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U. PORTO



International Master on Wine Tourism Innovation

Master Thesis

The Discrepancy Between the Image of Bordeaux as a Wine Tourism Destination and Chinese Perceptions

Author: Yu Qiao

Professional Supervisor: Cyrielle Nau

Academic Supervisor: Nashidil Rouiai

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Abstract

This research explores the perception of Bordeaux wine marketing by Chinese, aiming to bridge the gap between the image Bordeaux projects and the perceptions held by this key demographic. Conducted during a three-and-a-half-month internship at a DMC in Bordeaux, the study employs a mixed-methods approach, including surveys, in-depth interviews, and content analysis. Findings reveal significant discrepancies between Bordeaux's projected image and Chinese perceptions, influenced by cultural differences, market dynamics, and marketing strategies. The study proposes targeted marketing strategies to enhance Bordeaux's appeal to Chinese, emphasising cultural relevance, personalised experiences, and strategic digital marketing.

The findings of this research highlight the importance of cultural relevance in marketing strategies, the need for personalised and high-end experiences, and the effectiveness of leveraging digital platforms popular in China. By addressing these factors, the Bordeaux tourism industry can enhance its appeal to Chinese, bridging the perception gap and reinforcing Bordeaux's reputation as a leading wine tourism destination.

Keywords: Wine Tourism Destination; Bordeaux Tourism; Chinese Market; Destination management; Wine marketing; Tourist perceptions; Cross-cultural tourism; Marketing strategies; Image projection; Market research; Tourism industry

Abbreviation: WTD - Wine Tourism Destination; FIT - Fully Independent Travellers; DMC – Destination Management Company

Introduction

I completed a three-and-a-half-month internship as an Asian Market Promotion Intern at a DMC in Bordeaux, with specialism in wine and gastronomy tourism from mid February to the end of May When in Bordeaux the low season. It is an excellent time to experiment with new marketing strategies and complete preparations for the significantly busier high season in the summer. Prior to this internship, I had noted a gap between the image that Bordeaux wants to portray as a WTD and the one Chinese have received for Bordeaux. During my internship, I had the unique opportunity to engage directly with professionals in the Bordeaux tourism industry and with Chinese. Such resources and experiences were helpful and foundational in the capacity to start the appropriate marketing approaches and procedures for the further narrowing of perception gaps as for the promotion of Bordeaux to Chinese.

Company Description

MP French Travel is a DMC headquartered in the city center of Bordeaux, France. Through rate negotiations with tourism service providers and providing package services in one whole, MP French Travel plays the role as an agent between the tourists and suppliers, and has effectively facilitated access to the region, therefore enhancing the attractiveness of the region. The services of MP French Travel focus on tailor-made services for small groups including; Vehicles and cars for rental, logistics of tourism activities, local guides and onsite support, and private parties and events related with wine tourism. The big range of services as well as the strong local network enable the company to satisfy various requests of the clients while providing them with high quality and authentic experience of the region.

Established in 2017, the company is operated by experienced and knowledgeable people in wine production, winery management, hospitality and the real estate line of business. The founders natives of Bordeaux are of international educational experience, and employ strong networks in the tourism and wine sector of Southwest France. Such expertise gives a company an ability to develop the business strategy from a wider viewpoint. The company can be described as a small, family-operated structure with flat management hierarchy and is more of a team work organization form. The team comprises three key employees: The positions include a marketing and communication specialist, a product manager who in this case will be in charge of creating itineraries and handling bookings, and two directors who are to be on the look for new business opportunities and financial strategies respectively. Such an organisational structure entails client-oriented services flexible to suit customers' demands and paying close attention to detail.

MP French Travel's coverage is mostly in Bordeaux with a stopover to other major wine producing regions in southwest France. These areas are characterised by wide wine production and beautiful terroirs which associate the concept of wine tourism with these regions. Over the years the company has continued to grow this list and includes wine regions such as Champagne, Burgundy and Alsace in France, La Rioja, Catalonia, Basque Country in Spain, and Piedmonte and Tuscany in Italy. This geographical diversification is related to the company's intention to ensure that visitors have a complete experience in wine tourism.

The majority of the clients are mainly from France, Spain, Belgium, Germany, Netherlands, United Kingdom, and the United States. The client base consists of incentives, FIT and groups from travel agencies. MP French Travel currently targets the market segment of luxury travel, where tourists expect exclusive and individualized arrangements. Given Bordeaux's established status as a WTD, the company naturally attracts a significant market. However, MP French Travel is also exploring niche markets, such as Asia, to diversify its client base and expand its reach. It's a strategic plan that seeks to create awareness of the wine and culinary delights that one could find in South West France and other regions.

Responsibilities and Tasks

Market Research and Marketing Strategy

It is crucial to comprehend market trends in the realm of tourism when formulating and implementing specific business strategies. My duties are to provide detailed investigation regarding the expectations, tendencies, and competitors in Asian markets utilizing the information available in the public domain, for instance, Atout France. This research helps to establish the datasets on culture influence, tourists' behavior, consumers' habits and their feedback in order to evaluate promotion and tour packages. Market reviews and reports, as well as scanning the social media platforms are important for obtaining new information pertaining to trends in tourism, wine consumption, and digital marketing within Asia markets. This information is then used to adapt marketing strategies, ensuring the company remains competitive and appealing to Asian tourists. In the provision of services we major in attractive group packages and high-end tailor-made service for individual. The preferred tourists that can be identified as a target market include middle-aged travelers and those who already possess some of the basic knowledge of wine and wine tourism beyond.

Social Media Management and Developing Targeted Marketing Campaigns

In my role as an Asian Market Promotion Intern, I am responsible for creating and executing targeted social media campaigns to attract Asian tourists, including designing effective and culturally relevant campaign ideas and content. Another key component of my work is to produce and adapt marketing materials to resonate with Asian audiences. This can involve translating promotional material, considering cultural nuances and appropriateness of the chosen mediums of communication i.e. Communication channels like RED in China. Moreover, I monitor the performance of promotional activities' effectiveness by tracking metrics and key performance indicators. This involves preparing detailed reports, and making data-driven recommendations for improving future strategies.

I frequently update the posts on RED with local wine tourism news, event calendar, suggestions for visiting Bordeaux vineyards, and new wineries or wine tourism products on the market. We also implement soft marketing initiatives, like the project 'The Chateaux Owned by litterateur, Philosophers, and Artists', which emphasises interaction and involvement. This storytelling approach successfully captures public curiosity and has received impressive feedback, highlighting the effectiveness of our strategy in engaging and attracting Asian tourists.

Itinerary Design and Development

In this role, I was responsible for the detailed design and development of itineraries for wine tours in the wine regions of France, Spain, Portugal, and Italy. It included creating tailor-made itineraries for the FITs and seasonal packages for travel agencies. The process required extensive research into each region's unique wine culture, historical landmarks, and local attractions to ensure an enriching travel experience. It includes selecting vineyards known for their wines and distinctive wine tourism practices, managing logistics such as booking accommodations and dining, arranging transportation or car rentals, and coordinating with local experts and guides to provide detailed knowledge on the region's viticulture and traditions. Other operational adaptiveness included the employment of frameworks in handling relations with the marketing and tourism directors in the wineries, local guides, and travel partners to offer the clients unique and high-quality travel experiences. The itineraries were expected to expose the clients to the immersive environment of wines produced in the particular region and enable the clients to grasp the social, historical, and cultural significance of the wine region. The focus was on providing clients with an educational and enjoyable exploration.

Relationship Management and Networking

In my capacity as the company's representative, I am also tasked with building and managing relationships with partners, suppliers, agencies, and clients. I am tasked with negotiating beneficial agreements, coordinating joint marketing efforts, and ensuring seamless collaboration which will enable the promotion of our WTDs. By solidifying these partnerships, we aim to expand our reach and enhance our visibility in these markets. Furthermore, I convey information to both potential and active customers or clients through various channels. This engagement entails providing quick responses to queries and also giving special recommendations based on the customers' preferences, and addressing feedback to continuously improve customer satisfaction. Some of our activities that may be considered as proactive outreach include sending messages to more than one hundred professionals and influencers in the industry. We have conducted 25 online meetings to present our company and WTDs, highlighting the unique nature resources and gastronomy tourism experiences linked with local cultural heritage. Overall, these meetings have benefited in terms of brand awareness and positioning our company among the targeted audience as a wine tourism specialist offering differentiated services. By such programmes, we envision to establish a formidable force of ambassadors and allies to assist in targeting and maintaining maximum quality consumers within the Asia region.

Master Thesis proposal

The purpose of this study is to explore whether or not there is a gap between the self-image of Bordeaux as a first-class WTD and the image held by Chinese. The first research questions accordingly relate to the following: What image of Bordeaux as a WTD wants to convey? What image do the Chinese have received of Bordeaux? What are the gaps between the two images, if any and what are the implications? The analytical methods adopted for conducting the study will include a systematic review of the literature, a survey questionnaire to Chinese, and a content analysis of some promotional materials and interviews with major stakeholders in the Bordeaux tourism industry. It is expected that the discrepancies would be identified; the factors contributing to the disparity would be understood; and the proposed marketing strategies would help Bordeaux to bring its image closer to the expectations that Chinese will have. This research will enhance the literature of destination image and cross-cultural tourism marketing and offer implications for the Bordeaux tourism sector. This study is designed to take three months, whereby the first month is for identification of literature and reviews, data collection and analysis, and the two month is for formulation of recommendations.

1. Literature Review

Wine tourism research has advanced greatly, considering their behaviors, motivation, and experiences of wine tourists. However, there is limited research on the perception of wine marketing with a specific reference to Bordeaux wine marketing within China targeted market. To achieve the above objectives, this literature review paper seeks to illustrate how the proposed research may further this field, and how knowledge of these processes can help optimise Bordeaux wineries marketing strategies.

Wine tourism is a cross-sectional area that encompasses elements of tourism, marketing, and wine making. It is important to consider that, as stated by Ali-Knight & Carlsen (2003) and Bruwer (2002) the identity of a wine tourist can be defined by many factors, including demographic characteristics, the specifics of the destination and personal choice. Although a variety of studies have been conducted, there is not a single comprehensive theory on wine tourist behaviour. Hall et al. (2000) and Pearce (2005) indicated that wine tourist behavior is highly varied making the examination of specific wine tourism experiences more difficult. This is due to the fact that tourist behaviour is influenced by both internal and external factors. Wine tourists cannot therefore be described as a single entity; instead they mark a continuum of the population in terms of demographic and psychographic characteristics. Studies by Getz and Brown (2006) and Charters & Ali-Knight (2002) have revealed that whereas some travellers are interested in wine, others travel for other attractions such as culture and scenery within the wine tourism destinations. It is important to understand these diverse stimuli to be able to design more appropriate promotion appeals for the different sub-markets of wine tourists.

Nohl (2001) pointed out the aesthetic and sensory parameters of the landscape which plays a vital role in providing a new experience for the tourists. Nevertheless, the localized influence of these physical and aesthetic characteristics on wine tourists is still limited and requires further investigation about different cultural endogenous attributes such as Chinese wine tourists. Winescape is not only formed from the physical aspect but it also takes into consideration the feeling or the experiences connected to the actual landscape. According to Nohl (2001), there are four stages of aesthetic reasoning that are comprehensible when watching tourists in the winescape – perceptual, expressive, symptomatic, and symbolic. Charters noted that according to j strategy, a tourist experience is both tangible and sensory in nature (Charters, 2006). These three distinctive experiences can substantially shape the tourist's evaluation and appreciation for the place, making this a unique and important realm of research for understanding how to encourage the flow of visitors.

However, to be more prescriptive one must look at reasons why people choose wine tourism, which is rather diverse and intricate. Intrinsic and extrinsic incentives were cited by several authors: Hall et al. 2000, Goossens 2000. It is worth stating that the main reasons for visiting wine tourism destinations include wine tasting and buying wine (secondary motivations include socializing, learning, and the appreciation of the country surroundings (Alant & Bruwer, 2004; Carmichael, 2005; Dodd, 1995). This interactivity combined with the demographic, psychographic and lifestyle characteristics of tourists further presents many layers of decision making complexities as pointed out by Bruwer (2003) and Charters and Ali Knight (2002). It is also important to note that motivational factors are multifaceted and play a complex role in the wine tourism product. As pointed out by Goossens (2000), the affective and hedonic dimensions were believed to be an important component of the decision making processes of consumption. This perspective is argued to be especially useful in wine tourism as the tourist consumption experience is not limited to the tasting of wine but it also includes consumption of the physical landscape, other individuals and culture of the wine tourism destination. Understanding these motivations can assist the wineries to market their offerings in a more appropriate manner to meet specific demands from the tourists.

The experiential view that was initially put forward by Holbrook and Hirschman (1982) and later by Batra and Ahtola (1991) as well as by Bigne et al. (2008), suggests that consumption is a pleasurable activity. From this view, it is possible to state that wine tourism experiences are playful, comforting, and emotional experiences. Two published studies by Dodd and Bigotte (1997) and another by Arnould et al (2002) point out that the process of consumption begins well before the actual consumption process starts and ends long after the consumption process is over. This view is in line with the argument that wine tourism experience goes beyond wine but is also related to the aspects of the five senses.

To further contextualize wine tourism, it's especially important to count the settings and activities. The extremely unique scene of the wine cellar door offers tourists an immersive go through, influenced by the scenic and ethnic attributes of the part (Gill et al., 2007; Roberts & Sparks, 2006). Research by Getz and Brown (2006) indicated that wine tourism is often constituent of a broader leisure and journey go through, involving scenic drives, cultural activities, and societal interactions. This broader circumstance is indispensable for discerning the too utterly holistic nature of wine tourism. The activities and settings associated with wine tourism are totally varied and multifaceted. They include wine savouring, winery tours, involvement in wine festivals, and other cultural events. These activities are often set against the backcloth of really incredibly beautiful landscapes and too witching, extremely extremely rural settings, which raise the boilersuit see. Understanding the types of activities that invoke tourists and the settings that raise their experiences is really important for underdeveloped

effectual marketing strategies. For instance, a search by Brown and Getz (2005) found that tourists value scenic drives, nature attractions, and ethical experiences as often as wine relishing itself. This suggests that wineries and wine regions want to offer a change of activities that cater to these interests to draw a broader audience.

In the specific instance of Chinese, the rise of Chinese outward tourism has been a substantial trend in recent years. Arlt (2013) described it as a "second wave" characterized by increased movement to very various destinations. Studies by Gao, Zhang, and Decosta (2012) and Li et al. (2011) explored the expectations and experiences of Chinese tourists, highlighting their preference for luxury, authenticity, and unique cultural experiences. Li et al. (2011) found that Chinese tourists are in particular interested in experiencing local culture and heritage, which they perceive as adding value to their travelling experiences. This is consistent with Gao et al. (2012), who noted that Chinese tourists value unique and memorable experiences that differ from those rather readily available in their homeland. For Bordeaux wineries, this substance emphasizing the rich history and culture importance of their wines, as well as providing high-quality, luxurious experiences that receive the expectations of Chinese tourists.

Understanding the specific preferences of Chinese tourists leads to developing how Bordeaux wine marketing can be trimmed to this audience. The perception of Bordeaux wine marketing by the Chinese is influenced by several factors. Understanding that the specific expectations and preferences of Chinese tourists is exceptionally important for effective marketing. Research by Li et al. (2011) and Gao et al. (2012) emphasized the importance of tailored marketing strategies that resonate with Chinese cultural values and consumer behavior. Marketing strategies can be achieved through storytelling that connects the wine to its historical roots and the scenic beauty of the region. Additionally, leveraging digital marketing platforms in China, such as RED, WeChat and Weibo, can reach this audience more effectively. Personalized marketing efforts, such as offering wine tours led by Chinese-speaking guides or creating promotional materials in Mandarin, can also raise the charm of Bordeaux wines to Chinese tourists.

In summary, the proposed research on the perception of Bordeaux wine marketing by Chinese aims to fill several gaps in the existing literature. It provides insights into the specific motivations and experiences of Chinese wine tourists, an aspect that has received less attention. It also explores the impact of the winescape and the broader tourism context on their perceptions and behaviors. In the end by bridging these gaps, the research will provide a deeper understanding of wine tourism dynamics and contribute to valuable insights for the wine industry. Additionally, the research will offer practical recommendations to improve the marketing strategies in Bordeaux and best cater to the growing Chinese tourism market.

2. Methodology

This study employs a mixed-methods approach, integrating both qualitative and quantitative methods, to comprehensively explore the positioning and image of Bordeaux as a WTD and the perceptions of Chinese.

2.1 Relevance and Justification of Method to Research Design

The use of both qualitative and quantitative research methods fits the general research structure, aiming at offering a comprehensive perspective on the strategic marketing of Bordeaux and the potential interest of Chinese. As will be discussed based on the analysis of the collected data, this approach is more effective at answering the research question since it covers both the richer qualitative information and the wider-ranging quantitative data of Chinese perceptions. This was done so that to avoid fixating solely on qualitative or quantitative approaches to doing research. The qualitative part provides detailed and contextualised views and insights of professionals, locals, and operators in the industry, while the quantitative aspects addresses general trends and preferences of Chinese.

2.2 Data Collection Tools and Analysis

Quantitative data will be collected through surveys administered to Chinese. The surveys will assess their perceptions, expectations, and experiences related to Bordeaux as a WTD. The survey included multiple-choice and Likert-scale questions to ensure a broad and detailed data collection. The survey questions will be designed to capture demographic information, travel behavior, perceptions of Bordeaux, and factors influencing their travel decisions. Statistical analysis will be used to identify patterns and correlations in the data. The survey, comprising 30 questions, was distributed randomly via public social media platforms and data collection spanned three weeks. The collected data, obtained from 106 respondents, was analyzed using SPSS and Excel to generate graphical representations. The demographic breakdown of respondents was 47.17% male and 52.83% female, indicating a balanced gender distribution. The reliability of the survey was confirmed with a Cronbach's alpha coefficient of 0.935, signifying a high level of internal consistency. Furthermore, the validity analysis yielded a score above 0.94, demonstrating that the survey possesses a strong validity level. Descriptive statistics were employed to summarize the survey data. Graphs and charts were generated to visualize demographic distributions, preferences for wine tourism activities, and perceptions of Bordeaux. Comparative analysis was conducted to identify gaps between Bordeaux's projected image and Chinese perceptions.

Qualitative study utilized existing studies, research reports, online interviews, and online data to gather qualitative insights. This involved a detailed review of literature on Bordeaux's historical and cultural significance, strategic marketing efforts, and sustainable practices. Sources included industry reports, academic journals, and publications from the Bordeaux Wine Council. Thematic analysis was used to identify recurring themes and patterns in the literature and online data. This involved coding the data and categorising it into themes related to Bordeaux's cultural heritage, marketing strategies, and sustainable practices. The analysis focused on synthesising information from various sources to provide a comprehensive understanding of Bordeaux's positioning as a WTD.

3. Analysis and Findings

Bordeaux, a city renowned for its exceptional wine, holds a prestigious position in the global wine tourism market. As a WTD, it has established a strong brand and loyal audience. Its rich history, esteemed vineyards, and cultural heritage make it an unparalleled destination for wine enthusiasts. This section explores Bordeaux's positioning and image as a WTD, drawing on recent studies and industry reports to highlight its unique appeal and strategic importance.

3.1 The Positioning and Image of Bordeaux as a WTD.

Bordeaux, a city renowned for its exceptional wine, holds a prestigious position in the global wine tourism market. Its rich history, esteemed vineyards, and cultural heritage make it an unparalleled destination for wine enthusiasts. In terms of visitor numbers, Bordeaux rivals Champagne, placing it among the top wine regions globally. This section explores Bordeaux's positioning and image as a WTD, drawing on recent studies and industry reports to highlight its unique appeal and strategic importance. Bordeaux is seen as a symbol of high-end luxury wine, making its distinctive brand image and cultural significance essential to its allure.

3.1.1 Historical and Cultural Significance

Bordeaux's association with wine dates back to the Roman era, making it one of the oldest and most esteemed wine regions globally. The city's historical significance is further enhanced by its architectural splendor, with the historic center being designated a UNESCO World Heritage site in 2007. This rich cultural backdrop offers an immersive experience for visitors, allowing them to connect deeply with the longstanding traditions of Bordeaux winemaking. The

region boasts the largest UNESCO World Heritage area in the world, with 347 monuments. Studies involving interviews with Bordeaux winery operators and owners reveal a strong focus on investing in the cultural and educational aspects of the wine experience, leveraging the region's reputation and historical capital (Christophe et al. 2013).

Bordeaux wineries that attract higher spending use promotional tools such as newsletters and travel agencies in combination with wine tasting events. These strategies are supported by investments in tourism infrastructure, emphasizing history, local traditions, cultural roots, and professional expertise throughout their websites and wine tours. Since the late 20th century, stakeholders—including viticulturists, producers, laborers, winemakers, wine brokers, merchants, distributors, communication agencies, and tourism managers—have worked diligently to enhance and sometimes rebuild the brand image of high-end Bordeaux wines (Aaker, 1996). The reputation of Bordeaux wines spans both national consumer markets and the global luxury goods market (Donzée, 2022). Bordeaux is celebrated for producing some of the world's finest wines, including prestigious appellations such as Margaux, Saint-Émilion, and Pomerol. As the world's largest wine region, with 7,000 châteaux, Bordeaux has leveraged its reputation to establish a sense of privilege associated with owning and tasting its prestigious wines, which serve as symbols of consumption. The creation of Les Côtes de Bordeaux also underscores the importance of Bordeaux's name and reputation. Four regions united to form a larger, common appellation under a shared brand and logo, simplifying the name to attract consumers. This strategy has resulted in significant growth in export volume and value over the past decade (Per and Britt, 2018).

3.1.2 Tourism Infrastructure and Offerings

Bordeaux has strategically developed its tourism infrastructure to cater to the growing demand for wine tourism. The city is home to La Cité du Vin, a state-of-the-art wine museum that offers an interactive journey through the world of wine. Additionally, numerous châteaux open their doors to tourists, providing guided tours, tastings, and immersive wine-making experiences. The region's wine routes, such as the Médoc, Graves, and Sauternes routes, offer structured itineraries that highlight the best of Bordeaux's vineyards. These routes are supported by well-developed transport networks, including direct flights to Bordeaux-Mérignac Airport and high-speed train connections from Paris.

3.1.3 Sustainable Tourism

Looking ahead, Bordeaux is focusing on sustainability. By 2030, all winegrowers must adopt certified eco-friendly methods to comply with Bordeaux AOC regulations. In 2022, these efforts were recognized when Bordeaux was named the European Capital of Smart Tourism by the European Commission, particularly praised for its pioneering sustainable wine tourism initiatives. Additionally, that same year, the Bordeaux Wine Festival was certified as a sustainable wine festival. Over 65% of Bordeaux vineyards are now eco-certified, highlighting the region's commitment to environmental stewardship (European Commission, 2022).

Bordeaux continues to develop various organic and sustainable certifications, such as the Bordeaux Cultivons Demain (Let's Cultivate Tomorrow) certification introduced by the Bordeaux Wine Industry Association (CIVB) in 2020. These certifications and policies have encouraged numerous châteaux to enhance their biodiversity and responsible sourcing practices. For example, Château Giscours has planted hedges and created wildlife habitats to promote biodiversity, offering a more pleasant local environment for workers, neighbours, and visitors, creating a true farm-to-table experience. Château Brown's gardens serve both environmental and social purposes, demonstrating that such initiatives can make the wine industry more exciting and attractive, especially to younger generations (Wendy, 2023). Some châteaux also engage with their communities by organising local activities, supplying fruits and vegetables to schools, and inviting students for tours.

3.1.4 Wine Tourism Type and Exclusivity and Intimacy

Wine tourism in Bordeaux started relatively late compared to other important wine regions in France. Despite having thousands of chateaux, the region was cautious towards tourism for many years due to weak infrastructure and a lack of fully equipped facilities in Bordeaux city. It wasn't until the late 1980s that wineries gradually began opening up to tourism, with the famous Medoc wine region being one of the first to have a hotel and several restaurants suitable for international visitors (Mike, 2012). Bordeaux, known for being relatively closed off compared to other wine regions, especially those in the New World, often requires visitors to make appointments through wine importers to access many classified chateaux, as these estates are not open to the public. Additionally, most visits need to be scheduled in advance, and many chateaux are closed on weekends and during harvest season.

Their distribution system also varies. The primeur system in Bordeaux, established in the 18th century, is unique to the region. Consumer behaviours such as investing in building wine cellars or visiting private cellars are now associated with conspicuous consumption and a sense of social recognition and belonging among the upper class (Hubert, 2023). Bordeaux

ensures a clear distinction between the over-tourism and over-consumption industry and the tourism industry centered around "select" customers and the concept of "uniqueness", employing fine marketing methods to achieve this (Briot & De Lassus, 2014).

As various wineries delve into the tourism sector, smaller wine regions and lesser-known estates (such as Hourtin-Ducasse) are innovating by offering products that compete with larger companies in terms of both price and novelty. The Wine Capital organisation sponsors regional and international tourism awards and heavily promotes the winners, further encouraging Bordeaux regions to incorporate tourism incentive measures into their marketing plans (Roger, 2023). This emphasis on diversity reflects the importance placed on wine tourism activities in the Bordeaux region.

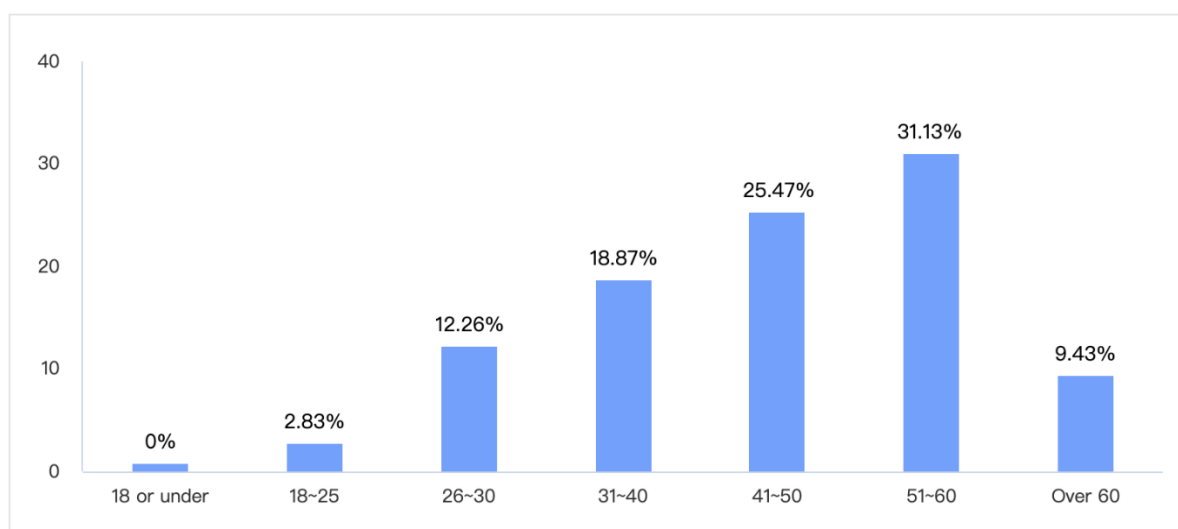
Catherine Leparmentier Dayot, the Managing Director of the Wine Capital organisation, states, "In recent years, the development of wine tourism in Bordeaux lies in the hospitality services offered by wineries such as accommodation, dining, or wine tasting experiences," aiming to provide visitors with a more intimate and personal wine-tasting experience. However, large-scale accommodations and dining facilities capable of hosting groups are still scarce, mainly due to the high barriers in planning and licensing for large hotels and the need to protect vineyards, leaving ample room for B&Bs to thrive (Anonymous, 2022). Lesser-known wineries can offer varying levels of intimacy, bringing visitors closer to the real working environment behind the wine production process. Bordeaux is ideal for small private visits with family and friends, but with very few tasting rooms in Bordeaux, spontaneous visits can be frustrating. Nevertheless, this scarcity ensures that the intimate relationships valued by customers and winemakers are maintained, allowing groups to immerse themselves in a safe and personal setting (Mike, 2012).

In conclusion, Bordeaux's positioning as a premier WTD is founded on its rich historical legacy, exceptional wine quality, and strategic focus on authenticity, quality, and exclusivity. The Bordeaux Wine Council's marketing campaigns emphasise the region's heritage and artisanal craftsmanship, with events like the Bordeaux Wine Festival and Vinexpo attracting international visitors and industry professionals. Recognized by the World Tourism Organization as a top WTD, Bordeaux attracts over 4 million visitors annually, further enhanced by its culinary offerings, including Michelin-starred restaurants. Embracing sustainable tourism practices, many vineyards have adopted organic and biodynamic methods, resonating with modern travellers who prioritise environmentally responsible destinations. This commitment to sustainability, combined with its well-developed tourism infrastructure, ensures Bordeaux remains at the forefront of the global wine tourism market, solidifying its reputation as a luxurious, sophisticated, and indispensable destination for wine enthusiasts worldwide.

3.2 Perceptions of Chinese with Bordeaux as a WTD through a Survey.

The survey examined various aspects including the demographic characteristics of participants, their impressions of Bordeaux wine, their preferences for wine tourism activities, and their perceptions of Bordeaux as a WTD. The relationships between these factors were also explored to provide a comprehensive understanding of the discrepancy between Bordeaux's projected image and Chinese perceptions.

3.2.1 Demographic Distribution



Graph 1. Age Group of the Survey.

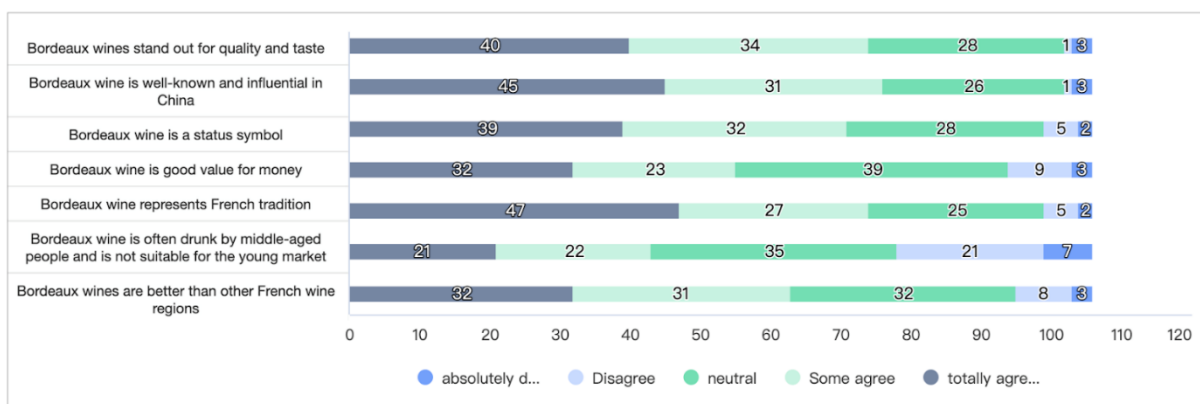
This distribution indicates a significant representation of middle-aged individuals, particularly those in the 51-60 age group, suggesting that this demographic may have a higher interest in or availability for wine tourism activities. The relatively lower participation of younger age groups (18-25 and 26-30) could imply less interest or different priorities regarding wine tourism. This age distribution highlights the importance of tailoring marketing strategies to appeal to middle-aged tourists while also considering approaches to engage younger demographics more effectively.

Although the high representation of participants with high school (40.57%) and Bachelor's level education (34.91%) might suggest that wine tourism is less prevalent among those with advanced degrees, it is important to consider the broader social context. The 40-60 age group, which makes up a significant portion of the survey respondents, generally has a lower

educational background due to the historical educational opportunities available during their formative years (National Bureau of Statistics of China, 2021). Given that only 11% of the population over 50 years old in China has more than a high school diploma, wine tourism appears to be attracting individuals with mid to high educational levels. Therefore, this demographic factor may influence the educational distribution observed in the survey results, rather than indicating a lack of interest in wine tourism among those with higher education levels. Understanding this context is crucial for accurately interpreting the data and developing effective marketing strategies.

A majority of participants (77.36%) reported an income level between 2,000 and 10,000. This income distribution indicates that wine tourism broadly appeals to middle-income groups. However, considering the corresponding age group, it is plausible that their income levels may be influenced by retirement and supplemented by higher savings. This demographic detail suggests that while current income may appear modest, the financial stability provided by savings enables participation in wine tourism activities.

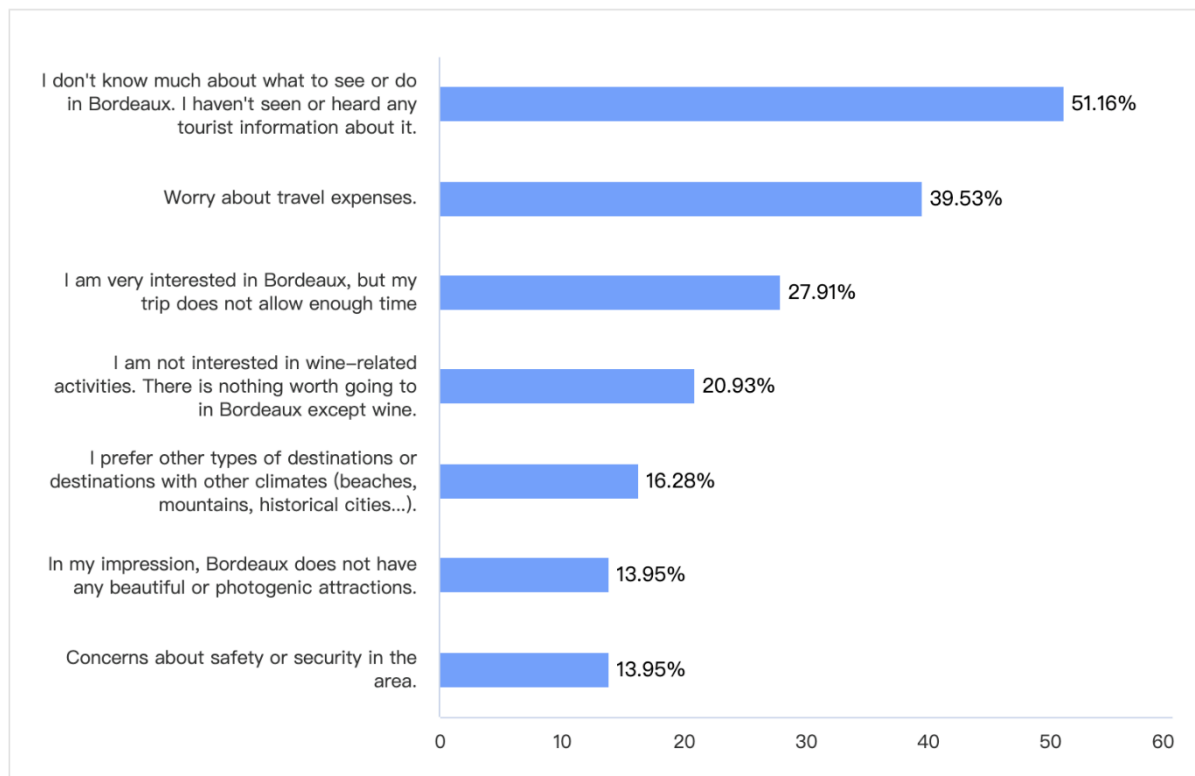
3.2.2 Perception of Bordeaux as a WTD



Graph 2. What do you think about the statements about Bordeaux wine?

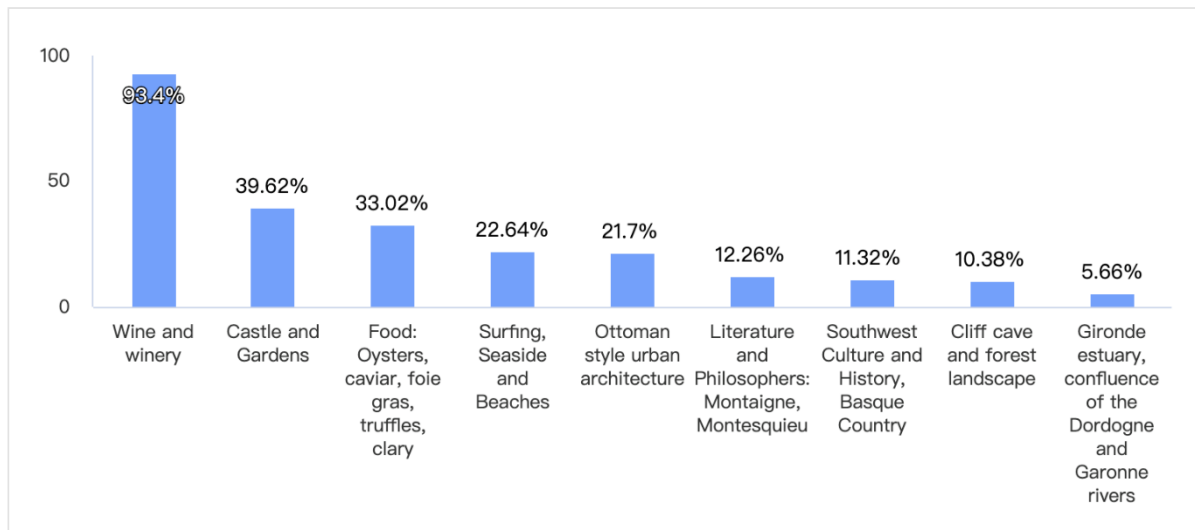
In summary, Bordeaux wines are predominantly seen as high-quality, well-known, and symbolic of social status and French tradition. However, perceptions of their value for money and appeal to younger markets are more varied, presenting opportunities for targeted marketing strategies to address these areas. Despite the strong positive perceptions, it is noteworthy that 61.32% of participants indicated that their opinion of Bordeaux wines does not influence their decision to travel to Bordeaux. This discrepancy suggests a gap between the appreciation of Bordeaux wine and the motivation to visit Bordeaux as a WTD. One possible insight is that while Bordeaux wine enjoys a strong reputation, other factors such as travel

costs, alternative destinations, and personal interests might play a more significant role in travel decisions.



Graph 4. What possible reasons might be why Bordeaux is not on your list of destinations?

The survey results reveal several key reasons why Bordeaux is not a preferred destination for some participants. The primary barriers to Bordeaux being a top travel destination include a lack of information about its attractions, concerns about travel costs, and limited interest in wine-related activities. Travel expenses are a common concern, especially for long-haul destinations like Europe. This concern is exacerbated by Bordeaux's image as a luxury wine destination. While concerns about travel expenses are common for all European destinations, the image of Bordeaux among Chinese particularly unclear due to insufficient information. Since Bordeaux is not typically seen as a top tourist destination in France and Chinese generally do not prioritise wine tourism, there is a perception that Bordeaux offers little beyond its wines. Wine tourism is not a primary interest for many Chinese, leading to poor motivation to visit Bordeaux. This lack of awareness and interest suggests that more comprehensive marketing and information dissemination are needed to highlight Bordeaux's diverse attractions and appeal to a broader audience.

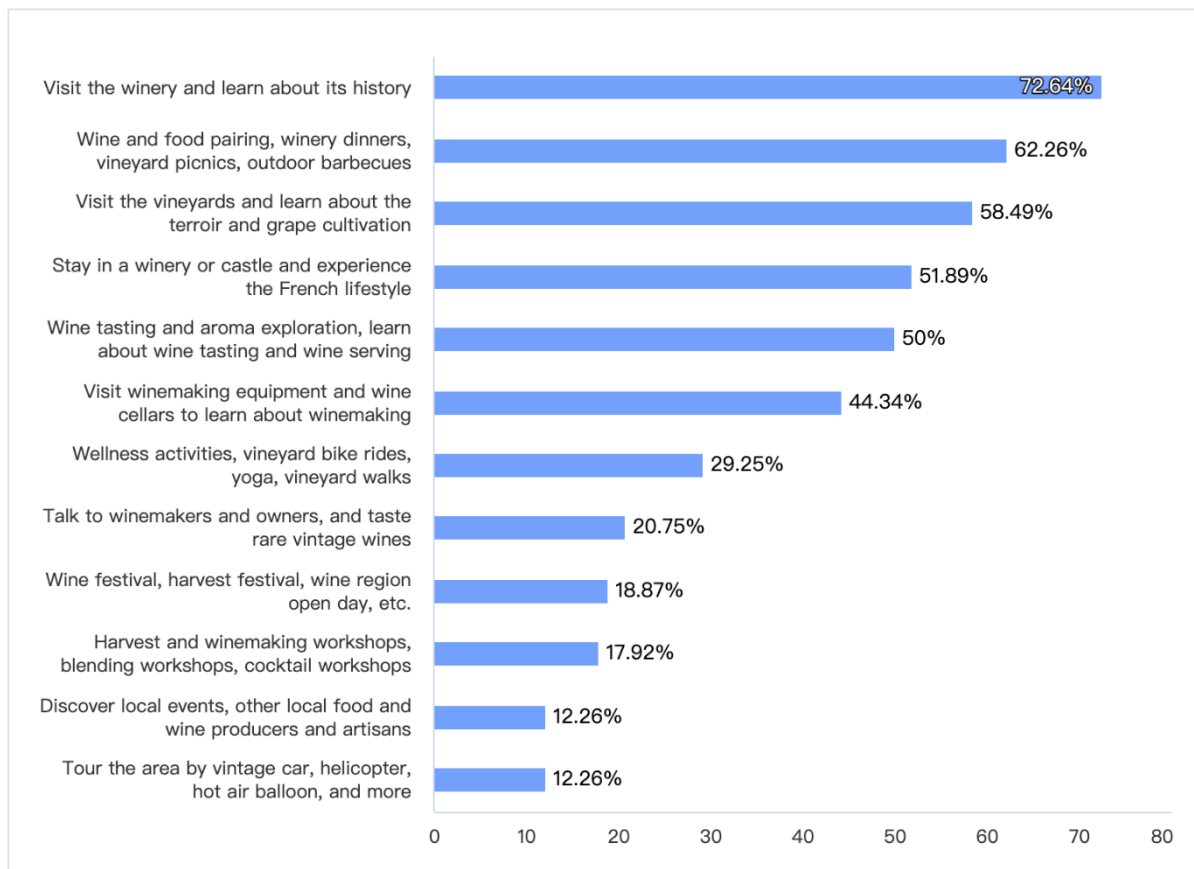


Graph 3. What do you think of when you mention Bordeaux? Please select some keywords.

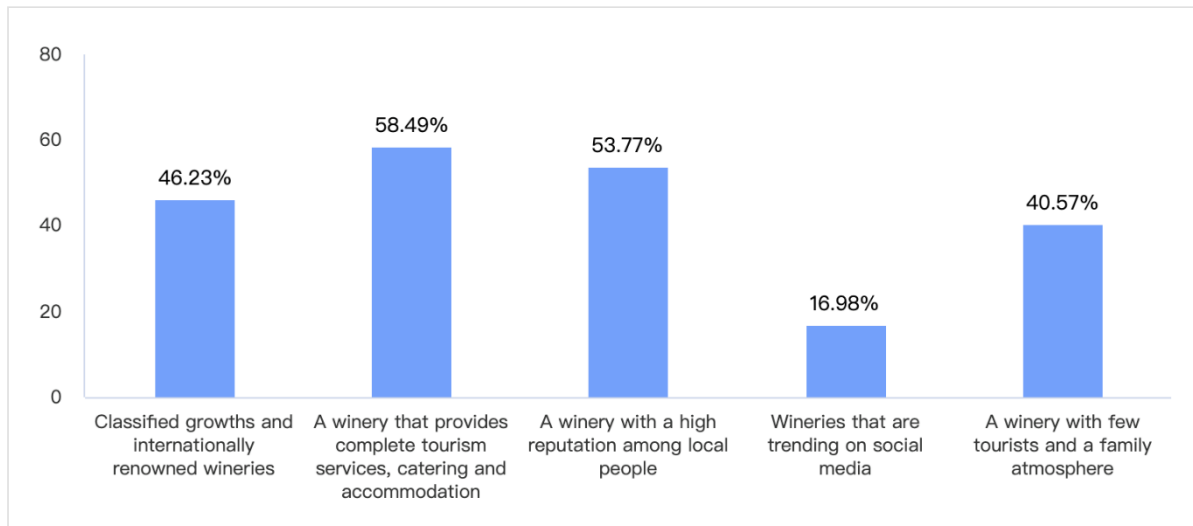
The survey results provide valuable insights into the predominant associations that Chinese respondents have with Bordeaux. Significantly, Bordeaux's strong brand identity in viticulture stands out, with an overwhelming majority of participants primarily associating the region with "Wine and winery." This underscores Bordeaux's global reputation as a premier wine destination but also reveals a potential limitation in its perceived identity. The current perception tends to overlook Bordeaux's diverse array of attractions, reducing it to a solely wine-centric destination. Furthermore, the survey exposes substantial gaps in awareness regarding other key aspects of Bordeaux's tourism potential. Attractions that are renowned in Europe, such as seaside activities, historical castles, and gourmet food offerings, are underrepresented in respondents' perceptions. This indicates that while these attractions are popular among European tourists, they have not yet gained significant recognition among Chinese visitors. Additionally, Bordeaux's natural landscapes and outdoor activities, as well as its rich cultural and historical narratives, are also less emphasized. This lack of awareness suggests that these unique aspects of Bordeaux are not effectively communicated to the Chinese market.

The survey results provide valuable insights into the types of wine tourism activities that interest Chinese respondents. The most popular activities include visiting wineries to learn about their history (72.64%), exploring vineyards to understand terroir and grape cultivation (58.49%), and participating in wine and food pairing events such as winery dinners and vineyard picnics (62.26%). These preferences highlight a strong interest in educational and experiential activities that offer a deep dive into the winemaking process and the culture surrounding it.

Additionally, a significant portion of respondents expressed interest in wine tasting and aroma exploration (50%) and staying in a winery or castle to experience the French lifestyle (51.89%). These activities indicate a desire for immersive experiences that combine wine education with cultural and lifestyle elements. While activities such as visiting winemaking equipment and wine cellars (44.34%) and talking to winemakers and owners to taste rare vintage wines (20.75%) also garnered interest, they were less popular compared to broader experiential activities. This suggests that while technical aspects of winemaking are appreciated, a more holistic approach that includes lifestyle and culinary experiences might be more appealing. Following the frame of Karlsson, Chinese seem to be more interested with open door and Desneyland type of wine tourism (2017), which emphasise accessibility, entertainment, and comprehensive experiences over in-depth technical details.



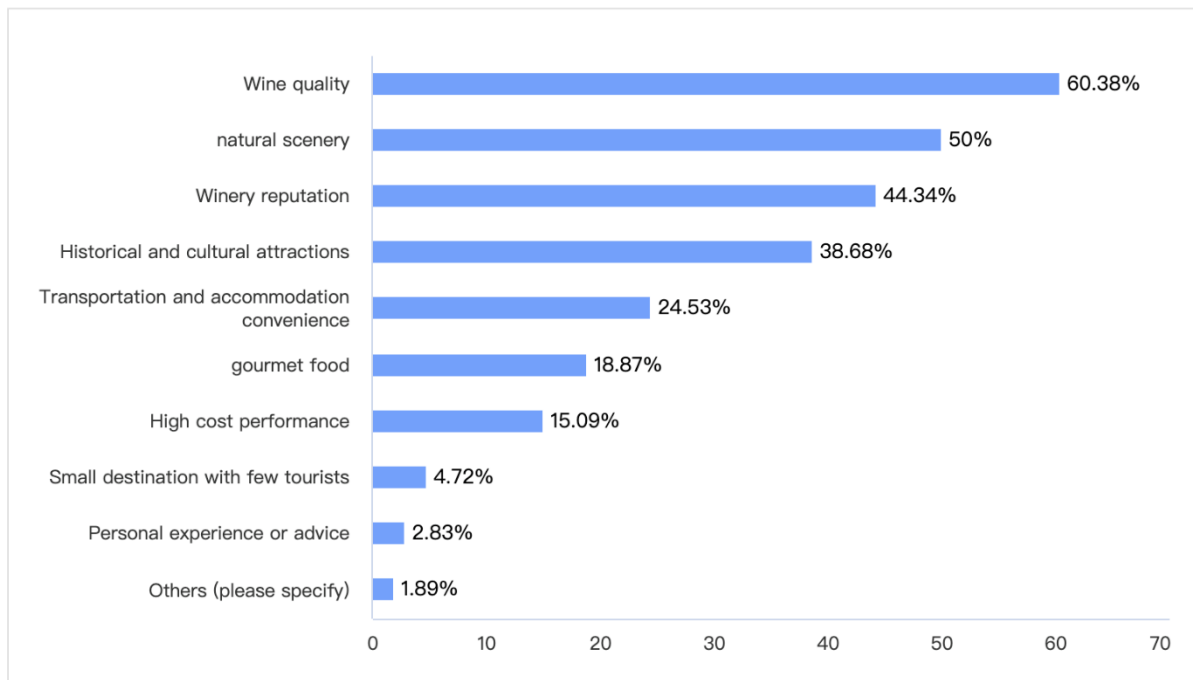
Graphic 5. What kind of wine tourism activities are you interested in Bordeaux?



Graphic 8. If you are planning a wine tour in Bordeaux, which of the following types of wineries would you choose to visit?

The survey results provide insight into the types of wineries that Chinese respondents would choose to visit if planning a wine tour in Bordeaux. The most popular choices include wineries that provide complete tourism services, including catering and accommodation (58.49%), and those with a high reputation among local people (53.77%). These preferences suggest that respondents value comprehensive, convenient experiences and local authenticity when selecting wineries to visit. Classified growths and internationally renowned wineries also attract significant interest, with 46.23% of participants expressing a preference for visiting these prestigious establishments. This indicates that while convenience and local reputation are important, the allure of well-known, highly reputed wineries remains strong. Wineries with a family atmosphere and fewer tourists are preferred by 40.57% of respondents, highlighting a substantial interest in more intimate, personalised experiences. This suggests a desire among many tourists to escape the crowds and engage in more relaxed, authentic interactions.

The survey results indicate that the top three factors influencing the decision to consider Bordeaux as a WTD among participants are wine quality (60.38%), natural scenery (50%), and winery reputation (44.34%). These preferences underscore the importance of Bordeaux's core strengths among WTDs: its renowned wine production, picturesque landscapes, and esteemed wineries. Historical and cultural attractions also play a significant role, with 38.68% of respondents highlighting them as influential factors. Secondary to the primary attractions of wine and scenery, logistical considerations and culinary experiences are less dominant but still hold notable importance.

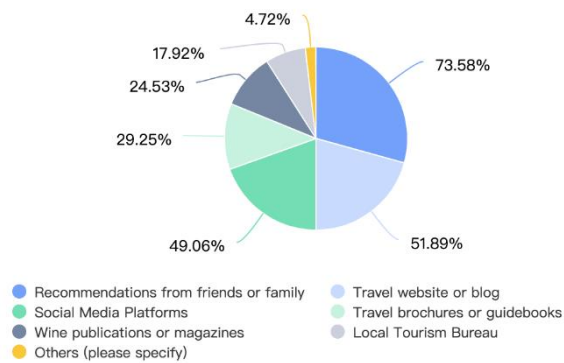


Graphic 10. What do you think are the top three factors that influence your decision to consider Bordeaux as a WTD?

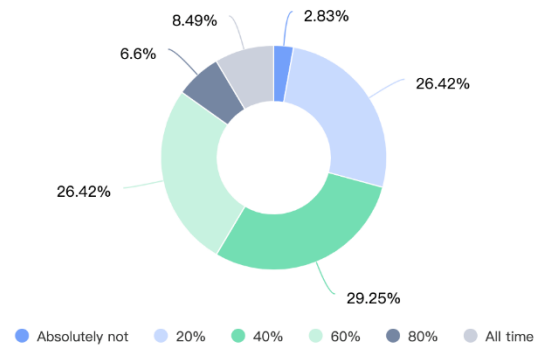
3.2.3 Tourism Consumption Preference.

The survey reveals that 80% of the participants would like to dedicate 40-60% of their total travel time to wine tourism. This preference for a moderate commitment to wine-related activities suggests that while wine tourism is a significant draw, travellers also seek a diverse range of experiences. This indicates that the majority of participants are either wine lovers or wine-curious individuals—those interested in learning about wines but whose primary motivation is not solely focused on the wine sector (Charters & Ali-Knight, 2002). This balanced approach to wine tourism implies that travellers value both the educational and experiential aspects of wine tours but also desire to explore other cultural, historical, or recreational activities that Bordeaux has to offer.

73.58% of respondents would seek advice from friends or family. 51.89% of participants would turn to travel websites or blogs, while 49.06% would use social media platforms. The survey results reveal that the majority of participants rely on personal recommendations and digital sources for planning wine tours, underscores the importance of digital presence and word-of-mouth marketing in attracting wine tourists to Bordeaux.



Graphic 10. If you were planning a wine tour, would where you get your information?



Graphic 11. If you plan to travel to Bordeaux, how much of your total time would you like to spend on wine tourism?

The survey results indicate a strong preference for independent travel planning among participants considering a wine tour. Specifically, 60.38% of respondents would plan and travel by themselves or with friends and family, reflecting a desire for autonomy and personalised experiences, suggesting that many travellers value the flexibility and control that comes with self-planned trips. The strong inclination towards self-planning also highlights the necessity for accessible and comprehensive information about Bordeaux's wine tourism offerings to support these independent travellers.

4. Results and Suggestions

4.1 Matching Aspects

Chinese recognize and appreciate Bordeaux's reputation for producing high-quality wines. Survey responses indicate a strong association with terms like "prestigious" and "high-quality" when describing Bordeaux wines. This positive perception aligns with Bordeaux's marketing of its wine heritage. Bordeaux's global reputation and status as a luxury wine destination are recognized and appreciated by Chinese. This alignment indicates that Bordeaux's high-end image successfully resonates with the Chinese market.

There is a significant interest among Chinese in educational and experiential wine-related activities, such as visiting wineries, exploring vineyards, and participating in wine and food pairing events. These activities resonate with Bordeaux's offerings and its focus on providing immersive wine experiences. The unique exclusivity and intimacy of Bordeaux tourism align well with the preferences of Chinese for small to medium group travel with family and friends. Overall, Chinese have a relatively accurate perception of Bordeaux's wine brand image.

Additionally, their strong interest in culinary activities within wine tourism fits perfectly with Bordeaux's image as a destination for gourmet food and wine experiences.

4.2 Discrepancy and Reasons

The analysis reveals a significant discrepancy between Bordeaux's projected image as a premier WTD and the perceptions held by Chinese. While Bordeaux is marketed as a luxurious, historical, and culturally rich wine region, Chinese primarily associate it with wine and wineries, overlooking other attractions such as historical sites, culinary experiences, and natural scenery. This limited perception is evident from survey responses, which predominantly highlight "Wine and winery" as the key association with Bordeaux, with less emphasis on its broader tourism offerings. The image of Bordeaux as environmentally friendly and committed to sustainable development has not been accurately conveyed to Chinese. This is primarily because sustainability issues receive less attention in China and have a smaller impact on consumer preferences for products and services. Additionally, Bordeaux's sustainable wine tourism initiatives are primarily focused on local or European tourists.

A significant portion of Chinese report insufficient information about Bordeaux's attractions beyond its wine heritage. This lack of awareness limits their understanding and appreciation of the region's full tourism potential. Chinese tend to have limited knowledge and interest in local natural resources, culture, and historical heritage. This gap in awareness affects their engagement with the authentic cultural and historical experiences that Bordeaux offers. Consequently, the rich narratives and historical contexts that form the foundation of Bordeaux's wine tourism experience may not fully resonate with this audience.

Concerns about high travel expenses deter many potential visitors. Bordeaux's image as a luxury destination exacerbates this perception, making it seem less accessible. In particular, Chinese, who are generally price-sensitive (Atout France), may find the costs associated with travelling to Bordeaux prohibitive. This price sensitivity, coupled with the high-end positioning of Bordeaux, creates a significant barrier to attracting this demographic, despite their growing interest in global travel experiences.

For many Chinese, wine tourism is not a primary travel interest. This limited interest affects their motivation to choose Bordeaux over other destinations. Wine tourism, while increasingly popular in Western markets, remains a niche activity for Chinese travellers. Consequently, Bordeaux's specialised appeal as a WTD may not align well with the more diverse interests of Chinese. On the other hand, some wine education institutions also organize study tours.

However, compared to traditional tourism, the travel component is relatively minimal, with little beyond visiting wineries as the primary activity.

Differences in cultural and travel preferences also play a significant role. Chinese may prioritize destinations that offer a broader range of activities beyond wine tourism. They often seek comprehensive travel experiences that include sightseeing, culinary exploration, shopping, and entertainment. Destinations that can offer a rich tapestry of experiences tend to attract more Chinese visitors. Bordeaux, while rich in wine culture, may need to emphasize and integrate its other cultural, historical, and leisure attractions to better align with the multifaceted travel preferences of Chinese.

4.3 Suggestions to Bridge or Mediate the Discrepancy

To align Bordeaux's image more closely with Chinese tourist perceptions, several strategies can be implemented.

Enhanced Marketing and Information Dissemination: Develop comprehensive marketing campaigns that highlight Bordeaux's diverse attractions, including its historical sites, natural scenery, and culinary offerings. Leveraging digital platforms, social media, and travel blogs can help disseminate this information more effectively. To attract Chinese, it is advisable to develop and promote comprehensive tourism routes that encompass both wine-related and other tourist resources. Additionally, offering recommended extension routes to nearby wine-producing regions such as Germany, Spain, Switzerland, Italy, and others can enhance the appeal of the travel packages. These extended routes can include visits to renowned wineries, cultural landmarks, historical sites, and scenic attractions, providing tourists with a more diverse and enriching travel experience. Moreover, collaborating with local tourism authorities and industry stakeholders in these neighboring regions can facilitate the seamless integration of these extension routes into the overall tourism offerings, further enhancing their attractiveness to Chinese travellers.

Despite the potential disparity between offering discounts and packages and Bordeaux's high-end image, Bordeaux can still implement tailored marketing strategies to cater to the specific interests and concerns of Chinese. Especially during the off-peak seasons, introducing reasonably priced products with a focus on gastronomy, cultural heritage, and wine education can offset Chinese concerns about prices. By highlighting these aspects in marketing campaigns and promotional materials, Bordeaux can effectively attract Chinese who prioritize experiential and educational aspects of travel while simultaneously maintaining its reputation for luxury and sophistication.

Develop travel experiences that align with Chinese cultural preferences. This could involve offering guided tours conducted in Mandarin, supplying informational materials in Chinese, and integrating elements of Chinese culture into the tourism experience to increase its appeal. Moreover, during interactions with Chinese, there is a noticeable interest in cultural exchange activities, such as organizing events within tour groups like Chinese cooking classes and wine pairing dinners.

Forge strategic partnerships with influential Chinese travel influencers and bloggers to amplify the visibility of Bordeaux's attractions. By engaging these prominent figures, destinations can leverage their established credibility and extensive reach within the Chinese tourism market. Furthermore, collaborative initiatives with key opinion leaders enable destinations to penetrate niche markets and tap into previously untapped segments of the Chinese traveler demographic.

Conclusion

Bordeaux's report for high-quality wine and prestigious wineries aligns well with Chinese perceptions, though there remains an exceptionally real gap in the broader acknowledgement of the region's overall attractions. To bridge this gap, targeted marketing strategies, enhanced entropy airing, and a focus on ethical adjustment are indispensable. Future exploration should explore the specific informational needs and ethnic preferences of Chinese to evolve trim marketing campaigns. Additionally, investigating the impact of digital and social media marketing on Chinese travel decisions could also bring valuable insights. Longitudinal studies tracking changes in perceptions and travel behaviors over time would also be beneficial in assessing the effectiveness of implemented strategies and further refining Bordeaux's approach to attracting Chinese wine tourists.

The clause could delve deeper into the methodological limitations of the study conducted with Chinese. While the mixed-methods approaching provides a comprehensive analysis, several limitations subsist. The qualitative data, derived from existing studies and online sources, may not capture the most current industry trends or stakeholder opinions. The survey data is limited to Chinese who are already interested in wine tourism, which may not represent the broader population. Additionally, logistical constraints and resource limitations restricted the scope of data collection. Despite these limitations, the chosen methodology is appropriate as it balances in-depth qualitative insights with broad quantitative data, offering a well-rounded understanding of the research topic. The findings should be interpreted within the context of these limitations, and future research could expand on this study by including a more diverse sample and additional data collection methods. Providing insights into the survey design, sampling methods, and potential biases would enhance the credibility and rigor of the findings. Moreover, while the article touches upon the challenges faced by Bordeaux in attracting Chinese, it could explore potential solutions and practical recommendations in more detail. Offering actionable insights for stakeholders in the wine tourism industry would enrich the practical implications of the research.

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Annex

Annex1. Bordeaux Wine Tourism Questionnaire

Bordeaux Wine Tourism Questionnaire

Your gender: [Single-choice question] *

☐ Male ☐ Female

Your age group: [Single-choice question] *

☐ Under 18 years old ☐ 18~25 ☐ 26~30 ☐ 31~40

☐ 41~50 ☐ 51~60 ☐ 60 and above

Your region: [Fill in the blank] *

Your educational background: [Single-choice question] *

☐ Junior high school and below

☐ Senior high school or secondary vocational school

☐ Bachelor or associate degree

☐ Master and above

Average monthly income level (RMB) [Single-choice question] *

☐ Less than 2,000

☐ 2,000-10,000

☐ 10,000-30,000

☐ 30,000-50,000

☐ 50,000-100,000

☐ More than 100,000

What do you think of when you mention Bordeaux? Please select some keywords. [Multiple choice] *

☐ Wine and wineries

☐ Surfing, seaside and beaches

☐ Castles and gardens

☐ Haussmann-style urban architecture

☐ Food: oysters, caviar, foie gras, truffles, claret

☐ Literature and philosophers: Montaigne, Montesquieu

☐ Southwest culture and history, Basque Country

☐ Gironde Estuary, confluence of the Dordogne and Garonne rivers

☐ Cliff caves and forest landscapes

What do you think about the statements about Bordeaux wine?

[Matrix Multiple Choice Question] *

	absolutely disagree	Disagree	neutral	Some agree	totally agree
Bordeaux wines stand out for quality and taste	☐	☐	☐	☐	☐
Bordeaux wine is well-known and influential in China	☐	☐	☐	☐	☐
Bordeaux wine is a status symbol	☐	☐	☐	☐	☐
Bordeaux wine is good value for money	☐	☐	☐	☐	☐
Bordeaux wine represents French tradition	☐	☐	☐	☐	☐
Bordeaux wine is often drunk by	☐	☐	☐	☐	☐

	Very dissatisfied	A little dissatisfied	No comment	Quite satisfied	Very satisfied
Sustainability: Commitment to eco-friendly practices and responsible tourism	☐	☐	☐	☐	☐
Personal fulfillment: Overall satisfaction and sense of accomplishment gained from the travel experience	☐	☐	☐	☐	☐

Depends on (Question: Have you been to Bordeaux or are you planning to come to Bordeaux?) Option 1

If not, what possible reasons might be why Bordeaux is not on your list of destinations? [Multiple choice] *

- ☐ I am not interested in wine-related activities. There is nothing worth visiting in Bordeaux except wine.
- ☐ I prefer other types of destinations or destinations with other climates (such as beaches, mountains, historical cities...).
- ☐ I don't know much about attractions or activities in Bordeaux. I haven't seen or heard about relevant travel information.
- ☐ Bordeaux does not have any scenic or photogenic attractions in my impression .
- ☐ I am very interested in Bordeaux, but my trip does not have enough time.
- ☐ Worried about travel expenses.
- ☐ Worried about safety or security issues in the area.

Depends on (Question: Have you been to Bordeaux or are you planning to come to Bordeaux?) Option 3

Have you ever participated in any wine tourism activities? [Single-choice question] *

- ☐ Yes
- ☐ No

What kind of wine tourism activities are you interested in? [Multiple choice] *

- ☐ Visit the winery and learn about its history
- ☐ Visit the winemaking equipment and wine cellar to learn about winemaking
- ☐ Visit the vineyards to learn about the terroir of the producing area and grape cultivation
- ☐ Wine tasting and aroma exploration to learn about wine tasting and wine serving
- ☐ Wine and food pairing, winery dinner, vineyard picnic, outdoor barbecue
- ☐ Harvest and winemaking workshops, blending workshops, cocktail workshops
- ☐ Stay in a winery or castle to experience the French lifestyle
- ☐ Talk with winemakers and owners, and taste rare vintage wines
- ☐ Healthy activities, vineyard cycling, yoga, vineyard walks
- ☐ Explore local activities, other local food and wine-related producers and artisans
- ☐ Tour the area by antique car, helicopter, hot air balloon, etc.
- ☐ Wine festival, harvest festival, producing area open day, etc.

If you are planning a wine tour in Bordeaux, which of the following types of wineries would you choose to visit? [Multiple choice] *

- ☐ Classified wineries and wineries with international reputation
- ☐ Wineries that provide comprehensive tourism services, catering and accommodation
- ☐ Wineries with high reputation among local people
- ☐ Wineries that are popular on social media
- ☐ Wineries with few tourists and a family atmosphere

If you plan to travel to Bordeaux, how much of your total time would you like to spend on wine tourism? [Single-choice question] *

Not at all ☐ 0 ☐ 20 ☐ 40 ☐ 60 ☐ 80 ☐ 100 all time

	absolutely disagree	Disagree	neutral	Some agree	totally agree
middle-aged people and is not suitable for the young market					
Bordeaux wines are better than other French wine regions	☐	☐	☐	☐	☐

Does your opinion on Bordeaux wines influence your decision to travel to Bordeaux? [Single-choice question] *

- ☐ Yes
☐ No

Have you been to Bordeaux or are you planning to come to Bordeaux? [Single-choice question] *

- ☐ I have been to Bordeaux
☐ I have not been to Bordeaux but I plan to go
☐ I have not been to Bordeaux and I do not plan to go

If you have been to Bordeaux, how would you rate your visit? (1 - not satisfied at all; 5 - exceeded my expectations)

[Matrix scale question] *

	Very dissatisfied	A little dissatisfied	No comment	Quite satisfied	Very satisfied
Accommodation; the quality and comfort of accommodation options	☐	☐	☐	☐	☐
Attractions: Diversity and appeal of tourist attractions and activities	☐	☐	☐	☐	☐
Gastronomy: the diversity and quality of local cuisine	☐	☐	☐	☐	☐
Transportation: Convenience and efficiency of transportation to the destination	☐	☐	☐	☐	☐
Hospitality: the friendliness and helpfulness of locals and service providers	☐	☐	☐	☐	☐
Safety: Feeling of safety and peace of mind during travel	☐	☐	☐	☐	☐
Cost: Affordability and value of travel	☐	☐	☐	☐	☐
Weather: suitability of climate and seasonal conditions	☐	☐	☐	☐	☐
Cultural Experience: Opportunities for cultural immersion and interaction with local traditions	☐	☐	☐	☐	☐
Historical significance: Rich in historical sites and landmarks	☐	☐	☐	☐	☐
Natural beauty: scenic spots, parks, and outdoor recreation opportunities	☐	☐	☐	☐	☐
Availability and quality of entertainment nightlife, activities and recreation options	☐	☐	☐	☐	☐

What do you think are the top three factors that influence your decision to consider Bordeaux as a wine tourism destination? [Multiple choice] *

- ☐ Wine quality
- ☐ Winery reputation
- ☐ Natural scenery
- ☐ Historical and cultural attractions
- ☐ Transportation and accommodation convenience
- ☐ Personal experience or suggestions
- ☐ High cost performance
- ☐ Small destination with few tourists
- ☐ Delicious food
- ☐ Others (please specify)

If you were planning a wine tour, where would you get your information? [Multiple Choice] *

- ☐ Travel website or blog
- ☐ Social media platform
- ☐ Recommendation from friends or family
- ☐ Wine publication or magazine
- ☐ Travel brochure or guide
- ☐ Local tourism bureau
- ☐ Other (please specify)

If you were planning a wine tour, you would prefer [Single Choice] *

- ☐ Plan and travel by yourself or with friends and family
- ☐ Join a tour organized by a travel agency
- ☐ Take advantage of customized travel services

Is there anything else you would like to share with us, or anything you would like to ask us? [Fill in the blank]
