

THE MOTIVES, PREFERENCES AND TOURIST BEHAVIOR OF POLES PARTICIPATING IN ENOTOURISM TRIPS

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ABSTRACT

The main aim of the study is to show enotourism as a form of spending free time among Poles. The article presents the frequency and directions of enotourism journeys, motives of these travels and ways of spending time during this type of trips. Survey research were conducted among 223 adult Poles. The research was carried out in two stages: in May and October 2017. The questionnaire was submitted to the respondents through social media and thematic forums regarding wine and enotourism. For most respondents, it was relatively unimportant to study the secrets of viticulture or expand knowledge about wine-making and the traditions of the wine region. The possibility of traditional rest, physical activity during a trip or visiting nearby tourist attractions was definitely more important for them. It can be concluded that most Polish enotourists can be qualified as amateurs or dilettante/layman, for whom wine is an attraction that is used by the occasion and sometimes even by chance, and the decision about the place and direction of the trip is often based on a number of other conditions.

Key words: tourism, wine, enotourism, enotourists

INTRODUCTION

One of the fastest growing types of tourism at the beginning of the 21st century is culinary tourism, which by the World Food Travel Association is very aptly defined as the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near (www.worldfoodtravel.org). Healthy food, “new flavors”, famous restaurants or culinary regions are increasingly becoming an important tourist destination. Good cuisine like a magnet attracts not only true gourmets, but also tourists looking for new, original holiday experiences [Stasiak 2013].

One of the more fashionable recently forms of culinary tourism is enotourism, or tourism, whose main “hero” is wine. The increase in interest in wine tourism may result, among others, from changes in tourist trends in the world. In many countries there is a grow-

ing interest in ecology and the environment, which is why the fascination with rural tourism, including ecotourism and enotourism, is expanding. Undoubtedly, the fashion for being an “eco” is also a big influence here. The growing interest in food, cooking, and various culinary programs cause an increase in interest in liquors, including wine, which is often not only a component of the food, but also the necessary complement to the meal. Of great importance here is certainly also the increase in the area of vineyards in many regions, which causes intensified actions to improve sales and build the wine brand’s knowledge of a given region, which may determine their market success [Thach 2007]. From the point of view of the tourist product connected with the tourist route, vineyards, facilities and institutions associated with the production of wine, constitute attractive wine routes that attract many tourists. These trails are also a form of tourist promotion of

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the region, where even small vineyards become a permanent and valuable element of the landscape [Poczta and Zagrocka 2016], significantly increasing the tourist attractiveness of the region.

Enotourism can be perceived as an attractive element of lifestyle and a peculiar determinant of social position. Enotourists find pleasure in traveling along the vineyard route and enriching their culinary and geographical knowledge by tasting local wines and specialties of local cuisine and getting to know people and places associated with wine [Makowski and Miętkiewska-Brynda 2015]. All this makes the enotourism perfectly fit into the recently popular trend of slow tourism, associated with the collection of unique experiences and impressions, which may be the source of traditional dishes and, of course, wine.

THE CONCEPT AND ESSENCE OF ENOTOURISM AND THE PROFILE OF AN ENOTOURIST

Enotourism (also called oenotourism, wine tourism, or vinitourism, from Greek *oinos* – wine) is a form of tourism in which the main motive of the trip is wine [Theverin 1996, Frochot 2000]. The definition of enotourism proposed by Hall is often quoted. He claims that enotourism is visiting vineyards, wine bars, wine festivals and wine shows, where the vines' attributes of the region are the main reason for visiting tourists [Hall 2005, Byrd et al. 2016]. Aesthetic and taste experiences are very important here, as well as attractions constituting the surroundings of the product, the core of which is wine [Getz and Brown 2006].

It can therefore be said that the essence of enotourism is visiting vineyards combined with getting to know the process of wine production and storage, participation in tasting or degustation, as well as participation in events whose leitmotif is the wine [Hall et al. 2000]. Apart from the wine itself, the attractiveness of the place or region in which it is produced is of great importance for the development of this form of tourism. Tourist values of a cultural and natural character have special significance here [Dowling 1998, Getz 2000]. As Poczta and Zagrocka [2016] adds, an inseparable element of enotourism is visiting tourist attractions of the region and tasting regional dishes that have much to do with wine. Traveling along the wine route gives

the opportunity to learn about the lifestyle of vineyard owners, the process of wine production, cultural, historical and natural conditions of the regions where the grapevine is grown. Vale [2014] lists 10 main motives for the implementation of wine tourism: the taste of wine; willingness to learn about wine; willingness to learn about the process of wine production; beautiful landscapes of vineyards; combination of gastronomy and wine; willingness to participate in enotourism events; getting to know the wine culture (rituals of wine culture); admiring the architecture of vineyards, villages and villages in wine regions; the willingness to learn the ecological elements of wine and to gain knowledge about the benefits of wine for health. It can therefore be noticed that enotourism trips are quite a complex phenomenon, and the motives for their making can be very diverse. For this reason, enotourism can be associated with several types of tourism:

- cultural tourism, which is defined as the movement of people to places of cultural attractions in order to obtain information, gain experience and satisfy their needs or as a result of the need for emotions or intellectual cognition that comes from communing with different cultural experiences [Mazurkiewicz 2008];
- rural tourism [Hall 2005], as it takes place mainly in rural areas;
- agrotourism, due to the opportunity to participate in the work and life of winemakers [Mazurkiewicz-Pizło 2015];
- local tourism, which is perceived as being based on real natural, historical and cultural resources of the area, involving various entities from the local community and integrating tourism with other aspects of economic development and strengthening the socio-economic structure of the local community [Gaworecki 2010];
- weekend tourism [Mazurkiewicz-Pizło 2015];
- food tourism [Hall and Sharples 2003].

It should be added here that the condition of proper enotourism is the openness of participants to acquire knowledge related to wine, its product and broadly understood wine culture. The aim is to exclude from the group of true enotourists all more or less accidental visitors, for whom a visit to a wine farm is not associated with the development of knowledge and interests in the

field of wine and is treated only as an opportunity for free drinking or buying cheap liquors [Bosak 2008].

Wine tourism is also perceived as an opportunity for the development of the region and creates the chance for direct wine sales, and thus is an important factor in the development of the wine industry [Jaffe and Pasternak 2004]. Enotourism is also a regional product that contributes not only to the promotion of local wine brands, but also the entire region and even the country. It can bring additional income for owners of agritourism farms, vineyards, cultural facilities, owners of bars or inns and other catering facilities [Sieczko 2009]. Kowalczyk [2003], analyzing the benefits of the development of wine tourism, lists the following:

- increase in the income of farmers, winemakers and wine producers;
- development of tourist and accompanying services;
- improvement of the region's image, often threatened by economic slowdown;
- promotion of preservation of the identity and culture of the region;
- promotion of pro-ecological attitudes among the inhabitants of the region;
- promotion of organic farming development.

Mazurkiewicz-Pizło [2013] adds that a minimum of three perspectives for looking at wine tourism can be indicated: from the point of view of winemakers, tourist agencies (representing a specific area where enotourism develops) and consumers. It can therefore be concluded that wine tourism is: a form of consumer behavior; regional development strategy; attractions related to viticulture and a specific place/region; marketing opportunity for vineyards and wine producers, created by the possibility of direct sales of products, as well as consumer education [Sharma 2005]. This educational aspect in enotourism is emphasized by Carlsen and Ali-Knight [2004]. In their opinion, an appropriately prepared offer, created based on knowledge about wine culture, may contribute to maintaining the true tradition and cultural heritage of wine areas. This is the basis for creating a unique tourist product, whose high value and attractiveness is determined by its authenticity [Bruwer 2003]. It is very important therefore the implementation of sustainable develop-

ment principles in the regions, which are expressed in the care for natural and cultural environment of the enotourist region, its local community and in the presence of fully aware enotourists [Ruiz Romero De La Cruz et al. 2017].

An interesting typology of enotourism was proposed by Karlsson and Karlsson [2017] at the annual wine tourism conference *Città del Vino* in Torgiano in Umbria in June 2017. He listed four types of enotourism:

- “Open Door” wine tourism – receiving people for wine tastings and cellar visits. Sometimes people also talk about “cellar door” wine tourism, but that can involve many different things that goes far beyond “open door”.
- “Edutainment” (education + entertainment) – this is something more, something a little bit more complex and organised than “just a visit”. For example: blending session, harvesting workshop, vineyard nature walks, cooking class.
- “Disneyland” Wine Tourism – it is important to underline that the use of this label is not intended to give it a negative connotation. This is big budget projects, often with mixed contents also including “general” tourism (not directly wine related). For example: restaurant, hotel, museum and many others.
- “Eventification” - this refers to one-time events focussed on wine. For example: wine festivals, *fête le vin*, gastro-walks, village harvest festival etc.

The types of enotourists are no less diverse as forms of wine tourism. This issue has been widely described in the literature. An example is the division proposed by Charters and Ali-Knight [2000], in which they mention: “coincident” enotourists, medium category enotourists, and people who relish the wine. The same authors also proposed a different division. They share this segment of tourists for: professionals, fascinated neophytes, people interested in wine, as well as wine-tasting [Charters and Ali-Knight 2002]. Another division, proposed by Ibanez Rodriguez [2010] based on the level of knowledge of the secrets of wine production and its tasting, as well as the culture related to wine looks as follows: expert, semi-expert, amateur and dilettante (layman) who came to the wine region by accident. Also Karlsson and Karlsson [2017] notes that not every enotourist is the same. They expect

completely different experiences and sensations. This group distinguishes three segments:

- the wine geeks – want to know everything; wine is the sole purpose;
- the gastro-tourist – food and wine is an important element;
- the passing-by casual (wine) tourist – “We’re in a wine region so let’s visit a winery”.

It is essential that a tourist from an ordinary dilettante/layman turns into a professional or even a half-expert. This is the basis of the economic success of enotourism. This opinion is shared by Widawski et al. [2016] adding that the person interested in a given subject and finding pleasure in it is a tourist returning. It is also important that the enotourism product, which will be appropriately prepared, managed and modified at appropriate times, can ensure effective functioning of tourism entities for years.

At the end of these considerations, it is worth mentioning the conclusions from the observations of Charzyński and Podgórski [2017], who claim that enotourism trips in Poland are interested in:

- mostly men (60%);
- middle-aged people – 46–65 years;
- people with higher education (61.4%);
- urban residents (80%);
- professionally active (77%);
- people for whom the main reason for taking a trip is wine tasting (55%), and rest (45%);
- they travel mainly in Poland (47%), Italy (27%) and Hungary (25%);
- people leaving for a trip with at least one night’s lodging (75%);
- undertaking enotourism trips not more than once a year (81%);
- the source of information about the destination is usually the Internet and friends for them.

Enotourists also distinguish certain common inclinations towards traveling. More often, they choose several shorter trips during the year than one longer vacation. During the trip, they visit several places, they rarely stay longer in one place. These people are interested in the local cuisine, as well as the culture of the visited region (monuments, art etc.), and before the trip they are looking for detailed information about the purpose of their journey [Mazurkiewicz-Pizło 2013].

Wine tourism is gaining many supporters not only in countries that are leaders in wine production. In Poland, there are around 500 vineyards and all the time more are being established (www.agrofakt.pl); 201 of them were registered at the National Center for Agricultural Support – KOWR (data as at 10/01/2018, <http://www.kowr.gov.pl>). Most of the vineyards are located in the southern part of Poland (around Kraków, Nowy Sącz and Przemyśl), as well as Zielona Góra, Sandomierz and Kazimierz Dolny (www.winogradnicy.pl). The wines produced by some of them even win international competitions. It is worth quoting the results of the Sokół research [2015], which notes that the most popular tourist wine routes in Poland are: Wine and Honey Route of Lubuskie (Lubuski Szlak Wina i Miodu), Wine Route of Małopolska (Małopolski Szlak Winny), Vineyard Route of Podkarpackie (Podkarpacki Szlak Winnic), Sandomierz Wine Route (Sandomierski Szlak Winiarski) and the Gorge of Vistula Wine Route in Małopolska (Szlak Winny Małopolski Przełom Wisły).

At the end, it is worth citing the observations of Thach [2009] regarding the activities aimed at making the development of wine tourism in the area more dynamic. These are:

- creation of wine routes and their appropriate marking;
- organization of special events related to the subject of wine, such as grape harvest, wine festivals that will attract tourists;
- publishing information brochures about vineyards, region, hotels and other information useful for enotourists;
- construction of a regional website;
- establishing partnerships with travel agents to enter a visit to the wine bar in their tour programs;
- building special programs aimed at gaining tourists’ loyalty.

However, the most important seems to be the significant increase in the promotion of this form of tourism, as well as the greater involvement of large travel agencies in this segment. The conducted research indicates that enotourism is very poorly promoted, and trips of this type are usually organized individually. It also seems necessary to conduct wider and more accurate research on the preferences, behaviors and expectations of po-

tential and current enotourists. This knowledge should enable tour operators to prepare events that would fit into the tastes and expectations of their clients, which would significantly increase the interest in the offer of touroperators proposing enotourism trips.

PURPOSE OF THE STUDY AND RESEARCH METHODS

The main purpose of the study is to show the motives, preferences and tourist behavior of people who participate in enotourism trips. The paper presents the motives, frequency and directions of enotourism trips and ways of spending time during journey of this type. The sources of knowledge of the subjects on enotourism are also discussed. Survey research were conducted among 223 adult Poles. The research was carried out in two stages: in May and October 2017. In May, pilot studies were carried out on a sample of 66 people. In October, using a modified questionnaire, the survey was conducted among a further 157 people.

The questionnaire was submitted to the respondents through social media (Facebook: discussion groups – [paragrafwkieliszku.pl](https://www.facebook.com/paragrafwkieliszku.pl), [szkoła sommelierów](https://www.facebook.com/szkola_sommelierow), [Polskie Wina Owocowe](https://www.facebook.com/PolskieWinaOwocowe)) and thematic forums on wine and enotourism (www.wino.org.pl, www.domowawinnica.4ra.pl, www.alkohole-domowe.com, www.forum.winka.net). The questionnaire was asked for people who at least once in the last year participated in an enotourist trip, understood as such, where one of the most important attractions was visiting vineyards connected with getting to know the process of wine production and storage, participation in tasting, as well as participation in events whose leitmotif was wine (definition proposed by the author). The questionnaire consisted of 26 closed questions that allowed respondents to indicate one or several responses. The author is aware that due to the number of respondents, the examined group was not representative.

CHARACTERISTICS OF RESPONDENTS

Among the respondents, there were slightly more women (57.8%). The age of the interviewees was quite diverse: 15.7% of respondents were people from 18 to 24 (most often students) and the age group

25–44 years old accounted for 38.1%, and age group 45–64 years old for 33.2% of all respondents. They were mainly working people, a small part of them additionally studied). Older people (mainly pensioners) accounted for 13.0% of the surveyed group.

The majority of respondents (62.3%) lived in the city. The interviewees were relatively well educated: 57.4% of them had higher education (13.5% of the total were still studying).

ENOTOURISTIC TRIPS OF THE RESPONDENTS

Enotourism is a quite specific form of tourism. The motives for making trips of this type were also specific. The most important for the respondents was the possibility of wine tasting and the opportunity to buy them at attractive prices, as well as the desire to learn about the wine traditions of a given region. Details on this subject are presented in Figure 1.

The possibility of acquiring and expanding information about a specific brand of wine or a particular producer was rather insignificant for the respondents.

Most of the respondents, for the tours of which the main “goal” was wine, went away twice a year. Almost 1/4 of interviewee traveled 3–4 times a year (Fig. 2). However, the group for which this type of travel was rather occasional was also significant. Among the respondents there was also a small group of true enotourism enthusiasts, who traveled for this purpose five times or more a year.

Among the respondents prevailed 4–7-day trips. Quite popular were also 2–3-day weekend trips. Details on this subject are presented in Figure 3.

Often longer trips were also undertaken, which could serve not only the passion associated with wine, but broadly understood recreational purposes. This is indicated by the preferred ways of spending time during the trips of the respondents. In many cases the wine gives way to a typical rest, physical recreation or sightseeing (Fig. 4).

The exploration of the secrets of viticulture or expanding knowledge about wine-making and the traditions of the wine region was relatively unpopular. This indicates the small involvement of a large number of respondents in matters related to wine. In many cases it is treated only as an addition to typical leisure and

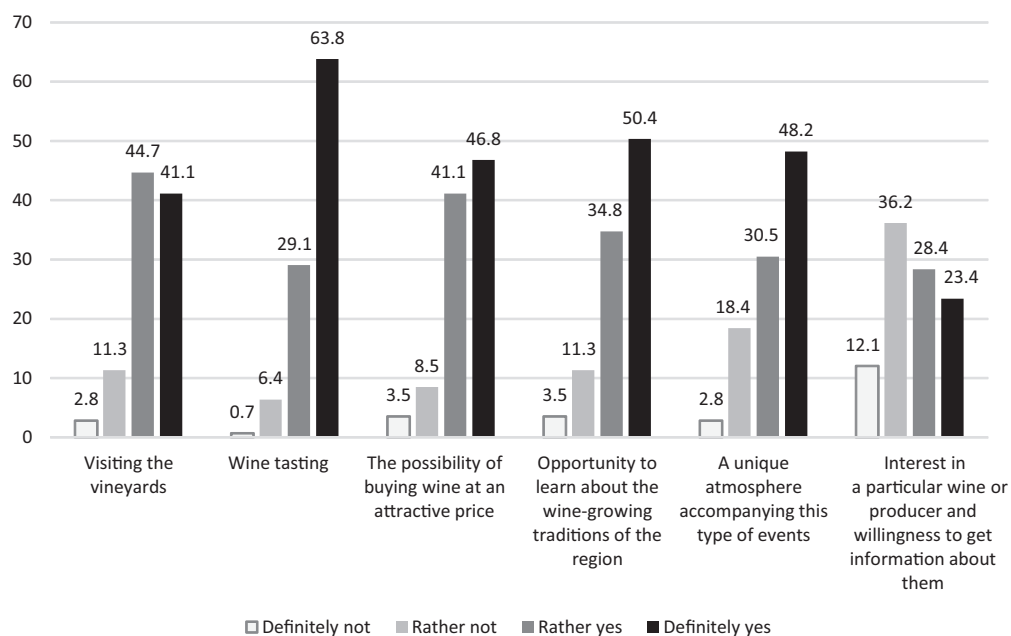


Fig. 1. Motives of enotourism trips declared by the respondents (%), $N = 223$)

Source: Own research.

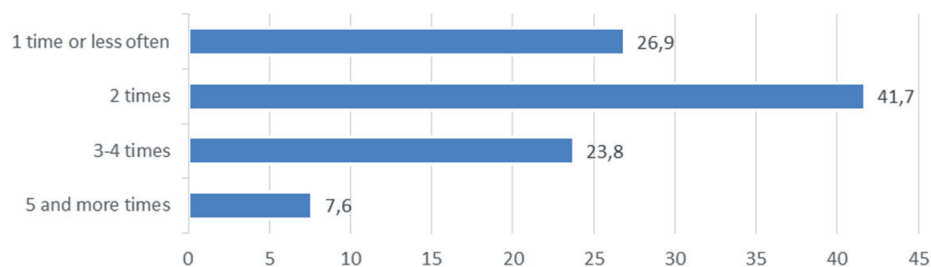


Fig. 2. The average frequency of enotourism trips to which respondents traveled during the year (%), $N = 223$)

Source: Own research.

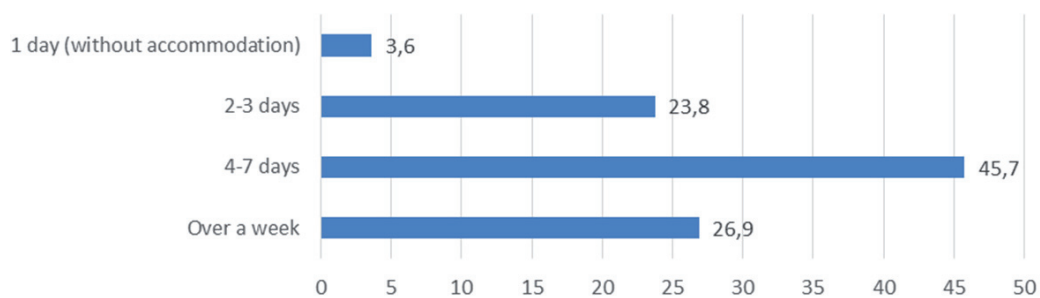


Fig. 3. The average length of enotouristic trips of respondents (%), $N = 223$)

Source: Own research.

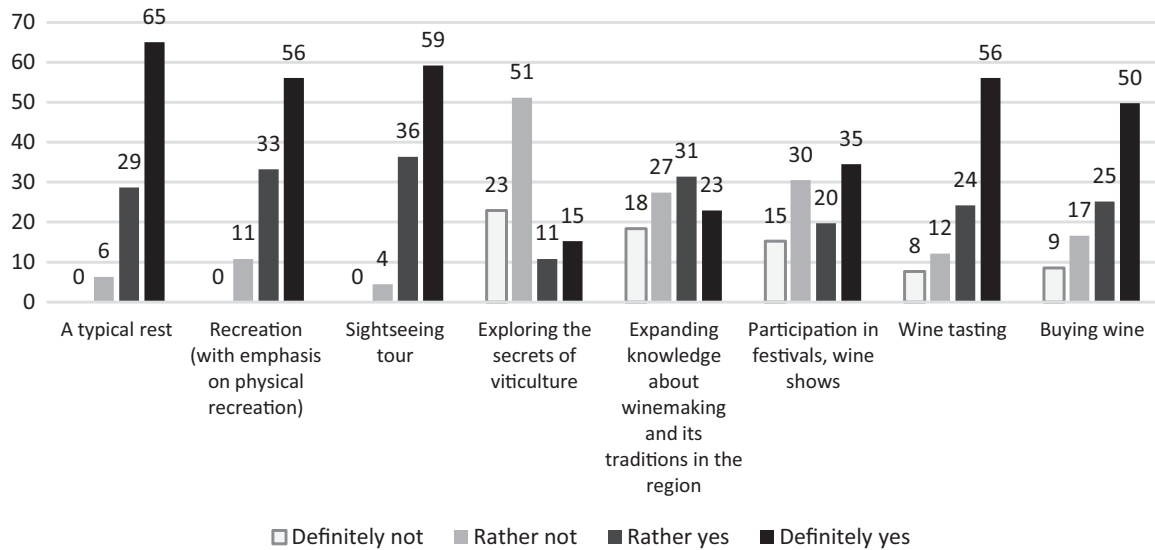


Fig. 4. Preferred by the respondents ways of spending time during enotourism trips (% , N = 223)

Source: Own research.

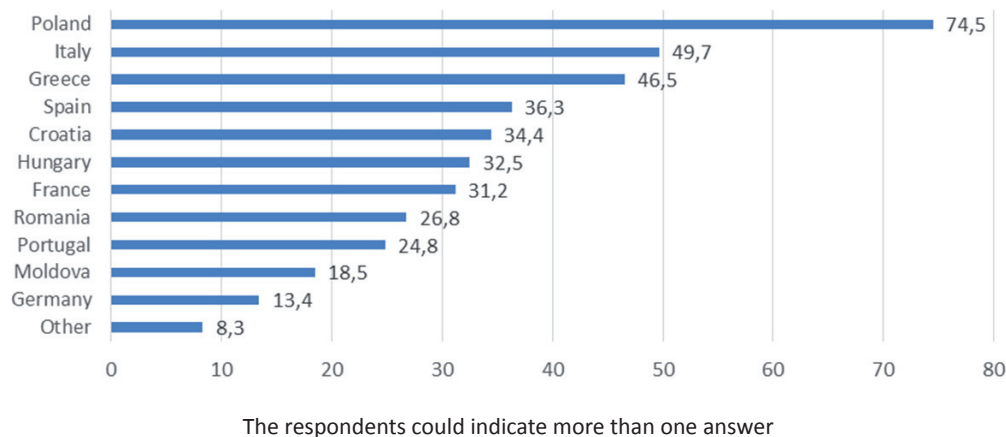


Fig. 5. Directions of enotourism trips undertaken by respondents in the last 3 years (% , N = 157 – only respondents who participated in the second round of research)

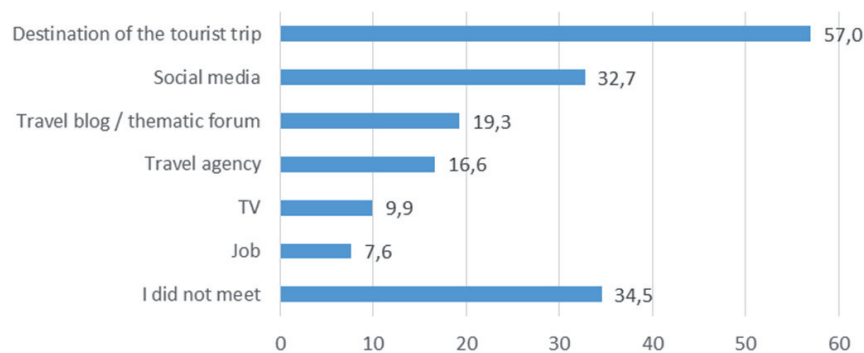
Source: Own research.

recreational trips. Also visible is the consumerism of the respondents manifesting themselves in the desire for free tasting and buying wine.

Exactly 24.2% of the respondents preferred trips within their own country. Only 16.6% chose to travel abroad. The rest of the respondents (59.2%) carried out their enotourism trips both at home and abroad. In addition to Poland, Italy, Greece and Spain were

the country most visited during enotouristic journeys (Fig. 5).

In the “other” category, Slovakia, Austria, the Czech Republic and Ukraine were indicated. It should be emphasized that the enotourism directions indicated by the respondents are very similar to the total number of foreign holiday trips by Poles. It can therefore be concluded that for the vast majority of respondents,



The respondents could indicate more than one answer

Fig. 6. Places and media in which respondents had contact with the promotion of enotourism (% , $N = 223$)

Source: Own research.

wine was not much more important when choosing a destination, but the popularity and widely understood tourist attractiveness of a given place.

At the end, it is worth indicating the places and media in which the respondents had contact with the promotion of enotourism. Most often it was a tourist destination in which the respondents rested and learned about enotourism on the occasion, and sometimes by accident.

Social media and travel blogs were a frequently indicated source of information and promotion of enotourism. In particular, the latter are usually effective only in relation to people who are interested in enotourism and are browsing such thematic forums. Moreover, it may be surprising that over 1/3 of respondents did not come across the promotion of enotourism at all. This may indicate a small promotion, and thus the low popularity of this form of tourism in Poland (Fig. 6).

The relatively low popularity of enotourism among Polish tourists translates into a very poor number and diversity of travel offers of this type proposed by travel agencies. This may be due to the fact that only 13.9% of respondents used the offer of a travel agency. The others organized their trip individually.

SUMMARY AND CONCLUSIONS

Enotourism is an attractive form of culinary tourism, which is becoming more and more popular among many tourists around the world. Also in Poland

there is a growing group of supporters of this type of travel. However, the studies carried out indicate that the attractions related to wine (mainly the possibility of tasting and buying) are usually only an addition to trips undertaken for recreational and sightseeing purposes. Wine tourism is therefore intended not only for wine enthusiasts and people who are interested in wine grape varieties, wine and culinary traditions, etc., but also for people who like to relax with a glass of this drink, and also to expand your sightseeing knowledge, to see something interesting or just relax. As noted by Alen, exquisite gourmets are only 8% of culinary tourists (www.tourism-review.pl). Similar conclusions can be formulated by analyzing the results of the conducted research. For most respondents, it was relatively unimportant to study the secrets of viticulture or expand knowledge about wine-making and the traditions of the wine region that is visited. The possibility of traditional rest, physical activity during a trip or visiting nearby tourist attractions was definitely more important for them. It can be concluded that most Polish enotourists can be qualified as amateurs or dilettante/layman, for whom wine is an attraction that is used by the occasion and sometimes even by chance, and the decision about the place and direction of the trip is often based on a number of other conditions. This does not mean, of course, that “real” enotourism is foreign to Polish tourists. The number of people registered on tourist and travel blogs, whose main topic is wine, the

ever-increasing consumption of wine or the growing number of culinary trips prove that enotourism has a good chance of development in Poland.

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MOTYWY, PREFERENCJE I ZACHOWANIE TURYSTYCZNE POLAKÓW UCZESTNICZĄCYCH W WYJAZDACH ENOTURYSTYCZNYCH

STRESZCZENIE

Głównym celem artykułu jest zaprezentowanie enoturystyki jako formy spędzania wolnego czasu wśród Polaków. W pracy omówiono częstotliwość i kierunki podróży enoturystycznych, motywy podejmowania tych wyjazdów i sposoby spędzania czasu podczas tego typu podróży. Badania ankietowe przeprowadzono wśród 223 dorosłych Polaków. Zostały one zrealizowane w dwóch etapach: w maju i październiku 2017 roku. Kwestionariusz został przekazany respondentom za pośrednictwem mediów społecznościowych i forów tematycznych dotyczących wina i enoturystyki. Dla większości respondentów stosunkowo nieistotne było poznanie tajników uprawy winorośli lub poszerzenie wiedzy na temat produkcji wina i tradycji regionu winiarskiego. Możliwość tradycyjnego wypoczynku, aktywności fizycznej podczas podróży lub zwiedzania pobliskich atrakcji turystycznych odgrywała wśród respondentów zdecydowanie ważniejszą rolę. Można wnioskować, że większość polskich enoturystów należy zakwalifikować jako amatorów lub dyletantów/lalków, dla których wina jest atrakcją dodatkową, a czasem nawet przypadkową. Decyzja o kierunku i miejscu wyjazdu często jest podyktowana wieloma innymi przesłankami.

Słowa kluczowe: turystyka, wina, enoturystyka, enoturysty