



MASTER THESIS

**SPAIN'S WINERY AS A TOURISM ATTRACTION FOR THE
CHINESE MARKET—CASE STUDY OF MARCO ABELLA**

XIN CHANG

Internship developed at Marco Abella S.L.

Priorat, Spain

Professional supervisor

David Marco Moliner

Academic Supervisor

Laurence Geny-Denis

University of Bordeaux

June, 2020

1. INTRODUCTION.....	1
1.1 Presentation of the company.....	1
1.2 Duties and activities performed during the internship.....	2
1.3 Theoretical Foundation of The Project.....	3
2. METHODOLOGY.....	9
2.1 Internship Placement.....	9
2.2 Data Collection.....	10
2.3 Data Analysis.....	10
3. RESULT AND DISCUSSION.....	10
3.1 Descriptive Analysis of Demographics.....	10
3.2 Analysis of Potential visitor profile.....	13
3.2.1 Chinese wine tourist segmentation by overseas background.....	13
3.2.2 Chinese wine tourist segmentation by wine profession level.....	15
3.2.3 Chinese wine tourist segmentation by demographics.....	16
3.3 Factors related to Wine tourism willingness.....	17
3.3.1 Perception of wine.....	17
3.3.2 Wine consumption and travel behavior.....	18
3.4 Relation between wine tourism willingness and behavior.....	18
3.5 Willingness to pay	19
3.6 Consumer preference.....	20
3.6.1 Winery Tour Preference.....	20
3.6.2 Priority regarding choosing winery.....	21
3.6.3 Preference of tour type.....	22
3.6.4 Preference of Tour length.....	23
3.6.5 Preference of Purchase.....	24
3.7 Constraint perceived by Chinese consumer.....	25
3.8 Developing wine tourism for Marco abella winery.....	26
3.8.1 Current situation analysis.....	26
3.8.2 Wine tourism development strategy.....	26
3.8.3 Wine tourism development proposal.....	27

4. Conclusion and limitation.....	28
5. ACKNOWLEDGEMENT.....	29
6. Bibliography.....	29
 Annex.....	 A-1
A1 The survey.....	A-1
A1.1 Questionnaire for CC in English.....	A-1
A1.2 Questionnaire for CE in English.....	A-8

ABSTRACT

This research aims to give an insight of how the Chinese market perceives wine tourism, particularly winery tour in Spain through interview with Chinese tourism professionals in Spain and an online survey of more than 400 responses. Segmentation of the Chinese tourists profile is researched by demographic factors, professional level and residence location. Perception like the willingness to visit Spain's winery, expectation, willingness to pay, constraint are investigated in order to build wine development strategy and give practical instruction for Marco Abella to attract Chinese visitors and establish solid brand image and increase global income. The results indicate that Chinese people are generally interested in visiting winery in Spain but lacking of time, financial resource and importantly available information and products of wine tourism limits their travel behavior. Demographics does not have a huge influence on the willingness to visit a winery in Spain while residence country and wine professional level does.

Key words: Spain, Chinese, Wine Tourism, Segmentation, Preference

List of Abbreviation:

CC: Chinese residents in China

CE: Chinese residents in Europe

CF: Chinese residents in France

CS: Chinese residents in Spain

CNF: Chinese residing in European countries other than France

CNS: Chinese residing in European countries other than Spain

1. INTRODUCTION

1.1 PRESENTATION OF THE COMPANY

Marco Family has a at least a seven-century history of working as grape growers in Porrera, Tarragona, Spain. When phylloxera destroyed the vineyards, the family decided to move to Barcelona. Suggested by some friends, the family determined to recover the family's vineyards and buy new plots several years ago. It was not until 2004 that the first vintage from self owned grape was made, but in another winery. Designed by David's sister, the basic construction and installment of the cellar was finished and put into use in 2005. However, instead of in the town, a 10 minute walking is necessary along the roadway from Porrera town to the winery. Due to this, it is not possible for the cellar to get electricity and water resource from the town and thus the cellar has to generate electricity and get water from outside. There are three floors in the cellar with a on roof terrace. The office, laboratory, reception area, and tasting lounge are located in the first floor. Below the ground floor is the second floor where the fermentation is taken place in stainless steel tank, wooden cask or cement tank according to different styles of the wines. Further below, the third floor serves for oak aging. Transportation of grapes, must and wine is accomplished with gravity flow. The rooftop where tables, bench chairs are installed is designed for tasting and events. The oenologist Raquel work in the cellar while a wine consultant who come once a week. The other staff (the owner couple David and Olivia, the salesman Joan and the accountant Rafa work in the distribution office which is located in L'Hospitalet de Llobregat, Barcelona.

Marco Abella owns 41 hectares of land, 36 of which are planted vines and the rest is forest. Grape varieties used include Carignian, Grenache, Cabernet Sauvignon, White Grenache, Macabeo, Viognier. Organic farming is introduced in the vineyard to show the maximum characteristics of the blessed terroir.

The annual production of Marco Abella Winery is around 100,000 bottles and most the production is red wine. Most of the wines are made from grapes of self-owned vineyards in Porrera, under the label of DO.Priorat, while two entry level wines are produced in other areas in Catalunya, under the label of DO.Catalunya. 52% of the total production is exported which

the rest 30% is sold in Catalunya. The biggest exportation destinations are China, Switzerland, the United States, France and Belgium.

In terms of wine tourism, we have a contact database of 300 people. 90% of them are local Catalans, very few Spanish people from other regions and the international visitors mainly come from the UK, the US, Portugal, Holland and Nordic countries.

1.2 DUTIES AND ACTIVITIES PERFORMED DURING THE INTERNSHIP

The duties and activities could be concluded as two projects. The first and most important project is developing wine tourism strategy and product for Chinese visitors. It was planed as following;

(1) Do a thorough and proper translation of the website content in Chinese so that the Chinese customers would be able to have a better understanding of the wines and the brand, which helps with brand image establishment in China.

(2) Search and communicate with Chinese travel agencies and tour guides based in Spain, aiming at having a perception of Chinese tourists' behavior during their journey in Spain, such as where they like to visit, how is their interest in wine tourism, what their expectation of wine tourism is and what their feedback is after visiting wineries in Spain; as well as look for opportunities for building long-term cooperation with Chinese tour operators in Spain so the future wine tourism products and tours of Marco Abella can be promoted through travel operators and tour professionals.

(3) Analyze the current situation including strength, weakness, opportunity and threat of Marco Abella to determine what kind of Chinese tourists the winery may be able to receive and what kind of activity can be planned to attract Chinese tourists.

(4) Figure out a potential Chinese visitor profile such as gender, education level, salary, martial status, wine professional or not through investigating Chinese people's wine purchase behavior, interests in wine tourism and expected price range;

(5) Investigate expectation and constraints that Chinese people perceive towards taking part in wine tourism activities in Spain; based on the investigation, work out according wine tourism product and strategy.

The second project is daily wine tourism practice, which means being involved into wine tourism practice and marketing including giving guide tours to English-speaking visitors, generating a visitor database, checking stocks, keeping the winery clean and tidy and making newsletters. The intern should have worked from Thursday to Monday in the cellar, on average 6 hour per day, from the beginning of February to the end of June, however due to the quarantine of Covid-19, it turns out to be around 300 hours of job have been achieved in the winery. There are three types of tours being operated in Marco Abella Winery. The most booked one is the classic visit including a guided tour in the winery, a short walk to the surrounded vineyard and a tasting of 4 wines, which costs 17 Euros. Visitors of the premium visit are lead to one of the highest plots after the guided cellar tour and do the same 4 wine tasting there with pairings of local products such as cheese, olive and nuts, and this tour costs 35 Euros. Other than those, a 50 euro wine and cultural tour including a guided tour to the Porrera Village and the local museum was never booked during the internship period.

1.3 THEORETICAL FOUNDATION OF THE PROJECT

1.3.1 The tourism market of China

China had a remarkably strict policy towards international travel until the 1980s during which period the government firstly issued the Approved Destination Status(ADS) to HongKong, Macao and Thailand. Since then China's outbound tourism has been growing rapidly and in 2003, China opened the outbound tourism gate to Germany which is the first country in EU got ADS. One year later, the policy was further loosened, including Spain, 35 countries obtained ADS and so far, 131 destinations have been given the ADS in total. The nation soon became an important tourism market which has been targeted by a large number of destinations. Along with the issuing of quantities of national and international tourism favored regulations, Chinese people developed a great interest in international travel and the annual amount of China's outbound travelers has been rising considerably, reaching over 169 million in 2019, (National Bureau of Statistics of China, 2020). It is Chinese tourists' purchase behavior that has been the center of attention. UNWTO reported that China got the first place in terms of the expenditure on outbound tourist last year, with 277.3 billion US dollars having

been spent in oversea travel and tourism by Chinese people(UNWTO,2020).

1.3.2 The tourism industry of Spain

Tourism is one of the most important economy resources of Spain. World Economic Forum(2020) has reported Spain as the country with the biggest travel and tourism competitiveness for continuous years. During the last years, the contribution of tourism to the national economy of Spain is steady increasing. The statistics published by INE(National statistics Institute, 2019) shows, 12.3% of the Gross Domestic Product and 12.7% of the employment are contributed by the sector of tourism respectively in 2018. According to World Tourism Organization(UNWTO), Having received 83 millions of international travelers in 2018, Spain occupied the second rank of worldwide arrivals and was the top one tourism earners in Europe by earning 74 billions of USD dollars, accounting for 12.9% of the Europe's total international tourism earnings(UNWTO, 2019).

1.3.3 Spain as a tourism destination to Chinese tourists

Spain has attracted a sharply rising number of Chinese tourists in the last years. The amount of Chinese tourists traveling to Spain was around 700,000 in 2019 which was nearly twice the the number in 2016(INE, 2020). Chinese tourists made a substantial contribution to the tourism revenue of Spain considering that daily expenditure of per Chinese tourist is two times higher than the daily expenditure of per inbound tourist in Spain.



Table 1.1 Amount of Spain's inbound Chinese tourist and their expenditure

According to database of one of China's biggest tourism platform, Ctrip, the topics that interest Chinese independent tourists the most were food, attraction, party/companionship, shopping and weather (China Tourism Academy, 2018). Spain is known for having substantial gourmet restaurants, cultural and natural attractions, a deep party culture, a satisfying tax-refund rate and all year round sunshine. Therefore, Spain doubtlessly can be an attractive destination for Chinese tourists. Kim *et al.* (2005) surveyed the most and second preferred overseas destinations by Chinese tourists and Spain turned out to be 4th preferred country in Europe in both rankings.

In terms of tourism, Spain has been targeting and marketing China for long. In 2006, Spain tourism started marketing campaign through operating website in Chinese and afterwards it actively posted on China's social media as well. Spain's government even published an official tourism plan targeting China 9 years ago, aiming to receive a million Chinese tourists in 2020. The country spent effort on improving Chinese tourist's experience and impress them. Businesses including Tax-free shops, luxury stores and taxi companies allows payment to be made through China's digital monetary platform and the tourists can receive tax refund through those platforms as soon as they applied for it in the airport. However, so far the goal of Spain's authority seems to be hard to achieve and the biggest challenge for attracting Chinese tourists is considered the language barrier.

1.3.4 Demand-side perspective: Wine tourism behavior influenced by cultural background

Wine tourism is of vital importance to the additional value of wineries. Operating a cellar door alone is beneficial to the exposure to the brands and products, and the direct wine product sales (O'Mahony, *et al.*, 2006), besides, along with guided tour, and other tourism experiences, wine tourism helps to promote brand image and consumer loyalty. For a large proportion of European people, wine is taken as a everyday drink. They drink wine while having meals or having a glass in the wine bar after work. Wine culture takes a deep root in the life style of many European countries. According to empirical experience, when European

visitors join a tour in a winery, they are willing to buy bottles in the end of the tour for home consumption. Many publications described the contribution of wine tourism to future sales (Houghton, 2002; O'Neil, *et al.*, 2002; Mitchell and Hall 2004).

However, the positive impact on long-term sales seems not work for consumers who from different cultural background from the region visited (Menival and Han, 2013). Depends on the culture, tourists from different nations may have different perception, expectation and need towards wine tourism, and therefore empirical knowledge from European consumers may not apply to Chinese consumers (Gu and Huang, 2018). European consumers regard wine as a daily drink while in China, the general perception of wine is definitely different from that. Instead of being a culturally accepted beverage, the more likely image of wine is a luxurious goods for most of the Chinese people. Wine is regarded as a symbol of upper status, fortune and success and is associated with west lifestyle.

Although OIV(2020) reported that China's vineyard area has increased dramatically from 2000 to 2018 and it is currently the world biggest grape producer, over 80% of the grapes is consumed as table grape. As a consequence, Chinese people are rarely exposed to wine, they are not used to drinking wine and they have little knowledge of wine. The individual consumption of wine in China is only 2 liters per capita annually, multiple times less than the individual consumption in Europe(OIV, 2020), which implies wine is not yet an usual drink in China. Williamson *et al.*(2012) reported that notable differences exist in China's' wine consumption tradition and preferences from Australian's. Based on these, it can be predicted that Chinese consumers' purchase behavior may be different from the European visitors' behavior.

However, Chinese tourists are known as having considerable shopping enthusiasm and purchase capacity, which can be proved by most of the luxury brands have Chinese-speaking staff in store. Shopping is even considered as travel motivation by few people(Xiang, 2013). South Australian Wine Industry Association (SAWIA, 2014) has instructed that active selling makes difference in the cellar because most Chinese visitors like to be specifically asked to make a purchase and are pre-disposed to purchase something as souvenir. Despite wine has

been reported as a preferred gift choice by Chinese (Banks and Overton, 2010, Ma, *et al.*, 2017), the strict taxation policy and the inconvenience of carrying fragile and heavy bottles can discourage long-haul travelers from purchasing wine, which has a negative influence on the profitability of wine tourism to a large extent. Therefore considering China's custom, creating a variety of types of souvenirs which can be easily brought back and shared with friends and families is expected to meet the need, and contribute to the wine tourism income and profit.

Furthermore, in terms of the information collection, participation and satisfaction of wine tourism, language barrier and social media limitation are two recurring cultural constraints for Chinese tourists. Language barrier makes it difficult for Chinese tourists to communicate with locals and enjoy authentic experience. Pechlaner and Volgger (2016) reported that most Chinese visitors at Italy wineries chose organized tours because of a limited time and language barrier. After interviewing Chinese wine tourists in Australia, Ma, *et al.* (2017) suggested Australian wineries to employ Chinese-speaking staff for accompanying Chinese tourists. Besides, the impossibility of accessing foreign social media platforms such as facebook, intagram and twitter limit significantly the information Chinese people can obtain and the afterwards interaction.

Chinese visitors' thoughts and behaviors in terms of participating in wine tourism in Spain have not received enough attention. Thus from the demand side, this research aims to dig out the expectation and limitation for outbound Chinese tourists to visit a winery in Spain, their preference of wine tourism products, willingness to buy and the possibility of the repurchase behavior in order to figure out prime target profile, make out appropriate marketing strategies and wine tourism products to attract Chinese tourists.

Other than the inbound Chinese tourists, Chinese people residing in Europe may be another target group for Spanish wineries' China focused strategies. They have easier access to Spain and are more exposed to wine and thus they are expected to be more willing to be involved wine tourism in Spain and make purchase. Gu and Huang(2019) have revealed that

Chinese immigrants in Australia were more likely to be less constrained, to experience wine tourism activities and to repeat the behavior than outbound Chinese tourists.

In the beginning of the 20th century, Chinese migrants in Spain were indicated to tend to stay within their own group, and were regarded as a closed and somewhat mysterious community (Nieto, 2003). Nevertheless, with the great internationalization and globalization in the last 15 years, the amount of Chinese residents in Spain has doubled (INE, 2019.) and an increasing number of Chinese young adults come to Europe for study purpose, which may result in higher level of social integration and acculturation. So if the profile and description of Chinese emigrants are still applicable or not is questionable. Comparing the thoughts and behavior of the Europe resided Chinese and the outbound Chinese is useful for the wineries to understand the market and figure out potential visitor profile.

1.3.5 Supply-side perspective: challenges for Spanish winery's to attract Chinese

Being among the top 5 countries in terms of wine importation amount and total consumption(OIV, 2019), China is considered as an important and promising market by quantities of wineries worldwide. Nonetheless there is still large room for consumption increase in China and well-planned wine tourism projects can help with this topic due satisfying wine tourism experience is shown to have positive impact on brand image, repeated visit (Nella & Christou, 2014a), which implies future sales opportunities.

Menial and Han (2013) reported a perception improvement of Champagne wine happened to Chinese consumer after visiting the Champagne region. Fountain and Menial(2016) reported post brand awareness and brand loyalty has a positive relation with visitation to a destination and particularly wine experience in New Zealand. Lee, Lockshin and Corsi(2015) also demonstrated that positive tourism experience in Australia is helpful for enhancing the image of Australian wine perceived by Chinese tourists, especially at wine-congruent locations like wineries and cellars which proved wine tourism could be one of the effective and efficient ways for promoting wine to Chinese people.

Spain, despite the nation is well-known for wine and there are more than 4000 wineries in Spain (OeMV, 2018), the wine tourism development is still at start-up stage with less than 10% of the wineries are open to the public (Marzo-Navarro and Pedraja-Iglesias, 2012). The possible reason for a delayed development of wine tourism is that Spain's wine industry is highly fragmented with 88% of the wineries having less than nine employees (Marzo-Navarro and Pedraja-Iglesias, 2012), and for these wineries, investment on set-up and operating a cellar door is overwhelming (O'Mahony, *et al.*, 2006).

Wine tourism supply has to be diversely attractive since wine tourists desire all kinds of attraction including cultural experience, natural beauty, social involvement, knowledge obtainment, entertainment, wine retail offers (Ma, *etc.*, 2017). Meanwhile the supply has to be adjust to each cultural backgrounds accordingly to satisfy the varied demand mentioned in the former sector. Fountain(2016) suggested New Zealand wineries that the appeal of wine tourism for Chinese visitors may be highly different to other markets, which means tasting wine could be less salient than opportunities to learn about wine technologies and stories. Visual excitement like beautiful landscape and well-arranged facilities are reported to play an important role in impressing Chinese tourists by South Australian Wine Industry Association (2014), but it is difficult for small-size wineries as well to get enough capital to occupy an attractive sight spot or maintain the beauty of the plots in their infancy. Not even to consider hiring a Chinese-speaking guide and maintaining Chinese social medias. So from the supply side it is essential to analyze the potential for wine tourism of small-size Spanish winery like Marco Abella and how they can achieve the target of meeting Chinese tourists' demand under appropriate investment.

2. METHODOLOGY

2.1 INTERNSHIP PLACEMENT

The wine tourism practice is completed during the internship period of the beginning of February through the middle of Jun in Marco Abella Winery, located in Crtra. Porrera a Cornudella del Montsant km 1,5, 43739, Porrera, Tarragona, Spain. I was involved into giving guided tour to English-speaking visitors, checking stock, organizing visitor database,

maintaining sanitary conditions, making newsletters etc.

2.2 DATA COLLECTION

The Chinese consumer preference research combines both qualitative and quantitative methods. Firstly, the managers and staff of 4 Chinese travel agencies in Barcelona and Madrid were interviewed offline or online to gather information about Chinese tourists' thoughts towards wine tourism and behaviors of visiting winery. Secondly, grounded on the interview, an online quantitative survey including two questionnaires designed respectively for Chinese living in China and Chinese living in Europe were conducted. The questionnaires sent through Chinese social medias such as Wechat and collected in April, 2020. 304 out of 315 and 106 out of 108 responses are judged as effective. All the communication was in Chinese and the result was translated into English by the author.

2.3 DATA ANALYSIS

The existence of statistical differences between genders, between having overseas experience and not, between being married or not, between having kids or not were analyzed using independent samples test; the existence of statistical differences among age groups, degree levels, Residence city tiers, annual income levels were analyzed using ANOVA test. Correlations were calculated by Pearson Regression. Statistical analyses were performed using SPSS.

3. RESULT AND DISCUSSION

3.1 DESCRIPTIVE ANALYSIS OF DEMOGRAPHICS

The demographic profiles of the sample are summarized in Table 2.1 and Table 2.2. In both profiles, female accounts more than male. More than 60% of the respondents in China are female, which may be comparable to the fact that the proportion of Chinese female have traveled to Europe was bigger than male (China Tourism Academy, 2018) and also female accounts for an important component in the wine market (Ma, etc. 2017).

Since local student group in China is not likely to visit Europe neither drink wine due to the

numerous cost, it is excluded in the survey of Chinese residents of China. This results in that in terms of age and family status, the majority of respondents in China are between 25-55, more than half are married and around 40% has child, while 95% of the respondents in Europe is under 35 and the majority of them are overseas students who are not married, do not have child, with a low income.

In both surveys, more than 90% of the respondents have an education level of at least university. 44% of the respondents in China live in super first-tier cities(Beijing, Shanghai, Guangzhou and Shenzhen) and in terms of salary level, 64% can be regarded as above middle-class which is the main wine purchase group in China(United States Department of Agriculture, 2002; Ma, 2017), and one thirds has overseas experience. Around 30% of the respondents in Europe live in Spain which destination the survey serves for, near 60% have lived in Europe in short period.

Demographic	Frequency	%
Gender		
Male	110	36.2
Female	194	63.8
Age		
18-25	27	8.9
25-35	177	58.2
35-45	45	14.8
45-55	36	11.8
>55	19	6.3
Degree Level		
Middle/High School	7	2.3
Technological college	21	6.9
University	139	45.7
Master	117	38.5
Doctor and above	20	6.6
Residence City		
Beijing/Shanghai/Guangzhou/Shenzhen	134	44.1
Tianjin/Chongqing and other first tier cities	42	13.8
Second tier cities	85	28.0
Other cities	43	14.1
Overseas Experience		
Yes	105	34.5
No	199	65.5

Annual Income(RMB)		
<50,000	26	8.6
50,000~100,000	83	27.3
100,000~200,000	122	40.1
200,000~500,000	50	16.5
>500,000	23	7.6
Martial Status		
Married	158	52.0
Unmarried	146	48.0
Have Children		
Yes	120	39.5
No	184	60.5
Wine related profession		
Yes	64	21.0
No	240	79.0

Table2.1 Demographics of Chinese Residents in China

Demographic	Frequency	%
Gender		
Male	24	22.6
Female	82	77.4
Age		
18-25	48	44.4
25-35	55	50.9
35-45	5	4.6
45-55	1	0.9
>55	0	0
Degree Level		
Middle/High School	2	1.9
Technological college	5	4.7
University	35	33.0
Master	58	54.7
Doctor and above	6	5.1
Residence Country		
France	27	25.5
Spain	30	28.3
Others	49	46.2
Length of Residence in Europe		
<3 years	63	59.4
3~8 years	37	34.9
>8 years	6	5.7
Annual Income(Euro)		
<10,000	41	38.7
10,000~50,000	55	51.9

>50,000	10	9.4
Marital Status		
Married	16	15.1
Unmarried	90	84.9
Have Children		
Yes	7	6.6
No	99	93.4
Wine related profession		
Yes	11	10.4
No	95	89.6
Overseas Students(n=95)		
Yes	64	67.4
No	31	32.6

Table2.2 Demographics of Chinese Residents in Europe

3.2 ANALYSIS OF POTENTIAL VISITOR PROFILE

3.2.1 Chinese wine tourist segmentation by overseas background

Shown in Fig.1.1, in terms of visiting an abroad winery, the percentage of Chinese people having lived abroad and have been living abroad are significantly higher than Chinese people having no overseas working/studying experience; while in contrast, the percentage of CC having visited a Chinese winery is significantly higher than CE(ANOVA test, $p < 0.05$, significance level 95%). This means overseas working/study experience result in a higher possibility of visiting overseas winery.

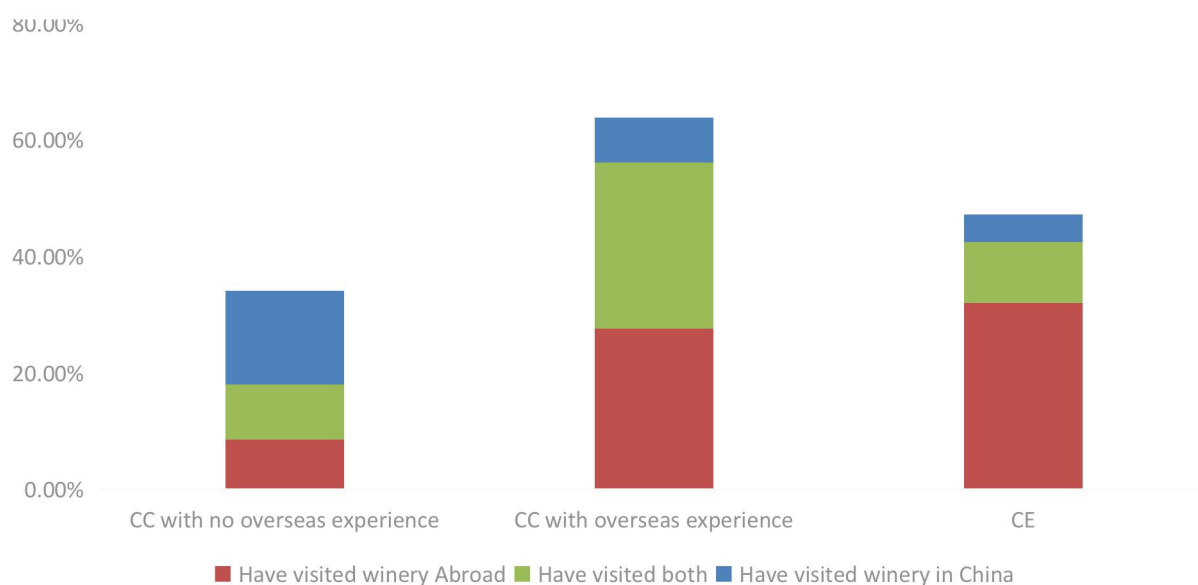


Fig. 1.1 Comparison of winery visit rates among Chinese with different overseas background

Compared with long-haul Chinese tourists, a decrease in perceived constraints of Chinese in Australian was found in the study of Gu and Huang (2018) and Chinese Australian are more likely to visit winery in Australia. Due to location proximity, currency uniformity and language familiarity, CE was presumed to have less limitation and thus more encouraged to visit a winery in Spain. However, a converse result has been found to the result of Gu and Huang (2018) that no significant difference in the willingness of visiting an abroad winery or a Spanish winery among Chinese people with different overseas background was observed (shown in table1.1).

One reason could be the profiles of the respondents are different. In Gu and Huang's study, all the Chinese tourists received the questionnaire in Australia, while in this study, the respondents are potential Chinese tourists who are in China. Another reason of this result could be Europe is a large continent with a diversity of languages and cultures, and the willingness to visit a winery in a specific European country of may not be the same between residents in this country and residents in other European countries. This presumption was verified by the result that willingness to visit a Spanish winery of Chinese in Spain(CS) is significantly higher than it of Chinese residing in European countries other than Spain(CNS) and CC(Fig.1.2). Similarly, the willingness to of Chinese in France(CF) to visit a French winery is significantly higher than Chinese residing in European countries other than France(CNF)(Fig.1.3). The reason of this was speculated to be the language difference or a higher acceptance of local product.

Willingness to visit winery	Type of consumer	N	Mean	STD.	p
Abroad winery	CC having overseas experience	105	4.75	1.31	0.079
	CC having no overseas experience	199	4.48	1.56	
	CE	95	4.31	1.44	
Spanish winery	CC having overseas experience	105	4.28	1.52	0.471

CC having no overseas experience	199	4.15	1.64
CE	95	4.00	1.56

Table 3.1 Comparison of willingness to visit winery among Chinese with different overseas background

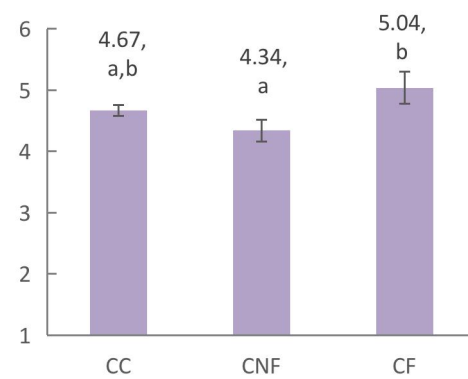
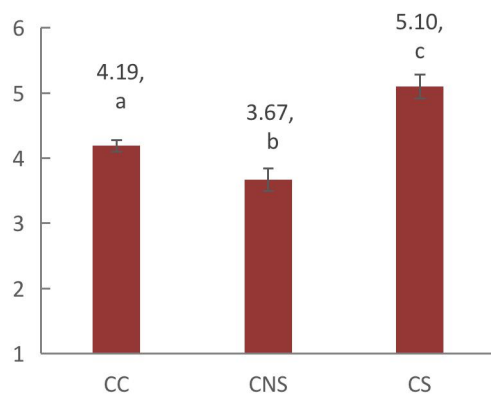


Fig. 1.2 Comparison of willingness to visit a Spanish winery

Fig. 1.3 Comparison of willingness to visit a French winery

3.2.2 Chinese wine tourist segmentation by wine profession level

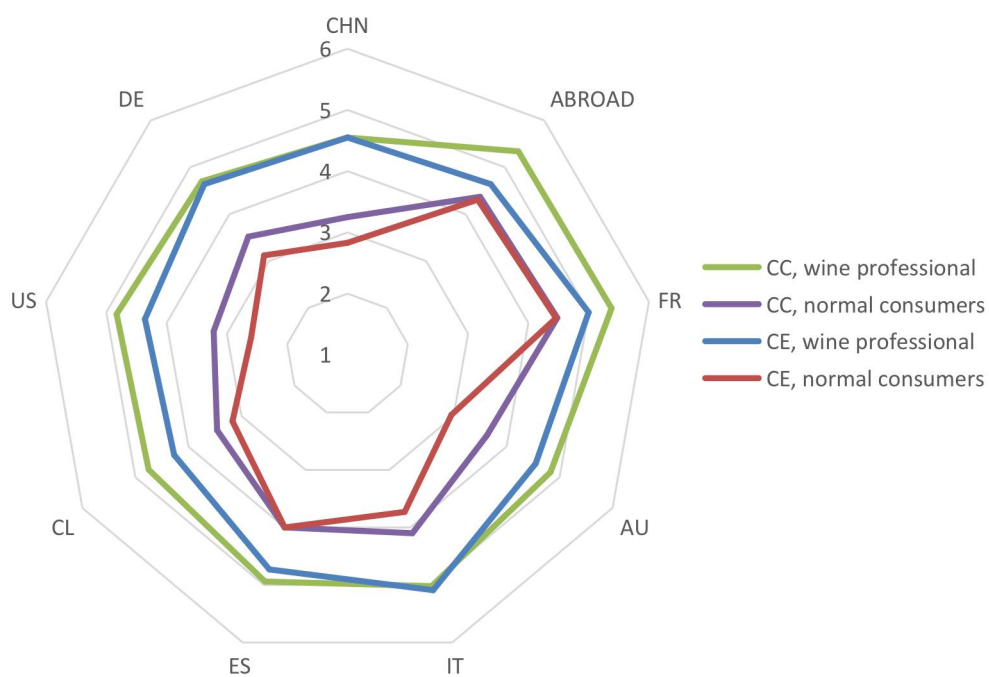


Fig. 1.4 Comparison of winery visit willingness between wine professional and normal consumers

One of the many ways to segment wine tourist profile is by professional level (Charters and Ali-Knight, 2002). On one hand, wine professionals are generally more passionate about wine,

which result in a great interest in visiting wineries to learn. On the other hand, frequently exposed to wine in working occasions may cause tiredness. Therefore, how the willingness to visit winery of wine professional differs from normal consumers was researched in the survey in order to define a tourist profile from the aspect of profession level, see fig.1.4.

Generally speaking, wine professionals are more willing to visit winery in all destinations than normal consumers, and the residing location does not make a huge difference in the same category. In terms of the specific case of Spain, the only significant differences found is between professional in China and of consumers in China, and, professional in China and consumers in Europe, at the 0.05 level. Therefore, in the start-up stage, targeting Chinese wine professionals and organizing wine tours along with wine related companies in China may be more efficient for small Spanish wineries.

3.2.3 Chinese wine tourist segmentation by demographics

In order to obtain a more detailed target profile, willingness to visit a Spanish winery of Chinese people of different gender, age group, education level, residence location, income level, martial status, having kids or not, living length in Europe are evaluated in significance test as well. No significant difference was observed in the result of CE. In the result of CC, the only significant difference observed exists in age group. Shown in fig.1.5 CC over 55 is less willing to visit a winery in Spain than CC below 55, which implies that retired CC group may not be a suitable target for Spanish wineries.

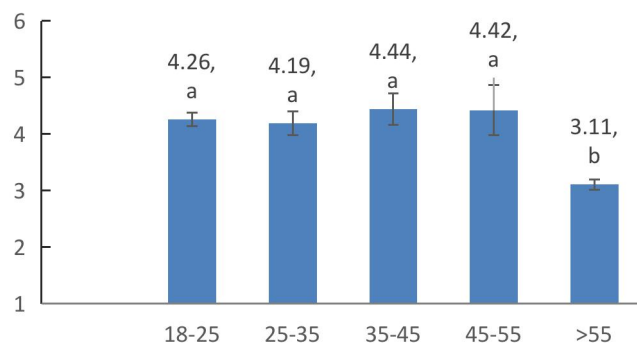


Fig. 1.5 Difference in willingness to visit Spanish winery of CC among age groups

3.3 FACTORS RELATED TO WINE TOURISM WILLINGNESS

3.3.1 Perception of wine

What consumers think towards wine from a certain country of origin may influence their attitude towards wine tourism to this country. Chinese consumers generally do not have a profound knowledge about wine and their perception of Spanish wine may differ from the perception of western consumers, especially considering the accessibility of the wines, and the influence of wines from other origins such as Chile, Georgia and Australia.

It can be summarized from fig.1.6 that near half of the CC do not know how Spanish wine is, while the CE's perception of Spanish wine is clearer. Good cost performance is perceived by large amount of consumers from both groups which means a satisfaction of what they have paid for, followed by good quality. In contrast, around 10% of both consumer groups regard Spanish wine is sold at a cheap price and a small proportion of consumers from both groups do not perceive any positive descriptions listed in the questionnaire.

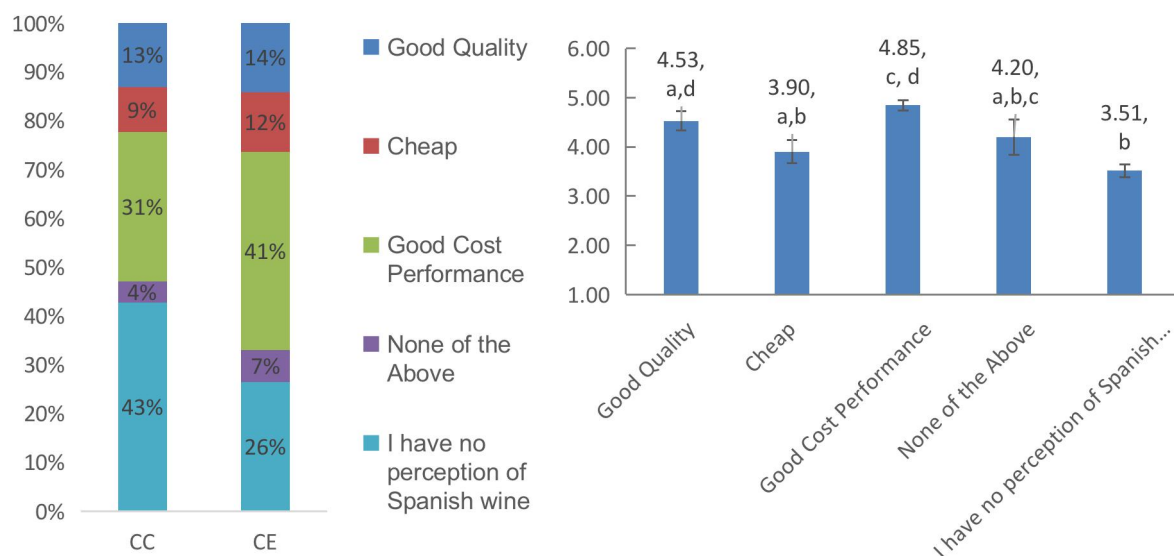


Fig.1.6 Chinese consumers perception towards Spanish wine (Left)

Fig.1.7 Relation between perception of Spanish wine and willingness to visit a Spanish winery (Right)

It is clear illustrated in fig.1.7 that Chinese consumers who do not know Spanish wine are least willing to visit a Spanish winery. Chinese consumers have positive image of Spanish wine such as 'good quality' and 'good performance' is more inclined to visit a winery in Spain.

What's more, the willingness to visit a Spanish winery of consumers who think Spanish wine is cheap is lower than consumers who think Spanish wine has a good cost performance, which implies price cutting should be taken seriously, because it may have negative influence to some extent.

3.3.2 Wine consumption and travel behavior

		Annual Purchase Amount	Drink Frequency	International Travel Frequency
Willingness	Pearson Correlation	.241**	.256**	.0061
to visit a winery	Sig. (2-tailed)	0	0	0.221
in Spain	N	410	410	410

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Table 3.2 Correlation between willingness to visit winery in Spain and wine consumption behavior

It is proven in table 3.2 that annual purchase amount of wine and drink frequency both have a significantly positive correlation with willingness to visit a winery in Spain(at the 0.01 level). Although the correlation level is not high, this result testify the empirical assumption that wine consumers who consume more are consumers who are more likely to be active in wine tourism participation. Therefore, in China, place like wine shop and wine bar is considered as a good marketing channel for promoting wine tourism, particularly in these places, word of mouth influence can be achieved through story telling by sommelier, salesman and wine professional. Furthermore, there is no positive relation between International travel frequency and willingness to visit a winery in Spain are found in this survey.

3.4 RELATION BETWEEN WINE TOURISM WILLINGNESS AND BEHAVIOR

In order to prove that willingness to participate in wine tourism bring the participation behavior, correlation analysis between willingness to join in winery tour (which is considered as the average of willingness to join in winery tour in China and Abroad) and the number of wineries have visited (table 3.3), and a positive correlation was observed at the 0.01 significance level.

However, the relation is not very strong, which implies consumers behavior is limited by constraints to a large extent.

Willingness to join in winery tour		
Pearson Correlation		.372**
Number of wineries have visited	Sig. (2-tailed)	0
N		410

** Correlation is significant at the 0.01 level (2-tailed).

3.5 WILLINGNESS TO PAY

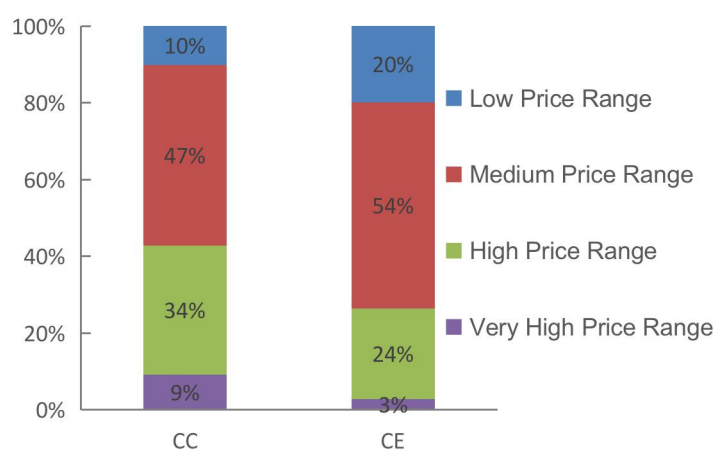


Fig.1.8 Willingness to pay for guided winery tour

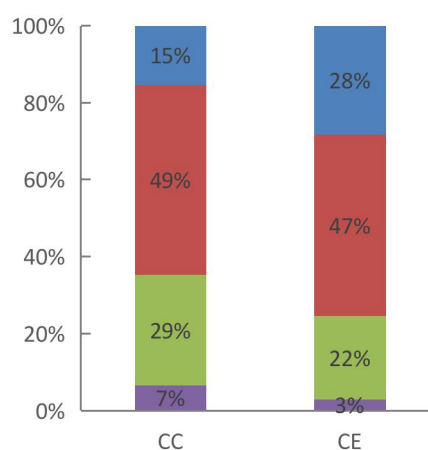


Fig.1.9 Willingness to pay for one-day wine tour

	CC, RMB		CE, Euro	
	Winery Tour	Day Tour	Winery Tour	Day Tour
Low Price Range	<100	<400	<15	<50
Medium Price Range	100-250	400-800	15-30	50-100
High Price Range	250-500	800-1600	30-60	100-200
Very High Price Range	>500	>1600	>60	>200

Table 3.4 Price Range Details

Comparison of the willingness to pay between CC and CE are shown in Fig1.8 and fig.1.9. CC are more willing to pay a higher price for both a single winery tour and a day-tour package.

Although the CC respondents are people who have a job while 60% of the CE respondents are students, the different result is not due to the difference in respondents profile. Besides, it seems that people are more willing to pay a price in higher range for winery tour, rather than day tour. Around half of the answers of each category responded willingness to pay a price in medium range, which covers the price of classic visit of Marco Abella Winery.

In terms of CC, both willingness to participate in winery tour in Spain and annual income have positive correlations with willingness to pay, but the correlation between income and willingness to pay is closer than the correlation between willingness to participate in wine tourism and willingness to pay (table 3.4). Moreover, the more comprehensive the tour is, the stronger the relation is. By contrast, in terms of CE, these correlations are much weaker.

		Willingness to pay for guided winery tour	Willingness to pay for one-day wine tour
Willingness to participate	CC, N=306	.131*	.329**
in winery tour in Spain	CE, N=104	.229*	0.056
Annual Income Level	CC, N=306	.278**	.507**
	CE, N=104	0.084	.195*

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Table 3.5 Correlation between willingness to participate in, annual income and willingness to pay

3.6 CONSUMER PREFERENCE

3.6.1 Winery Tour Preference

Aiming to design tourism experience based on consumer need, what Chinese consumers are interested in when join in a winery tour are investigated. Shown in fig.2.1, more than half respondents show interest in guided cellar tour, wine and food pairing, natural attraction, wine tasting and local culture, which is consistent with the study of Ma, *et al.* (2017). In the case of Marco Abella Winery, a classic tour include guided cellar tour, a short vineyard walk and

explanation of wine making process and history. Based on the particular interests of Chinese consumer, adding more content of local culture to the explanation is suggested, for example, local cuisine to pair with the wines, architecture style and Catalan language. Also wine and food pairing experience can be created to broad the tour type. Simple pairing themes like wine and cheese, wine and chocolate, wine and charcuterie can be created to promote abundant food and wine culture of Spain, which can be applied in the premium visit as well, replacing supermarket crackers. Furthermore, cooperating with local restaurant to offer decent Porrera food and wine pairing can be another option for gourmet visitors.

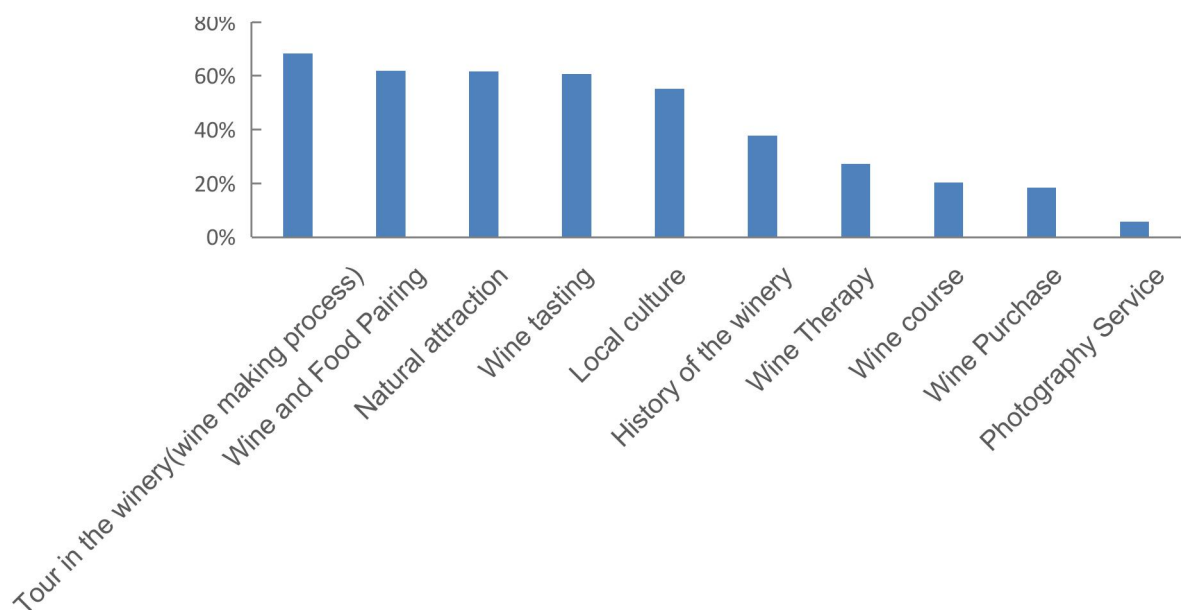


Fig.2.1 Winery tour preference of Chinese consumers

3.6.2 Priority regarding choosing winery

Shown in fig.2.2, the top three attributes that Chinese consumer give priority to when choose a winery to visit are landscape, wine quality and review (over 50% of cases), followed by location, architecture and interior design and reputation(over 40% of cases). Marco Abella winery is located in Priorat which area is known for the beautiful landscape. However, Chinese consumers may not be familiar with the area, so it is suggested to highlight the high altitude vineyard landscape and surrounding natural attraction spots in the website and social media in order to attract Chinese people, for example posting more attractive pictures of the vineyard and the modern design work of the cellar. Nowadays people like to check review

before make decisions, Chinese people are not excepted. Although Marco Abella winery has got high mark on both google map and tripadvisor, the review amount is too small to be compelling. The challenge of getting more positive review can be achieved by encouraging visitors to write on tripadvisor whose Chinese and English versions are used by Chinese tourists very often as well. Although Marco Abella is not located in Porrera town, and it is hardly to get there by public transportation, driving from Barcelona and Tarragona city to the winery very convenient to . Regarding this, it is suggested to make the location clearer in the website, social media, and tripadvisor, for showing visitors where the winery is and how they can reach it, and give instructions about nearby attractions in Priorat and in Tarragona to avoid visitors feeling the winery is far away, or not worthy going so as to motivate and encourage the potential visitors to come to the region.

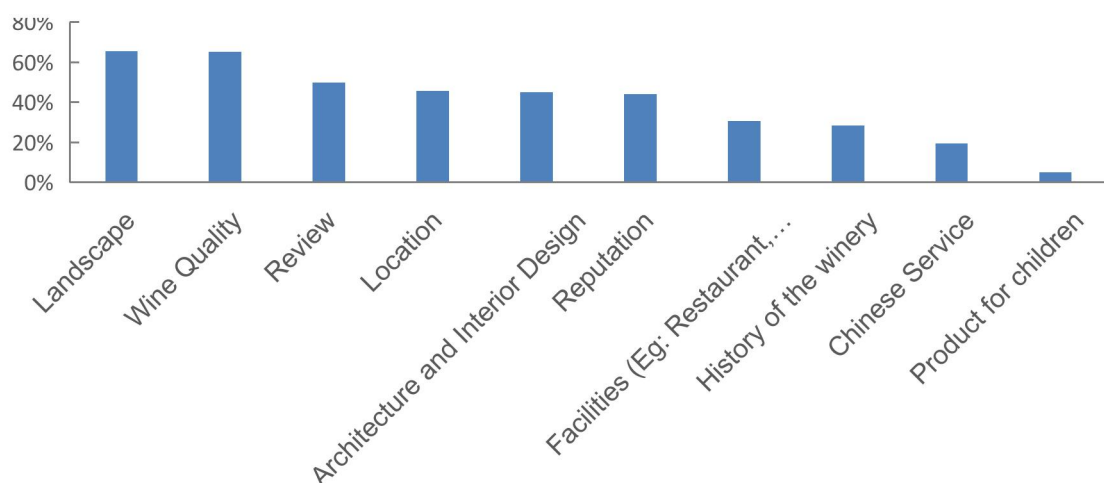


Fig.2.2 Chinese consumer's priority regarding choosing winery

3.6.3 Preference of tour type

Only a quarter of the respondents like to travel totally independently while the others choose to be assisted by tour guide or tour agency(fig.2.3). The most preferred tour type by Chinese tourists is organized tour, accounting for 43% of the total respondents; inside this category, nearly half the respondents prefer join in a package tour in their residence place to in the destination country and the other half prefer to look for a package tour after their arrivals.

Therefore, cooperating with tour guide and tour agency is expected to be highly beneficial to develop wine tourism projects.

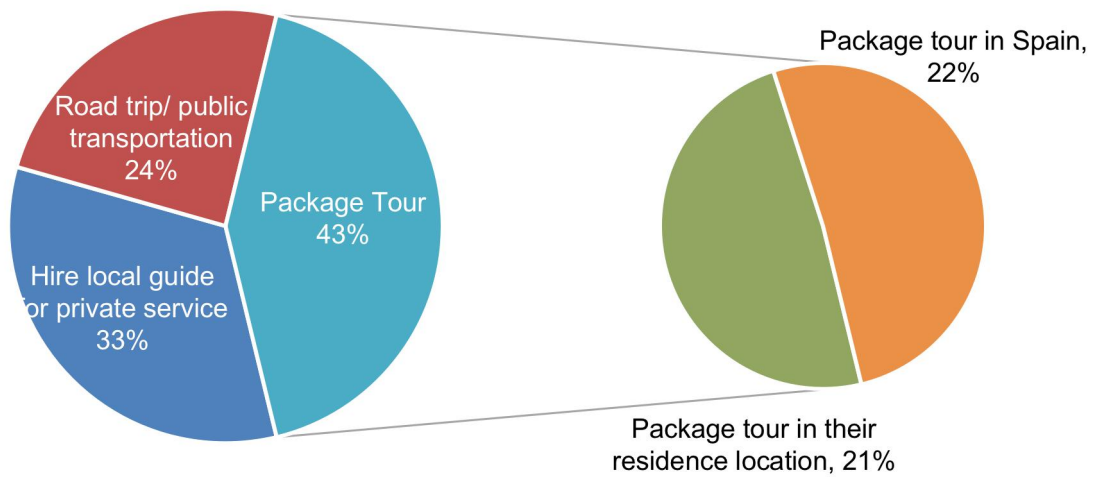


Fig.2.3 Preference of tour type

3.6.4 Preference of Tour length

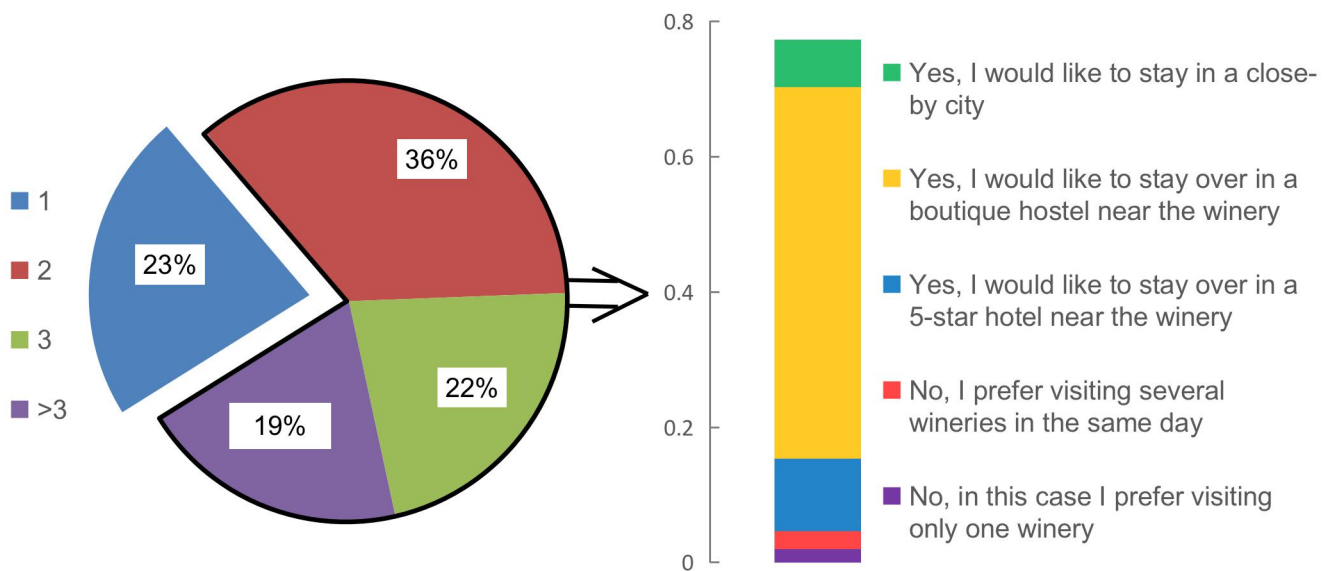


Fig 2.4 Preference of Tour Length

It is revealed in the pie chart of fig 2.4 that over three quarters Chinese consumers prefer to visit no less than two wineries in the same trip and the majority of these respondents would like to stay overnight

during the trip. Regarding the accommodation choice, the most preferred is boutique hostel near the winery, followed by 5-star hotel near the winery, which means consumers do not like to waste time on traveling to nearby city, so the location of the accommodation should be integrated well in the trip route.

3.6.5 Preference of Purchase

In this survey, more than half of the respondents show an interest in buying normal wine bottles after participating in a winery tour, in fig. 2.5. and there is no huge difference between long-haul Chinese consumers and Chinese residents in Europe. In contrast, around near 20% of the respondents express willingness to buy smaller sizes of bottles respectively and only 4% of the respondents do not like to buy wine of any sizes and 4% would like to buy after return to their residence country. This result implies long-haul travel may limit tourist purchase behavior but the possibility to sell wine direct is not low. Compared with the job of building distribution channels together with exporters and distributors for winery tourist, promotion activity in the winery is expected to be more effective to increase the sales. However, keeping wine tourists informed of the distribution information in their residence country is highly recommended as well, particularly considering long-term profit. In order to achieve this, tourist data base should be created well and so updated information can be sent and received.

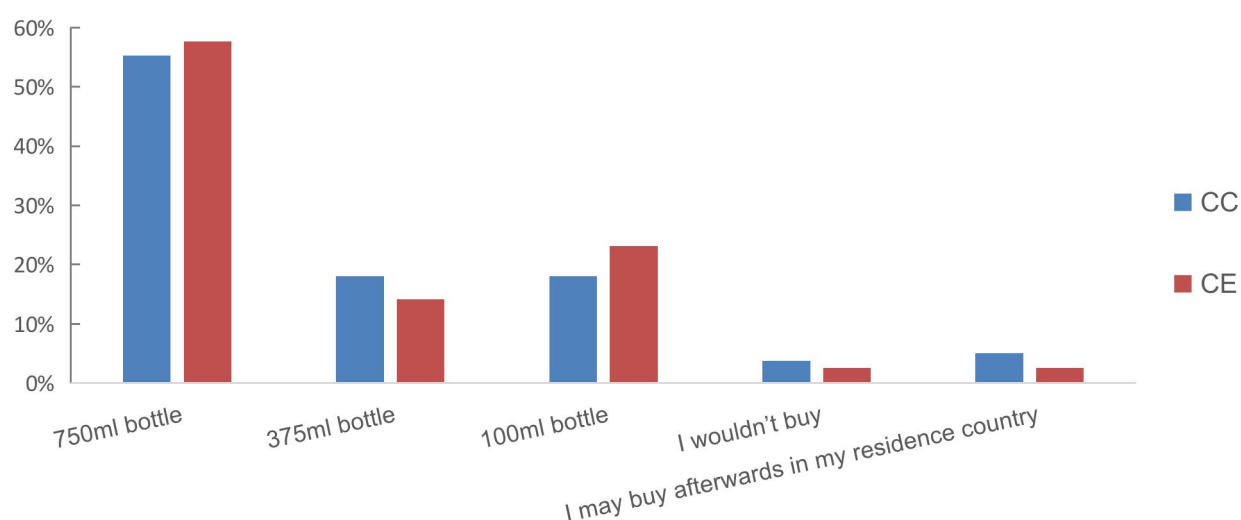


Fig 2.5 Preference of Purchase

In terms of Souvenirs, the most welcomed one by Chinese consumer is cork screw, followed

by magnet and glass, fig. 2.6. Besides those, post card, bookmark and key chain can also be good souvenir development choices.

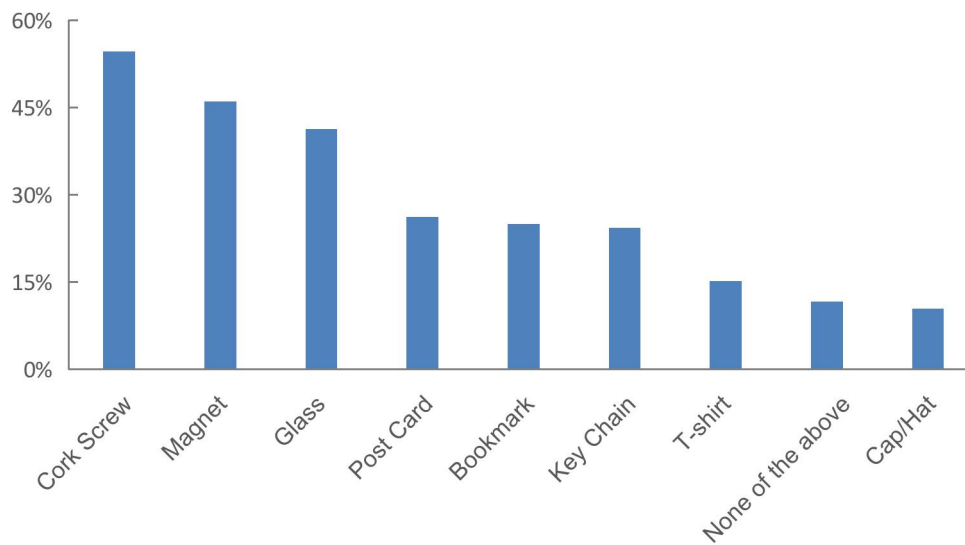


Fig 2.6 Preference of Souvenir

3.7 CONSTRAINT PERCEIVED BY CHINESE CONSUMER

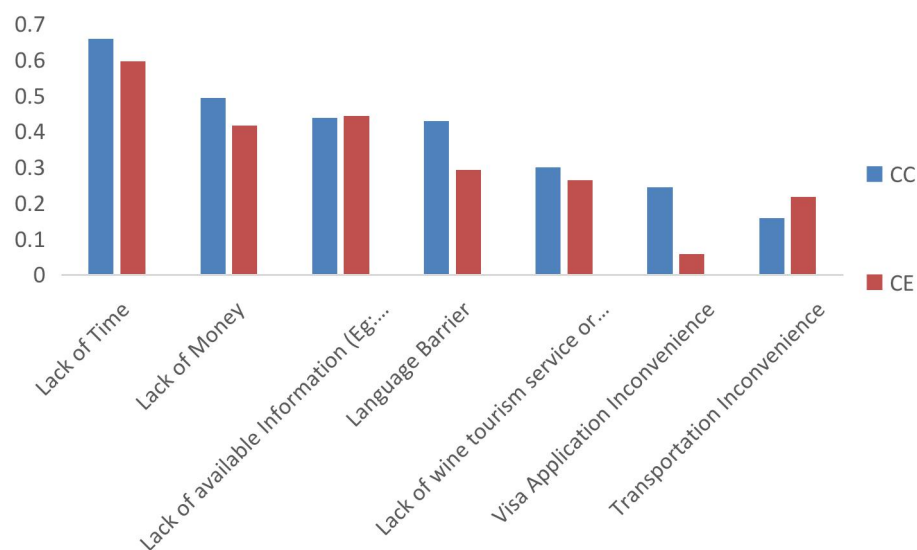


Fig 2.7 Constraint perceived by Chinese consumer

Despite of residence location, it is time that limits Chinese consumers the most (shown in fig.2.7). Considering issues like price of international flight ticket and currency exchange rate, it is not surprising that money is perceived as a big constraint as well. However, it is worth noticing that the perception of financial constraint does not weaken to large when it comes to CE. It is also revealed in this survey that

there is a general need of improving wine tourism information and service provision for Chinese consumers, which deserves attention by all wine tourism players including winery, tourism agency and association. In accordance to the finding of Gu and Huang (2018) and Ma, *et al.* (2017), language is another difficulty faced by Chinese tourists, but it could be solved by installation of translation helper, audio guide, booklet in Chinese, if the winery was not capable of hiring a Chinese-speaking staff.

3.8 DEVELOPING WINE TOURISM FOR MARCO ABELLA WINERY

3.8.1 CURRENT SITUATION ANALYSIS

Strength	1. Located in one of the most prestigious wine regions in Spain
	2. High quality wines, having received plenty of awards
	3. Internationally well-know, particularly a good reputation in China
	4. A wide distribution network, having importers in China's different cities
	5. An artistic and modern cellar interior design and wine labels
	6. The office in Barcelona can be used for cooperating with other business
	7. Beautiful scenery from the high spots of the vineyard
Weakness	1. Risk of having water, electricity shortage during special period
	2. Lack of regular communication with peer wineries
	3. Limited Space for large group tourists
	4. Have no experienced and trained wine tourism staff
Opportunity	1. A great interest in wine tourism has shown by Chinese consumer
Threat	1. Competition between small winery can be high

Table 3.6 Current situation analysis

3.8.2 WINE TOURISM DEVELOPMENT STRATEGY

1. Wine tourism is more than selling wine:
2. Be the local pioneer of wine tourism development
3. Be different, unique and high-end oriented
4. Be united with other businesses
4. Keep improving

3.8.3 WINE TOURISM DEVELOPMENT PROPOSAL

(1) Diversify the offer of winery tours and try to broaden the revenue resources from souvenir sales, tourism experience, etc. There are mainly two winery tours which are very similar, so it is highly suggested to diversify the wine tour experience which could be done by cooperating with other business like hostel or diversify the wines that are provided. As mentioned before, Chinese people have a culture of bringing back souvenirs and products like corkscrew, glass, bookmark and postcard can be designed, customized and sold in good price. For example, the already existed bookmark is only used for introducing the wines, which was not taken by lot tourists and it could be changed into a better designed as souvenir or memento for selling.

(2) Find and promote the unique selling proposition of the winery: As far as concerned by the author, the unique selling proposition of Marco Abella winery are the wines made from grapes planted at high altitude, so it is proposed to make out more wine related experience, for example wine and food pairing experience, vertical tasting experience, and tasting with the wine maker. In terms of the wine tourism part, the staff Marc is good at creating high vibe with guitar and drum play, which can impress tourists and motivate them to upload video and review in social media, the unique selling proposition can be winery tour with live music.

(3) Keep building collaboration with Chinese tourism agency: Through the talk with Chinese tourism agency staff, a possibility to organize personalized/customized wine tour is found. During the conversation, they speak Spanish well, so there is no difficulty communicating with them.

(4) Create events and activities to attract people. For example, using the terrace and lounge space for some workshop and small-size concert.

(5) Create a tourists database and keep people informed of what promotion there are, what event there will be, and where they can get the wines of Marco Abella in order to improve long-term brand loyalty.

4. CONCLUSION AND LIMITATION

This research provides Spain's winery with understanding of the Chinese market. Academically, valuable data and analysis from different aspects is included. Practically, current situation was analyzed and instructions were given to Spain's winery particularly, small business.

Generally the Chinese market has shown an interest in wine tourism in Spain. This interest does not vary very much according to demographics. There is a huge difference observed in the interest in participating in wine tourism between Chinese wine professional and normal consumer and a difference in the interest depending if the winery is in the same country with the residence country of the Chinese consumer or not.

In terms of wine tourism project development, it is of vital importance that offering potential tourists abundant information and various experiences. A large proportion of Chinese consumer feels being constrained by lacking of information and tourism product. Although service in Chinese seems not to be considered as a crucial factor for choosing winery by Chinese consumers, language barrier is another often perceived constraints, which implies they may be discouraged by lack of Chinese service. So in order to satisfying the need of Chinese consumer, information in Chinese is regarded as essential.

Due to the limitation of the online platform, prompt response cannot be offered to respondents so there was vagueness perceived by the respondents which caused some misunderstanding during the survey.

From this internship, I found that it is very interesting and meaningful to work as a bridge between producer and consumer, discovering consumer's need through communication and data analysis and then apply required knowledge into product development to achieve the goal of a business. Moreover, the experience with the colleague Marc enabled me to think how we can apply out strong points to the practical work and make the tourism experience different and attracting.

5. ACKNOWLEDGEMENT

I sincerely thank:

- My professional supervisor David, his wife Olivia, the oenologist Raquel and all the other staff of Marco Abella, for receiving me to do the internship and giving me support;
- My friends Carme, Fina, Isabel, Nerea, Raimon, and Salus and their families for the help with every little thing I needed and the accompany during the quarantine, which made my life much easier and happier;
- My academic supervisor Laurence, and the all the professors of Universitat Rovira i Virgili, University of Bordeaux, University of Porto for the advises and suggestions have been given;
- My families and friends for assisting me to complete the online survey, helping me out with all the favors I have asked for and the unconditional love;
- All the respondents of the questionnaire and all the interviewees for their patience and time.

6. BIBLIOGRAPHY

Banks, G., & Overton, J. (2010). Old world, new world, third world? Reconceptualising the worlds of wine. *Journal of Wine Research*, 21, 57–75.

Charters, S., & Ali-Knight, J. (2002). Who is the wine tourist?. *Tourism management*, 23(3), 311-319.

Fountain, J. (2016). Just here for the scenery? chinese holidaymakers and wine tourism in New Zealand. In 9th Academy of Wine Business Research Conference (p. 582).

Fountain, J., & Menival, D. (2016). The impact of New Zealand visitation on Chinese perceptions of New Zealand wine. In 9th Academy of wine business research conference proceedings (pp. 572-583).

Gu, Q., & Huang, S. (2019). Profiling Chinese wine tourists by wine tourism constraints: A comparison of Chinese Australians and long - haul Chinese tourists in Australia. *International Journal of Tourism Research*, 21(2), 206-220.

Houghton, M. (2002). Wine festivals: their effectiveness as a promotional strategy for wineries: A Case Study of the Rutherglen Region. La Trobe University.

INE. (2019.) Resident population by date, sex, age group and nationality. Retrieved from <https://www.ine.es/jaxiT3/Datos.htm?t=9674#!tabs-tabla>.

- INE. (2019.) Spanish Tourism Satellite. Statistical review 2019, 2016-2018. Series. Retrieved from https://www.ine.es/en/prensa/cst_2018_en.pdf.
- INE. (2020.) Tourist Movement on Borders. Retrieved from <https://www.ine.es/dynt3/inebase/index.htm?padre=2096&capsel=2559>.
- Kim, S. S., Guo, Y., & Agrusa, J. (2005). Preference and positioning analyses of overseas destinations by mainland Chinese outbound pleasure tourists. *Journal of travel research*, 44(2), 212-220.
- Lee, R., Lockshin, L., & Corsi, A. (2015). They came, they liked, and they buy when they go home: Harnessing inbound tourists for wine export.
- Ma, E. J., Duan, B., Shu, L. M., & Arcodia, C. (2017). Chinese visitors at Australia wineries: Preferences, motivations, and barriers. *Journal of Tourism, Heritage & Services Marketing*, 3(1), 3-8.
- Mahony, G.B. (2006). Understanding the impact of wine tourism on post-tour purchasing behaviour (Doctoral dissertation, CABI Publishing).
- March - Navarro, M., & Pedraja - Iglesias, M. (2012). Critical factors of wine tourism: incentives and barriers from the potential tourist's perspective. *International Journal of Contemporary Hospitality Management*.
- Menival, D., & Han, H. Y. (2013). Wine tourism: futures sales and cultural context of consumption. In 7th International Conference of the AWBR.
- Mitchell, R., & Hall, C. M. (2004). The post - visit consumer behaviour of New Zealand winery visitors. *Journal of Wine Research*, 15(1), 39-49.
- National Bureau of Statistics of China. 2020. 2019 Annual statistical report of the People's Republic of China on National Economic and Social Development. Retrieved from http://www.stats.gov.cn/tjsj/zxfb/202002/t20200228_1728913.html.
- Nieto, G. (2003). The Chinese in Spain. *International Migration*, 41(3), 215-237.
- OeMV. (2018.) The number of wineries in Spain rises to 4,373. Retrieved from <https://oemv.es/el-numero-de-bodegas-en-espana-suben-hasta-las-4-373>.
- OIV. (2020.) STATE OF THE WORLD VITIVINICULTURAL SECTOR IN 2019.
- O'Neill, M., Palmer, A., & Charters, S. (2002). Wine production as a service experience—the effects of service quality on wine sales. *Journal of Services Marketing*.

Pechlaner, H., & Volgger, M. (2016). Responses to Chinese wine tourists? An Italian perspective.

South Australian Wine Industry Association. (2014). Enriching the Wine Experience for Chinese Visitors to South Australian Cellar Doors.

United States Department of Agriculture. (2002). China Wine Results of a Recent Wine Survey.

UNWTO. (2019). International Tourism Highlights, 2019 Edition, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284421152>.

UNWTO. (2020). World Tourism Barometer, Vol. 18, Issue 1. Retrieved from <https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng.2020.18.1.1>

Williamson, P. O., Robichaud, J. J., & Francis, I. L. (2012). Comparison of Chinese and Australian consumers' liking responses for red wines. *Australian Journal Of Grape and Wine Research*, 18, 256–267.

World Economic Forum. (2020). The Travel & Tourism Competitiveness Report 2019. <https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2019>.

Xiang, Y. (2013). The characteristics of independent Chinese outbound tourists. *Tourism Planning & Development*, 10(2), 134-148.

ANNEX

A1 THE SURVEY

A1.1 Questionnaire for CC in English

This Survey aims to investigate the motivation, expectation and constraints of visiting abroad winery, perceived by Chinese people who are living and working in China. The data collected will be used for the author's master study and the personal information will be kept confidentially.

Part 1: Basic Information

Question1: Please choose your gender

Male

Female

Question2: Please choose your age range

18-25

25-35

35-45

45-55

>55

Question3: Please choose your education level

Middle/High School

Technological college

University

Master

Doctor and above

Question4: Please choose your residence city

Beijing/Shanghai/Guangzhou/Shenzhen

Tianjing/Chongqing and other first tier cities

Second tier cities

Other cities

Question5: Do you have overseas study or working experience?
Yes
No
Question6: Please choose your yearly income level in RMB(including scholarship, pocket money, sideline)
<50,000
50,000~100,000
100,000~200,000
200,000~500,000
>500,000
Question7: Are you married?
Yes
No
Question8: Do you have children?
Yes
No
Question9: Is your profession related to wine?
Yes
No (→Skip to Question11)
Question10: What is your occupation field?
Viticulture and Oenology
Sales, Distribution, Import&Export
Marketing
Management
Wine Education
Research
Others, please specify

Question11: What is your occupation?
Civil Clerk
Manufacture
Technology and Research
Sales
Business and Other Service
Freelance
Soldier
Others, please specify
Part 2: Wine/Tourism Behavior
Question12: How many bottles do you buy annually?
0 (To Question14)
<10
10-30
>30
Question13: What are the main purposes of your wine purchase (Multiple Choices)?
Gift
Daily drink
Special occasions like party
Collection
Others, Please specify
Question14: How often do you drink wine (exclude on job tasting)
Never
One to Several times per year
One to Several times per month
One to Several times per week
Question15: Please choose one of the following descriptions that is most close to

your perception of Spanish wine
Good quality
Cheap
Good cost performance
None of the above
I do not have perception of Spanish wine at all
Question16: How often do you travel across border?
Never (→ <i>Skip to Question 18</i>)
Less than once per year
Once per year
More than once per year
Question17: Which of the following destinations have you been to (Multiple choices)
Other countries in Asia
Europe
North America
South America
Oceania
Africa
Question18: Which of the followings may suit you best?
Fully Packaged Tour
Partly Packaged Tour
Hire Local Tour Guide
Independent Travel
Part 3: Opinion of wine tourism in Spain
Question19: Have you ever visited winery?
No (→ <i>Skip to Question 21</i>)
Yes, I have been to a winery in China

Yes, I have been to a winery abroad
Yes, I have been to wineries both in China and abroad
Question20: How many wineries have you ever visited?
1-5
6-10
>10
Question21: Please rate how interested you are in visiting wineries in following region (1 Totally not interested~6 Highly interested)
Wineries in China (1 - 2 - 3 - 4 - 5 - 6)
Wineries Abroad (1 - 2 - 3 - 4 - 5 - 6)
Question22: Please rate how interested you are in visiting wineries in following region (1 Totally not interested~6 Highly interested)
France (1 - 2 - 3 - 4 - 5 - 6)
Australia (1 - 2 - 3 - 4 - 5 - 6)
Italy (1 - 2 - 3 - 4 - 5 - 6)
Spain (1 - 2 - 3 - 4 - 5 - 6)
Chile (1 - 2 - 3 - 4 - 5 - 6)
America (1 - 2 - 3 - 4 - 5 - 6)
Germany (1 - 2 - 3 - 4 - 5 - 6)
Question23. Which of the followings interest you the most in terms of visitng a winery in Spain (5 choices at most)
Wine tasting
Wine and Food Pairing
Guided Tour (learn how wine is made)
Wine coursed
Get to know the history of the winery
Get to know local culture

Natural attraction
Wine Therapy (Eg, Spa, cosmetics)
Wine Purchase
Photography Service
Others, Please specify
Question24: Which of the followings are the most important for you when you choose a winery in Spain for tourism purpose? (5 choices at most)
Reputation
Review
Location
Wine Quality
Architecture and Interior Design
Landscape
Facilities (Eg: Restaurant, Accommodation, Spa)
History of the winery
Product for children
Chinese Service
Question25: What are the constraints for yo to visit a winery in Spain?(Multiple choices)
Lack of Money
Lack of Time
Language Barrier
Visa Application Inconvenience
Transportation Inconvenience
Lack of available Information (Eg: Tourism Program, Product, Opening hours)
Lack of wine tourism service or produce
Others, please specify

Question26: How would you like to participate in wine tourism in Spain
Join in packaged tour in your residence location
Join in packaged tour in Spain
Hire local guide for private service
Road trip/ public transportation
Question27: How many wineries are you willing to visit at the same time (in the case of tasting 3 wines in each winery)
1 (→Skip to Question 29)
2
3
>3
Question28: In the case of visiting several wineries at the same time, are you willing to stay over?
No, in this case I prefer visiting only one winery
No, I prefer visiting several wineries in the same day
Yes, I would like to stay over in a 5-star hotel near the winery
Yes, I would like to stay over in a boutique hostel near the winery
Yes, I would like to stay in a city close-by
Question29: Would you like to buy wines at the winery in Spain for a direct sale price?
Yes, I'd like to buy bottles of 750ml
Yes, I'd like to buy bottles of 375ml
Yes, I would like to buy 100ml souvenir
No, I wouldn't buy
No, I wouldn't buy at the winery but I may buy when I return to my residence country
Question30: Which of the following souvenirs are you interested in? (Multiple choices)
Cork Screw

Glass
Key Chain
Magnet
T-shirt
Cap/Hat
Post Card
Bookmark
I'm not interested in all of them
Question31: How do you think a tour of a guided winery and vineyard visit in Priorat (one of the two DOCas in Spain, the only DOCa in Catalunya), including 3 wines tasting should be? (Transportation, Meals not included, RMB)
<100
100~250
250~500
>500
Question32: How do you think a one-day tour from Barcelona to Priorat including guided a winery and vineyard visit, a tasting of 3 wines, natural and cultural attraction visits should be?(transportation and lunch included, RMB)
<400
400~800
800~1600
>1600

A1.2 Questionnaire for CE in English

This Survey aims to investigate the motivation, expectation and constraints of visiting abroad winery, perceived by Chinese people who are living in Europe. The data collected will be used for the author's master study.

Part 1: Basic Information

Question1: Please choose your gender
Male
Female
Question2: Please choose your age range
18-25
25-35
35-45
45-55
>55
Question3: Please choose your education level
Middle/High School
Technological college
University
Master
Doctor and above
Question4: Please choose your residence country
Ireland
Belgium
Iceland
Germany
France
Finland
Holland
Luxembourg
Norway
Portugal
Switherland

Sweden
Spain
Greece
Hungry
Italy
UK
Others,please specify the country
Question5: How long have you been in Europe?
<3 years
3-8 years
>8 years
Question6: Please choose your yearly income level(including scholarship, pocket money, subline, Euro)
<10,000
10,000-30,000
30,000-50,000
>50,000
Question7: Are you married?
Yes
No
Question8: Do you have children?
Yes
No
Question9: Is your profession related to wine?
Yes
No (→Skip to Question11)
Question10: What is your occupation field?

Viticulture and Oenology
Sales, Distribution, Import&Export
Marketing
Management
Wine Education
Research
Others, please specify
Question11: What is your occupation?
Students
Private business owner
Researcher
Work for a Chinese company
Work for a European company
Work for a company from other countries
Freelance
Others, please specify
Part 2: Wine/Tourism Behavior
Question12: How many bottles do you buy annually?
0 (→Skip to Question14)
<10
10-30
>30
Question13: What do you buy wine for (Multiple Choices)
As gift
For daily drink
For special occasions like party
Collection

Others, Please specify
Question14: How often do you drink wine (exclude on job tasting)
Never
One to Several times per year
One to Several times per month
One to Several times per week
Question15: Please choose one of the following descriptions that is most close to your perception of Spanish wine
Good quality
Cheap
Good cost performance
None of the above
I do not have perception of Spanish wine at all
Question16: How often do you travel across border?
Never (→Skip to Question18)
Less than once per year
Once per year
More than once per year
Question17: Which of the following destinations have you been to (Multiple choices)
Other countries in Asia
Europe
North America
South America
Oceania
Africa
Question18: Which of the followings may suit you best?
Fully Packaged Tour

Partly Packaged Tour
Hire Local Tour Guide
Independent Travel
Part 3: Opinion of wine tourism in Spain
Question19: Have you ever visited winery?
No (→Skip to Question 21)
Yes, I have been to a winery in China
Yes, I have been to a winery abroad
Yes, I have been to wineries both in China and abroad
Question20: How many wineries have you ever visited?
1-5
6-10
>10
Question21: Please rate how interested you are in visiting wineries in following region (1 Totally not interested~6 Highly interested)
Wineries in China (1-6)
Wineries Abroad (1-6)
Question22: Please rate how interested you are in visiting wineries in following region (1 Totally not interested~6 Highly interested)
France
Australia
Italy
Spain
Chile
America
Germany
Question23. Which of the followings interest you the most in terms of visitng a

winery in Spain (5 choices at most)
Wine tasting
Wine and Food Pairing
Guided Tour (learn how wine is made)
Wine coursed
Get to know the history of the winery
Get to know local culture
Natural attraction
Wine Therapy (Eg, Spa, cosmetics)
Wine Purchase
Photography Service
Others, Please specify
Question24: Which of the followings are the most important for you when you choose a winery in Spain for tourism purpose? (5 choices at most)
Reputation
Review
Location
Wine Quality
Architecture and Interior Design
Landscape
Facilities (Eg: Restaurant, Accommodation, Spa)
History of the winery
Product for children
Chinese Service
Question25: What are the constraints for yo to visit a winery in Spain?(Multiple choices)
Lack of Money

Lack of Time
Language Barrier
Visa Application Inconvenience
Transportation Inconvenience
Lack of available Information (Eg: Tourism Program, Product, Opening hours)
Lack of wine tourism service or produce
Others, please specify
Question26: How would you like to participate in wine tourism in Spain
Join in packaged tour in your residence location
Join in packaged tour in Spain
Hire local guide for private service
Road trip/ public transportation
Wine Therapy (Eg, Spa, cosmetics)
Wine Purchase
Photography Service
Others, Please specify
Question27: How many wineries are you willing to visit at the same time (in the case of tasting 3 wines in each winery)
1 (→Skip to Question29)
2
3
>3
Question28: In the case of visiting several wineries at the same time, are you willing to stay over?
No, in this case I prefer visiting only one winery
No, I prefer visiting several wineries in the same day
Yes, I would like to stay over in a 5-star hotel near the winery

Yes, I would like to stay over in a boutique hostel near the winery
Yes, I would like to stay in a city close-by
Question29: Would you like to buy wines at the winery in Spain for a direct sale price?
Yes, I'd like to buy bottles of 750ml
Yes, I'd like to buy bottles of 375ml
Yes, I would like to buy 100ml souvenir
No, I wouldn't buy
No, I wouldn't buy at the winery but I may buy when I return to my residence country
Question30: Which of the following souvenirs are you interested in? (Multiple choices)
Cork Screw
Glass
Key Chain
Magnet
T-shirt
Cap/Hat
Post Card
Bookmark
I'm not interested in all of them
Question31: How do you think a tour of a guided winery and vineyard visit in Priorat (one of the two DOCas in Spain, the only DOCa in Catalunya), including 3 wines tasting should be? (Transportation&Meals not included, Euro)
<15
15-30
30-60
>60

Question32: How do you think a one-day tour from Barcelona to Priorat including guided a winery and vineyard visit, a tasting of 3 wines, natural and cultural attraction visits should be?(transportation and lunch included, Euro)

<50

50-100

100-200

>200