



Event Motivation Study of Wine Festival Visitors in Maharashtra

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Abstract

Considering the growing interest among Indian travellers in wine tourism within the country and outside, it becomes pertinent to examine the wine enthusiasts' consumer psychology in order to have a deeper understanding of the wine tourism market in India. This study is conducted with a three-fold objective of (a) Profiling wine festival visitors based on socio - demographic characteristics; (b) Examining whether any motivational differences exist across male and female visitors of the festival; and (c) Identifying major driving factors that attract visitors to the wine festival. Seven motivating factors were identified and ranked, of which, unwinding & relaxing, exploring new wines and spending time with family and friends were ranked most important motivators for participating in the wine festival. Friedman's Rank Sum Test was performed for confirming significance. In order to analyse the motivational differences across male and female visitors, Mann-Whitney Test was used to test for any significant differences. The socio-demographic profiles of the wine festival visitors were assessed in order to understand the market segment of wine consumers who present a high conversion possibility as potential wine tourists. The study is aimed at forming the basis for further research on wine tourism management in Maharashtra and also contributing to research literature in wine tourism in India.

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Introduction

Today, wine is considered fashionable and *avant-garde*, much more in tune with a cosmopolitan and thriving India (Guinand & Marti, 2007). Growing interest in wines, constant demand for novel tourism experiences and increasing disposition to spend in order to meet those demands among the *au courant* Indian travellers are the crucial factors for the growth of Wine Tourism in India. The state of Maharashtra in India is the pioneer in wine production and wine tourism in the country. Wine culture in India is new and so is the concept of wine tourism. The state of Maharashtra, in a wake of reinventing itself as a wine tourism destination has been home to many wine related events and festivals. Festivals and special events in recent times have emerged as a form of tourism attraction. Getz (1991) recognizes festivals and events as a 'new wave of alternative tourism which contributes to sustainable development and improves the relationship between host and guest.' This study is conducted with a three-fold objective of (a) Profiling wine festival visitors based on socio-demographic characteristics; (b) Examining whether any motivational differences exist across male and female visitors of the festival; and (c) Identifying major driving factors that attract visitors to the wine festival.

Literature Review

Wine Tourism

Wine Tourism, as an area of study began to gain prominence only in the early 1950s. Defining and describing the nature of wine tourism has evolved over the years and has come to be known as a part of several forms of tourism which is: Special Interest Tourism, Experiential Tourism, Gourmet Tourism etc. Yuan *et al.* (2006) observed that wine tourism is a newly emerged form of alternative tourism that overlaps both wine and tourism industries. It has been recognized as part of agricultural tourism, rural tourism, cultural tourism, industrial tourism and special interest tourism. It is a form

of Cultural tourism, niche tourism, a part of the gastronomic tourism opined, Inacio and Spinola (2010). One of the most widely acclaimed definitions of wine tourism was by Sharples, Cambourne and Macionis (2000). They stated that wine tourism was, 'visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of grape wine regions are the prime motivating factors, for visitors'. Beames (2003)(cited in Alonso 2005) in his research offers that the changing trend and motivations in travel have driven wine tourism into more of a lifestyle and personal development experience than a primary recreational pursuit. Today's more educated and sophisticated travellers tend to experience a holiday with wine. Engaging in wine tourism enables them to look for authenticity, uniqueness, social contact, novelty and education (Halland Weiler, 1992).

However, some authors argue that there is more to these definitions of wine tourism and there is yet another dimension to this 'consumer-cantered' understanding of wine tourism. Getz, Dowling, Carlsen and Anderson (1999) presented the following definition, 'wine tourism is form of consumer behaviour based on the appeal of wine and wine regions, and a development and marketing strategy for the wine industry and destinations in which wineries and wine related experiences are the dominant attractions'. Thus, wine tourism is simultaneously a form of consumer behaviour, a strategy by which tourist destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate and to sell their products directly to consumers (Getz & Brown, 2006)(as cited in Presenza, Minguzzi and Petrillo, 2010). Mitchell (2006) asserts that "there is more to wine tourism than the simple consumption of a beverage (albeit a hedonistic pursuit)...this experience is not limited to the senses and emotions associated with the wine alone".

A much comprehensive understanding of wine tourism was given by Hall et al. (2000) rightly pointing out the interrelation between wine and tourism industries. According to them, 'for the tourism industry, wine is an important component of the attractiveness of a destination and can be a major motivating factor for visitors.' For the wine industry, wine tourism is a very important way to build

up relationships with customers who can experience first-hand the romance of the grape, while for many smaller wineries direct selling to visitors at the cellar door is often essential to their business successes.

Wine Festivals and Tourism

Wine Festivals and wine related special events are an integral part of wine tourism. 'The wine tourism experience can be provided in a number of ways, the most notable being events and festivals (Charters & Knight (2001) (cited in Barth & Salazar 2011). Yuan *et al.* (2005) defined a wine festival, from the consumer's perspective, as a special occasion that attendees 'actively engage in for the satisfaction of their interest in wine and/or for the entertainment made available by other leisure activities'.

Wine festivals can stimulate visitation, raise awareness of a region and effectively promote regional wine tourism (Hall, 2003). As Hall again observed that, many wine festivals and events can act as catalysts for repeat tourism visitation to wine regions, highlighting the perceived connection between wine festivals and wine tourism. According to Getz (1991), festivals and special events are among the fastest growing forms of leisure and tourism-related phenomena. Yuan *et al.* (2005) rightly noted that, wine festivals can accomplish a unique synergy between wine, special events and travel activities, adding more value to the tourism development of a wine region. Wine festivals not only increase footfalls into the vineyards but also add to the image building of the brand too. Carlsen (2002) points out that the inclusion of events and festivals in marketing, branding and promoting wine regions has become so important that now practically every winery and wine region throughout the world hosts a wine festival and/or wine tourism event (as cited in Carlsen & Getz, 2006). Getz (2000), in his book *Explore Wine Tourism*, discussed the major tourism-related roles of wine festivals, being that of tourist attraction (especially to overcome low-demand periods), image maker for the destination and catalyst for infrastructure development. Researchers have acknowledged the role that wine festivals play in selling wine brands, promoting the attractiveness of wine growing regions, enhancing the image of the destinations and helping build

customer loyalty toward individual wineries and their wines [Getz, 2000; Hoffman *et al.*, 2001 (cited in Carlsen & Getz 2006); Bruwer, 2002]. Wine festivals are the cultural resources of an area and organized to deliver a positive image of a place (Uysal *et al.*, 1993). These wine-related events and festivals assist in selling wine brands, promoting the attractiveness of wine destinations, and building customer loyalty toward wineries and their wines (Getz, 2000).

Therefore, Getz (2000) rightly proposed the roles of wine festivals and events as attractions, animators, image-makers, and catalysts for wine industry and tourism (Dodd, Yuan, Adam & Kolesnikova, 2006).

Event Motivation and Wine Tourism

Motivation is one of the salient aspects of event related studies and has received significant attention from researchers and academicians since the early 1990s. A motive is an internal factor that arouses, directs and integrates a person's behaviour (Iso-Ahola, 1980, cited in Woo, Yolal, Cetinel & Uysal, 2011). Fodness (1994) described motive as the driving force behind all behaviour. Motivation, according to Moutinho (1987), "is a state of need, a condition that exerts a 'push' on the individual towards certain types of action that are seen as likely to bring satisfaction" (cited in Hall & Page, 2005). Crompton & McKay (1997) also indicated that motives are the starting points that launch decision processes. Uysal and Hagan (1993) recognized that understanding tourists' motivation allows researchers and marketers to better define the value of tourism behaviour and future travel patterns. Therefore it becomes pertinent to recognize and understand all those motivating factors that influence the decision making process of the tourists. Motivational studies are a primary and an integral part of the product designing process in tourism marketing. Woo *et al.* (2011) in their study compiled a set of three frameworks ascertained by researchers on event motivational studies highlighting the most important motivators influencing visitors' event decision.

The three alternate frameworks are, Iso-Ahola's escaping-seeking dichotomy (1982; Snepenger et al

2006)), the Travel Career Ladder (Pearce 2005; Pearce and Lee 2005), which is based upon Maslow's hierarchy of needs and the conceptualization of psychological maturation towards a self-actualization goal (Ryan, 1998), and the notion of pull-push factors (Crompton, 1979; Dann, 1977, 1981; Uysal, Li and Sirakaya-Turk, 2008). All three of these frameworks are imbedded in Maslow's motivation theory and are not necessarily mutually exclusive. According to Dann (2010), only the formulation of push-pull tourist motivation seems to have survived the full rigor of empirical verification.

Several studies carried out in the area of event based tourism indicate the importance of motivational studies for an enhanced understanding of the tourism market. "Identifying such motivations is a prerequisite for planning event programs effectively and marketing them to visitors" emphasized Crompton and McKay (1997). Analysis of festival motivations also helps event managers to position their festivals better (Scott, 1996) (as cited in Lee, Lee & Wicks, 2004). Foxall, Goldsmith, and Brown (1998) noted that the research in consumer motivation revolves around two basic issues: (a) understanding the interrelationships between motives and certain behaviour, and (b) developing the list of the consumer motives, which would reflect all kinds of motives influencing behaviour (as cited in Dodd, Yuan, Adam, and Kolesnikova 2006). Getz suggested that visitors' needs and travel motivations may be met by participating in festivals and special events. The reasons to conduct festival and event motivation studies were aptly articulated by Crompton and McKay (1997) (as cited in Heinsohn, 2006; Woo et al, 2011) among festival visitors.

- a) Motive is a key to designing and offering products for visitors. Different visitors have various needs and wants. Therefore, identification of their needs is a prerequisite for effectively developing elements of festivals.
- b) Motivation is an antecedent of satisfaction and satisfaction is a precursor to repeat visits. Most festivals and events are highly dependent upon repeat visitors. If needs are fulfilled,

satisfaction and return visits will result. Therefore, there should be an acknowledgement of the needs which visitors are seeking to satisfy.

- c) Finally, identifying and prioritizing motives is a key ingredient in understanding a visitor's decision process. Thus, it is likely to facilitate effectiveness in marketing endeavours and activities.

In conclusion, we may summarize that attending events and festivals is an effective way to satisfy one's socio-psychological needs. The connection between tourists' social-psychological needs and their event participation motivation has provided a meaningful foundation for studies in festival and event motivation (Crompton, 2003). Hoffman *et al.*, (2001) observed that wine festivals create a one-stop shopping opportunity for participants to sample wines from a particular region which acts as one of the most important catalyst in motivating visitors to participate in wine festivals. Also, attending festivals is recognized as the main reason and specific motivation for visiting wineries or wine regions (Hall & Macionis, 1998).

Methodology

Research Objectives

The study has a three-fold objective of

1. Profiling wine festival visitors based on socio - demographic characteristics;
2. Examining whether any motivational differences exist across male and female visitors of the festival; and
3. Identifying major driving factors that attract visitors to the wine festival.

Study Site

The selection of site was made based on the below criteria

- a) Wine festival that showcases different Indian and International wines;

- b) Wine festival where the point of interest/ attraction is the wines and wine tasting;
- c) A festival that serves wines alone and no other alcoholic beverages;
- d) A festival that has been hosted successfully for at least 3 years.

The first three criteria were established in order to ensure the responses for the survey pertained to wine festivals – where the sole attraction was wine alone – only. Wine events with combined attractions, such as other alcoholic beverages and music shows, would not, perhaps, draw a fair conclusion on wine festival motivation studies. The fourth criterion was established to measure the repeat visitation pattern of the festival visitors. The site chosen for study is the 6th Pune Wine Festival (2012) organised by the Pune Gourmet Club in association with Monsoon Winds Pvt. Ltd. Pune Wine Festival, first hosted in the year 2007, has gone on to become one of the most prestigious wine events in the city and country. With an average participation of over 2500 wine enthusiasts every year, Pune Wine Festival is also the first ever wine festival organised in the country on such large scale. Pune Wine Festival is always held in the month of December every year for two days on the weekend. This festival is open for visitors between 12 noon to 10 PM on both the days. Other events such as Wine Appreciation Programs, Wine Talks and Walks and Grape Stomp are also an important part of the wine festival. Every year, wineries from Maharashtra showcase their classics and new launches, giving an opportunity to the wine festival visitors to taste and buy wines from the wineries directly.

Maharashtra, being the pioneer in wine production in India and home to about 85% wineries in the country hosts many wine related festivals and events. Some of these are hosted by larger wineries such as Sula and York in Nasik region. Although, these festivals are much larger in terms of participation and organisation, they do not meet three out of the four above set criteria for the study, hence their exclusion from the survey.

Survey and Data Collection

The survey instrument was developed after reviewing similar studies on wine tourism and wine festivals. Similar studies by Dodd, Yuan, Adam, and Kolesnikova (2006); Weiler, Truong and Griffiths (2004); Alonso (2005); Pratt (2011) were studied and some items in the questionnaire were borrowed from them. The instrument is divided in 4 parts, (a) Socio-demographic factors (b) Propensity to wine tourism (c) Event motivational factors (d) Visitation Pattern. The third section was developed using Likert scale (1=strongly disagree, 5=strongly agree) to indicate the extent to which respondents agreed or disagreed on the importance of each item motivating them to attend the wine festival. Sampling method used was the EPSEM (Equal Probability of Selection Method). It was a self-administered survey to ensure maximum usable responses for the study.

Data Analysis Results and Findings

Demographic Profile

A total of 153 responses were collected through the survey and 114 responses were found usable for the purpose of data analysis. The survey reveals that 69% of the respondents were first time visitors. 49.1% of the usable responses were from male respondents and 50.9% from the female respondents. A majority of the respondents were found to be between the age group of 26 to 35 years comprising of 44.7%. It is also important to note that as high as 50.9% of the respondents were with an educational qualification of Post Graduate and/or above. 57% of the respondents were employed while 24.6% were self-employed. It is a significant observation that 35.1% and 30.7% of the respondents were from Middle Income and Higher Middle Income Groups respectively, while 16.7% of the respondents preferred to keep income group undisclosed. Below listed is a detailed demographic profile of the visitors.

Table 1. Demographic Characteristics of Visitors

Variables	Frequency			Percentage
	Male	Female	Total	
No. Of Respondents (N)	56	58	114	100%
Age Group				
18 to 25 years	8	9	17	14.9%
26 to 35 years	27	24	51	44.7%
36 to 45 years	9	14	23	23%
45 to 60 years	5	5	10	8.8%
60 and above	7	6	13	11.4%
Family Status				
Single	27	23	50	43.9%
Married	28	30	58	50.9%
Others	1	5	6	5.3%
Education				
Undergraduate	4	4	8	7%
Professional Courses (Diploma)	9	4	13	11.4%
Graduate	20	15	35	30.7%
Post Graduate and Above	23	35	58	50.9%
Profession				
Employed	36	29	65	57%
Self Employed	13	15	28	24.6%
Housewife	NA	5	5	4.4%
Retired	5	4	9	7.9%
Student	1	4	5	4.4%
Others	1	1	2	1.8%
Income (Optional Response)				
Dependents	3	6	9	7.9%
Middle Income Group	22	18	40	35.1%
Higher Middle Income Group	19	16	35	30.7%
High Income Group	5	6	11	9.6%
Undisclosed	7	12	19	16.7%

The above data indicates that the demand for wine related events and activities is more likely to originate from highly educated middle age groups with a high disposition to spend on newer

experiences. It is important to note that women are an emerging and equally important market in India.

Event Motivation among Wine Festival Visitors

Motivation among festival visitors was assessed using seven factors which the respondents were asked to rate and indicate the importance of each of the seven factors on a Likert scale of 1 to 5 (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree).

The hypothesis were established for the test as under

H_0 : There is no significant difference between the ranked motivators.

H_1 : There is significant difference between the ranked motivators.

Total means of each factor were calculated and Friedman's Test of Rank Sum was later applied in order to test if any of the motivators were constantly ranked higher or lower by the respondents and also for any significant variance among the factors.

The differences between the sum of the ranks is evaluated by calculating the Friedman test Statistic, M from the formula

$$M = \frac{12}{nk(k+1)} \sum R_j^2 - 3n(k+1)$$

where k = number of columns (often called "treatments"),

n = number of rows (often called "blocks") and

R_j = sum of the ranks in column j.

If there is no significant difference between the sums of the ranks of each of the columns, then M will be small, but if at least one column shows significant difference then M will be larger (sst-web.tees.ac.uk). SPSS statistical software was used in order to calculate the Friedman Test Statistic keeping in mind the large number of sample size.

Mean Ranks of the assessed Motivators are listed as below

Table 2. Friedman Test Mean Scores

Motivators	Rank	Friedman Test Mean Scores
Unwind and Relax	1	4.81
Explore New Wines in the Market	2	4.68
Spend Time with Friends and Family	3	4.57
Enrich Knowledge on Wines	4	4.13
Event Novelty	5	3.96
Known-Group Socialisation	6	3.03
Meet People with Similar Interests	7	2.82

Confidence level was determined at 95% with an alpha value of 0.05. The Chi-Square (χ^2) or M value arrived at was 116.28. Therefore, the test was not significant at $\chi^2(6, N=114) = 116.28$, where $p > 0.05$. (The p value for $df = k-1=6$ at 0.05 is 12.59). Therefore we infer that there is no significant statistical difference between the ranked factors. However, based on the mean scores, it was assessed that Relaxing and Unwinding is an important factor that motivated the visitors followed by the interest among the visitors to explore new wines showcased in the festival. It was also observed that enriching ones knowledge on wines stands fourth among the motivating factors, indicating an increasing interest in wines.

Motivational differences a cross male and female visitors

In order to analyse whether motivational difference existed across male and female visitors at the festival Mann-Whitney U test was used. This test measures any significant level of difference among the ranks assigned to motivating factors by male and female respondents. Put differently, it enables the researcher determine if male respondents ranked motivational factors similar or dissimilar to that of female respondents. The hypothesis for testing were

H_0 : There is no significant motivational differences between the male and female visitors.

H_1 : There is significant motivational differences between the male and female visitors.

The assumptions for using the Mann-Whitney U test were considered viz., (a) dependent variable should be measured at the ordinal level; (b) independent variable should consist of two categorical, independent groups; (c) should have independence of observations, which means that there is no relationship between the observations in each group or between the groups themselves. The results of the analysis as under:

Table 3. Mann-Whitney U Test Scores

Mann & Whitney Test Ranks				
Motivators	Gender	N	Mean Rank	Sum of Ranks
Enrich My Knowledge About Wines	Male	56	58.22	3260.50
	Female	58	56.80	3294.50
	Total	114		
Explore New Wines in the Market	Male	56	53.19	2978.50
	Female	58	61.66	3576.50
	Total	114		
Known Group Socialisation	Male	56	52.61	2946.00
	Female	58	62.22	3609.00
	Total	114		
Meet People With Similar Interests	Male	56	54.15	3032.50
	Female	58	60.73	3522.50
	Total	114		
Spend Time With Family & Friends	Male	56	50.71	2839.50
	Female	58	64.06	3715.50
	Total	114		
Event Novelty	Male	56	49.56	2775.50
	Female	58	65.16	3779.50
	Total	114		
Unwind over the Weekend	Male	56	51.75	2898.00
	Female	58	63.05	3657.00
	Total	114		

Mann-Whitney test conducted to analyse differences among male and female respondents across seven festival motivational factors indicate that six out of the seven assessed factors show no significant difference. In other words, male and female respondents ranked the motivators not unlike one another where $p > 0.05$. For factors ‘Enrich My Knowledge About Wines’, ‘Explore New Wines in the Market’, ‘Known Group Socialisation’, ‘Meet People With Similar Interests’, ‘Spend Time With Family and Friends’ and

Table 3a. Mann-Whitney Test Statistics^a

	Enrich My Knowledge About Wines	Explore New Wines in the Market	Known Group Socialisation	Meet People With Similar Interests	Spend Time With Family & Friends	Event Novelty	Unwind over the Weekend
Mann-Whitney U	1583.500	1382.500	1350.000	1436.500	1243.500	1179.500	1302.000
Wilcoxon W	3294.500	2978.500	2946.000	3032.500	2839.500	2775.500	2898.000
Z	-.237	-1.441	-1.606	-1.094	-2.254	-2.627	-1.917
Asymp. Sig. (2-tailed) (p)	.812	.150	.108	.274	.024	.009	.055
a. Grouping Variable: Gender							

‘Unwind over the Weekend’ we retain the null hypothesis and deduce that there are no significant motivational differences across male and female visitors of the festival with an exception with the factor ‘Event Novelty’. It is interesting to note that one motivator ‘Event Novelty’ showed significant difference, where $p < 0.05$ at 0.009. Here, we reject the null hypothesis.

Propensity among the Visitors

In order to measure the willingness and propensity among the wine festival visitors to take up wine tours in future, three set of questions were posed enquiring if the respondents had already visited any vineyard/winery, if no, did they intend to plan it in the near future. And also, if participating in the wine festival has motivated them to take up wine tours in future. The responses as listed as below:

Table 4. Propensity among Visitors

	Variables (Yes)	Variables (No)	Total	Percentage
Have you visited a vineyard/winery?	61	53	114	100%
If no, Do you intend to visit in near future?	51	2	53	53.5%
Has participation Motivated you to take up wine tours in future?	95	19	114	83% - Yes 16.7% - No

It was observed that the propensity among the wine festival visitors to take up wine tours in future is high at 83%. Therefore, it

may be deduced that wine festivals do act as catalysts in motivating visitors to take up wine tours sometime in future.

Visitation Pattern

The visitation pattern among the wine festival visitors was also studied to find out if any specific characteristics exist among the visitors that may be pronounced.

Table 5. Visitation Pattern

Visitation Characteristics	Variables	Percentage
First Time Visitor	79	89.3%
Repeat Visitor	35	30.7%
Information About Wine Festival through		
Newspaper	17	14.9%
Direct Mailer	6	5.3%
Social Networking Sites	23	20.2%
Word of Mouth	53	46.5%
Others	15	13.2%
Visit Planned in Advance		
Yes	88	77.2%
No	26	22.8%
Visiting Along With		
On my Own	4	3.5%
Family	18	15.8%
Spouse/ Partner	27	23.7%
Friends	65	57%

It is significant to note that a good 89% of the visitors were first time visitors, showing an expanding interest among people in wine related events and activities. Word-of-mouth advertising gets the highest share of 46.5% indicating its importance in wine events and tourism marketing followed by social networking sites, which has fast become an economic and effective mode of advertising with a wider reach.

Conclusion

Examining the factors that motivate visitors of wine festivals has given a greater understanding of wine enthusiasts' psychology which is of immense importance in promoting wine tourism in the region. The socio demographic profile of wine festival visitors helped in carving out a segment of consumers that present a high percentage of propensities in taking up wine tours. The results of this study also need to be viewed in the light of its limitations. These limitations, based on the present findings are the foundation for further studies on wine tourist typology and wine tourism EPI studies. However, research literature on wine tourism in India is very much limited, which presents an opportunity for future researches in this area.

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