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Ana Rita Lopes Pinto

Antecedents and Consequences that impact the quality of the wine tourism experience in the Region of Douro

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Acknowledgments

This is an important and happy moment at this stage of my life, and I would like to thank everyone that helped me directly and indirectly to conclude this dissertation.

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PRESCRIÇÃO

Deixa passar as horas
Sem as contar.
Alheia a cada instante,
Vive, a viver a vida, a eternidade.
Feliz é quem não sabe
A própria idade
E em nenhum ano pode envelhecer.
Dura encantada na realidade.
Negar o tempo é o modo de o vencer.

Coimbra, 30 de Junho de 1983

Miguel Torga

Abstract

Purpose: Tourism, more specifically, wine tourism in Portugal has been one of the most growing activities in the last years, improving the positivity of the Portuguese wine regions. Therefore, the principal aim of this research is to understand how some of the antecedents and consequences have an impact on the quality of the wine tourism experience in the Region of Douro. The research will have as antecedents authenticity, storytelling, destination image, and wine knowledge. The consequences will be a delight, intention of return, and memorability. It will also aim to understand if there are differences between Portuguese and foreign tourists.

Design/methodology/approach: To study the relationships between antecedents, consequences, and wine experience a quantitative study was developed, based on data collection through questionnaires distributed across four wineries in the Douro region that present a wide range of wine tourism experiences. The study is based on a random sample of 205 foreign tourists and 205 Portuguese tourists. The analysis was performed using IBM SPSS software and the AMOS program and based on the Structural Equations Model (SEM).

Findings: The results of this study show that the antecedents have a positive impact on the quality of the wine tourism experience, and consequently the wine tourism experience has a positive impact on the consequences in the region of the Douro for both types of tourists, Portuguese and foreigners. Only the relationship between wine experience and wine knowledge for the Portuguese tourist doesn´t affect the quality of the experience.

The relevance of context/originality: Wine tourism is a market that has been growing in the past few years. In Portugal, few studies are linked to the quality of wine tourism experience. The analysis of the antecedents and consequences contributes for companies to do a retrospective and understand how they can improve quality of experience, in a way that tourists explore more wine tourism not only in the region of Douro but also in other Portuguese wine regions.

Research Limitations/Implications:

This study was based on a small sample of convenience, with 410 tourists, and it would be interesting in future research to increase the sample size. Also, it would be interesting to dismember the group "foreign" in specific countries connected to the Wine. Other metrics can be used to measure the variables and test new constructs.

Keywords: Wine Experience, Wine Tourism, Experience Quality, Tourism

Resumo

Propósito: O turismo, mais concretamente, o enoturismo em Portugal tem sido uma atividade em crescimento nos últimos anos, contribuindo positivamente para as regiões vitivinícolas portuguesas.   Assim o principal objetivo da dissertação é compreender como alguns dos antecedentes e consequentes vão impactar a qualidade da experiência enoturística na região do Douro. O Trabalho terá como antecedentes autenticidade, storytelling, Imagem de Destino e Conhecimento de Vinho. Quanto aos consequentes serão o prazer, intenção de retorno e memorabilidade. Terá como objetivo ainda compreender se há diferenças entre o turista Português e um Turista Estrangeiro.

Design/Metodologia/Abordagem: Para estudar as relações entre os antecedente, consequentes e a experiência enoturística, desenvolveu-se um estudo quantitativo, realizando a recolha de dados através de inquéritos distribuídos por quatro quintas na região do Douro que apresentam uma diversidade grande de experiências enoturísticas. Este estudo será baseado numa amostra de 205 turistas estrangeiros e 205 turistas portugueses. A análise será realizada com recurso ao software I   BM SPSS e ao programa AMOS e baseada no modelo de Equações Estruturais (MEE).

Resultados: Os resultados deste estudo apontam que os antecedentes impactam de forma positiva a qualidade da experiência enoturística, e esta, consequentemente impacta de forma positiva os seus consequentes na região do Douro para ambos os turistas, português e estrageiro. Apenas a relação entre experiência enoturística e o conhecimento de vinho para o turista português não afeta a qualidade de experiência.

Relevância do contexto / originalidade: O Enoturismo é um mercado que vem crescendo nos últimos anos. Em Portugal existem poucos estudos ligando a este tema relativamente no que diz respeito à qualidade da experiência enoturística. Os antecedentes e consequentes analisados contribuem para que as empresas façam uma retrospectiva e consigam perceber como podem melhorar a sua qualidade de experiência, de forma a que os turistas explorem mais o enoturismo não só na Região Demarcada do Douro mas sim nas restantes Regiões de Portugal.

Limitações / Implicações da Pesquisa: Este estudo baseou-se numa pequena amostra de conveniência, com 410 turistas, sendo interessante em linhas futuras de investigação aumentar o número da amostra. Também será interessante, desmembranar o grupo

"estrangeiros" em países específicos ligados à cultura do vinho. Podem ser usadas outras métricas para medir as variáveis em questão e testar novos construtos.

Palavras-chave: Experiência Vínica, Enoturismo, Qualidade de Experiência, Turismo

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Acronyms

AVE Average Variance Explained

CFA Confirmatory Factor Analysis

CFI Comparative Fit Index

CR Composite Reliability

DF Degrees of Freedom

EFA Exploratory Factor Analysis

IFI Incremental Fit Index

KMO Kaiser-Meyer-Olkin

RMSEA Root Mean Square Error of Approximation

SEM Structural Equations Model

SRW Standardized Regression Weights

TLI Tucker-Lewis Fit Index

Aut Authenticity

DI Destination Image

WK Wine Knowledge

Story Storytelling

Mem Memorability

IR Intention to Return

Del Delight

WE Wine Experience

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CHAPTER I – INTRODUCTION

1.1. Research Context

Tourism represents one of the most important industries in the world and plays a key role in the development and competitiveness of many regions. However, tourism does not only generate economic benefits, it also brings relevant socio-cultural gains (Teixeira et al., 2019). On the last TravelBI (2019) by Turismo de Portugal, is possible to observe that tourism in Portugal has increased, contributing to the GDP by 8,2%. Overnight stays in tourist accommodation establishments totalized 70,2 million, 4,6% more, after a further 3,2% in 2018. One of the fields of tourism is wine tourism, a growing activity contributing to the economic development of wine regions (Molina et al., 2015), and a complementary vector between wine production.

In Portugal, wine tourism has become a very popular and sought-after activity. Alentejo and Douro are the regions that have most developed the experiences in wine tourism, but across Portugal, there are wineries allowing tourists to take part in the grape harvest, taste wines, visit wine cellars, and that often partner with the regional hotels, restaurants, bus and train companies to offer a complete wine enthusiast experience. The experience passes through the desire to know more about the wine, the winemaking process, and the pairings with the food, history, culture, and traditions of the places where the wine is produced (*Wine Tourism*, 2013).

The region of Douro has all the characteristics mentioned above, making available to the tourist a series of touristic resources and products that constitute a strong image with high tourist potential, which includes wine, the Douro River, the unique landscape, nature, safety, tranquillity, and well-being. Another contribution is the fact that on December 14 of 2001, a small part of the Alto Douro, along the Douro River, was classified by UNESCO as a World Heritage. With this, the Region of Douro has all the conditions to the wineries offer a great, amazing wine experience and be a trendy destination.

1.2. Research Relevancies and Objectives

From an academic perspective, studies on wine tourism appeared during the years 1990–2000 (Mitchell & Hall, 2006). Mitchell and Hall (2006) conducted a synopsis of wine tourism literature who identified and discussed seven themes such as the wine tourism

product and its development; wine tourism and regional development; the size of the winery visitation market; winery visitor segments; the behaviour of the winery visitor; the nature of the visitor experience; and biosecurity. The review concludes that is necessary to improve the means by which results from different locations and populations can be compared, but also, to employ greater sophistication in the employment of qualitative and quantitative techniques in their examination.

Past studies about behaviour (Afonso et al., 2018; Alebaki et al., 2015; Gu & Huang, 2019; Pratt & Sparks, 2014), brand equity, and loyalty (Brandano et al., 2019; Brochado & Oliveira, 2018; Drennan et al., 2015), heritage tourism (del Barrio-García & Prados-Peña, 2019; Park et al., 2019), and storytelling (Bonarou et al., 2019; Pera & Viglia, 2016) were important for this research to develop the conceptual model that will guide us to understand the quality of the wine tourism experience in the region of Douro. However, there are a limited number of papers published on the cellar door including service within the cellar door and stages in the wine tourism experience, being an opportunity for researchers to expand the notion of the visitor experience. Another gap is the fact that the majority of papers were published from new world wine countries such as Australia, Canada, New Zealand, USA, being necessary that the old world wine countries such France, Italy, Portugal, Spain boost the research about their wine tourism.

The present study aims to understand how some of the antecedents and consequences have an impact on the quality of the wine tourism experience in the Region of Douro. The research will have as antecedents authenticity, storytelling, destination image, and wine knowledge. The consequences will be delight, the intention of return, and memorability. It will also aim to understand if there are differences between the Portuguese tourist and foreign tourists. Another aim of this study is to make a comparison of the Portuguese tourist and foreign tourist relativity to the quality of the experience. However, the companies must understand who can improve the quality of the experience previews and after the visits, to the development of the wine sector.

The present research has used a sample constituted by tourists who have had an wine experience in the Douro region. The sample is constituted by 205 Portuguese tourists and 205 foreign, totalizing 410 answers. The data was collected from a paper questionnaire, posteriorly analyzed statistically through the SEM.

1.3. Research Structure

This dissertation is organized in six chapters, namely: (Chapter I) Introduction; (Chapter II) Literature Review; (Chapter III) Conceptual Model and Hypothesis; (Chapter IV) Research Methodology; (Chapter V) Results, and(Chapter VI) Conclusion.

The first chapter presents a brief introduction about the chosen topic, with an explanation of the research context, relevance, objectives, and structure.

In the second chapter, a literature review about the concepts of the Wine experience is presented. Next, the antecedents and consequences of the wine experience were presented. The third chapter will be showing the conceptual model proposed by the author of this research, as well as the research hypotheses formulated in the second chapter.

The fourth chapter focuses on the research methodology and will be repaired in fundamental parts for this research. A brief explanation of the investigation methodology will be made and then characterized the sample that will serve as an empirical basis for this investigation. Posteriorly, the questionnaire and the measurement scales used for its construction will be presented. Some relevant information about the pre-test is also presented. This chapter will be concluded with statistical data analysis, which includes Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis(CFA).

The fifth chapter focuses on the presentation and discussion of the results obtained in the research. Initially, will be present the test hypothesis, through which the research hypotheses will be accepted or rejected. Then, the results will be discussed subdivided into antecedents and consequences.

Finally, the sixth chapter sets out the theoretical and practical contributions that come from the present research. In addition, the last chapter will include the methodological limitations found and recommendations for future research.

CHAPTER II – LITERATURE REVIEW

2.1 Wine Experience

Experience is defined, in the Oxford Dictionary of English (2008) as "an event or occurrence which leaves an impression on one". This is an all-embracing term that is used by the people in daily conversations, like describing their vacation experiences to family and friends, their previous work experience, among others. So there is no common definition or approach in the literature, as shown in Table 1.

Maslow (1943) posits that people after accomplishing their psychological, social, and esteem needs, they seek unique experiences through a desire for self-fulfillment. But, some critics argue that cognitive models alone can´t explain consumer behaviour and it is important to concentrate on the intrinsic value of "feelings, fun, and fantasy" fostered by the experience. Brakus et al. (2009, p. 53) conceptualize and show brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand's design. It was further suggested that every service exchange leads to customer experience, regardless of its nature and form (Schmitt et al., 2015). So, this perspective considers customer experience holistic in nature, incorporating the customer's cognitive, emotional, sensorial, social, and spiritual responses to all interactions with a company.

Experience Concept Approach	Author	Field of Expertise
An experience reflects an intentionality resulting from a stimulus.	(Husserl,1931)	Philosophy
The consumption of experiences includes several factors that should not be neglected such as pleasure, happiness, dreams, and leisure.	(Holbrook & Hirschman, 1982)	Business Management
Experience is a subjective notion to interpret reality in a cognitive way.	(Dubet, 1994)	Sociology
Experience is a psychological means responsible for generating memories.	(Padgett & Allen, 1997)	Psychology
The value of a product consumed is reflected in the experience that the consumer has through it and not in the type of product chosen.	(Holbrook, 1999)	Psychology /Marketing
Experiences are based on the consumption of products, being supported by different factors: emotional, sensational, cognitive and affective.	(Schmitt, 1999)	Marketing
Experience is an enjoyable, engaging, memorable encounters for those consuming these events.	Oh et al., 2007)(p. 120)	Marketing

Experience originates from a set of complex interactions between the customer and a company or the company's product offerings.	Addis & Holbrook, 2001; Caru & Cova, 2013; LaSalle et al., 2003	Marketing

Table 1- Experience Concept Approach. Source: adapted from A. Pereira (2019).

In tourism, an experience is an emerging event, with several peculiarities associated. With this, the touristic experience has become a focal concept for practitioners and academics. Given the complexity of the concepts of experience and tourism, there is no consensus on the definition of the tourism experience. Moscardo (2010,p. 45) defined the tourist experience " as being a continuous process consisting of events or activities that occur in the destination, i.e., this usually involves contact with companies linked to tourism and its employees and is motivated by the expectation of some kind of benefit. " For Prebensen et al. (2014) the tourist experiences happened when the tourists go to the destinations that are related to their *needs and desires.* Kim and Fesenmaier (2017, p. 28) deepen on the definition by saying that "The tourist experience is not only based on the activities of the destination, derived from dreams and the gathering of information for future trips, but also of talking and reflecting on a trip that was made previously.".

In 1998, Pine II and Gilmore developed a provision of a comprehensive model for companies to understand and manage customer experience. They differentiate the four stages of economic progression in commodities, goods, services, and experiences. Also, it argues that companies must strive to add value to their offerings with the provision of creating a rich and memorable experience, since that services, like goods, are becoming more and more commodified. As a result, Pine II and Gilmore (1998), proposed that businesses could provide four realms of experiences, which are differentiated in terms of the level of customer involvement and participation. The dimensions are entertainment, education, aesthetics, and escapism. The 4Es results in quadrants formed by the intersection of two continuum of experience (fig1).
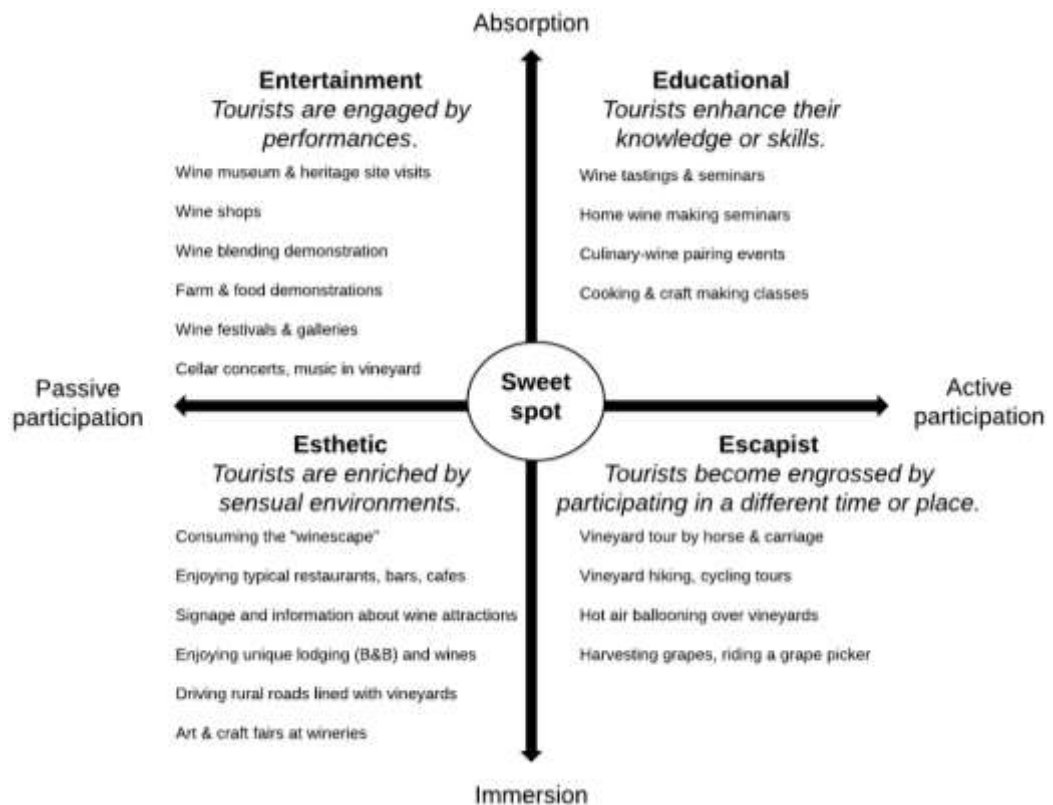
Figure 1 - Theoretical framework for understanding the wine tourism experience.
Source: Vo Thanh and Kirova (2018).

The level of customer involvement and participation can be absorption or immersion and active or passive, respectively. Active participation is "where customers personally affect the performance or event," and passive participation is "where customers do not directly affect or influence the performance"(Pine & Gilmore, 1999 , p. 30). Immersion is described as becoming physically or virtually part of the event, performance, or environment, whereas absorption involves engaging the consumer's mind (Pine & Gilmore, 1998, 1999). According to them, each of the four dimensions ultimately combines to form the optimal consumer experience, referred to as the "sweet spot."

In the past years, authors used the 4Es model for understanding tourism products such as special events, hotels and restaurants, and heritage trails (Gilmore & Pine, 2002; Hayes & MacLeod, 2007; Pullman & Gross, 2003). The model has been successful in a bed and breakfast scenery, in the cruise environment, and in the wine tourism context (Hosany & Witham, 2009; Oh et al., 2007; Quadri & Fiore, 2013). Quadri and Fiore (2013; 2012) recognize that the model offers a relevant framework to look into the wine tourism experience. It's important to develop researches that study all the involvement of the

experience in wine tourism for the managers of wine destinations to offer potential tourists the richest experiences. For that, it will be developed in this research a model of investigation through the next variables: Authenticity, Destination Image, Storytelling; Wine knowledge, Wine Experience, Memorability, Delight, Intention of return.

2.2 Antecedents of Wine Experience

2.2.1 Authenticity

Authenticity, comes from the Greek autos, meaning 'self', and 'hentes', meaning 'doer', which implies something that has the authority of its original creator. In the late 18th century it has been entered as a synonym for genuineness (Spiggle et al., 2012). The concept of authenticity is complex and multifaceted, and there are multiple conceptualizations of the construct (Kolar & Žabkar, 2010). For MacCannell et al. (2003) "Tourist awareness is motivated by the desire to live authentic experiences, although it is often very difficult to know with certainty whether the experience is authentic". Cunha (2011) supports MacCannell et al. (2003) and says that the primary motivation for travel is linked to the quest for authenticity and this can be classified as objective, constructive and existential, is that the first two are related to the objects and the second to the activities.

Authenticity, in the objective perspective, is a scientific or historical 'artefact', that is, the original, or at least an immaculate imitation of it (Kolar & Žabkar, 2010). It is present external to the tourist, being a special characteristic that is inherently found within an object, for example, a product, an event, culture, relic, or place (Cook, 2011; Naoi, 2004). Constructive authenticity refers to the authenticity projected onto toured objects by tourists or tourism producers in terms of their imagery, expectations, preferences, beliefs, powers, among others (Park et al., 2019). Tourists perceive existential authenticity by constructing relationships between the places, spaces, objects, and subjects in tourism (Ram et al., 2016; Yi et al., 2018). Existential authenticity is the subjective sense, vision, and dimension of a tourist attraction that means searching for existentially authentic experiences resulting in a preoccupation with feelings, emotions, sensations, relationships, and self (Rickly-Boyd, 2012).

For example, Ram et al. (2016) in their analyses supported that there is a positive relationship between place attachment and perceived authenticity, and showed that

visitors attractions located in destinations of considerable "heritage experience value" are perceived as more authentic than those located in destinations with a lower value. Park et al. (2019) show too that existential authenticity caused by experiential activities and perceptions regarding the constructive authenticity of the tourists can be seen as the most influential factor in tourist satisfaction. So, the search for authentic experiences is closely related to the development of tourist destinations (Cole, 2007) and is one of the key factors in the actuality of the tourism, and is particularly relevant for heritage tourism (Yeoman et al., 2007).

Therefore, we can conclude that this hypothesis is important for the context of this study, and we propose the following hypothesis:

H1: Destination authenticity has a positive relationship with wine experience

2.2.2 Storytelling

Stories exist since humans started to communicate, even before idioms and writing. Storytelling is a multidisciplinary concept (Akgün et al., 2015) that encompasses various theories based on different academic fields and disciplines, such as anthropology, archaeology, folklore, literature, philology, linguistics, and semiology (Pellowski, 1990).

According to McGregor and Holmes (1999), the act of storytelling happens in two different ways. Through the real events in a coherent way, or telling a tale where reality is shaped to create a narrative appealing to the public. With this, there are different definitions for explaining Storytelling, and table 2 exposes some of this definition.

Definition	Author
"the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination".	National Storytelling Network/USA (www.storynet.org)
"sharing of knowledge and experiences through narrative and anecdotes in order to communicate lessons, complex ideas, concepts, and causal connections".	Sole and Gray Wilson (1999, p. 6 in Mora & Livat, 2013, p. 4)
"Storytelling is an art that describes real or imaginary events by word, photo, or audio."	(Akgün, Keskin, Ayar, & Erdoğan, 2015, p. 578)
"Storytelling is a means through which the story of a destiny is transmitted through the senses."	(Choi, 2016, p. 1)
"Storytelling is a way of learning culture and behavior in different situations."	(Roth, 2016, p. 24)
"a tool, technique or even art addresses more the emotions of people and less their mind".	(Bonarou, 2016)
It is a means of entertainment, transmission of knowledge,	(Lugmayr, et al., 2017)

and maintenance of traditions and customs.	

Table 2- Storytelling definition. Source: based on a literature review.

During the years, the evolution of society was very clear, and the form of storytelling too. According to different authors (Brockett, 2003; Huete-Alcocer, 2017; Hurlburt & Voas, 2011; Malita & Martin, 2010), we can find different storytelling types (Visual, Tribal, Conversational, Oral, Written, Performance, Broadcast, Brand, Organizational and Virtual). Each different type of storytelling can be associated with different attributes as interactive, informative, emotional, inspiring, among others (Pereira, 2019). The analysis of storytelling in tourism is fundamental not only for the competitiveness of the destinations but also for the understanding of the tourism experience itself (Moscardo, 2010).

In wine tourism, wine is a product like no other, inextricably connected to the region, its "terroir" and at the same time also inseparably linked with the local people, their history, their traditional cultivation methods, their taste, and culture. So, the storytelling about wine companies cannot be separated from the storytelling about the wine tourism destination. Wineries are parts of the wine region, and a wine region cannot be successful without the fame and success of its wineries (Bonarou et al., 2019). Many researchers suggest that storytelling is central to the tourist experience (Pearce & Packer, 2013) creating memories of the place visited. It can be seen as a special type of word-of-mouth communication or narrative (Delgadillo & Escalas, 2004). It is always important to have in mind the elements of storytelling (history, the storyteller, and audience) (Colwell et al., 1995), for tourists to be involved in the story and have the desire to share the feelings with other tourists. Grayson and Martinec (2004), argue that a story is authentic when it appears to be "the original '' or "the real thing".

Considering all the aforementioned perspectives, it is proposed the following hypothesis:

H2: Storytelling has a positive impact on the wine experience.

2.2.3 Destination Image

The destination image is the expression of all the knowledge, impressions, prejudices, imaginations, and emotional thoughts that an individual or group may have about a particular place, it influences both the decision-making behaviour of potential

tourists (Jenkins, 1999). Crompton (1979) supports the destination image at the cognitive level (beliefs), by indicating that the destination image involved a set of beliefs, ideas, and impressions that a visitor has about a tourist destination. Other perspective includes the cognitive and affective (feelings) components. For example, Baud-Bovy and Lawson (1977) defined a destination image as "the expression of all knowledge, impressions, prejudices, and emotional thoughts an individual or group has of a particular object or place". This perspective has been supported by an increasing number of studies(for example Baloglu & McCleary, 1999; Walmsley & Young, 1998). The last perspective of the destination image is a multidimensional construct that is composed of three elements, that is, cognitive, affective, and conative dimensions. This study conceptualizes the destination image as a two-component construct by distinguishing cognitive and affective structures. The cognitive component involves beliefs and knowledge about the physical attributes of a destination, while the affective one refers to the appraisal of the affective quality of feelings toward the attributes and the surrounding environment (Baloglu & McCleary, 1999). The functional components include accommodation availability, natural attractions, climate, open-air activities, local transportation, and shopping facilities; while psychological components include restaurant quality, hospitality/ friendliness, value for money, and service quality.

Previous studies report some relationships between image, satisfaction, and destination choice (for example,(Crompton & Ankomah, 1993)). It is confirmed that a favorable image leads to tourists' satisfaction with destinations (Gursoy et al., 2014; Ryan & Huimin, 2007; Sun et al., 2013; Tasci & Gartner, 2016). Also, Beerli and Martin (2004) emphasized the intensity of experiences, which varies based on the level of tourist interactions with a place, by identifying a positive relationship between destination image and the level of the experience. Therefore, the following hypothesis is created:

H3: destination image has a positive relationship with the wine experience.

2.2.4 Wine Knowledge

In the wine context, research has established that wine knowledge is a significant driver of wine consumption (Hussain et al., 2007), an indicator of wine tourism (R. D. Mitchell & Hall, 2003), and it influences winery visitors' motivations (Alant & Bruwer, 2004). Consumer knowledge has mainly been researched in western contexts and for that reason

assessing generalization theory and equivalence across different cultural contexts is important (Guo & Meng, 2008).

Two major dimensions of consumer knowledge are familiarity (Muthukrishnan & Weitz, 1991) and product knowledge (Bloch et al., 1986). Familiarity refers to the number of product-related experiences that have been accumulated by the consumer. Bloch et al. (1986) argue that increased familiarity leads to higher product knowledge. Furthermore, Lurigio and Carroll (1985) suggests that people use prior knowledge to build a body of experience. Research on consumer sophistication confirms that consumers possess varying degrees of skills, knowledge, and experience that impact on their expectations and assessment of a product (Garry, 2007). Knowledge about a product or brand increases the probability of customer satisfaction with that product or brand (Guo & Meng, 2008). Consumers' beliefs about the brand being reliable, consistent, and competent lead to a greater level of brand satisfaction (such as, Chaudhuri & Holbrook, 2001). Therefore, product knowledge is considered to be a major moderator of behaviour (Alba & Hutchinson, 2000; Baker et al., 2002).

Peracchio and Tybout (1996) argues that people with more extensive knowledge of a given product have been found to perceive and analyse the congruences or incongruences between brand extensions and parent brands much more easily than individuals with less prior product knowledge. Thus, it is expected that tourists with a high level of prior product knowledge will be more able to distinguish whether the brand extension is authentic than those with a low level of product knowledge.

Drennan et al. (2015) advocate that the Winery visits enrich a visitor's wine knowledge by allowing them to participate in a variety of activities(for example taking a wine tasting note, asking cellar door employees questions about wine, and walking around the vineyard), which results in a better experience and subsequent consumer behaviour changes. With this, more knowledge leads to a better experience for the tourists.

Therefore, the following hypotheses are proposed:

H4: Wine knowledge has a positive relationship with wine experience

2.3 Consequences Of Wine Experience

2.3.1 Delight

The term "customer delight" was not widely used in academia until the 1990s, when it captured the attention of scholars and managers. In the past 20 years, customer delight has been the subject of books and scholarly articles. These publications have emerged from diverse disciplines, use various research methodologies, and conceptualize customer delight in different ways (Torres & Ronzoni, 2018).

Patterson (1997) proposed that customer delight is where the experience goes beyond satisfaction and involves a pleasurable experience for the guest. Thrilling, exhilarating and pleased are synonyms of delight. Oliver (1997) introduced "delight" grounded on the emotive and experiential benefits of hedonic consumption (Holbrook & Hirschman, 1982). In marketing, customer delight is conceptualized from either the confirmation disconfirmation paradigm perspective or the affect-based perspective (Oliver, 1997). From the affect-based perspective, delight is a mixture of joy and surprise, conceptually similar to pleasant surprise (Oliver, 1997).

Finn (2005) defined customer delight as an emotional response which results from surprise and positive levels of performance. According to Torres and Kline (2006), delight emerged when a customer's expectations were exceeded and the customer's need for esteem was fulfilled.

The literature on customer delight in tourism focuses more on customer service as a predictor of hotel guest delight. Magnini et al. (2011) discovered that the most important determinant of hotel guest delight is customer service. In 2013, Torres and Kline developed a customer delight typology including problem resolution delight, professional delight caused by staff expertise, comparative delight caused by superior service, charismatic delight caused by exceptionally friendly staff, and fulfillment delight caused by self-esteem needs being satisfied.

Delight is entirely affective (Berman, 2005) and is usually connected with emotions (arousal, joy, and pleasure) that can be intensified by surprise and experience (Loureiro & Kastenholz, 2011; E. Torres et al., 2014), which perhaps explain why delightful experiences are more memorable than its satisfactory counterpart (Berman, 2005; Magnini et al., 2011).

Additionally, few studies have been developed exploring how customer experiences affect delight. Ma et al. (2013) reported that customer delight at a theme park arises when tourists appraise their theme park experiences as unexpected, positive, important to personal well-being, and congruent with their goals. Jiang et al. (2016) suggested that the customer experience of fun at a tourism destination might enhance customer delight.

The following hypothesis proposal is posed:

H5: The wine experience has a positive relationship with delight.

2.3.2 Intention To Return

From the point of view of the consumption process, the behavior of tourists is divided into three stages: pre-visit, during a visit and post-visit (Mat Som et al., 2012). The intention of return or repeat visit is included in the stage of pós-visit. The stage of the visit is important for the intention of return. Some authors argue that positive behavioral results from satisfactory tourist experiences, this is, satisfied tourists are more likely to revisit the destination (Huang & Hsu, 2009; Mat Som et al., 2012).

There may be several reasons why tourists can declare their intent to return to a destination that they have visited previously. For instance, it has been shown that familiarity (Prentice & Andersen, 2000), interpersonal needs (Lau & McKercher, 2004), and desire to explore further or revisit familiar spots (Gitelson & Crompton, 1984) may contribute to intent to revisit a destination. Huang and Hsu (2009) also demonstrated that the intention to return is determined by sets of interrelated stimuli (sources of information), psychological factors (sociopsychological motivation of travel) and images (perceptual or cognitive and affective images). Since, previous travel experiences could also significantly influence the behavior of tourists to revisit a destination (Huang & Hsu, 2009).

In the field of wine tourism, Afonso et al. (2018) found that core wine, education, and participation in wine events need to be combined to promote the intention to return and its important managers promote activities that encourage the involvement with wine (such as wine-making, farming, and harvestings) and participation in wine-related events (such as wine festivals, seminars, and trade shows. Park et al (2019) found too that revisit intentions increase as the number of previous visits increases but will start to decrease once the experience has been repeated too often(for example an optimal number of visits

has been reached). Also, in a study on a pottery town of Yingge in Taiwan reveals that creative experiences will have a significant positive relationship with revisit intention (Hung et al., 2016).

Following this chain of studies, we posit that:

H6: The wine experience has a positive relationship with intention to return.

2.3.3 Memorability

Memory is limited in capacity (Kuhl & Chun, 2014), imposing constraints on attentional processes (Robinson, 2008). Attention is an important influencer of what will be encoded and recalled; division of attention compromises encoding. Memory depends on externally oriented attention even if attentive behaviour is not related to explicit motivation to form long-term memories (Kuhl & Chun, 2014). Therefore, we can argue that memories can be defined as filtering mechanisms that link the experience to the emotional and perceptual outcomes like a tourist event (Oh et al., 2007).

Nowadays, there are growing studies in the literature on experience memorability, highlighting the importance of memory as an influential aspect of experience (such as (Axelsen & Swan, 2010; Campos et al., 2016; Chandralal & Valenzuela, 2013; Hung et al., 2016; Saayman & Merwe, 2015; Sthapit & Coudounaris, 2018; Zatori et al., 2018). Pine and Gilmore (1998) argue that: 'experiences are memorable'. They argue that companies should intentionally use services and goods "to engage individual customers in a way that creates a memorable event." Schmitt (1999) indicates that experience is a complex process in that it can provide the opportunities for the consumer to sense, feel, think, act, and relate to the company and the brand of the goods that they are consuming. In 2012, Kim et al. define memorable tourism experiences as a tourism experience remembered and recalled after the event has occurred. It is selectively constructed based on the individual's assessment of his/her tourism experience (Kim et al., 2012), and serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Ritchie & Ritchie, 1998). Seven experiential factors that lead to strong memorability have been identified: hedonism, novelty, knowledge, meaningfulness, involvement, local culture, and refreshment (Kim et al., 2012). It was also discovered that tourism activities that facilitate well-being are encoded in tourist's memory management systems for subsequent

consolidation and retrieval (such as distributing memories through storytelling)(Tung et al., 2016).

Concluding, the more senses an experience involves, the more effective and memorable it can be (Pine & Gilmore, 1998). Therefore, memorability can be described as the "wow factor"(Manners et al., 2012), and an important element when enhancing experiences of guided tours (Weiler & Walker, 2014).

Therefore, is proposed the following hypothesis:

H7: The wine experience has a positive relationship with memorability.

CHAPTER III – CONCEPTUAL MODEL AND METHODOLOGY

3.1 Introduction

The previous chapter presented a literature review about the wine experience and the antecedents and consequents of wine experience. The antecedents proposed are authenticity, storytelling, destination image, and wine knowledge. In its turn, the consequences are delight, intention to return, and memorability. The following chapter will expose the conceptual model with the illustration of the respective relations between the suggested variables. It will expose the research hypotheses based on the literature reviewed with the intention to be tested. Hereupon, it is important to have a good methodological database that supports the research objectives and answers the research questions. For this, it is important to choose the research methodology to follow, taking into account the literature that revolves around the concept of wine experience, the existing resources, and the time available. A quantitative analysis was chosen to study the variables of the research.

According to Lakatos and Marconi (2007), quantitative research is usually more adequate to ascertain explicit and conscious opinions and attitudes of the interviewees, since they use standardized instruments (questionnaires). Freitas and Prodanov (2013), claim that research of a quantitative nature should be used: when looking for the cause-effect relationship between the phenomena; when analysing the interaction between certain variables; when formulating the opinions of a particular group; and /or to interpret the particularities of individuals' behaviours or attitudes, among others. It should be noted that quantitative methods were chosen, due to the fact that the literature supports the hypotheses established in the conceptual model proposed for this investigation and that there are scales to measure all the constructs involved in the model. Quantitative measurement follows according to the next sequence: conceptualization, operationalization, and the collection of data (Neuman, 2013). With this, the following chapter will be presented and justify all the methodological procedures adopted for this research, as well as the instruments used to analyse the sample's behaviour concerning the various variables involved in the theoretical model. So, after we present the conceptual model and the hypothesis we will describe the population and sample selection, followed by the characteristics of the obtained sample. We will also look at the method of collecting

data required to carry out quantitative research – the questionnaire. More specifically, we will expose the structure, the measurement scales used and the format of the questions practiced. After having the questionnaire, it was required to do a pre-test, to confirm if our items were chosen appropriately. It will be discussed too the importance of this study at this stage.

Finally, the chapter will close with a statistical component of the research methodology, more specifically the statistical analysis through the Exploratory Factor Analysis (EFA) and the Confirmatory Factor Analysis (CFA).

3.2 The Conceptual Model

The theoretical and conceptual framework explains the path of research and grounds it firmly in theoretical constructs (Adom et al., 2018). It is a framework based on an existing theory in a field of inquiry that is related to and/or reflects the hypothesis of a study. In other words, it is a blueprint that is often 'borrowed' by the researcher to build his/her own house or research inquiry. It serves as the foundation upon which research is constructed. The conceptual model should guide and resonate with every phase of the research, from the early stages (definition of the problem) to the conclusions that are drawn (Adom et al., 2018). Below, in figure 2, we can find the concept model elaborated by the author and the suggestions relations between the variables of the research. This will serve as a pillar for the research and was elaborated from other research models about wine tourism experience, consumer tourism experience, and wine tourism destinations.
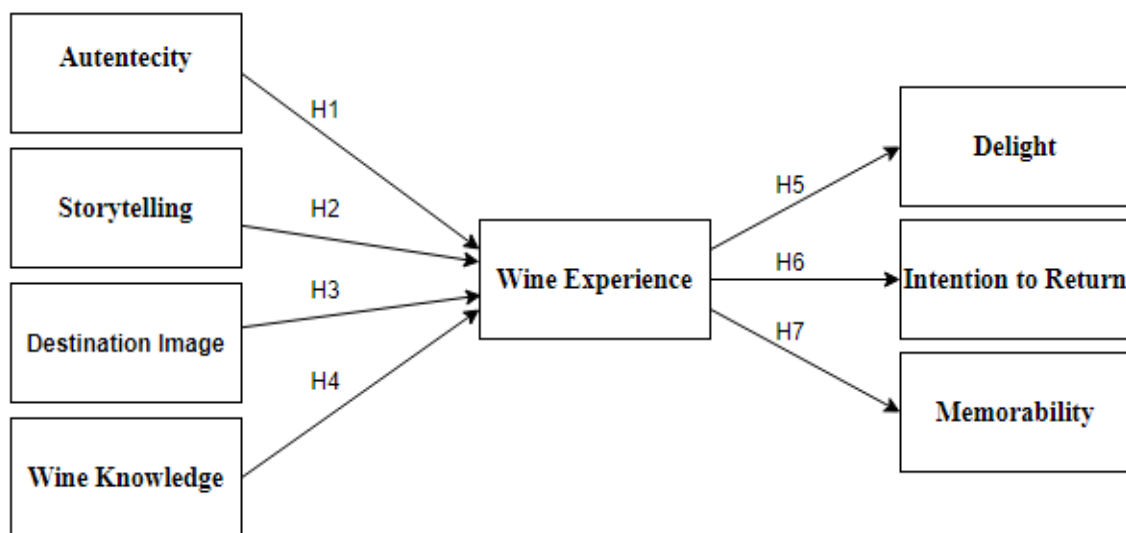

Figure 2 - Concept model proposed by the author.

3.3 Research Hypothesis

According to Lakatos and Marconi (2007), the hypothesis is a supposed, probable, and provisional answer to a problem, the adequacy of which will be verified through research. We are interested in knowing what the problem is and how it is formulated. Therefore, the following table 3 shows the hypotheses raised in the present study regarding the background and consequences of wine experience.

H1: Destination authenticity has a positive relationship with wine experience
H2: Storytelling has a positive relationship with wine experience.
H3: Destination image has a positive relationship with the wine experience.
H4: Wine knowledge has a positive relationship with the wine experience.
H5: The wine experience has a positive relationship with delight.
H6: The wine experience has a positive relationship with intention to return.
H7: The wine experience has a positive relationship with memorability the wine experience.

Table 3 - Hypothesis proposed by the author.

3.4 Population and Sample Selection

Carmo and Ferreira (2008) define population or universe as "the set of elements covered by the same definition. These elements are, obviously, one or more characteristics common to all of them, characteristics that differentiate them from other sets of elements. " Characteristics that can be, for example, sex, age group, the community where they live, among others (Lakatos & Marconi, 2007). However, it was necessary to appeal to the sampling technique, that is, the process that "leads to the selection of a part or subset of a given population or universe that is called a sample" (Carmo & Ferreira, 2008, p.209). This technique was applied, since, in a large number of cases the number of elements in a population is too large to be possible, given the cost and time, to observe them entirely (Carmo & Ferreira, 2008). If the sample is characteristic of the population, its results can be positively extrapolated and used to serve as a base to propose conclusions, therefore, verifying the validity of the hypotheses (Neuman, 2013, p.247). Lakatos and Marconi (2007) argue there are two major divisions in the sampling process: the non-probabilistic and the probabilistic technique.

In this research, the non-probabilistic sampling technique was used, based on intentional choice criteria systematically used to determine the population units that are part of the sample (Carmo e Ferreira, 2008, p.209). Currently, there are several general guidelines about the minimum sample size required to obtain steady results. Several

authors consent that the use of large samples tends to provide more precise results, reducing the effect of the sampling error and providing conclusions closer to the population (MacCallum & Tucker, 1991).

According to Marôco (2010), when the Structural Equation Modelling (SEM) is used, as the case of this investigation, it is essential for the sample to be greater than 200 observations since in small samples the statistical precision is questionable. Therefore the sample of this research was composed by 205 national tourists and by 205 foreign tourists who visited the Demarcated Douro Region and had a wine tourism experience. In the next subtopic, the sample will be characterized to determine the general profile of the individuals under study.

3.4.1 Sample Characterization

For the characterization of the sample under study, the following information was selected: country of origin, gender, age, education level, working condition, average monthly income, marital status, visitor segment of the Douro, place where Douro information was found. As previously mentioned, 410 answers were collected. From these answers, 50% of the respondents are Portuguese and the other 50% are foreigners. Table 4 expresses the distribution in terms of gender. Ee can observe that there are more females than males in both categories, Portuguese or foreigners. Amongst the respondents of Portuguese origin 51,7 % are female and 48,3 % are male. Of the foreigners respondents, 55,6% are female and 44,4% are male. On the age distribution, we observe that 30% of the Portuguese respondents had the age between 26 and 35 years old, being this the most frequent segment. Looking at foreign tourists, we can observe that 23,4% had the age between 36 to 45, and the 46 to 55 age group also corresponds to 23,4% of the sample. Concerning the education level, the most frequent education level was having a university degree – 45,4% in Portugal and 46,3% from another country. We observe that foreign respondents had more purchasing power than Portugal respondents. The most common income level for Portuguese respondents was between $1106,90 to $1660,90, representing 36.6% of the sample. For foreign respondents, the most common was the income level between $1660,90 to $2768,91, representing 25,9% of the sample. In terms of working conditions the majority of the respondents' tourists, perform a work activity. In Portugal with 83,4 % and from other countries with 72,7%. Another element characterized in the

sample was marital status, as we see the majority in both variances are married/unmarried couples. 52,2% in Portugal and 66,3% from other countries. In the visitor segment, we can analyze that there are more differences in terms of percentages in Portugal and other countries. In Portugal, the sample represented is almost equally split between first-time visitors and repeat-visitors, corresponding to 52,2% and 47,8% of the sample, respectively. The majority of foreign respondents are first-time visitors (77,6%). The last category is about the way that the tourist gets knowledge about the Douro region. According to the table 4, both Portuguese and foreign respondents got to know the Douro region in the internet and other fonts. The more referred fonts were family and friends.

	Portugal		Other Country(Foreigners)	
Category	AF	RF	AF	RF
Female	106	51,70%	114	55,60%
Male	99	48,30%	91	44,40%
Age				
18 to 25	47	22,90%	36	17,60%
26 to 35	63	30,70%	39	19,00%
36 to 45	41	20,00%	48	23,40%
46 to 55	27	13,20%	48	23,40%
56 to 65	24	11,70%	27	13,20%
More than 65	3	1,50%	7	3,40%
Education Level				
Basic Education	2	1,00%	4	2,00%
2º and 3º cycle	8	3,90%	7	3,40%
High School	35	17,10%	31	15,10%
University Degree	93	45,40%	95	46,30%
Master/PhD	67	32,70%	68	33,20%
Income Level				
No income	16	7,80%	25	12,20%
< $664,80	5	2,40%	3	1,50%
$664,80 to $1106,90	36	17,60%	16	7,80%
$1106,90 to $1660,90	75	36,60%	29	14,10%
$1660,90 to $2768,91	44	21,50%	53	25,90%
$2768,91 to $5538,93	24	11,70%	50	24,40%
> $5538,93	5	2,40%	29	14,10%
Working Condition				

	AF	RF	AF	RF
Retired	10	4,90%	19	9,30%
Unemployed	2	1,00%	4	2,00%
Student	20	9,80%	32	15,60%
I perform a work activity	171	83,40%	149	72,70%
Looking for a job	0	0,00%	1	0,50%
Looking for the first job	2	1,00%	0	0,00%
Marital Status				
Single	89	43,40%	54	26,30%
Divorced	9	4,40%	12	5,90%
Married/Unmarried couple	107	52,20%	136	66,30%
Widower	0	0,00%	3	1,50%
Visitor Segment				
First-time Visitor	107	52,20%	159	77,60%
Repeat Visitor	98	47,80%	46	22,40%
How did you get know Douro				
News	23	11,20%	9	4,40%
Travel Agencies	13	6,30%	39	19,00%
Internet	49	23,90%	76	37,10%
Other	120	58,50%	81	39,50%

Note: AF = Absolute frequency and RF = Relative frequency.

Table 4– Sample profile.

Concluding this characterization we observe that in both respondents, Portuguese and foreigners, the most common sample are female, with a university degree, performing a work activity, married/unmarried couple, first-time visitor, that got to know the Douro from the internet and other fonts.

The age and the income level is different in both groups. In Portugal, the most representative age is between 26 to 35. In foreigners, the most representative age is between 36 to 55. The income level most frequently is between $1106,90 to 1660,90 in Portugal and between 1660,49 to 2768,91 in other countries.

3.5 Data Collection Method

Concerning data collection, the research technique used for this study was the questionnaire survey, because it allows obtaining information, essentially of a quantitative

and generic nature, about a specific population or representative sample of the same and also allows checking hypotheses between two or more constructs (Gil, 2008).

According to Lakatos and Marconi (2007, p.201), the questionnaire is a "data collection instrument, constituted of an ordered series of questions, which must be answered in writing and without the presence of the interviewer". This technique exhibits several advantages like, economizes time and resources, reaches more people simultaneously, it's easier to answer, responses are faster and more accurate; are answered anonymously and consequently there is less risk of distortion due to the non-influence of the researcher. However, the questionnaire also includes several disadvantages as it cannot be applied to illiterate people, there can be some difficulty of respondents in understanding the questionnaire, there may be a large number of unanswered questions, among others (Lakatos & Marconi, 2007). Finally, the process of elaborating a questionnaire is long and complex, it requires care in the selection of questions and takes into account whether they offer conditions for obtaining valid information. The chosen themes need to be in accordance with the objectives of the study. The questionnaire should also be limited in length and purpose and take about 30 minutes to be answered (Lakatos & Marconi, 2007).

3.5.1 The Questionnaire

The questionnaire related to the current investigation, which we can consult in appendix I, was distributed in the Demarcated Douro Region on the following wineries: Quinta do Crasto, Quinta do Vallado, Quinta do Seixo e Quinta do Bomfim. The collection of the questionnaires was agreed with the wineries, previously mentioned, during January, February, June, and July. The questionnaires were distributed in paper format. Structurally the questionnaire is composed of 54 closed questions covering all study variables and 9 questions about the characterization of the sample profile, divided into 3 parts.

In the first part, an initial explanation was presented for the respondents to understand that the questionnaire is intended to collect data related to a master's thesis in the marketing area of the University of Coimbra. It is also mentioned that the questionnaire is anonymous and confidential, with no right or wrong answers. Also, it is explained that the average response time is approximately fifteen minutes. The second part consists of a brief explanation of how to answer the 54 questions regarding the variables

under study, referred to in chapter II. The last section was directed questions related to the characterization of the sample profile, described in subchapter 4.2.1.

3.5.2 Metrics

Lakatos and Marconi (2003) argues that "a variable can be considered as a classification or measure, an amount that varies; an operational concept, which contains or presents values; aspect, property or factor, discernible in an object of study and liable to measurement".

The measures presented in this subdivision refer to the latent variables that are part of the conceptual model presented in this research. According to Pilati and Laros (2007), the term "latent variable" or "construct" is used to represent a variable that cannot be measured through direct observation, but indirectly through other variables that can be observed. With this, it was decided to utilize the scale Likert, since it is the most consensual scale for the majority of authors to measure their answers. The Likert scale consists of the presentation of a series of propositions, where the respondent owing, in relation to each one, indicates one of five positions: Strongly agree, agree, neither agree or disagree, disagree, strongly disagree. However, it was verified that the most accurate scale and the most used by most studies to measure responses is the Likert scale with 7 positions, where 1 corresponds to "strongly disagree" and 7 to "strongly agree". So, after analyzing the literature, the main measures used to measure the various variables under study were selected and respectively translated, as the questionnaires were prepared and distributed in Portuguese and English. There was a necessary translation of some of the scales for the first time since there are no Portuguese versions in the literature. Besides, to meet the context of this research and for a better understanding, some items have been adapted. The measure used to measure the storytelling variable was produced by the author based on the literature, and dialogues with tourists in a pre-development environment and in a semi-structured way. Also, was requested the opinion of a branding specialist. The measurement scales of the different constructs are exposed in the following tables:

Variable	Metrics	Author
Authenticity	During the visit, I felt related to the history of Douro.	Y. Ram; P. Bjork and A. Weidenfeld et
	The overall sight and impression of Douro inspired me.	al.(2016)

	During the visit to Douro, I felt connected with wine history.	
	I enjoyed the unique experience in Douro.	

Table 5 - Metrics of Authenticity.

Variable	Metrics	Author
Storytelling	There is a present story.	Produce by the author, based on the literature.
	There are facts, documents, memories, and narrative.	
	There is a narration that guides us.	
	There is a present narration.	
	There is a narrator who brings a story to our visit.	
	History brings us memories of this place.	
	The story is in our memory.	
	History has made our visit memorable.	
	The history made sense of our visit.	
	History and place are cleary relationed.	
	The story makes the visit exciting.	
	The story gave meaning to the visit.	

Table 6 - Metrics of Storytelling.

Variable	Dimensions	Metrics	Author
Destination Image	Functional destination image wine experience	Winery staff knowledgeable about wine.	Getz & Brown(2006); Leisen(2001); Williams(2001b)
		Wineries are visitor friendly.	
		Purchasing good wine.	
		Opportunity to taste lots of wine.	
	Affective destination image	Pleasant.	Jang and Cai(2002); Baloglu(2000); and Beerli & Martín(2004a)
		Fun.	
		A sense of escapism.	
		A sense of discovery.	
		Relaxed.	

Table 7 - Metrics of Destination image.

Variable	Metrics	Author
Wine knowledge	Your knowledge of wine relative to other people?	adapted from Muthukrishnan and Weitz (1991)
	Your knowledge of wine relative to most of your friends?	
	Your knowledge of wine relative to your family?	

Table 8 - Metrics of Wine knowledge.

Variable	Dimensions	Metrics	Author
Wine	Education	My trip to Douro made me more	Adapting Oh et

Experience		knowledgeable.	al.'s (2007) validated the 16-item scale, which was previously adapted successfully by Hosany and Witham (2010).
		I learned a lot.	
		My trip to Douro was a real learning experience.	
		Visiting Douro stimulated my curiosity to learn new things.	
	Esthetics	The setting was pretty bland (reverse coded).	
		Douro is very attractive.	
		Being in Douro was very pleasant.	
		I felt a sense of harmony.	
	Entertainment	I really enjoyed watching what others were doing.	
		Activities of others were fun to watch.	
		Watching others perform was captivating.	
		Activities of others were amusing to watch.	
	Escapist	Being in Douro let me imagine being someone else.	
		I completely escaped from reality.	
		I felt I played a different character here.	
		I Felt like I was living in a different time or place.	

Table 9 - Metrics of Wine Experience.

Variable	Metrics	Author
Delight	I was delighted by this experience.	Finn (2005); Patterson (1997)
	It was a thrilling experience.	
	It was an exhilarating experience.	

Table 10 - Metrics of Delight.

Variable	Metrics	Author
Intention of Return	I want to visit Douro in the future.	Adapted from Songshan (Sam) Huang and Cathy H. C. Hsu et al.,(2009)
	I will probably return to Douro.	

Table 11 - Metrics of Intention of Return.

Variable	Metrics	Author
Memora bility	I have wonderful memories about the visit experience.	Mody et al. (2017)
	I remember many positive things about visit experience.	
	I like going back and re-experiencing the experience in my mind.	

Table 12 - Metrics of Memorability.

3.6 Pre-test

Once written, the questionnaire needs to be tested before its final use, being for that purpose applied to a smaller sample, with similar characteristics of the population (Lakatos & Marconi, 2007). This smaller sample is called the pre-test. This analysis is considered an important stage, to observe if the questionnaire is reliable, validated, operational. In the case of faults, the questionnaire must be reformulated, modified, expanded, or reduced; explaining some better or changing the wording of others (Lakatos & Marconi, 2007). It can be applied repeatedly, given its upgrading and increase of its validity, and it must measure in 5 or 10% of the sample size. It also allows obtaining an estimate of future results.

Considering these aspects, a pre-test of the questionnaire was administered to 30 tourists who had a wine experience in the region of Douro during January of 2020. The main objectives of doing the pre-test was to measure the average fill time of the questionnaire, to see if the tourists understood the asked issues, and to make a statistical analysis. The initial statistical analysis, which can be found in appendix II, was performed using IBM SPSS software version 25, being possible to check the Cronbach alpha of each variable used in the model and the correlation between the items of the scales. All the variables presented the alpha of Cronbach above 0,8, which demonstrates that there is reliability and internal consistency in the metrics used.

3.7- Statistical Analysis

In this subchapter, and once data collection is complete, statistical analysis will be accomplished through statistical software IBM SPSS 25 and AMOS 25, an extension of SPSS. Data analysis will be based on Structural Equation Modelling (SEM). According to Marôco (2014), the SEM is:

> [...] a generalized modeling technique, used to test the validity of theoretical models who define casual, hypothetical relationships between variables. These relationships are represented by parameters that indicate the magnitude of the effect that the variables, called independent, present on other variables, called dependent, in a set composite of assumptions regarding patterns of associations between variables in the model (p.3).

This method, unlike traditional methods of statistical analysis, allows the elimination of the "errors in variables" by means of measurement models and structural

models that "erase" the variables from their measurement errors when estimating the model parameters. It also allows testing the global adjustment of models, as well as the individual significance of parameters in a theoretical generalization that unifies several methods of multivariate statistics in a single methodological framework. The analysis of structural equation models is usually carried out by a set of successive steps of increasing complexity and interactive, leading to a cycle of evaluation of alternative models and their quality until obtaining "one" final model among all, theoretically possible (Marôco, 2014). This is illustrated in Figure 3.
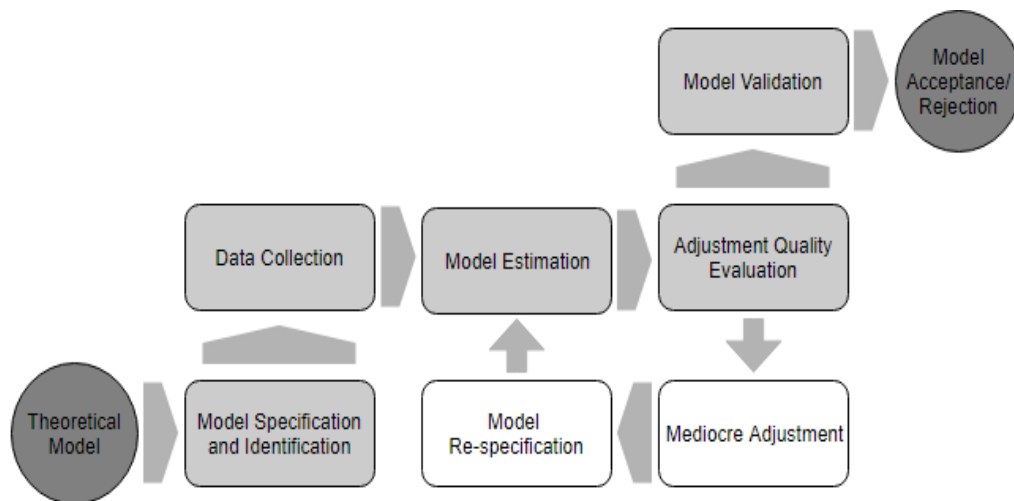
Figure 3 - Stages of the analysis of structural equations. Source: Marôco (2014).

However, it should be noted that before any statistical analysis was done, the data was extracted to an Excel sheet, posteriorly inserted in SPSS and acronyms were created for all items, for easy identification and visualizing the questions and their respective variables. Next, after verifying that there errors or flaws did not occur in the data transcription, the questionnaire items were subjected to factor analysis to reduce the overlap between independent variables (correlation) and obtaining a factorial structure simpler. The factor analysis can be classified into two different types: The Exploratory Factor Analysis (EFA) and the Confirmatory Factor Analysis (CFA).

3.7.1-Exploratory Factor Analysis

The EFA is "a set of statistical techniques that tries to explain the correlation between the observed variables, simplifying the data by reducing the number of variables required for describing them" (Pestana, & Gageiro, 2014, p. 519). Damásio (2012) suggests that, as an assumption for this analysis, it is necessary to observe if the database is capable

of factoring and, for that, there are two methods of evaluation that we can use: The Keyser-Meyer-Olkin (KMO) index and Bartlett's test of sphericity.

The KMO, or index of sample suitability, is a statistical test that suggests the proportion of variance of the items that may be explained by a latent variable (Lorenzo-seva, Timmerman, & Kiers, 2011), being that the value can vary from zero to one. The closer this index is to 1, the better the result, that is, the more adequate the sample is to the application of the factor analysis. Values equal or close to zero indicate that the sum of the partial correlations of the evaluated items is quite high in relation to the sum of the total correlations and, possibly, such analysis will be inappropriate (Damásio, (2012). Detailed interpretation of KMO values can be found in table 13.

KMO	Factor Analysis
1 - 0,9	Very Good
0,8 - 0,9	Good
0,7 - 0,8	Average
0,6 - 0,7	Reasonable
0,5 – 0,6	Bad
< 0,5	Unacceptable

Table 13: Interpretation of KMO values. Source: Pestana and Gageiro (2014).

The Bartlett's test of sphericity checks whether there is sufficient correlation strong so that factor analysis can be applied (Pereira, 2004). This is, its is used to "analyze the hypothesis that the correlation matrix is the identity matrix $H_0: = 1$, whose determinant is equal to 1, against the alternative hypothesis of being different from the identity matrix, $H_a: \neq 1$" (Pestana, & Gageiro, 2014,p. 521). Through this test, it is also possible to assess the general significance of all correlations in a data matrix. Furthermore, the values of Bartlett's test of sphericity with significance levels $p < 0,05$ indicate that the matrix is factorable, rejecting the null hypothesis (Damásio, 2012). The obtaining results of these two instruments can be consulted in Table 23. It is possible to observe that in general, every variable shows satisfactory results. Concerning the KMO index, every variable present values greater than 0,7, indicating there is a good correlation among the variables. It also means that the adjustment of the sample data is adequate for the use of this tool and that a good factor analysis can be held. At Bartlett's test of sphericity, all results obtained were smaller than 0,05. More concretely, as the p-value(Sig.= 0,000) was less than the level of

significance, the null hypothesis was rejected, concluding, once again, that there is a correlation among the variables and the analysis is adequate.

To understand the total percentage of the variance that is explained by the factors, the analysis of the explained total variance was verified. According to Damásio (2012), this technique refers to the total percentage of the common variance that a factor, or a set of factors, can extract from a given set of data. The estimated values can vary among 0 and 1, being that they "are equal to 0 when the common factors don't explain any variance of the variable; and equal to 1, when they explain all their variance" (Pestana, & Gageiro, 2014,p. 523). For the present dissertation, the variance explained was acceptable considering values above 0,6, or 60% in other words. In table 23, it is possible to see that the values of the variance explained are above 0,6 or 60%, which means that all variables are considered significant in the explanation of the data.

Finally, we will analyze the internal consistency of the factors, that is, "if the answers differ not because the survey is confusing and leads to different interpretations, but because respondents have different opinions" (Pestana, & Gageiro, 2014,p. 531). For this, we will use Cronbach's Alpha indicator. This analysis is defined as the "expected correlation amongst the used scale and other hypothetical scales of the same universe, with the same number of items, measuring the same characteristic". This correlation ranges from 0 (unreliable) to 1 (reliable) (Pestana, & Gageiro, 2014,p. 531). Table 14 presents the Cronbach's Alpha's values and their respective interpretation.

Value	Internal Consistency
>0,9	Very Good
0,8 - 0,9	Good
0,7 - 0,8	Average
0,6 - 0,7	Bad
<0,6	Inadmissible

Table 14 - Interpretation of Cronbach's Alpha values. Source: Pestana & Gageiro (2014, p. 521).

The results of this analysis were very favourable. As it can be seen in table 15, all variables showed Cronbach's Alpha values above 0,8, revealing a good internal consistency of the items and ensuring the reliability of the measurement instruments. With regards to the correlation between items, all items had values greater than 0,5, being above of the recommended value 0,25. Field (2009) mentions that, on a reliable scale, all items must

correlate with the total. Therefore, if any of these values has a value of less than approximately 0,3, it means that a specific item does not correlate very well with the total scale. When analyzing the correlations between the items, they all had indexes greater than 0,3, which shows good correlations.

Variable	α Cronbach	Valor Correlação de Item Total Corrigida		KKMO	Sig Bartlett	% Cumulative	Dimension
Authenticity	0,902	Aut_1	0,772	0,812	0,000	77,409	1
		Aut_2	0,794				
		Aut_3	0,836				
		Aut_4	0,727				
Storytelling	0,966	Story_1	0,690	0,747	0,000	88,469	1
		Story_2	0,791				
		Story_3	0,834				
		Story_4	0,824				
		Story_5	0,804				
		Story_6	0,838				
		Story_7	0,819				
		Story_8	0,876				
		Story_9	0,875				
		Story_10	0,830				
		Story_11	0,858				
		Story_12	0,828				
Destination Image Functional	0,881	DI_1	0,696	0,812	0,000	73,795	1
		DI_2	0,800				
		DI_3	0,742				
		DI_4	0,731				
Destination Image Affective	0,877	DI_5	0,722	0,856	0,000	68,434	1
		DI_6	0,611				
		DI_7	0,715				
		DI_8	0,791				
		DI_9	0,745				
Wine knowledge	0,941	WK_1	0,897	0,757	0,000	89,693	1
		WK_2	0,898				
		WK_3	0,842				
Wine Experience Education	0,901	WE_1	0,797	0,800	0,000	77,557	1
		WE_2	0,824				
		WE_3	0,825				
		WE_4	0,680				
Wine Experience Esthetics	0,899	WE_5	0,706	0,761	0,000	77,270	1
		WE_6	0,837				
		WE_7	0,841				
		WE_8	0,730				
Wine Experience Entertainment	0,964	WE_9	0,894	0,808	0,000	90,265	1
		WE_10	0,933				
		WE_11	0,925				
		WE_12	0,890				

Wine Experience Escapist	0,947	WE_13 0,848 WE_14 0,875 WE_15 0,891 WE_16 0,872	0,804	0,000	86,223	1
Delight	0,931	Del_1 0,786 Del_2 0,911 Del_3 0,899	00,807	0,000	88,118	1
Intention of Return	0,965	IR_1 0,895 IR_2 0,943 IR_3 0,908 IR_4 0,910	0,871	0,000	90,649	1
Memorability	0,934	Mem_1 0,880 Mem_2 0,898 Mem_3 0,818	0,747	0,000	88,469	1

Table 15 - Final Constitution of Variables.

3.7.2- Confirmatory Factor Analysis

After the EFA, it is usual and necessary to carry out a confirmatory factor analysis (CFA). The CFA is a technique, in the scope of SEM, for evaluating the adjustment quality of the measurement model with the observed correlational structure amongst the items.

The main objective of the CFA is to verify the factor structure that has been proposed without significant modifications. Therefore, unlike with the EFA, we cannot conduct the CFA unless the researcher has information on the factor structure, established via previous literature or studies (Marôco, 2014,p. 180). In this way, the CFA confirms which are the variables that actually define the model factors and statistically test the hypothetical factorial structure (Laros, 2004). Figure 4 shows the initial measurement model for this investigation. In the following topics, we will analyze the quality of the adjustment of the model as a whole and then the quality analysis of the local measurement model.
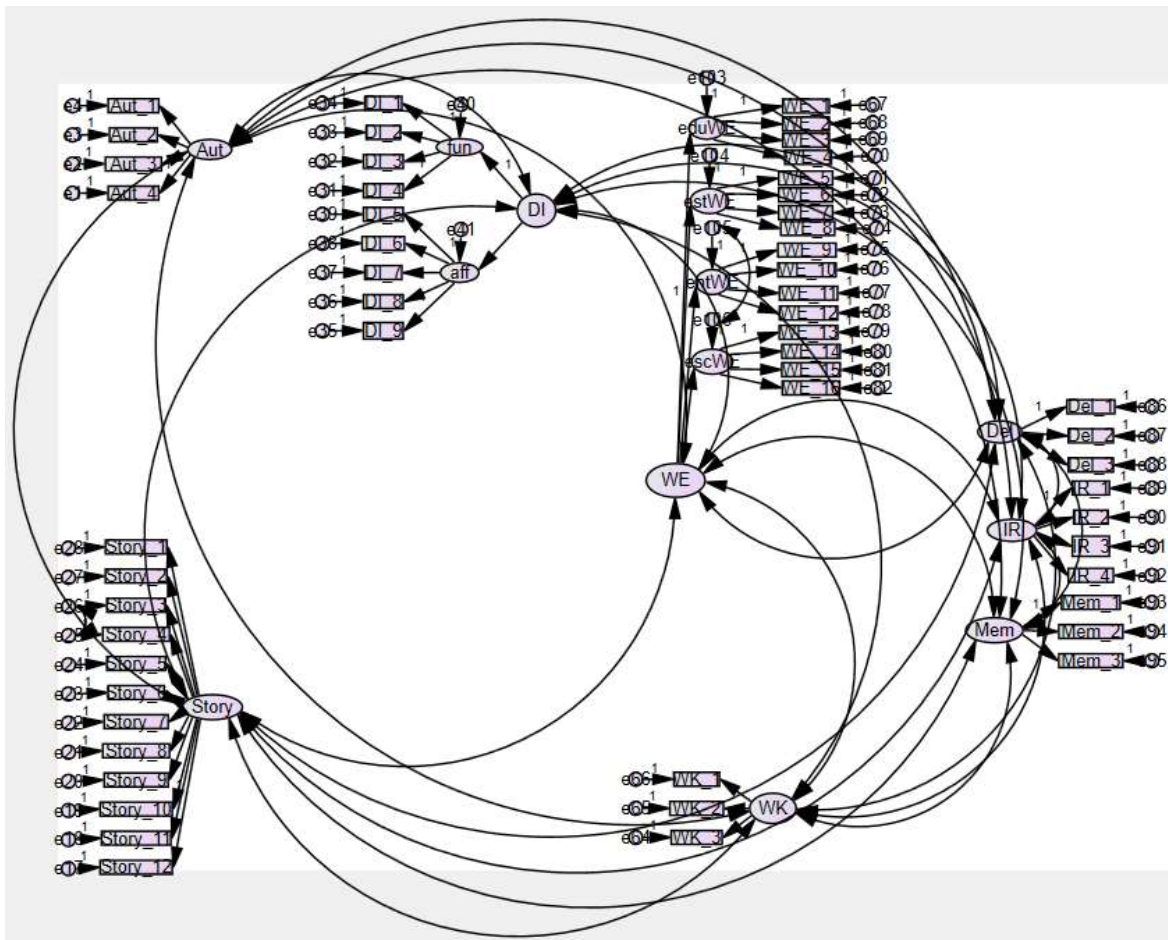
Figure 4 - Initial measurement model.

3.7.2.1.Analysis of the Quality of Adjustment of the Model as a Whole

The quality assessment phase of the model aims to assess how well the theoretical model is capable of reproducing the correlational structure of the variables manifested in the study sample (Marôco, 2014). According to Lisboa et al. (2012), there is not a consensus in the literature on the best statistical tests for evaluating the adjustment of the model to the data collected in the sample. For this reason, some of the most used measures were used to assess the overall adjustment of the model, namely:

1. chi-square adjustment test ($\chi 2$): it is often used as an indicator of system quality. The greater the result obtained in this test, the worse the adjustment to the model. This test is "very sensitive in different ways for both small and large samples, and the researcher is encouraged to complement this measure with other adjustment measures in all cases"(Hair et al., 2005,p. 522).

2. Adjustment quality indexes: Other quality/mediocrity measures of adjustment created owing to the problems associated with the chi-square test that tests, unrealistically, if the adjustment is perfect. Inside of the absolute indexes that assess the quality of the model per se, without comparison with other models was used chi-square/degree of freedom index ($\chi2/gl$). In this test, if the result is equal to 1, we would have a situation of perfect adjustment (Marôco, 2014, p. 47).

Already in the relative indexes that assess the quality of the model under test in relation to the model with the worst possible fit and/or the one with the best possible fit (Marôco, 2014) was used the Tucker-Lewis Index(TLI), the Comparative Fit Index (CFI) and the Incremental Fit Index (IFI).

TLI "combines a measure of parsimony with a comparative index between the proposed and null models, resulting in values ranging from 0 to 1" (Hair et al., 2005,p. 523). CFI compares the "adjustment of the model in the studio ($\chi2$) with degrees of freedom gl with the adjustment of the baseline model ($\chi2b$) with degrees of freedom (gl)" (Marôco, 2014, p. 48). IFI compares the "estimated model and a null or independence model. Values range from 0 to 1, and higher values indicate higher levels of fit quality" (Hair et al., 2005,p. 524).

Lastly, we apply the population discrepancy indexes that compares "the adjustment of the obtained model with the sampling moments (sample averages and variances) in relation to the adjustment of the model that would be obtained with the population moments (population averages and variances)" (Marôco, 2014, p. 50). Here the index used was Root Mean Square Error of Approximation (RMSEA), this being "representative of the quality of adjustment that could be expected if the model was estimated in the population, not only in the sample obtained for the estimation" (Hair et al., 2005,p. 523). Table 16 shows the statistics used and their respective reference values.

Statistic	Reference Value	Reference
$\chi2$	The smaller, the better	(Marôco, 2014)
$\chi2/df$	> 5 Bad fit]2;5] Average Fit]1;2] Good Fit ~ 1 Very good Fit	(Marôco, 2014)
TLI CFI	< 0,8 Bad fit [0,8;0,9[Average Fit [0,9;0,95[Good Fit	(Marôco, 2014)

	≥ 0,95 Very good Fit	
IFI	≥0,95 Very Good Fit	(Lisboa et al., 2012)
RMSEA (CI 90%)	>0,10 Unacceptable Fit]0,05-0,10] Good Fit ≤0,05 Very Good Fit	(Marôco, 2014)

Table 16 – Statistics and Reference Values.

The values obtained with this analysis are shown in table 17. They were confronted with the recommended levels of acceptance in the previous table and it was concluded that the initial measurement model had problems in the quality of adjustment. For this reason, the analysis of the modification indexes was carried out, to improve the adjustment of the model in the study, and then, the model was re-specified (Kline, 2011). In this investigation, the evaluation of the modification indexes led to the elimination of 6 items in the database. The values referring to the measurement model after the analysis of the modification indexes reveal a good adjustment of the model. Subsequently, figure 5 shows the measurement model after the modification indexes.

Indices Of Adjustment	Original Measure Model	Measure Model After Modification Index
χ2		2882,237
χ2/df	3,167	2,761
TLI	0,871	0,902
CFI	0,879	0,909
IFI	0,880	0,909
RMSEA (IC 90%)	0,073	0,066

Table 17 - FIT of CFA.
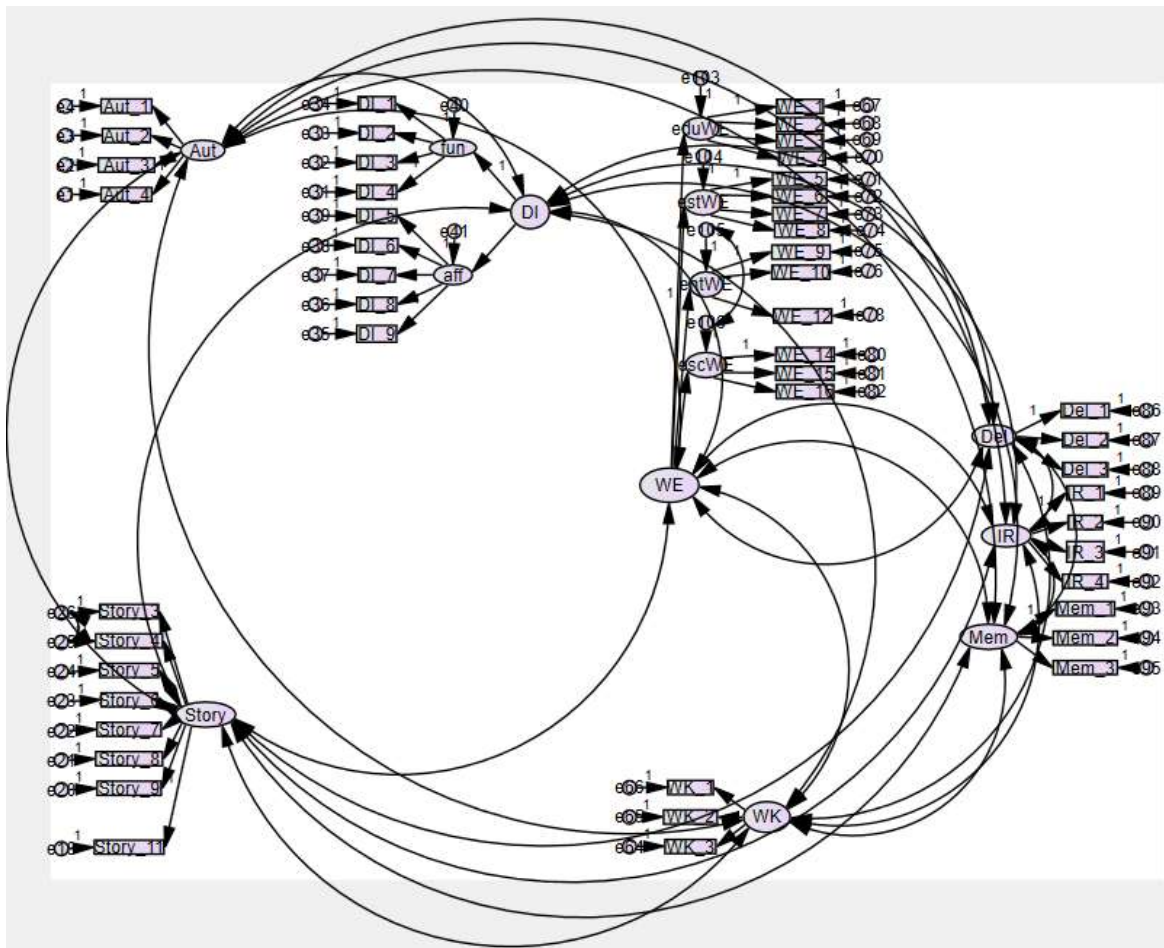
Figure 5 - Measurement Model after Modification Indexes.

3.7.2.2. Quality Analysis of the Measurement Model

According to the literature, after analyzing and evaluating the measurement model, and confirming an overall good global adjustment it is important to evaluate the parts that comprise the measurement model. In the case of this dissertation, it will be done using the most common measures of local-adjust, such as individual-item reliability, composite reliability (CR), the average variance extracted (AVE), and the Discriminant validity (Lisboa et al., 2012).

a)   Individual-item Reliability

The individual-item reliability is estimated by the fraction of the variable's variance that is explained by its latent factor, therefore, it is measured by the square correlation between the latent variable and each of its indicators (Lisboa et al., 2012; Marôco, 2014). It is normally designated as the Multiple Correlation Coefficient (R^2). In AMOS, this

calculation is represented by the Standardized Regression Weights index (SRW) and is made for each variable item, as shown below in table 26.

Marôco (2014) declares, that the SEM software calculate the R^2 for each variable endogenous manifest that is equal to or approximately equal to the factor weight of this variable squared, and this value is particularly appropriate for assessing the relevance of manifest variables or indicators in the measurement models. When R^2 values are less than 0,25, the factor explains less than 25% of the variance of the variable and, therefore, indicates possible problems of local adjustment with this variable and must be removed from the model.

In table 18, we can observe the obtained values, and all items presented SRW values greater than 0,7, except for the item "Fun" with an SRW value of 0,641. This means that the items explain at least 70% of the variance of the respective latent variable. Therefore, as $R^2 \geq$ 0,25 for all indicators, we affirm that there is good reliability of the individual measurement of the indicators.

	SRW	C.R
Authenticity		
During the visit I felt related to the history of Douro.	0,831	18,431
The overall sight and impression of Douro inspired me.	0,839	18,638
During the visit to Douro I felt connected with the wine history.	0,894	20,165
I enjoyed a unique experience in Douro.	0,785	
Storytelling		
There is a narrative that guide us.	0,787	20,046
we can feel a narrative taking place.	0,782	19,824
There is a storyteller who brings a story to our visit.	0,804	20,771
The history brings us to the memories of this place.	0,866	23,718
The story remains in our memory.	0,874	24,175
The story has made our visit memorable.	0,922	26,936
The story made sense of our visit.	0,904	25,85
The story makes the visit exciting.	0,859	
Destination image **Functional destination image**		
Winery staff knowledgeable about wines.	0,77	16,342
wineries give the opportunity to taste lots of wine.	0,87	18,765
wineries allow purchasing good wines.	0,803	17,169
wineries give the opportunity to taste lots of wine.	0,787	
Affective destination image		
Pleasant.	0,807	19,127
Fun.	0,641	13,975
Which transmits a sense of escapism.	0,736	16,791
Which transmits a sense of discovery.	0,862	21,062

Which transmits a feeling of relaxation.	0,84	
Wine knowledge		
I feel that I have more knowledge of wine relative to other people.	0,948	28,752
I feel that I have more knowledge of wine relative to my friends.	0,944	28,548
I feel that I have more knowledge of wine relative to my family.	0,867	
Wine Experience		
Education		
My trip to Douro made me more knowledgeable.	0,863	
I learned a lot.	0,899	24,389
My trip to Douro was a real learning experience.	0,871	23,136
Visiting Douro stimulated my curiosity to learn new things.	0,723	17,128
Esthetics		
The visit was very interesting.	0,762	
Douro is very attractive.	0,902	19,529
Being in Douro was very pleasant.	0,904	19,585
I felt a sense of harmony.	0,783	16,584
Entertainment		
I really enjoyed watching what others were doing.	0,949	
Activities of others were fun to watch.	0,973	44,392
Activities of others were amusing to watch.	0,867	29,703
Escapist		
I completely escaped from reality.	0,88	
I felt I played a different character here.	0,916	27,607
Felt like I was living in a different time or place.	0,943	29,116
Delight		
I was delighted by this experience.	0,809	
It was a thrilling experience.	0,96	24,898
It was an exhilarating experience.	0,958	24,857
Intention of return		
I want to visit Douro in the future.	0,92	
I will probably return to Douro.	0,968	39,203
I think that I will return to Douro.	0,927	33,611
Is in my plans visiting the Douro again.	0,928	33,765
Memorability		
I have wonderful memories about the visit experience.	0,933	
I remember many positive things about visit experience.	0,951	35,378
I like going back and re-experiencing the experience in my mind.	0,847	26,304

Table 18- CFA Results.

b) Composite Reliability (CR)

Composite reliability is an indicator used to measure the quality of the structural model. It has been presented as a more robust precision indicator when compared to s α Cronbach's coefficient (Valentini & Damásio, 2016). Marôco (2014, p. 182) adds that "the reliability of a factor or construct refers to the measure's consistency and reproducibility property. An instrument is said to be reliable if it measures, in a consistent and reproducible

way, a certain characteristic or factor of interest ". For this indicator to be indicative of composite reliability, its value should be above 0,7 (Hair et al., 2013).

As we can see in table 19, all variables latents under analysis appear with CR values higher than the recommended. The results were significantly higher than 0,7, guaranteeing the composite reliability of all constructs used in the research model. In addition to this indicator, there is another aspect to take into account in relation to reliability, Cronbach's Alpha. Generally, an instrument is considered viable when α Cronbach's is greater than 0,7 (George et al., 1999). In table 19, more specifically diagonally shaded, it is possible to verify that all constructs respect this condition and, therefore, have appropriate reliability.

c)   Average Variance Extracted (AVE)

Lisboa et al. (2012, p.436) afirm that:

"The Average Variance Extracted evaluating the proportion of variance of the affected indicators referring to the measurement of a particular latent variable explained by that latent variable. The measure must also be calculated for each of the latent variables with indicators multiple, in order to accept the hypothesis of its reliability, it's usually suggested values above 0,5 ".

In table 19, we can visualize that all variables showed values above 0.5. Therefore, it is possible to state that the indicators represent the latent variables.

	variance	DP	Aut	Story	DI	WK	Del	IR	Mem	WE	AVE	CR
Aut	0,501	0,708	0,902								0,702	0,904
Story	0,794	0,891	0,602	0,957							0,725	0,954
DI	0,173	0,416	0,615	0,504	0,896						0,632	0,773
WK	2,036	1,427	0,31	0,155	0,007	0,941					0,847	0,943
Del	0,456	0,675	0,561	0,487	0,583	0,157	0,931				0,831	0,936
IR	0,973	0,986	0,54	0,432	0,534	0,189	0,456	0,965			0,876	0,966
Mem	0,738	0,859	0,609	0,402	0,613	0,104	0,581	0,368	0,934		0,831	0,936
WE	0,368	0,607	0,759	0,656	0,742	0,291	0,707	0,481	0,676	0,923	0,500	0,796

Cronbach's Alpha   CR> 0,7   AVE>0,5

Table 19 - Standard Deviation, Correlation Matrix and Cronbach's Alpha- Final CFA.

d)   Discriminant Validity

"Validity is the property of the instrument or measurement scale that evaluates whether it measures or operationalizes the construct or latent variable that, really, it's intended to evaluate" (Marôco, 2014). The author argues that discriminating validity evaluates whether the items that reflect one factor are not correlated with other factors, in other words, whether the factors defined by each set of items are distinct.

According to Hair et al. (2014) discriminant validity is defined as the extent to which a construct is truly distinct from other constructs and, therefore, high discriminant validity provides evidence that a variable is unique and captures some phenomena that other measures do not capture. One way to assess discriminant validity is to compare the AVE from two variables with the square of the correlation estimate between these two variables, being that the individual AVE needs be greater than the square correlation estimate. The authors claim that discriminant validity means that individual measured items should represent only one latent variable. So, the discriminant validity test was performed in the model, and it was found that the majority of the correlations have an AVE greater than the square correlation estimate. Some exceptions occurred, as in the cases of the correlations between the variables Authenticity and Wine Experience; Destination Image and Wine Experience; and Delight and Wine Experience. The results are in appendix III. Following the suggestions of Fornell and Larcker (1981), a model was tested exclusively with two variables with the correlation fixed at 1 and then it was compared if it is better when the correlation is not fixed at 1, which means that there is discriminant validity since the correlation is statistically different from 1. Separately, a model was tested for the correlations between the variables Authenticity and Wine Experience; Destination Image and Wine Experience; and Delight and Wine Experience. Through table 20, we can conclude that the models presented are significantly superior when the correlation is not fixed at 1, which means, the discriminant validity is confirmed by this method.

			Free $\chi 2$	Fixed $\chi 2$
Aut	<-->	WE	782,6	895,3
DI	<-->	WE	1003,7	1201,1
Del	<-->	WE	686,9	822,7

Table 20 – Discriminant Validity Results (test 2) .

CHAPTER IV – RESULTS

Once the conceptual and methodological framework is exposed, this chapter aims to present the main results obtained. For this, it will be divided in several parts. In the first stage, the model estimation will be discussed. Afterwards, the hypothesis tests will be presented, and through them it will be possible to proceed to the corroboration of the hypotheses stipulated for this investigation. In a later stage of this chapter, we will present the discussion of results.

4.1. Result of The Structural Equation Model

As mentioned above, the Structural Equation Model (SEM) involves two fundamental aspects. At the same time that it is concerned with the measurement model that defines how the latent variables are operationalized (as we saw in the previous chapter), this model also allows to define and analyse the structural model (exposed in this chapter), that defines the causal or association relationships between latent variables (Marôco, 2014). In this way, after establishing the hypotheses proposed in the investigation, it is possible to verify the results obtained by estimating the structural model.

	Structural Model
X^2	3034,3
X^2/df	2,863
TLI	0,896
CFI	0,902
IFI	0,902
RMSEA (IC90%)	0,067

Table 21 – Structural Model adjustment indexes.

Although the FIT values of the structural model shown in table 21 have suffered some changes in relation to the FIT of the measurement model, we can say that compared with the reference values shown in table 16 the model reveals an adequate adjustment. As all statistics and indexes are, in general, within the normative parameters, in figure 6 we present the final structural model of this study.
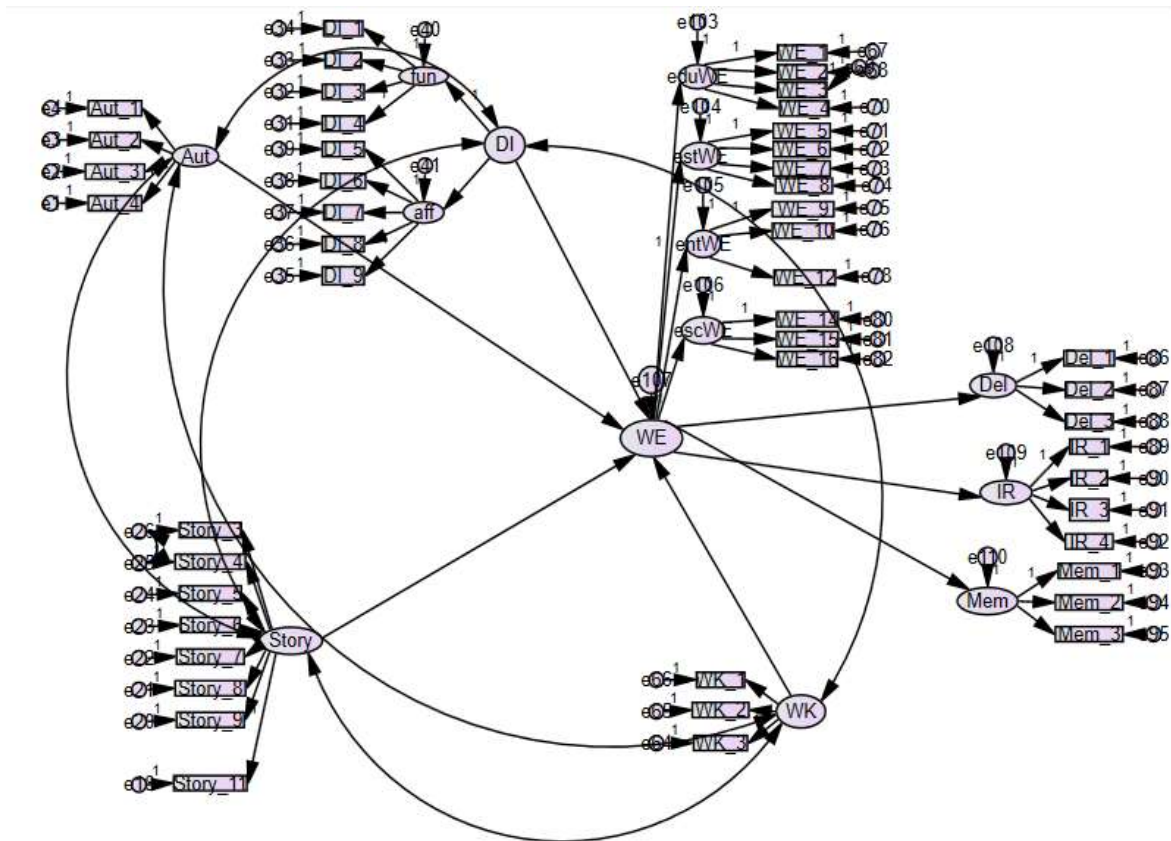
Figure 6 - Final Structural Model.

4.2. Hypotheses Testing

	Total Sample		Portugal		Other Country or foreign	
	SRW	**P**	**SRW**	**P**	**SRW**	**P**
H1 Authenticity →Wine Experience	0,357	***	0,393	***	0,244	***
H2 Storytelling →Wine Experience	0,192	***	0,173	**	0,261	***
H3 Wine Knowledge →Wine Experience	0,137	***	0,072	NS	0,223	***
H4 Destination Image →Wine Experience	0,474	***	0,425	***	0,511	***
H5 Wine Experience →Delight	0,736	***	0,785	***	0,703	***
H6 Wine Experience→Intention to Return	0,58	***	0,577	***	0,622	***
H7 Wine Experience→Memorability	0,697	***	0,735	***	0,663	***

Nota: *** = p < 0,01; ** = p < 0,05; * = p < 0,1; NS = not significant

Table 22 – Results Of Hypothesis Test.

Table 22 presents the results of the hypothesis test, namely the SRW (Standardized Regression Weights) and p indices, to confirm whether the hypotheses are statistically significant for the usual levels of significance.

The analysis of the total sample shows us that all the hypotheses were supported. This is, that all the variables have a positive impact on the Wine Experience. The hypothesis five (SRW= 0,736 and p<0,01), and hypothesis seven (SRW= 0,697 and p<0,01) reveal statistically more positive impacts than the hypothesis one (SRW= 0,357 and P<0,01), hypothesis two (SRW= 0,192 and P<0,01), hypothesis three (SRW= 0,137 and P<0,01), hypothesis four (SRW= 0,474 and P<0,01), hypothesis six (SRW= 0,58 and P<0,01).

In the second stage of analysis, two groups were established according to the country of origin: Portuguese and foreign. The hypotheses three was not supported for Portugal (SWR= 0,072 and P= NS). This means that for the Portuguese tourist, Wine Knowledge does not have a relationship with the Wine Experience. However, for foreign tourists having more knowledge of wines leads to a better wine experience (SRW=0,223 and P<0,01). The hypotheses two is statistically more significant with a more positive impact on foreign tourists (SRW=0,261 and P<0,01) than Portuguese (SRW=0,173 and P<0,05). So, for foreign tourists, storytelling has more impact on their wine experience.

The remaining results, the hypothesis one; hypothesis two; hypothesis five, hypothesis six; and hypothesis seven offer a statistically significant positive contribution (p < 0,01). In both groups, the impacts are much more positive in the relationship of wine experience with the consequences (delight, intention to return and memorability) than with the antecedents. Therefore, authenticity, destination image, delight, intention to return, and memorability positively influence the wine experience.

4.3. Discussion Of Results

In view of the objective of this study to identify the antecedents and consequences of the wine experience, in this section, it is necessary to highlight the results from the hypothesis test.

4.3.1. Antecedents Of Wine Experience Analysis

Being the concept of wine experience recently studied and cause of lower studies in this subject, not always will it be possible to corroborate with the literature. All the

antecedents were proposed for the first time in this conceptual model, being considered potential determinants of the quality of wine experience.

As a starting point, the dimensions that was chosen for the concept model as antecedents are authenticity (H1), Destination Image (H3), Storytelling (H2), and Wine knowledge (H4). The statistical analysis of each of them has successfully supported the relationship with Wine experience, except the relationship of Storytelling and Wine Experience for the group Portugal. This means that the antecedents influence the wine experience positively, except in Portugal the antecedent of storytelling. This can be for the fact that almost 50% of Portuguese tourists, as shown in Table 4 in Chapter V, are repeat-visitor, they know about the storytelling yet, not given the positive impact in the wine experience.

These results are aligned with the previous research. For Authenticity, we can support this result with the research of Yeoman et al. (2007). On Storytelling the studies Empowering the new traveler: Storytelling as a co-creative behavior in wine tourism (Pera, 2017), The influence of the storytelling approach in travel writings on readers empathy and travel destinations (Akgün et al., 2015)are in consensus. Nextly, Destination Image can be supported with the study of Kim (2017) that proved with their research that the destination image is one of the variables that influence memorable experiences in tourism and nextly loyalty. Wine knowledge wasn't totally with accord previous researchs, like the research of Drennan et al. (2015), that show wine knowledge and experience are highly correlated. In the present research, we observe above that have wine knowledge in Portuguese tourists doesn`t influence the wine experience.

Although the results are slightly different in the two groups, with regard to the proposed antecedents, they show good consistency.

4.3.2. Consequences Of Wine Experience Analysis

Regarding the consequences, all the hypotheses were supported in the totality of the sample and the two groups (Portuguese and foreigner).

The relationship between Wine Experience and Delight has a high correlation in the total of the sample and on the two groups (Portuguese and foreigner). This means that

if the tourist has a positive wine experience, this will be delightful. This can be supported by the theoretical studies Jiang et al. (2016) and Torres & Ronzoni (2018).

Regarding the Wine Experience and Intention Of Return hypothesis, this was also supported for the total sample and both groups. Studies in this line of research are in agreement with these conclusions and underline that it is necessary to pay attention to the first-time and repeat visitors because they have different motivation to visit the same destination, so destination marketers need to be aware of these differences when formulating promotional activities (Lau & McKercher, 2004). Park et al. (2019) also show that revisit intentions increase as the number of previous visits increases, but will start to decrease once the experience has been repeated too often, and it is possibly identified an optimal number of visits for a specific destination.

Finally, the hypothesis of the relationship between Wine Experience and Memorability was also supported for the total sample and in both groups, with a good corroboration. Previous studies in line with this relationship are, for example, the study of Hung et al. (2016) that suggest that memorability can be a predictor to future behavioural intentions such as revisiting or word-of-mouth recommendation. Campos et al. (2016) and Sthapit and Coudounaris (2018) refer that for having a memorable experience the tactile sensations, the particular emotional moments' thrills, enjoyment, excitement, something meaningful for or learn something about themselves (meaningfulness) at the destination are important.

In this way, it can be concluded that have a positive wine experience is important to obtain delight, create memorability, and make tourists revisit the destinations.

CHAPTER V- CONCLUSION
5.1. Practical and Theoretical Implications

As we saw at the beginning of this dissertation, wine tourism is a growing activity in Portugal and other countries that produce wine. For that it is necessary that wine regions are capable of creating authentic experiences that remain in our memory and make us return.

This study contributes and complements the existing literature in different ways. First, it answers to the calls for more research about wine experience, that is little explored in Portugal. More precisely, it provides a quantitative study of the antecedents and consequences of wine experience in the Douro region. Then, it presents 4 major contributions: 1) introduces a new metric to measure storytelling and tests it as an antecedent of wine experience; 2) Introduces for the first time the wine experience consequents memorability and delight which may help for a better understanding of the reasons to return and spread a positive word of mouth; 3) Compares nationals and foreigners attitudes and behaviours towards the visit; 4) measures the tourists attitudes and behaviours during their visits, while the experience is being lived. This dissertation helps researchers to progress towards a more complete and profound understanding of antecedents and consequences that influence the wine experience in each type of tourist, Portuguese or foreign.

From a practical point of view, the model with its consequences and antecedents indicates the areas that the companies need to focus, in order to improve the quality of the wine experience, producing delight and memorability, based on an experience rich in memories and stories.

Finally, during the research period based on the observation when collecting data and the results obtained in this study, this investigation clarifies that wine tourism companies in the Douro region must pay attention to creating more consistent strategies for attracting tourists in a way to add more value and competitive advantage to the region. It should be noted that the Douro region has all the conditions to develop wine tourism experiences for senior tourists, a group of consumers who want to have their expectations met, with economic power, seeking more services and experiences.

5.2. Limitations And Recommendations For Future Research

Despite the contributions, this investigation has some limitations that should be considered in future investigations. This study was based on a small convenience sample, with 410 people. Therefore, the relatively small number of observations and the representativeness of the sample, limit the generalization of the results to the population. Results must be analysed with caution.

Still regarding the sample, only two groups were used in relation to the country of origin (Portuguese and foreign) as an object of study. It would be interesting in future lines of study to dismember the group "foreign" in specific countries attached to the wine. Because of the fact that most of the constructs are tested for the first time as antecedents and consequences of wine experience, it was not possible to carry out a comparative analysis of the results obtained with other studies. For this, it is suggested that future works replicate these relationships to verify if the findings found are the same or if there are significant differences.

Future investigations need to analyse other variables that may have direct relationships as antecedents and consequences of wine experience, in addition to identifying new constructs, metrics, and models regarding the wine experience theme.

Concluding, the dissertation was carried out under abnormal conditions of tourism in the region of Douro, due to the global pandemic of Covid-19 emerging. Therefore, it would be interesting to analyze in the future on "normal" tourism conditions in the region of Douro.

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APPENDIXES
Appendix I Questionnaire

Questionnaire About Visiting Experience						
This questionnaire is intended for data collection as part of a dissertation from the Master in Marketing from the Faculty of Economics of Coimbra. All data collected are confidential and anonymous. In answering the questionnaire, we have asked you to indicate which answer is best for each of the statements. There are no wrong or correct statements, we just want your sincere opinion. Mark all spaces with an X. The success of this study will depend on your collaboration, which we thank you in advance.						

Using the scale from 1 to 7, indicate your level of agreement or disagreement for each of the following statements, according to the parameterization: 1 - Strongly disagree; 2 - Disagree; 3 - Partially disagree; 4 - I neither agree nor disagree; 5 - Partially agree; 6 - Agree 7 - Strongly Agree.	Scale Type						
	Strongly disagree	Disagree	Partially disagree	I neither agree nor disagree	Partially agree	Agree	Strongly Agree
	1	2	3	4	5	6	7
1. During the visit I felt related to the history of Douro;	☐	☐	☐	☐	☐	☐	☐
2. The overall sight and impression of Douro inspired me;	☐	☐	☐	☐	☐	☐	☐
3. During the visit to Douro I felt connected with the wine history;	☐	☐	☐	☐	☐	☐	☐
4. I enjoyed a unique experience in Douro.	☐	☐	☐	☐	☐	☐	☐
In the Douro:							
5. Winery staff knowledgeable about wines;	☐	☐	☐	☐	☐	☐	☐
6. Wineries are visitor friendly;	☐	☐	☐	☐	☐	☐	☐
7. wineries allow purchasing good wines;	☐	☐	☐	☐	☐	☐	☐
8. wineries give the opportunity to taste lots of wine;	☐	☐	☐	☐	☐	☐	☐
Douro is a destination:							
9. Pleasant;	☐	☐	☐	☐	☐	☐	☐
10. Fun;	☐	☐	☐	☐	☐	☐	☐
11. Which transmits a sense of escapism;	☐	☐	☐	☐	☐	☐	☐
12. Which transmits a sense of discovery;	☐	☐	☐	☐	☐	☐	☐
13. Which transmits a feeling of relaxation.	☐	☐	☐	☐	☐	☐	☐
The places have a history. During your visit you realized that in this place:							
14. we can feel a story during our visit;	☐	☐	☐	☐	☐	☐	☐
15. There are facts, documents, memories and narrative;	☐	☐	☐	☐	☐	☐	☐
16. There is a narrative that guide us;	☐	☐	☐	☐	☐	☐	☐
17. we can feel a narrative taking place;	☐	☐	☐	☐	☐	☐	☐
18. There is a storyteller who brings a story to our visit;	☐	☐	☐	☐	☐	☐	☐
19. The history brings us to the memories of this place;	☐	☐	☐	☐	☐	☐	☐
20. The story remains in our memory;	☐	☐	☐	☐	☐	☐	☐
21. The story has made our visit memorable;	☐	☐	☐	☐	☐	☐	☐
22. The story made sense of our visit;	☐	☐	☐	☐	☐	☐	☐
23. The story and place are cleary related;	☐	☐	☐	☐	☐	☐	☐
24. The story makes the visit exciting;	☐	☐	☐	☐	☐	☐	☐
25. The story gave meaning to the visit.	☐	☐	☐	☐	☐	☐	☐
26. I feel that I have more knowledge of wine relative to other people;	☐	☐	☐	☐	☐	☐	☐
27. I feel that I have more knowledge of wine relative to my friends;	☐	☐	☐	☐	☐	☐	☐
28. I feel that I have more knowledge of wine relative to my family.	☐	☐	☐	☐	☐	☐	☐
29. My trip to Douro made me more knowledgeable;	☐	☐	☐	☐	☐	☐	☐
30. I learned a lot;	☐	☐	☐	☐	☐	☐	☐
31. My trip to Douro was a real learning experience;	☐	☐	☐	☐	☐	☐	☐
32. Visiting Douro stimulated my curiosity to learn new things;	☐	☐	☐	☐	☐	☐	☐
33. The visit was very interesting;	☐	☐	☐	☐	☐	☐	☐
34. Douro is very attractive;	☐	☐	☐	☐	☐	☐	☐
35. Being in Douro was very pleasant;	☐	☐	☐	☐	☐	☐	☐
36. I felt a sense of harmony;	☐	☐	☐	☐	☐	☐	☐
37. I really enjoyed watching what others were doing;	☐	☐	☐	☐	☐	☐	☐
38. Activities of others were fun to watch;	☐	☐	☐	☐	☐	☐	☐
39. Watching others perform was captivating;	☐	☐	☐	☐	☐	☐	☐
40. Activities of others were amusing to watch;	☐	☐	☐	☐	☐	☐	☐
41. Being in Douro let me imagine being someone else;	☐	☐	☐	☐	☐	☐	☐
42. I completely escaped from reality;	☐	☐	☐	☐	☐	☐	☐
43. I felt I played a different character here;	☐	☐	☐	☐	☐	☐	☐
44. felt like I was living in a different time or place;	☐	☐	☐	☐	☐	☐	☐
45. I was delighted by this experience;	☐	☐	☐	☐	☐	☐	☐
46. It was a thrilling experience;	☐	☐	☐	☐	☐	☐	☐
47. It was an exhilarating experience.	☐	☐	☐	☐	☐	☐	☐
48. I want to visit Douro in the future;	☐	☐	☐	☐	☐	☐	☐
49. I will probably return to Douro.	☐	☐	☐	☐	☐	☐	☐
50. I think that I wil return to Douro;	☐	☐	☐	☐	☐	☐	☐
51. Is in my plans visiting the Douro again.	☐	☐	☐	☐	☐	☐	☐
52. I have wonderful memories about the visit experience;	☐	☐	☐	☐	☐	☐	☐
53. I remember many positive things about visit experience;	☐	☐	☐	☐	☐	☐	☐
54. I like going back and re-experiencing the visit in my mind.	☐	☐	☐	☐	☐	☐	☐

Sample profile characterization

Age: 18 the 25 ___ 26 the 35 ___ 36 the 45 ___ 46 the 55 ___ 56 the 65 ___ more than 65 ___

Gender: Male ___ Female ___

Country of origin: Portugal ___ Other _____

Destination visitor segment: First-time visitor ___ Repeat visitor ___

How did you get to know Douro:
 News ___
 Travel agencies ___
 Internet ___
 Other _____

Education level:
 Basic education ___
 2° and 3°cycle ___
 High school ___
 University degree ___
 Master/PhD ___

Month household income level:
 No income ___
 < $ 664,80 ___
 $ 664,80 - $ 1106,90 ___
 $ 1106,90 - $ 1660,90 ___
 $ 1660,90 - $ 2768,91 ___
 $ 2768,91 - $ 5538,93 ___
 $ 5538,93 > ___

Working condition:
 Retired ___
 Unemployed ___
 Student ___
 I perform a work activity ___
 Looking for a job ___
 Looking for the first job ___

Marital status
 Single ___
 Divorced ___
 Married / Unmarried couple ___
 widower ___

Appendix II Statistical Analysis of Pre-test

Variable	∝ Cronbach	Valor Correlação de Item Total Corrigida	KMO	Sig Bartlett	% Cumulative	Dimension
Authenticity	0,850	Aut_1　0,689 Aut_2　0,632 Aut_3　0,764 Aut_4　0,712	0,814	0,000	70,068	1
Storytelling	0,973	Story_1 0,737 Story_2 0,823 Story_3 0,794 Story_4 0,879 Story_5 0,885 Story_6 0,814 Story_7 0,876 Story_8 0,868 Story_9 0,902 Story_100,874 Story_110,926 Story_120,931	0,873	0,000	78,011	1
Destination Image	0,818	DI_1　　0,301 DI_2　　0,391 DI_3　　0,260 DI_4　　0,641 DI_5　　0,430 DI_6　　0,749 DI_7　　0,731 DI_8　　0,744 DI_9　　0,552	0,513	0,000	77,955	2
Wine knowledge	0,963	WK_1　0,893 WK_2　0,950 WK_3　0,922	0,750	0,000	93,134	1
Wine Experience	0,969	WE_1　0,747 WE_2　0,830 WE_3　0,853 WE_4　0,841 WE_5　0,566 WE_6　0,809 WE_7　0,660 WE_8　0,819	0,796	0,000	83,952	4

		WE_9 0,779				
		WE_10 0,834				
		WE_11 0,891				
		WE_12 0,905				
		WE_13 0,901				
		WE_14 0,929				
		WE_15 0,912				
		WE_16 0,903				
Delight	0,962	Del_1 0,939 Del_2 0,927 Del_3 0,910	0,775	0,000	93,578	1
Intention of Return	0,954	IR_1 0,827 IR_2 0,949 IR_3 0,933 IR_4 0,863	0,774	0,000	88,416	1
Memorability	0,957	Mem_1 0,923 Mem_2 0,898 Mem_3 0,907	0,775	0,000	92,123	1

Appendix III Discriminant Validity Results

			Estimate	Estimate^2	AVE 1	AVE2
Aut	<-->	Story	0,602	0,362	0,702	0,725
Aut	<-->	DI	0,615	0,378	0,702	0,632
Aut	<-->	WK	0,31	0,096	0,702	0,847
Aut	<-->	Del	0,561	0,315	0,702	0,831
Aut	<-->	IR	0,54	0,292	0,702	0,876
Aut	<-->	Mem	0,609	0,371	0,702	0,831
Aut	<-->	WE	0,759	0,576	0,702	0,500
Story	<-->	DI	0,504	0,254	0,725	0,632
Story	<-->	WK	0,155	0,024	0,725	0,847
Story	<-->	Del	0,487	0,237	0,725	0,831
Story	<-->	IR	0,432	0,187	0,725	0,876
Story	<-->	Mem	0,402	0,162	0,725	0,831
Story	<-->	WE	0,656	0,430	0,725	0,500
DI	<-->	WK	0,007	0,000	0,632	0,847
DI	<-->	Del	0,583	0,340	0,632	0,831
DI	<-->	IR	0,534	0,285	0,632	0,876
DI	<-->	Mem	0,613	0,376	0,632	0,831

DI	<-->	WE	0,742	0,551	0,632	0,500
WK	<-->	Del	0,157	0,025	0,847	0,831
WK	<-->	IR	0,189	0,036	0,847	0,876
WK	<-->	Mem	0,104	0,011	0,847	0,831
WK	<-->	WE	0,291	0,085	0,847	0,500
Del	<-->	IR	0,456	0,208	0,831	0,876
Del	<-->	Mem	0,581	0,338	0,831	0,831
Del	<-->	WE	0,707	0,500	0,831	0,500
IR	<-->	Mem	0,368	0,135	0,876	0,831
IR	<-->	WE	0,481	0,231	0,876	0,500
Mem	<-->	WE	0,676	0,457	0,831	0,500