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**DOŽIVLJAJI TURIZMA VINSKIH CESTA NA NOVOM ZELANDU:
ISTRAŽIVANJE MUŠKIH I ŽENSKIH POSJETITELJA VINARIJA****WINE TOURISM EXPERIENCES IN NEW ZEALAND:
AN EXPLORATION OF MALE AND FEMALE WINERY VISITORS**

SAŽETAK: Tijekom posljednjeg desetljeća brojne su studije o turizmu vinskih cesta (*wine tourism*) doprinijele spoznajama na području doživljaja vinarija, a uključivale su podatke o zadovoljstvu posjetitelja, njihovoj percepciji doživljaja vina ili potencijalne modele ponašanja nakon kupovine vina. Međutim, identifikiranje konkretnih grupa posjetitelja koje bi mogle imati veći tržišni potencijal ili potencijalnih razlika između posjetitelja u vidu roda, starosti ili podrijetla povezanih s njihovim ponašanjem u vinariji kritična su pitanja kojima se posvećuje manja pozornost u istraživanju turizma vinskih cesta. Ova studija istražuje muške i ženske posjetitelje vinarija na Novom Zelandu te razlike među ovim dvjema grupama u nekoliko područja njihovog doživljaja vinarija, uključujući njihovu potrošnju u vinarijama, potrošnju vina i cjelokupno zadovoljstvo. Rezultati imaju nekoliko implikacija na vinarije otvorene za javnost, ne samo s obzirom na njihovu potencijalnu praktičnu primjenu u poslovanju vinarija, nego i stoga što ukazuju na činjenicu kako bi turoperatora trebali koristiti različite strategije u svojim nastojanjima da tim dvjema grupama posjetitelja pruže što bolju uslugu.

KLJUČNE RIJEČI: vino, vinarije, turizam vinskih cesta, posjetitelji vinarija, rodne razlike, Novi Zeland

SUMMARY: In the last decade numerous wine tourism studies have contributed knowledge in areas of the winery experience that included visitors' satisfaction, their perceptions about their wine experience, or potential post-winery visit purchasing patterns. However, identifying particular visitor groups that may have more commercial potential, or whether differences exist among visitors in terms of gender, age, or origin, vis-à-vis their behaviour at the winery, are some critical issues that have received less attention in wine tourism research. The present study investigates male and female winery visitors in New Zealand and differences between these two groups in several areas of their winery experience, including their winery expenditures, wine consumption, and overall satisfaction. The findings have several implications for wineries open to the public, not only in terms of their potential practical applicability for winery businesses, but also as they demonstrate that different strategies might be needed by operators in their efforts to better provide for these two visitor groups.

KEY WORDS: Wine, wineries, wine tourism, winery visitors, gender differences, New Zealand.

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UVOD I PREGLED LITERATURE

Jago, Issaverdis i Graham (2000) navode da vino i njegova povezanost s hranom pružaju vrijedan imidž kulture regije, te da potencijalno doprinose povećanju turističke potrošnje. Tijekom posljednjih godina kombinacija vina, degustacija i drugih ugostiteljskih kapaciteta dostupnih u vinarijama Novog Zelanda doprinijela je povećanju posjeta vinarijama. Nadalje, takav razvoj ponude omogućio je izlaganje proizvoda i potencijalnu prodaju kroz veći raspon ponude, poput hrane, suvenira ili smještaja. Jedan je primjer regija Waipara i grad Canterbury na Novom Zelandu, gdje je 1990. godine uspješno otvorenje jedne vinarije s restoranom pokrenulo mali procvat obližnjih vinarija s restoranskom ponudom (Schuster, Jackson i Tipples, 2002.). Ove je događaje još više potaknuo stalni rast industrija tradicionalno važnih za ekonomiju Novog Zelanda, t.j. turizma, ugostiteljstva i vinske industrije koja se brzo razvija. Rezultat ovih trendova je i pojava ideje turizma vinskih cesta.

Turizam vinskih cesta povezan je s posjetima vinarijama, vinogradima, izložbama vina i festivalima, gdje su kušanje vina i doživljaj osobitosti neke vinske regije glavni motivirajući faktori kod posjetitelja (Hall i Macionis, 1998.; Macionis, 1996., u Hall, Sharples, Cambourne, Macionis, Mtichell i Johnson, 2000.). Druge definicije bilježe da turizam vinskih cesta uključuje posjete vinogradima kako bi se doživio proces proizvodnje usluge (O'Neill, Palmer, Charters i Fitz, 2001) te okusio stvarni opipljivi vinski proizvod (O'Neill, Palmer i Charters, 2002). Turizam vinskih cesta pruža dodatnu motivaciju za putovanje (Macionis i Cambourne, 1998.) i ključan je aspekt doživljaja putovanja (Jago, Issaverdis i Graham, 2000.).

Istraživanje turizma vinskih cesta dokazuje popularnost ove ideje u nekim područjima svijeta. Primjeri uključuju vinskih regije

INTRODUCTION AND LITERATURE REVIEW

According to Jago, Issaverdis and Graham (2000), wine and its relationship with food offers a valuable image of a region's culture, potentially contributing to benefiting from tourists' expenditures. In recent years, the combination of wine, tasting rooms and other hospitality facilities available in New Zealand wineries has contributed to increasing the appeal of winery visitation. Further, these developments have helped facilitate product exposure and potential sales through a wider range of offerings, such as food, souvenirs, or accommodation. One example is the Waipara region of Canterbury in New Zealand, where the successful opening of a winery with a restaurant in 1990 started a small boom of nearby wineries offering restaurant facilities (Schuster, Jackson & Tipples, 2002). These events have been further stimulated by the constant growth of industries traditionally relevant to New Zealand's economy, namely tourism, hospitality, and more recently the rapidly developing wine industry. An outcome of these developments has been the emergence of the wine tourism concept.

Wine tourism is associated with visitation of wineries, vineyards, wine shows and festivals, where tasting wine and experiencing the characteristics of a wine region are visitors' main motivating factors (Hall & Macionis, 1998; Macionis, 1996, in Hall, Sharples, Cambourne, Macionis, Mitchell & Johnson, 2000). Additional definitions note that wine tourism includes visiting vineyards to experience service production processes (O'Neill, Palmer, Charters & Fitz, 2001), and to taste the actual tangible wine product (O'Neill, Palmer & Charters, 2002). Wine tourism provides an additional travel motivation (Macionis & Cambourne, 1998), and is a critical aspect of the travel experience (Jago, Issaverdis, & Graham, 2000).

Australije (Carlsen, Getz i Dowling, 1998.; Morris i King, 1998.; Williams i Young, 1998.; Charters i Ali-Knight, 2000.; Charters i O'Neill, 2000.), SAD-a (Dodd, 1995.; Brown, 1981. u Hall, Sharples, Cambourne, Macionis, Mitchell i Johnson, 2000.; Skinner, 2000.) i Kanade (Brown, Havitz i Getz, 2006.). Na Novom Zelandu posjeti vinarijama od strane domaćih ili stranih posjetitelja još uvijek su skromni kada se usporede s drugim aktivnostima povezanim s turizmom (Tourism Research Council, 2006a, 2006b). Međutim, postoje naznake o potencijalu za daljnji razvoj turizma vinskih cesta na Novom Zelandu. Dokazi o potencijalu turizma vinskih cesta nalaze se u mnogo većem broju vinarija i hektara zasadenih vinovom lozom (Wine Institute of New Zealand, 2005.) te značajnom rastu broja stranih turista koji posjećuju Novi Zeland (Tourism Research Council, 2005a, 2005b). Tome se pridodaje i stalan rast ugostiteljstva na Novom Zelandu tijekom posljednjeg desetljeća, što se vrlo dobro odražava kako na porast broja djelatnosti tako i na broj osoba zaposlenih u turizmu s punim radnim vremenom (Statistika Novog Zelanda, 1997., 2005.). Motivi za navedeno mogu se pronaći i u porastu popularnosti objedovanja u kafeima ili restoranima među domaćim i stranim posjetiteljima (Tourism Research Council, 2006a, 2006b).

POSJETITELJ VINARIJE

Istraživanje naglašava povezanost između turizma i pojma turizma vinskih cesta. Na primjer, Getz (1998.) uočava privlačnost vina u kombinaciji s drugim oblicima turizma, poput kulturnog, ruralnog, urbanog i industrijskog, dok Dunston (1990, u Getz, 1998) objašnjava na koji način turizam vinskih cesta objedinjuje aspekte kao što su vino i kultura, očuvanje tradicije i arhitekture vinarija. Međutim, unatoč tim očiglednim poveznicama, čini se kako se javljaju poteškoće u definiranju posjetitelja vinarije,

Wine tourism research demonstrates the popularity of this concept in some areas of the world. Examples include wine regions of Australia (Carlsen, Getz & Dowling, 1998; Morris & King, 1998; Williams & Young, 1998; Charters & Ali-Knight, 2000; Charters & O'Neill, 2000), the United States (Dodd, 1995; Brown, 1981, in Hall, Sharples, Cambourne, Macionis, Mitchell & Johnson, 2000; Skinner, 2000), and Canada (Brown, Havitz, & Getz, 2006). In New Zealand, visitation to wineries among domestic or international visitors is still modest when compared to other tourism-related activities (Tourism Research Council, 2006a, 2006b). However, there are indications of the potential for further developing wine tourism in New Zealand. The much larger number of wineries and hectares planted with grape vines (Wine Institute of New Zealand, 2005) and the significant growth of international tourists visiting New Zealand (Tourism Research Council, 2005a, 2005b) provide evidence of wine tourism's potential. Adding to this is the steady growth of New Zealand's hospitality industry in the last decade, which is well reflected in both the increase in the number of businesses and people working full-time in this industry (Statistics New Zealand, 1997, 2005). This is also motivated by the growing popularity of dining at a café or restaurant among both domestic and overseas visitors (Tourism Research Council, 2006a, 2006b).

THE WINERY VISITOR

Research emphasises the linkages between the tourism industry and the wine tourism concept. For example, Getz (1998) notes the attraction of wine combined with other forms of tourism, such as cultural, rural, urban, and industrial, and Dunstan (1990, in Getz, 1998) explains that wine tourism integrates such elements as wine and culture, heritage conservation, and architecture of wineries. However, despite these apparent links there appears to be con-

odnosno, tko on zapravo jest. Jago, Issaverdis i Graham (2000.) slažu se, na primjer, da se pojedinci koji posjećuju vinarije mogu opisati kao turisti enofili (wine *tourists*), ali također bilježe:

Zanimljivo je kako mnogi ljudi ne žele da ih se klasificira kao turiste iako očito sudjeluju u turističkim aktivnostima. Turisti su, čini se, uvijek neki drugi ljudi. (str. 67)

U svojoj studiji iz 2002., nasloveljnoj „*Tko je turist enofil?*“, Charters i Ali-Knight tvrde:

Turizam vinskih cesta često je dio cjelokupnog „paketa atrakcija“ za turista i vjerojatno se većina posjetitelja opisanih kao turisti enofili neće prepoznati u tom nazivu (str. 13).

Suprotno navedenom, Getz (2000.) tvrdi da je „turizam vinskih cesta iniciran od strane enofila koji putuju izričito zbog doživljaja povezanih s vinom ili od strane putnika koji svoje posjete destinaciji povezuju s kušanjem vina“ (str. 4) te predlaže da se posjeti vinarijama označe kao turistički doživljaji (*consumer experiences*) (Getz, 2000.). Još jedna naznaka tih povezanosti odnosi se na trendove u turizmu vinskih cesta i ruralnom turizmu koji uključuju potrebe putnika za mirom i spokojem, te stariju populaciju koja često preferira ruralne doživljaje zbog zdravstvenih razloga ili nostalgije, kao i zbog traganja za autentičnošću (Commonwealth Department of Tourism, 1994, u Getz, 1998.). Za posjetitelje je važno da imaju mogućnost provesti opuštajući dan na zraku i u ruralnom okruženju (McRae – Williams, 2004.), a to su i dodatne motivacije za posjet vinarijama.

Korištenje varijabli za segmentaciju potrošača česta je pojava u marketinškim istraživanjima kao sredstva za identifikaciju korisnika. Te varijable mogu biti behaviorističke, psihografske, geografske, ekonomske i demografske (Kotler, Armstrong, Saunders i Wong, 1999; Wedel i Kamakura, 2000.), a neke su predložene u istraživanju turizma vinskih cesta kao podloga za segmentaciju

fusion in defining who the winery visitor really is. Jago, Issaverdis, and Graham (2000) for example agree that individuals visiting a winery could be labelled as wine tourists, but also note:

It is interesting how many people do not wish to be classified as tourists even though they are clearly participating in tourist activities. Tourists, it seems, are always other people (p. 67).

In their 2002 study, “*Who is the wine tourist?*” Charters and Ali-Knight (2002) argue:

Wine tourism is often part of an overall ‘bundle of attractions’ for a tourist - and it is likely that most visitors described as ‘wine tourists’ would not associate themselves with that label (p. 13).

In contrast, Getz (2000) argues that “wine tourism is initiated by consumers who travel specifically for wine-related experiences or by travellers who include wine experiences in their destination visits” (p. 4), and suggests that winery visitation can be labelled as consumer experiences (Getz, 2000). Another indication of these associations refers to trends in wine and rural tourism, which include travellers’ need for peace and tranquillity, and an aging population that often favours rural experiences for health reasons or nostalgia, and a search for authenticity (Commonwealth Department of Tourism, 1994, in Getz, 1998). The importance for visitors of having a relaxing day out and the rural setting (McRae-Williams, 2004) are additional motivations to visit wineries.

The use of consumer segmentation variables is often used in marketing research as a tool for identifying consumers. These variables may be behavioural, psychographic, geographic, benefits sought, and demographic (Kotler, Armstrong, Saunders & Wong, 1999; Wedel & Kamakura, 2000), and some have been suggested in wine tourism research for segmenting wine tourists (Mitchell, Hall & McIntosh, 2000; Charters & Ali-Knight, 2002; Mitchell,

turista enologa (Mitchell, Hall i McIntosh, 2000; Charters i Ali-Knight, 2002; Mitchell, 2002.). Na primjer, demografski i profilirajući načini koristili su se u brojnim studijama o turizmu vinskih cesta (Dodd & Gustafson, 1997.; Howley & van Westering, 1998.; Macionis & Cambourne, 1998.; Dodd, 2000.; Mitchell, Hall & McIntosh, 2000.; Nixon, 1998.; SATC, 1997., in Charters and Ali-Knight, 2002.; Jolley, 2002., Bruwer, 2004.; Tassiopoulos, Nuntsu & Haydam, 2004.). Demografska dimenzija istražuje karakteristike posjetitelja poput dobi, zanimanja, stručne spreme i znanja o vinu, te prihoda, dok profiliranje pomaže kod prepoznavanja psihografskih karakteristika posjetitelja vinarija, a što uključuje stavove, stil života i vrijednosti (Charters i Ali-Knight, 2002.). U istraživanju su također naglašene i druge identifikacijske značajke posjetitelja vinarija, poput prihoda (Dodd i Bigotte, 1997.) i stila života povezanog s vinom, uključujući i zanimanje za vino, ponašanje vezano za vinske podrumе, te sudjelovanje u vinskim klubovima (Mitchell, Hall i McIntoch, 2000.; Mitchell i Hall, 2001.).

Zaključci ovih istraživanja ilustriraju brojne implikacije za poslovanje vinarija i ruralna područja u kojima se vinarije nalaze. Identifikacija demografskih karakteristika posjetitelja može pružiti vinarijama vrijedna saznanja o segmentima njihovih posjetitelja, uključujući i prepoznavanje grupa posjetitelja s većim tržišnim potencijalom. Ponuda određenih proizvoda i usluga, kao što su hrana, razonoda ili mogućnost edukacije i u vinarijama i u vinskoj regiji, mogla bi pomoći onim vinarijama koje imaju adekvatnu infrastrukturu da profitiraju od posjetitelja s promjenjivim interesima. Istodobno posjetiteljima se otvaraju veće mogućnosti za doživljaj vina i vinarstva. Što se tiče hrane, kombinacija lokalnih proizvoda i vina, poput onih na godišnjim manifestacijama organiziranim u Kaikouri i Marlboroughu na Novom Zelandu, pruža priliku za promoviranje te regije domaćim i

2002). For example, the demographic and profiling approaches have been used in a number of wine tourism studies (Dodd & Gustafson, 1997; Howley & van Westering, 1998; Macionis & Cambourne, 1998; Dodd, 2000; Mitchell, Hall & McIntosh, 2000; Nixon, 1998; SATC, 1997, in Charters and Ali-Knight, 2002; Jolley, 2002, Bruwer, 2004; Tassiopoulos, Nuntsu & Haydam, 2004). The demographic dimension investigates visitor characteristics such as age, occupation, levels of education, and wine knowledge, and income, while the profiling approach helps identify winery visitors' psychographic characteristics, including attitudes, lifestyles and values (Charters & Ali-Knight, 2002). Alternative characteristics of identifying winery visitors such as income (Dodd & Bigotte, 1997), and wine lifestyle, including wine interest, wine cellaring behaviour, and wine club participation (Mitchell, Hall & McIntosh, 2000; Mitchell & Hall, 2001) have also been emphasised in research.

The findings of these studies illustrate a number of implications for winery operations and rural areas where wineries are located. For wineries, the identification of visitors' demographic characteristics may provide valuable knowledge about their visitor segments, including the identification of visitor groups with more commercial potential. The provision of particular products and services, including food, entertainment or educational opportunities, not only at wineries but also within the wine region, may assist those wineries with adequate infrastructure to benefit from visitors with varying interests. For visitors, the possibility to gain more out of their winery experience is also enhanced. In the case of foods, the combination of a region's local products and wine, as in yearly events organised in Kaikoura and Marlborough in New Zealand, provides an opportunity to promote a region to local and outside visitors. Similarly, combining entertainment and education, as

stranim posjetiteljima. Isto tako, kombiniranje rasonode i edukacije, kao što se to odvija u nekoliko vinskih regija Australije, posjetiteljima pruža priliku spajanja glazbe i drugih aktivnosti s vinom. Te aktivnosti mogu uključivati natjecanja u „gaženju grožđa“, miješanje vlastitih vina ili sudjelovanje u stvarnim procesima pretvorbe vina kao što se nudi u Sonoma Valleyju (Himmelstein, 2002., u Fraser i Alonso, 2006.).

Iako su načini koje su mnogi znanstvenici koristili u prošlosti poslužili svrsi, odnosno pružili informacije o turistima enofilima i njihovim doživljajima vinarija, ipak nedostaju detaljne rasprave o brojnim područjima vezanim uz posjete vinarijama sa stajališta posjetitelja. Na primjer, Hall i Johnson (1998.), Hall i Macionis (1998.), Beverland, James, James, Porter i Stace (1998.), Getz, Dowling, Carlsen i Anderson (1999.), Getz (2000.), Beames (2003.) te Getz i Brown (2004.) slažu se da nedostaju istraživanja ponašanja turista enofila ili teoretskog razvoja istraživanja turizma vinskih cesta. K tome, premalo je pažnje posvećeno istraživanju grupa posjetitelja vinarija koji imaju veći tržišni potencijal od drugih. To posebice vrijedi za istraživanje prihoda, dobi, porijekla ili roda posjetitelja, kao i za raspon utjecaja tih varijabli na doživljavanje vinarija. Tek su nedavno Brown, Havitz i Getz (2006.) u Kanadi proveli studiju među posjetiteljima vinskih klubova i vinskih događanja i proveli usporednu analizu nekoliko uočenih segmenata (npr. hedonistički obožavatelji, oprezni entuzijasti) i njihovih socio-demografskih karakteristika, uključujući i rod.

Glavni je cilj ove studije dublje istražiti rodne dimenzije među posjetiteljima vinarija na Novom Zelandu te pritom identificirati veze između roda i drugih elemenata povezanih s njihovim ponašanjem u vinarijama.

in several Australian wine regions, allows visitors to connect music and other activities with wine. Such activities could include “grape stomping” competitions, blending their own wines or participating in actual winery processes as is offered in Sonoma Valley (Himmelstein, 2002, in Fraser & Alonso, 2006).

While the approaches many researchers have taken in the past have served the purpose of providing more information on wine tourists and their experience at the winery, there has been an absence of in-depth discussion of a number of areas related to winery visitation from the visitors' points of view. For example, Hall and Johnson (1998), Hall and Macionis (1998), Beverland, James, James, Porter and Stace (1998), Carlsen and Dowling (1999), Charters and Ali-Knight (1999), Getz, Dowling, Carlsen, and Anderson (1999), Getz (2000), Beames (2003), and Getz and Brown (2004) are in agreement regarding the lack of research on wine tourists' behaviour, or the theoretical development of wine tourism research. Moreover, little attention has been paid to exploring winery visitor groups that may offer more commercial potential than others. This is particularly the case regarding visitors' incomes, age, origin, or gender, and to what extent these may have an impact on the winery experience. Only recently, Brown, Havitz and Getz (2006) conducted a study in Canada among wine club and wine event visitors, and compared several identified segments (i.e. Hedonic Aficionados, Cautious Enthusiasts) and their sociodemographic characteristics, including gender.

The main objective of this study is to further explore the gender dimension among winery visitors in New Zealand, and by doing so identify relationships between genders and other elements associated with their behaviour at the winery.

METODA

Vinarije koje se nalaze u svim vinskim regijama Novog Zelanda identificirane su u nekoliko knjiga, baza podataka i časopisa specijaliziranih za vino. Za javnost je otvoreno ukupno 110 djelatnosti, u obliku prodaja u podrumima, ugostiteljskih kapaciteta poput kafea, restorana, prostora za degustacija i smještaja, ili su dio vinske ceste. Oni su kontaktirani i pozvani da sudjeluju u ovoj studiji. Od svih tih pružatelja usluga, njih 43 (39%) prihvatilo je poziv da podijele upitnike svojim posjetiteljima.

U skladu s prethodnom studijom o turizmu vinskih cesta na području cijelog Novog Zelanda (Mitchell, 1999.), koja navodi kako posjetitelji vinarija preferiraju ljetne mjesece od siječnja do ožujka, svim vinarijama koje su sudjelovale u istraživanju poslano je 1.777 upitnika u razdoblju između prosinca 2003. i travnja 2004. godine. Daljnja 681 upitnika istraživači su izravno distribuirali do posjetitelja u 5 od 43 vinarije obuhvaćene u istraživanju, a koje su se nalazile u Canterburyju blizu fakulteta znanstvenika. Svi su se upitnici mogli vratiti poštom koristeći adresirane omotnice s unaprijed plaćenom poštarinom. Od ukupno 2.458 poslanih upitnika primljeno je 622 odgovora, od čega ih je 609 bilo upotrebljivo, što čini prihvatljiv postotak odgovora od 24,8%.

Upitnik koristi razne načine, uključujući Likertovu ljestvicu i nekoliko otvorenih pitanja (pogledati izvadak u Prilogu 1). Ispitanici su zamoljeni da izvijeste o različitim aspektima svog putovanja u vinariju, uključujući i opis putovanja i sudjelovanja u turizmu, svog sudjelovanja u doživljaju vina i njegovoj konzumaciji. Ispitanici su također zamoljeni da daju mišljenje vezano uz očekivanja, percepcije i važnost aspekata doživljaja vina posjetitelja. Ovaj posljednji aspekt slijedi ideje Latua i Everetta (1999.) koji su istraživali mjerenje kvalitete usluga u ugostiteljskim kapacitetima Novog Ze-

METHOD

Wineries located in all wine regions of New Zealand were identified using wine-focused several books, databases and magazines. A total of 110 businesses were open to the public, in the form of cellar door sales, hospitality facilities such as a café, restaurant, tasting room, and accommodation, or were part of a wine trail. These were approached and invited to participate in this study. Of all these operations, 43 (39%) accepted the invitation to distribute questionnaires among their visitors.

In accord with a previous nationwide wine tourism study in New Zealand (Mitchell, 1999), that suggests that the summer months of January through March are the most favoured by winery visitors, 1,777 questionnaires were sent out between December 2003 and April 2004 to all participating wineries. A further 681 questionnaires were directly distributed by the researchers to visitors at five of the 43 participating wineries located in Canterbury near the researchers' university. All questionnaires could be returned using pre-addressed reply paid envelopes. Of the total 2,458 distributed questionnaires, 622 responses were obtained, with 609 being usable, thus representing a reasonable response rate of 24.8%.

The questionnaire utilised a variety of approaches, including Likert scale items and several open ended questions (see excerpt in Appendix 1). Respondents were asked to report on a range of aspects of their winery trip including attributes related to travel and tourism involvement, their involvement with wine and wine consumption. Responses were also sought regarding visitors' expectations, perceptions, and the importance of aspects about the winery experience. This latter aspect followed the ideas of Lata & Everett (1999), who had investigated service quality measurement in New Zealand hos-

landa. Ostali podaci dolaze iz literature o turizmu vinskih cesta (kao primjer pogledati Dodd i Gustafson, 1997.; Charters i Ali – Knight, 2002.). Daljnje se doradivanje temeljilo na razgovorima s osobljem u turističkim centrima Novog Zelanda i zainteresiranim pojedincima na fakultetu istraživača. Posljednji je odlomak upitnika vezan uz demografski profil posjetitelja, posebno na njihovu dob, nacionalnost, prihode, stručnu spremu i rod.

Kako se u upitniku koristilo više raznih načina mjerenja, bilo je nužno koristiti brojne statističke testove kako bi se identificirala i provjerila značajnost razlika između raznih podgrupa iz uzorka. Za sve testove postavljena je razina značajnosti od 95% kako bi se eliminirala većina razlika koje bi mogle biti samo slučajne. Za podatke koji koriste nominalne mjere primijenjeni su Chi-kvadrat (χ^2) i Cramerov V kako bi se odredile razina i značajnost svih odnosa. To je u skladu s Whiteom i Korotayevim (2003.) te Malhotrom, Hallom, Shawom i Oppenheimom (2004). Chi-kvadrat (χ^2) „testira jesu li dvije kategorijske varijable koje tvore tablicu kontingencije povezane“ (Field, 2005., str. 725). Cramerov V je mjera jakosti bilo kojeg identificiranog odnosa, pri čemu vrijednosti manje od 0,25 upućuju na to da je odnos, ukoliko uopće postoji, u najboljem slučaju vrlo slab; vrijednosti između 0,26 i 0,50 označuju umjeren, a vrijednosti između 0,51 i 1,00 jako do savršen odnos (Losh, 2002.). Ova interpretacija koristila se za sve nominalne varijable.

Za rangirane podatke korišteni su ili nezavisni t-testovi ili jednostrana analiza varijance ANOVA procedure kako bi se ispitala statistička značajnost razlika među grupama. Potonji je način korišten kod onih pitanja gdje su ispitanici naznačili svoj stav na Likertovoj ljestvici sa 7 stupnjeva. Ovi su načini u skladu s aktualnim načinima u istraživanjima (kao primjer pogledati Field, 2005. te Malhotra, Hall, Shaw i Oppenheim, 2004.).

pitality settings. Other items were developed from a review of the wine tourism literature (see for example Dodd & Gustafson, 1997.; Charters & Ali-Knight, 2002). Further refinement was based on discussions with personnel at visitor centres located in New Zealand and interested individuals at the researchers' university. The final section of the questionnaire dealt with the demographic profile of visitors, including their age, nationality, income, levels of education, and gender.

As a variety of measurement approaches were used in the questionnaire, it was necessary to utilise a range of statistical tests to identify and test the significance of any differences between the various sub-groups of the sample. For all tests the confidence level was set at 95% to eliminate most differences that might be only due to chance. For those items which used nominal measures Chi-square (χ^2), and Cramer's V statistics were used to assess the level and significance of any relationships. This is in line with White and Korotayev (2003), and Malhotra, Hall, Shaw and Oppenheim (2004). Chi-square (χ^2) "tests whether two categorical variables forming a contingency table are associated" (Field, 2005, p. 725). Cramer's V is a measure of the strength of any identified relationship, with values less than 0.25 indicating there is at best a weak relationship if any at all; values between 0.26 and 0.50 indicate a moderate; and values between .51 and 1.00 are seen as strong to perfect relationships (Losh, 2002). This interpretation was used for all nominal items.

For scaled items, either independent t-tests or one-way ANOVA procedures were utilised to examine inter-group differences for statistical significance. The latter approach was used for all items where respondents indicated their rating by means of 7-point Likert scales. These approaches are in accord with current research approaches (see for example Field, 2005 and Malhotra, Hall, Shaw & Oppenheim, 2004).

REZULTATI I RASPRAVA

S obzirom na to da je namjera bila ispitati postoje li kakve razlike između raznih grupa posjetitelja vinarija, odgovori su analizirani usporedbom njihovih podgrupa. Očekivalo se da će ovom metodom biti moguće izdvojiti one kategorije posjetitelja koje zaslužuju posebne marketinške i uslužne strategije. U skladu s time, počevši s očitijom razlikom u rodu, rezultati su obrađeni prema dobi, prihodima i podrijetlu ispitanika te razini sudjelovanja u turizmu vinskih cesta, itd.

Postojao je mali rodni nesklad među ispitanicima, pri čemu su žene bile u većini sa 315 anketa (51,7%), dok su muškarci sudjelovali sa 281 anketom (46,1%). Cjelokupna razlika među rodovima u skladu je s drugim studijama o posjetiteljima vinarija (Mitchell, 1999.; Johnson, 1998. u Mitchell, Hall i McIntosh, 2000.; Charters i O'Neill, 2000.). Kada se uzme u obzir odakle posjetitelji dolaze, nešto je veći postotak domaćih žena nego muškarca, 55,9% u odnosu na 43,8%, dok su u kategoriji stranih posjetitelja muškarci (51,7%) zastupljeniji nego žene (47,8%). Ovi rezultati razlikuju se od studija koje je Collins (2003.) proveo u Australiji, gdje je u kategoriji stranih posjetitelja zabilježeno 53% žena i 47% muškaraca.

Moguće razlike u razini interesa za vino i potrošnji između muškaraca i žena istražene su pomoću sedam parametara prikazanih u Tablici 1. Zaključeno je kako je veći postotak muškaraca bio zainteresiran za vino tijekom dužeg vremenskog perioda nego što su to bile žene. Međutim, dok Chi-kvadrat test pretpostavlja statistički značajnu vezu između roda i razdoblja zainteresiranosti za vino, može se tvrditi da je dob sudionika mogla biti odlučujući faktor za rezultat ovih usporedbi. Zapravo, kada se istraživala dob posjetitelja vinarija, primijećeno je da su žene bile u mlađoj skupini.

RESULTS AND DISCUSSION

Given that the intention was to identify what differences, if any, exist between various groups of winery visitors, the responses were analysed by comparing their various sub-sets. It was expected that by this method it would be possible to single out categories of visitors meriting specific marketing and service strategies. Accordingly, starting with the more obvious difference of gender, the results were examined according to respondents' ages, incomes, places of origin, levels of involvement with tourism, wine and so on.

There was a small gender imbalance among respondents, with females in the majority with 315 (51.7%), outnumbering the 281 (46.1%) males. This overall gender split is consistent with other winery visitor studies (Mitchell, 1999; Johnson, 1998, in Mitchell, Hall & McIntosh, 2000; Charters & O'Neill, 2000). When where visitors came from was considered there was a somewhat larger percentage of domestic females than males, 55.9% against 43.8%, as compared to overseas visitors of whom males (51.7%) were more represented than females (47.8%). This result differs from studies conducted by Collins (2003) in Australia, where 53% of female visitors versus 47% of males were reported among international visitors.

Possible differences in levels of wine interest and consumption between males and females were explored using the seven dimensions shown in Table 1. It was found that a larger percentage of males had been interested in wine for a longer period of years than had females. However, while the χ^2 values suggest a statistically significant relationship between gender and years interested in wine, it could also be argued that the age of the participants may have been a factor influencing the outcome of these comparisons. In fact, when investigating the age of winery visitors, it was noticed that females were clearly the younger of the two groups. A total of 111 females

Ukupno 111 žena (35,2%) bilo je mlađe od 36 godina, dok je muškaraca u toj dobi bilo 65 (23,1%), no 119 muškaraca (42,3%) bilo je starije od 55 godina, a u toj dobi je bila samo 71 (22,5%) žena. Usporedbom roda i dobi dobila se značajna Pearsonova varijanca $\chi^2_{(2, n=580)} = 28.309$ ($p=0,000$). Stoga se dob muških posjetitelja očekivano javlja kao faktor koji određuje njihov dugotrajniji interes za vino u usporedbi sa ženama.

Čini se da muškarci troše više novca pri kupnji boce vina nego što to čine žene. Na primjer, ukupno 74 (26,3%) muška ispitanika navelo je da na bocu vina troši više od 20 dolara, dok to čini samo 47 (14,9%) ženskih ispitanika. Veći broj žena, njih 232 (73,7%), navelo je da na bocu vina troši između 11 i 20 dolara, dok je to činilo 165 (58,7%) muškaraca. Veći postotak (43,2%, 136) žena nego muškaraca (33,1%, 93) konzumira jednu do pet čaša vina tjedno.

(35.2%) were below the age of 36, as compared to 65 (23.1%) of males, but 119 (42.3%) males were older than 55 years, and only 71 (22.5%) were females. Comparing gender versus age resulted in a significant Pearson's $\chi^2_{(2, n=580)} = 28.309$ ($p=0.000$). Hence, the age of male visitors not unsurprisingly appears to be a factor determining their longer interest in wine as compared to their female counterparts.

Males apparently spend more when purchasing a bottle of wine than do females. For example, a total of 74 (26.3%) male respondents indicated spending more than 20 dollars per bottle of wine, compared to only 47 (14.9%) female respondents. A larger group of females, 232 (73.7) indicated spending between 11 and 20 dollars per bottle as compared to 165 (58.7%) males. A higher percentage (43.2%, 136) of women than men (33.1%, 93) consume between one and five glasses of wine per week.

Tablica 1: Usporedba spolova i zanimanja za vino, potrošnju vina i posjete vinarijama /vinskim regijama.

Područja*	n	χ^2	df	Značajnost
Više godina zainteresiranosti za vino (11+ godina)	524	19.987	1	p=0.000
Viša cijena plaćena za bocu vina (\$NZ 21+)	577	15.691	2	p=0.000
Konzumacija više čaša vina tjedno (11+)	556	12.576	2	p=0.002
Više vinarija posjećeno tijekom prethodne godine (6+)	563	7.938	1	p=0.005
Posjedovanje više knjiga o vinu (6+)	339	7.394	1	p=0.007
Kupovina više boca mjesečno (11+)	562	7.584	2	p=0.023
Više vinskih regija posjećeno tijekom prethodne godine (3+)	507	4.153	1	p=0.042

*Područja gdje su muškarci imali višu razinu zainteresiranosti za vino i konzumiranja nego žene.

Table 1: Comparisons between genders and wine interest, wine consumption, and winery / wine region visitation.

Areas*	n	χ^2	df	Significance
More years interested in wine (11+ years)	524	19.987	1	p=0.000
Higher price paid per bottle of wine (\$NZ 21+)	577	15.691	2	p=0.000
More glasses of wine consumed per week (11+)	556	12.576	2	p=0.002
More wineries visited last year (6+)	563	7.938	1	p=0.005
More wine books owned (6+)	339	7.394	1	p=0.007
More bottles purchased per month (11+)	562	7.584	2	p=0.023
More wine regions visited last year (3+)	507	4.153	1	p=0.042

* Areas where males had higher levels of wine interest and consumption than females.

S druge strane ljestvice, 84 (29,9%) muškaraca navelo je da konzumira 11 ili više čaša vina tjedno, dok to čini samo 57 (18,1%) žena. Rezultati Chi-kvadrat testa pokazuju statistički značajnu vezu između roda i tjedne konzumacije vina. Muški ispitanici naveli su veći broj posjeta vinarijama i vinskim regijama tijekom protekle godine nego što su to činile žene; oni također posjeduju više knjiga o vinu i mjesečno kupuju više boca vina. Međutim, nije uočena niti jedna statistički značajna razlika kada su se uspoređivali vino i znanje o vinu, gdje je Pearsonova vrijednost iznosila $\chi^2(1, n=527)=0,912$ ($p=0,197$).

Moglo bi se tvrditi kako su zbog svojih viših godišnjih primanja muškarci skloniji financirati veće razine konzumacije i kupovine vina. Ta dimenzija istražena je usporedbom prosječnog godišnjeg prihoda sa rodom, što je rezultiralo Pearsonovom vrijednošću od $\chi^2(2, n=520)=8,553$ ($p=0,014$). Veći postotak muškaraca, 62,6% (176) navelo je da zarađuje više od 60 000 NZ\$, dok je to navelo 52,4% (165) žena. Slično tome, 34,5% (97) muškaraca zarađuje više od 100 000 NZ\$, a toliko zarađuje 23,5% (74) žena. Daljnja je analiza pokazala su da se više žena (33,3%) nalazi u najnižoj kategoriji primanja u domaćinstvu, odnosno da zarađuju 60 000 NZ\$ i manje, dok toliko zarađuje 26,3% muškaraca. Ovakvi rezultati nisu bili neočekivani i zapravo vjerojatno odražavaju veliku razliku u primanjima među rodovima koja se javlja na Novom Zelandu (Statistika Novog Zelanda, 2004.).

Međutim, kada su se istraživale moguće veze između muškaraca, žena i njihove potrošnje u vinarijama, rezultati su pokazali da obje grupe imaju slične obrasce potrošnje. To je potvrđeno odsutnošću bilo kakvog statistički značajnog odnosa između tih varijabli uz Pearsonovu vrijednost od $\chi^2(2, n=504)=1,886$ ($p=0,389$). Stoga se smatra da potrošnja u vinarijama ne ovisi o prihodu ili rodu posjetitelja. Daljnjom analizom željele su se istražiti potencijalne razlike

At the other end of the scale, 84 (29.9%) males indicated drinking eleven or more glasses of wine per week compared to only 57 (18.1%) females. The result of χ^2 reveals a statistically significant relationship between gender and weekly wine consumption. Male respondents indicated visiting a larger number of wineries and wine regions in the last year than did females; they also own more wine books and purchase more bottles of wine per month. However, no statistically significant difference was reported when comparing gender versus wine knowledge, with Pearson's $\chi^2(1, n=527)=.912$ ($p=0.197$).

It could be argued that because of their higher yearly incomes, males may be better prepared to finance higher levels of consumption and purchases of wines. This dimension was explored by comparing yearly average income versus gender, resulting in a significant Pearson's $\chi^2(2, n=520)=8.553$ ($p=0.014$). A larger percentage of males, 62.6% (176) indicated earning above \$60,000 than did females, with 52.4% (165). Similarly, 34.5% (97) males earned above \$NZ 100,000 as compared to 23.5% (74) females. Further analysis showed more females (33.3%) within the lowest household income category, that is, \$NZ 60,000 and below, compared to males (26.3%). These results are not unexpected and indeed probably reflect the gender income gap found in New Zealand (Statistics New Zealand, 2004).

However, when potential relationships were investigated between males, females, and their expenditures at the winery, the findings suggest that both groups have similar expenditure patterns. This is confirmed by the absence of any statistically significant relationship between these variables, with Pearson's $\chi^2(2, n=504)=1.886$ ($p=0.389$). Hence, winery expenditures do not appear to be dependent on visitors' incomes or gender. Further analysis was conducted to explore potential differences

između rodova i proizvoda kupljenih za posjeta vinariji. Muškarci i žene uglavnom imaju slične obrasce potrošnje. Međutim, Tablica 2 pokazuje kako je veći postotak žena (39,4%) nego muškaraca (31,3%) kupio obrok, čašu vina (39,4%) u odnosu na muškarce (37,7%), suvenire (6,7%) u odnosu na muškarce (2,1%), te izbor vina za kušanje (5,4%) u odnosu na muškarce (2,5%). Iako nisu statistički značajne, razlike su ipak vrijedne spomena.

between genders and the items they purchased while at the winery. For the most part, males and females had similar purchasing patterns. However, Table 2 shows that a higher percentage of females (39.4%) than males (31.3%) purchased a meal, a glass of wine (40.3%) versus males (37.7%), souvenirs (6.7%) versus males (2.1%), and a wine tasting selection (5.4%) versus males (2.5%). While not statistically significant, the differences are noteworthy.

Tablica 2: Usporedba muških i ženskih posjetitelja vinarija i njihove konzumacije u vinariji.

Aspekt	Muškarci		Žene		Ukupno	
	f	%	f	%	f	%
Čaša vina	106	37.7	127	40.3	233	38.3
Obrok	88	31.3	124	39.4	212	34.8
2+ boca vina za vlastiti podrum	78	27.8	84	26.7	162	26.6
1 boca vina za vlastiti podrum	61	21.7	58	18.4	119	19.5
Lagani obrok	46	16.4	52	16.5	99	16.3
Suveniri	6	2.1	21	6.7	27	4.4
Odabir za kušanje vina (npr., pladanj s proizvodima za degustaciju)	7	2.5	17	5.4	24	3.9
Boca vina za ispijanje na licu mjesta	6	2.1	13	4.1	19	3.1
Ništa	8	2.8	8	2.5	16	2.6
Samo kava	6	2.1	9	2.9	15	2.5
Smještaj	4	1.4	5	1.6	9	1.5

Table 2: Comparisons between male and female winery visitors and their consumption at the winery.

Item	Males		Females		Overall	
	f	%	f	%	f	%
A glass of wine	106	37.7	127	40.3	233	38.3
A meal	88	31.3	124	39.4	212	34.8
2+ bottles of wine for my cellar	78	27.8	84	26.7	162	26.6
1 bottle of wine for my cellar	61	21.7	58	18.4	119	19.5
Snack	46	16.4	52	16.5	99	16.3
Souvenirs	6	2.1	21	6.7	27	4.4
A wine tasting selection (e.g., a tasting tray)	7	2.5	17	5.4	24	3.9
A bottle of wine to drink at the premises	6	2.1	13	4.1	19	3.1
Nothing	8	2.8	8	2.5	16	2.6
Coffee only	6	2.1	9	2.9	15	2.5
Accommodation	4	1.4	5	1.6	9	1.5

Kada su se istraživali razlozi posjeta vinarijama, došlo se do zaključka kako je veći broj žena, njih 155 (49,2%) u odnosu na 108 (38,4%) muškaraca, navelo kako je posjetilo vinarije zbog marketinga usmenom predajom. Taj podatak pretpostavlja kako će žene vjerojatnije nego muškarci doći direktno pod utjecaj mišljenja drugih. Uočeno je vrlo malo bitnih razlika između muškaraca i žena vezanih uz oglašavanje ili promotivne medije.

U Tablici 3 dokumentirani su rezultati analiza koji su dobiveni t-testovima usporedbom rangova koje su navodili muškarci i žene vezano uz njihova očekivanja, percepcije i važnosti elemenata povezanih s njihovim doživljajem vina. Javile su se brojne statistički značajne razlike. Na primjer, žene su imale veća očekivanja u svim aspektima. U svim je slučajevima doživljaj ispunio očekivanja s većim srednjim vrijednostima za sve aspekte. Međutim, razina zadovoljstva bila je znatno viša kod žena nego kod muškaraca, gdje se samo kod jednog aspekta nije javila statistički značajna razlika. Takav se trend nastavio i kod rangiranja važnosti, iako se kod tri aspekta nisu pokazale značajne statističke razlike među rodovima.

Za žene je najvažnija bila atmosfera u vinariji, a imale su i najveća očekivanja i bile su prilično zadovoljne tim upravo tim aspektom. Nasuprot tome, najveća očekivanja muškaraca odnosila su se na vina, koja su također i rangirali kao najvažniji aspekt. Pa ipak, kao najveće zadovoljstvo naveli su atmosferu u vinariji, potom zadovoljstva kvalitetom vina, dostupnošću, te kvalitetom hrane. Žene su također navele kvalitetu kako hrane tako i vina kao vrlo važne u odnosu na druge aspekte.

Opći zaključak, stoga, može biti da žene traže sveukupniji doživljaj u pogledu ugodne atmosfere u vinariji i kvaliteti hrane i vina, dok su muškarci možda više usredotočeni na kvalitetu samih vina.

When exploring the reasons for visiting the winery it was found that more females, 155 (49.2%) than males (108 or 38.4%) indicated visiting wineries as a result of word-of-mouth. This suggests that females are more likely to be influenced directly by the opinions of others, than are males. There was little notable difference between males and females with regard to advertising or promotional media.

Documented in Table 3 are the results of analyses using t-tests comparing the ratings provided by males and females about their expectations, perceptions, and the importance of items related to their winery experience. There are a number of statistically significant differences. For example, females' expectations were higher for all items. In all cases the experience lived up to the expectation with higher means scores for all items. However, the level of satisfaction was significantly higher for females as compared to males, with only one item not showing a statistically significant difference. The pattern continues with the importance ratings, but with three items not showing significant differences between the genders.

For females the most important aspect was the atmosphere at the winery. They also had the highest expectations and were well satisfied with this aspect. In contrast, males had the highest expectations of the wine, which they also rated as the most important. However their highest reported satisfaction was with the atmosphere at the winery, closely followed by their satisfaction with the quality of the wine, accessibility, and quality of the food. Females also reported quality of both the food and wine as highly important relative to other items.

Overall therefore, it may be that females are seeking a wider experience in terms of the pleasing atmosphere of the winery and quality of the food and wine whereas the males are possibly more focussed on the quality of the wines.

Tablica 3: Muškarci i žene u odnosu na očekivanja, percepciju i važnost koju pridaju aspektima povezanim s njihovim doživljajem vinarije.
Table 3: Males and females versus the expectations, perceptions and importance they place on items related to their winery experience.

Aspekti / Items	Spol Gender	Očekivanja / Expectations				Percepcije / Perceptions				Važnost / Importance			
		n	Mean	SD	Sig. 2-t	n	Mean	SD	Sig. 2-t	n	Mean	SD	Sig. 2-t
Vinarija nudi ugodnu atmosferu. <i>This winery offers a pleasing atmosphere.</i>	M / M Ž / F	200 233	5.30 5.69	1.424 1.296	.003	240 278	5.83 6.11	1.182 1.155	.006	209 266	5.58 6.14	1.306 1.090	.000
Vinarija je lako dostupna. <i>This winery is easily accessible.</i>	M / M Ž / F	203 227	5.36 5.75	1.562 1.376	.007	227 267	5.60 6.01	1.412 1.288	.001	216 267	4.58 5.29	1.782 1.516	.000
Hrana je visoke kvalitete. <i>The quality of the food(s) is high.</i>	M / M Ž / F	125 164	5.23 5.82	1.566 1.194	.001	144 190	5.58 5.97	1.475 1.287	.012	158 197	5.44 6.02	1.664 1.366	.000
Proizvodi koji se nude u ovoj vinariji (vino, hrana) atraktivno su prezentirani. <i>Products offered in this winery (wine, foods) are presented attractively.</i>	M / M Ž / F	193 221	5.27 5.56	1.378 1.214	.025	236 268	5.55 5.90	1.312 1.153	.002	207 258	5.26 5.74	1.455 1.298	.000
Vino je visoke kvalitete. <i>The quality of the wines is high.</i>	M / M Ž / F	197 219	5.31 5.67	1.363 1.314	.006	234 266	5.61 5.83	1.329 1.210	ns	206 256	5.93 6.07	1.220 1.186	ns
Hrana je dostupna. <i>Food is available.</i>	M / M Ž / F	175 211	5.07 5.79	1.848 1.591	.000	206 248	5.38 5.92	1.795 1.569	.001	206 254	4.78 5.49	1.952 1.748	.000
Posjetitelji ove vinarije mogu naučiti nešto o vinima. <i>Visitors to this winery can learn about wines.</i>	M / M Ž / F	180 200	5.15 5.35	1.526 1.452	ns	217 244	5.24 5.61	1.586 1.491	.011	197 251	5.23 5.43	1.602 1.584	ns
Posjetitelji mogu uživati u „ukupnom“ doživljaju vina. <i>Visitors can enjoy the 'total' winery experience.</i>	M / M Ž / F	178 198	4.85 5.07	1.544 1.498	ns	216 234	4.80 5.24	1.577 1.534	.003	199 246	5.01 5.22	1.611 1.636	ns

Opaska: 1. Korštenje t-testova. Ispitanici su rangirali aspekte kako slijedi: 1 = u potpunosti se ne slažem. 7 = u potpunosti se slažem. 2. ns = nije značajno.

Note: 1. Using t-tests. Respondents rated items, where 1 = fully disagree, 7 = fully agree. 2. ns = not significant.

Ovaj rezultat sugerira kako bi jedan od glavnih motiva muškaraca za posjet vinariji mogla biti prilika kušanja ili kupovine vina. Za žene, s druge strane, doživljaj vinarije zasigurno je puno više od samog vina kao proizvoda.

Štoviše, važnost koju žene polažu na atmosferu i dostupnost vinarije, te kvalitetu, prezentaciju proizvoda i dostupnost hrane ne potvrđuju samo očit značaj koji za njih imaju i drugi aspekti osim samog vina, već otkrivaju i njihove stavove o materijalnim i nematerijalnim detaljima tijekom svog posjeta vinariji. Općenito uzevši, činjenica da je u tablici navedeno 18 statistički značajnih razlika između muškaraca i žena pretpostavlja višestruke veze između roda i doživljaja u vinariji. Međutim, kao što je vidljivo u srednjim vrijednostima očekivanja, percepcije i važnosti za oba roda, te su razlike relativno umjerene.

Ispitanici su zamoljeni i da ocjene svoj sveukupan doživljaj ocjenama od jedan (potpuno razočaravajuće) do sedam (potpuno zadovoljavajuće). To je ponovno pokazalo značajnu razliku među rodovima. Muškarci su naveli stupanj zadovoljstva od 5,48, a žene 5,76 što pokazuje da su obje grupe bile vrlo zadovoljne sa svojim posjetom vinariji, ali i da su žene ipak bile zadovoljnije. Iako umjerena, razlika je ipak statistički značajna ($p= 0,006$). Ovo potvrđuje kako su ove dvije grupe različite, te također pretpostavlja vezu između rodova i zadovoljstva. Ovi zaključci također sugeriraju da vinarije očito uspješno posluju, te da možda nije potrebno uvoditi promjene kako bi se zadovoljile te grupe.

Provele su se i druge usporedbe muškaraca i žena s obzirom na razinu obrazovanja ispitanika, njihova sredstva predviđena za put, te jesu li planirali svoj posjet vinariji. Ovdje nisu uočene nikakve statistički značajne razlike, pa se zato smatralo da ti aspekti ukazuju na neke korisne nove spoznaje. Stoga nisu provedene nikakve daljnje analize.

This result suggests that the opportunity to taste or buy wines may be one of males' main motives for visiting the winery. For females, however, there is clearly more to their experience at the winery than the wine product.

Moreover, the importance females place on the atmosphere at the winery, accessibility, quality of the food, presentation of products, and availability of food not only clearly confirm their emphasis on aspects other than wine, but also their views on tangible and intangible details during their winery visitation. Overall, the fact that eighteen statistically significant differences were reported between males and females in the table suggests a number of relationships between gender and the winery experience. However, as seen in the expectations, perceptions, and importance means of both genders, these differences were rather modest.

Respondents were also asked to rate their overall experience from one (totally dissatisfying) to seven (totally satisfying). This again showed a significant difference between the genders. With males reporting a mean rating of 5.48 and females 5.76. Clearly both groups were well satisfied with their winery visit, but females more so. While the difference is modest it is statistically significant ($p= .006$). This confirms that these groups are different, and also suggests a relationship between genders and satisfaction. These findings also suggest that wineries appear to be performing well, and that perhaps no changes need to be implemented to satisfy these groups.

Other comparisons between males and females were also undertaken, taking into consideration respondents' levels of education, travel budgets, and whether they planned or did not plan their winery visit. No statistically significant differences were identified and so these aspects were not considered to point to any useful insights. No further analyses were performed.

OGRANIČENJA

Potrebno je spomenuti brojna potencijalna ograničenja ove studije. Prvo, jasno je da je samo-selekcija značila da se nije kontroliralo tko je uzeo ili ispunio ankete. U skladu s time razlike u zastupljenosti rodova mogle bi proizlaziti iz različitih sklonosti muškaraca i žena prema sudjelovanju u takvim istraživanjima. Međutim, korištene analize ne ovise o reprezentativnom uzorku populacije. Zbog toga razlike između podgrupa još uvijek predstavljaju potencijalno korisna saznanja čak i ako je uzorak općenito ponešto drugačiji od populacije koja posjećuje vinarije. Također je razvidno da je izbor samostalnog ispunjavanja i većinom kvantitativne vrste testa, iako pruža veliki geografski uzorak unutar ograničenog vremenskog i novčanog proračuna, smanjio razinu saznanja o uzročnosti u usporedbi s otvorenijim kvalitativnim pristupom.

Nadalje, izravna distribucija upitnika samo dijelu uzorka mogla je kompromitirati reprezentativnost cijelog uzorka. I sama veličina prostora je mogla utjecati na rezultate, a što je dovelo do toga da su manje, ruralne vinarije možda bile manje zastupljene. Dakako neke vinarije bliže glavnim gradovima, poput Christchurcha, mogle su se jednostavno smatrati još jednim prikladnim restoranom, a ne mogućnošću posjeta samoj vinariji. Međutim, nemogućnost da se precizira koji odgovori su primljeni od koje vinarije spriječilo je bilo kakvo točnije određivanje ove činjenice. I anonimnost je spriječila utvrđivanje razlika među odgovorima posjetitelja određenih vinarija. U skladu s time, iako bi se rezultati mogli generalizirati, oni se ne bi trebali uzeti kao dokaz da su sve vinarije ili svi kupci pojedine vinarije prikazani u ovim rezultatima.

LIMITATIONS

A number of potential limitations of this study need to be acknowledged. Firstly, it is noted that self-selection meant there was no control over who picked up or completed the questionnaires. Accordingly the differences in gender representation may well be due to differing proclivities between men and women in taking part in such surveys. However, the analyses used are not dependent on the sample being representative of the population. Therefore, differences between sub-groups still present potentially useful insights even if the sample overall is somewhat different from the winery visitor population. It is also acknowledged that in choosing a self-completion and largely quantitative approach, while allowing a wide geographic sample within a limited time and monetary budget, did reduce the level of insight as to causation, compared to a more open-ended qualitative approach.

Further, direct distribution of the questionnaire to only a portion of the sample might have compromised the representativeness of the entire sample. The physical size of the venues may have had an impact, with the result that the smaller, more rural wineries may have been under-represented. Certainly some wineries nearer to the main metropolitan areas such as Christchurch are in close enough proximity to be simply another convenient restaurant rather than a winery visitation option per se. However, the inability to identify which winery responses were received from prevented determining this in any accurate manner. Anonymity also prevented determining whether visitors' responses differed between the wineries. Accordingly while the results may well be generalisable they should not be seen as proving that all wineries or indeed all customers of particular wineries fit within the findings reported.

ZAKLJUČAK I BUDUĆA ISTRAŽIVANJA

Prethodne studije o turizmu vinskih cesta raspravljale su o različitim dimenzijama doživljaja vinarija te su stoga doprinijele identifikaciji i segmentaciji turista enofila. Rukovodiocima vinarija i industriji vina one su pružile vrijedne informacije o, primjerice, uzrocima potrošnje vina ili demografskoj strukturi posjetitelja, kao i njihovu dob i prihode. Međutim, druga pitanja, uključujući i ona o načinu na koji se podgrupe skupina posjetitelja mogu razlikovati u svojim pogledima na doživljaj vinarije, konzumacijom vina ili ukupnom potrošnjom u vinariji, manje su se istraživala.

Ova studija pokazuje jasne razlike između muških i ženskih posjetitelja vinarija u brojnim pogledima. Te razlike ukazuju na potencijalno diferencirane strategije marketinga. Prvo, u usporedbi sa ženskim posjetiteljima, muškarce općenito više privlači doživljaj vina, što uključuje češće posjete vinarijama, veću tjednu potrošnju vina i mjesečnu kupovinu vina, te veći interes za vino. Suprotno tome, odsustvo razlika između muškaraca i žena u navedenoj potrošnji u vinariji dovodi do očitog zaključka da viši godišnji prihodi muškaraca ne dovode do veće potrošnje u vinariji. Međutim, dok bi se moglo tvrditi da obje grupe mogu imati sličan tržišni potencijal za vinarije, muškarci ipak nude veći potencijal u odnosu na žene vezano uz kupnju vina nakon posjete, kako u vidu kvantitete tako i u iznosu kojeg su spremni izdvojiti za bocu vina, a isto tako i u smislu većih investicija u edukativne materijale o vinu. Materijali dostupni u vinariji, poslani kao letci ili oglašeni u časopisima o vinu trebali bi više ciljati na muškarce, posebice starije muškarce.

Suprotno tomu, veća očekivanja žena, percepcije i važnost koja se pridaje aspektima povezanim s doživljajem vinarije, kao i veći stupanj njihovog zadovoljstva, pretpo-

CONCLUSION AND FUTURE RESEARCH

Previous wine tourism studies have discussed different dimensions of the winery experience, and have thus contributed to identifying and segmenting wine tourists. These contributions have provided winery operators and the wine industry with valuable information, for example, regarding visitors' wine consumption patterns, or about visitors' demographic composition, including their age or income. However, other areas, including how sub-sets of visitor groups might differ in their views about the winery experience, their wine consumption, or their expenditures at the winery, have been less explored.

This study demonstrates distinct differences between male and female winery visitors in a number of aspects. These differences point to potential differentiated marketing strategies. Firstly, as compared to women male visitors overall are more involved with wine, including the visiting more wineries, having higher weekly wine consumption and monthly purchases of wine, and greater interest in wine. In contrast, the absence of differences in males' and females' reported expenditures at the winery clearly suggests that males' higher yearly income does not translate into higher expenditures at the winery. However, while it could be argued that both groups may have similar commercial potential for wineries, it is males who may offer more potential than females regarding post-visit wine purchases, both in terms of quantity and the amount they are prepared to pay per bottle of wine, as well as their higher investment in educational materials about wine. Material available at the winery, mailed out as flyers or placed in wine magazines may well be better targeted at the male, and particularly the older male.

stavlja da bi ova grupa mogla imati važnu ulogu prije i nakon posjeta vinariji. Štoviše, kao što je ranije navedeno, utjecaj žena ne mora se nužno mjeriti samo u okvirima potrošnje. Na primjer, ženski posjetitelji prate svoje partnere kao dio većih društava koje posjećuju vinarije. Stoga, dok njihov utjecaj na doživljaj vinarije možda nije tako očit kao onaj muškaraca, kod žena on može poprimiti druge oblike – poput pozitivnog utjecaja na odluku o posjetu vinariji i određenim vinarijama koje im se svide. Posebno je uočeno da bi, kada žene biraju vinariju, potencijalno i stvaran doživljaj hrane mogao biti važniji nego što se to prije mislilo. Zbog toga, dok menadžment vinarija želi isticati kvalitetu, stil i asortiman svojih vina u promotivnim materijalima, uređenje restorana, ambijent, kvaliteta i stil hrane nekim bi segmentima kupaca mogli biti jednako važni, ako ne i važniji. Općenito gledajući, s tim se dimenzijama u prethodnim istraživanjima turizma vinskih cesta Novog Zelanda nije previše bavilo.

Zbog njihovih potencijalnih implikacija na vinarije i industriju vina, ova i druga područja doživljaja vina zaslužuju daljnje istraživanje. Jedan aspekt koji posebno zaslužuje pozornost jest pitanje posluju li vinarije zaista kao turistička atrakcija ili kao destinacija. Istraživačima se čini kako mnoge vinarije koje se nalaze blizu urbanih područja za mnoge kupce predstavljaju samo još jedno mjesto kamo odlaze na dobar obrok ili mjesto gdje kupuju vino koje bi trebalo biti dobro za razliku od drugih lokalnih restorana i vinoteka.

Drugo područje koje bi bilo korisno istražiti jest opseg saznanja koje posjetitelji imaju o vinima i drugim ponudama prije nego što stignu, kao i koliko oni traže samo potvrdu upoznatog izbora u usporedbi s istraživanjem novog iskustva. Ovo bi se pitanje moglo proširiti traženjem odgovora na pitanje o ponovnim posjetima istim vinarijama u usporedbi s potragom za novim mjestima za posjet kako bi zadovoljili potrebu

In contrast, females' higher expectations, perceptions, and importance placed on items related to the winery experience, as well as their higher satisfaction, suggest that this group may play an important role pre- and post-winery visitation. Moreover, as noted previously females' influence may not necessarily be measured only in expenditure terms. For example, female visitors accompany their partners as members of larger parties visiting wineries. Hence, while their impact on the winery experience may not be as obvious as that of males, it may take other forms including positively influencing the decision to visit wineries and specific wineries seen as appealing to the female. It is especially notable that the potential and actual meal experience may well be more critical in the females' choice of winery than previously considered. Therefore, while the winery management may want to stress the quality, style and range of their wines in promotional materials, it may well be that the restaurant setting, ambience, quality and style of food are as important, if not more so, for some customer segments. Overall, these dimensions have not been clearly dealt with in previous wine tourism research in New Zealand.

Due to their potential implications for wineries and the wine industry, these and other areas of the winery experience merit future research. One particular aspect that may merit closer attention is the question of whether wineries are really operating as a tourist attraction, or destination. It seems to the researchers that many wineries close to urban areas are, for many customers, just another place to go for a nice meal, or somewhere to buy what should be a good wine in contrast to their other local restaurants and wine stores.

Another area that would be useful to explore is the extent to which visitors already know about the wines and other offerings before they arrive. To what extent are they

za novitetima ili proširili svoja znanja o vinu. Istraživanje vjerojatnosti povratka u istu vinariju prema rodnim skupinama moglo bi vinarijama pružiti više konkretnih informacija o načinima oblikovanja svojih marketinških poruka o doživljaju i različitim ponudama proizvoda i usluga. Postojanje razlika između rodova pokazuje kako mnogi vinari trebaju znati razlikovati što više detalja o svojim korisnicima putem bilo kojeg oblika povratnih informacija koje dobiju. Reakcije na bilo koje promjene mogu biti izrazito različite ovisno o rodu ispitanika, te njihovoj dobi, prihodu itd.

Također bi bilo korisno istražiti vezu između doživljaja vinarije i potencijalne razlike između muškaraca i žena u konzumaciji vina nakon posjete ili lojalnosti marki proizvoda. Moglo bi se pokazati da proizvod vina ima drugačiji imidž marke ovisno o rodu posjetitelja i zadovoljavanju njihovih moguće različitih očekivanja od posjeta.

S obzirom na konstantan rast turističke djelatnosti Novog Zelanda i potencijal turizma vinskih cesta, sva nova kvalitetnija saznanja bila bi dragocjena kako zbog njezinog rasta tako i zbog dobitka udjela u s njom povezanim tokovima prihoda. S obzirom na pitanja koja ostaju bez odgovora ova aktivnost u usponu zaslužuje daljnje istraživanje.

seeking confirmation of an informed choice as compared to simply exploring a new experience. The extension of this would be to seek answers to questions exploring revisiting the same wineries as compared to seeking out new places to visit either for the sake of novelty or extend their knowledge of wines. Exploring the likelihood of returning to the same winery by each gender group might provide wineries with more specific information about how to formulate their marketing messages about the experience and the various product / service offerings. That there are differences between the genders indicates that winery operators need to ensure that they distinguish more detail about their respondents in any customer feedback that they collect. Reactions to any changes made may be markedly different depending on the gender and possibly the age, income, and so on, of the respondent.

Research would also be useful into the relationships between the winery experience and potential differences of males' and females' post-visit consumption or wine brand loyalty. It may well be that the wine product takes on a different brand image depending on both the gender of the visitor and the satisfaction of their possibly distinct visit expectations.

Given the continuing growth of New Zealand's tourism industries and the potential of wine tourism to both contribute to this growth as well as gain a share of the associated income stream improved knowledge would be valuable. Given the questions that remain unanswered further research is merited in this up-and-coming activity.

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Prilog 1: Odlomak iz upitnika

Putujem (molimo označite):

S partnerom	
S rođakom	
Zajednička odluka	
S prijateljem	
Sam/Sama	
Drugo (molimo navedite)	

Uključujući mene, danas je u mom društvu još _____ ljudi.

Današnji posjet je unaprijed planiran. Da ___
Ne ___

Tko je odlučio o današnjem putovanju ovamo?

Ja samostalno	
Samo s partnerom	
S partnerom i odraslom djecom	
S partnerom i malodobnom djecom	
S prijateljima	
Sa suradnicima	
Drugo (molimo navedite)	

Molimo Vas da koristite sljedeću ljestvicu kako biste označili razinu svog znanja o vinu. (Molimo označite samo broj)

Nikakvo znanje o vinu	1 2 3 4 5 6 7	Široko znanje o vinu
-----------------------	---------------	----------------------

Molimo naznačite cijenu koju obično plaćate za bocu vina (boca: 750ml):

NZ\$ _____ po boci	Druga valuta (molimo navedite) _____ po boci
--------------------	--

Pijete li vino? Molimo napišite.

Da, uz obrok oko _____ čaša u podne i _____ čaša navečer.
Ukupno pijem u prosjeku _____ čaša vina tjedno (Ukoliko uopće ne pijete vino, molimo da napišete 0).

Ako pijete vino, zašto to činite? Molimo označite sve primjenjivo.

Kako bi se obogatilo obrok	
Zbog zdravlja	
Samo zbog zadovoljstva	
Drugo (molimo navedite):	

Appendix 1: Excerpt of survey questionnaire

I am travelling (please tick):

Partner	
Relative	
Joint decision	
Friend	
Myself	
Other (please specify)	

Including myself, there are _____ people in my party today.

Today's visit was planned in advance. Yes ___
No ___

Who made the decision to travel here today?

Alone	
With partner only	
With partner and adult children	
With partner and underage children	
With friends	
With co-workers	
Other (please specify):	

Please use the following scale to define your level of wine knowledge. (Please circle only one number)

No wine knowledge at all	1 2 3 4 5 6 7	Extensive wine knowledge
--------------------------	---------------	--------------------------

Please indicate the price you ordinarily pay for a bottle of wine (bottle: 750ml):

NZ\$ _____ per bottle.	Other currency (please specify): _____ per bottle.
------------------------	--

Do you drink wine? Please write.

Yes, with my meals about _____ glasses at mid-day, and _____ glasses in the evening.
In total I drink approximately _____ glasses of wine weekly (If you don't drink wine at all, please write a zero).

If you drink wine, why? Please check all that apply.

To enhance the meal	
Because of my health	
Simply for pleasure	
Other (please specify):	

Molimo Vas da procijenite broj svakog od navedenih aspekata

Tijekom prošle godine posjetio/la sam ukupno ___ vinarija, ___ vinskih regija i ___ festivala vina.
Pretplaćen/a sam na ___ časopisa o vinu.
Kod kuće imam vinski podrum s otprilike ___ boca vina.
Posjedujem oko ___ knjiga o vinu.
Zanimam se za vinu otprilike ___ godina.
U prosjeku, kupujem oko ___ boca vina mjesečno te oko ___ bačvi mjesečno.
Član sam vinskog kluba otprilike ___ godina.

Koristeći sljedeću ljestvicu, molimo naznačite što ste očekivali prije posjeta vinariji i kako ste se osjećali nakon doživljaja sljedećih aspekata:

U potpunosti se ne slažem 1 2 3 4 5 6 7 Potpuno se slažem; Nemam mišljenje: 0

Prije

Kasnije

	Ova vinarija je lako dostupna.	
	Vinarija nudi ugodnu atmosferu.	
	Proizvodi koji se nude u ovoj vinariji (vino, hrana) atraktivno su prezentirani.	
	Osoblje vinarije informirano je o dostupnim proizvodima.	
	U ovoj vinariji za degustaciju je dostupno nekoliko vrsti vina.	
	Kvaliteta vina je na visokoj razini.	
	Posjetitelji ove vinarije mogu naučiti nešto o vinu.	
	Posjetitelji mogu uživati u „potpuno“ doživljaju vina (npr. kušati lokalne proizvode, uživati u atmosferi vinarije, učiti o aktivnostima povezanim s vinom, upoznati vinare)	
	Hrana je dostupna.	
	Kvaliteta hrane je na visokoj razini (ukoliko se hrana ne nudi, molimo ostavite prazno)	

Sada Vas želimo pitati koliko su Vam važni ti isti aspekti u ovoj prilici (molim zaokružite):

Potpuno nevažno 1 2 3 4 5 6 7 Iznimno važni; Nemam mišljenje: 0

Važnost za Vas

Ova vinarija je lako dostupna.	1 2 3 4 5 6 7 0
Vinarija nudi ugodnu atmosferu.	1 2 3 4 5 6 7 0
Proizvodi koji se nude u ovoj vinariji (vino, hrana) atraktivno su prezentirani.	1 2 3 4 5 6 7 0

Please estimate the number of each of the following items.

In the past year, I have visited a total of about ___ wineries, ___ wine regions, and ___ wine festivals.
I subscribe to ___ wine magazines.
I have a wine cellar at home with around ___ bottles of wine.
I own about ___ books on wine.
I have been interested in wine for about ___ years.
On average, I buy about ___ bottles of wine per month, and about ___ casks per month.
I have been a member of a wine club for approximately ___ years.

Using the following scale please indicate what you expected before visiting this winery, and how you felt after your experience on the following items:

Fully disagree 1 2 3 4 5 6 7 Fully agree; No opinion: 0

Before

After

	This winery is easily accessible.	
	The winery offers a pleasing atmosphere.	
	Products offered in this winery (wine, foods) are presented attractively.	
	Winery staff are knowledgeable about the available products.	
	Several kinds of wines are available for tasting at this winery.	
	The quality of the wines is high.	
	Visitors to this winery can learn about wines.	
	Visitors can enjoy the 'total' winery experience (e.g., try local products, enjoy the winery atmosphere, learn about wine-related activities, meet the wine maker).	
	Food is available.	
	The quality of food(s) is high (if food was not available please leave blank).	

Now I would like to ask you how important these same items were to you on this occasion (please circle).

Osoblje vinarije informirano je o dostupnim proizvodima.	12345670
U ovoj vinariji za degustaciju je dostupno nekoliko vrsti vina.	12345670
Kvaliteta vina je na visokoj razini.	12345670
Posjetitelji ove vinarije mogu naučiti nešto o vinu.	12345670
Posjetitelji mogu uživati u „potpunom“ doživljaju vina (npr. kušati lokalne proizvode, uživati u atmosferi vinarije, učiti o aktivnostima povezanim s vinom, upoznati vinare)	12345670
Hrana je dostupna.	12345670
Kvaliteta hrane je na visokoj razini (ukoliko se hrana ne nudi, molimo ostavite prazno)	12345670

Zašto ste posjetili baš ovu vinariju?

Molimo ocijenite svoj doživljaj ove vinarije rangiranjem sljedećih elemenata:

Nikako 1 2 3 4 5 6 7 Iznimno; Nemam mišljenje: 0

Ovaj posjet bio je vrijedan vremena koje sam potrošio/la da bih došao/la ovamo.	12345670
Ovaj posjet bio je vrijedan truda kojeg sam uložio/la kako bih došao/la ovamo.	12345670
Kvaliteta vina bila je u skladu s cijenom koju sam platio/la za njega.	12345670
Kvaliteta hrane bila je u skladu s cijenom koju sam platio/la za nju.	12345670
Količina hrane bila je u skladu s cijenom koju sam platio/la za nju.	12345670

Što ste si priuštiti tijekom svog boravka?

Laki obrok	
Objed	
Čašu vina	
Bocu vina za svoj podrum	
2+ boce vina za svoj podrum	
Smještaj	
Suvenire (npr., vadičep, pregaču)	
Drugo (molimo navedite):	

Totally unimportant 1 2 3 4 5 6 7 Extremely important; No opinion: 0

	Importance to you
This winery is easily accessible.	12345670
The winery offers a pleasing atmosphere.	12345670
Products offered in this winery (wine, foods) are presented attractively.	12345670
Winery staff are knowledgeable about the available products.	12345670
Several kinds of wines are available for tasting at this winery.	12345670
The quality of the wines is high.	12345670
Visitors to this winery can learn about wines.	12345670
Visitors to this winery can enjoy the 'total' winery experience (e.g., try local products, enjoy the winery atmosphere, learn about wine-related activities, meet the wine maker).	12345670
Food is available.	12345670
The quality of food(s) is high (if food was not available please leave blank).	12345670

Why did you visit this particular winery?

Please indicate your experience at this winery by rating the following elements:

Not at all 1 2 3 4 5 6 7 Extremely; No opinion: 0

This visit was worth all the time I invested to get here	12345670
This visit was worth all the effort I invested to get here	12345670
The quality of the wines was worth the price I paid for them	12345670
The quality of the food was worth the price I paid for it	12345670
The quantity of the food was worth the price I paid for it	12345670

What did you purchase during your visit?

A snack	
A meal	
A glass of wine	
1 bottle of wine for my cellar	
2+ bottles of wine for my cellar	
Accommodation	
Souvenirs (e.g., corkscrew, apron)	
Other (please specify):	

Ovu vinariju otkrio/la sam putem:

Brošura	
Časopisa	
Web-stranica	
Usmenom predajom	
Drugo (molimo navedite):	

Moje društvo (uključujući mene) potrošilo je oko _____ NZ \$ tijekom posjeta ovoj vinariji.

Općenito gledajući, koliko ste zadovoljni doživljajem ove vinarije? Molimo zaokružite jedan broj.

Iznimno nezadovoljni	1	2	3	4	5	6	7	Iznimno zadovoljni
----------------------	---	---	---	---	---	---	---	--------------------

Koja je Vaše trenutno ili prethodno zanimanje?

Moj spol je Ženski _____ Muški _____

Rođen/a sam 19 _____

Koja je najviša razina obrazovanja koje ste stekli? Molimo označite jednu.

Osnovna škola	
Srednja škola	
Fakultet	
Tehničku školu	
Trogodišnju školu	
Diplomski studij	
Poslijediplomski studij	
Drugo (molimo navedite):	

Moja sredstva predviđena za put su (molimo zaokružite jednu):

Vrlo ograničen 1 2 3 4 5 6 7 Neograničen

Molimo navedite prosječna godišnja primanja svojeg domaćinstva u domaćoj valuti. (Podsjećamo Vas da su svi Vaši odgovori anonimni i povjerljivi).

NZ\$ _____ Druga valuta _____ (molimo navedite) _____

I discovered this particular winery through:

Brochures	
Magazines	
Websites	
Word-of-mouth	
Other (please specify):	

My party (including myself) spent around NZ\$ _____ during this winery visit.

Overall, how satisfying was your experience at this winery? Please circle one number.

Extremely dissatisfying	1	2	3	4	5	6	7	Extremely satisfying
-------------------------	---	---	---	---	---	---	---	----------------------

What is or was your primary occupation?

I am Female _____ Male _____

I was born in 19 _____

What is the highest level of education you have completed? Please tick one.

Primary school / Junior high school	
Secondary school / High school	
Some university	
Polytechnic	
Other tertiary	
University undergraduate degree	
University postgraduate degree	
Other (please specify):	

My travel budget is (please circle one):

Very limited 1 2 3 4 5 6 7 Unlimited

Please state your approximate yearly household income in your home currency. (Please be reminded that all your responses are anonymous and confidential).

NZ\$ _____ Other currency _____ (please specify) _____

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