

Vienna 2019 Abstract Submission

Title

Exhibiting on a wine festival - wine producers point of view.

I want to submit an abstract for:

Conference Presentation

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Keywords

Wine Festival, Exhibitors Satisfaction, Dalmatian Wine Producers, Wine Marketing.

Research Question

What are the key attributes that influence exhibitors satisfaction for "Vino Dalmacije" wine festival?

Methods

The first step includes an excessive literature review. The second one includes several in-depth interviews. In the final step, an empirical study (using structured self-administrated questionnaires) will be conducted.

Results

This research tends to give a wine fair organisers better look into key elements that contribute to exhibitor's satisfaction when participating in the wine festival.

Abstract

Over the past decade, wine events and wine festivals have become increasingly important as tourist attractions and as branding and promotional tools for wineries and wine regions (Bruwer, 2002; Dodd et al., 2006). These festivals and events appeal also to a growing number of consumers who are seeking memorable and personal experiences, rather than sights and products in their leisure time (Pine and Gilmore, 1999). Szabo et al. (2014) went even further in stating that wine festivals and fairs have a positive impact to the whole wine culture and behaviour of the future generations of wine consumers, also that eno-tourism and wine events are the most important ways of introducing consumers to certain wines. To leverage positive effects for the destination, a critical success factor is, however, that the events meet the expectations of participants since this is a precondition for creating a positive experience that may initiate beneficial processes for the destination (Mikulic et al., 2012).

It is considered that viticulture has existed in Dalmatia many years before the rise of the Roman Empire. Almost two thousand years ago, when referring to Dalmatian wines, the Greek rhetorician Athenaeus wrote that “. . . on the island of Vis a wine is produced that no other wine equals” (Yonge, 1854). The growing and cultivation of grapes were continued and enhanced by the Croats throughout the whole history of Dalmatia. Split, the host town of the festival, is the biggest city in central Dalmatia (and second biggest in Croatia) and is the main touristic hub. The area around Split has a long tradition of winemaking. With the rise of mass tourism in the second half of the 20th century, the tradition began, however, to weaken, and derelict vineyards increasingly gave way to pine woods. Nowadays, the region witnesses the recovery of vineyards and autochthonous grapevine cultivars, and this positive trend has been recognized by stakeholders and policymakers as an opportunity for enhancing the existing sun-and-sea family product which dominates this area. By firmly incorporating wine, traditional food, and authentic customs into the overall tourism product, the organizers of the *Vino Dalmacije* believe that the Split region has the potential to attract travellers seeking autochthonous products, following the examples of Bordeaux, Burgundy, Mendoza, Napa Valley, Tuscany, and other regions that have timely recognized a rapidly growing segment of such tourists.

Last few years there is constant growth of new festivals which are presented to winemakers as “must go” event. According to some wine bloggers, there were more than thirty events categorised as wine fairs or wine festivals in Croatia in 2018. Thus it can be difficult (considering that most wineries have very scarce recourses for marketing activities) to choose a festival to exhibit. In addition to that, the results of attending the festival are hard to measure and do not come right away. Exhibitor’s satisfaction is often a matter of personal perception and is very subjective. On the other side, organisers are confronted with growing competition and they need to put an extra effort in order to repeatedly answer exhibitor's high expectations. In order to survive, the wine festival needs to stand out, with a unique value proposition for exhibitors. Therefore identifying key attributes that winemakers needs, and striving to accomplish them is the only thing that will constantly drive exhibitors to wine fair. Despite the growing number of studies exploring the satisfaction and motivation of wine festival attendees, there has been very limited academic research of wine festivals from an exhibitor’s point of view.

The purpose of this research is to answer the main research question: What are the key attributes that influence exhibitors satisfaction for “*Vino Dalmacije*” wine festival?

In order to identify and present critical attributes impacting the overall wine festival experience (satisfaction) for exhibitors, the survey will be divided into three steps. The first one includes excessive literature review to create a list of items used in previous studies with similar aims and scope. The second one includes several in-depth interviews with decision and opinion makers in the Croatian wine industry in order to assess satisfying and dissatisfying attributes as a source of festival satisfaction and dissatisfaction. In the final step, empirical study (using structured self-administrated questionnaires) will be conducted at the “*Vino Dalmacije*”, a regional 2-day wine festival which will be held for the second time in Mach 2019 in the town of Split, Croatia. Between 60-70 exhibitors are expected to attend the event. Since the organiser is the association of Dalmatian wine growers, only wineries from Dalmatia are allowed to exhibit.

In analyzing the survey data, this study will apply an extended artificial neural network-based importance-performance analysis (IPA) that has been proposed by Mikulić and Prebežac (2012). This research tends to give a wine fair organisers better look into key elements that contribute to exhibitor's satisfaction when participating in the wine festival.

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