Wine tourists’ attitudes and motivations: a cross-cultural analysis in the New world and in the Old world

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Hall et al. (2000) have indicated that wine tourism was emerging as a concept or product. The area of wine tourism is now growing as a form of special interest tourism (Charters & Ali-Knight, 2002, Getz & Brown, 2006). Understanding what it is about wine tourism that is valued by consumers is important for national and regional tourism authorities (Sparks, 2007).

The review of the literature demonstrates there is a growing interest in wine tourism. Getz and Brown (2006) note that wine tourism research can benefit from further theoretical orientation when investigating consumer behaviour. Furthermore, as the field of wine tourism continues to develop (Mitchell & Hall, 2004, 2006), the need for a better understanding of consumer behaviour is important.

In order to understand a tourist decision to plan a wine tourism vacation, it is important to identify the key attributes of the wine tourism experience that drives the behaviour. According to previous research, several attributes can be associated with wine tourism experience (Getz & Brown, 2006, Sparks et al., 2005). “It is assumed that a potential consumer will have a set of beliefs about what attributes make up the likely tourism experience within a wine region. This set of beliefs might be derived from various sources including past experience, word of mouth from others and advertising” (Sparks, 2007, p.1181).

The present research studies motivational and attitudinal factors which have geared the consumer to plan a wine tourism vacation. The research also adds to the development of theory through in the study of moderating factors on consumer decision to visit a wine region. The impact of the variety seeking tendency and novelty seeking is examined. Previous research shows some limitations, such as data collected from unique geographic region (Mitchell & Hall, 2006). Our study goes a step further from previous studies, in providing a cross cultural analysis between the New world, and the Old world. Data was collected both in France, a country with a long history of wine culture, and a well developed tourism industry, India, which new comer on both wine and tourism markets.