant validity of the constructs involved in this research. By observing the data presented in Table 3.5, it is possible to carry out a comparative analysis of the inter-construct correlation coefficients and the square root of the AVE, the values of which are displayed on the main diagonal. To assess the discriminant validity, correlations between all latent variables were analysed.

Furthermore, evidence for discriminant validity is present when the square root of the AVE for each construct exceeds the corresponding correlations between that and any other constructs (Fornell and Larcker, 1981). Thus, the square root of the AVE for each construct must show values higher than the correlation coefficients between different constructs (Barclay et al., 1995). The results meet this condition by confirming the existence of discriminant validity and suggesting that the data fits the model well and as such the structural model was performed. Structural equation modelling was applied in order to analyse the relationship between the constructs of the model using generalized least squares. The results of the model's overall fit indices ($\chi^2 = 1092,588$, $df = 510$, $\chi^2 / df = 2,142$, $p < 0,001$, $GFI = 0,82$, $CFI = 0,90$, $TLI = 0,89$, $RMSEA = 0,06$) are within the reference values based on Hair et al. (2009), confirming the goodness of fit of the model.

Results suggest that the empirical data fits well the model. The estimated model and the values of standardized structural coefficients are shown in Figure 3.2. As can be seen, all hypotheses were supported by the data. According to the findings presented in Table 6, it has been proved that experience is influenced by motivation (H1: 0,35, $p\text{-value} < 0,10$). Moreover, as assumed in the conceptual model based on the literature review, data supports the idea that experience explains six latent factors: wine (H2: 0,31, $p\text{-value} < 0,10$), staff (H3: 0,65, $p\text{-value} < 0,10$), cellar door (H4: 0,68, $p\text{-value} < 0,10$), entertainment (H5: 0,72, $p\text{-value} < 0,10$), education (H6: 0,72, $p\text{-value} < 0,10$) and aesthetics (H7: 0,79, $p\text{-value} < 0,10$). Experience also influences brand equity negatively (H8: -0,15, $p\text{-value} < 0,10$) and positively influences satisfaction (H9: 0,39, $p\text{-value} < 0,10$) and image (H10: 0,71, $p\text{-value} < 0,10$).

Figure 3.2: The tested conceptual model



Notes: p-value<0,10 ***
 Chi-square = 1092,588
 Degrees of freedom = 510
 Probability level = 0,000

Source: Own elaboration

Table 3.6: Structural Equation Modelling (Testing hypothesis) (n = 314)

Hypotheses				Standardized Estimate	S.E.	C.R.	P		
H1	experience	<---	motivations	0,353	0,041	3,785	***		
H2	wine	<---	experience	0,315					
H3	staff	<---	experience	0,651	0,351	4,668	***		
H4	cellar	<---	experience	0,685	0,416	4,744	***		
H5	entertainment	<---	experience	0,406	0,208	3,819	***		
H6	educationn	<---	experience	0,721	0,468	4,729	***		
H7	aesthetics	<---	experience	0,792	0,449	4,613	***		
H8	brand equity	<---	experience	-0,148	0,197	-1,936	0,053		
H9	satisfaction	<---	experience	0,71	0,258	4,138	***		
H10	image	<---	experience	0,388	0,309	3,805	***		
	GOF Indexes	X²	DF	P	X²/df	GFI	CFI	TLI	RMSEA
	Whole sample (n=314)	1092,59	510	0	2,142	0,821	0,904	0,894	0,061

Notes: *** p-value < 0.10

Source: Own elaboration

3.6 Conclusions

This study identified the main dimensions that shape the experience of wine tourism (i.e. wine, staff, cellar door, entertainment, education, aesthetics) and contextualizes them in a conceptual model with the objective of testing the influence of motivation on the enogastronomic experience, the influence of the enogastronomic experience on each experience dimension and at the same time, the influence of experience on the image, brand equity and satisfaction with the destination. The findings contribute to the current body of knowledge from different perspectives. The contribution of this research is theoretical as it links brand with experience, methodological because most of the research in wine tourism does not approach these scales and strategic in positioning Lisbon as a tourism wine destination. Recent researches around the wine tourism experience suggest that to understand why visitors choose a wine region, it is important to determine the key attributes of the wine tourism experience (Quadri-Felitti and Fiore, 2012). Moreover, nowadays, destination image is accepted as an important aspect in destination marketing and successful tourism management (Gómez et al., 2015). The relevance of studying each region individually is justified due to the unique combination of the physical, cultural and natural environment that gives each region its distinctive tourist appeal (Hall and Mitchell, 2002). Thus, the findings provide useful information for the stakeholders involved in the wine tourism process (winery owners, hotel industry and local authorities) regarding what the visitor values most in the wine tourism experience, taking into account that it is a pioneering study in a new wine region. Most researches around the wine tourism experience (Carmichael, 2005; Pikkemaat et al., 2009; Cohen and Ben-Nun, 2009; Quadri-Felitti and Fiore, 2012) are based on the Pine and Gilmore Economy Experience Model (1999).

This study suggests a more complex approach in order to understand the wine tourism experience. All the hypotheses proposed were confirmed. It was also confirmed that experience is influenced by the visitor's motivation and influences positively the visitor's satisfaction through the destination, as well as the positive destination image. Finally, the negative impact of brand equity may be explained by the fact that the study occurs in a recent wine region and therefore the brand is not yet consolidated in visitors' minds. Although this study contributes to the knowledge about this subject and proposes some implications for professionals, there are some limitations that should be pointed out. First, it used convenience samples from each research setting, thus making the results for each destination hardly generalizable, at least at a destination level.

Secondly data was collected in a new wine region where wine tourism is still expanding and most of the producers are very close to the city of Lisbon, which makes visits are shorter and visitors in the great majority of cases do not stay overnight. In future research, it would be interesting to investigate whether the length of stay influences the perception of experience by the visitors.

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CHAPTER 4

Understanding Memorable Enogastronomic Experiences:

A Qualitative Approach

Abstract

Nowadays, wine tourism helps create unforgettable experiences to connect tourists with the local culture, landscape, leisure activities, gastronomy and wine. The relationship between tourism, gastronomy and wine has sparked the interest of a growing number of authors who have enriched the literature available on the subject. Memorable enogastronomic experiences (MEE) are carried out through consumption of food and wine as a tourism product, from the interaction of these elements with local culture in the travel destination. The present study was undertaken with the purpose of understanding what makes a memorable enogastronomic experience for tourists visiting a destination. This work is based on the responses received from a study carried out in the wine region of Lisbon. Qualitative results of the interview analysis reveal that gastronomy and wines plays a major role in the way that visitors experience a destination and indicate that some travelers would return to the same destination to savor its unique gastronomy.

Keywords: Food, wine, tourism, enogastronomy, memorable experiences.

4.1 Introduction

In recent decades, studies related to the culinary arts and wine have been receiving increasing attention from researchers in fields such as sociology, anthropology and tourism (Mason and Paggiaro, 2012). Gastronomy can be understood as an ‘art of living’, the possession of skills and knowledge relating to food and drink and to their choice, which enhances the pleasure and enjoyment of eating and drinking (Santich, 2004). The fact that gastronomy (the art of selecting, preparing, serving and enjoying food) has been celebrated for centuries elucidates that eating-related pleasures go beyond nutrition and subsistence (Macht, Meininger and Roth, 2005). Wine culture has also accompanied the history of humanity, being the most consensual drink (besides water) to pair with the majority of regional cuisines around the world (Harrington, 2005; Koone et al., 2014). In fact, wine has been giving people pleasure for over 8000 years (Charters, 2006). Indeed, it may have been significant in human life even before bread was being made (McGovern et al., 2003).

There is a general perception of the link between the enjoyment of food and wine; as Louis Pasteur claimed, ‘a meal without wine is like a day without sunshine’ (Pettigrew and Charters, 2006). A wider-ranging interpretation is given by Gillespie (2002) who states that gastronomy is about the recognition of a variety of factors relevant to the foods and beverages eaten and consumed by a group, in a locality, region or even a nation. This interpretation helps to establish a connection between enogastronomy, tourism and development of niche travel and niche destinations (Kivela and Crotts, 2009).

It is now widely accepted that food and wine are an integral part of contemporary tourism (Cohen and Avieli, 2004; Henderson, 2009; Hillel et al., 2013; Hjalager and Richards, 2002). Enjoying food while travelling is not new, but the role of food in tourism has dramatically gained importance among tourism researchers in recent decades, going from an obvious necessity for travellers to the appearance of various tourism designations related with wine and gastronomy (Stone et al., 2017). Although, there is no agreement on a definition of food-related tourism, designations such as ‘food’, ‘culinary’, ‘gourmet’ and ‘gastronomic’ tourism mention beverages and wine in particular in their definitions (Okumus et al., 2007).

Nowadays, memorable enogastronomic experiences represent a new benchmark for destinations and tourism businesses must seek to deliver these as they are pivotal to becoming and remaining competitive in the marketplace (Stone et al., 2017). Food and beverage experiences are crucial to destinations because they strongly influence feelings of involvement and place attachment (Henderson, 2009). Whatever the reason for visiting a tourist destination, enogastronomic experiences play a role in determining perceptions and satisfaction with overall travel experience, influencing tourists' attitudes, decisions and behavior (Macionis, 1998; Hjalanger and Corigliano, 2000). Understanding the visitor's enogastronomic memories is determinant, so the destinations must adapt to the preferences of the visitors (Björk and Kauppinen-Räsänen, 2016; Sthapit, 2017). Perceiving the elements that visitors experience most related to food and wine enables destinations to deliver experiences in which tourists are emotionally attached to the destination, which eventually influences their intentions of revisiting (Gross and Brown, 2006; Kivela and Crofts, 2006). Thus, it is crucial to understand what the elements are of the wine and food experiences that visitors most value during their stay.

Most of the existing studies on enogastronomic experiences use quantitative approaches, not allowing participants the opportunity to use their own words to describe the elements that have marked the experience (Carmichael, 2005; Cohen and Ben-Nun, 2009; Kivela and Crofts, 2006; Pikkemaat et al., 2009; Q-Felitti and Fiore, 2012). The use of qualitative methods in tourism-related research is useful because it allows the research process to be humanized, embodying the researcher, humanizing the research process and inviting more critical playfulness with data by including the visitor's own words (Wilson and Hollinshead, 2015). In this chapter, we intend to perceive which words are most used by visitors to express the feelings resulting from the experience in the destination visited.

4.2 Literature Review

4.2.1 Enogastronomy

According to Kivela and Crofts (2006), gastronomy encompasses both culinary elements (dishes, food and the methods to prepare them) as well as all that is related to enology, so local wines are considered as forming an integral part of a given type of gastronomy.

Gastronomy relates to the social, cultural and historical aspects of food and eating, encompassing the study of cuisines, restaurants and dining, food and wine matching, tourism and gastronomic writing (Santich, 2004). The fact that gastronomy is the expression of a region and its culture means that it can be used as a differentiating factor for a destination in an increasingly competitive global marketplace (Hall and Sharples, 2004). On the one hand, gastronomy is simply related to the hedonism of enjoying good food and drinks and on the other, it is a complex discipline that encompasses everything into which food enters, including all things we eat and drink (Scarpato, 2003).

This link between gastronomy and wine is called enogastronomy (Miranda and Tonetto, 2014; Corvo, 2016). This link is not only justified by the tradition of wine-producing countries in consuming wine with meals, but also by the chemistry of the elements; that is, wine in all its versions (white, red, rosé, fortified, late harvest and sparkling) is a natural option for paring with food and thus emphasizes the organoleptic properties of most regional cuisines (Harrington, 2008). In making a food and wine pairing choice, this effect is many times the ultimate objective – the wine and food combine to create a totally new and superior gastronomic effect (Harrington, 2008). Regardless of the type of tourism, food and wine have become important travel motivators in their own right, sometimes representing the primary attraction in a country or region (Henderson, 2009).

4.2.2 Definitions of Gastronomy, Wine and Tourism

Food and tourism have a very close relationship and food is a critical tourism resource (Quan and Wang, 2004). It is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for some, which satisfies a multiplicity of physiological and other needs and wants (Tikkanen, 2007). Gastronomy is classified as the primary motivation for tourists who travel specifically to experiment with the local cuisine or to taste the dishes of a celebrity chef, and as a secondary motivation when the tourist considers the local cuisine as an important option, but not the only one among other attractions available in the chosen destination. (Lopez-Guzman and Sanchez-Canizares, 2012).

Tourist food consumption is a unique form of eating in a foreign context (Cohen and Avieli, 2004). Local food consumption can connect tourists with a destination's landscape and unique way of life (Mason and Paggiaro, 2012), cultural impressions and insights (Andersson, Mossberg and Therkelsen, 2017) and local people (Baldacchino, 2015).

As pointed out by several authors, there is a natural connection between wine and food that leads to enogastronomic experiences (Hjalager and Richards, 2002; Mitchell and Hall, 2003; Wolf, 2014). Designations such as food tourism, cuisine tourism, gastronomic tourism, culinary tourism or gourmet tourism mention the integration of gastronomy and wine, which suggests that contemporary travellers search for unique enogastronomic experiences (Table 4.1).

Table 4.1: Definitions around gastronomy, wine and tourism

Designations	Definition	Based on
Food Tourism	A visit to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing attributes of special food production region are the primary motivation factor for travel.	Hall, 1996; Wolf, 2006; Hall and Sharples, 1998; Hall and Macionis, 2001; Hall, 2003; Henderson, 2009;
Wine Tourism	A visit to vineyards, wineries, wine festivals and wine shows, for which wine tasting and/or experiencing the attributes of a wine region are the prime motivating factors for visitors.	Hall et al., 2000; Getz, 2000; Charters and Al-Knight, 2002; Stewart et al., 2008; Alant and Bruwer, 2009
Gastronomic Tourism	This refers to a wider interest in food and wine, which may include expensive products, typically related to interest in the broader dimensions of wine and food, the cultures and landscapes that produce them.	Hjalager and Corigliano, 2000; Richards, 2015; Sims, 2009; Kivela and Crotts, 2006; Smith and Costello, 2009
Cuisine Tourism	A similar concept to gastronomic tourism, although it reflects special interests in specific types of cuisine, whether national or regional.	Scarpato and Daniele, 2003; Ignatov and Smith, 2006; Hall and Mitchell, 2007; Wolf, 2014
Gourmet Tourism	Characterized by visits to expensive, and/or highly rated restaurants, wineries and gastronomic festivals, with the participation of renowned Chefs. Usually includes tasting expensive and exclusive products.	Hall and Sharples, 2003; Hall et al., 2003; Hall and Mitchell, 2007; Beer, Ottenbacher and Harrington, 2012;
Culinary Tourism	It refers not only to gastronomy, but also to the social context in which food is prepared, and implies a transfer of knowledge about the people, culture, traditions. In this typology, wine and /or culinary-related and identity of the place visited experiences contribute significantly to the reason for travelling to the destination.	Cohen and Avieli, 2004; Hall and Mitchel, 2007; López-Guzmán and Sánchez-Cañizares, 2012; Sohn and Yuan, 2013; Stone et al., 2017

Source: Own elaboration

4.3 Memorable Enogastronomic Experiences

Gastronomy is not just about the consumption of food products, but also involves an experience composed of food, wine heritage and landscape (Mason and Paggiaro, 2012). Memorable tourism experiences have primarily considered a destination or trip as a whole, but individual elements (such as dining or drinking) are the source of many memories (Stone et al., 2017). Indeed, experiencing the food of destinations, whether it is the aromas, tasting, or gazing upon the preparation is an integral aspect of tourism (Gregorash, 2018). Nowadays, gastronomy is part of tourism products and is being used to attract more tourists (Robinson and Getz, 2014). Gastronomy and wine offer a myriad of differentiation opportunities for destinations (Chang, Kivela and Mak, 2010). In fact, gastronomy experiences have increasingly been promoted as a combined “attraction” by many destinations (Kivela and Crotts, 2006; Stewart, Bramble and Ziraldo, 2008). Thus, food and drink experiences can strongly impact the development and crystallization of destination image (Harrington and Ottenbacher, 2013). Memorable food and drink experiences are linked to an increase in travel satisfaction and positive word of mouth (Stone et al., 2017). Food and drink related memories can make tourists emotionally attached to the destination, enhancing their level of involvement with it and eventually influencing revisit intentions (Sthapit, 2017). Once they experience local gastronomy, travellers express a higher level of attachment to the destination, as food unites visitors with the local culture (Tsai, 2016).

From the earliest studies on food tourism or culinary tourism, the authors refer to the importance of food and drink experiences during the stay at the destination. Long (2004) used the term culinary tourism for the first time to express the idea of experiencing other cultures through food. Wolf (2002), however, defines culinary and gastronomy tourism as travel in order to search for and enjoy prepared food and drink and unique and memorable gastronomic experiences. These culinary or gastronomic experiences are based on the consumption of autochthonous foods, original and authentic dishes, representing the local food culture (Björk and Kauppinen-Räsänen, 2016). The consumption of local food elicits emotional reactions, both positive and negative, such as anger, disappointment, happiness, joy, pleasure and excitement (Mak, Lumbers, Eves and Chang, 2012). Travel often provides this element of novelty by presenting varied food in varied settings with different people (Stone et al., 2017).

Tasting novel foods during a holiday is a mark of an authentic experience that most visitors crave to participate in (Wijaya et al., 2013). Enogastronomic experiences have the power to

modify the food preferences and tastes of the visitors, as well as to allow them to experience the culture and customs of the destination (Kivela and Crotts, 2006; Kivela and Johns, 2009).

Culinary and gastronomic ‘experience-scapes’ serve as a suitable setting for evoking emotions such as those related to consumption (Sthapit, 2017). This suggests that feelings and memories consuming food and beverages when on holiday are very special and attractive, because they become transposed into experiences that are often very personal (Stone et al., 2017). Experiences stored in the human memory are of great importance, as travellers often reflect on their trip experiences (Sthapit, 2017). Furthermore, the symbolic and emotional components of meals may be intensified during travel and thus attribute to the perceived clarity of the memories in the context of the experience (Lashley, Morrison and Randall, 2003).

4.4 Elements That Define Memorable Enogastronomic Experience

Today, memorable experiences represent a new benchmark that destination managers and tourism businesses must seek to deliver (Kim, Ritchie and McCormick, 2012). However, little is known about the elements that contribute to the memorability of tourists’ enogastronomic experiences. For Schmitt (2010), the elements that compose the experience result from the interaction of sensory (sense), affective (feeling), cognitive (thinking), behavioral (acts) and social (relating). Many authors have studied the experiences related to food and wine from the Pine and Gimore’s (1999) experience economy model, based on the four E’s of the experience (Carmichael, 2005; Pikkemaat, Boksberger and Secco, 2009; Quadri-Felitti and Fiore, 2013). Björk and Kauppinen-Räsänen (2014) concluded that food experiences are multidimensional in nature and unfold into five characterizing dimensions: food, social behavior, external environment, service place and time.

Quan and Wang (2004) state that the major motives to practise this type of tourism is to search for novelty and change in food consumption. Hansen, Jensen, and Gustafsson (2005) highlight the design, the atmosphere and social interaction where the experience happens as determinants of the enogastronomic experience. For Kim, Ritchie and McCormick (2012), there are seven decisive factors for a memorable gastronomic experience: hedonism, involvement, local culture, refreshment, meaningfulness, knowledge and novelty. Chandralal and Valenzuela’s (2013) study showed that experiencing actual local lifestyle, food, cultures, hospitality, social interactions, staff professionalism, novelty and surprises makes an experience memorable.

Sthapit's (2017) study revealed that a memorable gastronomic experience would often be recalled through seven experiential dimensions: local specialties and food attributes (taste), authenticity, novelty, togetherness and social interaction, hospitality and servicescape (including food souvenirs). Richards (2015), describes in detail the elements that define enogastronomic experience: the food and beverages products, eating practices, the art and customs of preparing and eating, the origins of food, the sensory elements (taste, smell, touch, look), the food preparation (techniques of cooking), the origins of food (organic food, ethnic cuisines, locally produced food, and so on.), forms of serving (fast food, slow food, street food, and so on.) and the context in which it is served and consumed (restaurants, bars, markets, food quarters, streets, and so on). For Stone, et al. (2017), the elements that define a memorable food and drink experience include a particular food or drink, the location or setting (where the experience occurred), companions (social interactions among visitors), the occasion and the touristic elements (authenticity, novelty or nostalgia). From the review of the literature, a table is presented with the most relevant enogastronomic experiential elements mentioned by the authors.

Table 4.2: Possible elements that define memorable enogastronomic experiences

Elements	Definition	Based on
Wine and food	Wine and food are identify by several authors as “la raison d’être” ³⁴ of food related tourism. Tourists travel to destinations to experience food or drink in intense ways.	Henderson, 2009; Wolf, 2006; Hjalager and Richards, 2002; Hall and Mitchell, 2005; Kivela and Crofts, 2006; Smith and Costello, 2009; Tsai, 2016
Hedonism	The hedonic consumption paradigm suggests that in many situations consumers seek fun, amusement, fantasy, arousal, sensory stimulation and enjoyment.	Getz, 2000; Hall and Sharples, 2003; Kivela and Crofts, 2006; Alant and Bruwer, 2009; Sthapit, 2017
Local food culture	Food culture is heavily imbued with elements of cultural capital. Local food culture is a means to express a destination’s culinary identity, cultural heritage, shared gastronomy value, and lifestyle of a place.	Ignatov and Smith, 2006; Sims, 2009; Kim, Ritchie and McCormick, 2012; Bessière, 2013; Fieldhouse, 2013; Lai, Khoo-Lattimore and Wang, 2018
Design/ atmosphere	Facilitates the immersion into the food and drink experiences through the use of design elements, architecture, art and intimacy, as well as the landscape where the experience happens.	Hansen, Jensen and Gustafsson, 2005; Kim, 2014; Stone et al., 2017
Service quality	Service quality is recognized by travelers when the staff is hospitable, courteous, helpful, friendly and willing to exceed their duties.	Thach and Olsen, 2006; O’Neill and Charters, 2006; Chang, Kivela and Mak, 2011, Chandralal and Valenzuela, 2013; Kim, 2014
Social interaction	Relates to whether food and drink experiences foster social interaction between the visitors and residents, as well as visitors and their travelling party.	Hansen, Jensen and Gustafsson, 2005; Carmichael, 2005; Chandralal and Valenzuela, 2013; Sthapit, 2017
Novelty	Refers to the extent to which local food/drink experiences provide an intensification of daily life experiences by offering novel, fresh and original features.	Kim, Ritchie and McCormick, 2012; Chandralal and Valenzuela, 2013; Quan and Wang, 2014; Stone et al., 2017
Authenticity	Authenticity connotes traditional culture and a sense of genuineness. The sense of authenticity is also related to tasting local products (food and beverages). Travellers are typically motivated by a desire to experience the “real” life of the local people.	Sims, 2009; Chang, Kivela and Mac, 2011; Björk and Kauppinen-Räisänen, 2014; Richards, 2015; Sthapit, 2017
Involvement	Enhances not only an individual’s sensitivity to certain activities and his or her perception of a particular activity’s importance, but it also enhances the individual’s commitment to specific services or places.	Lockshin and Spawton, 2001; Hall and Mitchell, 2004; Sparks, 2007; Alant and Bruwer, 2009; Kim, Ritchie and McCormick, 2012
Education	The educational experience plays a fundamental role in creating memories and consequent satisfaction among visitors when learning about food, wine and its production, about history, culture and gastronomy.	Charters and Ali-Knight, 2000; Thach and Olsen, 2006; Getz and Carlsen, 2008; Bruwer and Alant, 2009; Fountain and Charters, 2010; Quadri-Felitti and Fiore, 2013
Entertainment	The entertainment experience occurs when the tourists participate actively or passively in a series of cultural and educational activities.	Ali-Knight and Carlsen, 2003; Carmichael, 2005; Oh et al., 2007; Quadri-Felitti and Fiore, 2013; Carlsen and Boksberger, 2015

Source: Own elaboration

4.5. Methodology

The objective of this study is to understand what are the determinant elements of enogastronomic tourist experiences, from the visitor’s perspective. The work describes visitors’ enogastronomic experiences through their declarations. Data was collected in 2017, face-to-face from visitors aged above 18 years old in 16 wineries established in the Lisbon wine region (Portugal).

Lisbon has a very rich and diverse local cuisine which is complemented with wines produced in the newly created wine region. The Lisbon wine region is composed of nine denominations (or sub regions), grouped into three characteristic blocks. The south, near Lisbon, with the denominations of Bucelas, Colares and Carcavelos. In the centre of the region loom the denominations of Alenquer, Arruda, Lourinhã, Obidos and Torres Vedras, while in the north stands Encostas d’Aire. There are only a few sub-routes (Oeste, Alenquer, Colares, Bucelas and Carcavelos) which are characterized by initiatives of some local producers. At the end of data collection, 314 complete questionnaires were obtained. The first step was to analyse the answers obtained through the questionnaires with NVivo software. The second step, named the “open coding process”, aimed to open up respondents’ description data by fragmenting it, identifying the experience elements and using constant comparison to scrutinize the data for every meaning (Glaser, 1992). The coding process conceptualizes ‘data by constant comparison of incident with incident, and incident with concept, to emerge more categories and their properties’ (Glaser, 1992). Constant comparison is ‘the exploration of similarities and differences across incidents in data’ (Goulding, 2002) and occurs where incidents are coded for properties and categories that connect them (Glaser, 1992). Initial codes are labelled ‘to generate concepts’ which are ‘clustered into descriptive categories’ (Goulding, 2002).

Once concepts have been identified they are analysed in more depth and are grouped under more abstract ‘higher order’ concepts (Strauss and Corbin, 1998). At this stage, incidents are compared to incidents recalled from experience, memos written during the data collection and analysis process and from the literature. This ‘systematic comparison’ sensitizes the researcher to properties and dimensions in the data that might have been overlooked (Strauss and Corbin, 1998). The third step was word counting illustrated through “word clouds” which allow an easy and objective reading of the results. A word cloud, also called tag clouds or a weighted list, is a visual depiction of the frequency tabulation of the words in any selected written material in which the more frequently used words are effectively highlighted by occupying more prominence in the representation (Miley and Read, 2011). Word clouds can be a useful tool for preliminary analysis and for validation of previous findings (McNaught and Lam, 2010). All the samples obtained need to be considered as convenience samples. This is a qualitative follow-up study by Madeira, Correia and Filipe (2019), also carried out in Lisbon, with the aim of defining a conceptual model that structures the boundaries and variables that pave enogastronomic experiences.

4. 6. Findings

4.6.1 Socio-Demographic Profile of the Sample

Data was collected from questionnaires applied to tourists who visited Lisbon wine producers with the purpose of having enogastronomic experiences. The majority of respondents were reported to be males (63.7%), holding a college degree (44.2%) or a master's or doctoral degree (25.8%). Respondents were divided between foreign visitors (55.1%), and Portuguese (44.9%). Further, the majority of them declared that they were in Portugal to experience gastronomy and wines (70.4%). Furthermore, the vast majority stated that they had already visited Portugal or other countries for the purpose of tasting gastronomy and wines (70.4%). In addition, most respondents were repeat visitors (68.8%) and travelled with friends (35.7%), family (37.9%), or in group (20.1%).

Table 4.3: Socio-demographic characteristics of the sample (n=314)

Are you over 18?	Frequency	Valid Percent	Education Level	Frequency	Valid Percent
Valid Yes	314	100	High school or lower	60	19,1
Gender			College	146	46,5
Male	200	63,7	Bachelor's	28	8,9
Female	114	36,3	Master or PhD	80	25,5
Are you in Portugal to experience WG			Travel companion		
No	93	29,6	Alone	15	4,8
Yes	221	70,4	Family	119	37,9
Repeat visit			Groups	64	20,3
No	98	31,2	Friends	112	35,7
Yes	216	68,8	Missing	4	1,3
Nationalities					
Portuguese	141	44,9			
Foreigners	173	55,1			

Source: Own elaboration

4.6.2 What Do Enogastro Tourists Value the Most?

From the descriptions in answer to the open-ended questions made to visitors, it was possible to analyse the contents according to the elements that define the memorable experiences, researched in the literature review.

After that, using line-by-line coding, descriptions which had similar features or core categories as described in the codebook created for this research in relation to the ten elements were grouped together and then put in one type and those with other features into another type and so on (Table 4.4). Line-by-line coding helps the researcher to take an analytic stance towards their work (Charmaz, 1996).

Table 4.4: The line-by-line coding process

Line-by-line coding	Selective coding	Main experiential elements
<p>“Fresh products and well prepared. It is not the most popular gastronomy but it is very good. Good seafood and fish. Good restaurant, service and wines and at a reasonable price”.</p> <p>“Local gastronomy is one of my favorites. It’s one of the reasons to come back to Portugal.”</p>	<p>Fresh, products, well prepared, gastronomy, good, seafood, fish, wines, price.</p> <p>Local, gastronomy, favorite, reason, Portugal.</p>	Wine and food
<p>“There are a lot of typical dishes from the regional cuisine, and others adapted from different regions. Lisbon is where the best restaurants are, with exception of the Algarve region”.</p> <p>“In Lisbon we had different experiences: in some cases modern cuisine and others traditional. All good in general.”</p>	<p>Lisbon, Algarve, regional, cuisine, traditional dishes, adapted, restaurants.</p> <p>Modern, traditional, cuisine, good, experiences.</p>	Authenticity
<p>“What a good surprise. Today at the winery, we had homemade food. Amazing products prepared by a very creative Chef”.</p> <p>“it was really a nice discovery. Local gastronomy is much more rich and complex than just cod fish dishes and sardines”.</p>	<p>Good surprise, winery, homemade food, amazing products, prepared, creative, Chef.</p> <p>Nice discovery, local gastronomy, rich, complex, cod fish, sardines.</p>	Novelty
<p>“Good and tasty gastronomy. An explosion of flavors, colors and textures”.</p> <p>“Beautiful country, good food and excellent wines. A feast to the senses”.</p>	<p>Good, tasty gastronomy, explosion, flavors, colors, textures.</p> <p>Beautiful country, good food, excellent wines, feast, senses.</p>	Hedonism
<p>Amazing modern winery with a modern architecture and beautiful design furniture that mixes contemporary and classic elements. The tasting room was perfectly integrated with the view”</p> <p>“We loved the old winery in Colares. Seems that the time had stopped. It was the perfect atmosphere to taste old wines from this producer”.</p>	<p>Amazing, modern winery, architecture, design, furniture, contemporary, classic elements, dining room, perfectly, integrated, view.</p> <p>Loved, old winery, Colares, time, stopped, perfect atmosphere, taste, old wines, producer.</p>	Design/atmosphere

Source: Own elaboration

Table 4.4: The line-by-line coding process (continued)

Line-by-line coding	Selective coding	Main experiential elements
<p>“The Portuguese are irremediably related to the history of food, the recipes that led to the four corners of the world and the ingredients they brought to Europe. Also in the history of wine, the Portuguese have a prominent role, by the stories that relate to some of its most emblematic wines, such as Madeira, Carcavelos or Port wine”.</p> <p>“It is a country with excellent food and wine, a lot of history and culture that is also related to gastronomy and wines”.</p>	<p>Portuguese, history, recipes, world, ingredients, Europe, excellent, wine, food, emblematic, stories, gastronomy.</p> <p>Country, excellent food, wine, history, culture, gastronomy, wines.</p>	Local food culture
<p>“Yesterday we found a small restaurant, just by luck. It was such a nice place managed by a couple that welcomed us so well that we felt at home”.</p> <p>“Portuguese cuisine is one of my favorites. fantastic fish and seafood. excellent wines and above all, great service. Yesterday, dinner in Lisbon. A classic restaurant that we always revisit when we’re in Lisbon.</p>	<p>Small restaurant, nice place, welcomed, felt at home.</p> <p>Portuguese cuisine, favorites, fantastic, excellent, great service, classic restaurant, revisited, Lisbon.</p>	Service quality
<p>“We come in an tour organized by the hotel, with people that we never had met before and all of them were so nice. The wine tasting was so much fun”.</p> <p>“Dinner with friends at a <i>tasquinha</i> (typical small restaurant). simple, good. Genuine and tasty food in a very happy atmosphere”.</p>	<p>Tour, hotel, people, never met before, nice, wine tasting, fun.</p> <p>Dinner, friends, restaurant, genuine, tasty food, happy atmosphere.</p>	Social interaction
<p>“A very good experience. We chose a small producer to visit because usually it not so crowded and we can learn more about wines. The enologist was very knowledgeable about Portuguese wines.”</p> <p>“Two nights ago we went to a Michelin starred restaurant. In the end, the maitre invited us to meet the Chef, who is not only a good cook, but also a very knowledgeable person who explained us some techniques used”.</p>	<p>Good experience, small producer, visit, learn about wines, knowledgeable enologist, Portuguese.</p> <p>Michelin star restaurant, Chef, good, knowledgeable, techniques explained.</p>	Education/ Knowledge
<p>First time in Lisbon and I love it. It is a trendy and exciting city with a lot things to see and activities to participate in. We went to a winery and we had a very good experience: tasting the wines produced with some food and the enologist’s explanation.”</p> <p>“I felt at home in Lisbon. Friendly people, great food and amazing wines and lots to see. We will definitely recommend a visit to our friends.</p>	<p>Lisbon, love, trendy, exciting city, activities, participate, winery, good experience, tasting food, wines, produced, enologist, explanation.</p> <p>Home, Lisbon, friendly people, great food, amazing wines, recommend, visit, friends.</p>	Involvement
<p>“We had dinner at Adega Machado (fado restaurant). Good food, wine and good fado show”.</p> <p>“Yesterday, we had dinner in a small place in Bairro Alto. It was good with nice live music”.</p>	<p>Dinner, fado, restaurant, show, food, wine.</p> <p>Dinner, place, good, live music.</p>	Entertainment

Source: Own elaboration

From the review of the literature, eleven main elements were considered in order to analyse memorable enogastronomic experiences: food and wine (Hall and Mitchell, 2007; Kivela and Crofts, 2006), authenticity (Sims, 2009; Richards, 2015), novelty (Alant and Bruwer, 2009; Chandralal and Valenzuela, 2013; Stone et al., 2017), hedonism (Hall and Sharples 2003;), design and atmosphere (Hansen, Jensen and Gustafsson, 2005); Kim, 2014), service quality (Thach and Olsen, 2006; Kim, 2014), social interaction (Hansen, Jensen and Gustafsson, 2005; Sthapit, 2017), education and knowledge (Charters and Ali-Knight (2000); Fountain and Charters, 2010), involvement (Kim, Ritchie and McCormick, 2012; Sparks, 2007;), food culture (Ignatov and Smith, 2006; Lai, Khoo-Lattimore and Wang, 2018) and entertainment (Quadri-Felitti and Fiore, 2013; Carlsen and Boksberger, 2015).

Three word clouds were then composed from the analyses of 6654 words. The first word cloud (Figure 4.1) is organized from the visitors' opinions regarding destination cuisine. The question raised was 'How would you describe the cuisine at this destination?'. From the answers given it is possible to summarize the words most mentioned by respondents. The word 'good', without specifying any particular connection, appears in the cloud as the most cited by the respondents. This result can be explained by the fact that the word in question is an adjective, synonymous of something positive, used to express different ideas such as:

“Good fresh fish and shellfish. Good wines. I don't eat meat, because I am vegetarian.”

“Good cuisine with soul, using good local products.”

Results also suggest that words such as 'diverse', 'exotic', 'intense', 'elegant', 'amazing', 'sophisticated', and 'surprisingly' may be related with sensations of novelty in the descriptions. In addition, words like 'tasty', 'delicious', 'comfort' and 'flavours' can be associated with hedonism, as the respondents' words stated:

“We had dinner a restaurant in Chiado with an elegant and sophisticated cuisine. It was an amazing experience.”

“I'm enjoying local gastronomy very much. Fish and seafood are very tasty and fresh, cooked in a simple way.”

“The gastronomy of Lisbon is in its essence a mixture of gastronomic cultures, brought from other parts of the country and also of dishes created by people who came from other countries.”

The second word cloud (Figure 4.2) relates the views of visitors connected with the experience of eating out at the destination. The question asked was ‘What do you remember from your last experience of eating out?’. The word that stands out most is Portuguese. This may be explained by the fact that the study was carried out in Portugal:

“I really like Portuguese cuisine. It has some similarities with ours (Spanish). Very well-seasoned and nicely presented.”

“...When dining out I have a tendency to revisit the typical Portuguese dishes, which can be presented in a more modern way.”

Also, there are many words that allude to the food consumed in the restaurant visited, such as: ‘codfish’, ‘seabass’, ‘roasted lamb’, ‘suckling pig’ and so on. There is also a set of words where ‘wine’ is identified, which suggests the relationship between food and this beverage during the consumption of the meal:

“I tried the roasted lamb with a full bodied red Douro. It was delicious.”

“From my last eating out experience I remember the tasty traditional codfish and good local wine.”

“My last experience was a tasting menu (12 dishes) in a fine dining restaurant with wine pairing.”

The words ‘fado’ and ‘show’ suggest that some restaurants had entertainment activities for the guests. Furthermore, the words ‘service’, ‘staff’ and ‘welcoming’ suggest the importance of quality of service in memorable experiences:

“We had dinner at a fado restaurant. Good food, wine and good fado music.”

“A fado restaurant, good show, good food but not excellent with ordinary and expensive wines.”

“Our last dining out was in the hotel restaurant good experience of modern Portuguese cuisine with good wine and excellent service.”

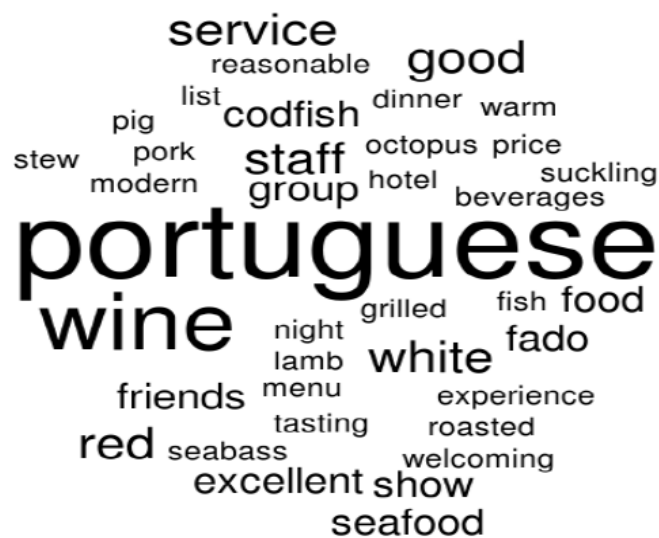
“In our last dining experience, the food was ok, not enough for the expected standards. Service was kind and courteous.”

Finally, the words ‘friends’ and ‘group’ leads us to the importance of social interaction during the experience:

“From the last dinner experience, I remember the camaraderie between the group, the atmosphere of the restaurant, the good service and the full satisfaction, justified by the quality of the food, which combined with the other interactions caused a feeling of well-being”.

“Today in a “tasquinha” (tavern) with childhood friends. Simple dishes that I keep in my mind when I’m not in Portugal.”

Figure 4.2: Word cloud from the eating out experience



Source: Own elaboration

The third word cloud (Figure 4.3) was based on the question ‘Do you have any other views about Portugal as a wine tourism destination?’ which asked the respondents to express their opinion on other points about Portugal as an enogastronomic destination.

Other words that stand out were, unsurprisingly, ‘wine’, ‘food’, ‘gastronomy’, ‘country’, which are naturally related to the question raised and words such as ‘knowledgeable’ and ‘learning’, leading to the notion of education during the experience:

“In Quinta do Sanguinhal we were received by the winemaker very knowledgeable about their wines. We tasted the wines with local food, accompanied by an explanation.”

“We visited the property and sampled the wines in the winery with an explanation of each one. Learning about wine is a passion for me.”

The words ‘activities’, ‘vibrant’, ‘attractions’, ‘favorite’, ‘recommend’ may be related with guests’ involvement with the destination. Furthermore, words like ‘design’, ‘landscape’, and ‘atmosphere’ are associated with the creation of an atmosphere that favours a memorable experience, either through construction features or integration with the landscape:

“... The cellar had a modern design with excellent facilities, well integrated into the landscape.”

“...We visit the Adega Cooperativa of Colares, which is integrated in a very beautiful landscape. The winery has an old architecture, which gives it a very special atmosphere.”

“First time in Lisbon and I love it. It is a trendy and exciting city with lot things to see and activities to participate.”

“I felt at home in Lisbon. Friendly people, great food and amazing wines and lots to see. We will definitely recommend a visit to our friends.”

Figure 4.3: Word cloud from respondents' points of view about the enogastronomic destination



Source: Own elaboration

4.7 Conclusions

From the visitors' descriptions about their experiences regarding local cuisine, eating out and their points of view about Lisbon as an enogastronomic destination, it was possible to analyse each sentence through a coding process and each word, using the word cloud process. Qualitative results from the content analysis and the word clouds reveal that the most relevant elements of the gastronomic experience, according to the literature review, are present in this study. Thus, eleven main elements were identified: food and wine, hedonism, authenticity, novelty, design and atmosphere, service quality, social interaction, education and knowledge, involvement, local food culture and entertainment. Naturally, food and wine elements stand out, as well as the adjectives used to describe the local gastronomy.

These are consistent with the essence of enogastronomic experiences, whose main objective is to taste food and drinks (mainly wine) and with the need to describe the sensations transmitted by these elements (Kivela and Crotts, 2006).

The search for pleasant sensations through the consumption of food and wine is also very present in the respondent's statements, which leads us to the concept of hedonism (Alant and Bruwer, 2009). References to the local enogastronomy history and culture are also identified in the content analysis, which shows the importance of elements of the destination's culinary identity (Igantov and Smith, 2006). Novelty and authenticity are referred to by researchers as fundamental elements of the tourism experience related to food and wine, are also mentioned by the respondents of this study, in words that give the feeling of surprise about the characteristics of authenticity of the products tasted (Chandralal and Valenzuela, 2013; Richards, 2015). The importance of the creation of an atmosphere conducive to food consumption through design and architecture elements is equally present in respondents' statements (Kim, 2014). References to the live performance during the consumption of food and wine indicate the importance of entertainment during the enogastronomic experiences (Carlsen and Boksberger, 2015). Other descriptions report the importance of getting visitors involved with local activities or places during their enogastronomic visit, as a way of maximizing the experience (Kim, Ritchie and McCormick, 2012).

Finally, there are also elements related to the importance of quality of service, as well as social interaction and education within the experience-scape setting (Carmichael, 2005; Fountain and Charters, 2010; Tach and Olsen, 2006). Thus, this research shows the complexity of the elements that compose a memorable enogastronomic experience, which goes far beyond the core products (gastronomy and wines). Of course, each scenario where the experience occurs is unique, which can lead to different combinations of all these elements, that is, in some cases there are elements that stand out more than others and vice versa. The visitor's socio-demographic characteristics are equally important in the perception of the experience by the visitor. Therefore, we consider that future research should take into account the type of cuisine (traditional, contemporary), the type of service (fine dining, traditional restaurant), the type of entertainment provided and cultural factors of the demographic sample (there are cultures that give more importance to some elements of experiences to the detriment of others).

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CHAPTER 5

Conclusions and Perspectives for Future Research

5.1 Conclusions

This research discusses visitors' enogastronomic experiences within a new wine region context. The present study focuses on adding a new approach to the existing wine tourism experience research by presenting a conceptual model that explains the experience in presenting other dimensions that most studies do not include, because they are based on the Experience Economic Model of Pine and Gilmore (1998), which focuses only on four dimensions (i.e., the educational, aesthetic, entertainment, and escapist). Taking the Pine and Gilmore model (1998) as the starting point and based on an extensive literature review, other dimensions were tested, showing that the enogastronomic experience should be expanded into a more comprehensive perspective.

The research problem of this study is "to understand the determinants of the enogastronomic experience" within a new wine region context. Adopting a positivism research approach based on mixed methods, ten hypotheses are presented in paper 2 and complemented by the qualitative data presented in paper 3, in order to understand the quantitative data collected in detail. The research questions, divided by the three presented papers are: "What are the boundaries for wine tourism?"; "What are the most relevant dimensions of wine tourism experiences?"; "How does the enogastronomic experience influence the destination brand image and brand equity?"; and "What are the factors that determine memorable enogastronomic experiences?".

The first question contextualizes wine tourism as a touristic product and investigates its growing popularity in wine production regions around the world and the inherent benefits for the destination, the stakeholders involved in the process and for the tourists. The question also addresses the relationship of wine tourism with other types of tourism. By itself, alongside or integrated into other areas such as gastronomy, ecotourism, agro- tourism, or cultural tourism, wine tourism has expanded, especially in major world wine regions (Pina, 2010). The academic community classifies wine tourism as an industry in itself, linked with a number of other forms and sections of tourism (Getz, 1998; Knowles and Sharples, 2002). In addition, wine tourism can occur as a complementary product of any type of tourism. This relationship is explained by the fact that wine tourism is not always the main motive of the visit, that is, visitors often choose the destination for another reason but end up participating in wine tourism activities as a complementary product.

Thus, the answer is centred on the evolution of this relatively new touristic typology, through the studies of several researchers that approach the phenomenon from different angles and other fields of study. The main constructs that interfere with the experience given to the visitors in a wine region (i.e., motivation, behavior, quality of service, satisfaction, loyalty, brand equity and brand image) are approached from the interaction of the Guest-Place-Host trilogy (see paper 1).

The second question focuses on the most relevant dimensions of wine tourism experiences (i.e., wine, staff, cellar door, entertainment, education, aesthetics) and contextualizes them in a conceptual model with the objective of testing the influence that each dimension has on the enogastronomic experience. At the same time, the third question addresses the influence of experience on the image and brand equity, through the motivation and satisfaction of visitors with the destination. The study (see paper 2) suggests a more complex approach in order to understand the wine tourism experience. The study confirms all the hypotheses proposed to explain the experience. It was also confirmed that experience is influenced by the visitor's motivation and positively influences the visitor's satisfaction through the destination, as well as the positive destination image. Finally, the negative impact of brand equity may be explained by the fact that the study occurs in a emergent wine region and therefore the brand is not yet consolidated in visitors' minds.

The fourth and last question entails visitors' descriptions about their experiences regarding local cuisine, eating out and their points of view on Lisbon as an enogastronomic destination. From the qualitative data collected (see paper 3) it was possible to analyse each sentence through a coding process and each word, using the word cloud process. The results from the content analysis and the word clouds reveal that eleven elements of the gastronomic experience, according to the literature review, are present in this study (i.e., food and wine, hedonism, authenticity, novelty, design and atmosphere, service quality, social interaction, education and knowledge, involvement, local food culture and entertainment). The answer to the research question reveals that building memorable enogastronomic experiences (MEE) is a complex process, which goes far beyond the core products (gastronomy and wines), involving the alignment of many factors so that the visitor can enjoy a holistic experience.

5.2 Contributions

The contribution of this research is theoretical as it links tourists' motivations with experience, methodological because most of the research in wine tourism does not approach scales and does not combine this with a qualitative analysis to provide an in-depth meaning to this experience that has to be memorable, and strategic as this research defines the paths to positioning Lisbon as a wine and food tourism destination. The research findings support the conclusion that the enogastronomic experience is influenced by visitors' motivations towards the wine tourism destination. These findings are in line with recent researches around the wine tourism experience, which suggest that in order to understand why visitors choose a wine region, it is important to determine the key attributes of the wine tourism experience. Moreover, data supports the idea that experience is explained by six traits (i.e., wine staff, cellar door interaction, entertainment, education and aesthetics). On the other hand, experience also influences satisfaction and brand image positively and brand equity negatively (see paper 2). Regarding the negative impact of brand equity, this may be explained by the fact that the study occurs in an emergent wine region and therefore the brand is not yet consolidated in visitors' minds. The study also contributes to the identification of the most relevant elements of the enogastronomic experience, according to the words tourists used to provide meaning to their experience (see paper 3). Results from the content analysis identify eleven main elements (i.e., food and wine, hedonism, authenticity, novelty, design and atmosphere, service quality, social interaction, education and knowledge, involvement, local food culture and entertainment). The findings of the study reveal the need and importance to consolidate wine tourism as a factor in the development of wine producing regions through well-defined wine routes, especially for new wine-growing regions such as Lisbon, where the study was applied. The wine culture, allied to the local gastronomy, culture, service and the winescape features have the power to leverage the brand of the destination, and at the same time are an opportunity still underexplored, so that the producers promote their wines, especially small producers, to maximize their sales. Moreover, the findings also provide useful information for the stakeholders involved in the wine tourism process (winery owners, hotel industry and local authorities) regarding what the visitor values most in the wine tourism experience, taking into account that it is a pioneering study in a new wine region.

5.3 Limitations

The current section focuses on the limitations related to the research setting. Although this study contributes to the knowledge about this subject and proposes some implications for professionals, there are some limitations that should be pointed out. First, it used convenience samples for each research setting, thus making the results for each destination difficult to generalize, at least at a destination level. Second, the data were collected in a new wine region, where wine tourism is still expanding and where only a few producers undertake wine tourism. Third, the wine production area is very close to the city of Lisbon, which makes visits shorter and thus, visitors in the great majority of cases do not stay overnight. Thus, wine tourism in the region of Lisbon boils down to short visits, which on average last for a few hours or at most half a day. In other regions, the visit includes an overnight stay at the lodging facilities or in lodging facilities near the vineyards.

5.4 Perspectives for Future Research

This section includes proposals for future research, highlighted by the current study. Exploratory research studies on enogastronomic experiences are scarce and much remains to be understood. In future research, it would be interesting to investigate whether the length of stay influences the perception of the experience by the visitors. Future research is also suggested to apply the same scale to mature wine producing destinations, namely those where wine tourism is already implemented. It would be also interesting to understand what stakeholder's perspective regarding the development of a new wine region. Furthermore, an alternative future research is also suggested to explore the requirements for the creation of enogastronomic routes in the Lisbon region. With regard to qualitative data, where the respondents declare their opinions openly, future research should take into account the type of cuisine (i.e., traditional, contemporary), the type of service (i.e., fine dining, traditional restaurant), the type of entertainment provided and cultural factors of the demographic sample (there are cultures that give more importance to some elements of experiences to the detriment of others). This also remains to be accomplished by future research. Overall, there are many paths open for further research.

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Appendices

Appendix A
The Survey Questionnaire

Questionnaire

Visitor's Perception of Lisbon as A Wine Tourism Destination - Portuguese Version

PERCEÇÃO DOS VISITANTES DE LISBOA COMO UM DESTINO DE ENOTURÍSTICO

Queremos saber a sua opinião sobre Lisboa como destino enoturístico. Agradecemos que nos disponibilizasse 15 minutos e nos fornecesse informação honesta. A sua resposta é muito importante e confidencial. Muito obrigado!

PERGUNTAS DE TRIAGEM

1. Tem mais de 18 anos?

1) Sim 2) Não (**Por favor não preencha o questionário. Obrigado pelo seu tempo!**)

2. Está em Portugal para experimentar os vinhos e a gastronomia? Sim Não

3. Em que país vive atualmente?

1) Portugal? Onde? _____ 2) Outro país, qual? _____

4. Já visitou Portugal ou outros países pela gastronomia e vinhos? Sim Não

1) Se sim, que outros países/ regiões vitivinícolas visitou anteriormente? Por favor mencione **5 países/regiões.**

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

2) Se não, qual é o principal motivo da visita?

- Sol, praia e mar
- Saúde e bem-estar
- Desporto
- Negócios
- Gastronomia e vinhos
- Cultura
- Natureza

5. Durante a visita está disposto a experimentar a gastronomia e vinhos locais? Sim Não

PARTE I: IMAGEM DO DESTINO

Ao considerar Lisboa como destino de região vinícola, quão importantes são estes fatores na sua avaliação do da imagem do destino?

(1 = Nada importante, 2 = Pouco importante, 3 = Neutro, 4 = Importante, 5 = Muito importante)

	Nada importante	Pouco importante	Neutro	Importante	Muito importante
a. Os vinhos da região são de qualidade superior.	1	2	3	4	5
b. A marca da região vitivinícola tem uma personalidade que a distingue das outras.	1	2	3	4	5
c. Neste destino, a gastronomia e vinhos estão relacionados com locais de interesse histórico e cultural.	1	2	3	4	5
d. Neste destino, as experiências enogastronômicas ajudam-nos a perceber os costumes locais.	1	2	3	4	5
e. É um destino de moda para gastronomia e vinhos.	1	2	3	4	5

PARTE II: BRAND EQUITY

Por favor indique o seu nível de concordância relativamente aos pontos mencionados.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Esta região vitivinícola e os seus vinhos têm boa reputação.	1	2	3	4	5
b. As características da gastronomia e vinhos da região vêm-me rapidamente à memória.	1	2	3	4	5
c. Os benefícios obtidos nesta região vitivinícola são maiores do que os custos.	1	2	3	4	5
d. Quando penso em vinhos, esta região é uma das primeiras em que se me ocorre.	1	2	3	4	5
e. Este destino vitivinícola é uma opção sensata.	1	2	3	4	5

PARTE III: MOTIVAÇÃO

Por favor indique o seu nível de concordância relativamente aos pontos mencionados.

(1 = Nada importante, 2 = Pouco importante, 3 = Neutro, 4 = Importante, 5 = Muito importante)

	Nada Importante	Pouco Importante	Neutro	Importante	Muito Importante
a. Conhecer esta nova região de vinho.	1	2	3	4	5
b. Aprender sobre vinho e o processo de vinificação.	1	2	3	4	5
c. Visitar adegas e provar vinhos que tinha ouvido falar.	1	2	3	4	5
d. Conhecer pessoas que gostam do mundo do vinho.	1	2	3	4	5
e. Aprender e interagir com o enólogo.	1	2	3	4	5

PARTE IV: FACTORES DE SATISFAÇÃO

Por favor indique o seu nível de concordância relativamente aos pontos mencionados.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. No geral, estou satisfeito com a adega e o serviço que prestam	1	2	3	4	5
b. Os colaboradores são muito hospitaleiros.	1	2	3	4	5
c. As rotas vónicas proporcionam atividades muito interessantes.	1	2	3	4	5
d. As rotas vónicas têm excelentes restaurantes com comida de qualidade.	1	2	3	4	5
e. A paisagem à volta das rotas está bem preservada.	1	2	3	4	5

PARTE V: LEALDADE

Por favor indique o seu nível de concordância relativamente aos pontos mencionados.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Antes de visitar o destino informo-me sobre a sua gastronomia.	1	2	3	4	5
b. Tenho a sensação de que sei quase tudo sobre a cultura local e gastronomia local.	1	2	3	4	5
c. As minhas experiências em restaurantes ajudam-me a recordar as minhas experiências gastronómicas.	1	2	3	4	5
d. Quando viajo, a experiência gastronómica no destino é muito importante.	1	2	3	4	5
e. Vou incentivar outras pessoas a visitar esta região vitivinícola	1	2	3	4	5

1. Como descreveria a gastronomia local?

2. O que recorda da última sobre a última experiência de comer fora?

PARTE VI: VINHO

Por favor indique o seu nível de concordância relativamente ao vinho

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Decidi visitar este destino para provar os vinhos locais.	1	2	3	4	5
b. Decidi visitar este destino para aumentar o meu conhecimento sobre vinhos.	1	2	3	4	5
c. Viajo sempre para destinos de vinhos de qualidade.	1	2	3	4	5
d. Decidi visitar este destino para comprar vinhos locais.	1	2	3	4	5
e. Decidi visitar este destino para conhecer pessoas com o mesmo interesse sobre vinho.	1	2	3	4	5

PARTE VII: COLABORADORES

Por favor indique o seu nível de concordância relativamente aos colaboradores.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Os colaboradores estão sempre prontos a ajudar.	1	2	3	4	5
b. Os colaboradores prestam um serviço personalizado.	1	2	3	4	5
c. O vinho e a comida foram servidos de forma apropriada.	1	2	3	4	5
d. Os colaboradores são educados e corteses.	1	2	3	4	5

PARTE VIII: EXPERIÊNCIA NA ADEGA

Por favor indique o seu nível de concordância relativamente à experiência na adega.

(1 = Muito má, 2 = Má, 3 = Neutra, 4 = Boa, 5 = Excelente)

	Muito má	Má	Neutra	Boa	Excelente
a. Qualidade das instalações para os visitantes.	1	2	3	4	5
b. Decoração da adega.	1	2	3	4	5
c. Gama de vinhos.	1	2	3	4	5
d. Qualidade da prova de vinhos.	1	2	3	4	5
e. Qualidade dos vinhos provados.	1	2	3	4	5

PARTE IX: ENTRETENIMENTO

Por favor indique o seu nível de concordância relativamente ao entretenimento.

(1 = Muito má, 2 = Má, 3 = Neutra, 4 = Boa, 5 = Excelente)

	Muito má	Má	Neutra	Boa	Excelente
a. Eventos vínicos.	1	2	3	4	5
b. Passeios vínicos com guia e prova na propriedade.	1	2	3	4	5
c. Eventos culturais temáticos sobre vinho.	1	2	3	4	5
d. Outros eventos fora da adega.	1	2	3	4	5
	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
e. Esta é uma adega onde as pessoas se podem divertir.	1	2	3	4	5

PARTE X: EDUCAÇÃO

Por favor indique o seu nível de concordância relativamente à rota de vinho.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Durante a visita tive oportunidade de aprender sobre vinhos e a sua produção.	1	2	3	4	5
b. Tive oportunidade de falar com o enólogo. Foi muito educativo.	1	2	3	4	5
c. Aprender sobre a história vitivinícola região	1	2	3	4	5
d. Aprender como se prova e aprecia o vinho.	1	2	3	4	5
e. Aprender a harmonizar vinho com comida.	1	2	3	4	5

PARTE XII: ESCAPISMO

Por favor avalie a sua experiência escapista relativamente aos pontos descritos.

(1 = Muito má, 2 = Má, 3 = Neutra, 4 = Boa, 5 = Excelente)

	Muito má	Má	Neutra	Boa	Excelente
a. Passeios vínicos pelos vinhedos.	1	2	3	4	5
b. Observar /Participar no processo de elaboração do vinho.	1	2	3	4	5
c. Atividades desportivas combinadas com o vinho.	1	2	3	4	5
d. Experimentar produtos locais (vinho e produtos locais).	1	2	3	4	5
e. Um dia divertido e bem passado no campo.	1	2	3	4	5

PARTE XII: FATORES ESTÉTICOS

Por favor indique o seu nível de concordância relativamente à rota de vinho.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. A paisagem é dominada por vinhedos.	1	2	3	4	5
b. Sinalização e informação da rota .	1	2	3	4	5
c Bares de vinho e garrafeiras com boa apresentação.	1	2	3	4	5
d. Comer na adega ou em restaurantes locais.	1	2	3	4	5
e O ambiente da adega é estimulante para os sentidos	1	2	3	4	5

PARTE XIII: ROTA

Por favor indique o seu nível de concordância relativamente à rota de vinho.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Nesta rota existe um grande número de adegas para se visitar na mesma área.	1	2	3	4	5
b. Locais históricos/culturais, locais interessantes.	1	2	3	4	5
c. Passeios vínicos/enoturismo bem organizado.	1	2	3	4	5
d. Restaurantes/gastronomia local e comida com qualidade.	1	2	3	4	5
e. Boa reputação dos vinhos e da região.	1	2	3	4	5

PARTE XIV: IMAGEM

Por favor indique o seu nível de concordância relativamente à rota de vinho.

(1 = Discordo totalmente, 2 = Discordo, 3 = Neutro, 4 = Concordo, 5 = Concordo totalmente)

	Discordo Totalmente	Discordo	Neutro	Concordo	Concordo Totalmente
a. Espero voltar a Portugal para fins de Gastronomia e vinhos.	1	2	3	4	5
b. Espero voltar a Portugal mas para outros fins não relacionados com gastronomia e vinhos.	1	2	3	4	5
c. Recomendaria Portugal como destino enogastronómico.	1	2	3	4	5
d. Faria publicidade a Portugal como destino enogastronómico.	1	2	3	4	5
e. Recomendaria Portugal, como destino turístico, mas não como destino enogastronómico	1	2	3	4	5
f. Faria publicidade a Portugal como destino turístico, mas não como destino enogastronómico.	1	2	3	4	5

PARTE XV: NATUREZA DA VISITA A LISBOA

1. Que tipo de alojamento escolheu?

2. Com quem viajou?

3. Quando tempo demorou a visita?

4. Onde ficou alojado (Localidade/ município)?

5. Como ouviu falar dos vinhos e gastronomia de Lisboa?

PARTE XVI: LEALDADE

1. Já visitou Lisboa anteriormente? Sim Não

2. Se sim, qual o propósito da sua visita?

3. Se sim, quando ocorreu a primeira visita (ano)?

4. Com que frequência visita Portugal?

PARTE XVII: DADOS DEMOGRÁFICOS

1. Qual é a sua nacionalidade? _____
2. Qual é o seu género? 1) Masculino 2) Feminino
3. Quanta pessoas viajam consigo? _____
4. Quais as suas habilitações literárias?
 - 1) Ensino secundário ou inferior
 - 2) Licenciatura
 - 3) Bacharelato
 - 4) Mestrado/Doutoramento
5. Tem outras opiniões sobre Portugal como destino enoturístico? Por favor partilhe a sua opinião.

Obrigado por responder ao questionário!

Questionnaire

Visitor's Perception of Lisbon as A Wine Tourism Destination - English Version

VISITORS' PERCEPTION OF LISBON AS A WINE TOURISM DESTINATION

We are seeking your views about Lisbon as a Wine Tourism destination. We would appreciate your taking approximately 15 minutes to provide your honest feedback and input. Your opinions are very important to us, and all responses are anonymous.
Thank you!

SCREENING QUESTIONS

1. Are you over 18 years old?

1) Yes 2) No (**Please exit the survey. Thank you for your time!**)

2. Are you in Portugal to experience wine and gastronomy? Yes No

3. What country are you currently living in?

1) Portugal? _____ Where? 2) Other country, which? _____

4. Have you already visited Portugal or other countries for gastronomy and wine purposes?

Yes No

1) If yes, **what countries/ wine regions have you visit before? Please list up to 5 countries/ regions.**

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

2) If no, **what is the main motivation of this visit?**

- Sea, sun and sand
- Health and well being
- Sports
- Business
- Gastronomy and wine
- Culture
- Nature

5. During this visit are you willing to experience local wine and gastronomy?

- Yes No

PART I: BRAND IMAGE

When considering Lisbon as wine region destination, how important are these factors in your evaluation of the brand image destination?

(1 = Not at all important, 2 = Without importance, 3 = Neutral, 4 = Important, 5 = Very important)

	Not at all important	Without importance	Neutral	Important	Very important
a. Wines from this region are of high quality.	1	2	3	4	5
b. The wine region brand has a personality that distinguishes itself from its competitors.	1	2	3	4	5
c. In this destination wine and gastronomy are related with places of historical and cultural interest.	1	2	3	4	5
d. The gastronomy and wine experiences here help us to learn about the local customs.	1	2	3	4	5
e. It is a wine and gastronomy fashion destination.	1	2	3	4	5

PART II: BRAND EQUITY

Please indicate your level of agreement with the statements below.

(1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. This wine tourism destination and its wines have good reputation.	1	2	3	4	5
b. The features of Gastronomy and Wine of this destination come to my mind quickly.	1	2	3	4	5
c. The benefits obtained from this wine tourism destination are higher than the costs.	1	2	3	4	5
d. When I am thinking about wines, this wine tourism destination is the one of first that comes to my mind.	1	2	3	4	5
e. This wine tourism destination is a wise option.	1	2	3	4	5

PART III: MOTIVATION

Please indicate the importance of the statements below regarding your motivation to visit the wine region.

(1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree)

	Not at all important	Without importance	Neutral	Important	Very important
a. To see this newest wine region.	1	2	3	4	5
b. To learn about wine and wine making.	1	2	3	4	5
c. To visit wineries and taste wine I have heard about.	1	2	3	4	5
d. To meet people who like the world of wine.	1	2	3	4	5
e. Learning and interact with the winemaker.	1	2	3	4	5

PART IV: SATISFACTION FACTORS

Please indicate your level of satisfaction regarding the statements below.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Very unsatisfied	Unsatisfied	Neutral	satisfied	Very satisfied
a. Overall I'm satisfied with the wine cellar and the service they provide.	1	2	3	4	5
b. GW staff are very hospitable.	1	2	3	4	5
c. Wine routes provide very interesting Cultural activities.	1	2	3	4	5
d. Wine routes have high quality Restaurants with quality food	1	2	3	4	5
e. The environment surrounding wine routes are very well preserved.	1	2	3	4	5

PART V: LOYALTY

Please indicate your level of agreement with the statements below.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. Before visiting the destination, I read a lot about the local cuisine	1	2	3	4	5
b I have the feeling that I know almost everything about the local culture and how this match with the local food	1	2	3	4	5
c. My eating-out experiences help me to remember my food and cuisine experiences	1	2	3	4	5
d. When traveling, the food and culinary experience at the destination is very important.	1	2	3	4	5
e. I will encourage others to visit this wine region.	1	2	3	4	5

3. How would you describe the cuisine at the destination?

4. What do you remember from your last eating-out experience?

PART VI: WINE

Please indicate your level of agreement with the statements below regarding local wines.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. I decided to visit this destination to taste the local wines.	1	2	3	4	5
b. I decided to visit this destination to increase my wine knowledge.	1	2	3	4	5
c. I always travel to destinations with high quality wines	1	2	3	4	5
d. I decided to visit this destination to purchase local wines.	1	2	3	4	5
e. I decided to visit this destination to meet people with wine interests.	1	2	3	4	5

PART VII: STAFF

Please indicate your level of agreement with the statements below regarding the winery staff.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. Wine staff are always willing to help us.	1	2	3	4	5
b. Wine staff provide an attempted personal attention	1	2	3	4	5
c. Wine and food was consistently served in an appropriate environment	1	2	3	4	5
d. Wine staff are polite and courteous.	1	2	3	4	5

PART VIII: CELLAR DOOR EXPERIENCE

Please indicate your cellar door experience regarding the items below

(1 = Very bad, 2 = Bad, 3 = Neutral, 4 = Good, 5 = Excellent)

	Very bad	Bad	Neutral	Good	Excellent
a. Facilities for visitors.	1	2	3	4	5
b. Decor of the winery.	1	2	3	4	5
c. Range of wines.	1	2	3	4	5
d. Quality of wine tasting.	1	2	3	4	5
e. Quality of wine tasted.	1	2	3	4	5

PART IX: ENTERTAINMENT

Please indicate your entertainment experience regarding the items below.

(1 = Very bad, 2 = Bad, 3 = Neutral, 4 = Good, 5 = Excellent)

	Very bad	Bad	Neutral	Good	Excellent
a. Wine events.	1	2	3	4	5
b. Guided wine tours in vineyards with tastings.	1	2	3	4	5
c. Cultural events theming wine.	1	2	3	4	5
d. Other events out of winery.	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
e. This is a winery where people can enjoy themselves.	1	2	3	4	5

PART X: EDUCATION

Please indicate your level of agreement regarding the wine and gastronomy education experience.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. During the visit I was able to learning about wine and its production.	1	2	3	4	5
b. During this visit I was able to talk to the winemaker. It was very educational.	1	2	3	4	5
c. I was able to learn about the region wine history.	1	2	3	4	5
d. To learn how to taste and appreciate wine.	1	2	3	4	5
e. To learn how to paring wine and food.	1	2	3	4	5

PART XI: ESCAPIST

Please indicate your escapist experience regarding the items below.

(1 = Very bad, 2 = Bad, 3 = Neutral, 4 = Good, 5 = Excellent)

	Very bad	Bad	Neutral	Good	Excellent
a. Guided tours through vineyards.	1	2	3	4	5
b. Seeing /Participating in the wine production process.	1	2	3	4	5
c. Sport activities combined with wine.	1	2	3	4	5
d. To sample local products (food and wine).	1	2	3	4	5
e. A funny and well spent day in the country side.	1	2	3	4	5

PART XII: AESTHETICS

Please indicate your level of agreement regarding the esthetic experience.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. Landscape is dominated by wine.	1	2	3	4	5
b. Signage and Information of the wine route.	1	2	3	4	5
c Well-tended wine bars and wine shop.	1	2	3	4	5
d. Eat at the winery or local restaurants.	1	2	3	4	5
e. The environment of the wine cellar is stimulate to the senses.	1	2	3	4	5

PART XIII: ROUTE

Please indicate your level of agreement regarding the wine route.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. In this wine route there are A large number of wineries to visit in the immediate area.	1	2	3	4	5
b. Historical/cultural observations, interesting places.	1	2	3	4	5
c Wine tours /wine tourism well organized.	1	2	3	4	5
d. Restaurants/ local cuisine and good food quality	1	2	3	4	5
e. Good reputation of wines and the region.	1	2	3	4	5

PART XIV: IMAGE

Please indicate your level of agreement regarding the wine route.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
a. I expect to return to Portugal for WG purposes	1	2	3	4	5
b. I expect to return to Portugal but not for WG purposes.	1	2	3	4	5
c. I would recommend Portugal as WG destination.	1	2	3	4	5
d. I would spread positive word of mouth about Portugal as a WG destination.	1	2	3	4	5
e. I would recommend Portugal as a tourism destination but not as WG destination.	1	2	3	4	5
f. I would spread positive word of mouth about as a tourism destination but not as WG destination.	1	2	3	4	5

PART XV: NATURE OF YOUR VISIT TO LISBON

6. What kind of accommodation you choose?

7. With whom you traveled?

8. How long did you stay?

9. Where have you stay (local/municipality)?

10. How did you hear about Lisbon and its wines and gastronomy?

PART XV: LOYALTY

5. Have you ever been to Lisbon before? Yes No

6. If so, what was the purpose of your visit?

7. If so, when was your first visit (year)?

8. How often do you visit Portugal?

PART XVI: DEMOGRAPHICS

1. **What is your nationality?** _____

6. **What is your gender?** 1) Male 1) Female

7. **How many people travel with you?** _____

8. **What is the highest level of education you have completed?**

1) High school diploma or lower degree 2) Some college or Associate

3) Bachelor's degree 4) Master/Doctorate degree

9. **Do you have any other views about Portugal as a wine tourism destination? Please feel free to write about it.**

Thank you for completing the survey!