

**WHAT DO GENERATIONS X and Y WANT IN A WINE
TOURISM EXPERIENCE?**
An application of importance-performance evaluation to a youth-targeted wine tour

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ABSTRACT

This research, conducted in cooperation with Wine For Dudes Inc. in Margaret River Western Australia, examines the wine tourism experience from the perspective of young adults (specifically Generation X and Y consumers). Importance (I) - performance (P) measures were developed to examine respondents' evaluation of a number of wine tour elements, resulting in both practical management implications and increased understanding of the desired wine tourism experience. It was revealed that the tour guide was of critical importance, in this case being rated highest of all the I and P scores, while quality of wines tasted was found to be a disappointment and in need of attention by the tour operator.

Key Words: Wine tourism experience; Generations X and Y; importance-performance indicators; Margaret River Western Australia

INTRODUCTION

In this working paper we present findings from a survey of youthful wine tourists in the Margaret River Region of Western Australia. In particular we have developed an importance-performance grid that sheds light on the nature of desired wine tourism experiences among young adults and makes clear, from a tour company's perspective, what is most valued and where improvements are required.

Increasing attention is being given by researchers to generational (age) and gender-related differences related to wine consumption and wine tourism. Both the wine and wine tourism industries are clearly hoping that younger generations, following the lead of Baby Boomers, will take up wine consumption and wine-related travel. But there is very little information available concerning Generations X and Y as to their wine-tourism related attitudes and behavior, mainly because most wine tourism research has been conducted at wineries and among wine club members that contain a predominantly older population. It is important to new the next generation of wine drinkers as there is very little information on what attracts them to wine and wine regions and their expectations and satisfaction with their new wine tourism experiences.

This research therefore employed a case study method to achieve a sample of younger wine tourists. With the cooperation of a tour company called Wine For Dudes in Margaret River Western Australia, questionnaires were distributed during late 2005 and early 2006 to its mostly youthful clientele. A number of dimensions were explored, and in this paper we present findings of the performance-importance evaluation of elements of the wine tour itself. In identifying and categorizing these younger wine tourists it must be recognised that wine is not the exclusive reason for their trip to Margaret River, and the other attractions such as beaches and forests are important as well. However, for the purposes of this study, we shall refer to the sample as younger wine tourists.

AGE, GENDER, AND WINE CONSUMPTION

Generation X (herein Gen X) refers to people born in the period 1964 and 1978; (King, 2001) and Generation Y (herein Gen Y) are defined as those born since 1979. Hence Gen X was aged between 28 and 42, while those in Gen Y were less than 27 years of age at the time that this study was undertaken. Older wine tourists belong to the post-war baby boomer generation and were born between 1949 and 1964, making them between 42 and 57 years at the time of this study.

Kaplan, Smith and Weiss (1996) believed that only 10% of wine drinkers consumed 90% of all the wine, and this core was predominantly an older segment. NFO Research Inc. in 1997 reported that 33% of wine (excluding coolers) in America was consumed by those aged sixty or older, whereas this cohort consumed only 15% of all alcoholic beverages. Fully 68% of wine was consumed by those aged 40 plus, and only 4% was consumed by those in their twenties. However, wine consumption patterns may well have changed in America and Britain over the last decade as the baby boomers aged and the Gen Ys reached drinking age.

Cartiere (1997) observed that the proportion of wine drinkers aged 35 plus had increased from 53% to nearly 70% since the mid-1980s, reflecting closely the shifting bulge of the baby-boom generation. Cartiere also concluded there had been no gender shift in this period, but fewer lower-income people were consuming wine. Research conducted in 1996 by Simmons Market Research profiled American wine consumers and they were found to be led by females (55%), highly educated, mostly married (63.5%), overwhelmingly white (90%), without children (64%) and living in metropolitan areas.

The 1997 Wine Market Council survey (cited in Hammett 1997) found that the "next generation" was a marginal consumer and was not accounting for any growth in wine consumption. The Council then "set out a strategy to build image and mindshare for the next generation of wine consumers". Howard and Stonier (2001) said that the 30% of the Australian population born 1961-1980 (includes Gen X) showed enormous scope for becoming greater wine consumers, and that they were primarily influenced by friends and family, wine reviews, and visits to wineries. Mitchell and Hall (2001) reported that male baby boomers were more likely to participate in wine club activities and to have a large wine cellar, while Gen Y respondents were least likely to have a wine cellar.

It has been clear for some time, therefore, that age is a key factor in wine consumption. It has also been apparent that Baby-Boomers are the dominant long-distance travel segment, so wine consumption and wine tourism have been moving closely together in this sense. More recent data, however, suggests a profound market shift, at least in the USA. Results of the Wine Market Council consumer research survey of 2003 (www.winemarketcouncil.com) revealed that per capita wine consumption (in gallons per adult) declined from 1980 through 1990 but had since been increasing steadily to reach an all-time high. Adoption of wine in early adulthood by the "Millennial Generation" (otherwise called Generation Y or the "Echo Boom" - being sons and daughters of Baby Boomers - the oldest Gen Ys turned 27 in 2004) accounted for much of the resurgence,

although older "Baby Boomers" continued to dominate the core wine drinking segment. De Kock (2004) reported that Gen X was still being ignored by wine marketers even though the data showed in American and Britain that young adults were drinking wine in increasing numbers.

Wine Market Council data from 2003 also revealed females to be the majority (60%) in both the 'core' of wine consumption (this segment accounted for 86% of consumption by volume) and 'marginal' (59%) segments. The 'core' accounted for 12.5% of the adult U.S. population (aged 21 and over), while 'marginals' accounted for an additional 13.9%. In their research, non-alcohol-drinkers were fully 43% of the population.

Bruwer, Li and Reid (2001) noted that wine consumers can be demographically similar but significantly different in terms of attitudes, consumption behaviour, and lifestyle. Their segmentation of wine consumers, based on research in Australia, generated 5 "lifestyle segments" that exhibited significant age and gender differences (two had female majorities, two had male majorities and one was equal), although that study did not touch upon wine-related travel.

Getz, Brown and Havitz (2005) and Brown, Havitz and Getz (2006) generated four market segments through factor and cluster analysis of a sample of wine consumers, and there were significant age and gender differences among the clusters. Older males in the Calgary sample were revealed to be considerably more involved with wine when compared to younger or female respondents. Their higher level of ego involvement translated into higher wine consumption and a higher level of actual travel for wine-related purposes. Their preferences for wine region features were also different. The sample was largely of older consumers, and Gen Y was hardly represented at all.

AGE, GENDER, AND WINE TOURISM

Hall et al (2000) reported that wine tourists were thought to be mostly aged 30 to 50 years.

Mitchell and Hall (2001a) reported on a survey conducted at New Zealand wineries, with a focus on age and gender differences. Slightly more females than males responded, and "middle-aged" respondents were in the majority, but these facts could be artifacts of winery-based sampling. Females, however, were younger overall, with half being in the 25-39 age cohort compared to only 31.5% for males, and the researchers believed that to reflect patterns of wine consumption in the general New Zealand and Australian populations. Males had higher income, however they purchased more wine, and claimed more wine knowledge, which translated into a more critical assessment of wines compared to females. The staff, ambience, socializing, and service quality experienced at wineries were more important to females. Interestingly, significantly more females reported purchasing wines from wineries they had visited perhaps because females like to make purchases more than males.

Additional analysis by Mitchell and Hall (2001b) revealed that male Baby Boomers were more likely to participate in wine club activities, which correlates with increased wine knowledge. The researchers also equated advanced knowledge with commitment and

interest in wine. Significantly more males held wine cellars, and female wine collections were smaller. Males spent more on wine, while females were more likely to purchase it at supermarkets.

Williams and Kelly (2001) analyzed domestic travel data from 1995/96 in British Columbia, Canada. The wine tourists in this population tended to be middle-income, moderately well-educated, empty-nester, baby-boom females. Williams and Dossa (2003) examined data from a 1997 provincial visitor study and highlighted socio-demographic differences among non-resident tourists who visited British Columbia wineries. They tended to be relatively well-educated, employed, male (54.1%), and late baby boomers. This type of analysis does not, however, reflect the whole spectrum of wine tourists because it was limited to one area and did not focus on wine-specific travel.

Houghton (2001) concluded that wine festivals were a good way to attract younger visitors to wineries, although there is a difference between wine drinking at festivals and wine tasting on tours. Bruwer (2002) suggested that the cellar door experience can be a positive platform for reaching or engaging Gen X, but for some younger wine tourists the cellar door can be an intimidating experience. Fountain and Charters (2004) concluded that both Gen X and Gen Y preferred a more social, holistic wine tourism experience as opposed to focusing on the wine, and that Gen Y seemed ill at ease in the cellar door environment. This conclusion seems to be corroborated by Hall, Binney and O'Mahony (2004) who found that in a hospitality setting quality of wine was more important to older guests and younger consumers preferred a relaxing environment. Tassiopoulis, Nuntsu and Haydam (2004) in South Africa thought that most wine tourists were actually Gen Xs born between 1965 and 1976, and they also found a substantial number of Gen Ys (1979 onwards), which suggested a new target market for wine that was in need of more research.

Much of the data available on wine tourists is based on winery surveys or general travel data. But data not based on samples of wine consumers or wine tourists, and resting solely on visitation to wineries, does not say much about wine-specific travel. One large-scale consumer study, however, is directly pertinent. The Travel Activities and Motivation Survey (TAMS) commissioned in part by the Canadian Tourism Commission (Lang Research Inc. 2001). Analysis of this broad survey of Americans and Canadians included development of a wine and cuisine index reflecting travel related to food and wine. The study determined that 12.9% of adult Canadians and 17.9% of adult Americans had a high level of interest in wine and cuisine-related travel, while an additional 17.2% of Canadians and 17.2% of Americans had moderate interest. Segmentation revealed that the greatest interest levels in Canada occurred among young and mature couples, and young and mature singles. As well, interest increased with household income and education levels. Overall, the best target segment was identified as being "affluent mature and senior couples". But this study did not focus specifically on age and gender differences. It also did not examine wine consumption as a factor.

A study of university students by Treloar, Hall and Mitchell (2004) focused on Gen Y in Australia and New Zealand, finding that many of them thought wine tourism appealing

and that marketing to this segment should be focused on the leisure aspects (e.g. a pleasant day in the country), wine tasting and socializing. Friends were very important in terms of going on wine tours, and females were adopting wine more than males.

Getz and Brown (2004) determined that wine tourism was an aspect of cultural tourism, and that age and gender variables were important in determining preferences for wine tourism experiences and destinations. More females than males are likely to visit wineries, but they are searching for a different experience. Females will want more of an enjoyable social experience, knowledgeable staff, excellent customer service and a pleasant ambience. Males, especially older ones, are likely to be more knowledgeable visitors who will be specifically interested in, and more critical of the wines. The absence of Gen Ys in the sample makes more age-related research necessary.

Summary

It has been recognized for many years that there was a generational challenge facing wine and wine tourism marketers (Getz 2000). Recent trends suggest that Generation Y is likely to take up wine consumption much more than Gen X did, but this segment is poorly understood. Especially needed is research on young adults in the context of actual wine tourism experiences, as it is possible that they are searching for something different from previous generations. Age and gender variables are both investigated. In this context, the Wine For Dudes survey provides very important market information and some knowledge advances concerning their wine tourism experience.

METHOD

Data Collection.

A sample of 160 respondents was achieved through convenience sampling. A copy of the survey instrument (see appendix 1) was distributed on the Wine for Dudes tour bus towards the end of each tour and handed back to the driver or returned by post to the Wine For Dudes office. Surveys took place in Margaret River over the period November 2005 to February 2006, incorporating the peak tourism season of December and January. Data was analysed using SPSS software after data was cleaned and checked for accuracy.

Importance - Performance Analysis (I-PA)

Importance-Performance measures were incorporated into the questionnaire to provide the tour operator with specific feedback, but this form of analysis also has theoretical value in revealing much about the customers' experiences. The data enable analysis of both age and gender differences as well.

Specific testing of various approaches to evaluating customer satisfaction by Yuksel and Rimmington (1998) concluded that (a) satisfaction (i.e., performance-only) measures revealed the most; (b) expectancy measures added nothing and were theoretically problematic; (c) importance measures added little if anything to understanding satisfaction, but were of value strategically. A test of methods by Hudson, Hudson and Miller (2004) found that ServQual, Servperf and I-P analysis did not demonstrate significant differences in their test of service quality.

The analysis of I-P measures presents a difficulty in that multiplying importance and performance scores can yield the same score (or grid point) from two quite different inputs. For example, a score of 3 on the importance scale and 5 on the satisfaction scale yields the same sum (15) as a 3 on the satisfaction scale and a 5 on the importance scale. Interpretation is therefore required, by way of separate analysis of satisfaction and importance scores.

Construction of I-P grids requires judgement as to how the four quadrants of the grid are delimited. The mean scores can be used to set the "cross-hairs", but greater discrimination results if they are selected to force at least one item into each quadrant. An option is to select the quadrants on the basis of identifying the most or least important items, or the highest and lowest items. The quadrants can then be labelled descriptively (e.g., Hi Importance/ Hi Satisfaction) or for strategic direction (e.g., "Keep up the Good Work").

In this current research the respondents were provided with a list of 14 items to evaluate, under the heading "Elements of the Tour". Five-point scales were employed, with 1 meaning "not at all satisfied/important" and 5 meaning "completely satisfied" or "very important". The "Level of Satisfaction" and "Importance to Your Overall Satisfaction" columns were side by side for ease of marking scores. In addition, the satisfaction column contained at the bottom a box for "your overall level of satisfaction".

Analysis

The sample of respondents was gender-balanced, with 70 males and 69 females (and 21 partially completed surveys). The largest portion (n=103) were employed full-time, followed by students (28) - some of whom worked part-time. Ages ranged from 17 years through 58 years, with a mode of 23 and 24 (18 respondents each) and an average of 27.58 years; the median age was 26. Ninety-nine were under the age of 30 years, and only 7 were 40 years or more. Only 22 percent were married and 77% unmarried. Only 5 respondents (3.6%) had children living at home. Education levels were high, with 46.4% indicating university, 31.2% college, and 22.5% high school. Income levels were not particularly high, which reflects the younger age of respondents. Finally, 87% indicated a total annual income of under \$80,000, and the largest cluster (36%) was \$40,000-\$59,000 range.

Using the delimitation made by Fountain and Charters (2004) for Australians, Generation Y in 2005 consisted of those aged 25 and below (i.e., born since 1979), and Generation X were aged between 26 and 41 (born before 1979). Therefore using 26 as the median age, half of the sample was in Gen Y and most of the rest Gen X, with a few (7) Baby Boomers (up to age 58) included.

Importance - Performance Analysis

To the supplier, a score for "overall satisfaction" might be of greatest initial interest, but it is probably of least importance for shaping investments. In this survey the 160 respondents indicated a high level of satisfaction ("Your overall level of satisfaction": mean = 4.36), with only 4 of 14 items below 4 on the 5-point scale. Subsequent analysis,

however, reveals several issues that should be examined - both from a management and a theoretical perspective.

Table 1: Importance and Performance Means (out of 5)

Elements of the Tour	Level of Satisfaction (P)	Importance to your overall satisfaction" (I)
A: The wineries we visited	4.19	4.06
B: The tour guide	4.81	4.60
C: The wines we drank/tasted	3.85	4.04
D: The food we ate	4.47	4.06
E: The scenery	4.17	3.31
F: The weather	3.50	2.98
G: The vehicle	3.99	3.00
H: The staff we met at wineries	4.20	3.73
I: The information we received about wine	4.13	3.95
J: The information we received about the Margaret River wine region	4.21	4.01
K: The cost of the tour	4.13	3.83
L: The length of the tour	4.19	4.05
M: What we did other than visit wineries	4.23	3.88
N: The people on the tour with me	3.83	3.55
Grand Means (A-N)	4.14	3.79
Your overall level of satisfaction	4.36	Not Asked

An overarching consideration, even before doing plots of mean scores, is the identification of items that are important for the wine tourism experience. For this purpose we can refer to the Importance grand mean (3.79) which was exceeded by 9 of 14 items, but it was decided to be more selective and focus on the items that generated means of 4.0 or more. This more discriminating approach can be justified by making the assumption that respondents give scores of 4 or more to the most important items. Therefore, the following six items can be considered to be of greatest importance for overall satisfaction with the wine tour:

- *The tour guide* (Importance mean = 4.60 out of 5)
- *The food we ate* (4.06)
- *The wineries we visited* (4.06)
- *The length of the tour* (4.05)
- *The wines we drank/tasted* (4.04)
- *The information we received about the Margaret River wine area* (4.01)

Subsequent analysis of the I-P charts goes into more detail on these and the other items, but it is worth noting here that wineries, wine, and food constitute the core of the tangible product, while guides, information provided, and length of the tour constitute key service

elements. Information about the region is actually a cross-over item, with its high importance suggesting that the wine region or appellation is in itself part of the product. This is not a reflection of the importance of scenery, which received an importance score much less than the grand mean, so it must be more a reflection of the idea, image or brand of the wine region. In the conclusions we discuss how this conceptualization of the wine tours corresponds with research findings from an older sample.

Note that the only element that generated an importance score higher than its satisfaction/performance score was "the wines we drank/tasted". This must indicate a very conscious evaluation on the part of respondents that they wanted and expected better wines. The degree to which this is something that can be controlled by a wine tour operator is a major issue. Can the tour operator insist (or politely request?) that wineries serve better wines? Can the tour operator pay for extra quality and pass this charge on to the tourists, or can quality wines be served to the tourists outside the confines of wineries? This finding also begs the question of what policy the wineries have towards organized tour groups or tasters in general. Certainly it cannot be good that tourists leave Margaret River or any other wine region believing that either the wines were disappointing or that they were deliberately served lesser quality wines.

Figure 1 displays a basic I-P chart using Grand Means of I and P scores (out of 5) for the cross-hairs, which divides the evaluated items into four quadrants that have been labeled **Keep up The Good Work**, **Needs Attention**, **Possible Overkill**, and **Lower Priority**. The usual starting point when interpreting I-P is to use the Grand Means on the assumption that the average of their ratings is arbitrary and will vary by culture, but does represent a kind of neutral point. Therefore, items much higher or lower than the Grand Means are of particular interest, while those close to the Grand Means are not remarkable in any way. The horizontal axes on the I-P charts are labeled Performance (i.e., satisfaction), so that elements of greater performance are towards the right, while the horizontal axes are labeled Importance, so that items towards the top are of greater importance. Deviations from the Grand Means or Medians are shown along these axes, ranging from 0 to 0.8. For example, B (the tour guide) is almost 0.7 higher than the importance mean and about 0.8 higher than the performance mean (see Table 1 for exact means).

Figure 1 – I-P Analysis using Grand Means

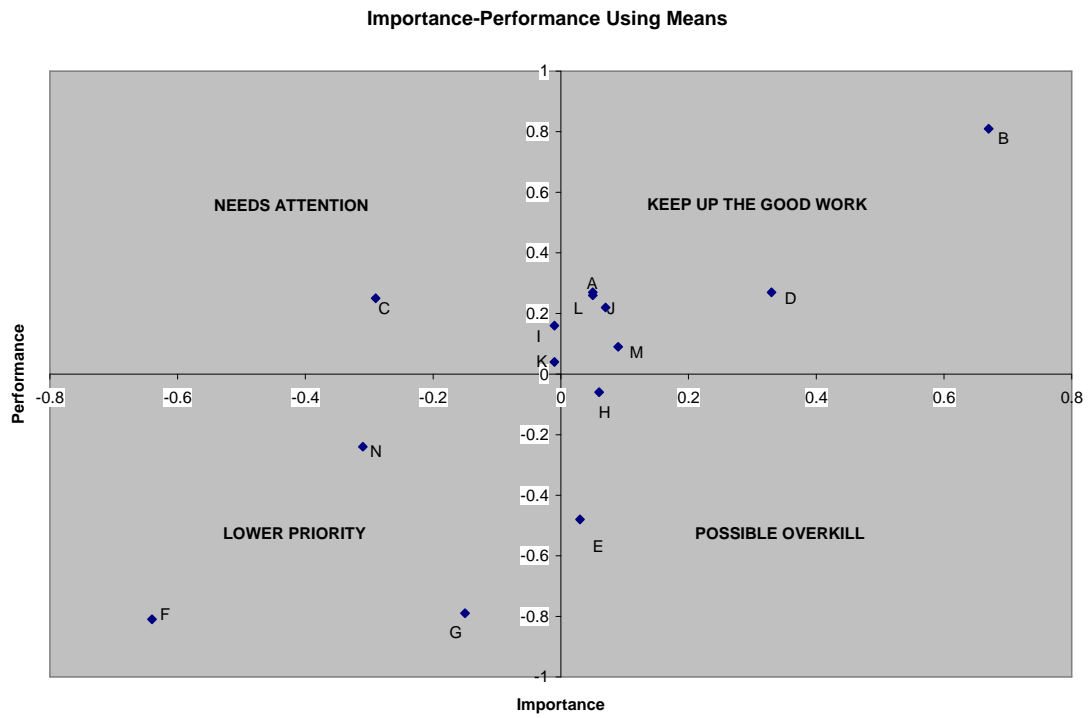
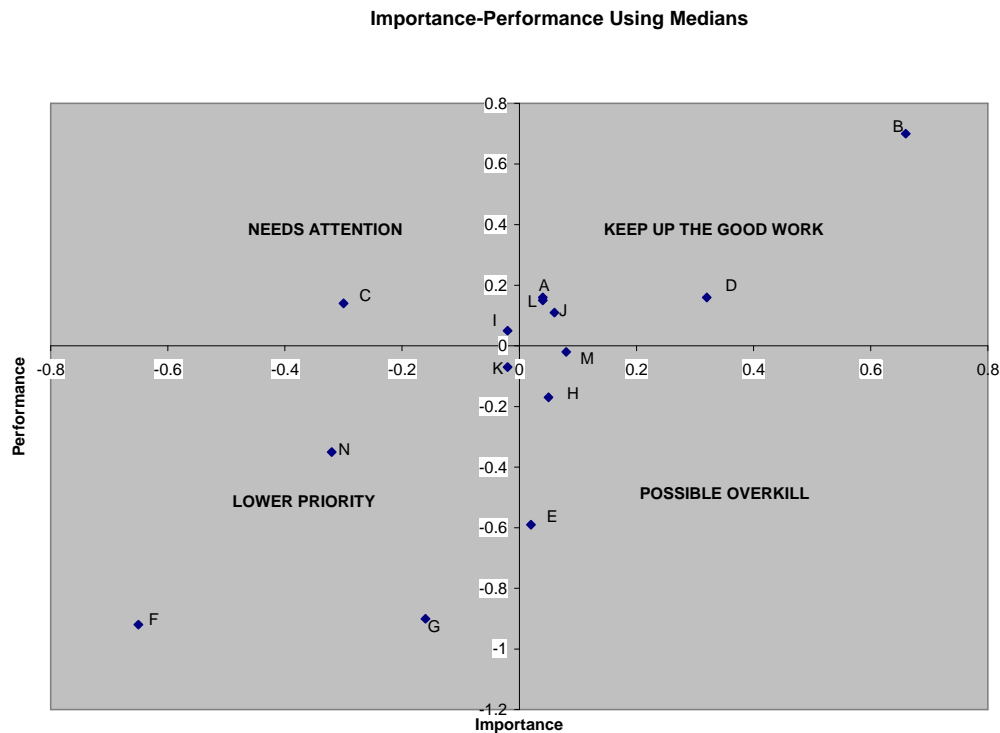


Figure 2 – I-P Analysis using Median Scores



Keep up the Good Work

All items in this quadrant have higher than average satisfaction and performance scores, but those clustered around the grand mean at the centre might be considered acceptable rather than excellent. The one that stands out is *the tour guide* which scored highest on both I and P scales. The guide is, of course, at the core of any tour experience in terms of what can be controlled by the supplier, so this is very positive feedback indeed. *The food we ate* (D) was also outstanding on performance, but was no more important than A - *the wineries we visited*.

Needs Attention

Only one item stands out, *The wines we drank/tasted*. Note that this is the only item where importance scores exceeded satisfaction scores. This is a really surprising result, giving the overall reputation of Margaret River wines and the outstanding satisfaction scores given to food. Two possibilities come to mind, either that the wineries visited did not value these tourists sufficiently to give them high-quality product, or the expectations of the visitors were excessive.

Lower Priority

We do not think that I-P results should be interpreted as indicating *no* priority, only that these items with low importance scores do not require urgent attention or that little about them is controllable. The lowest importance score was given to *the weather* followed closely by *the vehicle*. It is reasonable to conclude that a vehicle for a day-tour is not viewed as being at the core of the experience, but it is also safe to assume that it is one of

those "hygiene" factors that will dissatisfy customers if it is in bad condition or fails. As to the weather, a tour operator can make contingency plans for bad days, but the real experience on these wine tours was indoors. Corroborating this conclusion are the means for *scenery* (element E) which reveal that it was of lesser importance and exceeded expectations. As to *the people on the tour with me* (element N), it was neither highly important nor were respondents highly satisfied. What needs to be explored further is whether this is a reflection of the composition or cohesion of the group, or of the tendency for couples and groups to take the tour together. In other words, does the tour satisfy anyone's needs to find an affinity group, or is it simply a social outlet for existing groups?

Possible Overkill

Some authors label this quadrant "overkill", but in a service environment it goes without saying that suppliers should attempt to exceed their customers' expectations. Rather, the items in this quadrant might be those requiring either less investment, or are largely uncontrollable (i.e. *the scenery*). Overkill would occur only where high investment was being made on items of little importance to the customer. In this context, the low importance scores given to *the staff we met at wineries* are somewhat surprising. Again, it could be simply that respondent expectations were low, in which case the relatively high satisfaction scores suggest that winery staff exceeded expectations.

Using the Medians

Figure 2 displays a manipulation of the I-P analysis in which cross-hairs have been set at the medians in order to achieve roughly the same number of attributes in each half of the grid. This does not have a profound impact on the results, again owing to clustering around the centre point. Element H (*the staff we met at wineries*) slips into the **Possible Overkill** quadrant, as does element M (*what we did other than visit wineries*). Element K (*the cost of the tour*) slides into the **Lower Priority** category when using medians instead of means.

Ultimately, the I-P analysis results first have to be interpreted in the context of the goals and management strategy of the evaluator. The clearest results, at the extremes, should attract instant attention. Those clustered around the mean or median points perhaps should be added to the list of elements to monitor in case they change over time or between samples. Changing from mean to media did not reveal much of consequence, and it would require using much different cross-hairs to drastically alter the findings.

Age and Gender Differences

Age and gender differences were tested using T tests for equality of means (with significance set at the .05 probability level) on the satisfaction and importance means. For gender we have a near-perfect split, as there were 70 responding males and 69 females (with 21 cases missing). In terms of the Importance ratings there were two significant differences, namely *the food we ate* (males: 3.83; females: 4.21) and *the weather* (males: 2.68; females: 3.18). Why males were less concerned with food and weather is difficult to say, and should be questioned among future tour customers. For the Performance ratings,

only *the scenery* displayed a significant difference: (males: 3.92; females 4.34). In other words, females were happier with the scenery encountered.

Age was arrayed from 17 through 58, with the average being 27.58 (we used 28) years and the median value being 26. The dominant ages were 23 and 24, with 17 respondents in each. We tested for significant age differences by dividing the sample into two groups (Gen X and Gen Y) using the median age group 26. The sample comprised 61 respondents aged 26 or older (Gen X) and 69 respondents aged 25 or younger (Gen Y).

There were no significant differences between Gen X and Gen Y respondents with regard to importance scores when the mean was used, but when using the median a single item - the *vehicle* - was found to be significantly different (Gen X: 3.09; Gen Y: 2.85). It makes sense that comfortable transport is of more concern to older tourists.

Turning to satisfaction measures and age differences, using the mean, we found three significant differences plus one that was close. These were, *the information we received about wine* (Gen X - 4.28; Gen Y - 3.96); *the cost of the tour* (Gen X: 4.32; Gen Y: 4.00) and *the people on the tour with me* (Gen X: 4.08; Gen Y: 3.68). *The length of the tour* was also significantly different (Gen X: 4.34; Gen Y 4.07). If these significant age differences reflect a tendency, then Gen X wine tourists might have different perspectives on the vehicle, information, cost, other people on the tour, and tour length.

CONCLUSIONS

Age-related differences between Gen Y and Gen X with regard to this particular wine tour were minor, and there was substantial agreement on the core elements of the tour, as revealed in their I-P evaluations. Subsequent analysis of the survey might still suggest important differences, although it is quite possible that the market positioning of Wine For Dudes attracts similarly-oriented customers across Gen X and Gen Y.

Regarding gender, a number of important differences were detected, especially with respect to food and scenery. This finding deserves further exploration, along with comparison between results from this younger sample of wine tourists and older respondents found in previous research. As well, a cluster analysis of the data might reveal distinct segments that cross over age and gender.

Of theoretical interest is the potential value in using I - PA to reveal what is most important to wine tourists, the core elements, by examining consumer's evaluation of a real experience. It is reasonable to conclude that the elements to which they assigned high importance will constitute core elements of the desired experience, and it can also be argued that elements attracting high satisfaction scores might also be at the core of the experience, independent of corresponding importance scores. This is because a measure of consumer "expectations" (as in the traditional SERVQUAL approach) cannot possibly take into account the elements that surprise people on tour.

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Appendix 1
WINE TOURISM for DUDES

We hope you will participate in this research project concerning your wine tourism experience and your interests in wine. It is being distributed to a sample of customers at **Wine For Dudes**, in Margaret River, Western Australia during 2005 and 2006.

The survey is easy to complete, taking about 5-10 minutes; it consists mostly of marking an X or a tick in the appropriate boxes. There are also a few questions where you have to write an answer in the space provided.

We do not require your name or address. All responses will be held in strict confidence by the university researchers and results will be tabulated and published only in the aggregate. No individual will be identifiable at any time.

Your decision to complete and return this questionnaire will be interpreted as an indication of your consent to participate. Please leave the completed survey at the Wine For Dudes Office or return it there by mail. (49 The Boulevard, Margaret River, W.A. 6285, Australia). You may also return your questionnaire to, or contact the university researchers for additional information and for results of the research:

Professor Jack Carlsen
Curtin University,
PO Box U1987
Perth, Western Australia 6845

Tel: 08 92661132

Question 1:

We want to understand your reasons or motives for taking this wine tour.

Please indicate how much you agree or disagree with the following statements by placing an X or a tick in one box beside each statement. 1 = strongly disagree and 5 = strongly agree

My Reasons / Motives for Taking This Wine Tour	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
To have a social outing with friends					
To do something with my family					
To drink a lot.					
To meet people.					
To see the famous Margaret River wine region.					
To learn about wine.					
To visit wineries I have heard about.					
To visit specific wineries I have had wine from.					
To have fun.					
To try something different.					
Other (please specify)					
Other (please specify)					
Other (please specify)					
Other (please specify)					

2: Please indicate to what extent you agree with the following statements about the importance of wine in your life. 1 = strongly disagree and 5 = strongly agree.

STATEMENTS	Strongly Disagree				Strongly Agree
	1	2	3	4	5
For me, drinking wine is a particularly pleasurable experience.					
I have a strong interest in wine.					
Wine represents a central life interest for me.					
I like to gain the health benefits associated with drinking wine .					
I have invested a great deal in my interest in wine.					
My interest in wine has been very rewarding.					
I am knowledgeable about wine.					
I wish to learn more about wine.					
Deciding which wine to buy is an important decision.					
I like to purchase wine to match the occasion .					
It is annoying to buy a wine that is different from what I had expected.					
Understanding the complexity of wine production provides an exciting challenge for me.					
People come to me for advice about wine.					
My interest in wine says a lot about the type of person I am.					
Many of my friends share my interest in wine.					
I find conversations about wine very enjoyable .					
Much of my leisure time is devoted to wine-related activities.					
My interest in wine makes me want to visit wine regions.					
My spouse/partner is also interested in wine.					

3: Please indicate how important each of these factors were in explaining your involvement with wine. 1 = of no importance and 5 = very important

STATEMENTS	Of no importance				Very important
	1	2	3	4	5
My family always drank wine so it was natural for me to start.					
My friends were drinking wine so I tried it.					
I started to drink wine while traveling abroad.					
I started to drink wine in response to wine advertising.					
At a certain age, drinking wine became more socially acceptable.					
When I was younger I thought wine was NOT cool.					
I loved the taste of wine the first time I tried it.					
Wine is sophisticated, compared to other alcoholic beverages.					
I wanted the health benefits from drinking wine.					
Wine tourism is a great way to experience different lifestyles and cultures.					
I am always looking for new experiences.					
Wine drinking is a great way to meet people.					
Fine dining with wine really appeals to me.					

Please write in anything else that's important about how or why you first got involved with wine.

9: Please tell us about your favourite wine-related experience (anything at all!)

10 Please indicate your level of satisfaction with the following elements of the tour by writing in the left-hand column a number from 1 (not at all satisfied) to 5 (completely satisfied). Then indicate (in the right-hand column) the importance to you of each element for your overall satisfaction with the tour by writing in a number from 1 (not at all important) to 5 (very important).

ELEMENTS OF THE TOUR	LEVEL OF SATISFACTION 1 = not at all 5 = completely satisfied)	IMPORTANCE TO YOUR OVERALL SATISFACTION 1= not at all important 5 = very important
The wineries we visited		
The tour guide		
The wines we drank/tasted		
The food we ate		
The scenery		
The weather		
The vehicle		
The people on the tour with me		
The staff we met at wineries		
The information we received about wine		
The information we received about the Margaret River wine area		
The cost of the tour		
The length of the tour		
What we did other than visit wineries		
YOUR OVERALL LEVEL OF SATISFACTION		(Nothing needed in this box)

PERSONAL INFORMATION

Finally, we would like some information about you.

Are you.... A student Employed full time

Employed part time Retired

Your gender: Male Female

Your age: ____ Years

Marital status: Married Single

Do you have children living at home with you? Yes No

Your highest level of education completed or in progress

High School

College

University

Total annual income:

Under \$20,000 \$20,000 - \$39,000 \$40,000 - \$59,000

\$60,000 - \$79,000 \$80,000 - \$99,000 \$100,000+

Your occupation: _____

Have you any other comments about wine and wine tourism?

THANK YOU!