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**ANALYSIS OF ATTITUDE OF NEW GENERATIONS ABOUT WINE TOURISM**

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## **ABSTRACT**

Wine tourism is becoming an important part of tourism sector, as it a way to diversify touristic offer avoiding massification of main destinations while helping to the revitalization of rural areas. To understand how to increase the benefits that it produce it is essential for wine tourism companies to conduct a good segmentation that would expose the main characteristics of the potential consumers. The arrival of younger generations to the market has create the need of studying its specific features and behaviour regarding enology and wine tourism.

This paper analyse the perceptions and behaviour that new generations have regarding wine and enology tourism, to provide value information for the wine tourism companies to reach them as consumers. This research is conducted using surveys, that would facilitate the understanding of Generation Y and Generation Z, and what are they patterns in terms of wine and enology tourism activities.

The results and findings of this research are supported by previous literature that study enology, enology as a product, the profile of the consumers and the characteristics of new generations. This research is addressed to the companies related to wine tourism as it provides useful information that would help them to deal with the new profiles of customers.

**Keywords:** enology, enology tourism, consumer profiles, new generations, younger generations, Generation Y, Generation Z, Millennials.

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## **CHAPTER 1. INTRODUCTION**

### **1.1 CONTEXT OF THE RESEARCH**

Wine sector is one of the most important economic sectors in Europe's rural areas, as it provides plenty of job positions and it is a way to promote innovation but maintaining the tradition as a basis. It is the result of the increasing competitiveness of touristic sector and the need of producers to improve and diversify their product. As a consequence of this, tourism related to wine has seen an impetus lately (**Miranda Escolar y Fernández Morueco, 2011**).

The conversion of wine in a touristic product and its effects on the region, and the tourist sector has been analysed for different authors all around the world, as well as the different profiles of enology tourist ( **Corigliano, 1996; Mallon ,1996; Cambourne et. al., 2000; Cambourne and Macionis, 2000; Dodd ,2000; Hall et. al., 2000; Hall, Johnson and Mitchell, 2000; Charters and Ali-Knight, 2002; Colmenero, 2007; Díaz Armas, 2008; Charters, 2009; Miranda Escolar and Fernández Morueco, 2011; Millán Vázquez de la Torre 2012b**).

With the appearance of younger generations, such as Generation Y and Generation Z has motivated the need of studying their characteristics, as they differ from the previous generations. The importance of understanding these new generations is due to the need of reach them as potential consumers (**Santos, veiga and Águas, 2016**). The profile of the Millennials in general aspects have been studied in the las years and researches have been conducted to analysed how they behave regarding to tourism (**Alexakis, 2011, Wood, 2013; Kotler and Armstrong, 2014; Smith and Nichols, 2015; Bencsik, Horváth-Csikós ,and Juhász, 2016; Santos, Veiga and Águas, 2016; Dimock, 2019**)

As **Fountain and Lamb (2011)** stated, it is important to understand how the arrival of younger generations could affect wine tourism, as the previous generations are growing old and wine industry has the need to attract the new ones in order to reach them as consumers and avoid a obsolescence of the sector. For that reason different researcher have tried to provide deeper information about the perception that Gen Y has about wine, and the tourism activities that are related to it (**Dodd and Bigotte, 1997; Thach and Olsen,2006; Fountain and Charters ,2010 ; Charters et al, 2011; Atkin and Thach, 2012**) but most of this studies are not taking in consideration Generation Z as potential wine consumers because of their youth.

## **1.2 RESEARCH PROBLEM**

To improve the benefits and positive impacts given by the enology tourism it's necessary a deep knowledge of the consumer. This could be used to promote enology tourism products, maximize the visits and to focus the promotional and advertising efforts on the potential consumer, as well as to adapt the product to provide a satisfactory experience that will exceed visitants expectations. This motivates our research question: Are New Generations interested on the enologic tourism?

## **1.3 ORIGINALITY AND CONTRIBUTION**

General characteristics of the enology tourist and it's motivations have been studied, but little investigation was focused on the profile of the new generations as enology tourist. Therefore this paper will provide a new data and deep knowledge about the specific characteristics of this kind of tourist. As wine tourism is one of the ways followed to diversify the tourism and to avoid the massification and its negative impacts, it could be useful for the companies to have a deeper knowledge about the future tourists profile and it could contribute to the development of a responsible tourism in the area, maintaining a sustainable model of touristic product (Bruset and Alarcón, 2008).

## **1.4 AIM AND OBJECTIVES**

The aim of the research is to analyse the perception that the new generations have of enology tourism and to determine their level of interest regarding wine tourism products. In order to achieve that, the following objectives have been settled:

- 1 To investigate the interest that new generations have regarding enology tourism
- 2 To analyse the knowledge that new generations have regarding enology tourism
- 3 To know the level of participation of new generations in wine tourism activities
- 4 To find out the factors that motivated to participate in a enology tourism activity
- 5 To give information about new generations' booking patterns towards wine tourism
- 6 To know the effect that wine tourism have on direct sales



7 To understand if wine tourism have a multiplicator effect on other sectors of tourism industry, such as accommodation

8 To know the level of satisfaction of participants in wine tourism activities and how it is shared

9 To provide the wine tourism companies knowledge about how to reach them as customers

### **1.5 STRUCTURE**

The first chapter is a description of the topic, that it is been developed in the second chapter in a deeper perspective, and which factors have determinate the emerge of the enology tourism to reach to the current situation in Cataluña. It is important to settle a good context of the field analysed in the study, to understand the elements that have conditioned the tourism at the region and that have made possible the emergence of wine tourism from the mass tourism that was prevailing. In this chapter the main objectives and the aim of the research is described to clarify the purpose of conducting it.

In the second chapter, the antecedents of wine tourism have been developed and information given in the first chapter has been extended. To achieve it previous studies and researches have been reviewed. Firstly, enology and the factors that contribute to the creation of a wine focused tourism product have been analysed to create a contextualization of the topic and to have an overview of its background. Secondly, previous studies about the characterization of the visitor to wine tourism products have been used to settle the main profiles. Thirdly, new generations (millennials and generation Z) characteristics have been analysed, to summarize their features and specifications. In order to organize all the literature and topics reviewed linking them with the authors that have studied them, this chapter contains a literature map and a conceptual framework.

The third chapter describes the methodology that has been used to develop the research, which is focused on the analysis of the perception and interest that new generations have in wine tourism. The chapter describes the philosophy, model and strategy of the research, as well as the techniques used to collect and analyse the data. The participants of the research are described followed by the ethic considerations.

In the fourth chapter, the findings obtained are clearly presented and discussed to clarify if they help to solve the research problem, evaluation their repercussions for the wine tourism sector.

The fifth chapter is used to settle the conclusions given by the research conduction, providing recommendations for the companies of the wine tourism sector to reach the new generations as consumers of their product.

## CHAPTER 2. LITERATURE REVIEW

### 2.1 ANTECEDENTS & CAUSES OF ENOLOGY TOURISM

#### 2.1.1 Mass tourism & the need of diversification

Spain has been receiving visitors to enjoy the cultural heritage and scenery since the Illustration. The Civil war and the situation of the post-war affected to the emerging touristic movement that was reduced until some factors, as the economic and social improvements occurred at the end of the decade of 1940, helped to settle the basis to be a real tourist destination and finally becoming a mass destination (**Garay Tamajón, 2007**). **Vasallo Tomé (1983)** stated that this mass tourism started associated to the coasts that offered a nice weather and a low price to the northeast visitants, as well to the standardization of charter flights which make this mobilization easier and cheaper. This new sector brought two phenomenons: the arrival of foreign currency exchange to potentiate the economic growth and to modernize the society with the cultural exchange (**Fernández Fuster, 1991**). But the impacts generated in the destination, positives or negatives, are determined by the model of tourism experienced on it. If the destination does not manage properly the type of tourism offered, the quantity of tourist accepted and the repartition of its economic benefits, the negative impacts will be reflected in poverty for the locals, mistreatment of its resources and social issues. For that reason, it's essential to measure and control the carrying capacity of the destination to avoid a negative effect over it, that would be reflected in the society, the culture and the economy (**Blázquez Sánchez, 2012**).

From the decade of 1990, a change in the tourist behavior can be noticed. **As Donaire, Fraguell and Mundet (1997)** stated, there is a reaction from tourists, that prefer an authentic product, avoiding the homogenia and standard features of the fordist model and as a result the crisis for the mass tourism movement started. New products appeared as a way to diversify the offer, proposing a leisure connected to the experience that can fulfill the expectation of the consumer, which is now more exigent and focused on the culture and tradition of the destination and that wants a deeper interaction with the local community and its activities, and as a way to potentiate the visibilization of the rural habitat (**Rivera Mateos, 2013**). **Fernández Fernández (2010)** explains creative tourism as a desire of the consumer, linking this concept with the experiential factor of a product and the satisfaction of the tourist; and how could be not just profitable for the region, but also as a model to minimize the negative impacts of mass tourism and to create a sustainable model of tourism that will advantage the social, economic and environmental benefits given by the tourism activity in the area.

### 2.1.2 Empowerment of rural areas

**Bruset and Alarcón (2008)** related the development of rural tourism sector in Spain with the need of a diversified tourism offer and the “continuous socio-economic transformation of rural areas” even when it is not directly related to the agricultural activities, but the gastronomy and the observance of the tradition and culture as these are providing the visitor with the real experience. Cataluña is a region with a strong rural tradition and a potential place to create a tourist product offer based on the visitors demand of acquiring knowledge about the products elaborated in the area, converting them in the main attraction as for example, wine routes (**Molleví Bortoló and Fusté Forné, 2016**).

**García López (2008)** associated territory and wine culture as non-separable elements, that are not just a new segment of touristic market, but an important potentiator of traditional values related to wine. As a new tourist product, wine tourism is an instrument to diversify depressed rural areas through employment creation and wealth generation, and for that reason development plans and strategies have been developed to encourage enology tourism activities that would prioritise a properly territory management and the quality of products, services and infrastructure (**García López, 2008**). **Hall, C. M., Johnson, G. and Mitchell, R. (2000)** have already stated the importance of the relationship between wine and tourism in terms of geography. Both of them are directly related to the region or area where are located that is one of the identification and that add value to the product along with “branding, place promotion and, through these mechanisms, economic development”.

Enology tourism is also a way to empower a wine area and decelerate the migration of its population to the urban centres through the improvement of the living conditions, due to the ability of diversify the activity and the generation of job positions for the locals, directly related with the tourism exercise (**Millán Vázquez de la Torre (2012a)**). The enology tourism “has its origin in the different manifestations round the world of wine: traditions, business, health, gastronomy, competitions, folklore... orientated to tourism. According to **Cambourne et. al., (2000)** although Spain is one of the country that produce a higher quantity of wine, tourism focus on enology is not being as developed as it could have been, but this is changing nowadays as tourism is known for empowering rural regions and their economies and as a channel to protect the natural resources and cultural patrimony of wine regions, which are promoted through tourism promotion.

## **2.2 WINE AS A TOURIST PRODUCT**

### *2.2.1 A global overview*

According to **Millán Vázquez de la Torre (2012a)** the enology tourism “has its origin in the different manifestations round the world of wine: traditions, business, health, gastronomy, competitions, folklore... orientated to tourism and although visiting wine cellars is being happening since the Ancient Age, wine as a tourist motivation does not occur until 19th Century (**Millán Vázquez de la Torre 2012b; Hall et. al., 2000**). As **Hall et. al., (2000)** stated, different circumstances facilitated the wine tourism to become an specific attractive for travellers. One important aspect was the transportation improvements that lead to a more sophisticated and ample rail system. The social revolution was also determinant giving as a result the emerge of the middle class that increased the market in terms of wine. Lastly, the arrival of *Classification of the Wines of the Gironde* in 1855 which was the base to a control in wine ambit in France, and also a promotion tool.

At the beginning of the XIX century in Europe, an association of trail wines was created to coordinate the tourist proposal of members. For example, Germany was one of the first one offering trains oriented as tourist attraction in the decade of 1920. (**Hall et. al.,2000**). **Mallon (1996) cited in Cambourne et. al., (2000)** noted that the importance of wine tourism in France started “during the 1980s as a result of declining rural economic conditions which led many wine-growers to consider direct sales to tourists in order to expand and diversify farm income” and . This idea is related with the analysis of **Charters (2009)** about the Mediterranean wine regions, as he stated that one of the problems of wine tourism in Europe had been that the planning and actions to promote its potential enology tourist destination are based on reversing an adverse economical condition, which is “too late”. Another European country that has started to develop its wine tourism in the last decades of the 20th century is Italy, despite being “the world’s largest producer of wine” it took too long for wine producers to identify wine tourism as a potential way to increase their sales and therefore, to adapt wineries and cellars as an attraction to be visited (**Cambourne et. al., 2000**). **Hall et. al., (2000)** added that one of the problems of wine tourism is the “partial industrialization” of sector, as not all the companies that are receiving tourisms are really implicated in the creation of a tourism promotion and most of the times it requires external persuasion from government or other organizations, and the reducements of the cost that the adaptation to tourism activity may demand, and for that reason some wine business have maintained the role of complementary service.

As **Charters (2009)** observed, despite being Europe the first in wine tourism, there was powerful movement in North America, Australasia and South Africa in the last three to five decades. According to **Miranda Escolar and Fernández Morueco (2011)** most of wine regions around the world have created already a promotion plan for wine tourism, however the pioneers were California, with the prolific regions of Napa Valley and Sonoma in terms of wine tourism, and France in Europe, in Alsacia and Bordeaux. After the success of the wine tourism oriented actions in this regions, other areas with wine activity decided to impulse the creation of a sustainable tourism model based on enology tourism. However, **Díaz Armas (2008)** explains that there discrepancies between the major enology tourism regions concerning the commercialization of vine tourism product due to the specific socio economic characteristics of each area, which determinate the model of wine tourism. Wine as a touristic product has not always the same role, as it could be treated as: predominant product of a region that has other touristic attractions and resources, complementary product to intensify the tourist offer of the region or destination, marginal as the product exists but is not determinant for the destination, and exclusive when it is the main attraction and motivation of the destination (**Asero and Patti, 2009**)

According to **Bruwer (2002)** South Africa is one of the oldest countries with enology tradition, as there are wine industry since the 17th Century. In this case, the wine region is based near of Cape Town City, making easier the promotion of enology products related to tourism, associating them with the cultural heritage through the creation of wine routes. The creation of wine routes as a way to increase the wine tourism sector could also be seen in Portugal, as **Correia, Passos Asencção and Charters (2004)** explained. Here the Wine Routes was used as a way to improve the services offered, to use a common signage system, to facilitate the promotion and to create a better infrastructure system around the route. This kind of efforts to empower their wine tourism can also be found in Greece, which is a country where wine has been produced since the Antique Age, but its enology tourism is a new industry and its development could be dated in the 1990s. To promote this kind of tourism was created, in 1993, the Wine Roads of Northern Greece, which includes not only wine companies, but all the companies that provide tourist services, maximizing the relationship between wine and culture heritage. After the success of this effort, other Wine routes are being planned in order to increase the visualization of other regions of Greece (**Velissariou, Galagaia and Karathanos, 2009**)

In Texas, United States, we can find an example of how implication of wineries could create the basis for the wine industry in the region, where managers and wine growers stimulated visitors to enjoy their cellars as a way to prove the good quality of their wines that were often compared with the

quality of another wine regions with a longest tradition (**Dodd ,2000**) . Another example of success of an emerging wine region, as **Cambourne and Macionis (2000)** explained, have happened in Canberra District, one of the younger Australian wine regions, where the cooperation between wine producers and hospitality and tourism sectors, added to a formal strategy development has lead to the increase of the demand and consequently direct sales of cellars have been doubled in a short period of time. **Aplin (1999) cited in Hall et. al., (2000b)** noted that including visitors in the activity of a small winery business happens as a way to present a new wine to a bigger market. That approach has occurred also in Auckland region, in New Zealand, the last country to grow wine and which development has been slow due to the “laws, regulations, taxation and the conservative traditions of a non-wine drinking society”, but that has now a increasing wine tourism industry (**Nash, 2003**).

In Europe, the interest in enology tourism resulted on the creation of the European Red of Wine Cities (RECEVIN) in which all the cities that formed it were engaged to the objectives of wine culture promotion, positioning of european wines, empower enology tourism and integrate its resources and heritage under a thematic concept and educating and training young viticulturists and wine students (**Miranda Escolar and Fernández Morueco, 2011**).

The development of a wealthy wine tourism industry requires of an investment, but the benefit could be noticed not just in the companies directly related with wine, but all the business that support and offer complementary services for the visitors to enjoy a full experience, including “the institutions which transform those resources into a wine tourism product” (**Hall et. al., 2000**). Therefore the actuaciones of public institutions are determinant to provide the tools to give a shove to the little and medium companies, as explained by **Hall, Johnson and Mitchell (2000)**, the success in a regional area depends on the cooperation of the local, regional and national administrations without forgetting the importance of European Union assistance and support in terms of development of rural areas, financing and funding.

### *2.2.2 Denomination of Origin*

Wine it's being grown in Spain for more than three centuries, with different intensities depending on the period and its circumstances. There was a major reconversion after filoxera razed the wine harvest at the beginning of 20th century, followed by the Civil War which relegated the cultivation of wine due to the importance of producing basic necessity aliments. The Statute of Vines, Wines and Alcohols in 1970 helped to establish a regulation, promotion and protection of wine and its quality, and the entrance of Spain in the Economic European Community in 1986 result in the empowerment of viticulture regions through de Denomination of Origin (**Miranda Escolar y Fernández Morueco,**

**2011).** As **Barco Royo(2007), López (2010) and Millán Vázquez de la Torre (2012b)** noticed, there was already one legislation about wine and denomination of origin from 1932 that acted as a basis for the Statute of 1970, which perfected the Denomination regime after its international recognition in the Lisbon Agreement of 1958, and linked the concepts of geographical origin with production and quality.

The Denomination of Origin is ruled by the Regulation 1151/2012 of the European Parliament and Council Regulation (**DOUE, 2012**). The regulation states that its object is to help producers to communicate the characteristics and attributes of the products to the consumers to guarantee fair competition between producers, respect to the intellectual property rights and the integrity of the interior market. On the Title II is dedicated to the Denomination of Origin with the objective to help the producers of products vinculated to a geographic area through the assurance of a fair remuneration for the quality of its products, guaranteeing the name of this products as intellectual property rights in all the territory of the European Union and to provide consumers with a clear information about the attributes that confer added value to the products. The regulation requires for a product to become Denomination of Origin to be originary of an specific place (region or country), the product must have an specific quality, reputation or other characteristic conferred by the place of origin with the natural and human factors inherents of it, and all the phases of the production happening in the defined geographic area.

Denomination of origin has also been the basis for the establishment of a formal enology tourism strategy in each area. As **Yague and Jiménez (2002)** argue, the Denomination of Origin has been used a promotion tool and determinant comercial variable for the quality image of wines, as the acquisition of competitive advantage for the commercialization in wine sector.

### *2.2.3 Wine tourism in Cataluña*

When the touristic destination is already established, as **Díaz Armas (2008)** explains, the wine tourism could become an added motivation for the visitors, but also as a method to potentiate an specific area that is not having as much tourism activity. Of the different autonomous communities of Spain, Cataluña is probably the one that has make an extra effort to investigate, value and promotion enology form a touristic point of view. (**Medina and Treserras ,2008; Medina, ,2011**). For example, wine tourism could be used as an strategy to diversify the offer of a destination, structuring and including the enology tourism product inside the existing offer (**Charters y Ali-Knight, 2002; Díaz Armas, 2008**) and as **Medina and Treserras (2008)** stated, the touristic importance of Barcelona has been a determinant element to increase the number of visitors to wineries and cellars



as a complementary proximity tourism. This it's perceived in some counties associated to specific productions, as Penedés or Priorat regions, that have positioned themselves as a reference in the minds of potential consumers, as wine interested.

Denomination of Origin is also useful, as it provides an official guarantee recognition and quality control, therefore this regions have an added value and are subject of attention, that they have maximized through the vinculation of natural resources, cultural heritage and wine production and consumption (**Medina and Treserras ,2008; Medina, ,2011**) mostly when are linked to an specific lifestyle that the guest can experience itself, participating of it (**Bruwer, 2003 ;Díaz Armas, 2008**).

### **2.3 THE WINE TOURIST CONSUMER**

Analysing the wine tourist profile is essential for all the participants involved in wine tourism, as it could provide determinant information about the visitor and its motivations for choosing a wine tourist activity and therefore, companies would be able to segment its market and direct its marketing efforts more effectively (**Mitchel, Hall, and McIntosh, 2000**). **Díaz Armas (2008)** explains the importance of analysing the preferences of the potential visitor as they are defined by a set of motivation prioritized by segments. This motivations must be vinculated to the enology tourism offer to design and adequate model to reach the desired market. For that reason, one of the most important steps is recognise the desired market, segmentate it and study its main motivations to satisfy its needs. As **Charters and Ali-Knight (2002)** stated, "there are two processes for the analysis and segmentation of wine tourists as a potential market". One is based on the analysis from the demographic, socioeconomic and demographic approach. The other one is based on the psychographic characteristics that will provide deeper details about its motivations, analysing "their values, attitudes and lifestyles".

**Hall et. al., (2000a)** based the demand of wine tourism on different aspects as "motivations, perceptions, previous experiences and expectations of the wine tourist". Some of the customers of wine tourism motivations are getting knowledge for the wine making procedures, to participate of the social atmosphere of the wine region, to taste and purchase new wines and even for the "health aspects of wine". However, motivations change on the different moments of the life of a person and can also be affected by the promotion efforts of the regions to position their vineyards and their image on potential visitors mind. Priorities of customers are different in every region, and for that reason wine is not always the main motivation for the visitor. It could be in first, second or third place as a determinant for a tourist to choose a destination (**Getz, 2000**).

**Asero and Patti (2009)** stated that wine tourism is not just a product for experts or people that already has knowledge about wine as it is also “a strong attraction to the tourist” offering singularity and authenticity to the visitor of a rural area, even when is not directly interested in enology. Taking the previous idea in consideration, and the different roles that wine tourist product can have in a region (predominant, complementary, marginal and exclusive) it is even more understandable, as **Miranda Escolar and Fernández Morueco (2011)** added , the need of analysing the characteristics of the visitors and to segmentate the offer in order to classify the tourist in three categories based on the motivation of the visitor and his interest about wine and the region:

*-General tourists*

This is the most numerous group. Their practice of wine tourism is sporadic as they motivation is the region, being enology just another of its characteristics or attractives. Their knowledge about wine is simple, and they need explanations and information about ir during the activity.

*-Tourists interested in wine and the region*

The objective of the travel is shared between the wine and its culture, and the region and its attractives. The knowledge about wine is high.

*-Enology tourists*

The have a deep knowledge about wine, as they are passionate about its culture. The main motivation of the visit is discovering an specific enology destination.

Figure 1. Tourist profile according to **Miranda Escolar and Fernández Morueco (2011)**



Source: own elaboration

**Charters and Ali-Knight (2002)** have studied the profile of the enology tourist using a psychographic approach to segmentate the demand. The participants of the study had to classify themselves and rank their level of interest and knowledge As a result four categories are given:

*-Wine Lover*

The Wine lover visitor are educated in enology and has participated of previous activities related to wine. Their main motivation is tasting different types of wines, acquiring wines directly in the winery and increasing their knowledge about wine and its processes. They are also interested in the relation between wine and local food, giving importance to the gastronomy of the region.

*-The Connoisseur*

This visitor has not an education on enology but knows about wines. They normally have University education and their main motivation is put into practice their theoretical knowledge.

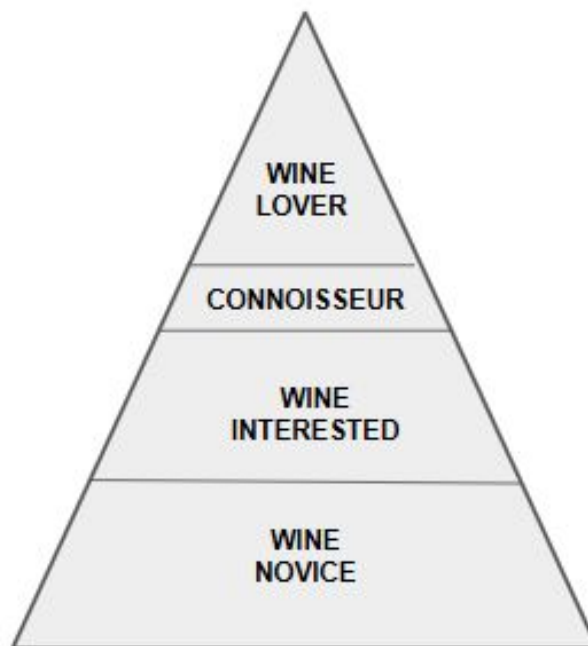
*-The wine interested*

This kind of visitor have probably participated in a tasting activity, but they are not educated on wine. Their main interest is improving their tasting skills and, as wine lovers, they also consider the acquisition of wines as one of the main motivations.

*-The wine novice*

They are likely to have participated of any previous enology activity but they are not giving to tasting as importance as *wine interested* visitors give. On the other side they enjoy the active parts of the activities done in a winery, as cellar tours or vineyard visiting.

Figure 2. Tourist profiles according to *Charters and Ali-Knight (2002)*



Source: own elaboration

**Colmenero (2007) cited in Miranda Escolar and Fernández Morueco (2011)** used a classification based on three categories: *Wine lovers, wine interested and wine curious*. Characteristics of the first two groups are similar to the explanation provided by **Charters and Ali-Knight (2002)**, but established that the realization of enology activities of the third group is occasional, and enology activities are seen as complementary and not as the purpose of the trip. For that reason **Colmenero (2007)** stated that just *Wine lovers, and wine interested* in some aspects, have enology as their main motivation.

**Corigliano (1996) cited in Mitchel, Hall and McIntosh (2000)** provided another classification, based on an study made by *Movimento del Turismo del Vino* that relates the interest and knowledge of wines with demographic aspects, giving as a result four different profiles:

*-The professional (30-45 years old)*

This visitor has knowledge about wine, being able to identify “wine’s virtues and faults”. They are interested in discover new aspects of wine “willing to devote considerable time and energy to it”

*-The impassioned neophyte (25-30 years old)*

This visitor enjoys enology related to gastronomy and the discovering of the region. Usually travels with friends and uses wine activities as a socialization tool. They are interested in knowledge, but not as seriously as Professional visitor.

*-The hanger-on (40-50 years old)*

This visitor enjoys a wealth economy and sees enology as a “mark of distinction”, but is not interested in acquiring a deep knowledge in wines. They are easily impressionable and they “sometimes ask for discounts).

*-The drinker (50-60 years old)*

This visitor sees enology as a Sunday activity normally to make with a group. They are not interesting in learning about wine, as they are just visiting to drink it and to buy it, but not based on its quality.

Figure 3. Tourist profile according to **Corigliano (1996) cited in Mitchell, Hall and McIntosh (2000)**

<b><i>Professional</i></b>	<b><i>Impassioned neophyte</i></b>	<b><i>Hanger-on</i></b>	<b><i>Drinker</i></b>
<i>30-45 years old</i>	<i>25-30 years old</i>	<i>40-50 years old</i>	<i>50-60 years old</i>

Source: own elaboration

## **2.4 THE NEW GENERATIONS**

### *2.4.1 New generations characteristics*

As **Santos, veiga and Águas (2016)** stated, it is essential to segmentate and study the customer's profile in order to understand their motivations and to focus the efforts of the companies in reaching the potential customer, and to adapt the product if they want to reach them. This segmentation is even more important nowadays, as the tourism market is in constant change and becoming more complex and competitive. According to **Kotler and Armstrong (2014) cited in: Santos, veiga and Águas (2016)** "the segmentation process consists of dividing heterogeneous markets into smaller and more homogenous groups with distinct needs, characteristics and behaviour that demand differentiated strategies". Segmentation could be based on the generation, which is defined by **Smith and Nichols (2015)** as "a group which can be identified by year of birth, age, location and significant events that create their personality" and that "can be developed by significant events such as wars, new technologies, or major economic transitions".

On the other side, as **Dimock (2019)** explains, it is difficult to settle an exact point or year to delimit the generations as there is no specific formula. Therefore, the cutoff of generations is often debated and it depends of the author. According to **Smith and Nichols (2015)** the generations that are more studied, in terms of tourism are: the Baby Boomers, which is defined as the people born between the years 1943 and 1960; the Generation X, born between 1961 and 1979; the Generation Y, born between 1980 and 1994, but some authors extend the date to 2000 (**Alexakis, 2011, cited in: Santos, veiga and Águas, 2016**) and the Generation Z, from the end of Generation Y until now. **Dimock (2019)** states the cut of Baby Boomers in 1964 and the Millennials cutoff in 1996, marking 1997 as the beginning of generation Z. However, there are many common features between generation Y and Z that are often mixed (**Wood, 2013**).

According to **Santos, veiga and Águas (2016)** Generation Y is known as the best educated and is "considered the first to be born during the information age" as they are always connected to information and the technology that allows instant communication and for that reason are characterized for their lack of patience, their lack of tolerance concerning to retards and a for giving priority to the present and short term that to the future (**Pendergast, 2010**). Millennials are also the first generation that has experienced tourism in a recurrent way since their childhood, making them

experienced travellers with a preference for independent trips and direct bookings, usually using technology and internet.

As **Bencsik, Horváth-Csikós ,and Juhász (2016)** stated, Generation Z “was born into the world of technology” and for that reason they need to be in contact with it. They are considered to be practical, intelligent, brave and “more impatient and more agile than their predecessors” (**Bencsik, Horváth-Csikós ,and Juhász, 2016**). **Wood (2013)** defined Generation Z as consumers using four concepts: innovation, convenience, security and escapism.

#### *2.4.2 New generations and wine tourism*

As **Fountain and Lamb (2011)** explained, the wine sector is getting highly competitive and there is a need of attracting the young generations in order to reach them as consumers as the current market for wine is based on Baby Boomer Generation, which is getting older. It is been observed the importance of increase the interest of young people towards wine to create a perdurable wine industry (**Thach and Olsen,2006; Fountain and Charters ,2010 ; Charters et al, 2011**), considering that younger generations are occasional wine drinkers (**Fountain and Lamb ,2011**)

It is been found by **Dodd and Bigotte (1997)** that the perception of enology products is different depending on the generation of the participants and that younger people are more critical than older generations. It is also been suggested that younger tourists value more service quality as a satisfaction point. (**Dodd and Bigotte, 1997; Fountain and Charters, 2010**).

**Fountain and Charters (2010)** have added that new generations consider essential the enjoyment of the experience of a wine tourism product. They give more importance to the total experience than to taste or buy wine when visiting a winery. Also, younger visitors prefer to have a guide during the visit as they do not feel they have knowledge or experience in wine tasting enough to do it independently. New generations appear to be more interested in acquiring knowledge, which could be related to the idea of Generation Y and Z being more open minded and willing to be challenged than previous generations (**Dodd and Bigotte, 1997; Fountain and Charters, 2010**).

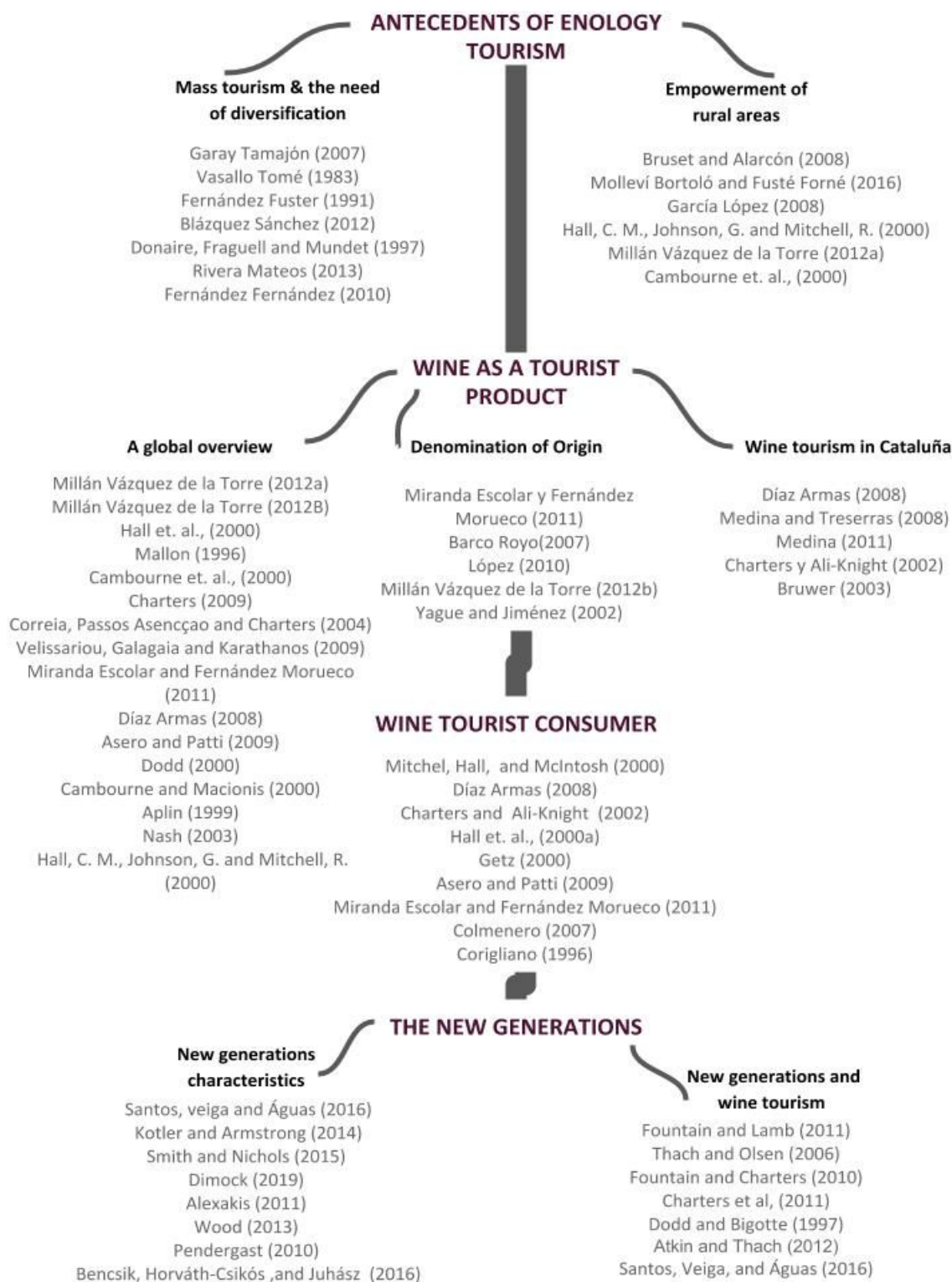
**Thach and Olsen (2006)** stated that wine companies need to adapt their marketing approaches to the new generations, making the advertising less serious and less focused on the rate on the. Also wine as a product should be “ portrayed in relaxed and fun environments, such as picnics, a game night or casual get-together with family and friends” but not related to partying, as spirits or beer.

Regarding to information research about wine products, **Atkin and Thach (2012)** have stated that millennials collect information from friends, family or via internet, using the reviews, to make a purchase decision.

**Santos, Veiga, and Águas (2016)** explained the importance that millennials give to authenticity and to explore, avoiding mass tourism, which is also connected with “an intense concern for environmental protection and social causes” (**Santos, Veiga, and Águas ,2016**)

## 2.5 LITERATURE MAP

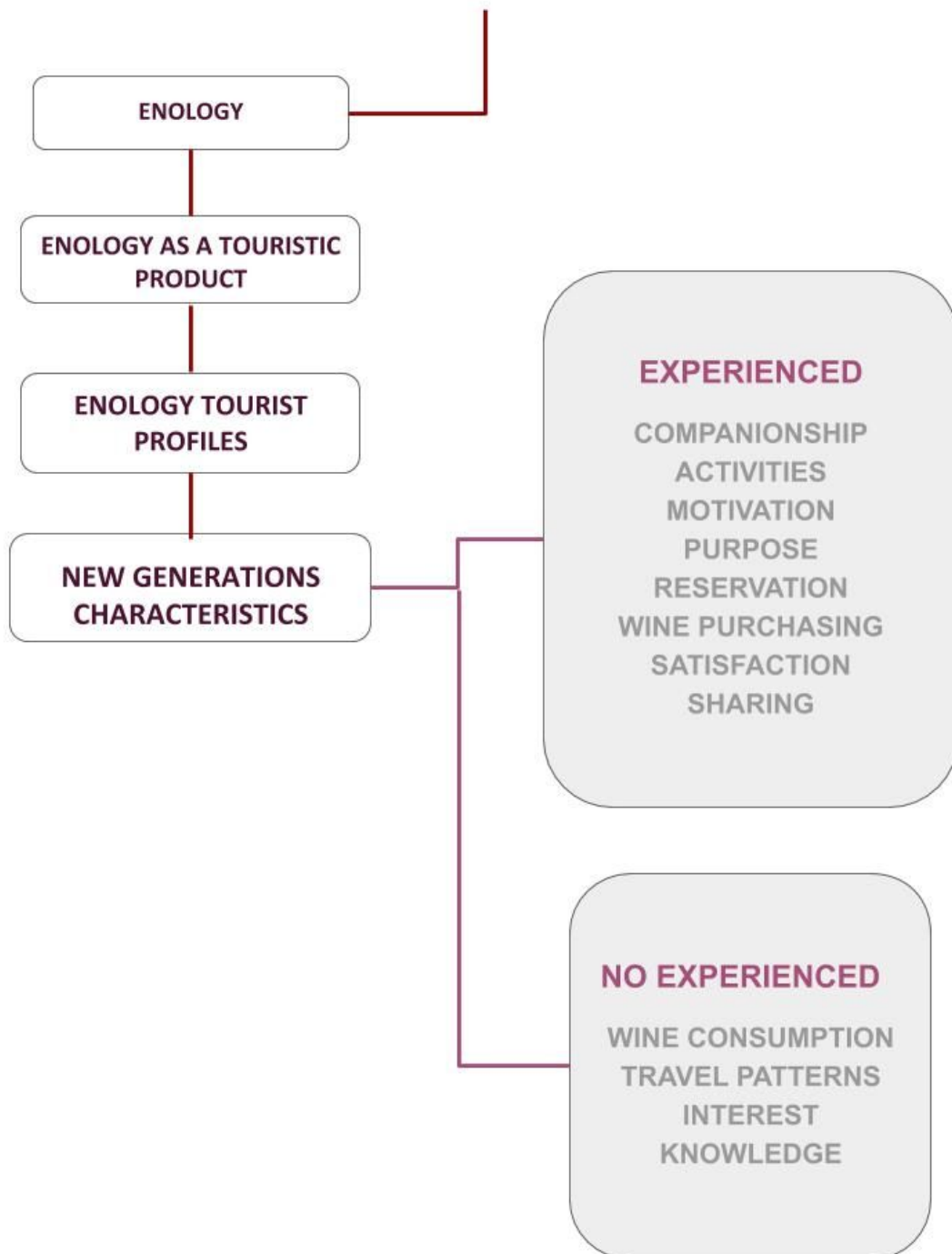
### ANALYSIS OF THE ATTITUDES OF NEW GENERATIONS ABOUT ENOLOGY TOURISM





## 2.6 CONCEPTUAL FRAMEWORK

### ANALYSIS OF THE ATTITUDES OF NEW GENERATIONS ABOUT ENOLOGY TOURISM



## CHAPTER 3. METHODOLOGY

### 3.1 OVERALL RESEARCH DESIGN

As **Easterby-Smith, Thorpe and Lowe (1999) cited in Altinay and Paraskevas (2009)** stated, defining the philosophy approach of the research is essential. On one hand, the philosophy determine the research methods as the strategy of data collecting and how to analyse the and interpret the results. On the other hand, having information about the philosophy will be useful to make an evaluation of the methods and to identify “the limitations of particular approaches” soon enough. Finally, defining the philosophical approach it “may help you to be creative and innovative by either choosing or adapting research methods” **Easterby-Smith, Thorpe and Lowe (1999) cited in Altinay and Paraskevas (2009)**. Of the two philosophies, positivism and phenomenology, this research has been conducted facing a positive approach, which as **Altinay and Paraskevas (2009)** stated, reflects reality in a more objective way through the use of surveys. Positive philosophy is focused on facts, to formulate hypothesis and test them using large samples.

This research has been conducted using a deductive approach, which is explained by **Altinay and Paraskevas (2009)** as a process of reasoning done when “ the conclusion is drawn first and the research is all about proving it to be correct or incorrect”, therefore a deductive approach has been used to define what is happening about the topic under study. In this case the literature review has provide the knowledge about the enology tourism, the profile of the consumers and the new generations characteristics. Based on that an hypothesis is formulated and proved using the data collected.

According to **Altinay and Paraskevas (2009)** “positivism philosophy is usually associated with deduction and quantitative research”, which as stated by **Melkert and Vos (2010)**, is the research model that collects a large amount of responses through to provide a “relatively amount of information”. This model of research follows the steps of formulating the hypothesis, collecting the data to be analysed in order to prove or reject the hypothesis previously formulated **Melkert and Vos (2010)**.

Finally, the strategy selected is the survey research. As **Altinay and Paraskevas (2009)** explained, surveying is one of the most used by researchers focused on tourism and it is linked to deductive model. The questionnaires have been designed using closed questions and rating questions.

### **3.2 DATA COLLECTION TECHNIQUES AND RESEARCH INSTRUMENTS**

This research has been conducted using primary data that was collected through 134 surveys. According to **Altinay and Paraskevas (2009)** surveys are a common method of researchers to understand the “attitudes, behaviours and perceptions of consumers”.

The type of surveys used is descriptive. As **Altinay and Paraskevas (2009)** explained, descriptive surveys are focused on “particular characteristics of a specific population” to understand the behaviour and intentions of the people using a representation of the population. This research is focused on understanding the perception that a certain part of population, such as Generations Y and Z, about wine tourism activities.

The surveys have been designed using close questions, multiple-response questions and rating questions, with a total of 28 questions- The first two questions of the survey are designed to collect demographic information about the participants, such as age and gender. The next two questions are formulated to determine the level of interest and knowledge in enology of participants. To determine the level of experience in wine tourism of participants, a filter question was selected to divide the participants between those who have participated in a wine tourism activity and those who have not participated. The ones that have participated answered to the next 14 questions, to get information about their motivations to choose wine tourism, their attitudes and behaviour during the activity and their level of satisfaction after the activity has finished. The participants that have never participated in an enology tourism activity were asked to answer to 10 questions to understand if they have not been consumers of wine tourism due to a lack of interest, or if they are interested on it in the future, and what would be their motivations and behaviour.

The literature review has provided information about the main wine tourist profiles, their motivations, their expertise and interest level, among other general characteristics. The questions of the survey have been decided taking as a reference the previous studies analysed on the Chapter 2.

### **3.3 RESEARCH CONTEXT AND PARTICIPANTS**

This research has been conducted using a positivist philosophy, which is normally associated to the use of surveys to obtain real information in an objective way (**Altinay and Paraskevas, 2009**). The approach of the research is deductive which is related to the quantitative method and, therefore to

the survey strategy (**Melkert and Vos, 2010**). The surveys have been printed to be distributed and filled in HTSI from the 4th of April 2018 and the 8th of April 2018.

**Singh (2007)** defines sample as “ a set of target respondents from a larger population for the purpose of a survey” and sampling frame as “the subset of the population, which provides a broad and detailed framework for selecting sample units”. Based on these definitions, was decided the requirement to participate on the research. It was being a member of Generation Y or Z, focusing on people between 18 and 27 years old. The surveys have been done in the university of tourism as it was convenient for being a great source of people willing to participate. Due to the fact that they are involved in the tourism sector, they know the importance of researches and studies to analyse and understand the evolution of tourism industry.

The sample size of the population has been of 134 surveys. The first two questions were formulated to determine the demographic characteristics of the participants, such as age and gender. The following two questions are to determine psychographic characteristics ,such as their interest and knowledge about wine. The following question has provided a categorization of participants in two main groups: 1) participants that have already experienced an enology tourist product and 2) participants that have not experienced an enology tourist product.

### **3.4 DATA ANALYSIS**

**Altinay and Paraskevas (2009)** have stated that quantitative analysis is useful for researchers in order to provide information that would answer the research questions and therefore, to reach the objectives of the research. Quantitative data can be collected through different strategies, “but mainly come from surveys and experiments” (**Altinay and Paraskevas, 2009**).

This research has been conducted using a quantitative approach and it is based on surveys for the collection of information. The surveys combined closed questions, multiple-response questions and rating questions. The basis of the survey is to analyse the interest and knowledge levels of Generations Y and Z towards wine, and divide the participants into two categories: 1) participants that have already experienced an enology tourist product and 2) participants that have not experienced an enology tourist product. Once the two categories have been estimated, both have been analysed to determine their characteristics. The closed questions ( yes/ no) are usually used to determine an behaviour. Most of them are also filter questions as they are followed by a multi

response question to select the more recurrent variables that would provide information about the preferences of the participants.

To be able to analyse the data, all the questions with their responses have been transferred to Excel, giving a number to each of the possible responses, to create a table of each question of the survey. The close questions have been explained using a graphic with percentages and average.

### ***3.5 ETHICAL CONSIDERATIONS***

This study has been conducted using surveys. The participation was confidential and therefore all the personal details and information has been preserved. All the respondents have give they consent before participating on the research. The participants knew the objective of the research and they have been explained the information about the topic before they filled the survey and they all voluntarily accept to be a part of it without suffering harm or risk of any kind. The details of the researcher and the supervisor has been provided in the survey.

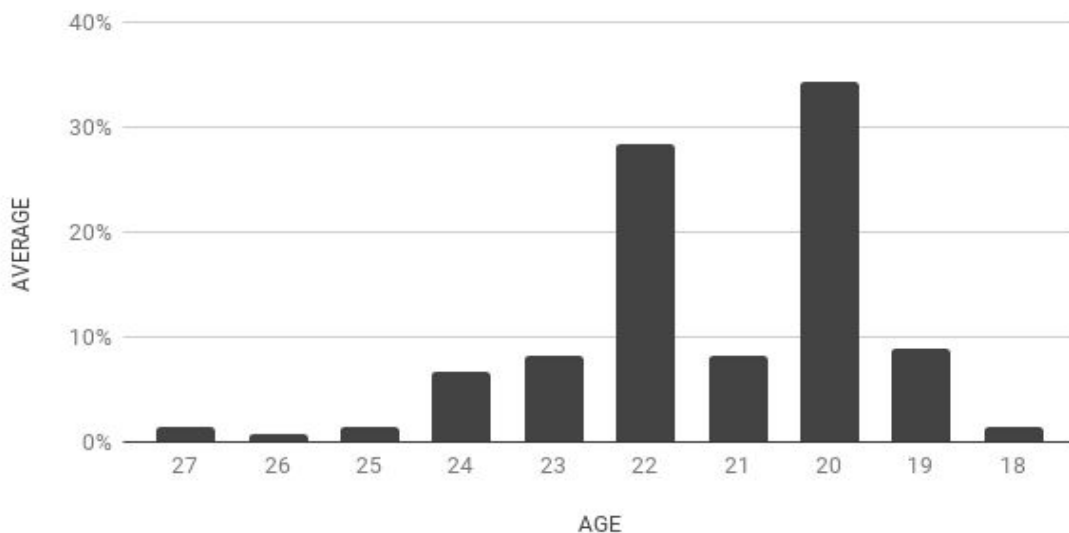
To make sure of the quality of the outcomes, 134 surveys have been analysed. The participants are all components of new generations but to have representation of different profiles, both millennials and generation Z have been requested to participate without any kind of discrimination. Also participants have participate under equal conditions, without special benefits. The data provided by the surveys has been analysed is reliable, despite the limitation to access to a larger number or participants and the lack of collaboration of enology tourism companies to participate and provide data from other point of view.

## CHAPTER 4. FINDINGS AND DISCUSSIONS

In this chapter, the description of the analysis of the data gathered, and the information that it has provided is exposed.

The first questions has settled the demographic needed information, such as the generational permanence of the participants. In the table below it is been exposed the year of birth of each participant, giving as result that the youngest was 18 at the moment of the survey, and the older participant was 27.

Exhibit 1. Average age of the participants



### **4.1 Level of interest in wine**

One of the purpose of this research has been to analyse the level of interest in wine that new generations have. Participants have been asked to rate their level of interest, being 1 no interested 3 interested and , 5 really interested. The average of interest was 3.2 over 5. Therefore, it could be concluded that new generations are interested but they do no show a high level of concerned in wine world.

### **4.2 Level of knowledge about wine**

Another reason of this research has been to investigate the level of knowledge about wine that new generations have. Participant have been asked to rate their level of knowledge, being 1 no knowledge, 3 medium knowledge and, 5 high knowledge. The average of knowledge was 2.21 over

5. Along these lines, it could be inferred that new generations have a low knowledge of wine, what is common in that age.

Exhibit 2. Knowledge and interest in wine

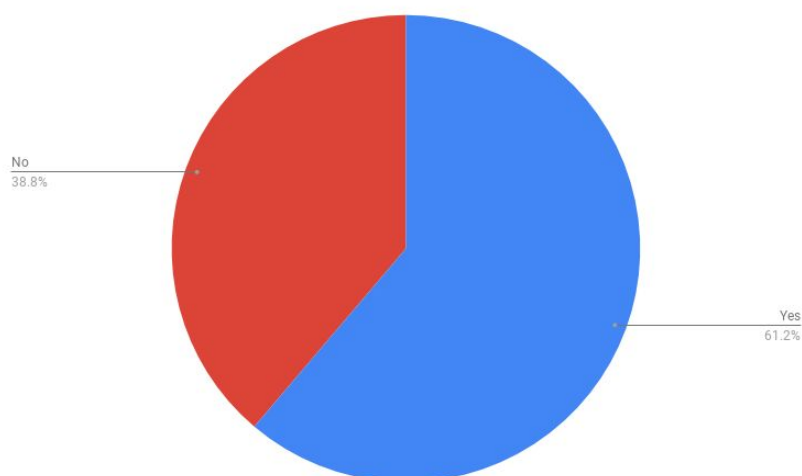
	RATING AVERAGE	% OF PARTICIPANTS SCORING $\geq 4$
INTEREST	3.18	45.42%
KNOWLEDGE	2.21	10.45%

This results could be linked with the profile of tourist given by **Corigliano (1996)** cited in **Mitchell, Hall and McIntosh (2000)**, called The Impassioned Neophyte, which is the younger of their profiles. The range age of this profile is from 25 to 30 years old, and they are characterized by they low knowledge and their interest to learn more about wine.

#### 4.3 Analysis of participants with previous experiences

From the 134 participants, 82 have participate on a previous wine tourism experience. Taking in consideration the youth of the participants, it could be said that the participation rate is high as it shows that 61.2% have enjoyed a enology tourism activity. To understand better their behaviour, both groups have been analysed.

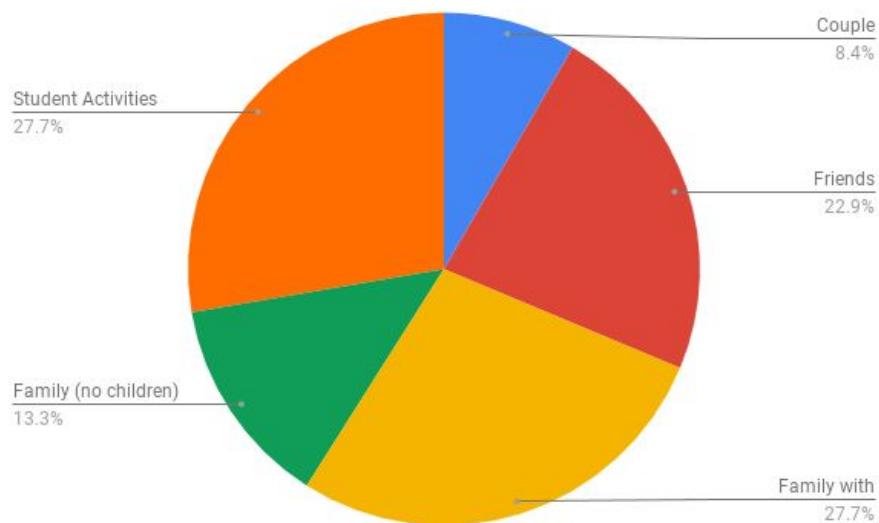
Exhibit 3. Previous experiences in wine tourism



#### 4.3.1 Companionship

The participants have been asked about with whom they have been accompanied. They had six options; Alone, As a couple, Group of friends, Family with childrens, family without childrens and student activities. The most common options are Student activities (28%), Family with childrens (28%) and group of friends (23%). On the other hand the options with less percentage are Alone and As a couple. This result could be connected with **Thach and Olsen (2006)** as they stated that young generations associate wine to friends and family activities.

Exhibit 4. Companionship patterns

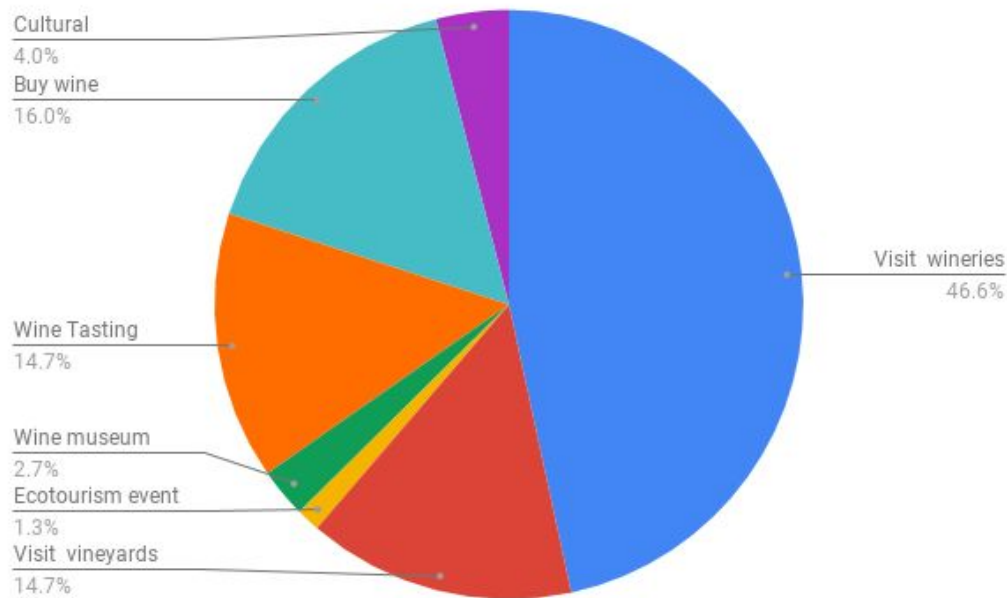


#### 4.3.2 Activities

In the surveys, seven different activities related with enology tourism products have been considered; Visit wineries, Visit in the vineyards, Enotourism event, visit to wine museum, tasting local wines, buy wine, and cultural activities. The 47% of the participants the main activity that they have been doing is visit the winery followed by buying wine 16% and visiting the vineyards 15%.



Exhibit 5. Activities preferred



#### 4.3.3 Motivation factors and purpose

The participants have been asked about their main factors that have motivated to do the activity, the participants had 9 different options; Climate, location, quality of their wines, heritage and culture, gastronomy, visit of their wineries, nature, price and others. The main factor that have motivated the participants are for the quality of their wines (20%), the location(18%), Heritage and culture (14%) and gastronomy (14%)

On the other hand the participants have been asked about the main reason for the trip. The main reason of most of the participants have been Leisure and holidays (37%) and Wine tourism (27%), followed by Gastronomy (8%) and Work and business ( 7%)

This is a positive result for enology industry as it shows the prevalence of wine factors in both, even when the motivation for the tryp was the leisure, is closely followed by wine tourism motivation. It could be linked with the rate of interest in wine (average of 3.18) which is a good forecast for the industry. This results could be linked with **Fountain and Charters (2010)**, as they established that new generations re focusing on leisure and enjoying the experience.

#### 4.3.4 Reservation behaviour

The participants have been asked about their behaviour regarding to booking the activity in advance.

74% of the respondents answered that they booked the activity in advance, on the other hand, 26% of the students answered that they did not booked the activity in advance.

The participants that have booked in advance, have also been asked about through which channel they booked the activity, the main channels are Online/Email ( 61%), Phone (17%), Other (14%) and Travel Agency (7%). This results support the theory of **Atkin and Thach (2012)**, that stated that new generations use Internet as main tool to collect information and to book their activities.

#### 4.3.5 Purchasing behaviour

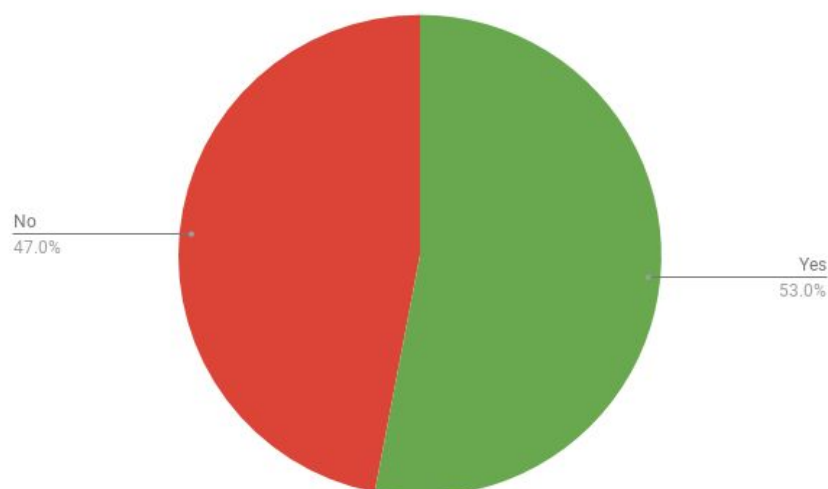
The participant have been asked about if they bought wine during the visit . The 53% of the visitors have bought wine during the visit.And the 47% of the visitors did not bought wine during the visit of the winery.

Also the participants have been asked about the amount of money that the participants have spent in wine, the question is divided in 5 options. 10-20€, 20-40€, 40-80€, 80-100€ and 100€ or more.

The most common range is 20-40€, it represents the 29% of the participants.

The participants that have bought wine during the visits had spenden an average of 58.4€ in wine. This results are surprising, as the participants were all young people, what is a great information for the industry. As **Cambourne and Macionis (2000);Cambourne et. al., (2000)** stated, one of the main motivations for cellars and wineries to start on enology tourism activity is to increase their direct sales. it is also been noticed by **Aplin (1999) cited in Hall et. al., (2000b)**, that direct selling or “at cellar door” it is a nice way to maximize the visualization of new wines.

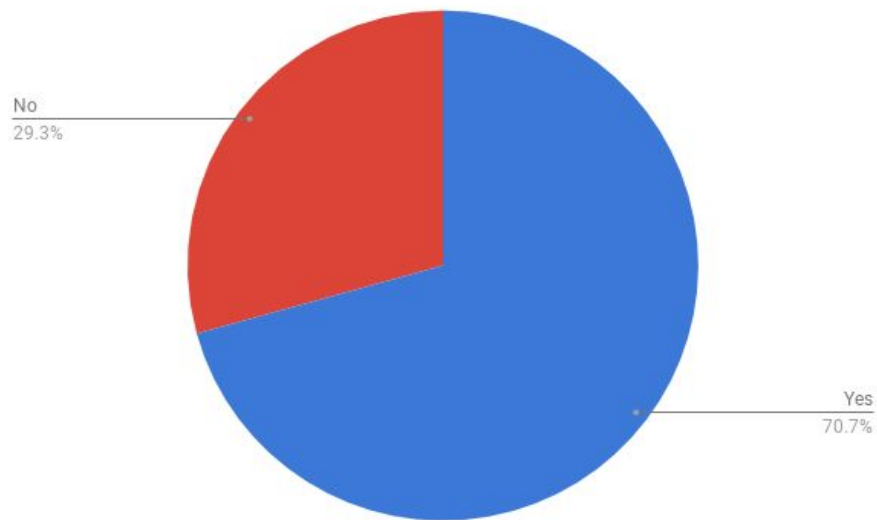
Exhibit 6. Percentage of “on cellar door” buying



#### 4.3.6 Accommodation

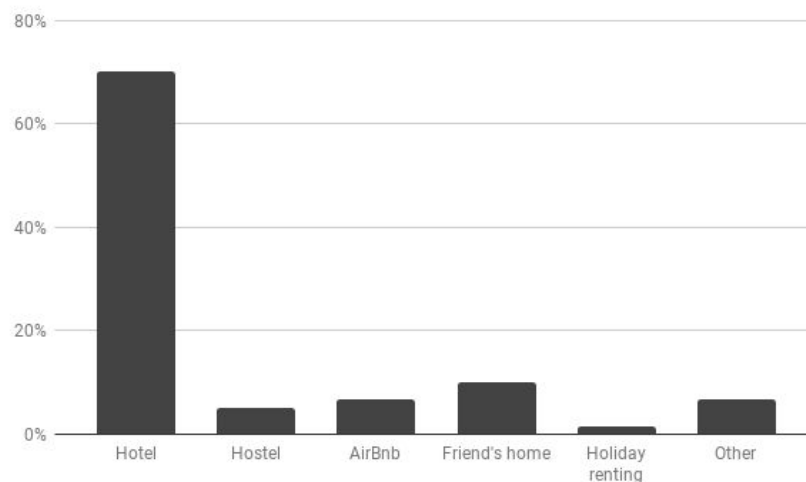
The participants have been asked if they have stayed in the area and in which type of accommodation. The 70.7% of the participants stayed in the area, the other 29.3% did not stay in the area.

Exhibit 7. Accommodation on the region behaviour



The participants that have stayed in the area, the 70% have stayed in a Hotel. On the other hand the rest of participants have stayed in Friends accommodation (10%), AirBnb (6.67%) and Hostels (5%). This results are positive for the industry, as they show that the wine tourism activities are not just an activity to do in one day, and therefore it could bring wealth to the region and maximize the benefits on it.

Exhibit 8. Kind of accommodation



#### 4.3.7 Satisfaction level and sharing the experience

The participants have been asked about their level of satisfaction of the touristic product consumed being 1 no satisfaction, 3 medium satisfaction and, 5 high satisfaction. The average of satisfaction is 3.9 out of 5.

Exhibit 9. Satisfaction Rate

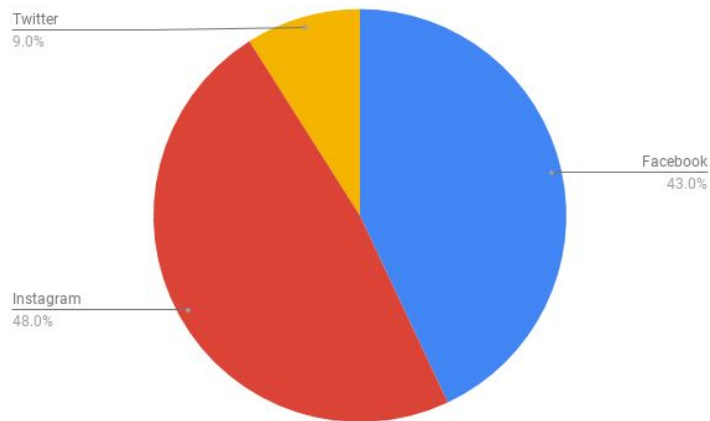
SCORE	% PARTICIPANTS
1	3.48%
2	6.97%
3	9.30%
4	52.32%
5	27.90%
AVERAGE RATE	3.9

It is interesting to note that 80% of the responses were from satisfied to highly satisfied. This result could contradict what has been stated by **Dodd and Bigotte (1997; Fountain and Charters (2010)** about new generation been more critical than previous generations, as just 20% of the participants were not really satisfied with the experience.

Therefore it is not been surprising that when asked about if they would recommend a similar experience, 98% of the participants answered that they will recommend it, and the other 2% will not recommend it.

When asked what method they used to share their experience, only 37% of the participants used social networks to share it. and the most used social network are Instagram (48%), followed by Facebook (43%) and Twitter (9%).

Exhibit 10. Method to share the experience

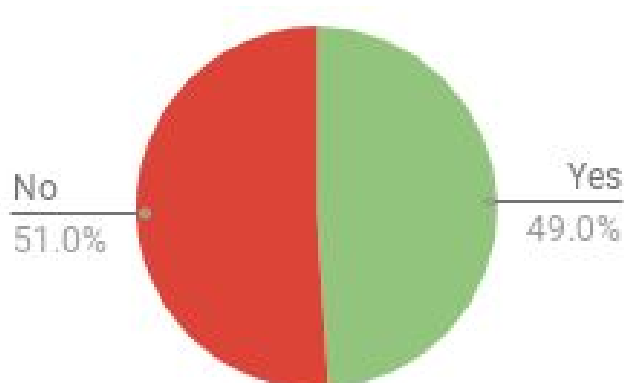


#### 4.4 Analysis of participants with no experiences

##### 4.4.1 Wine consumption

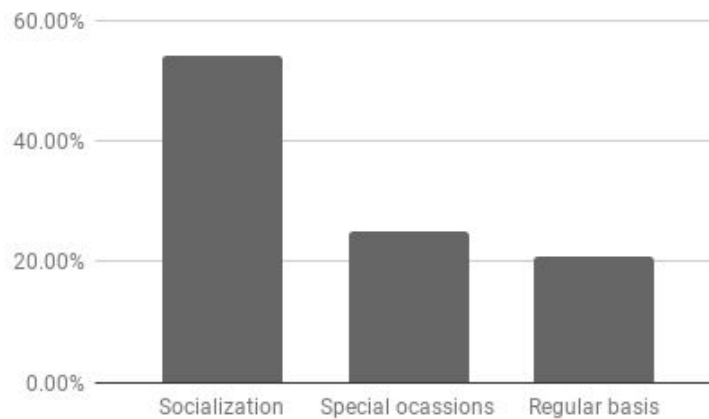
Participants have been asked about their consumption of wine to find out if drinking wine is seen as a regular habit, and if it is, what is the context. The results showed that 49% of responses were positive, while 51% were negative. This result could be associated to the youth of the participants, as according to **Teagle, Mueller, and Lockshin(2010)**, new generations have a lower wine consumption in general. **Thach and Olsen (2006)** have also explained that young people is not integrating the enology culture in their daily life.

Exhibit 11. Wine consumption behaviour



To understand better the consumption pattern, participants have been asked to specify what is the context when they drink wine. The responses showed that 54% answered to drink wine as a way of socializing, 25% in special occasions and 21% as a regular basis. These results support what has been stated by **Pettigrew (2003)** about young generations perceiving wine consumption as a way to socialize. **Teagle, Mueller, and Lockshin (2010)** have added that “wine plays an important social role for young consumers”.

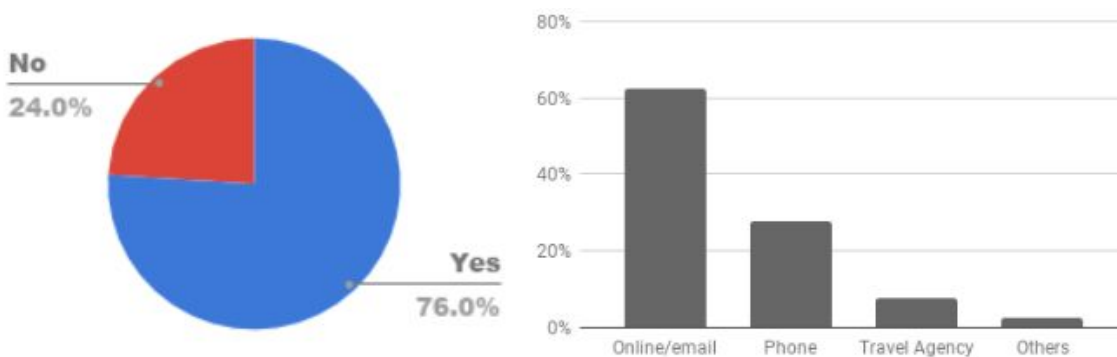
Exhibit 12. Wine consumption motivation



#### 4.4.2 Travel patterns

To understand general patterns when traveling, participants have been asked about if they usually make domestic trips. 72% have answered that they do it. To understand and anticipate their behaviour when planning a national trip, they have been asked about if they book the activities in advance, 76% of the participants answered that they book the services in advance, and the other 26% don't book in advance. From the respondents that usually book in advance, 62% used online web pages or email, 27.5% book using telephone, 7.5% used traditional travel agencies and 2.5% other ways to book.

Exhibit 13. In advance booking pattern and method used

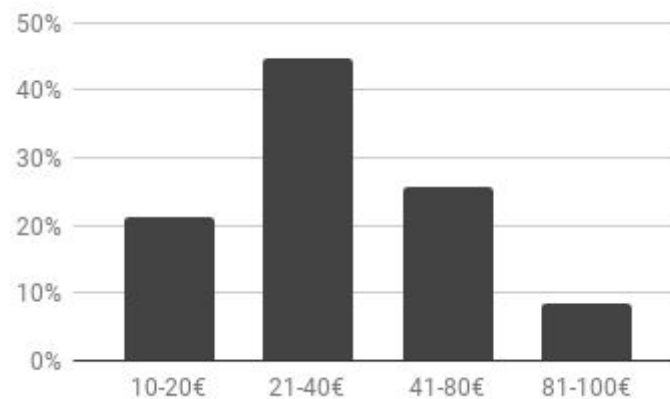


#### 4.4.3 Interest and knowledge about enotourism

The participants have been asked about their knowledge of enological routes in Catalonia. 72.55% of the respondents know about the existence of those routes.

On the other hand, the participants have been asked about if they would like to visit one enological route, 94.74% of them would like to visit one and just 5.26% would not enjoy it. To understand in how much money they value this kind of experiences, the participants have been asked how much they will spend in a activity related with wine, 44.68% of respondents have answered to be willing to pay between 21€ and 40€, 25.53% would pay from 41€ to 80€, 21.28% would consider to pay between 10€ and 20€ and just 8.51% are willing to pay more than 81€

Exhibit 14. Willingness to pay



## CHAPTER 5. CONCLUSIONS

Nowadays wine tourism is becoming a trend and a way to diversify tourism activity and avoid mass touristification, providing a product related with culture and tradition, but also with the nature and rural regions (**Bruset and Alarcón, 2008**). To maximize the visualization and benefits given by wine tourism activity, it is important to know and understand the characteristics of the demand (**Díaz Armas, 2008**) and to segmentate it in order to reach them as potential consumers (**Mitchel, Hall and McIntosh, 2000**). Older generations and its behaviour regarding to wine and enology tourism have been deeply analysed, but the arrival of new generations , such as Generation Y and Generation Z has created the need of understanding these new profiles and how they could affect to the sector.

The chapter dedicated to literature review has given information about the wine sector, the enology tourism and the general aspects of consumers profiles. On the other hand, the methodology used for the research has provided important findings that could help wine tourism companies to reach younger generations and to facilitate the future of wine- related touristic products.

### ***5.1 Interest that new generations have regarding enology tourism***

Despite the youth of participants, the interest they have in enology has been proved. This is important for the sector as position them as potential consumers and for that reason companies should improve their efforts in order to reach them, mostly taking in consideration that currently consumers are Baby Boomers and this generation is getting older (**Thach and Olsen,2006; Fountain and Charters ,2010 ; Charters et al, 2011**) To avoid a decrease of wine sales, wine industry should start directing their campaigns to younger generations, adapting the way they advertise their products.

### ***5.2 Knowledge that new generations have regarding enology tourism***

The results have shown a low level of knowledge about wine. which means that despite the interest young people have in wine, they perceive they are not educated on wine matters. Companies could use this lack of knowledge to offer wine activities related to the acquirement of understanding and education about wine. As younger generations have stated to be interested in wine, they would probably find interesting the chance of learning more about wine. wine tourism companies should provide activities directly oriented to acquiring knowledge and focused on new generations.



### ***5.3 Level of participation of new generations in wine tourism activities***

The results of the research shown that 60% of respondents have participated of a wine tourism activity. This result is positive for enology tourism sector as it show the willingness to participate in this kind of activities of new generations, being the visit to wineries, tasting and visit to vineyards the most popular activities. Companies could focus their marketing efforts in promoting these activities for the younger generations, as they have been proved to be enjoyed by them. This could also be linked to the lack of knowledge of young people about wine, as these activities combined could provide a tool for new generations to learn about wine culture.

### ***5.4 Factors that motivated to participate in a enology tourism activity***

The most important factor that motivated the wine tourism activity were a combination of wines quality, location, heritage and culture and gastronomy of the region. Taking this in consideration companies should create an specific program or route that used all these elements to attract young people.

### ***5.5 New generations' booking patterns towards wine tourism***

The results of the research have shown that the majority of participants have booked in advanced,, which could be a powerful information for wine tourism companies.. They could beneficiate of this tendence providing offers for early booking, which would also maximize direct sales through their web page, as they normally make their bookings using the internet, which is connected with what **Atkin and Thatch (2012)** have stated, about young generations usually using internet to reserve services.

### ***5.6 Effect that wine tourism have on direct sales***

Data analysed in this research shows that almost half of the participants have buy wines directly on the cellar or winery. As different authors have stated, direct sales are one of the main purpose for wine companies to start offering enology tourism activities (**Cambourne and Macionis, 2000, Cambourne et. al., 2000**). For that reason is important for companies to create specific promotions to maximize direct sales, specifically oriented to new generation segment. That could be done through discounts, packages or special codes that would give some kind of reward to the buyers for future direct purchases.

### ***5.7 Wine tourism multiplier effect in accommodation sector***

This research have shown that most of the participants have stayed in the region of the wine activity and the major part used hotels for their stay. This is important to understand the power of enology tourism to beneficiate other sectors, such as accommodation. Hospitality companies should create partnership with wine companies in order to promote the region and increase the number of people that stays in the area. That would not also beneficiate accommodation companies, but other services companies ( restaurants, supermarkets...)

### ***5.8 Level of satisfaction of participants in wine tourism activities and how it is shared***

Most of the participants have expressed to be satisfied with the experience and they shared using social media. New generations are thought to collect previous information about services and activities (**Atkin and Thach, 2012**). Therefore it is important for wine tourism companies to encourage their clients to share their experience. They could offer a discount code for their wines that is given to the client after the review, that way they are maximizing the number of reviews and the direct sales.

### ***5.9 Knowledge about how to reach them as customers***

From the respondents that have never participated on wine tourism activities, important conclusions were extracted. For example that the wine consumption is associated to socialization, that they usually travel around their country booking in advance the services. But the most important for the wine tourism sector would be their knowledge about enology tourism products and their interest on participating on them. Also the average of money they would be willing to pay for a wine tourism activity. To attract this potential clients, wine tourism companies should establish specific campaigns adapting their price to their willingness to pay, as they are potentially interested.

## **CHAPTER 6. LIMITATIONS**

One of the limitations of this research was the lack of interest of wine tourism companies to participate on it, as they are normally family business and they have to face a lack of employees and time.

Another limitation was the ability to access to a larger sample . A sample of 134 participants can give accurate results, but a higher sample could provide an even more accurate idea of the behaviour of new generations regarding to wine tourism.

The difficulty of reaching population from other geographical places is also a limitation of this research, as the results are focus on a sample located in Barcelona.

Despite the limitations, this research provide valuable information about new generations as wine tourism product consumers, providing valid information of enology tourism sector in order to reach them as consumers and to understand better how to direct their efforts and marketing campaigns.

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## Appendix 1. Survey format

Research title: **Analysing the attitude of new generations about enology tourism**

Thank you for agreeing to spend 10 minutes answering this survey about : **Analysing the attitude of new generations about enology tourism**

Before you decide whether to take part in this research, please take the time to read this information. If you have any questions or queries please do not hesitate to contact the researchers. This research is being conducted as part of a Degree Thesis project for students of HTSI School of Tourism and Hospitality Management. The purpose of the research is to understand which factors characterize the new generations as consumers of wine tourism products. You have been chosen to participate as you are visitor of that winery that is located in the region of Priorat-Montsant.

The information you give in the questionnaire will be used in the research project and later research publications. Your personal data will be kept strictly confidential. All participants in this study will remain anonymous and information that could lead to the identification of individuals will be concealed within the final report. After you have submitted the questionnaire, if you have any problems with the information you have provided, you may contact the researchers who will delete your information and it will not be used in the research. This is only possible up until DATE. Contact Details for Further Information:

**Researchers Details:** Paula Toro, Guillermo del Pozo

**Email:** Paula.toro@htsi.url.edu ,Guillermo.pozo@htsi.url.edu

**Supervisor details:** Emili Valdero **Email:** Emili.Valdero@htsi.url.edu

1. Sex

- Male  Female

2. Date of birth (DD/MM/YYYY)

3. Rate your degree of interest in wine and winemaking.

- 1  2  3  4  5

4. Rate your degree of knowledge about wine.

- 1  2  3  4  5

5. Have you participated in any touristic product related to wine?  Yes  No

**If in the previous question you answered Yes, please answer until question 18. If you answered NO answer from the 19 question. Have you participated in any tourist product related to wine?**

6. Who has been accompanied?

- Alone  As a Couple  Group of friends  Family with childrens  
 Family without childrens  Student activities

7. What has been your degree of satisfaction?

- 1  2  3  4  5

8. What activities have you done? (Check the options you consider)

- Visit to wineries  Visit to wine museums  Visit to villages  
 Visit / Activity in vineyards  Tasting of local wines  Tasting courses  
 Ecotourism event  Buy wine  Enjoy local cuisine  
 Activities in nature  Cultural activities  Other

9. Number from 1 to 3 the factors that have motivated you to do this activity.

- Climate  Heritage and culture  Nature  
 Location  Gastronomy  Price  
 Quality of their wines  Visit of their winerie  Others

10. Main reason for the trip

- Wine tourism  Leisure and holidays  Gastronomy  Culture  
 Nature  Work and business  Health and well-being  
 Shopping  Visit friends and family  Other (Specify) .....

11. Will you recommend it?  Yes  No

12. Have you stayed in the area of the activity?  Yes  No

13.If the previous answer is YES, answer: What type of accommodation have you used?

- Hotel       Hostel       AirBnb or similar    Friend's accommodation    Holiday renting  
 Another (Specify).....

14.¿Have you book the activity before the arrival?       Yes    No

15.If you answered Yes: How did you booked?

- Online / e-mail       Phone       Travel agency       Another (Specify).....

16.¿Did you buy wine during the stay?    Yes    No

17.If the previous answer is YES, answer How much money did you spend?

- 10-20€       20-40€       40-80€       80-100€       100€ or more

18.Did you use social networks to share your experience?    Yes    No

19.If you answered Yes, answer: What social network did you use?

- Facebook       Instagram       Twitter    Tripadvisor       Another (Specify).....

20.Do you usually make trips in Spain?       Yes    No

21.Do you usually book the activity in advance?       Yes    No

22.If you answered Yes: How did you booked?

- Online / e-mail       Phone       Travel agency  
 Another (Specify).....

23.¿Did you know about the existence of enological routes in Catalonia?       Yes    No

24.Would you like to visit a route?       Yes    No

25. What wine tourism activities would you consider doing?

- Visit to wineries       Visit to wine museums       Visit / Activity in vineyards  
 Wine tasting       Tasting courses       Ecotourism event  
 Purchase of wines       Other (specify) .....

26. How much would you be willing to pay for a wine tourism activity?

- 10-20€       20-40€       40-80€       80-100€       100€ or more

27.Do you usually consume wine?       Yes       No

28.If the answer above is Yes: answer: In what context?

- On a regular basis       On special occasions       To socialize with friends  
 Otros ( especificque).....

29 What criteria would you use to learn about the wine tourism activity?

- Specialized website       Social Networks       Opinions of friends / acquaintances  
 Specialized publications       Opinion website       I do not seek prior information  
 Other (specify) .....

Thank you for your collaboration! !



### Ethics form

It is important that you are sufficiently prepared to collect data doing fieldwork with 'human participants.' Your supervisor will support you in completing the Ethics Form.

The Ethics Form **MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR BEFORE UNDERTAKING RESEARCH.**

THE SIGNED ETHICS FORM **MUST BE INCLUDED IN THE FINAL UNDERGRADUATE DISSERTATION.**

Risk checklist – Please answer **ALL** the questions in each of the sections below.

Risk category 1	Yes	No
Use any information <b>OTHER</b> than that which is freely available in the public domain?	X	
Involve analysis of pre-existing data which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?	X	
Require consent to publish?		X
Have a risk of compromising confidentiality?		X
Have a risk of compromising anonymity?		X
Involve risk to any party, including the researcher?		X
Contain elements which you <b>OR</b> your supervisor are <b>NOT</b> trained to conduct?		X
<b>Risk Category 2</b>		

Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER than that which is straightforward to obtain?		X
<b>Risk category 3</b>		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X
Involve any deliberate cover data collection?		X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?		X
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X

**IF APPLICABLE:**

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

.....

**Student Declaration:** I confirm that I will undertake the Undergraduate Dissertation as detailed above. I understand that I must abide by the terms of this approval and that I

may not make any substantial amendments to the Undergraduate Dissertation without further approval.

Name: Paula Toro Signed: [Redacted] Date: 3 Mayo 2019

Name: Guillermo del Toro Signed: [Redacted] Date: 3 Mayo 2019

Agreement from the supervisor of the student:

Name: Emili Valdero Signed: [Redacted] Date: 3 Mayo 2019

**Risk Category 1:** If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

**Risk Category 2:** If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

**Risk Category 3:** If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

A copy of this signed form MUST be included in the Undergraduate Dissertation.