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Keywords
Wine Tourism; Motivation; Social Identity Theory; Chinese Outbound Tourists; Netnography

Research Question
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Methods
Netnography

Results
Working Paper

Abstract
UNDERSTANDING THE MOTIVATION OF CHINESE OVERSEAS WINE TOURISTS: A SOCIAL IDENTITY PERSPECTIVE
Bob Duan, Charles Arcodia, Emily Ma

ABSTRACT
Wine tourism is new tourism expereince for Chinese and gained the popularity in recent years. With the growing outbound Chinese wine tourists visit overseas wineries. There is an increasing demand for international wine and wine tourism. However, the information regard to their profile, motivation, and the choice of wine destination still lack in the literature. This study addresses three research questions: who are they? What is the motivation of participating overseas wine tourism? Where are the top overseas wine tourism destinations for them? To offer a holistic perspective on this phenomenon, Push and Pull motivation and Social Identity Theory were combined as a framework to guide the study. This study was undertaken using an exploratory research design termed netnographic approach. The findings of the study will contribute the consumer behaviour and destination marketing in the context of wine tourism and the outbound Chinese tourists.
Keywords: Wine Tourism; Motivation; Social Identity Theory; Chinese Outbound Tourists; Netnography

INTRODUCTION
Wine tourism combines the wine industry and the tourism industry (Hall et al., 2009). It offers a new travelling experience through visit wineries, wine tasting, wine education programmes and wine-related activities (Charters & Ali-Knight, 2002).The popularity of wine tourism in recent years at China can be attributed to the steadily increasing of the wine industry. After 2013, China has already become the largest red wine market and the top six wine-consuming nations worldwide; consumption of wine is expected to grow at a rate of seven times of the global average (Qiu et al., 2013; Vinexpo, 2014). Liu (2011) found that Chinese were beginning to show a strong interest in wine tourism and were eager to deepen their understanding of wine.

In 2015, the number of outbound Chinese tourists and their consumption power had been recognised as the top one country worldwide (China National Tourism Administration, 2016). However, the information regard to their travelling behaviour and profile are unclear, particularly in wine tourism. Therefore, this study explores the profile, motivation, and wine tourism destinations of the Chinese overseas wine tourists. The finding will be contextualised by using Social Identity Theory integrated with Push and Pull motivation framework.

LITERATURE REVIEW

Wine Tourism

Wine tourism, as a combination of the tourism industry and the wine industry, is a new tourism sector around the 'old world' and 'new world' (Hall et al., 2009). The development of wine tourism has become popular since the 1990s. Many wine regions and destinations in the world are benefiting from wine tourism, which has become an important element in local economic development. Wine tourism combines agricultural, manufacturing and service. Wine tourism can afford tourists a new lifestyle experience and satisfy their different demands (Charters & Ali-Knight, 2001).

Wine Tourists

Researchers have suggested that collecting more information about wine tourists is very important for winery operators (Dodd, 2002; Treloar et al., 2004). They can produce various wine-related products and provide different services to meet wine tourists' needs and then attract more visitors.

Charters and Ali-Knight (2002) segment wine tourists into three main groups: wine lover, wine interested, and wine novices. However, people are interested in wine at different levels. Some winery visitors do not wish to be classified as wine tourists (Jago et al., 2000). In line with Social Identity Theory, people will group themselves belongs to a particular social group (Tajfel, 1959), such as wine tourists in this context. Thus, winery visitors who think themselves whether belongs to wine tourists or not link with Social Identity Theory.

Social Identity Theory

Social identity theory (SIT) derived a social psychological theory about self, social process, and intergroup relations. It originated in Britain to study social factors in perception by Henri Tajfel (Tajfel, 1959). The basis of social categories such as nationality, political affiliation, and sports team to define who one is and one' belongs that is part of self-concept (Turneret et al., 1987). When social identities become activated and work on individual called salience when he/she psychologically want to increase the influence of him/her's membership in that group on perception and behaviour (Oakes, 1987).

Society identity theory has been widely used in tourism, as it can predict people's behaviour but most of them focus on the sports tourism (Green & Chalip, 1998; Green & Jones, 2005). SIT has been proved can influences people's work motivation (Van-Knippenberg, 2000). However, there is no application of SIT in motiving wine tourists behaviour.

Push and Pull Motivation

Push and pull have been widely applying to analyse visitor motivations in the tourism context (Yoon & Uysal, 2005; Yuan & McDonald, 1990). Push factors include personal motivation, personality health, disposable income, family commitments, work commitments; pull factors may incorporate, suitable products, the advice of travel agents, information obtained from, destination tourism organisation (Horner & Swarbrooke, 2012). Push factors are internal factors, and SIT can be viewed as one of the push factors regard to self-identity (Horner & Swarbrooke, 2012; Oakes, 1987). The linkage between them is lacking in the literature.

METHODOLOGY

To obtain a deep understanding of the outbound Chinese wine tourists, netnography had been employed as the research techniques. Netnography, a new research methodology, is an adapted version of ethnographic research techniques used to research cultures and communities through computer-mediated data (Kozinets, 2002). The nature of netnography is both naturalistic and unobtrusive, as it allows a researcher to access more accurately information represent a target group' perspective in online or offline (Kozinets, 2002). This approach studies individuals within larger scales and is less time consuming (Kozinets, 2010).

CONCLUSION

In conclusion, the above discussion of the literature has pointed out several gaps. Outbound Chinese wine tourists is an emerging market. Currently, there are lack studies about this market regard to their travelling behaviour. This study uses netnographic approach. The findings will contribute some factors which have not been applying in the context of wine tourism, aim to understand the tourist' motivation and the choice of wine destinations.

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