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Abstract

Considering food and wine have been associated for generations, this study examines the intricate relationship between the food and wine industries, focusing on the techniques employed in each and examining how collaboration increases visitor satisfaction. With the central theme revolving around collaborative initiatives within these industries, particularly in the joint selection of wine and food offerings (experiences). Recent shifts in consumer preferences have prompted a noticeable trend towards fusing the worlds of wine and food, recognising the potential for enhanced tourism experiences. Chefs and winemakers are working together more often to create pairings that appeal to consumers' changing preferences while also complementing one another. This cooperative strategy highlights an understanding of the critical role that, festivalscapes/ foodscapes, wine-paired cooking lessons and well-balanced wine and food pairings have in enhancing tourism experiences within both industries. These collaborative efforts represent a dedication to offering customers unique and unforgettable tourism experience that go beyond specific goods, producing a symphony of flavours that remain long after the meal, as the industry continues to grow. By means of strategic partnerships, stakeholders hope to improve and customise the culinary experience to increase visitor satisfaction, therefore this study presents the Culture Interaction Customization matrix (CIC matrix) as a systematic means of determining and matching visitor preferences with tourism activities. Which will ultimately raise visitor satisfaction levels and establish wine and culinary tourism as essential elements of the hospitality industry.

Keywords:

Wine tourism; food tourism; collaborative initiatives; strategies; tourist preferences; and tourist satisfaction: CIC Matrix

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Summary: Topic Interest

Food and wine have long been linked to provide sensory-rich experiences, and this study investigates their collaborative efforts in the tourism industry. It explores how combined selection and presentation of joint strategies can improve visitor satisfaction. Consumer preferences have moved toward immersive experiences, prompting cooks and winemakers to work more closely together to develop appealing pairings. Festivalscapes/ foodscapes, and wine-paired cooking lessons emerge as key elements in this story, providing distinct tourism experiences and giving insights into how these experiences affect travellers.

This dissertation is aiming to improve visitor satisfaction through collaborative initiatives between the two industries. By delving into the complexities of this collaboration, the study seeks to gain insight on its efficacy and identify future directions that the industries can take in. The study looks at key aspects like tourism dynamics, collaborative strategies, tourist preferences, and satisfaction, drawing on a variety of sources, including scholarly literature and empirical findings. It also aims to provide useful insights to industry stakeholders, decision-makers, and destination managers. Understanding the particularities of cooperative projects in wine and food tourism allows stakeholders to include the evolving landscape, contributing significantly to the enrichment of tourist experiences and the industry's long-term growth.

It becomes essential to delve deeper into the changing trends and tactics influencing this dynamic industry as one navigates the complex landscape of wine and food tourism. The research question looks at how visitors connect cognitively and emotionally, interact with different stakeholders, and participate in their experiences in order to find insights that can be used to improve destination management strategies and the provision of tourism services. By recognising the main factors that influence visitor happiness, stakeholders may better inform their strategic decision-making and create experiences that either match or surpass their visitors' expectations. Additionally, by emphasising the value of communication, involvement, and engagement, the dissertation adds to the larger conversation about raising the standard and level of competition for travel experiences and locations.

1. Introduction

1.1 Background

Wine and food have long been acknowledged as powerful forces in tourism, attracting visitor's senses and attracting their curiosity about different cultures. The cooperatives initiatives between the wine and food sectors have become essential components in determining the experiences of travellers, increasing their level of satisfaction, and creating memorable experiences. To improve visitor satisfaction, this introduction aims to explore the complex dynamics of this cooperative project by examining its effects figuring out its complexities and outlining its future directions.

Wine and food tourism combines the complexities of flavours, scents, and cultural narratives to create a convergence of sensory experiences. When discovering new areas, tourists are seeking to immerse themselves in the rich tapestry of regional gastronomy and oenology. Wine and food

industries have developed a symbiotic relationship where each enhances and supports the other, providing travellers with comprehensive and immersive experiences.

Numerous factors, such as cultural heritage, culinary traditions, and economic imperatives, have shaped the evolution of wine and food tourism. With their distinctive terroirs, grape varieties, and culinary traditions, regions all over the world have carved out distinctive identities that draw travellers looking for authentic and insightful experiences.

With factors like globalization contributing to the development of wine and food tourism, consumer preferences are shifting, along with technological advancements. Tourists are attracted to locations with immersive experiences, where they can taste a locations' essence through its cuisine, in an increasingly connected world.

The cooperative initiatives between the wine and food industries have emerged as stimulants for creativity and involvement, cultivating a more profound connection between tourists and the places they visit. Examining the effectiveness of cooperative initiatives in raising visitor satisfaction is imperative as the wine and food tourism landscape changes further.

Observing the strategies, approaches, and problems in this ever-changing field allows us to extract knowledge that guides practice going forward and keeps pushing the sector to new heights of success.

By means of rigorous analysis and both empirical and theoretical investigation, this study aims to introduce the complex aspects of wine and food tourism, providing insight into potential options for creativity cooperation, and enhancement within the domain of immersive travel. As the global tourism landscape continues to evolve, the significance of wine and food tourism has only grown more pronounced. The wine and food industries' partnerships have become important parts for immersive experiences in the connected world of today when tourists seek authenticity and deep connections. Destinations have the power to capture tourists' imaginations and generate continuous bonds that go beyond simple consumption through inventive collaborations and creative projects. Understanding the nuances of these collaborative projects is therefore not just an academic exercise but also a crucially important undertaking in determining the direction of tourism in the future.

1.2 Problem Statement

Within the world of wine and food tourism, a fundamental question remains: how efficacious are the collaborative initiatives between the wine and food industries in heightening tourist

satisfaction? Even with the growing attention and resources in this field, there is still a clear knowledge gap regarding the effectiveness of the strategies and trends that are currently in use and being discovered. Wine and food tourism is a rapidly changing industry driven by global trends, evolving technology, and changing consumer preferences/ behaviours. Therefore, it becomes necessary to examine the complex interactions between cooperative projects and visitor satisfaction and identify the mechanisms underlying this dynamic relationship.

With the limits of wine and food tourism continuing to grow together as one, it is more important than ever to carefully examine partnerships. This analysis goes beyond simple academic curiosity; it is a practical necessity in a sector that sits at the crossing point of cultural discovery and business potential. The effectiveness of these collaborative efforts influences not only the experiences of individual tourists but also the economies of entire destination areas. Thus, a thorough perception of the finer details underlying in collaborative projects becomes indispensable as stakeholders navigate the complex web of wine and food tourism. Researchers can provide decision makers, industry professionals, and destination managers with the necessary insights to effectively navigate the constantly changing tourism landscape by illuminating the subtle elements of all these interactions.

2. Literature Review

We assess relevant literature in this review, classifying research according to the primary factors of interest revealed through the keywords. Each keyword will be organized through headings for ease of comprehension and clarity. This organization makes it possible to examine previous studies in-depth, which helps to clarify the topic, provides guidance, and defines the scope for our research.

Tourism: A very basic interpretation by Cunha (2012) suggested that tourism is what tourists do. It is also stated by the United Nations Department of Economic and Social Affairs (2010) as the activity of persons traveling. This study will build on these fundamental concepts by focusing on the idea that tourism is an activity that is motivated by tourists. This method recognizes that tourism is dynamic and multidimensional, involving not only the act of physical travel but also a wide range of experiences, interactions, and motivations that influence the tourist's experience. In order to shed light on the various facets of tourism as a social and cultural phenomenon, this study intends to delve deeper into the specifics of tourists' preferences and their impacts on tourism as a tourist activity.

Wine Tourism: Getz (1998) addressed wine tourism from three angles at the first Australian Wine Tourism Conference: first, as a way for destinations to promote and develop wine-related attractions and imagery; second, as a way for consumers to travel to destinations of their choice when they are interested in wine regions; and third, as a way for wineries to inform customers and close sales. This study will concentrate on wine tourism from the first perspective, which views it as a type linked to tourists' satisfaction.

Food Tourism: Food tourism as described by Hall (2006) is travelling to primary and secondary food producers, food festivals, restaurants, and specialized areas where the main reasons for traveling are to sample food and/ or experience the characteristics of a specialized food production region. The focus of this research will be on food tourism as a unique form of experiential travel that revolves around culinary exploration and immersion.

Collaborative Initiatives: Eating is a fundamental human need, however there are few people who will travel for this sole purpose. Meaning we must recognize that “there is a larger market of people interested in wine and food who could potentially become more committed to purchasing food and wine tourism products” (Hall, 2006) as a whole. Considering this, it was

said by (Rachão et al. 2020) that “winery visitation experience is more successful when it includes non-wine related activities, as enjoying the scenery and food, dining and socialising” due to the forever changing wine consumption behaviour of younger consumers. This study will concentrate on collaborative initiatives aimed at assessing three specific types of food and wine tourism activities, which are wine and food festivals, wine and food cooking classes, and wine and food tasting or dining.

Strategies: The word "strategy" has become so ambiguously defined from its extensive usage. However, we perceive it as more than simply a catchphrase. In our context, a strategy is a set of objectives, rules, and strategies that help us stay on course and stay ahead of developments as they happen. Think of it as a playbook for providing experiences that satisfy clients and help businesses stay relevant in a continuously changing environment of the wine and food tourism. This corresponds to what Rumelt (1998) explained, that a company's specific goals, plans, and policies represent its approach to managing a challenging competitive landscape. Therefore, having a strong game plan that puts one a step ahead of the competition and keeps its clients coming back for more is essential, whether we're talking about creating spectacular wine tours or staying ahead of competing firms. This shows how important it is to have solid strategies in wine and food tourism. It's like weaving together foresight, creativity, and staying nimble to make sure both the business and the customers thrive in the long run.

Tourist Preferences: Poruțiu (2021), explained that the degree to which travel preferences can materialize is determined, in part, by tourists’ preferences in the literature on tourism. This study will use the terms “tourist preference” and “consumer preference” interchangeably to demonstrate the awareness of the preferences and actions of the tourists. This highlights the relationship between what tourists want and looking for, showing the importance of aligning offers with evolving tourists' preferences to improve the tourists' overall experience. Researchers and industry practitioners can better customize their strategies to match the changing requirements and wishes of tourists by understanding this constructive collaboration, which will increase tourists' happiness and engagement.

Tourist Satisfaction: The Expectancy Disconfirmation Theory is one of the many theories that have been created over time to explain customer satisfaction. Oliver (1980) who established the theory, stated that consumers form expectations about an offering before making a purchase and then compare those expectations with their actual experience. This fundamental framework

will be utilized by this study to further explore the subtleties of tourist satisfaction. By adhering to this definition, the study aims to advance knowledge of the variables affecting tourist satisfaction and its impact for improving the wine and food tourism experience as a whole. Moreover, this research will use the terms “tourist satisfaction” and “consumer satisfaction” interchangeably.

3. Methodology

3.1 Research Questions

To navigate this terrain, several pivotal questions emerge. What are the recent trends and strategies in wine and food tourism? And how successful are those strategies in increasing tourist satisfaction in wine and food tourism?

It becomes essential to delve deeper into the changing trends and tactics influencing this dynamic industry as one navigates the complex landscape of wine and food tourism. Through close examination of recent advancements, studies are able to identify effective approaches that have become popular with tourists as well as new trends. In addition, evaluating these strategies' effectiveness in raising visitor satisfaction offers extremely valuable insights into how tourists' needs and preferences are changing over time. Understanding the effects of these approaches is crucial for destination stakeholders who want to stay ahead of the curve as consumer behaviours and expectations continue to change in response to global trends and technological advancements. Researchers can thus ensure the relevance and appeal of wine and food tourism experiences in a constantly evolving landscape by addressing these important questions and helping to refine and optimize these experiences over time.

3.2 Research Aims/Objectives

Given these questions, the study aims to accomplish the following goals: To clarify current practices and approaches in wine and food tourism across various regions and cultural contexts. While also aiming to assess the effectiveness of these chosen tactics in increasing visitor satisfaction, identifying success factors, and identifying areas for improvement.

3.3 Information Sources and Period

A comprehensive review of the English-language literature was conducted for the relevant publications published in several journals between 2020 and 2024. The choice of the year 2020 as the starting point of the review is justified by the importance of ensuring the relevancy of the literature and following the assertion of Vergamini (2021) that, the extraordinary worldwide crisis that COVID-19 has sparked, along with the growing recessions in numerous countries and the ensuing trade uncertainty, are having an impact on the whole wine industry, encompassing wine production, distribution, sales, and consumption. Hence, it was necessary, to include this crucial time frame in our review. Wine tourism, food tourism, collaborative

initiatives, strategies, tourist preferences, and tourist satisfaction were some of the associated key terms that were used in the research process.

3.4 Data Collection Method and Analysis Process

For the title words, the search terms "wine" and "food" were utilized. Additionally, "Wine and food tourism" were used as relevant search phrases. These are the keywords that may be present in the title, abstract, and keywords of the papers. The actual procedure for gathering and analysing data is divided into three parts. Using the relevant keywords, the papers were filtered in the first step to determine their relevance to the study's objectives. This produced 86 papers from the 46 databases [MDPI, Emerald, Taylor & Francis, Elsevier, Springer, Social Science Research Network (SSRN), ResearchGate, Academia, Project MUSE Johns Hopkins University, Google Books, The Cape Peninsula University of Technology Electronic Theses and Dissertations Repository, CABI Digital Library, Portal Regional da BVS, Portal of Croatian Scientific and Professional Journals (HRČAK), Google Patents, University of Guelph's Open Access Institutional Repository (The Atrium), Turistica, Chandigarh Philosophers, IRIS Unimore, IRIS Unicam, Inder Science Online, DBpia, Routledge, Jurnal Ilmiah Pariwisata dan Bisnis (JIPB), Sage Journals, ProQuest, Cambridge, Jurnal Pariwisata dan Bisnis (PARIS), Centre for Competition Regulation and Economic Development (CCRED), Arrow @ Technological University Dublin, The University of British Columbia Library Open Collections, Igenta Connect, Rochester Institute of Technology Croatia Digital Repository, Repository of the Library of the Hungarian Academy of Sciences (REAL), Repository of the Library and Information Centre Hungarian Academy of Sciences (REAL-J), Torrossa, Portal de Publicaciones Royal University Center Escorial María Cristina, Economics of Agriculture, ScholarWorks @ Central Washington University, IRIS AIR Unimi, Frontiers, IRIS Unical, Baltic Worlds, EBSCOhost, SPOT Erasmus, and Research @ Lincoln]. After being screened for eligibility and having received more than ten citations, 14 writings were then taken from full-text articles that had been preserved using the pertinent keywords. Lastly, the final literature analysis produced four papers, three of which were empirical research and one of which was theoretical research, focusing only on the connections between the collaborative initiatives of the wine and food industries toward tourist satisfaction. Figure 1 summarizes the three processes that define the data collection method and analysis process.

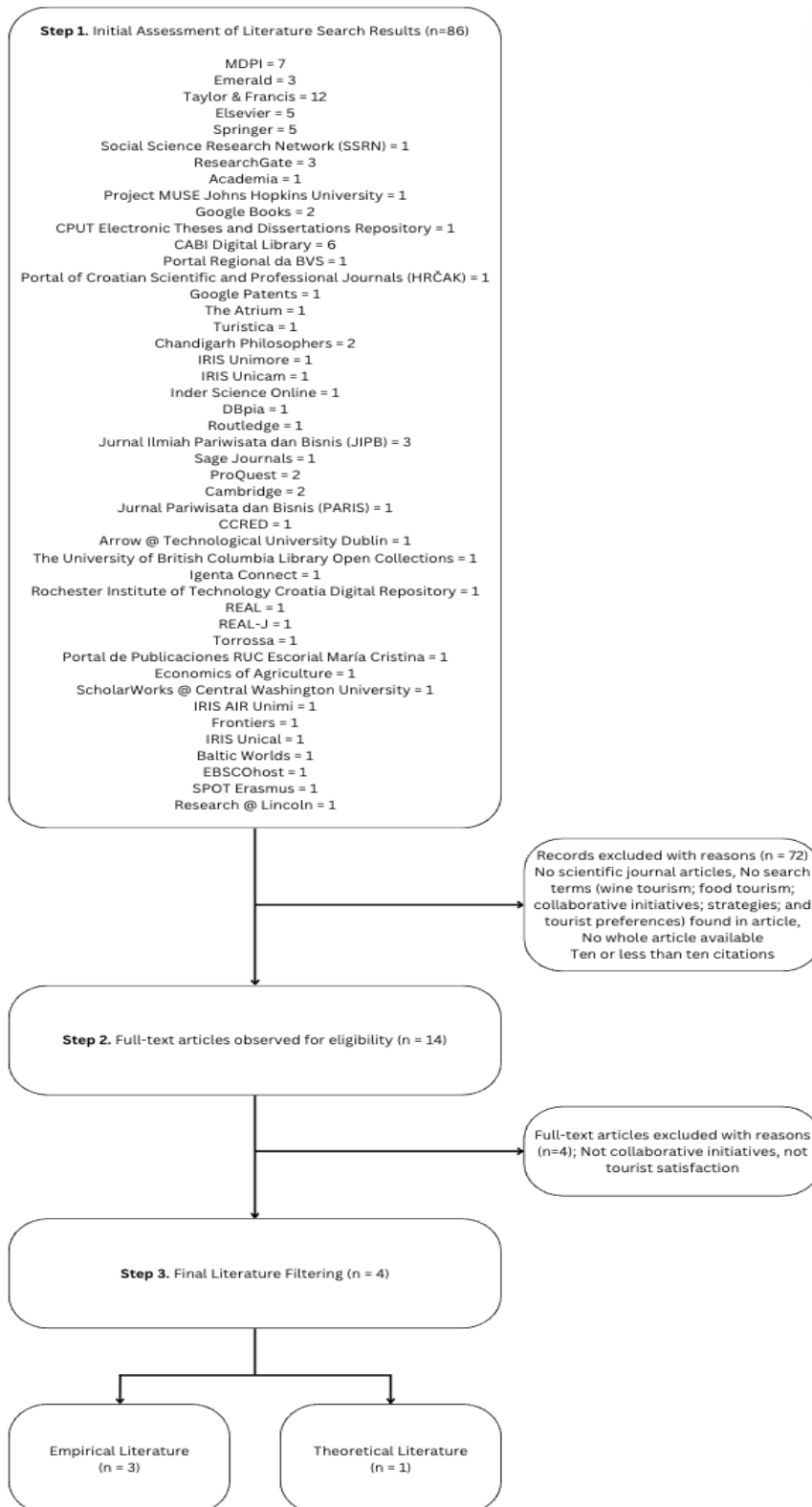


Figure 1. Data Collection Method and Analysis Process

4. Results and Discussion

4.1 Results

To provide a closer look at the collaborative drives, relating to the wine and food sectors, this research uses a descriptive analysis. As this work appears to be amongst the first studies focusing on the combined initiatives of the two sectors to the tourist's satisfaction, the author believes there is more clarifying the divergences between empirical and theoretical research and establishing the suppose that the drive requires further research. The fourth journal is theoretical research and the other three are empirical research. The first table 1 shows the entire combination of journals in terms of their authors, research types and the titles of each journal selected.

Table 1. Summary of The Final Journal Collection

No.	Authors and Year of Publication	Nature of The Study		Journal Title
		Empirical	Theoretical	
1.	Lefrid, M., & Torres, E. N. (2022)	v	-	Hungry for food and community: A study of visitors to food and wine festivals
2.	Carvalho, M., Kastenholz, E., & Carneiro, M.J. (2021a)	-	v	Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism
3.	Rachão, S. A. S., de Jesus Breda, Z., de Oliveira Fernandes, C., & Joukes, V. N. P. M. (2021)	v	-	Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis
4.	Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021b)	v	-	Pairing co-creation with food and wine experiences—A holistic perspective of tourist experiences in Dão, a Portuguese wine region

The story takes place in the picturesque wine-producing region of Dão, a region in Portugal known for the mutual success of oenogastronomy and tourism (Carvalho, 2021b). The comprehensive analysis of the studies allows identifying the broad expectations of tourists on cultural encounters and high-quality wine. Realizing that the concept of value co-creation is a

as the key motivator, it comes with active participation, socialization, and engagement of sensory experiences that make the difference (Carvalho, 2021b).

Additional research delves into the idea of co-creation experiences in the context of tourism as a whole. A growing understanding of the importance of interaction and engagement in shaping visitor experiences has led to a significant increase in scholarly interest in this field, with a focus on food and wine tourism. Key aspects of co-creation are identified through thorough literature reviews, highlighting the critical role that local resources play in framing tasting experiences and promoting visitor satisfaction (Carvalho, 2021b).

However, empirical insights show that tourists are actively involved in related activities, whether or not the relevant nuances of experience co-creation are considered in food-and-wine tourism. The scholars demonstrate whether such constructs as interaction quality, expenditure, and overall satisfaction of respondents influence co-creation via an online survey method (Lefrid & Torres, 2022). The results should be highlighted because they exemplify the respondents' high interest in ordering various wine-related activities that local destination stakeholders can make more interactive and interesting. Lastly, attention turns to how food and wine festivals can help cultivate community and promote a destination by acting as key ingredients. Research has explored participant experiences emphasize how important social interactions, entertainment, and authenticity are in influencing visitors' opinions and creating a feeling of community. While research highlights the potential for these events to serve as platforms for cultural exchange, destination promotion, and community engagement, it also recognizes the regional variations underlying in festival dynamics (Rachao, Breda, Fernandes & Joukes, 2021).

However, amongst all this information, some limitations can be observed. Attention should be paid to methodological weaknesses like depending too much on stated preferences rather than actual behaviours, as well as variations in audience experiences depending on the type and location of the festival. Further research endeavours could involve more comprehensive evaluations of various steps of food experiences, examination of preferences specific to gender, and inquiries into the dynamics that follow a pandemic.

4.2 Collaborations in Tourism Industry

Collaborative initiatives between the wine and culinary industries could greatly increase visitor satisfaction by providing educational opportunities, promoting cross-cultural understanding, and tourism events. “Customers do not buy service delivery, they buy experiences; they do not buy service quality, they buy memories.” (Kustos, 2021). Together, these sectors have the power to produce fulfilling and unforgettable travel experiences that entice visitors to return in the future. Two of the most crucial responsibilities for event organisers are defining the target markets and fulfilling their expectations (Dodd et al., 2006). Therefore, in order to give a comprehensive experience that will result in visitor satisfaction, it is necessary to understand the motivations, demands, and wants of wine tourists (O'Neill et al., 2002).

4.2.1 Wine and Food Festivals (Festivalscapes or Foodscapes)

Festivals can be defined in many ways. A great approach to highlight wine and cuisine together is through wine festivals, which are defined by Yuan et al. (2005) as unique events where "attendees actively engage in for the satisfaction of their interest in wine and/or for the entertainment made available by other leisure activities." Which allows opportunities for visitors to experience local traditional cultures (Savinovic et al., 2012). These festivals provide a variety of experiences that are unique from daily life, serve as a lifestyle package, and serve as a barometer for experiences related to lifestyle tourism. Visitors attend wine festivals in search of wine as well as other leisure-related activities, such as chances for interactions, personal growth, and social and/or cultural experiences (Kruger et al., 2012).

The term "festivalscape" refers to more than just its surroundings; it also includes the atmosphere, emotions, and interactions that are specific to a place or event. An expertly designed festival setting may awaken a variety of feelings, including enjoyment and enthusiasm as well as calmness and nostalgia. Festivalscape stimulates the senses and envelops guests in a multimodal experience, whether it is the heart-pounding beats of live music resonating through the streets or the aroma of mouthwatering street cuisine filling the air.

“Foodscape” refers to an environment that is thought to have both multisensory tangible and material aspects (touch, scent, and taste) and an intangible essence that can "evoke affective responses, generate and stimulate memory, and spark imagination," it embodies the entirety of the food environment in that location (Hjalager & Kwiatkowski, 2023). While foodscapes highlight the beauty and diversity of regional produce and cuisine, festivalscapes frequently celebrate the local way of life, customs, and culinary heritage. Visitors can have a more

immersive cultural experience through the combination of wine and culinary tourism, which enables them to fully experience the tastes, sights, and sounds of the area.

At food and wine events, the festivalscape has a big impact on participants' emotional experiences and levels of satisfaction. Emotional experiences and enjoyment are strongly influenced by the festivalscape, which includes the actual surroundings and ambiance that attendees encounter. An emotional status that is characterised by pleasure, stimulus, and dominance is produced by the physical setting, which includes both visible and invisible stimuli, for example taste and smell. These feelings are thought to be the results of how people perceive their surroundings and the causes of their intention and level of contentment with them. Festivalscape elements like comfort, enjoyment, and cuisine provide substantial contributions to the model and demonstrate a strong indirect influence on behavioural intention that is mediated by emotional experience and satisfaction. Happiness is positively impacted by emotional experiences which are characterised as pleasurable feelings that a festival goer has in response to outside stimuli Mason & Paggiaro (2012). These emotions can be triggered by many outside stimuli including the atmosphere/ ambience along with products/ experiences that generate emotional layers of specific memory (Hjalager & Kwiatkowski, 2023). As a result, the festivalscape and its program content has a significant impact on how attendees feel emotionally and how satisfied they are. (Mason & Paggiaro, 2012).

“Attendees are also drawn to the physical features and styles of festival settings” (Mason & Paggiaro, 2012), which share the same nature as Carvalho et al. (2021) as it highlighted the significance of visitors actively participating in the creation of their experiences, this study presents co-creation, in which consumers take on a central role in the production process. In the context of food and wine tourism, the authors emphasise the importance of interaction, participation, engagement, and personalisation as crucial aspects of co-creation experiences. Tourists' total pleasure and perceived value are greatly impacted by interactions that occur in social, physical, and virtual domains. By interacting in the festival/event setting with other tourists, service providers, the local community, and the environment, visitors create a relaxed and pleasurable social atmosphere that encourages personalisation and value co-creation. By actively shaping their experiences, travellers become more emotionally and cognitively engaged, which increases their level of satisfaction and memorability. Furthermore, engagement—whether emotional or cognitive—prompts introspection and creates a feeling of community, which strengthens psychological involvement and desires to return. When taken as

a whole, these factors have a major impact on tourists' satisfaction, recall value, and behavioural intentions, highlighting their crucial role in determining the entire travel experience.

“There is a certain refreshment through each production and each instance of a cultural festival is unique” (Chen et al., 2019). Allowing festivalscapes/ foodscapes to display culture and education while providing memorable and enjoyable experiences. Through the combination of foodscapes and festivalscapes visitors are left with memorable moments that leave a lasting impression. Proving “Hosting events and festivals is the best way of providing the wine tourism experience.” (Kruger et al., 2012). Whether it is engaging in a traditional food and wine pairing event in a festive setting or sipping a glass of local wine amid a picturesque foodscape, these experiences add to customer satisfaction and raise the possibility of repeat business and positive word-of-mouth recommendations.

4.2.2 Wine and Food Cooking Classes

Cooking courses, especially those that integrate wine and food, have risen in prominence as immersive activities that offer patrons a fully engaging drive through the attractive landscape of cooking by intertwining creative cooking with discovery. In addition to learning new cooking strategies and recipes, the courses foster socialization and cultural interaction opportunities. We have a better understanding of the complexities of wine and food on a cooking course by reviewing the relevant academic papers. We aim to examine how interactions between sex-based preferences and generational preferences, as well as the notion of co-creation, affect tourists' interest and involvement.

Rachão et al. (2021) express the significance of co-creation in wine-and-food experiences but emphasize what makes people want and be willing to participate. As the study says, there are three types of drivers that can be distinguished in this process: general, which inspires most or all tourists, gender-based, and generation-based.

Table 2. General Factors Affecting Tourist Active Engagement in Activities

Factor(s) increasing active engagement (+)	Factor(s) not increasing active engagement (-)
Tourists are generally more interested in wine-related activities that do not demand as much physical exertion or technical expertise, indicating a preference for accessible but immersive experiences.	There was no correlation found between the theoretical introduction to wines and the interactions between tourists and frontline tourism personnel.
Tourists' levels of involvement are significantly influenced by their encounters with locals; favourable interactions are positively correlated with an increased desire to actively participate in food and wine events.	
Tourists believe that participating actively in location activities would improve their overall vacation experience.	
Contacts with frontline tourism personnel and other visitors do not greatly alter	

tourists' enthusiasm in actively participating in wine experiences.	
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Table 3. Gender-Based Factors Affecting Tourist Active Engagement in Activities

Gender	Factors
Male	Compared to female tourists, male tourists are more likely to be interested in cooking classes with a (professional) chef.
Female	Compared to male tourists, female tourists are more involved with and supportive of innovative cultural practices. For instance, certain food-related events involving the local populace.

Table 4. Generational Based Factors Affecting Tourists Active Engagement in Activities

Generation	Factors
Generation Z, Y, and X	More inclined to actively participate in cooking workshops with local community members.
Baby Boomers	Less inclined to take cookery workshops with local community members.

Carvalho (2021) also provides more detailed insight on the ways active engagement could benefit the culinary experience, enriching tourists' satisfaction. That being said, many tourists are interested in cuisine, while culinary activities promote a great deal of delight. Such examples of active participation in the culinary workshops, as preparing a full dinner or making wine, promote such an experience since they stimulate both cognitive and emotional engagement. While designing the experience, service providers realize that clients desire to actively engage in activities/ experiences and do their best to create as many opportunities for direct interaction as possible during cooking or demonstration culinary sessions or standard winery visits.

4.2.3 Wine and Food Tastings or Dining

Academic interest in co-creation experiences in the tourism sector is growing, particularly in the areas of food and wine tourism. An increase in scholarly articles focusing on these specialized fields is reflective of this trend (Carvalho, 2021a). It is essential to understand the aspects of co-creation in order to improve the level of quality of experiences related to food and wine tourism. This information has the potential to increase tourists' fulfilment and involvement, which will raise the worthiness of their trips as a whole (Carvalho, 2021a).

Parallel to this, Carvahlo (2021b) offers insightful information about how well wine and food tastings and dining experiences contribute to higher levels of visitor satisfaction in the wine and food tourism industry. It indicates a particularly notable trend in the market: tourists' increasing interest in food and wine experiences while traveling. The memorability of the tourist experience is enhanced by the sensory-rich nature of food and wine experiences, such as wine tasting, grape harvesting, food and wine pairing, and workshops related to wine (Carvalho, 2021b).

Additionally, the study identifies several wine tourist profiles, such as "wine lovers," "wine interested," and "wine curious," each of which calls for a particular approach to appeal to and draw in their preferences. Besides that, it highlights the significance of co-creation in the context of food and wine experiences, where guests co-create value by actively participating physically and engaging cognitively and emotionally, which results in a deeper sense of satisfaction. Participating in activities like grape harvesting, food and wine pairings, and wine tastings encourages social interaction, a sense of immersion, overall satisfaction, and the intention to return (Carvalho, 2021b). Research study in co-creation experiences in the tourism sector is growing, particularly in the areas of food and wine tourism. This trend is marked by an increase.

These interactions are a sensory experience that combines innovation, customs, and culture; they are certainly not just all about consuming. Multiple important factors highlight how well these strategies work in enhancing visitor satisfaction. Firstly, visitors are entertained by the sensory-rich wine and food experiences, which connect them to a world of tastes, scents, and textures.

Research study in co-creation experiences in the tourism sector is growing, particularly in both areas of food and wine tourism which this trend is marked and demonstrated by an increase. These interactions are sensory experiences/ activities that combine innovation, customs, and culture; and are not solely focused on consumption. Multiple key factors highlight how well these strategies work in enhancing visitor satisfaction. First of all, visitors are entertained by the sensory-rich wine and food experiences, which connect them to a world of tastes, scents, and textures (Klosse, 2011). These encounters awaken the senses and leave enduring memories, whether it is the subtle flavours of a regional specialty or the elegant taste of a fine wine. Additionally, wine and food tastings provide a platform for multi-cultural dialogue and research (Schamel, 2017). Visitors can discover the origins, methods of production, and unique qualities of local wines and cuisines. Through a deeper connection to the destination, this cultural immersion improves the authenticity of the tourist experience (Eschevins, Giboreau, Dacremont, & Julien, 2019).

Furthermore, dining strategies offer travellers customized experiences tailored to their interests and preferences, such as wine and food pairings or themed culinary events. Personalized tourism strategies guarantee that all visitor's expectations are met, whether it is a gourmet tasting menu or a farm-to-table dining experience.

Additionally, tourists are encouraged to actively participate in wine and food tastings due to their interactive nature, which promotes interaction and conversation with local producers, chefs, and other tourists (Schamel, 2017). In addition to making the experience more enjoyable, this collaborative attitude encourages a sense of camaraderie and community among the participants. Food and wine tastings enhance a destination's sustainability and eco-friendly reputation. These experiences appeal to tourists who value sustainability and environmental responsibility because they highlight locally sourced ingredients, help small-scale producers, and adopt eco-friendly practices.

Wine and food tourism has found that wine and food tastings, when combined with dining strategies, significantly boost visitor satisfaction. These experiences offer memorable and satisfying experiences for all parties involved by fostering meaningful connections between travellers and destinations through their sensory appeal, cultural immersion, personalized approach, and sustainability focus.

4.3 Comparative Analysis

The wine and food tourism sector has something for every visitor; tourists can select from a vast assortment of encounters based on their wants and tastes. Food festivals, cooking seminars, and tastings and dining are all one-of-a-kind events for guests to engage in the spirit of the region including its traditions, cooking, and culture. For this research, interaction and engagement, cultural exposure, and personalization and customization were the major elements of tourist satisfaction analysed. The selection of these criteria was made on the recommendation of the multiple academic authors found. Secondly, Rachão et al. (2021) and Mason & Paggiaro (2012) also indicate that engagement and interaction are key to increasing a visitor's happiness. I have indicated above that a positive interaction with other tourists and locals creates an excitement and eagerness to engage in wine and food activities, thereby leading to higher satisfaction levels. It can also be established that Hjalager & Kwiatkowski (2023) and Chen et al. (2019) have established the impact of Cultural Immersion on tourists' happiness. Learning about the area's customs and cuisine creates special memories and moments that increase happiness levels. Lastly, as per Carvalho (2021b), personalization and customization elevate satisfaction beyond what any of the previously described strategies can achieve. Customized experiences to the visitors' areas of interest in turn meet their expectations; this connection further strengthens the bond between tourists and destinations, eventually leading to increased levels of satisfaction.

4.3.1 Engagement and Interaction

Lively environments where people actively participate and socialize arise from and are critical venues for wine and food festivals Yuan et al. (2005). The food and wine focused festivals encourage cross-cultural mixing, an aspect that an array of wine-related activities including tasting and cooking demonstrations contribute to. However, Yuan et al. (2005), cautions, the festivals are too frequently large and gigantic for tourists to get the opportunity to connect on a personal individual level. A different perspective is given by Rachão et al. (2021), which is currently, wine and food cooking classes resort to active methodologies that promote experiential and mediated learning, as well as immersion in the local and regional culture, thus increasing the options and promoting the interaction and relationships". This way, classes and workshops offer a more meaningful interaction, which is familiar and structured, as well. A related point is made by Schamel (2017), which is tasting sessions and dining occasions create an atmosphere that enables visitors, local producers, and restaurateurs to engage in

conversation/ participation actively. The scale is more limited, but the contact is much closer, and practice sessions are more comprehensive.

To sum up, wine and food festivals are distinct in terms of many immersive activities that foster participation and interaction. In turn, wine and food cooking courses are focused on practical skills as well as intercultural communication in smaller groups. Likewise, wine and food tastings/meals provide a more private context for socialization; however, their range is inferior to the festival's variety. Thus, each type of activity is characterized by pros and cons depending on their ability to promote participation and interaction and meet the diverse interests of tourists and the number of participants.

4.3.2 Cultural Immersion

Savinovic et al. (2012) found that wine and food festivals can also help participants fully emerge in their culture experience since participants can experience aspects such as festivalscapes and foodscapes. Participants' cultural identity understanding is also heightened as participants acquire an understanding through local cuisine. However, participants cannot remain immersed for an extended period as wine festivals are temporary events. According to Rachão et al. (2021), wine and food cooking classes can develop strong connectivity with regional food. Participants experience learning by doing in which they know how to obtain ingredients and how the food is prepared, which is immersive cultural identity learning. However, some people cannot access these activities. Schamel (2017) also state that wine and food tasting and dining also increase regional specialties. Although there may not be much hands-on involvement during dining events, tastings offer knowledge about local products.

Summarizing, every approach concerning wine and food tourism has its impact on cultural immersion. Cooking classes can provide practical experience, and testing/dining some foods raises its familiarity and haptic dimensions. Still, the most impactful activity seems to be a wine and food festival since it allows for a complete cultural experience. However, one should also consider limitations of each approach in the context of offering cultural immersion. Time and temporality, degrees of engagement, and accessibility should be taken into account.

4.3.3 Personalization and Customization

Wine and Food Festivals appear to be the most flexible between the other two activities that are studied. This is due to the great variety of events that may be appealing to certain tourists' tastes.

As Carvalho et al. (2021) indicate, the active participation of people in the events is an essential component of festival experience that may be personalized for everyone thanks to several options. While such events as themed wine tastings, culinary demonstrations, and cultural performances may be altered or added for each visitor, there is another type of festival that is fully customizable. In contrast to all other types of events, Wine and Food Cooking Classes may be divided based on guests' experience and knowledge. Rachão et al. (2021) noted that visitors' proficiency levels, the three aforementioned criteria that may influence tourists' choice of workshop. However, since the activity would be bound to the local ingredients and that a broad spectrum of cooking classes might not be available, tourists looking for a highly personalized experience will need to privatize the cooking class, contradicting the first variable of analysis, engagement, and interaction. The same is true for wine and food tastings and dining opportunities, as the available customized options constitute specific meals, themed menus, and wine pairing. According to Schamel (2017), through a customized approach, tourism specialists may improve or modify the participants' dining experiences according to their expectations. They have a range of options, from a farm-to-table night, a wine pairing, or a gourmet tasting menu to select what exactly fits their needs and interests the best.

Every activity gives an individualized experience to every tourist based on their preferences, differences between this experience are subtle. For example, despite a vast number of experiences offered by such classes compared to the festivals, the latter might still be less engaging. Though there are various meals to try at such events, the atmosphere is unlike a proper class in which learning the art of cooking is a work of one's life. Even if customized dining and sampling experiences are feasible, they do not have as much variety as a full festival, for instance. Cooking classes are likely to be a more effective activity for those who seek a more hands-on learning style and value specific and clear instruction while wine and food festivals are much more suitable for those willing to broaden their experience horizons. Additionally, tourists proceed based on their vision of the level of customisation and participation each activity is likely to provide. To ensure maximum enjoyment and significance, the authorities responsible should promote deeper thinking about one's preferred learning method and level of personal inclusions, as well as take into consideration participants' brand interests. However, other variations also play a role, and the choice will depend on the degree of interest in a foreign culture, the need to learn new culinary technologies, or to taste colourful and diverse foods.

4.4 A Conceptual Framework for Strategy Recommendation

Wine and food tourism provides experiences as diverse as the palates it caters to, with tourists seeking an experience that goes beyond simple consumption to embrace the spirit of culture, genuineness, and individual significance. Scherhag (2023) explained that tourists want to experience experiences that fulfil their search for uniqueness or meaningfulness. Through this research, we have come to a realisation that there is no one-size-fits-all strategy for increasing tourists' satisfaction in wine and food tourism. This has led us to develop a conceptual framework called the Culture Interaction Customisation (CIC) matrix, with the aim to increase tourist satisfaction by catering to the diversity of tourist preferences.

Our findings demonstrated that tourists look for experiences that align with their personal preferences for authenticity and significance, as noted by Scherhag (2023). Expanding on Scherhag's observations, our study explores the subtleties of visitor behaviour, revealing a mosaic of preferences spanning from cultural immersion to interactive engagement and customizability. The concept that no two visitors are same served as the foundation for a thorough study of visitor preferences that gave rise to the conceptual framework that we structured, the CIC matrix. The three-axis (X, Y, Z) matrix shown in Figure 2 gives stakeholders an organized framework for evaluating and matching their services to the wide range of tourist preferences.

The degree of cultural immersion, or the level of interaction tourists have with the local way of life, customs, and legacy while participating in wine and culinary tourism, is represented by the X axis of the Culture Interaction Customization (CIC) matrix. Shallow cultural immersion is at one extreme of the range; here, visitors may barely touch the tip of the iceberg, possibly only partaking in rudimentary cultural events or sampling popular cuisine. However, in-depth cultural immersion is located at the other end of the axis. Here, visitors learn everything there is to know about the history, customs, and cuisine of the area while also developing a deep appreciation for the subtle cultural differences surrounding wine and food.

Engagement from the Y axis of the matrix depicts the meaning of how visitors would want to be engaged in the different activities undertaken. [+++]This axis could range from the polar opposites of tourists to other stakeholders such as the locals, and other visitors, chefs, winemakers, cultural specialists, and others, from the low to high levels. [+++]Whereas a visitor from the lower end of the scale would engage in solo discovery or passive observation.

+++ Tourists, who engage in considerable activities, actively interact in immersive activities, knowledge sharing conversations and building, and treasure experience through making worthwhile connections with others, and hence belonging to the upper end of the axis and enriched overall experience. ++

Finally, the Z axis of the matrix represents the level of customizability of wine and food tourism. It encompasses general versus more customizable experiences, particularly how well each consumer adjusts to their lifestyle, regimen, and interests, including special dietary requirements. At the general end of the scale, several activities define standardized aspects that the tourists may attend. At the other extreme, certain tourists may adjust different facets of the encounter to their interests, experiences, and motivations. This includes a choice of culinary workshops that require participation in the wine tourism experience, preference for attending certain wine tasting workshops, or the client can enjoy a separate dinner designed according to their food tastes and specific dietary demands. This degree of personalization guarantees that visitors' encounters with wine and food tourism are catered to their unique requirements and preferences while also enhancing their sense of agency.

When evaluating wine and food festivals, cultural immersion may be scored 1; interaction can be scored 3, as well as customizability that is 2. The results imply moderate cultural immersion, high interaction level, and some degree of customizability. The situation is entirely different with wine and food cooking classes. The environment changes everything. Interaction, cultural immersion, and customizability scores are 3, 2, and 2 for group cooking lessons, which means a high level of cultural immersion, an average level of interaction, and some degree of customizability. In other words, private courses have score 3 for cultural immersion, 1 for interaction, and 3 for customizability. This is a situation with excellent customizability, little interaction, and great culture immersion. Last but not least, wine and food tastings or dinners yield consistent results in both private and group settings, scoring two each for interaction, cultural immersion, and customizability, indicating moderate levels in all three areas regardless of the context.

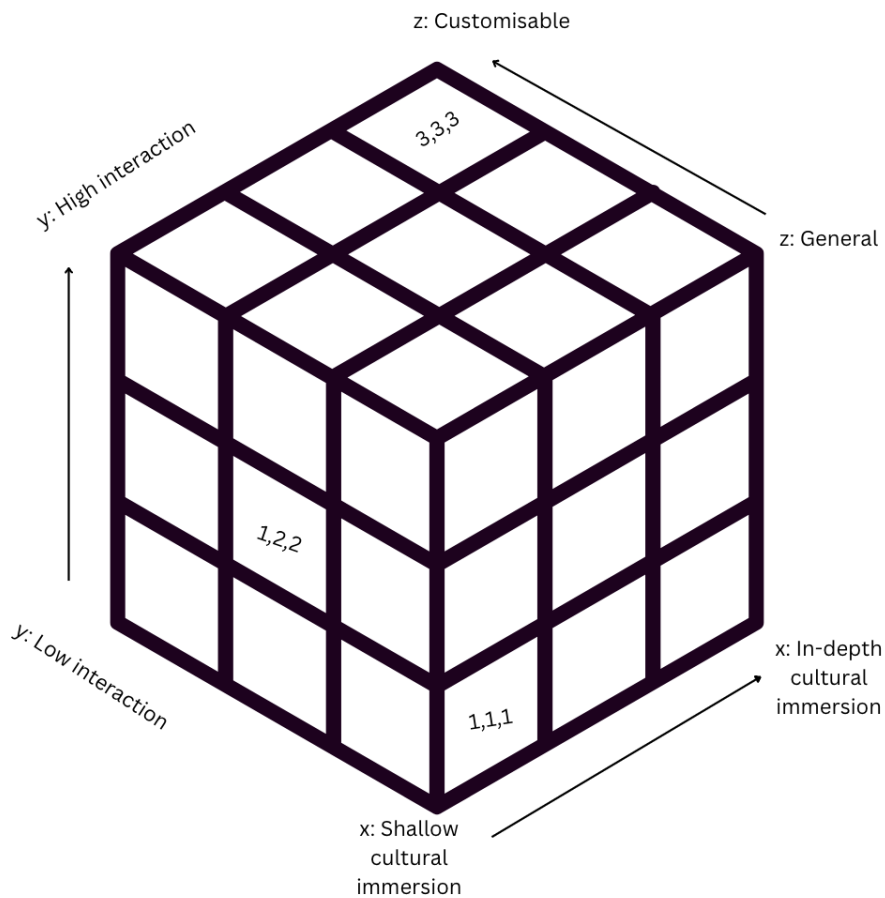


Figure 2. Culture Interaction Customisation (CIC) Matrix

The Culture Interaction Customisation (CIC) matrix, as shown in Figure 2, is an important resource for academics, entrepreneurs, and tourists who are involved in the wine and food tourism sector. Its main goal is to help these stakeholders figure out what wine and food tourism activities best suit their preferences, therefore raising the standard of happiness among visitors in the process. The matrix offers researchers an organized framework for studying and interpreting the wide range of tourist preferences to offer significant perspectives to the sector, empowering a more focused and efficient approach toward the variety of tourist's preferences. Owners of businesses in the wine and food tourism industry can use the matrix to better customize their products and services to the wants and needs of their target market. Through comprehension of the distinct inclinations delineated in the matrix, enterprises can devise and advertise events that closely correspond with the desires of tourists, consequently augmenting the comprehensive customer experience and elevating consumer contentment. Long-term benefits for the businesses might result from this, including favourable word-of-mouth recommendations and repeat business. Moreover, the matrix also acts as a guide for tourists

themselves, helping them choose wine and food tourism experiences that best suit their unique tastes and preferences. When choosing which activities to engage in during their trips, tourists can make more informed choices by taking into account elements like the degree of cultural immersion, interaction, and customisation. This makes it more likely that their experiences will closely match their expectations, which raises their degree of happiness all around.

A more seamless link between preferences and experiences is made possible by the preference matrix towards visitor satisfaction, which essentially serves as a bridge between stakeholders and wine and food tourism activities.

4.5 Implications of Our Research

The detailed analysis of this study offers informative details regarding the cooperative efforts of wine and culinary tourism, including their impact on industry practices and visitor pleasure. Stakeholders can better understand the distinct tastes of visitors and modify their offerings by analysing the degree of cultural immersion, engagement, and customisation in a variety of wine- and food-related tourism events. Wine and food festivals, on the other hand, thrive in providing a variety of experiences and opportunities for social engagement. For instance, wine and food cooking classes, tastings, and dining events offer greater degrees of involvement and cultural immersion. Stakeholders can develop more tailored plans that address the unique needs and preferences of their target market by being aware of these variations.

Moreover, a systematic approach to evaluating and aligning visitor preferences with tourism activities is provided by the conceptual framework of this study, the Culture Interaction Customization (CIC) matrix. By considering factors like cultural immersion, interaction, and customizability, stakeholders can better match their products to the expectations of tourists, ultimately leading to higher levels of satisfaction from them. This framework makes it easier to make informed decisions, which makes it a very useful tool for academics, entrepreneurs, and even visitors.

In addition, a wider range of tourist activities and behaviours should be explored, and the COVID-19 pandemic's effects on industrial dynamics are among the important areas that the study recommends future researchers should investigate. These include gender-specific preferences. Filling in these study gaps could help researchers gain more insight into the behaviour of tourists and how businesses function, which could lead to innovation in the wine

and culinary tourism industry. Investigating the connections between food and wine tourism and the Sustainable Development Goals (SDGs) also gives industry participants the opportunity to align their operations with broader socio-economic and environmental objectives, which highlights the importance of wine and food tourism and its impact on local ecosystems and communities.

5. Conclusion

5.1 Summary of Findings

This dissertation examines the cooperation between the wine and food industries in the context of tourism, with a focus on raising satisfaction among visitors. First, the complex relationship between these industries is looked at, emphasizing the growing importance of collaboration in the development of unique and engaging travel experiences. This study highlights the significance of wine and food tourism in attracting visitors and providing comprehensive, immersive experiences. However, it also emphasizes how crucial it is to delve into the complex linkages between cooperative projects and the enjoyment of visitors to identify the mechanisms underlying this dynamic relationship.

By providing educational opportunities, fostering intercultural understanding, and organizing tourism events, we can better understand guest preferences and increase visitor satisfaction. As illustrated throughout:

Wine and Food Festivals: These events promote connections and cultural immersion by providing guests with exclusive opportunities to participate in wine-related entertainment and activities. Through sensory experiences, immersive spaces such as festivalscapes and foodscapes arouse emotions and improve visitor satisfaction. Cooking classes that combine wine and cuisine have become more and more popular. They provide participants with interesting experiences and opportunities to engage with different cultures. Tourists' active participation in events is influenced by variables such as generation, gender, and general preferences, which enhances their gastronomic experiences.

Dining and Wine Tastings: These activities raise visitor satisfaction in the food and wine tourism industry. Co-creation is important because it lets visitors actively contribute, which increases their level of happiness and encourages them to come back. Tastings of wine and food encourage cross-cultural communication, sensory exploration, customised strategies, and environmentally friendly methods, all of which raise visitor satisfaction levels overall.

The analyses conducted thus far make it abundantly evident that cooperative endeavours in the wine and culinary sectors can provide rewarding travel experiences, providing tourists with unforgettable moments that leave a lasting impact, hence raising their levels of satisfaction and pleasure, encouraging return business.

Furthermore, the study delves into the concept of co-creation experiences in the context of tourism, highlighting the critical role that local resources play in framing tasting experiences and promoting visitor satisfaction. It also explores the idea of personalization and customization in wine and food festivals, cooking classes, and tastings or dining experiences, emphasizing the importance of tailoring experiences to individual preferences to enhance tourist satisfaction. This study's findings emphasize the benefits of cooking classes, wine and food festivals, and tastings or dining experiences for increasing tourist pleasure through participation, cultural immersion, and personalization. Therefore, to bridge the gap between stakeholders and the activities hosted by both industries, the study presents the Culture Interaction Customization (CIC) matrix.

Through the creation and findings of the CIC matrix, we can see there is no 'One Size Fits All' approach that both industries can adopt and employ, in order to improve the level of their tourist satisfaction. By delving into the study's information sources, period, data collection techniques, and analytic procedure. Our findings demonstrated that it varies for each tourist within the three primary elements of tourist satisfaction:

1. Cultural immersion
2. Interaction
3. Customizability

Given the individuality and uniqueness of every human being, the CIC matrix represents the most advantageous approach for stakeholders and customers to choose experiences to offer and participate in. This conceptual framework provides a structured approach for evaluating and aligning tourist preferences with various tourism activities.

The matrix tool empowers stakeholders to customize their offerings to meet the diverse needs of tourists. Through close examination of recent advancements, and considering factors such as cultural immersion, interaction, and customizability, studies can identify effective approaches that have become popular and in trend with travellers now and in the future. This means that stakeholders can effectively tailor their products to align with tourist expectations and will ultimately lead to heightened satisfaction among visitors within the respective industries.

Stakeholders can assess and match their services to a range of visitor preferences by using the CIC matrix, which will increase visitor satisfaction. In the end, this framework improves the overall customer experience and may result in long-term benefits like positive recommendations and repeat business. It also gives researchers, entrepreneurs, and travelers in

the wine and food tourism sector an organised tool to comprehend and accommodate different preferences of visitors. As a result, the CIC matrix serves as a guide for both travelers and businesses, enabling better customization of wine and food tourism experiences to suit individual interests. This raises visitor satisfaction levels overall and results in more purposeful and rewarding travel experiences.

In addition, the document goes on to discuss the limitations of this research, such as depending too much on stated preferences rather than actual behaviors, and variations in audience experiences depending on the festival's type and location. It recommends further research endeavors to involve more comprehensive evaluations of various steps of food experiences, examination of preferences specific to gender, and inquiries into the dynamics that follow a pandemic.

In conclusion, this paper provides insightful information about joint ventures between the wine and culinary sectors within the framework of tourism, highlighting the significance of these partnerships in raising visitor pleasure and offering suggestions for further study and application. Offering a guide that is advantageous to both consumers and stakeholders, the study further emphasizes the value of co-creation experiences, personalization, and customization in maximizing utility of all involved and improving the entire visitor experience in the wine and culinary tourism sector.

5.2 Limitations

Although this study provides insightful information about “The Effects of Collaborative Initiatives between Wine and Food Industries towards Tourist Satisfaction” understanding its limitations is crucial to effectively contextualise and evaluate the results.

As a limitation, the study does not cover interviewees from (all) tourist source regions and therefore, the study's conclusions and findings might not accurately reflect the variety of tourist regions, which could result in biases or a lack of understanding of the habits and preferences of visitors. This restriction emphasizes the necessity of using more thorough sample techniques in future studies or teaming up with specific (and or other) regions to guarantee a more inclusive and representative examination of visitor viewpoints. Also, because the study relies primarily on self-reported information from surveys and interviews, response beliefs could be introduced because participants might have answers that are socially acceptable or misreport their experiences.

In addition, the three distinct strategies that this study is concentrating on— wine and food festivals, wine and food cooking classes, and wine and food tastings or dining— all have the potential to introduce limitations. This study's scope may be limited by its narrow focus on three primary techniques, potentially leading to the neglect of other noteworthy collaborative work within these areas. The narrow focus of the analysis could potentially impede its depth, leading to an incomplete perception of the fundamental workings and possible disadvantages of any tactic. Consequently, even though these approaches provide insightful information, it is essential to recognize their limits to understand the results and lead future research in this area.

Finally, the temporal focus of this research may present constraints in identifying everlasting consequences or patterns in collaborative endeavors. Studies that follow the progress and results of cooperative projects over long stretches of time may provide important new perspectives on the viability and efficacy of these efforts. In general, recognizing these limitations points to directions for further investigation to improve the thoroughness and reliability of results in wine and food tourism.

While this study provides valuable insights into the effects collaborative initiatives have on both the food and wine industry, we must acknowledge this study's concentration has limits. In the future, these limitations will need to be addressed by more thorough research designs and

methodological approaches to obtain an even more detailed, focused, and impartial analysis of this research field.

5.3 Recommendations for Future Research and Practice

Wine and food have been next to each other for centuries, but our dissertation has proposed applying an already existing framework within which to look at specific cases of coexistence of wine and food tourism. As the subject of food and wine tourism advances, a number of important suggestions for further study surface, all of which are meant to expand on our knowledge of visitor tastes, behaviors, and business procedures.

Suggestions for additional research in the field of food and wine tourism cover a wide range of topics in an effort to improve industry practices and increase understanding. First and foremost, in-depth research is required that explores real consumer behaviours in addition to expressed preferences. The transition to more comprehensive research employing observational methodologies is desperately needed. Researchers can better understand tourists' preferences and levels of satisfaction by examining real interactions and decisions made by visitors rather than just self-reported data. Making the switch to observational research techniques can offer insights into the dynamics of visitor behavior and their interaction with cross-sector partnerships. This can provide insightful information for destination management and marketing campaigns, while also giving a more accurate picture of tourists' tastes and satisfaction levels can be obtained by watching and evaluating their real behaviour/ preferences when partaking in food and wine experiences.

Researchers are also encouraged to investigate the possible connections between food and wine tourism and the sustainable development goals (SDGs). As sustainable tourism practices are becoming more and more important to destination stakeholders and society in general, researchers can offer important insights into how food and wine tourism can support broader socio-economic and environmental goals while improving visitor satisfaction by coordinating initiatives with SDGs in order to achieve sustainable development. This can be done by looking at how sustainable practices within the sector relate to more general environmental, social, and economic goals such as encouraging sustainable agriculture, decreasing food waste, and helping local communities.

Research on gender-specific preferences and actions in the context of wine and food tourism should also be taken into account. The expectations, reasons, and perceptions of tourists regarding food and wine experiences can be influenced by their gender. Through gender-specific analysis, researchers can find significant insights that can guide the creation of products, services, and marketing plans that are suited to the preferences of various demographic groups.

Also, it is imperative to conduct research on the dynamics of food and wine tourism following the pandemic. The tourism sector has been significantly impacted by the COVID-19 pandemic, which has changed consumer behaviour, travel patterns, and industry practices. For food and wine tourism destinations to recover and grow, it is essential to comprehend how cooperative initiatives between the food and wine industries can adjust to post-pandemic realities and satisfy the changing needs and expectations of travellers.

Advancing research in food and wine tourism requires a multifaceted approach that addresses various dimensions of tourist behaviour, industry practices, and socio-cultural contexts (Cunha, 2012). By embracing observational methodologies, gender-specific analyses, and post-pandemic inquiries, scholars can uncover deeper insights into visitor preferences and industry dynamics. Moreover, aligning collaborative initiatives with sustainable development goals and conducting cross-cultural comparisons can enhance the relevance and effectiveness of food and wine tourism strategies globally. Future studies can make a substantial positive impact on the development and expansion of the food and wine tourism industry by taking these suggestions into consideration. This will benefit both tourists and the local communities where the tourism is located.

Researchers can learn more about tourist preferences, industry dynamics, and socio-cultural contexts in food and wine tourism by embracing observational approaches, gender-specific studies, and post-pandemic inquiries. To improve the relevance and efficacy of food and wine tourism strategies globally, it is important to align collaborative efforts with sustainable development goals, perform cross-cultural comparisons, and address the effects of the pandemic. By doing so, visitors and local communities stand to gain.

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Appendices:

Appendix A: United Nations Department of Economic and Social Affairs (2010). International Recommendations for Tourism Statistics 2008. Studies in Methods Series M, 83(1), 10.

Appendix B: Evaluation Grid for The Dissertation



Appendix 1: Assessment scheme for the Bachelor thesis (oral and written)

Evaluation grid for the oral presentation of the final thesis

On the content	Points
Contextualisation of the subject Justification of the problematic Relevance of the documentary and factual resources provided. Quality of analysis and structuring of documentary and factual resources	/15
Comment	
On the form	Points
Structure of the presentation Quality of the support Ability to express oneself orally. Ability to interact with the jury and relevance of answers. Involvement of all group members in the presentation	/5
Comment	
Final grade	/20
General Comment	

Evaluation grid for the final written version of the dissertation

On the content	Points
Contextualisation of the subject Justification of the problematic Relevance of the documentary and factual resources provided. Quality of analysis and structuring of documentary and factual resources Critical look at the documents used and the work carried out	/15
Comment	
On the form	Points
Quality of syntax and spelling Layout and structure of the written document Citation of sources in the body of the text Respect for the standards of presentation of references in the bibliography	/5
Comment	
Final grade	/20
General Comment	