

Factors for Development of a Wine Tourism Destination

Dr. Galina Ilieva

University of Economics - Varna, Varna, Bulgaria
g.ilieva@ue-varna.bg

PhD candidate Yanislav Markov

University of Economics - Varna, Varna, Bulgaria
y_mark@abv.bg

Abstract

Based on the concepts of tourism destination and wine tourism, the concept of wine tourism is defined. The system components of the destination for wine tourism are distinguished and characterized - wineries, wine routes, winescapes. The attributes of the destination that influence the visits to the wine region, are displayed. The factors for a successful development of a destination for wine tourism, which contribute to more real and memorable experiences of the wine tourist are systematized.

Keywords: winescape, wineries, wine routes, wine tourism destination, factors, development

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Introduction

Recently, wine is becoming an increasingly attractive object for tourism. Interest is growing and expanding. Many tourists make their trips motivated by the opportunities to learn more about wine - to taste new or favorite wines, to get acquainted with moments of viticulture and winemaking in a particular region, to meet the locals and their traditions, to get acquainted with the holidays and customs associated with wine. The growing desire of people to practice non-traditional tourism also contributes to this. In addition, there are many lovers of good wines who are increasingly interested and tend to satisfy their interest. This and other socio-economic reasons have necessitated the emergence and rapid development of so-called wine tourism in recent years

I. The concept of wine tourism

There are different definitions of wine tourism. According to some authors, it is the authentic experience of visiting wineries and consuming quality wines, getting acquainted with the production process, on-site tasting led by an oenologist or sommelier in a hall with interesting traditional or modern architecture. According to WIKITRAVEL2 magazine, "wine tourism means an organized journey involving the evaluation, tasting and purchase of wine". In another edition in New South Wales, Australia, "Understand your tourism market", wine tourism is seen as a wide range of pleasures during the holidays, combined with a visit to a winery or wine region for tasting, consumption of appropriate food and accumulation of experience through complementary cultural events and sightseeing in order to get acquainted with the lifestyle of the region. According to Marinov (2011), wine tourism is motivated by the production, trade and consumption of wine, a visit to a wine region and/or wineries and/or a wine event (holiday, custom) related to the supply of typical regional wines and wine-derived spirits. Wine as a cultural product has become a main topic in tourism development. Asero and Patti suggest that wine, similar to other regionally distinctive products, can be defined as a "territorial intensive product" (TIP) as it contains a strong reference to the identity of the territory in which it is produced. Wine regions provide an ultimate "destination branding" through their designation of appellation and claims of terroir. In Europe, one of the most notable ways wine tourism has been developed is in the form of official wine roads or wine routes. Wine tourism can be perceived as a regional development tool, that aids the integration of primary

(agriculture), secondary (wine industry) and tertiary (tourism) sectors, highlighting the respective wine territory’s landscape characteristics and the uniqueness of its regional “touristic terroir”.

Wine tourism is a form of alternative tourism, which is defined as "visitation of vineyards, wineries, wine festivals and wine exhibitions, where wine tasting and/or experiences related to the individual elements of a wine region are the primary motivating factors for visitors" (Hall , 1996; Macionis, 1996). As it is clear from the definition, the main prerequisite for the development of this type of tourism is the attractiveness of both the individual wineries and the wine region as a whole. Although often seen as a secondary source of income, it still brings a number of benefits to wineries, which in addition to the purely financial dimension of increased sales, also include better market recognition, improved image, brand loyalty, attracting new market segments, etc. Apart from the wineries, the trips have a favorable effect on the development of the respective regions as a whole.

Wine tourism can take various forms. Sometimes it is limited to a single visit to a winery, accompanied by tasting and a walk among the vineyards. It can be complemented with local or gourmet cuisine - in a restaurant or on a picnic, as well as a lecture on combining wine and food. One of the latest trends in wine seminars is the mixing of different wines, in which the visitors make their own unique blended wine. Wine is also a central theme of many events - wine festivals, rituals associated with the grape harvest or pruning of vines (Trifon Zarezan), open days in wineries and more.

After conducting a literature review, it becomes clear that literature defines wine tourism in many different ways. The table below lists the most common definitions of wine tourism:

Table 1. Definitions of wine tourism

The major motive	Author
visitation to vineyards	O’Neill, Palmer, Charters & Fitz, 2001,
tasting of authentic tangible wine product	O’Neill, Palmer & Charters , 2002, George Dimitrov
visitation to wineries	Hall & Macionis, 1998 ; Macionis, 1996, в Hall, Sharples, Cambourne, Macionis, Mitchell & Johnson, 2000
as an accompanying motivation	Jago, Issaverdis и Graham (2000)
travel with special interest	Donald Getz 2000, Yordanka Aleksieva , Stamen Stamov, Stoyan Marinov 2011
cultural experience	Coen & Ben Nun (2009)
experimental tourism	Dowling 1998: 78; Saayman & van der Merwe, 2014
attractions of the wine regions - heritage, landscape and wine production	Carmichael, 2005

Source: The table has been compiled by the authors

All this allows us to summarize that although there is no single definition of wine tourism, we can assume that wine tourism provides a wide range of pleasures during the holidays and skillfully combines a visit to a winery or wine region with gaining experience through complementary cultural events and sightseeing, which in turn contributes to a unique experience.

II. Factors for the development of wine tourism destination

The product of the tourism destination has a complex content and is a set of diverse tangible and intangible components in a specific tourism area - natural and anthropogenic resources; events and entertainment; tourist activities; environmental conditions; infrastructure; transport,

accommodation and catering services; hospitality of the locals; imaginary concepts and values that bring benefits and are attractive to different groups of consumers in meeting their needs, motivation and expectations about spending their free time (Marinov, S., 2015). On this basis, the factors determining the development of a wine tourism destination are as follows:

1. Wineries

The history of the winery as a building and a monument of cultural heritage has intrigued a number of researchers and wine entrepreneurs since the early 80s of the 20th century. In 1990 in Victoria / Australia / a number of facts "related to the development of wineries as objects of wine tourism" were studied and documented, according to which "wine entrepreneurs aim to make the most of the history of the winery, the history of the wine industry and the material heritage associated with the wine". It turns out that there are also tourists who show interest not only in wine, but also a special interest in buildings and artifacts, which do not necessarily arise additional curiosity about the wine produced in them. In this sense, we are talking about the cultural connection and importance of wine and its cultural influences in tourism. Cultural preservation is interpreted in the protection and maintenance of vineyards, grape varieties and viticultural practices. The historical development of wine production, including the control of diseases and pests in the vineyards, also contains scientific value, which implies a serious attitude to wine and related processes and its manifestations in the field of cultural tourism. This is what the connection between wine and cultural heritage is all about. It is interesting that the wine industry has a lot to learn about cultural heritage and marketing. A good example in this regard is the practice by Scotch Whisky distillers. The whisky industry has been developing, thanks to the tradition or recipe of this drink, which has been preserved for centuries. The wineries, drawing on the experience of whisky distillers, have the necessary elements that turn them into centers of cultural and historical heritage: landscape / nature /, architecture, traditional materials, historical presentations, presentation of the production process, characteristics of local culture - habits, customs, hospitality. An extremely important factor for meeting and satisfying the needs of cultural and industrial tourists is the combination and interpretation of these elements of cultural heritage: authenticity, expressed in the presentation of the original culture, accurate restoration, quality of products and services, participation in a craft under local conditions, and if possible, meeting with the locals. The main elements of wine tourism - wineries and larger complexes of the chateau type can be successfully integrated in terms of offering wine tourism services, defining a destination as a wine destination.

Ambitious winemakers can rely on investing in the brand through the reputation of quality wine and food, the unique environment and capture and take advantage of the economic benefits of wine tourism for themselves. It is of the utmost importance that they are able to easily attract more solvent customers to visit a winery or chateau for a short stay, a longer holiday or during business events.

2. Wine routes

Wine roads or routes are considered to be the oldest form of wine tourism. In the context of the modern concept of their development, they are present in all wine regions. Although research on their functions is limited, their positive effect on achieving satisfaction as a result of wine tourism experiences is obvious. There is also a lack of in-depth analysis of new and alternative forms of participation in self-organized wine tours. In all European countries that produce wine and develop, or tend to develop wine tourism, this type of tourism is officially structured through the main product known as "Wine Routes". Several regions in France have long developed wine routes that connect attractions, regions, winemakers, united by one goal - to increase the volume of the economy through grape production and increase the area of vineyards for the benefit of tourism. Many wine trails in Europe are being developed with the support of the European Wine Route Council (Europäische Weinstrassen), based in Bordeaux, France. The activity of this wine routes

council is aimed at: providing inventory of the existing wine routes and trails in Europe; developing standard marking and presentation of wine routes and their components in different countries and regions through pictograms; creating standards for the wine route and accreditation requirements; facilitating the development of further wine routes; marketing. One of the first countries that uses the wine route as a major tool for the development of wine tourism is Spain. The activities related to the organization and implementation of the wine routes are controlled by the Association of Wine Cities and the State Secretariat for Tourism. The first report of the Secretariat emphasizes the following three elements necessary for the successful implementation of the "routes" - the tourists for whom they are intended, technical implementation and formalities, related to the control mechanism of the system of "Wine Routes". The development of a wine route has been influenced by structural changes in the wine industry. It is specifically related to the wineries or chateaus located in it. The nature and range of the wine tourist product can be determined through the wine routes. The sections, called wine routes, are entirely dependent on the potential of wine tourism and their implementation has long been the subject of discussion. It is obvious that the development of wine routes is an integral part of the wine and tourism industry. In practice, they are the core attractions of wine tourism - wines, wine production facilities and wineries.

The basis of wine tourism is knowledge and practices in viticulture and winemaking, technological processes and types of wine, oenology and sommelier. Providing this information, combined with promotions and wine tasting during a tour of the wine region, is known as a wine tour and is a practical expression of the wine route within which it is realized. It must include a visit to a wine cellar and a talk which offers information about the region with its climatic and soil characteristics, unique varieties and stages of wine production in which guests can participate - picking and stomping grapes, measuring sugar, and buying wine directly from the cellar. For the organization of the wine tour, the location of the resource is important - the vineyards, the sites - the wine cellars, the information centers, the advertising and the content of the routes and their classification. Depending on the functions of the objects included in the wine tour, they are divided into target, additional, accompanying. In one of the first guides, acting as wine tour guides, published in Napa Valley, the following elements of the wine tour are noted:

- vine culture and wine production, natural cellars and wineries, barrels, production of barrels, materials, foods suitable for accompanying wine consumption,
- art, including architecture, sculptures, stainless steel bottles for bottling, labels,
- architecture - old and modern, interior, environment - gardens and views,
- personal meetings - with winemakers, winery owners, staff, history - of the region, of the wine production, of the family,
- wine culture, region culture, organic farming and wine production, bottles and bottling,
- wine marketing - where to buy, how to buy the best, wine clubs, wine-related trade, shopping,
- sensory stimulation - aromas, taste, sound, sensation, romance of the wine and wine regions, pleasure of drinking and eating in a wine cellar,
- flora and fauna, microbiology, etc.

3. The winescape

The winescape is described as the synergistic interaction between "vineyards, wineries and other physical structures, wines, natural landscape and setting, people and cultural heritage, towns, their architecture and artefacts within them". Alebaki and Lakovidou describe winescape as "the whole region and its attributes". Thomas, Quintal, and Phau developed the concept of seven main attributes of the winescape: (1) the winescape cluster, (2) the atmosphere, (3) the wine product, (4) complementary products, (5) the signage, (6) the layout, and (7) service personnel attributes.

The dimensions of the winescape are: (1) nature-related; (2) wineries and vineyards; (3) wine and other products; (4) encompassing factors; (5) signage and layout; (6) service personnel

and locals; (7) heritage-related towns; and (8) fun-based activities. The winescape is also the primary motivation that drives the wine tourists' hedonic experience where much importance is placed on it during the visit. Bruwer and Gross further that a winescape framework for wine tourism is depicted by five key dimensions: (1) infrastructure, (2) natural setting, (3) atmosphere, (4) layout, and (5) people. The winescape attributes shown above are considered in a multi-layered macro-context of a wine region.

In order to establish the key attributes that contribute to the wine tourism experience, it is important to understand why people visit wine regions. It is also imperative to examine the natural environment, namely the wine landscape where this experience takes place.

Telfer (2000) argues that the winescape is characterized by three main elements, namely the presence of vineyards, winemaking and wineries, where wine is produced and stored (and sold in the cellar). Another abbreviation is to call it "terroir of wine tourism" (Hall et al., 2000). Douglas et al. (2001) believes that "wine tourism is influenced by the physical, social and cultural dimensions of the winescape and its components". Obviously then the landscape itself is part of the winescape in terms of wine tourism.

The landscape can be considered to have an inherent physical quality (Lothian, 1999). According to Nohl (2001), there are four levels of aesthetic familiarization during the aesthetic experience of a landscape:

- 1 perceived (senses are involved, seeing, hearing or smelling),
- 2 expressive (feelings and emotions related),
- 3 symptomatic (object signs are symptomatic of something else) and
- 4 symbolic (ideas and imaginations created in the minds of the viewers).

Therefore, a tourist's "sense of place" would be both physical and aesthetic (Charters, 2006). The vineyard landscape is used as a 'terroir' by some wine producers, that try to establish a connection in the consumer's mind with wine production and the sense of place (Johnson and Bruwer, 2007). However, the alluring effect of the physical geographical elements on wine tourists has not yet been studied. How important then is the aesthetic perception of the natural physical aspects of the region for wine tourists?

Some researchers suggest that wine tourists perceive a wider range of benefits before buying and during winery visits, including the tourist aspects of the surrounding community, ie. outdoor recreation areas, regional heritage and cultural attractions and local dining and accommodation (Bruwer & Alant, 2009; Bruwer & Lesschaeve, 2012; Cambourne, Macionis, Hall and Sharples, 2000; Cohen and Ben-Noon, 2009; Getz & Brown, 2006; Hall & Makionis, 1998; Johnson & Bruwer, 2007). Others, such as Getz (2000) and Hall and Macionis (1998), include events such as wine festivals and wine shows in the perceived benefits. Thus, wine tourism is now defined as much more than a cursory visit to wineries or vineyards to buy or drink wine. The scope of the destination's benefits, which are considered to attract consumers to visit wine regions and wineries, includes wine products, complex wine experience and other types of tourism and tourism functions supporting and constituting the overall regional tourism. In a general sense, understanding which benefits of a winescape attract the tourist to visit, return and/or recommend the destination to others is a key element in developing a successful marketing strategy for wine destinations (Chen & Tsai, 2007). Existing literature on the subject (see Table 2) shows that a number of factors contributing to the positive intention to visit and/or recommend winery and wine regions have been explicitly identified over the last decade (e.g. Baker & Crompton, 2000; Charters & Ali-Knight, 2002; Cole & Illum, 2006; Cole and Scott, 2004; Galloway, Mitchell, Getz, Crouch, & Ong, 2008; Getz & Brown, 2006). Most of the results are due to the application of survey methods specific to determining the significance of destination attributes and travel decision and/or purchasing behavior (e.g., Bruwer, 2003; Getz & Brown, 2005; Ryan, 2002; Sparks, 2007). Each of these elements is

thought to contribute to the overall image of the winescape in the minds of wine tourists (Bruwer & Lesschaeve, 2012; Johnson & Bruwer, 2007).

Table 2. The predominant attributes of the destination influencing the visits to a wine region

Factor	Source
Wine product and consumer experience	Alant and Bruwer (2004); Bruwer (2013); Charters and Ali-Knight (2002); Famularo, Bruwer, and Li (2010); Galloway et al. (2008); Hall et al. (2000); Hall and Macionis (1998)
General characteristics of the winescape (vineyards, wine production facilities, tasting room)	Bruwer and Lesschaeve (2012); Galloway et al. (2008); Johnson and Bruwer (2007); Telfer (2000)
Opportunities for knowledge enrichment	Bruwer and Alant (2009); Carmichael (2005); Charters and Ali-Knight (2002); Carlsen (2004); Dodd (1995); Galloway et al. (2008); Getz and Brown (2006)
Entertainment and events	Bruwer (2013); Carmichael (2005); Carlsen (2004); Charters and Ali-Knight (2002); Dodd (1995); Galloway et al. (2008); Getz and Brown (2005, 2006)
Natural environment and rural landscape	Bruwer and Alant (2009); Bruwer and Lesschaeve (2012); Carmichael (2005); Carlsen (2004); Bruwer and Alant (2009), Dodd (1995); Galloway et al. (2008); Getz and Brown (2006)
Relaxation and recreation	Carmichael (2005); Carlsen (2004); Dodd (1995); Galloway et al. (2008); Getz and Brown (2005, 2006)
Customer service	Baker and Crompton (2000); Bitner (1992); Cole and Scott (2004); Galloway et al. (2008)
Socialization and wine clubs	Carmichael (2005); Carlsen (2004); Dodd (1995); Galloway et al. (2008); Getz and Brown (2005, 2006)
Other types of tourism and tourist services	Bruwer and Lesschaeve (2012); Galloway et al. (2008)

Source: The table has been compiled by the authors

4. The experiences of wine tourists

There are many authors who study the factors that contribute to the significant experience of wine tourists, regarding their attitudes, behavior and preferences (Ali-Knight and Carlsen, 2003; Cohen et al., 2013; Asero and Patti, 2009; Mitchell et al., 2012; Ben-Nun and Cohen, 2008; Saayman and Merwe, 2015; Pikkemaat et al., 2009). In fact, according to the literature review on wine tourism experience studies, there are three main aspects as follows: **framework factors, influencing factors and success factors.**

The framework factors refer to the characteristics of wine tourism and their features. Getz (2000) defines the wine tourism experience as a complete sensory experience that involves the five senses as follows:

- (1) Taste: wines and regional cuisine, fresh grapes and other regional products;
- (2) Smell: the land and the grapes, the fresh air in the countryside, the fermentation of the wine, the cellars where the wine ages, the cooking and the roses and herbs from the garden

(3) Touch: from the interpretation of wine production processes, the bottle and glass, cooking with wine and grape picking;

(4) Sight: the vineyards and the blue sky, the unique regional architecture, the people having fun, traditional festivals and the wine colours; and

(5) Hearing: bottling, opening a bottle of wine, festive music, wine production equipment, and cooking and cuisine. It is a culturally authentic experience in a perfect scenario, which involves lifestyles that are connected to wine and food; it is romantic, based on the notion that wine, food and an attractive atmosphere promote romance; it is educational, as consumers learn about the wine culture and the local culture (Getz, 2000, p. 3; Getz and Brown, 2006).

In summary, the wine tourism experience is complete and unique, according to the **key framework factors** pointed out by Carlsen and Charters (2006) and Inácio (2010) as follows:

Authenticity: observe and have the opportunity to participate in a production process of a product, which has a very high social value – the authentic one;

Monetary value: the attributed value is higher than the monetary value spent in buying and consuming this product;

Service interaction: interdependence of all involved agents and actors at the destination place and tourist supply place;

Surroundings scenario and atmosphere: landscape and surroundings scenario where it happens;

Product offers, goods and services conceptions: sold and promised to the tourists;

Information dissemination: dissemination of these products and contexts and their effective difference;

Personal growth: provided by the learning experience; and

Lifestyle: connected to a healthy, elitist lifestyle, with good taste and a knowledgeable class

Contextualizing and analysing the previous factors, the complete and unique wine tourism experience demonstrates and implies an equal synergy between all, e.g. implies a series of players, stakeholders, actors and sectors that contribute to it and that also benefit from it (exceptional wine tourism experience). This unique nature is reinforced by the fact that it is valid for the person who does it, who manages it and who participates in this concept of experience. In the study and development of wine tourism experiences, it is fundamental to know their **influential factors**, as wine tourism experience can result in an increase in wine sales, increase in the number of visitors and what is spent in the region (Saayman and Merwe, 2015).

The wine tourism experience is also a result of the personal characteristics of the consumer; the characteristics of the visited place (location, architecture, decor and hygiene); the visit's dynamic (socializing with wine personalities, producers and winemakers, other visitors, wine cellar employees, service and developed activities); interaction with other elements of the experience such as hospitality and lodging; characteristics of the visited region (landscape, cultural heritage, festivals and events and other local attractions) (Hall et al., 2000; Pikkemaat et al., 2009; Cohen et al., 2013).

Success factors of the wine tourism experience

Regarding the success factors of the wine tourism experience, after reviewing the work of many authors, Ali-Knight and Carlsen (2003), describe some indispensable conditions necessary to offer exceptional wine tourism experiences such as: memorable experiences that involve the visitor and are an excellent opportunity to increase wine sales; novelty value; provide exceptional experiences, in addition to the wine tastings, for example, visiting the region in a limousine, travelling in a helicopter or a hot air balloon above the vineyards; grand events, which will involve and entertain the visitor, attracting different market segments, with different events in the wine region.

Including events and festivals in marketing, brand and promotion of wine regions have

become quite important, and nowadays, all wine regions have wine festivals or wine tourism events; free wine tastings opportunity, that provides an excellent opportunity to build relationships with clients; sensorial experiences, as the tasting becomes a complete sensorial and educational experience too, and the visitor develops a positive connection to the place and the wines; include emotion, entertainment and participation to create customer loyalty.

Getz and Brown (2006) examined the critical success factors for wine tourism regions and concluded that the success of the wine tourism experience results from the combination of three core components and their adjacent dimensions as follows: core wine product; core destination appeal; and the cultural product. Their research paid specific attention to the importance attached by wine consumers to various destination and trip attributes when deciding upon a wine tourism experience. According to their analysis of these critical success factors, it is possible to conclude that the success of wine tourism is a result from the combination of these three nuclear components and their adjacent dimensions.

Conclusion

In conclusion, tourists look for fascinating and immersive experiences, trying to experience something unique and memorable, to have close contact with local producers and to connect with the identity of the territory. Traditional visits to wineries, wine cellars and wine tastings are crucial for wine tourism, but it is necessary to promote other authentic elements to improve and differentiate the experience. Therefore, wine and food experiences in rural areas must meet and, if possible, exceed tourists' expectations by promoting personalized experiences that engage personal resources (such as previous knowledge or experience), thus contributing to the engagement and satisfaction of visitors. The interaction with the physical environment of the destination is also important for the tourist experience, as it affects the participation of tourists and the quality of social interaction in the co-creation of an experience. Interacting with physical winescapes shaped by unique local resources can also contribute to more authentic and memorable experiences.

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