

What Quality Attributes Do Wine Tourists Value More in a Winery Experience? eWOM in Spanish Wineries in the Wine Tourism

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Abstract

This research highlights the most frequent quality attributes found in the eWOM of wine tourists visiting Spanish wineries, which enables an analysis of wineries' current situation and their decision-making process about whether to maintain or improve the attributes of their wine tourism activities. The attributes are defined with the TOURQUAL model and are grouped into five categories: access, environment, the human element, experience, safety, and technical quality. The study concludes that the dimension of experience in the TOURQUAL model containing the indicators of learning, entertainment, and evasion are the most valued elements in the wine tourism experience, together with the esthetic indicator referring to the beauty of the place where the activity takes place and the human dimension of the winery staff.

Keywords: *wine tourism; eWOM; Tourqual*

Track: Tourism Marketing