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# Profiling wine tourists, more than just demographics

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## *Abstract*

***Purpose -*** *Services are mostly intangible making them difficult to evaluate until the moment of consumption. As a result, decision making is often based on other cues or the image of the services (Kleijnen et al., 2005). The objective of this research is to provide a more detailed profile of wine tourists by analysing key image constructs of wine tourists, as the call for more consumer based research into wine tourism is needed (Charters and Ali-Knight, 2000, Hall et al., 2000). These constructs include: the impact of self-image, image of wine tourists and the impact of wine involvement.*

***Design/methodology/approach -*** *A quantitative approach was used, where 5,000 surveys were distributed. Data was collected from a total of 696 wine consumers within Australia through mail self-administered surveys and online/email self-administered surveys. Data analysis techniques used included exploratory factor analysis (EFA), confirmatory factory analysis (CFA), analysis of variance (ANOVA), and structural equation modelling (SEM).*

***Findings -*** *The demographic profile of wine tourists was extended through the analysis of their level of self-image congruity with a typical wine tourist, and level of wine involvement. These had significant differences in their attitudes and intentions to visit a wine region.*

***Practical implications -*** *The outcome of this research is relevant to tourism state and regional authorities, associations and wine producers with cellar doors. The implications include recognising the relevance of self congruity and the image of wine tourists themselves, in future promotional activities.*

**Key words**: Self-congruity, wine tourist profile, wine involvement

## 1. INTRODUCTION

Wine tourism is in its early stages of research, however developing rapidly. The majority of research is applied applications but developing in areas such as wine tourism conceptualisation, wine tourist profiling, and wine tourism destinations (Carlsen, 2004), however, still limited within consumption behaviour and negligible information on the image of wine tourists or the impact of this imagery on decision making. Dimanche and Samdahl (1994) suggest that leisure is motivated by self expression (the need to affirm the personal identity) as well as sign value (the need to affirm the social identity). This notion has been concurrently developed by Sirgy and Su (2000) through the impact of self-image in consumption practices, using a self-congruity model. The focus of the results and discussion of this paper will be discussing profiles of wine tourists, incorporating the impact of self-congruity on wine tourism behaviour, image of wine tourists and level of wine involvement.

## 2. LITERATURE REVIEW

The focus of this paper is to provide greater understanding of wine tourist behaviour through profiling wine tourists. A brief overview of the literature of the key constructs will be discussed, including self-congruity theory and involvement.

Typically segmentation and profiling tourists are based on demographic, socioeconomic and psychographic segmentation. It has been recognised that demographic segmentation alone is a poor predictor of tourist behaviour (Prentice et al., 1998), whilst there is a general preference for psychographic segmentation. Psychographic dimensions include motivation, attitudes, affect, personality and lifestyles.

Numerous studies have outlined the demographic profile of wine tourists, which tend consist of people who are between 30 to 60 years of age, moderately high levels of income (Dodd and Bigotte, 1997). In addition, other factors of wine tourists include people who consume wine regularly and have a high level of interest and knowledge about wine. The complexity of wine tourists, however, extends to lifestyle clusters (Charters and Ali-Knight, 2002, Johnson and Bruwer, 2003, Mitchell and Hall, 2006). The most effective predictor of tourist behaviour should be the behaviour itself or behaviour intention (Johns and Gyimóthy, 2002).

### 2.1. Self-congruity theory

Self-congruity theory proposes that part of consumer behaviour is determined by an individuals comparison of the image of themselves and the image of a product or brand, as reflected in a stereotype of a typical user of the brand (Sirgy, 1986). Self-congruence is an important factor in product choice, where consumers prefer products and brands with a symbolic meaning that is consistent with their self-concept. Onkvisit and Shaw (1987) describe image-congruence as the process a consumer uses to evaluate the images of the product, brand or retailer in terms of symbolic meaning. When a product or service is viewed as being highly credible and desirable, it provides an incentive to attain them. Therefore to increase self-satisfaction, consumers will purchase products and services with 'personalities' that are congruent with their self-images and shun products whose perceived image is discrepant from what they desire (Chang, 2002). Self-congruity models have been used in a variety of product branding applications, however, Ekinci and Riley (2003) feel that it is more applicable to services because of the experiential component as well as the participatory

aspect of services. Services are also recognised as being intangible making them difficult to evaluate until the moment of consumption. As a result, decision making is based on other cues, or the image of the services (Kleijnen et al., 2005).

A theoretical holistic framework has been proposed by Sirgy and Su (2000), Sirgy et al., (2000) and Sirgy, Grzeskowiak and Su (2005), but had not yet been empirically tested. Within the tourism context, Sirgy and Su (2000) hypothesised that the greater the match between the destination visitor image and the tourists self-concept it would be more likely that the tourist have a favourable attitude toward that destination, and the more likely that the tourist would visit the destination.

## 2.2. Involvement

Involvement has been defined as an internal state variable that indicates the amount of arousal, interest, or drive evoked by a particular stimulus or situation (Park and Mittal, 1985), and has been described as the key motivating factor for understanding consumer choices. The moderating effects of involvement have been shown to influence a range of consumer behaviours, such as customer satisfaction, loyalty and purchase intentions (Suh and Yi, 2006, Mantel and Kardes, 1999). This paper is interested in the potential moderating effect of wine involvement on the proposed model of wine tourism behaviour. Involvement construct is now well established in wine purchasing behaviour and retail choice (Quester and Smart, 1998, Lockshin et al., 2001, Lockshin et al., 1997, Lockshin and Spawton, 2001, Barber et al., 2008, Rasmussen and Lockshin, 1999, Lockshin et al., 2006). Lockshin, Quester and Spawton (2001, Lockshin et al., 1997) used the involvement construct as a segmentation instrument of wine consumers, and also included attitudinal and behavioural measures. The link between wine involvement and wine tourism activity has only recently been explored by Brown, Havitz and Getz (2006). They were interested to test if an interest in wine would lead a consumer to travel to the place there the product was produced. They developed a wine involvement scale (WIS), based on Laurent and found three factors in their WIS: expertise, enjoyment and symbolic centrality. O'Cass (2000) states that high involvement implies a positive and relatively complete engagement of core aspects of the self in the focal object, whereas no or very low involvement implies a separation of the self from the focal object. The effect of involvement has been found to moderate the effect of congruity where the greater the involvement with travelling, the more important congruity is (Beerli et al., 2007). Ekinci and Riley (2003) recognize the need for further research into the role of involvement within self-congruity.

## 2.3. Wine tourism

Wine tourism is a form of special interest tourism, and a significant component of both the wine and tourism industries (Hall et al., 2000). Wine tourism is travel based on the desire to visit wine producing regions, or in which travellers are induced to visit wine producing regions, and wineries in particular, while travelling for other reasons (Getz, 2000). During 2009, there were just under 5 million visitors who visited a winery while travelling in Australia. Of these travellers over 4.1 million were domestic visitors and 660,000 were international visitors (Tourism Research Australia, 2010). Domestic overnight wine visitors have had an average growth for the last 5 years of 0%, whilst domestic day visitors have had an average growth of 3%, and international visitors an average of 3% growth. If comparisons are made to the number of wineries which have emerged over the similar time frame, they

have increased an average rate of 37.3% from 1,200 cellar doors in 2000 (Australian Wine and Brandy Corporation, 2006) to 1,647 in 2009 (Winebiz, 2010). The majority of the 1,647 wineries with a cellar door are small wineries reliant on domestic travellers for not only wine sales, but also the viability of their cellar doors, highlighting the importance of domestic tourism. As a result the imagery of both visitors to a wine region and the imagery attached to a wine destination are necessary to evaluate.

## 3.    RESEARCH METHOD

This section will outline the research method used in this research; discuss the survey instrument design and sampling method. Data was collected through mail self-administered surveys and online/email self administered surveys. Both methods were used as the use of two or more survey modes in a single data collection effort raises the possibility of improved response rates (Dillman et al., 2009).

The questionnaire consisted of items measuring the key constructs of interest within the model. The dependent variable in this research study is 'intention to visit a winery' measured through three items adapted from Dabholkar and Bagozzi (2002), Sparks (2007) and Getz and Brown (2006). The independent variables are self-congruity, functional destination image, affective destination image, and attitudes toward wine tourism. Other constructs of interest include wine involvement, wine knowledge, and demographic attributes.

Self-congruity was measured using the direct score approach focusing on the image of visitors to wine regions. Using the direct score approach requires a numeric scale to measure the level of congruence and this is facilitated by a scenario type directive and statement (Ekinci and Riley, 2003). This was achieved through descriptive adjectives written by respondents in order to 'bring to the forefront' or activate the image of a typical wine tourist. A total of 43 items were used to measure the functional destination image and affective destination image attributes combined, which resulted in three functional destination image factors, labelled the wine experience, the food experience and the wine region. One unidimensional affective destination image factor was found, as expected. Attitude toward wine tourism was captured through a five item unidimensional measure, as recommended by Ajzen (1987), Dabholkar and Bagozzi (2002), and Dubé, Cervellon and Jingyuan (2003). The involvement moderating variable was based on the wine involvement scale developed by Brown, Havitz and Getz (2006). Other information gathered included wine knowledge which was based on two elements, subjective wine knowledge and objective wine knowledge. The subjective wine knowledge four item scale used was developed by Perrouty, d'Hauteville, & Lockshin (2006). The objective scale developed by Forbes, Cohen and Dean (2008) contains seven items testing actual wine knowledge, including various aspects of wine knowledge including varietal, regional, sensory and oenological knowledge. Previous wine related travel and past experience was included.

## 4.    DATA ANALYSIS

The results in this paper will be limited to the impact of the model attributes on tourists attitudes toward wine tourism, and their intentions to visit a wine region. Structural equation modeling was used to analyse the model relationships, however, only the outcome of the model results will be discussed with the objective of profiling wine tourists.

Overall, the proposed model was analysed using structural equation modelling (SEM). Initial stages involved exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The final model comprised three latent exogenous factors: *Self-congruity, Functional destination image and Affective Destination image;* and two latent endogenous factors: *Wine tourism attitude* and *Intentions to visit a wine regions*. All of the constructs were found to be unidimensional except for Functional Destination image, which was found to be made up of three factors: *Wine experience (F1), Food experience (F2),* and *Wine regions (F3).*

The analysis of the model found that s*elf-congruity, functional destination image*, and *affective destination image* did not have a significant direct positive effect on *intentions to visit a wine region*. However, all three constructs had a significant positive affect on *intentions to visit* through the mediating variable *attitude to wine tourism*. This is shown in Figure 1.

*Figure 1: Self-congruity model and wine tourists*
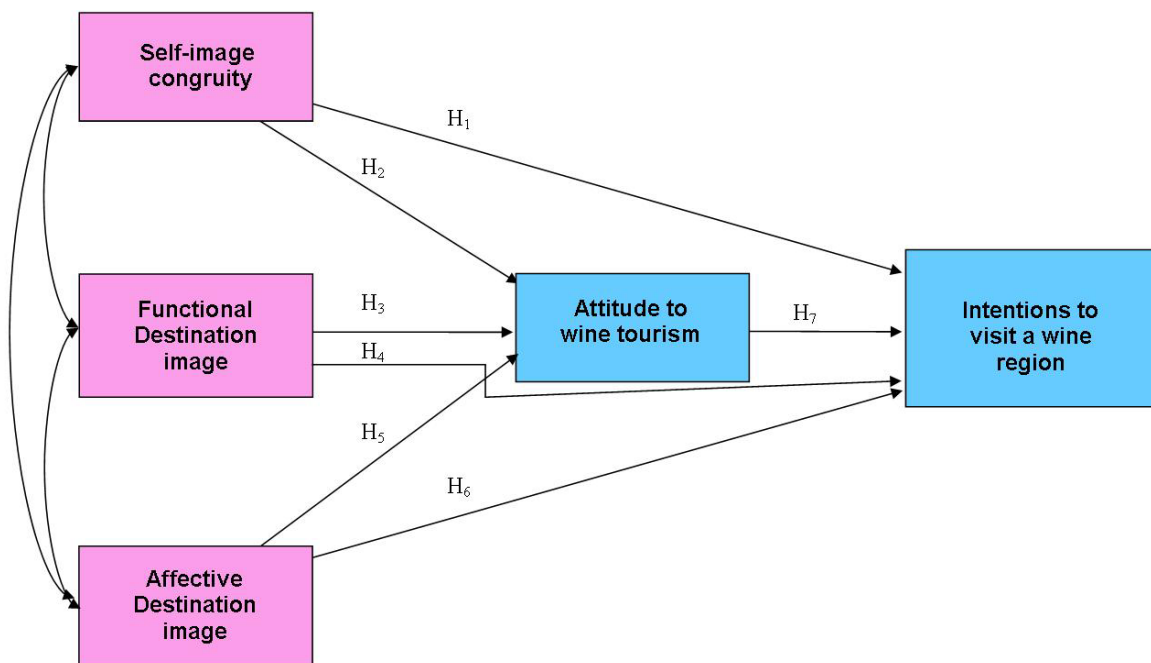


The moderating effect of wine involvement was tested on the model, and it was found that the model relationships hold for both high and low involvement groups. It was found that with the high wine involvement group, both *self-congruity* and *affective destination image* had a significant positive relationship to attitude toward wine tourism. This differed with low wine involvement respondents, where their *self-congruity* was not significant to their *attitude toward wine tourism*, whilst *functional destination image* and *affective destination image*, both were approximately equal in their effect on attitudes toward wine tourism.

A one way analysis of variance (ANOVA) and t-tests were conducted, and there were significant differences between the profile variables and the constructs of interest.

## 4.1.     Sample profile

Data was collected from wine consumers, as it has been shown that wine tourism behaviour is related to wine consumption (Brown et al., 2006, Getz and Brown, 2006). A sample of 5,000

wine consumers was purchased from a mailing house, which was deemed to be representative of the population across Australia. The final sample resulted in 696 respondents from across Australia, with 32.3% from NSW and 22.1% from Victoria. The sample is fairly evenly split between genders (Female, 52.4%, Male 47.3%). Age, education, life stage, employment status, occupation, and income are shown in Table 1.

*Table 1*: Sample profile

| Profile of Respondents | % |
|---|---|
| **Age (*N*=686):** | |
| 18-24 | .7 |
| 25-34 | 18.0 |
| 35-44 | 25.3 |
| 45-64 | 50.4 |
| 65+ | 4.2 |
| **Education (*N*=687):** | |
| Year 10 or less | 5.3 |
| Year 11 or 12 | 14.7 |
| College certificate or diploma | 18.4 |
| Technical or trade qualification | 8.5 |
| Undergraduate degree | 26.4 |
| Postgraduate degree | 25.4 |
| **Lifestage (*N*=687):** | |
| Young person living alone or sharing (<35) | 3.3 |
| Young person living with parents (<35) | .6 |
| Young couple (<35) no children | 7.5 |
| Family, children living at home, average age 15 and under | 31.8 |
| Family, children living at home, average age over 15 yrs | 12.8 |
| Mature person (35+) single | 9.1 |
| Mature couple (35+) children have left home or no children | 33.8 |
| **Employment status (*N*=689):** | |
| Full time | 61.6 |
| Self employed | 12.2 |
| Part time/casual | 11.8 |
| Not employed/retired | 13.4 |
| **Occupation (*N*=625):** | |
| Managers and administrators | 21.8 |
| Professionals | 21.4 |
| Associate professionals | 23.3 |
| Tradespersons and related workers | 5.5 |
| Advanced clerical and service workers | 6.2 |
| Intermediate clerical, sales and service workers | 8.0 |
| Other | 3.6 |
| **Household gross income AUD (*N*=683):** | |
| $40,000 or less | .8 |
| $40,001-$60,000 | 2.6 |
| $60,001-$80,000 | 7.9 |
| $80,001-$100,000 | 26.1 |
| $100,001-$180,000 | 45.3 |
| $180,001-$260,000 | 10.6 |
| $260,001 or more | 4.7 |

### 4.2.        Typical wine tourist image

This section is interested in how the typical wine tourist is viewed by respondents. The image of a typical wine tourist was portrayed through descriptors self-generated by respondents, in answer to the open-ended question. Respondents were requested to imagine the typical wine tourist who visits their favourite wine region. Over 1,900 descriptors were provided by respondents; ranging from motivational attributes, such as relaxing, through to appearance, such as sophisticated. The most common descriptors/adjectives used are: Interest, knowledge and passion for wine, wine lover (22.7%), relaxed (22.2%), sociable, friendly (20.3%), higher income earners (16.4%), fun (15.7%), mature people (13.8%), educated, intelligent (13.1%), adventurous experience seeker (12.5%), tourists (12.3%), and enjoy good food (9.6%).

The description of a typical wine tourist will be discussed based on four segments: high and low congruent tourists, and high and low wine involved tourists. The first segment is those tourists who were congruent with a typical wine tourist (high self-congruity), used positive affective and experiential descriptors such as: relaxed; likes socialising and friendly; fun, excited, enthusiastic, and vibrant; happy; and interesting. The second segment is those tourists who felt they were not congruent with a typical wine tourist. The imagery they used to portray and describe wine tourists was narrow, using only demographics descriptors such as: older retired people, financially secure, and business people.

The third segment is high wine involved tourists who described the profile and image of a typical wine tourist as: interest, knowledge and passion for wine, a wine lover; educated and intelligent; adventurous experience seeker; enjoy good food; expand knowledge, inquisitive, explorer, learning, and curious; and knowledgeable. This segment used a broader context of descriptors incorporating motivational and affective descriptors. Their profile or description of a typical wine tourist reflects their interest in wine by describing a typical wine tourist as a wine lover who has an interest, knowledge and passion for wine. The fourth segment are low wine involved respondents, who tend to describe the typical wine tourist in a similar manner to those respondents who were not self-congruent with a typical wine tourist. However, two additional traits were included of a typical wine tourist, that is, fun and interesting.

### 4.3.        Wine Tourism Experience Profile

The vast majority of respondents have previously visited a wine region (94%). The average number of visits to wineries within Australia is 8.75 ($SD = 7$, $N = 568$) within Australia (after outliers were removed). Just over one third of respondents (35.9%) have not previously visited a wine region overseas. Of those who have, 64% have visited either once or twice previously. The wine region most visited was the Hunter Valley in NSW (14.6%) followed by the Barossa Valley in SA (11.3%). The top 20 wine regions cited made up 83% of all visitation. Each of the wine regions listed had the majority of visitors from its own state. Barossa Valley was the only region that had a larger spread of visitors to its wine region. The reasons for their last visit to a wine region varied; however, wine specific reasons were the most common (37.8%), followed by generally touring through the region (31%) and attending an event (10.5%). Overall respondents were satisfied ($M = 5.6$), with their last visit to a wine region (on a 7 point scale where 1 = very unsatisfied through to 7= very satisfied).

Further analysis was conducted to explore if there is any relationship between the constructs. Analysis of variance found that those respondents who were satisfied with their last visit to a

wine region had a significantly higher rating of their wine tourist self-image ($M$ = 4.9, $SD$ = 1.3) than those who were not ($M$ = 3.9, $SD$ = 1.4, $t$ (260) = -3.46, $p$<.000). Satisfied respondents also had a more positive attitude toward wine tourism ($M$ = 6.1, $SD$ = 1.0) than those who were not ($M$ = 5.6, $SD$ = 0.7, $t$ (263)= -2.11, $p$<.05). Significant differences were also found between respondents' satisfaction and their level of wine involvement. Those respondents who had a high involvement with wine, were significantly more satisfied with their last visit to a wine region ($M$ = 5.8, $SD$ = 0.9), than those who had low wine involvement ($M$ = 5.5, $SD$ = 0.9, $t$ (634) = -3.69, $p$<.000).

Evaluating the wine tourism profile of low and high wine involvement respondents, a few differences were found. A Pearson chi-square test showed that high wine involvement respondents have previously visited a wine region more often than low involvement respondents $\chi^2$ (1, $N$=681) = 8.4, $p$ = .004. The reason for visitation also varied, where low wine involvement consumers travelled more for general touring, whilst high wine involvement consumers travelled more for wine specific reasons $\chi^2$ (4, $N$=639) = 15.4, $p$ = .004. High involvement wine consumers were significantly more satisfied with their last wine visit ($M$ = 5.8, $SD$ = 0.9) than low involvement wine consumers ($M$ = 5.5, $SD$ = 0.9, $t$ (634)= -3.69, $p$<.000). Wine consumption was also found to be significantly different, where high wine involved consumers consumed wine more often than low wine involved consumers $\chi^2$ (6, $N$=681) = 65.9, $p$ = .000. No differences were found in wine region just visited or respondent's favourite wine region.

### 4.4.    Demographic attributes

Life stage had significant differences on intentions to visit a wine region, where a family with children at home under the age of 15 years had the lowest level of intention to visit a wine region ($M$ = 5.1), compared to young couples ($M$ = 6.0) or mature couples ($M$ = 5.7, $F$(4,683) = 3.16, $p$ = .014). Young couples had the most positive attitude toward wine tourism ($M$ = 6.4), than those who had children, either families with children under 15 at home ($M$ = 5.9), or families with children over 15 at home ($M$ = 5.8, $F$(4,683) = 3.16, $p$ = .014). The oldest age group (65+) however, had the highest level of intentions to visit a wine region ($M$ = 6.2, $F$(4,683) = 3.16, $p$ = .014). Younger respondents (25-34 years) had significantly higher levels of affect with wine tourism than all other age groups ($M$ = 6.1, $F$(4,676) = 6.35, $p$ = .000). Place of residence impacted respondents intentions to visit a wine region, where Queensland respondents rated their intentions significantly lower ($M$ = 4.6) than NSW ($M$ = 5.6), SA ($M$ = 5.9), VIC ($M$ = 5.7), and WA ($M$ = 5.8, $F$(7,685) = 6.54, $p$ = .000), which are all major wine growing regions.

### 4.5.    Wine knowledge

An overall score was obtained for respondents' subjective knowledge and objective wine knowledge. There was found to be a moderately positive correlation between objective and subjective wine knowledge ($r$ = 0.46, $p$ = <0.01). Higher levels of wine knowledge were found to increase the respondent's intentions to visit a wine region $F$(6,669) = 11.37, $p$ = .000. Subjective wine knowledge was found to be more extreme than objective wine knowledge at both ends of the knowledge spectrum, meaning that respondents felt they had less wine knowledge than they actually did, or felt that they had more wine knowledge than they actually did.

ANOVA was conducted to determine if higher level of wine knowledge would impact respondents' level of self-congruity with wine tourists. A higher level of actual wine knowledge (objective), did not have a significant effect on the level self-congruity with wine tourists. However it was found that a higher level of perceived wine knowledge (subjective) has a significant affect on the level self-congruity with wine tourists $F(6,668) = 7.45$, $p = .000$.

As expected, significant differences were found in the level of both subjective and objective wine knowledge for low wine involvement respondents and high wine involvement respondents, where high wine involved respondents had more wine knowledge than low wine involved.

## 5. DISCUSSION

This paper focused on developing the wine tourist profile through analysing differences in self-congruity and involvement, and there effect on respondents intentions to visit a wine region.

Differences were found between those respondents who felt their self-image was similar to other wine tourists (referred to as being self-congruent) and those who were not congruent with a typical wine tourist. Congruent respondents had a more positive attitude toward wine tourism and higher level of intent to visit a wine region, than those who were not congruent. Respondents who had high levels of self-congruity described typical wine tourists in positive and affective terms. This can be seen as a positive reinforcement of their self-image and self-esteem. Those who felt they were not congruent generally only made comparisons on obvious demographic descriptors which require low levels of cognitive processing.

Overall, respondents who were high wine involved consumers had high levels of self-congruity with a wine tourist, whilst low wine involved consumers did not. Descriptors of a typical wine tourist used by high involvement respondents were very expansive in nature from wine orientated descriptors such as wine lover, through to knowledge building and adventurous. These descriptors can be viewed as self relevant, and respondents meeting their self-esteem needs and motivation needs.

Within this study respondents who were satisfied with their last visit to a wine region had a significantly higher rating of their wine tourist self-image than those who were not, and had a more positive attitude toward wine tourism. High wine involved respondents were significantly more satisfied with their last visit to a wine region than those who had low wine involvement. Wine consumption was also found to be significantly different, where high wine involved consumers consumed wine more often than low wine involved consumers. However, the reason for visitation varied, where low wine involvement consumers travelled more for general touring, whilst high wine involvement consumers travelled more for wine specific reasons.

This current study found both functional destination image and affective destination image constructs had a direct relationship to attitude toward wine tourism, however, both constructs was found to vary by involvement with wine. With the high wine involvement group, the affective destination image had a positive relationship to attitude toward wine tourism, but functional destination image was found not be to be important. The results suggest that the enjoyment and emotions attached to visiting a wine region overrides the other functional

aspects. Leisure experiences are considered to be more affective based as it pertains to immediate experience of entertainment and the pleasure of exploration (Dubé et al., 2003). The emotion elicited during a consumption experience has been found to leave strong traces of affect such that these affective 'markers' are highly accessible to cognitive processes (Cohen and Areni, 1991). The notion of exploration is a highly used descriptor used high wine involved consumers of wine tourists. This is reinforced through the present study, where affective image of the wine region is the strongest predictor of future intentions to visit. The lack of importance of the functional construct may be a result of the familiarity because of the number of times a high involvement wine consumer has previously visited wine regions and have an understanding of the functional elements across wine regions and do not feel that the functional attributes is important. Although the functional construct was not significant in the model for high wine involved consumers, interestingly, one of the main factors of the functional image construct is the wine experience. Conversely, the main reason for visiting a wine region for high wine involved respondents was for wine specific reasons. Low wine involved respondents, however, had both functional destination image and affective destination image were approximately equal in their effect on attitudes toward wine tourism. For this group the importance of the functional and affective destination image elements of a wine region were found important in future decision making.

It was found that younger respondents (25-34 years) had significantly higher levels of affect than all other age groups. Similarly females' level of affect with wine regions was rated higher than males. Similarly, it was found that young couples and females had the highest positive attitude toward wine tourism. Respondents who had high levels of previous visitation to a wine region, the affective destination image construct had a greater positive impact on future travel intentions than those respondents with low previous experience. Consequently, high involved wine consumers had more previous experience with visiting wine regions, and this supports the notion that the affective destination image attribute was more important for this group.

Affect was more important to the experienced traveler which provides support for the notion of experiential travel elements of wine tourism encompassing the affective nature of leisure.
As hypothesised this present study found a strong positive relationship between respondents' attitudes toward wine tourism and their intentions to visit a wine region. Attitude toward wine tourism was found to be the link between self-congruity and functional and affective destination image attributes, on respondents' intentions to visit a wine region.
As expected, high wine involved respondents had higher levels of both subjective and objective wine knowledge. However, it was found respondents with higher levels of wine knowledge, did not have a significantly higher level of self-congruity with wine tourists, than consumers with lower levels of wine knowledge.

Subjective wine knowledge was more extreme than objective wine knowledge at both ends of the knowledge spectrum, meaning that respondents felt they had less wine knowledge than they actually did, or felt that they had more wine knowledge than they actually did. This perception was found to impact respondents self-congruity with wine tourists, as respondents with low subjective wine knowledge had a low level of self-congruity (even when their actual wine knowledge was average). This demonstrates the power of the individuals' perceptions on their self-image and the impact this has on their attitudes and behaviour.

Respondents mentioned a number of barriers that were seen to impede their intentions to visit a wine region. This highlighted the notion that even if a respondent's attitude was positive to wine tourism, they may be hindered in visiting due to other issues impacting their life. The results from the questionnaire found that life stage indeed had an impact on intentions to visit a wine region, where a family with children at home under the age of 15 years had the lowest level of intention to visit a wine region. This group overall rated their barriers as greater than, family with children at home over 15, mature couples and a mature single person. The oldest age group (65+) however, had the highest level of intentions to visit a wine region. Place of residence was also found to impact respondents intentions to visit a wine region, where Queensland respondents rated their intentions significantly lower than NSW, SA, VIC, and WA, which are all major wine growing regions in Australia. Most of the wine regions that respondents had last visited were from their own state. Barossa Valley was the only region that had a larger spread of visitors to its wine region.

## 5.1.      Practical implications

This thesis contributes to expanding our understanding and knowledge of wine tourism, through its focus on wine tourists and their impressions of a wine region and their impression of a typical wine tourist. Practical implications are relevant for tourism state and regional authorities, associations and wine producers with cellar doors. The implications include recognising the importance of image attached to wine regions, and the image of wine tourists themselves. It is felt that more consumer based research into wine tourism is needed (Charters and Ali-Knight, 2000, Hall et al., 2000), and it is vital to understand the image of wine tourism and wine tourists to ensure future growth of the wine tourism industry.

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