

UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS

**MOTIVATIONS OF TOURISTS IN WINE REGIONS:
THE CASE OF LA RIOJA**

Natalia Vorobiova

Dissertation

Master in Tourism Economics and Regional Development

**Work made under the supervision of:
Prof. Pedro Miguel Guerreiro Patolea Pintassilgo
Prof. Patricia Pinto**

2017

UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS

**MOTIVATIONS OF TOURISTS IN WINE REGIONS:
THE CASE OF LA RIOJA**

Natalia Vorobiova

Dissertation

Master in Tourism Economics and Regional Development

**Work made under the supervision of:
Prof. Pedro Miguel Guerreiro Patolea Pintassilgo
Prof. Patricia Pinto**

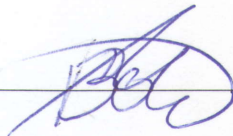
2017

MOTIVATIONS OF TOURISTS IN WINE REGIONS: THE CASE OF LA RIOJA

Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are in the listing of references included.

Natalia Vorobiova



Copyright

© **Copyright:** Natalia Vorobiova

The University of Algarve has the right, perpetual and without geographical boundaries, to archive and make public this work through printed copies reproduced in paper or digital form, or by any other means known or to be invented, to broadcast it through scientific repositories and allow its copy and distribution with educational or research purposes, non-commercial purposes, provided that credit is given to the author and Publisher.

ACKNOWLEDGEMENTS

Over the period of eight month, when I was developing this dissertation, I was lucky enough to receive the support of several people, who made a big contribution, directly or indirectly to the current work.

Firstly, I would like to thank my supervisors, Dr. Pedro Pintassilgo and Dr. Patricia Pinto who helped in developing the idea of this dissertation and provided me with their kind support and advice.

I also would like to thank the Youth Council of La Rioja, and especially Leticia Bravo Saenz. Without their constant support and cooperation, it wouldn't be possible to collect the data necessary for the survey.

I want to thank also Stefano Pomposelli and Teresa Pinillos for their kindness and for making my stay in La Rioja possible.

At last, this work won't be possible without the 217 respondents who kindly agreed to share their personal time to respond the survey.

ABSTRACT

Wine tourism is a globally growing sector of tourism. In the La Rioja region, wine production is the most traditional industry, which is well-known for its internationally recognized high quality wines. This work addresses the motivations of the tourists who visit the region. It aims to find out whether tourists are attracted to La Rioja because of its famous wines and wine-related activities, or if there are other motives. To achieve this aim, a survey was applied in La Rioja's capital city, Logroño. The survey consisted of questions regarding tourists' stay in the region, their "push" and "pull" motives for the trip, wine-related habits, and satisfaction level during the visit and general socio-demographic characteristics.

The findings of the survey were used to create different segments of tourists. First, data was grouped into five factors (motives of the visit) which afterwards were used to create two clusters: "wine tourists" and "other tourists". Various tests suggest that there is significant difference between the two clusters regarding their inner motives to travel, interest in wine, age, marital status, education, income level, accommodation, if they are traveling alone or not, how they found out about the region, and their level of satisfaction. Out of the 217 respondents, 100 belonged to "wine tourists" and 117 to "other tourists". The existence of two clusters suggests that tourists have various motivations to visit the region, which are not necessarily wine-related. Thus, the presentation of the region for tourist should have a wider offer as there is a demand for diverse experiences.

Keywords: *tourist motivation, push and pull factors, wine tourism, La Rioja, Spain*

RESUMO

O enoturismo é um sector em crescimento a nível global. Na região de La Rioja, a produção de vinho é a indústria mais tradicional, sendo reconhecida internacionalmente pelos seus vinhos de alta qualidade. Este trabalho aborda a motivação dos turistas que visitam a região. Pretende-se saber se os turistas são atraídos a La Rioja pelos seus famosos vinhos e atividades relacionadas com estes ou se há motivos diferentes para uma viagem. Para alcançar o objetivo pretendido, a pesquisa foi aplicada na capital da região de La Rioja, Logroño. O inquérito consistiu em questões relacionadas com estada dos turistas, os motivos push e pull para a viagem, hábitos relacionados com o vinho, nível de satisfação durante a visita e as sua características sociodemográficas.

Os resultados da pesquisa foram utilizados para criar diferentes segmentos de turistas. Primeiro, os dados foram agrupados em cinco fatores (motivos da visita), que posteriormente foram utilizados para criar dois clusters: “enoturistas” e “outros turistas”. Vários testes sugerem que há uma diferença significativa entre os dois clusters relativamente aos seus motivos internos para viajar, interesse pelo vinho, idade, estado civil, educação, nível de rendimentos, alojamento, se viajam sozinhos ou não, como souberam da região e o seu nível de satisfação. Em 217 respostas, 100 pertenceram a “enoturistas” e 117 a “outros turistas”. A existência de dois clusters sugere que os turistas têm várias motivações para visitar a região, as quais não estão necessariamente relacionados com o vinho. Portanto, a apresentação da região ao turista deve ter uma oferta mais ampla, pois há procura por uma diversidade de experiências.

Palavras-chave: *motivação turística, push e pull, enoturismo, La Rioja, Espanha*

GENERAL INDEX

TABLES INDEX.....	viii
FIGURES INDEX.....	ix
1. INTRODUCTION	1
2. LITERATURE REVIEW	3
2.1 Motivations for wine tourists	3
2.2 Wine tourism in Spain	8
3. METHODOLOGY	10
3.1 Study area.....	10
3.2 The survey.....	11
3.3 Data analysis methods.....	12
4. RESULTS	13
4.1 Socio-economic characteristics.....	13
4.2 Characteristics of the tourists' stay in La Rioja.....	14
4.3 "Push" and "pull" motivations.....	16
4.4 Wine-related habits and the opinion about visiting the region	18
4.5 Factor analysis on "pull" motivations.....	21
4.6 Cluster analysis	22
5. DISCUSSION AND CONCLUSION	30
REFERENCES.....	33
ANNEX 1	36
ANNEX 2	37
APPENDIX 1. QUESTIONNAIRE IN ENGLISH	38
APPENDIX 2. QUESTIONNAIRE IN SPANISH.....	41

TABLES INDEX

Table 4.1 – Nationality and country of residence of respondents.....	13
Table 4.2 – Socio – demographic characteristics of the sample	14
Table 4.3 – Length of stay of the respondents in La Rioja	15
Table 4.4 – Characteristic of the stay in La Rioja region.....	15
Table 4.5 – Evaluation of the “push” motivations	17
Table 4.6 – Evaluation of the “pull” motivations	17
Table 4.7 – Wine-related habits	19
Table 4.8 – Factor analysis data.....	21
Table 4.9 – Motivation factors among clusters.....	23
Table 4.10 – Socio-demographic profile of two clusters of visitors to La Rioja region	23
Table 4.11 – Characteristics of stay in La Rioja of two clusters of visitors	24
Table 4.12 – Results of independent-sample t-test regarding wine-related habits	26
Table 4.13 – Results of independent-sample t-test regarding “push” motives	27
Table 4.14 – Results of independent-sample t-test regarding age of visitors	28
Table 4.15 – Results of independent-sample t-test regarding overall satisfaction of visitors.....	28

FIGURES INDEX

Figure 3.1- Geographical localization of La Rioja and Logroño.....	11
Figure 4.1 – Overall Satisfaction of Visitors with the Holiday in La Rioja	19
Figure 4.2 – Interest in Returning to La Rioja	20
Figure 4.3 – Recommending La Rioja.....	20

1. INTRODUCTION

Wine tourism (or enotourism) is seen as a relatively new branch of tourism worldwide. People start to be more sophisticated consumers as their income increases. They want to know where their products, including their wine, has been produced and in which conditions. Although the globalization allows nowadays people to get goods from all over the world, there is a growing tendency for consumers to go to the original place of production. Regarding wine, for instance, the experience is much more than just tasting it. Usually, wine tourism is strongly connected with gastronomy (France is a typical example), with landscape and environment, rural life and a chance to get disconnected from urban life. The wine regions can be viewed largely as “escape” destinations. (e.g., Brown & Getz, 2005)

There are several traditional wine destinations around the world . Among them, Napa Valley in the USA, Douro Valley in Portugal, Bordeaux in France, Tuscany in Italy and La Rioja in Spain (Getz & Brown, 2006). La Rioja has many centuries of wine tradition, starting with first Phoenician settlers in 11 BC. Fertile soil and soft climate contributed to the development of wine production. Nowadays, together with Sherry, the wine of La Rioja is the most recognized Spanish wine, both in Spain and abroad (e.g., Brown & Getz, 2005).

The current study deals with questions about the motivations of tourists visiting La Rioja region, the main and the most famous wine region in the country. La Rioja’s tourism keeps growing. According to Government of La Rioja (2015), last year has been the most successful year for the region. It has been visited by 683 460 tourists comparing to 590 424 in 2010. There is a growing demand for visiting the region, which raises the following questions: What is behind such tendency? What are the main motivations of tourists for visiting La Rioja?

This master dissertation aims to find out if tourists of the region keep coming because of the wine-related motives or are there any other motives that stimulate a visit. La Rioja has an image of a wine region with attractive rural landscape, slow pace of life and various gastronomic experiences, which is very much supported by the local tourism developers and imagery presented in the local tourism office. However, La Rioja is more than a wine region, it has a rich culture and tradition and a UNESCO Heritage listed attraction, the monastery in San Millan de la Cogolla. So, this study

intends to research whether it is fair and economically sustainable to keep promoting region only by its wine-related attractions.

To get the information on the subject, a survey has been conducted in Logroño, the capital of La Rioja region. The survey looks into internal and external motives of the visitors, asking them to evaluate the importance of each one. Besides, there are questions about wine-related habits of the visitor, if any. The level of satisfaction after the visit, the intention to return and recommend the region is other important items of the survey. Furthermore, the survey was complemented by questions about socio-demographic characteristics of the respondents and characteristics of the stay in the region.

Thus, main questions of this study are:

1. What are the main motives of tourists that come to visit La Rioja?;
2. Can they be segmented into specific groups of tourists?;
3. If any, are there any differences among segments regarding their wine-related habits, inner motives to travel, characteristics of their stay etc.?

Hence, the study's aim is to contribute to a better understanding of tourists in La Rioja, their profile, and expectations. The importance of this information cannot be underestimated, as the efficiency of marketing of the region depends on a correct approach to tourists, particularly whether their interests are taken into consideration or not.

This dissertation is divided into five chapters. The first chapter is an introduction, to get an overview of the topic and the focus of the current work. The second chapter is a literature review. It holds definitions and concepts of wine tourism, tourism motivations and looks into various perspectives about motives of wine tourists and their possible typology. The third chapter puts the research into context, gives more broad information about the region, and explains how the survey was conducted, what it focuses on, and what research methodology is used. Chapter four presents the results of the study, both descriptive statistics and results of factor and cluster analysis. Finally, chapter five makes a conclusion of the research, sums up its main findings and suggests ways of future research on the topic.

2. LITERATURE REVIEW

In this section the literature on the motivations for visiting wine regions is reviewed. This is followed by a discussion on the studies about wine tourism in Spain and in La Rioja, in particular.

2.1 Motivations for wine tourism

Wine tourists and their motivations became a centre of attention of researchers only recently. O'Neill & Palmer (2004: 269) state that 'wine tourism is emerging as a lucrative industrial sector with a capacity to generate growing and long-lasting tourism'. Wine tourism is a form of special-interest travel, based on the desire to visit wine-producing regions or in which travellers are induced to visit wine-producing regions, and wineries in particular, while travelling for other reasons (Getz, 2000).

Considering motivations of tourists in general, there has been done an impressive amount of research. According to Beerli & Martin (2004: 624) motivation is "the need that drives an individual to act in a certain way to achieve the desired satisfaction". There are many reasons why people decide to travel. Alant & Bruwer (2004: 28) discuss the importance of motivations in wine tourism research, commenting: "...the wine tourist arguably lives with needs both as a tourist/leisure/recreation seeker and as a wine consumer". Later the same authors, Alant & Bruwer (2009: 237), describe the wine tourist as "a person with needs to relate to both wine and the location where wine is produced". Johnson (1998) suggests that information concerning the internal motivation of this kind of travelers can help to segment markets into useful niches. However, as Galloway et al. (2008) say in their work the psychographic profile of wine tourists is quite a recent research topic.

According to Dann (1977), there are two motivational stages in a travel decision: "push" and "pull" factors. "Push" factors are internal motivations that drive an individual to visit a particular destination. In the case of a winery, these motivations are, for example, socializing, learning about wine, relaxation, and meeting the winemaker. Crompton (1979) identified "push" factors as different psychological or social motives that support the wish to visit a place. In turn, "pull" factors (or saying differently –

external factors) are those that are connected with the attractions of a particular destinations and can affect the decision to travel (Lundberg, 1990). As Mitchel et al. (2000) explain in their work, regarding “pull” factors in wine tourism, these factors are those that attract visitors to wineries and usually are strongly connected to the activities of the winery such as wine tasting and buying, tours, eating at the winery and the rural setting.

Combining both topics (wine tourism and motivations), the obvious next step is to look into the literature on motivations of wine tourists. Hall et al. (2000) state that a research on the motivations of wine tourists is a very important aspect in understanding the general perception of any wine region (and wineries/cellar doors) in the eyes of visitors, their needs and expectations. In the view of O’Neill & Palmer (2004) a wine tourist may be seen as any tourist, who is engaged in wine-related activities and appreciates wine while visiting a wine producing region.

Brown & Getz (2005: 267) in their research state that “needs” are at the root of travel and leisure motives, but “no one ‘needs’ to drink wine or visit wine regions”. However, they state that “rather, basic human needs are in part met through travel and leisure experiences. Interactions among personality, lifestyle, life stage and previous experiences shape specific travel motivations” (Brown & Getz, 2005: 268). According to Ryan (2002), it is possible to divide visitors into the following generic types: intellectual (the main motive is to discover, learn, and explore new surroundings), social (connected with interpersonal relationships and friendships), competence-mastery (the main goal of such people is to achieve, compete and challenge, and is thus somewhat related to adventure tourism) and stimulus-avoidance (to escape daily routine, to relax).

Brown & Getz (2005) name the intellectual and competence-mastery motivations as especially important to the most forms of special-interest tourism. Regarding the wine tourism, these are expressed in the activities of visiting wineries and vineyards to learn about wine. Escape and relaxation also has a strong connection with tourism in wine regions. In fact, the usual marketing presentation of wine regions emphasizes an idyllic rural and cultural experience or rural lifestyle. There is a certain image of so-called “wine destinations” that can be affected by external factors. Williams & Kelly (2001) conclude that wine consumers who read *Wine Spectator* (one of the most influential wine-related magazines) are potentially embedded with a strong idea that wine regions are something worth to visit. But, as Getz (2000) has put it, it is

becoming more complicated the identification of clear motivations for the visit to wine regions as they are being increasingly developed with such entertainment options as special events, spas, and golf courses.

Various researchers suggest that motivations for wine tourism are not necessarily focused on wine-related activities. Alebaki & Iakovidou (2010) agree that the main motivation of wine tourists is usually not clear and is most frequently interrelated with a bunch of different activities offered in the region. The authors state that a person who engages him/herself in wine-related tourism is rarely interested exclusively in wine activities, such as tastings, but is looking for a more complete experience, which includes a regional “bundle of benefits”. Such additional benefits can include the local life style, rural landscape and the pleasant environment, relaxation in the nature, exploring the surroundings, meeting new people, hospitality, meeting the wine maker, festivals, or learning about wine.

Hall and Mitchell (2002: 72) discuss even the concept of so-called ‘touristic terroir’ in order to describe: “the unique combination of the physical, cultural, and natural environment (that) gives each region its distinctive touristic appeal”. Getz & Brown (2006) also remind about the so-called regional “bundle of benefits” for the person who engages in wine-related tourism as in most cases a visitor seeks for an overall tourism experience, and does not focus only on wine. Researchers have pointed out the role of additional aspects, such as the rural landscape and the environment (e.g., Blij, 1983), national tradition and cultural heritage, local festivals, a motive to relax, discovering new places, (e.g., Carmichael, 2005), socializing, getting together with other people, hospitality, getting to know the winemaker, or learning more about wine (e.g., Alant & Bruwer, 2004). Also it is worth to point out that, regional culture and gastronomy normally go together with wine tourism. For example, Boniface (2003) states that the authentic regional cuisine of the place is one of the prerequisites for any wine-orientated visit, and wine culture and gastronomy of the place usually are linked closely in the so-called wine regions. Hence, some researchers as Yuan et al. (2005) recognize wine tourism as a form of, simultaneously, rural, cultural, industrial and special interest tourism.

Getz & Brown (2006) refer that wine tourism is, at the same time, a special form of consumer behavior, a marketing strategy, by which some destinations develop, using specific wine-related activities, attractions, rural landscape and so on, and an

opportunity for marketing wineries and to inform their consumers and sell their products without intermediaries. Another important point to consider is the so-called “affective associations of destination” (Brown & Getz, 2005), which has a direct link with pull motives. Brown & Getz (2005: 269) state that in spite of the fact that wine production is expanding geographically around the world and is now including countries like India, China and Japan, wine still has strong associations with particular countries, like France, Spain, Portugal, and Italy. The explanation is that perceptions are based on the culture and the volume and quality of wine exports.

Brown & Getz (2005) also talk about the peculiar “pilgrimage” of wine lovers. In some “wine-oriented” places, as wine clubs and wine tastings in wineries, or among friends, who enjoy wine-related activities, there is a high chance that the so-called “word of mouth” will be spread. “Pilgrimage” can be provoked also by more official information, awards received etc. An element of status that has a big value in such social settings is associated also with visits to well-known, important and even remote and “hidden” wine regions (being away from big touristic centers as Barcelona and Madrid, La Rioja can be related to this group). A comparison, given by authors, is related to golf amateurs that give a big value to each new field where they play. In the same way, wine lovers “collect” experiences in each new wine region or wine cellar (bodega in Spain). And just like golfers, in the example above, wine amateurs are peculiar “pilgrims” that are willing to visit the most famous and significant wine regions. Knowing this behavior, consumer marketers use it in the campaigns to promote regions. Brown & Getz (2005: 269) put it this way: “What sets “pilgrimage” apart from other special-interest travel is that very specific sites hold deep meaning for the visitors. There will be a search for the authenticity, often manifested in seeing the actual grapes, physical plant, and personnel that produce favored wines. It might also be argued that famous wine regions, like Bordeaux, are pilgrimage destinations even for those who prefer wines from elsewhere. If true, this would suggest that the Bordeaux “brand” holds “equity” for the destination as well as its wine producers”. The example of Bordeaux can be translated to the La Rioja’s case, which presents itself as a region with wine culture deeply embedded in the local lifestyle. (Some of its promotional campaigns are presented in the Annex 1).

Williams & Kelly (2001) study Canada’s wine regions and found that wine tourists are also looking for cultural experiences and participate in outdoor trails.

According to Charters & Ali-Knight (2002: 318) say that “Wine tourism is rarely a discrete activity, but will probably be undertaken in conjunction with some or all of rural, eco-cultural or adventure tourism, and its participants are unlikely to separate the various tourism forms”.

The social part of the experience should also be considered in wine tourism and not only through traveling with like- minded people or meeting them in the wine region. For example, Brown & Getz (2005) point out several social characteristics that encourage or discourage a visitor, depending on the life stage they are at (having a friend who also appreciates wine can be motivating for wine tourism, at the same time couples with small children are more unlikely to do wine tourism).

There is a range of research papers dedicated to creating some kind of typology for motivations of wine tourists. Hall et al. (2000) researched the motivations of wine tourists and outlined them as “primary” (wine tasting and purchasing), and “secondary” motivations (socializing, learning about wine, entertainment, rural setting, relaxation, and others). Getz & Brown (2006) point out that the experience of wine tourism includes three core dimensions, which they named as the “core wine product”, “core destination appeal”, and “the cultural product”. All three factors are related to “pull” factors in their research. These findings were followed by Sparks (2007), who proposes another three dimensions: “destination experience”, “core wine experience” and “personal development”. According to this research, “destination experience” and “core wine experience” relate to “pull” factors, whereas “personal development” is considered to be an internal motivation (“push” factor) and is strongly related to the desire to discover more information about wine-related topics.

In general, the first distinction of wine tourist based on their visit motivations was introduced by Johnson (1998). The author used “the aim of the visit” as a basis for his research. According to this, visitors were divided into two groups: “specialist winery tourists”, whose main motivation for the visit is participating in wine-related activities, wine festivals, tastings, picking up grapes etc; and the “generalist” visitor whose motivation for visiting the region is not related to wine. Alant & Bruwer (2004) developed a conceptual motivational framework for wine tourism, including three dimensions, called: the visitor, the wine region and the visit dynamic. Jago et al. (2000) specified a type of tourist whom he names a “serious wine tourist” depending on the purpose of the visit, activities and the length of stay.

Charters & Ali-Knight (2002) addressed their work to the identification and segmentation of wine tourists. They divide wine tourists in three groups depending on their previous experience and knowledge with wine. The groups are: “Wine lovers” (a comprehensive grounding in wine education); “Wine interested” (likely to have attended a tasting before their visit to the winery but unlikely to have any other previous experience of wine education) and “Wine novice” (or curious tourists who have visited the winery but it was the only such experience, and hence their motivation is less focused on wine-related purchases).

Another part of the literature on the topic focuses on identifying the “correctness” of choosing wine as the main attraction in a region’s marketing promotion. Brown & Getz (2005) state that marketing of wine destinations is performed by tourism organizations and individual wineries as well as wine companies. Wine regions are often strongly associated with particular brands, produced there, and part of their appeal is to visit the wineries. Hence, the development of “wine region” depends on both private and public stakeholders. Most researchers mentioned above did their research looking into the motivation of wine tourists visiting their wine region of preference. There is still a gap in studies dedicated to whether the so-called “wine regions”, such as La Rioja, have a wider dimension of experiences to offer. Are there many tourists for whom the main attraction is not wine-related? It is worth to focus the promotion of the region only on the wine attractions. The literature shows that tourist motivations are wide and include both “push” and “pull” factors. The difference between wine and non-wine regions is that the motives for visiting wine regions are usually more particular, including tasting preferred wine, and going to wine cellars.

In brief, even though there are quite a few studies on motivations for wine tourism, there are still gaps. Alonso et al. (2007) argue that there is very limited data on wine tourist behaviour though it becomes increasingly important for the regions to identify their consumers. As Getz et al. (2008) sum it up, there is need for more research in order to better understand wine tourists in general and their motivations in particular.

2.2 Wine tourism in Spain

This section focuses on the literature about Spanish wine tourism and on the La Rioja region in particular. Some researchers state that Spain is just starting development of its

wine tourism (e.g., McKercher & Chan, 2005). Marzo-Navarro & Pedraja-Iglesias (2009: 671) state that: “Spain is just getting started. And despite the fact that Spain is global powerhouse regarding both tourism and wine production, it has not generally developed wine tourism. Thus, only 5% to 10% of Spanish wineries are open to the public”. According to Ikerfel (2005), there is a very limited development of wine tourism in Spain and the topic has not yet attracted much research in the academic circles. Lopez-Guzman & Sanchez (2007) agree, pointing out that the scientific research is mostly done about the effect of wine tourism on the wine production industry. So, the focus of the research is mainly economical.

La Rioja is mentioned in studies about connection between preferred wine and travelling to the wine region. Marzo-Navarro & Pedraja-Iglesias (2009) researched the profile of wine tourists in Spain and their motivation. The authors concluded that La Rioja is the most preferred wine among respondents and that they are more likely to visit the region based on wine-related reasons. In addition to the wine-producing area that they had already been visiting, they were asked about the wine-producing area that they would like to visit in the future. According to the results, for both tourists interested and not interested in wine, La Rioja is the area that respondents would like to visit most (45.7% and 39.1% respectively), which shows the potential of the region.

Ikerfel (2005) finds out that La Rioja is seen as a wine-tourism destination by 80% of respondents. In the study by Brown & Getz (2005), which identifies the profile and preferences of wine tourists, La Rioja is the only production area in Spain that emerges as a wine-tourism destination. The authors concluded that in most countries there is no particular region differentiation. For instance, France is seen as a wine destination on its own. Regarding Spain, only La Rioja region was specifically identified as a wine destination. This aspect shows that La Rioja is recognized in the eyes of tourists as a “wine region”. Brown & Getz (2005: 273) also refer: “Spain also shows modest potential but appears to suffer mainly from a lack of regional differentiation. Only Rioja is known among the Calgarians, so improved information and image enhancement should result in more travel” (the research was made in Calgary, Canada). Marzo-Navarro & Pedraja-Iglesias (2009) conclude about the high importance to make more profound research on wine tourism in Spain as it can trigger the development of rural areas. The research is even more crucial in the areas where the wine tourism is just starting to develop.

3. METHODOLOGY

3.1 Study area

La Rioja is the smallest autonomous community in Spain, which lies in the north of the country, having as neighbors the Basque country on the north, Navarra on the east, Castilla and Leon on the west and south and Aragon on southeast. It covers an area of 5 045 square kilometers and has the population of 313 615 inhabitants, according to the data collected by the Institute of Statistics of La Rioja (Government of La Rioja, 2015).

According to the Eurostat (2015), the per capita GDP of the region in purchasing power standard (PPS) was 102% of the EU-28 average. The structure of the economy of La Rioja is divided in the following way (in % of the regional GDP):

- Agriculture and cattle raising (13.6%);
- Manufacturing (26.6%);
- Construction (7.0%);
- Services (52.8%).

The economy of the region is service-based as in the majority of developed countries. In the case of the wine industry, as in tourism, it is hard to relate production to one industry only. Its production is reflected in both agriculture and services.

The biggest city of the region, which is the capital called Logroño, has almost half of the region's population: 153 736 inhabitants. Although it is the biggest city of the region, it is not the most important one for wine production. There are a number of towns and villages that form together the "Rota del Vino" – "The way of wine", which are very important for the tourism in the region.

Along the years the main strategy of La Rioja's tourism office for promoting the region was wine-related campaigns: "La Rioja Apetece" (La Rioja Tastes Good), "La Rioja – Tierra del Vino" (La Rioja the Land of Wine), just to name a few. The wine culture is strongly embedded in the region (see Annex 2, which shows wine-related cultural codes represented in the city corners).



Figure 3.1- Geographical localization of La Rioja and Logroño

3.2 The survey

The survey was undertaken during four months, from October 2016 to January 2017. The Tourism Office of La Rioja, located in the historical center of Logroño, was chosen as the place to undertake the questionnaire.

The questionnaire was designed according to the aims of the research, i.e., mainly to collect data on tourists' motivations. The questionnaire was made in English (Appendix 1) and Spanish (Appendix 2). The questionnaire comprised three main sections. In the first section, respondents were asked to provide general travel information, including the number of holidays taken in a year, whether the travel was organized independently or through a travel agency, and with whom they were traveling. Section two had information about their motivations for taking the holiday. The holiday motivations questions consisted of two parts, "Motivation to go on holidays" and "Reasons for selecting the destination", which represent "push" and "pull" motives, respectively. These items were selected based on a review of studies on tourist motivation and various wine tourism studies. Questions considering motivations were measured using a 5-point Likert-type scale. This section also included questions about wine-related habits, level of satisfaction, and if La Rioja region will be

recommended in the future by interviewees. The third section dealt with the socio-economic characteristics of the respondents, such as their nationality, age, gender, educational and income levels. A total of 217 valid questionnaires were obtained. This number ensures a maximum margin of error of 5.7% for a 95% confidence interval on a population proportion.

3.3 Data analysis methods

To analyze the data collected from the survey implementation, the SPSS Statistics 20 program was used. Data analysis relied on descriptive statistics, exploratory factor analysis and cluster analysis. Variables on a Likert-type scale were considered as having an interval scale (Lattin, Carrol & Green, 2003). Descriptive statistics was used for the initial characterization of the data. In this way the general profile of tourists was obtained. On the next stage, a factor analysis was implemented to identify the “pull” motives which have stronger connection and, according to this, separate them into factors. Using these factors as input variables, an hierarchical cluster analysis was performed in order to identify possible segments. Once identified the number of clusters, k-means clusters was applied to identify each tourist’s cluster membership. Later, chi-squared tests and t-tests for independent samples were used to obtain a general profile of each cluster, accordingly to their socio-demographic characteristics, characteristics of their stay, push motives evaluations, wine-related habits, levels of satisfaction and loyalty to La Rioja.

4. RESULTS

4.1 Socio-economic characteristics

The main socio-economic characteristics in the survey were nationality and country of residence of the respondents, their gender, age, marital status, education level and net monthly income. Table 4.1 presents the results on nationality and country of residence.

As it can be seen from the table, domestic tourism is the most expressive in the area, with 44.2% pointing Spain as their country of residence. The second most developed market is the French with 14.7% of respondents residing in this neighboring country. In the third place, regarding the number of respondents, are the German residents (6.0%). The results on nationalities are, as expected, close to those of the country of residence.

From these results a conclusion can be made: the domestic tourism represents a large share of the tourism sector in the La Rioja region. This is particularly relevant as various studies confirm that international tourists on average tend to spend more than domestic tourists (e.g., Kei Wei et. al., 2015). The further development of international tourism could significantly benefit the local economy and entrepreneurs.

Table 4.1 – Nationality and country of residence of respondents (n = 217)

Country of residence	No	%	Nationality	No	%
Spain	96	44.2	Spanish	89	41.0
France	32	14.7	French	27	12.4
Germany	13	6.0	German	17	7.8
Italy	12	5.5	Italian	13	6.0
UK	12	5.5	British	13	6.0
USA	12	5.5	USA	12	5.5
Portugal	9	4.1	Portuguese	12	5.5
Austria	3	1.4	Austrian	3	1.4
Belgium	3	1.4	Belgian	3	1.4
Brasil	2	0.9	Brasilian	3	1.4

Other socio-demographic characteristics are presented in Table 4.2. More than half of the respondents were male (55.8%). The most frequent age group was from 25 to 40 years old (54.8%), followed by 41 to 60 years old (30%). The region seems not much attractive to young tourists (only 6% of respondents are aged below 25 years old). This might be due to the region's image and lack of attractions for young people.

Regarding marital status, the two most frequent answers are "single" and "married/living together" (47.5% and 42.9%, respectively). Most respondents obtained Higher education: 39.6% have Bachelor degree, 46.5% of respondents have a Master degree, and 4.1% a PhD. Only 9.7% of the respondents answered Secondary Education and none answered Primary education.

Concerning net monthly income, the most frequent answer was the range 1001 – 2000 euros per month (39.2%). Less than 1000 euros was referred by 24.9% of the respondents and the range 2001 to 3000 euros by 22.6%.

Table 4.2 – Socio – demographic characteristics of the sample

Variable	Distribution of answers
Gender	Male: 55.8% , Female: 44.2%
Age	≤24: 6%, 25 – 40: 54.8%, 41 – 60: 30%, ≥61: 9.2%
Marital Status	"Single": 47.5%, "Married/ Living together": 42.9%, "Divorced": 8.8%, "Widowed": 0.9%
Education Level	Primary: 0%, Secondary: 9.7%, Bachelor: 39.6%, Master: 46.5%, PhD: 4.1%
Net Monthly Income	<1000: 24.9%, 1001 – 2000: 39.2%, 2001 – 3000: 22.6%, 3001 – 4000: 8.8%, 4001 – 5000: 3.2%, >5000: 1.4%

4.2 Characteristics of the tourists' stay in La Rioja

The variable length of stay is presented below in Table 4.3. The mean value of the sample is equal 3.04 days, so on average the respondents have spent 3 days in La Rioja which makes it (together with a more developed domestic tourism) a so-called "city

break” or “weekend escape” destination. The median number of the sample is also equal to 3 days.

The most frequent answer or the mode of the sample is 2 and 3 days, each of these answers occurred 68 times, which represents 31.3% of the sample. 18.9% of respondents stayed in La Rioja for 4 days, and 8.3% of respondents stayed only 1 day.

Table 4.3 – Length of stay of the respondents in La Rioja

Number of days	Number of respondents	%
1	18	8.3
2	68	31.3
3	68	31.3
4	41	18.9
5	14	6.5
6 and more	8	3.7

Table 4.4 shows the behavioral characteristics of visitors concerning their stay in La Rioja region, apart from the length of stay.

Table 4.4 – Characteristic of the stay in La Rioja region

Variables	Distribution of answers
Type of accommodation	Hotel (1-3 stars): 56 (25.8%); Hotel (4-5 stars): 16 (7.4%); Aparthotel: 38 (17.5%); Guesthouse: 52 (24%); Hostels: 55 (25.3%)
Travel organized by	Independently: 192 (88.5%); Travel agency: 25 (11.5%)
Travelling...	Alone: 43 (19.8%); With family: 67 (30.9%); With friends: 85 (39.2%); Other: 22 (10.1%)
How did you learn about La Rioja	Travel agent suggestion: 12 (5.5%); Friend’s suggestion: 53 (24.4%); Travel related magazines: 24 (11.1%); Wine magazines: 13 (6.0%); Previous experience in La Rioja: 33 (15.2%); Internet: 67 (30.9%), Other: 15 (6.9%)

Regarding the type of accommodation, the preferable one is hotels of 1-3 stars (chosen by 25.8% of respondents). The second choice was hostels and options for backpackers (25.3%) which corresponds to the worldwide trend of more budget travel (Egan H., 2016). 24% of respondents preferred guesthouse as their accommodation. Aparthotel was chosen by 17.5% and the least number of people in the sample stayed in

hotels with 4 or 5 stars (7.4%). The choice of accommodation depends very much on the offer of the destination. In the case of La Rioja, traditionally the most developed types of accommodation are family hotels, guesthouses, and hostels for pilgrims.

Concerning the organization of the travel, the vast majority chose to organize it themselves, independently (88.5%), and only 11.5% of responders used the services of various travel agencies. Regarding with whom they are travelling, 39.2% answered with their friends and 30.9% family members. Almost 20% of the respondents are travelling alone and around 10% with other company.

There were various ways how the visitors from the sample found out about La Rioja tourist destination. The most frequent answer was the Internet (30.9%). This was followed by friend's suggestion (24.4%) and a previous experience in La Rioja (15.2%). Travel-related magazines and wine-related magazines were mentioned by 11.1% and 6.0% of respondents, respectively. Only 5.5% referred travel agent suggestion and 6.9% of respondents discovered the region in another way.

4.3 “Push” and “pull” motivations

In the survey, participants were asked to evaluate the relative importance of 7 “push” motivations and 12 “pull” motivations, using one Likert-type scale from 1 to 5 (where 1 meant “the lowest motivating factor” and 5 “the highest motivating factor”). The responses regarding the “push” factors are presented in Table 4.5.

As it is seen from the table, the “push” motive which had the highest relevance is “Discover new place and culture”, which for 46.1% of respondents received the highest score in the importance scale (5) and 35% the second highest score (4). The motive “Avoid everyday routine” is also regarded of a highly importance: 38.7% of the respondents answered “5” and 42.4% “4”. The third most selected motive was “Relax mentally” with 30.9% answering “5” and 43.8% answering “4”. The least importance was given to the motivation connected with work/ attending conferences.

Table 4.5 – Evaluation of the “push” motivations

Push motives	Importance Scale (%)					Mean
	“1”	“2”	“3”	“4”	“5”	
Discover new place and culture	0.5	2.8	15.7	35.0	46.1	4.24
Relax mentally	0.0	5.1	20.3	43.8	30.9	4.0
Using physical abilities/ skills in sport	10.6	23.5	33.6	24.0	8.3	2.96
Avoid everyday routine	1.4	1.8	15.7	42.4	38.7	4.15
Meet new people	0.5	10.6	24.9	35.9	28.1	3.81
Visit family and/or friends	13.8	30.0	33.2	15.2	7.8	2.73
Work/ Attending Conferences	31.3	27.2	31.3	8.3	1.8	2.22

Regarding the 12 selected “pull” motivations, responses are presented in Table 4.6 below.

Among the “pull” motives, which can also define well the touristic offer of the destination and its image among visitors, the best evaluated as a reason for visiting La Rioja was “Beautiful nature”, which 53.9% of respondents assessed with the highest score “5” and 37.8% with score “4”. The reason “Cultural events” was ranked as the second highest, with 43.3% and 42.9% of scores “5” and “4”, respectively. The reasons for visiting “Local food and wine” and “Friendly local people” showed a similar importance. They received a score of “5” from 36.9% and 36.4% of respondents, respectively, and a score “4” from 40.1% and 48.8%, respectively. The two reasons that showed the lowest importance were “Shopping opportunities” and “Sport facilities”, with average scores of 2.34 and 2.32, respectively.

Table 4.6 – Evaluation of the “pull” motivations

Pull motives	Importance Scale (%)					Mean
	“1”	“2”	“3”	“4”	“5”	
Price	6.0	18.0	27.2	32.7	16.1	3.35
Beautiful nature	0.9	0.9	6.5	37.8	53.9	4.43
Cultural events	1.4	2.3	10.1	42.9	43.3	4.24
Monuments	2.8	6.5	23.0	44.7	23.0	3.79

Table 4.6 – Evaluation of the “pull” motivations (Cont.)

Pull motives	Importance Scale (%)					Mean
	“1”	“2”	“3”	“4”	“5”	
						4.12
Visit wineries	4.1	12.4	26.3	33.6	23.5	3.6
Friendly local people	0.5	2.3	12.0	48.8	36.4	4.18
Distance	6.9	24.0	38.2	24.4	6.5	3.0
Adventure Activities	11.5	28.6	38.2	16.6	5.1	2.75
Sports facilities	18.0	43.3	28.1	10.1	0.5	2.32
Shopping opportunities	20.7	39.2	26.3	12.9	0.9	2.34
Nightlife and entertainment	6.5	22.1	42.4	23.0	6.0	3.0

The results indicated that the region of La Rioja is viewed as a partly rural destination where natural attractions play an important role in the overall image of the region. Also, as expected, food and wine of the region are very well known and serve as an attraction for visiting the region.

4.4 Wine-related habits and the opinion about visiting the region

To understand the wine habits of the visitors, the survey included 4 statements to be evaluated according to an agreement scale. The interviewees had to evaluate each statement using the Likert-type scale from 1 to 5, where “1” means “Strongly disagree” and “5” – “Strongly agree”. Results are presented in Table 4.7 below.

Among the four statements the one that got the largest level of agreement was “I am interested in wine and in the activities related to it” (average score of 3.2). The second statement with largest agreement level was “The activities related to wine are a sufficient reason for taking a trip” (average score of 2.85). Of all the four statements the one with the lowest level of agreement was “I frequently read magazines that specialize in wine” – 48.4% of respondents strongly disagreed with this statement.

Table 4.7 – Wine-related habits

Name of the factor	Agreement scale (%)					Mean
	“1”	“2”	“3”	“4”	“5”	
I am interested in wine and in the activities related to it	7.8	19.8	31.3	26.3	14.7	3.2
I frequently go wine tasting	27.6	30.4	24.0	13.4	4.6	2.37
The activities related to wine are a sufficient reason for taking a trip	12.0	29.5	30.0	18.4	10.1	2.85
I frequently read magazines that specialize in wines	48.4	26.3	14.7	6.5	4.1	1.92

The questionnaire also included questions on: the overall satisfaction from the visit; the interest in visiting La Rioja again; and if he/she would recommend visiting La Rioja to his/her friends and relatives. The results are shown below in Figures 4.1, 4.2 and 4.3.

Regarding the overall satisfaction, results are in favor of the region: 42.86% of the respondents evaluated the visit with the highest score “very satisfied” and the same proportion answered “satisfied”. A neutral assessment was made by 12.9% and only 1.38% of visitors were dissatisfied with their visit.

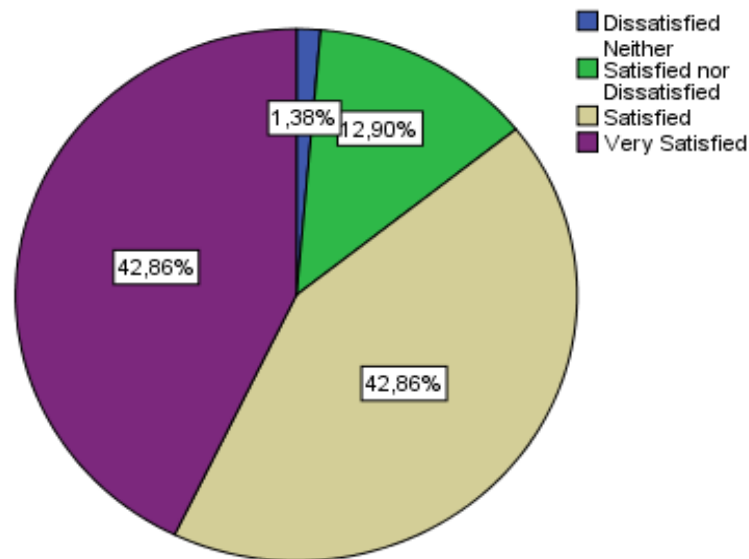


Figure 4.1 – Overall Satisfaction of Visitors with the Holiday in La Rioja

The majority of respondents showed interest in returning to the La Rioja region in the future: 60.83% answered “Yes” to the question “Are you interested in returning to La Rioja?” and 29.03% hesitated and answered “Maybe”. Only 10.14% answered “No”. Some respondents, who were satisfied with their visit, didn’t express their willingness to come back due to the fact that La Rioja is the smallest autonomic community in Spain and, in their perception, a return visit is not necessary.

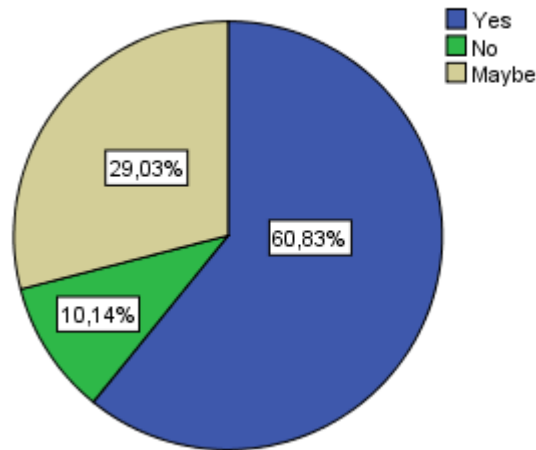


Figure 4.2 – Interest in Returning to La Rioja

Moreover, 80.18% of respondents said that they would recommend visiting La Rioja region to their friends and relatives, 14.29% were not sure about their recommendation and 5.53% claimed that they would not recommend a visit to La Rioja. These results point out that the majority of tourists from the sample are satisfied with their holidays in the region.

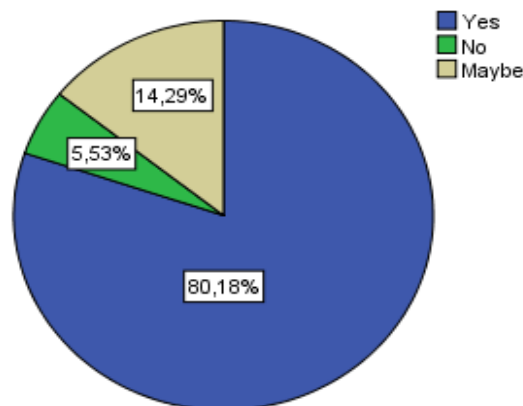


Figure 4.3 – Recommending La Rioja

4.5 Factor analysis on “pull” motivations

Factor analysis was used to group the 12 “pull” motivational items into factors. The use of this method allowed to obtain five factors that together account for around 74% of the variance explained. The Kaiser-Meyer-Olkin measure of sampling adequacy equals 0.709 showing that data on “pull” motivations were adequate to implement the factor analysis. This means that the motivations of tourists for visiting La Rioja region are diverse and visitors have a different perspective about the destination. Cronbach’s alphas for the five factors vary from 0.512 to 0.837. Other important results from the factor analysis are presented below in Table 4.8.

Table 4.8 – Factor analysis data

Factors	Factor loading	% of variance explained	Cronbach’s alpha
Factor 1 Local attractions: Cultural events Beautiful nature Monuments Friendly local people	0.812 0.777 0.736 0.523	26.265	0.742
Factor 2 Wine-related motives Local food and wine Visit wineries	0.874 0.841	21.821	0.776
Factor 3 Adventure and sports Adventure activities Sport facilities	0.863 0.846	10.206	0.837
Factor 4 Price and distance Distance Price	0.843 0.821	8.174	0.671
Factor 5 Nightlife and shopping Nightlife and entertainment Shopping opportunities	0.852 0.705	7.626	0.512

Factor 1, local attractions, has the highest value of explained variance, 26.265%, and a reliability coefficient of 0.742. This factor is mainly composed of four items:

cultural events, beautiful nature, monuments and friendly local people. The large level of variance explained shows the high importance of the factor for the visitors. Factor 2, wine-related motives, is strongly related with two items, which are local food and wine and visits to local wineries, and also has a large level of variance explained, 21.821%. This indicates that there are several motives to visit La Rioja, one of each is definitely wine-related. Factor 3, adventure and sports, is mainly made of two items, adventure activities, and sports facilities, and explains 10.206% of variance. This factor accounts for adventure experiences of La Rioja, hiking, pilgrimage walks etc. Factor 4 (8.174% of variance explained) has two items with the highest loadings: price and distance. And the fifth factor, nightlife and shopping, accounts for 7.626% of variance explained and also consists essentially of two items, nightlife and entertainment, and shopping opportunities.

4.6 Cluster analysis

On the next step of the research, a cluster analysis was conducted based on the five motivational factors. The objective was to use these composite variables to determine segments of visitors based on their common motives for visiting La Rioja. To identify the number of clusters the hierarchical cluster analysis Ward method was used. The observation of the dendrogram suggests a two-cluster solution. The results of the ANOVA tests, which are an output of the cluster analysis, show that two clusters can be distinguished on the basis of factors. Table 4.9 shows the number of cases in each segment, the average value of each segment in composite factors and the results from the ANOVA tests. It can be concluded that only in factor 5, “Nightlife and entertainment”, clusters are not significantly different ($F = 0.026$, $p\text{-value} > 0.05$). Based on the mean values of the five factors, clusters were named as: “other tourists” (cluster 1) and “wine tourists” (cluster 2). In fact, the main motivation of tourists in segment 2 is “wine-related motives”. Tourists in cluster 1 are mainly motivated by the “local attractions”.

Table 4.9 – Motivation factors among clusters

Factors	Cluster 1 (N=117) “Other tourists”	Cluster 2 (N=100) “Wine tourists”	ANOVA results	
			F	p-value
Local attractions	4.31	3.99	14.95	0.000
Wine related motives	3.47	4.31	64.37	0.000
Adventure and sports	3.11	1.86	203.66	0.000
Price and distance	3.71	2.55	138.27	0.000
Nightlife and entertainment	2.66	2.68	0.026	0.872

In order to identify clearly the profiles of the clusters, each cluster was cross-tabulated with variables that were not used in the clustering method. These external variables included the characteristics of stay in La Rioja and socio-demographic characteristics. Tables 4.10 and 4.11 present the main results involving the categorical external variables.

Table 4.10 – Socio-demographic profile of two clusters of visitors to La Rioja region

La Rioja tourist profile	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	Statistics
Gender Male Female	60 (51.3%) 57 (48.7%)	61 (61%) 39 (39%)	Chi ² = 2.064 p = 0.151
Age Under 24 25-40 41-60 Above 61	9 (7.7%) 79 (67.5%) 22 (18.8%) 7 (6%)	4 (4%) 40 (40%) 43 (43%) 13 (13%)	Chi ² = 22.093 p = 0.000
Marital Status Single Married/Living together Divorced or Widowed	68 (58.1%) 37 (31.6%) 12 (10.3%)	35 (35%) 56 (56%) 9 (9%)	Chi ² = 16.540 p = 0.001

Table 4.10 – Socio-demographic profile of two clusters of visitors to La Rioja region
(cont.)

Education Level			Chi ² = 19.932 p = 0.000
Primary education	0	0	
Secondary education	14 (12%)	7 (7%)	
Bachelor degree	60 (51.3%)	26 (26%)	
Master degree or PhD degree	43 (36.7%)	67 (67%)	
Net monthly income			Chi ² = 9.675 p = 0.085
<1000€	35 (29.9%)	19 (19%)	
1001 – 2000€	49 (41.9%)	36 (36%)	
2001 – 3000€	24 (20.5%)	25 (25%)	
>3000€	9 (7.7%)	20 (20%)	

Table 4.11 – Characteristics of stay in La Rioja of two clusters of visitors

La Rioja tourist profile	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	Statistics
Type of accommodation			Chi ² = 21.435 p = 0.000
Hotel (1-3 stars)	24 (20.5%)	32 (32%)	
Hotel (4-5 stars)	2 (1.7%)	14 (14%)	
Aparthotel	20 (17.1%)	18 (18%)	
Guesthouse	32 (27.4%)	20 (20%)	
Hostel and backpackers	39 (33.3%)	16 (16%)	
Travel organized by			Chi ² = 10.178 p = 0.001
Independently	111 (94.9%)	81 (81%)	
Travel agency	6 (5.1%)	19 (19%)	
How are you traveling			Chi ² = 16.254 p = 0.001
Alone	25 (21.4%)	18 (18%)	
With family	25 (21.4%)	42 (42%)	
With friends	58 (49.6%)	27 (27%)	
Other	9 (7.7%)	13 (13%)	

Table 4.11 – Characteristics of stay in La Rioja of two clusters of visitors (Cont.)

How did you learn about La Rioja as a tourist destination			Chi ² = 29.054 p = 0.000
Travel agent suggestion	2 (1.7%)	10 (10%)	
Friend's suggestion	33 (28.2%)	20 (20%)	
Travel and tourism related magazines	12 (10.3%)	12 (12%)	
Wine magazines	0 (0.0%)	13 (13%)	
Previous experience in La Rioja	16 (13.7%)	17 (17%)	
Internet	43 (36.8%)	24 (24%)	
Other	11 (9.4%)	4 (4%)	

The Chi-square test shows that for most variables there are statistically significant differences between clusters 1 (“other tourists”) and 2 (“wine tourists”). That occurs when the *p*-value is lower than 0.05. Results of the tests suggest that there is no significant difference among visitors in clusters 1 and 2 only in terms of gender and net monthly income. Regarding age, the two clusters differ: younger tourists prevail in cluster 1 (tourists in the age group 25-40 make up 67.5% of cluster 1 and only 40% in cluster 2), and older tourists prevail in cluster 2 (the age group “41-60” accounts for 43% and “above 61” for 13% of tourists who belong to “wine tourists”, comparing to 18.8% and 6%, respectively, in cluster 1). Regarding marital status, cluster 1 has a higher proportion of single individuals (58.1%, compared to 35% in cluster 2). In turn, cluster 2 has a higher proportion in the category of “married/living together” (56% comparing to 31.6%). In terms of level of education, secondary education holders and bachelor degree holders prevail in cluster 1 (12% and 51.3%, respectively, comparing to 7% and 26%, respectively), whereas Master and Ph.D. degree holders prevail in cluster 2 (67% comparing to 36.7% in cluster 1).

Regarding the characteristics of visitors’ stay in La Rioja, all of them are significantly different between clusters. In terms of the type of accommodation, “wine tourists” show a higher proportion of stay in hotels, independently of the star classification (46% of “wine tourists” preferred Hotels and 18% aparthotels, while for cluster “other tourists” these categories represent 22% and 17%, respectively). “Other tourists” tend to stay in guesthouses or hostels, choosing cheaper options (27.4% and 33.3%, respectively, comparing to 20% and 16% in cluster 2). Most of the tourists in the

sample organized their trip by themselves (94.9% and 81% in cluster 1 and 2 respectively), but “wine tourists” have slightly bigger tendency to approach travel agencies (19% of them comparing to 5.1% in cluster 1).

In terms of travel companions, “wine tourists” prevail in the category of traveling with family members and other companions (42% and 13%, respectively, comparing to 21.4% and 7.7% in cluster 1), while “other tourists” travel more often alone or with friends (21.4% and 49.6%, respectively, comparing to 18% and 27% in cluster 2). There is a significant difference between the ways visitors of cluster 1 and 2 got information about the region. The results show that 13% of “wine tourists” got information from wine magazines, while none of “other tourists” used this manner. Travel agents’ suggestions are also more popular among “wine tourists” (10% which compares to only 1.7% in cluster 1). Travel and tourism magazines and having previous experience in La Rioja have similar proportions in both clusters (10.3% and 13.7%, respectively, in cluster 1, and 12% and 17% in cluster 2). “Other tourists” are more likely to use friend’s suggestion or the internet (among “other tourists” these ways were informed 28.2% and 36.8%, respectively, while in the cluster “wine tourists” these categories stand for 20% and 24%, respectively).

The next step of the research consisted of analyzing clusters in terms of their wine-related habits, “push” motives and satisfaction levels. In Table 4.12 the independent sample t-tests on wine-related habits are presented.

Table 4.12 – Results of independent-sample t-test regarding wine-related habits

Wine-related habits	Mean values		T-tests results
	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	
Interest in wine and the activities related to it	2.79	3.69	$t = -6.241$ $p = 0.000$
Frequent wine tasting	1.92	2.89	$t = -6.590$ $p = 0.000$
Wine activities as a sufficient reason for taking a trip	2.48	3.29	$t = -5.342$ $p = 0.000$
Frequently reading magazines that specialize in wine	1.52	2.38	$t = -5.832$ $p = 0.000$

As it is seen from the table above, there are significant differences among wine-related habits between the clusters. Mean values of every characteristic are higher among “wine tourists” comparing to “other tourists”. The characteristic of the clusters using “push” factors are presented below in Table 4.13.

Table 4.13 – Results of independent-sample t-test regarding “push” motives

	Mean values		T-tests results
	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	
Discover new place and culture	4.34	4.11	$t = 2.024$ $p = 0.044$
Relax mentally	3.96	4.06	$t = -0.890$ $p = 0.374$
Using physical abilities/skills in sport	3.40	2.44	$t = 7.033$ $p = 0.000$
Avoid everyday routine	4.31	3.97	$t = 2.970$ $p = 0.003$
Meet new people	4.09	3.47	$t = 4.854$ $p = 0.000$
Visit family and/or friends	3.01	2.41	$t = 4.066$ $p = 0.000$
Work/ Attending Conferences	2.09	2.38	$t = -2.097$ $p = 0.037$

As the table above shows, there is no significant difference between clusters regarding only one factor: “relax mentally”. The “push” factor “discover new place and culture” shows the lowest significant difference between clusters. Factors as “using physical abilities/skills in sport” significantly differ between clusters with cluster 2 having lower mean value than cluster 1. The reason for that can be the different motivation of “wine tourists” from “other tourists”, as part of the cluster of “other tourists” are people who are engaged in long-term physical challenge as pilgrimage in St James way, that passes through La Rioja, while “wine tourists” don’t engage themselves in such activity. The motive “avoid everyday routine” has a higher mean value in cluster 1, which can be explained by “other tourists” spreading their time of visit between different activities. “Wine tourists”, on the contrary, are more goal-oriented. The motive “meet new people” has higher mean value among “other tourists” as well. This result can be associated with the categories “traveling alone” and “traveling with friends” that prevail in cluster 1 (Table 4.11). The motive “visit family

and/or friends” also is more meaningful for cluster 1, as “wine tourists”, as the name suggest, have different motives for visiting the region. Finally, the motive “work/attending conferences” has higher mean value for cluster 2, as some of these activities may have a connection with “wine tourism” (e.g. the University of La Rioja organizes enology conferences).

To illustrate better both clusters, a t-test was undertaken on the variable “age” to test the role of this variable. It gives an idea about how different clusters are, regarding average age of tourists, and it might also help to understand better the difference in motivations of travelling to La Rioja among the clusters. The results are presented in the Table 4.14.

Table 4.14 – Results of independent-sample t-test regarding age of visitors

	Mean values		T-tests results
	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	
Age	36.02	43.79	$t = -4.725$ $p = 0.000$

As it is seen, there is a significant difference between the clusters regarding the average age of tourists belonging to it. Cluster “wine tourists” has slighter higher level with an average age around 44 years old. Meanwhile “other tourists” age average is closer to 36 years old. Combining these results with previous ones, regarding “push” motives, it can be concluded that “wine tourists” are usually people who look for relaxation, gastronomic and wine experiences, meanwhile “other tourists” are a younger group who is looking for more active and adventurous way of travelling.

To complement the study, the difference between clusters regarding their satisfaction level after the visit was analyzed and presented in Table 4.15.

Table 4.15 – Results of independent-sample t-test regarding overall satisfaction of visitors

	Mean values		T-tests results
	Cluster 1 “Other tourists”	Cluster 2 “Wine tourists”	
Overall satisfaction with the holiday in La Rioja	4.16	4.40	$t = -2.397$ $p = 0.017$

As it is seen, there is a significant difference between clusters regarding their overall satisfaction after visiting La Rioja. Cluster 2 has a higher mean value (4.40), suggesting that “wine tourists” enjoy their time more in the region, meanwhile “other tourists” with a mean value of 4.16 might find it harder to find more diverse activities. Nevertheless, both clusters report high a satisfaction level.

5. DISCUSSION AND CONCLUSION

The clustering of motivation proved to be a valuable tool for understanding which segments of tourists can be identified in the La Rioja region. The segmentation proposed in this paper can be useful in defining the image of the region for marketing purposes. With this knowledge, tourism developers can understand the reasons why people come to the region and create promotional campaigns oriented to each segment. As the study showed, there are two clearly identified clusters of tourists, one of which has a very much wine-oriented purpose of visit, and another one with motives more related with active tourism or visiting family and friends.

The results of the factor analysis showed that there are five clearly identified motivation factors among visitors in the La Rioja region: local attractions, wine-related motives, adventure and sports, price and distance, nightlife and shopping. Both local attractions and wine-related motives tend to be strong motivations factors for different groups of people. Those five motives were used to identify clusters. According to the agglomeration criteria, two clusters were identified, which were termed as “wine tourists” and “other tourists”.

One evidence for distinguishing La Rioja visitors into two clusters is the existence of a significant difference between them regarding their socio-demographic characteristics, and characteristics of stay, but most importantly, wine-related habits, “push” motives and satisfaction levels. Visitors from the cluster “wine tourists” tend to have higher mean when assessing wine-related statements, on issues to the frequency of going on wine tastings, reading wine-related magazines, having interest in wine-related activities and considering these activities as a sufficient reason for taking a trip. Also “wine tourists” tend to have a higher satisfaction level after the visit. “Wine tourists” and “other tourists” have different push motives (“other tourists” tend to visit more their friends and family or engage in some physical activity as hiking etc).

Regarding socio-demographic characteristics, “wine tourists” are, on average, older and travel more with their families, while “other tourists” show a higher proportion of single travelers and traveling with friends. “Wine tourists” have more Master and Ph.D. graduates comparing to “other tourists”, that have a higher percentage of Secondary and Bachelor degree holders. “Wine tourists” tend to stay in hotels, while “other tourists” choose alternative types of accommodation: guesthouses and hostels.

“Other tourists” normally find out about the destination through the internet or friends’ suggestion. “Wine tourists” also use these ways to find out the necessary information but have a larger propensity to learn about the destination through a wine magazine or a travel agency.

Results of this study show that although many tourists are attracted to La Rioja by wine imagery and activities directly related to it, there is a demand for other attractions. In general, visitors presented a high satisfaction level (86% of respondents said they were either “satisfied” or “very satisfied” with their trip to the region). Moreover, 61% showed interest in returning and 81% would recommend visiting the region to their friends and family. Thus, the region is highly appreciated by visitors.

The result shows, however, that tourism development in La Rioja could be further boosted if the segment of “other tourists” would be properly addressed. Here are some suggestions of region’s activities that could be more promoted in terms of diversifying the supply. La Rioja region is very rich culturally. Some of the traditions and festivals have a strong connection with wine production, such as a yearly “wine battle” in Haro, which takes place by the end of June. Traditionally, that was the way local farmers would get rid of bad grapes. Nowadays it has become a big tourism attraction, and belongs to the official list of Festival of National Tourism Interest. Nevertheless, the festival is known mostly locally, by people of neighbor regions and occasional tourists.

There is also a celebration of the patron of Logroño, San Mateo, which takes place in the week of the Harvest festival. It is not only about traditional grapes foot-crushing and trying the first must, but also a chance to see traditional folkloric dance and singing of the region, the “jotas”. There is a huge variety of other activities, starting with numerous music festivals to the very unique festival of the whirling stilt dancers in Anguiano village, not to mention the importance of religious tourism, from people coming to see Easter week processions (in Spanish “Semana Santa”) to pilgrims passing through the region on the St James Way (Camino de Santiago). As it is seen from the examples above, La Rioja region is culturally rich, with a diversity of festivals and activities, some of which are very particular and uncommon in other regions of Spain.

The main interest of the current study is its focus, challenging the idea that tourism in La Rioja is only driven by wine tourism. This study presents also some limitations that can give a base for future research. A first limitation is the period of

conducting the survey, which took place from October to January. Summer months usually have more diverse activities, festivals, and celebrations and attract more foreign visitors. Also, there are limitations regarding the survey itself. There could have been more “push” and “pull” factors presented and the wine-related perceptions developed more deeply. Nevertheless, we believe that the current research presents valuable information for the region’s tourism office, especially for developing a future marketing strategy.

In short, this study suggests that La Rioja, although being the smallest region of Spain, has a high tourism potential. The number of visitors is steadily growing each year in both domestic and international markets. Overall, the result of this dissertation suggests that there should be more diverse perspective regarding the promotion of La Rioja, which should not focus only on wine-related activities but also on the other attractions of the destination.

REFERENCES

- Alant, K. & Bruwer, J. (2004) Wine Tourism Behavior in the Context of Motivational Framework for Wine regions and Cellar Doors. *Journal of Wine Research*, 15(1), 27-37.
- Alant, K. & Bruwer J. (2009) Hedonic Nature of Wine Consumption. *International Journal of Wine Business Research*, 21(3), 235- 257.
- Alebaki M. & Iakovidou O. (2010) Segmenting the Greek Wine Tourism Market Using a Motivational Approach. *New Medit.*, 4, 31-40.
- Alonso, A., Fraser, R.A. & Cohen, D.A. (2007) Does Age Matter? How Age Influences the Winery Experience. *International Journal of Culture, Tourism and Hospitality Research*, 1:(2), 131-138.
- Beerli, A. & Martin, J.D. (2004) Tourists' Characteristics and the Perceived Image of Tourist Destinations: A Quantitative Analysis – A Case Study of Lanzarote, Spain. *Tourism Management*, 25 (5), 623-36.
- Blij, H.J.D. (1983) *Wine: a Geographic Appreciation*. Rowman & Littlefield Pub Inc.
- Boniface, P. (2003) *Tasting Tourism: Travelling for Food and Drink (New Directions in Tourism Analysis)*. Aldershot, Ashgate.
- Brown, G.P. & Getz, D. (2005) Linking Wine Preferences to the Choice of Wine Tourism Destinations. *Journal of Travel Research*, 43(3), 266-276.
- Carmichael, B. (2005) Understanding the Wine Tourism Experience for Winery Visitors in the Niagara Region, Ontario, Canada. *Tourism Geographies*, 7(2), 185-204.
- Charters S. & Ali-Knight J. (2002) Who Is the Wine Tourist?. *Tourism Management*, 23(3), 311- 319.
- Crompton, J. (1979) Motivations of Pleasure Vacations. *Annals of Tourism Research*, 6 (4), 408-24.
- Dann, G. (1977) Anomie, Ego-enhancement and Tourism. *Annals of Tourism Research*, 4, 184-194.
- Egan, H. (2016) *The Connected Visitor Economy Bulletin. Six Key Travel Trends for 2016*. Bangkok, Pacific Asia Travel Association.

Eurostat (2015) *Eurostat Regional Yearbook 2015*, Luxembourg, Publications Office of the European Union.

Galloway, G., Mitchell, R., Getz, D., Crouch, G. & Ong B. (2008) Sensation Seeking and the Prediction of Attitudes and Behaviours of Wine Tourists. *Tourism Management*, 29, 950- 966.

Getz D. (2000) *Explore Wine Tourism: Management, Development, Destinations*, New York, Cognizant.

Getz, D. & Brown, G. (2006) Critical Success Factors for Wine Tourism Regions: A Demand Analysis. *Tourism Management*, 27(1), 146–158.

Getz, D., Carlsen, J., Brown, G. & Havitz, M. (2008) Wine Tourism and Consumers. In A.G.Woodside & D. Martin (Eds) *Tourism Management: Analysis, Behaviour and Strategy*, 245-268.

Government of La Rioja [Gobierno de La Rioja] (2015) *La Rioja in Numbers. Statistical Yearbook of La Rioja [La Rioja en Cifras. Anuario Estadístico de La Rioja]*, Logroño, Institute of Statistics of La Rioja [Instituto de Estadística de La Rioja].

Hall, C. M. & Mitchell, R. (2002) The Tourist Terroir of New Zealand Wine: The Importance of Region in the Wine Tourism Experience. In A. Montanari (Ed.) *Food and Environment: Geographies of Taste*, 69-91.

Hall, C.M., Johnson, G., Cambourne, B., Macionis, N., Mitchell, R. & Sharples, E. (2000) Wine Tourism: An introduction. In C.M. Hall, E. Sharples, B. Cambourne, N. Macionis (Eds.), *Wine Tourism around the World: Development, Management and Markets*, 1-23.

Ikerfel. (2005) Mercado Actual y Potencial en el Turismo Enologico en La Rioja. Proceedings I Salon Internacional de Turismo del Vino, [Current and Potential Markets in Wine Tourism in La Rioja. Proceedings I International Meeting of Wine Tourism, Logroño, Spain]. Logroño, Spain.

Jago, L., Issaverdis, J. P., & Graham, D. (2000) The Wine Tourist: What's in a Name? *Council for Australian University Tourism and Hospitality Education National Research Conference. Canberra, Australia: Bureau of Tourism Research.*

Johnson, G. (1998). *Tourism in New Zealand:A National Survey of Wineries Master' Thesis*. Dunedin, New Zealand, University of Otago.

Kei Wei, C., bin Shuib, A., Ramachandran, S., & Afandi, S.H.M. (2015) A Comparison Study Between Domestic and International Rural Tourist Profile and

Travel Expenditures in Semporna, Sabah. *American-Eurasian J. Agric. & Environ. Sci.*, 15, 52-60.

Lattin, J., Carrol, J.D., & Green, P.E. (2003) *Analyzing Multivariate Data*. UK: Duxbury.

López- Guzman, T.J. & Sánchez, S. M. (2008). La Creación de Productos Turísticos Utilizando Rutas Enológicas. *Revista de Turismo y Patrimonio Cultural*, [Tourism Product Creation Using Routes Enological. *Journal of Tourism and Cultural Heritage*]. 6(2), 159-171.

Lundberg, D. (1990). *The Tourist Business*. 6th ed. New York, Van Nostrand Reinhold.

Marzo- Navarro, M. & Pedraja- Iglesias, M. (2009) Profile of a Wine Tourist and the Correspondence between Destination and Preferred Wine: A Study in Aragon, Spain. *Journal of Travel and Tourism Marketing*, 26, 670-687.

McKercher, B., & Chan A. (2005) How Special is Special Interest Tourism? *Journal of Travel Research*, 44, 21-31.

Mitchell, R., Hall, C. M. & McIntosh, A. (2000) Wine Tourism and Consumer Behaviour. In C.M. Hall, E. Sharples, B. Cambourne, N. Macionis (Eds.), *Wine Tourism around the World: Development, Management and Markets*, Oxford: Butterworth-Heinemann. 115- 135.

O'Neill, M., & Palmer, A. (2004) Wine Production and Tourism: Adding Service to a Perfect Partnership. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 269-284.

Ryan, C. (2002) *The Tourist Experience (2nd ed.)*, London, Thomson Learning.

Sparks, B. (2007) Planning a Wine Tourism Vacation? Factors that Help to Predict Tourist Behavioral Intentions. *Tourism Management*, 28(5), 1180-1192.

Williams, P., & J. Kelly (2001). Cultural Wine Tourists: Product Development Considerations for British Columbia's Resident Wine Tourism Market. *International Journal of Wine Marketing*, 13(3), 59-77.

Yuan, J., Cai, L., Morrison, A. & Linton, S. (2005). An Analysis of Wine Festival Attendees' Motivations: A Synergy of Wine, Travel and Special Events? *Journal of Vacation Marketing*, 11(1), 41-58.

ANNEX 1

Promotional Campaigns of La Rioja Tourism Office “Celebrate the Life with Rioja” (above), “La Rioja Tastes good” (below to the left) and “The Land with a Name of Wine” (below to the right)



ANNEX 2

Images of wine culture in Logroño (from up left): map of wine and pintxos, streets with bars, statue of grape picker, typical image from wine harvest festivals of the region, pavement with wine symbolism, and signs of wineries on the street.



APPENDIX 1



TOURIST MOTIVATION FOR VISITING LA RIOJA, SPAIN

The following questionnaire is developed by a research team from the University of Algarve, in Portugal. It aims to collect information on tourists' motivation for visiting La Rioja region in Spain. It is important for the research that you answer as sincerely and objectively as possible. The responses are confidential and will only be used for the research purposes.

STAY IN LA RIOJA

Number of days of your stay in La Rioja _____

Type of accommodation:

- Hotel (1 - 3 starts) Hotel (4 - 5 starts) Aparthotel Guesthouse
 Hostels & backpackers

Travel organised by:

- Travel agency Independently

How are you travelling?

- Alone With family With friends Other

How did you learn about La Rioja as a tourism destination?

- Travel agent suggestion Wine magazines
 Friend's suggestion Previous experience in La Rioja
 Travel and tourism related magazines Internet
 Other (please indicate) _____

MOTIVATION TO GO ON HOLIDAYS

Please rank the relative importance of the internal reasons to go on your current holidays to La Rioja on a scale from 1 to 5, where 1 means “low motivating factor” and 5 “high motivating factor”.

Personal reasons to go on holidays	1	2	3	4	5
Discover a new place and culture					
Relax mentally					
Use my physical abilities/ skills in sport					
Avoid everyday routine					
Meet new people					
Visit family and/or friends					
Work/ attending a conference					

REASONS FOR SELECTING THE DESTINATION

Please rank the relative importance of each attraction of the La Rioja on influencing your decision to visit the region. Tick one option for each type of attraction using the same scale from 1 to 5 where 1 means “low motivating factor” and 5 “high motivating factor”.

Attractions of La Rioja	1	2	3	4	5
Price					
Beautiful nature					
Cultural events (festivals, exhibitions,etc)					
Monuments					
Local food and wine					
Visit wineries					
Friendly local people					
Distance					
Adventure activities					
Sport facilities					
Shopping opportunities					
Nightlife and entertainment					

Please indicate your overall satisfaction with the holiday in La Rioja:

1. Very dissatisfied 2. Dissatisfied 3. Neither Satisfied nor Dissatisfied
 4. Satisfied 5. Very satisfied

Are you interested in returning to La Rioja?

- Yes No Maybe

Would you recommend visiting La Rioja to your friends and relatives?

- Yes No Maybe

WINE – RALATED HABITS

Please indicate your level of agreement with the following statements. Use a scale from 1 to 5 where 1 means “strongly disagree” and 5 “strongly agree”.

Statements	1	2	3	4	5
I am interested in wine and in the activities related to it.					
I frequently go wine tasting.					
The activities related to wine are a sufficient reason for taking a trip.					
I frequently read magazines that specialize in wines.					

SOCIO-DEMOGRAPHIC CHARACTERIZATION

Nationality _____ ***Country of residence*** _____

Gender Male Female ***Age*** _____

Marital Status

- Single Married/ Living together Divorced Widowed

Education level:

- Primary Education Secondary Education Bachelor Degree
 Master Degree PhD Degree

Net monthly income

- <1000€ 1001 – 2000€ 2001€ - 3000€
 3001 - 4000€ 4001 – 5000€ >5000€

APPENDIX 2



MOTIVACIÓN DE LOS/AS TURISTAS PARA VISITAR LA RIOJA, ESPAÑA

El siguiente cuestionario fue desarrollado por el equipo de investigación de la Universidad del Algarve, Portugal. Su objetivo es recoger información sobre la motivación de los/as turistas para visitar la region de La Rioja en España. Es importante para la investigación que Usted responda de manera más sincera y objetivo posible. Las respuestas son confidencial y seran usados solo para los objetivos de la investigación.

ESTANCIA EN LA RIOJA

El Numero de los dias de Su estacia en La Rioja _____

El Tipo de Alojamiento:

- Hotel (1 - 3 estrellas) Hotel (4 - 5 estrellas) Aparthotel Guesthouse
 Hostales & mochileros

El Viaje organizado por:

- Agencia de viajes Independientemente

Como esta viajando Usted?

- Solo Con la familia Con los amigos friends Otra

Como descubriste La Rioja como destino turistico?

- Sugerencia de agencia de viajes Revistas sobre vino
 Sugerencia de un amigo Experiencia previa en La Rioja
 Revistas sobre viajes y turismo Internet
 Otra

MOTIVACIÓN PARA IR A LAS VACACIONES

Por favor, ordene la importancia relativa de las razones internas para ir a su vacaciones corrientes a La Rioja en escala de 1 a 5, donde 1 significa “factor de motivación bajo” y 5 “factor de motivación alto”.

Razones personales para ir a las vacaciones	1	2	3	4	5
Descubrir un nuevo lugar y cultura					
Relajarse mentalmente					
Usar mis habilidades físicas/ en el deporte					
Evitar la rutina diaria					
Conocer nueva gente					
Visitar a la familia y/o amigos					
Trabajar/ asistir a una conferencia					

RAZONES PARA SELECCIONAR EL DESTINO

Por favour, ordene la importancia relativa de cada atraccion de La Rioja en la influencia de Su decisión para visitar la region. Marque una opción para cada tipo de atracción usando la misma escala de 1 a 5 donde 1 significa “factor de motivación bajo” y 5 “factor de motivació alto”.

Atracción de La Rioja	1	2	3	4	5
Precio					
Paisajes naturales					
Eventos cultirales (festivales, exposiciones)					
Monumentos					
Comida y vino local					
Visitar bodegas					
Gente local amable					
Distancia					
Actividades de aventura					
Instalaciones deportivas					
Oportunidades de shopping					
Vida nocturna y entretenimiento					

Por favor indique su satisfacción general con sus vacaciones en La Rioja:

1. Muy insatisfecho 2. Insatisfecho 3. Ni Satisfecho ni Insatisfecho
 4. Satisfecho 5. Muy satisfecho

Usted esta interesado en volver a La Rioja?

- Sí No Tal vez

Usted recomendaria visitor La Rioja a sus amigos y relativos?

- Sí No Tal vez

HÁBITOS RELACIONADOS CON EL VINO

Por favour indique su nivel del acuerdo con las siguientes frases. Use la escala de 1 a 5 donde 1 significa “Muy de desacuerdo” y 5 “Muy de acuerdo”.

Frases	1	2	3	4	5
Estoy interesado/a en vino y las actividades relacionados con el.					
Suelo ir a digustar vinos					
Las actividades relacionadas al vino son una razon suficiente para hacer un viaje.					
Suelo leer las revistas especializadas en vino.					

CARACTERIZACIÓN SOCIODEMOGRÁFICA

Nacionalidad _____ **País de residencia** _____

Genero Hombre Mujer **Edad** _____

Estado Civil

- Soltero Casado/ Viviendo juntos Divorciado Viudo

Nivel de la Educación:

- Educación Primaria Educación Secundaria Grado de Bachiller
 Grado del Mestrado Doctorado

Ingreso mensual neto:

- <1000€ 1001 – 2000€ 2001€ - 3000€
 3001 - 4000€ 4001 – 5000€ >5000

