

Chapter 15

Tourists' Winery Experiences in Portugal, New Zealand, and the United States: A Review of User-Generated Content on TripAdvisor Using Business Intelligence and Orange Analytical

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ABSTRACT

User-generated content (UGC) is becoming common in wine tourism. People create texts, videos, and pictures to share online and inform others about their experiences

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at wine destinations. UGC, coupled with managerial creativity and innovation, are essential to the growth of wineries as they offer insights into tourists' tastes and preferences, enhance brand awareness and reach and build trust between visitors and wine destinations. As popular wine tourism destinations, TripAdvisor comments published by tourists who visited Portugal, New Zealand, and the United States were copied and examined using Power BI and Orange. The wine industry commands a significant market value, while wine tourism is a substantial component of economic development in wine-producing countries. Also, the study revealed some tourists prefer to keep their identities hidden during online reviews. Seasonality is another issue that affects tourist destinations globally. The study concluded wine tourists will travel either domestically or abroad to wine destinations that offer the best services and experiences.

INTRODUCTION

Wine tourism is a recognizable niche within the tourism sector, attracting enthusiastic people seeking captivating experiences in wine-producing regions globally (Benoît et al., 2019; Garner & Kim, 2022). Wine tourism is traced to ancient times, although it became a structured sector in the 20th century (Kubát et al., 2024). Among the factors that affect tourists' decisions and experiences in wine destinations, user-generated content (UGC) on interactive media platforms such as TripAdvisor (Qin et al., 2024) is highly valuable. The information gleaned from these digital communication channels is deemed credible and greatly influences tourists' perceptions and purchase behaviors (Lim et al., 2017). This chapter investigates tourists' experiences in renowned wine destinations of Portugal, New Zealand and the United States, using Power BI and Orange data analytical tools to review UGC on TripAdvisor about vineyards in these areas. The specific objective is to evaluate tourists' sentiments, tastes, and preferences and their implications for tourism destinations.

The article has diverse sections. The next chapter is a literature review that shares insights about UGC, tourists' motivations to share their experiences on common online platforms used and the intended gap this study aims to fill. The third chapter discusses the methodology employed in the research. The results are presented and analyzed in the fourth section, with a conclusion, study limitations and possible future research scope as the last chapter of this work.

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