

Chapter 15

A Quality-of-Life Perspective of Tourists in Traditional Wine Festivals: The Case of the Wine-Tasting Festival in Córdoba, Spain



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Abstract In recent years the number of tourists that seek new experiences in their travels has increased. Therefore, there is a substantial increase in the trips related to gastronomy, wine and, in general, the experience related to culinary products. The objective of this chapter is to present a case study focussed on a traditional food and beverage festival, known as The Wine Tasting, in the city of Cordoba, where along with the attendance of the local community, a significant increase in tourists is being produced who find in this festival a meeting place to reinforce their knowledge about the wine and gastronomic products of this geographic area and to improve their quality-of-life, reinforcing at the same time their relations with the local community and, therefore, improving their knowledge of the culture of this geographic area. In this chapter, we present the results of an empiric study conducted during this festival with the objective of knowing the sociodemographic profile, the motivations and the satisfaction of the tourists that attend this festival.

Keywords Festival · Wine tourism · Culture · Spain

15.1 Introduction

At the beginning of the twenty-first century, tourism is evolving towards trips shorter in time, with greater frequency and where the travellers want to know in more depth other elements of that destination and, in this way, the tourism offer is creating new tourist products to respond to the current tastes of the consumer. Therefore, this activity is causing a segmentation of the traveller, and with it

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different types emerge. Among the trends that are being detected in recent years is a growing interest by the tourists to get to know the gastronomy and the wines of certain geographic areas. The food, wine, tourism and its adjacent factors are the basic elements of the product (food and beverage tourism) which supplies an experience and a certain lifestyle of the visitors. Local gastronomy and tourism, linked with wine, appears as a perfect symbiosis so that the visitors can appreciate a different product, promoting sustainable economic development of certain geographic areas (Yuan and Jang 2008) because agricultural products of proximity are used. Recent studies (Hillel et al. 2013; Hollows et al. 2014) around this type of tourism suggest and promote the idea that gastronomy and wine can be, and often are, the principal motive for visiting a certain region and not being necessarily a secondary (or complementary) activity of the trip.

Food and beverage tourism presents a complete sensorial experience (Getz 2000): the visitor can experience the pleasure of taste, smell, touch, sight and sound. Gastronomy forms part of the social, economic and cultural history of towns and their inhabitants. And this is because it also reflects a certain lifestyle of the citizens of the different countries, since it is something rooted in their own culture and tradition. Following to Mitchell and Hall (2006), we can define food and beverage tourism as the visit to primary or secondary food producers, the participation in enogastronomic festivals and the search for restaurants or specific places where tasting food (and the entire experience that it entails) is the principal reason for travelling. That is to say, enogastronomic tourism is a tourist experience in which the person learns, appreciates and consumes typical products of that land.

Beverage food festivals have become an increasingly visible part of local and regional calendars (Hollows et al. 2014). Among them we have the Wine Festival of Montilla-Moriles, whose commercial name is *Cata de Vino Montilla-Moriles* (Montilla-Moriles Wine Tasting), which is held annually in the city of Cordoba (Spain) since 1982 and which is receiving in the recent editions around 80,000 visits. The purpose of this festival is double: on the one hand, to make the product known to the local community and the tourists; on the other hand, to reinforce the relations between the different companies. This festival, at the same time, also reinforces the Official “Montilla-Moriles” Wine Route which is one of the 21 official routes that exist in Spain. In this regard, this type of festivals reinforces belonging to a certain community and strengthens their cultural value in the society.

The principal objective of this chapter is to analyse the sociodemographic profile and the motivations of the tourists that visit this enogastronomic festival. In order to fulfil this objective, this chapter is structured, after this introduction, in a second section that includes a brief review of the existing literature; a third section refers to the methodology used and the fourth presents the results of the research. The chapter ends with the conclusions and the bibliographic references used.

15.2 Review of the Literature

15.2.1 *Food and Beverage Tourism*

The relationship between gastronomy, wine and tourism has been associated with a new tourism category called food and beverage tourism in which the motivation for travelling is to enjoy experiences obtained from culinary resources. The origin of the research in the field of enogastronomic tourism dates back to the mid-1990s of the last century, being basically located in Australia and New Zealand. One important study that was one of the first researches was centred, above all, on two aspects: the analysis of the socioeconomic impact of enogastronomic tourism and the study of the behaviour of tourists in the wineries (Getz 2000). Two of the studies that mark the beginning of the research in this field are: *Wine Tourism around the World* (Hall et al. 2000) and *Food Tourism around the World* (Hall et al. 2003).

Within food and beverage tourism, the authors have established different research lines. In this regard, we highlight the segmentation regarding the research lines of two different authors focussed on gastronomy and one author focussed on the analysis of wine tourism. In relation to wine tourism, Mitchell and Hall (2006) identified the following approaches in this field: wine tourism product; wine product and regional development; quantification of demand; segmentation of the wine tourist; behaviour of the visitors; nature of the visit to the wineries; and biodiversity and wine tourism. As for the food tourism, Henderson (2009) indicated that the papers that relate gastronomy to tourism can be grouped in four different research lines; namely, first, the analysis of the relationship between the concepts of gastronomy, tourism and tourists; second, the consideration of culinary resources as a tourist product; third, the consideration of gastronomy as a marketing element to attract the tourists; and fourth, food tourism as an instrument for development of certain geographic areas, including the activities of the primary sector. On the other hand, we can also highlight the research lines indicated by Tikkanen (2007), who considers that the relationship between tourism and gastronomy should be treated from four different areas: first, the use of gastronomy as an element of attraction to promote a destination, analysing such aspects as advertising of the typical culinary dishes; second, the use of gastronomy as a component of the tourist product itself, analysing related aspects such as the design of gastronomic routes, for example; third, the use of gastronomy as an experience for the traveller, especially in those places in which the kitchens of the great masters are found; fourth, the use of gastronomy as a cultural phenomenon, expressed in, for example, the holding of food festivals where the local community reinforces its relation with culinary tradition. In this article, the analysis of the sociodemographic profile and the motivations of the visitor are considered.

This type of tourism will have a greater or lesser degree of development according to the level of connection that the cuisine has with the culture of the place (Henderson 2014; Riley 2005) since the cuisine plays an important role in the satisfaction of the tourist experience and as part of the cultural heritage of the destination (Ignatov and Smith 2006) and to acquire knowledge of local community and to acquire knowledge on local food and culture (Mak et al. 2012). In summary, food and beverage tourism reinforces the importance of the local ingredients, helps to create a brand of the tourism destination and contributes to the learning and appreciation of its culinary resources.

15.2.2 Tourism and Enogastronomic Festivals

Food and beverage festivals are an important part of this type of tourism (Ignatov and Smith 2006). The tourist events have different functions such as the increment in the number of visitors to the region or to the city, the economic injection, the increase of employment, the improvement of the destination's image or the improvement of the social and cultural benefits of the local community as well as for the visitor (Çela et al. 2007). In this way, the gastronomic festivals are a good opportunity for the tourists to be able to enjoy the local cuisine and, therefore, have a different experience during their trip (Wu et al. 2014).

So that it can be affirmed that a festival is enogastronomic, it must offer food and wine from the geographic area and carry out scheduling with local and regional gastronomic themes (Lee and Arcodia 2011). In this way, greater satisfaction for the visitor is achieved, a concept that should be considered as the relationship between the degree of expectation that a tourist had before arriving at the festival and the perception that he received in it (Kim et al. 2015). Baker and Crompton (2000) point out four dimensions for determining the quality of the festival and, therefore, the visitor's satisfaction. These four dimensions are: the characteristics typical of the festival, the attractions that the festival has, the sources of information available within the festival area and the installations where the event is carried out. In turn, Wan and Chan (2013) define that the visitor's satisfaction with the festival is based on a series of attributes that encompasses, among others, the following aspects: locations and accessibility to it, culinary resources of the festival or the size of the event. Therefore, all these dimensions are going to determine the consumer's satisfaction with respect to the event (Yoon et al. 2010).

The satisfaction of the visitors in the gastronomic festivals has been analysed by different authors. Smith and Costello (2009) analyse the satisfaction in relation to gastronomy that they can taste in the festival as well as the quality/price of the products. Furthermore, Kim et al. (2015) analyse the level of satisfaction of visitors to a gastronomic festival through the establishment of a cluster analysis where three different segments of visitors are presented, according to their level of satisfaction and based on different attributes such as the reasons for which they attended the event, the distance from their place of origin, the overnight stay in the place of the event or the economic expense incurred.

15.3 Methodology

The methodology used in conducting this research was based on the field work carried out to know the profile and valuations of the tourists in relation to the Montilla-Moriles wine and food festival held in the city of Cordoba in April 2014. The field work was carried out within the wine festival grounds, specifically at the time in which the surveyed tourists were tasting the wine and gastronomy.

The structure of the survey used in the research was based on different prior papers (Carmichael 2005; Charters and Ali-Knight 2002; Dawson et al. 2011; Getz and Brown 2006) and responds to the four-section approach: (1) the analysis of the sociodemographic characteristics of the surveyed tourist; (2) the valuation of the different attributes of the gastronomic festival; (3) the motivations for attending; and (4) the satisfaction with it.

The surveys were done during the days of the festival, from the 24th to 27th of April 2014. The survey was distributed in two languages (Spanish and English). As mentioned, the survey was answered by the tourists from the festival grounds. The participants filled out the survey with complete independence, although the data collectors were present in case they had any difficulty in filling it out. The survey was completely anonymous. A pre-test of 20 surveys was conducted previously to detect possible deviations and errors. The total number of surveys obtained was 679 questionnaires. Among the foreign tourists surveyed stand out those coming from the United Kingdom, France and Italy.

The selection of the interviewees was made by random sampling among the visitors who met the condition of tourist. The data collectors randomly chose as survey sites a series of tables existing within the festival grounds in order to conduct it. The first question made by the data collectors to the selected persons was whether their usual residence was in the city of Cordoba, not handing out the survey to those visitors who responded affirmatively. No variable was stratified (for example, sex, age or country of origin) since in none of the editions of the Wine Tasting was this type of research conducted. The rate of rejections to the survey was low and not significant for any variable. The exact number of tourists that visited this festival in previous editions was not known although there is an estimate of 80,000 visitors, a figure used as the target population. It is not verified that up to now any similar study has been conducted, even though it is a festival consolidated over time. The survey was proportionally distributed during the days indicated, in two different shifts (mid-day and night). The number of surveys filled out were similar on the different days of the Tasting, with the exception of the date of 27 April (Sunday) where, due to the fact that it was only open in the mid-day shift, the number of surveys filled in was approximately half of those of the other days.

The items used were planned to respond to the indicators and measures proposed for the realisation of an analysis of the demand and were proposed with the aim of making systematic comparisons between different enogastronomic festivals (Getz and Brown 2006). A mixture of technical questions were used through a Likert 5-point scale with 1-minor, 5-major to assess the motivation and the characteristics

Table 15.1 Technical sheet of the research

Total number of visitors to the tasting (year 2013)	80,000 visitors
Sample	679 surveys
Procedure	Convenience sampling
Period of realisation	24, 25, 26 and 27 April 2014
Sampling error	3.74%
Confidence level	95.0% $p = q = 0.5$
Control of the sample	Realisation and supervision of work by the authors of the research

Source: Own elaboration

of the festival, yes/no answers and both closed and open questions where those surveyed could make comments on their enogastronomic experience. The total number of persons that visited the wine tasting in 2013 was, as indicated earlier, approximately 80,000. However, on those dates they did not differentiate between local visitors and tourists. Table 15.1 presents the technical sheet of the research. Convenience sampling was used, commonly adopted in this type of research where the persons surveyed are available to be surveyed in a certain space and time (Finn et al. 2000). The reliability index according to Cronbach's Alpha was 0.778. The high reliability index obtained reinforces the validity of the research work conducted (Nunnally and Bernstein 1994).

The data included were organised, tabulated and analysed using the IBM SPSS Statistics 19 program. The data processing was done through the use of univariate and bivariate statistical tools.

15.4 Results of the Research and Discussion

15.4.1 Sociodemographic Profile

Table 15.2 presents the sociodemographic characteristics of the tourist surveyed in the Cordoba wine and food festival according to sex, age, place of origin, professional category, educational and income levels.

The great majority of the tourists that visited this wine festival come from Spain (75.4%), followed by the United Kingdom and Italy. As for the main region of origin of the tourists, it is Andalusia, followed at a great distance by Madrid, Extremadura, Region of Valencia and Castilla-La Mancha. These data allow concluding that a greater promotion of the Montilla-Moriles Wine and Food Festival outside the territory of Andalusia would be necessary, both at the national and international level, in order to pursue greater tourist appeal. As for the educational level, tourists with university studies clearly stands out. They are mostly persons under 40 years of age, and a mode in the age bracket of 30–39 years. This result implies a great potentiality for the future consumption of this type of wine. As for the

Table 15.2 Sociodemographic characteristics of the tourist in the Cordoba Wine Festival

Variable	Category	Percentage	Variable	Category	Percentage
Sex (N = 668)	Male	52.2%	Region (N = 508)	Andalusia	46.5%
	Female	47.8%		Extremadura	5.6%
		Reg. of Valencia		5.4%	
		Madrid		7.3%	
		Castilla-La Mancha		5.2%	
		Others		30.0%	
Age (N = 671)	Less than 30	41.9%	Professional category (N = 672)	Independent professional	17.0%
	30–39 years	26.4%		Salaried employee	34.2%
	40–49 years	19.4%		Civil servant	15.2%
	50–59 years	8.6%		Housewife	3.4%
	60 years or more	3.7%		Retired	2.1%
		Student		24.2%	
		Others		3.9%	
Education (N = 662)	Primary	3.7%	Country (N = 674)	Spain	75.4%
	Secondary	18.7%		United Kingdom	7.3%
	University	77.6%		France	2.4%
		Italy		3.3%	
		United States		2.5%	
		Others		9.1%	
Income (N = 575)	< €700/month	26.8%			
	€700–€1000	15.7%			
	€1001–€1500	29.2%			
	€1501–€2500	19.1%			
	€2501–€3500	4.5%			
	More than €3500	4.7%			

Source: Own elaboration

purchasing power of the visitors, they are found in the bracket between 1000 and 1500 Euros.

A positive association was detected between income and age (Pearson's chi-squared coefficient = 82.287; $p = 0.000$), between the educational level and income (Pearson's chi-squared coefficient 25.308; $p = 0.005$), between the professional category and income (Pearson's chi-squared coefficient = 58.742; $p = 0.000$) and the professional category and sex (Pearson's chi-squared coefficient = 16.941; $p = 0.005$).

Table 15.3 Valuation of aspects of the Cordoba Wine Festival

Aspects	Valuation
Holding the tasting has a positive impact on the image that I have of Cordoba	4.37
It is necessary to incorporate to this type of event other sociocultural offers such as music	4.08
It is important to incorporate to this type of event other products related to gastronomy	4.07
The public administrations should form an active part in the organisation of this type of event	3.98
The good or bad organisation influences the number of visitors	3.92
The weather conditions influence the number of visitors	3.82
The ease of access, communication and parking influences the number of visitors	3.63
The lack of economic resources of the citizens influence the number of visitors	3.56
The greater or lesser presence in the communications media influences the number of visitors	3.52

Source: Own elaboration

The majority of the tourists surveyed already knew the city (80.3%) and are going to remain in the city for at least one night. We recall that one of the major goals of tourism of the city of Cordoba is to increase the loyalty and overnight stays, and events such as the festival can serve to achieve this objective. The majority visit the city accompanied by their partner (38.4%) or with work colleagues or friends (38.2%). Furthermore, 45.4% indicate that they are going to attend the wine festival for only one day. As for the way of learning about this event, the majority state that it was through friends (50.1%) and from their own experience of other years (24.3%). This datum corroborates the idea already noted on the necessity of making a better promotion of the Wine Tasting.

15.4.2 Valuation of the Wine and Food Festival

With respect to the Wine Festival of Cordoba, the principal valuations made by the surveyed tourists are shown in Table 15.3.

According to the responses it can be concluded that the celebration of the Cordoba Wine Festival produces a positive image of the city. The tourists indicate that it would be of interest to introduce in this Festival complementary activities such as music, as well as reinforce the gastronomy through a correct pairing between the wine and the traditional gastronomy of this geographical area. We use a Likert 5-point scale with 1-minor, 5-major.

As for the knowledge of the wine of the Denomination of Origin Montilla-Moriles, 77.4% of the tourists surveyed knew the wine of Montilla-Moriles before their visit to the city of Cordoba. Furthermore, 29.3% of the tourists surveyed consume wine more than once a week.

Table 15.4 Motivations for attending the Cordoba Wine Festival

Aspects	Valuation
Entertainment	4.07
Socialise with colleagues and friends	4.04
Learn the customs of this geographic area	3.79
It is another activity of my visit to Cordoba	3.79
Spend the day out	3.78
Taste different classes of wine	3.68
Taste gastronomic products	3.41
Learn about the world of wine	3.42
Contact exhibitors	2.74

Source: Own elaboration

15.4.3 Motivations for Attending the Food and Wine Festival

The reasons or the motives for the visit were reflected in the sixth question of the survey. For this, a total of 9 items were designed, on a measuring scale of the Likert 5-point type, where 1 is little and 5 is much, the relative importance of a series of factors in their decision to visit the wine festival, in which we tried to collect the most frequent and relevant reasons for the trip, analysed in previous research, adapting them and taking into account the specific characteristics of the tourist destination and of the visitors (Devesa et al. 2010; Gagić et al. 2013; Lee et al. 2004; Yuan and Jang 2008). Internal and external factors were included such as establishing the Crompton theory (1979) concerning the pull and push factors of motivation. Cronbach's Alpha coefficient of the final scale reached a value of 0.706, which indicates excellent internal consistency among the elements of the scale. The critical level (p) associated with the statistic F (127.889) of the variance analysis in order to compare the null hypothesis that all the elements of the scale have the same mean (ANOVA) is less than 0.001, not being possible to maintain the hypothesis that the means of the elements are equal. In Table 15.4, the principal motivations are presented, identifying two motivational dimensions (a primary hedonist-social dimension and the other enogastronomic) that allow segmenting the tourists surveyed according to the motivations that led them to visit this enogastronomic festival. We use a Likert 5-point scale with 1-minor, 5-major.

A factorial analysis was conducted on the modification scale to identify a small number of explanatory factors, and from which two different dimensions were extracted on the motivation in the Montilla-Moriles Wine Festival (Table 15.5).

Although interest resides in the factorial scores that are derived from these components as tools for establishing the strength of the motivations of each visitor, it is of interest to characterise each of the two extracted factors. We have called the first factor Enogastronomic Motives and it is related to a tourist who conceives the visit as an instrument to taste different classes of wine and gastronomic products of the

Table 15.5 Rotated component factor matrix – motivations for attending the Cordoba Wine Festival

Ítems	Factors		Motivational dimensions
	1	2	
Taste different classes of wine	0.636		Food and wine
Taste gastronomic products	0.669		
Learn about the world of wine	0.786		
Contact exhibitors	0.691		
Entertainment		0.836	Hedonists and social
Socialise with colleagues and friends		0.744	
Spend the day out		0.700	
Eigenvalues	2.004	1.880	
% variance explained	28.663	26.861	
% cumulative variance	28.663	55.494	
KMO	0.739		
Prueba de esfericidad de Barlett	Chi-cuadrado = 730.698. Sig < 0.001		
Extraction method: Main component analysis. Rotation method: Equamax with Kaiser			

Source: Own elaboration

land, and to broaden his knowledge on the world of wine. Chronbach's alpha coefficient (0.679) for the different items that make up this motivation dimension reveals that it represents a reliable subscale. The importance of this factor explains in itself 28.6% of the total variance of the motivation matrix. The second extracted factor, called Hedonist and Social Motives, relates to a tourist who conceives the visit as an instrument for sharing his time and his experiences with persons close to his environment, fundamentally spouse, family and/or friends, and to escape from routine. Chronbach's alpha coefficient (0.683) for this subscale also reveals good internal consistency. This factor would explain 26.8% of the total variance of the motivation matrix. The results are in line with the core of the motivational theory of Crompton (1979) which categorises in two large blocks the motives that have a bearing on tourist behaviour: socio-psychological motives, where the trip or the visit is a means for satisfying an individual's or group's needs of a social or psychological type, and cultural motives, in which the satisfaction obtained would be in relation to the attributes of the tourist destination.

The study of the motivations provides bases for establishing segmentation of the Montilla-Moriles Wine Festival as a tourist destination. To accomplish this, a non-hierarchical cluster analysis was conducted with factorial scores of the two factors. Under the criterion of maximising the variance between types and minimising the variance within each type, the best solution that fulfils the criteria is that which establishes three clusters. The characterisation of the clusters from the means of the motivation variables is shown in Table 15.6. The F statistic of the ANOVA allows contrasting that the compared means are not equal, but it does not specify where the detected differences are found. In order to know which mean differs from another, a particular type of contrast was used, called post hoc multiple comparisons or comparisons a posteriori. With the aim of making these comparisons, it cannot be

Table 15.6 Characterisation clusters from motivations for attending the Cordoba Wine Festival

Motivations	Clústers	ANOVA		ANOVA	
	1	2	3	F	Sig.
	Mean	Mean	Mean		
Taste different classes of wine	4.40^(*)	3.34 ^(*)	3.07 ^(*)	98.606	<.001
Taste gastronomic products	4.30^(*)	2.85 ^(*)	2.86 ^(*)	140.981	<.001
Learn about the world of wine	4.31^(*)	2.71 ^(*)	2.97 ^(*)	159.494	<.001
Contact exhibitors	3.77^(*)	1.73^(*)	2.55^(*)	185.888	<.001
Entertainment	4.45^(*)	4.63^(*)	2.97^(*)	274.051	<.001
Socialise with colleagues and friends	4.42^(*)	4.61^(*)	2.96^(*)	197.093	<.001
Spend the day out	4.30 ^(*)	4.22 ^(*)	2.68^(*)	164.846	<.001

Source: Own elaboration

(*) The values in italic type present significant differences in two of three of the means clusters in the post hoc ANOVA. In order to be able to test for the significant differences between the different means the Games-Howell test was applied

Table 15.7 Robust homogeneity tests of variances and equality of means

Motivations	Homogeneity variances (Levene)		Equality of means (Welch)	
Taste different classes of wine	31.265	<.001	116.907	<.001
Taste gastronomic products	21.022	<.001	171.317	<.001
Learn about the world of wine	13.365	<.001	180.534	<.001
Contact exhibitors	16.034	<.001	202.673	<.001
Entertainment	07.290	<.001	209.248	<.001
Socialise with colleagues and friends	11.439	<.001	151.714	<.001
Spend the day out	03.341	<.005	116.907	<.005

Source: Own elaboration

assumed that the population variances are equal -the critical level associated to Levene's statistic is less than 0.5 for all cases, for which reason the equality of variances is rejected. The F statistic of the ANOVA is based on the fulfilling of two cases: normality and homoscedasticity. Given that it is not possible to assume that the population variances are equal, the Welch statistic was used as an alternative to the F statistic of the ANOVA -Table 15.7. Since the critical level associated to both statistics is less than 0.05, the hypothesis of equality of means can be rejected and it can be concluded that the averages of the motivational variables of the three compared clusters are not equal. In order to contrast the significant differences between the different means, the Games-Howell test was applied.

The first of the clusters presents significant values in nearly all the motivational variables, noting the highest score in the items: tasting different classes of wine, tasting gastronomic products, learning about the culture of wine and contact with exhibitors. Therefore, we have called it the enogastronomic visitor, relating to the factor or first motivational area and to a lesser degree to the second – it is the most numerous cluster, with 288 visitors. The second cluster is integrated by 199 of those surveyed; values with significant differences are observed in the variables of

entertainment, socialising with family members and/or friends, and contact with exhibitors. It is characterised by a tourist who plans the visit to break from routine and to take advantage of being with family or friends. We have called this tourist the hedonist and social visitor, and it relates clearly with factor two of the factorial analysis. The third cluster is integrated by 192 visitors, being the least numerous and the one with lowest score in the majority of the variables, without being able to clearly relate it to any of the obtained areas. This cluster could be called visitor with other motivational reasons which the study could not detect. The results provide arguments so that the promoters of the Montilla-Moriles Wine Festival may pay more attention to the hedonist and social motivations, as there is an important segment of visitors who do not seek the singularity of the destination.

15.4.4 Satisfaction with the Wine Tasting

As for the degree of satisfaction with the visit to the wine tasting, the mean, on a Likert 5-point scale, is 4.19. Therefore 40% of the tourists surveyed are very satisfied with the visit, while 45% are satisfied. An association was detected between the degree of satisfaction and the country of origin (Pearson's chi-squared coefficient = 193.456; $p = 0.000$) and the degree of satisfaction and the level of income (Pearson's chi-squared coefficient = 40.066; $p = 0.005$).

Having established the groups of tourists, it is basic to analyse the relations that these clusters could have with the satisfaction of the visit (Table 15.8). The results show a quite positive valuation of the experience in the festival by the three segments or groups of identified tourists. With it, the valuation is higher in the first cluster, indicative of the greater relevance of the enogastronomic dimension, for which the satisfaction or experience of the visit seems to increase as this dimension increases. The significant mean of the second cluster reveals that the hedonist-social dimension is also a significant variable, the higher the desire of the tourist to share time with family and friends and to free himself from the tensions of daily life, the greater is his satisfaction. The third cluster seems to indicate that those visitors who show motivational reasons other than the identified dimensions value to a lesser degree their experience in the festival. The robustness tests on the means of the satisfaction variable show that the averages of the satisfaction variable in the three compared clusters are not equal (Table 15.9).

Table 15.8 Characterisation cluster from satisfaction of the visit

Degree of satisfaction of the visit	Clúster de pertenencia			ANOVA	
	1	2	3	F	Sig.
	Mean	Mean	Mean		
	4.44^(*)	4.13^(*)	3.89^(*)	26.504	<.001

Source: Own elaboration

(*) The values in italic type present significant differences in two of three of the means clusters in the post hoc ANOVA. In order to be able to test for the significant differences between the different means the Games-Howell test was applied

Table 15.9 Robust homogeneity tests of variances and equality of means

Degree of satisfaction of the visit	Homogeneity variances (Levene)		Equality of means (Welch)	
		17.551	<.001	24.691

Source: Own elaboration

15.5 Conclusion

The heterogeneity of the preferences of consumers makes it necessary to go into depth in the knowledge of the reasons that may affect their election processes. In recent years wine and food festivals have become a vehicle for the promotion of agricultural products as well as the tourist destination. In this regard, different geographic areas in Spain present festivals in order to make their products known and, at the same time, to reinforce their importance in the tourist destinations, all related to the enogastronomic culture. In this chapter, an analysis is presented of the sociodemographic profile and of the motivation of the tourist who visits one of the most consolidated enogastronomic festivals that exists in Spain, the Montilla-Moriles Wine Tasting, which is held each year in the city of Cordoba and where both residents and visitors meet to get to know the native agricultural products of the area. The principal results of the research point to the high educational level; they are persons under 40 years of age, a positive aspect that reinforces the increasingly greater introduction of this type of wine in this population bracket. The results of the investigation show evidence on the diversity of reasons for which the visitors opt for attending a festival when choosing a certain tourist destination.

The heterogeneity in the preferences of the consumers makes it necessary to go into depth in knowing the reasons that might influence their processes of choosing to attend a festival. In this paper, we show the evidence on the diversity of reasons by which the visitors opt for the festival as a tourist destination. Based on them, two clear motivational dimensions have been identified in visiting the 31st edition of the Montilla-Moriles Wine Festival; the first, which we have call enogastronomic, which makes up 42.5% of the sample, includes the motivations clearly identify a tourist with the wine culture, that is, an enological tourist. The other motivational dimension, called hedonist-social, and which represents 29.3% of the sample, encompasses the tourists who attend for entertainment and social type motives. The third segment of tourists, 28.2% of the sample, have motivational reasons not clearly identified, which we call the visitor with other motivational reasons.

The results obtained are, with regard to the degree of satisfaction, generally high, although there are significant differences between the identified tourist segments, being clearly linked to the motivations of the visit. The highest degree of satisfaction, by far, corresponds to tourists that have an enogastronomic interest. The satisfaction decreases slightly, although it continues being high, in those tourists that basically seek entertainment, with the lowest degree for those that have no defined motivations for attending the festival.

The principal practical application of this research is to contribute to understanding the reasons for which the tourists participate in this type of festival with the purpose of conceiving tourist and cultural products, related to agriculture, that better satisfy the needs of the tourists and which, at the same time, is compatible with sustainable management.

The main limitation of this research is based on the scarcity of data existing with regards to the relationship between this wine festival and the characteristics of the attending tourists, as the researchers did not have prior information on the type of traveller that visits this festival, not even having data of a quantitative type. And precisely we consider that this limitation is one of the great contributions that this research provides.

As future research lines in the Montilla-Moriles Wine Tasting, two work lines are recommended: the first, to carry out a study of the tourists as well as the residents, to compare the valuations and motivations of both groups regarding the wine festival, whose conclusions allow the different public administrations and private companies that work in the field of tourism and in the promotion of the Denomination of Origen Montilla-Moriles to have greater awareness of the types of visitors, their motivations and their perceptions and, above all, to preserve and reinforce the Montilla-Moriles Wine Tasting; second, we recommend going into depth in the motivation-satisfaction binomial according to the place of origin of the tourist and his socioeconomic characteristics.

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Part IV
Cases Studies: From Theory to Practice
on Quality of Life in Tourism