



The wine tourist's segmentation: a literature review

Segmentación del enoturista: la revisión de la literatura

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ABSTRACT:

In recent years, the relevance of profiling wine tourist has increased its role in the definition of a visitor-oriented approach, one of the most addressed research lines in wine tourism. With the wine tourist being seen as a form of targeted consumer, some studies have focused on the segmentation of the related tourism market and demand. This paper carries out a research into wine tourists' segmentation variables and their field of application to identify core models of segmentation. This study offers a literature review referring to both behavioural studies and motivational analysis applied to wine tourist profile, as germane components of market segmentation of this typology of consumer.

Keywords: Wine tourist profile, wine tourists' segmentation, wine tourism market

RESUMEN:

En los últimos años, se ha incrementado el interés por definir la tipología del viajero en el enoturismo. Sobre la base de considerar a este turista como un consumidor, algunas investigaciones se centran en la segmentación de los propios viajeros y del mercado. En este artículo se analizan las variables necesarias para la segmentación del turista y se presentan diferentes modelos de segmentación. Esta investigación realiza una profunda revisión de la literatura científica en este campo del enoturismo referida a los estudios tanto sobre el comportamiento como sobre el análisis motivacional, considerando ambos componentes como relevantes para la segmentación de esta tipología de consumidores.

Palabras clave: Perfil del enoturista, segmentación del enoturismo, mercado del enoturismo.

1. Introduction

Studies applied to wine tourism appeared during the period 1990-2000 and, at the beginning, were developed in countries belonging to the "New World" – Australia, New Zealand, South Africa and the United States, emerging wine regions with successful marketing strategies and most represented in current literature (Sánchez, de la Cruz Del Río Rama, & García, 2017). From an academic point of view, wine tourism has been explored with regard to three themes: wine tourism product, destinations strategy and wine tourist's profile (Carlsen, 2004; Charters & Ali-Knight, 2002; Getz, Dowling, Carlsen, & Anderson, 1999). In the first exploratory phase, previous research has overlapped wine industries priorities and tourism perspectives, and often wine producers and local decision makers lack in awareness of tourism demand characteristics (Getz & Brown, 2006a, 2006b; Gómez, Pratt, & Molina, 2018; Marzo-Navarro & Pedraja-Iglesias, 2010). Enforcing this issue, conclusions of the 3rd Global Conference on Wine Tourism: Wine Tourism as

a Tool for Rural Development of the The World Tourism Organization (UNWTO) stressed "Know your visitor: more research is needed to measure and understand wine tourism trends and consumers and allow for international comparability among destinations" (UNWTO, 2018). The above declaration shows an emerging market in need of regarding a set of potential and undiscovered wine tourist patterns: the knowledge of diversified profiles, psychographic attitudes, motivations. All these issues could be highlighted adding useful refinements for a better understanding of consumers (Alebaiki & Iakovidou, 2010; Dodd & Bigotte, 1997; Galloway, Mitchell, Getz, Crouch, & Ong, 2008; Gómez, Molina, & Esteban, 2013; Park, J. Y., Bufquin, & Back, 2019; Quadri-Felitti & Fiore, 2016; Shanka & Taylor, 2004a). This paper focuses on the examination of 1) literature review on wine tourism in a demand-side perspective 2) wine tourist profiles explored in their chronological and thematic development and segmentation. Specifically, this study aims at providing a portrait of the current segmentation of this category of consumers, offering a reference guide for models, methods and samples used in a visitor-oriented approach. The research was conducted examining the journal articles identified from the scientific databases Scopus and Web of Science (WOS).

2. Theoretical background

2.1 A demand perspective on wine tourism

Wine tourism and all core or supplementary activities, involved in a developing sector of tourism associated with nature and rural sets, can be defined in terms of: 1) additional attribute of the core product – wine – of wine industry; 2) analysis of *wine scape* as a destination image of a wine region; 3) consumer's behaviours of wine lovers or those interested in travels to wineries or participating in wine-related events (Carlsen, 2004; Charters & Ali-Knight, 2002; Getz et al., 1999; Yuan, Morrison, Cai, & Linton, 2008). A fundamental definition, encompassing many characteristics and ways of consumption of wine tourism states "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", from a consumer's perspective (Hall, Sharples, Cambourne, & Macionis, 2000a:3). Based on such premises, an evolutionary model is conceivable that, starting from the initial entities of reference – wineries and wine regions – subsequently includes the analysis of consumers and motivations (Alebaiki & Iakovidou, 2010; López-Guzmán, Vieira-Rodríguez, & Rodríguez-García, 2014a; Marzo-Navarro & Pedraja-Iglesias, 2010; Popp & McCole, 2016; Sevil & Yüncü, 2009). The efforts to identify the multidimensional features of wine tourism have been summarized as "simultaneously a form of consumer behaviour, a strategy by which 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, 2006a:2). A multidimensional approach involves a systematic review on wine tourism research comparing two decades (1995-2004/2005-2014) and analysing topics of wine tourism: 1. Wine region development; 2. Winery and cellar door; 3. Wine tourist behaviour; 4. Wine events and festivals; 5. Marketing and promotion; 6. Critical success factors; 7. Wine tourism models; 8. Education 9.; and Other. The search identifies two growing research lines on the subject: Wine tourism development- subtopic regional development (+18.8%) and wine routes (+8.5%) and Wine tourist's behaviour subtopic segmentation of wine tourists (+17%) motivation and/or satisfaction (+3.4%), with a substantial increase in the last decade (Gómez et al., 2018). This shows how recently scientific research has turned from a supply to a demand-side follow-up in providing a framework to wine tourism research (Carlsen, 2004; Pratt, 2011; Romano & Natilli, 2009). On the other side, an exploratory study applied to both wineries and destinations - involved in wine tourism – defines their distinctive role in "the development and marketing of wineries as places to visit, and of destinations based on the appeal of wine" (Getz & Brown, 2006c: 79), and lists selected measures and indicators of the demand in order to compare different wineries or destinations:

Table 1

Source: own elaboration adapted from Getz & Brown (2006)

Indicators of demand

DEMAND OF WINE TOURISM	Winery visitation (numbers, seasonality, patterns of visitation)
	Wine tourist profiles and segmentation
	Expenditures (at wineries and elsewhere in region)
	Perceived destination attractiveness and visitor satisfaction
	Participation in other activities and visits to other attractions
	Comparative image of the destination (positioning studies)
	Levels of awareness of the destination in target market areas

Subjects connected to aspects of the supply and demand where simultaneously explored, confirming the gap in the demand literature. As a matter of fact, the first part of the research focussed on the analysis of wine tourism as it is perceived by wineries or as it is evaluated by stakeholders in the areas with a wine production.

Mitchell & Hall (2006) describe a demand and supply model – wineries and visitors outcomes – including motivations, expectations and preferences. According to its results, the choice of destination will be influenced by previous experiences and the level of satisfaction. In addition, an exploratory research was focussed on the level and characteristics of demand for long-distance wine tourism among wine consumers among wine consumers located far from wine regions. Attractions and cultural initiatives have a great influence on the decision-making process of highly motivated wine tourists, confirming the decisive role of local marketing policies (Getz & Brown, 2006d). Referring to the decision-making process that generates tourist behaviours, a deep knowledge of tourists and their motivation for visiting a wine region could highlight characteristics and differences, bringing to light segments and profiles typically applied in tourism research field (Molina, Gómez, González-Díaz, & Esteban, 2015; Sekulic, Petrovic, & Dimitrijevic, 2018; Smith & Costello, 2009). It is well known that market segmentation is a management and marketing strategy used to profile consumers and, as a niche market, wine tourists segmentation allows to divide a heterogeneous market into a number of smaller, homogeneous markets differing by different consumer needs and habits (Dolnicar, 2009). The majority of segmentation studies have argued that different approaches can be applied to identify “accessible, measurable, actionable, and substantial” groups of tourists (Kotler et al., 2010). Of all the concepts, the knowledge of suitable variables and factors- referable to wine tourists - can provide important insights into the investigation of needs, characteristics or behaviours of themselves. Consequently, research studies on wine tourists’ behaviour and motivations have assumed increasing importance as the consumer approach was recognized as a relevant part of wine tourism sector (Roberts & Sparks, 2009)

2.2 A framework for the wine tourist profile: literature and models

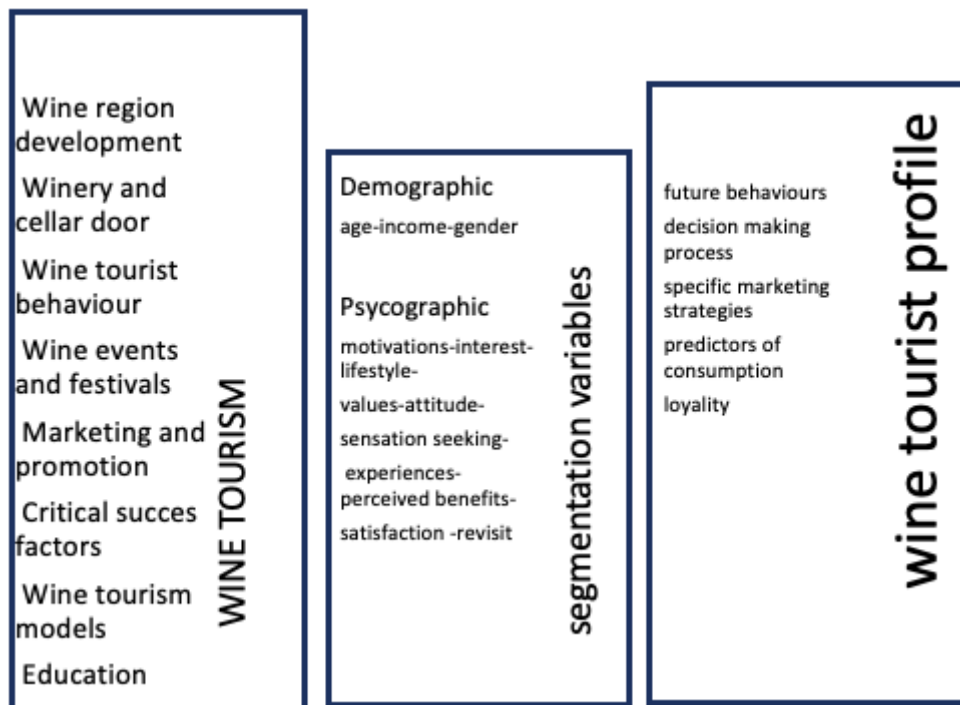
In the beginning of conceptualization, the wine tourist profile was identified by two parameters only:

- DEMOGRAPHIC – age, gender, education, income
- PSYCHOGRAPHIC – motivations, involvement, attitudes, affect, personality, behaviours and lifestyle.

A review of literature indicates that in the emerging field on wine tourism there is no motivational approach to profiling wine tourists – the data were considered to be sufficient to construct the outline of visitors segmentation (Dodd & Bigotte, 1997; Hall, Sharples, Cambourne, & Macionis, 2000b). The major growth and dynamic development of wine tourism has contributed to a deep knowledge of the wine tourist profile in order to gain a better understanding of both wine tourism demand and specific marketing strategies. Emerging wine regions and the current research

agenda have opened a wider perspective for qualitative and quantitative findings, using descriptive or predictive methods (Barber, 2012; Bruwer, Prayag, & Disegna, 2018; Cho, Bonn, & Brymer, 2017; Quintal, Thomas, Phau, & Soldat, 2017; Riviezzo, Garofano, Granata, & Kakavand, 2017; Szolnoki, 2018). The following figure illustrates context, components and objectives of wine tourist segmentation as academic literature and market research pointed out in previous researches (Lai, 2018; López-Guzmán, Vieira-Rodríguez, & Rodríguez-García, 2014b; Pratt, 2011; Vo Thanh & Kirova, 2018)

Figure 1
A conceptual framework for the wine tourist profile



Source: own elaboration

Researchers have begun a cluster analysis using demographic data, behavioural characteristics, information search, perceptions and outcomes of the visit to wineries (Dodd & Bigotte, 1997): visitors were interviewed on purchasing wine at wineries – marking two segments – older and high income or not - based only on the age/income variables. This was a starting point that focussed the investigation on the relationship between attitudes, behavioural consumption and purchase at wineries. In line with this focus – wine tourism can be defined in terms of who travels to wineries and what wine tourists are experiencing (Byrd et al., 2016). Several theoretical models were suggested in order to construct a framework on wine tourism demand and its components, confirming an issue ripe for research. An overview of wine tourism and wine regions has been evaluated in order to identify motivations and behaviours related to it. The results of the study suggested a conceptual motivational framework for wine tourism. The achieved framework has been adapted in a construct consisting of three main dimensions: the Visitor, Visit Dynamic and Wine Region viewed in terms of first-time or repeat visitation (Alant & Bruwer, 2004).

Figure 2
A motivational framework for wine tourism

VISITORS	VISIT	WINE REGION
<ul style="list-style-type: none"> •demographics •wine related lifestyle •wine consumption •MOTIVATIONS <ul style="list-style-type: none"> •consumer behaviour •wine brand knowledge •wine brand affinity •learning/discovery •socializing 	<ul style="list-style-type: none"> •first time visit •repeat visit •MOTIVATIONS <ul style="list-style-type: none"> •purpose of the trip •travel party •travel mode •decision making •previous exposure •duration of stay •visitation incidence 	<ul style="list-style-type: none"> •geographic location •regional brand image •cellar door profile •wine products •landscape •attractions •MOTIVATIONS <ul style="list-style-type: none"> •accessibility •proximity •infrastructure •climate •economic development •tourism lifecycle stage

Source: own elaboration adapted from Alant and Bruwer (2004)

The Visitors' dimension points out a variety of motivations confirming that motivational aspects can be considered as key factors in understanding wine tourists' behaviours (Asero & Patti, 2011; Crompton, 1979). Alebaki et al. (2015) provided the identification of crucial attributes of wine tourism experience sought within a motivational context, from main factors-product involvement, product knowledge, wine tourist identity, past experience – to specific aspects of wine tourist behaviour (Alebaki et al., 2015). On the other hand, a segmentation (Hall & Macionis, 1998) recognized three categories of consumers: "wine lovers", "wine interested", "curious tourist" based on their level of involvement in and knowledge of wine. The concept of involvement leads to a study on a segmentation of wine festival attendees. Often researchers consider the personal involvement with wine as a segmentation tool for wine tourist, as this concept is related to a systematic analysis of consumption/travel patterns for product development and service quality evaluation. Personal involvement with wine refers to the perceived importance, interest and enthusiasm about wine. The level of personal involvement with wine influences the intention of repeating experiences such as attending wine festivals or visiting wineries (Afonso, Silva, Gonçalves, & Duarte, 2018; Yuan, Cai, Morrison, & Linton, 2005). A more complex profile is suggested by emerging needs of travellers not only interested in visiting wineries and vineyards but wanting an experience in a wine region or attending a festival (Alebaki & Iakovidou, 2010; Alonso, Bressan, O'Shea, & Krajsic, 2015; Dwyer, Edwards, Mistilis, Roman, & Scott, 2009; Galvez, Fernandez, & Lopez-Guzman, 2015; Quadri-Felitti & Fiore, 2016).

A considerable part of the scientific literature considers wine festivals as relevant case studies in profiling attendees and outline future behaviours of wine tourists (Park, Reisinger, Kang, Park, & Kang, 2008; Yuan et al., 2005). Events have a strategic role in promoting wineries or wine regions, and could take place at different locations – rural or urban setting - with different features: an opportunity to attract a large number of visitors in wine regions or a special combination between rural products and urbanity (Shanka & Taylor, 2004b). It is also generally acknowledged that a common motivation for attending a wine-focused event would be related to wine and wine tasting (Draper, Christopher Taylor, & de Kok, 2016). Considering that wine tourists can participate in distinct types of events - festivals, special events at wineries, wine trade events – each one has specific motivations, loyalties that determine appeal and influence choices (Brown & Getz, 2006; Galvez et al., 2015; Getz, 2008). Quintal (2017) proposed a push-pull factors method for festival attendees, incorporating the difference between subjective segmentation criteria (interest and involvement- knowledge-motivation-values and lifestyle-sensation seeking attitude and behaviour) and objective segmentation criteria (socio-demographic-usage and occasion-consumer-geographic).

3. Methodology

The methodology used for this paper consists in the review of the scientific literature in wine tourism, focusing on the segmentation of the wine tourist. To this aim, a review was carried out - selecting the topic, searching the literature, developing the argument, analysing the literature - in order to propose qualitative findings and qualitative research studies (Onwuegbuzie, Leech, & Collins, 2012). The process used to carry out the research is the review of the literature in scientific articles, books, doctoral theses and web pages on the topic. First, previous researches and models were analysed and the different cases of demand segmentation and motivations were organized in conceptual frameworks. Accordingly, studies, representative of different fields of research and geographical locations were summarized in a chronological table. The table provides a scenario of the current segmentation of this category of consumers offering a reference guide to samples used in a visitor-orientated approach. It also reports on findings from selected papers which investigate factors and appropriate variables for segmentation. As well known, from marketing perspective (Kotler & Armstrong, 1980), there is no one homogeneous market and related consumers: segmentation enables to define smaller groups of consumers and appropriate bases (demographic, geographic, psychographic and behavioural). In attempt to provide a summary of wine tourist segmentation, the current review has been applied to the following issues:

- What variables have been used by researchers to classify wine tourists (demographic, psychographic, behavioural)?
- What countries or places (wineries, wine routes, rural or urban sites) are involved in researches?
- What profiles arise from different segmentations?

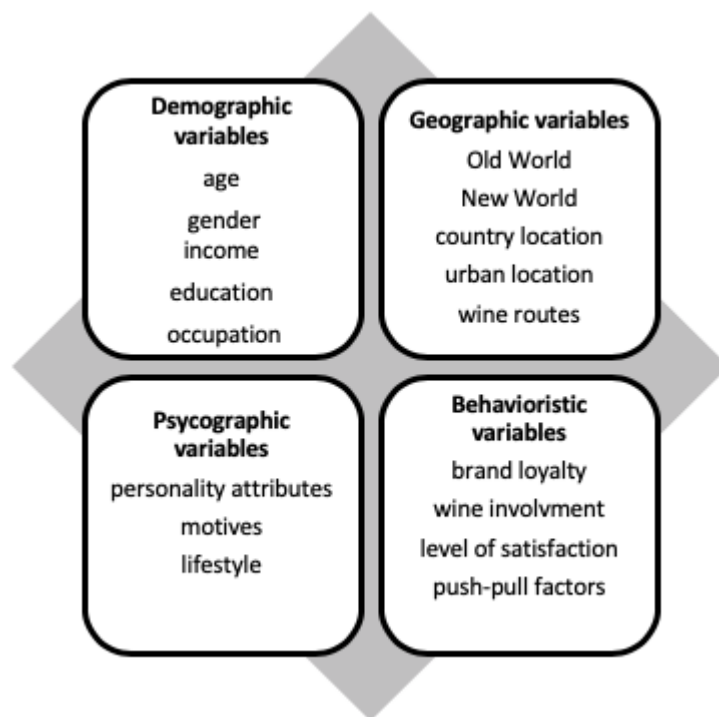
With regard to methodologies it should be noted that the major part of researches adopt an exploratory approach. As a result, wine tourist profiles were explored in their growing and promising complexity, chronological development and specific topics.

The research was conducted by examining published papers and articles of journals identified from the databases Scopus and WOS.

4. Results

The table below includes a collection of papers, organised following a chronological and a geographical criterion. Apart from the general aspects of each article, the table indicates the factor employed to perform the segmentation and the categorization of the wine tourist. Psychographic and behavioural variables have been described in various articles as they emerged as qualifying attributes for more in-depth knowledge of wine tourist's profile (Asero & Patti, 2011; Gómez, Molina, & Esteban, 2013; Peter W. Williams Joseph Kelly, 2001). They include motivation, involvement, attitudes, affect, personality and lifestyles and demonstrate the complexity of making generalizations in this field of research. The core of current research is not only combining results of previous studies but also defines lines for future investigations. All selected factors belong to tourist's segmentation applied to wine tourism, as supported by marketing studies, explained in the following figure:

Figure 3
Segmentation's Factors



Source: own elaboration

Tabela 2
Wine tourist's segmentation

Date	Author(s)	Title	Country	Event/ Location	Factors	Segmentation
1996	Corigliano	Caratteristiche della domanda strategie di offerta e aspetti territoriali e ambientali	Italy	Wineries	Age, demograph, lifestyle, education	Professional, Impassioned Neophyte, Hanger-on, Drinker
1998	Hall and Macionis	Wine Tourism in Australia and New Zealand	Australia, New Zealand	Wineries	Interest in wine, demography, purchase behavior, knowledge	Wine lovers, wine interested, curious tourists
2001	Williams and Kelly	Cultural Wine Tourists: Product Development Considerations for British Columbia's Resident Wine Tourism Market	British Columbia	Wineries	Differences in destination selection attributes between wine tourists and other tourists	Niche market of culturally oriented wine tourists, wine tourist and other tourists
2002	Charters & Ali-Knight	Who is the wine tourist?	Australia	Wineries	Purpose of visit, general tourist motivation and relationship to other tourist activities	Self-classify: Wine lovers, Wine interested, Wine novice

2004	Tassiopoulos et al.	Demographic and psychographic profile of wine tourists in South Africa	South Africa	Wineries	Demographic, Psychographic factors: accommodation preference of wine tourists, mode of transport, the number of wine farms visited, sources of information	Three categories of wine tourist: low usage tourists, medium usage tourists, high usage tourists
2004	Gatti and Maroni,	A profile of wine tourists in some Italian region vineyards: an application of the multiple correspondence analysis	Italia	Wineries	Social-demographic type of information on wine tourists; means of travel and the procedure of the visit to the winery; expectations and evaluations of the visitors	Professional tourist, the tourist not belonging to the wine sector, the enthusiastic tourist, the indifferent tourist
2008	Houghton M.	Classifying wine festival customers	Australia	Festival	Comparing an inductive typology with Hall's wine tourist classification	"serious wine drinker" and wine lovers, wine interested, curious tourists
2008	Yuan, Morrison, Cai and Linton	A model of wine tourist behavior: A festival approach	Stati Uniti	Festival	Past behaviour, satisfaction, perceived value and behavioural intentions	Wine tourists are classified on the basis of future behaviours <i>(continued)</i>
2009	Romano, Natilli	Wine tourism in Italy: New profiles, styles of consumption, ways of touring	Italia	Wineries, web survey	Cluster analysis using as input variables preferences in buying food, interest in enogastronomic media, level of technological knowledge, demographic	Feast and festivals enogastronomic tourists, gourmet enogastronomic tourists, accidental enogastronomic tourists, teetotal enogastronomic tourists
2010	Marzo-Navarro and Pedraja-Iglesias	Are there different profiles of wine tourist? An initial approach	Spain	Wineries	Relationship between wine consumption and wine tourism, involvement with wine	Wine tourist and no-wine tourist
2011	Pratt	Profiling wine tourists, more than just demographics	Australia	Wineries	The impact of a model attributes on tourists attitudes toward	High and low congruent tourists, and high and low

					wine tourism, and their intentions to visit a wine region	wine involved tourists
2013	Thomas et al.	Wine Tourist Profiling: Segmentation using enduring involvement	China	Wineries	Enduring involvement with wine, perception of the winery visitation experience	Four groups, cluster analysis
2013	Gribovych et al.	Motivations of wine travellers in rural Northeast Iowa	United States	Wine Trail	Demographic and behavioral characteristics and motivations of wine tourists in rural area	Stereotypical wine tourists and those visitors who are not primarily involved with the wine
2014	Lopez-Guzmán et al.	Profile and motivations of European tourists on the Sherry wine route of Spain	Spain	Wineries	Sociodemographic characteristics, trip and aspects related to the winery tour, attitudes and motivations related to the visit, wine consumption, purchasing behavior	Comparison between Spanish, German and other European citizens
2014	Nella and Christou	Segmenting wine tourists based on involvement with wine	Greece	Wineries	Demographic characteristics, relationship with wine, pre-visit attitudes towards the winery, evaluation of the winery experience, post-visit attitudes, and future behavioral intentions	Low, medium, and high involvement levels (continued)
2015	Garibaldi et al.	Wine travel in the United States: a profile of wine travellers and wine tours	United States	Wineries	Wine experiences, wine related tours, activities	Self -identify with up to Psycho-culinary profile: Eclectic, Authentic, Localist
2016	Persuric et al.	Winery and wine exhibition visitors' in the context of wine tourism development	Croatia	Wineries	Sociodemographic characteristics, behaviours	Winery visitors, wine exhibition visitors
2018		Why wine tourists visit	Australia	Wineries	Cluster profiling by image, behaviors,	Wine learners, dining

Bruwer et al.	cellar doors: Segmenting motivation and destination image			and socio-demographic characteristics	enthusiasts, wine buyers, wine enthusiasts, wine connoisseurs
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Source: own elaboration

5. Discussion

The research study was conducted to analyse, from a demand perspective, the differences of various wine tourist segments in its evolution, especially over the last decade. Over time, the key role of the wine tourist profile has become evident as a precondition for the identification of targeted actions in terms of business and territorial marketing (Winfree, McIntosh, & Nadreau, 2018). This aspect is also highlighted by the acknowledgement of the new value system the tourist adopts: experiences, sensations, new forms of communication and social relations. As the research unfolded, it appeared that the areas of scientific production have extended to include the so-called emerging markets in the sector of wine tourism (Popp & McCole, 2016; Ye, Zhang, & Yuan, 2017; Zhang Qiu et al., 2013).

Scientific production has developed over the years and it has been extended by the territories involved. Quantitative and qualitative aspects of the variables that are considered are necessary for an accurate profiling (Sekulic et al., 2018; Ye et al., 2017). Specifically, from a research focused on socio-demographic and behavioural aspects, it was moved on to an analysis of places (wineries, festivals, cellars) and specific aspects of behaviours-level of satisfaction, loyalty (Roberts and Sparks, 2009; Quadri-Felitti and Fiore, 2016; Brandano et al. 2018, Chen et al., 2016; Hubbard et al., 2012, Afonso et al., 2018; Park et al., 2019) according to the emerging relevance of various types of wine tourists and diversified wine-related lifestyle. It also emerges that earlier studies were focused on profiling the wine tourist, their elementary motivations (rural escape, interest in wine, education) and importance of wine region attributes (brand identity, facilities). Over the years, consumer behaviour research moved on theories of consumer involvement, cluster analysis, behavioural models as suggested by a mature hypothesis of psychographic profiles (Gómez et al., 2018).

In this context it is placed a research on constraints factors applied to wine tourism (lack of interest, lack of information or knowledge, lack of money and time, inconvenient accessibility, lack of family programs) whose removal could have an incentive effect on wine tourism (Cho et al., 2017). These remarks offer practical implications that originate from the proposals – single or joint – put forward by all the stakeholders on the basis of the motivations and needs identified. Furthermore, the review acknowledged that several different segmentation variables were utilized considering them as a useful key for profiling tourists, in order to expand research in a deep level of analysis. Such an understanding could be managed to meet the expectations of different segments and it suggests that other factors can be used to perform innovative segmentation to classify wine tourists. In this scenario, location of event (rural or urban), interest in gastronomy (street food, healthy food), travel or trip preference, may represent a welcome opening to a more complex and current wine tourist profile.

On the other hand, the main weakness of all these segmentation approaches is its belief on assessing an entire group as homogeneous, while the identification of segments - composed of individuals who share basic values because they have experienced similar contexts and experiences – doesn't highlight individuals' growing concern about emerging needs and behaviors (digital tourists, environmental attitude) (Colombini, 2013; Marlowe & Lee, 2018; Montella, 2017). In order to overcome this shortcoming, it would be better to conceive sub-segments of single profile, reflecting different attitudes, motivations, and interests. For instance, many aforementioned profiles (Wine learners, dining enthusiasts, wine buyers, Low, medium, and high involvement levels) can be further divided into sub-segments matching up needs and behaviors. This consideration leads to broaden the characterization of the wine tourist viewed as a useful driver for marketing decision-making as each segment can be targeted through appropriate marketing mixes.

6. Limitations and future research line

This research has only been concerned with part of the scientific production on the topic and further developments are highly desirable. The review highlights that several different segmentation variables were utilized, especially in the form of a deeper analysis of the motivational aspects, which are viewed as drivers of tourist experiences and destinations. According to this last issue, it was noted that there are opportunities for future research, envisaging original perspective for development of wine tourism. The content analysis reveals that this touristic experience is consumed both in rural area (visit vineyards, cellars, wine routes) and urban context (festivals, tastings), where different features of wine events are being held. Future lines of research should focus on specific expectations that current tourists have about the rural or urban contest of consume, providing information extremely interesting. On one side, it could help in defining specific motivations and needs; on the other, a deep knowledge of two strategic segments. More specifically, this emerging insight could offer some interesting characterizations, allowing significant goals for all stakeholders. In addition, it would be useful to carry out studies aimed at exploring emerging wine tourism destinations and their potential tourists, albeit traditional countries belonging to New or Old World are the most willing to define wine tourism targets.

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