



UNIVERSITAT
JAUME·I

How Wine Tourism Affects Brand Loyalty: A TripAdvisor Review Analysis in the
Case of the Ribera del Duero

Author: Hwajin Lee

Tutor: Ricardo Chiva Gómez (Francesc Xavier Molina Morales)

Master Thesis

SRO011 - Master in Management

2022-2023

Table of Contents

A. Table of Figures	4
B. Table of Tables	4
1. Introduction	5
2. Theoretical Framework and Literature Review	6
2.1. Wine Tourism and Characteristics of Service Marketing.....	6
2.2. Staged Authenticity.....	8
2.3. Brand Loyalty.....	9
2.4. Wine Tourism and Brand Loyalty.....	10
3. The wine industry	11
3.1 International Level	12
3.1.1 The Figures of the Wine Industry in the World.....	12
3.1.2. Regulation and Appellations of Origin.....	14
3.1.3. Wine Valuation Methodology.....	17
3.1.4. The Figures of Wine Tourism in the World.....	18
3.2. National Level	20
3.2.1. The Figures of the Wine Industry in Spain	20
3.2.2. Regulation and Appellations of Origin.....	22
3.2.3. Wine Valuation Methodology.....	24
3.2.4. The Figures of Wine Tourism in Spain.....	25
4. Methodology	26
4.1. Research design.....	26
4.2. Data collection methods.....	27
4.3. Data analysis methods.....	29
4.4. The Ribera del Duero Wine case.....	29
4.4.1 Overview and History.....	29
4.4.2 Wine tourism and Selection.....	30
5. Empirical Results	31
5.1. Descriptive Statistics.....	31
5.2. Analysis of 4E Framework with Authenticity.....	39
5.2.1. Esthetic.....	39
5.2.2. Escapism.....	41

5.2.3. Educational.....	43
5.2.4. Entertainment.....	46
5.3. Correlation Analysis of Wine Tourism Behavioral Theory and Brand Loyalty.....	48
6. Discussion and Conclusion.....	50
6.1. General Discussion.....	50
6.2. Conclusion and Limitations.....	51
References.....	53

A. Table of Figures

Figure 1 The Four Realms of an Experience (4E)	11
Figure 2 Evolution of the world vineyard surface area.....	13
Figure 3 Vineyard surface area of major vine-growing countries.....	13
Figure 4 Top 10 Wine-Producing Countries in the World 2021 (mhl)	14
Figure 5 EU Quality Labels.....	16
Figure 6 Napa Valley Wine Tourism.....	20
Figure 7 The Wine Value Chain	21
Figure 8 Geographical Origin Protection in Spain	23
Figure 9 Graph of Rating in each winery	34
Figure 10 Positive/Negative Words in WordClouds	35

B. Table of Tables

Table 1 EU Appellation of Origin.....	16
Table 2 Selected Wineries and Description.....	28
Table 3 Numbers of Review in Each Wineries.....	32
Table 4 Each Wineries' Rating in TripAdvisor	33
Table 5 KNIME Results - Frequency of Positive/Negative Words according to Reviews....	35
Table 6 Recognized Positive/Negative Words.....	36
Table 7 4E Framework, Valence and Authenticity Rate in Reviews.....	38
Table 8 Identified Brand Image	48
Table 9 Frequency of Identified Brand Loyalty Comment	49

1. Introduction

The wine industry is considered a sector within agriculture that has the potential to generate substantial added value. Wine tourism is viewed as a means to introduce the history, production processes, and the art of wine appreciation, while showcasing the unique culture of wine-producing regions. It also serves as a strategy to boost direct sales at wineries, making it a pivotal component of the wine industry today. Wine tourism falls under the purview of the hospitality industry, characterized by the attributes of service marketing, including intangibility, perishability, inseparability, and heterogeneity. These service marketing characteristics imply that visitors' perceptions of wineries may vary based on their specific experiences on any given day. Consequently, many wineries actively engage in experience marketing, offering a diverse range of activities to attract and engage customers.

Previous research has predominantly focused on the sensory, hedonic, and experiential aspects of winery visits. Furthermore, some research aligned with Pine & Guilmore's 4E framework (1998), this research suggests that consumers' winery experiences can significantly influence their satisfaction levels, future purchase intentions, and brand loyalty (Quadri-Felitti & Fiore, 2012; Joy et al., 2021). To contribute to the literature on the relationship between consumer winery experiences and brand loyalty, this study takes a step further by incorporating the concept of staged authenticity. The objective is to investigate the dimensions of visitor experiences and explore the processes leading to brand loyalty.

To achieve these objectives, this study examines the trends in the global wine tourism market. It begins with an overview of the Spanish wine industry, proceeding to focus on the Castilla y Leon region, known for its rich history in winemaking. The region boasts diverse wineries located across various geographical locations, scales, and offering distinct tourism experiences. In this study, eight wineries with distinct characteristics were carefully chosen from the Ribera del Duero region. The research utilizes review samples obtained from the prominent user-generated content platform TripAdvisor. These reviews were collected through web scraping technology from September 18 to 22, 2023, covering a span of reviews from January 2017 to September 2023. After removing duplicate or erroneous data, a total of 2,237 reviews were extracted. TripAdvisor reviews not only provide valuable insights into visitors' perceptions of winery tourism experiences but also often reflect the brand image and loyalty that the visitors or consumers have.

For quantitative analysis, we employed the KNIME platform to preprocess the data and identify frequently occurring positive and negative words within the reviews. It selected words strongly correlated with brand loyalty considering word polarity and clarity to select specific reviews for analyzing purposes. Simultaneously, qualitative analysis was conducted by categorizing and identifying each winery review based on the 4E framework and examining specific reviews that show visitors' concept of staged authenticity.

This paper contributes to the literature in two key ways. Firstly, it confirms whether the winery experience elements discussed in the literature serve as valid indicators in the Ribera del Duero region and demonstrates the association between consumer experiences and brand image, ultimately leading to brand loyalty. Secondly, it emphasizes the importance of well-structured visitor experiences and their ability to convey authenticity based on the region's characteristics and traditions, influencing customers' intentions to revisit. Thus, this study provides insights for future research on creating winery tourism experiences and managing winery experience content.

In conclusion, this research delves into the dynamic relationship between visitor experiences and brand loyalty within the context of wine tourism. It underscores the significance of crafting authentic and engaging winery experiences to build brand loyalty, thereby securing the future of the wine tourism industry.

2. Theoretical Background and Literature Review

The objective of this section is to comprehensively analyze and dissect each constituent aspect of this research, focusing on the experiential aspects within the domain of tourism, particularly wine tourism (often referred to as enotourism), and delving into the intricacies of brand loyalty and its influencing factors. In our investigation, we rely on prior scholarly work to elucidate the underlying concept and establish a robust connection between wine tourism and the development of brand loyalty.

2.1. Wine Tourism and Characteristics of Service Marketing

As per the definition provided by the United Nations World Tourism Organization, tourism is characterized as a multifaceted phenomenon encompassing social, cultural, and economic dimensions. It revolves around the relocation of individuals from their customary surroundings to different countries or locales, motivated by personal, business, or

professional objectives. These individuals are collectively referred to as "visitors," a category that encompasses both tourists and excursionists, whether they are residents or non-residents. Within the scope of tourism, these visitors engage in various activities, some of which entail expenditure associated with tourism (UNWTO, n.d.-b).

Drawing upon this comprehensive definition of tourism, wine tourism is often categorized as a distinctive subset of rural tourism, renowned for its ability to draw tourists into rural locales by virtue of their unique cultural and historical heritage. This phenomenon is notably pronounced not only in traditional viticultural regions with ancient vineyards but also in emerging wine-producing regions across the globe. According to Medlick and Middleton, wine tourism is a complex tourism product, as the other type of tourism, it consists of a bundle of activities, services, and benefits that constitute experiences (Medlick and Middleton, 1973). Within the existing body of literature, wine tourism is typically characterized as visits undertaken with the intention of immersing oneself in wine-related experiences, encompassing visits to wineries, participation in workshops, engagement in festivals, partaking in activities, indulging in tastings, and exploring wine-centric destinations (Hall et al., 2009). From the vantage point of wine tourism, wine is not only regarded as a standalone tourist attraction but also intricately connected to the realms of agri-food and cultural tourism (Güzel et al., 2021). Thus, wine tourism is frequently cited as an exemplar of rural tourism, characterized by its capacity to deliver mutual advantages to both rural stakeholders and visitors through the fusion of production and consumption. It serves as a conduit for generating economic prosperity within rural regions (Carmichael, 2005).

Within the broader domain of tourism, wine tourism shares fundamental characteristics that are intrinsic to the tourism industry as a whole. In the realm of tourism, each visitor's expenditure at a tourist destination can vary significantly, even when following the same itinerary. This variability in visitor perceptions of a destination can be influenced by factors such as the service provider of the day, external circumstances, and more. These variations are emblematic of the distinct traits of the service industry, and the field of service marketing has consistently strived to define and delineate the fundamental concept of "service."

Since the 1980s, the adoption of the IHIP characteristics, encompassing intangibility, heterogeneity, inseparability, and perishability, has been widely acknowledged in the context of services (Moeller, 2010). Firstly, intangibility arises from the fundamental nature of services, which are essentially performances rather than tangible products. Thus, service cannot be touched or seen which is the defining characteristic of intangibility, unlike physical

goods. According to Bateson (1979), intangibility is considered the most representative characteristic of services.

Inseparability, on the other hand, signifies that services are unique in that their production and consumption occur simultaneously, distinguishing them from products (Regan, 1963). Heterogeneity, another characteristic, is particularly pronounced in labor-intensive service industries, wherein the quality of services can fluctuate based on factors such as the service provider, the customer, and the specific day (Zeithaml et al., 1985).

Lastly, perishability underscores the fact that services cannot be stored over time (Zeithaml et al., 1985), further emphasizing the distinctive nature of services in contrast to tangible products. These inherent characteristics collectively shape the framework within which wine tourism operates, providing essential insights into the dynamics of the industry and the unique challenges and opportunities it presents.

The enduring attributes of services, notably intangibility, inseparability, heterogeneity, and perishability, are equally applicable within the domain of wine tourism. Consequently, these characteristics assume a paramount role in the management of wineries, particularly in the pursuit of enhancing customer satisfaction throughout the entirety of the wine tourism experience.

2.2. Staged Authenticity

Erving Goffman's front and back theory, which characterizes the "front" as the stage for interactions between hosts and guests, customers and service providers, and the "back" as a behind-the-scenes space where individuals prepare and rest between social performances, is widely employed to analyze and comprehend how people regulate their conduct and expressions in social settings, akin to actors on a theatrical stage. Goffman's theory posits that individuals assume distinct roles and display varying facets of their identities contingent on whether they are in a front-stage or back-stage context (Goffman, 1956).

Dean MacCannell leverages Erving Goffman's front and backstage framework to elucidate the intricate dynamics of managing tourism experiences. In this context, the "front stage" encompasses the visible dimensions of authenticity that tourists encounter—surface-level representations deemed authentic. Behind the scenes, in the "backstage" areas, a multitude of planning and managerial efforts are orchestrated to establish and sustain the

illusion of authenticity. Significantly, this authenticity is intentionally devised to seamlessly align with tourists' preconceived notions and expectations regarding the destination.

Furthermore, MacCannell advances this theory and tailors it to the tourism sector by introducing the concept of "staged authenticity." This concept underscores the proactive pursuit of authentic experiences and cultural immersion by tourists, who willingly invest in such encounters. In parallel, destinations and attractions exert conscientious endeavors to fulfill these expectations by meticulously crafting the illusion of authenticity.

In essence, within the framework of Staged Authenticity, what tourists are presented with is not the institutional backstage but rather constitutes the front stage or a partially concealed aspect of a finely orchestrated stage that aligns with tourists' sensibilities. This perspective posits that the tourism environment can be delineated into approximately six stages, as opposed to Goffman's dichotomous division. Progression from one stage to another corresponds to an evolving understanding of the travel experience.

In summary, MacCannell's concept of staged authenticity serves as a catalyst for a profound examination of the inherent tensions between tourists' pursuit of authentic encounters and the commercialization and staging of these encounters within the tourism industry. This concept underscores the intricate interplay between tourism, culture, and commerce, where authenticity can manifest both as a genuine experience and as a meticulously constructed mirage (MacCannell, 1973). It is noteworthy that discussions surrounding authenticity persist as an ongoing discourse in this context (Steiner & Reisinger, 2006; Robinson & Clifford, 2012).

2.3. Brand Loyalty

Brand loyalty has been a longstanding subject of discussion, primarily within the product context, and it stands as a firmly established concept in the field. Brand loyalty can be described as an intense and enduring attitude towards a product, capable of exerting a substantial influence on consumer behavior (Copeland, 1923). Thus, it can be perceived as a consumer's relational response to their experiences with a particular brand (O'Neill et al., 2002). Oliver (1999) defines brand loyalty as representing a profound and unwavering commitment to consistently choose and revisit a preferred product or service in the future. This commitment results in recurrent purchases of the same brand or a set of brands, even when external factors or marketing initiatives might tempt customers to switch their preferences.

Indeed, scholars have proposed that a comprehensive understanding of consumer purchasing cannot be attained solely by examining behavior; hence, it is imperative to incorporate attitudinal aspects (Baloglu, 2002). Consequently, in academic discourse, brand loyalty is commonly dissected into two pivotal facets: attitudinal loyalty and behavioral loyalty. The domain of attitudinal brand loyalty encompasses elements such as the intention to repurchase, a heightened likelihood of recommending the product, positive word-of-mouth promotion, and a willingness to pay a premium price. On the other hand, behavioral brand loyalty is manifested through the act of repeated purchases (Chaudhuri & Holbrook, 2001; Iglesias et al., 2011).

2.4. Wine Tourism and Brand Loyalty

Wine tourism has become a significant form of tourism since the mid-1990s when there was a consistent increase in tourists interested in wines, despite the relatively high costs associated with wine-related activities (Getz & Brown, 2006). Wine, being an experiential consumer product, presents a unique challenge to buyers who cannot fully assess its quality at the point of purchase (Ashton, 2014). Consequently, similar to other experiential goods, consumers often rely on cues such as reputation, expert evaluations, and price to make inferences about the quality of wine.

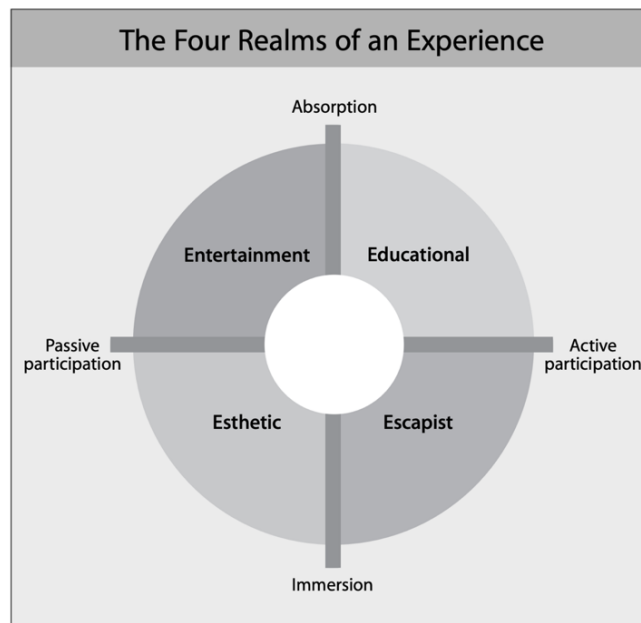
Given these distinctive commercial attributes of wine, wine tourism serves as an invaluable experience marketing tool. It offers a direct means to address consumers' inquiries and provide them with experiential insights, thereby bridging the gap between product perception and actual consumption.

In the prior review of the literature, there was a noticeable rare of analyses applying authenticity to wine tourism. (Kim & Bonn, 2016). However, the prevailing consensus within the literature predominantly underscores the acquisition of emotional connections through visits to wineries as a pivotal factor driving the development of brand loyalty. As per the findings by O'Mahony et al. (2006), the act of visiting a winery presents a significant and compelling opportunity to cultivate not just awareness, but also familiarity and fondness among individuals. This underscores the notion that wine tourism emerges as a potent instrument for nurturing connections with consumers. Existing scholarly work has established that winery tasting rooms possess the potential to bolster brand loyalty through the creation of a favorable winery encounter and enhancement of brand perceptions, ultimately elevating the perceived quality and value associated with the brand (Bruwer et al.,

2013). In a similar vein, the outcomes of another research study indicate that a well-executed tasting room experience may yield initial sales that are comparatively lower, however, by prioritizing elements such as empathy and responsiveness, it has the capacity to engender notably robust, enduring brand loyalty. This, in the long run, proved into substantially greater profitability for the winery (Cuellar et al., 2015).

Furthermore, the existing body of research consistently underscores that wine tourism encompasses a diverse array of activities meticulously crafted to immerse participants in experiential marketing. This marketing approach incorporates sensory engagement and economic offerings to captivate consumers. Consequently, it fosters an environment wherein consumers can engage directly or indirectly with the brand, thereby amplifying their brand encounters. The multifaceted nature of these consumer experiences is systematically categorized into four distinct experience domains as delineated in the 4E framework devised by Pine and Gilmore (1998): Esthetic, Educational, Entertainment, and Escapist.

Figure 2 The Four Realms of an Experience (4E)



Source: Pine & Gilmore (1998)

3. The Wine Industry

This study centers on identifying the specific traits or activities within Ribera del Duero's winery program that draw in visitors and subsequently foster brand loyalty. To gain

a comprehensive understanding of this phenomenon, it is imperative to provide an overview of the wine tourism industry, spanning from a global perspective down to the specific region of Ribera del Duero. This section will offer an introduction to the international wine industry, its relationship with Spain, and its relevance within the context of the Ribera del Duero region.

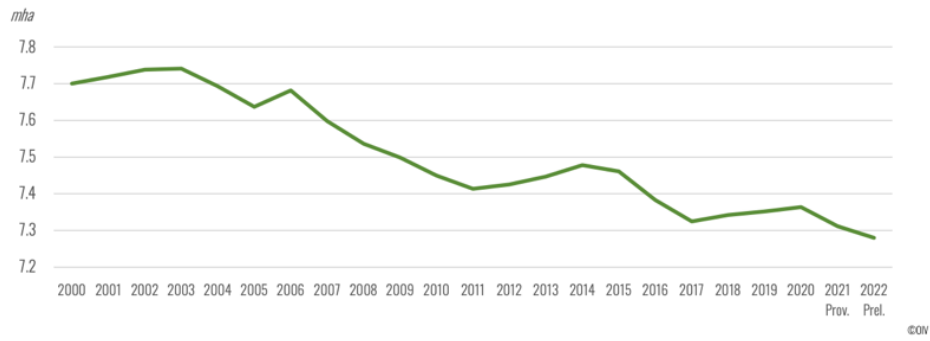
3.1 International Level

In the international level context, the wine industry is traditionally divided into the Old World and the New World wines, described by several wine-related articles. By all means, it should not be forgotten that there is the emergence of new wine regions in the Third World (Banks & Overton, 2010), which are not included in the conventional wine regions from recent development, but since this study will mainly talk about wine tourism, for convenience, this section will primarily focus on the well-established Old World and New World wines where the concept of wine tourism has already been well applied.

3.1.1 The Figures of the Wine Industry in the World

According to the State of the world vine and wine sector in 2022 report, the world vineyard surface area has shown a 20-year trend of decline. As shown in Figure 2, the global vineyard area has decreased by about 7% from 7.8mha in the early 2000s to less than 7.3mha in 2022. Looking at statistics for the last five years in Figure 3, Spain ranks first in terms of wine growing area, followed by France, China, and Italy. In addition, the countries that are referred to as Old World wines such as France, Spain and Italy have stabilized the area of the table, and this is believed due to Regulation (EU) No. 1308/2013 introduced in 2016 which is the new planting permit system for the management of viticultural potential (OIV, 2022).

Figure 3 Evolution of the world vineyard surface area



Source: International Organisation of Vine and Wine (OIV)

Figure 4 Vineyard surface area of major vine-growing countries

kha	2018	2019	2020	2021 Prov.	2022 Prel.	22/21 % Var.	2022 % world
Spain	972	966	961	963	955	-0.8%	13.1%
France	792	794	799	805	812	0.8%	11.2%
China	779	781	783	785	785	0.0%	10.8%
Italy	705	714	719	718	718	0.0%	9.9%
Türkiye	448	436	431	419	410	-2.3%	5.6%
USA	408	407	402	393	390	-0.8%	5.4%
Argentina	218	215	215	211	207	-1.9%	2.8%
Chile	208	210	207	196	196	0.0%	2.7%
Portugal	192	195	195	194	193	-0.5%	2.7%
Romania	191	191	190	189	188	-0.3%	2.6%
India	149	151	161	167	170	2.0%	2.3%
Iran	167	167	170	158	158	0.0%	2.2%
Australia	146	146	146	146	146	0.0%	2.0%
South Africa	130	129	128	126	124	-1.2%	1.7%
Moldova	143	143	140	138	122	-11.6%	1.7%
Uzbekistan	108	112	114	118	118	0.0%	1.6%
Afghanistan	94	96	100	104	104	0.0%	1.4%
Germany	103	103	103	103	103	0.0%	1.4%
Russia	94	96	97	98	99	1.4%	1.4%
Greece	108	109	112	96	96	0.0%	1.3%
Egypt	80	78	85	92	92	0.0%	1.3%
Brazil	82	81	80	81	81	0.8%	1.1%
Algeria	75	74	75	68	68	0.0%	0.9%
Bulgaria	67	67	66	65	65	0.1%	0.9%
Hungary	69	68	65	64	64	0.0%	0.9%
Other countries	814	821	821	814	814	0.0%	11.2%
World total	7342	7352	7364	7312	7280	-0.4%	100.0%

Figures in Italic: OIV estimate
Sources: OIV, FAO, National Statistical Offices

©OIV

Source: International Organisation of Vine and Wine (OIV)

In another worldwide statistical source of the wine industry, which is the world population review, wine production is an exclusive industry since it requires the proper standard of climate and terroir despite its global popularity. In 2021, the top 10 wine-producing countries in the world are as below:

Figure 5 Top 10 Wine-Producing Countries in the World 2021 (mhl)

Top 10 Wine-Producing Countries in the World 2021 (million hectoliters)*:

Rank	Country	Production (mhl)
1	Italy	44.5
2	Spain	35.0
3	France	34.2
4	United States	24.1
5	Australia	14.2
6	Chile	13.4
7	Argentina	12.5
8	South Africa	10.6
9	Germany	8.8
10	Portugal	6.5

* 1 mhl = 100,000,000 liters, 26,400,000 gallons, or 133,000,000 bottles. Full data bank below.

Source: World Population Review (2023)

In contrast to the previous production area, this statistic shows that Italy produces the most wine with 44.5mhl. After that, Spain is second with 35mhl and France is a close third with 34.2mhl (World Population Review, 2023). What is interesting about the above two statistics is that the former Old World wine regions show high numbers in both acreage and production. After that, the New World wine-producing area is chasing, and the third wine-producing area has yet to show enough production compared to its production area.

3.1.2. Regulation and Appellations of Origin

The concept of the Old World and New World in the wine industry originated from the historical division between the traditional wine-producing regions of Europe (such as France, Italy, and Spain) and the newer wine-producing regions outside of Europe (such as the United States, Australia, and Chile) (Anderson, 2009).

The Old World regions have a long-standing winemaking tradition, with vineyards that have been cultivated for centuries. These regions often prioritize terroir, which refers to the combination of factors such as soil, climate, and grape varieties that contribute to the unique characteristics of a wine. On the other hand, the New World regions emerged as significant players in the wine industry during the past few centuries. They adopted modern winemaking techniques and implemented innovative approaches to vineyard management and wine production. New World wines tend to emphasize varietal characteristics, highlighting the specific grape variety used to make the wine. These regions have experienced rapid growth and gained international recognition for their high-quality wines (Wongprawmas & Spadoni, 2018).

The distinction between the Old World and the New World extends beyond winemaking techniques and styles. It also encompasses cultural, economic, and marketing factors. The Old World regions often value tradition, heritage, and the notion of terroir, while the New World regions embrace innovation, experimentation, and branding strategies. These different approaches have led to diverse wine profiles, allowing consumers to explore a wide range of flavors and styles (Ballantyne et al., 2019).

In Europe, commonly referred to as the Old World, all European Union (EU) member states produce wine to some extent, each with its own language, traditions, and wine classification system. However, in order to maintain consistency within the entire EU economic area and to promote the unique characteristics associated with the geographical origin or traditional know-how, since 2009 the EU has been operating the EU Quality Schemes (*Geographical Indications and Quality Schemes Explained*, 2023; Karlsson, 2022), which has a classification system related to wines:

Figure 6 EU Quality Labels



Source: European Commission

- PDO (Protected designation of origin)
 - wines that are all produced, processed, and prepared in a specific geographic area.
- PGI (Protected geographical indication)
 - For most products, at least one of the production, processing or preparation steps takes place locally. For wine, this means that at least 85% of the grapes used must come from the regions where the wine is actually made.

As explained above, there is an existing regulatory framework of the European Union, in order to manage cultivation and names, some countries in the EU may have their own names applied in each country, examples are shown below table (Wine-searcher, n.d.).

Table 1 EU Appellation of Origin

Country	PDO	PGI
France	Appellation d'Origine Contrôlée (AOC) <ul style="list-style-type: none"> - Grand Cru - Premier Cru 	Vin de Pays (VDP)
Italy	Denominazione di Origine Controllata e Garantita (DOCG) Denominazione di Origine Controllata (DOC)	Indicazione Geografica Tipica (IGT)
Germany	Prädikatswein Qualitätswein bestimmter Anbaugebiete (QbA)	Deutscher Landwein

Spain	Denominación de Origen Calificada (DOCa) Denominación de Origen (DO) Vino de Pago (VP) Vino de Calidad con Indicación Geográfica (VC)	Vino de la Tierra (VT)
Portugal	Denominação de Origem Controlada (DOC) Indicação de Proveniência Regulamentada (IPR)	Vinho Regional (VR)

Source: Wine-searcher

Although PDOs are generally held in high evaluation due to their strict standards, reverse examples also exist (e.g., Tuscany wine in Italy).

Conversely, New World wines have relatively less regulation on appellations of origin. This means that winemakers can go for more experimental styles as they are not bound by what grapes to use, what techniques are allowed, or minimum abv content, etc (Wine Awesomeness, 2016). Because of this reason, while the Old World represents tradition, terroir, and heritage, the New World brings innovation, experimentation, and distinct varietal characteristics to the forefront for applying intensive production techniques and targeted marketing policies (Rossi et al., 2012). Thus, New World wines use a naming convention that specifically refers to the grape variety used, with the region or region in which the grapes are grown secondary.

However, these rules are relatively unfavorable in shaping a regional identity of wines, and to compensate for this, New World wines tend to create and use sub-regional classifications, for example, Geographical Indications (GIs) in Australia, American Viticulture Area (AVA) in the United States, etc. (Wine-Searcher, n.d.-a; Wine-Searcher, n.d.-b). This notation serves to address the relative absence of regional identity, simultaneously mirroring the ascent of winemakers and producers as the New World wine industry matures, establishing itself more firmly.

3.1.3. Wine Valuation Methodology

Since the wine is sorted into experience goods which are the price, quality, or some other attribute that remains unknown until purchase, it is not deniable that wine quality cannot be measured on an entirely objective basis (Schiefer & Fischer, 2008). Thus, traditionally, there were several experts, which are called wine critics, and awards in order to use as quality indicators. The world-recognized wine critics and magazines are as below:

- Robert Parker
- Jancis Robinson
- James Suckling
- Tim Atkin
- Antonio Galloni
- Wine Spectator
- Wine Enthusiast

However, with advancements in technology and the emergence of various communities and applications focused on wine consumers rather than wine critics, the evaluations of the same wine by experts have become divided (Cicchetti & Cicchetti, 2014). Notably, platforms such as Vivino or Wine-Searcher have emerged as representatives in this space. These platforms leverage crowd-sourced data from general wine consumers, providing statistical averages that encompass a wide range of individuals, from beginners to wine enthusiasts. This approach offers the advantage of personalized wine recommendations. However, the mixture of expert and novice reviews has a drawback: opinions may deviate from the perspective of experienced wine tasters (Smith, 2019).

In conclusion, as part of ongoing efforts to bridge this gap in the realm of experience goods, modern technology has been utilized to leverage data crowdsourcing techniques in the evaluation of wine by experts. Nevertheless, it is important to recognize that the inherent nature of wine as an experience good remains unchanged. Being an agricultural by-product, its taste can even vary during the distribution process or as a result of aging methods in the bottle. In the subsequent chapter, we will explore wine tourism as an avenue to address this gap (Schiefer & Fischer, 2008.; Smith, 2019.).

3.1.4. The Figures of Wine Tourism in the World

According to the report “Wine tourism market by Tour Type, Traveler Type, and Age Group: Global Opportunity Analysis and Industry Forecast, 2021–2030”, published by Allied Market Research, the global wine tourism market size was valued at \$8,653.4 million in 2020 and is expected to reach \$29,593.4 million by 2030, registering a compound annual growth rate (CAGR) of 13.6% from 2021 to 2030 (Allied Market Research, 2021).

Wine tourism has been defined as ‘visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape

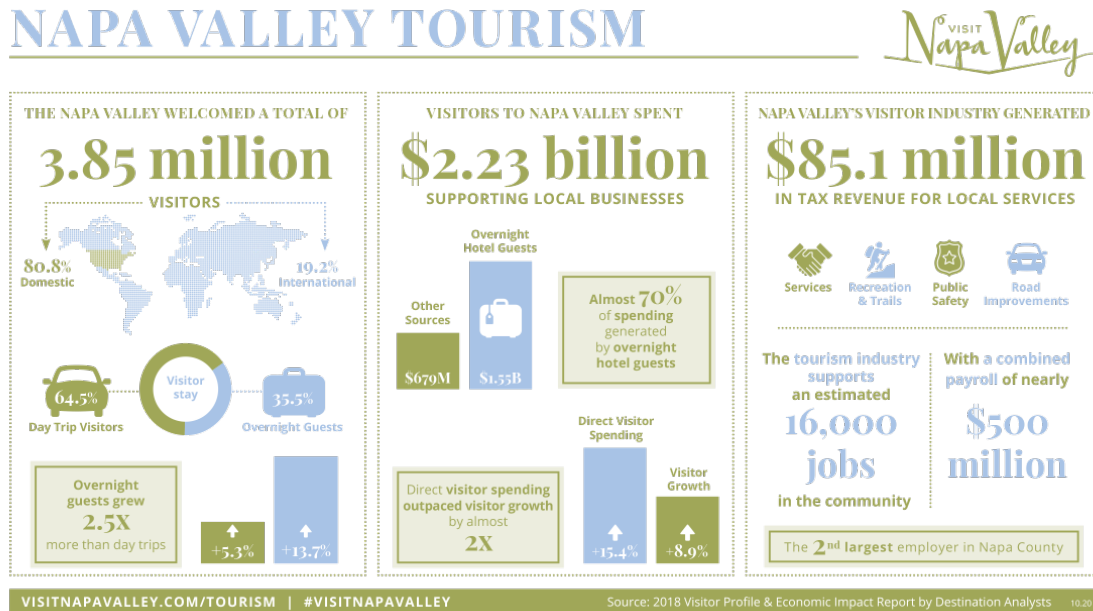
wine region are the prime motivating factors for visitors' (Hall et al., 2000). Similarly, wine tourism which is also called enotourism, refers to tourism whose purpose is visiting vineyards, and wineries, tasting, consuming, and/or purchasing wine, often at or near the source (UNWTO, n.d.-a). The Old-World countries have long been associated with wine production, as a relatively recent trend, all the viticultural regions come to face the implications of global rural restructuring, have wine and tourism been utilized for regional development and re-imagining strategies (Hall & Mitchell, 2000).

Thus, wine tourism, an emerging form of tourism, holds immense potential as a solution for the development of rural tourism, transforming rural areas into vibrant economic hubs through the establishment of wineries and complementary businesses such as hotels and restaurants. At the same time, as global tourism expands and competition between destinations intensifies, the unique cultural heritage of a region plays a crucial role in attracting tourists. Consequently, wine tourism needs to establish itself as a distinguished form of gourmet tourism, necessitating the implementation of effective marketing strategies to create a compelling brand image.

- **Napa Valley, California, United States**

For instance, Napa Valley in the United States, one of the world-famous wine production areas, is a wine tourism destination that embodies dual identities as both a geographical location in the coastal northern region of California and a renowned brand that has become globally synonymous with high-quality wine. Geographically, Napa Valley is one of the smallest wine regions in the world 30 miles in length and five miles across at its widest point (Napa Valley Vintners, n.d.).

Figure 7 Napa Valley Wine Tourism



Source: Visit Napa Valley

Even though it is small in size, the impact of wine tourism is huge. According to Visit Napa Valley's released statistics, the local economy has increased by 16,000 jobs and 500 million dollars of payroll in the community due to the impact of wine tourism (Visit Napa Valley, 2018).

In order to achieve this objective, several marketing efforts have been undertaken to promote tourism in Napa Valley and establish a distinctive brand identity for the region both domestically and globally (Singh & Hsiung, 2016). These endeavors have been spearheaded by Visit Napa Valley (VNN), the official destination marketing organization, and the Napa Valley Vintners (NVV), a non-profit trade association. As part of these initiatives, the NVV successfully obtained a Certification Mark for the name "Napa Valley" from the U.S. Patent and Trademark Office in 2015, marking the first time an American Viticultural Area (AVA) has been registered as a Certification Mark in the United States (Napa Valley Vintners, 2015).

3.2. National Level

3.2.1. The Figures of the Wine Industry in Spain

While research methodologies may vary among different organizations, Spain is considered the world's largest wine region, making it the global leader in wine production.

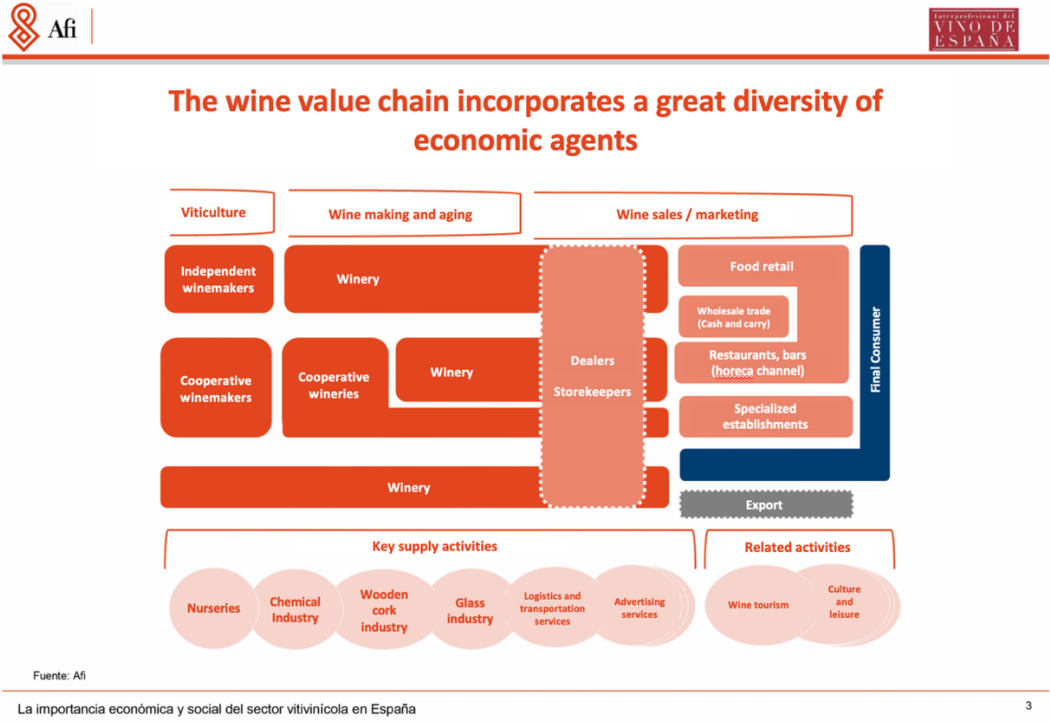
According to the Federación Española del Vino, Spain has 941,086 hectares of vineyards in 2021 which is approximately 13% of the world in total and produces between 40 and 42 million hectoliters in the annual average. At the same time, Spain wine is the world’s leading exporter in volume, with just over 2,300 million liters in 2021 (Federación Española del Vino, 2023).

Nonetheless, CaixaBank Research has highlighted a significant drawback: the relatively low average price of Spanish wines (Díaz, 2021). This particular weakness places Spain at the bottom of the European Union rankings in terms of the added value of its exported wines, despite its standing as the world's second-largest wine exporter.

Aside from production and exports, the wine industry has an extensive value chain, generating directly and indirectly 2.4% of Spain's employment (427,700 jobs) and a total annual added value of more than €23.7 billion in the gross added value which is 2.2% of total GDP of Spain (Interprofesional del Vino de España, 2020).

According to research data by Analistas Financieros Internacionales (AFI) published by la Organización Interprofesional del Vino de España (OIVE) in 2020, the value chain of the wine industry is shown in the figure below.

Figure 8 The Wine Value Chain



Source: Analistas Financieros Internacionales (2020)

Figure 7 illustrates the comprehensive value chain within the wine industry, encompassing a diverse spectrum of activities. This sector comprises not only grape growers and wineries but also involves various intermediaries, including dealers, retailers, and wholesalers, facilitating the product's journey to the ultimate consumer. Additionally, ancillary industries such as cork and glass production are intricately intertwined as critical supply components for wine manufacturing. As previously delineated, this research concentrates on elucidating the factors influencing consumer loyalty in the realm of wine tourism, warranting an in-depth exploration of this related domain in Section 3.2.4.

3.2.2. Regulation and Appellations of Origin

Spanish wine is subject to strict EU regulations, both internationally through organizations like the OIV and at the EU level. These regulations cover all aspects of the wine industry, from production to labeling and safety. They serve various purposes, including maintaining quality, traceability, consumer protection, and fair competition. Additionally, wine falls under broader EU regulations related to food products, covering labeling, ingredients, chemical safety, and packaging (Comité Européen des Entreprises Vins, 2020; European Commission, 2019).

In the terms of appellations of origin, Spain, like other European Union wine-producing countries, adheres to similar classification systems which is known as "Denominaciones de Origen" (DO) (BOLETÍN OFICIAL DEL ESTADO, 2015). DO system closely parallels the French AOC and Italian DOCG frameworks. Each DO delineates a distinct geographical area with its own unique climate, soil composition, and grape varieties, all of which significantly shape the characteristics of the wines originating from that region. DO regulations exert authority over various aspects of winemaking, including permissible grape varieties, maximum yield limits, maturation requisites, and labeling guidelines (BOLETÍN OFICIAL DEL ESTADO, 2015). Noteworthy DOs in Spain include Rioja, Ribera del Duero, Priorat, Rías Baixas, and Jerez (known for Sherry).

Another important category is Denominación de Origen Calificada (DOCa). The Denominación de Origen Calificada (DOCa) represents the highest echelon within the Spanish wine hierarchy and includes only two regions currently: Rioja and Priorat (Travel Priorat, 2018). DOCa regions are marked by stricter regulations compared to standard DOs, signifying their status as Spain's elite wine-producing territories (Ustrell, 2023).

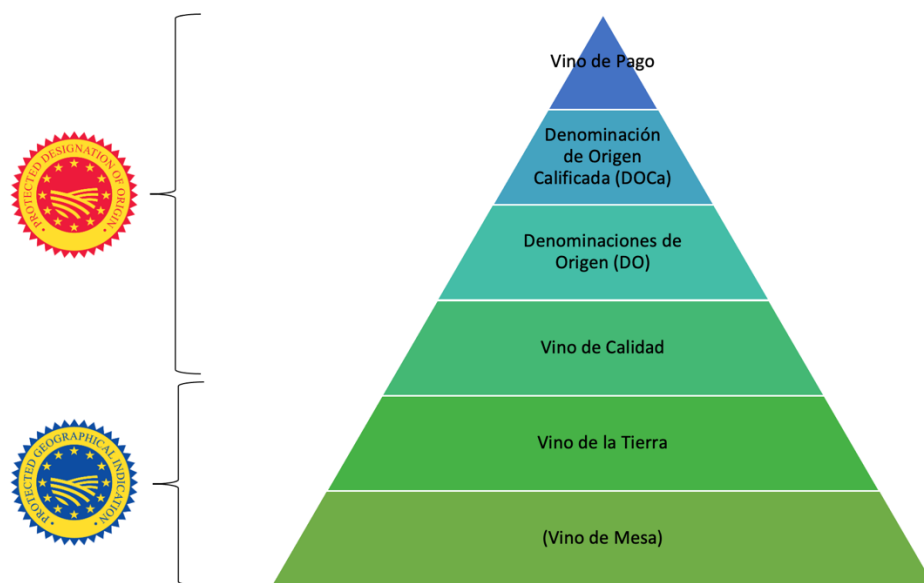
Further enriching the tapestry of Spanish wine classifications is the *Vino de Pago* category. *Vino de Pago* is an exclusive category reserved for individual vineyards or estates that exhibit exceptional quality and a unique *terroir*. These vineyards possess the privilege to produce and market their wines independently of the DO or DOCa systems. Attaining the *Vino de Pago* status necessitates meeting stringent criteria and demonstrating consistent excellence over time (BOLETÍN OFICIAL DEL ESTADO, 2015).

The *Vino de Calidad* category acts as a bridge between *Vino de la Tierra* (VdT) and *Denominación de Origen* (DO). Wines in this category meet quality standards and are typically from specific regions but haven't achieved full DO status (BOLETÍN OFICIAL DEL ESTADO, 2015).

On the other hand, *Vino de la Tierra* is a regional wine category like France's *Vin de Pays*, with fewer restrictions than DO or DOCa wines. It allows experimentation with grape varieties and winemaking techniques. Additionally, at the base of the Spanish wine classification system is *Vino de Mesa* or "table wine." This basic, unregulated wine is made from grapes across Spain, offering affordability but lacking the specificity of higher-quality categories (Agencia Estatal Boletín Oficial del Estado, 2003).

The information can be visually represented in a diagram alongside the concept of EU geographical origin protection as follows:

Figure 9 Geographical Origin Protection in Spain



Source: Self-elaboration

Amidst this diverse landscape, Spain boasts an array of indigenous grape varieties that are intricately linked to specific regions. For instance, Tempranillo reigns supreme in Rioja, while Alvarinho is celebrated in Rías Baixas (Driscoll, 2019). Additionally, international grape varieties such as Cabernet Sauvignon and Chardonnay are cultivated in select areas.

Lastly, aging requirements constitute another pivotal facet of Spain's wine culture. Numerous Spanish wines, particularly those within the DO and DOCa classifications, adhere to specific aging prerequisites. These requirements, including Crianza, Reserva, and Gran Reserva, dictate the minimum aging duration in both barrels and bottles, contributing to the complexity and maturity of the final wine product (PradoRey, 2023).

3.2.3 Wine Valuation Methodology

Established in 1990 by José Peñín, Guía Peñín stands as an eminent authority in the world of Spanish wine, celebrated for its meticulous evaluation and rating of a wide spectrum of Spanish wines (Guía Peñín, 2023). Utilizing a rigorous 100-point scale, the guide assesses wines across diverse categories, including reds, whites, rosés, and sparkling variants. Its expert tasting panel, comprising seasoned wine connoisseurs and experts, engages in annual blind tastings of an extensive array of wines, a process that yields comprehensive ratings and reviews featured in the guide. Beyond its thorough evaluation, Guía Peñín extends its reach to cover not only wines from renowned regions like Rioja, Ribera del Duero, Priorat, and Jerez but also wines hailing from emerging and less-explored corners of Spain, providing an invaluable resource for wine enthusiasts and professionals alike. The guide's annual publication ensures that consumers and the wine industry remain abreast of the latest developments and trends in the Spanish wine landscape.

In an increasingly digital age, Guía Peñín has also adapted to offer an extensive online platform where users can readily access wine ratings, reviews, and other pertinent information about Spanish wines. This digital resource facilitates effortless searches for specific wines and allows users to explore wines by region, grape variety, or rating. The influence of Guía Peñín extends beyond informative publications and online resources, profoundly impacting the Spanish wine market. A high rating in the guide often translates into enhanced reputation and increased sales for wineries, which frequently leverage their ratings to promote their products domestically and on the international stage. Additionally, Guía Peñín takes an active role in fostering the wine community by organizing wine-related

events and tastings. The annual Guía Peñín Tasting, for instance, offers a platform for wine producers to showcase their offerings to a diverse audience, including industry professionals and passionate wine enthusiasts.

In essence, Guía Peñín assumes a pivotal role in promoting and evaluating Spanish wines, serving as a trusted guide for consumers and a catalyst for the recognition and success of Spanish wineries both within Spain and on the global stage. Through its comprehensive reviews, digital resources, and industry events, Guía Peñín continues to shape the narrative of Spanish wine and contribute significantly to the dynamic and thriving wine culture in Spain.

3.2.4. The Figures of Wine Tourism in Spain

Wine tourism, as discussed in Section 2.1, serves as a bridge between customers and wineries within the broader wine industry. In Spain, wine tourism is a dynamic sector that not only complements various tourism offerings but also stimulates economic growth by generating revenue for businesses, including hotels and restaurants, and operates year-round (Díaz, 2021).

According to data provided by ACEVIN (2023), the key figures pertaining to the Spanish wine tourism market are as follows:

- **Growing Sector:** Wine tourism has experienced substantial growth in Spain, attracting an increasing number of visitors eager to explore wine travel routes. This sector involves numerous organizations, encompassing 794 legal entities, 2,541 companies, and governing bodies. As indicated by the Ruta del Vino, the Spanish Wine Route, there are presently 36 distinct wine tourism routes. Within these routes, the Spanish Wine Route Products Club (RVE) boasts a membership of 3,335, with 743 wineries actively participating.
- **Positive Trends in 2022:** In the year 2022, notable positive trends were observed in related services, with significant increases compared to the preceding year. Specifically, following the easing of COVID-19 restrictions, vineyard visits surged by 90%, digital-based companies experienced a growth rate of 75%, and transportation services saw a notable increase of 38.9%. Accommodation options predominantly feature three- and

four-star hotels, with an additional 133 hotels and an increase of 9,018 beds in these categories. Rural housing and camping facilities also garnered popularity, featuring 243 rural homes, 2,378 rural housing sites, and 5,494 camping sites. The heightened demand from wine tourists exploring Spain's wine routes has precipitated an expansion in offerings across all accommodation types, except for hostels.

- **Visitor Numbers:** In 2022, the total number of visitors to wineries and wine museums affiliated with the Spanish wine route reached 2,487,244. This marked a substantial increase of 51.59% in comparison to 2021 and an impressive 19.15% surge relative to 2019, pre-pandemic levels. Notably, the most frequented wine routes in Spain during 2022 encompassed the Marco de Jerez Wine and Brandy Route, Rioja Alta Wine Route, Ribera del Duero Wine Route, Penedez, Rioja Alavesa, and Calatayud, each attracting more than 200,000 visitors. Domestic tourists constituted the majority of visitors at 79.6%, while international visitation demonstrated a notable uptick of 5.26% compared to 2021. This growth in international tourism signifies the gradual recovery of Spanish wine tourism and its enhanced global appeal.
- **Economic Impact:** In terms of its economic impact, wine tourism contributed a substantial €75,481,646 in 2022. This figure reflects a remarkable growth rate of 39.04% when compared to the preceding year. This robust financial performance underscores the sector's resilience and its capacity to outpace visitor numbers.

In summary, Spanish wine tourism continues to evolve, effectively catering to the evolving preferences and expectations of tourists. Furthermore, it benefits from a well-established tourism infrastructure in both urban and rural areas, positioning it as an attractive and sustainable option for visitors from around the world.

4. Methodology

4.1. Research Design

In the era of digital advertising and the widespread influence of social media, consumer purchasing behaviors and the underlying determinants of these behaviors have undergone significant transformations. Consequently, online reviews have emerged as a crucial resource not only for guiding consumers in their choices of everyday products but

also for shaping the decision-making process related to research and practical choices within the field of tourism (Taecharungroj & Mathayomchan, 2019). Of particular significance, online reviews encapsulate a wealth of information, opinions, and factual details, often intertwined with deeply personalized sentiments derived from individual visitors' experiences. Therefore, this research undertook a qualitative methodology that embraces subjectivity, aligning with the established approaches found in prior scholarly works. The central objective of this study revolves around an exploration of consumers' comprehension, experiential narratives, and nuanced perceptions concerning each winery, each showcasing distinct attributes. This exploration is facilitated through a comprehensive examination of the TripAdvisor dataset, conducted within the conceptual framework of the 4E framework and the staged authenticity theory. The overarching aim is to scrutinize discernible patterns within this data to discern their potential impact on the development of brand loyalty.

4.2. Data collection methods

Established in February 2000, TripAdvisor LLC has amassed an extensive database comprising more than 1 billion reviews and opinions pertaining to roughly 8 million businesses. This repository serves as a valuable resource, assisting travelers in identifying favorable accommodations, securing bookings for diverse experiences, and reserving tables at esteemed dining establishments. Over the years, TripAdvisor has evolved into a multifaceted platform, aiding individuals in their quest to discover exceptional venues and attractions in close proximity to their current location (Tripadvisor, 2023). As of 2023, TripAdvisor, a prominent player in the travel guide industry, maintains a presence in 43 distinct markets and offers its services in 22 different languages. The platform's adaptability and expansive reach facilitate trip planning for a diverse range of travel objectives and preferences.

In order to conduct a thorough assessment of winery reviews within the Ribera del Duero region, a meticulous selection process was undertaken, with a specific focus on wineries that had garnered more than 100 reviews on TripAdvisor, a prominent user-generated content (UGC) review platform. From the pool of potential candidates, a total of eight wineries situated within the Ribera del Duero region were singled out for analysis. The selection criteria were thoughtfully crafted, taking into account factors such as commercial success, premium standing, representation by small to medium-sized enterprises (SMEs),

accessibility, and other pertinent variables, all of which were derived from Sabi data sources. The following table presents the list of wineries under consideration for this study:

Table 2 Selected Wineries and Description

Winery	Location	Description
Bodegas Protos	Valladolid (Peñafiel)	Bodegas Protos is a historic winery known for producing high-end wines in the Ribera del Duero region. It holds a prestigious status as one of the pioneers of winemaking in the area, with a focus on excellence and tradition.
Bodegas Y Viñedos PradoRey	Burgos	PradoRey is recognized for its blend of tradition and modernity. It produces a range of wines, including premium selections, and is considered relatively commercialized due to its popularity and accessibility.
Don Carlos Bodega Historica	Burgos (Aranda de Duero)	Don Carlos Bodega Historica is renowned for its historical significance in preserving and showcasing the cultural heritage of winemaking in the region. It stands as a testament to the rich history of Spanish wine.
Emilio Moro	Valladolid (Pesquera de Duero)	Emilio Moro is celebrated for its commitment to producing famous and highly regarded wines in Ribera del Duero. It is known for its consistent quality and reputation for excellence.
El Lagar de Isilla	Burgos (La Vid)	El Lagar de Isilla is renowned for its idyllic setting and unwavering commitment to the production of wines steeped in traditional methods, thereby encapsulating the very essence of the Ribera del Duero region. This winery is frequently lauded for its embodiment of authenticity, and it is noteworthy that it also houses a renowned hotel and spa facility, creating a harmonious synergy between wine production and hospitality services.
Familia Fernandez Pesquera	Valladolid (Pesquera de Duero)	Familia Fernandez Pesquera is an iconic winery with a rich historical significance. It is synonymous with high-quality wines and has played a pivotal role in elevating the reputation of Ribera del Duero wines globally.
Finca Villacreces	Valladolid (Quintanilla de Onésimo)	Finca Villacreces is recognized for its organic and sustainable winemaking practices. It prioritizes environmental responsibility while producing top-quality wines.
Pago de Carraovejas	Valladolid (Peñafiel)	Pago de Carraovejas is celebrated for its commercial success and popularity. It has gained fame for producing wines that resonate with a wide audience, both nationally and internationally.

Source: Self-elaboration

The data collection phase for TripAdvisor reviews spanned from September 18 to 22, 2023. In order to conduct data collection, the TripAdvisor review scraper program was used. This timeframe was strategically chosen to ensure a comprehensive data set, encompassing a seven-year span ranging from 2017 to 2023. This extended duration was chosen to

accommodate the possibility of repeat visits by reviewers or subsequent visits to the region, thus enabling a more nuanced and comprehensive analysis. Initially, a total of 2,536 reviews were gathered. Subsequently, a rigorous data cleansing process was executed to eliminate redundancies and erroneous entries, resulting in a final dataset comprising 2,237 unique and reliable data points ready for in-depth analysis.

4.3. Data analysis methods

In this research, the KNIME analytics platform was used as the analytical tool for the in-depth examination of data procured through the TripAdvisor review scraper. This platform is open-source software for creating data science that integrates various components for machine learning and data mining through its modular data pipelining concept (Sangkaew & Zhu, 2020). Furthermore, a manual classification process was meticulously executed, categorizing the collected data into four distinct categories: Esthetic, Educational, Entertainment, and Escapist. This classification schema aligns with the 4E framework and served as the foundation for subsequent analyses and insights derived from the data.

As part of the data preprocessing stage, the dataset underwent necessary transformations. Given the diverse array of reviews gathered in various languages, the Google Translate function within Google Spreadsheets was employed to translate all reviews into English. Additionally, formatting adjustments were made to ensure uniformity across attributes such as numbers, dates, and ratings.

Subsequently, this cleaned and translated dataset was imported into the KNIME platform, facilitating the identification of visitor sentiments and the extraction of commonly used keywords within the reviews. This step was instrumental in disentangling insights from the potentially convoluted dataset.

To achieve a more intricate level of analysis, a manual classification process was carried out, building upon the keywords identified in the previous step. Each review was categorized within the framework of the 4E model, although it's worth noting that there were instances where certain reviews did not neatly align with any of the established categories. Moreover, during this classification process, particular keywords pointing to the concept of staged authenticity and intentions of revisitation were identified and documented.

4.4. The Ribera del Duero Wine Case

4.1.1. Overview and History

Ribera del Duero, situated in northern Spain, stands as a prestigious wine region celebrated for its production of some of the country's most exceptional red wines. Nestled along the Duero River within the province of Castilla y León, this expansive wine region encompasses several subregions, each contributing to its unique terroir. Key aspects that define Ribera del Duero include its dominant grape variety, climate, soils, distinguished wineries, protected Denomination of Origin (DOP), and the notable characteristics of its wines.

This renowned wine region in Spain boasts a rich and storied history deeply intertwined with the art of winemaking. The region's winemaking heritage dates back to Roman times when vineyards were first planted along the banks of the Duero River. However, it wasn't until the Middle Ages that winemaking truly flourished in Ribera del Duero. Monasteries played a pivotal role in advancing viticulture, producing wines that were highly regarded by royalty and the clergy alike. Over the centuries, the region has faced various challenges, including phylloxera outbreaks and political changes, but it persevered. In 1982, Ribera del Duero was granted Denominación de Origen (DO) status, recognizing its exceptional wines (Ribera del Duero, n.d.-b).

At the heart of Ribera del Duero's viticultural identity lies the revered Tempranillo grape, locally referred to as "Tinta del País" or "Tinto Fino." While Tempranillo serves as the cornerstone of the region's wines, limited quantities of other varietals such as Cabernet Sauvignon, Merlot, and Malbec are also permitted (Ribera del Duero, n.d.-c). The climatic conditions of Ribera del Duero are characterized by a continental climate featuring cold winters and hot, arid summers (Ribera del Duero, n.d.-a). Notably, the proximity of the Douro River imparts a tempering effect, favorably influencing grape cultivation. The region's calcareous and clayey soils provide an ideal substrate for the cultivation of Tempranillo. Ribera del Duero boasts a rich tapestry of wineries, some of which have achieved international acclaim for the exceptional quality of their wines. Renowned names such as Vega Sicilia, Pingus, and Dominio de Pingus have contributed significantly to the region's global reputation. Vines blanket the undulating hills and plateaus, with many old vineyards intricately terraced.

The region's Protected Denomination of Origin (DOP) Ribera del Duero establishes stringent regulations and guidelines governing wine production, ensuring the integrity and excellence of wines originating from this region obtaining Denominación de Origen (D.O.).

4.1.2. Wine Tourism and Selection

In recent years, Ribera del Duero has emerged as one of Spain's preeminent wine tourism destinations, experiencing remarkable growth and garnering significant recognition. In the year 2022, the region witnessed a staggering 43% surge in visitor numbers compared to the previous year, with a total of 281,918 tourists gracing its picturesque vineyard-covered landscapes (Ruta del Vino Ribera del Duero, 2023). This notable upswing can be attributed, at least in part, to the resurgence of tourism following the global pandemic, which has breathed new life into the wine tourism sector. Consequently, the economic impact of wine tourism in the region is projected to escalate by over 50% year-on-year in 2022, amounting to a substantial €75 million injection into the local economy (Ruta del Vino Ribera del Duero, 2023).

Central to this success story is the Ribera del Duero Wine Route, which has played a pivotal role in shaping the region's prominence. It has now risen to become the third most frequented wine destination in Spain, trailing only behind Marco de Jerez and Rioja Alta. The rapid expansion of this route has led to burgeoning waiting lists for visitors, underscoring the immense demand and the route's exceptional reputation. To uphold the elevated standards of quality and operational excellence that have become synonymous with Ribera del Duero, meticulous management of compliance processes has become indispensable (Travel Priorat, 2018).

In summary, Ribera del Duero, aside from its current prominence, boasts a rich winemaking history dating back to Roman times and is renowned for producing top-tier wines, including DO-rated wines. Simultaneously, it has developed a robust wine tourism infrastructure, establishing itself as a tourist destination with the capacity to amass ample data for studying how wine tourism interfaces with the winery's image and, ultimately, engenders brand loyalty. Therefore, Ribera del Duero offers a compelling context for delving into the intricate relationship between brand loyalty and wine tourism. Its historical significance, diverse array of wineries, exceptional wine quality, cultural experiences, and unique terroir provide a fertile ground for researchers to explore the interplay among these factors, thereby gaining a deeper understanding of how brand loyalty is nurtured within the realm of wine tourism.

5. Empirical Results

5.1. Descriptive Statistics

During the data preprocessing phase, an annual average of approximately 400-500 reviews was identified. However, as illustrated in the table below, a discernible impact of the pandemic is evident, particularly during the years 2020 to 2022, where the number of reviews decreased significantly, nearly halving in comparison to previous years. Notably, in 2023, the data collection period was limited to the period from January to mid-September, and it is anticipated that this timeframe will witness a recovery in the volume of visitor reviews, as indicated by reports from Ruta del Vino in 2023.

Table 3 Numbers of Review in Each Wineries

Winery / Review Year	2017	2018	2019	2020	2021	2022	2023	Total
Bodegas Protos	168	122	101	30	20	23	18	482
Bodegas Y Viñedos PradoRey	95	100	132	62	75	40	49	553
Don Carlos Bodega Historica	53	39	38	5	5	8	6	154
El Lagar de Isilla	19	18	14	3	4	0	0	58
Emilio Moro	49	29	37	38	49	82	64	348
Familia Fernandez Rivera	26	15	18	9	4	2	1	75
Finca Villacreces	50	48	60	33	29	52	28	300
Pago de Carraovejas	52	53	48	23	16	45	30	267
Total	512	424	448	203	202	252	196	2237

Source: Self-elaboration

As per the data gathered from 2017 to 2023, an analysis of valid reviews reveals that PradoRey claimed the highest review count, amassing a total of 553 reviews, closely trailed by Protos with 482 reviews. In stark contrast, El Lagar de Isilla, a comparatively smaller, family-operated winery, exhibited a more modest count of 58 reviews. However, it is noteworthy that these reviews exclusively pertain to the winery itself and do not encompass reviews for ancillary services, such as accommodations (e.g., the hotel and spa), or evaluations of restaurants situated within the Aranda de Duero town. This constrained number of valid reviews can be ascribed to the deliberate focus on the winery aspect alone. Furthermore, the examination of Familia Fernandez Pesquera's review count, when considering only Pesquera and not accounting for other wineries within the family portfolio, reveals a relatively lower number. This discrepancy can be attributed to the dispersion of Fernandez-owned wineries across multiple regions. Consequently, when isolating Pesquera

for analysis, a reduced review count is observed compared to the collective count of reviews for all wineries within the Fernandez group.

According to rating statistic data, the presented table in table 4 below categorizes reviews into five distinct groups, labeled 1, 2, 3, 4, and 5. These categories likely correspond to different rating levels or other attributes of the reviews. Notably, a predominant trend emerges across most wineries, wherein the majority of reviews fall into rating 5 stars, representing the highest rating or attribute. This prevalence of 5-star reviews suggests a prevailing sentiment of positivity and favorable evaluations among reviewers.

Table 4 Each Wineries' Rating in TripAdvisor

<i>Bodega</i>	1	2	3	4	5	Total
Bodegas Protos	20 (4.1%)	19 (3.9%)	56 (11.6%)	164 (34.0%)	223 (46.3%)	482
Bodegas Y Viñedos PradoRey	3 (0.5%)	2 (0.4%)	21 (3.8%)	99 (17.9%)	428 (77.4%)	553
Don Carlos Bodega Historica	3 (1.9%)	5 (3.2%)	7 (4.5%)	29 (18.8%)	110 (71.4%)	154
El Lagar de Isilla	2 (3.4%)	2 (3.4%)	2 (3.4%)	15 (25.9%)	37 (63.8%)	58
Emilio Moro	10 (2.9%)	4 (1.1%)	16 (4.6%)	47 (13.5%)	271 (77.9%)	348
Familia Fernandez Rivera	2 (2.7%)	0 (0.0%)	7 (9.3%)	14 (18.7%)	52 (69.3%)	75
Finca Villacreces	1 (0.3%)	0 (0.0%)	5 (1.7%)	26 (8.7%)	268 (89.3%)	300
Pago de Carraovejas	5 (1.9%)	1 (0.4%)	6 (2.2%)	17 (6.4%)	238 (89.1%)	267
Total	46	33	120	411	1627	2237

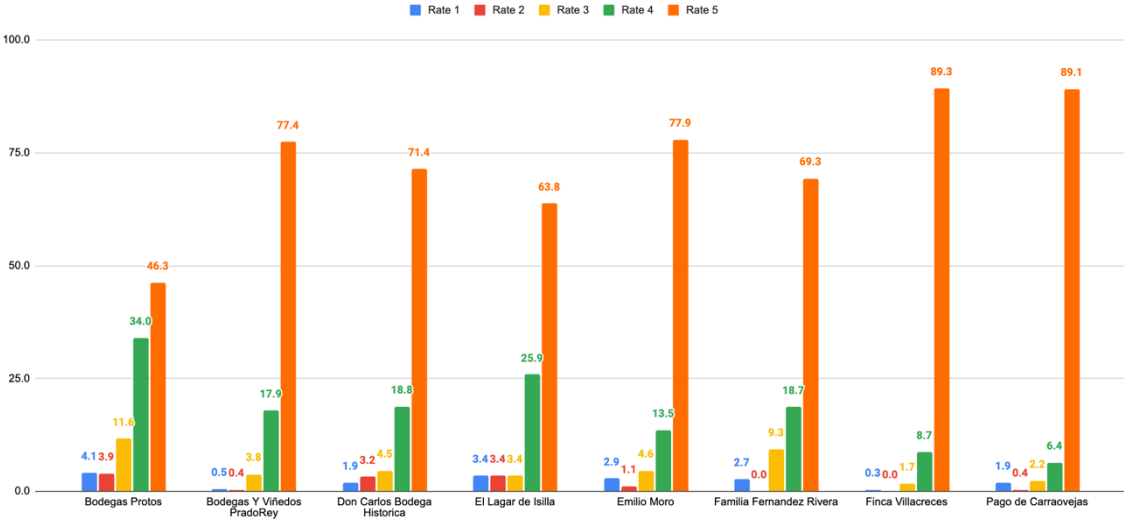
Source: Self-elaboration

The analysis of percentage distribution underscores the significance of certain wineries within the dataset: Bodegas Protos and Bodegas Y Viñedos PradoRey, in addition to amassing the highest number of reviews, command the most substantial percentages of reviews, with figures of 46.3% and 77.4%, respectively. Don Carlos Bodega Historica, Emilio Moro, Pago de Carraovejas, and Finca Villacreces also exhibit noteworthy percentages of reviews, ranging from 71.4% to 89.3%, indicative of their prominence within the dataset. Despite having fewer reviews in absolute terms, El Lagar de Isilla and Familia Fernandez Rivera significantly contribute to the dataset, each boasting percentages ranging from 63.8% to 69.3%.

This analysis underscores the significance of certain wineries within the dataset and highlights the prevalence of positive sentiments among reviewers, offering valuable insights into the overall sentiment and quality perception associated with each winery.

Upon scrutinizing the data presented in the bar chart derived from the previous table, a conspicuous trend emerges, indicating that Protos consistently maintains a relatively lower average rating. This observation serves as a catalyst for a more in-depth inquiry. To comprehensively explore these insights, we leveraged the KNIME platform to extract pivotal keywords from visitor reviews.

Figure 10 Graph of Rating in each winery



Source: Self-elaboration

Before proceeding with the KNIME program, each review's rating was categorized into three distinct sections: Ratings 1 and 2 were classified as negative, Rating 3 was considered neutral, and Ratings 4 and 5 were designated as positive. Subsequently, this categorized dataset was utilized within the workflow developed by F. Villarroel Ordenes and R. Silipo, implemented on the KNIME platform (Ordenes & Silipo, 2021). During the preprocessing stage, we conducted a thorough examination to identify and eliminate any redundant data. Additionally, we transformed the review text into document-type data, enabling its use in subsequent text mining tasks. Subsequently, we utilized the Column Filter node to eliminate extraneous columns from the dataset.

In this workflow, we employed positive and negative word lists derived from the English dictionary of the MPQA Opinion Corpus to calculate the counts of positive and negative words in the reviews. The results revealed a clear correlation between the presence of positive words and positive reviews. Notably, when examining neutral reviews,

Table 6 Recognized Positive/Negative Words

Positive words / Frequency		Negative words / Frequency	
Recommend	657	Disappointed	13
Explanation	377	Poor	7
Excellent	332	Commercial	3
Enjoyable	224	Lack	2
Worth	197	Horrible	1
History	155	Terrible	1

Source: Self-elaboration

The process of selecting positive and negative words, as presented in the table above, was conducted with specific criteria and thoughtful considerations. Emphasis was placed on understanding the emotional polarity conveyed by these words. Thus, positive words were carefully chosen to encompass expressions of satisfaction, delight, and a range of other positive emotions closely linked to the winery experience. On the other hand, the negative words were selected to pinpoint instances of dissatisfaction, disappointment, and the articulation of unfavorable viewpoints.

While some of these words may have occurred less frequently in the dataset, they hold particular significance as they possess a unique ability to express satisfaction and dissatisfaction in a more explicit manner compared to other words. Consequently, these words played a pivotal role in the selection of review targets for the subsequent analysis. The meticulous selection of positive and negative words was aimed at ensuring a comprehensive and nuanced assessment of customer experiences within the winery context, thereby enhancing the depth of the analysis conducted in this study.

In the course of the research, it systematically organized and analyzed the collected data using the 4E themes as a guiding framework. The analysis revealed several key themes prevalent in the TripAdvisor reviews of the eight wineries under study. Among these themes, mention of the winery environment was the most prominent, accounting for 29.72% of the total mentions (n=631), followed closely by comments regarding the participants' overall experience and enjoyment, which constituted 25.82% (n=574) of the mentions. Furthermore, there was a substantial emphasis on opportunities for learning more about wine or acquiring historical knowledge, comprising 22.39% of mentions (n=560). In contrast, the themes of escape from daily life or immersion in the experience were less frequently discussed, with

only 6.25% of mentions (n=165). Additionally, it is worth noting that a substantial portion of the tourist reviews did not align with the specific themes outlined in the 4E framework. These reviews often included miscellaneous content such as basic recommendations for tour guides or provided factual information about the wineries, such as wine prices or operating hours. The challenge in these instances lay in precisely categorizing the content of these reviews due to their lack of clear alignment with a specific thematic focus. As a result, these ambiguous references were categorized under a general "Other" category, constituting 15.82% of the total reviews. This observation highlights the complexity of classifying and analyzing certain reviews within the context of the 4E framework, as they did not neatly fit into the predefined experiential dimensions. Nonetheless, these reviews represent a valuable part of the dataset, and their inclusion underscores the diverse nature of tourists' perspectives and expressions in their TripAdvisor evaluations.

It is imperative to underscore that a substantial majority of the winery reviews in the dataset conveyed a positive sentiment. Impressively, 91.10% of reviewers bestowed 4 and 5 stars on TripAdvisor when evaluating the wineries. In stark contrast, a mere 3.53% of reviews exhibited a less favorable sentiment, as indicated by ratings of 1 or 2 stars. This overwhelmingly positive trend suggests that, as a whole, wineries situated in the Ribera del Duero region generally succeed in meeting the expectations of wine tourists. However, it is of particular interest that certain wineries experienced a disproportionately higher volume of negative or neutral reviews in comparison to their peers. Additionally, approximately 48.7% of the winery reviews surveyed made reference to authenticity (a genuine appreciation of the winery, even if not directly mentioned).

Hence, within the framework of this study, the next process was to undertake a qualitative analysis, building upon the outcomes of the preceding word analysis. This qualitative examination was conducted in conjunction with the 4E framework and aimed to elucidate how the experiential narratives articulated by consumers in their TripAdvisor reviews contribute to the construction of distinct and individualized images for each winery. Moreover, this research sought to investigate how these constructed images, in turn, exert an influence on the loyalty of customers towards these wineries.

Table 7 4E Framework, Valence and Authenticity Rate in Reviews

	BODEGAS PROTOS		BODEGAS Y VIÑEDOS PRADOREY		DON CARLOS BODEGA HISTORICA		EL LAGAR DE ISILLA		EMILIO MORO		FAMILIA FERNANDEZ RIVERA		FINCA VILLACRECE S		PAGO DE CARRAOVEJ AS		ALL WINERIES	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
ESTHETICS	153	31.74	130	23.51	58	37.66	21	36.21	79	22.70	19	25.33	83	27.67	88	32.96	631	29.72
ESCAPISM	29	6.02	57	10.31	3	1.95	3	5.17	26	7.47	3	4.00	33	11.00	11	4.12	165	6.25
EDUCATION	116	24.07	146	26.40	22	14.29	5	8.62	94	27.01	16	21.33	71	23.67	90	33.71	560	22.39
ENTERTAINMENT	147	30.50	148	26.76	47	30.52	13	22.41	95	27.30	26	34.67	56	18.67	42	15.73	574	25.82
OTHER	37	7.68	72	13.02	24	15.58	16	27.59	54	15.52	11	14.67	57	19.00	36	13.48	307	15.82
TOTAL	482	100.00	553	100.00	154	100.00	58	100.00	348	100.00	75	100.00	300	100.00	267	100.00	2237	100.00
VALENCE																		
POSITIVE	387	80.29	527	95.30	139	90.26	52	89.66	318	91.38	66	88.00	294	98.00	255	95.51	2038	91.10
NEUTRAL	56	11.62	21	3.80	7	4.55	2	3.45	16	4.60	7	9.33	5	1.67	6	2.25	120	5.36
NEGATIVE	39	8.09	5	0.90	8	5.19	4	6.90	14	4.02	2	2.67	1	0.33	6	2.25	79	3.53
TOTAL	482	100.00	553	100.00	154	100.00	58	100.00	348	100.00	75	100.00	300	100.00	267	100.00	2237	100.00
AUTHENTICITY																		
NO. OF REVIEWS	178	36.9	245	44.3	62	40.2	27	46.5	177	50.8	39	52.0	203	67.66	158	59.1	1089	48.7

Source: Self-elaboration

5.2. Analysis of 4E Framework with Authenticity

Aesthetics, within the context of this study, encompasses the complex interplay of emotions, concepts, and judgments that emerge from the act of appreciating art or other objects, which are typically characterized as evocative, beautiful, or sublime. This appreciation is integral to the consumer's aesthetic experience, which encompasses a broad spectrum of sensory and symbolic elements (Charters, 2006).

5.2.1. Esthetic

Esthetics holds a pivotal role within the realm of wine tourism, encompassing an array of facets that collectively contribute to the overarching allure of the wine tourism experience. These facets encompass the picturesque natural landscapes enveloping the vineyard, the architectural composition and infrastructure of the winery site, as well as the ambiance and atmosphere meticulously crafted within the service environment. The aesthetic dimensions of wine tourism wield significant influence in shaping the perceptions and emotional responses of visitors, thereby leaving an indelible imprint on their overall experiential journey. Ultimately, these aesthetic dimensions play a pivotal role in shaping visitors' judgments and satisfaction levels in relation to their wine tourism encounters.

∕We are presented with an iconic and unique winery that beckons exploration. Delving into its genesis and evolution proves equally intriguing. Today, it stands as an emblem of innovation and wine tourism, with sprawling facilities spanning over 26,000 square meters currently under construction. Such privileged regions warrant a visit, and in the case of Spain, they cater to a discerning audience, offering more affordable visitation and tasting experiences owing to the sheer abundance of wineries and the sector's outstanding production. ...∕ - Review in Bodegas de Carraovejas

∕Undoubtedly, this is a historic winery that demands a visit. Its storied history, subterranean galleries, and contemporary design are nothing short of extraordinary. The visit commences with an informative video chronicling the winery and its evolutionary journey before segueing into the physical exploration. ...∕ - Review in Bodegas Protos

ʌSituating a mere 2 kilometers from the subterranean cave housing the wine, one can witness the current state of winemaking technology and artistry. The winery's architectural aesthetics are equally captivating. It unquestionably stands as a must-visit destination within Ribera del Duero. ...ʌ - Review in Bodegas Protos

These reviews, accentuating the aesthetic facets, notably underscore their emphasis on the symbolic significance interwoven with the winery's historical narrative.

ʌIn the midst of sprawling green expanses, enchanting pine forests, and vineyards within arm's reach, the concise guided tour proceeded seamlessly. It unveiled the main room housing various wine production processes and provided an illuminating glimpse into the diverse existing sites, shedding light on the intricate workings of the vines. ...ʌ - Review in Finca Villacreces

ʌWithout a doubt recommendable, Roberto has masterfully told the history of the winery and winemaking, in an ecological way and respecting the environment, culminating the visit with a tasting. The landscape and surroundings are wonderful, don't miss it. ʌ - Review in Finca Villacreces

Furthermore, beyond the historical edifices, a multitude of reviews place significant emphasis on the exploration of the encompassing natural landscape, particularly the vineyards and the production facilities where pivotal wine-making activities unfold within the wine-growing region. As gleaned from these reviews, it becomes distinctly evident that the surrounding infrastructure, encompassing elements such as vineyards or venerable wine cellars, assumes a pivotal role as an initial conduit that affords visitors a firsthand encounter with the concept of Staged Authenticity. This immersive experience imparts a genuine sense of partaking in authentic grape cultivation and processing, establishing a tangible connection between the visitors and the genuine essence of the wine production process.

The key takeaway here is the pivotal role of the winery's guide in establishing a connection between visitors and the concept of aesthetic authenticity. The guide's ability to convey the winery's history, mission, and values significantly influences the visitor's perception of the winery and the authenticity of the tourism experience they are partaking in. Even if the backstage is not an actual, unaltered behind-the-scenes view but a carefully

curated front stage, effective communication can make visitors genuinely believe in the authenticity of the experience. Consequently, this sense of authenticity fosters a potent aesthetic image that remains ingrained in consumers' minds, readily conjured when they encounter the winery's products elsewhere.

5.2.2. Escapism

The concept of "escape" is a relatively less explored aspect, but it manifests through the immersion in an environment distinct from one's everyday surroundings and active engagement in various activities (Quadri-Felitti & Fiore, 2012). In the realm of wine tourism, which falls under the umbrella of rural tourism, this concept comes to life by transporting individuals to a charming and vintage ambiance that stands in stark contrast to their familiar urban settings. When visitors escape to a tourist destination characterized by a unique atmosphere, distinct from their daily lives, it intensifies their immersion. This heightened immersion is achieved not solely by relishing the picturesque landscapes but by actively participating in a diverse range of experiential activities that are exclusive to wine-producing regions.

These activities may encompass, for instance, engaging in grape harvesting experiences or embarking on a journey to explore underground cellars. This escapist dimension has been substantiated in the wine tourism literature, which underscores that tourists seek more than just the standard winery visit and wine-tasting experience (Charters and AliKnight, 2002; Cohen and Ben-Nun, 2009).

「I have visited several wineries in various Designations of Origin (D.O.), and this has undoubtedly been the best. ... It has a very nice garden, and you can even have a picnic on the estate when they organize these activities. Highly recommended.」 - Review in Finca Villacreces

「We were recommended by friends to visit this winery, as they had already had a very good experience during an event organized by the same winery with activities, music, etc. The location is spectacular, a very beautiful and well-maintained estate. ... The walk through the territory was dynamic and well-structured. I want to highlight our guide, Roberto, for his professionalism and expertise. He was attentive to us throughout the visit, and his passion for his work is evident in how he does it. I highly recommend this winery and its tour,

whether for a weekend getaway or as part of tourism if you happen to be passing through the Ribera del Duero region.» - Review in Finca Villacreces

The notion of escaping from everyday spaces and immersing oneself in a new environment is evident from the mention of various activities, as illustrated in the review above. As previously examined in the literature, wine tourists seek diverse experiences beyond the mere act of wine tasting, thereby becoming interconnected with and immersed in wine-producing regions through activities such as strolling in gardens or attending theater performances, as described above.

「A getaway from Madrid that's highly recommended, and with friends, laughter is guaranteed. I would return delightedly without a second thought.» - Review in Bodegas Y Viñedos PradoRey

「I love the world of wine, and the more wineries I visit, the more I appreciate Bodegas Protos in Peñafiel, at the heart of the Ribera del Duero. It's just a little over 2 hours from Madrid! A must-visit.» - Review in Bodegas Protos

「Spectacular place next to Aranda, near Madrid. Very quiet site, ideal for a weekend or a few days of relaxation. Wonderful treatment.» - Review in Bodegas Y Viñedos PradoRey

「This was a gift for my boyfriend, and we both loved it. The guide who conducted the tour explained everything exceptionally well, and it was a dynamic experience. ...」 - Review in Bodegas Y Viñedos PradoRey

Furthermore, individuals frequently refer to escaping from their daily routines, seeking relaxation, or enjoying special occasions in spaces distinct from their customary living environments.

「The people are very friendly, but the activity is quite small and limited: it consists of visiting some caves beneath a few houses in the city center, caves that were used to store wine in the past but are no longer active today. And then, a wine tasting of the wines

produced in the area. I repeat, the people are very friendly. We went on a Friday; they told us that on Saturdays, the tasting is done in the cellar with actors.» - Review in Don Carlos Bodega Historica

Notably, even in instances where individuals were presented with opportunities to partake in activities at diverse locations, their levels of satisfaction frequently fell short of expectations. In such scenarios, it is conceivable that a deficiency emerged within the immersion process, with a particular emphasis on the authenticity perspective. Tours that offer superficial glimpses into historical remnants, such as ancient ruins, often prove inadequate in eliciting a profound sense of satisfaction.

This observation raises intriguing questions regarding the efficacy of immersive experiences in wine tourism. It underscores the importance of a holistic approach to crafting these experiences, ensuring that they authentically engage visitors and cultivate a deeper connection with the heritage and surroundings of wine-producing regions. Further exploration and analysis are warranted to elucidate the intricacies of creating truly immersive and satisfying wine tourism encounters.

5.2.3. Educational

The educational dimension within the 4E framework represents a significant perspective, highlighting the potential that arises when absorption and active participation converge within the context of wine tourism. Visitors who opt for wine tourism typically do so with the overarching objective of expanding or enriching their knowledge of wine (Charters & Ali-Knight, 2000). This motivation has been consistently reaffirmed in numerous studies (Charters and Ali-Knight, 2000; Williams and Kelly, 2001). Learning, in particular, emerges as a pivotal motivation for wine tourists seeking a heightened sensory experience (Galloway et al., 2008).

「My husband and I went, and although we couldn't experience the full tour (6 senses) due to ongoing construction, we thoroughly enjoyed the visit. They explained the wine manufacturing process and interesting wine facts in a relaxed manner. ... The entire team that assisted us was very pleasant and efficient. Highly recommended. 」 - Review in Pago de Carraovejas

「The visit was entertaining, with a reasonable duration, and I learned things about wine and the winery itself. I really liked the crypt of the Escorial and the olfactory and tactile experiences. As for the tasting, it has been the best, most entertaining, and useful for learning about the nuances of the wine of all those I have attended. Very well explained. 」
- Review in Bodegas Y Viñedos PradoRey

「I liked the visit to the Villacreces wineries more than I thought. I found it interesting and very curious that they explained to me in such detail and so well how wine is made. The final tasting is also interesting if you like wine from the Ribera del Duero area. 」 - Review in Finca Villacreces

「We went with the typical gift pack and we loved it; the guide Tamara explained it to us very completely and also answered the countless questions I asked her. ... A visit out of 10. 」 - Review in Finca Villacreces

「Very good visit. The wine tourism team is very professional: they make a pleasant visit, not too long, in which you learn the fundamental concepts of wine, but we asked them more technical questions (I suppose they adapt to the public that visits the Winery), and they also knew them to answer. We will return to try some of the other experiences they offer」 - Review in Bodegas Emilio Moro

「An interesting visit with a very complete level of information. Knowing all the secrets to making good wine. Now I understand how delicious wine is, and that at Prado Rey they dedicate very special care to it and, above all, they put a lot of love into it. They pamper each and every one of the processes. They explain this process in detail, which in my case I was unaware of, and you understand how they make the different wines. And after the visit, they invite you to a tasting of 3 wines, how to taste them with an accompaniment of Iberian products and a wonderful oil that the Prado Rey wineries also make. I recommend it for the feeling of "knowledge" about wine culture. PradoRey Wineries and Vineyards. 」 - Review in Bodegas Y Viñedos PradoRey

The most prevalent educational activity within wine tourism is undoubtedly wine tasting, offering visitors the opportunity to both enjoy and enhance their understanding of

wine. Moreover, some wineries curate gastronomic experiences that seamlessly integrate wine tasting with dining, and satisfy tourists' curiosity through several question-and-answer sessions

「... The visit begins with videos about the winery and its evolution and then moves on to the visit itself. Very professional guide. ... The reception staff (including security), accustomed to hundreds of visits, show attention more typical of a bus station than a winery trying to build customer loyalty. ... Due to demand, the groups are relatively large (15-20 people) with their pros and cons. ... Less "personalized" visit. The guide was very professional, with a good attitude although a little stressed (we imagine that she would have to attend to another group shortly). ... As a visit, it is HIGHLY recommended. 」 - Review in Bodegas Protos

「...The tasting is very good, and the person who explains it is a great professional. The problem is that on designated days, there are too many people.」 - Review in Bodegas Protos

An important point to note is that in reviews that emphasize the educational aspect, a recurring concern was the mention of group size. In the case of commercial wineries, the number of visitors included in a single wine tourism experience was sometimes excessive, and this had an impact on visitor satisfaction. This trend underscores the significance of appropriately managing the number of visitors assigned to a single guide in order to maintain the image of professionalism and quality associated with the winery.

「The visit is a bit disorganized. It does not explain the journey that the wine takes until it is bottled very well. 」 - Review in Bodegas Protos

「After several visits to the winery, this was the weakest. Relatively superficial explanations, quick responses, weak wine tasting, mass processing, factory-like wine making. Protos Wineries. 」 - Review in Bodegas Protos

「A big disappointment. The visit was quick, with superficial explanations, all with a very commercial approach and little personal treatment. In addition to unprofessional details. As for the tasting, both the wines and the tapas were very good, but the explanation was

once again quick and brief. As a last detail, after spending a large sum of money in the store, not even a sad gift bottle opener. Much smaller or less renowned wineries are much more recommended. ┘ - Review in Bodegas Emilio Moro

Furthermore, visitors who perceived a lack of expertise in their guides often left negative reviews due to unresolved curiosity. This emphasizes the need for comprehensive training and education on the part of wineries to ensure the professionalism of their guides.

In conclusion, the educational aspects within the 4E framework are somewhat less directly associated with the authenticity of the winery according to analyzing the reviews but hold significant significance in shaping the winery's image. Notably, the expertise of the guide serves as a crucial and direct communication channel that reflects the depth of the winery's approach to wine production. Hence, diligent management and attention to guide expertise are imperative in this context.

5.2.4. Entertainment

Pine and Gilmore's (1999) 4E framework elucidates that entertainment embodies the passive activity and absorptive dimensions of the model, effectively capturing the attention of customers. In the context of wine-producing regions, Getz and Brown (2006) proposed a model of wine tourism that conceptualizes it as an intersection of destination characteristics. Vineyards and wineries, in particular, converge with the broader cultural milieu, constituting a facet of the "many things to see and do." This convergence encompasses the entertainment elements offered by "unique accommodations."

While numerous reviews have encapsulated the overarching theme of enjoyment within the context of Ribera del Duero, this section narrows its focus to analyze reviews that highlight the entertainment elements offered by various wineries. Ribera del Duero, as an established wine-producing region, boasts robust infrastructure. Leveraging this infrastructure, individual wineries have actively embraced diverse strategies to enhance customer engagement and enjoyment, transcending the traditional boundaries of mere wine tasting. In this vein, this review also delves into the concerted efforts undertaken by individual wineries at the local level to provide an array of activities, accommodation options, and more, enriching the overall visitor experience.

「The winery is small, familiar, charming, its history is very well told by the guide, and the tour takes you to the ways of making riverside wine... a classic. What sets the site

apart is the building and the rural hotel it houses... I'll have to go; I can't miss that, so I have yet to sleep and wake up in one of its rooms. The tasting was well organized, three very decent wines from the winery, well explained and well accompanied... and of course, it had to be topped off with the purchase of a small bottle. I wanted to take the 2012 reserve; it was sold out... only available with a selection box that seemed appropriate and well priced; it's what takes me...」 - Review in El Lagar de Isilla

「Very happy to have gone to taste the wines of this winery. Delicious and with a great variety, they even have white. The guide is a very attentive, professional person, giving privileged and detailed information on wine making. The tasting itself is very good... it is worth going to spend a full weekend.」 - Review in El Lagar de Isilla

For example, El Lagar de Isilla is an exemplary family-run winery that uniquely combines with a spa hotel, creating an exceptional experience for visitors seeking relaxation and immersion in the world of wine. Reviews from visitors often highlight the special activities and environments offered by the establishment, all thoughtfully designed to provide ample entertainment within a well-structured framework.

「We rented bikes and were riding near this winery when one of the bikes got a flat tire. We went inside the winery offices, and one of the staff offered to load our bikes into the wine delivery truck and give us a ride back into town 8 km away. Later that afternoon, we came back in our car for a wine tour and tasting. Thank you, Alicia, for your wonderful hospitality and excellent wines on top of that. 」 – Review in Bodegas Emilio Moro

「It's wonderful to observe individuals who take pleasure in their work and take pride in doing it well, all while maintaining a humble attitude in their efforts to share their knowledge. The comfortable hotel with a swimming pool and the exceptional attention, both upon arrival and during the visit, were truly remarkable.」 - Review in Bodegas Y Viñedos PradoRey

「...At the end of the visit, we proceeded to taste two of their wines; our guide's explanation allowed us to understand the differences and appreciate the nuances. Finally, and in a fun way, the event included the tasting of local cheeses and Iberian products on

par with wine... or simply extraordinary. Finally, the Villacreces farm offers different types of experiences such as bicycle rides with picnics... 」 - Review in Finca Villacreces

Some reviews highlight the pleasure of renting a bike for a tour or exploring a winery in combination with the services offered by hotels. Notably, several other wineries in the region also manage hotels or collaborate with different lodging options to promote wine-related activities. This symbiotic relationship between the hospitality industry and wineries suggests that it can gradually build the winery's brand image for visitors over an extended period, ultimately fostering brand loyalty through positive experiences.

Moreover, the network of connections among wine tourism providers across the region, rather than just within individual wineries, underscores the clustering effect within wine-producing regions, functioning as cohesive entities. Additionally, services offered by Ruta del Vino, such as bicycle rentals, create an environment that enhances the overall experience for visitors, allowing them to maximize their enjoyment.

5.3. Correlation Analysis of Wine Tourism Behavioral Theory and Brand Loyalty

In the previous chapter, we conducted an analysis of specific reviews to examine how the four experiential value areas presented in the 4E framework were reflected in these reviews. In this chapter, we will delve into the brand image of each winery as revealed through these reviews.

Table 8 Identified Brand Image

Winery	Brand Image
Bodegas Protos	<ul style="list-style-type: none"> • Historicity • Neat architecture • Affordable tour prices and exceptional wines • Commercial approach • Presence of a bustling tourist crowd • Somewhat lacking in professionalism
Bodegas Y Viñedos PradoRey	<ul style="list-style-type: none"> • Friendly and professional tasting experiences • Comfortable and well-maintained facilities • Excellent accessibility • Slightly higher prices compared to the market • Limited tour options
Don Carlos Bodega Historica	<ul style="list-style-type: none"> • Historical significance of the location • Outstanding food and wine pairings • Convenient location in downtown Aranda de Duero

	<ul style="list-style-type: none"> • Lower quality of tasting wines • Commercial aspects
El Lagar de Isilla	<ul style="list-style-type: none"> • Unique combination with a spa hotel, creating a romantic atmosphere • Friendly and accommodating guides • Excellent service at reasonable prices, but occasional service lapses • High-quality wines, but tasting wines can be somewhat disappointing
Emilio Moro	<ul style="list-style-type: none"> • A strong reputation for producing exceptional wines of good quality • Cozy and inviting ambiance • Friendly guides • Deep knowledge, pride, and sophistication in wine • Inconsistent service levels • Limited content in some aspects
Familia Fernandez Rivera	<ul style="list-style-type: none"> • Compelling history of a family-owned winery • Offering wines spanning various price ranges, all of good quality • Tour content might be less engaging
Finca Villacreces	<ul style="list-style-type: none"> • Stunning natural surroundings • Good accessibility • Personable and knowledgeable guides, displaying professionalism • Relatively small-scale winery
Pago de Carraovejas	<ul style="list-style-type: none"> • Impressive underground cellar tours • Specialized tastings accompanied by informative and friendly guides • Outstanding wine quality and food pairings; Quality of dishes could be improved • Positioned in the high-end market segment with higher prices.

Source: Self-elaboration

These insights offer a comprehensive view of the distinct brand image and experiential values associated with each winery based on customer reviews.

Brand loyalty data is organized in the table below based on words that serve as indicators of brand loyalty within the TripAdvisor review dataset of eight wineries. This data was collected based on actual actions (such as wine purchases), intentions for future actions (like the intention to return), and recommendations to others.

Table 9 Frequency of Identified Brand Loyalty Comment

	Purchase	Come back	Recommend	Worth to Visit
Bodegas Protos	20	9	108	57
Bodegas Y Viñedos PradoRey	16	37	145	27
Don Carlos Bodega Historica	3	7	56	13
El Lagar de Isilla	6	10	17	3
Emilio Moro	9	44	125	4

Familia Fernandez Rivera	16	6	16	7
Finca Villacreces	8	46	116	25
Pago de Carraovejas	11	67	76	42

Source: Self-elaboration

The researched numbers offer insights into different aspects of brand loyalty and customer satisfaction for each of the selected wineries in Ribera del Duero, based on TripAdvisor reviews. Notably, Bodegas Y Viñedos PradoRey, Emilio Moro, Finca Villacreces, and Pago de Carraovejas appear to have higher numbers in most categories, suggesting strong brand loyalty and positive customer sentiment.

It's interesting to note that TripAdvisor reviews for these wineries were able to capture various aspects of the customer experience, including authenticity. The high correlation between these aspects and authenticity implies that customer reviews can effectively convey the winery's intended image and foster brand loyalty among customers.

Moreover, it appears that visitors to Ribera del Duero have a preference for historical or personalized tours and are inclined towards wineries that offer a range of activities. Reviews indicate that the perception of authenticity tends to be lower when visitors perceive a winery as overly commercial. This suggests that when winery tours are primarily focused on commercial aspects, it may be relatively challenging to establish strong brand loyalty among consumers.

6. Discussion and Conclusion

6.1. General Discussion

The analysis conducted in this thesis sheds light on the critical relationship between wine tourism behavioral theory and brand loyalty within the context of Ribera del Duero wineries. By examining customer reviews and brand loyalty data, several key insights have emerged:

Experiential Values and Brand Image: The 4E framework, focusing on experiential values (aesthetic, educational, escapism, and entertainment), has proven to be a valuable lens through which to understand the brand image of wineries. Each winery in the study displayed distinct characteristics, with some excelling in historical significance, while others stood out for their affordability or exceptional wines. These unique brand images have a direct impact on customer perceptions.

The brand loyalty data, including purchase behavior, intention to return, recommendations to others, and perceived worthiness of visiting, provides a quantitative measure of customer loyalty and satisfaction. Bodegas Y Viñedos PradoRey, Emilio Moro, Finca Villacreces, and Pago de Carraovejas emerged as leaders in these categories, suggesting strong brand loyalty and positive customer sentiment. It is worth noting that these wineries have consistently performed well in terms of providing a comprehensive and authentic experience.

Furthermore, authenticity works as a key driver for building strong brand loyalty. Customer reviews consistently revealed a strong correlation between authenticity and positive brand loyalty indicators. This finding underscores the significance of creating an authentic and genuine experience for visitors. Wineries that successfully conveyed their intended image, while avoiding the perception of being overly commercial, were more likely to foster strong brand loyalty among consumers.

Lastly, it observed the preference for historical and personalized tours of visitors. Visitors to Ribera del Duero appear to have a preference for historical or personalized tours that offer a range of activities. These tours not only provide a memorable experience but also contribute to a stronger brand image. On the other hand, a primary focus on commercial aspects tended to reduce perceptions of authenticity and hindered the establishment of brand loyalty.

6.2. Conclusion and Limitations

In conclusion, this thesis highlights the importance of aligning wine tourism experiences with brand image and authenticity to cultivate brand loyalty among customers. Wineries should carefully consider their unique characteristics and experiential values to craft a compelling brand identity that resonates with visitors.

The success stories of Bodegas Y Viñedos PradoRey, Emilio Moro, Finca Villacreces, and Pago de Carraovejas demonstrate that excellence in customer experience, coupled with a genuine portrayal of the winery's identity, can lead to higher brand loyalty and customer satisfaction. This suggests that investments in creating authentic, personalized, and historically significant tours can be a strategic move for wineries aiming to enhance their brand image and customer loyalty.

Moving forward, wineries in Ribera del Duero and beyond should continue to leverage customer reviews as a valuable source of feedback and insights to fine-tune their

offerings and maintain a competitive edge in the wine tourism industry. Additionally, research in this area could benefit from further exploration of the specific factors contributing to customer perceptions of authenticity and the impact of wine quality on brand loyalty.

In summary, this research underscores the dynamic relationship between wine tourism behavior theory and brand loyalty in the competitive wine tourism market. To enhance brand loyalty and customer satisfaction, wineries should diversify their activities beyond tastings, invest in a personalized and specialized workforce, carefully design unique visitor experiences, and leverage staged authenticity to shape the desired image. By embracing these strategies, wineries can create compelling, memorable, and differentiated experiences, ultimately fostering strong brand loyalty, repeat business, and positive recommendations in the ever-evolving wine tourism landscape.

This study has several limitations worth noting. Firstly, the focus on only eight wineries in Ribera del Duero, Spain, may limit the generalizability of the findings to other wine-producing regions, as each region may have unique characteristics and visitor expectations. Secondly, potential errors in the dataset stemming from the automatic translation of reviews written in various languages into English could introduce inaccuracies. Additionally, the variations in data collection numbers due to differences in winery size, such as the significantly higher number of reviews for the more commercial Bodegas Protos compared to smaller establishments like El Lagar de Isilla, may affect the representativeness of the analysis. Lastly, the study lacks information regarding the wine knowledge of TripAdvisor reviewers, making it challenging to account for potential deviations in wine tourist destination choices influenced by demographic factors or individual interest in wine. These limitations should be considered when interpreting the study's findings and may be addressed in future research to provide a more comprehensive understanding of wine tourism behavior and brand loyalty.

Reference

- ACEVIN. (2023). Informe de visitantes a bodegas y museos del vino Año 2022. In *Vintur*. Retrieved August 10, 2023, from <https://www.vinetur.com/documentos/article/73985/informe-acevin-2023.pdf>
- Agencia Estatal Boletín Oficial del Estado. (2003, July 11). *La Viña y del Vino*. Agencia Estatal Boletín Oficial Del Estado. Retrieved October 10, 2023, from <https://www.boe.es/buscar/doc.php?id=BOE-A-2003-13864>
- Allied Market Research. (2021, October). *Enotourism Market by Tour Type (Private Guided Tours and Self-Guided Tours), Traveler Type (Solo and Group), and Age Group (Generation X, Generation Y, and Generation Z): Global Opportunity Analysis and Industry Forecast 2021-2030*. Retrieved May 23, 2023, from <https://www.alliedmarketresearch.com/enotourism-market-A13687>
- Analistas Financieros Internacionales. (2020, November). *Importancia económica y social del sector vitivinícola en España*. Afi. Retrieved March 5, 2023, from https://media.afi.es/webcorporativa/2022/05/Afi_Estudio-sobre-la-importancia-economica-y-social-del-sector-vitivinicola-en-Espana_OIVE_informe-completo_vf-1.pdf
- Anderson, K. (2009, November 2). Wine's New World. *Foreign Policy*. Retrieved May 11, 2023, from <https://foreignpolicy.com/2009/11/02/wines-new-world/>
- Ashton, R. H. (2014). Wine as an experience good: price versus enjoyment in blind tastings of expensive and inexpensive wines. *Journal of Wine Economics*, 9(2), 171–182. <https://doi.org/10.1017/jwe.2014.7>
- Ballantyne, D. R., Terblanche, N. S., Lecat, B., & Chapuis, C. (2019). Old world and new world wine concepts of terroir and wine: perspectives of three renowned non-French wine makers. *Journal of Wine Research*, 30(2), 122–143. <https://doi.org/10.1080/09571264.2019.1602031>

- Baloglu, S. (2002). Dimensions of Customer Loyalty: Separating Friends from Well Wishers. *Cornell Hotel and Restaurant Administration Quarterly*, 43(1), 47–59.
<https://doi.org/10.1177/0010880402431005>
- Banks, G., & Overton, J. (2010). Old World, New World, Third World? Reconceptualising the Worlds of Wine. *Journal of Wine Research*, 21(1), 57–75.
<https://doi.org/10.1080/09571264.2010.495854>
- Bateson, J. E. G. (1979). *Why we need services marketing*.
- BOLETÍN OFICIAL DEL ESTADO. (2015, May 13). *Denominaciones de Origen e Indicaciones Geográficas Protegidas de ámbito territorial supraautonómico*. Boletín Oficial Del Estado. Retrieved August 10, 2023, from
<https://www.boe.es/eli/es//2015/05/12/6/dof/spa/pdf>
- Bruwer, J., Coode, M., Saliba, A., & Herbst, F. (2013). Wine tourism experience Effects of the tasting room on consumer brand loyalty. *Tourism Analysis*, 18(4), 399–414.
<https://doi.org/10.3727/108354213x13736372325957>
- Carmichael, B. A. (2005). Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada. *Tourism Geographies*, 7(2), 185–204.
<https://doi.org/10.1080/14616680500072414>
- Charters, S. (2006). Aesthetic Products and Aesthetic Consumption: A review. *Consumption Markets & Culture*, 9(3), 235–255.
<https://doi.org/10.1080/10253860600772255>
- Charters, S., & Ali-Knight, J. (2000). Wine Tourism — A Thirst for Knowledge? *International Journal of Wine Marketing*, 12(3), 70–80.
<https://doi.org/10.1108/eb008715>
- Charters, S., & Ali-Knight, J. (2002). Who is the wine tourist? *Tourism Management*, 23(3), 311–319. [https://doi.org/10.1016/s0261-5177\(01\)00079-6](https://doi.org/10.1016/s0261-5177(01)00079-6)

- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Cicchetti, D. V., & Cicchetti, A. (2014). Two enological titans rate the 2009 Bordeaux wines. *Wine Economics and Policy*, 3(1), 28–36. <https://doi.org/10.1016/j.wep.2014.01.001>
- Cohen, E., & Ben-Nun, L. (2009). The Important Dimensions of Wine Tourism Experience from Potential Visitors' Perception. *Tourism and Hospitality Research*, 9(1), 20–31. <https://doi.org/10.1057/thr.2008.42>
- Comité Européen des Entreprises Vins. (2020, July 7). *EU Wine Regulation*. CEEV. Retrieved March 20, 2023, from <https://www.ceev.eu/priorities/eu-wine-regulation/>
- Copeland, M. T. (1923). Relation of consumers' buying habits to marketing methods. *Harvard Business Review*, 1(2), 282–289. <https://ci.nii.ac.jp/naid/10013454657/>
- Cuellar, S. S., Eyler, R., & Fanti, R. (2015). Experiential marketing and Long-Term sales. *Journal of Travel & Tourism Marketing*, 32(5), 534–553. <https://doi.org/10.1080/10548408.2014.918925>
- Díaz, S. (2021, October 5). El sector del vino español, símbolo de tradición y referente mundial. *CaixaBank Research*. Retrieved July 7, 2023, from <https://www.caixabankresearch.com/es/analisis-sectorial/agroalimentario/sector-del-vino-espanol-simbolo-tradicion-y-referente-mundial>
- Driscoll, K. (2019, December 18). *Guide to the wine regions of Spain, part 1*. Artoba Tours. Retrieved October 10, 2023, from <https://www.artobatours.com/articles/gastronomy-and-wine/guide-to-the-wine-regions-of-spain-part-1/>

- European Commission. (n.d.). *eAmbrosia*. Retrieved April 10, 2023, from <https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/>
- European Commission. (2019). *Protection of designations of origin, labelling*. Retrieved March 26, 2023, from https://agriculture.ec.europa.eu/farming/crop-productions-and-plant-based-products/wine/eu-wine-legislation_en
- Federación Española del Vino. (2023). *El Sector del Vino en cifras*. Federación Española Del Vino. Retrieved July 7, 2023, from <https://www.fev.es/sector-cifras/>
- Galloway, G., Mitchell, R., Getz, D., Crouch, G. I., & Ong, B. (2008). Sensation seeking and the prediction of attitudes and behaviours of wine tourists. *Tourism Management, 29*(5), 950–966. <https://doi.org/10.1016/j.tourman.2007.11.006>
- Geographical indications and quality schemes explained*. (2023, March 28). Agriculture and Rural Development. Retrieved May 22, 2023, from https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes/geographical-indications-and-quality-schemes-explained_en
- Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: a demand analysis. *Tourism Management, 27*(1), 146–158. <https://doi.org/10.1016/j.tourman.2004.08.002>
- Goffman, E. (1956). The presentation of self in everyday life. *American Sociological Review, 21*(5), 631. <https://doi.org/10.2307/2089106>
- Guía Peñín. (2023). *Quiénes somos - El nuevo Peñín*. Retrieved May 7, 2023, from <https://guiapenin.wine/quienes-somos>
- Güzel, Ö., Ehtiyar, R., & Ryan, C. (2021). The Success Factors of wine tourism entrepreneurship for rural area: A thematic biographical narrative analysis in Turkey. *Journal of Rural Studies, 84*, 230–239. <https://doi.org/10.1016/j.jrurstud.2021.04.021>

- Hall, C. M., & Mitchell, R. N. (2000). Wine tourism in the Mediterranean: A tool for restructuring and development. *Thunderbird International Business Review*, 42(4), 445–465. [https://doi.org/10.1002/1520-6874\(200007/08\)42:4](https://doi.org/10.1002/1520-6874(200007/08)42:4)
- Hall, C. M., Sharples, L., Cambourne, B., & Macionis, N. (2009). Wine tourism around the world. In *Routledge eBooks*. <https://doi.org/10.4324/9780080521145>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Interprofesional del Vino de España. (2020, November). *INFORME IMPORTANCIA ECONÓMICA Y SOCIAL DEL SECTOR VITIVINÍCOLA EN ESPAÑA*. Interprofesional Del Vino De España. Retrieved July 10, 2023, from <https://www.interprofesionaldelvino.es/publicaciones/informes-importancia-sector/nacional/>
- Joy, A., Yoon, S., Grohmann, B., & LaTour, K. A. (2021). How winery tourism experience builds brand image and brand loyalty. *Wine Business Journal*. <https://doi.org/10.26813/001c.30210>
- Karlsson, P. (2022, January 9). The European wine classification system, AOP, DOC, PGI, PDO etc. *BK Wine Magazine*. Retrieved May 22, 2023, from <https://www.bkwine.com/features/more/european-wine-classification-system/>
- Kim, H., & Bonn, M. A. (2016). Authenticity. *International Journal of Contemporary Hospitality Management*, 28(4), 839–859. <https://doi.org/10.1108/ijchm-05-2014-0212>
- MacCannell, D. (1973). Staged authenticity: arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603. <https://doi.org/10.1086/225585>

- Medlick, S., & Middleton, V. C. T. (1973). Product formulation in tourism. In *Tourism and Marketing* (Vol. 13). Berne: AIEST.
- Moeller, S. (2010). Characteristics of services – a new approach uncovers their value. *Journal of Services Marketing*, 24(5), 359–368.
<https://doi.org/10.1108/08876041011060468>
- Napa Valley Vintners. (n.d.). *Napa Valley Geography*. Retrieved June 21, 2023, from
https://napavintners.com/napa_valley/geography.asp
- Napa Valley Vintners. (2015, December 7). *NVV Wins Certification Mark for Napa Valley – First of Its Kind in U.S.* Retrieved June 21, 2023, from
https://napavintners.com/press/press_release_detail.asp?ID_News=3621434
- OIV. (2022). *STATE OF THE WORLD VINE AND WINE SECTOR IN 2022*. International Organisation of Vine and Wine (OIV). Retrieved May 16, 2023, from
https://www.oiv.int/sites/default/files/documents/OIV_State_of_the_world_Vine_and_Wine_sector_in_2022_2.pdf
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44.
<https://doi.org/10.2307/1252099>
- O'Mahony, B., Hall, J. E., Lockshin, L., Jago, L. K., & Brown, G. (2006). Understanding the impact of wine tourism on post-tour purchasing behaviour. In *CABI eBooks* (pp. 123–137). <https://doi.org/10.1079/9781845931704.0123>
- O'Neill, M., Palmer, A., & Charters, S. (2002). Wine production as a service experience – the effects of service quality on wine sales. *Journal of Services Marketing*, 16(4), 342–362. <https://doi.org/10.1108/08876040210433239>
- Ordenes, F. V., & Silipo, R. (2021). Machine learning for marketing on the KNIME Hub: The development of a live repository for marketing applications. *Journal of Business Research*, 137, 393–410. <https://doi.org/10.1016/j.jbusres.2021.08.036>

- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105. <https://enlillebid.dk/mmd/wp-content/uploads/2012/03/Welcome-to-the-Experience-Economy-Pine-and-Gilmore.pdf>
- PradoRey, B. (2023, August 4). Diferencias entre vino joven, crianza, reserva, gran reserva. *Bodega y viñedos Pradorey*. Retrieved October 10, 2023, from <https://pradorey.es/blog/cuales-son-las-diferencias-entre-un-vino-joven-vino-crianza-reserva-y-gran-reserva/>
- Quadri-Felitti, D., & Fiore, A. M. (2012). Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, 18(1), 3–15. <https://doi.org/10.1177/1356766711432222>
- Raising a Glass to Our Journey*. (n.d.). <https://justwineapp.com/article/origins-of-wine-311-old-world-vs-new-world-whats-the-difference>
- Raising a glass to our journey*. (n.d.). <https://justwineapp.com/article/origins-of-wine-311-old-world-vs-new-world-whats-the-difference>
- Regan, W. J. (1963). The Service Revolution. *Journal of Marketing*, 27(3), 57–62. <https://doi.org/10.1177/002224296302700312>
- Ribera del Duero. (n.d.-a). *Clima*. Ribera Del Duero. Retrieved July 19, 2023, from <https://www.riberadelduero.es/la-do-ribera-del-duero/clima>
- Ribera del Duero. (n.d.-b). *Historia de la región*. Ribera Del Duero. Retrieved July 16, 2023, from <https://www.riberadelduero.es/la-do-ribera-del-duero/historia-de-la-region>
- Ribera del Duero. (n.d.-c). *Variedades de uva*. Ribera Del Duero. Retrieved July 23, 2023, from <https://www.riberadelduero.es/la-do-ribera-del-duero/variedades-de-uva>

- Robinson, R., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39(2), 571–600.
<https://doi.org/10.1016/j.annals.2011.06.007>
- Rossi, M., Vrontis, D., & Thrassou, A. (2012). Wine business in a changing competitive environment â strategic and financial choices of Campania wine firms. *International Journal of Business and Globalisation*, 8(1), 112.
<https://doi.org/10.1504/ijbg.2012.043975>
- Ruta del Vino Ribera del Duero. (2023, June 26). *Ribera del Duero reafirma su posición como una de las Rutas del Vino*. Ruta Del Vino Ribera Del Duero. Retrieved October 10, 2023, from <https://www.rutadelvinoriberadelduero.es/es/noticias/ribera-del-duero-reafirma-su-posicion-las-rutas-del-vino-mas-visitadas-espana>
- Sangkaew, N., & Zhu, H. (2020). Understanding tourists' experiences at local markets in Phuket: An analysis of TripAdvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), 89–114.
<https://doi.org/10.1080/1528008x.2020.1848747>
- Schiefer, J., & Fischer, C. S. (2008). The gap between wine expert ratings and consumer preferences. *International Journal of Wine Business Research*, 20(4), 335–351.
<https://doi.org/10.1108/17511060810919443>
- Singh, N., & Hsiung, Y. (2016). Exploring critical success factors for Napa's wine tourism industry from a demand perspective. *Anatolia an International Journal of Tourism and Hospitality*, 27(4), 433–443. <https://doi.org/10.1080/13032917.2016.1160414>
- Smith, B. (2019). Getting More Out of Wine: wine experts, wine apps and sensory science. *Current Opinion in Food Science*, 27, 123–129.
<https://doi.org/10.1016/j.cofs.2019.10.007>
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33(2), 299–318. <https://doi.org/10.1016/j.annals.2005.08.002>

- Taecharungroj, V., & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management*, 75, 550–568.
<https://doi.org/10.1016/j.tourman.2019.06.020>
- Travel Priorat. (2018, September 24). ¿Qué sabemos de la DOC Priorat? 8 ideas para entender la denominación de origen. *Vinetur*. Retrieved June 21, 2023, from <https://www.vinetur.com/2018092457611/que-sabemos-de-la-doc-priorat-8-ideas-para-entender-la-denominacion-de-origen.html>
- Tripadvisor. (2023). *About Tripadvisor*. Retrieved August 9, 2023, from <https://tripadvisor.mediaroom.com/US-about-us>
- UNWTO. (n.d.-a). *Gastronomy and Wine Tourism*. World Tourism Organization - a United Nations Specialized Agency. Retrieved May 23, 2023, from <https://www.unwto.org/gastronomy-wine-tourism>
- UNWTO. (n.d.-b). United Nations World Tourism Organization. Retrieved August 19, 2023, from <https://www.unwto.org/glossary-tourism-terms>
- Ustrell, J. (2023, August 31). *Spanish Wine Labels: DO vs DOCa and DOQ*. Winetraveler. Retrieved October 10, 2023, from <https://www.winetraveler.com/spain/spanish-wine-do-doca-doq-labels-classifications/>
- Visit Napa Valley. (2018). *Tourism Industry's Contributions in Napa Valley*. Retrieved June 21, 2023, from <https://www.visitnapavalley.com/tourism/>
- Williams, P. W., & Kelly, J. M. (2001). Cultural Wine Tourists: Product development considerations for British Columbia's resident wine tourism market. *International Journal of Wine Marketing*, 13(3), 59–76. <https://doi.org/10.1108/eb008727>
- Wine Awesomeness. (2016, February 1). *Old World vs. New World Wines*. Thebacklabel. Retrieved May 21, 2023, from <https://www.thebacklabel.com/old-world-vs-new-world-vs-cool-world/>

Wine-Searcher. (n.d.-a). *Australian Wine Label Information*. Retrieved May 21, 2023, from <https://www.wine-searcher.com/wine-label-australia>

Wine-searcher. (n.d.). *German Wine Label Information*. Retrieved May 7, 2023, from <https://www.wine-searcher.com/wine-label-germany>

Wine-Searcher. (n.d.-b). *USA Wine Label Information*. Retrieved May 21, 2023, from <https://www.wine-searcher.com/wine-label-usa>

Wongprawmas, R., & Spadoni, R. (2018). Is innovation needed in the Old World wine market? The perception of Italian stakeholders. *British Food Journal*, 120(6), 1315–1329. <https://doi.org/10.1108/bfj-07-2017-0409>

World Population Review. (2023). *Wine Producing Countries 2023*. Retrieved April 22, 2023, from <https://worldpopulationreview.com/country-rankings/wine-producing-countries>

Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and Strategies in Services Marketing. *Journal of Marketing*, 49(2), 33. <https://doi.org/10.2307/1251563>