

Wine Tourism Development in a Mediterranean Destination: Perspectives and Experiences from Cyprus, Italy, Turkey and France

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
September 2022
Gazimağusa, North Cyprus

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ABSTRACT

Mediterranean countries have long been associated with wine production. However, only recently, as regions come to face the implications of global rural restructuring, have wine and tourism been utilized for regional development. This article provides an information of the concept of wine tourism development and its current situation in the Mediterranean. The study examines the relationship opportunities, benefits and the challenges between wineries and tourism and hospitality sector. In the meantime, this research is to critically learn interior and exterior obstacles and challenges from the winery perspectives and learning their regional features and winery assets that contributes in involving in wine tourism and enhancing cellar-door experiences.

In general, this study addressing (1) to investigate the challenges and the scope of being involved in tourism and hospitality sector and the level of benefits to the winery, (2) to gather information on how regional heritage - historical, cultural, traditional, geographical – associated and incorporated by the wineries, (3) to examine the how effective are authenticity and key features of the stories that are associated with regional heritage, winery family background and wine production in cellar-door experiences, (4) to explore what sustainable practices adopted and undertaken and how they are effecting the value chain of the winery, (5) to find out the level of relevancy of the region for wine tourism and the challenges the wineries are encountering.

Keywords: Wine Tourism, Wine, Cellar-door experience, Sustainable wine tourism.

ÖZ

Akdeniz ülkeleri uzun zamandır şarap üretimi ile ilişkilendirilmiştir. Ancak, son zamanlarda, bölgeler yeniden küresel kırsal yapılanmanın etkileriyle yüzleşmeye başladıkça, bölgesel kalkınma için şarap ve turizmden yararlanıldı. Bu makale, şarap turizmi kavramının gelişimi ve Akdeniz'deki mevcut durumu hakkında bilgi vermektedir. Çalışma, şarap imalathaneleri ile turizm ve konaklama sektörü arasındaki ilişki fırsatlarını, faydalarını ve zorlukları incelemektedir. Bu arada, bu araştırma, şarapçılık perspektiflerinden iç ve dış engelleri ve zorlukları eleştirel bir şekilde öğrenmek ve şarap turizmine dahil olmaya ve mahzen-kapı deneyimlerini geliştirmeye katkıda bulunan bölgesel özelliklerini ve şaraphane varlıklarını öğrenmektir.

Genel olarak, bu çalışma (1) turizm ve konaklama sektöründe yer almanın zorluklarını ve kapsamını ve şaraphaneye fayda düzeyini araştırmayı, (2) bölgesel mirasın - tarihi, kültürel, geleneksel, coğrafi – şarap imalathaneleri tarafından ilişkilendirilmiş ve dahil edilmiş, (3) mahzen kapısı deneyimlerinde bölgesel miras, şaraphane aile geçmişi ve şarap üretimi ile ilişkili hikayelerin özgünlüğünün ve temel özelliklerinin ne kadar etkili olduğunu incelemek, (4) benimsenen ve üstlenilen sürdürülebilir uygulamalar ve bunların şaraphanenin değer zincirini nasıl etkilediği, (5) bölgenin şarap turizmi ile alaka düzeyini ve şarap imalathanelerinin karşılaştığı zorlukları bulmak.

Anahtar Kelimeler: Şarap Turizmi, Şarap, Mahzen-kapı deneyimi, Sürdürülebilir şarap turizmi.

ACKNOWLEDGEMENTS

I would like to give my special thanks to my supervisor Prof. Dr. Ali Öztüren who have encouraged me to choose my specialized area of study, his assistance during this project and enthusiasm toward my project. I would like to acknowledge and thanks to my colleague Victor Oluwafemi Olorunsola for his assistance and efforts. I also need to thank to all Interviewers and respondents for their precious time and contribution to participate in this study.

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Chapter 1

INTRODUCTION

Wine and the Mediterranean region have a long history together that dates back to the maritime trade that took place along the Mediterranean sea's coasts during ancient civilizations. The Mediterranean region and wine have a long history together. Wine was traded by the ancient Greeks and Phoenicians, and more recently, wine production has become one of the region's primary agricultural producing sectors. But producing wine is more than just farming. Many Mediterranean coastal nations include wine into their daily lives, and wine is crucial to expressing regional cuisine not only in the Mediterranean but also around the world.

Wine consumer preferences and trends are continually shifting in response to the economy, the location in which they live, and technological advancements. As a result, the wine business also adapts to advances in wine production technology, especially in nations that are thought of as new world wine producers in order to grow quickly. The old world wine countries' dominance of the wine market has decreased as a result of this development. While increased rivalry encourages regions to make wines of higher quality, it also poses a challenge for marketing and promotion of those wines. Wine production regions gain additional value when their products are of recognized quality. In other words, income is impacted by both making high-quality wines and marketing them to the globe. In recent years, there has been a sharp rise in interest in wines and wine culture, leading to the emergence of a global wine tourism industry.

Particularly the nations of the Mediterranean, including Italy, Sicily, Cyprus, Crete, Turkey, and territories like southern France, where the Mediterranean climate has an impact. This significant increase motivates more wine areas and producers to participate in wine tourism. The current competition to position towns, cities, and territories as appealing enclaves for consumption is a result of the rise in demand for wine tourism as well as destinations' propensity to look for new sources of income and growth. According to Miles and Paddison (2005), Smith (2007), Touraine (2005), Florida (2009), Bauman (2011), Alabart Vila et al. (2015), and others, this reorientation is primarily based on policies of productive and territorial restructuring, demonstrating how culture is configured as an excellent vehicle of attractiveness and an important economic development driver. Since culture is positioned at the center of social, economic, and political discourse, the goal is to boost the local economy by utilizing culture and identity. Destinations therefore advertise culture, lifestyle, habits, local identity, food, and wine as desirable emblems. The current trend in culture and wine tourism is the organization of activities that emphasize sensory, experiential, symbolic, and hedonistic qualities (Scha ufele et al., 2018; D'Amico et al., 2016; Combris et al., 2009). To grow wine areas and modify their tourism projects to appeal to wine lovers' interests, it is essential to analyze the inherent elements of tourism products that satisfy wine tourists. The study thus discusses both how to produce unique, authentic, and memorable activities as well as how to develop a brand identity for tourism-related items. By designing and producing competitive, sustainable, and creative experiences, we hope to show how entrepreneurship and local government cooperation can strengthen a region's economy. That is, the chance to promote tourism by giving trips that have a special added value for wine lovers by utilizing wine, culture, and local identity as marketing tools. Therefore, wine tourism can contribute

to the growth of local tourism. This suggests a sizable range of contributors, including those from the public and private sectors as well as the local populace of wine tourist hotspots. Clearly, sustainable administration with the cooperation of private industry, the public sector, and local citizens is necessary for the success of such projects (Kepe, 2004; Hall, 2011; Larsen et al., 2011; Crespi-Vallbona et al., 2019).

Wineries want their wines to be more recognizable, thus they are not satisfied with distribution deals with middlemen. More recognition of the wines in the global markets is secured thanks to the tourism operations carried out in the wine regions, with the promotion efforts for the tourists coming to the region. Wine tourism is an activity that promotes the appreciation of local wines, expands the market opportunities for local small producers, and assesses the region's tourism potential. A region's wine industry benefits from wine tourism, as does the region's reputation as a top tourist destination. Moreover, because of special interest tourism, which has grown in significance as the tourism movement has moved in the direction of alternative tourism, tourism regions are embracing alternative tourism by giving priority to their top attractions and realizing the full potential of their locations within this framework. It is now necessary to identify unique wine tourism's various elements where regional features significant that needs researched by that wine operational initiative. Wine tourism appears as a crucial activity for wine-producing regions when taking the benefits it offers into account. It has been noted that wine-focused travels become more alluring in wine-producing regions. The infrastructure and appeal of wine tourism should be developed in addition to general tourism activities, taking wine tourism into account as a subset of special interest tourism. Parallel to this, it is essential to learn about and compile data on the viewpoints of the wineries in those Mediterranean wine regions.

In this study, it is aimed to research perspectives and the experiences of the wineries relations with the tourism hospitality industry, the opportunities for expanding in to tourism, the challenges and obstacles, heritage and story telling, their sustainable practices and its value chain, challenges affecting wine region development and the winery assets that empowers and contributes in the development of wine tourism. The results of this study gain importance for the development of existing and newly developing regions in a more competitive structure.

1.1 Purpose

The purpose of this study was to investigate and bring to light the role of the winery initiatives in wine tourism from a winery perspective. The aim of this topic is to examine, wine tourism development, the challenges they are encountering, and their relationship with other hospitality sectors, sustainable practices of the winery and its benefits and the management of cellar-door experiences. In addition to this relationship between the tourism and hospitality industry, this study explores the opportunities and challenges wineries face. In addition, to learn about the opportunities and challenges associated with incorporating gastronomic tourism into their services. Furthermore, to investigate how the winery employees represented the local history elements for instance heritage through the cellar door experience and how it affected the level of service they offered to wine enthusiasts who were visiting the wineries. In particular, it is aimed to investigate the effects of the stories told by the staff who greet the visitors at the wineries and perform the wine tastings and tours in the winery, in order to make the wine produced even more interesting. Furthermore, there is an aim to go deeper into this subject and measure the extent to which the regional cultural, geographical, historical and gastronomic heritage is used and evaluated by the stories told, both in the wine produced and in other services provided. The study also addresses to find out

to what extent sustainable practices are effective for wineries, especially in the economic context and in production. However, investigating which sustainable methods the wineries follow and which practices they adopt is one of the important objectives of this study. It was also important to investigate how relevant and how applicable wine tourism is in their region, considering all opportunities and challenges from the point of view of the winery operator. At the same time, information collected from the winery authorities on what happened in order to better understand the challenges in facing the development of wine tourism. Consequently, there is a chance to investigate the assets that contribute contributing that growth of local wine tourism and factors that make winery strong and examine their contribution to wine tourism. The findings should give academics and professionals more precise insights to identify opportunities and obstacles in wine tourism at various levels that differ from country to country.

1.2 Problem Statement

The aim of this research is to examine, investigate and bring to light the role of the winery initiatives in wine tourism development, the challenges they are encountering, and their relationship with other hospitality sectors, sustainable practices of the winery and its benefits and the management of cellar-door experiences.

The results have significant connotations for academic research as well as for wineries, their industry, governments, and other parties interested in the growth of wine tourism. Furthermore, a claim is made that governments and the local wine industry, together with other supply and demand parties, are essential to for viability and lengthy expansion of wine tourism, despite their sometimes contentious and disruptive role and contribution.

Martin and Williams' earlier research in British Columbia (Canada) suggests that federal measures such as product quality standards and foreign trade initiatives are linked to larger agricultural diversification and restructuring. With improved grape and wine quality as a result of these policies, the region's wine tourism offering has gained value (Martin and Williams, 2003).

Furthermore, it is evident that there is a lack of local community support for wine tourism and a lack of understanding, which makes the wine producer that wants to profit from wine tourism the only player in this area. The degree of community involvement and contribution varies among businesses; some small family businesses, in instance, limit their external involvement, while others consider it as an essential and/or advantageous relationship. Most wineries that are involved in their communities hire locals and take part in community events. However, generational shifts that jeopardize both the wine industry and tradition or mass tourism that drives up property values are serious obstacles to the bond between a winery and its town. Research on wine routes was specifically emphasized in 2017 by the Nat. Obs. on WT of the Nat. Assoc. of Wine Cities, which typically examines communities introduced 2017 Italian Consolidated Law on Vine and Wine. However, inquiry that carried out under the control of science of the faculty of the University of Salerno's Postgraduate Course in Wine Business. Investigation's key findings have been further extended in the research that follows, with an emphasis on the territorial stakeholders' necessary and appropriate participation and interaction (Pucci, Casprini, Galati, & Zanni, 2018; Santini, 2019; Shams, 2016a, 2016b, 2016c, 2017). Leaders in the wine tourism sector should consider and address all of the major issues, trends, and possibilities that define the market, concentrating their efforts on advancing the development the wine-tourism to worldwide dimension by investigating the whole spectrum of current potential. In

light of the difficulties, it may be crucial to create a national strategy plan with doable tactical directives for the promotion of wine-tourism connected and added critical path. It was crucial to make investments in the various aspects of wine tourist service, especially the performance of the guides. Continuous improvement is required in the areas of winemaking technique, culture, and legacy, as well as in the diversity and customization of the guided tours, taking into account the various wine tourists' profiles. Traditional local wines are less well-marketed than those from other countries, which poses a difficulty for wine tourism. As a result, visitors may still favor other goods even when they are on wine tourism excursions (Okumus & Getin, 2018).

Vineyards and wineries are looking for innovative methods to improve the visiting experience in an environment with increased competition (McDonnell and Hall, 2008). While there has been a lot of interest in wine tourism, Alonso et al. (2008b, p. 292) there is an argue still a lot of wine tourism-related research that has only been done to a very limited degree. Undoubtedly there should be investigation in that field of wine-tourism, particularly Mediterranean region. Some authors date the start of this research topic to the early 1990s. Salvat and Boque (2009, p. 1) European studies attach larger focus statistics pertaining to alcohol studies areas and their produce" with regard to research on wine tourism. According to their analysis, France and Italy are home to the majority of Europe's major centers. But they also note that countries like Chile, Hungary, Italy, Australia, Canada, South Africa, New Zealand, Portugal, the USA, the UK, and Spain are seeing a surge in demand for wine tourism and research related to it. According to Mitchell and Hall (2006, p. 307), studies on wine tourism grown significantly. Approximately two-thirds of the research has come through both Australia and New Zealand since the early nineties two nations that have lengthy history for conducting alcohol commercial analysis as well as significant wine tourism.

Wine tourism, on the report of Hall et al. (2002), is an essential component both the wine industry and the tourism industry. For vineyards, wine-tourism crucial because it fosters brand loyalty and builds relationships with customers. Hospitality sector seeks for draw visitors, although main goal for the majority of winemakers make and market those brands. Nevertheless, the objectives of these two industries are distinct. Additionally, the majority of vintners have training for field in viticulture rather than hospitality administration. Respectively, the promotion tactics for wine tourism created by vintners sometimes fall short of both the prediction of the winemakers and the tourists. As a result, it is imperative to build marketing plans that combine the development and promotion of wine tourism with the vineyards' primary function of making and selling wine. Long-term, the potential for growing wine tourism in those regions may entice excellent wine visitors looking for originality i.e. individuality, similar attributes where on those areas appear to expected. Depending on growth for regional activity in the Mediterranean, there is certain compelling and crucial arguments. As examples of support elements, consider governance, public policy, and economic investment for enhancing physical and capability potential. Additionally, in order to reach the target market and extending that potential accounted wine tourist travellers in that designated wine region, using today's digital technologies and platforms to create virtual or digital wine events, blogs and websites, mobile applications, and so on.

1.3 Background of the Study

The production of wine dates back to the ancient Mediterranean. Historically *vitis vinifera* was domesticated by humans in the Balkans, present-day Turkey, and the Middle East 6000 years ago, and it was introduced to the European continent from the Caucasus Mountains (Doer, 2004; Mc Govern, 2003). Numerous studies have focused

on the socio-economic and ceremonial significance of wine in antiquity, frequently in relation to activities associated with feasting or the ceramic vessels said to have been used to transport it (e.g. McGovern Reference McGovern 2003; Dietler Reference Dietler 2006: 233–34). As evidenced by the variety of transport amphorae and drinking sets recorded in pottery and metallic assemblages, the Iron Age (c. the first millennium BC) stands out as a time when wine production and consumption practices spread across many regions of the Mediterranean. (See, for example, Botto Reference Botto, Pérez and Pérez2013: 111-19; Knapp & Demesticha Reference Knapp and Demesticha 2017). Wine was a significant product that the Phoenician civilisation produced and exported because they were the major traders in the Mediterranean coastline region. The importance of wine continues to grow in the Mediterranean, which has a rich historical background. With its geographical natural characteristic, authenticity, and cultural and gastronomic diversity in the Mediterranean regions, in addition to offers a solid foundation for wine tourism but also plays a significant role in its growth.

Wine tourism is centered on visitations to wineries, vine fields, festivities, and beverage exhibitions where visitors are primarily encouraged and amused by sampling, enhancing knowledge about, and confronting that characteristics these brands made (Dodd, 1995; Hall and Macionis, 1998; Getz, 2000; Telfer, 2001; Mitchell and Hall, 2001; Cohen and Ben-Nun, 2009; Bruwer and Alant, 2009; Bruwer & Leschaeve, 2012). Wine lovers' interests are thus centered on excursions to vineyards, wine samplings, lands of vines scenery, conducting tastings the both beginners and experts. Love in wine frequently goes hand in hand with a pairing with regional foods that identify and distinguish the region. Additionally, wine tourists are motivated by their understanding of the region's natural and cultural scenery, way of life, peculiarities of the locals, past, and origins (Crespi-Vallbona et al., 2017b). Wine

tourism is crucial for the region to execute because it involves everyday regular and ethereal elements anchored on people living there, and it is also crucial for the country's tourism since it offers a different commitment to the region's social economic and social cultural development. The terroir of the area where wine tourism will be conducted is crucial when we start out with this knowledge. In relation to wine, the term "terroir" has primarily been developed even as metaphor for the aesthetic standard of a wine that results from a combination of a region's topography and climate and its inhabitants' know-how. Latest conceptual frameworks suggest to idea of area to relating for the location to uniqueness especially to generate innovative way of promotion (Charters et al., 2017; Vaudour, 2002). A word terroir refers to both localized ancestor knowledge and the usual production techniques associated with a place's past (Charters et al., 2017). Terroir exposes a community's shared meanings and behaviors as well as local's relationships for area (Trubek, 2008). (Trubek et al., 2010). Consequently, terroir is seen for community creation as well (Ballantyne, 2011).

The terroir feature of the area where wine tourism is conducted and the expectations of the visitors to the area differ significantly. The perception of each visitor to the wine region, however, may differ from one another in fact. Individuals' perceptions are their cognitive perceptions of their experiences, which might differ significantly from reality (Lindsay & Norman, 1977; Pickens, 2005). Therefore, in the context of tourism, perceptions are investigated to comprehend whether participants (such as locals and visitors) view the positive and bad effects of a certain development of tourism (e.g., wine trails). Due to the strong relationship between attitudes and perceptions, which influence people's attitudes (i.e., propensity to behave in a particular way) (Pickens, 2005), attitudes and perceptions are frequently interchangeable in tourist research

(Andereck & Nyaupane, 2011; McGehee & Andereck, 2004). While terroir characteristics and the unique structure of the area whereby wine tourism will be practiced are significant, gastronomy characteristics are equally vital. According to Marlowe and Bauman (2019), the creation of terroir activity founded for an inventive fusion of regional elements, including competitiveness, assets, goods, and originality, where another rural area assumes a central position. According to Marlowe and Lee (2018), creation for an original genuine terroir activity product can enable locals and the host community to produce experiences that aren't tailored to satisfy wine tourists' needs instead of spending money on alcohol brands, engage on vineyard adventures that could be created in accordance to environment that gives land, region, setting for locals that local residents feel its distinctive flavor.

One essential component and determining factor for wine tourist regions is gastronomy. The fields of wine, cuisine, and gastronomy as well as product development in the tourism industry are growing significantly. Customer viewpoint, gastronomy can be essential element for everyday living, presumably, travelling. Gastronomy includes wine tourism as well as gourmet tourism, which denotes travel for especially high tourist attractions. Such a description does not imply that each visit to a restaurant is culinary tourism; rather, the main reason for such travel must be the desire to experience a particular meal, location's well known product, or even to sample cooks special cooking. Food tourism is a type of special interest travel that includes activities referred to as dietary, cooking, gastronomy, or traditional food tourism, demonstrating consumers' attention for wine-food like a "real recreational" activity. This is because food is major element for affecting vacation habits also commitment (Hall and Mitchell, 2001).

The significance of sustainable tourism in wine tourism is also covered in this study. This study considers sustainability which are crucial, particularly in the production of wine. Environmental and social considerations must be balanced in the search for a sustainable economic wine tourism paradigm. Wine regions are frequently found in rural locations, therefore for wineries to succeed in drawing wine tourists, they need the backing of the rural community where they are located. Wine tourists visiting the wine area must rely on the people in that local area to supply supplemental services (Poitras and Getz, 2006; Gazquez-Abad et al., 2014; Grimstad and Burgess, 2014). Rural locations, however, sometimes lack the necessary infrastructure to sustain a booming wine tourism industry. Long-term sustainability can also be maintained through proximity to population centers, eateries, and cities. Last but not least, environmental issues for a sustainable wine tourism business include the amount of water used for irrigation, the usage of land, and soil deterioration (Taylor et al., 2010; Poitras and Getz, 2006; Gazquez-Abad et al., 2014; Grimstad and Burgess, 2014; Taylor et al., 2010; Barber et al., 2010). However, there are sustainable options, including water saving, land rotation, and wineries' voluntary participation in sustainability agreements. Wine tourists are informed, concerned with sustainability issues, and frequently choose which winery to visit based on these eco-friendly methods (Taylor et al., 2010). This is greatly influenced by sustainability and its implementations, but also by the staff who fill the most important positions in the system. A wine tourism can be effective if it can draw new visitors to the winery or wine area and maintain the loyalty of existing wine tourists. In addition to the primary commodity of wine itself, additional services and products (such as local recreational options, wine tasting events, educational facilities at the winery, customer support, experienced winery personnel, etc.) are necessary (Byrd et al., 2016; Charters and Ali-

Knight, 2002; Getz and Brown, 2006; Yuan et al., 2008). Long-distance travelers typically don't decide where to go on vacation based just on the availability of vineyards and wine goods; instead, they look for a variety of cultural attractions and outdoor activities (Byrd et al., 2016; Getz and Brown, 2006). Additionally, it is crucial that each winery and the entire wine region provide excellent customer service. When customer service encounters go well, there are many repeat customers and more free word-of-mouth advertising from customers to their friends and families. Visitors want to benefit from the expertise of the vintners and winery team. Being involved in this instructional activity is seen by wine tourists as a crucial component of the vineyard experience (Carlsen and Boksberger, 2015; Byrd et al., 2016; Charters and Ali-Knight, 2002; Getz and Brown, 2006; Yuan et al., 2008).

1.4 Research Objectives

The aim of the research is to critically learn interior and exterior obstacles and challenges from the winery perspectives and learning their regional features and winery assets that contributes in involving in wine tourism and enhancing cellar-door experiences.

There are some of the significant research objectives to be addressed here;

- To investigate the challenges and the scope of being involved in tourism and hospitality sector and the level of benefits to the winery.
- To gather information on how regional heritage - historical, cultural, traditional, geographical – associated and incorporated by the wineries.
- To examine the how effective are authenticity and key features of the stories that are associated with regional heritage, winery family background and wine production in cellar-door experiences.

- To explore what sustainable practices adopted and undertaken and how they are effecting the value chain of the winery.
- To find out the level of relevancy of the region for wine tourism and the challenges the wineries are encountering.

The producers who make wine in the significant wine-producing regions of Cyprus, Italy, Sicily, southern France, and Turkey in the Mediterranean area were chosen in order to accomplish these objectives. A total of twelve questions were addressed to wine producers in those countries selected wine regions. All information was successfully collected within the scheduled timeframe.

Chapter 2

LITERATURE REVIEW

2.1 Concepts in Wine Tourism

2.1.1 Wine Tourism

One of the most crucial resources in the wine sector is wine tourism. It is reliant for local governing structure, which produces achievement through operative coordination for numerous role players to its expanded alcohol brand product link and hub (Tommaseti & Festa, 2014). The importance of that sort of tourism (or its potential as tourism) and its promotion of wine production are its two main features. Both play a key role in bringing in money for a local area and community. There are many interpretations of wine tourism in use today, but most of them focus on travelers visiting various wineries, cellars, and manifestations with the intention of sampling wine. The interpretations include various components that consider the reason for attending the wine night or place, that is include leisure function (Johnson, 1998), wine sampling (Hall et al., 2000), a particular location, local tradition (Sotiriadis, 2017; Serravalle et al., 2019; Giacosa et al., 2019), target factors (Getz and Brown, 2006), facility received (McDonnell and Hall, 2008), labeling and promotion tactics. In several of these studies, the location plays a significant role in wine tourism, and wine marketing is an important instrument in their growth. All parties involved in this connection are working to promote the commercial (wineries) and local (locality) economic success (Galati et al., 2014). This growing interest in wine tourism is inspired by the most innovative, significant, and dynamic type of travel, on the one

hand, and by the need for new supply system patterns across businesses and stakeholders to meet consumer demand among travelers, on the other (Rossi et al., 2014). However, the growth of wine tourism is not only a process that is supported by the business relational view with the entrepreneurial (managerial) dynamics in socio-economic contexts (Festa); it is also a process that is not merely spontaneous.

In order to develop a sustainable tourism plan, it is necessary to coordinate a variety of resources and talents. The assets that a business holds, controls, or has access to are specifically the resources, which might be tangible (such as customers, personnel, and production capacity) or intangible (such as reputation, corporate culture, and intellectual property). The functions that an organization performs and which are typically produced by the interplay of resources along with information regarding the interaction of these resources (Kunc & Morecroft, 2010). In other terms, wine tourism is defined travel to vineyards, alcohol fairs, wine fests; encountering the local area characteristics to sample its gastronomic features important traveler motivators (Hall, 1996). Therefore, wineries must create unforgettable experiences, according to research on wine tourism (Bruwer & Alant, 2009; Saayman & van der Merwe, 2015). Wine tourism is defined as "travel related to the appeal of wineries and wine country, a type of specialized marketing and destination development, and a potential for direct sales and marketing on the side of the wine industry" and lies at the nexus of the wine production and tourism sectors (Getz, 2000, p. 4). Wine tourism is centered on tourist attractions, whereas wine production is concentrated on wine sales and exports. It is crucial that wine producers acknowledge the advantages of the cooperation (Bruwer, 2003).

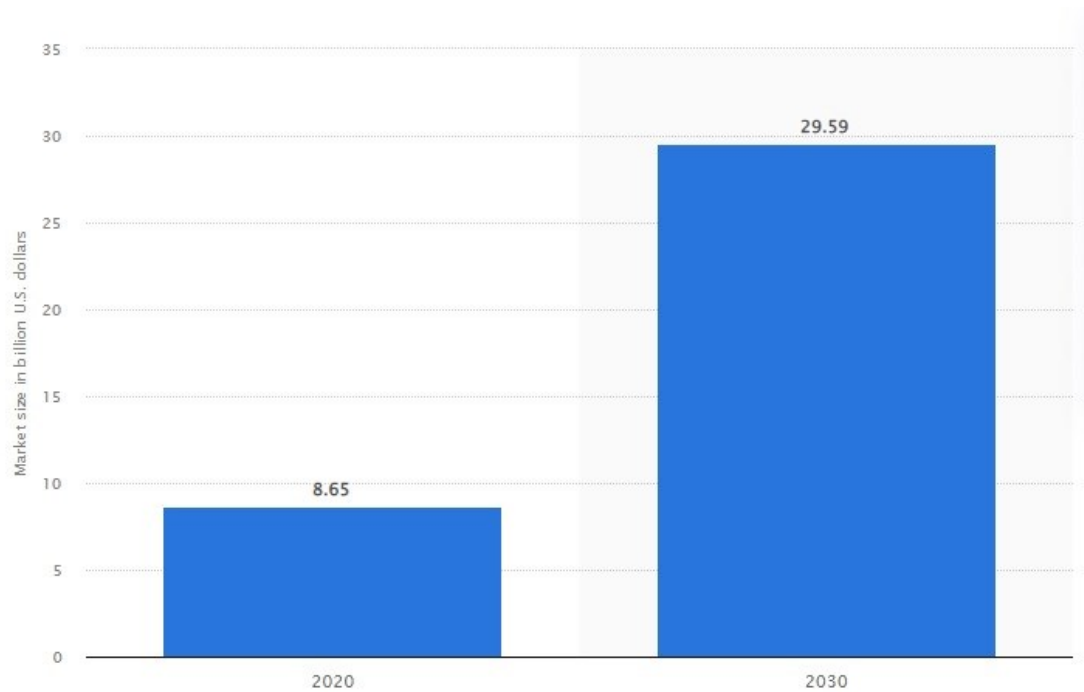


Figure 1: Market size of wine tourism worldwide in 2020, with forecast for 2030.
Source: Statista, 2021

In 2020, when the entire world's tourist business was severely impacted by the coronavirus (COVID-19) pandemic, the wine tourism market was expected to be valued about 8.7 billion US dollars. The market for enotourism was anticipated to grow to around 29.6 billion euros in 2030.

Wine tourism is categorized as leisure travel and a type excursion with specific area (Hall & Macionis 1998; Van Zyl 2005: 5). Wine tourism is first defined as "[v]isitation to vineyards, wineries, wine festivals, and wine exhibitions where grape wine tasting and/or experiencing the features of a grape wine region are the key motivators for visitors" by Hall and Macionis (1996, in Hall et al. 2000). Agritourism, rural tourism, gastronomy tourism, and experiential tourism are all connected to wine tourism, which frequently crosses over with other types of activity (Loverseed 2009; Quadri-Felitti & Fiore 2012).

The definition of Wine tourism is a form of culture which is a component that larger travel adventure. It improves a wine region's economic, social, and cultural worth and is associated with local culture, including the environment, food, lodging, and arts and crafts (Dowling & Carlsen 1999). For the benefit of winery visitors, the wine tourism offering may include a wide range of unique amenities and services. Wine sampling establishments, cellar-door purchasing, and guided as well as unguided wine operation visit that are a few examples. Additionally, wineries may conduct festivals, run a restaurant, sell fresh vegetables, host wine festivals, and offer on-site lodging (Bruwer 2003: 429). Although a winery's cellar door is its main built feature and wine is its main commodity, the winery's tourism services and facilities can give it a competitive edge (Bruwer 2003; Getz 2000).

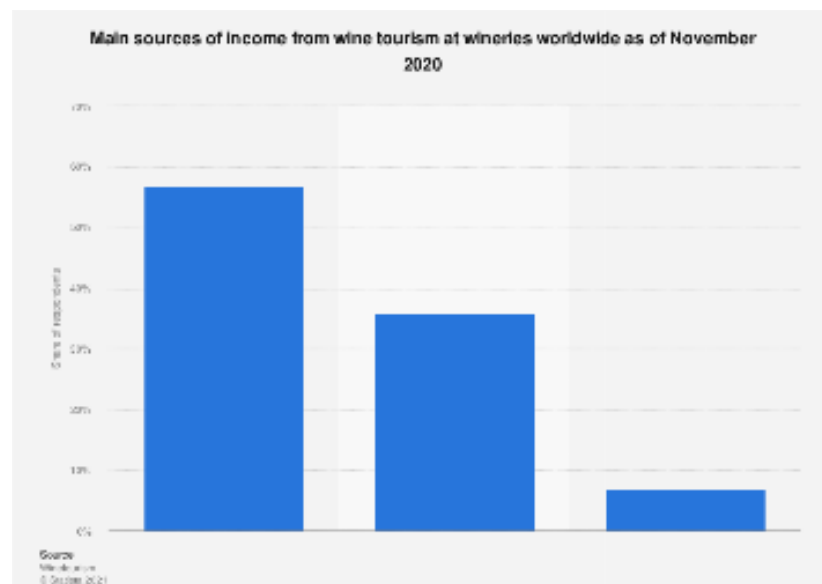


Figure 2: Main sources of income from wine tourism at wineries worldwide as of November 2020. Source: Statista, 2021

According to the survey conducted by Statista, 57% of the main source of wine tourism income of the wineries are from cellar-door sales and come from the services and

facilities that winery offers such as wine shop, wine tastings, guided winery tours, food and drink sales from café and restaurant sales and lodging facilities.

In an effort to determine which facilities and services are essential to the growth of a successful winery, Getz, Dowling, Carlsen, and Anderson (1999) organized study with experts for industry in the United States also Australia. Having a welcoming, customer-focused team as well as staff who are educated about wines were regarded as crucial services and amenities. One of the most crucial features was identified as good signposting, particularly for tiny, remote wineries. Visitors' education and opportunities to appreciate wine were deemed to be two crucial services. Wine tourism has attracted the interest of both researchers and practitioners during the past twenty years. However, tourism is frequently a supplemental good for winemakers whose primary focus is viticulture and winemaking. Wine tourism is a multi-activity idea that combines the wine and tourism industries. Visits to wineries are a popular method of product promotion for many wine regions and producers. Wine, wine regions, and wine producers are the three mainstays of the wine tourism industry. The wine's quality and terroir appeal, as well as the producers' viewpoints on winery tours, all contribute to a positive wine tourism experience. Wine tourism may be used by small wine producers as a marketing and promotion tool. Large wine winemakers, on the other hand, face additional costs as a result of wine tourism.

2.1.2 Wine Tourist

The plurality of wine visitors and tourists to wine areas are most likely to be actual or future drinkers of a cultural beverage who come to wine regions to experience in wine-related events. A wine tourist, according to the author, is anybody who engages in the act of wine appreciation while visiting wine-producing provinces, whether they are day-trippers or overnight guests (O'Neill & Palmer, 2004). It is essential to

comprehend the nature of wine tourists, their motives and aspirations, and how they might be successfully separated (Charters & Ali-Knight, 2002). In order to fully comprehend wine tourism, it is also important to accurately describe this type of visitor (Hall et al., 2000). Charters and Ali-Knight emphasize that there is no single sort of wine tourist, and wineries prefer to categorize their customers intuitively.

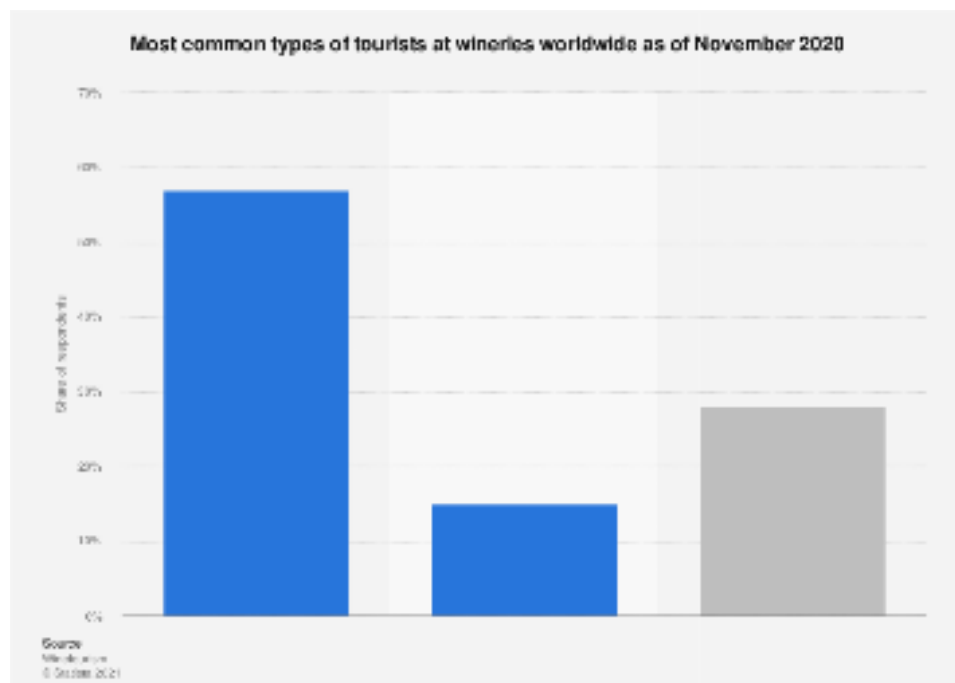


Figure 3: Most common types of tourists at wineries worldwide as of November 2020. Source: Wine Tourism, 2020

According to the survey conducted by Wine Tourism Global, 57% of the winery visitors are casual wine tasters who focuses and empowers their wine knowledge at the wineries that offers casual atmosphere. 15% are sophisticated wine tasters or wine geeks who primarily keen on fine wines and knows their food and wine matches. 28% of the tourists visiting wineries are the combination of casual wine tasters and sophisticated wine tasters.

The framework established by Mitchell et al. (2000) combined the demand and supply of the wine tourist experience (the demand and supply model). The wine tourism experience that the customer experiences when coming into touch with the aspects that comprise the wine tourism product, namely wines, wineries, festivals, and 'winescapes,' was the focal point of this framework. The demand for wine tourism is made up of their motives, views, prior experiences, preferences, knowledge, and expectations. Previous experiences and the level of happiness with these experiences will influence the choice of places and visits to attractions.

2.1.3 Wine Product

Wine is a beverage produced only by the preferential and total wine fermentation of harvested grape berries, may be pressed or uncrushed, or grape must. Its real alcohol content must be at least 8.5% vol. Taking climate, soil, vine species, distinctive quality factors, or traditions peculiar to certain vineyards into account, the minimum total alcohol level may be permitted to be decreased to 7% vol. by legislation specific to the region considered (OIV Code Sheet - Issue 2015/01). For ages, wine has been an integral aspect of hospitality and the industry of it. Wine enhances culinary experiences and helps to socialization, relaxation, and learning in a hospitality atmosphere (Aune, 2002). (Dodd, 1995). Moderate wine intake can provide pleasurable experiences as well as possible health advantages for wine lovers (Dodd and Morse, 1994; Klatsky, 1997; Maxwell, 1997). Wine is purchased for a variety of reasons and in a range of hospitality contexts (Hall et al., 2002), such as cellar doors, cafes, and restaurants. Wineries may thus play an essential role in enticing winery visitors to congregate, sample, and purchase the product, not only as the manufacturer of the wine product but also as a location of consumption (Leiper and Carlsen, 1998). Many vineyards now have services made possible by the addition of hospitality

facilities where visitors can sample local delicacies or stay in rural accommodations. Links between wine products and hospitality surroundings can also enhance the marriage of wine and tourism (Dodd, 1995; Bruwer, 2004). These two factors, in turn, serve as the foundations of wine tourism, a notion that entails visiting vineyards and wineries in order to drink wine and learn about the characteristics of a wine area (Hall et al., 2000a; Hall and Macionis, 1998). Obviously, the notion of wine tourism focuses around the wine area, the wine product, and the winery, as well as its hospitality infrastructure and tourists. Meeting the winemaker adds value to and leads to a more enjoyable winery experience (Cambourne & Macionis, 2000). However, the consequences of wine tourism as a whole can have ramifications beyond the seemingly simple winery-visitor transaction, particularly in terms of wine tourism's possible economic, environmental, or social aspects.

2.1.4 Wine Producer

Wine has long been seen as a form of art. Robert Louis Stevenson first used the phrase "bottled poetry" in 1880 to characterize the pursuit of perfection by winemakers. The concept of "quality" is arbitrary, as it is with all forms of art, and what one customer finds beautiful may be seen as ruined by another. The variety of tastes has benefited and hurt the wine industry in equal measure. Producers should establish a distinct style to set their product apart from rivals, but they must be aware that not all customers or critics may find that style appealing. Unlike many other commodities, the perceived worth of wine is significantly influenced by the place of production, the producer's aesthetic reputation, and the production conditions. Understanding the intricate interaction of physiological, inherited, and ecological elements that underlie human inclination and decision is crucial for these reasons. It is the difficulty facing researchers and manufacturers in the twenty-first century.

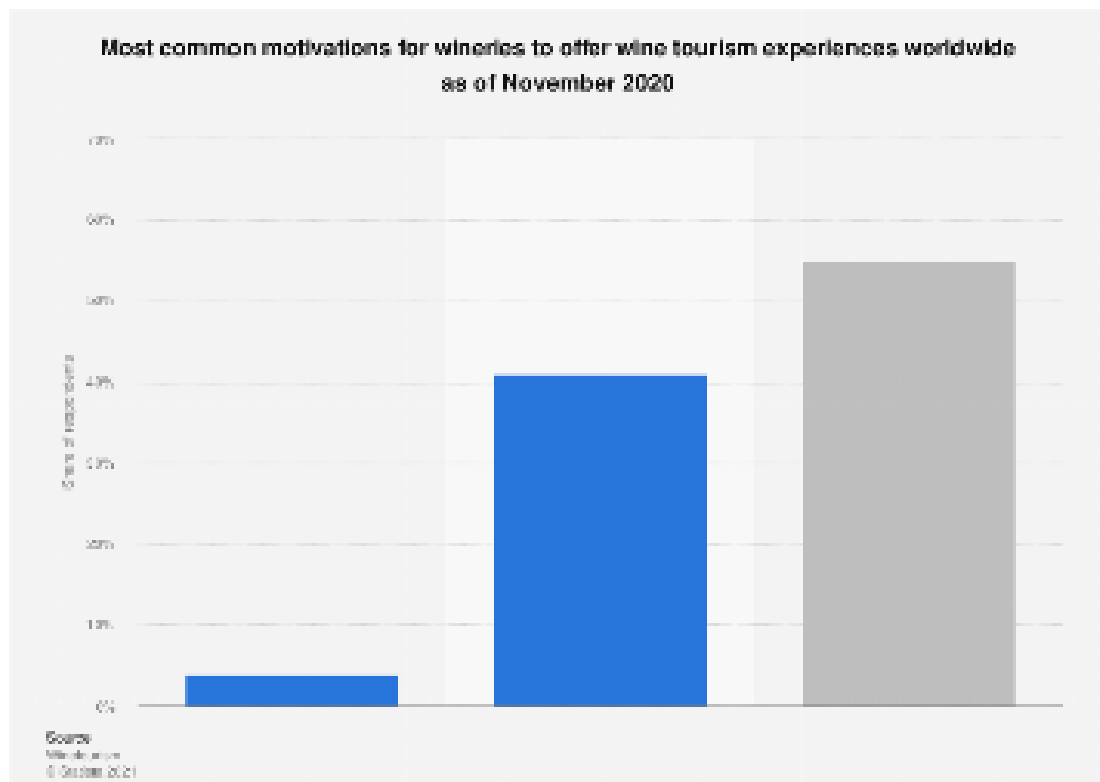


Figure 4: Most common motivations for wineries to offer wine tourism experiences worldwide as of November 2020. Source: Statista, 2021

41 percent of wineries questioned responded that their main incentive for providing wine tourism experiences in 2020 was the long-term marketing potential in this tourism industry. Casual wine tasters were the most typical tourist group visiting wineries globally as of that year.

Wine tourism development is becoming a significant strategy for many wine producing regions and businesses for a variety of reasons. Wine tourism gives grape growers and their wine-producing partners the chance to perform product tastings, promote customer loyalty, boost margins, gather market data, create more lucrative sales channels, and inform wine lovers about new and growing product possibilities (Carlsen et al. 1999). Therefore, it can be difficult to get people to come to the winery's cellar door. Wine-producing areas must create perceptions in the minds of tourists

positioning their destinations as sites for truly remarkable wine tourism experiences due to limited resources and accessibility. Most wine-producing regions collaborate with wine industry and tourist partners to generate the imagery and offer the experience in order to successfully complete this mission (Dodd 1995).

2.1.5 Wine Terroir

Terroir is a French term originating from *terre* (land), which has been used to define distinctive traits of a certain region that interact to plant biology in agri-cultural produce like wine, coffee, cocoa, tea, and cheese (Trubeck, 2008). Terroir, according to Jacobsen (2010), is a atmosphere of premises that reflects distinctive features of the local ecosystem that generate particular traits of that produce, a regional authenticity. Vaudour (2002) created a typical of viniculture terroir for vine flourishing, in which terroir is defined as the intersection of four components of territory—plant growing, marketing, identification for inquiry omitted also include societal sciences neighboring lands, specially travel also connecting with to lands. The provenance of wine is frequently used to identify it. (Giuliani & Bell, 2005; Senyard, Powell, Baker, Steffens, & Davidsson, 2011). Whereas the word "terroir" in conjunction to alcoholic beverage wine offers primarily have developed as a actual idea emphasizing the standard of the product developed by a specialized region's climatic and geographic features associated using technical expertise, latest conceptual frameworks propose the idea of terroir as relating to a place of specialness capable of producing marketing potential (Charters et al., 2017; Vaudour, 2002). The term "terroir" refers to that traditional manufacturing methods associated with a location's past, as well as specific ancestral knowledge (Charters et al., 2017). Terroir exposes local's relationships their own land as well as common understandings and behaviors of local people (Trubek, 2008).

(Trubek et al., 2010). Terroir is therefore characterized as a cultural feature (Ballantyne, 2011).

Terroir have organizational essence since that governed under PDO system which serves as a legitimate guarantee for product's originality as well as an assurance to its genuineness (Barham, 2003; Charters & Spielmann, 2014). The locality appellation strengthens a terroir product's value proposition as distinct and believed for greater superior to a non-terroir produce in performance. The inherent distinctiveness of a brand originality, that is most intense in this case of terroir products, allows winemakers, more broadly the habitants to relate to transmit that influence for terroir products with locally produced products (Charters et al., 2017).

According to the researcher Jacobsen (2010), the idea of terroir expresses the feeling of location associated with a regional produce, which create that produce distinctive also non-reproducible in any other regions. As a result, greater quantity of a good that mainly stems critical elements in expanding the word "terroir" out of a product's character for originality to its region. As a result, tourism researchers who invented the term "terroir tourism" are increasingly using it to apply to wine tourism (Holland et al., 2014; Marlowe, 2016; Vaudour, 2002) and country tourism (Marlowe & Lee, 2018). Moreover, that concept of terroir is frequently employed to be promotional tool for establish an unique character in that area (Charters et al., 2017; Turner & Creasy, 2003). The character is formed for variety of partners that have established in that area to participate for that formation to terroir wine's renown. Holland et al. (2014) suggested a terroir tourism conceptual framework in which the peculiarities of the wine industry serve as drivers of visitor appeal and rural economic growth. Terroir tourism is defined as follows by Holland et al. (2014): Terroir tourism is described as local

tourist tactic for imposed the viticulture area distinction on behalf of promoting the produce. Terroir tourism is defined as synthesis for that wine tourism outcome, agriculture, winery, also local infrastructure — all of that interact with regional image and a distinct character. Terroir has been used for generations to describe agriculture, but current terroir rhetoric has encouraged the link of "location" and quality of products with travellers perception (Trubek, 2008). It is often assumed that all of the characteristics of a viticulture area combined its terroir culminate in a distinct effect that may be felt in the wine (Sommers, 2008). Vaudour (2002) classified cultivating terroir of grape growing into four components: plant growth, territory, advertisement, and recognition, laying the groundwork for a vineyard-based examination of terroir characterization and making unforgettable experiences. A memorable wine vacation experience indicates that some aspect of its value chain has an additional value, a collection of sentiments that imply or recall a specific moment. And all of these recollected events foster good views about the destination, fostering crucial connections and emotions of belonging (Martins et al., 2017).

The concept of vine habitat land that founded with idea of rural product value that tied for agricultural qualities in that region. Micro-climate and earth structure thought that significant impact on a local's capacity for grow superior vines. Temperature also earth influence which vine types are most adoptable for that area (van Leeuwen et al., 2004; White, Whalen, & Jones, 2009); vineyard management also winemaking are modified with regional characters, resulting to that distinctive wine character produced by that operation (Jones, 2006; Pincus, 2003).

2.1.6 Wine Region and Wine Route Concept

Different environments are viewed as important in the production of very different wine products, and the differences must, according to this way of thinking, be

attributed to 'natural' environmental factors: 'the environmental or physical attributes of the specified territory of the appellation have been generously and uncritically transmitted to the wine made there' (Moran 1993: 701). Wine regions, by their influence on distinct wines, encapsulate areas of difference from one another as well as, perhaps, place of internal consistency.

The notion of a wine route refers to a defined place that is essential to its existence and represents the identity of wine producers who are members of this area, which consists of distinctive traits particular to their products and their cultural heritage. To differentiate themselves from competitors, Winemakers that have vines along a wines trail highlight qualities which set themselves apart; such qualities include the kind of vine and wine winemaker create, the earth and climatic condition where it supports unique characteristics, and local history. A wine route is a tourism route that contains a number of vineyards and wineries in one location. This route may contain natural features such as mountains, sea, landscapes, and more, as well as industrial purposes such as vineyard wineries, highways, and signs directing people to the winery. Most wine routes take the shape of a wine region, which is usually formally restricted by an appellation of regulated origin or a geographical indication, such as Rioja from Spain, Napa Valley from California, or Champagne from France. In a brief, the wine path is a journey that takes you to the primary visitor activities of wine: wine and vineyards. According to other authors, a wine route usually consists of a designated itinerary through the wine region that is thematically signposted as well as being interpreted via a free leaflet and map, which notes the different vineyards and winemakers and provides information on sites of historical and other interest (Hall et al., 2000).

The wine route idea allows for the introduction of concepts like as observation and uncovering. The wine route entails a travel that might provide a variety of fresh and surprising experiences. The wine route allows visitors to enjoy the landscape's various natural and cultural elements. In the present global setting, it is critical to recognize that the marketing of the wine area or nation of origin is the foundation for a successful winery image; participating to the ongoing development of the wine business. Wine is one of those products whose brand is built on its geographical origin (Merret & Whitwell, 1994). Wine areas that practice wine tourism and have a wine route developed provide a framework for the government, commercial enterprises and organizations, the tourism sector, wine operations, and regional authority to effectively engage. Their collaboration promotes culturally, regionally, and financial progress by producing employment (Europäische Weinstraßen, 1999).

2.1.7 Food and Wine Tourism

Wine, food, and gastronomy research and product development in the field of tourism are expanding quickly. From the consumer's viewpoint, food is a necessary part in routine style, consequently, for travelling. Food presents promotional opportunities for businesses and destinations, tailored travel products focused upon memorable e, and the opportunity to strengthen economic relations between tourism and agriculture output from the perspective of tourism products. Nevertheless, There is merely a small amount grasp of encountering he market due to the paucity of study into the consumer's psychographic and demographic characteristics (Mitchell and Hall, 2003), even if the growth of culinary tourism has received more attention. The reflective analysis of food is known as gastronomy. Food tourism is the practice of traveling for main and subordinate providers of culinary, culinary events, and eateries, and other specified areas with the primary motivations for the trip being food tasting and/or experiencing

the characteristics of specialized perishable produce neighborhoods. Food tourism includes wine tourism as well as gourmet tourism, which denotes travel for particular high-quality tourist attractions. Such a description does not imply that each visit to a restaurant is food tourism; rather, the main reason for such travel must be the intention to sample a specific meal, the produce of a certain location, or even to sample the dishes of a particular chef. Food tourism is a type of special interest travel that includes activities referred to as gastronomy, gastronome, or cooking activity, demonstrating market attention in food and wine as a real pastime. This is because food must be a major factor in influencing travel behavior and decision-making (Hall and Mitchell, 2001).

According to Treloar et al. (2004), the Gen-Y market needs to be developed in order to increase succeeding wine buyer utilization an observation a statement which really holds true for gastronomy tourism. It is obvious that cost and value for money are important elements in those target given Gen-Ys current relatively low income levels and interest in a wide range of beverages and activities. Cost influences choices about which wines to buy, whether to drink wine at all, and whether to partake in wine tourism. It was also evident from this study that wine marketing initiatives, such as shop promotional selling, wine feedbacks also success, and branding changes, has less effect on this market component because It was discovered that previous knowledge and buddy connection were more significant factors. The importance of the social team shows promotion focuses on fostering a individual or personalized understanding of that wine one of the key components a tourism product for wine and food might have a significant impact on the resulted product to buy. With no such programs, consuming wine may continue to fall as people believe it is no longer relevant to modern lifestyles, which would have a negative impact on wine and culinary tourism. The tourism

industry, which includes culinary tourism, is extremely cutthroat, with competition between places that draw tourists based on linked features (Henderson, 2009, p. 322). Previous survey on wine tourism (Duarte Alonso et al., 2020) and food tourism (Duarte Alonso & Kok, 2020) has taken the active capacities structure into consideration to outcome on that growth and continuity for that alternative products. Aforementioned researches also highlight how useful the dynamic capabilities method is for enabling in deep comprehension of that alternative, constraint, also connotations brought on by that combination the wine-food tourism. Because of the significance gastronomic choices and desires, the buyer part is recurring matter, especially when it comes to the preference for travelling and partake in encounters involving gastronomy (see, for example, Berbel-Pineda et al., 2019; Henderson, 2009; Kivela & Crotts, 2005; López-Guzmán & Sánchez-Caizares, 2012; Richards, 2015). For instance, gastronomic travel defined to having visited particular places, gastronomic festivals, functions, that profoundly dabbling the important features for specialty production of cooking represents main purpose of the trip and may possibly influence future dietary choices (Hall & Mitchell, 2001). (Hall & Mitchell, 2005). Using this concept as a starting point, gastronomic tourism also covers going to locally owned, distinctive pubs and eateries, cafes, workshop classes, degustation halls, winery operations (Stone et al., 2019). Similar to this, scholarly writings heavily emphasizes all benefits to result from the growth of gastronomic activity (e.g., Fox, 2007; Kumar, 2019; Pérez Gálvez et al., 2017).

According to Hjalager (2002), by emphasizing gastronomy which is undoubtedly the most significant component of a more nuanced and expansive tourism experience—the entire tourism business can benefit. Gastronomy and cuisine, however, go much beyond simple consumption and encompass a compiled experiment geography,

gastronomy, or history of wine (Mason & Paggiaro, 2012). In line to that idea, authentic unique dishes that highlight regional food cultures are the foundation of culinary and food tourism experiences (Björk & Kauppinen-Räsänen, 2014). Additionally, regional cuisine can accurately reflect the culture and history of a place (Beltrán et al., 2016), requiring adherence to history, responsibility, local features (Testa et al., 2019). The maximization of local food production has also been noted by a number of authors (e.g., Björk & Kauppinen-Räsänen, 2014; Montanari & Staniscia, 2009; Sánchez-Caizares & López-Guzmán, 2012) to be a promoter of development initiatives and a revitalizer of the local economy. A location's reputation, character, and brand can all be enhanced through culinary tourism (Kivela & Crofts, 2009; Pavlidis & Markantonatou, 2020; Pérez Gálvez et al., 2017; Sotiriadis, 2015). Collectively, aforementioned arguments make a compelling case for the importance of ongoing research into the many facets of food tourism.

2.1.8 Major Wine Tourism Destinations

In contrast to the US, which produces only 6% of the world's wine, Australia, which produces 2%, and Chile, which produces 1%, the European Union, primarily France, Italy, and Spain, account for 62% of the world's wine output. Although recent years have seen a dip in production from its high, since 1990, consumption has fallen by 20%. Over 5 billion liters are still produced annually on average over the world, and the surplus is increasing as a share of this growth. Only 18% of the total wine production, which has decreased significantly over the past three decades, is exported from the majority of the main wine-producing nations. EU nations are in the lead, with 50% of global exports coming from France and Italy, who are nearly equal. With a share of 3%, the United States has increased, while Chile and Australia each hold 2%. The leading wine firms in the world now own labels in all nations because to mergers,

acquisitions, joint ventures, and strategic investments. Consequently, consumers are exposed to (and consume) an increasing amount of wines from the USA, France, Australia, South Africa, Chile, Italy, Canada, and many other nations.

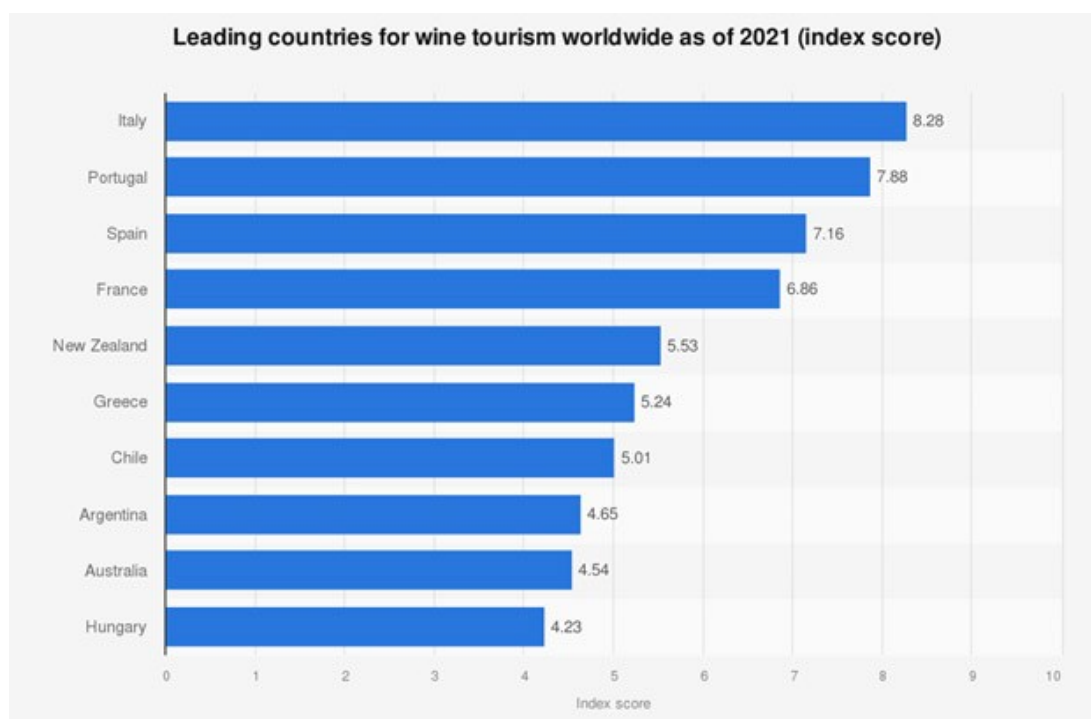


Figure 5: Leading countries for wine tourism worldwide as of 2021.
Source: Bounce, 2021

As of 2021, the top three countries for producing wine were Italy, France, and Spain. France produced roughly 37.6 million hectoliters of wine in that year.

Attractiveness of terroir is carrying on to catch that interest many scholars also vine lovers worldwide among the diverse variety of leisure activities that are currently offered. The popularity of wine tourism has skyrocketed in the Northern Hemisphere. California tops the pack with 23.6 million tourists annually and US\$7.2 billion in tourism-related spending (Wine Institute, 2019). The number of visitors to Spain's wine regions has increased recently, from 1.2 million in 2008 to 2.96 million in 2018,

with 72.6 million euros in revenue in 2018. (Wine Routes of Spain, 2018). Similar to this, recent years have seen a considerable increase in visitors to Argentinean and Australian wineries throughout the Southern Hemisphere. Between 2018 and 2019, there were 8.4 million visitors to Australia, who spent a total of AU\$9.6 billion on travel (Wine Australia, 2019). Mendoza, Argentina's largest wine area, saw 1.15 million visitors, who drained an median of 46 United States dollars each travel Coviar '19. According to studies, visitors are seeking experiences that include both tangible and ethereal elements. According to research by Alant and Bruwer (2010), there are up to 12 elements that influence visitors' decisions about which wineries to visit, such as prior exposure to the winery's offerings, recent wine discoveries, and brand knowledge. According to Alant and Bruwer (2010), the perceived value of prior visits to a certain wine region shows that the winery's own efforts to expand its offers cannot that much enough. Apart from that, does requires deliberate willing, wherever commodities are uniformity among that areas vineyards could enhance to detract from the label reputation and its reputation as a travel destination. The ability of the personnel to meet the demands, especially by improving, reinforcing, as well as educating skill set, as well as the dynamism of the vineyards' ownership, could have been difficult to understated (Getz and Brown, 2006; O'Neill and Palmer, 2004). The importance of exchange of research and wisdom or organizational studying, and empowering knowledge sector is discussed here using empirical data and models (Gil and Carrillo, 2016; Gil et al., 2016). Gil et al. (2015) make a connection the changes in the wine business and the need for training among wineries in Spain. Gil et al. (2015) point out that training is focused on helping wineries enter other markets; as a result, they need to take administrative, managerial, linguistic, even wine education commercialization. Related to this, a study of Oregon wine operation directors

(Marlowe et al., 2016) found the training for product knowledge is crucial for success in the cellar door setting.

Regardless of the importance of these scientific investigations, there has been a dearth of current research offering insights into expectations for the features Key traits of aspiring managers providing vine activity memories. For wineries, for example, new understandings expanding regarding its efforts to provide itself on essential life assets that can really offer worth in the future, a grasp of this element can be beneficial significantly affect the winery's daily wine tourism activities. Additionally, developing understanding about the attitudes, abilities, and other characteristics required or anticipated of professionals to conduct wine tourism visits can provide wine operations also potential participants with more thorough information. The current study, which attempts to find out that critical skills for specialists on wine tourism purveying that need for possess to achieve for this area of study, is motivated by that need to increase knowledge and awareness for that area. In order to achieve, this area of profession collects those opinions for knowledgeable people working at the vineyard areas belongs to Chile and Argentina. In this manner, this research additionally advances the understanding of emerging economies. The study can learn from taking self-determination theory (Deci and Ryan, 1985) into account. Additionally, research encompasses to attempt to link the rationally that important theory concepts, such as both internal and external influence, to factors affecting specialists readiness for, entry into, and success in that wine tourism context. Findings and the confirming such components will serve as that cornerstone of a proposed model that will help us better understand the requirements and expectations of upcoming wine tourism professionals.

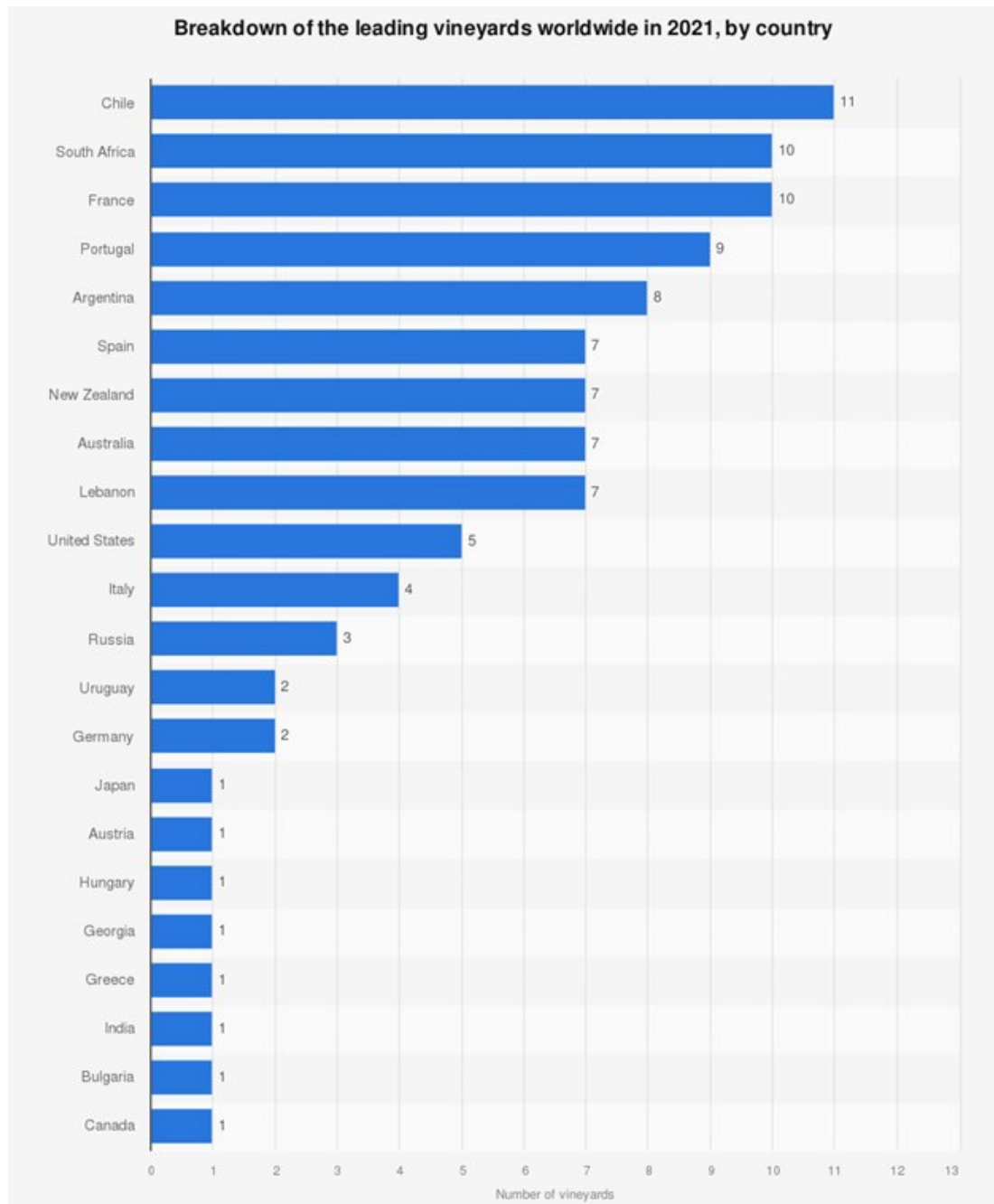


Figure 6: Breakdown of the leading vineyards worldwide in 2021, by country.
Source: Statista, 2021

With a total of 11, Chile had the most vineyards in the top 100 vineyards worldwide listed on worldsbestvineyards.com in 2021. With ten wineries each that were shortlisted in the ranking that year, South Africa and France tied for second place.

South Africa is the oldest wine-producing nation outside of Europe, having celebrated its 350th year of wine production in February 2009. (Blandy 2009; Bruwer 2003: 424). The first wine was pressed on February 2, 1659, and events that would later shape the modern South African wine industry began in the 1600s. Nevertheless, the wine operations did not advance until Simon van der Stel succeeded Jan van Riebeeck as governor of the Cape in 1679. Van der Stel's Constantia property produced outstanding wine from the start. The Wine of Origin System was implemented in 1973, therefore the viticulture sector laws being delivered into compliance along these in Europe. This system split South African vineyards into a number of administrated areas, counties, compartments, properties (Du Plessis & Boom 2008; Vineyard Varieties n.d.). Most South African vine lands are found at Western Cape, close to ocean, together with the dry areas of the Northern and Eastern Cape, specifically in that Little Karoo, Olifants River Valley, also lower Orange River (Whitehead & Uren 2011). S. Africa in 2010, has 573 wine cellars producing wine and 3596 grape farmers tending to 347 352 275 vines (SAWIS 2011). With only 1.7% of the world's grapes, the nation produced 3.7% of the wine consumed globally in 2010 and came in ninth in terms of volume (SAWIS 2011). In 2010, wine sales in South Africa totaled more than R3619 million, with domestic sales of 333.4 million liters and exports of about 378.5 million liters (SAWIS 2011). By the time the primary agricultural product is supplied to the final consumer, the wine business can raise its value by five times. Through wine tourism, the sector also generates indirect revenue. Wine tourism, one of the most valuable and quickly expanding segments to that worldwide hospitality sector, brought in R-4.3 bn. in 2009. (S. A. T. 2012; W.O.S.A. 2012).

2.2 Perceptions and Critical Success Factors in Wine Tourism Experience

2.2.1 Critical Success Factors in Wine Tourism Experience

Getz and Brown (2006) in Canada and Marzo-Navarro and Pedraja-Iglesias (2012) in Spain did more study on important success variables in creating a fruitful vineyard draw somewhat on part of consumers. While it is impossible to compare these criteria directly, a general comparison reveals it is highly valued by winery travelers amenities and facilities of a comparable kind, such as the expertise of winery workers. Wine tourism helps the winery in addition to the amenities and services it offers. Numerous researchers have recognized the benefits that vineyards can get from wine tourism as well as some drawbacks (Dodd 2000; O'Neill & Charters 2000: 113; Treloar et al. 2004: 6). Primary benefits and drawbacks of wine tourism for wineries are discussed of the relevant conceptual works that serve as the subject that Hall, et al. (2000) by Getz (2000) on wine ecotourism improvement and locations as well as on wine tourism growth and administration. Wine tourism has a lot of benefits, according to Hall et al. Wine tourism offers more opportunities for wine tasting, which increases consumer exposure to the wine product as one of its main benefits. By establishing direct connections connecting the winemaker and the lover of wine and encouraging that purchase additional items bearing the company's logo, wine tourism also increases brand awareness and brand loyalty. Due to a lack of wholesalers, wineries may benefit from higher profit margins when selling directly to customers. The establishment of an additional sales channel is a benefit of the cellar door (wine tourism); If wholesalers cannot be assured of adequate amounts, it could be the only outlet for tiny wineries. Due to the fact that wine consumers can provide wine producers with immediate feedback while partaking in a wine tasting, wine tourism also offers a singular chance

for acquiring market knowledge on goods. Additionally, wine tourism enables wineries to learn more about consumer trends by adding visitors to mailing lists for customer databases and targeted advertising. Finally, wine tourism offers possibilities for consumer education through wine tastings and informative winery tours, which may lead to a rise in consumption as a result of raised awareness and interest. As operating a tasting facility may be expensive, Hall et al. (2000) list raised the fetch also managerial job scheduling downsides of wine tourism. Particularly for smaller vineyards, the initial investment needed to build sufficient facilities for hosting guests may be prohibitively expensive. Finally, if a winery only draws a small number of visitors, sales may not significantly rise. Even though Hall et al. (2000) and Getz (2000) have a lot in common, Getz (2000) recognized three extra advantages that should be taken into consideration: first, wine tourism's capacity for draw in new market segments; second, its capacity to strengthen ties along with wine market; and third, its capacity for create innovative collaborations between the viticulture and leisure industries. Numerous scholars, together with Chaney (quoted Thach & Matz 2004: 118), Dodd (1995), Howley and Van Westering (2008), nations including United States, Spain, also Australia, have corroborated these benefits and drawbacks.

Regarding the performance indicators of the wine tourism experience, Ali-Knight and Carlsen (2003, p. 5) summarize any essential requirements for provide exceptional wine tourism experiences, including: unique encounters that interest the tourist and present a great chance to boost wine revenue; innovation factor in conjunction to wine samplings, offer extraordinary encounters in particular going on tour that area with luxurious car. Along with celebrations and events in advertisements, branding, and publicity of vineyard areas having evolved increasingly significant, today, There are complimentary wine sampling activities in every wine area, as well as wine

celebrations opportunities, offering a great potential for develop connections concerning customers; multisensory interactions, that samplings transforms into a fully immersive, interactive learning environment as well; include emotion. Getz and Brown (2006) conducted research on key essential ingredients for wine tourism destinations' performance and came to conclusion that the synthesis of both the multiple fundamental components with respective neighboring aspects the key wine offering, the key draw of the location, as well as the important conceptual offering is what makes the wine tourism experience successful. When choosing a wine tourism experience, buyers of wine gave particular consideration in their research to the significance of various destination and trip aspects. It is reasonable to deduce from their examination of these important success criteria that Wine tourism is an effective synthesis of those elements and associated neighboring aspects.

Brand loyalty, perceived quality, and brand awareness/associations are the three key elements of Yoo and Donthu's multidimensional model and scale for CBBE. Other scholars have claimed that consumer-based equality can be characterized in terms of cognition (knowledge equity), affect (attitudinal equity), and experience (Vakratsas & Ambler, 1999; Tolba & Hassan, 2009). (relationship equity). Perceived wine quality and customer perceptions of fair price compared to quality are two important success criteria for establishing wine brand equity, according to prior study (Nowak & Washburn, 2002). At the winery level, brand equity is made up of a variety of elements, including attitudes toward the winery and its wine brands, brand awareness, perceived quality, and brand equity (Orth, McGarry-Wolf, & Dodd, 2005). By Nowak et al., the influence of the winery experience on establishing brand equity has been examined and acknowledged (2006). The basement door can also support or strengthen a brand's image and perceived quality levels (Lockshin & Spawton, 2001; R. Mitchell & Hall,

2004). As a result, the tasting room can serve as a marketing and branding tool for the wine product because the experience helps to establish a company's reputation and has a direct bearing on how the wine is marketed (Alonso et al., 2008). Wine tourism can therefore be a useful strategy for developing brand equity, particularly if positive outcomes are further improved through effective customer-relationship management (Kamenidou, Mamalis, & Priporas, 2009; Lockshin & Spawton, 2001; O'Neill et al., 2002).

2.2.2 Importance and the Role of Winery Staff

It is essential for wineries to hire skilled people who can assist combined expertise and abilities to the supply of goods and facilities in the fiercely challenging wine sector (Pomarici et al., 2017). Gil and Carrillo (2016) have observed a rise in the interest in and hiring of workers with university degrees who specialize in technical jobs over the past ten years, particularly oenologists, by Spanish wineries. When compared, survey on Armenian wine sector (Urutyan & Yeritsyan, 2015) found that management was only minimally involved in offering training or educational opportunities for its employees. Numerous theoretical foundations have been taken into consideration in relation to these phenomena to explore various facets of acquiring comprehension and skills within the wine sector. Gil and Gallego (2016) conducted a study on performance and ongoing training that took into account the feature of social resources (Becker, 1964). According to research, wine operation staff willing for spend money updating the knowledge and abilities of their employees as long as doing so will benefit their businesses, specifically through increased efficiency in generalized productivity (Gil & Gallego, 2016). Additionally, offering wine tourism encountering, potential participants are required to possess certain attributes and talents, according to the winery professionals in administration and administrative positions interviewed for

this research. However, differs from previous research that looked at ways to enhance the skills of currently employed winery personnel generally. This particular focus necessitates the knowledge of various theoretical foundations, whose insights help comprehension of and related to the supply of goods and services intended to improve the visitor experience at wineries. Self-determination philosophy is taken into account in the current study since it has the potential to improve such knowledge. Self-determination idea, which was first introduced by Deci and Ryan in 1985, emphasizes two major motivational styles: both internal and external. There are styles that depend upon to diverse motives or objectives driving any event, respectively (Ryan and Deci, 2000, p. 55). The theory's first tenet is founded on the belief that socially also environmental circumstances support intrinsic motivation rather than thwart it (Ryan and Deci, 2000).

The difference between controlled and autonomous motivation is a crucial aspect of the self-determination theory and is fundamental to its premise (Gagné and Deci, 2005). Intrinsic motivation is strongly related to autonomy, which is defined as "doing with a sense of volition and having the experience of choice" (Gagné and Deci, 2005, p. 334). Additionally, intrinsic motivation emphasizes the desire to participate in a task because it is, at its core, delightful and engaging (Gagné and Deci, 2005; Ryan and Deci, 2000). Consequently, a component that intrinsic fulfillment when people act in an independent or self-determined manner (Ryan and Deci, 2000). The following concepts apply to the wine industry, as wine operations have the opportunity to teach their employees and improve their skills (Gil et al., 2016). Nevertheless, it seems that the employer and employee have different perspectives on training transfer, with management viewing it as a component of the workplace environment and employees viewing it as "reflecting their passion to educate" (Gil et al., 2016, p. 65). By

establishing the right circumstances for work engagement and assessing the aspects related to the happiness of the workers undergoing it, training must essentially give a true learning experience (Gil et al., 2016). Integrative incentive can also lead to superior innovation and understanding in the academic realm (Ryan and Deci, 2000). Behavioral intention is connected to the tourism sector from a supply standpoint and thus can motivate individuals to engage in recreational pursuits. In fact, Dillard and Bates (2011) spotted retreat, improving contacts, feelings of competence, achieving (such as encouraging oneself to the limit) as key motivators. Relevance for escapism in wine tourism experiences was demonstrated by Pikkemaat et al. (2009) by utilizing any intermediate idea (Pine & Gilmore, 1998). Essentially, escapism took the form of involvement in the wine-making process, guided excursions of the vineyards, and engagement in wine-related sports like wine trekking (Pikkemaat et al., 2009).

Winery personnel or ownership-management must have knowledge of and enthusiasm for these tasks in order to meet the needs of tourists. For example, demonstrating or discussing specific aspects of the winery primary operation may become tedious and uninteresting from the providers viewpoint, that could have an impact on how tourists view the property in its entirety. In furthermore, greater learning can result in better wine expertise through visits since it fosters individual skills, that involves the drive to success and provocation (Dillard and Bates, 2011). Together, retreat and feelings of competence demand an informative and satisfying presentation that depends on subject-matter expertise, expertise in the vineyard atmosphere also with vintages, so this depends on commitment and enthusiasm of the wine tourism specialist. In contrast, intrinsic incitement mentions to engaging in an activity due to its utility, or the possibility of achieving a separate result (Ryan and Deci, 2000). Although there is a case to be made that external rewards is not independent, Ryan and Deci (2000) note

that there is a range in how independent it might be. For example, Ryan and Deci (2000) cite that example many kids that may be motivated to complete their assignments because they fear being punished by their parents or because they see it as important for their future profession. Additionally, rather than being driven by their interests, students could have external motivation to achieve a separate objective (preventing punishments) or even for its purely functional purpose (Ryan and Deci, 2000). Internal driving force is defined as performing under duress or with a sense of obligation (Gagné and Deci, 2005, p. 334). Understanding external inspiration may be beneficial that comprehending incentive within wine tourism industry. Recent survey (Duarte Alonso et al., 2015) shows that this activity's diverse efforts depend on extrinsic motivational factors from the supplier's point of view. However, Duarte Alonso et al. (2015) discovered the vineyard owner/managers' consideration or selection of wine tourism as a means of development was largely driven by the allure of increasing sales. This level of extrinsic motivation shows that it's critical for wineries to either educate oneself or support employee knowledge and skills growth. The importance of such motivational factors is further supported by research on the vineyard experience, particularly when undertaking a task (Gagné and Deci, 2005) for meet tourists' requirements also desires. The importance for customer interactions is highlighted as a crucial component of the wine tourist experience in a summary of currently attributed by Carlsen and Boksberger (2015). According to Charters et al. (2008), financial planning is now recognized as a crucial business competence under advertising, human capital, and long term planning. This has significant ramifications for wineries that place a high priority on the demand side. Indeed, how well wineries manage visitors' interactions may determine how successful they are in the future (Carlsen and Boksberger, 2015).

Many vineyard visitors' main goals are to have an entertaining, educational, and overall memorable experience, and the staff's abilities, expertise, and talents can greatly enhance that encounter (Carlsen and Boksberger, 2015; Ali-Knight and Charters, 2001). Additionally, guests value communicating or engaging only with personnel or administration of the vineyard, where enthusiasm could add authenticity and a complete winery experience (Charters et al., 2009). (Roberts and Sparks, 2006). Therefore, wineries generally the necessity for a well-rounded support staff that engages among customers, shares information about the property and its wine, and acts (Gagné and Deci, 2005) and has an objective aim to provide unique moments (Friedman, 2016). Such contact, that represents the general manner in which personnel treat tourists, is essential for winery-visitor interactions (Williams, 2011), and it is also closely related to financial administration and wineries' overall bottom line (Charters et al., 2008). Despite outstanding organizational efficiency in welcoming and sampling processes, survey between vineyard employees revealed that employees did rarely transmit "the tale of the winery." As a result, chances to project a distinctive image or develop the winery's brand were missed (Olsen and Thach, 2008). Furthermore, wineries' willingness to spend in their workforce, including their training, is low, with two-thirds making such efforts only sporadically, according to Spanish research on wine tourism (Lopez-Guzman et al., 2011). This research suggests that winery operations may be more dependent on newly hired employees' ability to engage and their current knowledge, skills, and expertise. Further, experience and understanding assets are cherished possessions which have been shielded against copying by the construction of cognitive obstacles (Nieves et al., 2014, p. 66). Additionally, Grant (2013) asserts that understanding that features of information for seeing Deeper understandings "into the organizational role of firms" can be gained by

looking at cooperation from the perspective of information synthesis. Grant's lead author study from '96 highlights for importance 5 crucial aspects using information, with consequences for the value generation of firms. First, Grant (1996) considers the difficulty of communicating "understanding how" and "understanding of," using explicit and implicit expertise as examples. While knowledge acquisition is unarticulated and dependent on instinct, the perceptions, or presumptive principles of thumb, information sharing is the knowledge which might, for instance, be documented in paper (Nonaka & von Krogh, 2009). Method knowledge may be ingested through specific experiences or behaviors (Ruel et al., 2019), making it uncommon, challenging to transfer, replace, or recreate. This makes it challenging to share core competencies (Ambrosini & Bowman, 2001). On the other hand, since it is defined, specific knowledge can be communicated relatively directly (Ruel et al., 2019). Given the similarities in the weather, soil, or available materials, it is possible to argue that food tourism offers in a wine area are homogenous, but each vineyard may also build a unique repertory of dishes.

One of the rare studies to examine the KBV in food tourism looked at the views of several supply side participants, according to Duarte Alonso, O'Shea, et al. (2020). Transferability was challenging for several participating businesses because they lacked a generational or familial component. One instance showed generalizability among relative business associates (Duarte Alonso, Kok, et al., 2020). In general, interoperability did not show up strongly. Additionally, the concept of "potential for consolidation" refers to how individuals, whether on an organizational or individual level, can increase their current knowledge by absorbing new knowledge (Grant, 1996). In their analysis of the KBV literature, Nieves et al. (2014) identified three crucial knowledge and experience assets that might have an impact on how businesses

get information. These resources consist of (a) firsthand knowledge, skills, and capacities; (b) knowledge management as a whole; and (c) management's ability and willingness to acquire knowledge from outside the organization. Duarte Alonso, Kok, et al. (2020) noted that among restaurant owners, the copying and repurposing of old recipes as well as the making of meals to go with wines suggested restaurant owners' potential for information gathering.

In addition, traditional norms highlights a company's ability to "own" or "seize" their information. According to Grant (1996), almost all implicit knowledge and a sizable percentage of explicit information are amassed by individuals; However, a significant percentage of this expertise is company-specific and can be generated inside a business. However, information poses institutional and legal problems, particularly for knowledge acquisition (Grant, 1996; Ruel et al., 2019). Despite these drawbacks, Duarte Alonso, Kok, et al(2020) .'s research showed considered a part among restaurant owners through the development of novel culinary varieties, producing and storing local foods, all of which adds to their lengthy establishing stronger and ingestion, or cooking methods. Moreover, concentration that acquiring information implies that specialization in particular fields of knowledge is necessary for effectiveness in production of know-how, which includes creating, obtaining, and information fed (Grant, 1996). Duarte Alonso, Kok, et al. (2020) discovered that expertise of acquiring knowledge had favorable effects on the restaurant's organisational strategy in at least one particular scenario in the field of food tourism. Additionally, Duarte Alonso, Kok, et al. (2020) observed that while certain employees of the company conducted specialized duties (e.g., specialty in service or the kitchen), others took on a more significant function, supervising the smooth operation of the business. In many other instances, data gathering resulted in the firm's offers being

more specialized so that they included regional foods and products, or it helped develop reliable ways to prepare them (Duarte Alonso, Kok, et al., 2020). Collectively, those specializations also showed how to create and preserve technical knowledge. Course of the most recent but not least, Grant (1996) asserts as creation necessitates converting inputs into outputs in regards to knowledge requirements of production. The KBV operates under the premise that knowledge is "the essential element in creation and the major source of value" in this process (p. 112). Overall, knowledge is crucial for human production (Grant, 1996). In relation to this trait, Duarte Alonso, Kok, et al. (2020) emphasized that effective implementation key planning, how rigor, constancy, and attention to detail were expected. For example, the research revealed the value of learning and keeping regional culinary traditions, sticking that idea of consciousness ecologically responsible to offer local delicacies, ultimately making sure that agricultural production is still individualized and personalized.

2.3 Sustainability in Wine Tourism

2.3.1 Sustainability

The word "sustainability" derives from the Latin verb *sustinere*, which also has the dual meanings of hanging on and assuring that something along with assuming control as accepting a responsibility (Silvestri2015). The preservation of something that exists now and should preserved going forward, that is nature, and taking of a person's obligation, such as humanity, can be summed up as these two complementing characteristics (Schwartz and Carroll, 2003). In order to be sustainable in today's world, organizations must put equal emphasis on minimizing their societal impact as well as improving their operational settings' cultural, financial, or ecological dimensions (Del Giudice et al., 2017). This concept reflects all 3 commonly utilized aspects of responsibility: financial, societal, and environmental preservation.

(Elkington, 1994). As a result, when discussing "sustainability," one must consider a situation where incorporates due to their being complimentary, all key aspects equally important, and if one is ignored, one can only have a limited understanding of sustainability (Borra et al., 2016). Lengthy success are being made, and the community in which they operate is being improved while efficiently using resources, minimizing pollution, and producing profits (Cooper, 2017; Fiandrino et al., 2019). More precisely, protecting the environment relates to the ecosystem and assesses the equilibrium between local population consumption and resource availability (i.e., endowments) within a geographic region. It serves as the beginning point of the global discussion on the sustainability idea (Acuti and Bellucci, 2019). Environmental considerations include the implementation of practices that reduce the impact on natural resources for future generations through the efficient use of resources (Keijzers, 2002), the reduction and ongoing evaluation of noxious pollutants, and the investigation of the ecological consequences caused by goods to increased longevity (Meier et al., 2015). Contrarily, sustainable procurement assesses economic growth in terms of financial, human, and environmental capital while ensuring that benefits outweigh costs through the efficient and logical use of resources. The relationship between an organization's success and the value it may bring to the economy where it operates, for both future and current generations, is referred to as the economic dimension (Schwartz and Carroll, 2008). Inside this framework, the importance of information sharing within businesses, operational processes, and environmental sustainability activities should be emphasized (Bellucci et al., 2019). Last but not least, sustainable growth refers to giving everyone in society equal access to resources, both now and in the future. As a result, the social dimension relates to fair labor, social resources, and community behavior standards, with value generation for society as a

whole as the ultimate goal (Alhaddi, 2015). Parallel to the organisational perspective, the notion of corporate viability has emerged as sustainability has significantly deteriorated in terms of both actions and behaviors at the level of the individual corporation. As a result, the viewpoint shifts from the macro to the micro dimensions of sustainability, where the economic, environmental, and social sustainability assets have an impact on the business strategies used by a particular company (Figge et al., 2002). Collaborative viability is a field that is changing constantly and is used as a corporate strategy to achieve a competitive edge by implementing manufacturing processes that are centered on social equity and ecological sustainability (Wilson, 2003; Franceschelli et al., 2018). It is also used to adopt cutting-edge sustainable practices for management of human resources (Dunphy et al., 2003). Sustainability and innovation approaches, particularly with an open sustainability innovation strategy, might be strategically successful to meet the intense rivalry within the agri-food industry. In fact, greater understanding of environmental concerns gives a company's reputation with clients and business partners more validity and credibility (Arcese et al., 2015; Del Giudice, 2019). Consequently, many businesses find that having a strong environmental stewardship culture gives them a competitive edge as well as benefits for their stakeholders (Scuotto et al., 2019). The short-term thinking of managers who are more concerned with the necessary expenses than with the possible strategic advantage that might be achieved frequently prevents the adoption of sustainable methods (Chouinard et al., 2011). Environmental restrictions so encourage innovation inside businesses, generating new future opportunities focused on cost reduction and increased process efficiency (Pullman et al., 2010; Yuan and Xiang, 2018). Companies in the agri-food sector have been compelled to connect their practices with environmental sustainability principles by mounting pressure from

governments and society, particularly during the past ten years. In order to avoid adverse effects on the environment and society, corporate sustainability concepts have now been utilized as focused strategies to integrate sustainability practices into decision-making (Caldera, 2017).

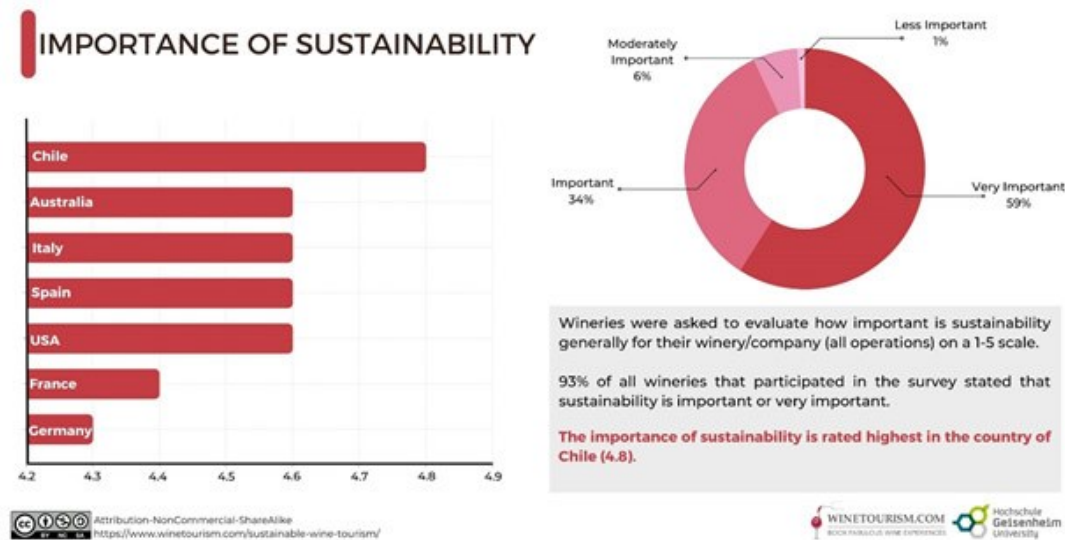


Figure 7: Importance of Sustainability for wineries. Source: OIV, 2020

The importance of sustainability in wine tourism was cited by 93% of the wineries that took part in the poll. Chile ranks best in terms of the significance of sustainability. Compared to Germany and Hungary, this result is noticeably better.

2.3.2 Sustainable Wine Tourism

In order to address sustainable wine tourism, it is first necessary to define it as it appears throughout the literary; historical analysis on both wine tourism also sustainable tourism has always been looked at. Since it first surfaced in the 1980s, the topic of sustainability in tourism has been extensively researched in the literature. However, there has been a huge disparity in how the word "sustainable tourism" has been used. With the development of the literature, the initial oversimplification of the problem gradually became less pronounced. Sigala (2008) emphasizes that the notion

of Sustainable with in travel and tourist sector involves multiple economical, societal, and environmentally aspects and multi-sectoral hotels, restaurants, transportation businesses, etc. (p. 1590). By conceiving sustainable tourism in accordance to sustainable development, the sector - based survey emphasis has contributed to overcoming the uncertainty produced, as Butler (1999) remarked, by the capture of a responsible solution. Therefore, environmental sustainability was already researched in niche markets much like wine and food sectors. Additionally, ecotourism has drawn the attention of academics. According to the United Nations World Tourism Organization (UNWTO), 1992; the Manila Declaration, 1980; and the Johannesburg Meeting, 2002, tourism should preserve the distinctive features of local areas. Respectively, determining the overall responsibility of the tourism business depends on analyzing the connections among environmental threats, and particularly the environmental cost, and tourism.

UNWTO (1992) declared especially all needs that occur at different stages (commercial, cultural, etc.) shall be given consideration concurrently in terms of secure the conservation of ecosystem functions, ecologically diversified sources, as well as the ideal combination of circumstances for existence. Given its characteristics and definition (UNWTO, 1992), ecotourism is known to benefit local populations and environmental measures. It should be mentioned that over the years, theoretical approaches among scholars have agreed on what constitutes a critical viewpoint: individuals that sees tourism as a means of revitalization waning cities, towns, or rural areas emphasize its central contribution to local economic growth. As a result, researchers who subscribe to dependence theory are more interested in examining the dynamics that exist between developed and periphery locations. Among instance, studies with Clarke(1997), Butler 1999, and Bramwell and Lane (1999) demonstrate

how studies on sustainable tourism has changed through time as a result of the emergence of new economic and social concerns and the development of the literature in this field. A few points about wine tourism must be taken into account before discussing the subject of sustainable wine tourism. As a "special interest" tourism, wine tourism has grown in popularity in recent years.

The reasons behind wine tourists' decisions have been the subject of numerous research (see, among others). Therefore, the subject for sustainable wine-tourism has emerged as a result of tourists' rising interest in "green" issues. Sustainable development in wine tourism "initially varies depending around an overarching framework to tourism growth which is focused on the 3 components of financial, ecologic, as well as method regarding management as debated by Hall (2000) related to tourism organising, and or multiple foundations (diplomatic, financial, interpersonal, as well as environmental) suggested by Ritchie & Crouch (2003) with in reference point of market segments," on the report of Poitras and Getz (2006). (p. 426). Following the lead of sustainable tourism itself, the concept of sustainable wine tourism encompasses a variety of viewpoints.

2.3.3 Winery Sustainable Practices

Meeting current requirements without sacrificing the future generation's capacity to fulfill their respective needs is what is meant by "business sustainability" (World Commission on Environment and Development, 1987). The existing economic framework, according to researchers, is not suited for corporate sustainability because this prioritizes relatively brief profit motives over longer-term effects on society, the ecosystem, and future generations (Gladwin, Kennelly, & Krause, 1995). A modified framework has been advocated by certain academics in order to balance short- and long-term thinking and integrate social, ecological, and financial objectives (Gladwin

et al., 1995; Slawinski & Bansal, 2009). Employing and advocating sustainable viticultural practices could provide the brand a competitive edge over wines produced commercially (Bhaskaran et al., 2006; Forbes et al., 2009; Peattie, 2001). Small wineries or wine-producing regions that are having trouble standing out in a competitive market may find that this brand distinctiveness is especially important (Ivankovic et al., 2005; Richardson and Dennis, 2003; Saes, 2006). It is known that wine drinkers value intangible wine making factors like responsible viticultural practices (Hall and Mitchell, 2008), and it has been observed that pro-environmental business policies have a beneficial impact on customer trust in a winery's brand (Nowak and Washburn, 2002). There is an indication that there is a market for wines made sustainably, especially organically certified wines (Forbes et al., 2009; Mueller and Remaud, 2010; Sharples, 2000; Zucca et al., 2009). Nevertheless, many critics admit that support for environmentally friendly techniques does not always convert into green consumer choices, and several winemakers have questioned the extent of need of wine made responsibly at the moment (Bhaskaran et al., 2006; Peattie, 2001; Scott, 2007).

Consumers' attitudes toward ecological issues as demonstrated to be influenced by their level of environmental knowledge, and it is generally acknowledged that these Buyer interest seems to be more probable to make ecological responsible purchasing option (Barber et al, 2009; Frick et al., 2004; Peattie, 2001; Vermeir and Verbeke 2008). But because the advantages of buying items created sustainably are not adequately explained to consumers, they are frequently unable to make wise purchasing decisions (Bhaskaran et al.. 2006; Frick et al., 2004; Peattie, 2001; Vermeir and Verbeke, 2006). According to Frick et al. (2004), in order to act sustainably, a person has to have a variety of sorts of information. Environmental knowledge must

be understood as multi-dimensional. understanding of how the environment works is necessary first known called operations expertise. Second, the needs for a basic comprehension of the potential solutions to deal with ecological threats. There must also be knowledge about the advantages, or effectiveness, of specific environmentally responsible activities for consumers to be persuaded as such conduct will have a positive impact on the environment efficacy expertise (Peatie 2001: Vermeir & Verbeke 2008). Despite allegedly lacking knowledge The knowledge of the procedures entailed in traditional or environmentally friendly cultivation operations may be one of the obstacles preventing the growth of demand for sustainably produced wine, in part because it is challenging to communicate these frequently complex implementations (Barber et al., 2009; Forbes et al, 2009, forthcoming; Marshall et al., 2005; Warner, 2007). Therefore, the poll conducted in California revealed that wine drinkers had a vague understanding the responsible viticulture actually the procedures winery operations use for accomplish that, just 7% of respondents being able to name particular features of sustainable practices (Zucca et al., 2009).

Knowledge of common vineyard practices, that responsible implementations distinct with them, consumers that influence their purchase decisions is necessary for the development of constructive ecological viewpoint toward responsible techniques for making wine, the extension, vino buying purpose (Barber et al., 2009; Frick et al., 2004; Peattie, 2001; Vermeir and Verbeke, 2006). (Forbes et al., forthcoming; Zucca et al., 2009) There's still proof indicating buyers of alcohol were keen on learning additional info on environmentally friendly winemaking techniques. The challenge is where to convey this knowledge in a manner which simplifies that progress during demonstrating the responsible implementations adopted to winery operations for directing ecological issues that sector is facing. Alcohol and other buyer behavior, as

well as ecological considerations in which that produced, is the essential origin education. Wine tourism encounters at winery cellar doors may give an opportunity to share this knowledge (Charters and Ali-Knight, 2000; Kolb, 1984). According to previous research (Dodd, 2000; Mitchell, 2006; O'Mahony et al., 2006; Thach et al., 2007), visiting wineries contributes significantly to the growth of a region's brand. The winery offers major opportunity for learning possibilities as well as opportunities for tourists to explore and appreciate the local and vineyard environment. Numerous studies on vineyard tourists have found that appreciating the surroundings and surrounding terrain is a key factor in their decision to attend, and that this has a beneficial effect on their experience in general (Bruwer and Alant, 2009; Carmichael, 2005; Hall and Mitchell, 2008; Roberts and Sparks, 2006). Similar to this, training and educational chance in the operation to serve as the powerful motivator to both vineyard employees, customers. There is an effort to market alcohol to encourage trademark adherence winery managers may overlook the chance to educate visitors discusses beverages, a alcohol business, and techniques used in viticulture and winemaking. (Dodd, 2000). However, many visitors are known to be greatly motivated by the chance to go only within background and study up on alcohol & vinification (Charters and Ali-Knight, 2000; Getz and Brown, 2006; Roberts and Sparks, 2006; Williams and Kelly, 2001). As an example, Charters and Ali-Knight (2000) indicated the 50% that their participants had a preference for learning more about grape growing during their visit to a winery, whereas a comparable percentage (45%) are concentrated to obtaining a description for alcohol-making process. There has been some indication that the educational experiences provided at wineries may particularly appeal also simplest age group the vino buyers, Gen-Y, the conveyed that attention the predecessors to understanding throughout wine operators trips, throughout these

education occurred the laid-back that peaceful surroundings (Fountain and Charters, 2010). During a visit to a winery, increasing visitors' awareness of winery and vineyard operations, particularly sustainability programs, may, in two ways, boost brand loyalty and wine purchase intentions. A memorable experience is known to play a significant function inside that emotional ties and brand loyalty that tourists form with a company. (Bruwer and Alant, 2009; Fountain et al., 2008; Mitchell, 2006; Nowak and Newton, 2006; O'Mahony et al., 2006; Pikkemaat et al., 2009). Having chance that learn whilst taking in the vineyard's and area natural surroundings can enhance the entire wine experience. However, giving visitors worthwhile opportunities to learn more Through practical study and active learning, students may learn about a winery's sustainable winemaking and agricultural operations have a positive impact on its behavior toward general responsible vineyard techniques as well as your devotion their faith to wine operation product (Nowak and Washburn, 2002).

Despite the substantial research that is currently accessible on the environmental effects of many different types of viticulture, there is a gap addressing the concurrent evaluation of both economic and environmental aspects of sustainability. Borsato et al. (2020) compared the economic and environmental achievements of organic and conventional vineyard management techniques using a multi-criteria approach. Between the ecological implications that were taken into account were water waste, co2 emissions, and viticulture management indicators. The succeeding 3 variables were measured in terms of vine grapevine production or quantity every hectare (m3 ha): (m3 ton), add up to the overall water footprint: the blue water footprint, which includes water used for irrigation, dilution during pesticide treatments, and equipment cleaning; the grey water footprint, which considers freshwater pollution as a result of pesticide and fertilizer use. The green water footprint considers the volume of water

from precipitation consumed by plants through evapotranspiration. The carbon footprint indicator calculates the amount of carbon dioxide equivalent emissions for each unit of greenhouse gas emissions (kg CO₂-eq). Six sub-indicators make up the Vineyard Management Indicator, which is based on the "Vigneto" indicator in the VIVA calculator and measures landscape quality, soil erosion, soil compaction, soil organic matter, and insect management. The objective measure examined was total revenue, which is the sum of costs and gross commercial revenue. As a result of the larger contributions from blue and grey water footprints as well as higher GHG emissions, conventional vineyard management had a higher overall water footprint. The two management techniques did not significantly differ with regard to the indication of vineyard management. Economic balancing research showed that traditional vineyard management was generally more expensive. As a result, organic vineyard management preserved economic production and lessened its negative environmental effects.

2.3.4 The Main Impacts of Wineries

Gubiani et al. conducted a survey in the region of Friuli Venezia Giulia and Eastern Veneto to confirm the measurement and size of some cellar parameters relevant to sustainability. As a result of the requirement to cool grapes and/or must, the study's findings revealed that power usage (measured in Wh/L of wine) was quite high, particularly during the harvesting season. In addition, there was a strong link between the winery's overall energy usage and the harvest's average temperature. The average electricity use in small to medium wineries, like those in Friuli (2000 hL of wine produced annually), was 250–350 Wh/L. Although they also depend on the type of grapes (white grapes need much more cooling than red grapes), and the manner of processing, these values significantly dropped in larger wineries. The vineyard

accounted for the majority of water demand. The average amount of water utilized in the cellar was 4 liters per litre of wine, with the majority going toward processes that took place after fermentation and involved numerous cleansing operations.

2.3.5 Winery Approach to Sustainability

Taking into account the numerous manifestations of global warming (warmer temperatures summers, warmer winters, droughts, and severe events like sudden hailstorms, springtime frosts, floods, and wild fires), wineries can adopt efficient methods to promote sustainability of the entire wine sector. After-budburst frosts are becoming more likely, which could result in significant damage: Sometimes warming causes early harvest in order to preserve the acidity needed for wine maturation. Since global warming is not uniform, it has different effects depending on where a vineyard is located. However, it has a stronger impact at higher latitudes, particularly in the Northern Hemisphere. Global warming is the most prominent manifestation of climate change. With the relocation of premium grape growing regions outside of the traditionally dedicated territories, the establishment of vineyards at higher elevations (previously regarded as inhospitable), and changes in the cultivation of different grape varieties, the shift of warmer temperatures poleward will cause significant changes in the geographic distribution of wine production. Spanish vineyards were ranked according to how well they had implemented climate change adaptation and mitigation measures in a study by Carroquino et al. Despite the fact that all wineries were aware of climate change, four distinct winery profiles were identified based on their responses to it: wineries making structural changes in the vineyard to ensure its long-term sustainability; wineries operating a structured and expert administration of sustainability through the use of energy sources; wineries whose countermeasures included attention to efficiency and recycling; and wineries whose countermeasures

included using renewable resources. Depending on the sort of weather events and the size of the enterprise, Canadian vignerons exhibit varying degrees of adaptation. They can handle precipitation and drought better than extreme weather events, to start. Additionally, larger winegrowers are more likely to adjust to climate change-related events. Based on the factors mentioned above, it is important to carefully research the implementation of specific climate change mitigation measures to assist institutions in developing promotion policies. The expenses of sustainability and how wineries view the balance between the advantages and disadvantages of sustainability initiatives both point to a significant issue. The results of an exploratory study including 14 wineries, which accounts for more than 50% of the wine certified under the California Sustainable Winegrowing system, demonstrate that recycling and lowering methods have greater economic and environmental benefits than costs. In contrast, preparing and assessing objectives and outcomes is seen as a strategy whose financial costs outweigh its financial advantages without consistently improving the environment. Additionally, wineries view sustainability initiatives and certifications as a means of enhancing the social and economic prosperity of the region in which the winery is situated.

2.3.6 The Concept of the Value Chain

Michael Porter first introduced the idea of the value chain in his key book on competitive advantage in 1985. (Porter, 1985). The network, as its name suggests, is a connected set of value-added activities. According to Porter, a firm's competitive edge is derived from the numerous discrete operations involved in creating, producing, promoting, providing, and maintaining its goods and services. It is widely acknowledged that buyers have the sole right to define what connotes value in a good or service (Slater and Narver, 1992), and that businesses can only develop winning

value propositions by first comprehension what consumers value in the goods and services they produce and then tailoring those offerings to meet the needs of particular target markets. In order to offer more value added at a lower cost and faster rate than rival supply chains, value chain management (VCM) entails the coordinated allocation of resources, both inside and between the individual firms in the chain. The flow of information, including both inbound and outbound information, as well as products and services is facilitated by cooperative arrangements (Lee et al., 2007), and there is strong evidence that collaborative relationships are a necessary component of supply chains that are economically sustainable (see Christopher, 1992; Slack, 1991; Schonberger, 1986; Lamming, 1993; Zailani and Rajagopal, 2005; Kim, 2006; Cousins and Menguc, 2006). VCM must adopt a whole-chain perspective since there are chances for improvement (in processes, products, and services) both within and across businesses (Bonney et al., 2007). Value Chain Analysis is a monitoring tool that supports the chain-level progress of continual improvement than an respective operations. Value Chain Analysis is described by Taylor (2005) as a holistic evaluation of value chain performance that looks at product flows, flow of information, and chain control and management. Value chain analysis concentrates on three main issues: initially, the harmonic progressions of documentation in the value stream from end consumer through to using these and input suppliers and back again; to what degree are interested parties' considerations (what to produce, when to produce, how to produce) being influenced by what useful functionality. Second, how many of the production and processing activities actually add value in the perspective of the final consumer at each stage in the value chain? How much money is being spent on these essential tasks? How many should be accomplished with the least amount of resources possible yet are still necessary? How many need to be terminated, and how much

money needs to be redistributed to promote value creation and efficiency? Third, how trust-based are the interactions between various stakeholders? What kind of communication occurs between and inside organizations? What are the signs that an organization is committed? How taking risks is rewarded in the chain and how risks are divided. How does the chain distribute the value created? (Bonney et al., 2007; Taylor, 2005).

Chapter 3

RESEARCH METHODOLOGY

This chapter addresses subjects relevant to the context of research such as methodological approach, data collection, sampling strategy, and review strategy.

3.1 Study Context

To research and highlight the importance of winery efforts in wine tourism from a winery standpoint. A qualitative technique was used in the investigation. Individuals in charge of the wineries were interviewed in semi-structured, in-depth interviews. Data was collected from 18 wineries in the Mediterranean area to accomplish the study's objectives. Leximancer 5 was used for analysis due of its exploratory and predictive capabilities (Sotiriadou, Brouwers, & Le, 2014).

3.2 Research Approach

According to Altnay and Paraskevas (2008), the technique of research approach is determined by the study's philosophy. A deductive research technique is used when the nature of a study is centered on establishing present theories and ideas, but an inductive research approach is used when the investigation is organized to get a fresh viewpoint or validate a theory through literature examination and data analysis. The deduction method assists researchers in moving from one subject to another or from a known component to an unknown component. Hypotheses derived from the theory's statements can be used to explain the deductive process. In other words, the deductive approach is concerned with deriving conclusions from premises or propositions. This methodology is also known as the 'Top-Down approach,' and it is linked to

'quantitative analysis' (Spangler 1986). The inductive approach is founded on the idea of exploring and examining a specific reality, which results in the development of new ways of thinking, as proven by observations or data gathered (Altinay and Paraskevas, 2008). The inductive method explores any subject from an abstract to a broad perspective. This method is associated with 'qualitative analysis' in writing. In this study, a qualitative technique was chosen to successfully assess interview. Qualitative study allows the researcher to explore and understand phenomena, such as feelings or thought processes which is nearly impossible to extract or learn via conventional research methods (Strauss & Corbin, 1998). Qualitative research methods are inevitable the most efficient and effective approach in studying phenomena in their instinctual nature or natural environment (Denzin & Lincoln, 2008), and when striving to gain knowledge on social processes in context (Esterberg, 2002). The Leximancer software was used in this study to evaluate the frequencies of terms as co-events in data in order to find key concepts (i.e. arrays of commonly related words) and categorize them into themes (Arasli, Saydam, & Kilic, 2020).

Therefore, the following questions used to gather information for this study are adopted to those references;

Do wineries have any relationship with the local hospitality and tourism industries?

This is to understand whether the owner have any collaboration and communication that makes them aware of his product/s in terms of driving attention, receiving potential customers. It is important to ask this question to understand if their entrepreneurial self-sufficient enough to overcome possible obstacles. Such as, lack of government incentives, involvement and intervention. (Source: Alonso, A. D., & Liu, Y. 2010).

What scope do winery operators believe exists for expanding into tourism and hospitality services?

This question is for understanding if they can see the future potential of investing into wine tourism with offering accommodation, rooming for welcoming winery visits, etc.. (Source: Alonso, A. D., & Liu, Y. 2010).

What challenges are wineries facing in this process?

This question is important to understand how and what way the winery can achieve their challenges. It is important to ask this question specifically to northern Cyprus winery initiatives to find out their obstacles, challenges and their strategies to achieve. (Source: Alonso, A. D., & Liu, Y. 2010).

Please describe the extent to which food tourism could be part of the overall strategy of this winery-region, including future opportunities and challenges.

In order to find out whether the winery initiatives are aware of the local traditional food in their region, including local food to their products could enhance their wine product sales and experiences, also to find out how do they planning or already combining their wine product with food tourism. (Source: Duarte Alonso, A., Martens, W., & Ong, J. L. T. 2022).

How is heritage incorporated by winery staff into the representations of the winery via the cellar-door experience?

It is important to find out how the winery staff using local heritage in their sales and story-telling. (Source: Frost, W., Frost, J., Strickland, P., & Maguire, J. S. 2020).

What are the key features of the stories that are told to tourists?

The key features of stories are very important to use in terms of increasing the interest, appreciation and sales of the winery. (Source: Frost, W., Frost, J., Strickland, P., & Maguire, J. S. 2020).

Do wineries consider authenticity to be an important part of this heritage, story-telling and broader cellar-door experience?

This is another important question to be directed to the winery management in terms of collecting whether the management considers the importance of authenticity as part of the heritage and use it as a tool to increase the level of cellar-door experience.

(Source: Frost, W., Frost, J., Strickland, P., & Maguire, J. S. 2020).

Please describe, if there's any, the best sustainable practices that your winery already adopts?

In relation to the sustainability in wine tourism, this question is critically important to ask and collect information to find out winery initiatives are already adopting to the sustainability of their actions regarding viticulture, wine production, use of general resources water, electricity, machinery use, and managing carbon emissions, etc...

(Source; Author)

How do sustainable practices economically affect a winery's value chain?

In terms of sustainable and responsible environment and wine production, this is the most important question to ask to gather information about winery's awareness of sustainable viticulture and wine making practices that can affect the value chain.

(Source: Gromis di Trana, M., Bava, F., & Pisoni, P. M. 2019).

How relevant is wine tourism in Germany from the winery operator's perspective?

The researcher of this study has made a little changes to the question above, that he inspired from, to ask this specific question as *“How relevant is wine tourism in your region from the winery operator's perspective?”* in order to collect information, to find out the whether their region is relevant or not, from those respondents participating from countries Italy, Cyprus, Turkey and southern France. (Tafel, M. C., & Szolnoki, G. 2020).

What are the main challenges affecting wine tourism development in Germany?

The researcher of this study has made a little changes to the question above, that he inspired from, to ask this specific question as *“What are the main challenges affecting wine tourism development in your region?”* in order to collect information, to find out the challenges affecting wine tourism development in their region, from those respondents participating from countries Italy, Cyprus, Turkey and southern France. (Tafel, M. C., & Szolnoki, G. 2020).

What is your winery's' assets that empowers and contribute in the development of wine tourism?

The author of this research specifically asked this question to collect information about the assets for instance; indigenous grape varietal, vineyard location, location of the winery, winery staff, wine making, food, architecture, wine cellar, wine shop, price, lodging facilities, cultural events, etc.. in order to find out which assets the wineries are using to empower cellar-door experiences and to involve in wine tourism.

(Source; Author)

3.3 Sampling Method

The sample strategy was based on intensity sampling, with a focus on purposive sampling. Purposive sampling, also known as judgmental sampling, is a non-probability sampling approach that is thought to be helpful in gathering information from a highly particular subset within a collection (Black, K.2010). This method successfully assists the researcher in carefully and consciously selecting the wineries.

When collecting data, the saturation point is reached when more data collection fails to yield new information or insights (Morse, 1995). According to Guest et al. (2006), when the sample population and study topic are well specified, 6 to 12 interviews are adequate to approach saturation threshold. Following the three memory-work sessions, data saturation appeared to be attained by the 18th interview in this research.

Table 1: Showcase the names and the location of the wineries

Winery	Location
La Cignozza	Italy
Sol Rouge Angolem Winery	Cyprus
Idaia winery	Greece
Mr Taste	Italy
Château Cicéron	France
Zambartas Winery	Cyprus
Monte Tondo Winery	Italy
Rive Della Chiesa	Italy
USCA Winery	Turkey
Urania Winery	North Cyprus
Urla Winery	Turkey
Wine Masters North Cyprus Ltd.	North Cyprus
Ergenekon Winery	North Cyprus
Kastro Tireli (Tireli Çiftliği Tarım İşl. San. Tic A.Ş.)	Turkey
Hasan Celebi Co ltd	North Cyprus
Etel Winery	Cyprus
MMG Şarapçılık Ziraat ve Gıda Ürünleri Turizm San.ve Tic. Ltd. Şti.	Turkey
Mozaik Winery	Turkey

Table 2: Demography

Respondent	Title	Gender	Age	Nationality	Education
Respondent 1	Winery Owner	Male	45 - 54	Italy	High school graduate
Respondent 2	Winery Owner	Male	25 - 34	Cypriot	PhD
Respondent 3	Winery Owner	Female	35 - 44	Greece	Oenologist
Respondent 4	Winery Manager	Male	35 - 44	Italian	Master's degree
Respondent 5	Winery Owner	Female	55 - 64	French	Master's degree
Respondent 6	Winery Owner	Male	35 - 44	Cypriot	Oenologist
Respondent 7	Winery Owner	Female	35 - 44	Italian	University - Bachelor's degree
Respondent 8	Winery Manager	Male	35 - 44	Italian	University - Bachelor's degree
Respondent 9	Winery Manager	Male	35 - 44	Turkish	University - Bachelor's degree
Respondent 10	Winery Owner	Male	65 and over	Cypriot	University - Bachelor's degree
Respondent 11	Winery Manager	Male	35 - 44	Turkish	University - Bachelor's degree
Respondent 12	Winery Owner	Male	55 - 64	Cypriot	University - Bachelor's degree
Respondent 13	Winery Owner	Male	45 - 54	Cypriot	Oenologist
Respondent 14	Winery Owner	Male	45 - 54	Turkish	Master's degree
Respondent 15	Winery Owner	Male	45 - 54	Cypriot	University - Bachelor's degree
Respondent 16	Winemaker and winery manager	Female	35 - 44	Israeli	Master degree in oenology and viticulture
Respondent 17	Winery Owner	Female	45 - 54	Turkish	University - Bachelor's degree
Respondent 18	Winery Manager	Female	25 - 34	Turkish	University - Bachelor's degree

3.4 Data Treatment

Another approach that is commonly used in data analysis is content analysis. It is a method for discovering enormous amounts of word-based data that uses hierarchical coding and grouping. It describes the sentence patterns, frequency, linkages, and connection structures. This Leximancer-based content analysis translates word-based

data from popular languages into semantic representations. In the current study, four stages were done to create a virtual map.

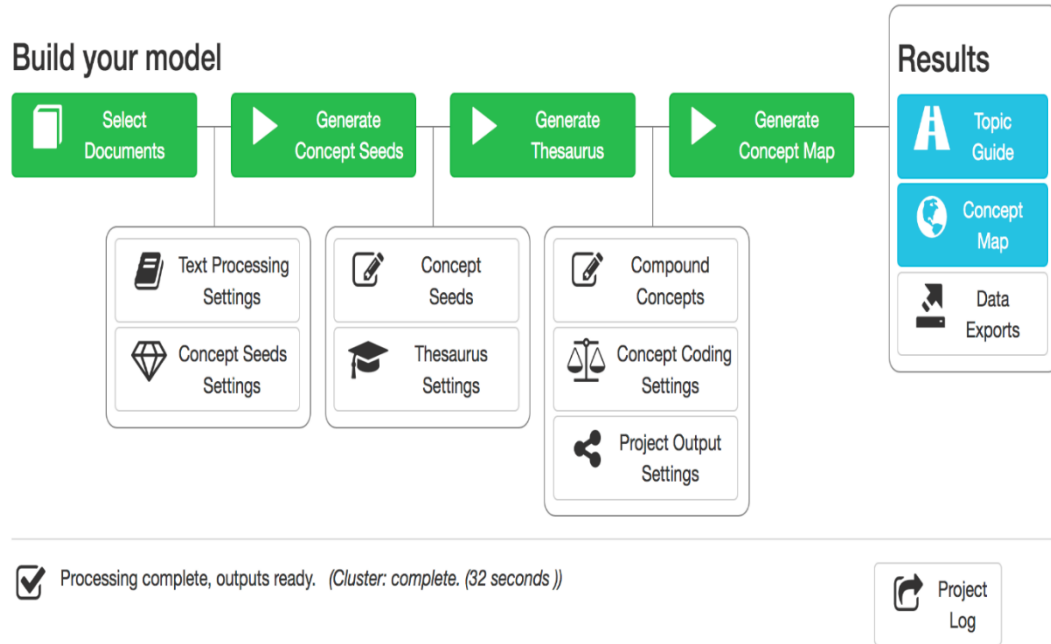


Figure 8: Content Analysis Framework (Leximancer 2021)

The first step is to submit the csv file with the collected data. As a result, notion seeds are created. Thesaurus is then produced from the notion. Each seed was associated with the phrase thesaurus, and a map was generated by mixing words that were potential keywords for different concepts. As previously stated, ideas are collections of linked terms that encompass a certain topic. When these word descriptions for each idea have been specified, a concept map will be constructed to show the link between the concepts in the text (Öztüren,et al. 2021). In order to generalize the ideas from the seed terms and produce a graded list of the thesaurus words that identifies and describes each concept, the thesaurus displays a list of concepts along with the number of variants achieved by its learning methodology. The weightings assigned to each suggestive word are likewise shown in the list of thesaurus words.

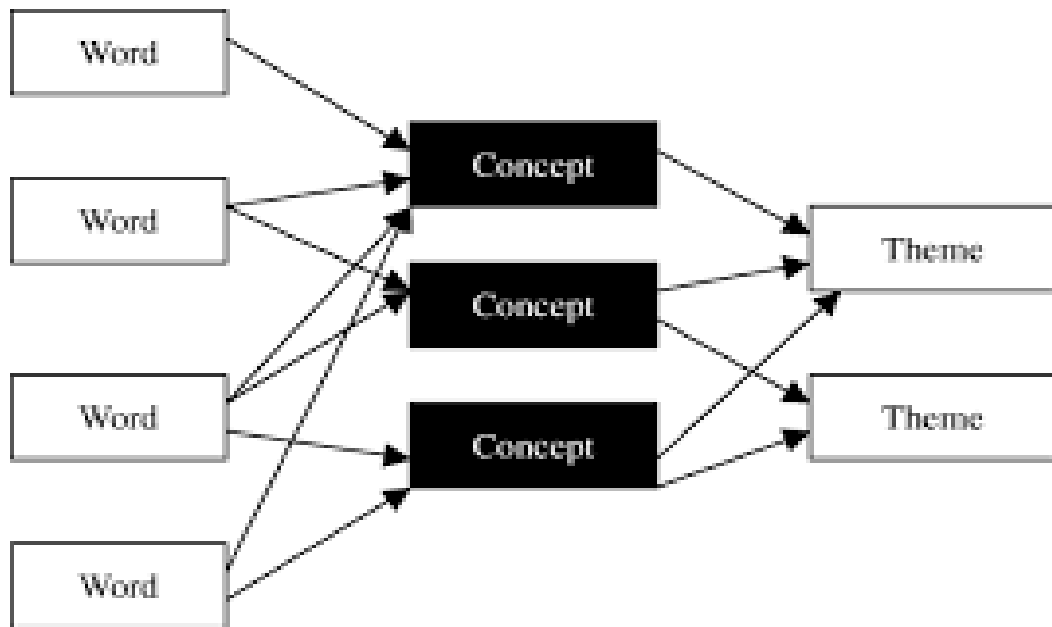


Figure 9: Leximancer Framework (Croft and Bisman 2010)

3.5 Data Analysis

An application called Leximancer examines the kind of document and explains information extracted from newly created documents. Then, Leximancer uses a quantitative technique to graphically characterize the major concepts identified in the text and explain how the ideas are connected based on the Bayesian hypothesis of using computations and nonlinear components. Researchers take into account terminology, ideas, and themes as three essential functional units. Using co-event data that has been extracted, this application employs a two-organized analytical technique to undertake theoretical and social research. Since Leximancer conducts similar social and rational studies, it quantifies not only the proximity of distinctive ideas but also the manner in which the morals to which ideals are related.

As a result, Leximancer determines the similarity reformulated ideas and forms where these ideas are linguistically interconnected to create a graphic representation of the results. The first step in information analysis is to programmatically specify the

phrases that often show up in the findings. The recurrence of these notions in phrases that also incorporate the opposing principle and in subsequent sentences serve as indicators of these concepts. Ideas are created in this manner. (Sotiriadou et al., 2014; Wu et al., 2014).

The application also interprets concepts by grouping the ideas together into themes, which show up as coloured circles on the map, and subsequently into larger groupings. The conclusions of the most recent assessments then frequently emphasize which papers cover pertinent subjects.

Chapter 4

RESULTS AND DISCUSSION

4.1 Results

The goal of this study was to look into and highlight the importance of winery efforts in wine tourism from a winery standpoint. The purpose of this issue is to investigate wine tourism development, problems, and relationships with other hospitality sectors, sustainable winery practices and their advantages, and cellar-door experience management. In addition to the tourist and hospitality industries, this study investigates the potential and problems that vineyards confront. Furthermore, to learn about the benefits and drawbacks of introducing gastronomy tourism into their offerings. Furthermore, to explore how vineyard personnel portrayed local historical components, such as heritage, through the cellar door experience, and how this influenced the level of service they provided to wine fans who visited the wineries. It is specifically intended to explore the impact of the tales given by the employees that meet tourists at vineyards and perform wine tastings and tours in order to make the wine produced more fascinating. A qualitative technique was used in the investigation. Individuals in charge of the wineries were interviewed in semi-structured, in-depth interviews. Data was collected from 18 wineries in the Mediterranean area to accomplish the study's objectives. The thesis used Leximancer 5 software to create a concept map that corresponded to the primary motivation driving this study, displaying the prevalent topics and thought lines found in the gathered online input. Furthermore, the algorithm generated repeating phrases and co-words.

The findings of the investigation revealed seven themes., ‘‘Wine’’, ‘‘Tourism and hospitality’’, ‘‘Production’’, ‘‘Agriculture and policies’’, ‘‘Experience’’, ‘‘Management’’, and ‘‘Cost’’.

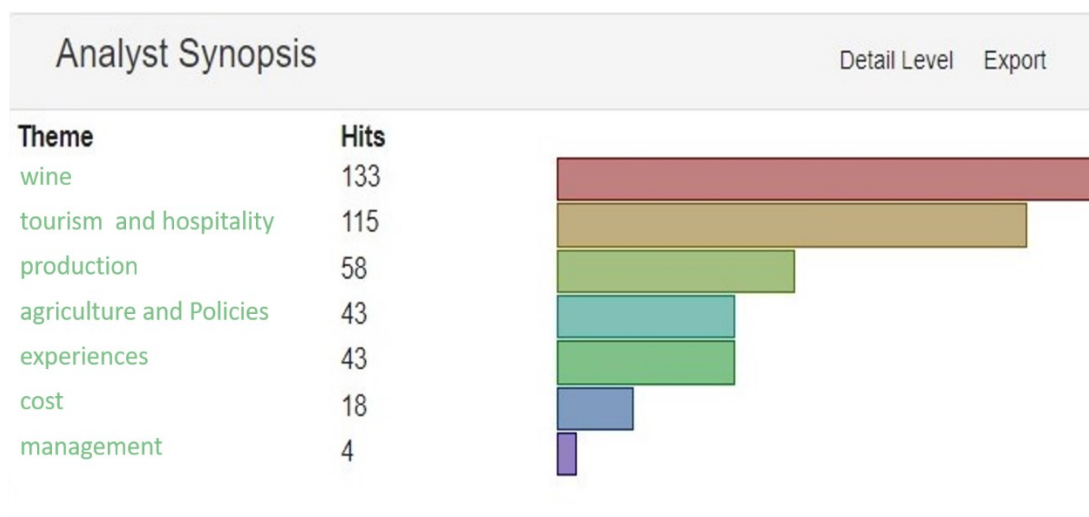


Figure 10: Synopsis of Result

The graphic displays in figure 4 show the synopsis of the analysis. The synopsis indicates the trend that is essential to the hierarchy of visitor rating in relation to word hits (word count). The theme with the highest hit is the most important, and the theme with the lowest hit is the least important.

percentage = 41 percent), “staff” (Word count = 30; word relevance percentage = 40 percent), “facilities” (Word count = 28; word relevance percentage = 38 percent), “Wine Cellar” (Word count = 23; word relevance percentage = 34 percent), tasting” (Word count = 21; word relevance percentage = 30 percent), “Lodging” (Word count = 20; word relevance percentage = 30 percent), “activities” (Word count = 18; word relevance percentage = 28 percent), “area” (Word count = 13; word relevance percentage = 24 percent), “organic” (Word count = 10; word relevance percentage = 18 percent), “climate” (Word count = 7; word relevance percentage = 14 percent), and “ages” (Word count = 4; word relevance percentage = 9 percent). The following are some comments on this theme:

“The winery assets are: a beautiful and charming place with a park, a swimming pool, a recreation area; a well-being, cozy offer; a preserved and protected ecosystem; a human-size winery; several services / activities like tasting class, itinerary into the vines to discover the flora and fauna”

“The characteristics of the Cypriot grape varieties, the philosophy of the winery and the story of the Cypriot wine industry throughout the ages.”

“History of wine in our region, company name and history, our production style, grapes we use in production and their dates, information about our brand and degustation notes at the end.”

“Definitely the most important part. Visitors do not come here just to drink alcohol and taste wine. He comes here to witness an experience, learn about the cultural and natural heritage of this place, and listen to the story of these lands. Instead of technical explanations such as how this wine is produced from that grape, fairy tale stories, the journey of wine, Turkey's extraordinary potential are among the topics that most affect our visitors.”

“Yes. The place where the grape, which is the most important element of the wine, is grown should be the determinant of the story.”

4.1.1.2 Tourism and Hospitality Theme

Concepts: tourists, services, tourism, region, local, services, cultural, food, gastronomy, relationship, ecological, organization, destination, planning, strategy.

“Tourism” (Word count = 148; word relevance percentage = 98 percent), “tourists” (Word count = 61; word relevance percentage = 71 percent), “cultural” (Word count = 48; word relevance percentage = 43 percent), “locals” (Word count = 47 ; word relevance percentage = 43 percent), “food” (Word count = 32; word relevance percentage = 41 percent), “region” (Word count = 30; word relevance percentage = 40 percent), “services” (Word count = 39; word relevance percentage = 40 percent), “gastronomy” (Word count = 24; word relevance percentage = 34 percent), tasting” (Word count = 21; word relevance percentage = 30 percent), “relationship” (Word count = 22; word relevance percentage = 30 percent), “ecological” (Word count = 17; word relevance percentage = 28 percent), “organization” (Word count = 12; word relevance percentage = 24 percent), “destination” (Word count = 9; word relevance percentage = 17 percent), “planning” (Word count = 7; word relevance percentage = 14 percent), and “strategy” (Word count = 3; word relevance percentage = 9 percent).

The following are some comments on this theme:

“In our Akhisar/manisa region, with the support of both local and country administrations, ecological/wine tourism can be combined with cultural tourism so that visitors can experience the region as well. The destination thus becomes more holistic”

“The food tourism is strategy in Crete because connect with the Cretan culture”

“Knowledge, interest, experience, facility, lack of organization, lack of technical support, carelessness, lack of incentive, lack of planning and sales”

“We have an accommodation and food and beverage facility planning. The development of ecological tourism, at the same time supporting the sale of wine.”

“We do have cellar door services therefore we have relationships with special interest travel organizations, tourist guides and wine specialists”

“I have a good relationship whit the hotel and tourism agency of my territory. Whit them I organize tasting in my winery”

4.1.1.3 Production Theme

Concepts: production, history, quality, nature, professional, practices, viticulture, sustainable, process, philosophy, research expertise.

“Production” (Word count = 84; word relevance percentage = 74 percent), “History” (Word count = 49; word relevance percentage = 43 percent), “quality” (Word count = 32; word relevance percentage = 41 percent), “nature” (Word count = 31 ; word relevance percentage = 41 percent), “professional” (Word count = 32; word relevance percentage = 41 percent), “practices” (Word count = 30; word relevance percentage = 40 percent), “viticulture” (Word count = 39; word relevance percentage = 40 percent), “sustainable” (Word count = 24; word relevance percentage = 34 percent), “process” (Word count = 21; word relevance percentage = 30 percent), “philosophy” (Word count = 21; word relevance percentage = 30 percent), “research” (Word count = 18; word relevance percentage = 28 percent), “expertise” (Word count = 3; word relevance percentage = 6 percent),

A typical example of reviews in this theme include;

*“wine history - **Overview** of the project premises - **Overview** of the initial idea that lead to the winery-vineyards- hotel creation - The people behind it (partners, winemaker) - Our vineyards - Our essence as a winery- boutique quality focused, pioneer professional winery in north **Cyprus** - All aspects of*

*vinification process - **Tasting** - We also offer expanded programs as terroir tour, wine and food/cheese pairings”*

“The sustainable practices are affect a winery to develop the quality”

“definitely more expensive practice as people are slower than machines, however it?s much more precise, quality ensuring and in turn higher price final product justified”

*“If we are talking about a production house that has adopted what we call traditional production, no changes are made. But if we are talking about a more innovative production and **Ar-Ge** branch, they unfortunately have to go to research at an economic level while following new technologies.”*

4.1.1.4 Agriculture and Policies Theme

Concepts: country, develop, agents, opportunity, demand, harvest, information, agricultural, government.

“Country” (Word count = 48; word relevance percentage = 43 percent), “develop” (Word count = 33; word relevance percentage = 41 percent), “agents” (Word count = 31; word relevance percentage = 41 percent), “opportunity” (Word count = 32 ; word relevance percentage = 41 percent), “demand” (Word count = 30; word relevance percentage = 41 percent), “practices” (Word count = 29; word relevance percentage = 40 percent), “harvest” (Word count = 39; word relevance percentage = 40 percent), “agricultural” (Word count = 24; word relevance percentage = 34 percent), “government” (Word count = 17; word relevance percentage = 24 percent).

A representative example of feedback used in this theme are;

*“If our region is not declared an **Agro-tourism** region urgently, the demand for our region increases rapidly due to the demand for our region and vineyards and fields remain among the concrete. Without local agricultural products, gastronomy cannot develop.”*

“Lack of government intervention, owning, organizing, encouraging and directing, recognizing that it is useful and necessary for the country, organizing, directing”

“We have relations with restaurants, bars and hotels”

“Due to the fact that we are a small business, the necessary investments cannot be made, the tourism agencies do not show the necessary care, the government does not have the necessary policies and the necessary assistance is not given to the small producers.”

“Our winery have relationships with local travel agents and private tour guides, local restaurants and hotels”

4.1.1.5 Experiences Theme

Concepts: experience, stories, terroir, cellar door, authenticity, heritage, value, market.

“Experience” (Word count = 48; word relevance percentage = 43 percent), “stories” (Word count = 33; word relevance percentage = 41 percent), “terroir” (Word count = 31; word relevance percentage = 41 percent), “cellar door” (Word count = 32 ; word relevance percentage = 41 percent), “authenticity” (Word count = 30; word relevance percentage = 41 percent), “practices” (Word count = 29; word relevance percentage = 40 percent), “he” (Word count = 39; word relevance percentage = 40 percent), “agricultural” (Word count = 24; word relevance percentage = 34 percent), “government” (Word count = 17; word relevance percentage = 24 percent).

Examples typifying this theme include;

“WIFI was a disaster. Hotel is aware but is not committed to improving.”

“Regions terroir is the most important factor to be considered for story telling and for better cellar door experiences”

*“**Reflecting** the authenticity, the character to the stories we explain is important as well as increasing the level of satisfaction in our cellar door experiences”*

“The authenticity of those who truly work in the vineyards and truly produce the wine in the cellar, always has a particular charm and a unique added value.”

*“**Authenticity**, traditions and the characteristic feature of the region, terroir features are the major aspects of the creation of story-telling and enhances the greater cellar door experiences.”*

“We believe in authenticity, as we’re based on this value as well.”

4.1.1.6 Cost Theme

Concepts: cost, irrigation, cultivation, wine-tourism.

“Cost” (Word count = 17; word relevance percentage = 28 percent), “Irrigation” (Word count = 13; word relevance percentage = 24 percent), “cultivation” (Word count = 8; word relevance percentage = 18 percent), “wine-tourism” (Word count = 7; word relevance percentage = 18 percent).

Examples of reviews that represent theme include;

“The price increases in the lands found by the vineyards encourage the vineyard owners to sell the land, and the cultivation areas are transformed into sites.”

“The locals are not too accustomed to wine-tourism.”

*“**Smart** irrigation system is expensive”*

“We use water irrigation system for the new plantations”

“Devaluation in Turkish Lira against foreign currency and rise in costs of the products, and mandatory procedures”

4.1.1.7 Management Theme

Concepts: management, scale, sustainable.

“Maanagement” (Word count = 15; word relevance percentage = 25 percent), “scale” (Word count = 12; word relevance percentage = 24 percent), and “sustainable” (Word count = 12; word relevance percentage = 24 percent),

“There isn't any sustainable practices apart from water irrigation management”

Table 3: Co-occurrent correlation matrix

Concept	Wine	Winery	Vineyard	Experience	Tourism	Grape	Location	Region
wine	0.330709	0.600175	0.595276	0.799213	0.734908	0.330709	0.374803	0.716535
winery	0.600175	0.192913	0.385827	0.932415	1.102362	0.231496	0.192913	5.015748
Vineyard	0.595276	0.385827	0.141732	2.055118	5.669292	0.212598	0.150591	1.228347
experience	0.799213	0.932415	2.055118	0.114173	1.52231	2.055118	1.940945	0.593701
tourism	0.734908	1.102362	5.669292	1.52231	0.15748	200	200	0.454943
grape	0.330709	0.231496	0.212598	2.055118	200	0.070866	0.092671	200
location	0.374803	0.192913	0.150591	1.940945	200	0.092671	0.066929	200
region	0.716535	5.015748	1.228347	0.593701	0.454943	200	200	0.102362
tourists	0.721546	1.15748	3.401575	0.548032	0.944882	1.700787	1.606299	1.228347
production	0.661417	1.061024	0.623622	1.255906	3.464567	200	200	1.125984
local	1.124409	0.819882	1.204724	1.940945	0.535433	200	200	0.580053
stories	0.826772	1.929134	200	0.326209	3.149606	0.472441	200	2.047244
staff	0.661417	0.342957	0.453543	0.913386	200	0.226772	0.214173	1.637795
services	0.454724	0.707349	0.779528	0.627953	0.577428	0.779528	0.736221	1.125984
cultural	0.57874	1.350394	200	0.266404	0.551181	0.496063	200	0.238845
facilities	0.440945	0.385827	0.377953	0.913386	1.259843	0.188976	0.178478	0.818898
history	0.716535	0.835958	1.84252	0.742126	200	200	200	0.665354
food	0.425197	0.57874	1.275591	0.34252	0.354331	200	200	0.92126
terroir	0.661417	0.771654	0.566929	0.304462	200	200	0.535433	0.409449
door	2.976378	1.736221	200	0.114173	200	200	200	0.307087
cellar	1.322835	1.543307	1.133858	0.130484	200	200	200	0.409449
Wine Cellar	0.330709	0.192913	0.141732	200	200	0.070866	0.066929	200
gastronomy	1.322835	0.514436	1.133858	0.913386	1.259843	200	200	0.16378
quality	1.15748	0.450131	0.992126	0.399606	1.102362	200	200	0.716535
authenticity	0.744095	200	1.275591	0.51378	0.708661	200	200	0.92126
country	0.661417	1.929134	200	1.141732	0.524934	200	200	0.511811

develop	0.88189	1.543307	1.133858	200	0.419948	200	200	0.272966
heritage	0.992126	1.15748	200	0.17126	0.944882	0.425197	200	0.614173
nature	1.15748	1.350394	0.992126	0.799213	1.102362	200	200	0.716535
tasting	0.992126	0.385827	0.425197	0.685039	0.472441	0.425197	0.401575	200
relationship	1.488189	0.86811	200	1.027559	0.472441	200	200	200
Lodging	0.330709	0.192913	0.141732	200	200	0.070866	0.066929	200
activities	0.551181	0.482283	0.354331	200	0.262467	0.354331	0.334646	0.511811
area	0.826772	0.482283	0.354331	0.570866	0.787402	0.354331	0.334646	200
hotels	0.992126	0.385827	200	0.685039	200	200	200	0.614173
value	0.771654	0.675197	0.992126	200	1.102362	200	200	200
agents	0.992126	0.57874	200	200	0.314961	200	200	200
organic	1.984252	0.57874	0.283465	200	200	200	0.401575	0.614173
opportunity	0.57874	1.350394	200	200	0.367454	200	200	200
ecological	0.330709	200	200	0.228346	0.15748	200	200	0.204724
professional	0.330709	0.192913	0.283465	200	0.314961	200	200	200
hospitality	0.826772	0.482283	200	200	0.393701	200	200	200
restaurants	1.984252	0.385827	200	200	0.944882	200	200	0.614173
practices	200	1.15748	200	0.685039	200	200	200	200
demand	0.992126	200	0.425197	200	200	200	200	0.307087
organization	1.322835	200	200	0.228346	0.629921	200	200	0.409449
viticulture	1.15748	1.350394	200	0.799213	200	200	200	200
destination	0.330709	200	200	0.228346	0.314961	200	200	0.102362
harvest	1.322835	200	0.566929	200	0.629921	200	200	0.409449
growth	0.661417	0.385827	200	0.228346	200	200	200	200
planning	0.992126	200	200	0.34252	0.472441	200	200	200
sustainable	200	0.57874	200	200	200	200	200	200
cost	1.488189	200	200	200	200	200	200	200
irrigation	1.653543	0.964567	0.708661	200	200	200	200	200
process	0.661417	0.385827	0.283465	200	200	200	200	200
expertise	0.496063	200	200	0.17126	200	200	200	200
information	0.661417	200	200	200	200	200	200	0.102362
philosophy	1.322835	0.771654	200	200	200	0.283465	200	200
strategy	0.661417	200	200	0.228346	0.314961	200	200	200
agricultural	200	200	0.283465	200	0.314961	200	200	0.204724
climate	0.661417	0.385827	0.283465	0.228346	200	200	0.133858	200
market	200	0.385827	200	200	0.314961	200	200	200
ages	0.330709	0.192913	200	200	200	0.070866	200	200
cultivation	0.661417	200	0.283465	200	200	200	200	200
research	0.661417	200	200	0.228346	200	200	200	200
government	200	200	200	200	0.472441	200	200	200
management	200	200	200	200	200	200	200	200
scale	200	200	200	200	200	200	200	200
wine-tourism	200	0.385827	200	200	0.314961	200	200	200

4.1.1.8 Topic Guide Analysis

Leximancer has a variety of features, including the Leximancer Topic Guide. A topic guide is a novel technology that generates a narrative list and subject index for a big collection of documents automatically. A subject guide is a tool for evaluating huge reports or document collections. It is intended to make the review of massive articles more efficient and effective. It allows reviews to choose relevant subjects from the big content by choosing which topics are necessary. As a result, the themes are evaluated in line with the study objective or translated into a dataset for further analysis. As a result, this research offers a connection of terms based on frequency and value to winery management.

4.2 Discussion

4.2.1 Relationship with the Local Tourism and Hospitality Industries and Opportunities

Wine is an alcoholic beverage which plays an important role in hospitality and tourism industries. Offering wine to those premises requires constant wine production and continuity. However, if a consistent and quality product is promoted to companies like hotels and restaurants, it has the potential to stimulate wine tourism. Therefore, the wineries that offers cellar door experiences and services will be able to get benefits of locally and regionally marketing their wines to those hospitality businesses by receiving more customers visiting their winery. In addition to this, depending the scale of the winery operation, exporting wine overseas will also increase not only the buyers of those wines but attracts the number of tourists who experiences the wine in their country. While the majority of the wineries answering the questions in this study say that they cooperate with the tourism industry at the local level, another minority use today's technology such as Air B&B, Booking.com, SmartBox, etc. over the new

generation internet to market their products, while another minority maintain their relations at the national level.

Numerous studies have shown the significance of connections, partnerships, and cooperation in the business world. Relationships, for example, pertain bundling resources and abilities by the participating bodies to achieve common objectives (Varadarajan and Cunningham, 1995), of confidence mostly being discussed as a 'unifying factor' of those same partnerships (Ahlmstroöm-Soederling, 2003; Brownell and Reynolds, 2002). Collaborations have a significant effect on several companies' very foundations, facilitating the operation of accessing new horizons, boosting support networks, and ensuring the success of businesses (Varadarajan and Cunningham, 1995; Fensterseifer, 2007). (Cravens et al., 1997). Selin (1993) refers to "a cultural shift" within the tourism industry when he states that both globally and locally, "destination marketers and providers are realizing the potential of coordinated efforts" (pp. 217–218). Copp and Ivy (2001) highlight the tourist industry as well as the fact that "service firms prefer to join collaborations as much for promotion and development work, whereas manufacturing firms network primarily for the sake of resource and product development" (p. 345). Even still, many small businesses are not taking full advantage of these chances to profit from cooperation but are also losing out on possibilities to acquire new skills and capabilities (Pala shappa and Gordon, 2007).

4.2.2 Providing Tourism and Hospitality Services as a Winery

Involving and offering tourism and hospitality services for a winery is not an easy task. Nevertheless, this requires short, medium and long term strategic planning to see the future potential. Before the Winery getting ready to invest, the owner need to take into consideration of overall tourism potential of the country and the wine regions'

economical situation, incentives like funding, involvement and support. Wineries can expand their services accordingly, if a winery chooses to welcome visitors for cellar door experiences which will require investment on building which should have attractive exterior and cozy interior with wine theme, store and gallery where visitors can purchase wines and souvenirs, kitchen for cooking food to pair with wines produced, restaurant furniture like chairs, tables and tableware like plates for food presentations, cutlery and adequate glassware, tasting mats, professional cooking and service staff, staff to welcome visitors and conducting wine tastings. Based on this investment, the winery can provide accommodation in order to increase visitor potential domestically and internationally. Within this scope of investment, the winery can create its own sophisticated variety of products to offer to the visitors, such as, food and wine pairing lunch and dinners, vineyard harvest festivals, vineyard cycling, vineyard walking, wine talk nights, wine tasting events and wine education. In the mean time, the winery can offer one night or two nights stay over at the winery to provide wine and vineyard experiences.

Particularly, the findings of the research on this subject were remarkable. Some wineries stated that they would not have any difficulty in getting involved in tourism when they acted together with other similar operations. On the other hand, he said that the lack of vision in the local and national government structure is a major obstacle for them. However, they said that getting involved in the tourism sector even more effectively requires investing and expanding its services.

4.2.3 The Challenges of Involving in Wine Tourism

There are many challenges we can name that triggers the wine tourism. The most important challenges are the lack of government intervention, lack of national strategic planning on wine tourism, lack of investment on wine tourist services, lack of technical

knowledge on winemaking, research on heritage and culture. The other challenges important to be considered are language and understanding and welcoming different tourist profiles. However, local indigenous grape varieties - traditional local wine may not be known to the wine tourist, so it will be inevitable that they request other well-known wines.

From this point of view, the winery officials who contributed to the research mentioned that one of the situations that would challenge them is that their architectural structures do not allow expansion or the need to expand in their existing architectures. They also mention about the lack of knowledge and vision of the local people in the region where the wine region will be implemented, and the lack of experienced, knowledgeable and skilled human resources about wine. In addition, they said that the local and national government's lack of interest in wine tourism its inclusion, insufficient infrastructure, not providing convenience to the operators in bureaucracy, bans on wine advertisements and economic instability are some of the challenges that they are facing from the local and national government level, including political issues.

4.2.4 Involving in Food Tourism, Future Opportunities and Challenges

Food Tourism also known as Gastronomy Tourism is the most important tourism that is integrated with wine tourism. It is regarded as a critical component of wine tourism, and when properly implemented, it may result in long-term regional development. However, it is inevitable to make a serious preliminary study about the food culture in the region where wine tourism will be held. The regional food culture is almost a heritage, so its discovery will provide a significant advantage to wine producers who will be involved in wine tourism. The inevitable element is that food tourism will both develop the region economically and increase the visits to the winery, which will bring income in all seasons of the year. We may have mentioned many positive aspects, but

if we consider the other side of the coin, there are some points that will challenge us in food tourism. The challenges are insufficient industry research, lack of government intervention, national strategy and policies, unstable economy and lack of infrastructure. Additionally, there are other challenges that need to be considered, such as globalization, which might be clash with localization. Explicitly, the preservation of regional cultural values in a sustainable environment will be one of the challenges possible to face.

Winery managers participating in this research generally agree that food tourism will provide a great added value to what they do. In particular, winery owners in the Urla wine region of Turkey have concerns that agricultural lands will be declared open for construction by the state in the medium and long term that is going to be a great barrier in terms of expanding their winery business and viticulture areas. The wineries in Cyprus believes that, food tourism is important for its social economic benefits to the region. However, it has been clearly stated that in order for food tourism to contribute to the wine tourism region in an economic context, it is inevitable for businesses to make investments that can meet this demand. However, they said that it is important to invest in creating a regional and holistic wine theme. The wineries in Urla wine region stated that, they are very well adopted to food tourism by using their regional cultural culinary richness and successfully linked it with wine produce. The owner of Chateau Ciceron shared her thoughts on food tourism and said that this type of tourism in particular plays a more active role in increasing the visibility of the Languedoc-Roussillon wine region and culture. In another island, Crete, the Cretan wineries stated that, they already adopted their cultural cuisine with wine in terms of bring more value and create attractiveness.

4.2.5 Using Heritage via Cellar-Door Experiences

Through research and interpretation of regional history and traditions, it will make a significant contribution to wine tourism. In terms of cellar door experiences, knowing the history, culture and gastronomy of the region is key, especially for the welcoming staff at the winery. The fact that the staff is well-informed about the regional heritage and sharing these features with the visitors will not only bring quality to the visitor experience but also raise awareness.

The idea of experiencing had reportedly was studied among many disciplines, including promotion, consumer, travel, finance, and more, on the report of Walls et al. (2011). Due to their importance and long-term contributions to the study of the issue, the set of key descriptions of experiencing in diverse forms was assembled and stated in the current research. As a result, according to Oh et al. (2007) interactions were satisfying, interesting, and unforgettable for people who attend them. According to Berry et al. (2002, p. 1), the experience entails coordinating every "hint" which customers discover during the purchasing stage. According to Lewis and Chambers (2000), the customer's whole perception is determined by the surroundings, the items, and the products they have bought. Perceptions are internal, and depending on the atmosphere that arise in reaction to a simulated scenario and affect the complete person (Schmitt, 1999).

4.2.6 The key Features of Stories

Meeting customers at the winery is a huge responsibility in itself. In fact, it is not only to promote the wine produced in the winery, but also to introduce the local characteristics, culture and products of the region in which the business is established. In addition to the wine education given to the wine tourists at the winery cellar door, explaining the geographical features of the region, geological formations, soil, climate

and the effects of winemaking traditions on the resulted wine produced will create a great perception and an awareness on the wine tourist. In addition to telling the wines produced with features such as terroir while tasting, it is also important to tell the legendary stories of the region where the winery is located. It is of great importance to educate and train the winery staff who can best tell local legends and stories at the cellar door experiences.

Heritage represents terroir, and the winemaker passionately conveys its value through their wine. According to the research, most winery officials make similar claims about their history, their stories, and how they give visitors to the wineries unique experiences. At the same time, winery officials stated that elements such as local grape varieties, different geography, topography, and soil characteristics add character to their stories and they use this to influence the consumer. According to some winery officials, the customer experience will be impacted if the family element and the generational approach to winemaking are maintained. Others believe that adding historical and mythological stories and telling unforgettable stories will have a tremendous impact on the customer experience.

4.2.7 Sustainable Practices and its Value Chain

Sustainable practices on viticulture is always possible with efficient management. However, it requires local government involvement with strong national environmental policy. Sustainable viticulture is the most important choice of agricultural practice in terms of preserving the natural resources and environment by avoiding use of synthetic fertilizers, fungicide, herbicide and pesticides for future generations. Economically, these sustainable practices will fulfill the expectations on turnover in short, medium and long term for the producers, therefore, demand and expectations of wine consumers. Both parties and their perceptions should meet at one

single point which is economical performance and production quality. Therefore, the winery can provide long term sustainable wine production while preserving natural resources and offer quality guaranteed genuine wine reflecting its own terroir. On the other side, the wine tourists will get their benefits at the cellar door experiences run by the wineries well trained staff, such as, tasting local wines paired with local foods, buy wines and souvenirs, and enjoy the precious winery and vineyard environment.

The greener viticulture, according to OIV (2008), is a "international policy here on level of the fruit cultivation and winemaking processes, integrating in addition to the sustainable growth of systems and regions, creating high quality, take into account prerequisites of accuracy in greener agriculture, environmental threat, goods safeness and considering healthy products for consumers and respecting of cultural roots, traditional, social, environmental, and terrain facets." The connection among wine engagement and travelling for wine tourism is one of the topics that has attracted the most interest in theory section. As a result, Brown et al. (2006) discover a favorable and substantial correlation among interest in wine and a willingness to go to wine regions. Although to a lower extent than perceived control and attitudes regarding prior wine vacations, Sparks (2007) also confirms that the participation of food and wine influences intentions to take a wine trip. Food and wine consumption, according to Gross and Brown (2008), enhances image of a destination. To develop the tactics that enable a particular place to turn into a tourist attraction, understanding the motives is essential (Castray & Francis, 2003; Mitchell & Hall, 2006). It will be required to strengthen ties between that region's wine industry and tourist sector if affinity for a particular wine, its image, and its region of origin seem to be the deciding factors while selecting an area (Carlsen & Dowling, 1999). In this sense, although wine forms a significant component of a destination's allure for the tourist business, tourism is a tool

is for wine sector to develop ties including its consumers with trips to viticulture areas and cellar doors, etc (Jago, Issaverdis, & Graham, 2000).

According to the results of the research, almost two-fourths of the wine producers who agree on sustainable practices are deprived of this type of practice or cannot implement it due to impossibilities. Especially those who have knowledge and experience about sustainable practices stated that they do not use chemicals both in production and in viticulture and they want to carry their lands to future generations. In addition to this, they use the wine pulp left over from winemaking as compost in the vineyards as a nutritious source. Those who follows sustainable practices are doing irrigation management, filtering and re-using the water, collecting roof rainwater, and obtaining their electrical source from solar power plant. Winery initiatives with sustainable practices stated that these practices will be effective in reducing costs in the medium and long term. In addition, they said that the costs of wine production will decrease, there will be an increase in product quality and natural environmental impacts will decrease.

4.2.8 Wine Tourism - is it Relevant?

Any winery entrepreneur can set up a vineyard and winemaking facility on her or his own or acceptable property and begin producing wine, but is the place good enough to attract these investments for wine tourism? However, if the enterprise is to host wine tourists, it is inevitable to investigate whether it is in a place that allows wine tourism. Apart from the terroir features, availability of access roads, transportation facilities, human resources, traditional and cultural heritage richness, as well as local governments' strategic plans are also important to consider. Many wine producers participating in the research said that the region they are in is suitable for wine tourism. There are a range of variables that seem to be connected to the capacity of areas to

reorganize and adapt. It is obvious that there must be local people and organizations that perform as entrepreneurs and possess the necessary funds to change. For instance, independent bodegas (wine estates) in Rioja, Spain, seemed to have the monetary capacity to experiment (Atkins, 1997; Rose, 1998). Numerous localities, however, do not possess the necessary funds or the psychological facilities the acquisition of information for adaptation. Governmental organizations can significantly impact this scenario by acting as game changers.

4.2.9 Main Challenges Affecting Wine Tourism Development

There are several major challenges that we can name in regional wine tourism development. For instance, unplanned development and construction, lack of industry collaboration and communication, lack of continuous investment on infrastructure, lack of skilled staff, lack of regional marketing, lack of overseas representation in export trade, global oversupply of wine, high costs in technology and equipment reduces the global competitiveness and climate change impact on grape growing and wine making. Many wine producers who participated in the research stated the factors that particularly challenging them as follows; the lack of community involvement, lack of vision of local administrations, insufficient communication channels, insufficient tourism services and marketing, rurality, lack of experienced and educated staff and shortage, insensitive and unstable national government, high land prices, high taxes and high equipment costs.

Table 4: The main challenges of wine tourism according to the research outcomes.
Source: Author

Category of Challenges	Challenges
Economical	Competition
	High land prices
	High equipment prices
Governmental	Local government involvement
	Restrictions on wine marketing
	Incentives
	Infrastructure
	Transportation
	High taxes on wine
Social	Local community involvement
	Communication
Geographical	Location
	Accessibility
Human Resources	Skilled staff
	Experienced staff
	Staff shortage
Production & Services	Constant quality customer services
	Constant quality wine production
Environmental	Climate change

4.2.10 Winery Assets That Contribute in the Development of Wine Tourism

The winery's distinctive qualities and assets are, of course, the most essential and powerful components that will be involved in wine tourism and will welcome wine tourists in this context. A winery is actually an important asset in terms of its location. Furthermore, the fact that the wine grapes planted in the vineyards are native grape varieties to the region in which they are located is seen as a valuable asset. In addition, professional viticulturist and oenologist winemaker, qualified kitchen and service

personnel working in the winery are among the most important assets of the business. When we look at the assets from another point of view, architecture, the wine cellar of the winery, atmosphere, all the modern and traditional equipment used in winemaking and the visitor center play a very important role in wine tourism.

Chapter 5

CONCLUSION

The author of this study employed ten questions from previous scholar studies on the topic as well as two of his own two questions addressing winery initiatives and perspectives to collect information regarding the development of wine tourism in the Mediterranean region. The results of the research and the discussion of the subject are given in the third and fourth chapters. Furthermore, in the light of the content and findings in the countries and regions where the research was conducted, there will be potential topic suggestions that can be researched more specifically and in depth in future researches.

Wine tourism often focuses on placing sceneries and producing areas in wine country to create impressions of remote regions that meet the needs of visitors. Similar to other rural tourism regions, this location is aimed at transforming the images of the location that are promoted from those that emphasize commercial interest and processing facilities to those that showcase other qualities, like scenic beauty, socialization, ecological preservation, and protection all affiliated well with secluded cove (Ooke and Milbourne 1992). As time passes and tourists visit locations in search of different kinds of preset aesthetic features in the constructed and instinctive surroundings, such re-imagining becomes encouraging (Urry 1990). Therefore, genuineness and distinctiveness become crucial factors in the rebuilding of the region, and local wine destination attractiveness promotional agencies are

progressively urged to develop, safeguard, and recreate these amazing photos. It is necessary to gain more knowledge about the strategies and procedures that preserve the distinctive sense of place that enables travelers to distinguish on wine tourism location from another.

Visits to wine cellars and viticultural areas are just one aspect of wine tourism. Instead, it represents the confluence of a multitude of singular sensations, including the ambient, mood, environmental elements, different vine varieties and wine makes and kinds, as well as area heritage and gastronomy. The need to explicitly portray respective locations being especially appealing to new tourists would increase as destinations grow increasingly savvy in the grasp of respective tourism targets. Wine tourism region must develop business products that construct on a centralized repository of favored characteristics that obviously exceptional from the competition, even as vintners strive to produce wines which incorporate with favorable components from the very finest wines yet are distinguished in unusual direction from the next. That particular stance will need to be grounded on a profound respect of the region's unique environmental and heritage aspects, that are not found anywhere else, just like with wines.

Various researches (Bessière, 1998; Brunori and Rossi, 2000; Hall et al., 2000; Hjalager and Richards, 2002; Kivela and Crotts, 2006; Charters and Menival, 2011) had already highlighted the significance and possibility of wine, agriculture, gastronomic, as well as other types of tourism to create significant financial and non commitments in remote areas and there own societies. Studies have found that governments can promote wine tourism (Hall, 2005; Wargenau and Che, 2006; Tomljenovi and Getz, 2009; Dawson et al., 2011; Hojman and Hunter-Jones, 2012),

or that there is a necessity additional assistance and involvement (Beames, 2003; Loubser, 2004; Poitras and Getz, 2006). Others, meanwhile, point to shortcomings or a lacking of assistance from the government (López-Guzmán et al., 2011; Alonso and Liu, 2012b).

The research added to the body of knowledge on wine tourism by examining its considered advantages and drawbacks, as well as the difficulties of increasing potential to winery owners who work in the hospitality and travel industries. The research has a number of constraints, particularly with regard to the poor response rates found in several of the countries chosen, and the regional distribution, as it is clear that more Mediterranean wine regions were chosen than those of other new world wine regions and other northern hemisphere wine regions. Despite these drawbacks, the research makes a variety of contributions to the current literature on wine tourism. Initially, most significant recent research has adopted a regional or national perspective when examining the growth and potential of wine tourism in the Mediterranean. In comparison, the current study expands on existing research on wine tourism and adopts a multi-country strategy to look into wine tourism across wineries in Italy, Cyprus, Greece, Turkey, and the Southern Coast of France.

In conclusion, most winemakers with in Mediterranean region, particularly the smaller ones, are well-versed in viticulture but are less familiar with their target markets and the larger global economic environment. In the previous, public funds and trade restrictions has allowed companies to thrive, but the globalization of international commerce is a significant threat to their existence today. Therefore, the progression of wine tourism in the Mediterranean is hampered by a number of significant problems, such as: (1) the frequently secondary or tertiary nature of tourism as an industry

activity; (2) the wine makers' and wine marketers' predominate product focus; (3) a general lack of experience and understanding of tourism within the wine industry; and (4) a resulting lack of entrepreneurial skills and abilities with respect to marketing and product development, service quality, and understanding consumer behavior; and the absence of effective intersectoral linkages and supplier networks, which leads to a lack of inter- and intraorganizational cohesion within the wine industry, and between the wine industry and the tourism industry.

A number of steps must be performed in order to combat the traditional Mediterranean winemaking culture and forge positive relationships amongst the various players involved in the growth of wine tourism. These actions need to be included for establishing educational and practice sessions so that participants can comprehend one another's requirements along with those of the traveler; establishing a sufficient understanding of the wine-tourism consumer; and conducting a reasonable assessment of the advantages and disadvantages of wine tourism. In contrast to the physical structures typically connected with initiatives, which focuses on quick "concrete" outputs like new top attractions, signs, directions, and marketing programs, such measures might be thought of as supporting facilities. Finally, it is essential that such a reaction be made if wine tourism is to have a good and long-lasting impact on the effects of agricultural reorganization in the Mediterranean region.

Chapter 6

RECOMMENDATIONS

The participation and contribution of stakeholders is very important in wine tourism implemented in a rural area. According to this perspective, in order to achieve long-term success and achievement in regional wine tourism, all stakeholders, including local community, national and local government, winery initiatives, tourism and hospitality operations, small SME's, and NGO's, activist groups, and associations, should join forces. Together, these forces will inevitably produce a regional wine theme and draw tourists to the area. However, it will not be easy to create such a power that requires strategic planning. Considering that none of these exist, it is a fact that the winery will try to be self-sufficient and stand on its own in the region.

A winery must define attainable short, medium, and long-term goals if it intends to invest in wine tourism. Instead of rushing to release a product, it should adapt to provide quality service, quality wine product, and sustainable practices. In terms of quality wine product, following sustainable practices such as viticulture, soil management, vineyard and water management, pest management, etc... will not only create the quality wine product but sustainable future. In addition to this, the winery initiatives should cultivate and use their indigenous grape varieties in their wine production. This is very important to create wine product differentiation compared to well known internationally cultivated and commercialized grape varieties like Merlot, Cabernet Sauvignon, Chardonnay, etc... Additionally, if it is represented and sold

abroad with good marketing and promotion, it will be able to attract tourists to the country where it is produced and therefore to the wine region where it is located.

Another important suggestion is that it is necessary to establish cooperative in order to support wineries for their sustainable viticulture and constant quality wine production. The creation of the cooperative in this area will not only provide the wineries with technical support and advice on viticulture practices and wine production, but will also enable them to benefit from low costs and incentives in the purchase of equipment. On the other hand, creating a wine consortium by cooperating with the wineries located in the same wine region is another important opportunity. This will create opportunity to represent and promote their wine product in abroad, find brand ambassadors, merchants, and more importantly channel potential tourists to their wine region.

Finally, the appellation must first be legally identified and obtain a protected geographical indication to identify where the grapes for a wine were grown, when to harvest and how the wine was made. This will bring genuineness to the wine produced and quality guaranteed wine products to those wine tourists. However, as the number of wine regions, wineries and wine trails increases, much remains unknown in regards to how winery operators go about promoting their products, services, regions, or, as Beverland and Bretherton (2001) point out, regarding alliances among wineries.

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APPENDIX

Research outcomes

According to the research, there are invaluable outcomes that can be considered as important factors for the development of "Wine Tourism" in specific regions. In order to succeed in wine tourism, wine producers must focus on these aspects;

Facilities Wine



Wine: *facilities, grape, location, Lodging services, Wine Cellar*

Activities Tasting



Tasting: *activities, facilities, Lodging, Wine Cellar area, grape, location, Vineyard winery, services, hospitality*



Activities: *facilities, Lodging, Wine Cellar, area grape, location, Vineyard, winery services*



Facilities: *Lodging, Wine Cellar, area, grape location, Vineyard, winery, services*



Lodging: *Wine Cellar, area, grape, location Vineyard, winery, services*



Wine Cellar: *area, grape, location, Vineyard winery, services*



Area: *grape, location, Vineyard, winery*



Grape: *location, Vineyard, winery*



Location: *Vineyard, winery*



Vineyard: *winery*

Heritage Cellar



Cellar: *heritage, authenticity, door, stories experience, value*



Heritage: *authenticity, door, stories, experience*



Authenticity: *door, stories, value*



Door: *stories, experience*



Stories: *experience*

Agricultural Tourism



Tourism: *agricultural, destination, develop, ecological food, planning, region*

Country Tourists



Tourists: *country, cultural, destination, ecological food, planning*

Staff



Staff: *grape, location, Vineyard, Wine Cellar winery*

History Gastronomy



Gastronomy: *history, local, cultural, region*



History: *local*

Quality Hospitality



Hospitality: *quality, services, area, winery*



Quality: *services, winery*



Services: *area*

Food Wine



Wine: *food, professional*

Hotels Agents



Agents: *hotels, local, relationship, restaurants*



Hotels: *local, relationship, restaurants*



Local: *relationship, restaurants*



Relationship: *restaurants*

Terroir Quality



Quality: *cultural, develop, experience, gastronomy*



Terroir: *cultural, experience, gastronomy*



Develop: *services*

Production



Production: *history, process, professional, quality terroir*

Information Cultural



Cultural: *information, country, local, region*
▶
Information: *country, local, region*
▶
Country: *local*
Tourism Government
▶
Government: *tourism, agents, country*
▶
Tourism: *agents, relationship*
Authenticity Cultural
▶
Cultural: *authenticity, experience, heritage, stories value*
Cellar Region
▶
Region: *cellar, door, organization, terroir*
Demand Production
▶
Production: *demand, gastronomy, harvest, nature*
Nature Cost
▶
Cost: *nature, production*
Wine Tourism Tourism
▶
Tourism: *wine-tourism, activities, tasting*
▶
Wine Tourism: *activities, winery*

Country Opportunity
▶
Opportunity: *country, tourism*
Demand Agricultural
▶
Agricultural: *demand, develop, gastronomy, local region*
▶
Demand: *develop, gastronomy, local, region*
▶
Develop: *gastronomy, local, region*

Harvest Tourists
▶
Tourists: *harvest, demand, gastronomy*
▶
Harvest: *region*
Heritage Grape
▶
Grape: *heritage, stories*
▶

Heritage: *staff*

History Professional



Professional: *history, food, process, quality
terroir, area, hospitality, services*



History: *food, process, quality, terroir
area*



Food: *process, quality, terroir*



Process: *quality, terroir*



Quality: *terroir*

Strategy Growth



Growth: *experience, food, history, stories*



Strategy: *experience, food, history, stories*



Experience: *food*

Winery Restaurants



Restaurants: *winery, hospitality*



Winery: *hotels*

Cellar Terroir



Terroir: *cellar, door, stories*

Destination Wine



Wine: *destination, ecological*

Develop Nature



Nature: *develop, organic, local*



Develop: *organic*

Location Organic



Organic: *location, Vineyard*

Philosophy Tourists

Planning Facilities



Facilities: *planning, develop, organization*



Planning: *develop, organization*

Production Information



Information: *production, history*

►
Production: *cultural*
Relationship Organization
 ►
Organization: *relationship, cellar, door, experience*
 ►
Relationship: *cellar, door, authenticity*
Staff Expertise
 ►
Expertise: *staff, terroir, wine*
 ►
Staff: *terroir*
Sustainable Practices
 ►
Practices: *sustainable, irrigation, management, scale viticulture*
 ►
Sustainable: *irrigation, management, scale, viticulture*
 ►
Irrigation: *management*
 ►
Scale: *viticulture*
Value Irrigation
 ►
Irrigation: *value, organic*
 ►
Value: *practices*
Viticulture History
Area Heritage
 ►
Heritage: *area, history, quality*
Area Nature
 ►
Nature: *area, food, history*
Authenticity Nature
 ►
Nature: *authenticity, heritage, relationship*
Country Destination
 ►
Destination: *country, cultural, local, region*
Demand Opportunity
 ►
Opportunity: *demand, harvest, nature, gastronomy*
 ►
Demand: *harvest, nature*
 ►
Harvest: *nature*
Destination Experience
 ►
Experience: *destination, ecological, planning*
Experience Expertise

►
Expertise: *experience, tourists*

Experience Research

►
Research: *experience, production, stories*

Facilities Cultural

►
Cultural: *facilities, grape*

Food Ecological

►
Ecological: *food, develop, facilities, planning
country, cultural, destination, local
region*

►
Food: *develop, facilities, planning*

Heritage Tourists

Hospitality Tourism

►
Tourism: *hospitality, professional*

Market Growth

►
Growth: *market, organic, value, strategy*

►
Market: *organic, value*

►
Organic: *value*

Practices Develop

►
Develop: *practices, sustainable*

►
Practices: *quality*

►
Quality: *sustainable*

Professional Process

►
Process: *Vineyard, winery*

►
Professional: *Vineyard, winery*

Tasting Gastronomy

►
Gastronomy: *tasting, facilities*

►
Tasting: *opportunity*

Tourism Market

►
Market: *tourism, local*

►
Tourism: *strategy*

Vineyard Climate

►
Climate: *Vineyard, location, winery*
 ►
Vineyard: *cultivation*
Activities Production
Agents Tasting
 ►
Tasting: *agents, relationship*
Agricultural Vineyard
 ►
Vineyard: *agricultural, demand*
Cellar Services
 ►
Services: *cellar, door, organization, relationship*
Climate Experience
Country Services
Cultivation Climate
 ►
Climate: *cultivation, production*
 ►
Cultivation: *production*
Cultural Hotels
 ►
Hotels: *cultural, gastronomy, quality*
Expertise Cost
Growth Winery
 ►
Winery: *growth, market*
 ►
Ages: *philosophy, grape, stories, wine winery*
 ►
Philosophy: *grape, stories*