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The effect of the wine tourism experience

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ABSTRACT

The international promotion of wine routes is leading to a growing demand for wine tourism activities. More and more tourists are choosing wine tourism as an option when planning their trips. Although the data are encouraging, little is known about the effect that these tourist activities have on wine consumers. This paper shows the effect of the wine tourism experience on a group of consumers. Through an analysis of variance, the results show that by increasing the wine tourism experience, consumers improve their attitudes towards wine, their evaluation of extrinsic and intrinsic attributes and their loyalty towards different wines. In addition, segmentation according to the level of wine tourism experience can help wine marketers to understand their potential audience and market orientation.

1. Introduction

The cultivation of vineyards and the subsequent transformation of grapes into wine in large wineries are a key socio-economic factor in some regions of the world. Nowadays, the economic structure of the wine sector is diversified and provides important resources for activities such as wine tourism (Portela & Domínguez, 2020). This activity consists of visiting wineries, vineyards and includes tastings and samplings of typical products (Wen & Leung, 2021). The crisis in the health sector and the confining measures put in place to control the spread of the virus in 2020 put a major brake on the entire tourism sector. According to the Spanish Association of Wine Cities -ACEVIN-, the wine tourism sector experienced a decline in the number of visitors to the Wine Routes of Spain of 73.5%, from more than three million tourists in 2019 to 814.323 in 2020. Specifically, the Marco de Jerez wine route received the most visits to wineries in the last year with a total of 96,396 visitors (ACEVIN, 2021) (see Table 1).

In the literature there are papers that analyse wine tourism under a geopolitical, landscape perspective or on its development and management (Serrabasa & Crous-Costa, 2020). Wine tourism management is an

opportunity for operators in the sector, from tourism enterprises and wineries to restaurateurs. The many different organisations involved in the sector and in the different strategies used to recruit new consumers and improve current results have caught the attention of marketing scholars (Gómez-Carmona, Muñoz-Leiva, Paramio, Liébana-Cabanillas, & Cruces-Montes, 2021).

Different wine tourism activities allow marketing companies to promote their products and the consumer to interact with the product and gain experience (Robertson, Ferreira, & Botha, 2018). This experience has a significant role to play in attitudes and the value given to the different attributes that are present in wine, which can influence purchasing behaviour (Velikova et al., 2015). From a consumer perspective it has been studied the social perception of wine (Thach, 2011), reactions to audiovisual stimulus during a wine tasting (Spence, Velasco, & Knoeferle, 2014; Velasco, Jones, King, & Spence, 2013), responses to advertisements that encourage a responsible consumption (Velikova et al., 2016). There is also work that reviews the effect of biological factors on the sensory response of taste phenotypes to wine ingestion (Thibodeau & Pickering, 2019). Other studies analyse the role of ecological production in the purchase decision, revealing important

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Table 1
Technical sheet.

Population	Wine consumers in Spain aged 18 and over (39.180.773)
Sample frame	Over 18 years old
Type of sampling	Convenience sampling
Sample size	2282 valid cases
Average response time	7.5 min
Sampling error ^a	2.1%

^a For the estimation of a proportion, where $P = Q = 0,5$ and a confidence level of 95%, under the principles of simple randomized sampling.

relationships between price or country of the country of origin and wine quality, especially in white wines (Janssen, Schäufele, & Zander, 2020). Recently, it has been analysed the effect of being surrounded by vineyards on the perceived value and purchase behaviour of wine (Bonn, Chang, & Cho, 2020). In addition, the effect of the experience in the wine tourism context has been studied, specifically the work of Wen and Leung (2021) delved into the impact of the virtual experience on certain wine attributes and purchasing behaviour. However, the effect of face-to-face wine tourism experiences has not been analysed in depth (Brochado, Stoleriu & Lupu, 2021). To fill this gap in the literature, this paper aims to a) study the effect of the wine tourism experience on consumer attitudes, b) find out the impact of the experience on the value given to the different attributes and c) analyse how the wine tourism experience influences loyalty towards different types of wine.

2. Review of the literature/literature review

2.1. Influence of the wine tourism experience on attitudes towards wine

Consumer tourism experience is a fundamental construct in marketing research and is highly subjective in nature due to the stimulation to which the tourist is subjected (Homburg, Schwemmler, & Kuehn, 2015; Oh, Fiore, & Jeoung, 2007). Marketing scholars have attempted to measure this construct in different research contexts, obtaining varied results on the dimensions of the tourism experience (Wang, Liu, Wei, & Zhang, 2020). Different studies have proved that the number of previous visits to a destination is an indicator of the travel experience that can influence tourists' attitudes, both positively and negatively (Huang & Hsu, 2009; Lacey, Bruwer, & Li, 2009; Pelegrín-Borondo, Olarte-Pascual, & Oruezabal, 2020). Therefore, past experiences can generate positive attitudes if they are evaluated favourably, whereas the attitude will be negative if the previous experience is unpleasant (Bagozzi, Gopinath, & Nyer, 1999; Mano, 2004). In this paper, we consider that the number of wine tourism activities can be an indicator of the wine tourism experience (Mitchell, Hall, & McIntosh, 2009). This indicator has been used by different authors who report about the impact of past experiences on attitude, due to the fact that they are the main sources of emotions (Hummel, Delwiche, Schmidt, & Hüttenbrink, 2003; Organ, Koenig-Lewis, Palmer, & Probert, 2015). For example, the work of Anastasopoulos (1992) investigated the attitude of Greek tourists who had visited Turkey several times, his findings showed that the more travel experience the traveller had, the more negative their attitude towards the tourist destination was. In the context of wine tourism, the experience involves different activities such as a visit to the vineyard, which allows one to enjoy the aesthetics of unique landscapes; During the experience, tourists escape from their reality in a natural environment such as the vineyard, they have the opportunity to learn about the terroir, the types of plants and grapes. During the visit to the winery, the guide usually explains the different methods of elaboration and ageing, the types of wine produced and some characteristics of each of the wines showed; tourists can also go wine tasting, attend to fairs and festivals related to wine (Brochado, Stoleriu & Lupu, 2021; Carlsen, 2004; Marzo-Navarro & Pedraja-Iglesias, 2009). At wine tastings, the visitor usually tastes several wines and it is also possible to pair the wine

with typical local dishes. Overall, wine tourism experiences involve several activities that allow the tourist to enjoy the aesthetics of the landscapes, to escape, to be entertained and to learn. The visitor will hire the one he/she wishes to do. Most wine tourism experiences have a strong educational character, where the visitor will take away a learning experience about the product that can influence their attitude (Lee, Bruwer, & Song, 2017; Sönmez & Graefe, 1998). It is possible that the tourist does not only do one of the wine activities usually offered by the tourist destination, but may engage in several of them. As the visitor lives the different experiences offered by the wineries, his or her attitude towards wine will change (Carmichael, 2005; Lee et al., 2017). Based on the above literature, the following research hypothesis is proposed.

H1. Wine tourism experience influences positively on consumers' attitudes towards wine

2.2. Influence of the wine tourism experience on wine attributes

The most common definition of perceived value considers that consumers evaluate the usefulness of the product or service based on their perceptions of what they get compared to what it delivers (Zeithaml, 1988). The concept of customer perceived value has been widely defined and studied in the tourism and hospitality context (Jin, Lee & Lee, 2015; Lee, Jeon, & Kim, 2011; Williams & Soutar, 2009). In this sector, different studies suggest that the consumption experience is an essential element in determining perceived value (Babin & Attaway, 2000; Holbrook, 1996; Sweeney & Soutar, 2001). In particular, the wine tourism experience plays an important role in creating value for visitors (Quadri-Felitti & Fiore, 2013). It is possible that tourists who drink wine while enjoying the design of the winery, can appreciate to a greater degree the sensory stimulus they are being subjected to. In this case the aesthetic experience from this sensory perspective is influencing the added value of the product (Charters & Pettigrew, 2005; Orth & Bourrain, 2005). Usually, when the traveller attends a wine tasting, they usually visualise, smell and taste the wine served along with an educational explanation about the various aspects of the wine, this sensory experience allows the tourist to learn to perceive the value of the product (Quadri-Felitti & Fiore, 2013). According to Song, Lee, Park, Hwang, and Reisinger (2015) entertainment and escape experiences (e.g. a dramatised visit or a horse-drawn carriage ride through the vineyard) generate value to the product. Moreover, these experiences (wine events, wine tours and wineries) can be the source of the value perceived by the consumer (Oh et al., 2007). When the product offered manages to generate a valuable experience, it is possible to convey value to the consumer (Brochado, Stoleriu & Lupu, 2021; Schmitt, 1999). In many cases, the wine tourism experience allows the consumer to evaluate the wine in terms of its perceived value, using some attributes as indicators of quality (Boatto, Defrancesco & Trestini, 2011). These indicators refer to the main attributes of the product (Kelley, Hyde, & Bruwer, 2015). In the case of wine, they can be intrinsic or extrinsic attributes. Intrinsic attributes are more related to past experience (e.g. a tasting), while extrinsic attributes are linked to the search stage, within the purchase process (Robertson et al., 2018). Consumers will perceive a superior value proposition when they have experience with the product and know its attributes (Srivastava, Pandey, & Sharma, 2009). In this case, the consumer evaluates the different attributes and categorises the value of each of them, choosing the product that provides the most value (Robertson et al., 2018). In particular, this study shows the transfer of value generated by wine tourism activities in the perception of wine attributes. Although different research has analysed wine tourism activities, their experiences in events, routes and wineries, no previous research has shown the effect of these experiences on the evaluation of wine attributes. To our knowledge, no previous studies have demonstrated the effect that these experiences have on the evaluation of intrinsic and extrinsic wine attributes. Based on previous literature, we propose the following research hypothesis.

H2a. The greater the wine tourism experience, the greater the perception of the attributes obtained.

H2b. The greater the wine tourism experience, the lower the perception of the attributes delivered (price).

2.3. Influence of the wine tourism experience on wine consumption

The structural nature of the wine market means that there are thousands of wine brands, so building loyalty to a particular brand is often very difficult. This loyalty is fundamental to consumers' purchasing decisions (Rundle-Thiele, 2005). The large number of wine brands competing in retail shops to be selected by consumers makes it difficult to build a relationship with the brand in an individual and distinctive way, so other areas, such as winery tasting experiences, have positioned themselves as better venues for building brand image (Bruwer, Coode, Saliba, & Herbst, 2013; Fountain, Fish, & Charters, 2008). It is generally accepted that the most important wine tourism destination in any wine region is the winery tasting room, as it provides an experience that will influence future decisions. The experience, as long as it is pleasant in the tasting room, will generate an impression for the consumer for future purchases (Alant & Bruwer, 2010; Bruwer & Lesschaeve, 2012).

Bruwer et al. (2013) found a strong correlation between the winery tasting room experience and brand loyalty, demonstrating that consumers who have an enjoyable and memorable experience are more likely to buy the wine again and/or promote the wine brand to others. These results are replicated most significantly in rural settings. In these settings the education offered at tastings and the aesthetics of the experience determine a high level of satisfaction with the experience and greater brand loyalty in the future (Quadri-Felitti & Fiore, 2013), a relationship that is also repeated outside the rural context (Lee & Chang, 2012). Active participation in tastings is also a differentiating element. In guided tastings, tourists acquire their knowledge through a participatory experience, by integrating knowledge and skills related to wine consumption. On the other hand, other wine tourism experiences that involve less interactivity with wine, such as attending cultural events, concerts or local fairs, make it difficult to consolidate this knowledge and therefore generate brand loyalty (Thanh & Kirova, 2018).

Although wine tastings seem to be the most favourable scenario to enhance contact with the brand among wine tourists, different studies reaffirm the importance of a whole context that allows the approach to the brand, for example, through social networks (Inácio & Spínola, 2010) or wine tourism itself. Wine tourism activities that allow direct interaction with the product increase the consumer's knowledge of the brand, and thus their loyalty to the product brand, which determines their purchasing behaviour in the future (Lockshin & Spawton, 2001). Derived from the above we propose the following research hypothesis.

H3. The greater the wine tourism experience, the greater the loyalty to the different types of wine.

3. Methodology

3.1. Sampling carried out

The sampling carried out made it possible to achieve the aims proposed. Data collection was performed by inviting via email all members of a university community in southern Spain. We collected a total of 2603 responses to the personal online survey sent. From all the questionnaires answered, 321 were eliminated due to the quick response time (less than 5 min) or because they partially answered the survey. The final composition of the sample was 2282 subjects, 45% men and 55% women aged between 18 and 75 years. Information on the sampling is provided in the technical sheet. The time period for the data collection took place between October 1 and December 20, 2019.

The questionnaire was divided into different sections: firstly, it asked

about the different wine tourism experiences that the participants have experienced. The second section contained items about attitudes towards wine. The third part of the questionnaire asked to evaluate a series of attributes about wine. The fourth section recorded participants' wine consumption. Finally, demographic classification questions (age, gender, consumption status, marital status, income level and place of residence) were included.

3.2. Scales

From the literature review, tastings, winery visits and vineyard visits have been identified as the most common wine tourism activities (Brochado, Stoleriu & Lupu, 2021). According to Cohen and Ben-Nun (2009) past wine tourism experience has a significant impact on wine perception, given the learning generated in each of these activities. However, as in other studies, we measure past experience by frequency of visit (Anastasopoulos, 1992). In this case, wine tourism experience was measured with three items, which collected information on attendance to some kind of wine tourism activity: (1) attending wine tastings, (2) visiting wineries and (3) visiting vineyards. The transformation of these variables into a sum variable allowed us to identify four levels of wine tourism experience (none, low, medium and high). Forming four groups of consumers based on their level of experience.

The four nutritional aspects of the wine attitude scale were extracted from the work of Kozup, Creyer, and Burton (2003). Also, were used four items from the scale of Mittal and Lee (1989) which include consumers' taste and interest in learning more about wine. In addition, there were 17 items adapted from the Thompson (2005) attitudinal scale. All statements were measured on a Likert-type scale where one was strongly disagreed and five were strongly agree.

The perceived value of wine by the consumer is collected from the attributes used in the recent study by Cruces-Montes, Merchán-Clavellino, Romero-Moreno, and Paramio (2020). These 12 items reflect the importance for the consumer of each of the intrinsic attributes (taste, aroma, colour, etc.) and extrinsic attributes (labels, packaging, awards, among others) when choosing a wine. All attributes were measured with a five-point Likert-type scale where the importance of each attribute was evaluated.

The level of consumption was measured by asking how often consumers drink wine. The sensitivity of the scale ranges from 1 never to 5 daily.

3.3. Technical interest data analysis

This paper performs a segmentation based on data collected through surveys on wine tourism experiences and wine perceptions (Dolnicar, 2002; Koksai, 2019). This popular technique identifies market segments, rather than just assessing traditional factors such as socio-demographics (de la Hoz Correa & Leiva, 2016). Although the context of wine, the correct identification of consumers has been widely used and has received wide approval from academics and professionals (Calvo-Porrá, Lévy-Mangin, & Ruiz-Vega, 2020; Pomarici, Lerro, Chrysochou, Vecchio, & Krystallis, 2017; Wolf, Higgins, Wolf, & Qenani, 2018). As can be deduced from the literary framework, no studies have been found that analyse the impact of the wine tourism experience on the attitudes shown by the participants, on the value of wine attributes and their frequency of wine consumption.

To achieve our research aims and to determine the impact of wine tourism experiences on the consumer, we extract the different groups of wine tourists according to their experience. Using the hierarchical segmentation technique, it is developed a tree-based classification model. This segmentation uses the CHAID (Chi-Square Automatic Interaction Detection) algorithm to divide tourists into exhaustive, homogeneous and exclusive subsets. The dependent variable will be the categorised wine tourism experience, while the predictor variables were each of the experiences (attend tastings, visit winery, visit vineyard).

Through this methodology, the stages are differentiated between the stages experienced by consumers who engage in wine tourism activities. Afterwards it is tested the impact of these experiences on the different motivational/attitudinal factors that lead to wine consumption (Peršurić, Damijanić and Kerma, 2018). Furthermore, it reflects the change in ratings of specific wine attributes and consumption as experience is gained. All analyses were conducted using the statistical software (IBM SPSS, V23).

4. Data analysis

The results of the associations between the dependent and independent variables together with the classification sequence are shown in Fig. 1. The variables which best explain the wine tourism experience are

the visit to the winery (Chi-square = 1692,958, g.l. = 3, p = 0.000), vineyard visit (Chi-square = 284.606, g.l. = 2, p = 0.000) and wine tasting attendance (Chi-square = 1130.601, g.l. = 2, p-value = 0.000).

In fact, the root node is divided into two branch nodes depending on whether the tourist visits the winery or not (node 1: does not visit the winery; node 2: visits the winery). The best predictor for node 1 (no visit to the winery) is the tourist's visit to the vineyard, and this node is again split into two further nodes. Firstly, node 3 includes participants who do not visit the vineyard and secondly, those who have visited the vineyard (node 4).

On the other hand, node 2, where the best predictor is attendance at tastings, is divided into branch nodes 5 and 6 (does not attend tastings and attends tastings). Node 5, in turn, is explained by the visit to the vineyard and is divided into two terminal nodes 7 and 8. Node 6, whose

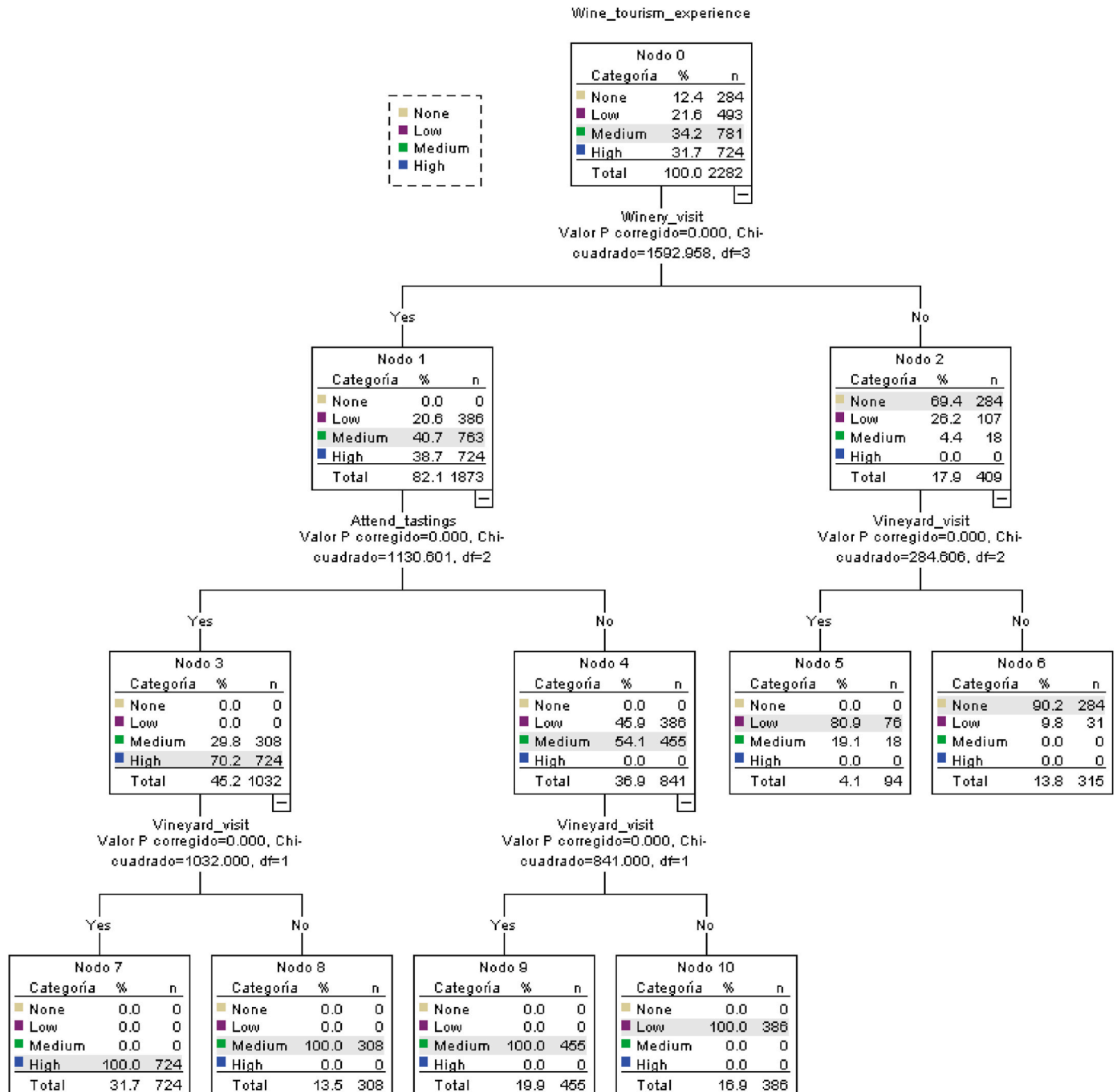


Fig. 1. Segmentation tree for the wine tourism experience.

best predictor is the visit to the vineyard, is also divided into two terminal nodes 9 and 10.

Below, are outlined the characteristics of each terminal node (nodes 3, 4, 7, 8, 9, 10).

Group 1 (node 6): This segment includes 13.8% of the sample. It is made up of tourists who have never visited a winery and have never been to a vineyard. Among its components, 90.2% indicate not to have had any wine tourism experience and 9.8% indicate having had a low experience (attended any tasting).

Group 2 (node 5): This is the minority group in the sample 4.1%. It is made up of 80.9% of tourists who have a low experience (they have only visited one vineyard) and 19.1% who say they have a medium experience, given that in addition to visiting the vineyard, they have attended a certain tasting.

Group 3 (node 10): This group represents 16.9% of the sample. This group is made up exclusively of tourists with few experiences who have only visited one winery.

Group 4 (node 9): This group represents 19.9% of the sample size. In this group, which claims to have an average wine tourism experience, there are visitors to wineries who have also visited a vineyard.

Group 5 (node 8): This segment includes those 13.5% of the total participants. They have an average wine tourism experience. Among its members there are tourists who claim to attend the winery and do some tasting but have never visited a vineyard.

Group 6 (node 7): The last segment is made up of 31.7% of the total number of participants. These are the subjects with the most wine tourism experience. Participants visit wineries, attend tastings and also visit the vineyard (see Table 2).

Subsequently, the research hypotheses were contrasted by performing a one-factor analysis of variance or ANOVA. Attitudes towards wine and each of the wine attributes (intrinsic and extrinsic) were considered as dependent variables and the six categories or segments extracted from the wine tourism experience were considered as independent variables. The results of the average ratings and their evolution can be seen in Tables 3 and 4 and in Figs. 2 and 3.

The only attitude in which there are no significant differences as tourists have more experience is the attitude that wine is fattening. It is therefore demonstrated, as stated in the first research hypothesis, that attitudinal evaluations towards wine improve as wine tourism experiences are repeated.

The graphic shows the evolution of the different attitudes from when consumers have no experience until they reach a high level of wine tourist experience. The most valued attitudes when consumers have no experience are that wine is a healthy product, that it is good for them and that it produces a pleasant experience; this attitudinal pattern is maintained until the consumer has a medium-high experience. In wine tourists who have a high level of experience, more weight is given to the pleasant experience provided by its consumption; This group of tourists like to do wine-related activities, they like to learn about wine, they consider wine to be good for them, they are interested in wine and they consider wine to be healthy. In general, it seems that the wine touristic experience accentuates some pro-wine attitudes that consumers had before having wine touristic experiences, for example, the perception that wine is expensive or that it is bad for health.

Research continued with the analysis of the wine attributes. This test allows contrasting the second and third research hypotheses.

In this case, we found an effect of experience on the valuation of all

Table 2
Sample size of each consumer group, according to their wine tourism experience.

	Wine tourism experience			
	None	Low	Medium	High
Group Size	284	493	781	724

attributes except price. Therefore, we did not find significant differences in the valuation of price as consumers' wine tourism experience increased. Therefore, we have evidence to confirm our research H2a, but not H2b which referred to the value of the attributes delivered.

The graph above shows that the most highly valued attribute from the first level of experience is taste, although it is true that it gains in value as experience increases. It can be seen that, when the consumer has no experience, he/she appreciates price more than aroma, the own wine touristic experience can make the price losing importance to the benefit of the aroma and the designation of origin, an attribute that is not very relevant when the consumer has little experience.

It seems that inexperienced consumers are guided by extrinsic attributes such as labelling and bottling, although as they gain experience, the product's designation of origin is more highly valued than the attributes of bottling or label information.

The brand attribute also maintains a pattern of growth, gaining importance as experience is accumulated.

Wine colour, an intrinsic attribute that in the first experiences is not as important as the bottling, gains value as wine tourism experience is acquired.

Alcohol graduation also maintains a positive trend as consumers gain more wine tourism experience. Although in the early stages of experience, this attribute is almost as important as colour, wine tourism experience does not have as pronounced an effect on alcohol content as colour itself or grape variety.

It is also remarkable the importance that the grape variety acquires as wine tourism activities are repeated, although in the first stage, when there is no experience, this attribute is the one that provides less value to tourists, it seems that the learning acquired in the wine tourism activities modifies the initial pattern, becoming more important than attributes such as alcohol content, the year of harvest, the prizes awarded or whether the production is ecological or not.

The awards obtained by the wine, which according to the literature are an indicator of quality, are not among the attributes that receive the least importance. This value is maintained from the first wine tourism experiences, even in tourists who have a high level of experience.

The ecological production attribute that receives greater importance when evaluating the product with the first wine tourism experiences, ends up being the attribute that has the lowest value for tourists who express a greater wine tourism experience.

Finally, it was analysed the effect of the wine tourism experience on the loyalty towards each of the wines studied, the results of the analysis and the consumers' patterns can be seen in Table 5 and Fig. 4.

The results of the analyses confirm our third research hypothesis which claimed that the greater the wine tourism experience, the greater the loyalty to the wines of the region visited. This hypothesis was confirmed for all the wines analysed.

In the previous graph it can be seen that those tourists who have no wine tourism experience are mainly loyal to Pedro Ximénez, Manzanilla and Fino wines. This pattern is repeated among tourists with less wine tourism experience (Group 1 and 2). As consumers have more experience, they become more loyal to Fino and less loyal to Manzanilla. In the case of tourists with a high wine tourism experience, the most consumed wine is Fino, followed by Oloroso, Pedro Ximénez and Manzanilla. In the case of Cream, Amontillado and Palo Cortado wines, a common pattern is observed in both wines, whose consumption increases simultaneously as experience is gained.

5. Discussion and conclusions

Wine tourism activities have emerged as an alternative and sustainable tourism that enhances the interaction of tourists with the environment and with cultural traditions such as wine production. The business development attached to this type of tourism and the industry created to service the growing demand shows that it has become a competitive cultural product (Thomas, Quintal, & Phau, 2018). Wine

Table 3
Effect of experience on attitudes.

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	F	Sig.
It is healthy	3.51	3.45	3.51	3.62	3.65	3.78	6.032	.000
It is digestive	3.28	3.23	3.27	3.42	3.43	3.64	10.661	.000
Whets the appetite	3.17	3.12	3.22	3.35	3.42	3.67	17.473	.000
Fattening	2.58	2.67	2.57	2.57	2.72	2.54	1.374	.231
It is bad for health	1.99	1.86	1.85	1.75	1.76	1.72	4.092	.001
It fits me well	3.50	3.63	3.56	3.70	3.83	4.04	20.043	.000
I am interested in wine-related issues	2.83	3.10	3.01	3.16	3.50	3.98	65.034	.000
I would like to learn about wine	3.17	3.32	3.28	3.46	3.74	4.10	41.066	.000
I like to do activities related to wine	2.98	3.36	3.11	3.14	3.87	4.15	69.951	.000
I like to read about wine	2.63	2.88	2.74	2.85	3.18	3.69	52.011	.000
Drinking wine is a pleasant experience	3.48	3.66	3.67	3.70	4.04	4.27	45.208	.000
Wine is expensive	2.82	2.80	2.76	2.69	2.70	2.40	14.298	.000

Table 4
Effect of experience on the assessment of wine attributes.

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	F	Sig.
Flavour	2.67	2.63	2.75	2.73	2.80	2.89	8.963	.000
Aroma	2.33	2.43	2.45	2.46	2.59	2.74	20.028	.000
Colour	1.82	2.01	1.89	1.95	2.04	2.21	14.706	.000
Graduation	1.81	1.86	1.90	1.86	1.94	2.00	3.164	.008
Year of harvest	1.72	1.85	1.72	1.72	1.80	1.95	7.258	.000
Grape variety	1.62	1.72	1.59	1.73	1.79	2.02	19.854	.000
Eco production	1.75	1.85	1.74	1.84	1.79	1.89	2.559	.026
Price	2.43	2.41	2.47	2.41	2.44	2.39	.681	.638
Origin designation	1.98	2.19	2.18	2.22	2.29	2.50	20.907	.000
Label information	2.05	2.22	2.10	2.14	2.16	2.34	7.693	.000
Prizes	1.68	1.75	1.66	1.76	1.73	1.92	7.534	.000
Brand	1.91	2.00	2.11	2.04	2.09	2.24	8.329	.000
Bottling	2.00	2.13	2.02	1.97	2.04	2.15	6.542	.000

tourism experiences offer unique activities in an environment, surrounded by cultural heritage and unique natural landscapes (Quadri-Felitti & Fiore, 2013). This paper assessed the attitudinal perceptions, wine attributes and consumption behaviour of potential and current tourists. Our results support the work of Bonn et al. (2020), who suggest that the visitor's wine tourism experience has a significant impact on consumers' subsequent evaluations. Our study reinforces the findings of Van Ittersum, Candel, and Meulenberg (2003) who indicate that purchase behaviour is based on the cognitive process that leads to the evaluation of consumer product attributes. Moreover, in the case of tourism, these processes may be conditioned by the wine tourism activities that tourists engage in. If tourists are satisfied, there is likely to be a positive functional and emotional transfer from the experience to the product (Song et al., 2015).

Firstly, the results of our research reinforce the findings of previous studies analysing the influence of experience on consumers (Clarkson, Janiszewski, & Cinelli, 2013; Thomson, Mahanti, & Gong, 2018). Overall, we found an effect of wine tourism experience on attitude evaluations. Specifically, we found that attitudinal evaluations increase as the wine tourism experience increases. The first group, however, are mostly inexperienced subjects. In the second group of participants, we find a few tourists who have had more than one experience (node 4) visiting a vineyard and attending a tasting. The learning effect transferred to these tourists in their second experience may explain the higher attitudinal evaluation. While it can be seen that the attitudinal ratings of the third group of consumers are in most cases reduced. This group has only had experience at the winery. These results are in line with previous research that states a greater experience influences visitor attitude (Pelegriñ-Borondo, Olarte-Pascual & Oruezabala, 2020).

Between groups 4 and 5, the main difference is that while the members of group 4 (node 8) attend the winery and the vineyard, in group 5 they attend the winery and tastings. From an attitudinal point of view, it seems that group 5 has better attitudes towards wine than group 4. This can be explained by the value transferred to the tourists through

the tasting. In other words, the direct contact that tourists have with wine in a wine tasting is totally different from the one they have in a visit to the vineyard. These results agree with those reached by Eustice, McCole, and Rutty (2019) who state that experiencing wine influences the evaluation prior to the decision-making process. Whereas at the tasting, the visitor can see, smell and taste the wine while he/she receives information from the sommelier, the oenologist or the wine-maker. The visit to the vineyard allows the visitor to smell the land, see the plantations, listen to nature or taste the grapes. Although both experiences are multisensory, the direct experience with the wine seems to be more effective in improving the attitude towards the product. This result is consistent with Krishna and Schwarz (2014), who claim that the integration of multisensory stimuli experienced during the tourism experience affects pre-behavioural attitudes.

Secondly, the research analysed the impact of the wine tourism experience on the valuation of attributes. We found that taste and aroma, the main predictors of quality (Wine & Spirit Education Trust, 2016), are the elements most valued by subjects who report a higher level of wine tourism experience. Furthermore, our results are consistent with the results of Wen and Leung (2021) who found that as consumers become more knowledgeable through the virtual tour, the higher their evaluations of the aroma and flavour attributes. In this paper, it is shown that the knowledge acquired through wine tourism activities significantly improves the evaluation, not only of aroma and flavour, but also of other attributes such as the designation of origin, the information on the label, the brand and the colour. Our findings support previous results that place price as the most important extrinsic attribute (Lockshin & Corsi, 2012; Robertson et al., 2018). Although the own wine tourism experience is shown to cause consumers to downplay the importance of price in favour of the denomination of origin, the previous experience may reduce the perceived risk.

As far as the brand is concerned, it seems that wine tourism experiences help to improve brand value, although not in a significant way. This attribute gains more relevance when tourists have not only visited

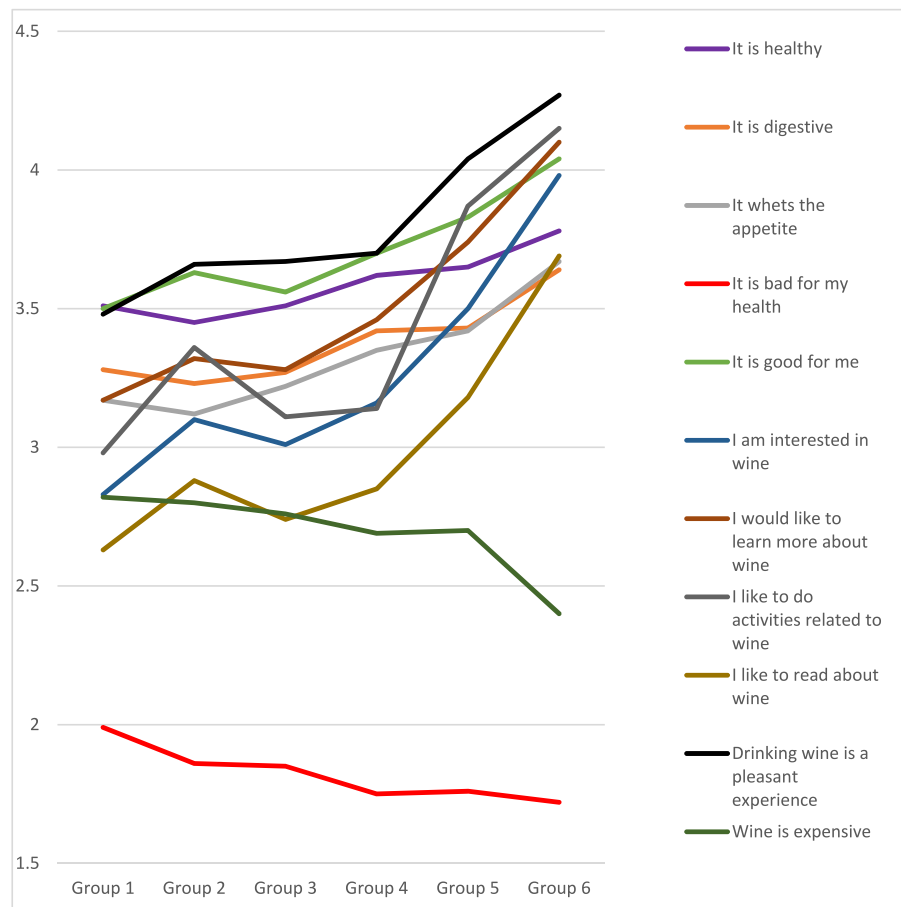


Fig. 2. The effect of wine tourism experiences on attitudes.

the vineyard and the winery, but it is also determinant to improve the importance of the brand when making the purchase decision, that tourists attend a wine tasting. The results suggest that this direct experience with the wine improves the perception of the brand.

By contrast with the research of [Wen and Leung \(2021\)](#) who found no higher ratings on attributes related to design and appearance as consumers were more knowledgeable, our paper shows that the longer the wine tourism experience, the higher the ratings of the bottling design. This result can be explained by the type of experience they analyse (virtual), while in our study, visitors have been able to interact directly with the wine packaging.

Among the visual aspects that can influence the valuation of wine, such as bottling or the colour of the wine on its own, it seems that the wine tourism experience has a greater impact on the valuation of colour; it is possible that the learning derived from the experiences leads consumers to be guided more by this type of intrinsic signal than by extrinsic visual signals such as the bottling. These results are in line with the findings of the work of [Gomez-Carmona et al. \(2021\)](#), where they analysed the effectiveness of packaging from the point of view of attention. The authors state that consumers prefer to see the colour of the wine they are about to buy and involuntarily direct their attention towards packaging that displays the wine in individual bottles.

It is possible that within the first group, where the majority do not have any wine tourism experience, most of the subjects are young people who are more environmentally aware. This awareness of environmental protection seems to be losing value as wine tourism experience increases in favour of the other attributes.

According to the research by [Cruces-Montes et al. \(2020\)](#), having experiences, such as wine tourism activities, can improve wine loyalty or consumption. It can even improve the loyalty of varieties such as Palo

Cortado, Cream, and Amontillado, wines that are less known to most consumers due to their characteristics. In contrast to the study by [Thomson et al. \(2018\)](#), where they claim that the knowledge acquired does not influence subsequent decision making, our results demonstrate an effect of the wine tourism experience on loyalty.

6. Management recommendations

Segmentation according to the level of wine tourism experience helps wine marketers to understand their potential audience. Identifying the evolution of their attitudes towards the product, how tourists rate the different attributes and the impact this experience has on loyalty can help companies to target the market. Specifically, having this in-depth knowledge of the consumer can enable the design of customised wine tourism activities. Companies could improve the positioning of some of their products thanks to these experiences. Direct interaction with the product can be used to explain in depth the different attributes of some lesser-known wines. For example, through a tasting, the winemaker can convey the value of the time that the Amontillado wine accumulates.

Knowing the effect that the wine tourism experience has on consumer behaviour, those responsible for promoting the different wine tourism routes in Spain or abroad, could provide consumers interested in visiting the main tourist destinations with a wine tourism experience in the place where the promotion is being carried out. In other words, bringing the tourism product closer to potential tourists can improve the perception of wine and encourage a visit to the wine tourism destination. Given that wine consumption is considered a pleasant experience, it is possible that potential tourists, having this first experience with wine, will be encouraged to take part in wine tourism activities and learn more about wine. This first experience with the product can be an

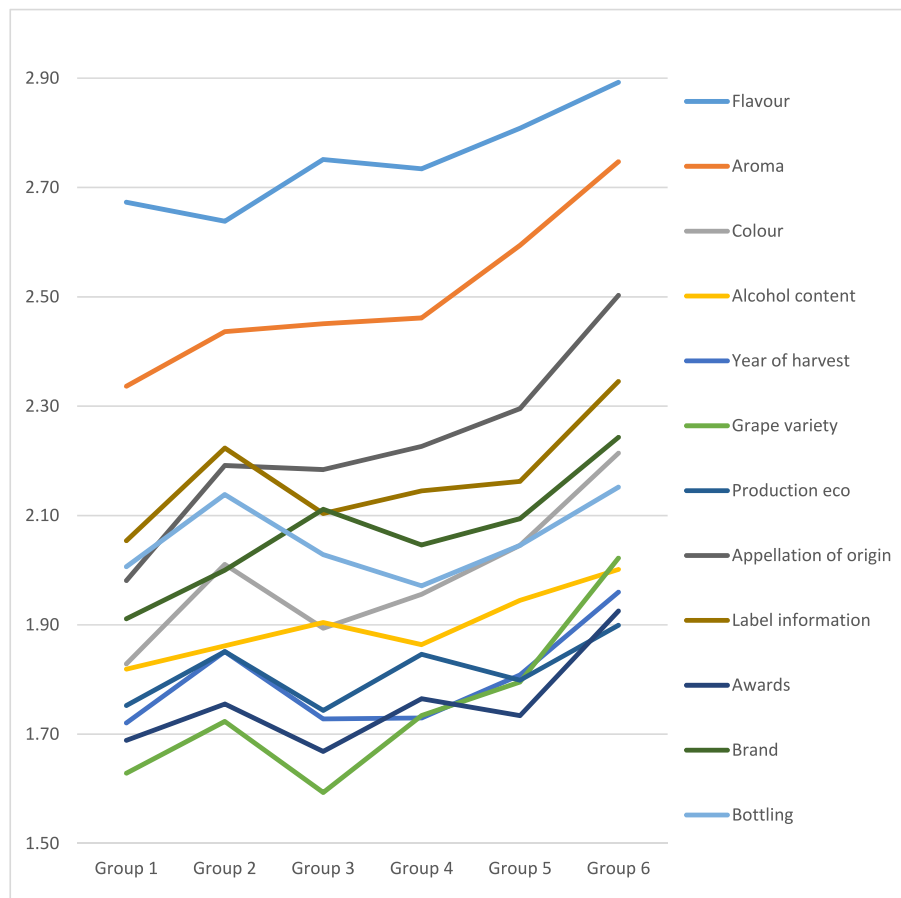


Fig. 3. Evolution of attribute ratings with wine tourism experiences.

Table 5
The effect of the wine tourism experience on consumer loyalty.

	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	F	Sig
Fine	2,15	2,33	2,20	2,38	2,49	2,91	29,327	0,00
Manzanilla	2,17	2,44	2,18	2,21	2,48	2,71	18,596	0,00
Oloroso	1,85	2,22	2,04	2,08	2,42	2,80	41,997	0,00
Cream	1,67	1,88	1,89	2,05	2,45	2,54	32,500	0,00
Amontillado	1,55	1,69	1,60	1,68	1,92	2,44	48,384	0,00
Palo Cortado	1,45	1,49	1,36	1,49	1,74	2,17	47,948	0,00
Pedro Ximénez	2,18	2,65	2,33	2,46	2,76	2,76	15,814	0,00

important determinant for further visits.

The recent pandemic situation encourages the creation of another type of asynchronous wine tourism experience to introduce consumers to the world of wine. Accompanying 360° virtual tours of the winery could be the first starting point for those potential consumers who have never done a wine tourism activity. In the same way, marketers of wine tourism experiences can organise online tastings, sending the wine to the participant’s home and carrying out a tasting in synchrony with the attendants. These experiences can help to increase appreciation of the wine’s attributes and encourage loyalty to the product.

7. Limitations and future lines of research

This study, like others, has a number of limitations which mean that the results should be viewed with caution.

In relation to attitudes towards wine, the study considered attitudes linked to the product, to health and to the subject’s involvement with wine. However, attitudes towards wine also reflect the social effect of wine. Future research could analyse the effect that the wine tourism

experience has on social behaviours after wine consumption. In addition, the study only collected information from participants through self-report. It would be interesting for future research to use consumer neuroscience to study the effect of different wine tourism experiences on the tourist’s mind. Knowing the neural correlates generated by the wine tourism experience while consuming a known vs. unknown wine and analysing the regions linked to pleasure that are activated by the same wine in subjects who have lived different experiences. This would allow us to identify which wine tourism activity generates a better reminder, results in greater satisfaction and is ultimately more effective in an unconscious way.

Finally, although the sample collected information from a broad spectrum of the population, the fact that they belong to regions close to the Jerez area where wine tourism is developed and there is an important wine culture, may influence the loyalty data for each of the wines analysed. Future studies could replicate the effect of the wine tourism experience in broader wine typologies to analyse loyalty (whites vs. reds vs. rosés). It is possible that the effect of the experience on loyalty is accompanied by the type of wine grown in the region, i.e. consumers in

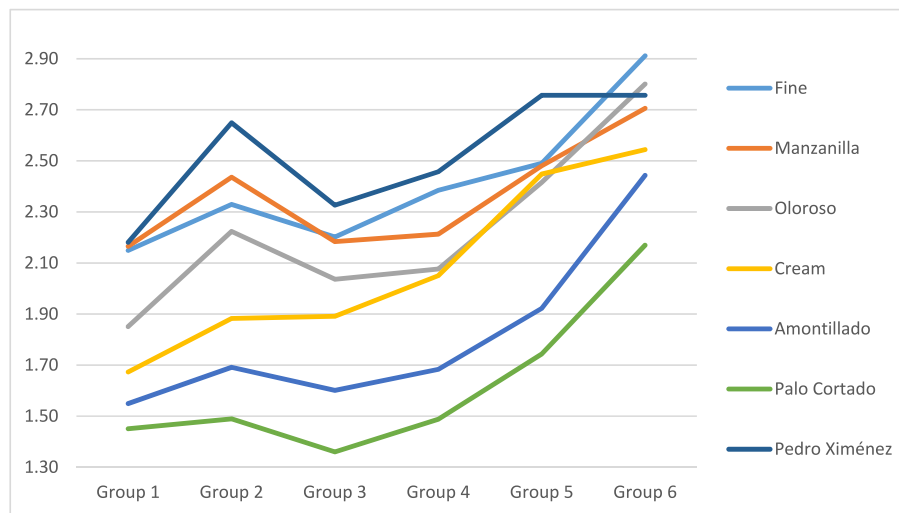


Fig. 4. The effect of wine tourism experiences on wine consumption.

northern Spain near the Rioja or Ribera del Duero designations of origin are more loyal to red wines than to whites or rosés.

Credit author statement

Diego Gómez-Carmona: conceptualization, methodology, formal analysis, supervision. Alberto Paramio: conceptualization, methodology, formal analysis, project administration. Serafin Cruces-Montes: investigation, resources, funding acquisition. Pedro Pablo Marín Dueñas: validation, writing, review and editing, visualization, Alexander Aguirre Montero: data curation. Antonio Romero-Moreno: writing original draft.

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