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Exploring Wine Terroir Experiences: A Social Media Analysis

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Abstract. The present study seeks to better understand wine terroir experiences as reported by visitors of a Portuguese wine region, namely Bairrada in Central Portugal that has also been dynamized through a wine tourism route development. The here presented approach focuses on experiences lived by visitors of this territory and correspondingly reported on Tripadvisor, an intensely used social media site with multiple, shared information on trips, destinations, tourism services and vacation or leisure experiences. It is correspondingly frequently used for travel planning and is recognized as significantly impacting destination image development and travel decision-making. For the present study a total of 137 comments reported on Tripadvisor regarding Bairrada experiences from 2019 to 2020 were analyzed using NVivo, following rigorous reliability procedures. Results show the role of wine, tangible cultural heritage and natural landscapes in providing emotionally gratifying, memorable and recommendable wine terroir experiences in Bairrada, with wine interestingly associated to a diversity of experience dimensions. To avoid negative experiences, professional services and quality facilities seem to be paramount.

Keywords. Wine tourism · Terroir tourism · Rural tourism · Tourist experience · Social media analysis · Bairrada · Tripadvisor.

1 Introduction

Wine tourism in rural areas, sometimes also referred to as ‘terroir tourism’ [19], has attracted increasing interest from experience-seeking tourist markets as much as from wine producers and tourism agents and developers [12]. This appeal is mostly due to this tourism’s format potential to present distinctive, sensory-rich, entertaining and educational experiences to travelers [6, 41], thereby enriching a destination’s overall appeal [36]. However, also its potential to stimulate sales and promotion of particular wines and corresponding territorial brands is worth of notice [7], thus creating relevant multiplier effects in the region’s local economic base and constituting an interesting rural development tool [15].

In order to make the most of such potential, in terms of increasing a wine producing territory’s appeal and competitiveness, a thorough understanding of the visiting market’s profile, behavior, experiences sought and lived during the visit and corresponding evaluations, is crucial [28]. Formal market research is frequently used for that purpose [43], but today freely available experience reports, posted by visitors on social media, are a not-ignorable, most valid and valuable source of rich qualitative market information [26]. This information is additionally shared with thousands, sometimes millions of potential travelers, thereby simultaneously representing a significant determinant of future travel behavior of others, which tourism agents should be aware of (and eventually react on, in case of negative image formation).

It is in this context that the present study analyses comments that visitors of the Bairrada region, which is organized around the Bairrada wine route, had posted on Tripadvisor, one of the most used C2C travel information platforms worldwide, mobilizing the global travel market [31]. The main objective is a better understanding of the travelers’ experience lived at the destination, in its diverse dimensions, and how it relates to positive feelings, memorability and effective recommendation. Thereby experience contents that may be more or less typical of the visited region, or eventually common to other rural wine destinations, may become clear, as much as the valuation of specific types of experiences amongst those tourists visiting a rural wine producing territory. This may contribute to improve such destination’s appeal through corresponding destination development.

The following sections will start with a literature review regarding wine and terroir tourism, the tourist experience concept, and social media analysis, to then present the empirical study, with an initial presentation of the Bairrada case, an explanation of the methodological procedures applied and then a more detailed presentation of results. The paper concludes with both theoretical reflections regarding the tourist experience in rural wine terroirs, based on the here used conceptual experience framework, and a discussion of implications for destination management and marketing.

2 Literature Review

2.1 Wine Tourism: from Winery to Terroir

Wine tourism may be conceptualized as ‘special interest tourism’, particularly motivated by a particular interest in wine, in tasting it on-site or experiencing the atmosphere and diverse facets of a grape wine producing region [10, 17]. Initially, wine tourism has been mostly conceptualized as travel motivated primarily by and focused on wine tasting, wine events and purchases, frequently centered at the winery, also visited for the purpose of gaining knowledge about wine production processes, including wine cellar and vineyard visitation [10, 17].

However, the perspective of wine tourism has been increasingly widened to focusing not only on wine but rather on the entire wine producing terroir, its diverse facets as a ‘touristic terroir’ permitting the experience and exploration of a variety of physical, cultural and natural features that make up the region’s distinctive tourist appeal [12, 17, 19].

This ‘terroir tourism’, if well managed, presents an opportunity for providing rich place experiences much beyond cellar doors and wineries, potentially intensifying the experience, making it more involving and memorable and desirably leading to place attachment [16], while stimulating setting into value a multiplicity of endogenous resources. For wine producers this may not only translate into more cellar-door sales but also stimulate increased future sales due to the development of such place attachment and brand loyalty, to both a specific winery and the wine region [14]. For the wine producing region, ‘terroir tourism’ simultaneously means enhanced and diverse economic opportunities, stimulating these wine-producing territories’ economic, social and cultural structures [12]. For the tourist, a better articulated and presented rural wine tourist destination would increase the destination’s appeal not only to the wine lovers, but also to the wine interested and novices [10], as well as to other general visitors to the region. Examples of such opportunities would be the development of diverse cultural events and services, the enhancement of local craft or other local products, apart from the possibility of developing a series of tourism, leisure and hospitality services, associated to a multiplicity of sensory experiences, storytelling, and co-creative experience opportunities that tourists may enjoy when visiting wine routes and territories.

Despite the increasingly acknowledged importance of the wine producing regions’ diverse (natural and cultural, material and immaterial) heritage resources, landscapes, people and non-wine centered products and services, the differential appeal and role of these diverse facets of the wine terroir experience is rarely studied, while a simultaneous systematic analysis of the dimensions of these experiences and their impact on future behavior would largely enhance a wine destination’s potential to increase its market success.

2.2 The Tourist Experience

The tourist experience is most central to a destination’s appeal, since visitors increasingly seek enjoyable, meaningful, authentic and interactive experiences while travelling [9, 21]. Pine and Gilmore’s [34] experience economy paradigm highlights the value of involving customers in an emotional, physical and intellectual way to promote unique and memorable experiences. The tourist experience can be defined as “the sum of psychological events a tourist goes through when contributing actively through physical and/or mental participation in activities and interacting with other subjects in the experience environment” [8]. Accordingly, physical, social and organizational factors are part of the ‘experiencescape’, influencing the experience quality and contributing to its memorability [8].

Campos et al. [8] suggested that Destination Management Organizations (DMOs) should focus on delivering quality experiences that include local resources and stimulate the interaction between different stakeholders to increase competitiveness. The concept of co-creation addresses the systemic nature of the experience value creation [44], which, in the on-site tourism context, involves local community, local agents and tourists [21, 24], who get actively engaged in. Tourists are increasingly seeking unique, pleasurable and meaningful moments, involvement in different, sensory-rich environments and opportunities of self-expression [8, 22]. Visitors value unique and customized experiences through which they can develop skills and express themselves [8]. In this context, destinations, as ‘experience providers’, may facilitate competitive experience environments and conditions [8] to promote more engaging and memorable experiences [34].

We can therefore conclude that (1) local resources permitting immersive and authentic experiences, and (2) opportunities to engage cognitively, physically and emotionally in active and interactive place experiences, play an essential role in enhancing memorability, satisfaction and loyalty amongst visitors [8, 9, 22, 24].

In the specific context of rural tourism, such local resources and their perceived 'authenticity' are even more important [22], with local gastronomy and wine often playing an important role [17]. Also, interaction with local communities significantly add to perception of authenticity, the enjoyable social dimension of the rural tourist experience and, finally, its meaningfulness, enhancing place attachment [20].

Two models from consumer behavior research have marked the analysis of the tourist experience: (1) Pine and Gilmore's framework [34] distinguishing experiences based on customers' participation (active or passive) and on their interaction with the environment (absorption or immersion). Based on these extremes, four categories of experience realms are suggested: entertainment, aesthetic, educational, and escapist. And (2) Schmitt's [40] Strategic Experiential Modules (SEMs) highlighting the complexity of consumer experience, specifically stressing the role of sensory ('sense'), cognitive ('think'), affective ('feel'), behavioral ('act'), and social-identity experiences ('relate'). The 'sense' module comprises experiences of sight, taste, touch, smell and sound. 'Think' refers to cognitive experiences stressing the role of intellectual challenges and cognitive creativity, while 'feel' underlines the centrality of consumers' emotions and 'act' highlights the relevance of physical experiences, interactions and lifestyles. Finally, the 'relate' dimension refers to the importance of being part of a social context, comprising aspects of the precedent modules [40].

Scholars in tourism found evidence for the applicability of these consumer experience models, revealing the role of diverse dimensions in making tourist experiences at the destination appealing, enjoyable and memorable [24, 33, 35, 38]. Such memorable experiences, if well-connected to the visited place's most unique resources and involving personalized and enjoyable host-guest interaction, may indeed enhance visitors' destination satisfaction and loyalty (i.e., recommendation of experience and repeat visitation) and contribute to the destination's competitiveness [22].

2.3 Social Media Analysis

Over the years social media's influence on the day-by-day routine of the world's population, in general, has been increasing continuously at a social, economic, political, cultural, environmental, and many other levels. From the tourist market's perspective, social media can substantially decrease the distance between the client and the destination offer and thereby help tourists reduce the perceived risk of decision-making through travel experience sharing and electronic word-of-mouth [26]. Social media influence primarily the way tourists search, obtain, produce and reproduce information about tourism services and tourist destinations, before, during and after the trip [45].

The information consumers share online is vast, generally perceived as authentic and trustworthy [18, 26] and can be processed in real time, through the automated technology that creates valuable information, which influences the potential market and thereby has an impact on the performance of organizations. The feedback presented online permits an assessment of current and to predict future performance, since evaluative content shared online reflects actual patterns of consumption and also allows to predict future behavior [1], helping organizations to better understand their market and adjust to it through better targeted and personalized marketing campaigns [2]. According to Ali et al. [1], organizations that take advantage of the information they get from social media are normally ahead of their competition. On the one hand, monitoring user-generated content is a powerful source of market information that permits a better understanding of what the market values most, what are the suppliers' strong and weak points, thus contributing to improved product development [18]. Additionally, organizations using social media may create proactively a positive brand image amidst their consumers [1]. Accordingly, DMOs may largely benefit from getting actively involved in such online communities providing feedback and connecting to their markets [26, 30].

Also in the wine industry, wineries' interaction with online social media platforms, such as Facebook, may be worthwhile to intensify companies' visibility, market interaction and customer-relationships, which was shown as particularly interesting for small wineries in Sicily [14]. The authors found that especially content-rich interaction with consumers and an engaged online presence reflected on the construction of clients' loyalty, brand recognition and overall market performance [14]. If this is true for wine sales, it should be especially relevant for creating an interest in visiting such wineries in an even more engaging and personalized tourist experience context, where social media have been found as substantially impacting on consumer choices [26, 30].

3 The Empirical Study

3.1 TWINE and the Bairrada Case

The present study is part of a broader project, entitled *TWINE: co-creating sustainable Tourism & WINE Experiences in rural areas* which aims to study the market for and issues involved in co-creating integral tourist experiences in rural wine destinations, based on a study of three contrasting wine routes in Portugal's Central region: Bairrada, Dão and Beira Interior. The project involves the Polytechnic Institute of Viseu and the University of Beira Interior as well as experts on sustainable rural tourism, wine tourism and regional development and focuses on tourist experiences as co-created, shared and impacting on tourists, local residents, agents of supply, and other stakeholders from the tourism and wine sector. One important perspective of analysis is the tourist's point of view, whose experience, extended in time, is central to a wine destination's market success and competitiveness. The present study presents the preliminary results from this ongoing task, referring only to experiences from the Bairrada region as diverse integral rural wine tourism experiences.

This Portuguese region, located in Beira Litoral, between Aveiro and Coimbra, has a long wine-making tradition. Represented mainly by small-scale wineries, Bairrada is positioned as the main Portuguese region for sparkling wine, and recognized as a destination offering a wide range of experiences related to wine, local food, culture and nature. The Bairrada Wine Route was created in 1995 by a group of regional and local wine-related public and private entities, aiming at promoting the region's wine and creating a regional structure to offer an innovative tourism product, based on regional wine traditions and other regional attractions.

In this context, the visitors' experiences as reported on social networks are relevant data, representing both memories and post-visit evaluations, additionally impacting on many others, through electronic word-of-mouth.

3.2 Methodology

This study was an exploratory investigation into the integral rural wine tourist experience and its relevance to develop successful and competitive destinations. To better understand the visitor experience, a qualitative research approach was used, namely passive netnography [4], which consists of analyzing online communication to answer a specific research question [29]. In this study, the research question was: From a rural wine tourism perspective, which are the elements and dimensions that constitute the tourism experience in the Bairrada region? To answer to this question, we analyzed online reviews posted by people visiting the Bairrada region in Portugal to identify tourist experience dimensions and outcomes at a wine tourism destination. Based on Kozinets [23], three steps were followed to operationalize passive netnography: (1) *entrée*, i.e., selecting suitable information sources (i.e., websites) providing high 'traffic' of postings and descriptively rich data, (2) data collection, and (3) data analysis.

Entrée. In this study, we relied on user-generated content reported in social platforms, which has been highly used in hospitality and tourism as a rich data source to track trending topics and identify opinions and beliefs about products and experiences [25, 27]. Compared to traditional methods (e.g., interviews), online reviews from tourists offer some advantages: data availability, speed and simplicity of data collection, contextual relevance, freshness of information, and its non-intrusive nature [27].

Tripadvisor was selected as the platform from which to extract tourists' reviews, since firstly, Tripadvisor is the largest travel platform worldwide, with 463 million users from all over the world (available in 49 different countries and 28 languages) each month, browsing 860 million reviews and opinions of 8.7 million accommodations, restaurants, airlines, cruises, experiences, tours, and popular attractions [42]. Secondly, in contrast to other online platforms that only include hotel and service reviews and ratings (e.g. Trivago, Yelp), Tripadvisor also covers travel experiences and activities. Thirdly, commentaries on Tripadvisor are usually enriched with personal user and travel data (e.g., place of origin, data of the experience, travel group). Fourthly, Tripadvisor is considered as largely reliable [11], demonstrating higher overall quality, helpfulness and rating-narrative coherence compared to other online review platforms with similar review volume [44]. Therefore, perceived as a premier data source, Tripadvisor has been largely used in hospitality and tourism research [e.g., 3, 13].

Data Collection. A systematic procedure to retrieve travelers' comments for later analysis was used. Firstly, all the experiences matching the word 'Bairrada' in *Tripadvisor.pt* were identified. We limited our selection to reviews with a wider experiential viewpoint related to the discovery of the territory and its attractions, rather than reviews containing just concrete service quality perceptions. After an overview of

comments in diverse categories, we selected the categories ‘things to do’ and ‘tours and tickets’ for the purposes of this study. The categories ‘restaurants’ and ‘hotels’ were, therefore, ignored from the present inquiry, although some activities referred to hotel and/or restaurant contexts. In this phase we obtained 3,271 comments of 32 different experiences.

Exclusion criteria were established to guarantee the adequacy of selected comments, i.e., narratives concerning tourist experiences in the Bairrada region. Thus, for instance, comments containing the word Bairrada only as a reference to the origin of wines and local products, or the origin of the visitors were not considered. In this stage we removed several reviews from the analysis, reducing this number to 807 comments that referred to 24 experiences.

Finally, only recent reviews (2019 and 2020) written in Portuguese, English and Spanish were included in the analysis. After the three-phase filtering process, the final total number of reviews for analysis was 137, corresponding to 18 different experiences at Bairrada (see Table 1). These reviews were used to build a database containing personal information about the individuals (name, gender and nationality), information about the trip to Bairrada (data of the experience and travel group), information about the specific place visited (Table 1), and the commentary contributed –subject to content analysis. Comments were analyzed in their original language not to lose important connotations. They were only afterwards translated to English for better integrating into the argument of the text.

Table 1. Experiences considered for analysis

Type of experience	Experience	Location	#
Things to do: Art Museums	Aliança Underground Museum	Sangalhos	25
Things to do: Historic Sites	The Palace of Buçaco	Buçaco	25
Things to do: Bodies of Water	Pateira de Fermentelos	Agueda	17
Things to do: Fountains	Fonte de São João	Luso	16
Things to do: Forests	Curia Park	Curia	9
Things to do: Wineries and Vineyards	Caves do Solar de São Domingos (Wineries)	Anadia	6
Things to do: Sightseeing Tours	Bairrada Tours	Aveiro	6
Things to do: Wineries and Vineyards	Caves Messias (Wineries)	Mealhada	5
Things to do: Wineries and Vineyards	PRIOR LUCAS Vinhos Wines	Coimbra	5
Things to do: Visitor Centers	Associação Rota da Bairrada	Anadia	5
Tours and tickets: Activities	Discovering the Lucas Prior Vineyards, Coimbra	Coimbra	4
Things to do: Specialty Museums	Museu do Vinho Da Bairrada (Bairrada Wine Museum)	Anadia	
Tours and tickets: Activities	Bairrada is Sparkling wine and more	Anadia-Porto	2
Tours and tickets: Activities	Bairrada Small Group Wine Tour: Visit 3 Wineries with Wine Tasting & Lunch	Porto-Aveiro-Mealhada-Sangalhos-Porto	2
Tours and tickets: Activities	Tour from Coimbra to Bairrada Vineyards and Buçaco forest	Sangalhos-Buçaco	2
Tours and tickets: Activities	Visit to the Curia’s Old Station with Sparkling and Curia’s Love	Curia	2
Things to do: Hiking Trails	PR1 MLD Luso Buçaco 363	Luso	2
Things to do: Wineries and Vineyards	Adega Luís Pato (Winery)	Anadia	1

Data Analysis. The NVivo 12 software supported content analysis. To this end, firstly, the most prominent experience dimensions were selected from a literature review. Due to research focus and objectives, we chose Schmitt's (1999) experiential modules (i.e., act, feel, relate, sense, and think) and two experience outcomes: memorable experience (Kim, Ritchie, & McCormick, 2012) and loyalty (Oppermann, 2000), including intention to repeat and recommend (Jones & Sasser, 1995). Then, a code tree based on these dimensions was created in NVivo (deductive approach) (cf. Table 2). Throughout the coding process (content analysis), new categories emerged, which were added to the initial code tree (inductive approach) (cf. Table 2). These included new experience outcomes, such as authenticity, not recommended experiences, suggestions for other visitors and suggestions for suppliers. Some of these inductive categories have attracted the attention of previous tourism literature; e.g., authenticity (Cohen, 1988; Wang, 1999). We also differentiated negative and positive tone of comments, where some specific 'feelings' (Schmitt, 1999) were included; i.e., boredom, disappointment, and disorientation as negative emotions, and relaxation, romanticism, surprise, and comfort as positive emotions. Likewise, we distinguished the five 'senses' (sight, smell, sound, taste, and touch), and added an imprecise one as subcategories of Schmitt's dimension.

In a second approach, we opted for including in the analysis the types of attractions mentioned in reviews. We chose those attraction elements generally integrated in the literature about the tourism system that were most apparent in the reviews: nature/landscape, tangible cultural heritage, and intangible cultural heritage (e.g., Timothy, 2011). Besides, a final revision of categories led to the incorporation of new subcategories. Firstly, we differentiated three subcategories within 'memorable experiences'. Secondly, we put into evidence that many reviews referred to gastronomy and wine. Although these would conceptually meet the intangible cultural heritage category, the relevance of these elements in our context motivated their consideration as subcategories.

The content analysis followed an interpretive perspective, with overlapping content observable and the same comment possibly being coded in more than one category. The process was iterative and reviews were continuously updated to fit the code tree (including new categories and subcategories). Regarding the coding procedure, in an initial phase, four authors coded together twenty comments, in order to define the main coding criteria and assure reliability. After that, two independent teams were formed. In pairs, each evaluator in each team independently codified all the assigned commentaries and results were compared afterwards with the colleague. Whenever necessary, all the authors met in order to overcome lack of agreement between the members of a team, with a fifth researcher knowledgeable about experience research further adding to the refinement of the coding approach. All categories encountered at the end of the coding process are presented in Table 2. These include deductive and inductive (sub)categories, i.e. following both previously identified categories and new ones resulting from discourses.

NVivo provided the frequency of references (number of times that a particular category was coded), 'encoding matrix queries' (relations between variables, for example, frequency of categories by sex), frequency of words (word cloud and word trees), and the correlation between categories (cluster analysis based on the Pearson's coefficient). Finally, results were presented and discussed using examples of narratives extracted from the analyzed comments, always protecting the identity of the people mentioned by replacing the name with its initial. Results from these analyses are discussed in the following section.

Table 2. Visitors' experiences at Bairrada: categories and description

Category	Subcategories
Type of Attraction	
Tangible cultural heritage	
Nature/landscape	
Intangible cultural heritage (traditions)	Gastronomy, Wine
Strategic Experiential Modules [40]	
Act	
Feel	
Relate	
Sense	Imprecise sense(s), Sight, Smell, Sound, Taste, Touch.
Think	
Emotional tone (valence)	
Negative tone	Boredom, discomfort (crowded), disappointment, disorientation, overpricing, lack of maintenance, poor accessibility, poor service provision and deficient facilities, and other general negative expressions.

Positive tone	Adequate accessibility, affordability, good signposting, prestige, good service provision and facilities, proper maintenance, relaxation, romanticism, surprise, comfort (uncrowded), and other general positive expressions.
Experience Outcomes	
Perceived authenticity	
Recommended experience	
Intention to return/repeat visit	
Not recommended experience	
Suggestions for others visitors	
Suggestions for suppliers (for service/experience improvement)	
Memorable experience	Directly expressed memorable experience, Indirectly expressed memorable experience, and Nostalgia.

4 Results

Most important results are presented below. Please note that the coverage percentages presented in parentheses indicate how much of the source content is coded into this category (i.e. percentage of characters coded in the category, as calculated by NVivo).

4.1 Most Important Dimensions

Firstly, as for the valence (emotional tone) of narratives, reviews reveal a predominantly positive emotional tone (56.5%), with only 13.3% of negative ones. Although most were general positive expressions (37.5%), visitors also highlighted their specific appraisal of the good service provision and facilities (7.6%) and relaxation (3.2%):

“It deserves the maximum rating! In addition to a wide variety of routes to choose from, the company develops tailored tours for each client. The chosen places are fantastic (true treasures of Portugal!). Route planning is thoughtful and judicious. The eating places are reliable and the products traditional and delicious! The van is spacious, clean and comfortable, and they drive responsibly. The guide knows much about the region (born and raised in these lands of Bairrada), has an incredible sense of humor (immediately created empathy towards the group) and demonstrates passion for what he does, always showing us the best of the area (its monuments, customs, stories, traditions and gastronomy).” (S. C., 05/2019, about Bairrada Tours).

“Pleasant place that inspires introspection. Idyllic landscape and bucolic environment where we can listen to birds chirping or frogs croaking.” (A. F., 01/2020, about Pateira de Fermentelos).

On the contrary, the negative aspects reported are mainly related to the lack of maintenance of natural spaces and buildings (4%), disappointment (3.7%), and poor service provision and deficient facilities (1.7%), as in the following fragments:

“The local authority or the Hotel should pay more attention to this park. It would be a nice place to go with children as it has a playground, but someone must intervene and take care of it.” (P., 03/2019, about Curia Park).

“Total disappointment, horrible!!!! This hotel was highly recommended, won several awards for a classic hotel, castle hotel, etc., it is settled in a beautiful location and has a wonderful architectural style, but two days before our reservation we received information that the restaurant would be closed due to renovation works, causing inconvenience as the hotel is far from the city and we would have to take the car to go to dinner or order room service, which was discouraged by the employees themselves.” (D. S., 01/2020, about the Palace of Buçaco).

Secondly, as for the attractions mentioned, Bairrada was presented as a diversified tourist destination, providing visitors with interesting tangible cultural heritage experiences (20%), wine-related experiences (16.2%), and experiences related to nature/landscape (15.4%). Gastronomy was also relatively appreciated in the visitors' experience narratives (5.1%). Most comments mentioning tangible cultural heritage refer to the Palace of Buçaco, art collections gathered in museums, and, to a lesser degree, hot springs. The following excerpts illustrate some of these aspects:

"The beauty of this wonderful work impresses anyone. It is a visit that must be included in the itinerary. This historic monument was built for the Portuguese Royal family by the hands of great masters of architecture at the time. It is well worth a visit!" (E. R. D. M., 04/2019, about the Palace of Buçaco).

"First of all, I have never seen such an extensive and diverse collection of African Art. That was enough to make a visit here worth it. Then there is the gallery of crystals, geodes, minerals and semiprecious stones. It will make you appreciate the wonders of nature. The same happens for the fossils and petrified wood. The vast collection of ceramics is impressive." (D., 11/2019, about the Aliança Underground Museum).

"Fantastic Collection. Eight Collections which is the most interesting in a unique place..." (F. G., 11/2019, about the Aliança Underground Museum).

"Centenary park suffering from lack of maintenance; however, it is interesting to understand how the thermal baths were used a hundred years ago." (m., 06/2019, about Curia Park).

Wine-related experiences mainly refer to visits to wineries (Caves Messias, Caves São Domingos) and wine-related museums (Aliança Underground Museum), where the wine-making process can be appreciated, as well as wine tasting and purchase of home-made wine bottles:

"The visit lasts about 1h30 and finishes with a tasting. The visit is guided, which helps a lot: it was explained to us not only the origin and history of the exhibits but also the way sparkling wine is produced in the region. There is a store where we can buy not only wines produced in the region but also other wines produced by the group." (S., 11/2019, about the Aliança Underground Museum).

Reviewers also provided rich narratives about nature-related experiences and gastronomy:

"I was so excited to spend an entire day wandering and hiking through the Buçaco Forest. We started with the Via Sacra to make it up to the Cruz Alta early in the day. Unfortunately while taking an alternative path back towards the palace, the poorly marked trails got us quite turned around. I wish that the stations of the cross buildings were marked with corresponding numbers on the park map to keep one oriented. They are doing a lot of restoration on those after a severe storm in 2006. The forest was indeed truly magical despite our frustration with directions! Do not miss the fern valley or fantastic fountain!" (L., 05/2019, about the Palace of Buçaco and surroundings).

"For lunch we ate the famous suckling pig, with extra crispy skin and unique sauce. We had no idea this dish existed." (A. R., 10/2019)

Thirdly, in relation to Schmitt's modules [40], the narratives analyzed are dominated (attending to coverage percentage) by two dimensions: sense (36.5%), largely represented by sight (25.2%), and feel (33.3%), frequently with enthusiastic exclamations.

"It has wonderful works of art: 9 different art collections, from ceramics, ethnography, mineralogy, paleontology, etc. Watching live will make your jaw drop!! The distinct spaces of the cellars are also noteworthy." (G. R., 03/2019, about the Aliança Underground Museum).

“Incredible experience!” (G. V., 06/2019); *“Inspiring”* (T. A., 06/2019, about Pateira de Fermentelos); *“Fabulous Day!”* (M. T., 05/2019)

To a lesser extent, act (13.4%) (e.g., engage in wine tasting, explore walking trails, visit wineries and museums), the taste sense (8.8%) (e.g., taste wine, eat local products) and think (10.5%) (e.g., learn about producing wine, be interested in collections at museums) also play important roles in the analyzed experiences at the Bairrada region. Interestingly, the reviews did not present any referral to the smell dimension of the experience.

Finally, concerning detected experience outcomes, fragments analyzed in this study show that Bairrada visitors show moderate loyalty levels, with a prominent proportion of comments recommending the experience to others (9.9%).

“I would definitely recommend to any wine lover!” (L. 08/2019, about Prior Lucas winery).

Similarly, there is a large number of reviews describing the memorable nature of the experience in terms of unique moments:

“It was a very important moment to relive the history of the wines of this region. It reminded me of old stories from the old vineyard, and the typical grape variety of this region, Baga. Bravo, loved this visit.” (N. N., 09/2019, about the Bairrada Wine Museum).

Surprisingly, authenticity (1%) and intangible cultural heritage (traditions) (3.6%), which are two relevant factors in terroir and rural tourism literature, are scarcely referred to in our sample reviews.

4.2 Differences Between Attraction Contexts

The frequency of the most coded categories was analyzed according to the attraction context, whenever the number of references was sufficient to allow a comparison (cf. Table 3).

The results show that the narratives with a positive emotional tone refer mainly to wine and tangible cultural heritage.

“All in all, this was one of the most enjoyable winery visits I have ever had; when combined with the other parts of the tour it will be something I remember forever.” (P. E., 10/2019, about Prior Lucas winery).

“Palace to visit and, if there is the opportunity, stay for a weekend. Fantastic architecture and for those who like history a Palace that is certainly worth visiting.” (P., 10/2019, about the Palace of Buçaco).

Despite this, the greatest number of recommendations appears in comments related to nature experiences and only afterwards in comments related to wine-related experiences and tangible cultural heritage.

“I recommend for the surrounding natural beauty and be prepared to go for a walk and in the end maybe for a picnic!” (Anonymous, 03/2019, about Pateira de Fermentelos).

“Would absolutely recommend, it was the most personalised wine tour/tasting we’ve done.” (Anonymous, 02/2020, about Prior Lucas winery).

“Beautiful Palace-Would Recommend” (Anonymous, 01/2019, about the Palace of Buçaco).

Regarding Schmitt’s experience dimensions, it appears that wine is the attraction that triggers most observations in each of the dimensions (think, act, feel and relate), with the exception of the sight sense dimension, which is more present in tangible cultural heritage.

“We had an amazing time exploring the vineyards near Coimbra! The tour guides, Fátima and Sérgio, did an amazing job as they know a lot and are passionate to tell you all about the wine-making process and Portuguese nature/life in general! Besides, the Prior Lucas wine was very, very tasty and is made throughout an interesting, traditional process. The

Pearson's correlation coefficient (r) was calculated in order to analyze the relationship between coded categories. Following Pestana and Gageiro [33], we established 0.70 as the cut-off value, so only strong correlations were considered. The most interesting results extracted from this correlation analysis are listed below.

Firstly, we found that a set of categories are positively and highly correlated with favorable feelings, thoughts and opinions of Bairrada visitors. These correlated categories might give some clues about the features/contexts triggering emotionally more positive tourist experiences. Eight important categories highly correlated with a general positive tone of sample narratives stand out: (1) feel ($r = .95$), (2) wine ($r = .89$), (3) think ($r = .88$), (4) act ($r = .88$), (5) tangible cultural heritage ($r = .86$), and to a slightly lesser extent (6) nature/landscape ($r = .83$), (7) good service provision/facilities ($r = .82$), and (8) relate ($r = .78$). This means that experiences that make visiting travelers feel something, experiences that stimulate thinking and reflection, and experiences that provide the opportunity to be active are those in which the visitor declares more positive emotions, followed at some distance by experiences with an important component of social interaction or valuation. From a perspective of destination attractions, the general positive tone of reviews is correlated most strongly with wine-related experiences ($r = .89$), followed by tangible cultural heritage ($r = .86$) and nature/landscape ($r = .83$). Experiences marked by the professionalism of the suppliers (good service provision and facilities) are also found to be correlated with the positive emotional tone of narratives ($r = .82$).

Secondly, considering the comments with negative emotional tone in the sample reviews concerning experiences at Bairrada, disappointment of visitors is closely related with poor service provision and poor service facilities ($r = .79$).

Thirdly, and not surprisingly, the experience was found to be more recommended when marked by a positive emotional tone of visitors ($r = .79$). Besides, the most recommended experiences are those linked with nature/landscape ($r = .75$), although not being the attraction found most correlated with the general positive tone.

Fourthly, people narrating wine-related experiences mention the thinking dimension the most, and to a lesser extent acting and feeling ($r = .92, .89, .87$, respectively). Therefore, we can say that wine tourism in Bairrada is closely linked with cognitively stimulating experiences; e.g., learning about the wine producing process, listening to explanations connected to vineyards and wineries, etc. Additionally, visitors seem to 'do' things when encountering wine-related experiences, such as visiting museums and wineries, tasting wine, and buying wine bottles. Finally, feelings arise in visitors that mention wine-related concepts. Moreover, wine is highly and positively correlated with the relate dimension and with good service provision and facilities, which suggests that in wine tourism the interactional aspect, predominantly with tour guides and producers, is highly appreciated.

5 Discussion and Conclusions

Through careful monitoring of online social media communication and additional interaction with potential wine tourists, wineries, other agents of wine tourism supply and wine routes should not only maintain loyal clients and increase their place attachment [1, 26]. They should also obtain important information on how to improve the wine terroir experience and thus increase the territories' capacity to attract new travelers, curious to explore the wine terroir, as recommended by previous visitors, for both wine tasting and other tourism purposes.

In the specific context of this study and according to the emotional valence of the sample reviews, Bairrada clearly arises a positive emotional tone in its visitors. However, also some negative comments are very useful [32] to obtain important information to improve the tourism experience at Bairrada.

Firstly, service quality is an important positively appreciated aspect of the experience according to its visitors, describing it as professional and attentive. Still, this is the most repeated element connected to a negative emotion. Therefore, a solid investment in services quality would be required so as to guarantee adequate and knowledgeable staff as well as proper facilities at the destination.

Secondly, it became clear that the most important destination attractions, leading to a general positive appraisal, which is typically correlated with recommendation, are wine, tangible cultural heritage and nature/landscape. Thus, apart from wine tourism activities typical for a wine destination, Bairrada emerges also as a more holistic destination with cultural and scenic appeal. A paradigmatic example of this varied and integrative character of this destination is the Aliança Underground Museum, which presents an eclectic art collection within a winery.

Thirdly, the analysis of comments according to Schmitt's dimensions [40], showed no references to the smell sense, despite its role in evoking memories, since the nose is directly connected to the area of the brain responsible for memory processing. Regardless of this neurophysiological reality, smell has

been neglected in cultural narratives, considering it as a basic and primitive instinct, incompatible with the rationality and intellectuality, valued in modern cultures and probably being a less consciously perceived sense [5]. This aspect may justify the hegemony of sight in visitors' reports.

Still with regard to Schmitt's modules [40], it is interesting to realize that different tourism attractions (wine, nature/landscape, tangible cultural heritage) seem to be more associated with certain dimensions. Interestingly, wine-related experiences appear as the richest, being associated to most dimensions: act (e.g., wine tasting), think (e.g., knowing the wine production process), feel (e.g., feeling surprised or amazed), relate (e.g., the interaction with the guide or the wine producer proved to be very important) and sight (e.g., appreciating the aesthetics of winery exhibitions). On the other hand, experiences related to nature or tangible cultural heritage are mainly associated with sight (e.g., seeing/observing the beauty of landscape or a particular building) and feeling (e.g., feeling relaxed, feeling amazed). Another sense that was expected to stand out concerned 'taste', since Bairrada is not only known for its wine, but also its gastronomy (particularly the suckling pig, rustic bread and some typical desserts), although these experiences may be rather dominating the 'restaurant' category in Tripadvisor, which was not analyzed here.

Bairrada visitors recommend this destination (obviously) because it arises positive emotions, triggers multiple sensations, feelings, and offers a rich and varied natural context, with some cultural highlights. On the other hand, there are a couple of attractions that do not attract the interest they might deserve (e.g. Station Curia), while the most highlighted seem to require some intervention in order to also please the most demanding travelers (e.g. restoring and improving comfort in the otherwise highly praised Palace Hotel or improving signposting in the Buçaco forest).

The here presented passive netnographic analysis of user-generated content may thus help improve the destination's development as well as its understanding of the most valued aspects of its experience to continue enhancing them to build a strong destination brand and possibly place attachment. Additional studies of comments, from more visitors, permitting comparisons between visitor groups, should improve the usefulness of the here presented approach.

6 Limitations and Future Research Avenues

Although contributing to the debate of several academic and managerial issues, this research is not without limitations. Firstly, this is an exploratory study contextualized in a specific region in Portugal. Therefore, the investigation may suffer from a low generalizability of results, due to a rather narrow context of application (i.e., wine tourism in Bairrada). Secondly, this study explores the experience of visitors in Bairrada from a passive netnographic approach, using only online reviews posted in Tripadvisor. In this regard, it can be interesting to broaden the scope and go to other sources of user-generated content and to also attempt interaction with reviewers in a more active approach. Thirdly, the analysis of reviews is limited to the last 2 years (2019-2020), although the number of discourses identified and its richness and variety seems to permit an interesting perspective of wine tourism experiences as actually lived in the region. Future research may further include a longitudinal approach that focuses on a broader time period to understand the evolution of the tourist experiences reported. Finally, it should be noted that, being a qualitative study, it may be susceptible to the authors' interpretation during the coding process, a risk that was here minimized through pairwise comparisons of all codifications and an ongoing process of discussion of meanings of codes and less consensual discourses, involving 5 researchers. Additionally, quantitative data on the tourist experience in the region collected from a representative sample of visitors may add to our understanding of also more generally shared aspects of the tourist experience.

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