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Contesti mediterranei in transizione

Mobilità turistica
tra crisi e mutamento

a cura di Romina Deriu
Prefazione di Antonio Fadda



**Turismo, consumi,
tempo libero**

FrancoAngeli

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3. Wine Tourism Motivation: an Amalgam of Pull and Push Factors?

di *Maria Alebaki e Olga Iakovidou**

1. Introduction

Wine is a product with a great history and a substantial social and cultural context (Charters, 2006). It has served as a motivation for travelling since the times of Ancient Greece and Rome (Hall et al. 2000); however only recently have both academics and wine and tourism industries recognized wine tourism as a form of special interest tourism (O' Neill & Palmer 2004; Yuan & Jang 2008). According to Getz (2000), wine tourism can simultaneously be examined from three major angles: 1. as a form of consumer behavior, 2. as a strategy, by which destinations develop and market wine-related attractions and imagery, and 3. as a marketing opportunity for wineries to educate and sell their products directly to consumers.

Despite the lack of a consensus definition of wine tourism, the most common one emphasizes on the consumers' perspective and refers to the «...visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors» (Hall 1996 and Macionis 1996, in Hall et al. 2000: 3). From the above definition, it can be concluded that -beyond wine and viticulture-, wine tourism is inextricably related to the identity of the whole wine region, referred as 'winescape' (Peters 1997, cited in Hall et al. 2000). More recently, Hall and Mitchell (2002) coined the term "touristic terroir" in order to describe «the unique combination of the physical, cultural and natural environment that gives each region its distinctive tourist appeal».

Getz & Brown (2004), stressing the importance of the specific experiential benefits of a wine-related travel, comment: «Wineries are the core attraction, but they cannot stand alone». According to Roberts & Sparks

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(2006), someone who engages in wine tourism activities is rarely interested simply in wine tasting. The visitor of a wine region, namely wine tourist, seeks for a regional "bundle of benefits" (Getz & Brown 2006), which are not directly associated with wine and need to be further explored (Thompson & Prideaux 2009).

To this end, understanding the nature as well as the needs of wine tourists (Roberts & Sparks, 2006), is of central importance for tourism operators, as it helps them to "know their customers" (Fry 1999, in Houghton 2008) and to be competitive. Johnson (1998) suggests that information with regards to the internal motivation of this kind of travelers can help to segment markets into useful niches. However, only recently have motivations and other psychographic characteristics of wine tourists been investigated (Galloway et al. 2007).

This paper takes a step toward filling this gap, by exploring the nature of wine tourists along with the factors that motivate them to engage in wine leisure activities. Particularly, the current study aims to sketch the wine tourists' socio-economic profile as well as to identify their specific motivations for visiting a wine region and a winery. Based on the concept of push and pull factors (Crompton 1979, Dann, 1977, 1981), empirical data on visitors of Northern Greek wineries during the "Open Doors" event are presented. Moreover, the two-step clustering procedure was applied, on the basis of the wine tourists' motivations and their expenditure at the cellar door.

2. Tourism motivation

Despite the fact that motivation is only one of the factors that contribute to the understanding of tourist behavior, it is of vital importance as it constitutes the basis of all aspects of human behavior (Crompton 1979; Fodness 1994; Iso-Ahola 1982). In contrast to the determination of the basic purpose of travel (e.g. "for pleasure", or "for business"), the underlying reasons for traveling are concealed and reflect an individual's intrinsic needs and wants. Thus, the exploration of the motivational factors is considered to be a complicated process (Gee et al. 1984, in: Cooper et al. 2005: 51).

In order that the question "why do people choose to travel" be answered, a number of theories have been developed. The most commonly held include (Park et al. 2008): 1. The "hierarchy of needs" theory (Maslow 1954); 2. The theory of "push and pull factors" (Crompton 1979, Dann 1977, 1981); and 3. The "seeking/avoiding dichotomy" theory (Iso-Ahola, 1982). The present study adopted the "pull and push" motivation theory, which asserts that, people travel or participate in leisure activities because they are 'pushed' and 'pulled' by internal and external forces, respectively (Crompton 1979, Dann 1977). More specifically, there are two motivation-

al stages in a travel decision: pull factors, which refer to the particular attributes of a tourism destination that are able to attract visitors, and push factors, which are considered to be intrinsic motivations, related to socio-psychological constructs.

Both pull and push factors are the two sides of the same motivational coin, which are connected by the concept of emotion (Goossens 2000). Push factors are linked to the desire to travel, while pull factors influence the actual destination choice (Dann 1977). Crompton (1979) identified empirically nine motives, seven of which are push factors (escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction) and the two remaining (novelty and education) are considered to be pull factors.

3. Pull and push factors of wine tourism

Alant & Bruwer (2004) discussing the specificity of the participant in wine tourism, comment: «...the wine tourist arguably lives with needs both as a tourist/leisure/recreation seeker and as a wine consumer». Hall et al. (2000: 86) made a first distinction, identifying primary motivations of wine tourists being “wine tasting and purchasing”, and secondary or peripheral motivations that are integral to the total wine experience and include “attending wine-related festivals or events”; ‘socializing’; “enjoying a day out”, “the country setting” or “the landscape of the vineyards”; “meeting the winemaker”; “learning about wine”; “food and wine link”; ‘education’; “visiting other attractions”, “activities and entertainment”.

In terms of the previous theory, push factors of wine tourism refer to internal motivations that drive an individual to visit the winery (e.g. ‘socializing’, “learning about wine”, “relaxation”, “meeting the winemaker”, “acquiring specialized knowledge”, “a day out”). Pull factors (or external motivations) draw the visitor to the winery and comprise general characteristics or activities (e.g. “wine tasting and buying”, “tours”, “eating at the winery”, “picnic/BBQ”, “entertaining” and “the rural setting”) (Mitchell et al. 2000, Yuan et al. 2005).

Brown & Getz (2005) explored the factors that influence the choice of long-distance wine tourism destinations and suggested that both push and pull factors are likely to be at work. Alant & Bruwer (2004), in an attempt to explain wine tourism motivation, proposed a theoretical framework, consisting of three main dimensions, namely: the visitor, the wine region and visit dynamic (viewed in terms of first-time or repeat visitation). Sparks (2007) proposed that the wine tourism experience includes the following three dimensions: the “destination experience”, the “core wine experience” and “personal development”. While the “destination experience” and the “core wine experience” are pull factors, “personal development” is considered to

be an internal motivation (push factor), strongly related to the desire to seek information about wine.

Several studies around the world focused on wine tourism motivational factors. Table 1 presents a comparison of the main findings, in most of which wine tasting appears to be the of wine tourists' sovereign motive.

Table 1 – Primary motivating factors for wine-related travel

Research	Focus	Main motivations				
		1	2	3	4	5
Alant & Bruwer (2004), Australia	Winery visitors	Wine tasting	To have a nice tasting experience	To buy wine	To enjoy different wines	To find interesting and special wines
Weiler et al. (2004), Australia	Wine festival attendees	Cultural exploration	Known group socialization	Event novelty	External socialization	Family togetherness
Famularo et al. (2010), Australia	Visitors of a wine region	Wine tasting at cellar doors	Experience regional food and produce	Experience country/winery scenery	Touring a winery/learning about wine	Quality restaurants
Alonso (2005), New Zealand	Winery visitors	Recommendation/suggested/word of mouth.	Proximity	Repeat visitor, repeat buyer	Wine tour/tour package	To eat
Yuan et al. (2005), U.S.A.	Wine festival attendees	For wine tasting	Experience local wineries	So I could enjoy a day out	Get familiar with local wines	Because I enjoy special events
Geide et al. (2008), U.S.A.	Winery visitors	Enjoy nature	Similar people	Escape personal-social pressures	Learning	
Evans et al. (2008), U.S.A.	Winery visitors	Wine tasting	Buy wine	Have a relaxing day out	Winery tour	Socialize with friends/family
Carmichael (2005), Canada	Visitors of a wine region	Rest and relaxation	Attractive scenery	Unique experience	Purchase wine	Education
Bruwer (2003), South Africa	Wine route estate (supply perspective)	Wine purchasing	Wine tasting/sampling	Country setting/vineyards	Winery tour	Learning about wine and wine-making

Tassiopoulos & Haydam (2006), S. Africa	Winery visitors	Sampling of wines	Wine purchasing	Socializing with family or friends	Sightseeing	Eat at the winery's restaurant
Bruwer & Alant (2009), S. Africa	Winery visitors	Wine tasting	Wine purchasing	Learning about wine	The winery's atmosphere	To find special wines
Jaffe & Pasternak (2004), Israel	Winery visitors (domestic tourists)	Outing	Learn about wine making	To see how wine was made in biblical times	Friend's or family's recommendation	Restaurant nearby
	Winery visitors (in-bound tourists)	Learn about wine making	Outing	To see how wine was made in biblical times	Restaurant nearby	To purchase wine
Shor & Mansfeld (2009), Israel	Push factors encouraging wine tourism	To taste wines	To expand my knowledge about wine in general	To learn about the wine producing process	To get to know the area in which wine is produced	To meet people engaged in wine production
	Pull factors	Fits into the current trip itinerary	Desire to know the wines produced at the site	Previous familiarity with the wines produced at the site	Purchasing wines produced at the site	Recommendation by friends
Gatti & Maroni (2004), Italy	Visitors of a wine region	Scenery	Local gastronomy	Wine		
Alelaki & Iakovidou (2010), Greece	Visitors of a wine region	To visit wineries	Learning about wine	Wine purchasing	Recommendation by friends and relatives	
	Winery visitors	Learning about wine	The winery is a member of Wine Roads	The winery is in close proximity to home		

Source: Own preparation

It is worth to be noted that -in most of the cases- wine purchasing, although considered to be a primary motivation, is not among the most important reasons for visiting the winery. Moreover, the educational dimension appears to be a key component of the overall wine tourism experience.

However, the data of the Table 1 confirm previous observations on the «shifting nature of the wine tourist in various places» (Charters & Ali-Knight 2002). To this end, efforts to pinpoint differences between wine tourists resulted in a number of typologies.

4. Previous typologies of wine tourists

Johnson (1998) introduced a basic distinction between wine tourists, identifying the "Specialist winery tourist" and the 'Generalist' visitor. The first type refers to someone who «visits a vineyard, winery, wine festival or wine show for the purpose of recreation and whose primary motivation is a specific interest in grape wine or grape wine-related phenomena», while the second type includes those that «are primarily motivated to visit a wine region for other reasons». Many researchers have proposed a wide range of typologies, based on demographic, socio-economic and psychographic characteristics, with important implications for wine tourism product development. Table 2 presents a brief review of the relevant research carried out to date in the field.

Table 2 – Different profiles of wine tourists

Research	Country	Results
Corigliano (1996)	Italy	'Professional', 'Impassioned Neophyte', 'Hanger-on', 'Drinker'
Hall (1996)	New Zealand	"Wine Lover" (who is similar to the 'Specialist' of Johnson's typology), "Wine Interested", "Curious Tourist"
Charters & Ali-Knight (2002)	Australia	"Wine Lover", (who has a desire to have a learning experience), 'Connoisseur' (which is a sub-set of the wine lover), "Wine Interested", Wine Novice' (correspondingly to the curious tourist), 'Hanger-on'
Williams & Dossa (2003)	Canada	'Generalist' and 'Immersionist'
Gatti & Maroni (2004)	Italy	'Professional', 'Cultured', 'Enthusiastic', "Wine Tourist by Change"
Piscitelli et al. (2005)	Italy	'Tourists', "Women wine tasters", 'Buyers'
Di-Gregorio & Licari (2006)	Italy	'Talent scout', "Opinion leader", "Wine tourist", "Occasional Wine tourist"
O'Mahony et al. (2006)	Australia	"Committed Consumer", "Traditional Consumer", "Uninvolved Consumer"
Yuan et al (2006)	U.S.A.	"Wine focuser", "Festivity seeker", 'Hanger-on'

Galloway et al. (2008)	Australia	Higher and lower "sensation seekers"
Marzo-Navarro & Pedraja-Iglesias (2010)	Spain	"Curious tourist", "Wine-interested tourist"
Alebaki & Iakovidou (2010)	Greece	"Wine lover", "Neophyte"; "Occasional visitor", "Hanger-on"

Source: Own preparation

Wine tourists' motivations were the basis for the segmentation applied in most of the aforementioned studies, providing a useful insight into the types of visitors engaged in this type of leisure worldwide. It should be mentioned that Hall's (1996) study is supply-focused and is based on the winemakers' perceptions, while Yuan et al (2006) focused particularly on the characteristics of wine festivals attendees.

5. Research Method

A quantitative approach was employed in order to determine the specific socio-economic characteristics, behavior and motivations of visitors to wineries of "Wine Roads of Northern Greece". In an attempt to meet the objectives of the research, related literature and previous wine tourism research were used and a structured questionnaire was developed. Research was based on a random sampling of 298 adult visitors from 24 out of 32 member wineries of the "Wine Roads of Northern Greece". Data collection was conducted during the "Open Doors" event that took place on 16-17 May 2010. Thirty trained field workers approached randomly the visitors and conducted personal interviews with them, when completing their visit to the selected wineries.

After the survey, data were analysed using PASW Statistics 18. At first, descriptive analysis was conducted to sketch the socio-demographic profile of the respondents and to explore the main motivational factors along with wine tourism behavior. Afterwards, following the remark by Charters & Ali-Knight (2000) that wine tourists cannot be considered as a homogeneous group, two-step cluster analysis was applied in order to identify segments of winery visitors. The latter was based both on motivational factor scores (20 categorical variables, Table 3) and on total wine expenditure (one quantitative variable) for wine purchases at the cellar door.

Table 3 – Categorical variables used in Two-step cluster analysis

Motivations for visiting the wine region	Motivations for visiting the winery
V1. Local gastronomy and fine restaurants	V10. The architecture of the winery
V2. To visit wineries	V11. I am familiar with the winemaker
V3. Beautiful landscape/ Natural environment	V12. To meet the winemaker
V4. Rest/ relaxation	V13. To buy wine
V5. Escape routine	V14. To learn about wine and wine making
V6. Sightseeing	V15. To taste wines
V7. The region is famous for its wines	V16. To find special wines
V8. Socializing with friends/ family	V17. To have a tour at the winery
V9. I own a house in the region	V18. To meet new people
	V19. I have previous positive experience
	V20. I followed friends or family who wanted to visit the winery

Findings

Sketching the respondents' socio-economic profile

Table 4 provides an overview of the respondents' socio-demographic characteristics.

Table 4 – Socio-economic profile of winery visitors (N = 298).

Gender (%)		Age (%)			
Male	Female	18-35	36-55	56-65	>65
57.0	43.0	47.7	37.5	12.3	2.5
Education (%)			Civil status (%)		
No college degree	College or university degree	Postgraduate degree	Single	Couple	Divorce/ widowed
27.2	56.3	16.5	44.0	53.4	2.7
Personal Monthly Income (in Euros) (%)					
<750	751 – 1000	1001 – 1500	1501 – 2000	Over 2001	
25.2	15.4	31.2	8.4	19.8	
Area of Residence (%)					
Thessaloniki	Athens	Western Macedonia	Eastern Macedonia	Central Macedonia	Other
39.6	4.4	15.4	16.4	15.0	9.2

Results indicate a greater presence of men (57.0%), younger than 55 years. Specifically, almost half (47.7%) of the respondents are between 18 and 35 years of age (Mean=38.87, Median=36, Std=12.713), while most of them are married or cohabitants (53.4%). In terms of educational and in-

come levels, a large majority of the sample holds at least a college or a university degree (72.8%) and almost one third (28.2%) of the visitors affirms having relatively high monthly income (more than 1500 Euros).

With regards to the place of origin, wine tourism in Northern Greece seems to apply exclusively to domestic visitors. More specifically, the major source of wine tourists was the city of Thessaloniki (39.6%), while 46.8% of them came from other Prefectures of the Macedonia region. Athenians contributed another 4.4%.

6. Trip and visitation characteristics

The study also sought information about several trip characteristics of wine tourists. 37.6% of the respondents are first-time visitors of the wine region, while another 44.6% of them residents in the wider area. In line with past research (Alant & Bruwer 2004; Dodd & Kolyesnikova 2005; Evans et al 2008; Wade et al., 2010), suggesting that wine tourism is mainly a short-term type activity, a large majority (85.6%) of the visitors were found to be day trippers. Contrarily, overnight (6.4%) and two-day trips (5.0%) or more (3.0%) were not so common.

The survey also found that 64.8% of the wine tourists visit only one winery in the wine region, with the rest of them reporting visiting another one (19.5%), two (11.4%) or three (4.4%) wine producing businesses. Notably, 66.4% of the sample visits the winery for the first time. When the winery visitors were asked to specify who they were traveling with, they reported visiting the wine region mainly with friends (42.3%), family and/or other relatives (24.6%), their partner (14.1%), or alone (5.4%). This finding supports previous research, indicating that visitors to wine regions tend to be almost always accompanied by others (Bruwer 2003; Carmichael 2005; Hall et al. 2000) and thus confirms the social context of wine tourism.

7. Exploring wine tourists' motivations

A univariate descriptive analysis was conducted to address the motivational aspects of the visit to the wine region. Respondents were asked to use a five-point scale to rate a series of factors, where 1 meant "not at all important" and 5 meant "extremely important" in terms of influencing their decision to make the visit.

The findings suggest that some of the key attributes of the grape wine region (pull factors), which shape the "wine tourism terroir", constitute the primary motivating factors for engaging in wine related tourism. In particu-

lar, respondents reported the "reputation of the wine region" (Mean=3.81) along with the "attractiveness of the rural landscape" (Mean=3.81) as the most important reasons for visiting the wine region. The desire to "escape from routine" follows in terms of importance (Mean=3.61), while "visit to wineries" was the fourth most significant reason for travelling to the destination (Mean=3.55). Two push factors, "relaxation/ rest" (Mean=3.38) and "socializing with friends/family" (Mean=3.01) were also reported to be of high priority for the wine tourists.

Furthermore, respondents were asked to rank the relative importance of their reasons for choosing the specific winery on a five-point scale, where 1 meant "not at all important" and 5 meant "extremely important" for their decision to make the visit.

"Wine tasting" was rated as the most important motivating factor for choosing the specific winery (Mean=4.21), confirming the view that this particular activity is the most appealing element of the wine tourism product mix (Treloar et al. 2004). "Having a tour at the winery" (Mean=3.94) and "learning about wine and wine making" (Mean=3.81) were ranked second and third respectively, supporting the view that the wine tourist searches for an overt educative experience during the visit (Charters & Ali-Knight, 2000). The "beautiful scenery of the vineyards" (Mean=3.59) and "recommendation by friends/ relatives" (Mean=3.48) followed suit. The desire "to find interesting and special wines" (Mean=3.45) was the sixth most important reason for visiting the winery.

Macionis & Cambourne (1998, in O'Neill & Palmer 2004) assert that small wineries are reluctant to invest in wine tourism, because tourists may often visit a winery in order to taste wine, but are rarely interesting in making a purchase. Indeed, the results of this study indicate that "purchasing wine" was not a primary motivating factor for visiting the wineries of Northern Greece. This is confirmed by the fact that 32.0% of the respondents did not buy anything from the winery, 31.2% of them spent less than 20 Euros on the cellar door, while only 14.7% of the visitors spent more than 50 Euros for wine purchases.

Creating a typology of wine tourists

Results of the two-step cluster analysis led to four clusters, as the optimum solution based on the Schwarz criterion. From the total of the 298 cases, 74 were assigned to the first cluster (25.1% of the cases), 123 to the second (41.7%), 60 to the third (20.3%) and 38 to the fourth (12.9%). Three cases were excluded (1.0%). Furthermore, the "by variable" importance charts, produced with a separate chart for each cluster, showed the relative significance of the 21 variables used to create each one of the four clusters (Figure 1).

For cluster 1, 19 variables (V2, V7, V3, V13, V1, V5, V6, V4, V15, V16, V8, V17, V18, V10, V14, V12, V9, V20 and V19) have higher than

average values and thus they are the most significant ones. 8 variables (V18, V6, V4, V1, V2, V7, V5 and V13) contributed to the formation of the second cluster, 15 were the significant variables for cluster 3 (V7, V10, V2, V4, V3, V18, V1, V15, V19, V11, V12, V17, V8, V5 and V6). Finally, for cluster 4, 18 categorical variables (V5, V4, V15, V7, V17, V20, V3, V16, V11, V2, V12, V19, V8, V10, V18, V13, V1 and V14) were found to be statistically significant. These four clusters were named as: (i) "Wine Lovers", (ii) "Companionable Visitors", (iii) 'Uninterested' and (iv) "Escape Seekers". Following, there is a description of each cluster.

Cluster 1: The "Wine lovers"

For the members of the first cluster, the winery as an attraction is considered to be the most important reason for visiting the wine region. The "Wine lovers" choose to travel to the specific destination because it is famous as a wine producing region and, moreover, it offers a beautiful landscape. This segment consists of repeat visitors both of the wine region and of the winery, who are between 36 and 55 years of age and usually travel with family. "Wine purchasing" was also found to be a strong motivational factor for visiting the winery.

Cluster 2: The "Companionable visitors"

This cluster comprises mainly couples or groups of friends, whose primary motivations involve socializing, meeting new people and relaxation. Sightseeing in the wider region is also a strong pull factor for the "Companionable visitors". They are between 19 and 35 years old and, despite the fact that they resident permanently in the wine region, they visit the winery for the first time.

Cluster 3: The 'Uninterested'

The majority of the members of the third cluster reported that neither the reputation of the wine region nor the presence of wineries as an attraction constitute motivational factors for their travel. The 'Uninterested' have no interest in the architecture of the winery, they are not familiar with the winemaker and have no incentive to meet him. They are usually groups of friends who are exclusively motivated by a desire to taste the products of the winery. Finally, this cluster consists of individuals who are between 36 and 55 years of age.

Cluster 4: The "Escape seekers"

Respondents of the fourth cluster are primarily motivated by two push factors: "escape from routine" and 'relaxation'. They are 56-65 years old and visit the wine region for the first time, accompanied by friends and relatives. Another important reason for making their travel is the reputation of the destination as a famous wine producing region. Moreover, the "Escape seekers" are first time visitors of the winery who have a desire to participate in wine tasting activities. It is worth noting that the fourth cluster is

characterized by a high negative mean in terms of the variable 'expenditure'.

8. Discussion and conclusions

The objective of this study was to explore wine tourists' characteristics as well as to highlight the motivations for engaging in wine tourism activities. The first conclusion that derives from the current research concerns the winery visitor's general profile. Overall, the respondents reflected the socio-demographic characteristics of wine tourists, as described in several other studies worldwide. Specifically, the findings indicate that the wine tourist in Northern Greece is predominately male (in line with: Bruwer & Alant 2009; Shor & Mansfeld 2009), young, married, has high levels of education, medium to high income and comes from urban centres in close proximity to the wine region (in line with: Cullen et al. 2006; Geide et al. 2008; Kolyesnikova et al. 2009; Shor & Mansfeld 2009; Yuan & Jang 2008; Wade et al. 2010).

Interestingly, despite that the wine tourists of the research area are usually local day-trippers, yet they are first time visitors of the winery. Apparently, the "Open Doors" event acts as a mean for a first contact of local people with wine leisure activities. Additionally, results show that they do not tend to include more than one winery on their visit, in contrast with many findings elsewhere (Carmichael 2005; Chilevid 2006, in Kunc 2009; Wade & Pun 2009; Wade et al. 2010). The largest majority of the respondents visited the winery with friends, family or relatives. This fact stresses the role of wine as a vehicle for socializing (Charters 2006: 146).

In terms of the features that enhance wine tourism participation, results indicate that wine tourists are motivated by both push and pull factors. Crucial amongst these appears to be the reputation of a wine region, confirming the importance that needs to be placed on establishing the quality characteristics of local wines in consumers' perceptions (Bojnec & Jurinčič 2006). Building up the image of the wines and creating brand awareness is a critical success factor for wine tourism development. Greece, apart from a long history in winemaking, is exceptionally rich in native varieties and has therefore a strong comparative advantage in this field (Alebaki & Iakovidou 2010).

Moreover, confirming previous suggestions that "destination attributes" can act as attracting factors for visitors (Williams 2001), respondents were found to be 'pulled' by environmental features of the "wine tourism terroir". The scenery of the vineyards and the rural landscape of the whole region seem to be primary motivational factors for visiting the winery and the wine region respectively. Therefore, regional stakeholders should empha-

size on activities that involve the protection of natural resources, supporting the creation of an appealing destination image.

Apart from the attributes of a grape wine region, an individual's desire to engage in wine leisure activities is formed by a number of intrinsic needs. Adding to the findings of several other studies, the results of this study have shown that escapism (Jaffe & Pasternak 2004; Yuan et al. 2005), relaxation (Carmichael 2005; Evans et al. 2008), and socialization (Evans et al. 2008; Geide et al. 2008; Tassiopoulos & Haydam 2006; Weiler et al. 2004), are the main push factors that motivate the wine tourists. Given the fact that the largest majority of the respondents comes from cities in close proximity to the wine region, it is clear that, for urban dwellers, a tour to the wine region is considered to be a chance to escape from a perceived mundane environment. To this end, the "servicescape" (Babu 2006) and the overall atmosphere in the wine destination should aim to fulfill similar needs.

As regards the factors that determine the choice of a specific winery, this study supports previous literature (Alant & Bruwer 2004, Bruwer & Alant 2009, Evans et al. 2008; Famularo et al. 2010, Hall et al., 2000:86; Shor & Mansfeld, 2009, Tassiopoulos & Haydam 2006, Yuan et al. 2005), suggesting that interaction with wine constitutes the primary incentive for the visit. Moreover, wine tourists seem to have a strong desire to have a tour at the winery and learn about the process of wine making, confirming Charters & Ali-Knight (2000, 2002), who highlight the educational dimension of this particular form of tourism. Additionally, issues concerning hospitality services, such as the winery staff's friendliness, courteousness, knowledge, professional attributes are vital components of the overall experience offered (Dodd 1995, Hashimoto & Telfer 2003, O'Neill & Palmer 2004).

Another aim of this study was to provide an insight into the wine tourism features that appeal in different types of wine tourists. Two step cluster analysis used motivation in order to identify four distinct segments of visitors: 1) The "Wine Lovers", who have primarily wine-related motivations, 2) The "Companionable Visitors", whose main motives derive from intrinsic needs for socialization, 3) The "Uninterested", whose main incentive is simply wine tasting, and 4) The "Escape Seekers", who have a desire to relax and escape from routine. This classification supports the view that the wine tourism market is not homogeneous (Charters & Ali-Knight 2002). Moreover, it has significant implications for wine tourism operators and destinations, since market segments can constitute specific targets for wineries or wine tourism destinations.

Nevertheless, a conclusion that derives from this differentiation concerns the fact that wine tourism, apart from "Wine lovers" may attract individuals who have no apparent interest in wine. For instance, the "Uninter-

ested”, have a low level of product involvement and appear to have less commercial interest and potential. However, the “Companionable visitors” (who are strongly motivated by sightseeing), or the “Escape seekers” (who are first time visitors of the wine region) may probably have a tour in the wider area and take part in a number of activities that are not related to the appreciation of wine. Thus, a designed itinerary through the wine region that offers a variety of alternatives complementary to the winery visit itself can be attractive to them.

It is of utmost importance to be stressed that, even if the “Escape seekers” have low expenditure levels, they could be beneficial for wineries in the long term. Additionally, it can be suggested that both “Escape seekers” and “Companionable visitors” could be potential “Wine lovers” under the right circumstances. High levels of satisfaction from the whole wine tourism experience could lead to return visits to wineries (Roberts & Sparks 2006), create a demand for specific brands and build customer loyalty (Getz 2000).

In conclusion, certain limitations of this study need to be recognized. The first one refers to the short duration of the survey, which could be a source of bias. Secondly, as wine tourists are likely to vary from region to region (Getz et al. 2008), the results of the current research have to be dealt with caution and the generalization of conclusions should be avoided. Thirdly, tourism development is a dynamic process and the visitors’ perceptions, attitudes and motivations may possibly change. These limitations clearly point to the need for additional quantitative research in terms of wine tourist behavior. Finally, comparison of the segmentation findings of the current paper with previous typologies of wine tourists both in European and in “New World” countries would also be beneficial.

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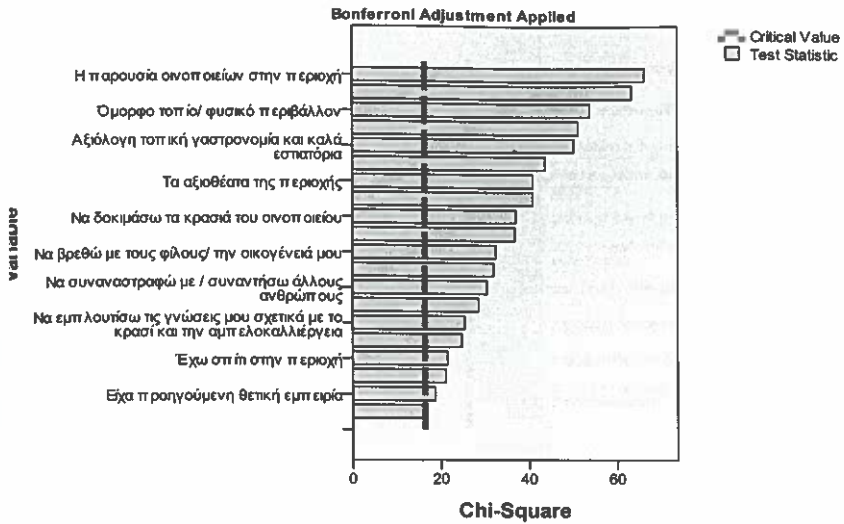
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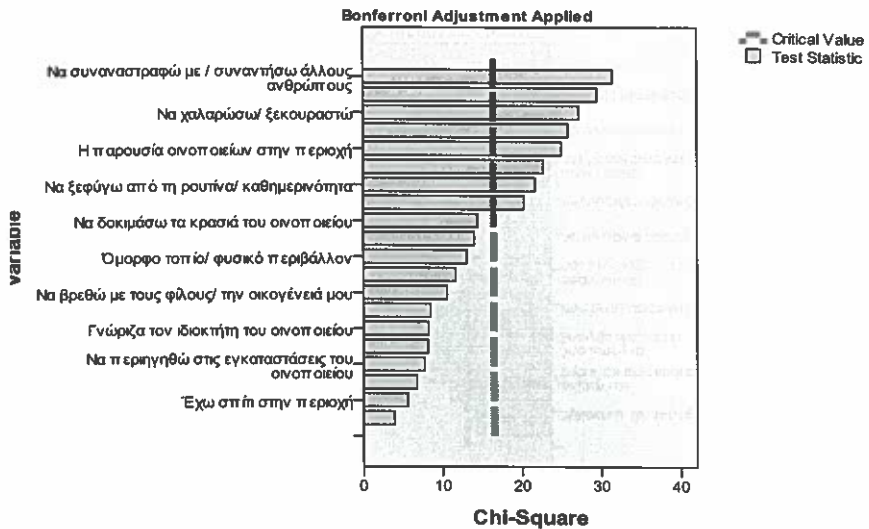
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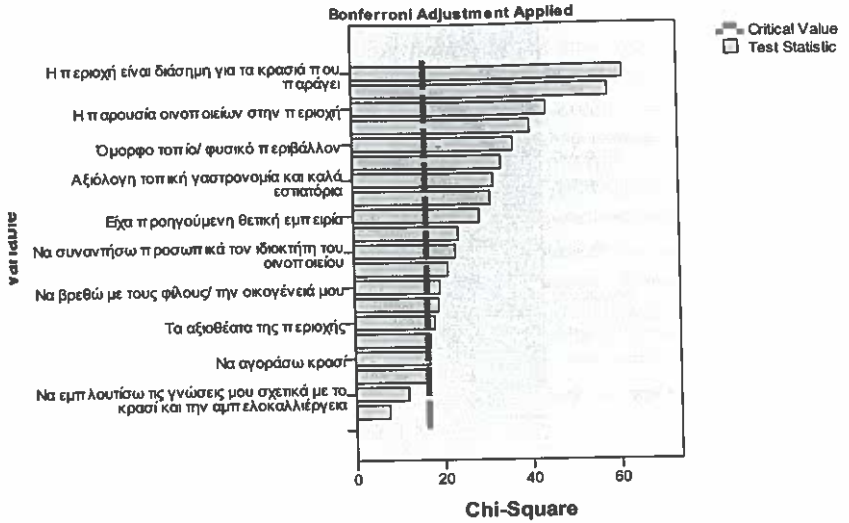
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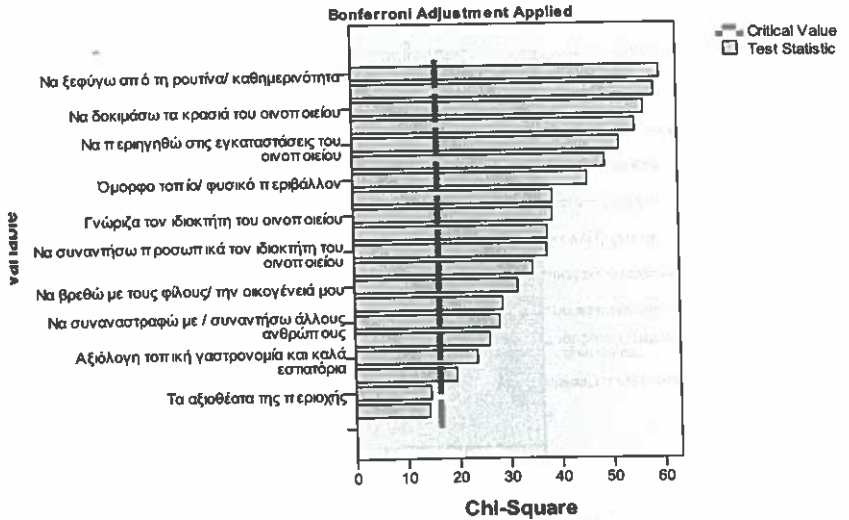
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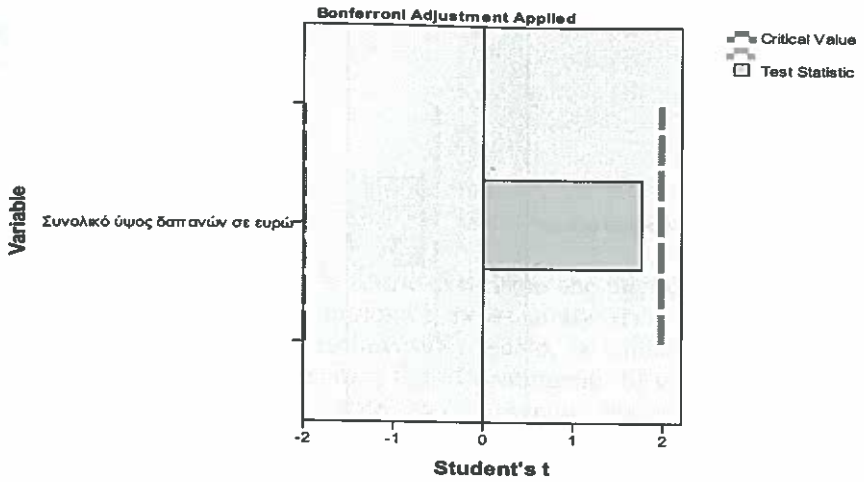
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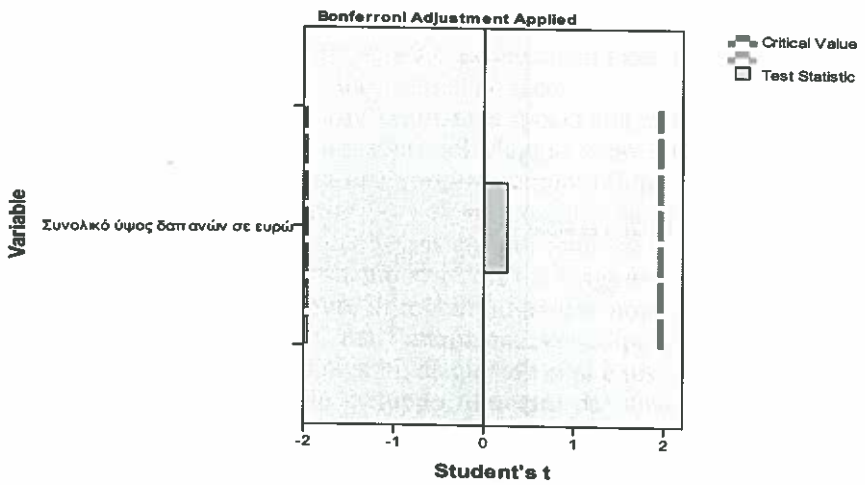
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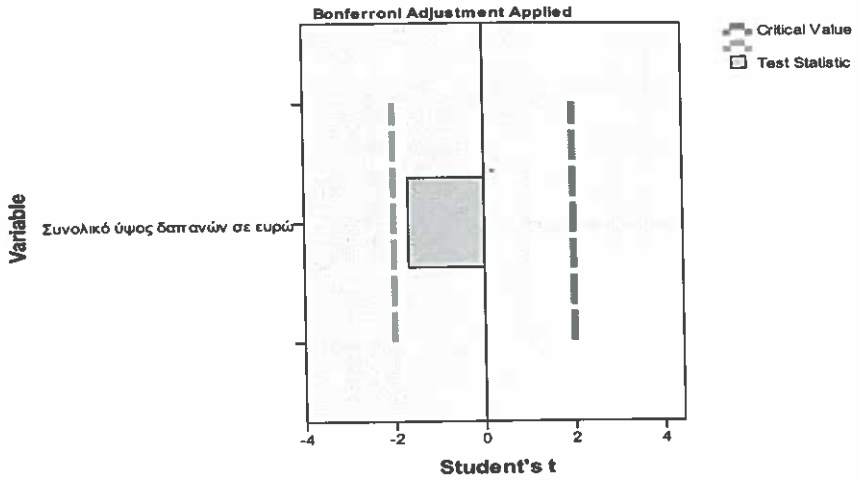
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