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Department of Agronomy, Food, Natural Resources,  
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Second Cycle Degree  
(MSc) in Italian Food  
and Wine

Consumer preferences for experiential  
marketing and wine tourism experience:  
evidence from Turkey and Italy

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ACADEMIC YEAR 2022/2023

## Abstract

The goal of the research is to examine consumer preferences for the wine tourism experience in Italy and Turkey, namely two countries with different cultures, and identify the factors that contribute to their satisfaction, loyalty, and behavioral intentions. The research analyzes attributes that drive the preferences of consumers in the wine tourism experience. The research examines the motivation of wine tourists for visiting wineries in Turkey and Italy, by exploring the most important aspects of the visit from the customer perspective to help Turkish and Italian wineries improve their marketing strategies. It has been found effective to compare the different countries and their distinct culture in the wine tourism experience since it affects the marketing strategies applied on the customers. The study implements both qualitative and quantitative research methodologies and data were collected through winery interviews and a consumer survey. Interviews were carried out with 5 wineries for each country, and a questionnaire survey was distributed to 149 Turkish customers and 104 Italian customers. To analyze customer preferences, the study applies a Best-Worst Scaling (BWS) experiment, which has been frequently used in wine marketing studies. Based on customers' socio-demographic information and some attitudinal scales evaluated with the survey questionnaire, a cluster analysis is applied to determine different groups of wine tourists. The results of the study demonstrate that differences exist between wine tourists' preferences for the wine tourism experience. Having wine experts guiding the winery visit is the most appreciated attribute in both samples, followed by the provision of a training session (i.e., wine tasting) before the visit in Turkey and the winery and winescape beauty in Italy. Food pairings is the third most important attribute of a winery visit, while the provision of accompanying events during the visit is less preferred in both samples. Interestingly, the reputation of the wine, the winery and the wine area is more important for Italian wine tourists, while this is the least preferred visit attribute for Turkish consumers. Although there are many studies examining wine tourism experience in the literature in Turkey and Italy, this is the first one investigating wine tourists based on winery visit attributes in comparison of two different countries.

**Keywords:** Wine Tourism, Wine Marketing, Customer Preferences, Turkey, Italy

## ACKNOWLEDGEMENTS

I would like to express my deep and sincere gratitude to my supervisors, Eugenio Pomarici and Elisa Giampietri, for their guidance, expertise, motivation, enthusiasm, and immense knowledge. They taught me the methodology to carry out the research and to present the research works as clearly as possible. Their insightful feedback and encouragement have played a pivotal role in shaping this thesis.

I would like to express my sincere gratitude to my family—my parents, Emine Kuruoglu and Ersan Hatipoglu. Your unwavering support for educating and preparing me for my future, encouragement, and understanding throughout this journey has been invaluable. Your belief in me has been a constant source of motivation.

I also wish to thank all those who participated in the interviews, Urla Winery, Kavaklıdere, Arcadia Vineyards, Perdix Wines, Kocabağ from Turkey and Rocca Sveva, Bibi Graetz, Fattoria Varramista, Zenato, Zyme from Italy, sharing their knowledge and experiences, without which this research would not have been possible.

I would like to thank all the people who participated in the survey questionnaire from Turkey and Italy, for giving their contribution to the completion of this research.

Lastly, I thankfully acknowledge the encouragement and motivation that I've received from friends, colleagues, and everyone else who has contributed, directly or indirectly, to the completion of this thesis.

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# CHAPTER 1

## INTRODUCTION

Wine tourism is a type of special interest travel where people are encouraged to visit wine-producing regions and wineries by the influence of wine preferences and the geographic origin of wine tourism products (Getz, 2000). Wine tourism has grown to be a significant sector of the wine industry over the last few decades. Indeed, wine tourism experiences are strategic marketing tools that help wineries connect directly with consumers, even on a global scale, to generate long-term benefits like increased wine sales, customer education, and brand loyalty (Carlsen, 2004). Moreover, the economic development of a wine region can be supported by wine tourism, and wine can also be a vital component of expressing the identity and local culture of many places (Carmichael, 2005).

Today, an increasing interest in wine and wine tourism regions has emerged worldwide, thanks to the fact that many wineries are attractive to tourists, hence people travel consciously to explore wine tourism regions. Currently, wine tourists are more and more involved in both domestic and foreign tourism movements all over the world. The value of wine tourism is significantly growing. Indeed, according to a survey from Allied Market Research ([alliedmarketresearch.com](http://alliedmarketresearch.com)), in 2020 the global market size was estimated to be worth around 8.7 billion U.S. dollars, while forecasts expect to reach nearly 29.6 billion euros in 2030 (Statista, 2023).

The goal of this research is to examine consumer preferences for the wine tourism experience in Italy and Turkey, namely two countries with different cultures, to understand how visitors interact with the vineyards, the winemakers, and the wine-tasting experience. The study investigates wine tourists in these two countries and identifies the factors (i.e., wine tourism experience's characteristics) that contribute the most to their satisfaction and loyalty. Indeed, wine tourism's success in Italy and Turkey is driven by a combination of factors, including the reputation of wines, the beauty of the landscape, and the hospitality of the people. However, there are also distinct differences between the two countries, such as the importance of cultural heritage in Italy (Almansouri et al., 2022) and the emphasis on authenticity in Turkey (Ergüven, 2015).

Marketing can play a crucial influence in the success of wineries. However, in some countries, such as Turkey, wine and alcoholic beverages are prohibited by legislation in terms of advertising, and promotion. Moreover, there have been restrictions on selling alcoholic beverages at some festivals and events in Turkey. It could be seen that culture, particularly



religion, influences wine purchasing and consumption behaviors as in the case of Turkey. (Seyedimany and Koksai, 2022). This study aims to analyze the winery visit attributes and consumer preferences in wine tourism in Italy and Turkey. Turkey was chosen as a case for aiming to constitute an interesting approach since most of the population is Muslim in Turkey and it broadens a critical area of research to reveal the consumption of food and beverage products that may be considered taboo by a significant percentage of the public. (Seyedimany and Koksai 2022). On the contrary, in Italy, there are no certain laws that restrict wines and alcoholic beverages concerning sales, advertising, and promotion as in Turkey. Therefore, it is useful to analyze these two distinct cultures and countries in winery visit experiences to analyze different types of wine tourists under these cultural differences. Moreover, there is a big obstacle in front of the improvement of the wine tourism sector in terms of marketing activities in Turkey where there is a ban on alcoholic beverages in advertisements. Examining two different countries and their marketing strategies for wine tourism experience under this limitation shows the importance of marketing to attract customers for winery visits. In Italy, where there is no limitation on advertisements, the marketing activities are carried out successfully and it affects customer preferences and behavior. Despite having some successful studies in the literature for Italy that mainly focused on the wine tourism experience, especially for winery visits (Giampietri et al., 2018; Colomnini, 2013), there is no comparison between other countries with Italy in terms of wine tourism experience and customer preferences. The study is useful for Italian wineries to see differences in the motivation of tourists and the different strategies they need to implement to attract tourists. The paper aims to improve the marketing strategies of the wine tourism sector in both countries by focusing on attributes of their winery visits. Although there are many studies examining wine tourism experience in the literature for Turkey and Italy, this is the first investigating wine consumers based on winery visit attributes in comparison to two different countries. Accordingly, it is found necessary to compare two different countries in order to analyze different cultures and their effects on the consumer preferences of wine tourism experience. This study will provide a comprehensive analysis of wine tourism in Italy and Turkey, contributing to a deeper understanding of their growing market and providing evidence for the wineries' marketing activities. The study adopts both qualitative and quantitative research approaches, including winery interviews and a consumer survey. To assess consumers' preferences, the study implements a Best-Worst Scaling (BWS) experiment (Finn and Louviere, 1992), which has been widely applied to marketing studies as in the wine sector (e.g., Pomarici et al., 2017; Lerro et al., 2020). Also, consumers in both samples have been differentiated through cluster analysis, based on some attitudinal scales – as retrieved from the literature - measured with the survey.

The thesis begins with a review of the academic literature on the concept of wine tourism, winery visitors and the wine tourism experience, also describing the general wine tourism concept in Turkey and Italy within different scales and factors. In the methodology part of the study, the empirical research is described: first, the qualitative research represented by online and face-to-face interviews with several wineries' managers/staff in both countries, to gather important attributes of the wine tourism experience from a winery perspective; second, the survey to understand which are the attributes that wine tourists appreciate the most. The study applies the BWS method to investigate the factors influencing tourists' preferences for wine tourism activities. 149 wine tourists for Turkey and 104 wine tourists for Italy constitute the sample. The BWS method allows for eliciting participants' most important and least important attributes of the wine tourism experience, including aspects such as the provision of a training session before the visit, winery and winescape beauty, visit guided by wine experts, food pairing, provision of accompanying events, practical wine related experience and wine reputation. Also, a cluster analysis is used to identify different segments of wine tourists based on their socio-demographic information and some attitudinal scales measured with the survey questionnaire. Therefore, the aim of this research is to provide relevant insight for wineries, thus assisting these in strengthening their marketing plans by looking at new trends. Furthermore, the purpose of the researchers is to ensure important insights into the effectiveness of experiential wine tourism activities in attracting and retaining customers, showing which factors mostly impact tourists' overall satisfaction with their wine tourism experience, emotional engagement, and the likelihood of returning to the winery or vineyard in the future, also showing the heterogeneous nature of preferences among wine tourists. Overall, the findings could be useful for wine tourism marketers and stakeholders in developing more targeted marketing strategies and personalized experiences that cater to the evolving needs and desires of customers between Italy and Turkey who have cultural differences.

## **CHAPTER 2**

### **LITERATURE REVIEW ON WINE TOURISM AND WINE CONSUMERS' PREFERENCE**

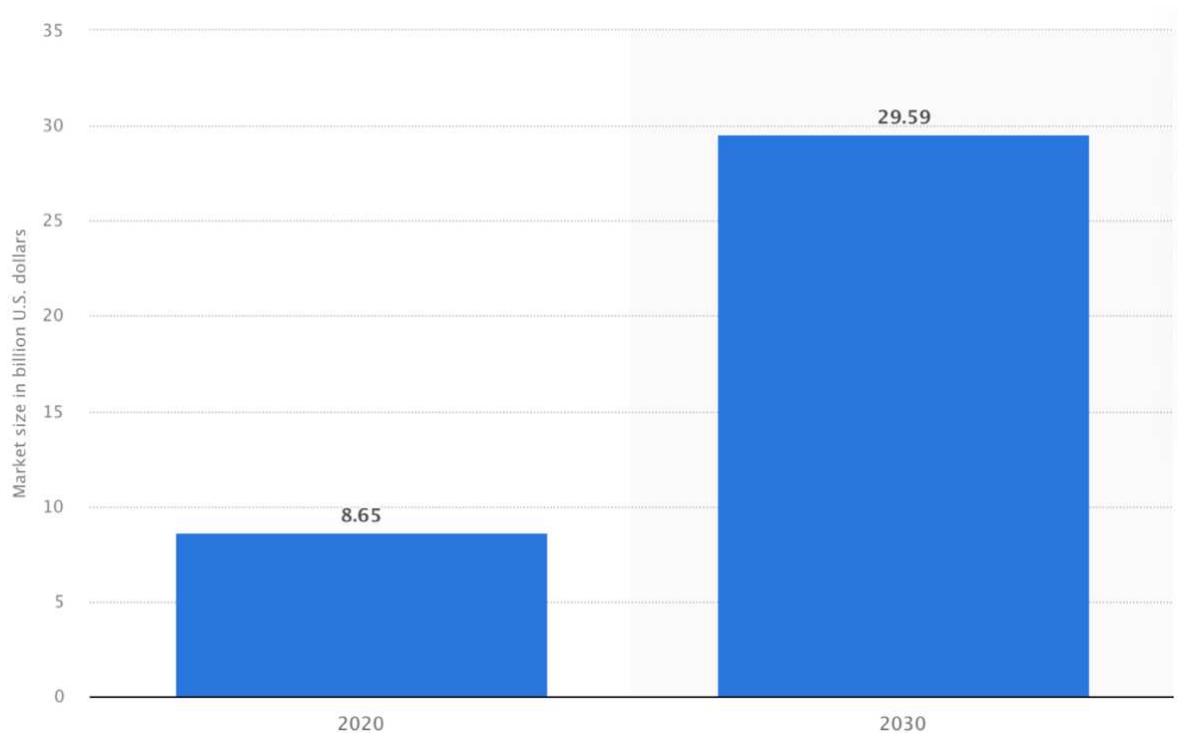
#### **2.1. Defining Wine Tourism**

The importance of creative and various tourism experiences is increasing from the consumer side. The wine tourist seeks a whole travel experience (Getz et al., 2008) in addition to wine tasting (Roberts and Sparks, 2006). Recognizing this trend, wineries are utilizing their expertise to improve and distinguish their offerings. Additionally, they contribute to the development of "touristic terroir," which Hall and Mitchell (2002) defined as "the distinctive combination of the physical, cultural, and natural environment that gives each region its distinctive tourist appeal", with potential benefits for the region. One major point stated in wine tourism is the primary motivation of visitors to visit vineyards, wineries, and wine festivals for experiencing the attributes of the wine regions and grape varieties (Hall and Macionis, 1998). Furthermore, as numerous studies have demonstrated, wine tourists look for a rich, and authentic experience that includes attractions of the wine region such as architecture, heritage, landscape, local wine made, and local cuisine (Carlsen & Charters, 2006; Dowling & Getz, 2000; Roberts & Sparks, 2006). The wine tourism sector is expanding steadily as a result of rising wine interest, experiential travel, and the growing popularity of culinary tourism. Wine tourists are looking for educational experiences to expand their knowledge and appreciation of wine, which has resulted in the trend of wine education and experiential learning. Furthermore, innovations in technology, such as augmented reality and virtual reality, are anticipated to improve the wine tourist experience significantly. (Future Market Insights Global, 2023).

##### **2.1.1. Wine Tourism in the World**

Statista (2023) reported that the wine tourism market worldwide was estimated to be worth around 8.7 billion U.S. dollars in 2020, a year in which the entire global tourism industry was hit hard by the Coronavirus (COVID-19) pandemic. As forecast, the enotourism's market size was expected to reach nearly 29.6 billion euros in 2030 as shown in Table 1.

Table 1. Market size of wine tourism worldwide in 2020, with forecast for 2030



Source: <https://www.statista.com/statistics/912835/market-size-enotourism-worldwide/>  
(Statista, 2023)

Future Market Insights Global (2023) stated that global wine tourism generated a revenue of US\$ 13.9 Billion by the end of 2023 the Wine tourism market is estimated to reach around US\$ 47.5 Billion in 2033 and online booking channel brings most of the bookings for wine tourism and expected to increase at a CAGR of 13.1% during the forecast period. The United States lead the global wine tourism sector, accounting for 17.1% of the total in 2022 and the 46-55 age group held a 23.1% share of the global market in 2022. (Future Market Insights Global, 2023)

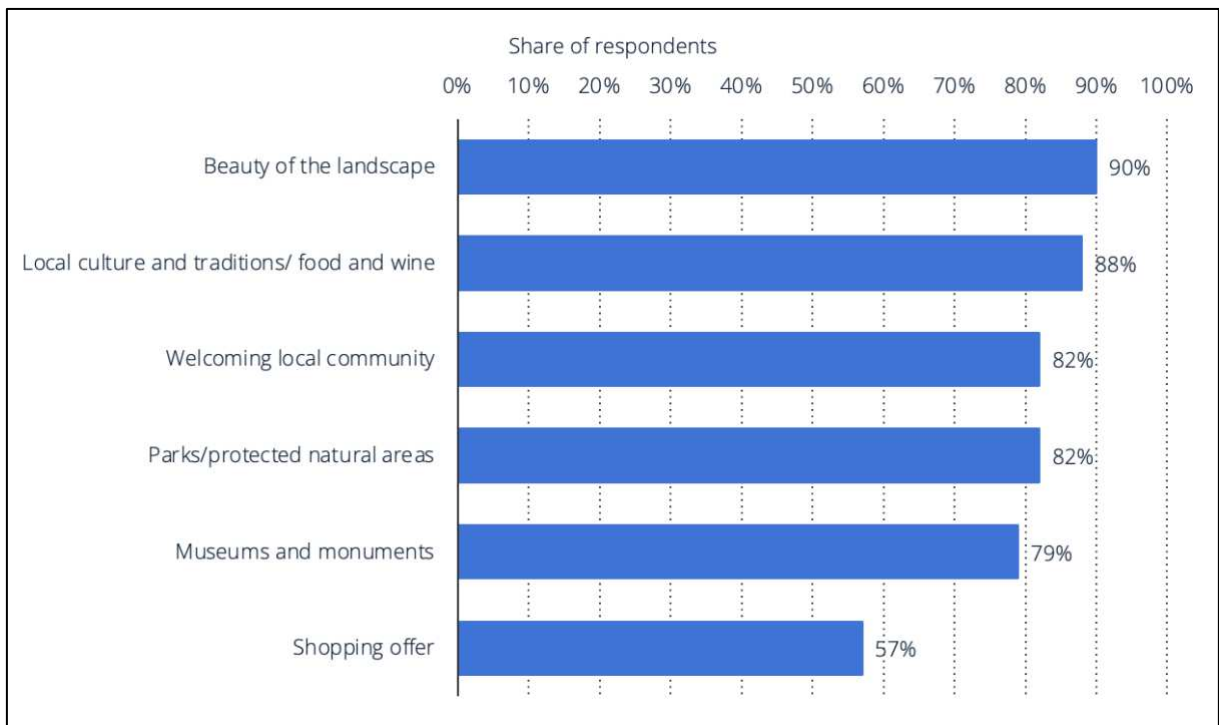
### 2.1.2 Wine Tourism in Italy

Italy has a long, rich heritage of tradition and terroir to use as a tool for regional branding at multiple dimensions as a wine-growing nation with major tourism interest and capital. In 2019, Italy received 15 million wine tourists, up 9% from the previous year, with a total revenue of 2.65 billion euros (Garibaldi, 2020). International tourism flows have become increasingly important for many Italian wine regions, such as the Prosecco Region (renowned across the

world for sparkling wine production), where nearly 50% of tourists in 2019 came from other countries. (Boatto et al. 2020).

According to a 2021 survey, Garibaldi (2022) stated that the beauty of the landscape is the main factor when choosing a food and wine destination in Italy, followed by local culture and traditions/food and wine, welcoming local community, parks/ protected natural areas, as shown in table 2 (Statista, 2023).

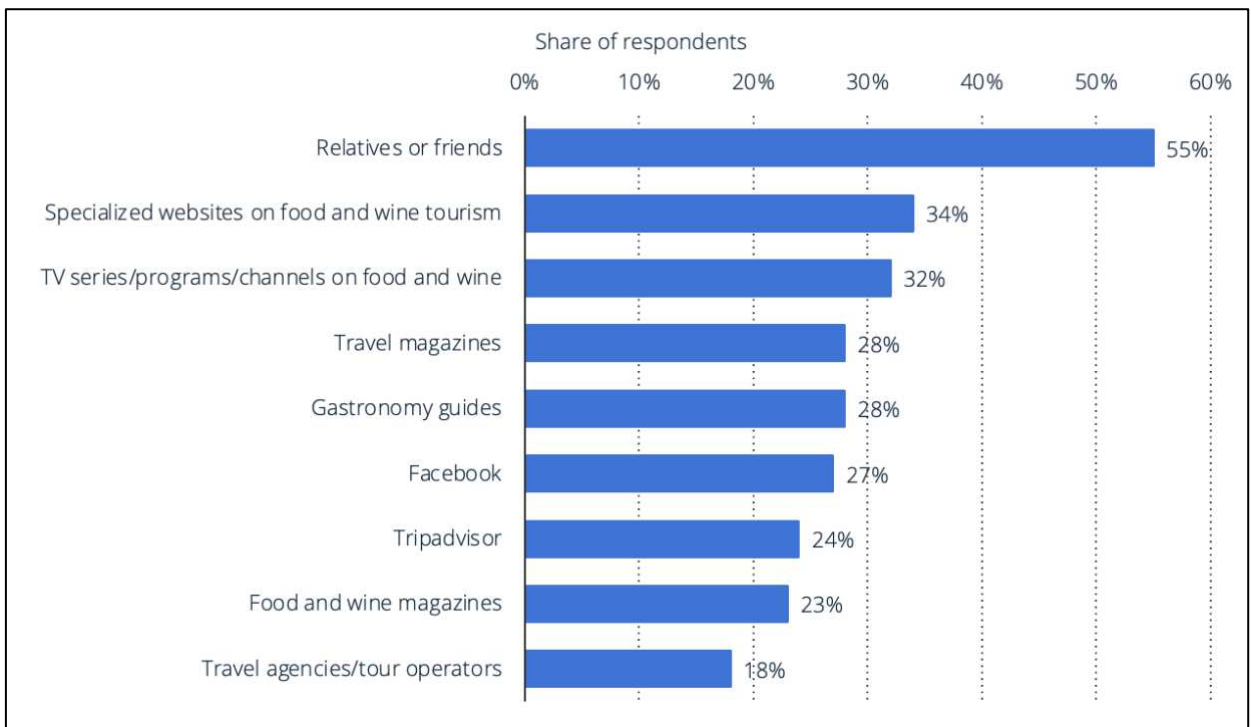
Table 2. Most important factors when choosing a food and wine destination in Italy in 2021



Source: <https://www.statista.com/statistics/934086/decision-factors-food-wine-destinations-italy/> (Statista, 2023)

From the same survey, we know that more than half of visitors to food and wine experiences and tourism services reported having found out about wine tourism activities thanks to relatives or friends, followed by specialized websites on food and wine tourism and tv series/programs/channels on food and wine, as shown in table 3.

Table 3. Leading sources of information for food and wine tourism and experiences in Italy in 2021



Source: <https://www.statista.com/statistics/934002/information-channels-food-wine-tourists-italy/> (Statista 2023)

### 2.1.3 Wine Tourism in Turkey

As regards Turkey, vintage festivals and the shape of Flower Festivals (Anthesteria) represent the first type of wine tourism, were held initially in Hittites. Vintage is a deep-rooted tradition in Anatolia that is still practiced today. Nowadays, vintage festivals in Turkey are traditionally aimed at promoting local agricultural products and the region and may not be specifically related to wine. With the increasing awareness of wine and wine tourism, large wineries have started to organize regular vintage events with the help of travel agents. In these events, the production facility is shown to the guests, and the guests are informed about the facility, the region, the wine, and food and wine tasting events (Yıldız, 2009). Turkey is a country with a long wine-making tradition and a strong tourism business, however, it has yet to make wine tourism productive. Turkey provides an ideal environment for viniculture and wine production due to its geographical location. Visits to vineyards and wine tasting are less essential motivators for visitors due to the focus on the sun-sea-sand tourism industry, but it has high capacity due to Turkey's ideal circumstances for grape growing (Turker and Alaeddinoğlu, 2016). It should not be forgotten that wine tourism will also provide added value for the wine industry in Turkey, which is suffering from increased taxes.

Turkey is located in a geography where wine grape production and wine consumption have been practiced for thousands years, and wine is considered as a part of social and cultural life. Many archaeological remains, ranging from historical wine containers with grape bunches to historical coins with grape figures used in Western Anatolia, have survived to the present day. According to the findings obtained in the archaeological excavations carried out in Turkey, grapes and wine have a history dating back 6000 years in the Anatolian geography (Arıkan & Dündar Arıkan, 2017). The most important areas in terms of grape growing and wine production in Turkey are the Thrace (Marmara) and Aegean regions and the Central and Southeastern Anatolia regions. The geography of Thrace is home to 20% of all wines produced in Turkey. Wine production techniques used by the non-Muslim minority in the past are professionally continued by wine producers in small and medium-sized enterprises today. Regions that are leading in terms of grape and wine production are also important destinations in terms of wine tourism. Despite being located in a relatively fertile geographical area and having an ideal environment for grape production, Turkey is not considered to be a large global wine produce (Seyedimany and Koksal 2022). After China, Italy, the United States, France, and Spain, it placed sixth in global grape production. In 2018, the total amount of area under grape growing was 448,000 ha, with a production of 3.9 million tonnes. (International Organisation of Vine and Wine Intergovernmental Organisation, 2019). However, it is anticipated that just 3% of grape production is being utilized for wine production, representing 49.6 million hectolitres (Republic of Turkey Ministry of Trade, 2021).

By the 1990s, the growing interest in fine wines and the Western way of life had encouraged wine consumption in Turkey. Aside from foreign tourists visiting Turkey's famous attractions, wine consumption has risen significantly (Türker & Alaeddinoğlu, 2016). Especially in recent years, with the increase in the demand for wine tourism every year, it is known that changing tourist motivations, the creation of different sorts of tourism, and growing interest in wine encourage wine tourism in Turkey, tour operators have begun to arrange tours regularly for travelers who wish to visit wineries and experience the fine wines produced by Turkish vineyards. (Türker & Alaeddinoğlu, 2016). Visiting wineries and vineyards leads to the organization of touristic operations with many tour options for local tourists from Istanbul, especially to Thrace and Bozcaada.

## **2.2. The motivation and preferences of wine consumers and wine tourists**

The motivations of the tourist are defined as one of the main factors to understand the needs of the wine regions, wineries/cellars and doors, and expectations of their customers (Hall et al. 2000; Bruwer, 2002; Charters and Ali-Knight, 2002).

Colombini (2013) segmented different types of tourists into four categories: accidental tourists on organized trips; classic wine tourists with a higher wine and enological culture; opinion leaders who often turn wine into a cult object; luxury lovers looking for exclusiveness at any price. Every one of them seeks out different kinds of wineries and requires a unique welcome. Thus, it is important to know the different characteristics of wine tourists to understand their preferences and behavior in wine tourism practice. Macionis and Cambourne (1998) suggested that while the primary motivation of wine tourists is wine-related, several other motivations are integral to the total wine tourism experience. These include festivals, socializing, a day out, a country setting, vineyard destinations, other attractions, learning about wine/winemaking (education), eating at a winery/picnic/barbeque, a tour of the winery, meeting the winemaker, and entertainment. Furthermore, it is described that relaxation, communing with people, learning about new things, and hospitality are other important aspects of wine tourism (Dodd, 1995: 5).

Tourists' perceptions of locations and their surroundings are tightly linked to their senses, as these experiences arise directly from physical contact. This creates multi-sensory feelings that include not just visual pictures but also sounds, aromas, tastes, and touch. (Heide & Grønhaug, 2006). As tourists' experiences are multimodal, strong places for tourism must attract tourists by giving experiences that involve all of the senses rather than just visual stimuli (Franklin & Crang, 2001; Dann & Jacobsen, 2003). Boatto et al. (2013) stated that, when speaking about food and wine tourism, people refer to a more "elite" tourist profile, namely tourists with a higher daily expenditure availability per capita. Since a wine tourist cannot be considered as a generic tourist, it follows that a deepened understanding of tourists' expectations and preferences related to the visit results as an important objective to achieve and a competitive advantage for wineries, as well as knowing the most relevant aspects that influence their choice.

The wine business has become a highly competitive sector in the recent decade because of the entry of new world wine countries and shifts in consumer consumption preferences toward various alcoholic beverages. To compete in this market, wineries must rethink their offering while also altering their business strategies and manufacturing procedures. To adopt effective differentiation strategies, they must focus on customers and their preferences (Sogari, et al., 2016; Sajdakowska et al., 2018). Giampietri et al. (2018) specified that profiling wine tourists



and investigating their preferences about the winery visit is prominently important for wineries, to improve customer loyalty and to secure new visitors. They found that tasting wines and visiting the winery are generally regarded as the most important aspects of the visit; the most significant knowledge visitors are likely to receive during the visit is about the best way to pair food and wine, about the geological and climatic characteristics of the winescape, and about the vinification process; additionally, consumers choose to receive them through traditional techniques such as panels and maps.

Consumer preferences for various food products have been extensively researched in the literature. When it comes to wine, researchers investigated customer preferences for particular wine features (Lerro et al, 2019; Lombardi et al., 2015). The studies differ mostly in the types of wines evaluated. Furthermore, the studies carried out about wine tourism are on a rather general level, in almost all of them the importance of having a memorable experience is mentioned, but none of these goes into specifics by indicating in detail what must be done to create such memorable experiences. Also, past research has generally focused on conventional wine qualities (e.g., price, grape variety, vintage).

The studies carried out are on a rather general level, in most of them the importance of having a memorable experience is mentioned, but none of these goes into specifics by indicating in detail what must be done to create such memorable experiences. (Arnould and Price, 1993). This is also highlighted by the studies on the satisfaction of wine tourists and the elements on which consumers are questioned are all very general elements, relating to their degree of satisfaction with the cellar environment, with the quality of the road indications rather than the level of preparation of the staff. (O'Neill and Charters, 2006).

This research aims to fill this gap by exploring consumers' preferences for wine attributes related to wine tourism experience in particular winery visits. The literature about tourism brought into light an extensive number of studies on motivation. To better understand and forecast travel behavior, tourism scholars have investigated travel motivation. This is because wine tourism would be impossible to achieve without an understanding of tourist motivation. Since motivation is the driving force behind all behavior, it is anticipated that tourist motivation will affect tourist attitude in general and some important features of behavior such as involvement, perception, and satisfaction. (Prebensen, 2012) Therefore, measurement scales for the research were constructed to measure and understand tourist motivation and preferences for the wine tourism experience. 24 measurement scale items were suggested from the literature and classified into five categories: Wine involvement, Wine tourism interpersonal facilitators, Wine tourist identity, Wine Tasting Excitement and Customer engagement.

Krugman (1962, 1965) established the involvement concept as a phrase from consumer psychology, and it has since been recognized as a significant aspect in understanding and interpreting customer behavior (Celuch and Taylor, 1999). The **wine involvement** scale is introduced by Mittal and Lee (1989) for the first time in the literature. According to Bruwer and Hung (2012; 463), wine product involvement is “a motivational state of mind of a person with wine or wine-related activity... which reflects the extent of personal relevance of the wine-related decision to the individual in terms of one's basic values, goals, and self-concept”. Product involvement is commonly used in consumer behavior research since it influences consumer behavior and decision-making (Broderick and Mueller, 1999; Josiam et al, 1999). Empirical studies also suggest that involvement influences consumer motives, consumption, and decision-making processes, particularly in the context of wine tourism (Brown et al., 2007; Zaichkowsky, 1985; Mittal, 1998). Winery visits, according to O'Neill and Charters (2000) increase the tourist's direct involvement. The link between consumer travel and wine involvement demonstrates their significant reliance (Brown et al, 2007). Brown et al. (2007) discovered that a specific curiosity about a product creates a desire to travel to the location where the product (e.g., wine) is manufactured. Tourists show more intention to engage in wine tourism activities when the involvement levels are high. (Charters and Ali-Knight, 2002). A high level of product involvement defines wine customers' perceptions of the significance and relevance of a product, along with their actual degree of interest in wine (Yuan et al., 2005). Wine involvement displays the consumer's interest, enthusiasm, values, satisfaction, and pleasure in wine (Bloch, 1986; Goldsmith et al., 1998). Groups with a high level of involvement have more positive feelings regarding wine tourism, which contributes to a greater desire to join in wine tourism-related events (Sparks, 2007).

Facilitators, according to leisure studies, play a role in boosting participation and are driving forces in the formation of leisure preferences. Raymore (2002: 39) defined it as follows: “Facilitators to leisure are factors that are assumed by researchers and perceived or experienced by individuals to enable or promote the formation of leisure preferences and to encourage or enhance participation”. The **wine tourism Interpersonal facilitators** scale was first proposed by Crawford et al. (1991) in a hierarchical model of leisure constraints. [Prebensen et al. \(2013\)](#) stated that “motivation, including relaxation and socialization, tends to be one of the intrapersonal facilitators that have a positive influence on travel experience.” [Park et al. \(2008\)](#) found that the desire to meet new people and to spend time with family are critical interpersonal motivators for wine festival tourists. Thus, intrapersonal facilitators are thought

to have the ability to enhance the wine tourism experience. When individual perceptions or desires are high, the demand for wine tourism activities is predicted to be high (Gu et al. 2020). As a result, interpersonal facilitators are thought to have a significant impact on the aim of wine tourist engagement.

The relative relevance of participating in a particular activity in determining one's overall sense of self is referred to as identity salience. Identity is especially relevant for consumer behaviorists since it is argued that identity salience predicts people's behavior (Stryker, 1968, 1980). Identity has also been investigated in the context of tourism (Shamir, 1992). According to the researcher, leisure identity salience (LIS) was connected to the amount of effort and ability engaged in the activity, as well as the time invested. For the concept of **identity for wine tourism**, Kolyesnikova et al. (2006) stated that a person who places more importance on his/her wine consumer identity is more likely to dedicate time and money to wine-related activities, including visits to wineries, vineyards, wine festivals, etc. Kolyesnikova et al. (2006) brought the identity scale for the first time into the wine tourism discipline. The authors define wine tourist identity as “a behavioral characteristic that represents a commitment to a wine tourist role”.

According to Pizam et al. (2004), a motive such as excitement is the most important predictor in assessing the desire to engage in risky, impulsive, and adventurous activities offering individual unique sensations. Furthermore, while the exciting experience is considered one of the most important physical motivators, it may be viewed as an event in which excitement is the most important aspect of a leisure activity environment (Urry, 2002). The excitement scale is first proposed by Schmitt (1999). After the original study, the researchers introduced the excitement scale into wine tourism, namely the **wine tasting excitement** (Pan et al., 2009; Kim et al., 2013). The physical motivator is the regeneration of the body and mind, physical relaxation, a desire for recreation, and engagement in leisure activities (McIntosh et al., 1995). Wine tourists, in this respect, are wine customers seeking pleasant winery attractions (Pan et al. 2008). Sparks et al. (2003) mentioned that the opportunity to try new foods is one of the key reasons for eating out during holidays. Eating activities, particularly the consumption of wine, may generate emotions such as enthusiasm and attract visitors seeking excitement and novelty (Lupton, 1996).

Wine as a product category has a long history, with research studies applying the involvement construct to define **consumer engagement** reaching back to the early 1980s (Zaichkowsky, 1985) and continuing to the present day (Santos et al., 2008). The concept of engagement was brought into the marketing literature in the early 2000s, with 'customer engagement' specifically picking up steam around 2005 among marketing academics such as Bowden (2009), van Doorn (2010), Kumar et al. (2010), and Brodie et al. (2011). The customer engagement scale was first adapted from Dessart et al. (2016) in the literature. Customer engagement was first identified by the Marketing Science Institute (MSI) as a high research priority in 2010, with continued recognition to this date. Ng et al. (2020) define the importance of the customer engagement as the failure to invest in customer engagement activities could also mean a reduction in the potential value not only for the firm but also for the customer. Hence, a unified conceptualization and measurement of CE, along with an awareness of its criticality and related future trends, will help marketers to overcome this obstacle. Customer engagement has been demonstrated to exist as an antecedent to customer engagement in the tourism environment, both offline and online, given that engagement refers to a customer's personal relevance, attraction, and value of the place they are visiting (Gatjens et al. 2023; Harrigan et al., 2017; Hollebeek et al., 2014). Gatjens et al (2023) stated that positive customer engagement plays a vital role in the behavioral intentions of the tourist, for example revisiting the region, referring other customers, or contributing to value creation (e.g., through feedback). Positive engagement through pleasurable experiences can benefit both the visitor and the wineries or organization, particularly in wine tourism. Positive customer engagement tends to increase customer satisfaction. Thus, successfully implemented and monitored customer engagement has been associated with greater market performance such as increased profitability and competitive advantages between companies. In the case of wine tourism, customer engagement increases trust and loyalty to the wine tourism experience and the wineries by leading to higher satisfaction among the customers.

## CHAPTER 3

### DATA AND METHODOLOGY

#### 3.1 Data collection

As stated in the introductory part, the objective of the paper is to explore which attributes of the wine tourism experience are of greatest interest to the various types of wine tourists, paying particular attention to visitors with the highest interest in wine, and with greater potential ability to influence the circle of acquaintances. A survey with the customers and interviews with the Turkish and Italian wineries is conducted with the aim of investigating in detail the importance that the different aspects of the visit may have for wine tourists and exploring aspects of a certain detail relating to how the visit should be constructed in Turkey and Italy markets. The researcher participated in Vinitaly in April to collect the contact details of the wineries in Italy and asked them about the opportunity to have an interview with them. After the collection of the contact details, all the wineries were reached via email to organize the face-to-face interviews.

First, some interviews were carried out to collect the attributes of wine tourism experiences, namely how wineries describe the most important factors that affect consumer preferences. The interview questions are related to both the general wine tourism experience and specific activities they provide to the customers and the most important aspects of the visit from a winery perspective.

During interviews, the owner/ employees of the winery were asked to tell a description of the entire wine tourism experience in the winery, the most important features that wine tourists prefer, a pleasant and comfortable experience during visits for customers, characteristics that would attract new wine tourists, possible new characteristics of wine tourism experience from the recent trends, changes in customer behavior, the type of tasting experience and activities in the winery, customizing the experience to suit each visitor's preferences, different types of vineyard and wine cellar tours, and outdoor activities, meeting and speaking opportunities with the winemaker in visits for customers, how to accommodate different levels of wine knowledge from visitors. In order to collect the most important aspects of the winery visits, the questions were asked to the winery owners as:

1-What do you think are the most important features that wine tourists prefer from the current wine tourism experience you provide?

2-What type of tasting experiences and activities do you offer, can they be customized to suit each visitor's preferences?

3- Are there different types of vineyard and wine cellar tours, and outdoor activities available? If so, what can visitors expect to see and learn?

The interviews are arranged with face-to-face meetings with a chance to see the environment of the wineries for the researcher. It was useful for the research study to see all the attributes of the winery in real life and imagine how customers have different kinds of activities in these wineries. All the wineries' managers and staff were interested in the research topic and answered the questions in a very detailed way. All the meetings were voice recorded to collect the winery visit attributes efficiently. Data collection with interviews was carried out with 5 wineries for each country (i.e., Turkey and Italy). The wineries chosen for Turkey are located in the most popular locations for visiting wineries and well-known tourism destinations in Turkey (i.e., Aegean region, the sub-region of Thrace, Central Anatolia), and the same for Italy (i.e., Veneto and Tuscany regions). By choosing different regions for each winery, different attributes of the regions were obtained for the wine tourism experience. The attributes of the wine tourism experience from the wineries were collected successfully and used in choosing the attributes for the BW scaling section of the survey questionnaire. Furthermore, it was particularly useful to be able to have interviews with some winery owners and employees from Turkey and Italy, and to take part in some wine tourism visits. Visiting wineries for the research has been of great help in being able to dissect the various moments of the visit and therefore try to identify with a certain detail, what could be the experiences and activities for the successful winery visit, which could make the wine tourism visit a memorable experience for determining the attributes for BWS survey questions.

The wineries both in Italy and Turkey stated that "in the last ten years, consumers change a lot. Because in the beginning they come to the winery, and they were only focusing buy wine. Nowadays all the wineries provide different kinds of experience inside. For example, riding a horse and a bike in the vineyards and attending a music event in the winery, that's what people are looking for right now. To have real experience." Thus, the attribute of "provision of accompanying events" was decided to be added to the BWS method of the survey.

In interviews, it is also mentioned that it is fundamental for the customers to have a person that has good knowledge and deep information about wine. So, the sommelier is the basis for working for the winery. But it is important to combine the experience of local food with local wine to satisfy the customers. Thus,-it was decided to add an attribute about tasting wines with experimenting with combinations of food as the food-wine pairing. Wineries both in Italy and Turkey argued that the food and wine pairings play an important role in attracting wine tourists to the winery, trying local food with wine is one of the important motivations of the tourist

during winery visits. As argued in the literature, it is an aspect increasingly requested by visitors, and in particular, those who seem to attach greater importance to this aspect are the less expert visitors of the sector (Croce and Perri, 2015)

-Furthermore, they mentioned that the beauty of the place is the first thing the customer sees. Details surrounding the wine tasting from a botanical garden to the vineyard are one of the important characteristics of a winery visit. Therefore, from the answers to the interviews, visits guided by wine experts, food pairing, and winery and winescape beauty are added to the survey as an attribute of wine tourism experience for the BWS method. Training session before the visit is also considered one of the significant features of the visit, the way the wineries provide the training makes a difference, some places are considering tasting not only about promoting the wine during visits but also providing training to their customers with detailed information about wine tastings. According to the wineries, it is important to attend the practical wine-related experience for the customers to be more involved in wine tourism activity and for the visit to be memorable. The winery owners stated that organizing events like harvesting or wine-making sessions attract customer and increase their interest in wine deeply. Therefore, it was decided to propose this element in the Best-Worst exercise. With this attribute, the wine tourist experiences the wine firsthand, actively participating in the operations carried out in the cellar (Cinelli Colombini, 2016).

The “Wine and winery reputation” attribute is derived from the “winescape wine quality” attribute which Quintal et al. (2021) reported and used its items such as “the winery has reputable wines”, and “the quality of the wine tasted is high” in his existing studies. To determine segmentation based on behavioral, sociodemographic, and lifestyle features on wine tourist typologies and to identify clusters, the winescape quality was used by Quintal et al. (2021). Since the research focus on winery visits, the researcher derived “winescape quality” to “wine and winery reputation” in order to deeply analyze clusters for the wine tourism experience. Moreover, the winery owners also stated that wine and winery reputation play an important role in visiting wineries for the customers to make better decisions in choosing wineries and be satisfied during their visits. Accordingly, wine reputation was included in the survey as an attribute of the experience. Therefore, in the selected list attributes shown in Table 6, numbers 1-6 were selected based on the interviews and attribute number 7 (wine reputation) selected from the literature review on wine tourism were used to build the Best-Worst Scaling section of the questionnaire. All questions used in the questionnaire were shown in the appendix. The survey questionnaire was structured as follows: section 1 (sociodemographic information and wine tourism experience), section 2 (wine consumption habits), section 3 (best-

worst methodology), section 4 (wine tourism attitudinal scales) section 5 (sociodemographic information).

The first section of the questionnaire consists of 4 questions on some sociodemographic information such as age, nationality and, some questions regarding the participant's wine tourism experience. The aim of these questions is to evaluate and capture the desired sample group. The sample was made of wine tourists who are Turkish and Italian, more than 18 and who experience wine tourism in their life at least once. The people who never experience wine tourism experience could also participate in the survey by using their imagination to understand the expectations of the possible wine tourist. However, the number of this group aimed to stay less to have reliable information from actual wine tourists. Section 2 relates to the behavior of the wine tourist concerning wine and includes 10 questions on wine consumption habits such as the level of expenditure for wine during winery visits, the location for buying and consumption of wine, choosing a destination when planning a wine tourism trip, and willingness to pay to take part in a wine tourism experience.

In section 3, the Best-worst methodology was applied to understand the preferences of consumers in different aspects of winery visits. The section includes 7 questions on some characteristics related to a winery experience such as winery and winescape beauty, visit guided by wine experts, and food pairing (as shown in table 6). The consumers are asked to select one feature they think is most important and one they think is least important between the three characteristics of the visit for each question. In this way, it was aimed to detect the most important and least important attributes of the wine tourism experience from the customer's perspective in comparison between the different combinations of the attributes.

#### 3.1.1. Derivation of the Scales

Section 4 of the questionnaire includes 5 questions where the respondents are offered attitudinal scales of wine tourists. The choice of attitudinal attributes was collected from the literature review made by the researcher. It was decided to use five different attitudinal attributes scales to explore the degree of involvement of wine tourists with respect to wine, interpersonal facilitators, wine-tasting excitement, wine tourism identity, and customer engagement. For the wine involvement scale items such as, "Wine is important to me in my lifestyle", "Drinking wine gives me pleasure", "I have a strong interest in wine", "For me, wine matters", "I choose my wine very carefully", "Deciding which wine to buy is an important decision for me", "Which wine I buy is very important to me" are used to determine the level of wine involvement of the tourist groups in the questionnaire and the scale items are adapted from Alebaki et al.



(2015). For the scale “wine tourism interpersonal facilitators”, the scale items were retrieved from Qui H. et al., (2020). The items such as “The support of my partner/family encourages me to participate in a wine tourism experience”, “The advice of a friend encouraging me to participate in a wine tourism experience”, and “The opportunities to meet new friends encourage me to participate in a wine tourism experience” were used into questions to adapt interpersonal facilitators to the wine tourism research and to analyze the driving forces for the participation of the wine tourism experience. Since the focus group of this research is wine tourists, the concept of identity from the literature was approached and adapted as wine tourism identity. The “wine tourism identity” scale items are retrieved from Kolyesnikova et al. (2006) and used in the questionnaire such as: “Visiting a winery is something I rarely think about”, “For me, visiting a winery is not just about drinking wine”, “Visiting wineries is a big part of who I am” and “I really don't have clear feelings about visiting the cellars.”. The aim of adding the scale to the research is to evaluate the dedicated effort and commitment to the wine tourism activity for wine tourists.

For the research, the wine tasting excitement scale items such as “Tasting wine directly in the cellar excites me”, “Tasting wine on vacation helps me relax”, “Tasting wine makes me feel euphoric”, “Tasting wine on vacation makes me stop worrying” applied to the questionnaire scale from the literature Ramos P. et al., (2020). The scale chosen for the survey is to identify the excitement level and motivation of the wine tourist for the wine tourism tasting activity. The customer engagement scale items are retrieved from Gatjens et al, (2023). “The scale items such as “I feel excited about visiting a winery”, “I find the wineries interesting”, “when I visit a winery, I feel happy”, “I enjoy visiting a winery”, “Visiting a winery is a pleasure for me” and “I'm interested in anything related to a winery; are retrieved and used in the questionnaire. In order to evaluate customer satisfaction and their positive engagement with the wine tourism experience, the customer engagement scale was used as a tool. It is aimed to learn if the customer is willing to revisit the winery or refer it to others.

In the exploratory survey, it was decided to use the evaluation scale as a tool for detecting preferences, for which the participants' answers were collected in the form of evaluations of importance or agreement, expressed on a scale Likert from 1 to 5, where 1 indicated the strongly disagree or the less important, 5 strongly agree or the most important (Giampietri et al., 2018). Section 5 includes questions on sociodemographic information such as gender, occupation, level of education, monthly household income, and region of living to understand deeply the difference between the two entire samples.

The questionnaires were administered to two convenience samples, one in Turkey and the other in Italy, among wine tourists. The data collection process from the questionnaires started in July 2023. The desired number (100 people for each country) is reached at the end of July. For the research goal, three questionnaires were distributed to customers who had a wine tourism experience. The questionnaire was built in Turkish, Italian, and English to reach Turkish and Italian customers in a wide range. The English questionnaire was prepared in the first place and was sent to international Facebook, LinkedIn and Whatsapp groups to catch Turkish and Italian people in the same environment. With the aim of reaching more people who are not members of the International groups, The Turkish and Italian questionnaire was sent to Turkish and Italian groups who are interested in wine on social media platforms (Facebook, LinkedIn, WhatsApp and Instagram). In this way, questionnaires were presented in their mother tongue to people who did not speak English or who hesitated to participate in a survey in a different language. The questionnaire was disseminated with the CAWI method or Computer Assisted Web-based Interviewing. It is a method of disseminating questionnaires that use the web as a dissemination tool. In this type of survey, the software takes care of sending the questionnaire and recording the answers provided by the respondents. For the research, the questionnaire was constructed on the Google Forms platform. The responders were invited to participate in the questionnaire through email and social media platforms. The first step of data collection began with researching the websites and social media platforms of the wineries in Turkey and Italy to collect their contact details. Furthermore, the contact details of people who are involved in the wine sector had been reached from Vinitaly as mentioned in the data collection part of the interviews. The contact details of these wineries were also used to send the questionnaires via email to reach people. In the second step of the data collection, researchers found active groups who are interested in wine tourism on LinkedIn and Facebook. The questionnaires were shared in the group posts to reach both Turkish and Italian people and shared directly in individual messages to capture people's attention.

## **3.2 Methodology**

### **3.2.1 Best-Worst scaling**

One of the most widespread techniques for measuring consumer preferences consists in involving them in surveys in which they are asked to express their preferences with respect to the attributes of a product or service using evaluation scales (Cohen, 2009). These evaluation scales are easy to conduct and analyze, respondents are asked to evaluate their preferences for

each attribute, through a scale with various scores, for example from 1 to 5 or from 1 to 7. This method involves the use of interval scales, which are easy for respondents to complete, and allow data to be analyzed in a simple way using basic statistical procedures (Pagliarusco, 2018). However, these evaluation scales also have disadvantages, in fact, one of the problems associated with these scales is that the respondents assign a different meaning to the distance between the scores, so for example the distance between the scores 4 and 5 can be perceived differently by different respondents (Cohen, 2009). Furthermore, with this method, the attributes are evaluated by the respondents independently without comparing the attributes with each other, consequently, the researchers are not able to evaluate the relative importance that an attribute has with respect to all the others. Another method that is used to evaluate the importance of attributes for consumers is the classification of the attributes themselves. This method requires respondents to classify the attributes according to some criterion, or to order them (ranking); for example, respondents may be asked to rank wine experience attributes in terms of importance. This classification activity is relatively simple for the respondents to carry out if the number of attributes is small, furthermore, the main advantage of this method is that each item of the scale is used only once (Pagliarusco, 2018).

The Best-Worst method is a preference detection technique that overcomes some of the limitations presented by evaluation and classification scales. This approach also called Maximum Difference Analysis is a survey technique developed for the first time by Louviere and Woodworth in 1990, later published by Finn and Louviere in 1992. This technique aims to identify consumer preferences by extending the pairwise comparison method (Cohen, 2009) and allowing, through a suitable interview technique, to bring out within the sample studied the hierarchy of importance among the elements of interest. This method compared to the others previously mentioned has the first great advantage of requiring less time for both the respondent and the researcher. In fact, thanks to the Best-Worst method it is not necessary to order all the elements in a hierarchical system (Cohen, 2009). The Best-Worst technique manages to discriminate the order of preferences identified by the respondents among the elements proposed and, at the same time, creates the right distances between the value of an element and the one immediately following or preceding it (Orme, 2018). In fact, the Best-Worst measures do not undergo scale distortions, and many statistical procedures can be applied to the data obtained (Cohen, 2009). With the Best-Worst method, the participant is faced with a combination of elements and not just one element, as instead happens in the method that uses the evaluation scales, consequently, the interviewee expresses his opinion about the only element he considers best and the only one he considers worst, and it is therefore possible to avoid distortions of scale (Goodman, 2009). The Best-Worst method therefore has the great

ability to provide clear, simple, and rapid answers regarding the most and least preferred elements by the respondents, these attributes make the method applicable also at a company level, offering a tool for identifying the subgroups of a population by evaluating them the attributes of choice, and developing marketing strategies aimed at specifically reaching the individual segments identified with this approach (Casini et al., 2009).

This research made use of the Best-Worst method to analyse the preferences of wine tourists regarding the activities to be carried out during the visit or the characteristics of the wine tourism experience. The questionnaires were therefore structured into a part that investigates, using the Best-Worst method, consumer preferences regarding the configuration of the visit in the questionnaire. First, the respondents were asked to imagine participating in a wine tourism visit and to select for each group of three elements that make up the visit, the one that is most important and that in his opinion is less important.

With the Best-Worst method, the participant is asked to select the element he considers best and the one he considers worst within a subset. This list of elements can be of variable length, this depends on the chosen experimental design. In the case of this questionnaire, it was considered that the number of elements which represents a good compromise between having a substantial series of elements and a not excessively long questionnaire was 7. Indeed, the research made use of a Balanced Incomplete Block Design (BIBD) 7,7,3,1 built on RCommander (a plugin of R studio software). The design is defined as balanced in that each element appears with the same frequency in all choice groups (Weller and Romney, 1988). This experimental design includes 7 attributes, 7 questions, and 3 attributes per question to adapt the original design to the research attributes.

The BIB design for  $v$  attributes is denoted as  $(b,r,k,\lambda)$  where:

- $b$  is the number of choice sets or blocks
- $r$  is the repetition of each element in the choice sets
- $k$  is the number of items for each choice set
- $\lambda$  is the torque frequency

The research BIBD is 7,7,3,1 (7 attributes, 7 questions, 3 attributes per question). Thus, the drawing BIB 7,7,3,1 for 7 attributes has 7 choice sets, each choice set consists of 3 attributes and each attribute appears 1 time in combination with each other, and each attribute is repeated 3 times in the choice sets. In other words, 7 tables are submitted to the participants, each of these tables contains 3 elements that make up the visit and each element occurs 3 times throughout the questionnaire, and each element appears only once in pairs with another.

To better understand the arrangement of the elements within the selection sets, table 4 shows one question or choice set.

Table 4: Distribution of elements according to the BIB 7,7,3 design.

<b>Choice Set</b>	<b>Attributes</b>		
1	1	2	4
2	1	6	7
3	3	4	6
4	4	5	7
5	2	5	6
6	1	3	5
7	2	3	7

Source: own elaboration

BIBDs organize items so that they can then be parsed into the various choice sets (or questions). One of the advantages of BIBDs is that through these experimental designs, a large number of items can be analyzed to obtain a complete classification, across a relatively small number of subsets. The simplest experimental design is one in which each element is presented only once with the others. However, comparing each alternative more than once with the others increases the internal validity of the survey (Pagliarusco, 2018). Designs that involve excessive repetition of the single item with others make the survey long and repetitive for respondents (Cohen, 2009). Consequently, it is necessary to find a compromise between these extreme situations. Therefore, 7 elements that make up the visit were selected, in terms of attributes in winery visit experiences. This is the selected list of attributes, based both on the interviews and the literature review: more precisely, 6 of them are selected from the winery interviews the researcher made, and 1 from the literature. These attributes represent the set of choice elements that consumers must evaluate in selecting the more and less important alternatives based on their preferences, and the BIB design was applied to these 7 elements to distribute them in the choice sets. The participants were asked to imagine taking part in a wine tourism visit and to select, for each of the tables, the element that they consider most important and the one that, according to their opinion, is less important. Table 5 shows an example of what is proposed to the interviewees.

Table 5: Example of a Best-Worst choice set

Select the feature you think is most important and the one you think is least important. *		
	Least Important	Most Important
Visit guided by wine experts	<input type="radio"/>	<input type="radio"/>
Food pairing	<input type="radio"/>	<input type="radio"/>
Practical wine related experience	<input type="radio"/>	<input type="radio"/>

Source: own elaboration

Table 6 shows the 7 attributes of the visit as proposed in the questionnaire (described before in the BWS section). As above mentioned, these elements were presented in 7 choice set according to the BIBD 7,3,3,1.

Table 6. List of attributes related to the wine tourism experience

	<b>Attribute name</b>	<b>Description</b>
1	Provision of a training session before the visit	Short training sessions on wine tasting provided to visitors before starting the winery visit
2	Winery and winescape beauty	Enjoying the beauty of the winescape and the winery (e.g., architecture, position, etc.)
3	Visit guided by wine experts	Visit guided by wine experts as sommelier, winery owner, wine producer (informing on wine, the wine-making process, and the winery)
4	Food pairing	Food pairings with local products
5	Provision of accompanying events	Enriched winery visit with different experiences (e.g., music event, cooking show, horse riding, e-bike tour, etc.)
6	Practical wine related experience	Practical experiences (e.g., harvesting or wine-making session) for visitors during the winery visit
7	Wine reputation	Good reputation of wine/winery/wine area

Source: own elaboration

In the questionnaire, the attributes to be investigated through the Best-Worst exercise concern the type of activities/attributes visitors wish to receive during the visit.

### 3.2.2 Cluster analysis

Since the subjects under consideration in all market studies differ from one another, it is useful to have tools available that allow a heterogeneous set of subjects to be divided into groups that are relatively homogeneous, to characterize customer behaviour and preferences.

This segmentation is carried out with the aim of acquiring a deeper understanding of the subjects being analyzed because it makes it possible to identify how the preferences of the respondents differ in the various homogeneous groups that are identified. Segmentation is achieved through the answers provided by the respondents to socio-demographic and behavioral questions and above all through the psychographic scales chosen by the researchers based on the final objective of the work (Pagliarusco, 2018).

The cluster analysis technique, also known as grouping or group analysis, is a multivariate analysis technique aimed at performing groupings of statistical units based on the similarity of their profile described by a series of variables when it is intended to segment the population using multiple criteria.

To carry out the cluster analysis it is first necessary to choose the variables and similarity criteria based on which the subdivision into groups will then be made. Concerning the segmentation of the respondents based on their attitude toward the wine tourism experience, several psychographic scales are used according to the research objectives.

For carrying out the cluster analysis the researcher used both the Hierarchical cluster analysis with Ward method and Squared Euclidean distance and the K-means clustering. Since the sample size of Turkey is 149 and 104 for the Italian sample, the clusters are divided into 3 for Turkey and 2 for Italy. Descriptive statistics for each cluster in each sample (Turkey and Italy) were used to describe the groups in terms of the socio-demographic information of the survey (gender, occupation, age, income, etc.) It was decided to use Statistical tests such as T-test, ANOVA, and Chi-square to differentiate clusters. ANOVA was used for Turkey and a t-test was used for Italy to test if the variables' mean is different among clusters in each sample and the Chi-squared test was used for both samples in order to check differences for categorical variables among clusters. Some scale names from the survey were used to name the clusters

according to their highest mean values to determine the attitudinal difference between the customers toward the wine tourism experience. Furthermore, the Best-worst scaling was also applied for each cluster in each sample to analyze the most important and least important attributes of the winery visits based on customer preferences among clusters. All the results of the cluster analysis are shown in the results section of the survey.



## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 Socio-demographic Analyses for Italy and Turkey

Descriptive statistics on sociodemographic characteristics, wine consumption habits and attitudes towards wine tourism of respondents for the Turkish and Italian samples separately are presented in **Table 1** and **Table 2**.

**Table 1. Descriptive statistics for the Italian sample**

Variable	# respondents	%
<b>Age</b>		
mean	39.5	
st.dev.	(13.91)	
<b>Gender</b>		
Female	35	33.65
Male	68	65.38
Other	1	0.96
<b>Education</b>		
Primary/secondary school	1	0.96
High school	29	27.88
University	54	51.92
Postgraduate	20	19.23
<b>Occupation</b>		
Employed	48	46.15
Retired	1	0.96
Self-employed	13	12.50
Student	20	19.23
Unemployed	3	2.88
Freelance	19	18.27
<b>Income (monthly)</b>		
< 2.000 €	27	25.96
2.000 - 4.000 €	53	50.96
> 4.000 €	24	23.08
<b>Region</b>		
North-east	40	38.46
North-west	19	18.27
Central Italy	26	25.00
South	15	14.42
Islands	4	3.85
<b>How often do you buy wine?</b>		
Never	1	0.96
1-2 times a year	8	7.69
Once every 2-3 months	18	17.31
Once a month	22	21.15
2-3 times a month	36	34.62
Once a week	10	9.62
2-3 times a week	9	8.65
<b>How often do you consume wine?</b>		

Less than once a month	3	2.88
Once a month	7	6.73
2-3 times a month	14	13.46
Once a week	29	27.88
2-3 times a week	37	35.58
Everyday	14	13.46
<b>Where do you usually buy your wine?</b>		
Supermarket	42	40.38
Discount store	1	0.96
Wine shop	22	21.15
Winery	22	21.15
Online	12	11.54
Other	5	4.81
<b>Where do you usually consume your wine?</b>		
At home	63	60.58
At the restaurant	17	16.35
In the wine shop/bar	22	21.15
Other	2	1.92
<b>Have you ever participated in a wine tourism experience (e.g., wine tastings, winery visits, wine festivals, etc.)?</b>		
No	11	10.58
Yes	93	89.42
<b>Are you interested in participating in a wine tourism experience in the next few years?</b>		
No	3	2.88
Yes	101	97.12
<b>Please indicate the number of wine tourism experiences you have had in the last year:</b>		
1-3	58	55.77
More than 3	21	20.19
None	25	24.04
<b>Generally, you prefer to participate in a wine tourism experience lasting:</b>		
One day only	93	89.42
At least two days	9	8.65
Other	2	1.92
<b>Generally, how much are you willing to pay (in €) to take part in a wine tourism experience in a cellar?</b>		
< 20 €	17	16.35
20 - 30 €	48	46.15
31 - 40 €	22	21.15
> 40 €	17	16.35
<b>Generally, how much are you willing to pay (in €) for the purchase of a 0.75 liter bottle of wine during a wine tourism experience in a cellar?</b>		
< 10 €	11	10.58
11 - 20 €	50	48.08
21 - 30 €	26	25.00
31 - 40 €	7	6.73
> 40 €	10	9.62

**Table 2. Descriptive statistics for the Turkish sample**

Variable	# respondents	%
<b>Age</b>		
mean	50.8	
st.dev.	(14.56)	
<b>Gender</b>		
Female	52	34.90
Male	96	64.43
Other	1	0.67
<b>Education</b>		
High school	8	5.37
University	94	63.09
Postgraduate	47	31.54
<b>Occupation</b>		
Employed	36	24.16
Retired	58	38.93
Self-employed	21	14.09
Student	19	12.75
Homemaker	2	1.34
Unemployed	1	0.67
Freelance	12	8.05
<b>Income (monthly)</b>		
< 25.000 ₺	29	19.46
25.000 - 75.000 ₺	92	61.74
> 75.000 ₺	28	18.79
<b>Region</b>		
Eastern Anatolia Region	2	1.36
Central Anatolia Region	34	23.13
Black Sea Region	3	2.04
Mediterranean Region	11	7.48
Aegean Region	27	18.37
Marmara Region	69	46.94
Southeastern Anatolia Region	1	0.68
<b>How often do you buy wine?</b>		
Never	1	0.67
1-2 times a year	15	10.07
Once every 2-3 months	30	20.13
Once a month	30	20.13
2-3 times a month	39	26.17
Once a week	17	11.41
2-3 times a week	17	11.41
<b>How often do you consume wine?</b>		
Less than once a month	14	9.40
Once a month	21	14.09
2-3 times a month	36	24.16
Once a week	20	13.42
2-3 times a week	45	30.20
Everyday	13	8.72
<b>Where do you usually buy your wine?</b>		
Supermarket	76	51.01
Discount store	4	2.68
Wine shop	22	14.77
Winery	11	7.38

Online	7	4.70
Other	29	19.46
<b>Where do you usually consume your wine?</b>		
At home	132	88.59
At the restaurant	12	8.05
In the wine shop/bar	2	1.34
Other	3	2.01
<b>Have you ever participated in a wine tourism experience (e.g., wine tastings, winery visits, wine festivals, etc.)?</b>		
No	19	12.75
Yes	130	87.25
<b>Are you interested in participating in a wine tourism experience in the next few years?</b>		
No	16	10.74
Yes	133	89.26
<b>Please indicate the number of wine tourism experiences you have had in the last year:</b>		
1-3	69	46.31
More than 3	16	10.74
None	64	42.95
<b>Generally, you prefer to participate in a wine tourism experience lasting:</b>		40.27
One day only	89	59.73
At least two days	60	40.27
<b>Generally, how much are you willing to pay (in £) to take part in a wine tourism experience in a cellar?</b>		
< 600 £	44	29.53
600 - 800 £	42	28.19
800 - 1000 £	35	23.49
> 1000 £	28	18.79
<b>Generally, how much are you willing to pay (in £) for the purchase of a 0.75 liter bottle of wine during a wine tourism experience in a cellar?</b>		
< 300 £	43	28.86
300 - 500 £	73	48.99
500 - 700 £	22	14.77
700 - 900 £	3	2.01
> 900 £	8	5.37

**Table 3. Descriptive statistics for Italian and Turkish samples**

Variable	Level	Turkish sample (n=149)		Italian sample (n=104)	
		mean (std.dev)	%	mean (std.dev)	%
<b>Wine Involvement</b>		3.655 <sub>a</sub> (0.977)		3.493 <sub>a</sub> (0.891)	
<b>Interpersonal Facilitators</b>		3.011 <sub>a</sub> (1.034)		2.894 <sub>a</sub> (0.952)	
<b>Wine Tasting Enjoyment</b>		3.552 <sub>a***</sub> (0.914)		3.046 <sub>b***</sub> (0.805)	
<b>Customer Engagement</b>		3.898 <sub>a*</sub> (0.926)		3.659 <sub>b*</sub> (0.913)	
<b>Age</b>		50.792 <sub>a***</sub> (14.56)		39.462 <sub>b***</sub> (13.919)	
<b>Gender</b>	Female		34.90 <sub>a</sub>		33.65 <sub>a</sub>
	Male		64.43 <sub>a</sub>		65.38 <sub>a</sub>
	Other		0.67 <sub>a</sub>		0.96 <sub>a</sub>
<b>Occupation</b>	Employed		24.16 <sub>a***</sub>		46.15 <sub>b***</sub>
	Retired		38.93 <sub>a***</sub>		0.96 <sub>b***</sub>
	Self-employed		14.09 <sub>a</sub>		12.50 <sub>a</sub>
	Student		12.75 <sub>a</sub>		19.23 <sub>a</sub>
	Homemaker		1.34 <sub>a</sub>		0.00 <sub>a</sub>
	Unemployed		0.67 <sub>a</sub>		2.88 <sub>a</sub>
	Freelance		8.05 <sub>a*</sub>		18.27 <sub>b*</sub>
<b>Education</b>	Primary/secondary school		0.0 <sub>a</sub>		0.96 <sub>a</sub>
	High school		5.37 <sub>a***</sub>		27.88 <sub>b***</sub>
	University		63.09 <sub>a</sub>		51.92 <sub>a</sub>
	Postgraduate		31.54 <sub>a</sub>		19.23 <sub>a</sub>
<b>Income</b>	<25000€ or <2000€		19.46 <sub>a</sub>		25.96 <sub>a</sub>
	25000-75000€ or 2000-4000€		61.74 <sub>a</sub>		50.96 <sub>a</sub>
	>75000€ or >4000€		18.79 <sub>a</sub>		23.08 <sub>a</sub>
<b>Past wine tourism experience</b>	No		12.75 <sub>a</sub>		10.58 <sub>a</sub>
	Yes		87.25 <sub>a</sub>		89.42 <sub>a</sub>
<b>Future interest in wine tourism experience</b>	No		10.74 <sub>a*</sub>		2.88 <sub>b*</sub>
	Yes		89.26 <sub>a*</sub>		97.12 <sub>b*</sub>
<b>Frequency of wine purchase</b>	Never		0.67 <sub>a</sub>		0.96 <sub>a</sub>
	1-2 times a year		10.07 <sub>a</sub>		7.69 <sub>a</sub>
	Once every 2-3 months		20.13 <sub>a</sub>		17.31 <sub>a</sub>
	Once a month		20.13 <sub>a</sub>		21.15 <sub>a</sub>
	2-3 times a month		26.17 <sub>a</sub>		34.62 <sub>a</sub>
	Once a week		11.41 <sub>a</sub>		9.62 <sub>a</sub>
	2-3 times a week		11.41 <sub>a</sub>		8.65 <sub>a</sub>
<b>Frequency of wine consumption</b>	Less than once a month		9.40 <sub>a*</sub>		2.88 <sub>b*</sub>
	Once a month		14.09 <sub>a</sub>		6.73 <sub>a</sub>
	2-3 times a month		24.16 <sub>a*</sub>		13.46 <sub>b*</sub>
	Once a week		13.42 <sub>a**</sub>		27.88 <sub>b***</sub>
	2-3 times a week		30.20 <sub>a</sub>		35.58 <sub>a</sub>
	Everyday		8.72 <sub>a</sub>		13.46 <sub>a</sub>
<b>Wine purchase source</b>	Supermarket		51.01 <sub>a</sub>		40.38 <sub>a</sub>
	Discount store		2.68 <sub>a</sub>		0.96 <sub>a</sub>
	Wine shop		14.77 <sub>a</sub>		21.15 <sub>a</sub>
	Winery		7.38 <sub>a***</sub>		21.15 <sub>b***</sub>
	Online		4.70 <sub>a*</sub>		11.54 <sub>b*</sub>
	Other		19.46 <sub>a***</sub>		4.81 <sub>b***</sub>
<b>Wine consumption location</b>	At home		88.59 <sub>a***</sub>		60.58 <sub>b***</sub>
	At the restaurant		8.05 <sub>a*</sub>		16.35 <sub>b*</sub>
	In the wine shop/bar		1.34 <sub>a***</sub>		21.15 <sub>b***</sub>
	Other		2.01 <sub>a</sub>		1.92 <sub>a</sub>
	1-3		46.31 <sub>a</sub>		55.77 <sub>a</sub>

<b>Number of wine tourism experiences in the past year</b>	More than 3		10.74 <sub>a</sub> *	20.19 <sub>b</sub> *
	None		42.95 <sub>a</sub> **	24.04 <sub>b</sub> **
<b>Willingness to pay for cellar wine tourism experience</b>	<600₺	or <20€	29.53 <sub>a</sub> *	16.35 <sub>b</sub> *
	600-800₺	or 20-30€	28.19 <sub>a</sub> **	46.15 <sub>b</sub> **
	800-1000₺	or 31-40€	23.49 <sub>a</sub>	21.15 <sub>a</sub>
	>1000₺	or >40€	18.79 <sub>a</sub>	16.35 <sub>a</sub>
<b>Willingness to pay for cellar wine bottle purchase (0,75I)</b>	<300₺	or <10€	28.86 <sub>a</sub> ***	10.58 <sub>b</sub> ***
	300-500₺	or 11-20€	48.99 <sub>a</sub>	48.08 <sub>a</sub>
	500-700₺	or 21-30€	14.77 <sub>a</sub> *	25.00 <sub>b</sub> *
	700-900₺	or 31-40€	2.01 <sub>a</sub>	6.73 <sub>a</sub>
	>900₺	or >40€	5.37 <sub>a</sub>	9.62 <sub>a</sub>
<b>Wine tourism experience duration</b>	One day only		59.73 <sub>a</sub> ***	89.42 <sub>b</sub> ***
	At least two days		40.27 <sub>a</sub> ***	8.65 <sub>b</sub> ***
	Other		0 <sub>a</sub>	1.92 <sub>a</sub>

**Notes:** t-tests and Chi-squared tests were performed to test statistically significant differences between samples. Different letters for a pair of row variables (a for the Turkish sample and b for the Italian sample) indicate a statistically significant difference between the samples, while the same letter (a for both) is assigned to no pairs with no significant difference. Significance levels are indicated by \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

**Table 3** presents an analysis of differences between the Turkish and Italian samples. Chi-squared tests were used to assess variations in the percentages of categorical variables within each sample, while t-tests were employed to examine age and attitudinal scale variable means. The merged table facilitates a clear presentation of test results in a side-by-side layout, aligning corresponding variables and levels from both samples for comprehensive comparative analysis. For the variables *Income*, *Willingness to pay for cellar wine tourism experience* and *Willingness to pay for cellar wine bottle purchase*, levels are indicated by their respective options within the two different survey versions employed in this study. The analyses here therefore focus on the distribution of respondents across levels of categories rather than any other considerations related to currency and exchange rate disparities.

Among the attitudinal scales *Wine Tasting Enjoyment* and *Customer Engagement* are significantly higher for Turkish wine tourists, compared to Italians, whereas there are no significant differences observed in the sample means for *Wine Involvement* and *Interpersonal Facilitators*.

The Turkish sample primarily consists of male respondents, constituting 64.4% of the sample, followed by 34.9% being females, with 0.67% selecting the "other" option. The Italian sample exhibits a distribution of respondents across three gender levels that is similar to the Turkish sample, with 65.4% being males, 33.7% females, and 0.96% falling under the "other" category. Test results for obtained for differences were not statistically significant.

The statistical analysis indicated a significant difference in the average age between the Turkish and Italian samples. Specifically, Turkish respondents had a higher average age of approximately 50.8, whereas the Italian sample exhibited an average age of 39.5.

In terms of occupation, retired and employed respondents exhibited the highest difference between samples, both at a 0.001 significance level. Retirees make up 39% of the Turkish sample compared to just 0.96% in the Italian sample. Conversely, 46% of Italian respondents are employed, whereas only 24% of Turkish respondents fall into this category.

Regarding the highest degree of education held by respondents, the only significant difference was observed at the high school level). Specifically, 5.4% of Turkish respondents had completed high school as their highest level of education, while the corresponding figure for Italians was 28%. No significant differences were found between Turkish and Italian respondents with respect to the proportions of their respective samples across corresponding monthly income levels. The most part of each sample has a university degree and a middle-income level (i.e., 25.000-75.000₺ in Turkey and 2000-4000€ in Italy).

While Turkish and Italian respondents did not display significant distinctions in their history of wine tourism experience, noteworthy differences did emerge in other wine tourism-related aspects. The duration of wine tourism activities among Turkish respondents is divided into two categories: one day only and at least two days, with approximately 60% engaging in one-day activities and 40% participating in longer visits. Significant disparities were observed when comparing with Italian respondents, where 89% expressed a preference for a one-day wine tourism experience, whereas 8.7% opted for wine tourism activities lasting at least two days, and 1.9% selected the "Other" option. Turkish and Italian respondents showed similar willingness to pay at higher price intervals for both wine tourism experiences in cellars and purchases made during these cellar visits, but differences were noted in the lower price intervals.

In terms of wine consumption habits and preferences, Turkish and Italian respondents exhibited several notable distinctions. First, there were no significant differences in purchase frequency between the two groups. However, when examining the frequency of wine consumption, the most significant divergence emerged among those who drank wine once a week, with 13.4% of Turks compared to 27.9% of Italians falling into this category. Additionally, differences were observed among respondents who consumed wine 2-3 times a month or less frequently. Regarding the source of wine purchases, the most significant disparities occurred in respondents who bought their wines directly from wineries, with 7.4% of Turks compared to 21.2% of Italians. There were also notable differences in those who reported "other outlets," with 19.5% of Turks compared to 4.8% of Italians. A significant difference was found in online purchases as well, with 4.7% of Turks and 11.5% of Italians. Interestingly, both wine shops and wineries accounted for the same proportion in the Italian sample (21.2%), but a significant difference was only detected for wineries. Furthermore, respondents differed significantly in terms of their

preferred locations for consuming wine. A substantial majority of Turkish respondents (88.6%) preferred enjoying wine at home, while only 60.6% of Italians shared this preference. Conversely, 21.2% of Italians preferred wine shops/bars, a preference shared by only 1.3% of Turkish respondents. Also, most of both Turkish and Italian wine tourists has a previous wine tourism experience, lasting one day especially, and they mainly had 1-3 wine tourism experiences. The percentage of respondents showing a future interest in wine tourism experience is significantly higher in Italy (97%) than in Turkey (89%). 57.7% of the Turkish sample and 62.6% of the Italian sample show a maximum willingness to pay of 800₺ and 30€ respectively. In both samples respondents are mainly wine involved and are found to consider the role of interpersonal facilitators important when choosing to partake in a wine tourism experience. The wine tasting enjoyment and customer engagement in a wine tourism experience is higher for Turkish respondents, compared to the Italian sample.

#### 4.2 Scale Measurements for Italy and Turkey

Information about scales for each sample are presented in Tables 3 and 4. Two items within the Wine Tourism Identity scale were identified as "reverse coded" due to their phrasing. This is because the scale's construction associates higher numerical values with a stronger Wine Tourism Identity, which was contradicted by the wording of these specific items. To harmonize with the design and the remaining scale items, an adjustment was implemented. This adjustment involved interchanging corresponding numerical values (e.g., exchanging 1's with 5's and 2's with 4's) while maintaining the original responses intact, thereby aligning with the scale's intended direction and theoretical framework. Cronbach's Alpha values are calculated to assess the reliability of the scales. For the Italian sample, item 2 from Wine Tourism Identity scale was removed due to reliability reasons, as Cronbach's alpha coefficient was initially calculated as 0.5897 prior to its exclusion. Upon its removal, the coefficient increased to 0,701, while the Turkish sample exhibited a corresponding value of 0,688 with all four items. Consequently, in pursuit of enhanced scale reliability, it was determined that the scale would be omitted from clustering analyses for both samples.

**Table 4. Information about scales for the Italian sample**

Scale	Items	Retrieved From	Mean	St. dev.	Cronbach's Alpha
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Wine Involvement (7 items)	Wine is important for me in my lifestyle Drinking wine gives me pleasure I have a strong interest in wine For me wine do matter I choose my wine very carefully Deciding which wine to buy would be an important decision for me Which wine I buy is very important to me	Mittal, B., & Lee, M. S. (1989).	3.49	0.89	0.922
Interpersonal Facilitators (3 items)	The support of my partner/family encourages me to participate in a wine tourism experience The advice of a friend encouraged me to participate in a wine tourism experience The opportunities to meet new friends encourage me to participate in a wine tourism experience	Gu et al. (2020) who adapted the scale from Crawford et al. (1991)	2.89	0.95	0.706
Wine Tasting Excitement (4 items)	Tasting wine directly in the cellar excites me Tasting wine on vacation helps me relax Tasting wine makes me feel exhilarated Tasting wine on vacation makes me stop worrying	Santos et al. (2020) who adapted the scale from Pan et al. (2009), Kim et al. (2013) and Schmitt (1999)	3.05	0.80	0.736
Customer Engagement (6 items)	I feel excited about visiting a winery I feel the wineries interesting When visiting a winery I feel happy I enjoy visiting a winery Visiting a winery is a pleasure for me I am interested in anything related to a winery	Derived from Gaetjens et al. (2023) who adapted the scale from Dessart et al. (2016)	3.66	0.91	0.936
Wine Tourism Identity (3 items)*	Visiting a winery is something I rarely think about (reverse coded) Visiting wineries is an important part of who I am I really don't have any clear feelings about visiting wineries (reverse coded)	Alebaki et. Al (2015) who cited and adapted the scale from Kolyesnikova (2006) and Callero (1985)	3.31	0.99	0.701

**Table 5. Information about scales for the Turkish sample**

Scale	Items	Retrieved From	Mean	St. dev.	Cronbach's Alpha
Wine Involvement (7 items)	Wine is important for me in my lifestyle Drinking wine gives me pleasure I have a strong interest in wine For me wine do matter I choose my wine very carefully Deciding which wine to buy would be an important decision for me Which wine I buy is very important to me	Mittal, B., & Lee, M. S. (1989).	3.65	0.98	0.942
Interpersonal Facilitators (3 items)	The support of my partner/family encourages me to participate in a wine tourism experience The advice of a friend encouraged me to participate in a wine tourism experience The opportunities to meet new friends encourage me to participate in a wine tourism experience	Gu et al. (2020) who adapted the scale from Crawford et al. (1991)	3.01	1.03	0.730
Wine Tasting Excitement (4 items)	Tasting wine directly in the cellar excites me Tasting wine on vacation helps me relax Tasting wine makes me feel exhilarated Tasting wine on vacation makes me stop worrying	Santos et al. (2020) who adapted the scale from Pan et al. (2009), Kim et al. (2013) and Schmitt (1999)	3.55	0.91	0.833

Customer Engagement (6 items)	I feel excited about visiting a winery I feel the wineries interesting When visiting a winery I feel happy I enjoy visiting a winery Visiting a winery is a pleasure for me I am interested in anything related to a winery	Derived from Gaetjens et al. (2023) who adapted the scale from Dessart et al. (2016)	3.90	0.93	0.947
Wine Tourism Identity (4 items)	Visiting a winery is something I rarely think about (reverse coded) For me, visiting a winery means more than just drinking wine Visiting wineries is an important part of who I am I really don't have any clear feelings about visiting wineries (reverse coded)	Alebaki et. Al (2015) who cited and adapted the scale from Kolyesnikova (2006) and Callero (1985)	3.49	0.88	0.688

### 4.3 Best-Worst analyses for Italy and Turkey

Best-Worst analyses were conducted across seven items for both sample groups, with results presented in **Table 5** for the Turkish sample and in **Table 6** for the Italian sample, alongside complementary bar charts of the average B-W scores in **Figure 1** and **Figure 2**. The difference between the occurrences of an item being ranked as the best and the worst and their averages are displayed. Then the square root of the ratio between the number of best rankings and the number of worst rankings is calculated. The item with the highest value in this regard is assigned a relative importance score of 100, and the remaining items are allocated relative importance scores in descending order.

Wine tourists hailing from both Turkey and Italy exhibited a mutual preference for receiving guidance from a certified professional during their visits to wineries. For respondents from both samples, the item *Visit guided by wine experts* appeared to be the attribute of highest importance in the context of winery visits. Within the Turkish sample, it was rated as the best choice 262 times and as the worst choice 63 times, attaining an average B-W score of 1.336. Within the Italian sample, it received a total of 158 preferences as the best option, while being selected as the worst choice 53 times, maintaining an average B-W score of 1.010.

Turkish respondents demonstrated a notable inclination towards valuing guidance and training both prior to and during their visits. The first two items of highest relative importance in the analysis indicated their desire for thorough preparation and information regarding wine tasting, as well as a keen interest in learning about wines, wineries, and the winemaking process throughout their winery visits. Indeed, within the Turkish sample, the second highest relative importance was observed at 59.6, associated with the item *Provision of a training session before*

*the visit*, which achieved an average B-W score of 0.396 (with a total best score of 182 and total worst score of 123).

It is noteworthy to mention that, although the most significant item was consistent in importance for both samples, Turkish and Italian respondents exhibit divergent preferences in several aspects. In particular, *Provision of a training session before the visit* ranked as the second highest item in the Turkish sample, it emerged as the second lowest in the Italian sample (with a total best score of 79, total worst score of 94, average of -0.144, and a relative importance of 53.1). Furthermore, for Turkish respondents, *Wine/winery/wine area reputation* garnered the lowest relative importance (31.1) and the least favorable average score (-0.745), being selected as the best option 75 times and as the worst option 186 times; whereas it was positioned as the 4th most important within the Italian sample, with a relative importance of 66.5 and an average score of 1.149.

Here, neither Turkish nor Italian tourists appeared to express significant interest in supplementary activities such as music events, cooking shows, horse riding, or e-bike tours during their winery visits. In fact, according to Italian respondents, the attribute with the lowest relative importance (44.4) was *Provision of accompanying events*, which had a total best score of 54, accompanied by a total worst score of 109, resulting in an average score of -0.433. Likewise, in the Turkish sample, it exhibited the second lowest level of importance, obtaining an importance score of 34.8 and an average of -0.624. Likewise, respondents from both samples do not exhibit substantial enthusiasm towards engaging in practical experiences that would demonstrate different aspects of winemaking, such as participating in harvesting or wine-making sessions. Consequently, *Practical wine related experiences* yielded a negative B-W score in both sample groups.

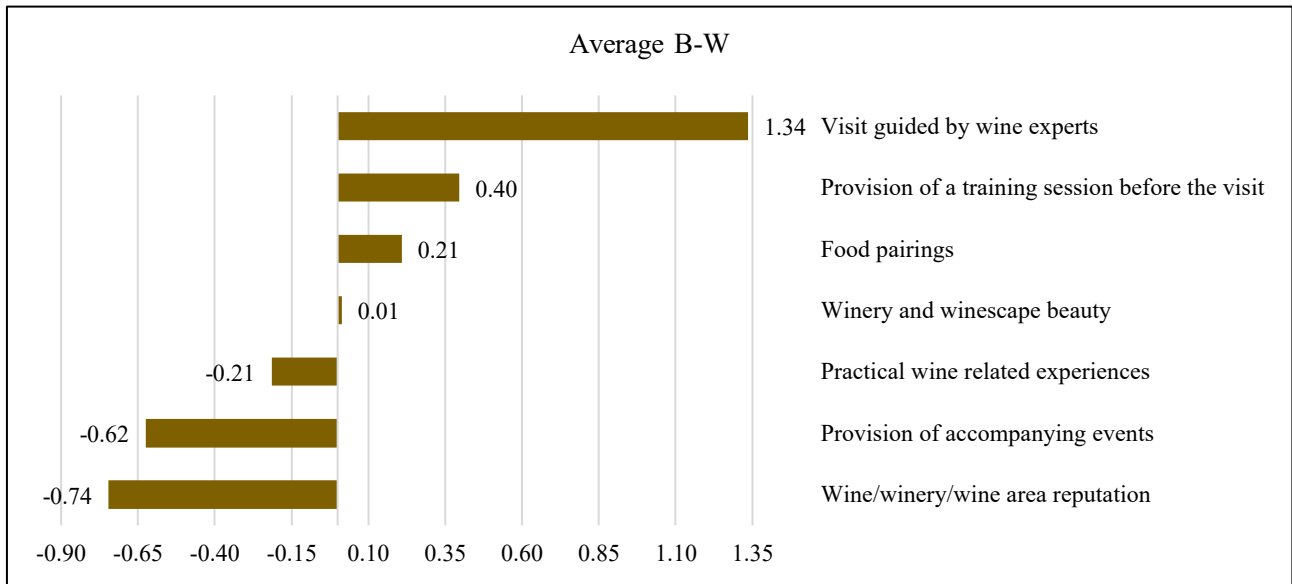
*Food pairings* emerged as the third most significant attribute of a winery visit for both sample groups (relative importance of 55.9 and 71.1 for Turkish and Italian samples, respectively), signifying that while respondents may not prioritize certain supplementary activities typically offered during winery visits as characterized by the items *Practical wine related experiences* and *Provision of accompanying events*, it does not necessarily imply a conservative stance regarding complementary elements associated with wine tasting.

#### 4.3.1 Results from the BWS method - Turkey

**Table 6. Descriptive statistics for Best-Worst analysis for the Turkish sample (n=149)**

Item	Total Best	Total Worst	B-W	Average B-W	SQRT (B/W)	Relative Importance
Visit guided by wine experts	262	63	199	1.336	2.039	100.0
Provision of a training session before the visit	182	123	59	0.396	1.216	59.6

Food pairings	135	104	31	0.208	1.139	55.9
Winery and winescape beauty	140	138	2	0.013	1.007	49.4
Practical wine related experiences	115	147	-32	-0.215	0.884	43.4
Provision of accompanying events	94	187	-93	-0.624	0.709	34.8
Wine/winery/wine area reputation	75	186	-111	-0.745	0.635	31.1

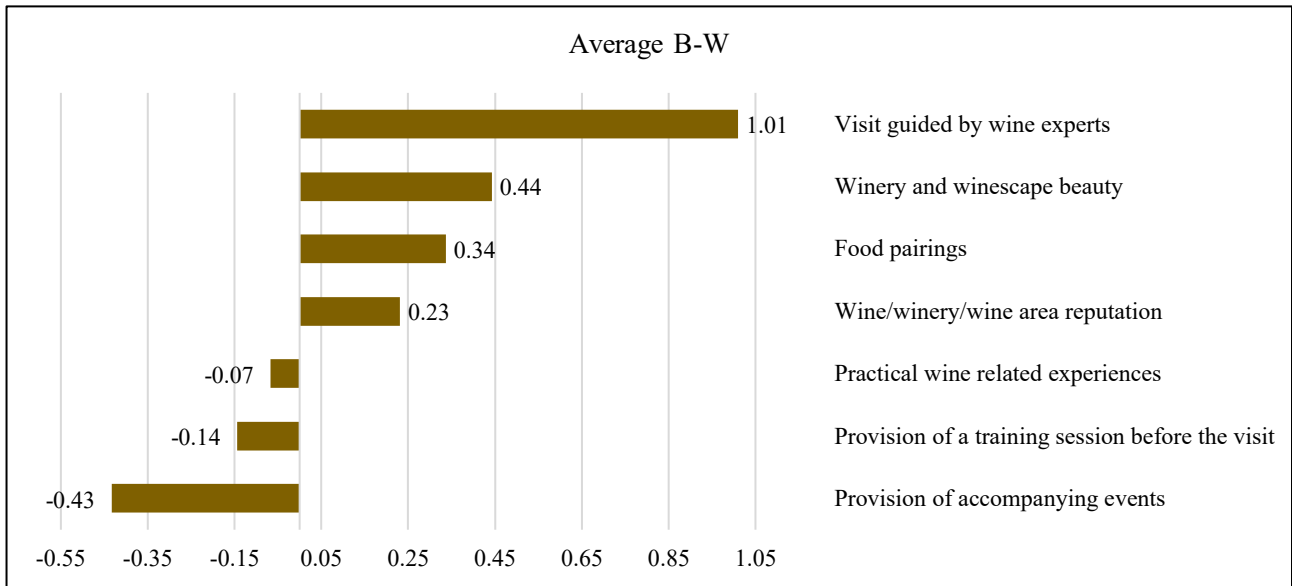


**Figure 1. Average difference between Best and Worst scores for the Turkish sample**

#### 4.3.2 Results from the BWS method - Italy

**Table 7. Descriptive statistics for Best-Worst analysis for the Italian sample (n=104)**

Item	Total Best	Total Worst	B-W	Average B-W	SQRT (B/W)	Relative Importance
Visit guided by wine experts	158	53	105	1.010	1.727	100.0
Winery and winescape beauty	120	74	46	0.442	1.273	73.8
Food pairings	104	69	35	0.337	1.228	71.1
Wine/winery/wine area reputation	99	75	24	0.231	1.149	66.5
Practical wine related experiences	87	94	-7	-0.067	0.962	55.7
Provision of a training session before the visit	79	94	-15	-0.144	0.917	53.1
Provision of accompanying events	64	109	-45	-0.433	0.766	44.4



**Figure 2. Average difference between Best and Worst scores for the Italian sample**

#### 4.4 Cluster analysis

##### 4.4.1 Descriptive statistics for Turkish cluster analysis

**Table 8. Descriptive statistics for clusters for the Turkish sample**

Variable	Level	Cluster 1 (n=65) “Customer Engaged Wine Enthusiasts”		Cluster 2 (n=49) “Moderate Wine Enthusiasts”		Cluster 3 (n=35) “Involved Wine Enthusiasts”	
		mean (st.dev.)	%	mean (st.dev.)	%	mean (st.dev.)	%
Wine Involvement		4.160 <sub>a***</sub> (0.769)		2.653 <sub>a***c***</sub> (0.574)		4.118 <sub>c***</sub> (0.651)	
Interpersonal Facilitators		3.928 <sub>a***b**</sub> (0.619)	*	2.476 <sub>a***c**</sub> (0.656)		2.057 <sub>b***</sub> (0.602)	c**
Wine Tasting Enjoyment		4.108 <sub>a***b*</sub> (0.631)		2.781 <sub>a***c***</sub> (0.624)		3.600 <sub>b*c*</sub> (0.940)	**
Customer Engagement		4.462 <sub>a***</sub> (0.575)		2.891 <sub>a***c***</sub> (0.622)		4.262 <sub>c***</sub> (0.603)	
Age		50.25 (14.22)		48.88 (16.27)		54.49 (12.17)	
Gender	Female		32.31		38.78		34.29
	Male		67.69		61.22		62.86
	Other		0.00		0.00		2.86
	Employed		23.08		18.37		34.29

<b>Occupation</b>	Retired	36.92	40.82	40.00
	Self-employed	13.85	12.24	17.14
	Student	13.85	18.37 <sub>c*</sub>	2.86 <sub>c*</sub>
	Homemaker	1.54	2.04	0.00
	Unemployed	1.54	0.00	0.00
	Freelance	9.23	8.16	5.71
<b>Education</b>	High school	4.62	8.16	2.86
	University	64.62	69.39	51.43
	Postgraduate	30.77	22.45 <sub>c*</sub>	45.71 <sub>c*</sub>
<b>Income</b>	<25000₺	18.46	24.49	14.29
	25000-75000₺	60.00	63.27	62.86
	>75000₺	21.54	12.24	22.86
<b>Past wine tourism experience</b>	No	9.23 <sub>a*</sub>	22.45 <sub>a*c*</sub>	5.71 <sub>c*</sub>
	Yes	90.77 <sub>a*</sub>	77.55 <sub>a*c*</sub>	94.29 <sub>c*</sub>
<b>Future interest in wine tourism experience</b>	No	3.08 <sub>a**</sub>	22.45 <sub>a***</sub>	8.57
	Yes	96.92 <sub>a***</sub>	77.55 <sub>a***</sub>	91.43
<b>Frequency of wine purchase</b>	Never	1.54	0.00	0.00
	1-2 times a year	12.31	12.24	2.86
	Once every 2-3 months	10.77 <sub>a**</sub>	30.61 <sub>a**</sub>	22.86
	Once a month	18.46	22.45	20.00
	2-3 times a month	30.77	18.37	28.57
	Once a week	13.85	10.20	8.57
	2-3 times a week	12.31	6.12	17.14
<b>Frequency of wine consumption</b>	Less than once a month	3.08	18.37	8.57
	Once a month	9.23 <sub>a**</sub>	18.37 <sub>a**</sub>	17.14
	2-3 times a month	21.54	34.69 <sub>c*</sub>	14.29 <sub>c*</sub>
	Once a week	18.46	10.20	8.57
	2-3 times a week	40.00 <sub>a**</sub>	14.29 <sub>a**c*</sub>	34.29 <sub>c*</sub>
	Everyday	7.69	4.08 <sub>c*</sub>	17.14 <sub>c*</sub>
<b>Wine purchase source</b>	Supermarket	46.15	61.22	45.71
	Discount store	3.08	4.08	0.00
	Wine shop	12.31	10.20	25.71
	Winery	10.77	2.04	8.57
	Online	4.62	6.12	2.86
	Other	23.08	16.33	17.14
<b>Wine consumption location</b>	At home	95.38 <sub>a**</sub>	77.55 <sub>a**</sub>	91.43
	At the restaurant	3.08 <sub>a*</sub>	14.29 <sub>a*</sub>	8.57
	In the wine shop/bar	0.00	4.08	0.00

	Other	1.54	4.08	0.00
<b>Number of wine tourism experiences in the past year</b>	1-3	55.38 <sub>a</sub> *	32.65 <sub>a</sub> *	48.57
	More than 3	10.77	2.04 <sub>c</sub> **	22.86 <sub>c</sub> **
	None	33.85 <sub>a</sub> ***	65.31 <sub>a</sub> *** <sub>c</sub> ***	28.57 <sub>c</sub> ** *
<b>Willingness to pay for cellar wine tourism experience</b>	<600₺	24.62	36.73	28.57
	600-800₺	29.23	18.37 <sub>c</sub> *	40.00 <sub>c</sub> *
	800-1000₺	24.62	30.61 <sub>c</sub> *	11.43 <sub>c</sub> *
	>1000₺	21.54	14.29	20.00
<b>Willingness to pay for cellar wine bottle purchase (0.75l)</b>	<300₺	29.23	30.61	25.71
	300-500₺	49.23	53.06	42.86
	500-700₺	10.77 <sub>b</sub> **	8.16 <sub>c</sub> **	31.43 <sub>b</sub> ** <sub>c</sub> **
	700-900₺	0.00 <sub>a</sub> *	6.12 <sub>a</sub> *	0.00
	>900₺	10.77 <sub>b</sub> *	2.04	0.00 <sub>b</sub> *
<b>Wine tourism experience duration</b>	One day only	52.31	67.35	62.86
	At least two days	47.69	32.65	37.14

**Notes:** ANOVA and Chi-squared tests were performed to test statistically significant differences between clusters. ANOVA tests were followed up by Games-Howell post-hoc tests to identify pairwise differences between clusters. Chi-squared tests were followed up by pairwise post-hoc comparisons. Different letters were assigned to each cluster pair, namely, a: 1-2, b: 1-3, c: 2-3. Significance levels are indicated by \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$ .

Descriptive statistics for the three clusters within the Turkish sample are given in **Table 8**. Results from the ANOVA and Chi-squared tests as well as the results of post-hoc pairwise comparisons between clusters are marked accordingly on the table. Games-Howell post-hoc tests ANOVA for pairwise comparisons of scale variables to determine the size of differences between cluster means. Cluster 1's mean significantly exceeds Cluster 2's across all scales, with the most pronounced differences in the *Interpersonal Facilitators* dimension. Notably, clusters 1 and 3 lack statistically significant disparities in *Wine Involvement* and *Customer Engagement*. Cluster 2's means are notably lower than other clusters across scales, except for *Interpersonal Facilitators*, where it is higher than Cluster 3's.

The number of respondents in each cluster are 65, 49 and 35 for clusters 1, 2 and 3, respectively. Among the three clusters, Cluster 2 exhibits the lowest average age, approximately 49, while Cluster 3 stands out as the oldest cluster, with a mean age of 54.5. The average age of respondents in Cluster 1 hovers around 50. Notably, all three clusters are predominantly male, with Cluster 1 having the highest male representation at nearly 67.7%. Conversely, Cluster 2 contains the largest proportion of female respondents, constituting 38.8% of the group. In each

of these clusters, retirees make up the largest share of respondents, which aligns with the sample's average age of approximately 50.8. Interestingly, the cluster with the lowest average age, Cluster 2, also has the highest percentage of retirees. Students represent 13.9% of Cluster 1 and 18.4% of Cluster 2, but only 2.9% of Cluster 3, which is consistent with Cluster 3's higher average age of 54.5. In all clusters, the predominant educational background among respondents is university graduation, with the second largest group in each cluster holding postgraduate degrees. Notably, Cluster 3 exhibits the smallest percentage of respondents who completed their highest level of education at the university level (51.4%); however, it also boasts the highest proportion of respondents who pursued postgraduate education (45.7%). Respondents who had post-graduate education differed between clusters 2 and 3 at a significance level of 0.05. The remaining respondents comprise a relatively smaller segment of high school graduates. The majority of respondents in each cluster report a monthly income falling within the 25,000 to 75,000 Turkish Lira bracket. It is noteworthy that both Clusters 1 and 3 contain the second largest proportion of respondents with a monthly income exceeding 75,000₺, accounting for 21.5% of Cluster 1 and 22.9% of Cluster 3. In contrast, the second largest income group within Cluster 2 is composed of respondents reporting a monthly income below 25,000₺, totaling 24.5%. Across all clusters, the majority had prior wine tourism experience, ranging from 77.6% to 94.3%. Cluster 2 notably stands out, with 22.5% of respondents reporting no prior experience, in contrast to Clusters 1 and 3 where the percentages with no experience were smaller (9.2% and 5.7%, respectively). Statistically significant differences were observed between clusters 1-2 and 2-3, with results for both pairs having a significance level of 0.05. Regarding interest in future wine tourism experiences, the majority of respondents in each cluster expressed a desire to participate, with Cluster 1 displaying the highest interest (96.9%), Cluster 2 indicating a relatively larger proportion of respondents with no interest (22.5%), and Cluster 3 falling in between the two. Respondents in clusters 1 and 2 differed significantly in terms of their future interests in wine tourism experiences ( $\alpha=0.001$ ). In terms of wine consumption and purchasing behaviors, respondents in Cluster 1 display a relatively stronger commitment to wine, with frequent purchases (30.8% buying 2-3 times a month) and a significant portion enjoying wine 2-3 times a week (40%). Respondents who purchase wine every 2-3 months showed significant differences between clusters 1 and 2 ( $\alpha=0.001$ ). In addition, significant differences were observed between respondents who consumed wine once a month between clusters 1 and 2 ( $\alpha=0.001$ ), respondents who consumed 2-3 times a week between clusters 2 and 3 ( $\alpha=0.05$ ) and 1 and 2 ( $\alpha=0.01$ ), and respondents who consumed wine everyday between clusters 2 and 3 ( $\alpha=0.05$ ). Their primary source for buying



wine is supermarkets (46.2%), and they predominantly consume wine at home (95.4%). Clusters 1 and 2 differed from each other in terms of consumption of wine at home ( $\alpha=0.01$ ) as well as consumption at the restaurant ( $\alpha=0.05$ ). Cluster 2 exhibits more moderate wine consumption habits, with less frequent purchases (30.6% purchasing wine once every 2-3 months) and a preference for supermarkets (61.2%). The majority of Cluster 2 consumers enjoy wine at home (77.6%). Respondents in Cluster 3 share similarities with those in Cluster 1, engaging in regular wine purchases (28.6% purchasing wine 2-3 times a month) and frequent wine consumption (17.1% enjoying wine 2-3 times a week). They primarily purchase wine from wine shops (25.7%) and favor consuming it at home (91.4%).

Respondents from Cluster 3 show a notably higher willingness to pay between 600₺ and 800₺ for a wine cellar tourism experience compared to the other clusters. Clusters 2 and 3 differed in terms of their willingness to pay 600-800₺ and 800-1000₺, at 0.05 significance level for both ranges. Respondents from Cluster 1 and Cluster 2 have relatively similar preferences across the price ranges. Cluster 3 stands out with a notably higher willingness to pay between 500₺ and 700₺ for a bottle of wine during cellar tourism compared to the other clusters (significant differences from clusters 1 and 2, both at  $\alpha=0.01$ ). Clusters 1 and 2 differed in terms of their willingness to pay at the 700-900₺ range ( $\alpha=0.05$ ) and clusters 1 and 3 differed in terms of their willingness to pay at the >900₺ range ( $\alpha=0.05$ ). Cluster 2 also has a relatively high willingness to pay within the 300-500₺ range. Cluster 1 exhibits a more balanced distribution across the price ranges.

Analysis of variance (ANOVA) was performed for the Turkish sample. For *Interpersonal Facilitators*, the differences between the clusters contribute significantly to the overall variability observed among the data, meaning that the clusters are distinct from each other in terms of their scores for this scale, having the highest proportion among the four scales. In contrast, for *Wine Tasting Excitement*, the differences between the clusters play a relatively smaller role in explaining the variability, (rendering it the lowest proportion. Games-Howell post-hoc tests ANOVA for pairwise comparisons of scale variables to determine the size of differences between cluster means. Cluster 1's mean significantly exceeds Cluster 2's across all scales, with the most pronounced differences in the *Interpersonal Facilitators* dimension. Notably, clusters 1 and 3 lack statistically significant disparities in *Wine Involvement* and *Customer Engagement*. Cluster 2's means are notably lower than other clusters across scales, except for *Interpersonal Facilitators*, where it is higher than Cluster 3's.

**Table 9.1 ANOVA (Comparing the Clusters of Turkish Sample)**

ANOVA						
Variables		Sum of Squares	df	Mean Square	F	Sig.
<b>WI_scale</b>	Between Groups	73.271	2	36.635	78.477	0.000
	Within Groups	68.157	146	0.467		
	Total	141.428	148			
<b>IF_scale</b>	Between Groups	100.445	2	50.222	127.401	0.000
	Within Groups	57.554	146	0.394		
	Total	157.999	148			
<b>WTE_scale</b>	Between Groups	49.309	2	24.655	48.495	0.000
	Within Groups	74.225	146	0.508		
	Total	123.534	148			
<b>CE_scale</b>	Between Groups	74.942	2	37.471	105.046	0.000
	Within Groups	52.08	146	0.357		
	Total	127.022	148			

In Table 9.1, One-way ANOVA tests were performed for each scale variable. Between-Group SS (Sum of Squares) signifies the proportion of the overall variability that can be accounted for by the differences among clusters, i.e., it captures the dissimilarity between the mean of each cluster and the overall mean. Within-group SS analyzes the variation in individual scores around the mean of each group, essentially capturing the variability not attributed to the clustering process itself. This serves essentially to observe each scale's contribution to the formation of the clusters. F values represent ratio of between-group mean squares to the within-group mean squares. All of the four scales yield statistically significant test results. Among them, *Interpersonal Facilitators* emerged as the most influential in shaping cluster formation with an F-value of 127.01, while *Wine Tasting Excitement* exhibited the most modest impact with an F-value of 48.495.

Table 9.1 shows that for each variable (WI\_scale, IF\_scale, WTE\_scale, WTI\_scale, and CE\_scale), the F-statistic is very large, and the p-value (Sig.) is close to 0.000 (typically denoted as "< 0.001"). This indicates that there are significant differences in means between the clusters for each of these variables. The high F-values and very low p-values suggest that the differences between the clusters are not due to random chance but are statistically significant. In a nutshell, the ANOVA table suggests that there are significant differences in the means of the variables across the clusters, indicating that the clusters are distinct in terms of their attitudes or preferences related to the respective variables.

**Table 9.2 Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.	Conclusion
WI_scale	4.369	2	146	<b>0.014</b>	No Homogeneity of Variance
IF_scale	0.103	2	146	0.902	Homogeneity of Variance
WTE_scale	5.419	2	146	<b>0.005</b>	No Homogeneity of Variance
CE_scale	0.315	2	146	0.730	Homogeneity of Variance

In above table 9.2, we show the results of homogeneity of variance and conclude that WI\_scale and WTE\_scale do have homogeneity of variance. On the other hand, IF\_scale and CE\_scale depict the homogeneity of variance. For further analysis we perform Post Hoc test for the statistical difference between the means of different cluster separately.

**Table 9.3 Post Hoc Test**

Multiple Comparisons					
Games-Howell (Unequal Group Size, No Homogeneity of Variance)					
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
WI_scale	Cluster 1	Cluster 2	<b>1.50720*</b>	<b>0.12588</b>	<b>0.000</b>
		Cluster 3	0.04275	0.14571	0.954
	Cluster 2	Cluster 1	<b>-1.50720*</b>	<b>0.12588</b>	<b>0.000</b>
		Cluster 3	<b>-1.46445*</b>	<b>0.13738</b>	<b>0.000</b>
	Cluster 3	Cluster 1	-0.04275	0.14571	0.954
		Cluster 2	<b>1.46445*</b>	<b>0.13738</b>	<b>0.000</b>
WTE_scale	Cluster 1	Cluster 2	<b>1.32708*</b>	<b>0.11866</b>	<b>0.000</b>
		Cluster 3	<b>.50769*</b>	<b>0.17709</b>	<b>0.016</b>
	Cluster 2	Cluster 1	<b>-1.32708*</b>	<b>0.11866</b>	<b>0.000</b>
		Cluster 3	<b>-.81939*</b>	<b>0.18216</b>	<b>0.000</b>
	Cluster 3	Cluster 1	<b>-.50769*</b>	<b>0.17709</b>	<b>0.016</b>
		Cluster 2	<b>.81939*</b>	<b>0.18216</b>	<b>0.000</b>
Games-Howell (Unequal Group Size, Homogeneity of Variance)					
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.
IF_scale	Cluster 1	Cluster 2	1.45101*	0.11878	<b>0.000</b>
		Cluster 3	1.87040*	0.13163	<b>0.000</b>
	Cluster 2	Cluster 1	-1.45101*	0.11878	<b>0.000</b>
		Cluster 3	.41939*	0.13895	<b>0.008</b>
	Cluster 3	Cluster 1	-1.87040*	0.13163	<b>0.000</b>
		Cluster 2	-.41939*	0.13895	<b>0.008</b>
CE_scale	Cluster 1	Cluster 2	1.57016*	0.11299	<b>0.000</b>
		Cluster 3	0.19910	0.12522	0.253
	Cluster 2	Cluster 1	-1.57016*	0.11299	<b>0.000</b>
		Cluster 3	-1.37106*	0.13218	<b>0.000</b>

	Cluster 3	Cluster 1	-0.19910	0.12522	0.253
		Cluster 2	1.37106*	0.13218	<b>0.000</b>

\*. The mean difference is significant at the 0.05 level.

To analyse the difference between the mean of one cluster with mean of another cluster, we perform Post hoc tests for all four variables separately. The significance value below 0.05 depicts that there is statistically significant difference between the clusters. In table 9.3, All bold significant values show that there is significant difference between the means of clusters. The naming of each cluster is primarily determined by the ANOVA and Post Hoc test result, which clearly indicate that, for all variables, at least one cluster's mean is statistically distinct from the others. The Post hoc results in table 9.3 clearly depicts the significant difference between the clusters. These clusters have been appropriately labelled to highlight their unique attitudes and behaviors in the context of wine tourism, drawing from their mean scores across four key scales. Naming a cluster based on the variable with the highest mean and the lowest standard deviation offers a straightforward and succinct method to convey the cluster's primary trait. Hence, a suitable terminology for these clusters, considering the highest mean and lowest SD of a variable, might be:

**Cluster 1: “Customer-Engaged Wine Enthusiasts”**

This name highlights the cluster's distinguishing feature, which is their exceptional level of customer engagement in wine-related activities and experiences. It succinctly communicates the primary trait that sets this group apart from the others in the cluster analysis. This name captures the essence of this cluster's distinct characteristics. Members of this group exhibit elevated levels of engagement and enthusiasm when it comes to wine-related activities and experiences. Their shared passion is reflected in consistently high mean scores across various dimensions. Moreover, the low standard deviations suggest a remarkable level of agreement among the cluster members, underlining their collective dedication to enriching wine tourism encounters. The name "Elevated Wine Enthusiasts" paints a vivid picture of their heightened appreciation for the world of wine. This cluster name implies that individuals in this group are highly engaged with wine tourism experiences. They exhibit the highest means across all four scales, indicating a strong level of customer engagement, wine involvement, excitement about wine tasting, and positive interpersonal facilitators. Members of this cluster are likely the most active and enthusiastic participants in wine tourism. They are engaged in various aspects of the wine tourism experience and have positive interactions with others.

**Cluster 2: "Moderate Wine Enthusiasts"**

This cluster's name, "Moderate Wine Enthusiasts," appropriately summarizes its characteristics. While they display moderate levels of engagement in wine-related activities, their responses across the variables are consistent, reflecting a steady and harmonious approach to wine tourism. Notably, this cluster has relatively low "Customer Engagement" compared to other clusters, which is indicative of their measured enthusiasm. This name underscores their balanced approach to wine tourism, showcasing a preference for wine experiences without excessive fervor. It captures their distinctiveness within the dataset, portraying them as "Moderate Wine Enthusiasts" who appreciate wine-related activities with a harmonious and composed demeanor.

**Cluster 3: "Involved Wine Enthusiasts":**

This cluster name suggests that individuals in this group are deeply involved and enthusiastic about wine-related activities and experiences. They achieve the second-highest mean, primarily in wine involvement, indicating a strong interest in wine-related activities. Members of this cluster may be more focused on the wine itself and the activities surrounding it. They likely seek out wine-related experiences and are enthusiastic about learning and participating in wine-related activities. This name perfectly captures the essence of this cluster. Members of this group display a remarkable level of engagement and enthusiasm when it comes to wine-related activities and experiences. "Engaged Wine Enthusiasts" vividly portrays their collective passion for delving into the diverse and enriching aspects of wine, making it an ideal representation of their shared identity.

Overall, these cluster names provide a clear and meaningful representation of the characteristics and attitudes of each group. They help readers and researchers understand at a glance what distinguishes one cluster from another in the context of wine tourism. The names reflect the key dimensions that the clusters are based on, making them informative and appropriate for describing the clusters in your research.

**Table 10. Descriptive statistics for clusters for the Italian sample**

Variable	Level	Cluster 1 (n=54) “Highly Engaged Customers”		Cluster 2 (n=50) “Involved Wine Enthusiasts”	
		mean	%	mean	%
<b>Wine Involvement</b>		4.085 <sub>a</sub> *** (0.648)		2.854 <sub>b</sub> *** (0.642)	
<b>Interpersonal Facilitators</b>		3.420 <sub>a</sub> *** (0.788)		2.327 <sub>b</sub> *** (0.775)	
<b>Wine Tasting Enjoyment</b>		3.532 <sub>a</sub> *** (0.700)		2.520 <sub>b</sub> *** (0.537)	
<b>Customer Engagement</b>		4.287 <sub>a</sub> *** (0.634)		2.980 <sub>b</sub> *** (0.641)	
<b>Age</b>		40.17 <sub>a</sub> (12.94)		38.70 <sub>a</sub> (15.00)	
<b>Gender</b>	Female		31.48 <sub>a</sub>		36.00 <sub>a</sub>
	Male		66.67 <sub>a</sub>		64.00 <sub>a</sub>
	Other		1.85 <sub>a</sub>		0.00 <sub>a</sub>
<b>Occupation</b>	Employed		53.70 <sub>a</sub>		38.00 <sub>a</sub>
	Retired		1.85 <sub>a</sub>		0.00 <sub>a</sub>
	Self-employed		9.26 <sub>a</sub>		16.00 <sub>a</sub>
	Student		14.81 <sub>a</sub>		24.00 <sub>a</sub>
	Unemployed		3.70 <sub>a</sub>		2.00 <sub>a</sub>
	Freelance		16.67 <sub>a</sub>		20.00 <sub>a</sub>
<b>Education</b>	Primary/secondary school		1.85 <sub>a</sub>		0.00 <sub>a</sub>
	High school		27.78 <sub>a</sub>		28.00 <sub>a</sub>
	University		51.85 <sub>a</sub>		52.00 <sub>a</sub>
	Postgraduate		18.52 <sub>a</sub>		20.00 <sub>a</sub>
<b>Income</b>	< 2.000 €		22.22 <sub>a</sub>		30.00 <sub>a</sub>
	2.000 - 4.000 €		48.15 <sub>a</sub>		54.00 <sub>a</sub>
	> 4.000 €		29.63 <sub>a</sub>		16.00 <sub>a</sub>
<b>Past wine tourism experience</b>	No		5.56 <sub>a</sub>		16.00 <sub>a</sub>
	Yes		94.44 <sub>a</sub>		84.00 <sub>a</sub>
<b>Future interest in wine tourism experience</b>	No		0.00 <sub>a</sub>		6.00 <sub>a</sub>
	Yes		100.00 <sub>a</sub>		94.00 <sub>a</sub>
<b>Frequency of wine purchase</b>	Never		0.00 <sub>a</sub>		2.00 <sub>a</sub>
	1-2 times a year		5.56 <sub>a</sub>		10.00 <sub>a</sub>
	Once every 2-3 months		14.81 <sub>a</sub>		20.00 <sub>a</sub>
	Once a month		20.37 <sub>a</sub>		22.00 <sub>a</sub>
	2-3 times a month		35.19 <sub>a</sub>		34.00 <sub>a</sub>
	Once a week		14.81 <sub>a</sub>		4.00 <sub>a</sub>
	2-3 times a week		9.26 <sub>a</sub>		8.00 <sub>a</sub>

<b>Frequency of wine consumption</b>	Less than once a month	1.85 <sub>a</sub>	4.00 <sub>a</sub>
	Once a month	0.00 <sub>a**</sub>	14.00 <sub>b**</sub>
	2-3 times a month	11.11 <sub>a</sub>	16.00 <sub>a</sub>
	Once a week	33.33 <sub>a</sub>	22.00 <sub>a</sub>
	2-3 times a week	40.74 <sub>a</sub>	30.00 <sub>a</sub>
	Everyday	12.96 <sub>a</sub>	14.00 <sub>a</sub>
<b>Wine purchase source</b>	Supermarket	35.19 <sub>a</sub>	46.00 <sub>a</sub>
	Discount store	1.85 <sub>a</sub>	0.00 <sub>a</sub>
	Wine shop	22.22 <sub>a</sub>	20.00 <sub>a</sub>
	Winery	20.37 <sub>a</sub>	22.00 <sub>a</sub>
	Online	16.67 <sub>a</sub>	6.00 <sub>a</sub>
	Other	3.70 <sub>a</sub>	6.00 <sub>a</sub>
<b>Wine consumption location</b>	At home	64.81 <sub>a</sub>	56.00 <sub>a</sub>
	At the restaurant	14.81 <sub>a</sub>	18.00 <sub>a</sub>
	In the wine shop/bar	18.52 <sub>a</sub>	24.00 <sub>a</sub>
	Other	1.85 <sub>a</sub>	2.00 <sub>a</sub>
<b>Number of wine tourism experiences in the past year</b>	1-3	51.85 <sub>a</sub>	60.00 <sub>a</sub>
	More than 3	29.63 <sub>a*</sub>	10.00 <sub>b*</sub>
	None	18.52 <sub>a</sub>	30.00 <sub>a</sub>
<b>Willingness to pay for cellar wine tourism experience</b>	< 20 €	14.81 <sub>a</sub>	18.00 <sub>a</sub>
	20 - 30 €	46.30 <sub>a</sub>	46.00 <sub>a</sub>
	31 - 40 €	24.07 <sub>a</sub>	18.00 <sub>a</sub>
	> 40 €	14.81 <sub>a</sub>	18.00 <sub>a</sub>
<b>Willingness to pay for cellar wine bottle purchase (0.75l)</b>	< 10 €	3.70 <sub>a*</sub>	18.00 <sub>b*</sub>
	11 - 20 €	50.00 <sub>a</sub>	46.00 <sub>a</sub>
	21 - 30 €	25.93 <sub>a</sub>	24.00 <sub>a</sub>
	31 - 40 €	11.11 <sub>a</sub>	2.00 <sub>a</sub>
	> 40 €	9.26 <sub>a</sub>	10.00 <sub>a</sub>
<b>Wine tourism experience duration</b>	One day only	88.89 <sub>a</sub>	90.00 <sub>a</sub>
	At least two days	7.41 <sub>a</sub>	10.00 <sub>a</sub>
	Other	3.70 <sub>a</sub>	0.00 <sub>a</sub>

**Notes:** t-tests and Chi-squared tests were performed to test statistically significant differences between clusters. Different letters for a pair of row variables (a for Cluster 1 and b for Cluster 2) indicate a statistically significant difference between clusters, while the same letter (a for both) is assigned to no pairs with no significant difference. Significance levels are indicated by \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

**Table 10** displays descriptive statistics for the two clusters within the Italian sample. T-tests for the scale variables and age and Chi-squared tests for the rest of the categorical variables were performed to compare between clusters. All of the scale variables were found to significantly differ across clusters ( $\alpha=0.001$ ), while for the categorical variables a few indicated row-wise significant differences, as shown in the table.

Cluster 1 consists of 54 respondents, is predominantly male (66.7%) and largely employed (53.7%), with the majority holding university degrees (51.85%). In terms of monthly income, a considerable portion falls into the 2000 - 4000€ bracket (48.2%). Cluster 2 in the Italian sample includes 50 respondents, also has a male majority (64%) and a notable proportion of students (24%). The educational profiles closely resembles that of Cluster 1, with a majority having completed university education (52%). In terms of income, a larger proportion falls into the < 2000€ bracket (30%), while fewer respondents earn a monthly income higher than 4000€ (16%). Average age of respondents are 40.2 and 38.7 for clusters 1 and 2 respectively. In Cluster 1, 5.6% of respondents had no past wine tourism experience, while 94.4% had, and all were interested in future experiences. In Cluster 2, 16% lacked past experience, but 84% had, with 94% eager for future experiences and 6% uninterested.

Both clusters exhibit a preference for relatively frequent wine purchases, with Cluster 1 showing a slightly higher inclination towards purchasing wine 2-3 times a month (35.2%) compared to Cluster 2 (34%). A notable divergence between Cluster 1 and Cluster 2 in terms of wine purchase frequency is in the "Once a week" category. In Cluster 1, 14.8% of respondents purchase wine once a week, while in Cluster 2, this percentage drops to just 4%. This suggests that Cluster 1 members are more inclined to buy wine on a weekly basis compared to Cluster 2. Respondents from Cluster 1 appears to consume wine more frequently compared to Cluster 2. None of the respondents in Cluster 1 reported consuming wine only once a month, whereas in Cluster 2, 14% of respondents preferred to do so, and the Chi-squared test results indicate a significant difference at a significance level of 0.01. Cluster 1 has a higher percentage (33.3%) of respondents who consume wine once a week, while in Cluster 2, this percentage is slightly lower at 22%. In Cluster 1, 40.7% of respondents reported consuming wine 2-3 times a week, whereas in Cluster 2, this percentage is slightly lower at 30%. Cluster 1 mainly purchases wine from supermarkets (35.2%) and frequently from wine shops (22.2%). They also opt for wineries (20.4%) and online sources (16.7%). Only 1.85% reported discount stores, and 3.7% chose other sources. Similarly, Cluster 2 prefers supermarkets (46%) and wine shops (20%), with lower reliance on online sources (6%) and other sources (6%). Notably, none in Cluster 2 mentioned discount stores as their wine source. Cluster 1 predominantly consumes wine at home (64.8%), with smaller proportions at restaurants (14.8%) and wine shops or bars



(18.5%). Cluster 2 also prefers home consumption (56%) but more frequently enjoys wine at wine shops or bars (24%) and restaurants (18.00%), with 2% mentioning other locations. Most of the respondents from Cluster 1 had 1-3 wine tourism experiences in the past year (51.9%), with fewer respondents reporting more than 3 experiences (29.6%) and none (18.5%). In contrast, Cluster 2 had a higher percentage of respondents with none (30%), followed by 1-3 experiences (60%) and a lower percentage with more than 3 experiences (10%). Significant difference was observed between clusters in terms of respondents who had more than 3 wine tourism experiences ( $\alpha=0.05$ ). In terms of wine tourism experience duration, both clusters predominantly prefer a one-day experience, with 88.9% in Cluster 1 and 90% in Cluster 2. A smaller percentage in both clusters, 7.4% in Cluster 1 and 10% in Cluster 2, opt for experiences lasting at least two days. Only Cluster 1 has a minor presence (3.70%) in the "Other" category. In terms of willingness to pay for a wine cellar tourism experience, Cluster 1 and Cluster 2 both have the highest willingness to pay in the 20 - 30 € range, with 46.3% and 46%, respectively. I added and changed some results from the new statistical tests if there is different result than the previous one, When it comes to paying for a bottle of wine during cellar tourism, Cluster 1 is less willing to spend less than 10 € (3.7%) compared to Cluster 2 (18%). They both favor the 11 - 20 € range, with 50% in Cluster 1 and 46% in Cluster 2. However, Cluster 2 shows a considerably lower willingness to spend between 31 - 40 € (2%) compared to Cluster 1 (11.1%). Both clusters are similar in their preferences for spending more than 40 €, with 9.3% in Cluster 1 and 10% in Cluster 2.

**Table 11. Independent Samples Test (Difference Between Clusters of Italy`s Sample)**

Variable	t	Mean difference	SE difference	Source	SS	MS	F	p
WI_scale	9.713	1.23037	0.1266715	Between groups	38.3009	38.3009	94.34	<.001
				Within groups	42.4901	0.4166		
				Total	81.7910	0.7941		
IF_scale	7.122	1.093086	0.1534725	Between groups	31.0198	31.0198	50.73	<.001
				Within groups	62.3723	0.6115		
				Total	93.3921	0.9067		
WTE_scale	8.226	1.012407	0.1230737	Between groups	26.6098	26.6098	67.67	<.001
				Within groups	40.1108	0.3932		
				Total	66.7206	0.6478		
CE_scale	10.447	1.307037	0.1251078	Between groups	44.3513	44.3513	109.15	<.001
				Within groups	41.4475	0.4064		
				Total	85.7989	0.8330		

T-tests on the Italian sample reveal significant mean differences across dimensions, most substantial in *Customer Engagement* (mean difference of 1.307) and least in *Wine Tasting Excitement* (mean difference of 1.012). Clusters of the Italian sample underwent additional one-way analyses of variance to compare inter- and intra-cluster variations. The largest F value was observed in *Customer Engagement* (109.15), and the smallest in *Interpersonal Facilitators* (50.73).

Table 11 illustrates that concerning each variable (WI\_scale, IF\_scale, WTE\_scale, and CE\_scale), the t-statistic is sufficiently large. Additionally, the p-value (Sig.) is proximate to 0.000, typically represented as "< 0.001." This suggests the existence of significant differences in mean values across the clusters for all these variables. The high t-values and extremely low p-values indicate that the disparities between the clusters are not a result of random choice but are statistically significant. In summary, the independent sample test proposes that there are substantial differences in the means of the variables across the clusters, signifying that the groups are distinctive regarding their attitudes or preferences linked to the corresponding variables.

Cluster 1 demonstrated consistently higher means across all scales compared to Cluster 2. Notably, Cluster 1's highest mean was in *Customer Engagement*, indicating a strong enthusiasm for winery visits. Therefore, this cluster aptly earns the name "Customer Engaged Wine Enthusiast." Cluster 2, while still showing involvement, scored lower in all scales than Cluster 1. Their second-highest mean was in *Wine Involvement*, leading to their name "Involved Wine Enthusiasts."

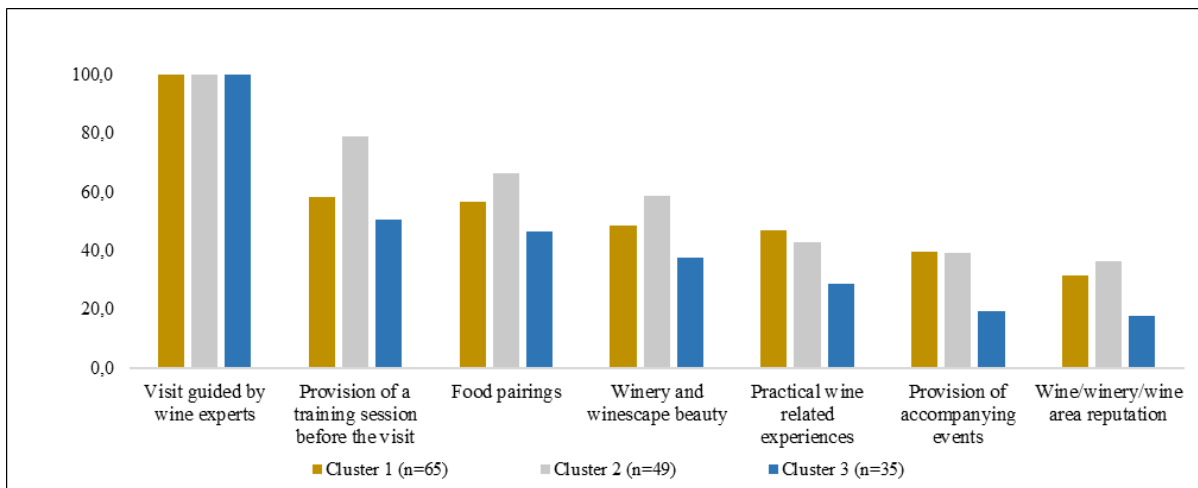
#### 4.4.3. BWS for Turkish clusters

**Table 12. BWS for clusters for the Turkish sample**

Item	Cluster 1 (n=65)			
	B-W	Average B-W	SQRT (B/W)	Relative Importance
Visit guided by wine experts	85	1.308	1.958	100
Provision of a training session before the visit	17	0.262	1.142	58.3
Practical wine related experiences	13	0.2	1.11	56.7
Winery and winescape beauty	-6	-0.092	0.952	48.6
Food pairings	-9	-0.138	0.918	46.9
Provision of accompanying events	-32	-0.492	0.778	39.7
Wine/winery/wine area reputation	-54	-0.831	0.622	31.7
Cluster 2 (n=49)				

<b>Item</b>	<b>B-W</b>	<b>Average B-W</b>	<b>SQRT (B/W)</b>	<b>Relative Importance</b>
Visit guided by wine experts	56	1.143	1.826	100
Food pairings	25	0.51	1.445	79.1
Provision of a training session before the visit	21	0.429	1.215	66.6
Winery and winescape beauty	6	0.122	1.069	58.6
Wine/winery/wine area reputation	-18	-0.367	0.786	43
Provision of accompanying events	-32	-0.653	0.718	39.3
Practical wine related experiences	-32	-0.653	0.662	36.3
<b>Cluster 3 (n=35)</b>				
<b>Item</b>	<b>B-W</b>	<b>Average B-W</b>	<b>SQRT (B/W)</b>	<b>Relative Importance</b>
Visit guided by wine experts	58	1.657	2.728	100
Provision of a training session before the visit	21	0.6	1.383	50.7
Food pairings	15	0.429	1.275	46.7
Winery and winescape beauty	2	0.057	1.031	37.8
Practical wine related experiences	-13	-0.371	0.786	28.8
Provision of accompanying events	-29	-0.829	0.524	19.2
Wine/winery/wine area reputation	-39	-1.114	0.485	17.8

The results of the Best-Worst analysis for the Turkish sample, given in **Table 12** and **Figure 3**, suggest that *Visit guided by wine experts* is the most important aspect of a winery visit for respondents across all clusters. *Provision of accompanying events* and *Wine/winery/wine area reputation* are consistently the least important aspects. The rankings and preferences for the other items vary slightly across clusters, with Cluster 2 generally assigning higher importance to some of the items except for *Provision of accompanying events* and *Practical wine related experiences* compared to other clusters.



**Figure 3** Relative importances of BWS items for clusters for the Turkish sample

#### 4.4.4 BWS for Italian Clusters

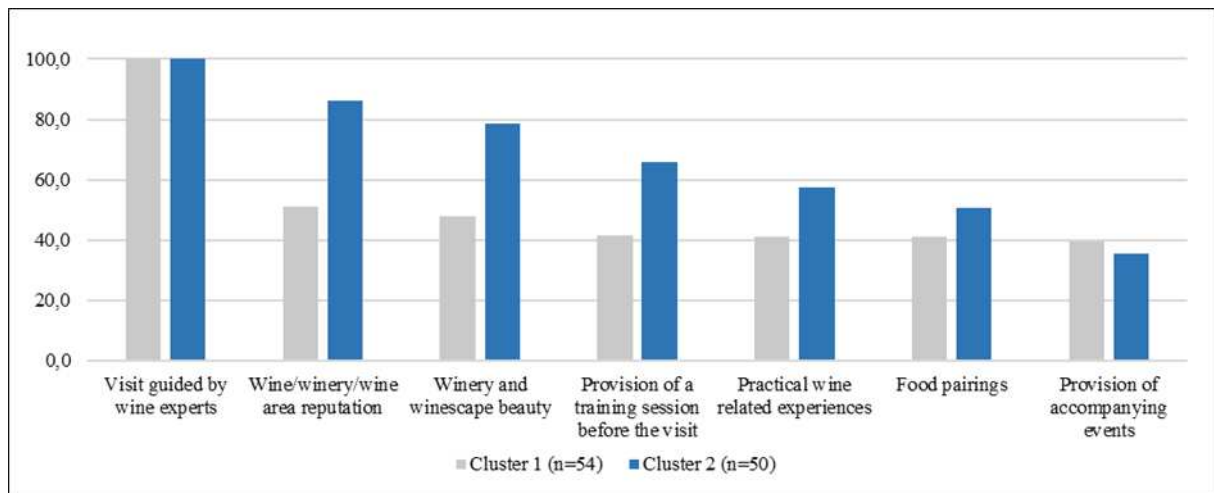
**Table 13.** BWS for clusters for the Italian sample

Cluster 1 (n=54)				
Item	B-W	Average B-W	SQRT (B/W)	Relative Importance
Visit guided by wine experts	76	1.407	2.285	100
Wine/winery/wine area reputation	14	0.259	1.166	51
Winery and winescape beauty	8	0.148	1.091	47.7
Provision of a training session before the visit	-5	-0.093	0.951	41.6
Practical wine related experiences	-6	-0.111	0.938	41.1
Food pairings	-6	-0.111	0.935	40.9
Provision of accompanying events	-10	-0.185	0.901	39.4
Cluster 2 (n=50)				
Item	B-W	Average B-W	SQRT (B/W)	Relative Importance
Food pairings	41	0.82	1.718	100
Winery and winescape beauty	38	0.76	1.479	86.1
Visit guided by wine experts	29	0.58	1.352	78.7
Wine/winery/wine area reputation	10	0.2	1.13	65.8
Practical wine related experiences	-1	-0.02	0.989	57.5
Provision of a training session before the visit	-10	-0.2	0.873	50.8
Provision of accompanying events	-35	-0.7	0.612	35.6

Results of the Best-Worst analysis for clusters in the Italian sample are presented in **Table 13** and **Figure 4**. While Cluster 1 emphasizes expert-guided tours and the reputation of the wine and winery, Cluster 2 places a strong focus on food pairings and the beauty of the winery

environment. Cluster 1 prioritizes educational and reputation-related aspects of wine tourism, while Cluster 2 places a stronger emphasis on culinary experiences and the aesthetics of the winery environment.

**Figure 4 Relative importance of BWS items for clusters for the Italian sample**



The results of the Best-Worst Scaling on samples for Italy and Turkey show that “Visit guided by wine experts” is the most important attribute both for Italian and Turkish wine tourists. Moreover, during the interview process of the research, some Turkish and Italian wineries commented that “Having a person who has a deep knowledge of wine is essential for the visit. So, the sommelier is a must for the wineries.” The outcomes verify that the importance of the service quality (experiencescape), and the behavior and knowledge of the people who conduct the visit provide unique experiences to the customers and enhance the visit as mentioned in the literature (Kastenholz et al., 2012). Moreover, the attribute “Provision of a training session before the visit” in the Turkish sample has the second highest importance and shows that Turkish people desire to learn more about wine before the wine-tasting events or visit experiences as they are willing to have detailed information about wine and wine-tasting characteristics in the wine tourism experience. This result is coherent with Alebaki et al. (2015:105) research “*Developing a multidimensional framework for wine tourist behavior: Evidence from Greece*” where ‘*Educational Experience*’ ranked high as the main driver of wine tourism. The wineries could add informative sessions about the wine and wine-tasting features to attract more customers who are willing to increase their knowledge of wine to enhance their wine tourism experience in Turkey. Similarly, a study (Giampietri et al., 2018) showed that receiving information about “the oenological process”, and “organoleptic & physicochemical properties”, “food and wine pairings” during the visit is important for wine tourists. Results (Hosany and Witham, 2010) are compatible with the findings of this study and indicate that

esthetics and educational experiences were related to the positive feelings of wine tourists demonstrating that learning new information about wine is one of the most important motivations for customers to participate in wine tourism activities. Furthermore, one of the main attributes for wine tourists is defined as personal development in a previous research (Sparks, 2007). The importance of the educational experience in wine tourism highlighted in previous studies (Charters & Ali-Knight, 2002; Quadri-Felitti & Fiore, 2013) demonstrates that wine tourists are seeking educational activities about wine by focusing on their personal development. While enjoying the winery experience, the customers find it important to improve their knowledge of the wine culture as shown in the results of this research. Galloway et al., (2008) also support that customers who mostly behave based on their emotions rated learning as one of the major wine tourism features even more than other wine tourists.

As opposed to this, Italian wine tourists seem to not be interested in the “Provision of a training session before the visit” attribute since it’s the second lowest item perceived from the Italian sample. This result could show that Italian customers trust their knowledge of wine compared with the Turkish customers and they are willing to spend their winery visit focusing on different attributes rather than training sessions. Moreover “Winery and Winescape Beauty” was found to be the second most important among other attributes by the Italian sample. Italian wine tourists perceive the physical characteristics and atmosphere inside and outside of the winery as essential. The results from this study are compatible with the literature where the importance of the environment for wine tourists is mentioned to connect and develop feelings with the space and make the experience unforgettable (Appadurai, 1996). Moreover, these findings support the significance of the environmental, cultural, and social features of the wine tourism destination as stated in the literature (Quadri-Felitti and Fiore, 2013) showing the marketers should focus on the importance of the esthetic of the winescape to attract wine tourists. Another similar finding (Quadri-Felitti and Fiore, 2013) reveal that wine tourist are drawn to the beauty of the winescape, vineyard landscape and architecture of the wineries. The findings from this study provide evidence to the general assumption that similar to the literature (Bruwer and Alant, 2009) wine tourists seek pleasurable experiences, which they mainly find within the framework of the wine region's winescape.

The study reveals a connection between Customer Engagement and wine consumption frequency. Turkish individuals with high Customer Engagement tend to consume wine 2-3 times weekly. Furthermore, "*Customer-Engaged Wine Enthusiasts*" emphasize the importance

of wine knowledge and are eager wine enthusiasts who are more inclined to visit wineries due to their strong interest in wines, in contrast to the "Moderate Wine Enthusiasts" cluster, which is less enthusiastic about wine tourism and may prefer individual wine tasting at home. These findings underscore the significant role of Customer Engagement in shaping tourist motivation and preferences, aligning with prior research (Gaetjens et al.) on the impact of Customer Engagement on consumer behavior.

Moreover, as can be seen from the results, "*Customer-Engaged Wine Enthusiasts*" in Italy tend to attend wine tourism activities more than other clusters since their passion is strong for wine-related activities and they have positive feelings about winery visits such as excitement and enjoyment. The findings in the literature show similarity with this statement, and demonstrate that customer engagement impacts post-visit evaluation, satisfaction, and connection in the wine tourism experience (Gaetjens et. al., 2023).

## CHAPTER 5

### CONCLUSIONS

This research evaluates the behaviors of wine consumers and their preferences of the wine tourist with the Best-Worst Scaling and sheds light on what wine tourists seek when participating in the wine tourism experience in both countries, also profiling them based on some attitudinal scales and characteristics. The Best-Worst Scaling results from both Italian and Turkish samples reveal that "Visit guided by Wine Experts" lead as the most important attribute for wine tourists in both countries. This aligns with wineries' feedback emphasizing the significance of having knowledgeable sommeliers during visits. The outcomes of the Best-Worst Scaling conducted on samples from Italy and Turkey demonstrate that the attribute of "Visit guided by Wine Experts" " by wine experts holds paramount importance for both Italian and Turkish wine enthusiasts.

Additionally, the Turkish sample places a high value on "Provision of a training session before the visit," highlighting their desire for in-depth wine knowledge. This suggests wineries could enhance the Turkish wine tourism experience by offering informative sessions. In contrast, Italian tourists seem less interested in pre-visit training, perhaps due to their existing wine knowledge. They prioritize "Winery and Winescape Beauty," valuing the physical winery environment. The study reveals that highly involved Turkish clusters consume wine more frequently, while Italian "highly engaged customers" show a strong passion for wine-related activities. This resonates with literature underscoring the impact of wine involvement on tourist behavior.

The study compares two different countries characterized by differences in cultures and, as shown, also in preferences for the winery visit experience. The results of the study demonstrate that differences exist between wine tourists' preferences for the wine tourism experience in the two samples. Having wine experts guiding the winery visit is the most appreciated attribute in both samples, followed by the provision of a training session (i.e., wine tasting) before the visit in Turkey and the winery and winescape beauty in Italy. Food pairings is the third most important attribute of a winery visit, while the provision of accompanying events during the visit is less preferred in both samples. Interestingly, the reputation of the wine, the winery and the wine area is more important for Italian wine tourists, while this is the least preferred visit attribute for Turkish consumers.

The results provide important insights into the effectiveness of experiential wine tourism activities in attracting and retaining customers, showing which factors mostly impact tourists' overall satisfaction with their wine tourism experience, emotional engagement, and the



likelihood of returning to the winery or vineyard in the future, also showing the heterogeneous nature of preferences among wine tourists. The wineries could add informative sessions about the wine and wine-tasting features to attract more customers who are willing to increase their knowledge of wine to enhance their wine tourism experience in Turkey. Turkish wine enthusiasts highly value pre-visit training sessions, revealing a strong desire for in-depth wine knowledge before wine tourism experiences. Wineries in Turkey can attract such customers by offering informative sessions. In contrast, Italian wine tourists prioritize the beauty of wineries and their surroundings over pre-visit training, possibly due to their confidence in existing wine knowledge. This underscores the importance of tailoring wine tourism experiences to different preferences and aligns with the literature's emphasis on the environment's role in creating memorable experiences. Overall, the findings could be useful for wine tourism marketers and stakeholders in developing more targeted marketing strategies and personalized experiences that cater to the evolving needs and desires of customers between Italy and Turkey who have cultural differences. The results of this study provide a comprehensive picture of important aspects of winery visits and wine tourists preferences on wine tourism in Turkey and Italy. The outcomes could assist wineries in strengthening their marketing strategies by looking at tourist motivations and preferences in the perspective of the different cultures. This dissertation emphasizes the importance of directed wine encounters as the preeminent characteristic in wine sightseeing throughout Turkey and Italy. These discoveries accentuate a prospect for vineyards to amplify customer involvement by integrating enlightening wine meetings. Prospective inquiry paths could investigate the effect of such scholarly enterprises on patron contentment and the wider wine tourism domain. This analysis functions as a foundation towards enhancing wine tourism encounters and nurturing a more profound affiliation between wine aficionados and the domain of viticulture. However, some limitations exist, such as the use of two non-representative convenience samples. Similarly, the choice of 5 wineries for the initial interviews to gather attributes of the visit.

The results and discussions from the thesis on "Consumer Preferences for Experiential Marketing and Wine Tourism Experience: Evidence from Turkey and Italy" provide several meaningful implications:

#### **A. Cross-Cultural Differences.**

The study highlights significant differences between Turkish and Italian wine tourists. Turkish tourists exhibit higher levels of Wine Tasting Enjoyment and Customer Engagement compared to Italians. This suggests that marketers and wineries should tailor their approaches to these distinct customer preferences when catering to these markets. For instance, in Turkey,

emphasizing tasting experiences and engaging activities may be more effective, while in Italy, focusing on the beauty of wineries and food pairings might be more appealing.

### **B. Preferences for Wine Tourism Attributes.**

The Best-Worst Scaling (BWS) results provide insights into the attributes that are most and least important to tourists. For example, the importance of "Visit guided by wine experts" in both Turkish and Italian samples suggests that investing in knowledgeable staff is critical for wineries. Wineries can also highlight this aspect in their marketing materials.

### **C. Environmental and Aesthetic Considerations.**

Italian tourists place significant importance on the "Winery and Winescape Beauty." This emphasizes the role of the winery's physical environment and aesthetics in attracting and retaining Italian wine tourists. Wineries can focus on enhancing their ambiance, architecture, and landscaping to create a memorable experience.

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# APPENDIX

Section 1 of 13

## Wine Tourism Questionnaire

Hello, my name is Ece Hatipoglu, I am currently studying for a Master in Italian Food and Wine at University of Padua. I am conducting research for **my thesis on wine consumer preference for wine tourism experience** (e.g., wine tastings, winery visits, wine festivals, etc.) in Italy and Turkey.

**If you are over 18 and a wine consumer who had a wine tourism experience, I invite you to participate in this research.** It involves filling out an **anonymous questionnaire** which will take **8 minutes** to complete. Your responses will be kept confidential and used for research purposes only. Thank you for your collaboration.

Do you agree to participate? \*

Yes

No

After section 1 Continue to next section

Section 2 of 13

SECTION 1

Description (optional)

Are you over 18? \*

Yes

No

Section 3 of 13

Section title (optional)



Description (optional)

2a. Please specify your age \*

Short answer text

After section 3 Continue to next section



Section 4 of 13

Section title (optional)



Description (optional)

3. What is your nationality? \*

Turkey

Italy

None of the above

4. Have you ever participated in a wine tourism experience (e.g., wine tastings, winery visits, wine festivals, etc.)? \*

Yes

No

After section 5 Continue to next section

Section 6 of 13

Section title (optional)



Description (optional)

4a .If yes, in which country(ies) did you experience it? \*

In my home country

Abroad

After section 6 Continue to next section

Section 7 of 13

Section title (optional)



Description (optional)

If abroad, in which country? \*

Short answer text

Section 8 of 13

Section title (optional)



Description (optional)

4b. Are you interested in participating in a wine tourism experience in the next few years? \*

Yes

No

After section 8 Continue to next section



Section 9 of 13

SECTION 2



Below, please answer a few questions regarding your consumption and purchase habits related to wine and wine tourism.

5. How often do you buy wine? \*

Never

1-2 times a year

Once every 2-3 months

Once a month

2-3 times a month

Once a week

2-3 times a week

6. How often do you consume wine? \*

- Less than once a month
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- Everyday

7. Where do you usually buy your wine? \*

- Supermarket
- Discount store
- Wine shop
- Winery
- Online
- Other

8. Where do you usually consume your wine? \*

- At home
- At the restaurant
- In the wine shop/bar
- Other

9. Please indicate the number of wine tourism experiences you have had in the last year: \*

- None
- 1-3
- More than 3

10. What types of wine tourism activities have you experienced during your wine tourism experiences? (multiple choice options are possible) \*

- Wine tasting at a vineyard/winery
- Visit the vineyard/cellar
- Wine festivals/events
- Food-wine pairings
- Wine-making workshops/courses
- Wine cellar visits
- E-bike experience in the vineyard
- Horse riding in the vineyard
- Participating in the harvest
- Other...

11. When planning a wine tourism trip, how do you usually choose the destination(s)? (only one choice is possible): \*

- Reputation of winery
- Reputation of the wine
- Reputation of the viticultural area
- Recommendations from friends/family
- Information found online (websites, blogs, etc.)
- Articles in wine guides/magazines
- Proximity to other tourist attractions
- Roads or wine trails
- Other...

12. Generally, how much are you willing to pay (in €) to take part in a wine tourism experience in a cellar? \*

- <20€
- 20-30€
- 31-40 €
- >40€

13 - Generally, how much are you willing to pay (in €) for the purchase of a 0.75 liter bottle of wine during a wine tourism experience in a cellar? \*

- <10€
- 11-20€
- 21-30€
- 31-40€
- >40€

14. Generally, you prefer to participate in a wine tourism experience lasting: \*

- One day only
- At least two days

Imagine participating in a wine tourism experience such as a winery visit. In this section, you will be presented with 7 questions that show some characteristics related to a winery experience in a cellar. **For each question, please select one feature you think is most important and one you think is least important between the three options.**

Image title

	Attribute name	Description
1	Provision of a training session before the visit	Short training sessions on wine tasting provided to visitors before starting the winery visit
2	Winery and winescape beauty	Enjoying the beauty of the winescape and the winery (e.g., architecture, location, etc.)
3	Visit guided by wine experts	The visit is guided by experts such as sommelier, winery owner, winemaker (who provide detailed information about the wine, the winemaking process and the cellar)
4	Food pairing	Participation in a session with pairings of wine and local food products
5	Provision of accompanying events	Visit to the cellar enriched with different experiences (e.g., music festivals/events, cooking shows, horseback riding, e-bike tours, etc.)
6	Practical wine related experience	Practical experiences (e.g., grape harvest or wine-making session) for visitors during the winery visit
7	Wine reputation	Good reputation of wine/winery/wine area

15. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Provision of a training session be...	<input type="radio"/>	<input type="radio"/>
Winery and winescape beauty	<input type="radio"/>	<input type="radio"/>
Food Pairings	<input type="radio"/>	<input type="radio"/>

16. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Provision of a training session be...	<input type="radio"/>	<input type="radio"/>
Practical wine related experiences	<input type="radio"/>	<input type="radio"/>
Wine/winery/ wine area reputation	<input type="radio"/>	<input type="radio"/>



17. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Visit guided by wine experts	<input type="radio"/>	<input type="radio"/>
Food Pairings	<input type="radio"/>	<input type="radio"/>
Practical wine related experiences	<input type="radio"/>	<input type="radio"/>

18. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Food pairings	<input type="radio"/>	<input type="radio"/>
Provision of accompanying events	<input type="radio"/>	<input type="radio"/>
Wine/winery/ wine area reputation	<input type="radio"/>	<input type="radio"/>

19. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Winery and winescape beauty	<input type="radio"/>	<input type="radio"/>
Provision of accompanying events	<input type="radio"/>	<input type="radio"/>
Practical wine related experiences	<input type="radio"/>	<input type="radio"/>

20. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Provision of a training session be...	<input type="radio"/>	<input type="radio"/>
Visit guided by wine experts	<input type="radio"/>	<input type="radio"/>
Provision of accompanying events	<input type="radio"/>	<input type="radio"/>

21. Select one feature you think is most important and one you think is least important between three options.

	Least Important	Most Important
Winery and winescape beauty	<input type="radio"/>	<input type="radio"/>
Visit guided by wine experts	<input type="radio"/>	<input type="radio"/>
Wine/winery/ wine area reputation	<input type="radio"/>	<input type="radio"/>

22. Please indicate your level of agreement with the following options, using a scale from 1 to 5 (1= strongly disagree, 5= strongly agree)



Multiple choice grid

Rows		Columns	
1. Wine is important for me in my lifestyle	X	<input type="radio"/> 1	X
2. Drinking wine gives me pleasure	X	<input type="radio"/> 2	X
3. I have a strong interest in wine	X	<input type="radio"/> 3	X
4. For me wine do matter	X	<input type="radio"/> 4	X
5. I choose my wine very carefully	X	<input type="radio"/> 5	X
6. Deciding which wine to buy would be an i...	X	<input type="radio"/> Add column	
7. Which wine I buy is very important to me	X		
8. Add row			



Require a response in each row



⋮

23. Please indicate your level of agreement with the following options, using a scale from 1 to 5 (1= strongly disagree, 5= strongly agree)

Multiple choice grid ▾

Rows		Columns		
1. The support of my partner/family encour...	✕	<input type="radio"/> 1		✕
2. The advice of a friend encouraged me to ...	✕	<input type="radio"/> 2		✕
3. The opportunities to meet new friends en...	✕	<input type="radio"/> 3		✕
4. Add row		<input type="radio"/> 4		✕
		<input type="radio"/> 5		✕
		<input type="radio"/> Add column		

Require a response in each row  ⋮

⋮

24. Please indicate your level of agreement with the following options, using a scale from 1 to 5 (1= strongly disagree, 5= strongly agree)

Multiple choice grid ▾

Rows		Columns		
1. Tasting wine directly in the cellar excites ...	✕	<input type="radio"/> 1		✕
2. Tasting wine on vacation helps me relax	✕	<input type="radio"/> 2		✕
3. Tasting wine makes me feel exhilarated	✕	<input type="radio"/> 3		✕
4. Tasting wine on vacation makes me stop...	✕	<input type="radio"/> 4		✕
5. Add row		<input type="radio"/> 5		✕
		<input type="radio"/> Add column		

Require a response in each row  ⋮

⋮

25. Please indicate your level of agreement with the following options, using a scale from 1 to 5 (1= strongly disagree, 5= strongly agree)

✕

⋮
Multiple choice grid
▾

Rows	✕	Columns	✕
1. Visiting a winery is something I rarely thi...	✕	<input type="radio"/> 1	✕
2. For me, visiting a winery is not just about ...	✕	<input type="radio"/> 2	✕
3. Visiting wineries is an important part of ...	✕	<input type="radio"/> 3	✕
4. I really don't have clear feelings about vis...	✕	<input type="radio"/> 4	✕
5. Add row		<input type="radio"/> 5	✕
		<input type="radio"/> Add column	

📄

🗑️

Require a response in each row

⋮

⋮

26. Please indicate your level of agreement with the following options, using a scale from 1 to 5 (1= strongly disagree, 5= strongly agree)

✕

⋮
Multiple choice grid
▾

Rows	✕	Columns	✕
1. I feel excited about visiting a winery	✕	<input type="radio"/> 1	✕
2. I find the wineries interesting	✕	<input type="radio"/> 2	✕
3. When visiting a winery, I feel happy	✕	<input type="radio"/> 3	✕
4. I enjoy visiting a winery	✕	<input type="radio"/> 4	✕
5. Visiting a winery is a pleasure for me	✕	<input type="radio"/> 5	✕
6. I'm interested in anything related to a win...	✕	<input type="radio"/> Add column	
7. Add row			

📄

🗑️

Require a response in each row

⋮

SECTION 5



Before concluding, we ask you to answer a few questions about yourself. We remind you that the questionnaire is completely anonymous.

27. Gender: \*

- Female
- Male
- Other

28. What is your occupation? \*

- Employed
- Retired
- Self-employed
- Student
- Homemaker
- Unemployed
- Freelance

29. What is your highest level of education? \*

- Primary/secondary school
- High school
- University
- Postgraduate

30. What is your monthly household income? \*

- < 2000 €
- 2000 - 4000 €
- >4000 €

31. If you are Turkish, in which part of Turkey do you live?

- Eastern Anatolia Region
- Central Anatolia Region
- Black Sea Region
- Mediterranean Region
- Aegean Region
- Marmara Region
- Southeastern Anatolia Region

32. If you are Italian, in which part of Italy do you live?

- North-east
- North-west
- Central Italy
- South
- Islands