

No whining at the winery: family-friendly winescape attributes

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Abstract | Wine tourism is generally described as an activity undertaken by middle-aged couples who travel to taste and learn about wine. However, some scholars suggest that families with children may also be a potential market for wine attractions and destinations. Meanwhile, some wineries in different countries cater to families, being identified as family or child-friendly. Despite this, very few studies examine family wine tourism. Hence, this study explores the most relevant winescape dimensions for wineries welcoming family visitors with children. It adopts passive netnography to analyse 462 TripAdvisor reviews (posted by adults) regarding 26 family-friendly wineries. Findings suggest that, at the winery level, a family-friendly winescape includes eight dimensions (in order of relevance): *fun and activities; facilities and attractions; service staff; setting; wine quality; food quality; atmospherics* and *child-care functionality*. Wine is strongly present in the type of activities visitors engage in, being wine tasting the most mentioned, despite the presence of children. Some significant differences stand out regarding the most mentioned winescape elements according to distinct children's age ranges, visitors' origin and the winery's location.

Keywords | Wine tourism, family tourism, experiencescape, winescape dimensions, child-friendly tourism supply, netnography

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1. Introduction

Families play a significant role in the tourism sector, being a large and growing market segment (Li, Xu, & Chen, 2020; Schänzel & Yeoman, 2015; Wu, Wall, Zu & Ying, 2019). According to the Family Travel Association (NYU-FTA, 2021), 88% of American parents were likely to travel with their children in 2022 despite the COVID-19 Pandemic's impacts on tourism. Meanwhile, studies on the Pandemic's influence on consumer behaviour and preferences show that travellers tend to prefer trips in small groups, mainly with co-living relatives, to low-density destinations (Ivanova, Ivanov & Ivanov, 2021; Mary & Pour, 2022), suggesting that families are crucial to post-covid recovery. Besides, the preference for low-density contexts also favours wine tourism, a niche rural tourism market (Kastenholz & Lane, 2021) distinguished by travellers' interest in tasting wine or experiencing the attributes of wine regions (Carlsen & Charters, 2006).

Wine tourism encompasses "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors" (Hall et al., 2002, p.3). It is not commonly understood as an activity for families with children, though, being associated with adults interested in tasting and learning about wines, in an environment without other distractions. In fact, this is how the academic literature has mainly described wine tourists: highly educated and wealthy couples, with no children, who drink wine regularly and visit wineries in search of experience and learning (Alebaiki & Iakovidou, 2011; Brown & Getz, 2005; Charters & Ali-Knight, 2002; Dodd & Bigotte, 1997; Hall & Mitchell, 2002; Ignatov & Smith, 2006). Having children seems to be, thus, a disincentive for wine tourism (Getz & Brown, 2006).

However, once wine tourism is centred not only in wine tasting, but also in exploring a wine region,

it includes a wide range of experiences connected to wine destinations' rural and cultural aspects, attracting diverse market segments, including families. In fact, some studies suggest that families with children constitute a potential market for wine tourism (Cohen & Ben-Nun, 2009; Cho, Bonn, & Brymer, 2017; Del Vas, Bueno, & Albert, 2021; Gu & Huang, 2019), as the arrival of children to a household does not necessarily mean that people want to stop visiting wineries in this new life-cycle stage (Sigala, 2019).

Family tourism comprises travel by a family group composed of at least one adult – parent or caregiver – and one child (Carr, 2011; Schänzel, Smith, & Weaver, 2005). Hence, under this perspective, the distinctive characteristic of family tourism is the presence of children as active members of the travel group (Wu et al., 2019).

In fact, family wine tourism is already a reality for some destinations and wineries. La Rioja (Spain), Napa Valley and Sonoma (U.S.) and Bordeaux (France) are recognised as destinations with wineries that welcome families with children (Del Vas et al., 2021). In Australia, some wineries are also engaged in attracting this market (Sigala, 2019). A documentary study on wine tourism provisions for families with children identified more than 500 wineries worldwide recommended for families by various travel and tourism magazines, newspapers, and websites (Malerba, Kastenholz & Carneiro, 2020).

Despite being an apparently emergent topic in the wine tourism literature and a possible trend in the tourism market, there is a dearth of studies trying to understand the experience of families with children visiting wineries and wine estates.

The context in which wine tourism experiences take place is known as 'winescape', which is a term generally applied to describe the environment shaped by the particular attributes of a grape wine region (Hall et al., 2002). From a micro perspective, the winescape concept is also used to refer to the supply-related attributes that attract wine tourists

to a winery (Thomas, Quintal, & Phau, 2018) or even to a guided tour, including a visit to elements related to wine (Terziyska & Damyanova, 2020). In both cases, previous research shows that a positive evaluation of winescape attributes positively impacts visitors' behaviour and satisfaction (Gunasekar et al., 2021; Thomas et al., 2018). Although winescape is an essential concept for wine tourism research and management, more studies are needed to understand winescape perception in distinct types of wineries and destinations (Terziyska, 2022) and by distinct visitor markets.

Considering this context and the emergence of family wine tourism, the following question arises: what are the most relevant winery winescape elements for family wine tourists' satisfaction? Therefore, this study aims at identifying the most pre-eminent family-friendly winescape dimensions for visitors with children, according to online reviews about wineries that are especially recommended for this market. Winescape is hereby examined in a supply context, focusing on the winery as a specific service environment, as proposed by Thomas et al. (2018). Thus, this paper attempts to identify wineries' supply-related attributes through netnography, which applies research techniques to computer-mediated communication, using publicly available information to understand online consumer groups' needs (Kozinets, 2002).

The emergence of the collaborative web has deeply affected travel decision-making, as consumers can create and share content about a wide range of products and businesses (Tavakoli & Wijesinghe, 2019). Thus, user-generated content (UGC) or electronic *word-of-mouth* (E-WOM) has become not only a strong influential factor in travel decision-making (Filieri & McLeay, 2014) but also – and consequently – a very relevant source of information on tourist behaviour. Given the existence of wineries currently providing services for families with children and their presence on TripAdvisor, this social media source is used in this study to better comprehend family wine tourism.

Through netnography, it is possible to capture perceptions and evaluations of tourists from different countries who have had experiences in wine tourism destinations worldwide. Instead of directly approaching visitors to one or a few specific wineries, we explore the evaluations specifically to previously identified wineries and wine estates with a high degree of adaptation to families and children. The study, thus, allows us to deepen the understanding of the different segments of wine tourists and their experiences, identify insights and expand the possibilities for wine destinations and attractions, and understand how the family as a travel group influences the behaviour of wine tourists.

2. Theoretical framework

Winescape at the winery level

Winescape can be considered an unfolding of the concept of *servicescape* applied to the wine tourism context. Servicescape was first conceptualised by Bitner (1992) to describe the set of environmental features that influence consumers' perceptions and behaviour, comprising three dimensions: 1) *ambient conditions*, regarding weather, temperature, music, air quality, and scents; 2) *layout*, consisting of the arrangement of equipment and furniture; 3) *signs, symbols and artefacts* communicating business image and guiding the customer.

In wine tourism studies, the environment of a service or experience is generally analysed under the concept of winescape: the environment in which wine tourism experiences occur (Hall et al., 2002). Most wine tourism studies examine winescape from a macro approach, assuming it as the unique agricultural landscapes shaped by the presence of vineyards, winemaking activities, and wineries (Peters, 1997) or, in other words, "*the wine tourism terroir*" (Hall et al., 2002, p.4). In this sense, winescape involves the whole wine

region and its attributes (Alebaki & Iakovidou, 2011), comprising "*the interplay of vineyards, wineries and other physical structures, wines, natural landscape and setting, people, and heritage, towns and their architecture and artefacts within them.*" (Johnson & Bruwer, 2007, p.277). In an attempt to conceptualise a destination's winescape framework, Bruwer and Lesschaeve (2012, p.623) identify eight dimensions: i) destination features – nature-related environment; ii) destination features – winery structures and vineyards; iii) destination features—heritage-related, towns/villages; iv) products – wines and other (cottage) industry products; v) ambient factors – atmosphere, climate; vi) signage and layout – spatial functionality, proximity; vii) Service staff and local residents; viii) fun – type and variety of activities available.

The micro-approach, in turn, focuses on a specific supplier (Quintal, Thomas, & Phau, 2015). It generally examines the context of wineries, assuming winescape as its specific service environment (Quintal et al., 2015) or as a set of supply-related attributes that attract to and engage wine tourists with a winery (Thomas et al., 2018). Quintal et al. (2015) operationalised a framework with seven supply-related attributes which may influence winery visitors' behaviour: i) setting, comprising the natural environment around the winery, including surrounds and vineyards; ii) atmospherics, that is, the features of the built environment, involving building materials, interior and exterior design, heritage, symbols and furniture; iii) wine quality; iv) wine value; v) complementary product, referring to a wide range of ancillary services that support the core wine experience, like attractions, local crafts, dining facilities, accommodation, activities, etc.; vi) signage, meaning promotion materials (signs, brochures, etc.) that communicate winery's brand image, inform visitors about their roles, and direct them around the winery; vii) service staff, covering the winery staff's knowledge and personal skills, such as being attentive, helpful and friendly (Quintal et al., 2015).

Still, under the micro-approach, Terziyska and Damyanova (2020) investigated tourists' perceptions of winescape attributes not of a winery but regarding a small wine tours company, which originated a specific set of dimensions and attributes: i) tour guide – knowledgeable, friendly, accommodating, passionate, fun; ii) core wine product – wine, winery-based activities, wineries; iii) planning and logistics – booking, pick-up, choice of activities, general planning and coordination; iv) complementary activities – active involvement, passive involvement; v) food and dining – food quality, dining place; vi) nature and scenery.

Either under macro or micro approaches, previous research has shown that a positive evaluation of winescape attributes impacts tourists' satisfaction and behavioural intentions (Bruwer, Pratti, Saliba & Hirche, 2014; Gunasekar et al., 2021; Quintal, Thomas, Phau & Soldat, 2017). Despite being developed in different research contexts, focusing on different types of objects and applying distinct concepts, studies on winescape present some similar dimensions: i) *staff*, ii) *wine-related products*, iii) *complementary activities or products*, and iv) *setting* (natural environment) are identified as winescape attributes at any level – wine regions, wineries or wine tours (Alant & Bruwer, 2009; Bruwer & Lesschaeve, 2012; Bruwer & Joy, 2017; Quintal et al., 2015; Terziyska & Damyanova, 2020; Thomas et al., 2018). Gastronomy also appears as a common element of winescape: it is described as *food and dining* dimension in wine tours' winescape (Terziyska & Damyanova, 2020), while for wineries it is included in *complementary products*, being implicit in other dimensions at the region's winescape (Alant & Bruwer, 2009; Bruwer & Lesschaeve, 2012; Bruwer & Joy, 2017; Quintal et al., 2015; Terziyska & Damyanova, 2020; Thomas et al., 2018). Wine regions and wineries also share attributes related to *ambient factors* (*atmospherics*) and *signage* (Alant & Bruwer, 2009; Bruwer & Lesschaeve, 2012; Bruwer & Joy, 2017; Quintal et al., 2015; Thomas et al., 2018). Fi-

nally, planning and logistics are only referred for wine tours' winescape, which is a consequence of the organised nature of the trip analysed (Terziyska & Damyanova, 2020). Analysing these similarities, Terziyska (2022) proposed a generic winescape framework including the destination features (natural and cultural attractions), wineries, people (social element and staff), signs and symbol, and food and dining.

Regarding the most critical winescape dimensions or attributes, *natural setting or environment* stands out for wine regions and destinations (Alant & Bruwer, 2009; Bruwer, Gross, Lee, 2016) being also significant for wineries' visitors (Quintal et al., 2015), although it is the least important for a wine tour company winescape (Terziyska & Damyanova, 2020). As one would expect, wine-related elements are very relevant attributes in any context; complimentary products play a significant role for wineries' visitor satisfaction (Quintal et al., 2015), together with *service staff*, which is quite relevant for wine tours, since *tour guide* appears as the most cited attribute (Quintal et al., 2015; Terziyska & Damyanova, 2020).

Since the present investigation examines the perceived winescape in the context of wineries, the studies by Quintal et al. (2015) and Thomas et al. (2018) are particularly relevant to this research: *setting, atmospherics, wine quality, wine value, complementary product, signage, and service staff*. However, the attributes and dimensions identified in other contexts are not ignored, with potential relevance for the family market, as verified through content analysis of review discourses.

Family-friendliness in tourism

In tourism research, families are analysed as travel groups composed of at least one adult – parent or caregiver – and one child, recognising multiple family configurations coexisting in modern households (Pomfret, 2018; Schänzel et al.,

2005). In this study, we consider children as 'minors' in general. Being wine the core element of interest in wine tourism (Byrd et al., 2016), the most important distinction between children and adults for our purpose is that the first are forbidden to drink and buy wine.

The expressions *child-friendly*, *kid-friendly*, and *family-friendly* are quite common in tourism communication and are often used as synonyms even in academic literature. Being the presence of children a distinguishing element for conceptualising family travel groups (Wu et al., 2019), family-friendliness implies child-friendliness but cannot be restricted to this. Families are multigenerational travel parties, composed of individuals with different needs, backgrounds, motivations and interests (Wu & Wall, 2016), which a family-friendly supplier must fulfil (Habibah et al., 2015).

Like other forms of tourism, family vacations are motivated by the wish to have fun, relax, and escape from everyday life (Gram, 2005; Shaw, Havitz, & Delemere, 2008). Holidays are seen as opportunities to spend time together, share experiences, build and strengthen family bonds (Li, Wang, Xu, & Mao, 2017; Nickerson & Jurowski, 2001; Shaw et al., 2008) and to provide children with opportunities for learning and personal development (Li et al., 2017).

Family holidays also involve tension and conflicts arising from excessive time-sharing and the difficult conciliation of different needs and preferences (Schänzel & Smith, 2014). In this sense, families may seek activities to be experienced together and separately – a duality that Schänzel and Smith (2014) named 'family time' versus 'own time'. Hotels and cruises generally provide 'own time' opportunities through babysitting services or "kids-club" where children can experience different activities under supervision while parents and caregivers enjoy other activities (Agate, Agate, & Birchler, 2015; Seraphin & Yallop, 2020).

Other common family-friendly provisions focus either on kids' preferences and fun – play-

grounds, toys, thematic places, sports, outdoor spaces, swimming pools, little farms, games for children, recreation, animals to interact with, books, etc. – or on relaxing parents' concerns regarding child care – kids' menu, baby chairs, baby cot, baby stroller's rental, nursing services, among others (Agate et al., 2015; Carr, 2011; Habibah et al., 2015).

In a study on family-friendly pub experiences, Lugosi et al. (2020) identified that family-friendliness implies *"good quality food offerings designed around the target segment's specific needs, a welcoming environment, personalised, hospitable service and a sense of community reflected in the physical environment and facilities but also the attitudes and behaviours of fellow patrons"*(p.7).

Family wine tourism

Although some scholars suggest families as a potential market for wine tourism (Cohen & Ben-Nun, 2009; Cho et al., 2017; Gu & Huang, 2019), few studies discuss what would be the features of a wine destination, supplier or service suitable to them.

In a qualitative study with tourists visiting Adelaide, Australia, Sigala (2019) identified two main reasons for visiting a winery with children: the wish to continue engaging in wine tourism in a new phase of life – in the case of people with previous wine tourism experiences – or the interest in the wine process and in the region – for people with no prior experience. The main motivations to engage in family wine tourism are promoting learning and development, socialising, enjoying and getting to know the local culture, and providing the family with fun moments (Sigala, 2019). Her study also identified constraints for family trips to wine destinations. Besides individual and destination circumstances, many winery features can drive away tourists with children: i) lack of facilities, ameni-

ties and services, like changing rooms, games, playground, and babysitting services; ii) inappropriate management practices, involving experience-sharing with not child-friendly visitors, untrained staff, lack of management and education of other customers; iii) lack of products and offerings, such as children's menu, supervised children's activities, family wine tourism packages, and others (Sigala, 2019).

From the suppliers' perspective, Malerba et al. (2020) identified two types of wineries' facilities for families: those recommended as suitable for the whole family and those centred on children. The first type comprises provisions that can satisfy any member of the family, such as gardens, vineyards and sports courts, for example. The second type includes facilities specially designed to children's needs and wants, like playgrounds, kids' clubs and little farms. Similarly, different levels of family and child-friendliness were observed in the experiences and activities offered: i) those in which children are *allowed*, ii) those recommended for families together and iii) those focused on children, being especially designed to cater to their needs and preferences, generally combining wine or grape production elements with culture and rural aspects.

Del Vas et al. (2021) identified 57 family wine tourism experiences provided by wineries from La Rioja (Spain), Bordeaux (France) and Sonoma and Napa Valley (U.S.). Their analyses conclude that, in these wine regions, families are particularly catered to with special prices or activities, which address adults and children together or apart, being conducted by a guide or not, focusing on winemaking, culture, sports, nature, gastronomy, or others (Del Vas et al., 2021).

Online reviews as a data source for tourism research

The content available on platforms such as Bo-

oking.com, TripAdvisor, Instagram, and others, offers varied possibilities of academic studies, being 'netnography' one of the most employed approaches to analyse User Generated Content (UGC) as a source for tourism studies (Tavakoli & Wijesinghe, 2019). *Netnography* applies research techniques to computer-mediated communications, using information publicly available to understand the needs of online consumer groups (Kozinets, 2002).

Previous studies attempted to understand tourist experience through netnography approaches, with many addressing content published on TripAdvisor (Kastenholz et al., 2021; Tavakoli & Wijesinghe, 2019), which is the biggest media platform for travel and hospitality reviews, providing rich data for academic and market studies (Yoo, Sigala, & Gretzel, 2016). Netnographic studies have already explored wine tourist satisfaction attributes from TripAdvisor reviews. For instance, Brochado, Stoleriu and Lupu (2021) analysed sensory wine experiences in Douro wineries. Terziyska and Damyanova (2020) identified six main elements of winescape in the context of an Italian wine tour. Gunasekar et al. (2021) analysed the dimensions of the wine-experiencescape that influence customer satisfaction with Indian wineries. Kastenholz et al. (2021) identified the most reported dimensions of wine terroir experiences in the Bairrada wine region (Portugal), frequently extending wine-related to sensory-rich nature and cultural experiences, associated not only with positive emotions and recommendations, but also dissatisfaction. Very few studies explore family tourists' satisfaction and experiences through a netnographic approach (Li, Lehto, & Li, 2020). Fadhiah, Ahmad and Jusoh (2017) found that families use travel blogs to share their experiences and perceptions on tourism destinations. Li, Xu and Chen (2020) analysed the experiences of young children through their parents' perceptions expressed on travel blogs. Atsiz (2021) recently verified eight components representing family tourism experiences with local guided tours,

based on online reviews on a sharing economy platform.

3. Methods

This study explores TripAdvisor reviews written by family visitors to family-friendly wineries through passive netnography (Heinonen & Medberg, 2018). The study follows the steps proposed by Kozinets (2010): *research planning, ensuring ethics, entrée, data collection, data analysis and data representation*. Regarding *ethics*, the study uses public and open data, generated by travelers, voluntarily shared on TripAdvisor. Thus, no ethical approval or consent forms are required (Kozinets, 2010). Reviewers were treated as anonymous, identified only by the letter R plus the review number in the database.

The *entrée* stage was drawn upon a previous study that described family-friendly wineries offerings. Malerba, Kastenholz and Carneiro (2020) identified, through systematic online searches in English, Portuguese and Spanish, 566 wine attractions worldwide considered suitable for families and children by travel and wine magazines, newspapers and specialised websites. From this large group, the offerings of the 84 most mentioned wineries were examined and classified according to their level of family-friendliness. This process identified wineries where children are *adored*, that is, providing child-centred experiences and facilities (Malerba et al., 2020). Hence, this current study selected the 26 wine producers that, besides being the most significant in terms of family-friendly experience provision, are reviewed on TripAdvisor (Table 1).

In order to explore and understand families' winescape perception, a thematic content analysis was applied to a sample of evaluations that indicate the presence of children in recent visits to the mentioned 26 wine establishments.

Table 1 | Wineries and reviews included in the analysis

Countries	Wineries	Reviews	
		n	%
Australia		75	16.2
	Ivanhoe Wines	4	0.9
	Misty Glen	2	0.4
	Spier Wine Farm	35	7.6
	Tulloch Wines	34	7.4
Brazil		107	23.2
	Vinícola Cainelli	15	3.2
	Cristofoli Vinhos de Família	17	3.7
	Dal Pizzol Vinhos Únicos	41	8.9
	Vinícola Miolo	34	7.4
South Africa		95	20.6
	Babylonstoren Wine Estate	3	0.6
	Bloemendal Wine Estate	1	0.2
	Boschendal Wine Estate	18	3.9
	Lourensford Estate	6	1.3
	Vergelegen Wine Estate	17	3.7
	Vergenoegd Low The Wine Estate	27	5.8
	Warwick	23	5.0
France		11	2.4
	Chateau Bardins	3	0.6
	Chateau D'Agassac	2	0.4
	Chateau Saint Ahon	5	1.1
	Chateau Soutard	1	0.2
Portugal		5	1.1
	Quinta do Pôpa Douro Winery	5	1.1
Spain		66	14.3
	Bodegas Valdemar	58	12.6
	Vivanco	8	1.7
United States		103	22.3
	Castello di Amorosa	75	16.2
	Francis Ford Coppola	6	1.3
	Harbes Family Farm	3	0.6
	Sterling Vineyards	19	4.1
		462	100.0

Reviews were selected according to the following criteria: 1) being written between 2017 and 2021; 2) being written by domestic and international visitors in the destination's official language or in English, Spanish or Portuguese, due to researchers' language abilities; 3) being tagged by reviewers as a family travel group and, additionally, making a clear reference to a child as a travel group member, which required a strict manual extraction procedure. The final corpus comprises 462 reviews regarding the 26 wineries (Table 1), all referring to at least one winescape attribute, and transferred to NVIVO.

The corpus is mainly composed of positive reviews (Table 2), with an overall average evaluation of 4.5 (being 5 the best score possible). Not all reviewers identify their country of residence, but among those 357 who do, most were domestic visitors. However, 30% of the corpus corresponds to reviews written by international tourists, mainly from Europe.

Table 2 | Corpus characteristics

Variables		n.	%
Travellers' rating (n=462)	5	328	71.0
	4	90	19.5
	3	19	4.1
	2	11	2.4
	1	14	3.0
Year (n=462)	2017	154	33.3
	2018	140	30.3
	2019	93	20.1
	2020	40	8.7
	2021	65	14.1
Origin (n=357)	Domestic visitors	247	69.2
	International visitors	110	30.8
	Africa	9	8.2
	Asia	10	9.1
	Europe	50	45.5
	North America	19	17.3
	South America	16	14.5
	Oceania	5	4.5

Data analysis was based on interpretive thematic content analysis (Braun & Clarke, 2006) and descriptive statistics. Data were codified and analysed with the support of NVIVO 12 Software, following deductive and inductive approaches; hence, while most winescape attributes were suggested by previous research mentioned in the literature review, some emerged from the reviews as specific dimensions relevant for families.

Reviews were analysed in their original language; however, also translated to English to facilitate counting words. Data analysis followed inter-coder reliability procedures (ICR), with two researchers ensuring the reliability and uniformity of the coding process.

Besides, the results from data coding were submitted to Chi-square tests to identify variations of relevant winescape attributes, associated with features of the sample and wineries evaluated. Assumptions for this test were assessed (maximum of 20% of expected values below 5; lowest expected value count '1') and only those results revealing statistically significant differences ($p \leq 0.05$) are presented and discussed, revealing some statistically significant differences according to children's age range, the origin of the visitor and the type of winery considered.

4. Results

The main results and findings are presented and discussed below, with percentages in parentheses referring to the proportion of reviews coded in the respective category. The information in brackets after quotes identifies the reviewing visitor.

At first, the coding process considered as primary nodes the seven wineries' winescape dimensions proposed by Quintal et al. (2015) and Thomas et al. (2018): *setting*, *atmospherics*, *wine quality*, *wine value*, *service staff*, *complementary product* and *signage*. However, throughout the analysis, categories were reorganised according to review content and relevance. Thus, aspects previously described as part of *complementary product* emerged as primary nodes given their relevance for families: *activities*, *facilities & attractions*, and *food quality*.

On the other hand, some nodes were not very frequently referred to, while dimensions identified by other studies about regional winescape were confirmed as relevant categories in the present context (functionality and layout), here associated with signage, and with a focus on child-care.

Therefore, signage and layout were maintained as sub-nodes in a novel primary dimension: child-care functionality. Additional secondary nodes were identified. Table 3 presents the categories of analysis organised according to the importance in the discourses.

Results reveal prominent winescape dimensions for family tourists in different contexts, wineries and regions.

Fun and activities

Although previous studies on winery winescape include *activities* in the *complementary product* dimension (Quintal et al., 2015; Thomas et al., 2018) in the present context, *activities* stand out as the most mentioned winescape dimension (76.4%), aligning with the dimension proposed to destinations by Bruwer and Lesschaeve's (2012) named *fun (type and variety of the activities available)*. This result emphasises the relevance of family programs and activities to attract families to wineries (Gu & Wang, 2018; Cho et al., 2017). Reviewers refer to a wide range of activities related to wine production and tasting, rural and natural environment, culture, sports, and fun. Wine tasting is the most reported activity (35.5%), followed by tours and visits (27.8%), which may be guided or not. The next most mentioned activities are meals – in restaurants, rooms or patios – and picnics (23.2%).

We went as a family, a couple and two children, to enjoy the "Edredom nos Parreirais" experience. It was wonderful, great food, wonderful wine, beautiful landscape!! All very friendly and attentive! The kids loved the "picnic" among the vines! (R015)

Concerning activities focused on children, reviews refer to non-alcohol tasting (with juices, hot

Table 3 | Family-friendly winescape dimensions – references to (sub-)categories

Nodes	Occurrence in reviews	
	n.	%
Primary		
Secondary		
Fun & activities	353	76.4
Wine tasting	164	35.5
Tours and visits	129	27.9
Meals and picnics	107	23.2
Child-centred activities	94	20.3
Nature based activities	51	11.0
Facilities & attractions	261	56.5
Child-centred facilities	184	39.8
General facilities	170	36.8
Service staff	257	55.0
Service quality	133	28.8
Staff attitude	130	28.4
Staff knowledge	53	11.5
Setting	197	42.6
Wine quality	194	42.0
Food quality	157	34.0
In general	148	32.0
For children	93	20.1
Atmospherics	115	24.8
Child-care functionality	47	10.2
Layout	41	8.9
Signage	8	1.7

chocolate, soft drinks and teas), fun games, quizzes and gymkhanas. The distinction between 'own time' and 'family time' (Schänzel & Smith, 2014) is evident in reviews referring to activities – and also facilities – that entertain or, at least, occupy children, while adults focus on their interests.

While my daughter enjoyed the Kids cooking at the TreeHouse, I did the cellar Tour. (R168)

Besides 'own time' and 'family time', some reviewers mention a third way to organise and share time, referring to activities in which adults and children are in the same space but doing different things.

The kids had lots of fun with their own tasting while my husband and I enjoyed our wine tasting and platter. (R401)

In other examples, parents drink wine, while children play with toys in the tasting room (R233); parents take a tour listening to guides' explanations, while children play a game throughout the tour (R326). In these cases, although the whole group may share time and place, they are engaged in different activities, according to their preferences.

Like meals and tours, nature-based activities – such as outdoor walks and trekking, vehicle-based tours (segways, tram, rickshaw) or horse rides through the vineyards, grape or other fruit harvest and workshops – are generally referred as activities suitable for the whole family.

Facilities and attractions

Winescape facilities and attractions are identified as an autonomous dimension, since they are mentioned in 56.5% of the reviews, comprising ele-

ments supporting the tourist activity (e.g., parking, restaurants, shops) and those providing fun, relaxation and educational activities, such as museums, playgrounds, and outdoor areas for free movement, like lawns and gardens.

The Tree House is a breathtaking kids club, which your children will not want to leave (R016).

It is possible to distinguish references to child-centred facilities (Malerba et al., 2000) - e.g., playgrounds, swimming pools, toys and kids' clubs - which alone were cited in 39.8% of the reviews. Results suggest the relevance of these facilities for families with children, corroborating previous studies. Furthermore, those attractions related to animals stand out, such as an eagle performance and a duck parade.

The highlight of our visit was watching the duck parade, which is quite a thing to behold. What a great idea to use nature to combat pests. ...the ducks are really quite comical as over 800 of them fly past you, quacking away! (R074)

Both facilities and activities integrate, according to Quintal et al. (2015) and Thomas et al. (2018), the complementary product dimension. Findings seem to support previous scholars arguing that complementary products are most relevant to wine tourist motivation, satisfaction and loyalty (Byrd et al., 2016; Cohen & Ben-Nun, 2009; Marzo-Navarro & Pedraja-Iglesias, 2012).

Service staff

Our findings are in line with studies stating that service staff (55.0%) plays a crucial role in wine tourists' experiences (Bruwer & Lesschaeve, 2012; Gunasekar et al., 2021; O'Neill & Charters,

2000; Quintal et al., 2015). Whether for the general service quality (28.8%), for their friendly and kind attitude (28.4%) or for their knowledge on wine, history and heritage (11.5%), service staff is frequently cited, not only when praising a good service (47.6%) but also when complaining about a bad one (8%), which is less frequent.

Our only concern was when a staff member spoke abruptly to my son, making him cry. (R160)

An essential aspect related to family-friendliness seems to be the ability of guides to entertain, engage and involve children during tours, showing sensitivity towards different age groups, and satisfying all family members simultaneously.

They made sure the kids had just as much fun as the adults. Matthew was pleasant and carried on a conversation not only with the adults but with the children too. The kids loved touring the castle. A lot of fun to be had by all. (R390)

Also noteworthy are the positive mentions to patient staff members, who allow visitors to enjoy the experience at their own pace and rhythm. On the downside, some reviewers mention employees who rush visitors and insist on selling them products.

The staff was too inconsiderate and insensitive towards young children. The staff is pushy and tries to zip thru the wine tasting experience. She has no idea about the wines, and she just keeps harping the same tune for every wine that we choose. She was making faces when my wife was taking a bit more time to finish her wine. The staff kept insisting that we've to vacate the

table though my little one was still having her chocolate milk which we had paid for by the way. Not a good place to bring young children. (R049)

Settings

According to our sample, the beautiful natural and rural surroundings and scenery appear to play a significant role for family wine tourists (42.6%), as verified by previous studies about general wine tourists (Alant & Bruwer, 2009; Quintal et al., 2015). Apart from esthetical pleasure, winescape settings seem to be appreciated as providing the perfect conditions for children to play freely, and parents to relax.

My favourite part of the stay - watching the sunset while sipping Boschendal Rose on the stoep, a wide-open balcony at the front of the cottage. Love. Love. Love. (R065)

In addition to the overall landscape, the gardens, the vineyards, the view and the shadows are often appreciated, being described as permitting visitors to shelter from the sun to rest, play or enjoy a picnic.

We also went on a beautiful sunny Saturday afternoon to see the Wine Garden event. An experience we hadn't had before: drinking a rosé in the winery's gardens, in the shade of the trees, sitting on pallets, and eating good quality cheeses. It is a pet-friendly event and super suitable for children. The place is beautiful! (R226)

Indeed, this quote suggests that different winescape attributes may combine to ensure the best

context for wine tourism experiences. Here, setting is connected with wine tasting, atmospheric elements (furniture), attractions (event) and functionality, considering the pallets strategically located under the trees, enabling visitors to enjoy the shadow.

The weather is commonly cited as an element that may enhance or jeopardise the experience setting. Although it is not determined by suppliers, it is supply-related, and its impacts can be managed by the winery with adapted facilities and activities.

Wine quality

Many comments refer to the quality of the wine tasted, consumed with meals or purchased (42.0%).

Quality wines, I tasted different flavours and couldn't resist buying.
(R062)

As a matter of fact, 74.6% of the reviews refer to wine either for its quality, its price or for the opportunity to taste it, confirming wine as the core motivation of wine tourism in wineries (Byrd et al., 2016; Getz & Brown, 2006). Although, especially for groups with children, other winescape attributes are relevant, wine seems to still play a central role, which suggests that wine tourists may want to visit wine attractions and appreciate wine, in different stages of their family life-cycle, even including their children in the travel group (Sigala, 2019).

Food quality

As in the context of wine tours (Terziyska & Damyanova, 2020), food constitutes a specific and relevant winescape attribute for family wine tourists (45.2%), corroborating the strong relationship between wine tourism and gastronomy (Carvalho,

Kastenholz & Carneiro, 2021; Hall & Mitchell, 2005).

In the reviews analysed, food quality is described by its flavours, ingredients and variety. For some visitors, a positive point is its homemade preparation.

Beautifully presented in wicker hampers, the food was fresh and all homemade. The kids loved unwrapping everything (R074)

Regarding food quality for children, reviews mention adapted portions and prices, and healthy and tasteful options.

The snack pack for the kids was also well-thought-out with healthy snacks.
(R004)

From 145 references to food, 95 refer to its suitability for children, suggesting this as an essential factor of child-friendliness.

Atmospherics

The characteristics of the built environment (Quintal et al., 2015) are present in 24.8% of the reviews, referring to buildings' design and architecture, furniture, artwork and decor elements. Adults' enjoyment appears to be associated with comfort, architecture, and beauty, while children are generally described as especially fascinated by picturesque buildings or antique and historical elements.

The kids were fascinated with the castle, especially the underground torture chamber and the adults were blown away by the stories of the building project itself. (R104)

Child-care functionality

Finally, *child-care functionality* comprises layout, location and signage, notably related to spatial functionality and proximity (Bruwer & Lesschaeve, 2012). Although this dimension was cited in a relatively small percentage of reviews (10.2%), most references are negative, which suggests that these elements are prerequisites for satisfaction, similar to Herzberg's (1991) hygienic factors that do not attract but lead to dissatisfaction, when missing.

The boules area is unbelievably close to where kids are running around. Honest to God, people are throwing the heavy metal balls to within two meters of where kids run. Massive risk and a life-threatening accident waiting to happen. (R175)

The distribution of facilities around the winery seems to be the most notable aspect concerning layout and family-friendliness, with also signage mentioned as important orientation for tourists.

First, the handicapped accessible entrance was extremely far from the parking lot. Then, by the time I wheeled my handicapped baby up the steep entrance, I was told that strollers are not allowed for fire safety reasons. There were no signs in the parking lot telling me that strollers weren't allowed before we walked all the way up there. (R200)

Some parents highlight the importance of being able to watch their children playing while they have a drink or a meal, with safety being an important concern.

There is a huge garden full of space and rustic toys for children. While the adults "have fun" with the wines, the children run through the gardens (R210).

Others refer to the difficulty of overcoming long distances with many children, bags, and baby carriages. In this sense, accessibility is also mentioned.

Diverse perceptions of relevant winescape attributes

Chi-square tests revealed variations in winescape attributes relevance when they are associated with children's age range, the origin of the visitor and the type of winery considered.

Some reviews clearly refer to their children's age or development stages (using words like *babies*, *toddlers*, *pre-school kids* or *teenagers*). Thus, it was possible to group these reviews according to three age ranges: *up to 5 years old*, *from 6 to 12 years*, and *from 13 to 18 years* (teenagers). Chi-square tests revealed statistically significant differences concerning some attributes mentioned, suggesting diversity in winescape perception according to children's levels of autonomy, interests and dependence (Table 4).

Table 4 | Differences in winescape perceived attributes according to children's age

Winescape attributes	Groups with children up to 5 years (N=48)		Groups with children from 6 to 12 years (N=27)		Groups with children from 13 to 18 years (N=25)	
	N	%	N	%	N	%
Meals and picnics ($\chi^2 = 7.468$, $p = .024$)	16	33.3	2	7.4	4	16.0
Tours and visits ($\chi^2 = 6.489$, $p = .039$)	10	20.8	11	40.7	12	48.0
Child-centred facilities ($\chi^2 = 11.370$, $p = .003$)	23	47.9	6	22.2	3	12.0
Food quality for children ($\chi^2 = 10.477$, $p = .005$)	4	8.3	7	25.9	10	40.0

While tours are more cited by groups with older children, meals and picnics seem more relevant for families with kids up to 5 years, for whom child-centred facilities and attractions are also apparently more valued. It is noteworthy that food quality for children is relatively more mentioned by visitors with teenagers, often referring to how a particular drink – juice or tea – or food pleases them.

Among the 462 reviews of the sample, 357 identify the reviewer's country of residence. Although no significant differences emerged from Chi-square tests in terms of winescape attributes associated with country of residence, tests revealed significant differences when grouping reviews according to the reviewers' continent of residence (Table 5).

Table 5 | Differences in winescape perceived attributes according to visitors' origin: continent of residence

Winescape attribute	Africa (N=53)		Asia (N=11)		Europe (N=91)		South America (N=100)		North America (N=73)		Oceania (N=29)	
	N	%	N	%	N	%	N	%	N	%	N	%
Wine tastings ($\chi^2 = 34.919$, $p < .001$)	10	18.9	5	45.5	29	31.9	24	24.0	39	53.4	19	65.5
Tours and visits ($\chi^2 = 30.918$, $p < .001$)	0	0.0	3	27.3	29	31.9	31	31.0	26	35.6	2	6.9
Meals and picnics ($\chi^2 = 30.933$, $p < .001$)	27	50.9	4	36.4	22	24.2	30	30.0	7	9.6	4	13.8
Child-centred activities ($\chi^2 = 24.278$, $p < .001$)	5	9.4	2	18.2	26	28.6	9	9.0	15	20.5	12	41.4
Child-centred facilities ($\chi^2 = 25.734$, $p < .001$)	39	73.6	4	36.4	31	34.1	39	39.0	32	43.8	9	31.0
Setting ($\chi^2 = 18.855$, $p = .002$)	32	60.4	7	63.6	33	36.3	53	53.0	32	43.8	6	20.7
Food quality ($\chi^2 = 22.264$, $p < .001$)	31	58.5	4	36.4	27	29.7	34	34.0	15	20.5	7	24.1
Food quality for kids ($\chi^2 = 14.317$, $p = .014$)	12	22.6	3	27.3	16	17.6	16	16.0	28	34.4	6	20.7
Child-care functionality ($\chi^2 = 19.763$, $p < .001$)	11	20.8	0	0	8	8.8	17	17.0	1	1.4	1	3.4

Regarding activities, *wine tastings* are relatively more reported in reviews written by visitors from Asia, North America and Oceania. In contrast, *meals and picnics* are more mentioned by those living in African countries, who, in turn, do not mention *tours and visits*. A higher percentage of families from Europe and Oceania refers to child-centred activities, but child-centred facilities are especially cited by visitors from Africa. There is also a disparity among the percentages of references to *setting*, which stands out among visitors from Africa, Asia and South America. *Food*

quality is mentioned by a higher proportion of visitors from Africa, on the other hand, *food quality for kids* is more mentioned by visitors from North America.

Chi-square tests also revealed few significant differences regarding visitors from Old (traditional wine-producing countries in Europe) or New World countries: while *settings* and *child-centred facilities* seem to be more relevant for New World Countries' family visitors, child-centred activities are more referred to by reviewers from Old World Countries (Table 6).

Table 6 | Differences in perceived winescape attributes according to visitors' origin: New versus Old World Countries

Winescape attribute	New World Countries reviewers (N=266)		Old World Countries reviewers (N=91)	
	N	%	N	%
Child-centred activities ($\chi^2 = 6.693$, $p = .010$)	43	16.2	26	28.6
Child-centred facilities ($\chi^2 = 11.370$, $p = .003$)	123	46.2	31	34.1
Setting ($\chi^2 = 4.344$, $p = .037$)	130	48.9	33	36.3

Even emerging from a small sample, these results suggest that the most important winescape attributes may differ for families from different countries, varying according to the visitors' cultural background, nationality and habits. However, variations should also be related to wineries' loca-

tion and type of offerings, revealing distinct countries' diverse offerings. In fact, Chi-square tests also showed significant differences between offerings in winescape attributes commented by visitors of wineries located in New World or Old World countries (Table 7).

Table 7 | Differences in winescape perceived attributes according to wineries' location: New or Old World Country

Winescape attribute	Reviews of New World Countries' wineries (N=380)		Reviews of Old World Countries' wineries (N=82)	
	N	%	N	%
Tours and visits ($\chi^2 = 18.806, p < .001$)	91	23.9	38	46.3
Meals and picnics ($\chi^2 = 21.305, p < .001$)	104	27.4	3	3.7
Child-centred activities ($\chi^2 = 18.750, p < .001$)	63	16.6	31	37.8
Nature-based activities ($\chi^2 = 34.919, p < .001$)	47	12.4	4	4.9
General facilities ($\chi^2 = 34.919, p < .001$)	153	40.3	17	20.7
Child-centred facilities ($\chi^2 = 19.291, p < .001$)	169	44.5	15	18.3
Setting ($\chi^2 = 19.565, p < .001$)	180	47.4	17	20.7
Food quality ($\chi^2 = 25.283, p < .001$)	141	37.1	7	8.5
Food quality for kids ($\chi^2 = 14.317, p = .014$)	86	22.6	7	8.5
Child-care functionality ($\chi^2 = 4.630, p = .031$)	44	11.6	3	3.7

Tours and visits and *child-centred activities* were proportionately more cited by reviewers evaluating wineries located in Old World Countries, while *meals and picnics*, *nature based-activities*, *food quality* and *child-care functionality* are referred in less than 10% of evaluations. On the other hand, in reviews about New World Countries' wineries, there is a greater variety of attributes with a higher percentage of references, and the values for *child-centred facilities* and *setting* stand out, which may suggest that wineries in the New World make a bigger effort in providing an appealing structure and environment for their visitors, aligned with conclusions by Cunha, Carneiro

and Kastenholz (2020), who observed that the new world wine tourism tends to be richer in experiences offered and more focused on tourism, while old world wineries seem to prioritise the wine production and selling as their core business, being wine tourism a means to enhance sales.

Finally, Chi-square tests revealed significant differences when comparing winescape attributes cited in evaluations about wineries with limited wine tourism services in contrast to those with a wide range of facilities and activities (like restaurants, accommodation, space for events, spas, and areas for sports, among others, assessed via counting of reported features) (Table 8).

Table 8 | Differences in perceived winescape attributes according to wineries' offerings

Winescape attributes	Limited wine tourism offerings (N=236)		Wide range of wine tourism offerings (N=226)	
	N	%	N	%
Wine tastings ($\chi^2 = 9.414, p = .002$)	68	28.8	96	42.5
Nature-based activities ($\chi^2 = 7.227, p = .007$)	17	7.2	34	15.0
General facilities ($\chi^2 = 24.869, p < .001$)	61	25.8	109	48.2
Child-centred facilities ($\chi^2 = 20.804, p < .001$)	70	29.7	114	50.4
Setting ($\chi^2 = 8.654, p = .003$)	85	36.0	112	49.6
Food quality for kids ($\chi^2 = 18.452, p < .001$)	29	12.3	64	28.3
Atmospherics ($\chi^2 = 23.038, p < .001$)	36	15.3	78	34.5

A higher percentage of references to the different winescape attributes can be consistently observed in wineries with a wide range of facilities and services, which suggests that the (here mostly positively) perceived winescape is a consequence of what is offered.

Although these results are somewhat expected, they reveal differences beyond child-centred activities. Even *wine tastings*, *general facilities* and *atmospherics* are more mentioned by visitors of the second group of wineries, suggesting that a greater variety of offerings tends to contribute to a more intense and memorable visitor experience, even regarding basic and general facilities, while results may also mirror greater investment in visitor satisfaction. Children appear as a decisive differentiating factor, since the attributes associated with this visitor group, namely *food quality for children* and *child-centred facilities*, present a large difference between the two groups.

A family-friendly winescape?

This investigation confirms, to a certain extent, previous findings on winescape. However, in the context under analysis, neither the *setting* nor the *service staff* emerge as the most significant dimensions. In fact, *fun and activities* are the most frequently mentioned, followed by *facilities and attractions*, and then by *service staff*. Together, these three dimensions may constitute a central triad of *wine tourism services*. On the other hand, these services are based on *settings*, *wine quality*, and *food quality*, which, in turn, may comprise the *terroir identity triad*. Overlapping each other, these six dimensions depend on designed structures providing *atmospherics* and *child-care functionality* to tie them together, ensuring comfort, accessibility, information and safety throughout the experience, as illustrated in figure 1.

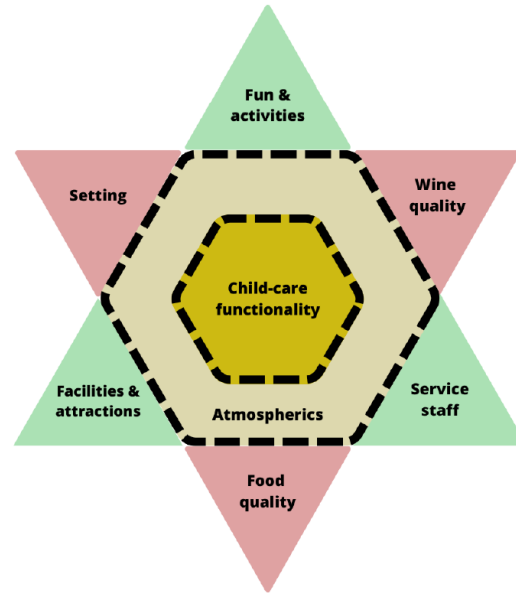


Figure 1 | Family-friendly winescape

Results suggest that the ideal family-friendly winescape is composed of elements that allow, simultaneously the enjoyment of an experience focused on wine, food and the rural and natural environment in which the winery is located. Besides the importance of each winescape attribute separately, results also point to their articulation as a way to provide a favourable environment for an enjoyable wine tourism experience for the whole family. In this sense, the family-friendly winescape emerges from the attributes of a grape wine estate, which are provided to visitors through *wine quality*, *food quality* and a wide range of funny, educative and engaging *activities*, adapted to both adults and children, and supported by appropriate *facilities* and appealing *attractions*, organised and spatially arranged in a *functional* manner, that addresses particular concerns of families travelling with (especially young) kids. Services and activities are mediated by friendly and professional *service staff*, inserted in a welcoming, attractive, safe and comfortable *atmosphere* and surrounded by a beautiful natural *setting*, which integrates attractive *terroir* elements around the winery.

Notwithstanding, it should be acknowledged

that not all wineries and wine estates can fulfil all these attributes, which primarily pertain to rural establishments. However, they may identify opportunities to accommodate family groups with children by offering activities tailored to their interests, ensuring minimum safety standards, and cultivating a welcoming and possibly personalised environment. An attentive staff, aware of their needs and desires, plays a central role. Whether by entertaining the younger ones while their parents taste wine, offering them grape juice or other appetisers, or engaging them in a family game, wineries and wine estates could enhance their competitiveness by specifically addressing this segment of wine tourists.

5. Conclusion

This paper explored the perceived winescape dimensions of family-friendly wineries according to public UGC – online reviews – written by family visitors from 2017 to 2021 on the *TripAdvisor* platform. First of all, findings confirm the relevance of this market for wine tourism, since wineries in outstanding wine destinations are effectively visited by this market, with a marked interest in wine tasting and wine quality, even with children in the travel group. Results also point to the importance of intangible winescape attributes for family experience, being *activities* and *service staff* apparently more relevant for positive experiences than *setting*, which appears as a most important attribute in other contexts. Nevertheless, facilities and attractions tend to be perceived as fundamental to guarantee a suitable environment for the family tourist experience.

Even though based on parents' and caregivers' perspectives, this study suggests that children are active agents not only in the decision-making process but also in the entire tourist experience, since their presence in the travel group influences adults'

priorities, perceptions and satisfaction. Results mirror their needs and wants, according to their kids' different age ranges, apart from distinct parents' concerns.

This study provides theoretical contributions regarding family tourist behaviour in a wine tourism context. It expands the operationalisation of the winescape attributes, focusing on a specific type of suppliers – family-friendly wineries – to better understand a particular and little-discussed market: families with children. It also contributes to wine tourism management, providing relevant information to suppliers who can plan and manage their winescape to better target family visitors, thereby maintaining their clients' loyalty along their family life-cycle.

Since this study is based on reviews about specific wineries, the winescape dimensions identified may reflect what is offered and not necessarily what is really important for visitors or what may be offered (considering this market's needs and desires). Therefore, it would be important to additionally investigate the preferences and perceptions of families engaging in wine tourism, directly, possibly via interviews or focus-group research. Nevertheless, since this study considers not one but 26 wineries, in different countries, all of which promoting family-friendliness, to some degree, and with a wide variety of offerings, commented on by 462 reviews, this study should contribute to identify a more accurate family-friendly winescape framework.

Despite these contributions, this investigation has some limitations. As it is based on UGC through passive netnography, there is a lack of information on the travel group characteristics, general preferences, previous experiences, demographics, and wine tourism engagement, among others. Besides, the study interprets winescape perceptions based on freely elaborated content, thus only assessing what TripAdvisor's users considered relevant to publish, which, on the other hand, reveals original information on those aspects truly most

important to the market. It is not possible to investigate their perceptions of not referred aspects, though. Nevertheless, the netnographic approach allows relevant findings about perceptions of wineries in different countries, written by visitors of different nationalities, revealing insights that may indicate new avenues for research.

Further studies may deepen the analyses presented here, to systematically assess the conditioning factors, benefits and dimensions of family wine tourism experiences, possibly with other quantitative and qualitative techniques to directly approach family wine tourists. Hence, new studies may investigate different contexts (e.g., wine destinations, wine tours or festivals) or explore relevant aspects subjacent to their preferences, particularly how children's perceptions of wineries' winescape affect parents' choices and experiences, possibly through qualitative in-depth research, with interviews, participant observation or focus groups.

Besides, it is crucial to investigate the perceptions of families that do not visit wineries in order to identify their perceived constraints and those winescape attributes that may make them participate in wine tourism experiences with their children. On the other hand, an analysis of wine tourism suppliers' views of the family market would complement this approach. Together, an understanding of both perspectives would contribute to a more precise picture of families as a potential market for wine tourism and the wine tourism system's capacity and willingness to cater to it.

Last but not least, part of the here presented conclusions may hold for other tourism services which may consider including child-friendly, more inclusive and possibly personalised experiences in their offerings, even if the main target are adults (e.g., in adventure sports or other leisure or cultural activities), since the conditions presented to the entire travel group will determine if a particular supply will be chosen and enjoyed or not. Identifying particular family- and child—friendly experiencescape dimensions for

distinct service contexts should therefore be a worthwhile endeavor.

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