

Chapter 17

Exploring Consumer Experiences in Wine Tourism Through Sentiment Analysis: An Assessment of Tripadvisor Reviews About Wineries in France, Portugal, and Italy

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ABSTRACT

This study examines TripAdvisor reviews from three wineries in Europe to analyze customer perceptions and preferences in wine tourism. The investigation aims to understand the impact of online reviews on winery reputations and customer satisfaction in the context of wine tourism experiences. The study utilizes an advanced data analytics tool, namely Power BI, to analyze the development and demographics of the

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reviews and Orange Data Mining to conduct sentiment analysis and text mining. By examining reviews from wineries in France, Portugal, and Italy, this work identifies key themes, sentiments, and preferences expressed by customers, providing actionable insights for wineries to enhance visitor experiences and strategic decision-making in the wine tourism industry using an artificial intelligence approach.

INTRODUCTION

Wine tourism has evolved from a niche activity for connoisseurs into a dynamic and multifaceted experience that attracts a wide range of visitors, including professionals, enthusiasts, and curious travelers. Today, it encompasses not only wine tasting but also cultural, natural, and social experiences, often integrated with events, gastronomy, and outdoor activities. Key drivers of this form of tourism include authenticity, tradition, cultural heritage, nature, learning, health, safety, and sustainability (Garibaldi, 2024).

In parallel with this evolution, the digital transformation of tourism has introduced new tools for understanding visitor behavior. In particular, the rise of electronic Word of Mouth (eWOM) through platforms like TripAdvisor has created vast amounts of user-generated content that can be analyzed to extract insights into tourist perceptions and satisfaction. This is where Artificial Intelligence (AI) plays a crucial role.

This chapter explores how AI-driven techniques such as text mining, sentiment analysis, and machine learning can be applied to wine tourism research. Using tools like Power BI and Orange, which integrate Business Intelligence and data mining capabilities, we analyze 432 TripAdvisor reviews from three wineries located in Portugal, Italy, and France. The aim is to uncover patterns in visitor sentiment and perception, and to assess whether there are significant differences in the average sentiment score across countries. Additionally, the study investigates whether the size of the winery influences the evaluations received.

By combining traditional tourism research with AI-based analytical methods, this work contributes to a deeper understanding of wine tourist experiences and offers practical insights for winery managers and tourism professionals.

The chapter is structured as follows: the next section presents the state of the art; this is followed by a description of the methodology; the results are then outlined and discussed; and finally, the conclusion summarizes the findings and suggests future research directions.

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