

**A Study of Characteristics of Female Chinese Tourists Who
Participate in New Zealand Wine Tourism**

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Attestation of Authorship

I hereby declare that this dissertation is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed:

Lin Huang,

1 July 2014

Ethics Approval

As this dissertation used interviews that included human participants, ethical approval was required from AUT Ethics Committee (AUTC).

Approval was received from the Auckland University of Technology Ethics Committee on 18 March 2014 with AUTC Reference number 14/15.

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Confidential Material

The female Chinese tourists who participated in this research have retained the right to keep their identities confidential. To maintain anonymity, all references to the female Chinese tourist group are coded and are identified only by a number within a range from Participant 01 to Participant 23.

Abstract

This dissertation deals with female Chinese tourists' wine behaviour and the role of New Zealand wine tourism. The primary objective of this dissertation is to gain a better understanding of the behaviour of female Chinese tourists in New Zealand wine tourism. This study applies a qualitative methodology to analyse the characteristics of female Chinese tourists in New Zealand wine tourism. Twenty-three ethnic female Chinese tourists over 18 years of age were interviewed about their experiences, attitudes, and behaviours regarding wine consumption while at New Zealand wineries. The respondents were selected at different vineyards and wineries from the Matakana region of Auckland, Waiheke Island vineyards, and the Martinborough Wine trail in Wairarapa in the North Island of New Zealand. All participants described their real wine experiences in New Zealand with their personal feelings and opinions.

The purpose of this study is to understand the female Chinese wine tourist and theoretical and practical implications of the behaviour of such tourists for the wine tourism market in New Zealand. The findings from this dissertation show several main influences on female Chinese tourists' experiences at New Zealand wineries include travelling time, the reputation of wineries, and tour members. From the research perspective, female Chinese tourists appear to visit wineries and vineyards for wine education, leisure with friends, and to experience a different culture during overseas travel. From a practical perspective, this dissertation provides several implications for winery businesses in New Zealand. In particular, the research shows that marketing strategy should focus on different consumer groups from diverse cultural backgrounds and varied consumer behaviours. Different marketing strategies might be needed by different operators in their efforts to better provide for a particular Chinese market.

1 Introduction

1.1 Opening remarks

For centuries, wine has been one of the most traditional Western alcoholic beverages, and it is now one of the most popular alcoholic beverages globally. People who are interested in wine often explore wineries via tastings and also through food and wine pairing. Fieldhouse (1995) pointed out that drinking wine has a strong connection with culture, eating habits, and food preferences. In modern society, with a number of social and cultural benefits, wine is viewed as a product associated with people's consumption lifestyle.

In addition, wine is a key marketing element for wine regions and can be a major motivating factor for tourists to visit a region (Hall, 2000). Wine tourism, therefore, is a vital means to develop relationships with customers through direct experience in the vineyards. Macionis and Cambourne (1998) implied that wine tourism provided an additional motivation to encourage tourists to take extra trips to local vineyards and wineries. Mancino and Presti (2012) have stated that wine tourism has created new consumption habits and changed the function of wine completely. They note that wine is not just a beverage. As a luxury good, wine provides an opportunity for tourists to experience pleasure, history, and culture in wine regions. Wine-related activities have increased significantly and become an important component of tourism and there is no doubt that wine-related tourism can contribute significantly to the development of tourism in particular destinations.

However, compared with consumption in Western countries, wine drinking in Asia is not especially popular as Asian countries have their own traditional alcoholic beverages, such as "sake" in Japan, "sochu" in Korea, and "Baijiu" in China. Nevertheless, there has been dynamic growth in wine consumption in Asia. Lee (2009) explained that the open attitude towards other cultures among young Asian generations had positively affected wine consumption and wine behaviour in Asian countries. VinExpo (2002) reported that China recorded strong growth in wine consumption, reaching 420,000 tons or 564 million bottles between the years 2004 and 2005. The significant growth in wine consumption has meant China, a vast country with a population of 1.3 billion, is now one of the largest wine markets in the world. China is now among the top ten wine-consuming countries.

Wine is becoming more popular in China because of its supposed health benefits and Chinese believe that regularly drinking wine could reduce the risk of heart disease (De Lorimier, 2000; Deng, 2013; Dewald, 2003; Halpern, 2008; Qiu, Yuan, Ye, & Hung 2013). The popularity of Western eating and drinking habits has influenced Chinese wine consumption, as have increasing average incomes in China. Chinese tend to purchase wine and enjoy it for social purposes. Indeed, wine has become a fashionable beverage for younger and wealthy generations in developed Chinese cities (Gamble & Balestrini, 2006). Wine quality and the country of origin are keys to influencing Chinese wine consumption. At present, European wine is popular in China.

China's strong economic growth offers a great opportunity for New Zealand to consider the great potential of the Chinese wine market. Being a promising wine market, up to now most information in the New Zealand wine industry on Chinese wine consumers has been based on the experience of wine agents, salespeople and marketing consultants. Very little empirical data are available.

1.2 Research significance

A number of wine tourism studies have contributed knowledge on Western tourists' perception of their wine experiences. However, the Chinese market has received less attention in wine tourism research and many factors have not yet been investigated, including how Chinese wine consumers behave when they are travelling, the purpose Chinese wine visitors have in touring wineries, general wine-related tourism motivation, and relationship to other wine-related activities in wine regions.

In addition, although wine and wine tourism research from New Zealand continues to make a substantial contribution to the field, there are no references to wine and wine tourism from the perspective of female Chinese. This lack of information suggests that the role of female Chinese wine visitors in the overall New Zealand wine and wine-related tourism market is poorly understood. This study of female Chinese wine experience and wine-related tourism behaviour is designed to fill this academic void.

1.3 Study aims and objectives

This research studies female Chinese wine tourists in New Zealand. In order to determine the main concerns Chinese women have in respect of New Zealand's wine tourism sector, the objectives are:

- Examine female Chinese tourists' perception of wine-related tourism in New Zealand in order to understand what their conception of wine experience is
- Evaluate female Chinese tourists' wine knowledge and examine the relationship between wine knowledge and consumption in order to examine how New Zealand wine tourism can help improve visitor wine experiences among female Chinese tourists
- Discover the characteristics of female Chinese tourists' wine consumption and wine-related travel behaviour in New Zealand in order to examine what the New Zealand wine tourism industry can develop for the Chinese market.

To address these aims this study gathered data from Chinese women visiting wineries and vineyards in different New Zealand wine regions. The study established what female Chinese tourists think New Zealand wine tourism is; identified what they seek in New Zealand wineries and vineyards; and examined how they behaved during the trip to satisfy their expectations. The study also researched underlying relationships between local wineries and vineyards on the one hand and wine tourism operators on the other.

The findings have several implications for wineries open to the public, not only in terms of their expanding their business into China, but also in demonstrating that different strategies might be needed by operators in their efforts to better provide for this particular visitor group. The findings provide wine producers and wine tourism operators with insights that will encourage them to develop the promising Chinese market and enhance the wine experience of touring Chinese women. The findings could also help wine producers and tourism operators develop better marketing strategies for this promising market and, for the first time, present key factors that influence female Chinese wine tourists' final purchasing decisions in the retail setting. The results of this research provide a clear outline of female Chinese wine tourists' behaviours, and, for example, give feedback on different distribution channels.

1.4 Methodology

In order to understand female Chinese tourists' wine experience and the behaviour of that tourist segment, a qualitative approach was developed based on 'grounded theory' (Pandit, 1996; Patton, 2002). This research conducted in-depth, semi-structured interviews in New Zealand regional wineries or vineyards with twenty-three female Chinese tourists, who stated their views and perspectives on New Zealand wine tourism. Interviews were recorded either in audio form or in memos. To maintain anonymity, all references to individual participants are coded and participants are identified only by a number within a range from Participant 01 to Participant 23.

The criteria that participants had to satisfy were:

- They are female tourists with an ethnic Chinese background
- They have had wine experience while travelling around New Zealand
- They are at least 18 years old: that is, they are of legal drinking age in New Zealand.

The chosen participants and their wine experience might sketch the main concerns of female Chinese wine visitors and provide information about the existing barriers to such tourists having positive experiences in New Zealand wine regions. At the interviews, consent was confirmed and participants were made aware of the research procedures involved and their role within the project. Confidentiality of all participants and the wineries or vineyards they had visited was preserved. These factors enabled participants to address the research questions.

In order to complete the research, more than 15 vineyards from the Matakana wine trail, Waiheke Island, and Martinborough wine districts have been involved. Owners, managers and employees of the vineyards and wineries involved were not approached in this research as the purpose was to emphasize the visitors' wine experience and opinion on wine tourism.

1.5 Overview of this dissertation

There are six chapters in this dissertation. The introductory chapter provides background on the global wine industry that led to the aims of this research and discusses the research issues along with the methodology used.

Chapter 2 reviews the literature on wine, wine tourism, and wine tourists. There is a general discussion on the definition of wine tourism, the benefits of wine, and the categories of wine tourists with different characteristics. This chapter also discusses what wine tourists mainly seek from the selection of products that wine tourism includes, such as wine, food, local attractions, landscape, culture, and heritage.

Chapter 3 focuses on the background of wine in New Zealand and covers current issues within the New Zealand wine industry. There is also a detailed discussion on wine in Chinese culture. This chapter also explores the demand for and supply of wine-related tourism.

Chapter 4 sets out the methodology and explains the research theory applied. This chapter explains the interviewing process, including interview question design, wineries selection, and data collection. The chapter also explains how the research method has been developed on the basis of grounded theory.

Chapter 5 describes the major findings of the research. The findings are divided into five sections.

- Section one analyses demographic information about the participants
- Section two discusses wine knowledge among the participants
- Section three illustrates the wine appreciation and behaviour of interview participants in order to compare the wine behaviours of Chinese women and those of Western wine tourists
- Section four examines female Chinese tourists' opinions on New Zealand wine and wine-related tourism in local wine regions
- Section five is a brief conclusion about the research on female Chinese tourists' wine behaviour and wine experience in New Zealand

Chapter 6 concludes the dissertation by discussing the limitations of the research and directions for future research. It finishes with a section on final thoughts, understanding wine visitors' attitudes to wine and wine behaviour and provides an insight on visitor experience enhancement and marketing strategy development in the New Zealand wine and wine-related tourism industry.

2 Literature Review

2.1 Introduction

Consumer wine behaviour has been viewed from different positions in different countries. This chapter reviews the definition of wine from an international perspective. This is followed by a description of the wine tourist, which places wine tourists in three categories. This chapter concludes by demonstrating the “Experience Economy Model” as a way of constructing a framework for understanding wine tourism and wine tourists’ behaviour.

2.2 Wine and wine tourism

2.2.1 What is wine?

Camillo (2012) pointed out that wine is one of the oldest man-made beverages and is produced in all continents where climatic conditions support grape growing. According to Millon (2013), wine is simply an alcoholic drink made from the fermented juice of fresh grapes or other fruits. Johnson (1989) demonstrated that the purpose of winemaking is to achieve a natural chemical balance of grapes, letting them ferment without sugars, acids, enzymes, water, or other nutrients. Regarding the process of winemaking, Millon (2013) described how *vitis vinifera* wine grapes contain a high concentration of fructose and, once it the grape is crushed, natural yeasts present on grape skins feed on this sugar, converting it to alcohol and giving off carbon dioxide as a secondary product. However, the fermented beverage will not be always potable. Indeed, if this fermented beverage is left accessible to air, it will quickly spoil and turn to vinegar. Therefore, the beverage needs to be nurtured carefully in order to create a drinkable wine. At that stage, wine can be conserved for months, years, decades, and centuries.

Wine is a fruit product, but fermentation produces a variety of chemical changes, and so wine is not simply grape juice with ethanol (De Lorimier, 2000). Indeed, from the earliest days of the discovery and creation of wine, it was considered to be something special, almost a divine item. There is no doubt that wine was the most highly valued and precious of agricultural products due to the considerable efforts necessary to make it. From the earliest days of winemaking, wine was always considered as the drink for kings and nobles to celebrate the most important moments. Nowadays, grape vines have been planted

almost all around the world. Different varieties of grapes and strains of yeasts produce different styles of wine.

According to Millon (2013), wine is usually made from one or more varieties of the European species *Vitis vinifera*, such as *pinot noir*, *chardonnay*, *cabernet sauvignon*, *gamay*, and *merlot*. When one of these varieties is used as the predominant grape (usually defined by law as a minimum of 75% to 85%), the result is a “varietal” as opposed to a “blended” wine. Blended wines are not considered inferior to varietal wines but they are considered a different style of winemaking. The most highly regarded wines in the world, from regions like Bordeaux or the Rhone Valley, are blended from different grape varieties. Wine is now not only a beverage for marking significant moments in religious and secular life, but it is also a commonly consumed beverage as a result of becoming a popularly consumed item with meals in European culture.

2.2.2 Benefits of wine

German and Walzem (2000) declared that epidemiological research demonstrates human beings who drink wine regularly in moderation improve cardiovascular health and, on average, have a longer life. Compared with other alcoholic beverages, the molecules in wine have protective effects that may offer greater protection for human health from alcohol toxicity than other alcoholic beverages. De Lorimier (2000) states that some components of wine have been identified as antimutagens, chelating catalytic metals, and free radical scavengers are important in enhancing the activity of antioxidants in wine to decrease the risk of human disease. Halpern (2008) clarified that both clinical and experimental study confirm red wine offers great protection to human health because most grape-derived antioxidant polyphenols are found in red wine. Halpern also shows that the antioxidant activity in one glass of red wine, approximately 150 ml, is equivalent to the antioxidant activity in 12 glasses of white wine, or two cups of tea, or five apples, 500g of onion, 3.5 glasses of blackcurrant juice, 500ml of beer, seven glasses of orange juice or twenty glasses of apple juice (Halpern, 2008). Hence, in nutritional terms, drinking red wine will improve cardiovascular health and longevity. In addition, the benefits of drinking red wine are associated with reduced risks of lung cancer, heart disease, gastric cancer and

adenocarcinomas (Barstad et al., 2005; Briviba, Pan, & Rechkemmer, 2002; Gammon, et al., 1997).

2.2.3 What is wine tourism?

There is no exact definition of wine tourism. In general, people believe that wine tourism is the process of visiting vineyards and wineries. Most definitions emphasize the experience and motivation of travellers. Hall (1996) describes wine tourism as a visit to vineyards and wineries with the purpose of experiencing grape wine tasting and its connection to the local lifestyle. Related to the tourism industry, Carlsen and Dowling (1998) suggested that wine tourism has been emphasized as a means of linking food, wine, and cultural tourism in modern society. Later, Hall, Sharples, Cambourne, and Macioins (2000) defined wine tourism as travelling to, among other places, a vineyard and winery, attending a wine trade show or festivals to participate in grape wine tastings and to understand the characteristics of a wine-producing region.

However, Getz (2000) underlined that there are three major perspectives associated with wine tourism: those of wine producers or makers, tourism agencies in wine regions, and wine consumers. He also stressed that wine tourism is complex and simultaneously involves a form of wine consumer behaviour, a strategy for developing a wine region by offering tourist attractions, and a marketing opportunity for wine producers to educate wine consumers and sell wine to them directly. Further, Mitchel and Hall (2006) declared that the nature of wine tourism and its key contributions is to create a pleasurable, memorable, and educational experience for wine tourists. Therefore, the characteristics of wine tourism include:

- A destination lifestyle experience
- An educational component emphasising knowledge about grape
- A link to arts, culture, food, and other beverages
- A marketing opportunity for wine producers that emphasises the economy, society and culture of the wine region.

Therefore, wine tourism could be described as travel with the purpose of experiencing wine products and a destination lifestyle while learning about wineries and wine regions. The wine tourism experience can include wine events and festivals, local culture and heritage,

dining, hospitality, wine education, wine tasting and cellar door sales, and visiting wineries. Marzo-Navarro and Pedreja-Iglesia (2012) also state that wine tourism is a comprehensive package that includes visiting vineyards and wineries, tasting wine, visiting the wine regions, enjoying the scenery, visiting local attractions, and experiencing the local lifestyle by, for example, staying overnight at vineyards. According to Charters and Ali-Knight (2002), wine tourism involves both service delivery and destination marketing. In contrast with other product marketing where value is created at the point of exchange, for wine consumers, value can be created at multiple points including before, during, and often after visiting wineries. Thus, wine tourism is much more than just drinking wine or enjoying the experience of wine.

2.3 Wine tourists

2.3.1 Who is a wine tourist?

Most studies on wine tourism indicate that visitors to vineyards and wineries, participants in wine events and festivals are wine tourists. This does not include the general wine consumer. Wine tourists have been described as highly educated, middle-aged couples with no children and higher than average income (South Australia Tourism Commission, 1997). Dodd and Bigotte (1997) indicated that, in modern society, income greatly influences wine consumption.

Charters and Ali-Knight (2002) pointed out that there were two methods for analysing wine tourists:

- The demographics of wine tourists: age, education, and family background
- Personal profiling: values, attitudes, and lifestyles.

According to Charters and Ali-Knight (2002), interest in wine should be the key element in classifying wine tourists in different groups; and the level of a tourist's interest in wine provides a chance to analyse the motivation of wine tourists to visit wineries in general. As Charters and Ali-Knight (2002) suggested, there are three different groups of wine tourists: 'wine lovers', 'wine interested' and 'wine curious' (or 'wine novices'). Based on different wine tourists' behaviours, there are some characteristics common to members of each group:

1. Wine lovers

- are very interested in wine and extremely interested in winemaking
- have a comprehensive grounding in wine education
- wineries may be the sole purpose for visiting the destination
- are more likely to learn about wine, taste wine at the wineries, and consider the opportunity to purchase wine is very important
- mostly males, university-educated, and are keen to learn about grape growth, and the linkage between food and wine
- have more opportunities to perfect their wine-tasting skills and feel less in need of improving it at the cellar door.

2. Wine interested

- are very interested in wine but it is not the sole purpose of their visit to the vineyard
- are interested in learning about storing and ageing wine
- have much less concern with food and wine linkages
- believe that eating is a key purpose rather than wine tasting
- are particularly enthusiastic in learning about wine-tasting skills

3. Wine curious or wine novice (named by Hall, 1996)

- have limited interest in wine and wine consumption
- have probably attended a wine tasting before but have little motivation to visit a winery
- lack knowledge about the wine region and are not familiar with winemaking procedures
- believe that coming to taste wine is important and the idea of a vineyard tour is more appealing to them
- are more active in visiting wineries
- are not characterised by any particular motivational or educational background
- might become more involved in wine consumption and could be more interested in wines; or could lose interest in wine after a wine tour and wine-tasting session.

These characteristics show the relationship between the interest level in wine and the purpose of visiting wineries is the key component to distinguish wine tourists in general and the overall presence of wine tourists in the wine regions. The characteristics allow wine producers and wine tourism operators to understand the motivation and expectations of wine tourists.

2.3.2 What do wine tourists want?

Wine tourists are spending time and money purchasing wine and are more passionate in seeking out information on wine. In understanding what wine tourists are seeking, Carlsen and Charters (2006) suggested that wine tourists seek to experience the core products of wine tourism including wine, food, local attractions, landscape, cultural and heritage, arts, and lifestyle. All these elements provide a lifestyle package to satisfy wine tourists with experiences.

In addition, Carmichael (2005) analysed that the perceptions of wine tourists about wine experiences were distinguished. Due to the location of vineyards and wineries, wine tourism has a strong connection with the rural landscape and lifestyle. Vineyards and wineries often provide a romantic rural setting, giving wine tourists the opportunity to enjoy the romantic atmosphere and the sensual feelings experienced while drinking wines.

Different types of wine tourists travel to fulfil a number of different motivators (Getz & Brown, 2006). They have different purposes and seek out different personal experiences in wine tourism. Based on the 'experience theory' of Gilmore and Pine (1999), the wine experience of the 'wine lover', 'wine interested' and 'wine novice' groups can be described in four dimensions:

- Entertainment: Wine tourists enjoy the experiences of wine events, festivals, tours in vineyards and wineries with wine tastings.
- Education: Wine tourists can learn about wine and grape growing from guided tours, improve their tasting skills from wine courses, and understand wine culture and history from wine museums.
- Escape: Wine tourists enjoy guided tours in vineyards and participating in the grape harvest and crushing.

- Aesthetic: Wine tourists enjoy the landscape of vineyards, the architectural design of cellars and the antique look of shops in such locations also provides a unique experience

2.4 The Experience Economy model analysis in wine tourism

Perdue (2002) stated the global tourism industry had become intensely competitive and the fundamental challenge in the tourism market was how to comprehend the distinguishing characteristics tourists experience in different areas. With the growing volume of studies on the development of wine tourism and on enhancing the experience offered to wine tourists, there is a trend to examine the relationship between wine tourism and wine tourists from multi-disciplinary perspectives. This research is based on the Experience Economy model as a framework for an analysis of the experience and behaviour of wine tourism consumers.

According to Gilmore and Pine (1999), the consumer experience includes four distinctive aspects: Entertainment, Education, Aesthetic, and Escapist. In Gilmore and Pine's Experience Economy framework, the concept of entertainment experience expresses the idea that customers would take service as a 'stage', goods as 'stage properties', and employees as 'actors' who seek to demonstrate excellent performance in engaging individual clients in a personal approach. The education experience actively engages with customers to encourage learning. The aesthetics dimension refers to customer's interpretation of the physical environment around them. An escapist experience, according to Csikszentmihalyi (1990), can be defined as the extent to which an individual is completely engrossed and absorbed in the event or activity. These four aspects can be differentiated at two levels. The first level is the degree of customer involvement, ranging from passive to active; the second level is the degree of connection of customers to the event or activity, ranging from absorption to immersion.

Figure 1 demonstrates that consumers' experiences form permeable quadrants, which reflect their positions along two continua of experience. It describes four stages of economic progression from commodities to goods to services and finally to experiences, with the last stage requiring businesses to create memorable experiences for customers.

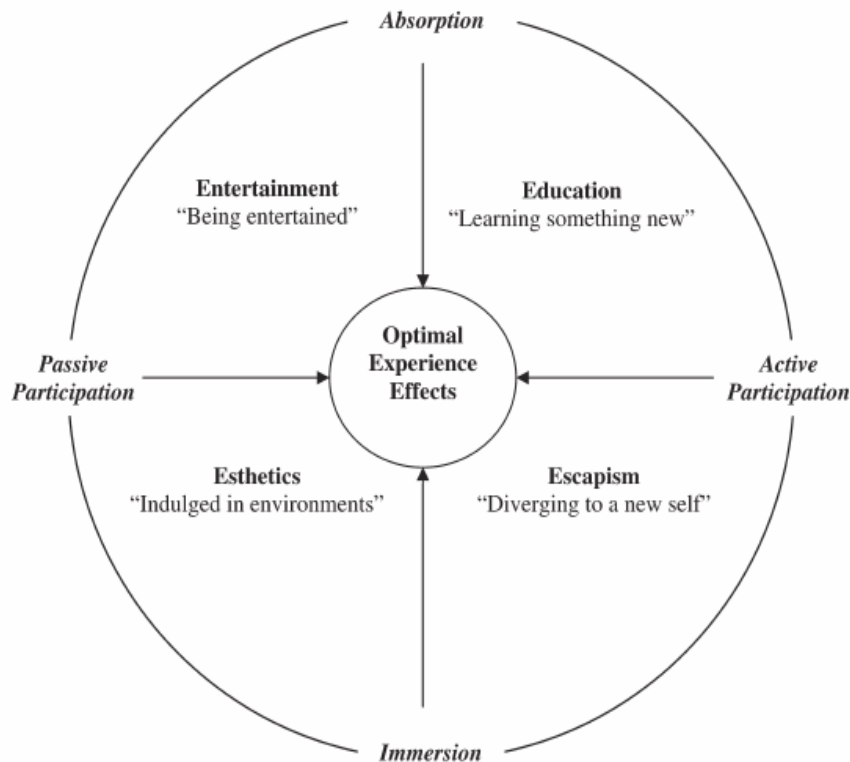


Figure 1. Four realms of the experience economy (Gilmore & Pine, 1999)

The horizontal axis details the level of consumer participation. At one end is *Passive Participation*, in which there is not active involvement of customers in the experience. At the other end is *Active Participation*, whereby people are actively involved in the experience. The vertical axis describes the connection or the environmental relationship that unites the customer with the event or performance. At one end is *Absorption*, occupying the attention of customer through bringing the experience into the mind. At the other end is *Immersion*, whereby the customer becomes physically or virtually a part of the experience itself. Toffler (1980) argued that when customers changed from passive participants to active, participants they are more likely to consume and produce the service at the same time. Gilmore and Pine (1999) indicated that when customers are passive participants they do not influence the performance through personal emotion. Active customers, however, will take the emotion as a part of their experience of the performance. The creation of the experience depends on how active the customers are when they participate in an event or activity. Gilmore and Pine found the most active participation in an event or activity was associated with consumers who have a relatively high need to gain knowledge.

Table 1. The 4E experience economy model in wine tourist activities

<p>Entertainment</p> <p>Tourists are engaged by performances</p> <ul style="list-style-type: none"> • Cellar concerts, music in vineyard • Wine blending demonstration • Farm & food demonstrations • Museum & heritage site visits 	<p>Educational</p> <p>Tourists enhance their knowledge or skills</p> <ul style="list-style-type: none"> • Wine tastings & seminars • Culinary-wine pairing events • Home wine making seminars • Cooking & craft making classes
<p>Aesthetics</p> <p>Tourists are enriched by sensual environments</p> <ul style="list-style-type: none"> • Consuming the “wine escape” • Enjoying unique lodging(B&B) and wines • Driving rural roads lined with vineyards • Art & craft fairs at wineries 	<p>Escapist</p> <p>Tourists become engrossed by participating in a different time or place</p> <ul style="list-style-type: none"> • Vineyard hiking, cycling tours • Hot air ballooning over vineyards • Vineyards tour by horse & carriage • Harvesting grapes, riding a grape picker

Source: Adapted from Gilmore and Pine (1999) in Quadri-Felitti and Fiore (2012)

Quadri-Felitti and Fiore (2012) applied the Experience Economy model to wine tourism, while adapting the definitions of the four quadrants. Table 1 describes the new definitions of 4Es they applied to wine tourism. In this research, the Experience Economy model constructs a framework for understanding wine tourism and wine tourists with a comprehensive approach that may be applied to wine tourism geographies in varying stages of development. This research applies the Experience Economy model to understand why Chinese women might be interested in wine and the motivation influencing their choice of preferred wine-related activities. This research’s practical application of the Experience Economy model has implications for the New Zealand wine tourism sector.

2.5 Summary

Wine tourism is a unique phenomenon as it involves the culture, customs, heritage and landscape of the wine regions together with tourism features. Motivation for wine tourism

includes seeking a particular cultural destination, site, or event related to wine. This literature review has explained what wine tourism is and the different characteristics of wine tourists. Also, the Experience Economy Model constructs a framework for understanding wine tourism and wine tourists. This framework advances the theory in experiential consumption and wine tourism with a comprehensive approach that may be applied to wine tourist behaviour analysis and wine tourism in varying stages of development.

3 Background

3.1 Introduction

This chapter covers the wine industry's development and the appearance of wine tourism in New Zealand. It also explores the place of wine in China's past and current society. This section also explains the culture and behaviour towards wine in China in order to identify how Chinese treat wine in their daily life.

3.2 Wines in New Zealand

3.2.1 New Zealand wine industry

Due to its cool climate, New Zealand is one of the very few countries in the world that can produce high quality wine. A particular climate causes the grape varieties used to create unique wine flavours (Wilson & Goddard, 2004). According to Balestrini and Gamble (2006), high quality wine is influenced by a number of factors, including the type of grape grown, the weather during the year of production, the method of harvesting (whether it is by hand or by machine), the type of pressing, whether the juice is corrected chemically or not, the storage method and even bottling methods. With its natural competitive advantage, the New Zealand wine industry has become a significant contributor to the local economy.

New Zealand wine is produced on a small scale compared with other wine countries in a number of grape-growing regions in the north and south. There are 10 major wine growing regions in New Zealand: Northland; Auckland; Waikato/Bay of Plenty; Gisborne; Hawke's Bay; Martinborough; Nelson; Marlborough; Canterbury/Waipara and Central Otago (New Zealand, 2014). Although it is one of the New World wine regions, many wine critics consider New Zealand produces the best Sauvignon Blanc in the world. New Zealand has put itself on the map of New World wine countries not only with Sauvignon Blanc but also has a high international reputation for its Pinot Noir, Chardonnay, Pinot Gris, Riesling, Cabernet Sauvignon, Merlot, and Sparking wines, which are made by the traditional method. New Zealand lies on a roughly north-south axis and covers some ten degrees of latitude from 35°S to 45°S to succeed with a range of diverse varieties and styles: warmer-climate wines such as Bordeaux-style blends or Syrah have been produced in Hawke's Bay, and cooler climate wines such as Pinot Noir and Riesling have been produced in the southerly regions in Canterbury and Central Otago. With its pure environment, New Zealand is continuing to

grow its reputation internationally with high quality and unique wine in the key export wine markets of Australia, United Kingdom, and more recently the USA.

Most winemakers in New Zealand are boutique, small-scale operations producing low volumes of niche varieties (New Zealand, 2014). The largest wineries in New Zealand are Montana, Villa Maria and Nobile (Wilson & Goddard, 2004). There are about 500 wineries in New Zealand, which can be divided into three categories, i.e. those that produce:

- less than 200,000 litres produced annually
- 200,000 to 2 million litres produced annually
- in excess of 2 million litres annually.

The industry has proven that New Zealand can produce high quality and valuable wines as a result of a unique set of circumstances, such as its cool climate and diverse geological soil types. However, Wilson and Goddard (2004) indicated that New Zealand will always produce small quantities of wine compared to other New World wine countries (Australia, USA, and Chile) and Old World wine countries (France, Italy, and Eastern Europe). Thus, New Zealand wine needs to find a niche in the world market to serve. China, with approximately 1.3 billion people, has great potential to become a promising wine market for New Zealand, and now has a significant role in the development of New Zealand's wine industry.

3.2.2 Wine tourism in New Zealand

A number of studies of New Zealand wine tourism emphasise the unique features of New Zealand's wine tourism sector and tourists' perceptions of activities in the industry. At the early stages of New Zealand's wine industry, Beverland (1998) argued that at the early stages of New Zealand's wine industry local vineyards failed to give sufficient attention to wine-related tourism. Wilson and Goddard (2004) clarified that New Zealand was able to produce relatively unique wine products of a high quality. However, according to Alonso (2009), most international tourists have limited knowledge of New Zealand wine, and visiting wineries and taking part in wine-related activities were not on their "must-do" lists when visiting New Zealand. With the remarkable development of the wine industry over the last decade, wine-related tourism in New Zealand has been gaining in popularity with different groups of international travellers to wine regions in New Zealand.

Tourism New Zealand (2009) reported that visiting wineries was one of the most popular activities for international tourists in New Zealand. New Zealand offers a diverse range of world-class vineyards located in numerous wine regions in both the North and South Islands and also a famed clean and green natural environment. Alonso (2009) emphasised that New Zealand's wine products are associated with local food, arts and culture and provide an opportunity for wineries to also host facilities such as restaurants, cafes, art galleries, and accommodation.

Tourism New Zealand (2014) reported that, over the last decade, New Zealand wine tourism has experienced considerable growth through increased overseas recognition of New Zealand's high quality and unique wines in addition to the image of a pure natural environment. As the reputation of New Zealand wines continues to grow internationally, there is great potential for wine tourism development. According to the 2009 report by Tourism New Zealand, the total number of international tourists who visited wineries in New Zealand increased from 126,900 to 177,700 from year 2003 to year 2008. By the end of year 2008, a total number of 195,100 international tourists visited a winery and produced more than 470,000 trips to a winery.

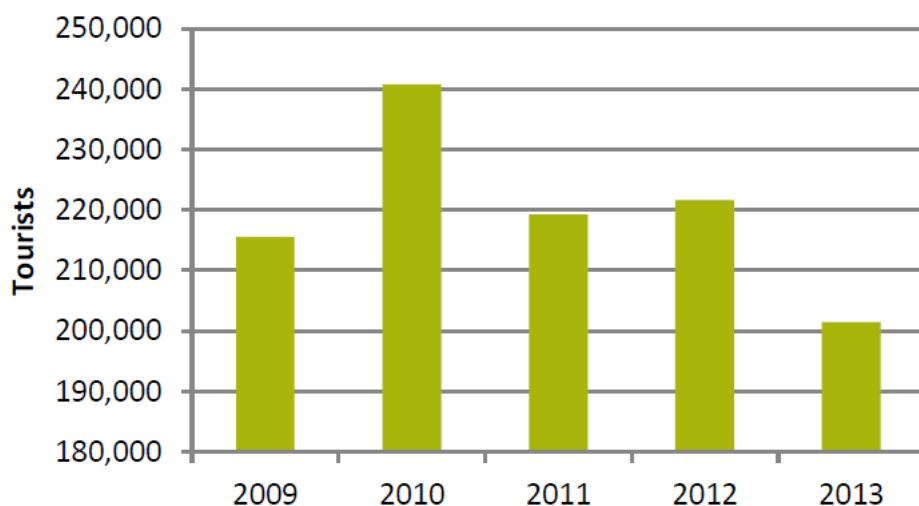


Figure 2 International tourists who visited New Zealand wineries from year 2009 to 2013.

(Source: Tourist Profile in Tourism New Zealand (2014))

According to the latest Tourist Special Interest report by Tourism New Zealand (2014), over a million international tourists have come to New Zealand in the last five years to participate in wine-related tourism activities in various wine regions. Figure 2 shows that the number of international tourists who have been to vineyards or wineries in New Zealand reached 240,000 people in 2010 and the average number of international visitors to New Zealand wineries was 220,000 people per year between 2009 and 2013.

Since the year 2000, New Zealand's wine industry has experienced consistent achievement both in quality and quantity. The Wine Institute of New Zealand (2006) reported wine exports were valued at over 500 million New Zealand dollars. This success of the New Zealand wine industry provides a great opportunity for further development of wine-related tourism in wine regions.

Wine tourism in New Zealand is a lucrative industry that is capable of generating considerable economic development and can especially make a significant contribution to the local economies of wine regions. Some world-award-winning wineries have become new tourists' destinations in wine-producing regions. The wine industry, in fact, has already become one of the most important sections of New Zealand's tourism industry.

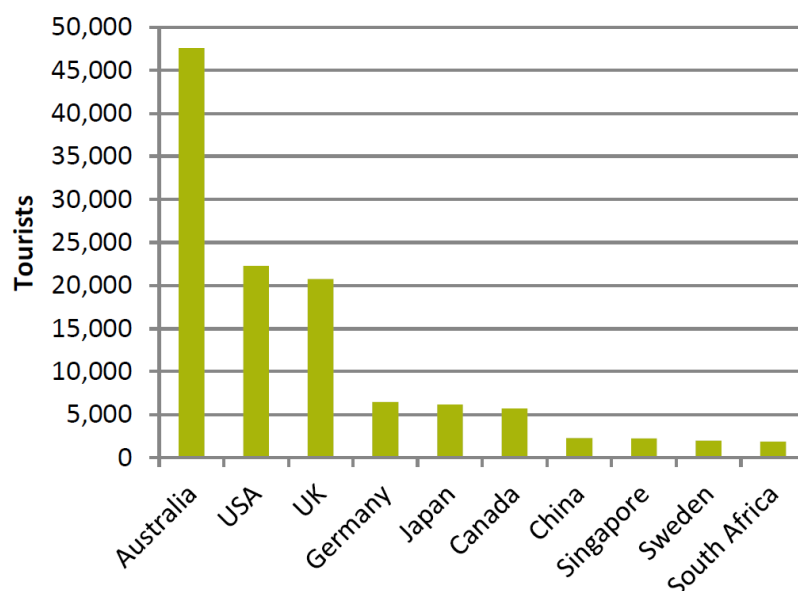


Figure 3 Main wine tourists' market in New Zealand wine industry from year 2009 to 2013.

(Source: Tourist Profile in Tourism New Zealand (2014))

Figure 3 shows that most international tourists who have been to vineyards or wineries between 2009 and 2013 were from Australia, followed by the USA, UK, and Germany. Unfortunately, compared with Western countries, Asian tourists appear to be less interested in wine-related tourism activities. However, the Asian market is still in its early stages of development in New Zealand.

China, with its 1.3 billion people and strong economic development, shows great potential to become one of the most important Asian markets for New Zealand wine-related tourism sector. However, as Figure 3 shows, it appears that Chinese tourists have little interest in wine-related tourism relative to other international tourists. Therefore, a crucial issue for both wine producers and tourism operators in New Zealand is to consider how to attract Chinese tourists. By implementing unique wine-related tourism products and improving the travel experience of Chinese wine tourists in New Zealand, the industry may be able to increase the number of Chinese wine visitors.

However, an underlying issue the industry has to consider is the interaction between globalisation of the world economy and localisation in New Zealand's wine tourism sector. Making sales at the cellar is the strategy of both small and large wineries in New Zealand to build up brand loyalty and increase direct sales to visitors. Large wineries in New Zealand regard cellar sales as an exercise in public relations that does not contribute much in terms of sales. Wine tasting at the cellar door generally creates an opportunity to reinforce the image of the wine as a quality product in the minds of both domestic and international visitors and involves customers in wine education, which may benefit the entire wine industry. For small boutique wineries, however, cellar sales are a vital chance to survive in terms of creating brand loyalty directly from the positive and personal experience of visitors to the winery.

Thus, local boutique wineries in New Zealand often offer events such as wine festivals as special occasions to highlight the unique, New Zealand-style wine experience. They also engage with visitors to satisfy their interests by offering not just wine but also entertainment. For instance, the Waiheke Island Vintage Festival in Auckland between March and April in 2014 creates a great opportunity in a winemaking paradise for visitors to experience the harvest season in a working vineyard. This festival is designed to ensure the

public and visitors can experience picking grapes, and making wine. Wine events in New Zealand provide an opportunity to create awareness of wine product images and regional brands, build customer loyalty and enhance the wine experience for both domestic and international tourists. Wine regions have now developed substantial wine trails and official guidebooks to the wineries and vineyards. These have been produced to guide tourists to local boutique wineries to experience good New Zealand wines.

According to Dowling and Carlsen (1999), wine tourists would like to choose a wine tourist product with the characteristics of which they know, which allows the strategic development of the product to offer what visitors expect and want. Therefore, it is necessary to understand what factors increase visitors' motivation to participate in wine-related tourism. Regarding wine and wine-related tourism in New Zealand, Datzira (2006) indicated that tourists must be the key point of any measure of development. Meanwhile, it is necessary for the supplier to understand what wine tourists want, what the supplier could offer and how destinations could make offers to ensure the success of the industry.

3.3 Wine in China

3.3.1 Wine history in China

The Chinese have long had the habit of drinking. The general term for alcohol in the Chinese language is "Jiu": grape wine is Putao Jiu, beer is Pi Jiu, distilled grain spirit is Bai Jiu, and rice wine is Huang Jiu. Western wine, in Chinese, normally means grape wine. Grape wine in China has a long and rich history. In China, there is a history of more than 6,000 years of grape farming, and of more than 2,000 years of winemaking. The Xinjiang region in China has an ancient history of viticulture going back to about the fourth century BC, when Greek settlers brought the vine and more advanced irrigation techniques. The area around Turfan was, and still is, particularly noted for its grape production, and the production of grape wine is mentioned in the historical records as well; Marco Polo mentioned that Carachoco (the name he used for Turfan) produced fine grape wines.

According to Chinese historical records, grape cultivation and wine making was established before the Han Dynasty (206 BC-220 AD). Towards to the beginning of the Han Dynasty, according to the Book of Han, in 138 BC, Emperor Han-Wu sent an envoy, Zhang Qian, to the western part of China (the Xinjiang region of present China). The envoy, Zhang Qian

reported back that “the Wan (Chinese in Xinjiang region) made wine with grapes, drank wine on a regular basis, indeed wine was their most popular alcoholic drink. Also, the rich Wan people stored more than ten ‘dan’ (about 300,000 litres) of grape wine, which could be kept for about ten years.” The envoy had permission from Emperor Han-Wu to learn the techniques of planting grapes and winemaking. Soon Zhang Qian brought back to the Emperor grapes and winemaking technology for the Imperial Palace at Chang’an (present day Xi’an in Shangxi province) and it was developed on a large scale (Winechina, 2014).

Around 206 BC, Chinese started to plant grapes and produce wines in the Yellow River region of north-eastern China (Winechina, 2014) and so wine may have emerged as a new crop in China during the Han Dynasty. Unfortunately, due to the combination of soil, climate and water, the wine industry in the Han Dynasty was unable to develop in a significant way and wine was quite precious. After the Han Dynasty (206 BC-220A D), wine production actually disappeared in China.

About 400 years later, at the beginning of the Tang Dynasty (618-907 AD) grape wine became popular again in the capital city of China, Chang’an (present day Xi’an in Shangxi province). According to the records, the Emperor Tang Tai Zong had a strong personal interest in grape wine and learnt winemaking techniques from the western region. Emperor Tang Tai Zong tried to make wine at the Imperial Palace. Gradually, people in Chang’an began to enjoy wine. Many poets wrote poems about the enjoyment of wine. However, due to the small amount of local wine production, China began importing wine in the Tang Dynasty. Imported wines mainly came from the Middle East and only Emperors, senior government officials, and rich merchants drank wine because of its scarcity (Winechina, 2014). In the next 1,000 years, although the popularity of wine waxed – especially in the Yuan Dynasty (Ghengis Khan and his court apparently loved grape wine) – and waned, for example during the Han-led Ming period, wine finally reappeared in the later Qiang Dynasty (late 1800s) when China began to import European wine.

The beginning of the modern domestic wine industry perhaps can be traced back to 1892 (Winechina, 2014). In that year Zhang Bishi established the first modern vineyard in China, with vine stock from Europe. The Zhang Yu Wine Company (now known as the ChangYu Pioneer Wine Company) began in the Yantai peninsula district, in Shangdong province. This

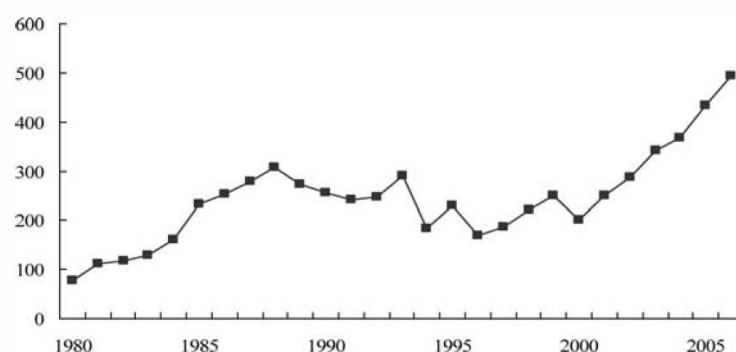
was the first large-scale modern winery owned by Chinese and still is one of the premiere wineries of China (Changyu, 2014).

Even so, grape wine has never matched the same popularity as Baijiu (the traditional Chinese alcoholic beverage) due to historical and cultural reasons (Liu & Murphy, 2007). Culture, custom and tradition still influence wine consumption in China. Chinese believe that wine is a luxury good and consume wine only for important social or business occasions. Most Chinese know little about wine and, before the 1980s, wine consumption in China's alcoholic beverage market was almost zero. In modern times, French wine was the first foreign wine imported into China (Winechina, 2014) during China's initial opening to the west (Rozelle & Huang, 2005). In 1980, at the beginning of the period of Chinese economic reform, Remy Martin ventured into China to set up the first joint-venture enterprise in Tianjin, the Dynasty (Wang Chao) Wine Ltd, which was also the second joint-venture enterprise in China (Winechina, 2014).

3.3.2 Wine development in China

The Opening-up Policy in the 1980s brought significant foreign investment to the Chinese wine industry. Domestic wine producers and joint ventures began to produce wine on a large scale (Jenster & Cheng, 2008). Although it did not fully change Chinese consumption habits, this large scale production did bring increased opportunity to further develop Chinese wine production and consumption. It can be seen from Figure 4 that wine production has grown dramatically since the 1980s. Average annual wine production in China increased from 80,000 tons in 1980 to 440,000 tons in 2005.

Figure 4. Chinese annual wine production in thousands of tons from 1980 to 2005

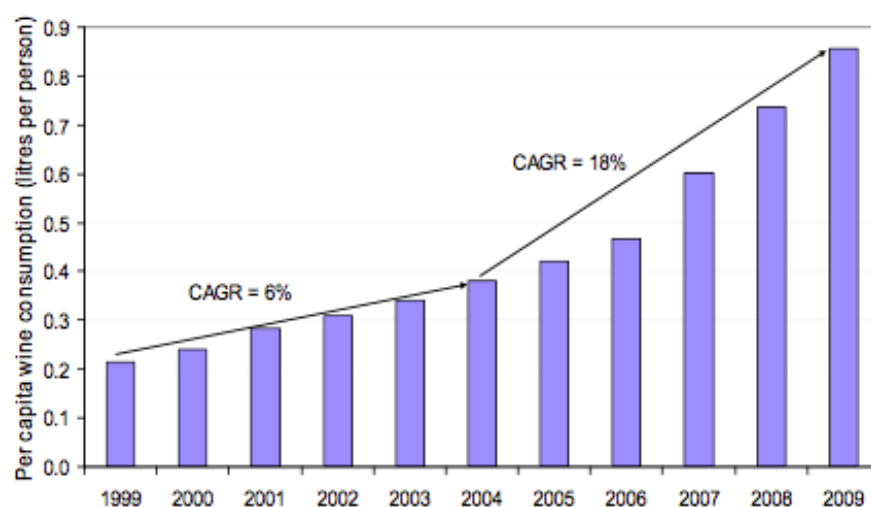


(Source: China Alcoholic Drinks Industry Association (2007))

In addition, the growing influence of Western culture, including eating and drinking habits, and the increase in average incomes in China promoted the growth of wine consumption, particularly amongst the young generation and wealthy consumers in developed areas of China. Rozelle and Huang (2005) reported that western foods and alcoholic beverages have a large market in developed areas in China. Wine consumption is more common in the Chinese cities of Beijing, Shanghai and Guangzhou than elsewhere.

Since 1999 wine consumption has demonstrated the strongest growth among all alcoholic beverages in China. As Figure 5 shows, the annual per capita consumption of wine in the Chinese market is still only around 0.9 litres per annum in 2009 (just over one bottle). However, compared with the annual per capita consumption of wine in the Chinese market in 1999, consumption has been growing at around 7 per cent per annum. This is a 290 per cent increase between 1999 and 2009 (Anderson & Nelgen, 2010). This is a high growth rate compared with other traditional wine-drinking countries, in which consumption has grown at around 1 per cent annually over the same period. According to Ritchie (2009), wine imports from 1999 to 2009 including bottled wine, bulk wine and sparkling wine dramatically increased and confirming that China is rapidly becoming an attractive market for foreign wine businesses.

Figure 5. Annual wine consumption per capita in China between 1999 and 2009



Source: Euromonitor International (2013)

The report released in 2007 by VINEXPO predicted that China will be one of the most powerful driving forces for global wine consumption due to its rapid economic and social development.

3.3.3 Wine culture and wine behaviour in China

The rise in average incomes, the influence of Western cultural practices and the positive health connotations of wine are major reasons for the dramatic increase in wine consumption in China (Somogyi, Li, Johnston, Bruwer, & Bastian, 2011). However, there is a lack of a wine culture and the wine market is still its beginning stages in China (Jenster & Cheng, 2008). Chen (2003) argued that the Chinese had limited knowledge of food matching, wine tasting, and the serving and storage of wine. Most Chinese have little knowledge about wine and believe that the best wines are from France. In their experience, the most expensive wines come from Bordeaux, but they have no idea where Bordeaux is located or what type of wine they are drinking.

Drinking wine is a sign of being cultured and a sign of wealth in China. Zhao (2003) suggested that wine is treated as a status symbol to raise one's social standing. Liu and Murphy (2007) pointed out that Baijiu (the traditional Chinese spirit) is consumed for all occasions but wine consumption is reserved only for special occasions such as important business functions and while entertaining in restaurants. According to Camillo (2012), wine is gaining popularity amongst the young generation and urban professionals. Wine consumption is mainly pushed by the young and affluent classes in developed Chinese cities due to consumer perceptions of wine being a fashionable alcoholic beverage, as well as the symbolic associations of wine with class status (Wine in China, 2014). Drinking wine in China is trendy and portrays elegance and good taste.

In addition, Vertumne International (2004) commented that in relation to Chinese wine consumer demographic characteristics, wine consumers in China were young. On average, the 25- to 44-year-old group is the largest consumer segment and represents over 60 per cent of wine consumers in China. This finding is consistent with the result of MCM Wines research (2004), that 35- to 44-year-old Chinese are the biggest consumer group in the Chinese wine market. In contrast, Chinese who are over 50 years old drink the least amount of wine.

Regarding behaviour analysis of Chinese wine consumers, Regan (2000) pointed out that young and trendy Chinese prefer wine mixed with lemonade to make it sweeter. This has been a popular drinking style since the 1990s when the former Chinese premier Li Peng mixed lemonade with a bottle Chateau Laffite-Rothschild at a formal official dinner party. Jun (2003) and Guinand (2005) stated that the Chinese practices of guzzling wine rather than sipping is due to traditional Chinese drinking habits. Somogyi et al. (2011) clearly state that Chinese wine consumption practices were different to Western ones due to a lack of wine knowledge. However, globalization has impacted significantly on Asian wine consumption (Lee, 2009). Murphy and Li (2007) noted that Chinese wine consumers prefer red wine as the colour red has a positive image in Chinese culture and added that they consume red wine only for special occasions, such as for New Year's celebrations.

Furthermore, Chinese consumers tend to purchase less expensive wines for private consumption. When they purchase wine for social purposes, however, due to having little knowledge of wine Chinese consumers generally purchase more expensive wines with a focus on the country of origin, and the image conveyed by the packaging (Balestrini & Gamble, 2006). Liu and Murphy (2007) explained that purchasing more expensive wines for public social occasions would yield more *mianzi* to impress others. *Mianzi*, directly translated as face (Graham & Lam, 2003), is a key Chinese characteristic; people are conscious of what other people think about them (Zhang, 1996). Chinese consumers consider that a bottle of good imported wine with a high international reputation will project a good personal impression and obtain increased *mianzi* for important social occasions.

Chinese also believe that wine is healthier than Baijiu as wine contains less alcohol and provides protection for human health and reduces the risk of heart disease. In Chinese tradition, people consider that the medicinal quality of wine promotes blood circulation and that regularly drinking a certain amount of wine could maintain good health (Deadman, 2005).

However, wine consumers from different cultural and genetic backgrounds might have different wine preferences. In China, wine consumption practices are very different from those in the Western world. There is a common acceptance that "Chinese prefer fruity red

wine with a degree of sweetness as distinct from dry and tannic red wine or white wine styles” (Regan, 2000; Dewald, 2003; MCM Wines, 2004; Guinand, 2005). Since 1990, when the former Chinese Premier, Li Peng, mixed red wine with lemonade (as noted above), this has been a trendy style for young Chinese. MCM Wines (2004) stated that wine mixed with lemonade to satisfy the taste of Chinese consumers shows wine knowledge is in a developmental stage in China.

Chinese consumers still prefer quaffing wine rather than sipping due to traditional drinking habits (Chen, 2003). Meanwhile, Chinese foods, which ordinarily are strong and spicy flavoured, do not particularly match the taste of western wines. Thus, the traditional drinking habits and diet keep common people from appreciating western wines in a proper way (Somogyi et al., 2011). Jenster and Cheng (2008) suggested the development of a wine culture in China, where people have a strong connection with tea, spicy food, beer and hard liquor, will be a great challenge.

Regarding the low degree of knowledge about wine among Chinese, Chen (2003) suggested that promoting wine education would further the growth of wine consumption in China. Local Chinese wine companies organized wine lectures and activities to coach Chinese people about how to appreciate wines. Changyu, the oldest and largest local Chinese wine company, delivered around 160 lectures per year all around China to educate Chinese wine consumers (Chen, 2003). Meanwhile, some foreign wine companies also provided wine promotional activities such as wine festivals or events to promote their wines and Western wine culture. Today, Chinese wine consumers are better informed, better educated, and more willing to invest time, money and energy to become more knowledgeable consumers of wine.

3.4 Summary

This background section covered the subjects of wine industry development and wine tourism in New Zealand. It also summarized the history of wine in China, and the development of a wine culture in modern Chinese society. In Chapter 5, the findings of this study are discussed in relation to these perspectives. How Chinese wine culture effects female Chinese tourists wine behaviour in New Zealand wine tourism is also evaluated in that chapter.

4 Research Method

4.1 Introduction

This chapter details the research methodology and discusses the steps taken in data collection and analysis. Firstly, an outline of the qualitative research methodology developed by grounded theory is presented. Next, the effect of grounded theory on the development of the present research is examined. Last, this section discusses limitations of the present research design.

4.2 Research methodology

4.2.1 Grounded theory

The research methodology of this dissertation is developed through grounded theory. Grounded theory is a research method that enables the study to develop a theory that offers an explanation for the main concern of the population and how that concern is resolved or processed. According to Glaser and Strauss (1967), grounded theory is generally an approach involving comparative analysis and requires periodic data collection. The aim of grounded theory is to generate or discover a theory. Grounded theory could be defined as “the discovery of theory from data systematically obtained from social research” (Glaser and Strauss, 1967). Charmaz (2006) identifies a number of features that all ground theories have:

- Simultaneous collection and analysis of data through the creation of analytic codes and categories developed from the data and not from pre-existing conceptualisations (theoretical sensitivity)
- Discovery of basic social processes in the data
- Inductive construction of abstract categories
- Theoretical sampling to refine categories
- Writing analytical memos as the stage between coding and writing
- The integration of categories into a theoretical framework

Crooks (2001) pointed out that grounded theory is ideal for exploring integral social relationships and the behaviour of groups where there has been little exploration of the contextual factors that affect individual’s lives. Higginbottom (2004) explained that

grounded theory generates an advanced understanding of social and psychological phenomena. Therefore, this study, developed by grounded theory, identifies the area of interest, avoiding theoretical preconceptions and sensitivity, undertakes interviews through analytical procedures and sampling strategies, stopping when theoretical saturation is reached.

4.2.2 Qualitative methodology

A qualitative research method was chosen as the most suitable research approach as it seeks answers to 'how', 'why', and 'what' questions in relation to a social situation. In addition, in this research, the methodology 'gathers rich and thick descriptions from key participants' (Patton, 2002) that provide a better in-depth understanding of how female Chinese tourists behave during their travels in New Zealand wine regions, and what factors influence the outcomes of their wine experiences. Patton (2002) illustrated that a qualitative methodology is the best approach to make comparisons and statistical aggregation by surveying a great number of participants using a rigid predetermined set of variables. In this research the individual in-depth interview has been chosen as the best approach to gain an advanced understanding of the subject with an appreciation of the wider viewpoints on New Zealand wine tourism. The interviews communicated the true feelings and authentic opinions of female Chinese tourists on their wine experience and how they took part in wine-related tourism activities in wine regions.

4.2.3 Interview design and wineries selection

This study utilised qualitative interviews. The target interview participants were China-born female tourists over 18 years of age. The initial sample size was 25 to 30 female Chinese tourists. Ideally, participants would range from being in their 20s to over 60 years old. The reason for a wide range of age in the scope of the sample is because such a range could represent a reasonably large percentage of female Chinese tourists in the New Zealand wine tourism industry. A sample size of 25 to 30 participants was considered to be a reasonably sufficient sample size to begin with. In the context of grounded theory, the size of the sample is relative to the population and is less relevant than theoretical saturation (Bryman, 2004); theoretical saturation represents the point where new data no longer adds new information to the study. In fact, interview 19 to interview 23 did not add any new material

to the research and the point of theoretical saturation was reached at that stage as the data confirmed the concepts that had already been developed into core categories. Thus, interviews in this research stopped at 23 participants as subsequent participants did not add any new data to what had already been provided.

This research was conducted through semi-structured interviews at vineyards and wineries, a method that allowed easy access to participants as they completed wine tours at a time convenient to them. The face-to-face interview in a free and open atmosphere is a better form of data collection when one wants to minimize nonresponse and maximize the quality of the data collected. Also, it allowed the researcher to gain better-developed answers and comments from participants. The interviews started with demographic questions, followed by questions relating to knowledge about wine, wine appreciation, wine behaviour and how these elements related to the participants' perceptions of New Zealand wine and wine-related tourism. Each interview will be digital recorded, which was approximately 25-40 minutes long, and was later transcribed into a memo. The researcher checked between interviews to observe what new and different material was generated as compared to the previous ones in order to find the theoretical saturation point. The memos were coded, and the codes were placed in different categories in order to build the blocks for the research analysis.

Developed through grounded theory, the interviews were designed to address the following characteristics of female Chinese tourists:

- Demographic: age, income, educational background, marital status, length of stay
- Psychographic: perception, motivation, appreciation, attitudes to wine
- Socio-cultural: lifestyle, cross-cultural setting

The interview had four sections: demographics, wine appreciation, wine knowledge, and tourists wine behaviour in New Zealand wine tourism. The wine appreciation section was concerned with female Chinese tourists' wine consumption habits and preferences. Participants were encouraged to explain in depth their wine purchase behaviour and the factors that influenced their wine drinking habits and consumption attitudes. In the wine knowledge section, the researcher allowed participants to evaluate their wine knowledge

and categorise themselves as a 'wine lover', 'wine interested', or a 'wine novice'. Interview questions in the wine knowledge section were designed to find out how participants had obtained their wine knowledge, in order to observe factors that influence how female Chinese tourists access wine education. In the wine behaviour section, participants discussed where they have been to experience wine, who they had been with on the wine tour, what types of wine they normally liked, and under what circumstances they would like to purchase wines at the cellar door. The wine behaviour section observes interview participants' evaluation of their wine experience and the wine activities they experienced. Lastly, in the New Zealand wine perception section, participants were encouraged to share their opinion about New Zealand wines, and to discuss their attitudes towards New Zealand's current wine experience.

The chosen wineries and vineyards include Brick Bay wines (Matakana wine trail), Cable Bay Vineyard (Waiheke Island), Martinborough Vineyard (Martinborough wine district), and Mudrick Restaurant and vineyard (Waiheke Island). These vineyards have been chosen as the observation fields as they have unique characteristics, as is described below.

The Matakana wine trail in the Auckland region was chosen as an exploratory study location due to its accessible location from Auckland and because it has many boutique wineries. As the commercial centre and the largest gateway city of New Zealand, Auckland is usually the first stop for international visitors. The location of Matakana provides a great opportunity for both day trips away from the city or a pleasant stop on the way to Northland.

The Matakana wine trail is less than an hour's drive from Auckland and it is home to over 30 boutique vineyards. The climate of the Matakana region is warm and maritime, which is good for making traditional red and white wines. Merlot, Cabernet Franc, Syrah and Sangiovese, made in Matakana, have shown consistent excellence in both domestic and international wine markets (Matakana Coast, 2014). Matakana is not a large commercial industrial wine manufacturer and it instead offers small, individual, family-owned boutique wineries open to the public (Matakana wine growers, 2014). With many delightful boutique vineyards, Matakana provides local food, quality wine, and heritage sites to serve both domestic and international visitors with an excellent wine-related experience.

Waiheke Island was also chosen for its proximity to Auckland, as it is a 45-minute ferry ride from downtown Auckland. With an international reputation for its local food, high quality wine and unique arts, Waiheke Island has become well known as “the Island of wine”. The maritime climate and ancient soil structures of Waiheke Island offer a perfect growing ground for a variety of grapes to produce high quality wines including Cabernet Sauvignon, Merlot, Malbec, and Cabernet Franc, with distinctive varietal characters. The hot, dry summer and stony soils of Waiheke Island are also well suited to growing Bordeaux wine-style grapes. Therefore, Chardonnay and Sauvignon Blanc made on Waiheke Island are popular in both domestic and international wine markets (Waiheke Island, 2014). Waiheke Island was also chosen as an exploratory study location due to its popularity with Chinese tourists.

Waiheke Island has gained in popularity with Chinese tourists because a famous Chinese modern poet, Gu Cheng, lived on Waiheke Island from 1987 to 1993. One of the well-known Misty poets in China, Gu Cheng travelled around the world with his wife and finally settled in Rocky Bay, a small village on Waiheke Island, in 1987 and also became a teacher at the University of Auckland to teach Chinese. After he died in 1993, Waiheke Island became a popular destination among Chinese tourists and people still seek out his former home at Rocky Bay as a memorial to the talented Chinese poet.

Lastly, Martinborough wine district was chosen as one of the exploratory study locations because it mixed Old World and New World style wine making. The Martinborough wine district in the Wairarapa region is a unique wine village with more than 25 boutique vineyards creating simple, handcrafted wines. Martinborough village is two hours’ drive from Wellington, the capital city of New Zealand. With more than 30 vineyards in less than 700 hectares, Martinborough offers family-owned boutique wineries and is becoming one of the most popular destinations for both domestic and international tourists.

New Zealand’s wine industry is famous for Pinot Noir and this is the flagship wine in the Martinborough wine district (Wines from Martinborough, 2014). The elegance and style of Pinot Noir gave the Martinborough wine district a great international reputation. Geography, climate and unique wine flavours have set Martinborough up as a world-class wine village and local wineries have gained a range of international wine awards since 1990.

4.3 Data analysis

Data analysis can be inductive or deductive (Patton, 2002). Inductive analysis involves finding patterns, themes, and categories from data and it is an essential tenet of grounded theory design. In contrast, deductive analysis in grounded theory generally occurs at the later stages of analysis, when deductions are made from a hypothesis about the relationship between the concepts and categories (Strauss & Corbin, 1998).

In this dissertation, during the open coding process, after the interview responses are analysed, findings are labelled and organised into categories. Glaser (1998) states that in the constant comparative method, whereby the researcher inspects and compares data fragments that arise in the interview analysis process with the participants' statements and then further verify patterns and concepts, comparisons occur between the data codes and the latest interviews. After a few initial interviews the patterns begin to emerge. Core categories do not evolve until a few more interviews have been completed and they can be compared to reviews of previous data sources. The open coding in this research created five categories, which were further refined through selective coding to create core categories that systematically related back to the original raw data.

In addition, inductive data analysis revealed wine consumer and wine tourism industry issues. During the coding process patterns began to emerge quickly from the earlier interviews and consequently the initial interviews were longer as compared to the final ones.

4.4 Limitations

This research has three limitations, which relate to the research methods, data collection and data analysis.

4.4.1 Limitations related to research methods

This research is based on a qualitative approach to an analysis of the wine experience and wine behaviour of a particular ethnic group with a similar cultural background. Solomon (2009) argued that due to the multifaceted nature of an individual consumer's experience, an exploration of what something means to a particular individual is required, especially for an ethnic group with the same cultural background. In order to explore these meanings,

analysing what a group of people are doing and thinking in a particular situation will provide researchers with sufficient information on human, social and organisational influence to understand consumer behaviours. Although a qualitative method can examine consumer behaviour in wine tourism in a particular context in considerable depth, the collection and especially the analysis of this data can be time-consuming and therefore expensive.

In addition, qualitative research usually involves relatively small numbers of participants. A purposive sampling technique was applied to this research because the interview participants did not necessarily represent the entire population of interest (China-born female tourists aged over 18 years old). The findings of this research are from a small sample size and generalizability is therefore limited.

4.4.2 Limitations related to data collection

All the data collected was restricted to the North Island due to limitations of time, budget and available human resources. Whether the particularity of the Auckland region and Wairarapa region means the findings from these two wine regions can be applied to other New Zealand wine regions can be questioned, in which case the conclusions cannot be applied to the New Zealand wine industry as a whole.

4.4.3 Limitation of data analysis

Data analysis is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. This research is based on a qualitative method and qualitative data analysis. Gary (2009) pointed out that qualitative data can provide rich descriptions and explanations that demonstrate the chronological flow of events that often lead to chance findings. However, the weakness of qualitative analysis is a lack of methodological rigour, being prone to researcher subjectivity and being based on a small number of cases or limited evidence (Gary, 2009). According to Gary (2009), qualitative analysis should be a rigorous and logical process through which data are given meaning. Through analysis, the research would progress through an initial description of the data then, through a process of disaggregating the data into small parts, will illustrate how these connect into new concepts, providing the basis for new and more detailed description. However, research quality is heavily

dependent on the individual skills of the researcher and is easily influenced by the researcher's personal biases and idiosyncrasies.

4.5 Summary

This dissertation is based on Grounded Theory and aims to generate a theory by comparing the data sources. The chapter discussed the research methodology and design. It examined the participants' selection criteria and the data collection process. There are some limitations to the research theory, method and data collection approaches applied. However, these limitations will not reduce the richness of the data sources collected. This research takes a qualitative rather than a quantitative approach, and provides a rich data source gained through the semi-constructed interviews with 23 female Chinese tourists.

The data collected is arranged to extract key elements that are coded and then adapted to inductively generate core concepts that underpin the theory. Throughout the interview process, all the participants were very generous with their time and knowledge and provided well-considered responses in the interviews.

5 Analysis

5.1 Introduction

The aim of Chapter 5 is to analysis all the data collected from the fieldwork. Three criteria were used to select the participants from among female Chinese tourists: they should have an ethic Chinese background, they must have been travelling in New Zealand with New Zealand wine experience, and they must have reached New Zealand’s legal age for drinking alcohol. The analysis is arranged as follows: first, demographic data related to the participants is analysed (section 5.2.1); then all the comments made by participants are organized into core categories: wine knowledge, wine experience, wine appreciation, and participants’ perception of New Zealand wine and wine-related tourism (sections 5.2.2 to 5.2.5, respectively). Finally, the implications the wine experience of female Chinese has for the Experience Economy model will be analysed.

5.2 Data sources analysis

5.2.1 Demographic profile

The participant demographic information below (Table 2) provides an overview of key factors related to all participants. The ‘Age’ and ‘Income’ columns state the age of participants and the level of household income the participant had in China in order to examine whether participants’ wine behaviour varies due to different age and income.

The ‘Overseas Experience’ column indicates what, if any, countries participants have visited. It is used to examine whether previous overseas experience has influenced participants attitudes to wine as recorded in the interviews. Participants explained that overseas experience has either positively or negatively influenced their attitudes to wine, and participants who had overseas experience might perform differently from other participants with no overseas experience regarding wine behaviour and wine-related tourism activities.

Table 2. Participants' social-demographic profile

ID	Age	Income	Education	With Children	Overseas experience
01	32	Middle	Bachelors	1 child	No
02	30	Middle	Bachelors	2 children	No
03	30	Middle	Bachelors	No	No
04	61	Middle	Diploma	1 child	No
05	32	High	Doctor	No	Australia
06	33	Middle	Diploma	1 Child	New Zealand
07	26	No income	Post graduate	No	New Zealand
08	35	High	College	1 child	France
09	33	Middle	Bachelors	1 child	No
10	27	Middle	Post graduate	No	New Zealand
11	31	Middle	Bachelors	No	New Zealand
12	35	Middle	Bachelors	1 Child	New Zealand
13	32	Middle	Bachelors	No	USA
14	36	Middle	Bachelors	2 children	No
15	38	High	Post graduate	2 children	USA
16	35	Middle	Bachelors	1 child	No
17	26	High	Bachelors	No	France
18	32	Middle	Bachelors	No	No
19	36	Middle	Diploma	1 child	No
20	30	Middle	Bachelors	No	No
21	36	Middle	Bachelor	2 children	No
22	27	Middle	Bachelor	No	No
23	27	Middle	Post graduate	No	New Zealand

Education, Occupation, and Marital Status are elements commonly present in a demographic profile but in this research the interviews revealed that professional occupation and marital status have no significant influence on participants' wine experience and behaviour. Therefore, Table 2 displays the educational background of each participant to examine the influence of educational level on participants' wine experience.

1. Age

As Table 2 shows, 17 of the 23 participants in this research were aged between 30 and 39, and five participants were aged between 25 and 29. One participant was 61 years old. It appears that female Chinese wine tourists are different from Western wine tourists, which described in South Australian Tourism Commission (1997). South Australian Tourism Commission (1997) described the wine tourists in general were middle-aged couples with no children and those with higher education and incomes in professional occupations. It can be seen from Table 2 that female Chinese wine tourists are much younger with 1 or 2 children and those with high education and incomes in professional occupations.

2. Income

Defining Chinese income levels is difficult because different areas have different income level classifications and income disparity is a serious issue in China. According to Liu and Murphy (2007), the average personal income per month is around NZD 400 in undeveloped area in China. But in Beijing, Shanghai, Guangdong, and a few other developed areas, the average personal income per month is over NZD 1000. Even within in the same areas, people in urban areas could earn approximately much more than people living in the rural area. In order to avoid misleading participants to provide wrong information, income level in this research was classified by the standard average New Zealand income level and show as below:

- Low income: NZD 0- NZD 32,000 per year
- Middle Income: NZD 32,000- NZD 58,000 per year
- High Income: NZD 58,000 per year and above

There were 18 participants out of 23 in total in this research who recognized that they were in the middle level of household income in China. Four participants at the interviews agreed that their income was much higher. One participant declared that she had no income at this stage as she had graduated a few weeks before the research started and she was still looking for an appropriate job.

3. Educational level

The educational attainment levels of all participants in this research are very similar. Most participants in this research declared that they gained a bachelor degree or even higher such as postgraduate and doctoral degrees. One participant explained that she started to run her own business after graduating from college and two other participants had a diploma-level educational background. It appears that the samples in this profile had attained a good level of education.

4. Overseas experience

All participants were international tourists. At the interviews, a few participants mentioned that they had overseas experience and had completed their tertiary education in Australia or New Zealand. Two participants explained in the interviews that they had wine experience in either France or the United States. Their previous wine experience from France or the United States included wine tasting, visiting wineries and attending wine festivals. The participants recognized that the overseas experience provided a great opportunity to access Western culture and understand wine culture, and also provided a chance to develop wine knowledge that changed their attitudes to wine significantly.

In this research, all the participants have similarities regarding their socio-demographic profile. It appears that female Chinese tourists involved with wine and wine-related tourism activities in New Zealand are relatively young, being in their late twenties or early thirties. They earn middle or high incomes. Nearly all of them have gained a bachelor's degree or above, work in a profession and now live in developed areas in China such as Beijing and Shanghai.

In addition, the demographic profile of participants in this research is consistent with the result of Vertume International (2004) and MCM Wines research (2004) that, in relation to Chinese wine consumer demographic characteristics, 25- to 44-year-old Chinese with an advanced education background and professional occupation form the largest consumer segment and represent over 60 per cent of wine consumers in China.

5.2.2 Wine knowledge

All participants classified the extent of their wine knowledge levels themselves in this research. Most of the female Chinese tourists in this research defined themselves as wine novices with very little knowledge about wines. However, that is not objectively correct. Most of them seemed to have much more than a novice's knowledge about wine. They mentioned many times aspects of colouring, aroma, acidity and alcohol. Most participants were more knowledgeable than wine novices are: they are at least to be classified as 'wine interested' and a few of them could be regarded as 'wine experts'.

- **Wine colouring**

The colour of wine is one of the most easily recognizable characteristics of wines. Colour is also an element in wine tasting, since heavy wines generally have a deeper colour. The colour is an element in the classification of wines. Most participants in the interviews mentioned colouring. They were not only able to classify the colouring of different wines, but were also able to explain that the main colours of wine are pink, red, yellow and white. For example, although participants 04 and 05 classified themselves as wine beginners, their knowledge of wines seems to be more on an intermediate level.

Participant 04: "...wine is classified by the type of grapes grown to produce different wine... Red wines are made by growing red or black grapes..."

Participant 05: "...some white wines look like orange colour because a white wine that has spent some time in contact with its skin...red wines are not only red, some of them are deeper red depending on the years they were made"

- **Aroma of wine**

In professional wine tasting, there is generally a distinction made between "aroma" and a wine's "bouquet", while in casual wine tasting these two terms are used interchangeably. Aromas refer to the smells unique to the grape variety and are most readily demonstrated in a varietal wine such as lychees with Gewürztraminer or blackcurrant with Cabernet Sauvignon. Participants at the interviews mentioned aroma many times. They were able to explain what aroma was and distinguish aroma from different wines.

Participant 11: "...Yes, aroma! It's the key word I should say about wines. Rose wine is my favourite and its aroma is different from other red wines... Aroma of Rose wine smells a bit fruity, other red wines you could smell their aroma mixed with floral, herbal or woody flavour..."

- **Acids in wine**

The acids in wine are an important component in both winemaking and in the finished wine product. They are present in grapes and wine, having direct influences on the colour, balance and taste of the wine as well as the growth and vitality of yeast during fermentation and in protecting the wine from bacteria. In this research, not many participants were able to tell what acids were and how acids work during the winemaking process. A few of participants, who classified themselves as beginners with a little bit more knowledge about wine, were able to explain acids in wine.

Participant 05: "...I am interested in wine but don't know much about acids in wine... Most wines have pH between 2.9 and 3.9? ...acids in wine are tartaric, malic and citric acids... I learnt from my husband, he is a wine expert.... "

Participant 11: "... Yes, the acidity in wine is an important component in the quality and taste of wine...if you taste wine with too much acidity it will taste excessively sour and sharp... A wine with too little acidity will taste flabby and flat, with less defined flavours... I learnt it from the wine tours on Waiheke Island...."

- **Alcohol**

All participants at the interviews were able to explain that wine is an alcoholic beverage made from fermented grapes or other fruits. They mentioned that the average alcohol content in wine was 12 to 13 per cent. That was the main reason for female Chinese tourists choosing wine, as it is a beverage with low alcohol content, and they believe lower alcohol content in wine is better for human health.

In the interviews, participants explained major factors such as colouring, aroma, acid and alcohol to distinguish wines. They mentioned that the wine that was the end result would

vary greatly and depended not only upon the type of grape grown, but also on several other factors such as the region in which the grapes were grown, climate, temperature, amount of rain, and soil conditions affecting the grapes during their growing season, and how each individual winemaker treated the grapes once they were harvested.

Some participants appeared in the interviews to have a great passion for and interest in wines. They loved to share their wine knowledge and were able to describe their favourite wines in terms of aroma and colouring. They were very knowledgeable about wine origins, wine types, and wine characteristics.

The interviews showed clearly the participants were not just wine novices with limited wine knowledge. They were more likely at an intermediate level in terms of wine knowledge in general. However, they still had limited knowledge of wine and food matching, wine tasting and the serving and storage of wine. In the interviews, the participants showed great interest in wine and demonstrated a passion for education related to wine knowledge. Some participants had a good understanding of wine and wine culture.

- **Learning about wine**

After discussing their knowledge of wine participants explained how they had learned about wine. Friends or family, books and magazines, and Internet resources were the main information sources for learning about. Participants explained that friends or family members with a passion about wines and who had rich wine knowledge encouraged participants to learn about wines and to share their wine experiences. Most participants claimed that friends from social groups were their primary sources for gaining wine knowledge at first. It appears that friends in their social group contributed to a mutual development of knowledge about wine among female Chinese wine consumers.

In addition, wine magazines and books with rich resources on wine attracted participants to be curious about wines and to wish to experience wine themselves. Participants preferred to seek information on the Internet about where a wine was from, how to distinguish the colouring and aroma and what factors influence the making of a good wine. A few participants explained during the interviews that they had used Internet access as a guide to

wine reviews and wine tasting skills improvement. The key role of Internet sources in respect of wine is to gain information on decision-making for wine purchases.

- **Overseas experience**

Some participants mentioned in their interview that they had overseas experience. It appears that participants with overseas experiences are more likely to have a better understanding of wine and wine culture than do those without such experience. A few female Chinese tourists in this research mentioned that they completed their tertiary study overseas. Participants commented that this kind of life experience provided a great opportunity for them to access a real wine culture. Compared with other Chinese wine tourists, participants with overseas experience have potential significant opportunity to upgrade their knowledge to become wine experts.

5.2.3 Wine appreciation

In this qualitative research on wine appreciation of female Chinese tourists, all the interview questions focus on why the participants wish to drink wines and the sensory experience of wine.

- **Why drink wine?**

According to the background review chapter 3: Wine culture and wine behaviour in China, fashion, romanticism, social identity and health benefits were discussed with participants at the interviews. When participants at the interviews were asked why they drink wine, “Fashionable”, “Healthy”, “Stylish”, and “atmosphere” were the most frequent words used.

No participants specifically stated that colour is the one of their reasons for choosing red wines. No one mentioned that they chose red wine due to red colour being associated with good fortune in Chinese culture. All of the participants in this research claimed they preferred red wines due to its health benefits and better taste. They believed that red wine is good for health as red wine contains less alcohol and provides very good protection for human health and reduces the risk of heart disease and skin ageing.

Participant 05: “... Wine is good for human health... Good for ladies as it will reduce the ageing (laughing)... drinking red wine because of the colour? I have

no idea who gave you the rumour, for me, there is nothing to do with the colouring... I drink the better tasting one."

Participant 07: "...wine is good for the human body...my father stopped drinking Baijiu since he was rushed to hospital because of a heart attack a few years ago. He started drinking wines as a doctor suggested. He said he felt much better and it seems wine was very helpful in reducing the risk of heart attack... Drinking red wine because it is red? There must be a misunderstanding for Chinese. I don't think colour is the reason... don't you think a glass of wine looks like blood (laughing)... NO NO NO, wrong information, I don't know others, but for me, I won't pick on colours."

Participant 15: "...I don't believe the rumour about Chinese drink red wine because red colour means lucky in Chinese culture. It is a kind of misunderstanding of our culture. I prefer red wine because the taste is better and stronger than white wine. Some white wines taste a bit sour, and I prefer fruity and sweeter wines."

Participant 20: "...I read some books that suggested that drinking red wine could help reduce the risk of heart attack and some beauty magazines advised that drinking a glass of wine daily could slow down skin ageing... I never knew people think Chinese drink red wine because it is red, that's funny. I don't think we choose to drink red wine because of its colour, there must be some misleading..."

Participant 23: "...I prefer red wine because it tastes better and stronger than white wine. My friends and I believe red wine is good for our skin. I like to have white wine when I am having seafood; I learnt from a wine magazine that white wine matches seafood dishes."

- The sensory experience

During the interviews, four out of 23 interviewees in this research commented that they liked to mix wine with soft drink to make wine sweeter. Participants explained in the interviews that they prefer fruity red wine with a degree of sweetness, and soft drink such as lemonade could make the wine taste better. Participants who prefer to mix soft drink with red wine recognized that they were wine novice and had little knowledge about wines. In contrast, fifteen out of 23 participants in this research mentioned that red wine should be matched with Western food such as a steak meal, and mixing wine with soft drink was not the right way to appreciate good wines. It appears that although the wine knowledge of female Chinese tourists is still at a beginning stage, the attitudes to wine of female Chinese tourists are becoming mature and they are willing to learn the right way to appreciate high quality wines.

5.2.4 Wine behaviour

Chinese believe that drinking wine is a sign of being cultured and of wealth (Liu & Murphy, 2007). Chinese believe that drinking wine is a sign of being cultured and of wealth (Liu & Murphy, 2007). It appears in this research that participants do not consider wine as one of the necessities of life and they treated wine as a status symbol to assist their social standing in life. All participants in this research recognized that wine was one of the key factors in social life. Participants explained that wine was usually consumed at special occasions such as business functions, reunions of friends or family members and while entertaining in restaurants.

Participant 01: "I normally prefer to have wine at a family reunion party or friends' catch up. We often go to western-style restaurants to enjoy the atmosphere and experience wines. With friends, we always have wine at home, relax more and enjoy the freedom."

Participant 03: "Wine is important for business functions and we always have good quality imported wines for our business parties. Most of our clients have diverse foreign backgrounds; wine is the better option for business functions."

Participant 01: "Yes, we always have wine at home, and sometimes, if there is a family reunion party, we prefer to go out for dinner with wines."

Participant 14: "Of course, I often have wines with my friends. Sometimes, we prefer to dine out, and then wine is the better option. We don't like to have Baijiu at restaurants, we are all ladies; wine is more elegant and suitable for ladies."

It appears that drinking wine is trendy and shows an elegant attitude and good taste in the opinion of the participants. Wine is often consumed for special occasions such as business functions and while entertaining in restaurants.

- **Perceptions about wine purchasing and consumption**

In this research, the importance of affordable prices with good quality was acknowledged by most participants. In the interviews, all participants were concerned with the quality of wine, but thirteen of the 23 interviewees said that price was the key factor to influence wine purchasing decisions if the wine was for solely for their own consumption.

Participant 06: "... I won't consider too much about price if the wine is to be a present to someone, I think about more about quality and the origin of the wine... Yes, if there is a promotion, I'd like to buy one for myself..."

Participant 07: "...Yes, I consider quality, brand, and country of origin of wines more... Price is important... I won't spend much on wine if it is for me... purchase wine as a gift? I will compare the price, brand, and quality to choose a good one for my friends. Oh, sometimes, the package is very important for me if it is to be a gift..."

Participant 08: "Yes, as a present, quality and good packaging is important... I won't care too much about price. A good bottle of wine is priceless. I prefer some special features wine such as limited editions. I don't spend too much on wines..."

Participant 10: "...If I buy a bottle of wine for myself, there is no point in spending too much on it. I prefer some wines with good quality and reasonable price. I'd rather choose good taste than the label or an expensive brand. Of course, if the wine is to be a present, I will consider quality, price, package, origin of the wine more. It would be different from self-consumption....."

These responses illustrate that a large number of female Chinese tourists tend to prefer low-cost purchase solutions if the product is to be used for private consumption. When purchasing for private consumption, female Chinese tourists tend to focus their decisions on price rather than quality and purchase the least expensive wine. However, when participants were asked about purchasing wines as a present for a social purpose, they commented that they focus more on quality, taste, and packaging in general, also considering the personality of the person who will receive the wine. This is a key characteristic of Chinese: they are conscious of what other people think about them and that factor was a trait in attitudes to wine consumption for all the participants in this research.

5.2.5 Perceptions of New Zealand wine and wine-related tourism

According to Charters and Ali-Knight (2002), a wine-related tourism experience is a travel experience with the purpose of experiencing wine products and enhancing knowledge of wineries and wine regions. It includes wine events and festivals, wine regions' culture and heritage, dining, hospitality, wine education, tasting and cellar door sales, and tours of wineries. The months of March and April 2014 were chosen to conduct a total of 23 interviews directly with female Chinese tourists who were travelling in New Zealand and who sought wine experiences, including visiting wineries, wine tasting, and wineries exploring. The interviews clearly suggested that New Zealand wineries and wine tourism were still quite unknown to female Chinese tourists. Wine tourism is part of a comprehensive package of benefits that include visiting wineries, tasting wines, visiting the wine areas, enjoying the scenery, and visiting other related local attractions. New Zealand wine and New Zealand's wine industry appear to be missing unique opportunities from benefiting from female Chinese tourists groups, who may consume wine or who may be interested in wine products.

First, most participants in this research indicated that they didn't know much about New Zealand wines. A lack of knowledge about New Zealand wines might be caused by lack of promotion of New Zealand wines in China, the relatively recent establishment of the New Zealand wine industry, and the potential or actual difficulty of finding New Zealand wines in Chinese markets.

Participant 15:"... I never heard New Zealand was able to make good wines... all the wines I could find in the supermarket or liquor store seemed to be from France, America, some of them are from Australia. Yes, I know Australian wines are nice..."

Participant 18:"...New Zealand wine? I have no idea. I have never had any wine from New Zealand. I understand New Zealand is a very beautiful country with great scenery, but sorry, I don't know New Zealand wines..."

Participant 20:"....In Beijing, I have been wine shopping in supermarkets or liquor stores. To be very honest, I never found any New Zealand wines, and I never knew New Zealand wines were great... In my understanding, New Zealand is a beautiful country with amazing landscape, of course dairy products, sorry, I have no idea about New Zealand wines..."

However, they value the experience after visiting any wineries in New Zealand. This information illustrates that the potential for attracting female Chinese tourists to become more involved in visiting wineries while they travel in New Zealand exists, but winery operators and the wine industry does not appear to be effectively targeting Chinese tourists.

Participant 13:"....I never knew New Zealand could make such great wines, it's unforgettable experience, and I enjoyed it very much...."

Participant 17:"... such a nice experience, I love New Zealand wines, sweeter and fruity, very different from what I had in China..."

Secondly, the main barriers that affect the decision to take a trip to the vineyards include those associated with the sacrifices that a tourist has to make such as price, time and effort

(Bruwer,Coode, Saliba, Herbst, 2013 & Sparks, 2007). Visiting vineyards and wine tasting are not the major purpose of female Chinese tourists while they are travelling in New Zealand due to the shortness of their stay and lack of interest. Figure 6 shows the length of stay of visitors from China from year ended April 2010 to year ended April 2014. It can be clearly seen from Figure 6 that the number of Chinese tourists who stayed in New Zealand for a holiday lasting 1 to 3 days is the largest group compared with the other groups. In year 2013, for example, the number of Chinese tourists who stayed in New Zealand for 22 days or more was 20,000 people, which is much less than the number of Chinese tourists who stayed in New Zealand for 1 to 3 days, which was more than 100,000 people.

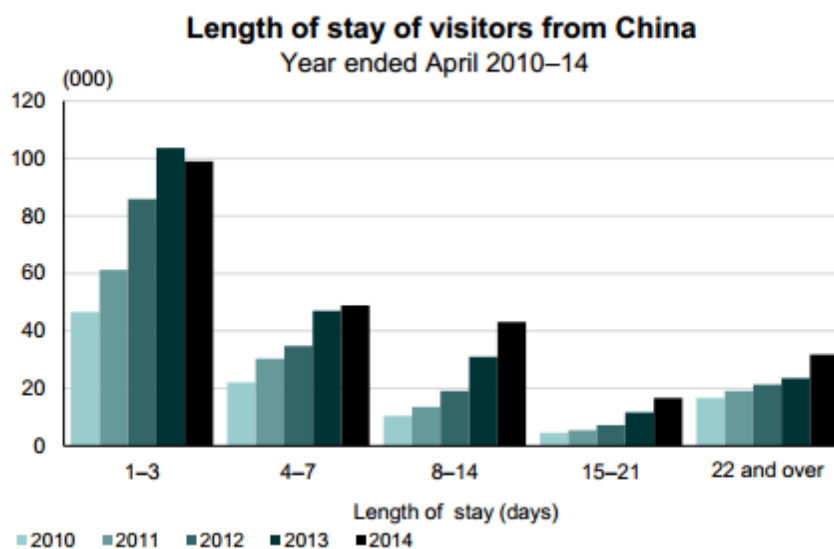


Figure 6. The length of stay of Chinese tourists in New Zealand from year 2010 to 2014

(Source: Statistics New Zealand (2014))

According to Statistics New Zealand, the average length of stay of Chinese visitors in year 2013 was 7.5 days (Statistics New Zealand, 2014). Chinese tourists have no extra time to extend travel plans to explore New Zealand widely. Due to their short stay in New Zealand, over a five-year average (year 2009 to year 2013), fewer than 5000 Chinese tourists were interested in wine tourism (Tourism New Zealand, 2014). It appears that Chinese tourists only consider going on wine and wine-related tourist activities when they have spare time. For female Chinese tourists, going on a wine tour or purchasing wine-related tourism products depends on travel distance, effort, and influences from others in the same social

group, such as friends, relatives, or family members. Most female Chinese tourists are willing to take day trips to wineries and are mainly motivated by leisure and wine education. In this research, participants in the interviews showed lack knowledge about New Zealand wine and wine tourism. Due to the lack of knowledge and short stay, the obvious lack of interest in visiting winery among female Chinese tourists further supports the view that winery operations may not be doing enough to attract visitors. In fact, the wineries experience includes not only wine tasting and exploring vineyards, but also could extend beyond the wine product, integrating food, culture, wine education, and even entertainment. Missed business opportunities for winery operations include potential wine sales on site, future international wine sales, brand recognition and word-of-mouth and other forms of advertising their products and operations.

Although a number of tourists may not drink wine at wineries or participate to wine education such as wine tasting, wineries could still benefit from food sales, as well as from providing activities designed to educate visitors on a region's food, history, and culture.

Participant 20: "...I don't drink too much; I'd rather explore wineries and have a great lunch than taste wines... food is very nice here, I never knew I could have such wonderful meal at a vineyard..."

Participant 21: "... I did enjoy the wine tasting part of my wine tour, but can I say I love the food at wineries? Such nice steak to match my wine! Oh, yes, I have to tell you that the local art gallery was fantastic, and I will tell my friends to come over when they have chance to have a holiday in New Zealand, such a great experience... "

Participant 22: "...I had great time at wineries indeed. The wines are great, the landscape is amazing, and the food is very nice. I did enjoy the local museum part. I never knew the tiny little town had such a rich history. It was definitely worth going. I love New Zealand, such an amazing country... "

It can be seen that wine education is not only about wine or wine tasting, but also about a wine region's history, culture and local arts. These elements may have future repercussions for local food, arts, culture and history, and the marketing of wine products.

Moreover, there is a critical finding that tourists who have greater knowledge and information about wineries, wine regions and wine products may have a positive influence on their decision making about experiencing related local or rural products, whereas those with limited knowledge about these elements may not be interested in traveling to other wine-related resources.

5.3 What is the female Chinese tourists' perception of wine experience?

At the interviews, when asked for the perception of their wine experience in New Zealand, the participants gave similar responses. There were some strong comments on participants' perception of wine experience in New Zealand.

First, all participants saw the purpose of going to wineries and participating in wine-related tourism activities as a leisure activity and an opportunity to learn about wine. The main concerns of participants were the reputation of wineries, the quality of wines, and the wine region landscape. They prefer to visit boutique wineries with a rich history, to explore wine regions with strong local cultural characteristics, and to enjoy memorable wine tasting experiences. Ali-Knight and Charters (2000) indicated that education was repeatedly identified as a motivator of wine tourists. There is strong evidence in this research that education and escapism aspects of the 4Es in the Experience Economy are the main reason female Chinese tourists participate in New Zealand wine-related tourism activities.

Secondly, there is much potential for female Chinese tourists to improve cellar-door sales after they have explored wineries or taken part in wine tastings. They appreciate cellar-door services and wish to experience a unique Western wine culture at the cellar door. Approximately ninety per cent of participants in the interviews said that they would like to purchase wines at the cellar door as souvenirs to remember their great wine experiences. Sixty-five per cent of participants also pointed out that it was hard to purchase the same wines at supermarkets or wine stores besides the original wineries. An excellent cellar door service could turn each female Chinese tourist into a life-long customer and brand ambassador of the wineries. Winery tasting rooms/cellar doors could have added value as an avenue for building relationships with customers, resulting in strong brand loyalty.

Last, all participants indicated in the interviews that Chinese-language brochures with and introduction to wine and wine education would be extremely helpful in improving the

reputation of New Zealand wine and wine-related tourism. Wine operators might consider providing Chinese-language brochures to promote their wines and wineries or vineyards to Chinese tourists as a means of overcoming language barriers. However, when participants were asked if it was necessary to have Chinese staff at wineries to introduce wines and wine knowledge, eighty per cent of participants said it was not necessary. Participants wish to experience the 100 per cent pure Western wine culture without any oriental features being involved.

5.4 What can help improve the wine experience of female Chinese tourists?

When asked what could help to improve the wine experience of female Chinese tourists in New Zealand wineries and wine regions, participants provided a wide range of comments.

First, participants suggested that Tourism New Zealand should promote New Zealand wine and the wine -tourism industry to the Chinese as an excellent brand. Ninety-five per cent of participants agreed that they knew nothing about New Zealand wine due to a lack of promotion. Compared with other wine countries, New Zealand is still unknown in China. New Zealand wine is distinctive for its purity, vibrancy and intensity. Participants suggested that the New Zealand wine industry should examine how to make it easy for customers in China to connect with everything about New Zealand wine, wine-related tourism and social communities in wine regions.

In addition, participants mentioned that the first visit to the winery's cellar door is just the beginning of what can become an on-going relationship with the brand. Advance marketing methods could connect customers from diverse cultural backgrounds and achieve a strong brand loyalty in a target market segment. The aim of cellar door sales, ideally, is to create an experience that satisfies the needs of people keen to learn more about wines in general, not just the ones they taste (Bruwer Coode, Saliba, & Herbst, 2013). Participants stated that although wineries have identified that the goal of cellar door sales is to establish an emotional connection with the consumer, many New Zealand wineries fail to optimize this function because they emphasize traditional marketing methods and the lack of consumer understanding could negate the importance of the memorable and positive winery experience. According to Goodwin and Ball (1999), events or similar entertainment activities

could create a loyal customer base and build a deep commitment to the execution of better relationship marketing in particular groups. Participants mentioned the Vintage Wine Festival on Waiheke Island, and highly recommended it as it offers a great opportunity for tourists from diverse cultural backgrounds to experience wines and learn about wine via winemaking events, music concerts, wine and food events, and wine tours. It is clear that wine operators and wine tourism travel operators might need to understand Chinese tourists in terms of their oriental cultural background to enhance tourists' wine experience in wine regions through advanced marketing methods and strategies.

Finally, participants in this research indicated that there was no brand loyalty among female Chinese tourists to New Zealand wine and wine-related tourism. Selecting a favourite wine brand can be a long process. Aaker (1996) defined brand loyalty as a combination of purchase behaviour, consumer switching costs, customer satisfaction, and how much a consumer likes a brand. Brand loyalty, according to Aaker (1996), is not only behaviour but is also attitudinal in nature. Participants in this research suggested that wine operators and travel operators in wine regions could concentrate on involvement in wine activities and customer trust and satisfaction to enhance female Chinese tourists' wine experience in order to build a strong brand loyalty in Chinese wine markets centred on New Zealand wine and wine-related tourism.

5.5 What can help develop the New Zealand wine-tourism industry in the Chinese market?

Participants in this research agreed that China is a potential market for wine. When asked about how the New Zealand wine-tourism industry could be developed in the Chinese market, participants agreed that a major barrier between the New Zealand wine industry and the Chinese market is that New Zealand wine producers have very little understanding of Chinese wine consumer behaviour, in particular, the underlying, uniquely Chinese, cultural traits motivating wine consumption. A more complete understanding of wine consumers and wine tourists could provide insights for various wine-tourism stakeholders and allow marketers to more effectively target particular markets.

5.6 Implications of Experience Economy

In this research the Experience Economy model was applied as a framework to understand Chinese women's wine experience and behaviours. This study used the 4Es to estimate female Chinese wine tourists' expectations and satisfaction. Results of the study, with a small (23 participants) sample, indicated that education and aesthetics were the most important experience, while entertainment and escapist experiences were noted as being, for most participants, the least important.

First, in wine tourism education is repeatedly identified as a motivator (Ali-Knight & Charters, 2001; Williams & Kelly, 2001) and there is strong evidence that it is a key component in the 4E model for examining the wine tourism experience. This research found that more than 90 per cent of participants stated education about wine was their key purpose in visiting wineries in New Zealand wine regions. Motivation based on learning as a consumer consistently materialized in the interviews, regardless of the demographics of educational level, income, or age. Although learning was less important for repeat female Chinese visitors than for first-time visitors to New Zealand wineries, it was an important inducement for participants with higher levels of sensation seeking, and was the most significant motivating factor.

Secondly, the aesthetic experience, according to Quadri-Felitti and Fiore (2012), entails immersion in a sensual environment. The landscape of wine regions, the romantic settings in wineries, the pleasure and uniqueness associated with vineyards offer the wine tourist an opportunity to experience something different from modern, everyday urban or suburban life. More than 85 per cent of the participants stated in the interviews that they enjoyed the landscape in wineries and appreciated quality time with family and friends. Enjoying leisure while at wineries, purchasing wine, and appreciating the landscape of the wineries have been identified in this research as key factors that motivate female Chinese tourists to visit wine regions in New Zealand.

In addition, entertainment in wine tourism, as Pine and Gilmore (1999) state, reflects the passive dimension of the model wherein performers engage a customer's attention. Quadri-Felitti and Fiore (2012) state that agricultural and viticultural activities taking place at a winery, farm, or vineyard may be viewed as an attraction for wine tourists; cultural

attractions and events that contribute to wine destinations may also be a considerable draw. Meanwhile, the escapist experience in wine tourism is highly immersive: consumers are engrossed in a different time or place. However, compared with the educational and aesthetics dimensions of the 4Es, this research found that entertainment and escapism in wine tourism have less influence on female Chinese tourists wine experience and behaviours in New Zealand due to the short stay of Chinese tourists in New Zealand and lack of knowledge about the New Zealand wine industry. New Zealand wine tourism includes accommodation, culinary, cultural and heritage experiences and recreational activities, all of which may offer educational and aesthetic components to attract more Chinese wine tourists.

Within this experiential view, the Experience Economy has emerged as a viable framework for understanding the wine experience and behaviour of female Chinese tourists in the New Zealand wine industry and indicates how wine operators and wine-tourism agents could enhance the value chain of wine tourism in both design and delivery.

5.7 Summary

According to Mitchell (2004), framework for the demand and supply of wine-tourism experiences (the demand and supply model), the key point of the framework is the wine tourism experience that customers had while coming into contact with the elements comprising wine-tourism products such as wines, wineries, wine events and “wine escape”. The demand of wine tourists comprises their motivations, perceptions, previous experiences, preferences, information and expectations. To choose a destination and attractions to visit, customers might consider their previous experience and the degree of enjoyment they derived from these experiences. In this data analysis section, in regard to demand, it is found female Chinese tourists are more willing to take day trips to wineries and are motivated mainly by leisure and wine education. Participants in this research indicated that their wine experiences in New Zealand focused on visiting the wineries, tasting different wines, learning about wine and spending quality time with friends or family members.

Meanwhile, the research found that wine is gaining popularity with young generations and urban professionals in the female Chinese tourists group. Wine is a sign of being cultured and of wealth, and drinking wine is trendy and shows attitudes of elegance and good taste. All these findings match the views expressed by scholars in the literature review and background sections of this dissertation. Therefore, evidence from this study shows that the barrier between the development of the Chinese wine market and the New Zealand wine industry is a lack of understanding about Chinese wine consumer behaviour and the unique Chinese cultural traits in respect of wine that motivate wine consumption by Chinese.

6 Conclusion

6.1 Introduction

This chapter reviews the completed research and discusses its limitations and directions for future research. The implications of the findings for consumer behaviour are analysed from a theoretical perspective and the chapter finishes with a section offering some final thoughts. This dissertation is based upon an analysis of the characteristics of the behaviour of female Chinese tourists with respect to wine, attitudes to wine, and their wine experience in New Zealand. The findings indicate that female Chinese tourists, as a particular tourist group, show unique features in respect of the wine industry and wine-related tourism activities in New Zealand. In addition, there are some misunderstandings concerning female Chinese tourists wine behaviour and attitudes to wine. The findings were drawn from primary data and in certain conditions could have wider application to the wine and wine-related tourism industry in New Zealand.

6.2 Limitations

Three limitations have been identified in the research method chapter. Firstly, the research was based on a sample of 23 female Chinese tourists in New Zealand. The participants, while representative of a particular female Chinese tourist group, were not speaking on behalf of anyone else except themselves. The sample is not representative of Chinese wine consumers as a whole, and therefore no conclusion can be drawn about how widespread the wine behaviour and attitudes to wine of this sample are in the Chinese tourist market. More research is needed that covers all Chinese tourists, not just particular female tourists, to find out how widespread the wine behaviour and wine attitude noted here is.

Furthermore, wine operators and wine-related tourism agents in wine regions have not been interviewed. The results as to why tourists behaved in a certain way in wine-related activities are given from the consumers' point of view only. This research focused on the opinions of female Chinese tourists as to how they experienced wine-related tourism activities in the New Zealand wine industry.

Last, employees in wineries and vineyards have not been interviewed about consumer wine behaviours as their input would have been beyond the scope of the research. Obtaining

data from both tourists and employees in wineries would make this research a bigger project, beyond the objective and aims of this dissertation. Involving wine operators and wine-related tourism agents and staff at wineries in research on female Chinese tourists' wine behaviours could be a new project for future research.

6.3 Implication for theory

From a theoretical perspective, there is one finding in this research. This dissertation is the only study in the field of the New Zealand wine and wine-related tourism industry to have examined the experience, attitudes and behaviours of female Chinese tourists in relation to wine. All participants in this research provided a wide range of detailed information about their wine experience, explained their attitudes to wine, and talked about their wine behaviour. Because wine culture and wine tourism is not the most popular and common custom in China, participants in this research explained that they went to wineries and engaged in wine-related activities for an educational purpose as well as to enjoy wine-tourism activities as a leisure activity.

Charters and Ali-Knight (2000) and Williams and Kelly (2001) both pointed out that education is repeatedly identified in wine tourism as motivator for wine tourists to participate in the wine and wine-related tourism industry. This research offers strong evidence that education is the key aspect of the 4E model of the Experience Economy and is appropriate to examine the wine tourism experience. Quadri-Felitti and Fiore (2012) identified that learning was an important inducement to engage in wine tourism for visitors with higher levels of sensation seeking. The wine tourism chain in New Zealand offers a wide range of experience from accommodation and culinary to cultural and recreational activities. All of them may offer an educational component to visitors. The most common wine educational activity is wine tasting, followed by wine-food pairing at wineries' restaurants. This research shows personal development in terms of knowledge about wine and wine-tasting skills was one of the key purposes of participants who participated in New Zealand wine-tourism experiences.

Meanwhile, the escapist experience was frequently mentioned by participants in the interviews. Participants may immerse themselves in escapist activities by participating in wine country recreation, enjoying the beauty of rural landscapes, and the romantic setting

of wineries. In this research, participants identified that tasting and buying wines were not the main purposes for visiting wineries and vineyards: they also wished to be fully involved in outstanding natural scenery and to participate in cultural activities and visit heritage locations. According to Quadri-Felitti and Fiore (2012), the greater the number of activities offered within wine destinations, the greater the potential for visitors to fully realize the escapist dimension. Therefore, regarding the model of the Experience Economy, wine tourists might not only seek delight in a “wine escape”, but also wish to be improved, amused, and thoroughly absorbed in one holiday experience, if all of the 4E aspects are present.

6.4 Future research

This study was qualitative in nature and explored a number of concepts regarding the wine experience, attitudes to wine, and wine behaviours of female Chinese tourists in the New Zealand wine and wine-related tourism industry. One question that is beyond the scope of this study is whether or not the New Zealand wine and wine-related tourism industry should aim to formulate marketing strategies for wine consumption and wine tourism participation in the Chinese market, and to determine the potential of the Chinese market as a target market for the New Zealand wine and wine-related tourism industry.

In addition, the Experience Economy has emerged as a viable framework in this research in terms of understanding how to enhance the wine tourism experience value chain to improve female Chinese tourists’ wine experience in New Zealand. Future research could examine how various parts of the wine tourism experience contribute to the 4Es and whether all aspects of the 4Es (entertainment, education, escapist, and aesthetics) weigh heavily in the evaluation of the wine experience of this particular visitor group. This research has not measured the proportional contribution of wine tourism suppliers to female Chinese tourists’ overall evaluation of the wine tourism experience, as all participants are day excursionists to wineries. In future, research could examine how well a wine region delivers the various dimensions of the experience economy paradigms. Such research would be beneficial in determining the ability of suppliers in wine regions to focus on the appropriate 4Es to improve communication and promotion to target potential visitors.

6.5 Final thoughts

The aims of this research was to focus on particular female Chinese tourists who were interested in wine in order to examine the characteristics of female Chinese tourists in terms of wine experience, attitudes to wine, and wine behaviours in New Zealand wine and wine-related tourism industry. In order to close the knowledge gap between what Chinese wine tourists want in their total wine destination experience and what tourism suppliers can deliver; this qualitative research provides an academic approach to build a profile of the main characteristics of the wine experience of female Chinese tourists in the New Zealand wine-tourism industry. This research also sketches the unique characteristics of female Chinese tourists and distinguishes differences between their experience, attitudes and behaviours and those of Western wine customers.

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Appendix A: Consent Form

10 July 2014

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Consent Form

For use when interviews are involved



Project title: A study of characteristics of Chinese female tourists who experience wine in New Zealand

Project Supervisor: Dr. Charles Johnston

Researcher: Lin (Summer) Huang

- I am aged 18 years old and over.
- I have read and understood the information provided about this research project in the Information Sheet dated 07 March, 2014.
- I have had an opportunity to ask questions and to have them answered.
- I understand that notes will be taken during the interview and that it will also be audio taped.
- I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.
- If I withdraw, I understand that all relevant information including tapes or any parts of thereof, will be destroyed.
- I agree to take part in this research.

Participant's signature:

Participant's name:

Participant's Contact Details (if appropriate):

Date

Appendix B: Consent Form Chinese Version

Consent Form For use when interviews are involved



采访同意书

接受采访者：女性葡萄酒消费及旅游活动者

日期：2014 年 1 月 14 日

科研题目：中国女性游客在新西兰的葡萄酒消费及旅游活动行为分析

导师：Charles Johnston, PhD

采访者：黄琳，奥克兰理工大学旅游学硕士

- 我已阅读并了解了采访须知
- 我已询问及了解了相关信息
- 我已知采访时会做相关的纪录
- 我明白在任何时候我都可以主动提出终止采访
- 如果我提出终止采访，我提供的所有信息将被永久消除
- 我同意接受采访
- 我希望收到一份调查结果的报告，请选择：☐ 是 ☐ 否

被采访者签名：

被采访者姓名：

被采访者联系方式（可不选）：

采访日期：

Appendix C: Participant Information Sheet

10 July 2014

page 1 of 2

Participant Information Sheet



Date Information Sheet Produced:

07 March 2014

Project Title

A Study of characteristics of Chinese female tourists who experience New Zealand wine

An Invitation

My name is Lin (Summer) Huang, a Master student in Tourism who studies at AUT University. I am undertaking a research project which leads to a dissertation and the completion of my qualification. The project is a study of wine tourism behaviour of Chinese female tourists in New Zealand. I am honoured to invite you to participate in this research. Your participation is voluntary and you may withdraw at any time prior to the completion of data collection. Once you choose to withdraw, all the data related to you will be destroyed.

What is the purpose of this research?

This research aims to gain more knowledge about Chinese female tourists wine behaviours and their relationship with wine tourism in New Zealand.

How was I identified and why am I being invited to participate in this research?

Participants in this research must be Chinese female tourists, who have had wine experience while travelling around New Zealand, and be over 18 years old of legal New Zealand drinking age. Anyone who meets these criteria and is willing to talk with the primary researcher is eligible to be interviewed.

What will happen in this research?

You are invited to complete this interview with the primary researcher. The interview will be conducted in a public space such as a winery or a vineyard in Auckland. This interview is composed for four sections: Demographic profiling, Wine tourism behaviour, Wine knowledge, and Wine appreciation

What are the discomforts and risks?

The research design encourages reliable and trustworthy responses. There is no intention to deliberately deceive, harm or coerce participants. The interviews are conducted only with participant volunteers and participants will sign a Consent Form. The interview does mean that the privacy of the participants is at risk but given that they have volunteered and can withdraw at any time this risk is judged to be minimal. Findings from the interviews will be generalised. The interviews will be facilitated by the primary researcher for which the participants have no accountability. In all cases, the cultural and social sensitivity of all participants will be protected and the researcher will seek to remain sensitive and to empathise with their needs.

This version was last edited on 8 November 2013

How will these discomforts and risks be alleviated?

All interview material will be handled in a confidential manner. A Consent Form will be used to protect participant's information including their names. Aliases assigned to a participant during the data analysis will be used in the dissertation to aid with the inclusion of individual participant's comments. Individuals will not be identified by name or any other recognisable features, such as where they work. All direct quotes in the final text will be referenced by the alias assigned to the participant.

What are the benefits?

The direct benefit will be to the primary researcher undertaking the research in order to present a Master dissertation for examination. This research will also contribute to academic literature within hospitality and particular reference to wine tourism in New Zealand. The findings may have several implications for wineries open to the public with cellar door sales to demonstrate that different strategies might be needed by operators to improve the commercial potential for the particular focused visitor group. Other stakeholders such as participants, media organisations, students studying in wine tourism in New Zealand may also be interested in the research findings.

How will my privacy be protected?

To protect your privacy, there are no identifying questions in the interview and your feedback will be confidential and anonymous. Your participation is voluntary and your information is highly confidential. You may withdraw at any time prior to the completion of the interview. Once you choose to withdraw, all the information related to you will be destroyed.

What are the costs of participating in this research?

It will take 30 to 45 minutes of participant's time to complete this interview.

What opportunity do I have to consider this invitation?

Please take this opportunity now.

How do I agree to participate in this research?

By completing the interview you are indicating your consent to participate in this research.

Will I receive feedback on the results of this research?

The result of this research will be available in the second half of 2014. All the participants are welcome to visit AUT website (aut.researchgateway.ac.nz) to search Lin Huang to view the findings.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Charles Johnston, Charles.johnston@aut.ac.nz, work phone number is +64 9 921 9999 ext 5120.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, ethics@aut.ac.nz, 921 9999 ext 6038.

Whom do I contact for further information about this research?

Researcher Contact Details: If you have any question on this research, please feel free to contact the primary researcher, Lin (Summer) Huang, huang6821355nz@yahoo.co.nz

Project Supervisor Contact Details: If you have any concerns on this project, please feel free to contact the Project Supervisor Charles Johnston, Charles.johnston@aut.ac.nz or call him on +64 9 921 9999 ext 5120

Concerns regarding the conduct of the research, please contact with the Executive Secretary, AUTC, Dr. Rosemary Godbold, rosemary.godbold@aut.ac.nz +64 9 921 9999 ext 6902

For any further information about this research, please feel free to contact the primary researcher: Lin (Summer) Huang huang6821355nz@yahoo.co.nz

This version was last edited on 8 November 2013

Appendix D: Participant Information Sheet Chinese Version

Participant information sheet for Interview

(Chinese version)

参与者信息

问卷调查

日期: 2014 年 1 月 14 日



邀请函

中国女性游客在新西兰葡萄酒消费及旅游活动行为分析

您好,我是黄琳(Summer),奥克兰理工大学旅游学硕士。基于学位学习的需要,目前我正在进行一项有关中国女性游客在新西兰当地的葡萄酒消费及旅游活动行为分析的课题研究。很荣幸能得到您的支持与参与。此研究完全基于您的自主自愿。在调查过程中,您有权选择在任何环节退出。一旦您选择退出,您的所有相关资料将立即被销毁。

此课题研究的主要目的是为了更好地了解和学习中国女性游客在新西兰本地的葡萄酒消费及旅游活动行为的相关信息。

此研究将以匿名问卷调查的形式展开。问卷调查主要针对达到新西兰法定饮酒年龄,饮用葡萄酒的中国女性游客。鉴于您符合以上要求,我真诚地邀请您参与此项问卷调查。

此问卷调查的内容主要涉及以下四个方面:葡萄酒知识,葡萄酒鉴赏,葡萄酒旅游行为及人口学统计。

完成此项问卷将花费您 30 到 45 分钟的宝贵时间。通过完成此问卷,表示您将同意参加此项课题的研究。为了保护您的隐私权,此调查结果将完全保密。当您完成此问卷调查之后,请折叠答案放入已预付款的指定信封内,并寄往指定地址。

如果您对此项调查有任何疑问,欢迎与此调查项目负责人 Charles Johnston 博士联系。

邮件地址: Charles.Johnston@aut.ac.nz

电话: +64 9 921 9999 转 5240

如果您有其他疑问,请与奥克兰理工大学道德委员会行政秘书 Rosemary Godbold 博士联系。

邮件地址: Rosemary.godbold@aut.ac.nz

电话: +64 9 921 9999 转 6902

如果您希望进一步了解此课题的研究情况,欢迎联系:

课题调研人: 黄琳(Summer) 旅游学硕士 邮件地址: huang6821355nz@yahoo.co.nz

项目领导人: Warren Godsir 旅游学博士 邮件地址: Warren.godsir@aut.ac.nz

Appendix E: Interview Questions

Indicative Questions

This is an interview questionnaire below indicate the four specific areas to be discussed and contain examples of questions. Because the goal: depth of knowledge and experience, these are initials that can be followed up as needed.

This is an interview questionnaire on the wine tourism behavior of Chinese female tourists in New Zealand. The questionnaires are designed in four parts: wine knowledge, wine appreciation, wine behavior and demographic profile.

Wine Knowledge

1. What do you think about your wine knowledge? Are you a wine lover, wine interested, or wine curious?
2. Where did you learn about the wine knowledge?
3. Could you please tell me what kind of wine you have experience in New Zealand?
4. Could you tell the difference? Why? And Why not?
5. Have you been to any wine tour or vineyard in New Zealand?
6. How do you describe your wine tour or vineyard experience in New Zealand?

Wine Appreciation

1. Do you have any favorite wine type? Why?
2. Where do you normally purchase wine?
3. Do you like wine to match food?
4. Where do you normally enjoy the wine?
5. Are there any factors to influence on your decision when you purchase wine?

Wine Behavior

1. Do you drink wine? Why? Why not?
2. Do you like wine? Which one do you like more? (red or white etc)

3. Under what situation will you drink? With whom? And where do you drink normally?
4. Could you please tell me about your previous wine experience before you came to New Zealand?
5. From where have you received the information about the wine tour or vineyard visiting?
6. Could you please tell me the main purpose of visiting a vineyard or join in a wine tour in New Zealand?
7. How do you describe your experience from the last wine tour or vineyard visiting?
8. Is there any factor to influence on your decision to join a wine tour?
9. Do you usually purchase wine after the wine tasting tour? Why? Why not? Is cost a fact?

Demographic Profile

1. Could you please briefly introduce yourself? (Which part of china you are from, what the latest qualification you have, age, marriage status, any children etc.)
2. What do you do for living? (approximate income)
3. How long have you been traveling around New Zealand?
4. What do you think about drinking in New Zealand? Do you like?

Thank you very much for your participation.

Appendix F: Interview Questions Chinese Version

关于中国女性游客在新西兰的红酒消费活动及行为分析问卷

您好，这是一份关于中国女性游客在新西兰的红酒消费及活动的行为分析问卷调查。此问卷包括以下四个组成部分：葡萄酒知识, 葡萄酒鉴赏, 葡萄酒饮用行为及人口学统计。完成此调查需费时 30 至 45 分钟。您有权选择是否回答以下问题。如果您完成了此份调查问卷，则表明已同意参加此次调查研究。

葡萄酒知识

1. 您如何评价自己的葡萄酒知识等级？如何形容您对葡萄酒的了解？
2. 您是如何学习和得到相关的葡萄酒知识的？
3. 您可以告诉我一些您曾经在新西兰品尝过的葡萄酒类型吗？
4. 您可以区分他们之间的不同吗？为什么？
5. 您如何形容和评价您在新西兰参加过的酒庄参观和品酒活动？
6. 您如何形容和评价酒庄的服务？有什么要求和期待吗？（比如中文服务和红酒知识讲解?）

葡萄酒鉴赏

1. 您可以告诉我您最喜欢的葡萄酒类型吗？可以解释一下为什么吗？
2. 通常情况下您在哪里购买葡萄酒？
3. 您喜欢饮用葡萄酒的时候配合相对应的食物吗？
4. 您通常在哪里享用葡萄酒？
5. 在您购买葡萄酒的时候，有任何情况会影响到您的购买决定吗？

葡萄酒饮酒行为

1. 您平时饮酒吗？为什么？
2. 您喜欢葡萄酒吗？为什么？比较倾向于哪一种葡萄酒？
3. 您什么时候比较喜欢饮酒？和谁在一起比较多？在哪里饮酒呢？
4. 您以前参加过任何的酒庄参观或者品酒活动吗？
5. 您是从哪里得到这些相关的信息的？
6. 您可以告诉我您参加此类活动的主要目的是什么？
7. 您可以形容一下您最近一次的品酒活动或者酒庄参观活动吗？
8. 在您决定参加此类活动之前，什么因素可以影响您的决定？
9. 您会在酒庄参观或者品酒活动中购买您品尝过的酒吗？为什么？为什么没有购买？

人口学统计

1. 请您简单的介绍一下自己（您的故乡，介绍一下您的最高学历，工作状况, 婚姻状况等等）
2. 您已经在新西兰旅行了多久？
3. 如何评价新西兰的饮酒习惯？

非常感谢您对本次调查的参与和支持！