



MASTER THESIS

From Design to Experience: The Role of Architecture in Enhancing Wine Tourism at Bodegas Baigorri

Rongtao Wei

Internship developed at Bodegas BAIGORRI, Alava, Spain

Academic Supervisor

Antonio Paolo Russo

Universitat Rovira i Virgili

Professional Supervisor

Sara Courel

Wine Tourism & Marketing Director at Bodegas BAIGORRI

June 19, 2024

Table of Content

1. Introduction	2
2. Research Context.....	3
2.1 Winery – about Bodegas Baigorri	3
2.2 Wine Tourism practices at the winery.....	4
2.3 Activities during my internship.....	4
2.4 Research inspiration during the internship.....	4
3. Literature Review.....	5
3.1 Modern architecture and wine	5
3.2 Wine tourism market and segmentation	8
4. Methodological Approach	9
4.1 Objectives.....	9
4.2 Research methodology.....	10
4.3 Design of survey.....	11
5. Architecture and Wine Tourism – Case Study of Bodegas Baigorri.....	12
5.1 Introduction to the architecture of Bodegas Baigorri.....	12
5.2 Analysis of the architectural and visitor experience design	14
5.3 Survey Analysis	17
5.3.1 Demographic data analysis and market segmentation profile	17
5.3.2 Influences of the architecture design in wine tourism experience.....	20
5.3.3 Summary of survey analysis.....	24
6. Implications and Recommendations	25
7. Conclusion and Limitations.....	27
8. References	28
9. Annex.....	31
ANNEX 1 Survey questionnaire	31
ANNEX 2 Winery Floor Plans.....	33
ANNEX 3 Winery official website homepage.....	35
ANNEX 4 Wine tourism experience offers.....	35

Abstract

This master's thesis explores the impact of Bodegas Baigorri's exceptional architecture and winemaking space on the wine tourism experience. With the development of global wine tourism, wineries have become an integral part of the tourist experience, and their architectural style and design play an important role in attracting tourists and enhancing brand image. Based on close observation of Bodegas Baigorri in Rioja wine region, Spain, during the internship period, it was found that Bodegas Baigorri, with its unique design and innovative gravity flow winemaking process, plays a very important role both as a decisive motivation for tourists to come to visit the winery and to boost the overall satisfaction of the experience. Therefore, using a combination of literature review, on-site observation and visitor survey, this study aims to delve deeper into how architectural design can enhance the visitor experience and to analyze the winery's visitor profiles and tourism patterns under its tourism model.

Keywords: wine tourism, contemporary architecture, gravity, wine tourism experience, Rioja wine region, wine tourism segmentation, differentiation

List of abbreviations:

DO: Denominación de Origen

DOCa : Denominación de Origen Calificada (Qualified denomination of origin)

1. Introduction

As the global wine tourism industry continues to develop, wineries are more than just places to make and taste wine, they are an important part of the tourism experience (R. Fuentes-Fernández, 2023). The architectural style and design of wineries play a key role in attracting visitors, promoting brand image and strengthening the tourism experience. Bodegas Baigorri, located in Spain's Rioja wine region, is a model of modern winery architecture with its unique architectural design and innovative gravity winemaking process.

The architecture of Bodegas Baigorri not only focuses on the combination of aesthetics and functionality, but also makes full use of natural gravity to optimize the winemaking process, reducing mechanical damage to the grapes and preserving their natural flavors. This unique design not only enhances the quality of the wine but is also an important factor in attracting tourists. Many tourists come to visit the winery, and after the experience, they have exclaimed that the winery is “different”.

The aim of this master's thesis is to explore the impact of Bodegas Baigorri's unique architecture and winemaking space on the wine tourism experience. The specific objectives of this study include analyzing how architectural design is integrated into the wine tourism experience, assessing satisfaction with the integration of architecture and gravity winemaking, measuring the impact of architectural design on booking decisions, and providing recommendations for enhancing wine tourism through architectural design.

To achieve these objectives, this study adopted an integrated methodological approach. First, a literature review was conducted to establish a theoretical foundation, focusing on the relationship between modern architecture and wine, as well as concepts related to consumer market segmentation in wine tourism. Also, on-site observations were conducted during the internship to understand the connection between winery architectural design and tourism guides. Then, detailed data analysis is conducted by designing and distributing questionnaires to collect feedback and ratings from tourists. Finally, based on the results of the analysis, targeted optimization recommendations were made with the aim of further improving the market position and tourist satisfaction of Bodegas Baigorri.

Through this study, the goal is providing some different perspective on the wine tourism sector,

demonstrate the important role of architectural design in enhancing visitor experience and market segmentation, and provide practical suggestions and guidance for the future development of Bodegas Baigorri.

2. Research Context

2.1 Winery – about Bodegas Baigorri

Bodegas Baigorri is located in Samaniego, in Rioja Alavesa, one of the sub-regions of the Rioja appellation in Spain. This sub-region of Rioja is renowned for its favorable climatic conditions and soils, making it one of the most famous wine regions in the world. (Consejo Regulador DOCa Rioja, 2024). Its climatic characteristics allow the grapes to receive plenty of sunlight and moderate precipitation during the growing season, which guarantees high sugar levels and good acidity.

Bodegas Baigorri is established by Jesús Baigorri in 2002. And in 2007, Bodegas Baigorri is sold to Pedro Martinez family from Murcia, who continued managing the winery to today. In 2017, the same family purchased another winery located in the Galicia, Rías Baixas appellation – Granbazan.

Since the beginning, Bodegas Baigorri has been acquiring approximately 30 hectares of vineyards and has been buying grapes from winegrowers with approximately 100 hectors. These plots of vineyards are located mostly in Rioja Alavesa and Rioja Alta, the vineyards are planted with traditional Rioja grape varieties, including Tempranillo, Garnacha, Graciano, Mazuelo, and Maturana for red grapes, and Viura and Malvasia for white grapes.

Bodegas Baigorri makes around 500,000 bottles per year, with a total of thirteen different wines. The classic category - Rosado, Blanco Fermentado en Barrica, Crianza and Reserva; 4 finca wines (single vineyard wines) - Finca de las Navas Tempranillo, Finca de las Navas Maturana, Finca de la Canoca, and Finca de la Quintanilla; and the Premium Category - Belus, Garnacha, De Garage, and B70.

In terms of marketing and sales, Bodegas Baigorri's main market is the Spanish domestic market, which accounts for around 60% to 65% of its annual production. Switzerland is the top exporter, with around 20,000 bottles per year, followed by Germany, Belgium, the United Kingdom, the Netherlands, and the United States.

2.2 Wine Tourism practices at the winery

Bodegas Baigorri is recognized as one of the leading wineries in the Rioja Alavesa region for wine tourism (). Renowned for its avant-garde modern architecture and unique winemaking methods, Bodegas Baigorri, along with Bodegas Ysios and Marqués de Riscal, is considered a flagship of modern architectural style in the region. In 2023, the winery attracted more than 25,000 visitors.

Bodegas Baigorri's high peak season is centered around two periods of the year: Spanish Easter Week and the harvest season (usually starting in September and lasting until November). During these periods, the number of visitors increases significantly, and the winery increases the number of guided tours and activities to cope with the peak demand for visits.

2.3 Activities during my internship

During my internship, I conducted most of the English-speaking and all Chinese-speaking guided tours of the winery for international tourists and groups. The tours covered the history of the winery, the winemaking process, the architectural design, and the viticulture. At the end of the tour, I led the visitors in a wine tasting, introducing different types of wines and answering their questions.

My daily tasks also include welcoming visitors at the winery's wine bar for wine tasting, recommended wines that suited their tastes, and provided guidance on wine tasting and purchasing. Additionally, I handled online and offline customer inquiries, including answering questions about wines and winery tours, assisting customers in booking tours and tastings, and handling related billing.

In the winery store and online store, I was involved in tasks such as selling wines to customers, processing orders, and packing and shipping products. I had the chance to work with different logistic companies. I also participated series of marketing campaigns and events.

2.4 Research inspiration during the internship

During my internship at Bodegas Baigorri, I found that the architectural style of the winery and the practical application of gravity in the winemaking process were always emphasized in the winery's promotional materials and in the explanations given to visitors. Many of them were attracted to stop and enter the winery for a tour or a wine tasting because of the distinctive

glass box on the top floor of the winery. The most common feedback I consistently heard from visitors was that this winery is very different from others in the world.

I believe this topic is worth investigating for several reasons. Firstly, the intersection of architecture and winemaking at Bodegas Baigorri represents a fusion of art and science, creating a fascinating narrative that appeals to both wine lovers and architecture enthusiasts. By analyzing how the architectural design and gravity-fed winemaking are smoothly integrated into the tour experience and assessing visitor satisfaction, we can find and improve the variety of wine tourism offerings.

Secondly, by examining the impact of such architectural design and the inclusion of architectural elements in the tour on the daily arrival of visitors, we can explore the role and impact that architecture, especially modern architecture, can play in contemporary wine tourism.

Furthermore, by analyzing the customer segmentation influenced by these architectural elements, it helps to identify the corresponding market segmentation of the winery in wine tourism. This can help improve Bodegas Baigorri and other wineries to find new differentiation in the competitive wine tourism market.

3. Literature Review

3.1 Modern architecture and wine

Wine is more than just a beverage; it is cultural good rich in significant symbolic capital. Beckert (2017) emphasize that wine's association with terroir, craftsmanship, tradition, and historical connotations enhances its symbolic value. This symbolic capital is essential for wine producers and marketers, who utilize it to communicate the cultural implications of their products to consumers. Bourdieu's (1984) concept of symbolic capital further elucidates how cultural goods like wine convey meaning and social status. The complex relationships between wine and its cultural attributes form the basis for understanding how wine tourism utilizes these associations to attract visitors.

Architectural coherence significantly influences the emotional and behavioral intentions of winery visitors. Bufquin (2018) examined the impact of architectural coherence on visitors to the Marqués de Riscal winery and found that unique design enhanced visitor satisfaction and

loyalty. This is consistent with research by DiMaggio (1997) on art-related cognitive psychology, which states that iconic buildings can generate mental associations and symbolic connections that make them memorable landmarks. The Guggenheim Museum Bilbao, designed by Frank Gehry, has revitalized the Basque city by attracting tourists and generating economic activity (Plaza et al., 2015). Inspired by this success, the Marqués de Riscal winery commissioned Gehry to design Hotel Marqués de Riscal with the aim of achieving similar economic and cultural benefits. The hotel's striking design has boosted the winery's global media exposure and brand awareness, serving as a powerful example of how architecture can be an economic engine.

Strategic projects like Marqués de Riscal's "Plan 2000" demonstrate how wineries can use architectural innovation to increase their market position. This integrated plan includes the construction of an iconic hotel, the modernization of winemaking facilities, and the implementation of advanced production technologies. This multifaceted approach ensures that the winery appeals to a broader audience, including wine enthusiasts and architecture fanatics (Plaza et al., 2022). The integration of modern architecture in wineries is not limited to aesthetic improvements. It also includes strategic marketing and operational innovations. For example, the unique packaging and branding strategies employed by Marqués de Riscal indicate quality and uniqueness, further differentiating the winery in a competitive market (Bufquin et al., 2018). This holistic approach emphasizes the importance of combining architectural excellence with strategic marketing to create compelling brand narratives.

Creating cultural capital through iconic architecture is critical for wineries looking to differentiate themselves. Iconic buildings act as cultural symbols that elevate the perceived value of the wines in question. Throsby (2010) argues that cultural capital generated by distinctive architectural design can have significant economic benefits, including increased tourism and improved brand prestige. Iconic architecture has a profound impact on the local economy of a winery. In the case of Marqués de Riscal, for example, the introduction of Gehry's hotel resulted in a significant increase in the contribution of the service sector to local gross value added (GVA). This includes increased tourism spending, job creation, and the development of related industries such as hotels and retail (Eustat, 2022). In addition, the Rioja-Alavesa region has further consolidated its reputation as a top wine region due to increased media attention and

tourism interest, further contributing to economic growth.

Several case studies provide valuable insights into the role of modern architecture in wine tourism. For example, Šťastná et al. (2020) explore wine tourism in Moravia, showing how cultural tourism can contribute to rural development. Similarly, Sanchez (2023) examines the integration of agro-cultural heritage and rural development in Andalusia, emphasizing the potential of wine tourism to enhance the local economy. These studies emphasize the importance of using cultural heritage and modern architectural design to create sustainable and attractive wine tourism destinations.

The intersection of modern architecture and wine tourism provides a rich area of research with significant cultural and economic implications. Iconic architectural design not only strengthens the aesthetic appeal of wineries, but also serves as a powerful tool for symbolic repositioning and economic growth. The strategic integration of modern architecture into wine tourism can transform traditional production facilities into vibrant cultural landmarks that attract tourists and provide significant economic benefits. As the wine industry continues to evolve, the synergy of tradition and innovation will be critical to sustaining growth and inspiring a new generation of wine tourists.

These theories provided theoretical basis for my study, by realizing the role of iconic architecture on psychological associations and symbolic connections and attracts visitors, it inspired me to evaluate the role of the unique architecture of Bodegas Baigorri in enhancing the visitor experience, especially as reflected in the questionnaire design.

The discuss about Marqués de Riscal's "Project 2000," which demonstrates how the winery's architecture can be used as a catalyst for the revitalization of the city. Plaza also discussed Marqués de Riscal's "Plan 2000," which demonstrates how wineries can enhance their market position through architectural innovation, and Bufquin discussed the importance of unique packaging and branding strategies in competitive markets, further illustrating the impact of architectural design and branding strategies on market competitiveness. These studies provide me with valuable examples of how architectural design and strategic marketing can enhance a winery's market appeal and brand awareness.

In addition, Šťastná explored wine tourism in Moravia, and Sanchez examined the integration of Andalusian agro-cultural heritage with rural development. These studies provide case

studies of the role and potential of modern architecture in wine tourism, inspired me to analyze the impact of Bodegas Baigorri on tourists' booking decisions through iconic architecture.

Through these literature reviews, I identified the need to study the role of Baigorri's distinctive architectural design in influencing and increasing its wine tourism experience, brand value, and market appeal, and designed relevant survey questions to assess its impact on tourists' experiences and booking decisions.

3.2 Wine tourism market and segmentation

Alant and Bruwer (2004) presented a basic framework for understanding wine tourism behavior from a motivational perspective. They emphasized that the motivations for visiting wine regions and cellars vary considerably, with factors such as purchasing wine, tasting different varieties of wine, and learning about wine production playing a key role. This approach to motivational analysis helps to identify different segments of the wine tourism market based on the main motivations of visitors.

Ali-Knight and Charters (2001) explored the educational role of wineries and whether they meet the needs of tourists. Their study identified different groups of wine tourists based on their interest in wine knowledge. They found that some tourists were primarily seeking an educational experience, while others were more focused on the social and leisure aspects of the winery visit. This distinction is critical for wineries to tailor their offerings to different types of visitors. Alonso et al. (2007) investigated the differences between domestic and international winery visitors in New Zealand. Their findings indicated that there were significant differences between these two types of visitors in terms of spending patterns, age, education and income levels. For example, international tourists tended to spend more and were generally of a higher age and educational level compared to domestic tourists. This study emphasizes the importance of considering geographical origin when segmenting the wine tourism market.

Beames (2003) discussed the challenges of developing wine tourism in regional Australia, emphasizing the need for targeted marketing strategies to attract different groups of tourists. The study emphasized the uniqueness of regional wine tourism markets and the need for wineries to understand and meet the specific needs of tourists. Bitsani and Kavoura (2012) examined the integration of winemaking and gastronomic tourism in the Veneto region of Italy.

They found that combining wine tourism and gastronomic tourism can result in a more comprehensive and engaging experience for tourists. This approach can attract tourists interested in both wine and gastronomic experiences, enhancing the overall appeal of the destination.

Bruwer and Alant (2009) focused on the hedonic nature of wine tourism consumption, emphasizing the experiential aspects that drive visitor satisfaction. They argue that wine tourism is not only about the product (wine) but also about the overall experience, including the atmosphere, interaction and activities provided by the wineries. This perspective is crucial in segmenting the market according to the experience preferences of different visitor groups. Bruwer (2002) emphasizes the key role of the cellar in the Australian wine industry. He argues that the cellar experience greatly influences visitor satisfaction and loyalty. Segmenting tourists based on their preferences for the cellar experience will help wineries to develop more effective marketing strategies and improve visitor retention.

Segmentation of the wine tourism market is a multifaceted process that requires an understanding of a variety of motivational, demographic, and experiential factors. Studies by Alant and Bruwer (2004), Alebaki and Iakovidou (2010), and Ali-Knight and Charters (2001) provide valuable insights into the motivational and educational aspects of driving wine tourism. In addition, Alonso et al. (2007) and Beames (2003) emphasize the importance of geographic and regional factors. As discussed by Bitsani and Kavoura (2012), combining wine and gastronomic experiences focuses on the hedonic and experiential aspects.

This literature explores methods for segmenting the wine tourism market, visitor motivations and demographic differences, and the educational role and experiential aspects of wineries. These studies provide methodological and theoretical support for my market segmentation analysis, helping to develop optimization recommendations for improving visitor satisfaction and market attractiveness.

4. Methodological Approach

4.1 Objectives

This master's thesis will focus on Bodegas Baigorri to explore the impact of winery architecture on wine tourism, specifically on visitor experience, booking decisions, and wine tasting

experiences. The aim is to identify the corresponding market segments and enhance differentiation. This study intends to provide observations and recommendations to further improve these aspects, ultimately increasing overall attractiveness and satisfaction for visitors by understanding and catering to different market segments.

The research objectives are as follows:

- Analyze how the architectural style of Bodegas Baigorri integrates into the wine tourism experience and influences visitor experiences: Explore the role of the winery's unique architectural design in wine tourism and analyze its specific impact on visitor experiences.
- Analyze visitor's experience with the combination of architectural design and gravity-fed winemaking process.
- Measure the impact of architectural design on evaluate how the architectural features of Bodegas Baigorri influence visitor experience during tours and wine tastings, focusing on how the integration of architectural design and gravity winemaking enhances the wine tourism experience.
- Provide recommendations to enhance wine tourism through architectural design: Based on the research findings, offer specific suggestions and recommendations to Bodegas Baigorri to further leverage its architectural strengths, improve differentiation, and increase visitor satisfaction.

By pursuing these objectives, the thesis will provide a comprehensive understanding of the role of architectural design in wine tourism, offering practical recommendations to Bodegas Baigorri for enhancing its market appeal and visitor satisfaction.

4.2 Research methodology

The main objective of this master's thesis is to study the impact of the unique architecture and winemaking space of Bodegas Baigorri on its wine tourism experience, in combination with market-oriented segmentation and optimization options for wine tourism. To this end, a methodological approach was designed and followed.

First, a comprehensive literature review was conducted, focusing on the relationship between modern architecture and wine, as well as concepts related to wine tourism consumer market segmentation.

Second, during my internship, I conducted on-site observations to understand and analyze the connection between the architectural design of wineries and tourism guides, and to explore how winery architecture can be integrated into the wine tourism experience of tourists.

Then, I designed a survey to collect general demographic information about tourists, their ratings of winery architecture in the tour experience, and their satisfaction with different tourism services. The survey was sent to all the tourists who came to the winery for the guided tour. Based on the survey responses, the demographic profile of the participating wine tour visitors will first be analyzed to determine the current market segmentation of the winery. Then, I will analyze the influence of the architectural design of the winery on the visitor experience.

4.3 Design of survey

The survey (Anexo 1) aims to analyze how Baigorri's architectural design and winemaking techniques impact on the wine tourism experience, and the reflection on its market segmentation. The survey collects demographic data, wine knowledge level, reasons for visiting wine region, and the influence of the winery's architectural style on overall experience. Demographic information such as age, gender, and country can help segment visitors marketing strategies, and highlight that Baigorri's architectural appeal to specific groups. Obtain information about tourist's wine knowledge levels allow winery recognize one of the main characteristics of the visitors.

Understanding the main reasons for visiting wine region helps to understand the motivations and what attract them to visit Baigorri, then it allows us to analyze and improve the marketing segmentation strategy. Awareness channels indicate the most effective ways to promote the winery's unique design. Visitor profiles, including who they visit with, guide marketing strategies that emphasize group-friendly architectural elements.

The survey evaluates how Baigorri's modern architectural style influences visitors' decisions to visit and their overall experience. This includes assessing which architectural features, such as vineyard viewpoints, fermentation tanks, or the barrel room, leave the strongest impressions. Questions about price appropriateness and overall satisfaction gauge how the architectural experience impacts perceived value and satisfaction.

The data analysis plan includes descriptive statistics, frequency analysis, and correlation

analysis to determine trends and effective marketing channels. Qualitative feedback identifies themes and actionable insights for architectural improvements. Visualization tools like charts and graphs will present the data clearly, and a detailed report will summarize key findings, offering recommendations to leverage Baigorri's architectural strengths.

5. Architecture and Wine Tourism – Case Study of Bodegas Baigorri

5.1 Introduction to the architecture of Bodegas Baigorri

Designed by Basque architect Iñaki Aspiazu, Bodegas Baigorri was born to blend in with its surroundings in a way that respects the topography while meeting the demands of winemaking. The building of the winery is almost entirely underground, except for a glass box that is the winery's landmark and provides the best view of the winery's vineyards.

As the Figure 1 shows that the design of Bodegas Baigorri has been skillfully adapted to the terrain to minimize the visual impact. The dialogue between the glass box and the terrain symbolizes a reinterpretation of traditional architecture while hiding the industrial processes underground. The whole concept of the building is to utilize gravity to allow the natural flow of the wine through the various stages of production, from the arrival of the grapes to the bottling of the final product, all of which takes place underground.



Figure 1 Volumetric plan of the site of the winery on the hill

In terms of building structure, the longitudinal profile of the winery is the starting point of the design. The winery realizes the integration of architecture and winemaking through a gravity-

fed production process. The fusion of traditional machine-less systems with modern technical means makes the winemaking process more efficient and environmentally friendly.

The part of the winery that extends from the hill is constructed in wood, harmonizing with the exterior vineyard landscape and the interior winemaking barrels. This section serves as a visitor reception center, showing the contrast between the warmth of wood and the coolness of glass, stainless steel and concrete.

The integration of the building into the landscape was seen as a fundamental premise in the design. The underground building not only responds to the topography, but also takes advantage of the land's thermostatic properties to avoid sudden temperature rises and falls. This respect for the winemaking process and for the natural environment is evident throughout the design process.

The cross-section of the winery is a fundamental element in its creation. The visitor starts in the storage room under the parking deck and follows the direction of the grapes from north to south. The grapes enter at a height of +0.3 meters and follow a gravitational path descending floor by floor to a height of -21 meters. During this process, architectural barriers are minimized to ensure that wine production proceeds smoothly.

Once the grapes enter the winery, they are hand-selected on the reception tables, then destemmed and passed through. The grapes are then transported by gravity into the 2.000 kg container, meanwhile the production team will control the bridge of crane to lift up and move the container to be over the fermentation tanks. Once the container is located right over the tanks, the stuff will open the container and the grapes will fall into the tanks by gravity.

On the next floor, the grapes enter 32 stainless steel fermentation tanks, which fill the space, creating an industrial and "brutalist" style of high space. Natural light enters indirectly through the roof, providing the necessary light for production and the necessary ventilation during fermentation.

Once fermentation is complete, the grapes skin is sent to the lower floor for pressing, before descending again to be aged in the 3000 barrels. Completely isolated from the outside world, the vaulted roofs and concrete materials create an atmosphere of dignity and seclusion, allowing one to immerse oneself in the winemaking process.

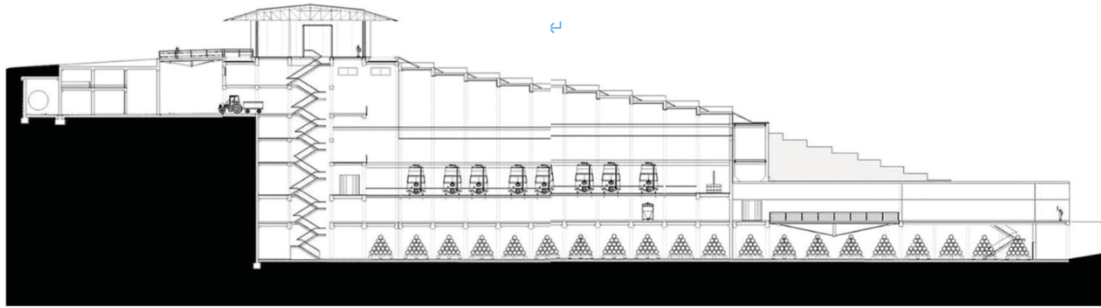


Figure 2 Longitudinal section.

Ultimately, the wine is bottled from the lowest floor. In the same way, visitors experience the entire process of wine production under the force of gravity through a tour route.

5.2 Analysis of the architectural and visitor experience design

After an internship at the winery, leading more than 50 guided tours in English and Chinese, and interviews with the wine tourism and marketing departments, the following is an analysis of how the winery plans the content of its tours according to the architecture' design of the building.

The tour usually starts at the top floor of the Visitor Center, which is the only floor above ground. This is the only floor above ground where visitors can learn about the history of the winery, the characteristics of the appellation and the terroir. This level is not only the meeting point for information, but also the place where the visitor has his first contact with the winery, setting the tone for the entire visit. The purpose of this design is to give the visitor a comprehensive understanding of the winery and to lay the foundation for the rest of the tour.

Next, visitors are taken to the store on the first basement floor to learn about the variety of wines produced by the winery through the fully transparent glass walls overlooking the vertical structure of the winery. In front of the display cases, the guide will explain in detail the characteristics of each wine and the winemaking process. The design of this level allows visitors to visualize the structure of the winery through the glass curtain wall.

Visitors then descend to the second basement level to the sorting room. Here, the guide explains the grape selection process and describes how the grapes fall through the open hole on the floor of the selection room to a delivery tank on the fourth basement floor. Visitors can also witness this process during the harvest season. This section is designed to give visitors an up-close and visually and sensually authentic experience of the grapes from picking to initial

processing.

Visitors then follow a side walkway down to the fourth basement level to visit the fermentation tank area (Figure 3). The tour guide will introduce the different types of fermentation tanks and explain the steps of wine fermentation and aging. This section is designed to allow visitors to understand the principal aspects of wine making.



Figure 3 Fermentation area.

Then, visitors then descend to the fifth basement level, which is the main level where the fermentation tanks are located. The tour guide will introduce the opening holes in the floor under the fermentation tanks, explain how the winery achieves the step of pumping over without using of pumps through gravity, and again show how the winery's unique architectural design serves wine production. Through this design, visitors can understand more about the winery's unique process of utilizing gravity for production.

Finally, visitors descend to the sixth floor - the pressing floor. Here, the visitors are shown the pressing equipment and passes through a wooden door to a bridge underneath which are barrels full of aging years. At the moment of approaching and entering the door (Figure 4), the visitor will first smell the aroma of oak and then see this spectacular sight through his eyes. This part of the tour is designed to give visitors a deep sensory experience of the environment and process of wine aging, further deepening their understanding of the winemaking process.

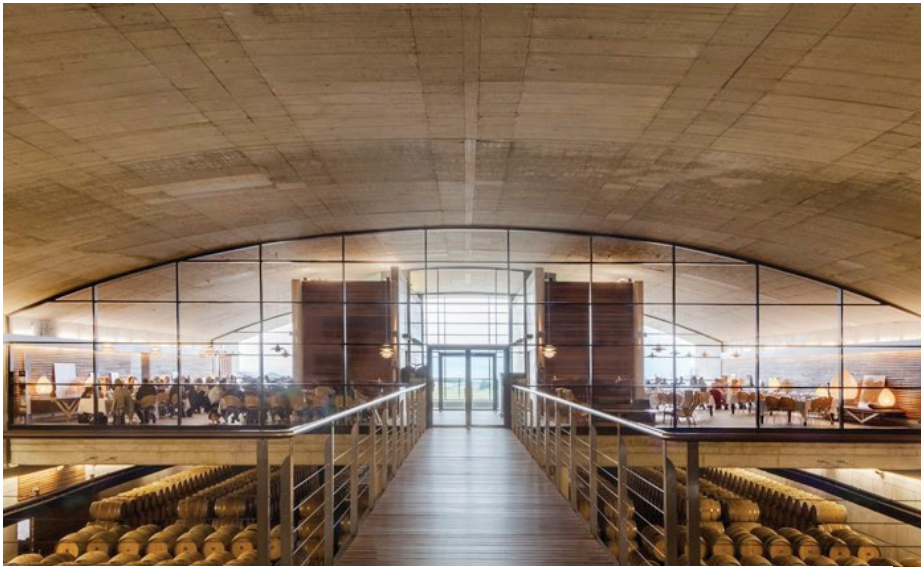


Figure 4 Photograph from -6 floor to the restaurant the barrel room

After the guided tour, visitors can choose to have lunch in the restaurant at the end of the bridge or return with the guide for wine tasting experience. The wine tasting session and lunch will be the destination of the entire tour, where visitors will be able to taste the winery's wines and experience the entire process from grape to wine.

Through this design, Bodegas Baigorri not only highlights its innovative winemaking process, but also creates a comprehensive wine tourism experience by guiding visitors through each step of the winemaking process through the architectural design. The layout and structure of the building not only serves the production of wine, but also enhances the visitor's experience. Each floor is designed to allow visitors to better understand and experience the winemaking process, from the initial sorting of grapes to the final fermentation and aging, visitors gradually go deeper and deeper into the process during the tour, as if they were personally involved in the production of wine.

Especially through the fully transparent glass wall and open space design, visitors can clearly see the internal structure and operation process of the winery, and this visual transparency makes the whole visit more intuitive and tangible. In addition, the choice of materials used in the winery's interior, such as the contrast between wood, glass, stainless steel and concrete, invariably enhances the sensory experience of the visit, giving visitors a visual, olfactory and tactile experience.

5.3 Survey Analysis

5.3.1 Demographic data analysis and market segmentation profile

There was a total of 99 valid responses to the survey, of which the age distribution showed that the majority of the sample was 55-65 years old, with a total of 27 people, accounting for 27.27% of the total. This is followed by 22 people each in the 25-34 and 35-44 age ranges, both accounting for 22.22%. In terms of gender distribution, males predominated, with a total of 56 persons, or 56.57%, while females had 42 persons, or 42.42%. The samples came from several countries, with a relatively even distribution. Among them, the largest number of people came from Spain, with 31 people, accounting for 31.31%, followed by the United States, with 26 people, accounting for 26.26% (Figure 5).

	Option	Frequency	Percent	Cumulative Percent
age	18-24	5	5.05	5.05
	25-34	22	22.22	27.27
	35-44	22	22.22	49.49
	45-54	14	14.14	63.64
	55-65	27	27.27	90.91
	More than 65	9	9.09	100
gender	Female	42	42.42	42.42
	Male	56	56.57	98.99
	Non-binary gender	1	1.01	100
	Total	99	100	100

Figure 5 Age and country distribution

On the question “How well do you think you know about wine?”, this question had the highest percentage of 41.41% choosing 3, with a mean of 3.051 and a standard deviation of 0.930, indicating that overall, the sample had a high level of knowledge about wine. For the question “How often do you participate in wine tourism each year?” the largest number of people, 34.34%, chose 2, with a mean of 2.525 and a standard deviation of 1.272, indicating that most people participate in wine tourism relatively infrequently each year (Figure 6).

	Option	Frequency	Percent	Cumulative Percent	Mean	SD
How well do you consider yourself knowledgeable about wine?	1	5	5.05	5.05	3.051	0.930
	2	21	21.21	26.26		
	3	41	41.41	67.68		
	4	28	28.28	95.96		
	5	4	4.04	100		

How often do you participate in wine tourism each year?	1	23	23.23	23.23	2.525	1.272
	2	34	34.34	57.58		
	3	20	20.2	77.78		
	4	11	11.11	88.89		
	5	11	11.11	100		

Figure 6 Visitor's wine acknowledgement distribution

In terms of how they learned about Bodegas Baigorri (Figure 7), 41 people, or 41.41%, chose "Recommended by others", followed by "Internet search (Google, Tripadvisor, etc.)", "Have tried Baigorri's wines before" and "Through a travel agent (online or offline)" were 20, 12 and 13 people respectively. In the question "With whom you came to visit Bodegas Baigorri" (Figure 8) , 36 people (36.36%) chose "friends", followed by 29 people (29.29%) and 23 people (23.13%) who chose "partner" and "family", respectively. 29.29% and 23.23% respectively.

Option		Frequency	Percent	Cumulative Percent
How did you get to know Bodegas BAIGORRI?	A wine website that listed wineries in the rioja region	1	1.01	1.01
	Busqué restaurante estando en Samaniego	1	1.01	2.02
	By my son	1	1.01	3.03
	By travel agency (online or offline)	13	13.13	16.16
	Choice of my son	1	1.01	17.17
	Drove by	1	1.01	18.18
	Encantada xq me ha tocado en un sorteo del Correo y está mmb	1	1.01	19.19
	Milamores....inge and Koen	1	1.01	20.2
	Previously tried Baigorri wines	12	12.12	32.32
	Recomendación del hotel Marqués del Riscal	1	1.01	33.33
	Recommendation of someone else	41	41.41	74.75
	Search on the internet (Google, Tripadvisor, etc.)	20	20.20	94.95
	Social Media	1	1.01	95.96
	Tour	1	1.01	96.97
	Via wine tasting tour	1	1.01	97.98
	Wine tour	1	1.01	98.99
	Wine tour company	1	1.01	100

Figure 7 How to get to know/find the winery

Option	Frequency	Percent	Cumulative Percent
Alone	2	2.02	2.02
Business trip	1	1.01	3.03

Who did you come with to visit Baigorri Winery?	Lover	1	1.01	4.04
	Organized trips	6	6.06	10.1
	Tour	1	1.01	11.11
	With couple	29	29.29	40.4
	With family	23	23.23	63.64
	With friends	36	36.36	100

Figure 8 Types of trips

In addition, specific analyses showed that the main motivations for tourists to visit wine regions were centered on the following three: wine tasting, enjoying the view of the vineyards, and enjoying wine with friends, partners, or family (Figure 9).

	Responses		Percent of Cases (n=99)
	N	Percent	
Wine tasting	65	31.40%	65.66%
Interest in the winemaking process,	18	8.70%	18.18%
Enjoying the view of vinyards	49	23.67%	49.49%
Enjoying wine with friends, partner, family	63	30.43%	63.64%
Celebration of event (wedding, birthday.etc)	7	3.38%	7.07%
For work or business	5	2.42%	5.05%
Total	207	100%	209.09%

$$\chi^2=111.638 \text{ p}=0.000$$

Figure 9 Motivation of visiting wine regions

Based on the above data analysis, the following conclusions be drawn. Firstly, visitors aged 55-65 years old are the main group of visitors, indicating that this age group has a high interest in the architecture and wine tourism experience at Bodegas Baigorri. The gender distribution is slightly more male than female visitors, but the gender distribution is relatively balanced, suggesting that the needs and preferences of male and female visitors can be accommodated in marketing.

Tourists come from Spain and the United States, which are target markets that Bodegas Baigorri could focus on and further develop. This can be done by increasing promotional activities in these regions to attract more tourists. Most tourists are knowledgeable about wine, the low frequency of participation in wine tourism each year suggests that visitors are those who focused on the social and leisure aspects of the winery visit.

Most tourists learn about Bodegas Baigorri through recommendations and internet searches, suggesting that word-of-mouth and online promotion are very important promotional channels.

Most of visitors come with friends, partners or family, indicating that the Bodegas Baigorri

experience appeals to social and family activities.

Wine tasting activities had the highest response rate and prevalence, suggesting that most tourists come primarily for the wine tasting experience. This result emphasizes the centrality of wine tasting in wine tourism, reflecting visitors' strongest interest is still the wines. Enjoying the vineyard scenery is also an important motivation for tourists, with beautiful landscapes providing not only visual enjoyment but also enhancing the attractiveness of the overall tourism experience. In addition, many tourists view wine tourism as a social activity to share good times with friends, partners or family, which further reinforces visitor satisfaction and the overall experience.

5.3.2 Influences of the architecture design in wine tourism experience

In order to objectively analyze the impact of the architectural design of Bodegas Baigorri on the wine tourism experience, the following three questions were designed to statistically and analytically assess the role of architecture in the pre-travel decisions of tourists, the experience of the tour and the perception of the wine:

- To what extent did the modern architectural style of Bodegas BAIGORRI influence your choice to visit?
- How did the architectural style of the winery influence your overall experience during the visit?
- How did the architectural style of the winery influence your perception of the wines?

At the same time, the question “What part of the visit impressed you the most?” helped us to analyze the importance of the architectural part of the current itinerary and the design of the presentation of the winery on the actual experience of the tourists.

As can be seen from the Figure 10 above, the question “To what extent did the modern architectural style influence your choice to visit Bodegas Baigorri?” was answered by 27 people (27.27%), followed by 22 people (22%), and 21 people (21%) who chose 5, 1 and 3. The mean value of this question is 3.202, which indicates that modern architectural style has a certain influence on the choice of most tourists, especially the number of people choosing 4 and 5 is higher, which indicates that architectural design plays an important role in attracting tourists to visit the winery.

	Option	Frequency	Percent	Cumulative Percent	Mean	SD
To what extent did the modern architectural style of Bodegas BAIGORRI influence your choice to visit?	1	22	22.22	22.22	3.202	1.450
	2	7	7.07	29.29		
	3	21	21.21	50.51		
	4	27	27.27	77.78		
	5	22	22.22	100		
How did the architectural style of the winery influence your overall experience during the visit?	1	1	1.01	1.01	4.253	0.907
	2	3	3.03	4.04		
	3	16	16.16	20.2		
	4	29	29.29	49.49		
	5	50	50.51	100		
How did the architectural style of the winery influence your perception of the wines?	1	10	10.1	10.1	3.505	1.257
	2	9	9.09	19.19		
	3	27	27.27	46.46		
	4	27	27.27	73.74		
	5	26	26.26	100		

Figure 10 Architecture's impacts to the wine tourism experience

In the question "How does the architectural style of the winery affect your overall experience?", 50 people (50.51%) chose 5, followed by 29 people (29.29%) and 16 people (16.16%) who chose 4 and 3 respectively. The mean value of this question was 4.253, indicating that modern architectural style significantly improved the overall visitor experience, and most visitors believed that the architectural design had a positive impact on their visit, improving satisfaction and the overall quality of the experience.

The question "How does the architectural style of the winery affect your perception of the wines?" was answered by the highest number of respondents, with 5 and 4 being the most popular choices, respectively. This suggests that unique architectural style not only influences visitors' choices and experiences, but also positively affects their perception of wine.

In addition, according to the survey data, the mean values for the three questions were: 3.2, 4.3 and 3.5. By comparing the mean values for these three questions, it can be observed:

Firstly, architectural style has the greatest impact on the overall visit experience with a mean value of 4.3. This indicates that the modern architectural design of Bodegas Baigorri significantly enhances the visitor's visit experience, and that visitors rate the architectural

design very highly and believe that it largely enhances the enjoyment and satisfaction of their visit.

Architectural style had the next highest impact on perception of wine, with a mean of 3.5, which implies that architectural design influences visitors' perception of wine to a certain extent, not as much as it does on the visit experience, but it still has a positive effect. The uniqueness and aesthetics of the architectural environment may have enhanced visitors' recognition of wine quality.

Finally, architectural style has the lowest level of influence on the choice of visit, with a mean value of 3.2. This is also compatible with the results of the previous survey on motivations for visiting wine regions, proving that although the architecture of a winery has a slight positive influence on the decision to visit a wine region, for most tourists, the architecture of a winery is not the most important aspect that influences the decision they make.

	Responses		Percent of Cases (n=99)
	N	Percent	
Which part of The view of the vineyards from the viewpoint at floor 0	44	18.03%	44.44%
The guide's explanations about the terroir and the wines	49	20.08%	49.49%
Going down the stairs to the wine production areas	30	12.30%	30.30%
Approaching the fermentation tanks and barrels, Learning about the	28	11.48%	28.28%
Learning about the winery's gravity-flow winemaking method	52	21.31%	52.53%
Approaching the restaurant and the barrel room, smelling the oak barrels	41	16.80%	41.41%
Total	244	100%	246.46%

$$\chi^2=11.885 \text{ } p=0.036$$

Figure 11 What part of the visit impressed you the most

However, there is a clear difference in the percentage of responses to the question "What part of the visit impressed you the most?". Specifically, "the guided tour of the terroir and wines", "learning about the winery's gravity winemaking practices", "the view of the vineyard from the 0th floor observation deck", and "approaching the restaurant and barrel room and smelling the oak barrels" were the four elements with significantly higher response and prevalence rates.

This result suggests that, although the architectural design-related part of the tour gained a lot of votes, the knowledge of the terroir, the beautiful view of the vineyards, and the satisfaction of their curiosity about wine are by far the most popular parts of the winery tours for tourists.

In addition, in order to objectively analyze the influence of the modern architectural style of the BAIGORRI winery on the choice of visit and its impact on the overall experience during the visit, we first calculated the Pearson correlation coefficient, which has a value of 0.39. This indicates a moderate positive correlation between the two variables, implying that if tourists perceive that the modern architectural style has a greater impact on their choice of visit, they also tend to perceive that the architectural style will have a positive impact on the overall experience during the visit. overall experience during the visit in a positive way. In short, tourists' preferences for architectural style not only influence their decision to visit a winery, but also enhance their overall experience during the visit.

Further, regression analyses (Figure 12) were conducted to investigate whether tourists' knowledge of wine and frequency of participation in wine tourism would influence the impact of Bodegas Baigorri's architectural style on the choice of visit (Y1) as well as its impact on the overall experience during the visit (Y2). By fitting the three linear regression models separately, it was found that all estimated coefficients were positive, which means that when tourists are more knowledgeable about wine or participate more frequently in wine tourism, they value the influence of modern architectural style on their choice of visit more. For the regression model for Y2, the estimated coefficient for wine knowledge is negative, suggesting that if tourists are more knowledgeable about wine, they perceive the winery's architectural style as having less of a positive impact on their overall experience during the visit. The possible reason for this is that tourists who are more knowledgeable about wine may be more concerned with the quality of the wine itself and the winemaking process rather than the architectural design.

	Y 1		Y 2	
<i>Predictors</i>	<i>Estimates</i>	<i>p</i>	<i>Estimates</i>	<i>p</i>
(Intercept)	2.67	<0.001	4.67	<0.001
X1	0.12	0.557	-0.28	0.028

X2	0.06	0.665	0.16	0.077
Observations	91		91	
R ² / R ² adjusted	0.014 / -0.009		0.058 / 0.036	

Figure 12 Regression analyses about tourists' knowledge of wine and frequency of participation in wine tourism would influence

In addition, to investigate whether tourists' attitudes towards the appropriateness of the price of the visit have an impact on overall satisfaction, a linear regression model with overall satisfaction as the dependent variable (Y) and appropriateness of the price (X1) as the explanatory variable was developed (Figure 13). The results show that all estimated slopes are positive and statistically significant. The estimated coefficient of the variable X1 is 0.36, implying that a 1-unit increase in participants' positive attitudes toward price appropriateness would increase overall satisfaction at BAIGORRI winery by 0.36 units. In short, visitors' overall satisfaction with the winery increases significantly when they perceive the price of their visit to be reasonable.

Overall satisfaction level with Bodegas BAIGORRI		
<i>Predictors</i>	<i>Estimates</i>	<i>p</i>
(Intercept)	3.09	<0.001
Price appropriateness	0.36	<0.001
Observations	99	

Figure 13 Regression summary for overall satisfaction level

5.3.3 Summary of survey analysis

The results of this survey first helped us to identify the categories and profiles of visitors to the winery and to confirm the main purpose of visit of visiting travelers. This information provided us with an in-depth understanding of the visitor group, enabling us to better target and meet the needs of different visitors. Second, by analyzing the survey questionnaire on the impact of winery architectural style on visitors' tourism experience, we successfully confirmed the importance of winery architecture in their tourism experience product. Specifically, the architectural style had a significant impact on overall satisfaction, as well as a noticeable effect on the visitors' feelings while savoring the wine. This suggests that the winery's modern

architectural design not only enhances the tourists' experience of visiting the winery, but also enhances their perception of wine quality.

Then, through an in-depth analysis of the different variables, we found an interesting trend: the closer the category of visitors was to wine lovers, the lower the impact of the winery's architectural style on their overall experience instead. This may be due to the fact that these visitors are more concerned with the quality of the wine itself and the winemaking process rather than the architectural design. However, this does not mean that architectural style is unimportant, but rather suggests that we need to tailor the experience for different types of visitors in our guided tours. For example, for wine enthusiasts, a more in-depth introduction to the winemaking process and details of the wines could be provided, while for general visitors, more emphasis could be placed on the architectural design and the philosophy behind it.

6. Implications and Recommendations

To further better integrate its architectural design into the wine tourism experience and increase its impact on visitors, there are several recommendations:

Increase the integration of the architectural design with the content of the tour

The tours can be made more interactive, for example by allowing visitors to experience some of the steps of the gravity winemaking process or by presenting the details and functions of the architectural design through multimedia. According to previous surveys, most of visitors come with family or friends. It is possible to design some sessions that require cooperation between people, which not only increase the fun of the guided tour, but also make the tourists more involved in the process.

For example, teamwork winemaking simulation games can be designed to allow visitors to learn and experience the winemaking process in an interactive way, thus deepening their understanding of winery architecture and the winemaking process. In addition, by improving the training of tour guides, the guides can explain the stories and concepts behind the architectural design in more depth, so that tourists can have a more comprehensive understanding and experience of the winery's architectural design.

Optimize the viewing and wine tasting environment

From the survey results, visitors were impressed with the experience of enjoying the vineyard

view from the 0th floor viewpoint. Currently, most of the winery's tasting rooms are located on the first floor, especially the larger ones, in which visitors cannot see the outside landscape. However, 70% of all wine tastings take place in the large tasting rooms, especially for tours of 10 or more people. Surveys show that wine tasting, enjoying the view and spending time with family and friends are the main motivations for visitors, and that all three are strongly linked and positively influence each other.

Introducing more architectural elements into the tasting area, such as glass walls to showcase the vineyard landscape or creating a unique tasting atmosphere through the clever use of architectural design, can enhance the visual and gustatory enjoyment of visitors while increasing their satisfaction with their visit to the winery. For example, some transparent skylights or side windows can be designed in the tasting room on the first floor, so that natural light and the beauty of the vineyard can enter the room, providing visitors with a more pleasant wine tasting environment.

Collaboration and participation in more Architecture related activities

Add cultural elements, such as organizing architecture-themed events, such as meet-the-architects and sharing of design concepts, to attract tourists who are interested in architecture. To promote wine tourism to the Chinese market, TourEspaña organized exhibitions on wine and contemporary architecture at the Instituto Cervantes in several Chinese cities in 2023, attracting seven Spanish wineries including Brugarol y Peralada, La Mejorada, Marques de Riscal, Protos, Portia and Ysios participated in the exhibition, which featured photographs, floor plans and models provided by the wineries and architectural studios (TourEspaña, 2023). The exhibitions not only showed the cultural value of their architecture and winemaking programs, but also highlighted their value as tourist destinations. As one of the Spanish wineries known for its contemporary architecture, Bodegas Baigorri could participate more in this type of event, not only to increase its exposure in the international market, but also to enhance the value of its brand and attract more consumers who love architecture and wine. In addition, books or souvenirs about the winery's architecture and design concepts could be published to enhance visitors' memories and identification with the winery.

Strengthen publicity and promotion

Add more digital displays on the winery's official website and social media about the

architectural design, including virtual tours and video introductions of the architectural design, so that potential visitors can experience the charm of the winery's architecture online. Currently, the operation of the winery's social media is outsourced to an external company, and most of the content posted is news about the winery's wines, such as new vintages being released and the winery's participation in wine shows. While there were times when scheduled content about the guided tour experience was posted, the vast majority did not focus the lens on the building. Through these developments and improvements, Bodegas Baigorri can better integrate architectural design into wine tourism, further improving the overall experience and satisfaction of visitors, and strengthening its brand presence and market competitiveness. Through continuous optimization and innovation, the winery can not only attract more tourists, but also enhance their loyalty and promote its sustainable development in the wine tourism market.

7. Conclusion and Limitations

The results of the study suggest that the overall experience of the winery for the visitor is not limited to the wine itself. The architectural style of the winery, the demonstration of winemaking techniques and the ambience of the winery all have a significant impact on the visitor's sensory experience and satisfaction. Especially for young and innovative wineries like Baigorri, capitalizing on their uniqueness and combining multi-sensory experiences can create a unique competitive advantage in the market.

Based on this, recommendations are provided for the winery's existing tourism experiences and strategies, including further better improving the presentation of architectural design, deepening interactive experiences, and diversifying tourism activities. These recommendations aim to help wineries better utilize their unique resources and enhance visitor satisfaction, which in turn attracts a wider potential audience.

Overall, this study not only provides practical suggestions for improving the tourism experience of Bodegas Baigorri, but also provides valuable references and insights for young and innovative wineries in the existing industry of wine by providing inspiration on what can be uniquely characterized in the existing wine tourism industry. By incorporating their own unique points, either architectural or organic winemaking techniques, unique landscapes, niche varieties of wine grapes, etc., into the overall tourism experience, wineries can stand out in a

competitive marketplace, attracting and retaining more visitors.

Although this study provides valuable insights, there are some limitations and shortcomings. The survey data are based on tourists' self-reports, which may be subjectively biased, and tourists' responses may be affected by memory, emotions, and other factors, thus affecting the accuracy of the data. Although regression and correlation analyses provide useful information about the relationship between variables, these methods cannot delve into the causal relationships behind them. Future research could incorporate qualitative methods, such as interviews or focus groups, to gain insight into tourists' specific perceptions and experiences of architectural design and winemaking. In addition, tourists' experience and satisfaction may be affected by a variety of external factors, such as weather, season, and peak travel time, which could not be fully considered in this study. This study mainly focuses on tourists' immediate feedback and does not explore the impact of architectural design on long-term tourist loyalty and word-of-mouth communication, and future studies may consider follow-up surveys to understand the impact of architectural design on tourists' long-term behavior.

8. References

- Alant, K., Bruwer, J. (2004). Wine tourism behavior in the context of a motivational framework for wine regions and cellar doors. *Journal of Wine Research*, 15(1), 27-37.
- Alebaki, M., Iakovidou, O. (2010). Segmenting the Greek wine tourism market using a motivational approach. *New Medit*, 9(4), 31-40.
- Ali-Knight, J., Charters, S. (2001). The winery as educator: Do wineries provide what the tourist needs? *Australian and New Zealand Wine Industry Journal*, 16(6), 79-86.
- Alonso, A. D., Fraser, R., Cohen, D. (2007). Investigating differences between domestic and international winery visitors in New Zealand. *International Journal of Wine Business Research*, 19(2), 114-126.
- Beames, G. (2003). The rock, the reef and the grape: The challenges of developing wine tourism in regional Australia. *Journal of Vacation Marketing*, 9(3), 205-212.
- Beckert, J., Rössel, J., & Schenk, P. (2017). Wine as a cultural product: Symbolic capital and price formation in the wine field. *Sociological Perspectives*, 60(1), 206–222.
- Bitsani, E., Kavoura, A. (2012). Connecting oenological and gastronomical tourism at the Wine

Roads, Veneto, Italy, for the promotion and development of agrotourism. *Journal of Vacation Marketing*, 18(4), 301-312.

Bourdieu, P. (1984). *Distinction: A social critique of the judgment of taste*. Cambridge, MA: Harvard University Press.

Bruwer, J. (2002). The importance and role of the winery cellar door in the Australian wine industry: Some perspectives. *The Australian and New Zealand Grapegrower and Winemaker*, August, 96-99.

Bruwer, J., Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine Business Research*, 21(3), 235-257.

Bufquin, D., Back, R. M., Park, J. Y., & Nutta, M. (2018). The effects of architectural congruence perceptions on winery visitors' emotions and behavioral intentions: the case of Marqués de Riscal. *Journal of Destination Marketing and Management*, 9, 56–63.

Consejo regulador DOCa Rioja. Rioja Alavesa. From: <https://riojawine.com/zona-de-produccion/rioja-alavesa/> Last retrieved: 18/06/2024

DiMaggio, P. (1997). Culture and cognition. *Annual Review of Sociology*, 23(1), 263–287.

Eustat (2022). Municipal gross domestic product (GDP).

Fuentes-Fernández, R. Martínez-Falcó, J. (2023). Wine Tourism and Economic Performance. Why Ecological Agriculture Matters? An Applied Analysis. 527-529.

Plaza, B., Aranburu, I., & Esteban, M. (2022). Superstar Museums and global media exposure: mapping the positioning of the Guggenheim Museum Bilbao through networks. *European Planning Studies*, 30(1), 50–65.

Plaza, B., Esteban, M., Aranburu., and Johny, J., Iconic Architecture As A Catalyst For Wine Tourism: A Case Study Of Marques De Riscal. *European Countryside* (2024) Vol. 16 Issue 1 168-182

Plaza, B., González-Casimiro, P., Moral-Zuazo, P., & Waldron, C. (2015). Culture-led city brands as economic engines: theory and empirics. *The Annals of Regional Science*, 54, 179–196.

PROARCHITECTURA. (2008). Bodegas Baigorri arquitectura del vino “escondida” a la galería abril. 46-54. From: <https://www.proarquitectura.es/pdf/pm1406.pdf> Last retrieved: 18/06/2024

Sanchez, J. D. (2023). Olive Grove Landscapes in Andalusia: In Search of Synergies between

Agrarian Cultural Heritage and Rural Development. *European Countryside*, 15(3), 422–441.

Šťastná, M., Vaishar, A., Ryglová, K., Rašovská, I., & Zámečník, S. (2020). Cultural tourism as a possible driver of rural development in Czechia. Wine tourism in Moravia as a case study. *European Countryside*, 12(3), 292–311.

Throsby, D. (2010). *The Economics of Cultural Policy*. Cambridge University Press.

TourEspaña. (2023). Turespaña promueve el enoturismo en China a través de la exposición "Arquitectura y Vino". From: <https://www.tourspain.es/es/notas-prensa-turismo/exposicion-arquitectura-y-vino/> Last retrieved: 18/06/2024

9. Annex

ANNEX 1 Survey questionnaire

1) What is your age?

18-24

25-34

35-44

45-54

55-65

More than 65

2) What is your gender?

Female

Male

Non-binary gender

I prefer not to say

3) Which country are you from?

4) How well do you consider yourself knowledgeable about wine?

1 Very Little to 5 expert

5) How often do you participate in wine tourism each year?

1 Almost never to 5 Frequently

6) In general, what are your main reasons for visiting wine regions? (Select as many as apply)

Wine tasting

Interest in the winemaking process.

Enjoying the view of vineyards

Enjoying wine with friends, partner, family, etc.

Celebration of event (wedding, birthday, etc)

For work or business

Others:

7) How did you get to know Bodegas BAIGORRI?

Previously tried Baigorri wines

Recommendation of someone else

Search on the internet (Google, Tripadvisor, etc.)

Social Media

By travel agency (online or offline)

Others:

8) Who did you come with to visit Baigorri Winery?

Alone

With friends
With family
With couple
Organized trips
Business trip
Others:

9) To what extent did the modern architectural style of Bodegas BAIGORRI influence your choice to visit?

1 No influence to 5 Big influence

10) How did the architectural style of the winery influence your overall experience during the visit?

1 Negatively to 5 Positively

11) How did the architectural style of the winery influence your perception of the wines?

1 No influence to 5 Huge Influence

12) Which part of the visit impressed you the most? (Select as many as apply)

The view of the vineyards from the view point at floor 0

The guide's explanations about the terroir and the wines

Going down the stairs to the wine production areas

Approaching the fermentation tanks and barrels

Learning about the winery's gravity-flow winemaking method

Approaching the restaurant and the barrel room, smelling the oak barrels

Others:

13) Do you consider the price of the visit to be appropriate in relation to the experience offered?

1 Definitely not to Definitely yes

14) What is your overall satisfaction level with Bodegas BAIGORRI?

1 Very dissatisfied to 5 very satisfied

15) Would you recommend Bodegas BAIGORRI to your friends or family?

Yes

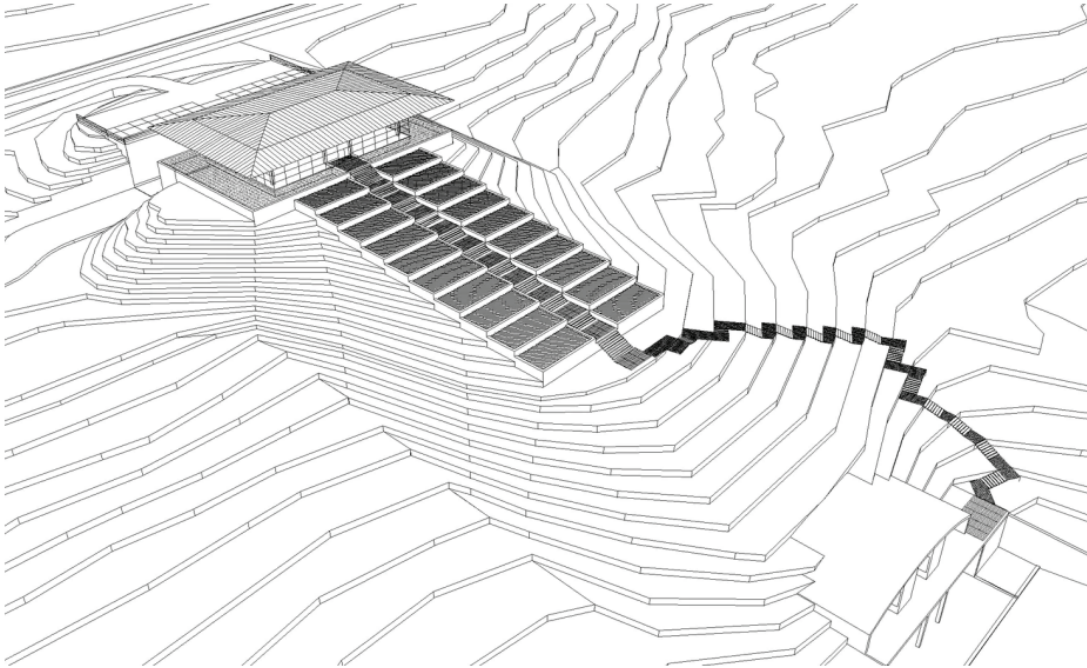
No

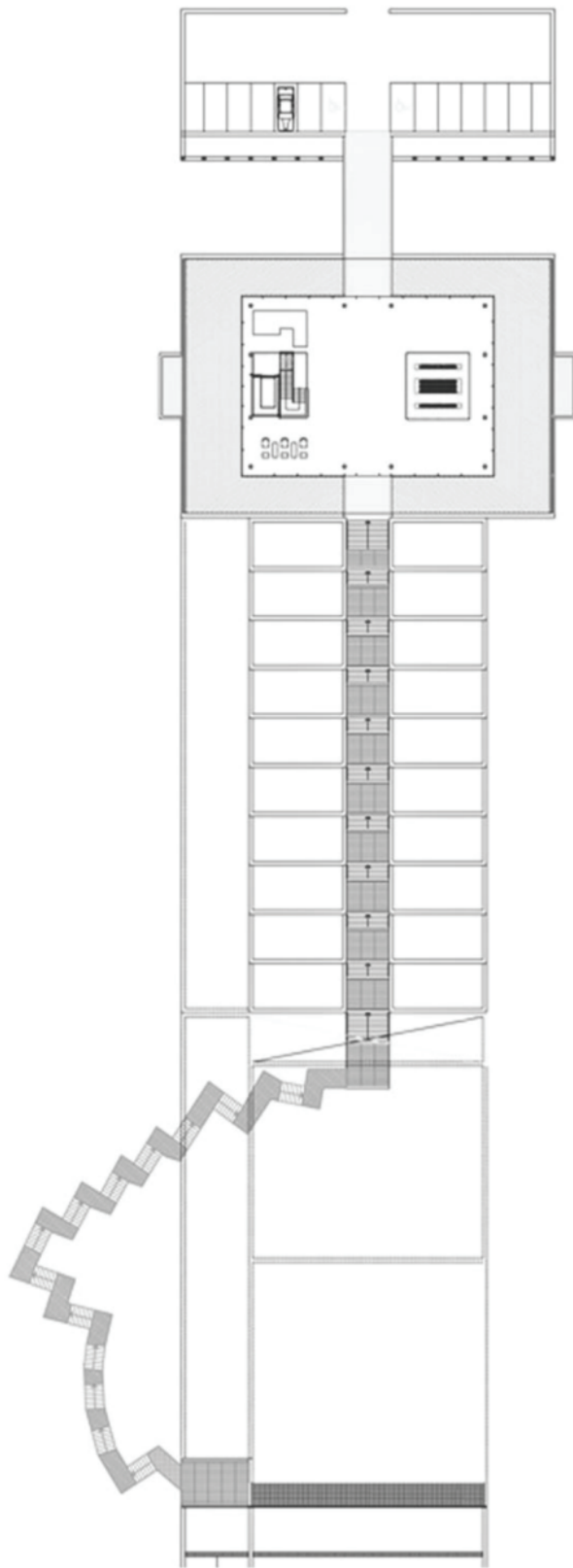
Maybe

16) Do you have any suggestions for improving the visitor's experience at Bodegas BAIGORRI?

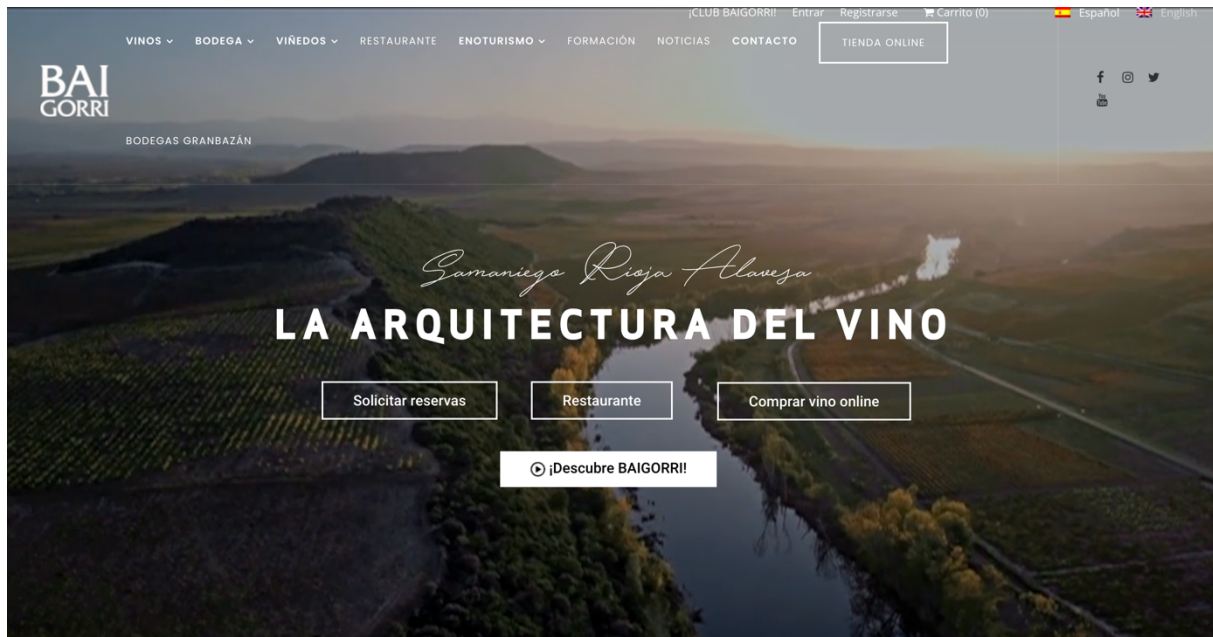
*2 languages available: Spanish and English

ANNEX 2 Winery Floor Plans





ANNEX 3 Winery official website homepage



“The Architecture of wine”

ANNEX 4 Wine tourism experience offers

- 1) Guided tour + Guided tasting: 1 hour of guided visit of the winery, then tasting of 2 glass of wines with 2 pintxos.
Duration: 1 hour 30 minutes
Price: 20 euros per person.
- 2) Guided tour + lunch: guided tour of 1 hour about the winery, then the visitors will eat the seasonal menu in the restaurant with 4 or 5 wines paired with.
Duration: 3 – 4 hours.
Price: 65 or 75 euros per person.
- 3) Brunch in the vineyards: Visitors can enjoy a brunch menu with 3 wines paired with on the terrace outside of the restaurant. No guided visit included.
Duration: 2 hours. Only available on Saturday.
Price: 50 euros per person.
- 4) Wine bar: flight tasting.
- 5) Harvest experience: include a guided tour of the winery, then in the vineyard next to the winery the visitors could taste the grapes. Also during the harvest season, the lunch's menu is specialized.
Duration: 3 – 4 hours. Only for harvest season, from September to November.
Price: 90 euros per person.
- 6) Event: Teambuilding, meetings, incentive trips, wedding, photo exhibition, etc.

The guided tour languages available for solo travelers are English and Spanish. French, German, Basque and Chinese tours are available for groups larger than 16 people.