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ELI COHEN

Ben Gurion University of the Negev, Israel

TOURIST PREFERENCES IN WINERY TOURISM: AN EMPIRICAL STUDY USING BEST-WORST SCALING

Abstract:

Wine tourism has become a key driver for both academic research and the wine industry, particularly due to its role in supporting the growth of small wineries and fostering regional development. It attracts new investments, increases employment, and boosts tourism in wine-producing areas. While traditionally centered around winery visits and wine tasting, wine tourism increasingly encompasses broader experiences. Tourists are motivated not only by an interest in wine but also by the desire to engage with local culture, cuisine, and nature.

This study explores the features that potential visitors value most in wine tourism experiences. Using the Best-Worst Scaling (BWS) method, we measured the relative importance of different attributes. BWS offers advantages over Likert-type scales by forcing respondents to prioritize features, thus providing clearer insights into visitor preferences.

Our results show that beyond wine-related activities, visitors seek experiences such as exploring natural landscapes, purchasing local products, enjoying regional gastronomy, and participating in agrotourism. These findings suggest that wineries and wine regions can benefit from offering more diverse experiences tailored to different tourist segments. From a managerial and marketing perspective, the study provides practical recommendations for enhancing wine tourism strategies and creating more attractive, differentiated offerings.

Keywords:

wine tourism, winery, wine region, best-worst

JEL Classification: Z00, Z19