

**Wine Tourists' Expectations of New Zealand Wineries and Their  
Motivations for visiting the West Auckland Region**

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### **Attestation of Authorship**

“I hereby declare that this submission 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.”

Signature: .....

Joshua Yeow Kok Chuen

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## **Abstract**

The purpose of this study was to explore the expectations and motivations of wine tourists in the wineries of the West Auckland region. This study analyzes the results of the study in relation to the objectives of the study. This research emphasizes consumer behaviors and motivations for participation in wine tourism to provide a framework for associating these issues with tourists' wine expectations and experiences. This study relied on mixed methods research to meet the objectives of this investigation. The survey questionnaire was developed based on information found in the literature review focusing on the topic of wine tourism. The questionnaire had six sections with 12 questions covering different issues. After collecting data from all the survey respondents, the Statistical Packages for Social Science (SPSS) was utilised to analyse the quantitative data. The results of the survey indicated that wine tourists were motivated by various factors to travel to West Auckland. To improve the wine tourism experience for wine tourists, it is important to consider both supply and demand factors. Overall, this study has demonstrated that both supply and demand factors are critical to the wine tourism industry. Wineries should rely on current empirical evidence as to what tourists expect to find at wine tourism destinations to supply these needs effectively to improve the tourism experience. More studies should be carried out comparing demand and supply factors between West Auckland and other wine producing regions to establish similarities and variations. The study results are useful and can enhance the initiation of strategies to improve factors like service quality, service efficiency, and on-site facilities to create realistic expectations and attract more tourists. Results on aspects are specific and require adoption of strategies in the specific areas to improve the experiences of both the wine professionals while providing services and tourists during their visits to wineries.



## **Chapter 1: Introduction**

### **1. Background of the Research**

Wine tourism is of significance to the wine industry and academia. Trends in this industry are expected given the importance of wine tourism to the success and growth of wineries. Various benefits related to winery visits have been identified such as educating people about wine, marketing intelligence, increasing profit margins, building brand loyalty and providing consumers with opportunities for trying new products (Cohen & Ben-nun, 2009). Wine tourism has not only benefitted wineries, but also supports economic development related to developing and increasing wineries in particular regions (Cohen & Ben-nun, 2009). Some studies demonstrated that wine tourism initiates regional development by attracting new investments and increasing tourism and employment in a region (Jack Carlsen, 2004; Jaffe & Pasternak, 2004). These benefits have contributed to the growth of wine tourism across the globe such that regions that were not conventionally involved in the wine industry are presently playing a key function in the competitive scenario (Presenza, Minguzzi, & Petrillo, 2010). The outstanding growth of the wine industry in New Zealand has contributed to the popularity of wine tourism in the country. For example, as of April 2012 there were 703 wineries compared to only 358 wineries in 2003 (Koch, Martin, & Nash, 2013). Wine tourism is now an important contributor to the economy of New Zealand with estimates indicating that wine tourists spend about \$157 per night, which is more than the expenditure of \$140 by average tourists (Ballingall & Schilling, 2009). Alonso (2009) noted that the success of wine tourism in New Zealand is a demonstration of the successful association between the tourism industry and the wine product.

#### **1.1. Definition of wine tourism**

With the growth of wine tourism, researchers have attempted to define this concept. One such definition is that wine tourism is ‘a visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors’ (Hall & Mitchell, 2002, p.3).

Furthermore, Brown and Getz, (2005, p. 266) provided another definition for wine tourism by stating that ‘wine tourism is a form of special-interest travel based on the desire to visit wine producing regions or which travelers are induced to visit wine producing regions, and wineries in particular, while traveling for other reasons.’

In both of these definitions, the motivation of visitors and elements of wine tourism are described. However, these definitions fail to consider the motivating factors for hosts for attracting tourists to their wineries to sell wine and enhance brand loyalty (Koch et al., 2013). Therefore, the available definitions of wine tourism remain incomplete (Alonso, 2009).

### **1.2. Rationale of the research statement**

A substantial number of studies have been conducted to investigate wine tourism in New Zealand. One line of research has concentrated on describing the typologies of wine tourists. For instance, Simpson, Bretherton, and de Vere (2005) evaluated the nature of relationships between sellers and buyers occurring in the context of wine tourism by interviewing visitors to wineries in New Zealand to obtain data on their attitudes toward their wine tourism experience and lifestyle behaviours. The findings of the study showed that most tourists in the wine tourism industry in New Zealand are represented in the ‘funlover’ and ‘achiever’ segments. The achiever segment places value on self-esteem, self-fulfilment, and accomplishment, which means that they consider wine learning and appreciation as key aspects of wine tourism. By contrast, the funlover term characterises tourists who value enjoyment and fun in life and consider the importance of experiences associated with wine tourism. Fountain and Charters (2009) investigated the experiences and expectations of Generation Y wine tourists at the winery cellar door by surveying 82 participants in 28 wineries in Waipara Valley in North Canterbury, Yarra Valley in Victoria, and Swan Valley in Western Australia. The results of their study revealed that as wine tourists, Generation Y individuals desire flexible and personalised services that respond to their unique needs.

Another line of research has placed emphasis on experiences associated with wine tourism. In one such study Fraser, Alonso, and Cohen (2008) investigated

female and male winery visitors in New Zealand in terms of any differences in their winery experience such as overall satisfaction, wine consumption and winery expenditures. Based on the findings of their study, the researchers proposed that wineries need to utilise different strategies for meeting the needs of the two groups of tourists as notable differences were reported in relation to their winery experience.

Wine tourism, just like any other special interest tourism has been classified as an important element of both the wine and tourism industries (Hall et al., 2000). The extensive growth in this industry has fascinated many researchers into investigating the motivations that drive tourists and wine enthusiasts. These motivational factors are crucial to determine whether it is the wine itself that attracted the individuals or the particular region and environment attracted the wine tourists there. However, wine tourism is a visit based on the aspiration to visit vineyards and wine producing regions, or in which travelers are tempted to pay visits to the wineries which traveling for other reasons (Getz, 2000).

In an earlier study, these researchers explored the connections between hedonism, psychographics and winery visitation using quantitative data from winery visitors from 43 wineries in New Zealand (Alonso, Fraser, & Cohen, 2007). The results revealed that the search for pleasure motivated most of the tourists to visit wineries. The researchers concluded that travelling for pleasure among wine tourists is by affected three hedonistic elements including tasting wines, sampling local foods and sightseeing.

Based on the review of some of the empirical studies on wine tourism research in New Zealand, it emerged that knowledge gaps still persist. Specifically, the comparative investigation of demand and supply aspects of the wine tourism is limited. Indeed, Cohen and Ben-nun (2009) noted that the majority of past studies on wine tourism focused on the views of wineries but were devoid of deeper exploration of demand perspectives. Marzo-Navarro and Pedraja-Iglesias (2012) stated that tourist and place are the vital factors determining demand and supply of wine tourism. Therefore, this study strives to address the knowledge gap by investigating the expectations and experiences of wine visitors when engaging in wine tourism to uncover the effect of demand and

supply factors on the wine tourism industry in the selected region. This research emphasises consumer behaviours and motivations for participating in wine tourism to provide a framework for associating these issues with tourists' wine expectations and experiences.

### **1.3. Study aims and objectives**

This study aims to conceptualize the commonly referred to 'winescape' in wine tourism literature and most importantly identifying the motivational factors along with the key winescape attributes that affect wine tourist satisfaction. To precisely differentiate these factors, understanding expectations of the wine tourists is equally essential.

The key focus of this study is to explore the motivations and expectations of wine tourists in wineries from the West Auckland region. The objectives of this study are outlined below:

- 1) to determine demand factors affecting wine tourism in the selected region,
- 2) to identify supply factors influencing the wine tourism industry,
- 3) to identify demographic and psychographic attributes of wine tourists,
- 4) to compare the effect of demand and supply factors on the overall performance of the wine tourism industry,
- 5) to explore tourists' experiences with wine tourism attractions in west Auckland.

### **1.4. Structure of dissertation**

The introductory chapter has presented the background of the study, research objectives, and a statement of the problem. In chapter two, an extensive literature review of issues related to wine tourism is provided. Chapter three describes the research methodology applied in collecting data for meeting the objectives of this study. Chapter four concentrates on analysis of both qualitative and quantitative data collected in this research. In chapter five, the findings of the study are discussed in relation to the research hypotheses and past empirical evidence. Finally, chapter six presents the conclusion of the entire study.

## **Chapter 2: Literature Review**

### **2.1.Introduction**

This chapter concentrates on reviewing the literature that is relevant to the research issue. Various issues are addressed in this chapter including profiling wine tourist destinations and wine tourists, the marketing of wine tourism, and tourism experiences among other topics. The literature presented in this section was obtained from reliable databases including Sage Journals, Science Direct, Emerald, and ProQuest. The researcher employed the key phrase ‘wine tourism’ to find research articles that addressed concepts viewed as relevant to the study. As expected, the use of this phrase resulted in various research articles that required the use of inclusion criteria to select suitable information sources. Specifically, only those articles that focused on supply and demand issues associated with wine tourism and those published between 2000 and 2013 were included in the literature review. Furthermore, the researcher used the Google search engine to identify other research articles that focused on issues related to this study. In the sections that follow the pertinent issues are presented.

### **2.2. Profiling wine tourists**

Past empirical studies have attempted to identify attributes to describe the profile of winery tourists (N. Barber, Taylor, & Deale, 2010; Getz & Carlsen, 2008; McCutcheon, Bruwer, & Li, 2009). These studies examined motivation for wine tourism, demographic characteristics and features of tourists which are expounded in detail below.

#### *2.2.1. Demographic attributes*

Debate has crowded the research on the demographic characteristics that are representative of a wine tourist. Researchers have contended that wine tourists are individuals who have higher education, are non-residents of a particular region, are young, or those with lower than average income (P. W. Williams & Dossa, 2003). Gender and age have also been the focus with marketers in the wine tourism industry attempting to appeal to Generation Y and X, and conventionally older individuals (Getz & Carlsen, 2008). In one study, it was found that a wine tourist was a female aged between 45 and 64 years, fully

employed, and who had a high income (Weiler, Truong, Griffiths, & others, 2004). According to these researchers, wine tourists were most likely to be attending festivals for the first time and were mostly motivated by the need to acquire knowledge about wines, to enhance cultural knowledge about wines, and to socialise with others. However, other investigators reported that a wine tourist was a married male, aged between 25 and 34 years old, with children below the age of six, had post-secondary education, and held a professional occupation (Dimitri Tassiopoulos, Nuntsu, & Haydam, 2004). A typical tourist in New Zealand is described as being aged between 30 and 50 years, professional, educated, and with an average income (Richard Mitchell & Hall, 2006). Furthermore, a considerable proportion of wine tourists are domestic as they live not far away from the wine region. In another study, Mitchell (2005) discovered distinctive variations in the demographic features of tourists to the varied wine regions within New Zealand. According to the researchers, these variations were based on generation, gender, and level of knowledge about wine.

Research has identified a typology for wine tourists as a way of further describing the demographic attributes of individuals visiting wineries. Notably, Charters and Ali-Knight (2002) segmented winery tourists into four groups: the wine curious, the wine interested, the wine connoisseur, and the wine lover. The wine-curious tourist perceives visiting wineries as a social engagement instead of being the main purpose for travelling to a specific destination. Wine-interested individuals find enjoyment in the wine tourism process, while wine lovers are fascinated by all issues associated with wine. Wine lovers visit wineries for tasting, buying, and learning about wine. The wine connoisseurs have a high degree of knowledge of and interest in wine. The motivation for visiting wineries is based on activities such as the winery tour or vineyard tour. Gregorio and Licari (2006) identified a typology that grouped people visiting wineries into occasional visitors, wine tourists and opinion leaders. Occasional tourists are interested in restaurants and leisure services rather than the winery product. Wine tourists travel to wineries to enhance their knowledge of wine via expert explanations and guided visits, while opinion leaders have a high passion about wine and write for wine magazines.

Brown, Havitz, and Getz (2007) expanded the research on wine tourist typologies by describing four groups which they termed the functional differentiator, the prudent enthusiasts, the hedonic aficionados, and the demanding gourmet. The term prudent enthusiasts describes working women who engage in pre-designed travel and consume some wine at the tourist destination. The term hedonic aficionados describes men who are involved in regular consumption of wine, whereas functional differentiator characterises retired women. Finally, the term demanding gourmet refers to self-employed men who plan wine tourism travel, consume wine, and visit festivals about wine. Galloway, Mitchell, Getz, Crouch, and Ong (2008) also identified two types of wine tourists, namely, low- and high-sensation seekers. The term high-sensation seeker refers to men with high incomes who regularly visit wineries each year, and are motivated to travel because of factors associated with wines including emotions, experiences, indulgence, stimulation and learning. Based on these typologies, it can be observed that winery visitors consist of people with varied degrees of enthusiasm, experience, knowledge, and interest about intangible and tangible elements at the winery.

### *2.2.2. Motivations for winery visits*

Consumer needs are innately dual in nature in terms of hedonic and utilitarian dimensions (Bigné, Mattila, & Andreu, 2008). Researchers in consumer behaviour acknowledge the importance of hedonic influences on the purchase of services and products that has resulted in an experiential perspective of products such as pleasure travel, leisure, and wine (Hall, 2000). Therefore, the wine tourism experience should meet consumers' hedonic needs. Researchers have implied that there is strong relationship between hedonistic needs and involvement in wine tourism (Getz & Brown, 2006; Gross & Brown, 2006).

The experiential perspective divides tourism consumption into four phases, namely, (a) pre-consumption that involves planning and searching; (b) purchase experience that is characterised by selecting and encountering the tourism product; (c) key consumption that is illustrated by sensation; and (d) nostalgia that entails reliving the travel experience (Arnould & Zinkhan, 2004). All these phases are applicable to the wine tourism industry. Individuals seek

information about destinations for wine tourism to guide them in making decisions (Sparks, 2007). Studies have established that wine tourists mostly rely on word of mouth to get information about wine tourism destinations (Bruwer & Reilly, 2006; Mitchell & Hall, 2004). Information seeking activities are demonstrated before tourists travel to destinations as well as when they are experiencing wine tourism in the form of recommendations from other wine tourists (Mitchell & Hall, 2004). The actual visit to a wine tourism destination is relevant for building positive relationships between the wine tourism products and the wine tourists. In this case, experiences at the winery are crucial to meeting the hedonic needs of tourists. Regarding the key consumption experience, wine tourists seek various sensations in their pursuit of wine tourism. Galloway et al. (2008) outlined that high-sensation seeking tourists travel to wine tourism destinations due to factors associated with wines including emotions, experiences, indulgence, stimulation, and learning. Finally, wine tourists' need for nostalgia should be met by wineries. It is suggested that wineries should concentrate on creating unique experiences elicited by extraordinary events and typified by affective experience and intensity (Ali-Knight & Carlsen, 2003). The implication is that wine tourists end up remembering their experiences at wineries that stimulate nostalgia. Such nostalgia is necessary for communicating to other individuals about a specific wine tourism destination.

The literature on the motivations which influence visits to wineries is characterised by discrepancies arising from the measures utilised by researchers. This has contributed to challenges in making generalisations in relation to the purpose for visiting a winery (Mitchell & Hall, 2006). The measures identified in the literature comprise first time visits to wineries (Hashimoto & Telfer, 2003), the duration between visits (Cullen et al., 2006), and the proportion of visits in a year. Often, the need for people to escape from urban life has been cited as a motivating factor for visits to wineries. Marzo-Navarro and Pedraja-Iglesias (2009) noted that wine tourists seek the country experience that Getz (2000) considered was being provided by the picturesque and idyllic landscape at wineries. Educational reasons are also described as influencing visits to wineries as people are educated about winemaking and tasting (Ravenscroft &



Westering, 2001). Other researchers found that experiencing the aspects of a region motivated tourists to wineries (Cohen & Ben-nun, 2009). Most wine tourists visit wineries to purchase and taste wines (Alant & Bruwer, 2004; Yuan, Cai, Morrison, & Linton, 2005). In both of these empirical studies, the researchers administered questions to people who had participated in wine tastings and also discovered that wine tourists are motivated by the need to experience particular regional wines. Therefore, wine tourists are motivated to travel to taste wines at wineries. Furthermore, the studies indicated that individuals were motivated to visit wineries for sightseeing, relaxation, and enjoying special events (Alant & Bruwer, 2004; Yuan et al., 2005). In a related investigation, Weiler et al. (2004) reported that participation in wine festivals was influenced by cultural exploration, event novelty, group socialisation, the desire to recover balance in life, family togetherness and external socialisation. Other researchers applied aesthetics to wine tasting by conducting focus groups in urban wineries in Australia; their findings indicated that tourists perceive wine as an artistic experience, which acts as a motivation for wine tourism (Steve Charters & Pettigrew, 2005).

### *2.2.3. Features of tourists*

Researchers have focused on exploring whether wine tourists have common attributes (Alonso, Coehn, & Fraser, 2006; Atkin, Nowak, & Garcia, 2007; Bruwer & Alant, 2009). One study sought to establish ways of increasing revenue and attracting prospective tourists by focusing on specific behaviours that were considered to be representative of wine tourists. The findings showed that wine tourism comprises three distinct components: personal development, key wine experience, and destination experience (Sparks, 2007). In a related investigation, it was discovered that leisure activities provided by the winery and the service level were considered vital factors in motivating visits to wineries by visitors (Marzo-Navarro & Pedraja-Iglesias, 2009). Furthermore, the educational features of acquiring knowledge on wines offered by the winemaker had a positive effect on the intentions of prospective tourists. In their study, Galloway et al. (2008) concentrated on those tourists demonstrating sensation-seeking actions and revealed that wine tourists were highly inclined to travel to destinations that were outside the norm; this requires the effective

positioning of tourism attractions. Other researchers noted that small wineries should provide gift stores to improve the experience of the visit for customers via the purchase of souvenirs (Barber, Donovan, & Dodd, 2008). Indeed, souvenir purchases are identified in the literature as important to the experience of wine tourists (Hall & Mitchell, 2007; Roberts & Sparks, 2006).

### **2.3. Profiling wineries**

Profiling wineries is useful in increasing the understanding of the vital attributes that influence tourist travels to a destination. Wine tourism extends beyond enjoying the wine (Cohen & Ben-nun, 2009) to include appreciating the scenery (Gómez & Molina, 2012) and visits to complementary tourist attractions in the region (Cohen & Ben-nun, 2009). Researchers in the tourism industry have focused on analysing the destination image to understand features of the tourism product (Pike, 2002). Most empirical investigations have employed various measures to measure perceptions about a specific destination (Beerli & Martín, 2004). Thus, an understanding of an individual's intention to go to a winery is critical to determining the core aspects of wine tourism that influence behaviour. Researchers have asserted that travel to wine regions is influenced by the features of the wine region that is described as the *winescape* (Hall, 2000). According to Telfer (2001), winescapes have three features: the presence of wineries for producing and storing wines, wine production activity and vineyards. Other authors discussed tourist *terroir* that refers to a distinctive blend of the natural, cultural, and physical environment that provides each region with a unique appeal (Hall & Mitchell, 2002). This indicates an expansion of the idea of winescapes to include the cultural and physical aspects of a wine region. Research in wine tourism has delineated various features that are examined below.

#### *2.3.1. Size of the winery*

Empirical evidence shows that the size of the winery is an essential factor in the success of the organisation with small wineries demonstrating higher success in attracting tourists compared with those of larger size (Frochot, 2003). The researcher attributed this outcome to the observation that small wineries offer tourists direct interaction with wine makers and intimate experiences, which is

impossible for large wineries to provide. According to (Barber et al. (2008), wineries of various sizes in rural and urban areas distinguish themselves in their marketing strategies based on escapism and education. Therefore, small wineries in rural areas allow prospective visitors to get away from the boredom found in urban centres, which accounts for the success of these organisations. In New Zealand, wine tourism entails both large and small wineries (Christensen, Hall, & Mitchell, 2004). These authors also determined whether size played a role in enhancing the ability of wineries in the country to offer memorable tourism experiences; their findings indicated that size was a vital factor (Christensen et al., 2004).

### *2.3.2. Wine tasting facilities*

To establish an emotional connection between the wine brand and the tourists, wineries rely on tasting rooms (Olsen & Thach, 2005). The positive feelings experienced by tourists when tasting wines is essential in creating brand loyalty (Nowak & Newton, 2006). Hall and Mitchell (2007) posited that the opportunities for sampling wine by tourists assists in surmounting consumers' unwillingness to purchase unfamiliar wine brands within retail settings. Ali-Knight and Pitt (2001) have proven that wine-tasting facilities enable individuals to acquire knowledge about the wine industry in their previous research. Vlachvei and Notta (2009) discovered that people were motivated to visit wineries to meet the winemaker, learn about wine production, and taste and buy wine at the destination. Furthermore, wine producers noted that wine tasting was necessary for increasing sales, promoting the brand, and enhancing the destination's reputation. Similarly, Bruwer, Lesschaeve, and Campbell (2012) reported that wine-tasting facilities enable wineries to reach their consumers directly and that assists in the marketing and building of lasting associations with the wine brand. Charters, Fountain, and Fish (2009) indicated that operating tasting rooms increased financial costs for wineries. Roberts and Sparks (2006) mentioned that tourists expected not to be charged for using tasting facilities. Similarly, charging for wine tasting has been found to have an actual negative effect on customer loyalty (Treloar & Hall, 2008).

### 2.3.3. *Cellar door*

The availability of cellar door at wineries is considered a critical dimension for the customers' experience during visits (Charters & O'Neill, 2001). According to Batra (2008), cellar doors provide wineries with opportunities for meeting their consumers and raising brand awareness. Alonso and O'Neill (2010) demonstrated that cellar door sales are useful in converting visitors through the generation of interest in brands which leads to brand loyalty. The benefits offered by sales at the cellar door include value addition, creating brand equity, and reduced distribution costs (Charters & O'Neill, 2001). Apart from this, wineries can use surveys administered at the cellar door to evaluate tourist experiences and identify areas of improvement (Getz & Brown, 2006). In the case of New Zealand, it is reported that few wineries were involved in direct transactions with consumers using cellar doors, which raised concerns about how wineries maintained relationships with customers (Deloitte, 2010). This is important given the evidence which illustrates that experiences at the cellar door affect the behavior of tourists after visits and served to strengthen their association with wineries (Mitchell & Hall, 2006).

### 2.3.4. *Location of the winery*

The location of the winery has also received attention from researchers as a factor determining tourist visits. In one investigation, researchers examined the association between wine tourism and cultural systems in rural areas and discovered that wine tourism enterprises that reported success were closely associated with the land as well as local mythologies embedded in the cultures of regions under investigation (Mitchell, Charters, & Albrecht, 2012). Researchers posited that wine tourism offers opportunities for visitors to participate in environmental, economic, social, and cultural history of a particular region (López-Guzmán, Rodríguez-García, Sánchez-Cañizares, & Luján-García, 2011). Equally, tourists visited wineries for sensory experiences rather than to be engaged in ancillary activities (Crispin & Reiser, 2008; Thompson & Prideaux, 2009).

Past studies have also concentrated on determining if the distance of the winery from a city facilitates an increase in tourist visits (Bruwer, 2003; Getz & Brown,

2006). This line of research has examined the duration that visitors participate in activities that are related to wine tourism and if their travels are restricted to longer or short stays at wineries (B. A. Carmichael & Smith, 2004). Beames (2003) highlighted the issue of infrastructure to enable tourists to extend the duration of their stay at wineries and broaden their experience. Indeed, this author noted that the inadequacy of facilities for all visitors prevented including of wineries in tour packages (Beames, 2003).

#### 2.3.5. *Service level*

The quality of services provided by a winery is an essential aspect of the tourist's experience and influences differentiation among wineries (Pan, Su, & Chiang, 2008). Wineries offer various services including conferences, wine tasting, and winery tours (Lockshin & Knott, 2009). Getz (2000) noted that accommodation for tourists is becoming an important service expected of wineries. Moreover, events and festivals are also being utilised to attract tourists (Yuan et al., 2005). Charters and O'Neill (2001) noted that visitors to tasting rooms rely on service satisfaction when making purchase decisions. The level of service quality in tasting rooms influences the affective connections that tourists develop for a specific wine producer, which ultimately affects brand loyalty (O'Neill & Charters, 2006). To ensure consumers achieve emotional connection with the winery that continues beyond the wine-tasting experience requires making the visitors believe that they are cared for as individuals instead of being just prospective customers (Nowak & Newton, 2006). The researchers discovered that positive experiences in the wine-tasting facilities led to brand commitment and loyalty among consumers. Correspondingly, other researchers have highlighted the significance of personal relationships with staff at the winery in establishing a memorable experience for tourists (Roberts & Sparks, 2006). Furthermore, other researchers have asserted that positive experiences in the wine-tasting room were characterised by the staff's engagement with consumers that led to special emotions about the staff, brand, and product (L. Thach, Mason, & Amspacher, 2007). The tasting room experience has also been found to affect consumers' post-visit behaviors (Mitchell, 2005; O'Mahony, Hall, Lockshin, Jago, & Brown, 2006). In Mitchell's study (2005), it was shown that nearly half of the research participants purchased wine from the winery they

had visited in a six month period. The researcher assessed the justification of these purchases and discovered that the recollection of the visit and the level of service at the winery influenced the purchasing of wines. Moreover, excellent past experiences at the wine-tasting facility influenced repeat visits to wineries (O'Mahony et al., 2006). Purchasing wine has been found to be the highest motivating factor for repeat visits to wineries (Alant & Bruwer, 2004).

#### *2.3.6. Facilities*

Wineries also utilise the various facilities available in attracting wine tourists. Such facilities consist of historical displays and barrel halls that contribute to the education received by visitors on-site. Live demonstrations of wine production provide tourists with an opportunity for interaction with the winemaker and to learn about techniques used in producing wine (Bruwer et al., 2012). Brown and Smith (2010) added that the surroundings and scenery of a winery enhance the tourists' experience and are useful in motivating visits to a destination.

### **2.4.Wine tourism experiences**

The tourism industry is highly competitive as tourists have many demands and want additional value. Larsen (2007) has suggested that experiences are becoming critical aspects of tourism product offerings because tourists' needs extend beyond typical tours. However, the tourism industry is characterised by vagueness in the design of experiences. Currently, tourists want both soft and hard attractions that provide authentic and informative experiences (Andersson, 2007). Moreover, perspectives about tourism experiences differ among cultures, communities, and individuals; these differences imply that the experiences have to be designed in various ways to meet the needs of all these stakeholders. Further, emotional, social, and utilitarian values influence tourism experiences (Pikkemaat, Peters, Boksberger, & Secco, 2009). Mueller and Scheurer (as cited in Pikkemaat et al., 2009) developed a model for setting tourism experiences that focuses on both demand and supply side aspects that are necessary for the delivery of positive experiences for tourists. The model has seven tools or instruments for creating experiences as outlined below.

<p>a) Theme is a critical tool that offers consistency by affecting the prospective tourist's decision to travel to a particular destination. Authenticity should characterise the theme of a tourist attraction by considering the importance of history and culture. Tourist destinations have packages of services and products and offer various themes, which have to be associated with the main theme of the destination.</p>
<p>b) Staging involves coordinating and planning components in the tourism experience. This requires the definition and analysis of prospective target markets based on tourist behaviour and expectations. Moreover, it establishes a background for coordinating all individuals involved in creating the tourism experience.</p> <p>c) Activities and attractions are tools for producing occurrences and events for delivering experiences to tourists. Peters and Weiermair (2000) stated that all activities and attractions should reflect tourists' expectations and the destination theme to enhance the tourism experience.</p>
<p>d) Scenery refers to aesthetics characterised by natural resources in the destination. Scenery comprises aspects such as architecture, weather and landscape in the destination.</p>
<p>e) Guidance for visitors deals with the management of tourist flow. Viewing platforms, resting locations and gates are useful in guiding tourists.</p>
<p>f) Well-being focuses on the tourists' positive assessment of the tourism experience. In this case, positive evaluations can be enhanced by providing tourists with appropriate features that contribute to comfort such as information desks and restaurants.</p>
<p>g) Tourists as an appraisal tool for optimising the tourism experience. This entails assessing the tourists' satisfaction and behaviour to determine whether they have positive or negative evaluations of the</p>

tourism experience. This provides important information for addressing issues identified by tourists to improve the tourism experience.

The model described above covers both supply and demand side issues in creating positive tourism experiences. This model was applied in a study on creating experiences in wine tourism using visitor surveys and expert interviews with findings demonstrating the aesthetic aspects, including information about wine and landscape, were highly relevant in improving the tourists' experiences (Pikkemaat et al., 2009).

Furthermore, other researchers have employed qualitative and quantitative studies based on industry and consumer viewpoints to examine the experiences associated with wine tourism by relying on preset attributes, factors, features, and variables. For instance, Carmichael (2005) carried out an investigation on wine tourism in terms of the tourism experience within the Niagara region. The research involved an analysis of tourists' perceptions of the tourism experience at varied geographical measures for diverse geographical features. The researchers combined human components and physical aspects with spatial dimensions with results showing that tourists differentiated between experiences where variety of wineries, appropriate signage, accessibility and the rural landscape were viewed as important, whereas product and service quality were considered to be vital to the tourism experience.

In another study, researchers discovered that perceptions about the quality of the cellar door declined over time based on a longitudinal investigation of visitors to wineries (O'Neill & Charters, 2006). The researchers adopted a modification of the SERVQUAL measure for conducting their survey, which led to the identification and grouping of critical dimensions of tourist experiences. After performing a factor analysis, the researchers identified four attributes that were linked to intangible aspects of service quality which included assurance, response, reliability and empathy. Empathy in this context, is a term that refers to the extent to which staff ensures that tourists feel welcome



at a destination. Further, the study indicated that the physical characteristics of a winery such as facilities and signage had an effect on the tourism experience.

Participant observation was used in monitoring and evaluating customer processes in cellar doors and tasting rooms in California where researchers tested a five-phase sales framework that included introduction, assessing needs, building trust, assistance in buying, and continuous relationships (Thach & Olsen, 2006). The findings of this qualitative investigation showed that wineries in the region needed to enhance the tourist experience by focussing on certain areas including engaging with tourists in conversation to assist needs identification, forming meaningful relationships, offering sales suggestions, communicating the winery story, inviting tourists to make a return visit, and training staff in the promotion of wine clubs.

Other researchers applied a phenomenological perspective to research tourism experiences provided by cellar doors and tasting facilities in New Zealand and Australia (Charters et al., 2009). This research illustrated that escape, entertainment, education, and aesthetics were components embedded in the tourism experience. Moreover, it was found that the authenticity of the experience was improved by positive staff interactions characterised by commitment and passion in wine presentations that created real associations with tourists. Nonetheless, the convergence of hospitality, service, and aesthetics created a complex tourism experience that varied based on the tourists' wine knowledge and expectations. Therefore, the tourists experienced the winery in varied ways. Based on these findings, the researchers concluded that visitors to a winery seek for genuine interactions with the staff and the winery itself influences their perception of the tourism experience.

In a survey of wine tourists, researchers identified factors considered vital to the tourism experience based on four dimensions: aesthetics, escape, education, and entertainment (Orsolini & Boksberger, 2009). The study demonstrated that certain aesthetic attributes including cellar doors, signage, and landscape were viewed as the most vital to the tourism experience, while wine tastings and tours were identified as significant entertainment tourism experiences. Other researchers established that wine tourists expected staff to have certain

attributes such as understanding, knowledge, sociability, and were able to provide individual attention (Griffin & Loersch, 2006). Similarly, the researchers indicated that convenience aspects such as adequate car parking and signage contributed to the tourism experience.

Carlsen (2011) investigated the tourism experience for wine tourists to map the quality of service at specific phases of a visit to a winery by relying on participant observation. The participants in the research were required to utilise all their senses including sensation, taste, sound, smell, and look of the tourism experience in their observations. In addition, the researcher relied on recordings of staff interactions and physical evidence. The results showed that the wineries in the study offered tourists unique service quality, sensory experiences, and theme. Tassiopoulos and Haydam (2006) found that the vital aspects of the tourism experience including quality wines, service quality, promotional content and signage information for wine tourists.

## **2.5. Visitation Categories to Wineries**

In the literature, it has been established that visitors to wine regions are either repeat or first time visitors (Carmichael, 2005; Getz & Brown, 2006). This is relevant to wine tourism given that 56.9% of tourists are repeat visitors (Carmichael, 2005), while approximately 40–50% are first time visitors (Bruwer, 2003). Tourist destinations depend a lot on repeat visitors (Chi, 2012). Alant and Bruwer (2010) noted that repeat visitors seek for similar experiences in the destination, or varied experiences, or at similar secondary destinations. Acquaintance with a particular destination and past experiences affect perceptions of the image of a destination and tourists' future behaviour. Empirical evidence shows that repeat and first-time tourists have varied perceptions about a tourist destination (Chi, 2012; Rittichainuwat, Qu, & Leong, 2003). The dynamic between repeat and first time tourists is critical to wine tourism (Bruwer et al., 2012; Bruwer & Lesschaeve, 2012). Um, Chon, and Ro (2006) suggested that various antecedents influence decisions of both repeat and first-time tourists to travel to a tourism destination. Bruwer et al. (2012) noted that there are close links between a tourist's origin and whether individuals are repeat or first-time visitors to a wine region. Bruwer and Lesschaeve (2012)

showed that distance affected the profile of the wine tourist and that influenced brand and image perceptions. Indeed Hosany, Ekinci, and Uysal (2007) showed that proximity to the tourism destination determined whether individuals revisited. Bruwer, Lesschaeve, Gray, and Sottini (2013) conducted an exploratory study that integrated place-based marketing, servicescape, services marketing, and destination choice. The findings indicated that both repeat and first-time visitors highly valued the natural dimensions of the wine region such as setting or scenery. Furthermore, repeat tourists demonstrated more hedonic pleasure actions in their visits than first-time visitors. Their findings also supported that of Hosany et al. (2007) that an increase in distance from the destination influenced perceptions of the dimensions of the wine region, which have the potential to influence revisit decisions. Mitchell (2005) found that the memory of the wine experience, satisfaction with the visit and consumption of wine products, and word of mouth influenced repeat visits.

## **2.6. Marketing and wine tourism**

Marketing is aimed at identifying and meeting the consumers' needs in order to achieve product sales (Barber et al., 2010). Marzo-Navarro and Pedraja-Iglesias (2012) noted that determining the extrinsic and intrinsic motivators, preferences, tastes and desires of wine tourists is necessary for developing appropriate promotion and marketing approaches for wineries. Wineries deal with the problem of attracting customers to their products (Barber et al., 2008). The importance of destination attributes in developing marketing strategies for wine tourism is recognised in the literature (Steve Charters & Ali-Knight, 2002; Getz & Brown, 2006). Williams (2001) noted that the experiential aspects of climate, setting and scenery play a vital role in attracting tourists to wineries. Owing to increased competition among wineries, the positioning of these destinations using distinctive attributes is being used by marketers (Williams, 2001). Providing a variety of products associated with wine or the region can assist wineries, and is an effective way for wineries to increase their revenue (Barber et al., 2008). According to Hall and Mitchell (2007), wineries can offer regional and company branded products through brochures. Such a promotional activity reinforces the distinctive attributes of the winery and the region (Barber et al.,

2008). Wineries are employing on-site marketing to promote and sell products to tourists (Jack Carlsen, 2004).

Furthermore, marketers are promoting wineries through food and wine festivals (Kruger, Rootenberg, & Ellis, 2013). Food and wine festivals are perceived as supporting relationship marketing between wineries and their customers (Yuan et al., 2005). Axelsen and Swan (2010) have stated that the link between a unique event, travel and wine is significant to attract young customers as prospective wine tourists. Getz (2000) pointed out that wine festivals are useful in educating consumers and establishing connections between buyers and producers in the wine tourism industry. Axelsen and Swan (2010) concurred by stating that wineries should promote their product offering through wine events, while Yuan et al. (2005) reported that such festivals provide wineries with a cost effective approach for attracting tourists. In one empirical study, it was established that wine festivals positively affected future winery visits by attendees at these events (Houghton, 2001). Therefore, organisers of wine events should focus on creating positive experiences for festival attendees because positive feelings associated with these events and products influence an individual's behavioural intentions and satisfaction (Mason & Paggiaro, 2012). Houghton (2001) contended that wine festivals offer opportunities for introducing new consumers to wine tourism from a specific region. Hall and Sharples (2008) showed that food and wine festivals are critical aspects of marketing and promoting wine tourism to customers.

## **Chapter 3: Methodology**

### **3.1.Introduction**

This study will rely on mixed methods research to meet the objectives of this investigation. This research methodology is characterised by a combination of both qualitative and quantitative research paradigms in the same study. The research paradigm and design, and the rationale for the mixed methods approach is explained below. The specific procedures for conducting qualitative and quantitative research in this research are also described. Finally, the research ethics for this investigation are presented.

### **3.2.Research Paradigm**

A paradigm is defined as those practices and beliefs which guide the research process (Morgan, 2007). According to Hanson, Creswell, Clark, Petska, and Creswell (2005), a paradigm consists of distinctive aspects such as axiology, methodology, ontology and epistemology. Axiology describes the values adopted in the research; ontology is associated with the nature of social reality; and epistemology deals with the knowledge of reality. Therefore, differences in paradigms affect the knowledge and values influencing a study, the interpretation of social reality, and the process by which the research is conducted. Morgan (2007) stated that a paradigm affects the questions posed by the researcher and the methods selected for answering them. Conventionally, researchers rely on constructivist or positivist paradigms in conducting empirical studies. Positivism is based on the view that a single social reality exists and focuses on identifying causal associations via objective analysis and measurement. In this paradigm, the researcher is autonomous with respect to the research process and remains objective by utilising samples for testing hypotheses. Researchers employing positivism prevent bias in a study by setting aside values that can lead to prejudiced findings.

Constructivism is a paradigm that argues for the existence of multiple realities that require varied interpretations. Such interpretations are influenced by specific circumstances occurring during the study process. Researchers relying on constructivism focus on illuminating the multiple realities through the detailed descriptions offered by research subjects. Research adopting this

paradigm is subjective in nature as the researcher places emphasis on deeper exploration of a research topic using a small sample.

Therefore, mixed methods research is characterised by mixing qualitative and quantitative approaches in the study process. This type of research methodology is based on a pragmatic philosophy that relies on a contingency perspective in the selection of a research methodology (Johnson & Onwuegbuzie, 2004). Using the pragmatic approach, researchers are able to utilise both qualitative and quantitative research methods to address the research questions.

### **3.3. Justification for mixed methods research**

Mixed methods research has been chosen as the research methodology for this study for various reasons. First, this methodology has proven to be highly effective based on the previous researches done that will lead to higher validity in the research through corroboration between qualitative and quantitative data. Second, combining both qualitative and quantitative research will provide a fuller picture of the research issue. Third, mixed methods research will assist in neutralising the weaknesses of both qualitative and quantitative research and will build upon the strengths of these methods to offer accurate and strong deductions. Finally, mixed methods research will aid in answering research questions that cannot be addressed by qualitative or quantitative methods alone.

### **3.4. Research design**

Authors have formulated classification systems or typologies of mixed methods research designs (Creswell, 2011; Leech & Onwuegbuzie, 2009). Three decisions should guide researchers in choosing a specific typology of mixed research design (Creswell, 2011). The initial decision focusses on whether to conduct quantitative and qualitative research sequentially or concurrently. The second decision deals with determining whether both research methods have equal priority in a study. Finally, researchers have to establish where quantitative and qualitative methods will be mixed. O’Cathain, Murphy, and Nicholl (2007) reviewed studies which had used mixed methods research and discovered that integration took place during the interpretation phase that most studies prioritised quantitative research, and two thirds adopted the sequential approach.

Creswell (2011) formulated a typology of mixed methods research that had four types of designs: multi-level, data transformation, convergence, and mixed methods models. The mixed methods model entails the qualitative and quantitative phases occurring concurrently and both methods being allocated equal weighting. In the convergence model, the integration of qualitative and quantitative data takes place at the findings interpretation phase. The transformation model involves the concurrent collection of qualitative and quantitative data followed by the transformation of the data following an initial analysis through quantification of qualitative data or vice versa. Finally, the multi-level model focuses on using one system and varied methods for addressing the different stages. For instance, qualitative research can be employed for ascertaining perspectives on a specific issue and comparing with survey opinions.

Leech and Onwuegbuzie (2009) utilised three criteria: the emphasis of the research approaches, time orientation, and degree of mixing in developing a typology of mixed methods research. Partially mixed research is characterised by independent performance of quantitative and qualitative research followed by the mixing of data during the interpretation phase. By contrast, fully mixed methods are characterised by the mixing of qualitative and quantitative approaches in inference, analysis, data and research objectives. Consequently, this typology has eight design categories that can be used in mixed methods research. In this study, Leech and Onwuegbuzie's (2009) typology is utilised, namely, the fully-mixed, sequential, equal status design is viewed as a suitable research design.

The fully-mixed, sequential, equal status design entails conducting research by mixing quantitative and qualitative research across the phases of the research. Using this design, qualitative and quantitative stages of a study occur in a sequential manner with both of them having been allocated equal weight. Therefore, the mixing of both qualitative and quantitative elements in this study will occur during the data collection, sampling, data analysis, and interpretation phases. As a sequential design, the quantitative study will be conducted first followed by the qualitative study with the findings of the latter being compared to the results of the former.

### **3.5. Ethical issues**

Patton (2002) has described ethical issues that have to be addressed in research involving people: they are data access, informed consent, confidentiality, risk assessment, reciprocity and explanation of the objectives of a study. These are explained in detail below.

The objective of this study will be explained to the research participants using appropriate language in the information sheet. This will outline the purpose of the research and the role of the study subjects in this research. Concerning reciprocity, the information provided about the research will clearly state that the study participants will not benefit from this investigation but the findings obtained will be utilised for informing effective practices in the wine tourism industry.

In terms of risk that might affect research participants, it is expected that this study will not harm the subjects. Specifically, the participants will provide general opinions about the research topic without delving into sensitive information that might be risky for them.

Confidentiality will be guaranteed for the participants in the study. In the qualitative phase of this research, the identities of the wine operators will remain confidential by using pseudonyms instead of their real names. The participants will be informed that the analysis of the data and reporting of the research will not have any identifying information. Furthermore, all the data collected in the study will be stored in safe locations and maintained only for a specified period of time. Regarding data access, it is only the researcher who will have access to the raw data collected in this study. Such data will consist of records stored electronically, and in hard copy in a specific physical location.

Informed consent will be acquired from the participants prior to the study. In the quantitative phase of this study, the survey questionnaire will have an introductory description of the study and the respondents' voluntary completion of the survey. Completing the survey will be perceived as consent and the respondents will be allowed to withdraw from the study without negative consequences. In the qualitative phase of the research, the participants will be



given a consent form and information sheet related to the research before the interviews are carried out. At the interview participants will sign the consent form to demonstrate their voluntary involvement in this study.

### **3.6. Quantitative research phase**

The research started with the quantitative phase with questionnaires survey. This phase of the research entails developing, administering, and analysing findings obtained from the survey questionnaire with wine tourists to examine their views of the supply and demand aspects of wine tourism. A description of the research instrument, data collection, sampling, data analysis, and validity and reliability for the quantitative research is provided in detail in the sections that follow.

#### *3.6.1. Development of the survey questionnaire*

Survey questionnaires are employed for gathering data from a large sample of respondents especially when the variables to be measured have been adequately articulated. Surveys allow the researchers to access a large population, gather data in an unobtrusive manner, and reduce researcher bias. Due to such advantages, the survey questionnaire was appropriate for collecting quantitative data in this study.

The survey questionnaire was developed based on information found in the literature review on the topic of wine tourism. The questionnaire had six sections with 12 questions covering different issues. Section A focused on demographic details where the respondents were asked questions about their age, gender, education level, employment status, number of times they have visited a winery, and whether they are domestic or international tourists. Section B dealt with the motivation for visiting wineries; this required respondents to rate the importance of each motivation using a five-point scale. Section C addressed the respondents' expectations about wineries in terms of the activities or services that they expected to find at the winery. In this section, the respondents were required to rate the importance of each activity or service using a five-point scale. In section D, the respondents provided ratings of factors they considered important in improving their tourism experience. In section E, the importance of the information sources used by the tourists prior to travelling

to winery will be rated using a scale with five scores. In section F, the final section, the respondents were expected to provide their degree of satisfaction with the wine tourism experience using a scale with five scores.

#### *3.6.2. Sampling in quantitative phase*

It was important to select a sample of wine tourists in order to explore the research topic in an objective manner. This study used convenience sampling as an approach for selecting the sample group for the cohort phase. Convenience sampling is a commonly used statistical method for gathering representative data by selecting people due to their availability or volunteering or selecting units because of the easy access (Johnson & Onwuegbuzie, 2004). This sampling approach involves selecting respondents based on their availability to participate in the study. Also, tourists visiting three wineries in the West Auckland region will be selected based on their readiness to respond to the survey questionnaire.

#### *3.6.3. Administration of the survey questionnaire*

The paper and pencil approach was considered adequate for gathering quantitative data from the wine tourists. Therefore, the researcher administered the survey questionnaire to the sampled respondents at the wineries to obtain their opinions on the research topic. The respondents were expected to complete the questionnaire within 10 minutes. The survey questionnaires were handed out in three wineries to the wine visitors on site. The visitors were approached to participate in the survey near the wine tasting venues. In total, 116 questionnaires were collected from the three wineries.

#### *3.6.4. Data analysis for quantitative phase*

After collecting data from all the survey respondents, the Statistical Package for the Social Sciences (SPSS) software was used to analyse the quantitative data. As the nature of the data is purely quantitative, it was critical that both descriptive and correlation analyses were carried out. Using SPSS, the researcher provided descriptive results including frequency distribution. The descriptive findings were used to describe the data sets in terms of the survey

questions. Notably, the research objectives focused on finding linkages between variables and this was attained in this study using correlation analysis.

#### *3.6.5. Reliability and validity of quantitative phase*

In empirical studies, researchers have to demonstrate how external, construct, and content validity are achieved. Construct validity is used in measuring the degree to which there is congruence between theory and findings in a piece of research. In this study, principal component analysis and correlation analysis using SPSS was employed for establishing construct validity. External validity describes the level of generalisation of the results to other individuals and research contexts. This research does not claim to be generalisable because non-random techniques were applied in choosing the sample for the quantitative study. Content validity describes the degree to which the research instrument utilises suitable items for measuring the research concept. In this research, content validity was attained because the survey was developed using concepts found in the literature. Moreover, the supervisor of this research provided important insights during the design of the survey questionnaire, which helped to establish content validity.

Reliability focuses on the consistency of findings across research settings and time. The reliability of the outcomes of this study was achieved using internal consistency where the Cronbach's alpha for every factor from the principal component analysis was measured.

### **3.7. Qualitative phase**

Qualitative research formed the second phase of the mixed methods research as it provided results for comparison with the findings from the quantitative phase. The qualitative method investigates the why and how of decision making, not just what, where and when the decision was made. Hence, smaller but focused samples are more often used than large samples. The qualitative stage of this research entailed interviewing wine operators to explore their understanding of supply and demand factors in wine tourism in the West Auckland region. The process of collecting data, sampling, analysing, and establishing the trustworthiness of qualitative research is described in detail below.

#### *3.7.1. Development of an interview guide*

The researcher developed an interview guide using information from the literature that addressed various issues including wine tourism products, typologies of wine tourists, factors motivating wine tourists, wine tourists expectations about wineries, strategies for improving the wine tourism experience, and marketing approaches for wine tourism. Open-ended questions on these issues were presented to the wine tourists to obtain qualitative data.

#### *3.7.2. Data collection*

This phase used semi-structured interviews to gather data from the wine tourists. According to Yin (2003), quality in the interviewing process is required for collecting reliable data. Thus, various elements should exist in an interview. First, during the interviews, the use of an open-ended questionnaire was necessary to encourage discussion on the topic. Furthermore, probe questions were utilised for further clarification of the participants' responses. Rephrasing and clarifying techniques should be used by the researcher to ensure that the participants' meanings are correctly captured. Further, the interview should be recorded for future analysis and reference. In this investigation, the researcher obtained permission from the participants before recording the interviews. The researcher employed probing questions and rephrasing approaches to increase the reliability of the qualitative data.

#### *3.7.3. Sample for qualitative phase*

The qualitative phase was designed for providing insights into supply and demand factors in wine tourism based on the perspectives of wine tourists. Purposive sampling was employed to obtain a sample for the qualitative study. Purposive sampling allows the researcher to identify individuals who can enhance understanding of the research topic (Creswell, 2013). Therefore, only four wine operators involved in wine tourism in the West Auckland region were included in the sample for this study.

#### *3.7.4. Data Analysis for qualitative phase*

The recorded interviews will be transcribed before the process of analysing the qualitative data occurs. Thematic analysis will be applied in analyzing the

interview transcripts. This technique involves the identification, analysis, and reporting of themes or patterns found in data (Braun & Clarke, 2006). The first step in thematic analysis is reading through every transcript as a way of familiarizing oneself with the data. This is followed by initial coding where the researcher focuses on disintegrating the interview transcripts into distinct paragraphs, phrases or words. After this, axial coding is performed where the researcher links data, categorizes it, establishes subcategories and categories, and finds linkages between these categories (Liamputtong, 2009). This is followed by selective coding characterized by identification of overarching categories that form the themes. These themes are reported based on the data associated with each theme (Braun & Clarke, 2006).

#### *3.7.5. Trustworthiness of qualitative findings*

The trustworthiness of qualitative results is determined by showing truth value, applicability, consistency, and neutrality (Krefting, 1991). These aspects of trustworthiness in qualitative research are examined in detail below.

Neutrality describes the extent to which the results of an investigation are free from bias. This means that the findings reflect the research context and participants' meanings rather than the researcher's motivations or prejudices (Lincoln & Guba, 1985).

Truth value deals with the credibility of the results in terms of representing the research participants' multiple realities in relation to the topic being examined (Krefting, 1991). The truth value of the results in this investigation was shown by member checking, where the participants were provided with transcripts of the interviews to confirm whether their intended meanings had been understood and recorded correctly. Moreover, peer review is another strategy for enhancing the credibility of the qualitative results where the supervisor holds debriefing sessions with the researcher to discuss the process of conducting the study to prevent the introduction of prejudices.

Applicability refers to the ability to generalise qualitative results to other research settings or contexts. According to Lincoln (1985), the transferability should be adopted as the criterion for assessing the applicability of qualitative

results. Under this criterion, the applicability of findings is relevant when there is a degree of resemblance between two study contexts. In this research, the researcher offers a dense description of the study setting, context, and participants to guide other investigators in assessing the degree of applicability of the results of this research.

Consistency focuses on the replication of results in different but similar research contexts (Krefting, 1991). This study has established consistency of the results through a thick account of the techniques used in gathering, analysing and interpreting qualitative research. Second, the use of mixed methods allowed for triangulation of data to occur; this ensured that the findings would be consistent if replicated in another research setting employing the same methodology.

## Chapter Four: Results and Analysis

### 4.1.Introduction

This chapter will illustrate the results of the finding using both quantitative and qualitative research methods. The purpose of this chapter is to introduce the data and results collected in the wineries. The quantitative data is collected from the surveys gathered from the visitors while the qualitative data were gathered from the interviews conducted with the wine operators.

### 4.2. Quantitative Data Analysis

This section presents both background data as well as inferential results obtained from examining associations between variables.

#### 4.2.1. Demographic analysis

##### A. Age of the respondents

As demonstrated by Figure 1, the data was collected from a well distributed sample hence satisfies the principle of unbiased, sufficient and efficient data. The largest numbers of the respondents were aged between 40–49 years of age while the smallest was above 60 years.

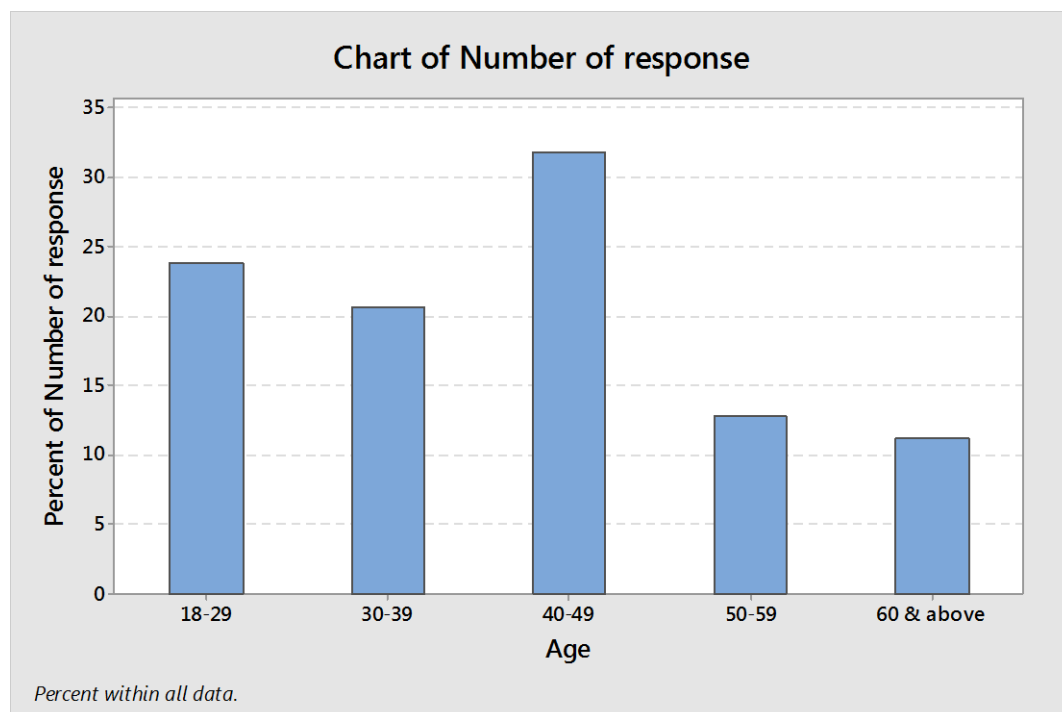
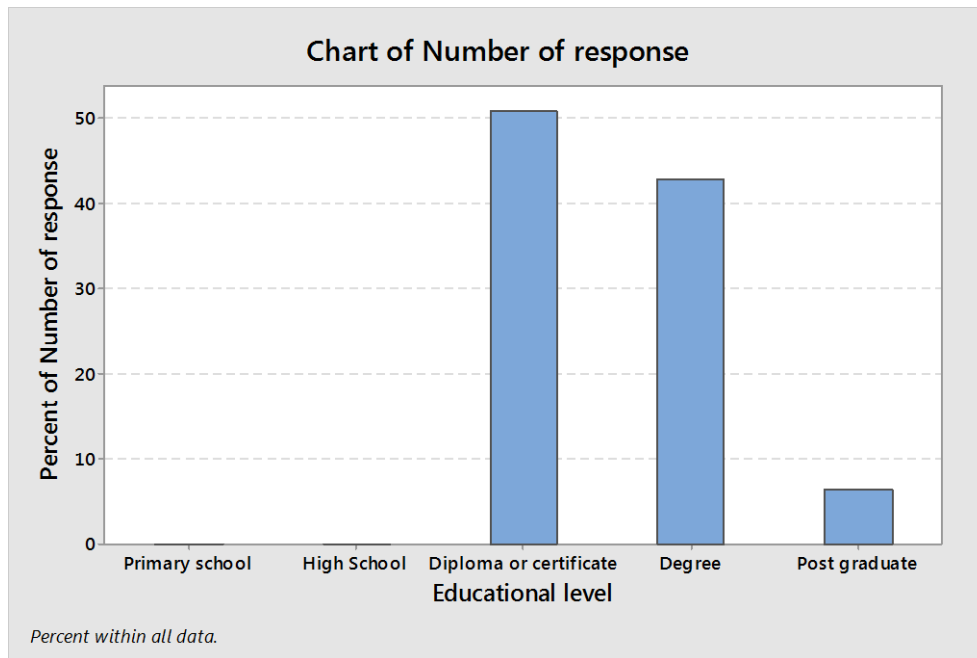


Figure 1. Age group distribution of respondents

The gender distribution of the respondents was even; 53% of the sample interviewed was female and 47% was male.

### **B. Level of education and employment**

Figure 2 illustrates the level of education attained by various respondents in the study. Slightly more than 50% either had diplomas or degrees, 42.86% had degrees while 6.35% had postgraduate degrees in various fields.



*Figure 2. Education levels of respondents*

Figure 3 shows the employment status of the respondents: 47.6% of the respondents had full-time jobs, 23.8% were unemployed, and 3.2%, 4.8%, and 7.9% were retired, homemakers and students respectively. This reveals that almost half of the respondents at the time of the study held stable jobs while the smallest percentage (3.2%) was unemployed.



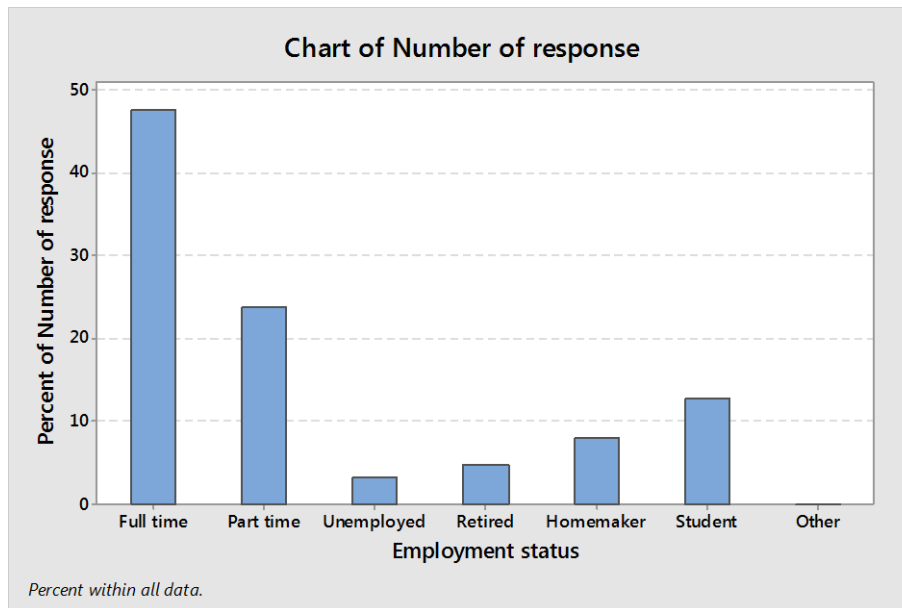


Figure 3. Employment status of respondents

### C. Frequency of winery visits

Most of the participants (39.7%) had visited the same winery a second time. This was followed by 33.33% who had visited that winery more than three times, and slightly more than 26% had visited the winery at least once (see Figure 4). The sample of respondents showed that they had at least all visited the winery once or more showing that this was definitely the right target group.

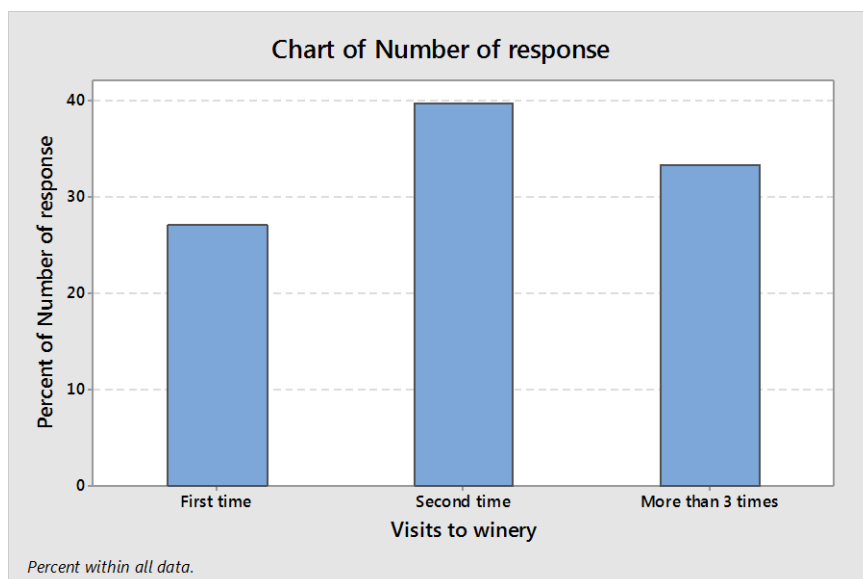


Figure 4. Frequency of winery visits by respondents

#### D. Nationality of respondents

The demographic aspect of nationality was tested by the tool used for data analysis. The results showed that 74.6% of the respondents were domestic tourists while 25.4% were from outside New Zealand.

#### E. Accompanied visits by respondents

Those respondents who were tourists were asked who they came with on their tour. Their responses are graphed in Figure 5. The majority of the respondents came with their family (41.3%). The smallest percentage (6.3%) came alone and 39.7% came with friends. Packaged tours accounted for 12.7% of the respondents. This demographic information was used later in the analysis of their various impacts on the different result variables of the study.

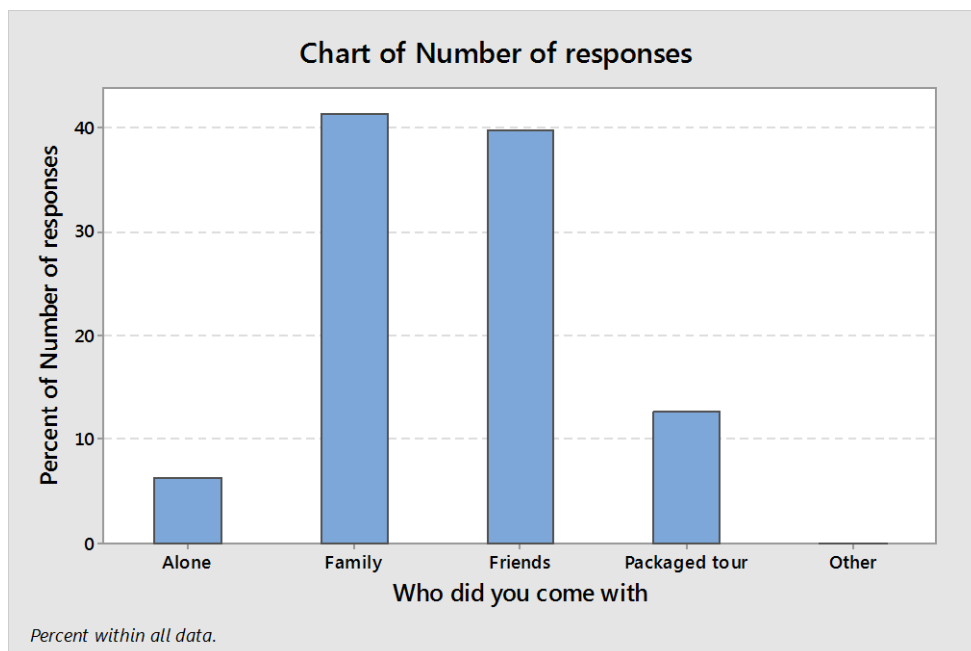


Figure 5. Respondents' accompanied winery visits

#### 4.2.2. Tourists expectations and perception of the wineries

##### A. Educational opportunities about wineries

None of the respondents felt it was unimportant to get educated about the wineries. However, more than 63% had no opinion on the matter while 31% believed it was slightly important to be educated about wineries. When the interviewees were asked about the importance of wine tasting and purchasing, 55.6% believed it was slightly important for one to taste wine before purchasing, while not many felt it was important, and 6.4% were of the opinion it is very important (See Figure 6).

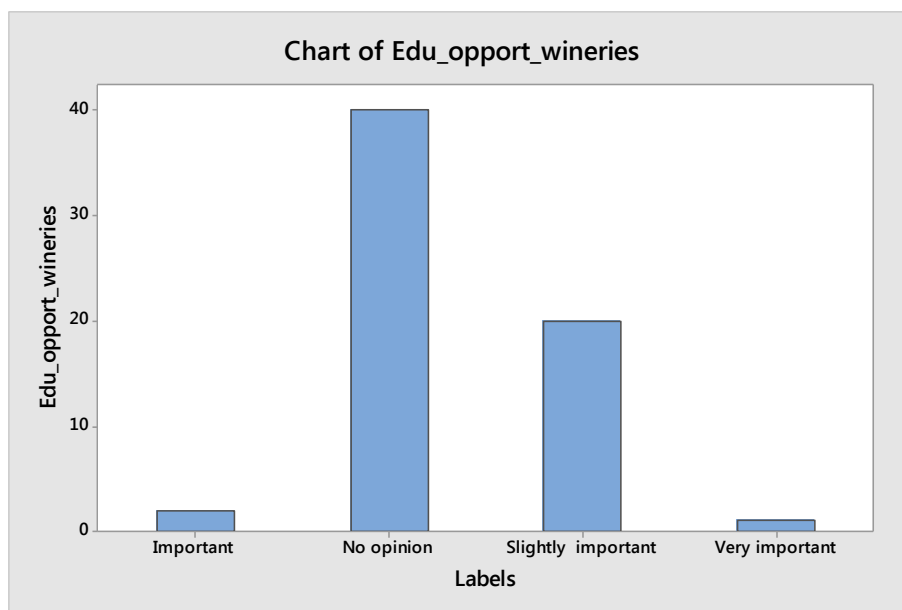


Figure 6. Educational opportunities about wineries

##### B. Enjoyment of the countryside experience

Sixty per cent of the interviewees had no opinion on the importance of enjoying the countryside they visited, whereas 34% felt it was slightly important while 1.6% believed it was very important (See Figure 7).

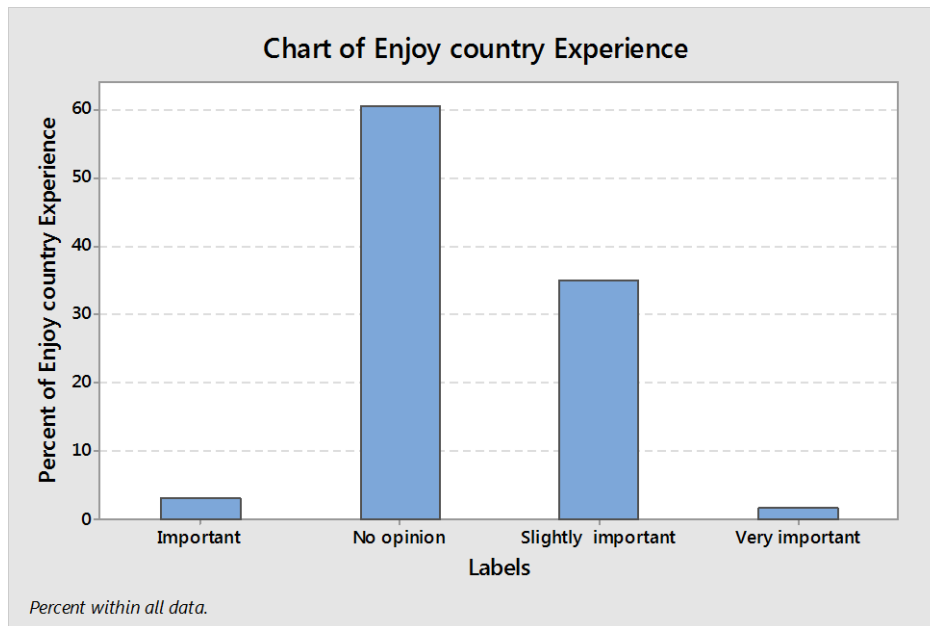


Figure 7. Enjoying the experience of the countryside

### C. Discussion of wine interest

Most of the respondents were neutral about the importance of discussing their interests about wine with other people, while only 15.9% feel it was slightly important (See Figure 8).

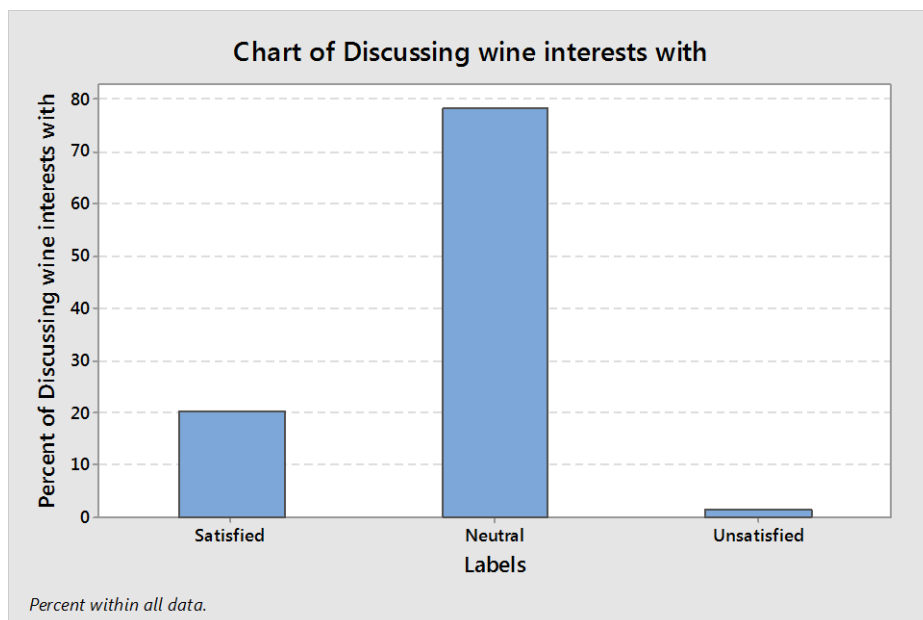
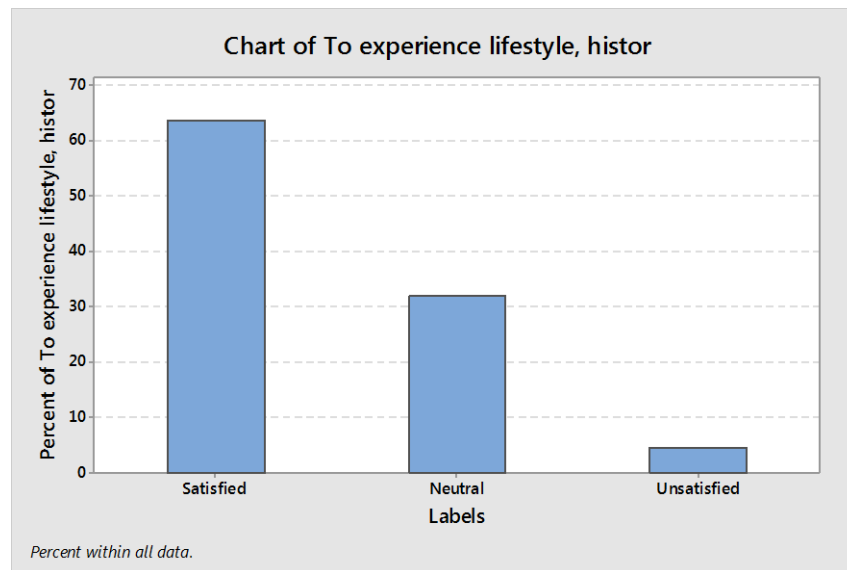


Figure 8. Importance of discussing wine interests with others

#### **D. Experience of culture, lifestyle and history.**

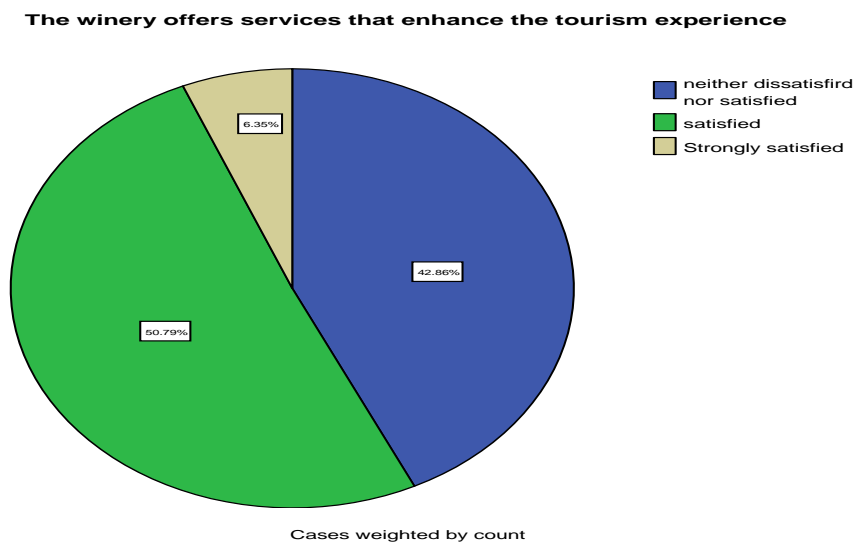
When interviewed on the importance of experiencing the culture, lifestyle and history of the wine region, 63.6% were satisfied, 31.8% had a neutral opinion while 1.5% were not satisfied in their experience to the culture, history and lifestyle. This shows that this aspect of the study is significant as most of the respondents want to feel related to the wine region experience.



*Figure 9. Importance of experiencing the culture, lifestyle and history of the wine region*

### E. Expectation of quality and experience

Concerning the issue of quality and the tourists' expectation of the same, various results were generated. Starting with whether the wineries met the tourists' expectations, none of the respondents were dissatisfied. However, 42.9% were neither satisfied nor dissatisfied with the winery as per their expectations. More than 50% were dissatisfied while 6.3% were strongly satisfied with the winery.



*Figure 10.* The winery meets the tourists' expectations of quality

Figure 11 looks at the aspect of the effect of the winery on tourist experience. The pie chart illustrates that more than 50% of the respondents felt slightly satisfied that the winery enhanced the tourist experience while 6.3% felt very strongly that the winery improved on the tourist experience. This can be seen in more detail in Figure 12 below.

#### F. Winery services that enhance the tourist experience



Figure 11. Winery services that enhance tourism experience

#### G. Winery provides quality wine

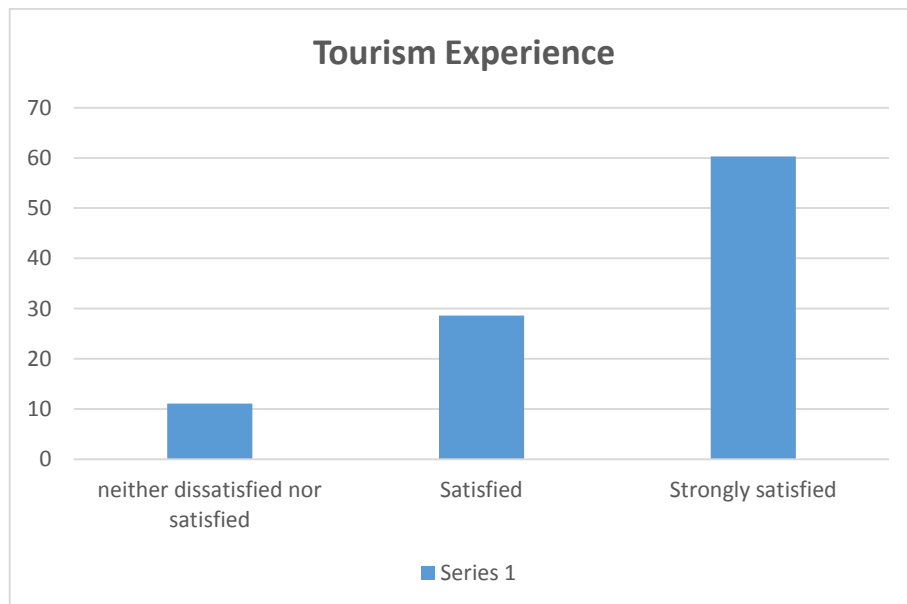


Figure 12. Winery provides quality wine

Does the winery provide quality wine? This question was posed to our respondents and the data gathered is shown in Figure 13. None of them were either dissatisfied or very satisfied with the quality of wine provided by the winery. A relatively small percentage (11.1%) were neither satisfied nor

dissatisfied, while 28.6% were strongly satisfied. We noted that a majority of the respondents (60.35%) were very satisfied with the quality of wine.

#### **H. Professionalism, knowledgeability, and hospitality of staff**



*Figure 13.* Staff at winery is professional, knowledgeable, and welcoming

Similarly, regarding the participants' opinion of the staff at the winery, none disagreed with the statement that the staff was welcoming, professional and knowledgeable. In fact 39.7% were very satisfied and another 31.75 were satisfied. About 28% were neither satisfied nor dissatisfied with regard to these aspects of hospitality and professionalism (See Figure 14).



### 4.3. SPSS analysis

#### 4.3.1. Demographic characteristics and level of satisfaction

Using post-hoc analysis we observed that older respondents showed a tendency to be more satisfied than those who were younger.

*Table 1 The winery provides quality wines*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	62.771	4	72.554	22.021	.000
Within Groups	581.493	115	3.295		
Total	944.263	119			

*Note.* This was further tested for correlation at  $p < 0.01$  using Spearman's rank correlation coefficient as a result of the data being ordinal. The calculated significance implies that there is significant correlation between the two variables at 90% level of confidence. Further the 0.610 correlation index implies that there is a positive strong correlation between age and satisfaction. This implies that the more elderly is the respondent was the more they felt the quality of the wine provided by the winery met their expectations in terms of quality.

#### 4.3.2. Correlations between the age group, education level and employment status and the level of satisfaction of the wine tourists

A variable termed 'satisfaction' that aggregates the different aspects of expectation was generated. This variable included staff at the winery is professional and knowledgeable; professional and welcoming; the winery provides quality wine; the winery offers services that enhance the tourism experience; and the winery met tourists' expectations. This was compared to the three demographic factors: age, employment and level of education.

**Table 2 Correlations between age group and level of satisfaction of wine tourists**

			Age group	Quality satisfaction
Spearman's rho	Age group	Correlation Coefficient	1.000	.610(**)
		Sig. (2-tailed)	.	.000
		N	115	115
	Quality of satisfaction	Correlation Coefficient	.610(**)	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Table 3 Correlations between age group and level of satisfaction of wine tourists**

			Age group	Aggregate satisfaction
Spearman's rho	Age group	Correlation Coefficient	1.000	.810(**)
		Sig. (2-tailed)	.	.000
		N	115	115
	Aggregate satisfaction	Correlation Coefficient	.810(**)	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

\*\* Correlation is significant at the 0.01 level (2-tailed).

When the age of the tourists at the winery was used as an ordinal measure and its relation to the overall satisfaction to the winery in general and its wine was measured, it was found that the calculated significance was 0.00 which implies that there is a significant difference at 95% level of confidence. This is at  $p < 0.01$

using Spearman's rank correlation coefficient which gave an index of 0.810 which means there is very strong correlation between age and the satisfaction.

***Table 4 Correlations between education level and level of satisfaction of wine tourists***

			Education level	Aggregate satisfaction
Spearman's rho	Education level	Correlation Coefficient	1.000	.560(**)
		Sig. (2-tailed)	.	.000
		N	115	115
	Aggregate satisfaction	Correlation Coefficient	.560(**)	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

\*\* Correlation is significant at the 0.01 level (2-tailed).

This shows that there is a significant correlation between the levels of education attained by the visitors and the aggregate satisfaction derived from the visit from the winery. At  $p < 0.01$  the calculated significance is 0.00 which implies that the alternate hypothesis in Spearman's rank correlation test can be accepted. The index 0.560 signifies that there is a moderate, though significant, correlation between the two variables.

The association between the employment status and the aggregate satisfaction that gave a strong positive correlation index that was 0.660. The correlation is significant as is evident in the table below at  $p < 0.01$ .

*Table 5 Correlations between employment status and level of satisfaction of wine tourists*

			Employment status	Aggregate satisfaction
Spearman's rho	Employment status	Correlation Coefficient	1.000	.660(**)
		Sig. (2-tailed)	.	.000
		N	115	115
	Aggregate satisfaction	Correlation Coefficient	.660(**)	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

#### 4.3.3. Type of tourist versus the degree of general satisfaction

*Table 6 Cross tabulation of aggregate satisfaction versus type of tourist*

		Satisfaction Level				Total
		Dissatisfied	Neutral	Satisfied	Strongly dissatisfied	
Customer Status	Domestic tourist	14	34	28	11	87
	International Tourist	3	15	9	1	28
Total		17	49	38	12	115

The cross tabulation above was generated from the data collected during the study. It showed the number of international and local tourists in comparison to their perceptions on the degree of satisfaction in general after visiting the winery. Using this information the chi-square test of association was performed between the two variables at  $p < 0.01$ .

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.451 <sup>a</sup>	3	.017
Likelihood Ratio	4.450	3	.017
Linear-by-Linear Association	2.007	1	.057
N of Valid Cases	115		

a.

A further step involved finding out whether there was any significance in terms of the difference between the two variables using the student-T test at  $p < 0.5$ .

The chi square test of association showed that there is indeed an association between the type of tourist and their perceived satisfaction at  $p < 0.05$ . The calculated significance is 0.017 under Pearson's chi-square test which implies that at a 95% level of confidence it can be concluded that there is significant correlation between the two variables. The Mann-Whitney test for independent samples was used. It can be seen that domestic tourists are more satisfied than foreign tourists by their visit to the winery. This might be attributed to the fact that they appreciate the origin and culture associated with the wine.

### Ranks

*Table 7 Ranks between level of satisfaction and domestic and international tourists*

	Tourist	N	Mean Rank	Sum of Ranks
satisfaction	Domestic	87	59.06	5138.50
	International	28	54.70	1531.50
	Total	115		

This is seen in the table below. The significance generated by the data is 0.00 which implies the null hypothesis – which states there is no significant difference between the two variables – can be rejected. At  $p < 0.05$  the alternative – that there is a statistical difference in the perception of satisfaction between local and international tourists – can be accepted.

*Table 8 Test statistics*

	satisfaction
Mann-Whitney U	1125.500
Wilcoxon W	1531.500
Z	-.641
Asymp. Sig. (2-tailed)	.022

Grouping Variable: tourist

#### **4.3.4. Age and appreciation towards educational awareness, tradition and culture of winery**

The relationship between age and the appreciation of culture and education at the winery have been compared; the winery experience, history and lifestyle were combined with educational opportunities about wineries. These two were aggregated into one variable that is appreciation for educational awareness, culture and culture of winery.

*Table 9 Relationship between age and the appreciation of culture and education at the winery*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.571	4	82.554	22.021	.000
Within Groups	681.493	115	3.295		
Total	864.54	119			

The calculated significance was 0.00 which implied that the null hypothesis could be rejected. This shows that there is a significant difference in means between the different age groups in terms of appreciation for tradition, culture and the importance of education on the winery and its region.

#### 4.3.5. Educational status and Appreciation towards Educational awareness tradition and culture of Winery

This table shows the results after running Spearman's rank correlation test at  $p < 0.1$ . The table below shows that there is significant correlation between the two variables at the 90% level. The correlation coefficient is 0.710 meaning that there is a strong correlation between the two variables.

			Education level	Educational appreciation
Spearman's rho	Education Level	Correlation Coefficient	1.000	.710(**)
		Sig. (2-tailed)	.	.000
		N	115	115
	Educational appreciation	Correlation Coefficient	.710(**)	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

The meaning of this is that the more one is educated the more people appreciate the education on winery culture, lifestyle and awareness. People who are more educated tend to appreciate this more than those who are less educated

#### 4.4. Qualitative Data Analysis

##### 4.4.1. Motivation for visiting wineries

Visitors travel to wineries in West Auckland for the winery experience. According to Participant A, ‘a lot of people are over here visiting wineries, [although that is] certainly not necessarily the main reason for the trip. Part of it is to go and see winery stuff’. Similarly, the tourists are motivated to travel to Auckland to taste the wines of the region. Participant B stated that, ‘we offer tastings to the public, so we are a venue that you can book in large groups’.

Another motivation for tourist visits is to learn about the wine region and wine production. Participant B mentioned that tourists come to learn about the winery’s product that established the New Zealand wine industry. This is captured in the following statement,

*People ... know our story: we were the first to plant sauvignon blanc in New Zealand, so it is really a cornerstone of the New Zealand wine industry. Had we not planted sauvignon blanc when we did, the industry would look very different. Sauvignon blanc is what created the New Zealand wine industry. A lot of people know that bit of history and want to come see where the history started.*

##### 4.4.2. Categories of tourists

Tourists to wineries in Auckland come from New Zealand and overseas markets. However, this is based on the time of the year. Participant B mentioned that ‘it depends on what time of year. If it’s cruise season, it’s American. Australian[s] are probably the biggest, and then Canadian ... Asian tourists as well’. This was confirmed by Participant A, who said that ‘it changes through the year. At this time of the year, probably it’s a little bit skewed more towards local.’ Clearly, the categories of tourists visiting the wineries in the West Auckland region vary based on the time of the year.

##### 4.4.3. Cellar door experience

Cellar doors offer wineries opportunities for interacting with customers and increasing awareness of their brand. Wineries in West Auckland offer the cellar door to create awareness of their products. Participant B agreed that,



*The cellar door experience is really to experience Winery A, the brand. A by-product of that is that people buy wine, but that is certainly not the purpose ... the cellar door experience is not in it to pay for itself, but really to be a brand experience.*

Similarly, the cellar door was used as the main marketing tool in other wineries as described by Participant A:

*Of course the cellar door is a bit of marketing... it's the main marketing as far as tourism goes ... you have people coming in having fantastic tasting, and thinking Winery B, and this is great. And they go away thinking Winery B is great.*

Thus, cellar doors are a critical aspect of marketing in wineries in the West Auckland region.

#### *4.4.4. Wine tasting*

The wine tourists visited the wineries in this study to taste and purchase the wines produced by the winery. This was a service offered to tourists at wineries. According to Participant A, the winery basically offered 'wine tasting and sales'. Wine tasting was also offered by Participant B's winery. Their representative stated that 'we only do tastings. We do a standard tasting, and we do a wine and cheese matched tasting for groups [of] 12 and over.' Therefore, wineries in the West Auckland region offer wine tasting for their tourists.

#### *4.4.5. Events*

Wine tourists visit wineries to participate in special events organised by the wineries. This type of activity was offered by managers of wineries interviewed in this study. Indeed, Participant B confirmed that 'we do events during the year. We have just finished this past week our pizza and pinot nights, which we've offered every Friday and Saturday nights.' Special events also took place at another winery. Participant A states:

*Over the summer, we have live music on Sundays and certainly tourists are inclined, probably to be brought to dance by local families ... they come out here and they buy a bottle of wine and they sit and listen to the music.*

Evidently, wineries in West Auckland offer events for tourists.

#### 4.4.6. *Typology of wine tourists*

The interviews identified various types of wine tourists in the Auckland region. For instance, there are wine lovers who are interested in visiting the wineries for tasting, learning about and buying wine. According to Participant A, visitors to the winery are interested in the wine ‘because they know our product from overseas or they just know general New Zealand wine.’ This was supported by Participant B who stated that, ‘at the end of the day the snapshot that people get is really what the New Zealand wine industry is all about – the large New Zealand wine industry.’

Another typology of tourists in the region is the wine connoisseur who comes for vineyard tours. Vineyard tours are offered by some wineries in the region. Participant A stated that ‘people who are overseas, they know New Zealand makes nice wine. Half of the reason for coming will be just to visit some vineyards.’ Participant B also reported that they conduct some ‘VIPs, we take tours, but we don’t take public tours.’ The reason offered for not providing public tours of the vineyards at Emma’s winery was due to the large size of their operations.

Wine curious tourists who visit wineries as a social activity rather than it being the main aim of traveling to the destination also visit wineries in West Auckland. According to Participant B,

*We get groups of Auckland people who are touring around Auckland. They’re Aucklanders, but they are touring around in a party or they’re having their fortieth birthday party. So we get locals using it as a venue because we allow people to bring their own picnics.*

This was supported by Participant A, who commented that, ‘people mainly bring picnics and quite a few people bring their own food.’ In this context, the winery scenery is used by tourists for carrying out their leisure activities.

#### 4.4.7. *Service levels*

The level of customer service offered by the winery influences the behaviours of the tourists after the visit. Participant B described the personalised customer service provided by the winery to its visitors as follows,

*Every tasting is booked in here and pays us a fee to come and have a tasting. We give them a full-rounded experience. We don't just give them wine and say 'this is chardonnay, enjoy', or 'this is a really lovely, buttery chardonnay.' We will talk about the location in New Zealand that [the] wine has come from. Say, if it's a Hawke's Bay chardonnay, what's so special about Hawke's Bay chardonnay, why Hawke's Bay is so good for chardonnay, why we source our chardonnay from there, what's special about this particular wine. We give a whole story.*

The level of customer service described in Participant B's account is useful for improving the wine-tasting experience and is more likely to influence the tourists' purchasing decisions. Another issue that emerged in relation to the service level is the level of engagement that the staff at the winery have with the tourists. Participant B stated that 'my staff are really good, so if you don't know anything about wine but you're really interested in it, they they'll try to educate you because they know you're interested in being educated.'

#### *4.4.8. Expectations of tourists*

The interviewees were asked to offer their thoughts on what the wine tourists expected at their wineries. The responses to this question focused on the level of knowledge of the tourist. It emerged that savvy tourists have specific expectations about what they want from a winery. In this case, participant B remarked that the savvy tourists 'want to know about your wines. They want to know about what they are tasting. They want to know about what's special about your wine versus someone else's wine'. Other wine tourists are complete novices without any awareness of what to expect. Consequently, the staff at the winery has the responsibility of offering suitable services to such tourists. Participant A said that the tourists expect wine tours and wine tasting when they visit the winery but the winery only offers wine tasting. According to Participant A, 'the most disappointment we would get is that we don't do tours of the actual winery ... because of various reasons, but mainly health and safety.'

#### 4.4.9. Marketing strategies

The wineries utilise various strategies for promoting or marketing to prospective tourists. For instance, one winery uses a mix of social media, winery website, online referral sites, radio media, and brochures. According to participant B,

*We have a website and a Facebook page. We are on Trip Advisor. We have brochures with the [Kumeu] Wine Country that get put around all the eye sites locally and in Auckland ... I advertise on radio year round.*

The other wineries utilised their website, the local wine country website and booklet, and pamphlets. This is reported by participant A, who stated that,

*There are pamphlets and pamphlet distribution ... We do other promotions but they're more to our databases, they're more to our regular customers. For tourists, either through own website or through [the] Kumeu Wine Country website and through the Kumeu Wine Country booklet.*

The effectiveness of these marketing strategies was mentioned based on the number of tourists visiting the wineries. Participant A remarked that,

*We get quite a lot of the tourists who come and they would have one of the pamphlets or they would have heard, they would have done a search maybe just for which wineries are open or wineries in Auckland or something like that and they would have been directed to the Kumeu Wine Country website.*

Participant B reported consistently that they have been able to attract tourists using their marketing strategies.

#### 4.4.10. Improving the wine tourism experience

The managers at the wineries were asked which wineries in the West Auckland region can enhance the wine tourism experience. The key issue that was identified by the participants was getting signage to communicate to people that they are approaching a specific wine region. However, it emerged that this was difficult because of the strict regulations of Transit New Zealand. Participant A said that, 'what we've been trying to do is get what we call gateway signage, and that's just into the whole areas and it's very difficult with Transit New Zealand. They have very strict rules.' Similarly, Participant B raised concerns about signage by stating that, 'that's Auckland Transport or New Zealand

Transport. They don't allow signs on the road.' Although winery managers perceive that signage could improve the wine tourism experience, they are unable to set up signage due to government restrictions.

## **Chapter 5: Discussion**

### **5.1.Introduction**

The purpose of this study was to explore the expectations and motivations of wine tourists at wineries in the West Auckland region. This chapter discusses the results of the study in relation to its objectives.

### **5.2. Demand factors affecting wine tourism in the selected region**

The results of the survey indicated that wine tourists were motivated by various factors to travel to West Auckland. Most of the participants reported that the educational opportunities at the wineries were important compared to only 31.75% who did not have an opinion on the importance of educational opportunities. Similarly, the qualitative results from the managers showed that tourists visited wineries to learn about wine production and the wine region. This finding is supported in the literature as it has been reported that educational objectives influence winery visits to enable tourists to learn about winemaking and tasting (Marzo-Navarro & Pedraja-Iglesias, 2009; Ravenscroft & Westering, 2001).

It was discovered that 60% of the participants did not have an opinion about the significance of enjoying the experience of the countryside as a motivating factor for travelling to wineries. Thus, few of the participants considered enjoying the countryside as an important issue for winery visits. This finding is contrary to the argument that wine tourists seek the experience of the country that is offered by idyllic and picturesque landscapes at wineries (Getz, 2000; Marzo-Navarro & Pedraja-Iglesias, 2009). The majority of respondents (79.4%) felt that it was not important to discuss interests about wine with other people. Conversely, other researchers have found that external and group socialisation influenced participation in wine tourism (Weiler et al., 2004).

Another demand factor explored in this study was the tasting and purchase of wine which the majority of respondents felt was important. Consistently, the managers who were interviewed stated that tourists travel to West Auckland to taste the wines of the region. Indeed, it has been established that wine tasting and purchasing is a vital factor that motivates wine tourists (Alant & Bruwer,

2010; Yuan et al., 2005). Regarding participation in special events and wine tours, the results of this study showed that 84.1% of the respondents did not consider this activity important when visiting wineries.

However, various researchers did find that individuals visited wineries to enjoy special events (Alant & Bruwer, 2004; Yuan et al., 2005). Similarly, leisure activities provided by wineries that can include special events and wine tours motivate individuals to visit wineries (Marzo-Navarro & Pedraja-Iglesias, 2009).

Another finding was that most of the respondents reported that experiencing the lifestyle, history and culture of the wine region was an important factor during winery visits. Empirical findings in the literature support this result as it is reported that wine tourism provides visitors with opportunities for participating in the social, economic, cultural, and environmental history of a specific region (López-Guzmán et al., 2011), while Mitchell et al. (2012) showed that successful wine tourism enterprises were closely linked to the land and the local mythologies found in the culture of the wine region.

### **5.3. Supply factors influencing the wine tourism industry**

This objective was fulfilled by interviewing managers of wineries from the West Auckland region. The results showed that managers understood the motivating factors that influenced people to visit wineries in West Auckland and provided appropriate activities and events. One of the factors identified by the managers was the cellar door experience characterised by wineries providing the cellar door for creating awareness of and selling their products. Past studies have highlighted the importance of the cellar door experience. For example, researchers suggested that cellar doors offer wineries opportunities to raise brand awareness and meet their customers (Batra, 2008). Charters and O'Neill (2001) described the benefits of wine sales at the cellar door: the creation of brand equity, the reduction of distribution costs and value addition. Other researchers noted the cellar door experience influences tourists' post-visit behaviours and enhanced the association with a winery (Mitchell & Hall, 2006). Indeed, it has been shown that sales at the cellar door convert visitors by generating interest in specific wine brands that creates brand loyalty (Alonso &

O'Neill, 2010). Furthermore, it was established that managers provided wine tasting services to tourists.

The importance of wine tasting has been established in previous studies. Wine tasting allows wineries to target their customers directly, which is useful in creating lasting associations with a particular wine brand (Bruwer et al., 2012). Similarly, it was found that wine tasting increases sales, promotes the wine brand, and improves the reputation of a destination (Vlachvei & Notta, 2009). Hall & Mitchell (2007) suggested that wine tasting surmounts the customer's unwillingness to buy an unfamiliar brand of wine in retail settings. Moreover, the positive effects of wine tasting on brand loyalty have been demonstrated in the literature (Nowak & Newton, 2006; Olsen & Thach, 2005).

Another result was that the managers of wineries in West Auckland organised special events for their tourists. Past studies have underscored the usefulness of special events for wineries and tourists. For instance, one researcher commented that wine festivals educate customers and create connections between wine producers and buyers (Getz, 2000). Wine festivals also provide opportunities for introducing new customers to wines from a particular region and have a positive effect on future winery visits by tourists (Houghton, 2001). In addition, the usefulness of wine events in promoting wine tourism and product offerings has been confirmed in past studies (Axelsen & Swan, 2010; Hall & Sharples, 2008).

#### **5.4. Typology of wine tourists in the region**

Results obtained from interviewing managers were useful in identifying the typology of wine tourists to the West Auckland region. Notably, the managers described three types of wine tourists including wine lovers, wine connoisseurs and wine-curious tourists. The wine-curious tourists visited wineries for social engagement purposes (Charters & Ali-Knight, 2002) characterised by using wineries for leisure activities. The wine connoisseurs visited wineries for vineyard tours (Charters & Ali-Knight, 2002) and this was offered by some of the wineries as reported by the managers. Wine lovers visit wineries to taste, buy, and learn about wine (Charters & Ali-Knight, 2002) and qualitative results



show that this typology of wine tourist travelled to West Auckland to learn about New Zealand wines and purchase wines from the region.

### **5.5. Demographic and psychographic attributes of wine tourists**

The quantitative results identified the demographic attributes of wine tourists in the West Auckland region. Specifically, most of the wine tourists were aged between 40 and 49 years old, were female, had degrees or diplomas, were employed, were repeat visitors and came from New Zealand.

These demographic attributes have been described as consisting of features of a typical wine tourist in New Zealand (Mitchell & Hall, 2006). Furthermore, the results of this study are similar to the features in the study by Weiler et al. (2004) in relation to gender and employment. By contrast, these demographic attributes differ from those Tassiopoulos et al. (2004) found in their study in terms of age and gender.

Both qualitative and quantitative results described the psychographic attributes of wine tourists to West Auckland. Concerning this, the wine tourists visited the region for hedonic purposes in terms of visiting vineyards, participating in special events, tasting and purchasing wines, and learning about wines. These psychographic attributes are supported in literature. Galloway et al. (2008) stated that wine tourists seek different hedonic sensations in wine tourism including learning, stimulation, experiences, and indulgence. According to Weiler et al. (2004), wine tourists are motivated by acquiring knowledge about wines, socialising with others, and improving cultural knowledge about wines. Therefore, the wine tourists to the West Auckland region typify the relationship between hedonic requirements and participation in wine tourism (Getz & Brown, 2006).

### **5.6. Effect of demand and supply factors on the overall performance of the wine tourism industry**

Overall, it was discovered that both supply and demand factors improved the performance of the wineries. By being able to supply aspects of the wine tourism experience demanded by wine tourists, the wineries in West Auckland were able to enhance their performance in terms of tourist visits from both the

domestic and foreign markets. As the tourists were involved in wine tourism in various ways such as purchasing wines and tours, this positively increased the financial performance of the wineries.

### **5.7. Tourists' experiences with wine tourism**

This objective was met by exploring the tourists' level of satisfaction with different aspects of the wine tourism experience. Inferential results showed a significant relationship existed between the age of the tourists and satisfaction with knowledge and professionalism of the winery staff, provision of quality wine at wineries, services for improving the tourism experience, and meeting tourists' expectations. In addition, a moderate but significant relationship was found between education levels and satisfaction with these variables. Another finding was that a significant correlation existed between the tourists' employment status and the satisfaction with the variables related to the tourism experience. Therefore, this study has provided new empirical evidence on the relationship between the wine tourists' demographic variables and the different aspects of the wine tourism experience. Specifically, most of the tourists had higher education levels, stable income, and were aged between 40 and 49 years. They were also repeat visitors, which means that they had knowledge about the quality of the wine and were knowledgeable about the types of service they expected to be offered by the winery.

The importance of a tourist's satisfaction with aspects of the tourism experience is highlighted in the literature. For instance, it is reported that personal relationships with staff at the winery are necessary for creating memorable experiences for tourists (Roberts & Sparks, 2006). Furthermore, Thach et al. (2007) demonstrated that staff engagement with customers created special emotions about the product, staff and brand. Concerning the service level, it has been shown that the level of service quality in wine-tasting rooms determines affective connections that lead to brand loyalty for a specific brand (O'Neill & Charters, 2006). Mitchell (2006) found that the service level at the winery affected wine purchases. In addition, O'Neill and Charters (2006), and Tassiopoulos and Haydam (2006)), and O'Neill found that the quality of the wines is a critical aspect of the tourism experience.

The study also revealed that the degree of satisfaction differed based on the type of tourist; domestic tourists were more satisfied with winery visits than foreign tourists. Indeed, it has been shown that the distance from the tourist destination influences wine tourists' image and brand perceptions (Bruwer & Lesschaeve, 2012). Similarly, Hosany et al. (2007) indicated that an increase in the distance from the destination affected perceptions of aspects of the wine region such as scenery or setting. Therefore, domestic tourists are more satisfied with the winery than the foreign tourists because the former are more knowledgeable of the features related to the winery.

It was also demonstrated that there is difference between age and appreciation of culture, tradition, and the usefulness of education on the winery and its region. The same finding was reported for the relationship between education level and these variables. Therefore, this study has shown that demographic differences exist in terms of the way tourists appreciate culture, tradition, and the usefulness of education on the winery and its region. Mueller and Scheurer (as cited in Pikkemaat et al., 2009) have described the aspects of the wine tourism experience including the significance of culture, history and activities. Furthermore, Charters et al. (2009) and Pikkemaat et al. (2009) highlighted the importance of education and information about wine and landscape in improving tourists' experiences, while Thach and Olsen (2006) underscored the importance of communicating the winery story as important in enhancing the tourism experience.

An interesting finding was that while signage is considered as important in improving the tourism experience for tourists (Carmichael, 2005; Griffin & Loersch, 2006; O'Neill & Charters, 2006; Orsolini & Boksberger, 2009), the managers of wineries from West Auckland reported that it was challenging to obtain signage due to strict government regulations. This has a negative effect on the wine tourism experience for visitors in the region.

#### **5.8. Marketing strategies used by wineries and the effectiveness of such approaches in wine tourism**

Results showed that wineries in the West Auckland region employed various marketing strategies including brochures, social media, radio, online referral

sites, winery websites, pamphlets, local websites, and the Kumeu Wine Country website. Hall and Mitchell (2007) have noted that brochures enable wineries to provide company and regional branded products.

Carlsen (2004) suggested that wineries used on-site marketing for promoting and selling their products. Regarding the effectiveness of the marketing strategies, the managers reported that the promotional measures used by wineries have assisted in attracting wine tourists to the region.

Therefore, effective marketing strategies enable wineries to attract customers to their products (Barber et al., 2008). Evidently, the wineries in the West Auckland are using different market channels to promote their destinations and attract wine tourists.

## **5.9. Summary**

This section has discussed the results in terms of the study objectives and the literature. The discussion in this chapter has outlined that there are specific perceptions and motivations that can vary depending on the tourists' background. The study focused on the demand and supply factor of the wine industry. The demand factors are primarily concentrating on the tourists visiting the wineries and what they are expecting or wanting to experience when they are visiting wineries. On the other hand, the supply side of the wine tourism, views, opinions, efforts from the wine professionals trying to accommodate most of the tourists needs and also providing a memorable yet enjoyable experiences for the visitors visiting their wineries. The next section presents the conclusion by describing the implications and areas for further research.

## **Chapter 6: Conclusion**

### **6.1.Introduction**

This empirical study explored the expectations and motivations of wine tourists in New Zealand by focussing on the West Auckland region. The key purpose of this study was to examine both the supply and demand aspects of wine tourism in New Zealand. This objective was met by carrying out a review of the literature to examine previous work on the demand and supply issues related to wine tourism. The literature provided a framework for empirically testing the supply and demand aspects in West Auckland wineries. The study carried out mixed methods research where qualitative interviews were conducted with managers of wineries in the West Auckland regions, while surveys were carried out with wine tourists to the region. Both the interview guide for the qualitative interview and survey questionnaire for the survey were designed from the information provided in the literature. The qualitative results of this study were thematically analysed, whereas the quantitative findings were subjected to descriptive and inferential analysis using SPSS. This was followed by a discussion of the results in terms of the literature and study objectives. It is important to acknowledge the implications and future research areas for this study.

### **6.2. Implications of the study**

The results of this study have vital implications for managers and policymakers in the wine tourism industry in the West Auckland region and elsewhere. The first finding of this study was that wine tourists to the West Auckland region have varied motivations for visiting the region including for educational purposes, tasting and purchasing wine, participating in special events and wine tours, and experiencing the lifestyle, history, and culture of West Auckland as a wine region. Therefore, wineries in the region have to provide wine tourism with products and services that the identified needs of the wine tourists.

It was also discovered that the West Auckland region receives wine tourists belonging to different typologies that require the tailoring of services based on the requirements of the wine tourists. For example, wineries should provide wine-curious tourists with opportunities for engaging in social activities when

they visited wineries. For wine connoisseurs, wineries should offer vineyard tours. As shown in the qualitative findings, only a few wineries offered vineyard tours, however, as this is one of the motivating factors for wine tourists to travel to their destinations, more wineries need to consider offering this service to attract more wine tourists.

Finally, wineries should offer wine tourists opportunities for tasting, purchasing and learning about wine to enhance the tourism experience for wine lovers. The provision of wine tasting facilities and cellar doors is important in fulfilling the needs of the wine lovers. Consequently, wineries have to improve service levels at the cellar door to increase sales of their wines.

This study also found that the most of the wine tourists to the West Auckland region are pleasure seekers and have distinct demographic features. This provides a framework for managers of wineries in the region to customise their product and service offerings based on the demographic profile of the tourists and find ways of enhancing the hedonic experience for the tourist.

The other result of this study was that the wine tourists' demonstrated a range of demographic variables- age, employment status, education- along with satisfaction with aspects of the tourism experience including service level, product quality, history and culture of wine region, and activities related to wine tourism. Thus, managers of wineries in the West Auckland region should offer tourism experiences based on these demographic factors. This research found that the wineries were unable to set up signage for their wine tourism destinations due to strict government regulations.

Therefore, policymakers should consider lessening the regulations on signage to enhance the tourism experience and increase tourist visits, which will positively contribute to the local tourism industry and economy in the West Auckland region.

### **6.3. Limitations and future research**

Although this study was conducted to meet the research objectives, there are limitations in the design of the study, therefore the findings cannot be generalized. First of all, the sample size for this study was small, and the

wineries that participated in this study were located in West Auckland only. At the countryside environment, more studies need to be conducted comparing demand and supply factors between West Auckland and other wine-producing regions to establish similarities and variations. In addition, there is need for further study on both the demand and supply factors in wine tourism between countries such as France – an old wine-producing region – and New Zealand, which is a new wine-producing region, to establish whether there are global differences between these factors. Secondly, the research was conducted during the high season for wine tourism in Auckland, the demographic characteristics may not be as representative to all the wine tourists in general. Therefore, additional research using qualitative studies with wine tourists to obtain richer data about the demand side of wine tourism is necessary. Through this, more in-depth information on wine tourists' motivations, experiences and satisfaction will be identified.

#### **6.4. Summary**

Charters and Ali-Knight (2002) noted that there is no such thing as a conventional wine tourist since individuals involved in wine tourism vary greatly in terms of gender and motivation for travelling to wine tourism destinations. However, to improve the wine tourism experience for wine tourists, it is important to consider both supply and demand factors. Overall, this study has demonstrated that both supply and demand factors are critical to the wine tourism industry. Wineries should rely on current empirical evidence on what tourists expect to find at wine tourism destinations to supply these needs effectively and to improve the tourism experience. It is through this that wineries can influence post-visit behaviour such as wine purchasing in the retail setting and repeated visits, which positively affect the performance of the wine tourism industry.

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## Appendix 1: Survey Questionnaires



### The Questionnaire

This survey is aimed at obtaining your opinions about wine tourism in west Auckland region. Specifically, you will provide your opinions about motivations for visiting wineries, your expectations, your tourism experience, the sources of information you relied on prior to visiting the winery, and your level of satisfaction. You will also provide your demographic details. All the information you provide will be useful in meeting the objectives of this research.

#### **Section A: Personal Profile**

In this section, please select one of the following.

##### **Question 1: What is your Age?**

1. 18-29 [ ☐ ] 2. 30-39 [ ☐ ] 3. 40-49 [ ☐ ] 4. 50-59 [ ☐ ] 5. 60 & above [ ☐ ]

##### **Question 2: What is your Gender:**

1. Male [ ☐ ] 2. Female [ ☐ ]

##### **Question 3: What is your Educational level?**

1. Primary school [ ☐ ] 2. High school [ ☐ ] 3. Diploma or certificate [ ☐ ] 4. Bachelor's degree [ ☐ ]  
5. Post graduate [ ☐ ]

##### **Question 4: What is your Employment status?**

1. Full time employment [ ☐ ] 2. Part-time employment [ ☐ ] 3. Unemployed [ ☐ ] 4. Retired [ ☐ ]  
5. Homemaker [ ☐ ] 6. Student [ ☐ ] 7. Other [ ☐ ] Please specify: \_\_\_\_\_

##### **Question 5: How many times have you visited a winery?**

1. First time [ ☐ ] 2. Second time [ ☐ ] 3. More than three times [ ☐ ]

##### **Question 6: Are you from New Zealand or overseas?**

1. Domestic tourist [ ☐ ] 2. International tourist [ ☐ ]

##### **Question 7: With whom did you come with?**

1. Alone [ ] 2. Family [ ] 3. Friends [ ] 4. Package tours [ ] 5. Others [ ] Please specify: \_\_\_\_\_

### **Section B: Motivations for visiting wineries**

#### **Question 8: What are your motivations for visiting a winery?**

Using a scale with five scores, namely, unimportant (1), important (2), no opinion (3), slightly important (4), and very important (5), please tick an appropriate response.

<b>Statement</b>	<b>Unimportant</b>	<b>Important</b>	<b>No opinion</b>	<b>Slightly important</b>	<b>Very important</b>
Educational opportunities about wineries					
Wine tasting and purchasing					
Enjoy the country experience					
Discussing wine interests with other people					
Participation in special events and wine tours					
Experience lifestyle, history, and culture of the wine region					
Enjoy attractive scenery and landscape					

### **Section C: The Tourism Experience**

#### **Question 10: What factors do you consider as important in enhancing your tourism experience?**

Please rate the factors you consider important in enhancing your tourism experience using a scale with five scores, namely, unimportant (1), important (2), no opinion (3), slightly important(4), and very important(5).

Aspect	Unimportant	Important	No opinion	Slightly important	Very important
The level of service quality					
Rural landscape					
Accessibility					
Suitable signage					
Welcoming staff					
Wine tours and wine tasting					
Quality wines					
Availability of cellar doors					
Souvenir shops					

#### **Section D: Expectations about Wineries**

**Question 9: What are the services or activities you expect to be offered by the winery?**

Please rate the importance of each aspect using a scale with five scores, namely, unimportant (1), important (2), no opinion (3), slightly important (4), and very important (5). Please tick an appropriate response.

<b>Entertainment</b>					
Statement	Not important	Important	No opinion	Slightly important	Very important
Cultural events with wine themes					
Wine tours together with wine tasting					
Wine events					
<b>Education</b>					



Wine courses and guided tours for acquiring knowledge on wine and its production					
Wine and food cuisine to acquire knowledge about the culture of wine					
Wine museum for learning about the history of wines					
<b>Escape</b>					
Guided tours in vineyards					
Self guided tours in vineyards					
Participation in the production of wine					
<b>Aesthetic</b>					
Wine dominated landscape					
Information about wine region and signage					

Availability of wine shops and bars					
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#### **Section E: Information sources about winery**

**Question 11: What are your ratings of the information sources you used prior to your travel to the winery?**

The scale is as follows: unimportant (1), important (2), no opinion (3), slightly important (4), and very important (5).

<b>Information source</b>	<b>Unimportant</b>	<b>Important</b>	<b>No opinion</b>	<b>Slightly important</b>	<b>Very important</b>
Word of mouth					
The internet (Social Media)					
TV and Radio					
Brochures					
Past visits					

#### **Section F: Level of Satisfaction**

**Question 12: To what degree are you satisfied with your wine tourism experience?**

Please provide a rating of your tourism experience using a scale with five scores, which are strongly dissatisfied (1), dissatisfied (2), neither satisfied nor dissatisfied (3), satisfied (4), and strongly satisfied (5)

<b>Statement</b>	<b>Strongly dissatisfied</b>	<b>Dissatisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Satisfied</b>	<b>Strongly Satisfied</b>
The winery meets the tourists' expectations					
The winery offers services that enhance the tourism experience					

The winery provides quality wines					
The staff at the winery are professional, knowledgeable, and welcoming					

*Thank you for your participation in this survey.*

## Appendix 2: Participation Information Sheet (Survey)

*Note: The Participant should retain a copy of this form.*

### Participant Information Sheet for the Survey



Date Information Sheet Produced:

29<sup>th</sup> January 2014

Project Title

Wine Tourists' expectations of New Zealand Wineries and their motivations to visit the West Auckland region

An Invitation

I am Josh, a Master's student in International Hospitality Management course in the school of hospitality and tourism at AUT University. I am undertaking a research project which leads to a dissertation and the completion of my qualification. This research is an exploratory study of wine tourists expectations and perception of New Zealand wineries. 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 time 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 develop a further understanding of wine tourists; their overall wine experiences and also their expectations of New Zealand wineries.

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

The targeted participants in this research should be of the following two conditions: a) wine tourists b) wine professionals/operators. The survey questionnaire and interview will be held and distributed at the wineries.

What will happen in this research?

An anonymous questionnaire is used in this research. The questions focus on finding out about the past experience of wine visitations and also the expectations of the wine tourists. If you have agreed to take part in this research, you are invited to complete this questionnaire. When it is completed, please kindly hand it to the researcher or the wine operators who will be on-site. The estimated time needed to complete this questionnaire will be 10-12 minutes.

What are the discomforts and risks?

The participants in this research may have the possibility of feeling embarrassed when questioned about their behaviour of wine drinking.

How will these discomforts and risks be alleviated?

Wording of the survey and interview questions have been strictly considered to avoid any discomforts and harmfulness to the participants.

How will my privacy be protected?

The data collected for this research will be strictly used only for this research. Confidentiality and anonymity are employed for the participants of this research.

How do I agree to participate in this research?

By completing the questionnaire you are indicating your consent to participate in this research. Upon completion of the questionnaire, a drop box in the winery reception area will be provided for the participants to hand in the survey.

Will I receive feedback on the results of this research?

Yes. If you are interested in the research results, you can gain access to the summary report of the research by referring to the URL link provided.

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

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

Whom do I contact for further information about this research?

**Contacts:**

Josh Yeow,

Email: [jykc111@gmail.com](mailto:jykc111@gmail.com),

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Email: [Claire.liu@aut.ac.nz](mailto:Claire.liu@aut.ac.nz),

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## Appendix 3: Interview Questions



### Indicative Interview Questions for Wine Operators

In what ways is your winery involved in tourism?

What products and services does your winery offer for tourists?

Can you describe the typical wine tourists that visit your winery?

What do you think are the factors that motivate tourists to visit your winery?

What do you think the visitors are expecting from your winery?

Which measures has your winery put in place to improve the wine tourism experience for visitors?

How do you promote or market your winery to prospective tourists? How do you think these strategies are effective?

Do you have any suggestions on how wineries in the West Auckland region can improve wine tourism experiences?

***Thank you for your participation in this interview.***

## Appendix 4: Participation Information Sheet (Interview)

### Participant Information Sheet for the Interview



Date Information Sheet Produced:

29<sup>th</sup> January 2014

Project Title

Wine Tourists' expectations of New Zealand Wineries and their motivations to visit the West Auckland region

An Invitation

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What is the purpose of this research?

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

The targeted participants in this research should be of the following two conditions: a) wine tourists b) wine professionals/operators. The survey questionnaire and interview will be held and distributed at the wineries.

What will happen in this research?

An anonymous interview questionnaire is used in this research. The questions focus on finding out about what the operators already knew about their visitors based on the expectations and the past experiences of wine visitations. If you have agreed to take part in this research, you are invited to contact the researcher through email. This interview will be conducted on-site subject to the availability of the wine operators. The estimated time needed to conduct this interview will be approximately 30-45 minutes.

What are the discomforts and risks?

The participants in this research may have the possibility of feeling embarrassed when questioned about their behaviour of wine drinking.

How will these discomforts and risks be alleviated?

Wording of the survey and interview questions have been strictly considered to avoid any discomforts and harmfulness to the participants.

How will my privacy be protected?

The data collected for this research will be strictly used only for this research. Confidentiality and anonymity are employed for the participants of this research.

How do I agree to participate in this research?

You will have about a week to consider whether to take part in this research. You can agree or decline by emailing the researcher himself. The contact details are provided.

Will I receive feedback on the results of this research?

Yes. If you are interested in the research results, you can gain access to the summary report of the research by referring to the URL link provided.

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

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH, Kate O'Connor, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), 921 9999 ext 6038.

Whom do I contact for further information about this research?

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