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**Developing Wine Tourism Destination Image Measurement Scale on The Example of
Georgia**

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Table of Contents

List of figures	5
List of tables	7
Abbreviations	8
I. INTRODUCTION.....	9
1.1 Destination image.....	10
1.2 Wine tourism.....	12
1.3 Wine tourism destination image.....	15
1.4 Georgia as a wine tourism destination.....	15
1.5 Objectives.....	22
II. LITERATURE REVIEW.....	23
2.1 Destination image of Georgia.....	23
2.2 Previous reviews of DI research.....	25
2.3 Data collection for literature review.....	27
2.4 Literature review data analysis.....	28
2.5 Literature review results and discussion.....	32
2.5.1 Journals.....	32
2.5.2 Publication year.....	32
2.5.3 Authors.....	33
2.5.4 Topic.....	34
2.5.5 Projected and perceived image studies.....	34
2.5.6 Region/destination.....	35
2.5.7 Study sample.....	36
2.5.8 Destination image measurement methods (data collection modes).....	39
2.5.9 Attributes used to measure destination image.....	42
2.6 Literature review summary.....	43
III. METHODOLOGY.....	45
3.1 Developing WTDI scale.....	46
3.2 Literature review to identify attributes.....	46
3.3 Qualitative data collection to gather more attributes.....	47

3.4	Content analysis to determine the list of the attributes collected	47
3.5	Merge the attributes into a new scale	48
3.6	Quantitative data collection.....	48
3.7	Qualitative data collection to complement the quantitative techniques for measuring the image of Georgian WTD – free text approach.....	49
3.8	Data analysis resulting in final scale and perceived image of Georgia as a WTD	50
3.8.1	Quantitative data analysis.....	50
3.8.2	Qualitative data analysis.....	50
IV.	RESULTS AND DISCUSSION	51
4.1	Attributes identified by literature review	51
4.2	Attributes identified through qualitative methodology	52
4.3	Results of merging the attributes derived from literature review and from qualitative research	56
4.4	Results of the quantitative data analysis.....	57
4.4.1	Study sample	57
4.4.2	Descriptive analysis and factor analysis.....	61
4.5	Results of the qualitative data analysis.....	74
4.5.1	The holistic image of Georgia as a tourism destination	74
4.5.2	The holistic and psychological components of Georgia’s destination image.....	76
4.5.3	The unique characteristics of Georgia’s destination image.....	79
V.	CONCLUSIONS AND RECOMMENDATIONS.....	84
VI.	NEW SCIENTIFIC RESULTS	86
VII.	SUMMARY	87
	APPENDICES.....	88
	Appendix 1: References	88
	Appendix 2: Questionnaire.....	99
	ACKNOWLEDGEMENTS	107

List of figures

Figure 1. A view from Gergeti Trinity church on the left and a view of village Ushguli on the right.	16
Figure 2. Nekresi monastery marani (cellar in Georgian) with underground buried qvevris.	17
Figure 3. Georgian wine map.	19
Figure 4. International visitor trips to Georgia 2015-2019.	21
Figure 5. International visitor expenditures in Georgia 2015-2019.	21
Figure 6. Holistic image of Georgia as a travel destination.	24
Figure 7. Holistic and psychological image of Georgia as a travel destination.	24
Figure 8. Unique characteristics of the image of Georgia as a travel destination.	25
Figure 9. Data collection and analysis process.	27
Figure 10. The amount and share of publications between 2001 and 2020.	33
Figure 11. Study area of the papers.	36
Figure 13. Respondents age	58
Figure 14. Respondents gender	59
Figure 15. Highest degree or level of education completed by the respondents.	59
Figure 16. Occupation of the respondents.	60
Figure 17. Marital status of the respondents	60
Figure 18. Word cloud illustrating the holistic image of Georgia as a travel destination (a).	75
Figure 19. Word cloud illustrating the holistic image of Georgia as a travel destination (b).	76
Figure 20. Word cloud illustrating the holistic and psychological image of Georgia as a travel destination (a).	77

Figure 21. Word cloud illustrating the holistic and psychological image of Georgia as a travel destination (b).....78

Figure 22. Word cloud illustrating the unique image of Georgia as a travel destination (a)82

Figure 23. Word cloud illustrating the unique image of Georgia as a travel destination (b).....83

List of tables

Table 1. Keywords used to search articles in Scopus and WoS databases and corresponding number of findings.	28
Table 2. Summary of characteristics of WTDI studies between 2001 and 2020.	29
Table 3. List of journals where the sample articles were published.	32
Table 4. Average number of authors per paper between 2001-2020.	33
Table 5. Study samples.....	37
Table 6. Further classification of the study sample of winery visitors.	38
Table 7. Open-ended questions used in papers with qualitative and combined data collection modes.	41
Table 8. Example of the answer format in online survey.....	49
Table 9. List of the attributes used in WTDI studies.	51
Table 10. List of the attributes created by merging.....	56
Table 11. Demographic data of the survey respondents.	57
Table 12. Descriptive statistics.....	62
Table 13. KMO and Bartlett's Test.	63
Table 14. Communalities	64
Table 15. Total variance explained	67
Table 16. Pattern matrix	68
Table 17. Retained attributes that are part of 6 factors as a result of factor analysis.....	71
Table 18. Results of factor analysis and reliability test (Cronbach's Alpha).....	73
Table 19. The unique characteristics of the image of Georgia as a travel destination (Own construction based on the survey results).....	81

Abbreviations

DI	Destination image
DMO	Destination marketing organizations
WTD	Wine tourism destination
WTDI	Wine tourism destination image
UNWTO	The World Tourism Organization
GNTA	Georgian National Tourism Administration
WoS	Web of Science
DO	Designation of origin
TDI	Tourism destination image
KMO	Kaiser-Meyer-Olkin
FA	Factor analysis
GEL	Georgian Lari
Geostat	National Statistics Office of Georgia

I. INTRODUCTION

Research about destination image (DI) concept in tourism was initiated in the early 1970s (Echtner and Ritchie, 1991; Stepchenkova and Mills, 2010) and after almost a half-century-long popularity, now it occupies an important role in tourism-related studies. Authors have covered wide range of topics among which some of the most dominant ones are related to the conceptualization (Echtner and Ritchie, 1991; Gallarza *et al.*, 2002), DI formation (Baloglu and McCleary, 1999; Gartner, 1994; Santos, 1998), DI measurement (Chen and Hsu, 2000; Echtner and Ritchie, 1991, 1993; Gartner, 1989), changes in DI (Gartner and Gartner, 1986; Gartner and Hunt, 1987), and destination positioning (Ahmed, 1991; Alford, 1998; Calantone *et al.*, 1989; Guthrie and Gale, 1991). Researchers' extended interest in DI is linked to its importance for individual's behaviour regarding travel decision-making (Chon, 1990; Gallarza *et al.*, 2002; Stepchenkova and Mills, 2010; Tasci *et al.*, 2007). The results of DI studies are often used by destination marketing organizations (DMO) as they realize that "in order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers" (Echtner & Ritchie, 1991, p. 37). Exploring and monitoring DI enables DMOs to better manage perceived or projected DI in target travel markets (Stepchenkova and Mills, 2010). The significance of tourism destination imagery for wine regions has been recognized by several authors (Bruwer *et al.*, 2016; Bruwer and Gross, 2017; Scorrano *et al.*, 2018), who note that wine tourism destination image (WTDI) research is limited. In his study about WTDI Williams (2001b, p. 53) notices that wine regions manage to be differentiated from other kinds of destinations, but "they may fail to distinguish how one wine area is distinguished from the next". He suggests that for the successful positioning of wine tourism destinations (WTD), the projected images should match the wine tourists' preferences (Williams, 2001a). Bruwer *et al.* (2016) consider that wine tourism product and experience need a research perspective adapted to their nature and differentiated from the generic DI studies. To make sure that one wine region is differentiated from the other, it is not enough to promote it in a unique way. It is crucial to measure the perception of the imagery that potential wine tourists have about the wine region. In our research we will try to develop a scale adapted to the nature of WTD and measure the image of Georgia as one of the WTDs.

1.1 Destination image

Recognizing the globalized and competitive nature of the tourism market, destination marketing is widely recognized as a fundamental element for the future growth and long-term sustainability of tourism destinations (UNWTO, 2011).

A destination comprises a diverse and varied collection of businesses and individuals, each with a vested interest in the success and well-being of their local community (Thomas *et al.*, 2011).

The widespread marketing and promotion of destinations have become commonplace, facilitated by the emergence of technological advancements like social media, which have been utilized to varying extents by destinations. The DI is a crucial component of destination marketing as it plays a significant role in shaping tourists' expectations, motivations, and overall perception of a destination, ultimately influencing their travel choices. Scholarly literature often explores the formation, measurement, and management of DI in order to develop effective marketing strategies that align with tourists' desires and preferences.

Crompton (1979, p. 18) defines an image as “the sum of beliefs, ideas, and impressions that a person has of a destination”. The image is formed based on different information sources. The sources can be primary resulted by ones' own visitation to the destination, or secondary – gathered from other information sources (Phelps, 1986). The secondary sources are varied and include travel guides, advertising, friends and family, Internet, destination management organizations, different media and so forth (Llodrà-Riera *et al.*, 2015). Each traveller perceives the information from these sources differently and therefore they have subjective expectations (Buhalis, 2000), “actual visitation will depend on the match between tourist preferences and perceived destination product offerings” (Dwyer *et al.*, 2004, p. 3). It means that the stronger DI is, the more attractive it is for the travellers (Gartner, 1994). Therefore, DMOs should be focused on positioning and monitoring the image. Our research significantly contributes to the goal of monitoring WTDI as we design a scale adapted to WTD and tested it on one of the WTDs.

DI definition has often been unclear or even omitted (Echtner and Ritchie, 1991), which lead Echtner and Ritchie (1991) to design a conceptual framework of DI involving its attribute-based and holistic perception, functional and psychological characteristics, and common and unique features. This structure requires the use of a combination of qualitative and quantitative methodologies for proper measurement of DI (Echtner and Ritchie, 1991). In other words, structured methods should be dealing with functional and psychological attributes, while unstructured methods such as open-ended questions should be exploring the holistic perceptions

and unique component of the DI (Echtner and Ritchie, 1991). After more than a decade from Echtner and Ritchie's (1991, 1993) framework proposal, the studies still were not using a uniform definition and measurement of DI (Gallarza *et al.*, 2002; Tasci *et al.*, 2007). Therefore, Tasci *et al.* (2007) synthesized the components of the DI and proposed a system, which has a cognitive knowledge of destination's common and unique attributes and the affective feelings about them at its core; based on these aspects, a holistic image is formed and assists the individual in travel decision-making. In this system "factors cannot be comprehended in isolation; therefore, they should be studied in an integrated manner. Thus, a DI is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination" (Tasci *et al.*, 2007, p. 200). As a result of an overview of DI constructs, Stepchenkova and Mills (2010) also concede with cognitive, emotional or affective, and conative or behavioural elements of DI, as well as its overall impression.

Scholars commonly view DI as the culmination of tourists' past experiences, marketing endeavours, and word of mouth, representing their impressions and perceptions of a place, often approached as a comprehensive concept or analysed through multiple dimensions or specific attributes (Pan *et al.*, 2021). The significance of a destination's image lies in its ability to communicate the destination's attractions, influence its competitive position, and serve as a crucial element in tourism marketing efforts (Al-Ansi and Han, 2019).

The perceived image of a destination significantly impacts tourists' post-visit satisfaction, and satisfied tourists are more inclined to revisit or recommend the destination, emphasizing the importance of the overall DI as a precursor to satisfaction and subsequent positive actions (Huete Alcocer and López Ruiz, 2020).

Based on Afshardoost and Eshaghi (2020) the intention to recommend a destination is primarily influenced by the DI. Therefore, managers and destination marketers can enhance tourists' inclination to recommend a destination by carefully shaping its image to align with positive perceptions.

In the digital era, it is typical for travellers to consult multiple online sources for information and guidance. Presently, diverse entities and individuals are generating and circulating online representations of destinations independent of destination promoters' involvement (Lojo *et al.*, 2020). For example, the creation of a destination's image is influenced by the act of posting photos, sharing experiences, and receiving feedback through comments and discussions on social media (Iglesias-Sánchezftested *et al.*, 2020a). Nowadays travellers are not anymore dependant on sources

like television, books, blogs and some official promotions, instead they themselves create a content that might affect other tourists' perceptions of DI.

According to Iglesias-Sánchez et al. (2020), the advent of the Internet and social media has brought about a transformative impact on various aspects of society, including relationships, consumption, communication, and economies. Notably, the Internet has significantly altered the way people make travel decisions, as individuals now have the freedom to generate and share travel-related content, making it accessible to a wide audience. This paradigm shift allows for the independent production of travel information that is readily available to anyone.

Even though, DMOs have almost no control over the DI, they can still attempt to shape it through their promotional activities. However, for this they will need to understand what images travellers hold about the destination.

According to Kislali et al. (2020), having a comprehensive grasp of the DI holds significance in both theoretical and practical contexts. Due to the intricate nature of the DI, DMOs have minimal control over it, with their influence limited to intentionally projected images through promotional endeavours. To effectively project the desired elements, destinations greatly benefit from a holistic comprehension of their own images. Without such understanding, the task of destination marketers becomes increasingly challenging. Although identifying and monitoring individual elements independently is an initial stage in achieving a holistic perspective, it is only the beginning. While individual attributes contribute to the DI, what holds greater significance is how these attributes are amalgamated and interrelated in the minds of different individuals.

1.2 Wine tourism

Today's independent traveller seeks tailor-made experiences, authentic culture and more involvement with locals (Fang, 2020). As it is predicted by Fang (2020), travellers who are increasingly curious will keep pursuing special interest, intriguing adventures. Wine tourism is one of these special interests which introduces the culture of the wine regions to the tourists in a fascinating way.

Wine tourism has emerged as a prominent and thriving sector within the broader tourism industry. It combines elements of wine appreciation, cultural exploration, and destination development, offering visitors unique experiences and opportunities to engage with wine production, taste local

wines, and immerse themselves in the cultural and natural landscapes associated with wine regions.

Wine tourism encompasses a wide range of activities, including vineyard tours, wine tastings, cellar door visits, wine festivals, gastronomic experiences, and wine-related events. Wine tourism experiences vary, ranging from educational and informative visits to interactive and immersive experiences (Carlsen and Charters, 2006).

The World Tourism Organization (UNWTO) declares wine tourism as an essential constituent of gastronomy tourism, which can contribute to the conservation of cultural and natural resources and to the sustainable economic and social development of the destinations (UNWTO, 2016). Tourism fosters wineries' promotion, sales, brand loyalty and customer relationships and stimulates rural development, destination marketing opportunities and sustainable regional development (Alonso *et al.*, 2015; Carlsen and Charters, 2006; Koch *et al.*, 2013). Wine tourism directly and indirectly facilitates job creation and progress of the local businesses (Carlsen and Charters, 2006).

Wine tourism offers numerous benefits for wine regions, contributing to their economic development, environmental sustainability, and cultural preservation. Economically, wine tourism generates revenue through wine sales, winery tours, hospitality services, and associated activities, thus supporting the growth of local businesses and creating employment opportunities (Ferreira and Hunter, 2017). It also stimulates regional economic development by attracting tourists, who spend on accommodations, dining, and other related services.

Moreover, wine tourism plays a significant role in fostering environmental sustainability within wine regions. Many wineries have adopted sustainable practices, such as organic and biodynamic viticulture, to minimize their ecological footprint and preserve natural resources (Montella, 2017). Wine tourists, in turn, often appreciate and support these sustainable initiatives, promoting environmental consciousness within the industry.

Culturally, wine tourism contributes to the preservation and promotion of cultural heritage within wine regions. Wineries act as custodians of traditional winemaking techniques, indigenous grape varieties, and local customs, allowing visitors to experience and appreciate the cultural significance of wine production (Dias *et al.*, 2023). Wine tourism enhances the visibility of cultural assets, such as historic sites, local traditions, and arts and crafts, thereby fostering their preservation and creating opportunities for local communities to share their heritage.

Enriching tourism experiences are at the heart of wine tourism, aiming to engage visitors on multiple levels and create lasting memories. Authenticity and immersion are key components of

wine tourism experiences, enabling tourists to connect with the unique characteristics of a wine region. This involves interactions with winemakers, vineyard walks, participation in wine-related activities, and the opportunity to taste and appreciate the diverse range of wines. Wine tourism activities, such as wine tastings, cellar visits, and wine museum tours, play a significant role in providing authentic, differentiated, and personalized experiences that contribute to the attraction and retention of wine tourists, resulting in memorable and enriching experiences (Santos *et al.*, 2019).

Wine tourism experiences encompass a variety of dimensions, catering to the interests and preferences of different visitors. They can include educational activities such as wine workshops, blending sessions, and vineyard tours that provide in-depth knowledge about wine production (Sigala, 2014). Culinary experiences, such as food and wine pairing, showcase the local gastronomy and demonstrate how wine can complement different dishes.

Furthermore, wine tourism experiences extend beyond the winery itself, incorporating the wider destination. Wine regions often offer opportunities for visitors to explore the natural landscapes, cultural attractions, and local communities that complement the wine experience. Festivals and events celebrating wine, regional traditions, and artistic expressions provide additional layers of engagement and enhance the overall tourism experience, creating a holistic and immersive journey for wine tourists.

Wine, as the core product of wine tourism, forms the experiential dimension closely linked to the hedonic perspective, engaging all five senses and playing a central role in the overall wine tourism experience, which is further enhanced by connections to local culture, food, and knowledge gained through visits (Santos *et al.*, 2019).

Based on the added value for the wine industry, the development opportunities for the rural areas and regions, and its nature of being a special interest for curious tourists, wine tourism will very likely keep flourishing in future. Hence, DMOs of the areas with wine tourism resources will need to reinforce their positioning strategies to overcome the augmented competition for target travel markets. However, it is unrealistic to start reinforcing positioning strategies without measuring the results of the past strategies. This is why our research will enable DMOs use a scale that has been developed specifically for measuring WTDI. This scale can measure how do wine tourists perceive a WTD and whether it matches the projected imagery DMOs aimed for.

1.3 Wine tourism destination image

WTDI papers (Madeira *et al.*, 2019; Scherrer *et al.*, 2009; Sottini *et al.*, 2019) often study wine-producing regions as a type of destination in interest. In other words, from travel perspective, wine region and WTD terms could probably be used interchangeably. One more term which intends to describe a similar concept is winescape. Wine region is a place where wine is produced and with appropriate facilities it can become a travel destination (Dávid and Bujdosó, 2007; Nemethy *et al.*, 2016). WTD could be a wine region or any other place where wine tourism activities take place. Quintal *et al.* (2015, p. 597) refer to winescape as a “grape wine environment”, Johnson and Bruwer (2007, p. 277) define it as a connection of “vineyards; wineries and other physical structures; wines; natural landscape and setting; people; and heritage, town(s) and buildings and their architecture and artefacts within, and more”. Winescape is studied from macro (wine region) and micro (winery) approaches (Quintal *et al.*, 2015). Hall *et al.* (2000, p. 4) interpret winescape as “the attributes of a grape wine region”. Researchers who assess WTDI (Bruwer and Gross, 2017; Scorrano *et al.*, 2018; Williams, 2001b) use all these three concepts. Therefore, WTDI studies beliefs, perceptions, thoughts, feelings, ideas, expectations, and knowledge about a WTD, in other words, wine region or winescape, that is projected by destination management bodies and perceived by wine tourists. Thus, for proper research of WTDI it is important to establish a framework suitable for wine tourism product (Bruwer *et al.*, 2016).

1.4 Georgia as a wine tourism destination

Georgia, located in the Caucasus, is rich with natural and cultural resources. It is a trendy touristic spot frequently positioned as a WTD by Georgian National Tourism Administration (GNTA)—the main tourism management body in the country. Georgia is counted as a cradle of wine based on the archaeological discoveries and results of research conducted by McGovern *et al.* (2017). As Georgia’s wine export and marketing efforts increase (National Wine Agency of Georgia, 2019), awareness of the travellers about Georgian wine heritage is expanding too.

Georgia, a country with a rich winemaking heritage, holds significant potential for wine tourism. Its unique winemaking traditions, diverse grape varieties (National Wine Agency of Georgia, n.d.), and stunning landscapes create a captivating experience for wine enthusiasts. Georgia’s potential in terms of wine tourism is related to its distinct wine culture, the allure of its wine regions, and other characteristics. Figure 1 shows Georgia’s attractive landscapes; the photographs were taken by the author during travelling.



Figure 1. A view from Gergeti Trinity church on the left and a view of village Ushguli on the right.
Source: Own photographs

Being the fourth largest export commodity (Geostat, 2020), wine occupies an important part of Georgian economy. The uniqueness of Georgian wines roots in the winemaking technology which has been practiced for at least 8000 years (Anderson, 2013; Azmaiparashvili, 2018; McGovern *et al.*, 2017). The traditional winemaking technology is utilized to produce several styles of wines, however, two of them are the most common: wines of the West and the East of the country. In the East, the wines tend to be stronger while the West offers lighter-bodied wines. Wine is produced almost everywhere in Georgia except in high mountains.

Georgia's winemaking history dates back 8000 years (Anderson, 2013; Azmaiparashvili, 2018; McGovern *et al.*, 2017), making it one of the oldest wine regions in the world. The country's traditional winemaking method, known as *qvevri* wine technology, involves fermenting and aging wine in large clay vessels buried underground. Qvevris that are buried underground are displayed in Figure 2; this photo was taken during our trip to Nekresi monastery where an old monastery cellar is located. This ancient technique, recognized by UNESCO as an Intangible Cultural Heritage, sets Georgia apart and offers a compelling narrative for wine tourists seeking authentic experiences.



Figure 2. Nekresi monastery *marani* (cellar in Georgian) with underground buried qvevris.
Source: Own photographs

Based on National Wine Agency of Georgia (no date b), the qvevri, a distinctive clay vessel, is used for fermenting and aging wine, with different regions employing various techniques. The capacity of qvevris ranges from a few hundred litres to several tons, with Kakheti wine region renowned for its large vessels. The wine-making process involves fermenting grape juice with *chacha* (grape skin, sometimes stems and seeds), and the duration of fermentation depends on factors such as grape variety and desired wine characteristics. Qvevri clay, containing limestone and trace amounts of precious metals, acts as a natural antiseptic and contributes to the wine's stability. The construction of a qvevri takes around three months, with a crucial baking stage. Buried in the ground, qvevris maintain a consistent temperature ideal for fermentation. Stirring is performed regularly, and once fermentation is complete, sedimentation separates the wine from the grape remnants. Qvevris are stored in cellars in Kakheti and in the open air in western Georgia. Additionally, Georgia produces a unique type of qvevri wine known as “Monastery” or “Zedashe” wine, used for church rituals. The production of qvevri wine has gained international attention, with an increase in exports, indicating its growing popularity and demand beyond Georgia.

The diverse grape varieties cultivated in Georgia contribute to its appeal as a WTD. The country boasts over 500 indigenous grape varieties (Anderson, 2013; National Wine Agency of Georgia, n.d.), each with its distinct characteristics and flavours. From the robust *Saperavi* red wine to the aromatic and crisp *Rkatsiteli* white wine, Georgia offers a wide range of tasting experiences. Wine tourists can explore the unique profiles of these indigenous grape varieties, enhancing their appreciation for the country's winemaking heritage.

One of the key factors that make Georgia an attractive WTD is its breath-taking landscapes and wine regions. The country is home to several distinct wine regions, including Kakheti, Kartli, and Imereti, each offering picturesque vineyards and wineries nestled amidst rolling hills and mountains. The scenic beauty of these regions provides a stunning backdrop for wine tourism activities, such as vineyard tours, wine tastings, and cellar visits.

The wine regions of Georgia collectively represent the diversity and heritage of Georgian winemaking. From the traditional qvevri wines to modern interpretations, Georgia's wine regions offer a captivating journey for wine enthusiasts, blending history, culture, and exceptional wine experiences. According to National Wine Agency of Georgia (no date c), in Georgia there are five wine regions with unique characteristics:

1. Kakheti: Kakheti is the most prominent and well-known wine region in Georgia, often referred to as the “cradle of wine”. It is the largest and most ancient wine region and the biggest wine tourism hub too. It is in eastern Georgia and is famous for its traditional winemaking methods using qvevri (clay vessels). Kakheti offers a wide range of grape varieties, including Saperavi (red) and Rkatsiteli (white), which are used to produce high-quality wines. The region is characterized by its beautiful landscapes, vineyards, and historic wineries.
2. Kartli: Located in central Georgia, Kartli is another significant wine region known for its diverse winemaking styles. It is home to various grape varieties, including Rkatsiteli, *Mtsvane*, and *Chinuri*, which are used to produce both traditional qvevri wines and modern-style wines. The region's terroir and favourable climate contribute to the production of vibrant and flavourful wines.
3. Imereti: Imereti is a western Georgian wine region known for its ancient winemaking traditions. It is recognized for producing unique white wines made from the *Tsolikouri*, *Tsitska*, and *Krakhuna* grape varieties. In addition to qvevri wines, Imereti also produces wines using modern winemaking techniques. The region's lush landscapes and cultural heritage make it an attractive destination for wine enthusiasts.
4. Racha-Lechkhumi and Kvemo Svaneti: This wine region is situated in western Georgia and encompasses two distinct areas. Racha-Lechkhumi is known for its semi-sweet red wines made from the local *Aleksandrouli* and *Mujuretuli* grape varieties. Kvemo Svaneti, on the other hand, is recognized for its dry white wines made from *Tsolikouri* and *Tsitska* grapes. The region's unique microclimate and mountainous terrain contribute to the character of its wines.

5. Samegrelo-Zemo Svaneti: Located in western Georgia, Samegrelo-Zemo Svaneti is known for its indigenous grape varieties, including *Otskhanuri* Sapere (red) and Krakhuna (white). The region's winemaking traditions are deeply rooted in its cultural heritage, and both traditional qvevri wines and modern-style wines are produced here. Samegrelo-Zemo Svaneti offers picturesque landscapes, historical sites, and wine-related tourism opportunities.

All the abovementioned wine regions of Georgia can be observed on Georgian wine map in Figure 3.



Figure 3. Georgian wine map.
Source: Malkhaz Kharbedia / Georgian wine guide (2014)

Moreover, Georgia's wine regions offer a blend of cultural and gastronomic experiences that complement the wine tourism offerings. Visitors can delve into Georgian traditions and customs, enjoying traditional polyphonic singing, folk dances, and feasting on delicious local cuisine. The wine tourism experience in Georgia goes beyond wine appreciation, allowing tourists to immerse themselves in the country's rich cultural heritage.

In recent decade (excluding the COVID 19 period), Georgia has seen a growing interest in wine tourism, with a surge in visitor numbers and investments in wine-related infrastructure. The government has recognized the potential of wine tourism and has taken initiatives to promote the country's wine regions through marketing campaigns and events. Improved transportation networks and hospitality services have also contributed to the growth of wine tourism in Georgia.

However, to fully unlock its potential, Georgia needs to address certain challenges. Enhancing infrastructure, including roads, visitor centres, and accommodation options, is essential to facilitate smooth travel and provide quality experiences for wine tourists. Additionally, investing in wine education and training programs can elevate the knowledge and expertise of local industry professionals, enabling them to deliver exceptional wine tourism experiences.

Georgia possesses immense potential as a WTD. Its ancient winemaking traditions, diverse grape varieties, stunning landscapes, and rich cultural heritage combine to offer a unique and captivating experience for wine tourists. With continued investment and support from the government and stakeholders, Georgia can further develop its wine tourism sector, attracting more visitors and contributing to the sustainable growth of its wine regions.

Georgia's tourism industry is led by GNTA following the tourism strategy 2015-2025 which aims to support sustainable development of tourism while generating more income and raising the importance of the sector (GNTA, 2015). The most important goal of the strategy is to "attract tourists from some of the world's highest spending travel markets, including the European Union, North America, Middle East and Asia" (GNTA, 2015, p. 5). The strategy considers Georgia's long-standing winemaking history as one of the opportunities to be used for increasing visitors' expenditures (GNTA, 2015). Tourism statistics shows that the most popular activity among the visitors in Georgia was tasting Georgian cuisine and wine (74.8 %) (GNTA, 2019).

Tourism has a large share in GDP of the country; in 2019 it achieved 8.1% (GNTA, 2020). A rapid growth of the tourism industry in Georgia is represented in Figure 4 and Figure 5.

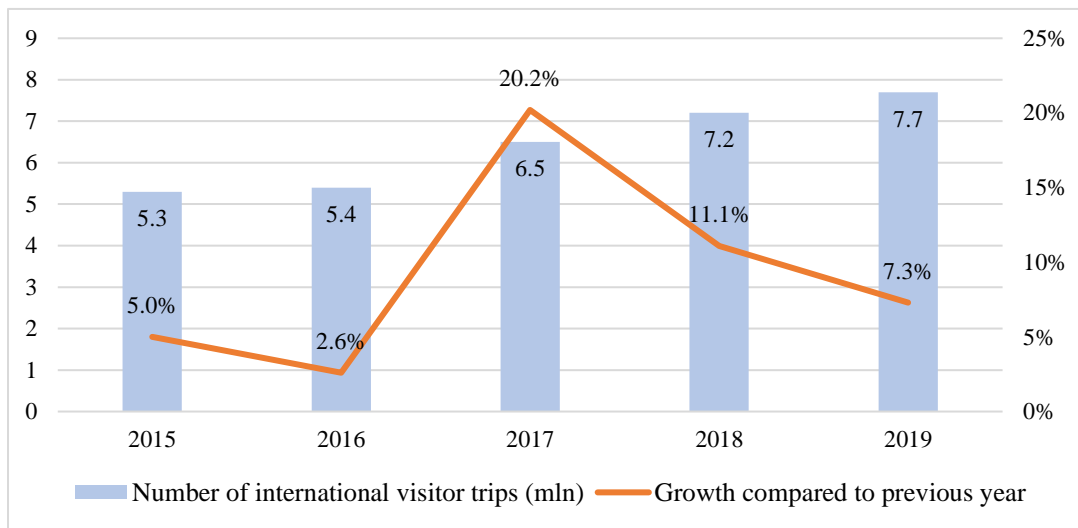


Figure 4. International visitor trips to Georgia 2015-2019.
Source: (GNTA, 2015b, 2016, 2017, 2018, 2019)

Figure 4 shows that international visitor trips gradually grow since 2015 with the fluctuation in the growth percentage compared to previous year, while the international visitor expenditures in Georgia was rapidly rising in the period of 2015-2019 shown in the Figure 5. Figure 4 and Figure 5 don't include the information after 2019 due to the pandemic situation caused by COVID 19. For a long time, country's borders were mostly closed due to travel restrictions and number of tourists as well as their expenditure dramatically decreased.

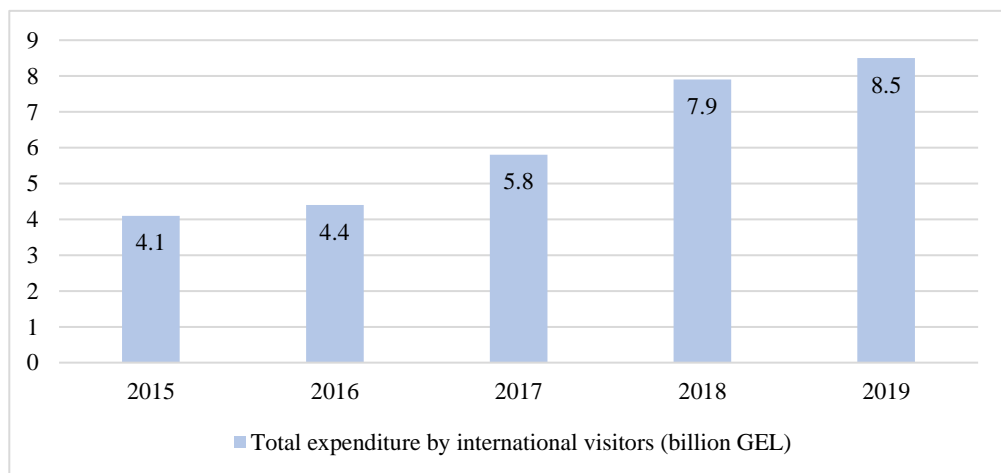


Figure 5. International visitor expenditures in Georgia 2015-2019.
Source: (GNTA, 2015b, 2016, 2017, 2018, 2019)

Largest share among international visitors come from Azerbaijan, Russia, Armenia and Turkey – all of them being neighbouring countries; highest number of international visitors come to Georgia for holiday, leisure and recreation (43.5%), followed by the purpose of visiting friends and

relatives (19%), transit (16.1%), business or professional (10.8%), shopping (6.8%), health and medical care (1.8%) and other (GNTA, 2019).

Wine, a niche attraction of Georgia is actively used in the positioning of the country by GNTA targeting tourists from the world's highest-spending travel markets (GNTA, 2015a). GNTA (2015), as well as World Bank (2019), consider wine traditions and culture as an important attractor of the travel markets which are eager to experience something authentic and distinctive. Having potential for differentiation among the WTDs of the world greatly pushes forward the competitiveness of Georgia (Carmichael and Senese, 2012; Dimoska and Trimcev, 2012).

DI research is crucial for reaching the goals that GNTA has. If the country has an attractive image, it will receive more visitors from its target markets; if Georgia's awareness will increase in higher-spending markets, they will start visitations and the expenditures received from the international visitors will grow; if the tourists will be satisfied, they will either come back or spread a positive word of mouth and so forth; as a result, with the above-mentioned objectives country's tourism development and higher standard of living for the residents can be reached. This is how DI research can contribute to the more profound goals.

1.5 Objectives

The goal of this research is to develop WTDI scale using an example of Georgia. Also, we would like to study image of Georgia with quantitative and qualitative methodologies. It would have been a simpler task if we had all the necessary tools for doing that. But based on literature review, we found out that the measurement techniques of WTDI have some gaps that require us to fill in before we measure any WTDI. In the literature that we reviewed we did not find a scale which could be used to measure image of a WTD. Therefore, the objectives of this study are:

O1: Developing WTDI scale that could be used to measure image of different WTDs.

O2: Measure WTDI of Georgia using both qualitative and quantitative methodologies.

II. LITERATURE REVIEW

The purpose of this literature review is to summarize and synthesize the literature related to WTDI with the goal of understanding its current state of knowledge. Our research acknowledges the recommendation by Tasci et al. (2007, p. 195): “frequent and critical monitoring of the image construct through literature reviews is required to shed light on the necessary adjustments of methodological rigor and focus of inquiry”.

In DI field, several authors (Chon, 1990; Echtner and Ritchie, 1991; Gallarza *et al.*, 2002; Nghiê-m-Phú, 2014; Pike, 2002; Stepchenkova and Mills, 2010; Tasci *et al.*, 2007) have reviewed previous literature, and these studies have been used as a guide for our literature review process. As Grant and Booth (2009, p. 97) explain, “the literature review method seeks to identify what has been accomplished previously, allowing for consolidation, for building on previous work, for summation, for avoiding duplication and for identifying omissions or gaps”, however, it does not usually involve comprehensive data. To overcome this methodological weakness, we tried to include all the research papers about WTDI, which met the criteria discussed below in the Data collection section. Therefore, the literature review answers the following questions:

1. What is the existing knowledge about WTDI?
2. What are the characteristics of WTDI studies between 2001 and 2020?

2.1 Destination image of Georgia

Sekhniashvili (Sekhniashvili, 2020a, 2020b) and Sekhniashvili and Bujdosó (Sekhniashvili and Bujdosó, 2020) researched Georgia’s image with qualitative method suggested by Ritchie and Crouch (2003, p. 193). All these studies used free elicitation in form of open-ended questions to collect the data. Sekhniashvili (2020b) researched holistic image of Georgia by asking the following question to respondents “write three words what comes in your mind when thinking of images or characteristics of Georgia as a travel destination” (Sekhniashvili, 2020b, p. 1000). As a result of this study traveller’s most frequent associations about Georgia are “mountains, nature and landscapes”, “wine” and “cuisine” (Sekhniashvili, 2020b, p. 1000). Figure 6 displays all the characteristics that the respondents mentioned when thinking about Georgia as a travel destination. These characteristics are rather functional than psychological or unique, which posed the need for further research these elements.



Figure 6. Holistic image of Georgia as a travel destination.
 Source: Own construction based on Sekhniashvili's (Sekhniashvili, 2020, p. 1000) study

Sekhniashvili's (2020a) research focused more on the holistic psychological component of DI of Georgia. During the online survey questionnaire respondents were asked to answer the open-ended question: "write three words what comes in your mind when thinking of the atmosphere or mood that you would expect to experience while visiting Georgia" (Sekhniashvili, 2020a, p. 53). For travellers Georgia is mostly associated to "welcoming", "relaxing" and "happy" (Sekhniashvili, 2020a, p. 55) place. Figure 7 shows other characteristics that describe the atmosphere or mood that travellers associate with Georgia.

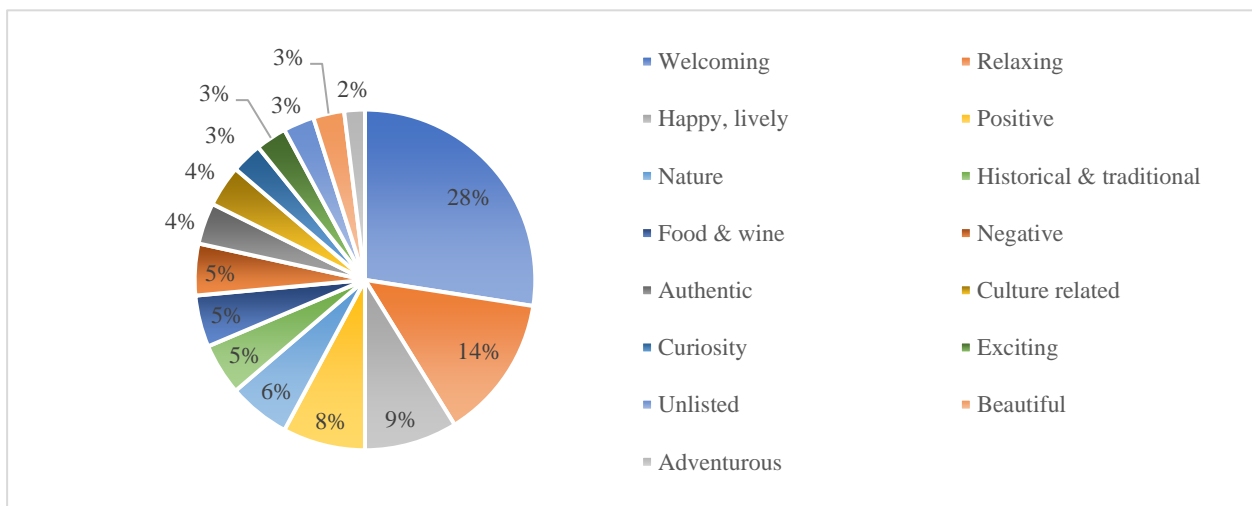


Figure 7. Holistic and psychological image of Georgia as a travel destination.
 Source: Own construction based on Sekhniashvili's (2020a) study

The other research by Sekhniashvili and Bujdosó (2020), studied the remaining unique dimension of Georgia's DI. The question used in the survey to study wine tourists' perceptions was the following: "write three distinctive or unique attractions what comes in your mind when thinking

of Georgia as a travel destination” (Sekhniashvili and Bujdosó, 2020, Destination image of Georgia section). The results are shown in

Figure 8.

Words related to “wine and food”, “Tbilisi” and “mountains and nature” (Sekhniashvili and Bujdosó, 2020, Destination image of Georgia section) appeared to be the most unique characteristics according to the respondents’ perceptions. The results of these studies that we published will be further discussed in the 5.4 section.

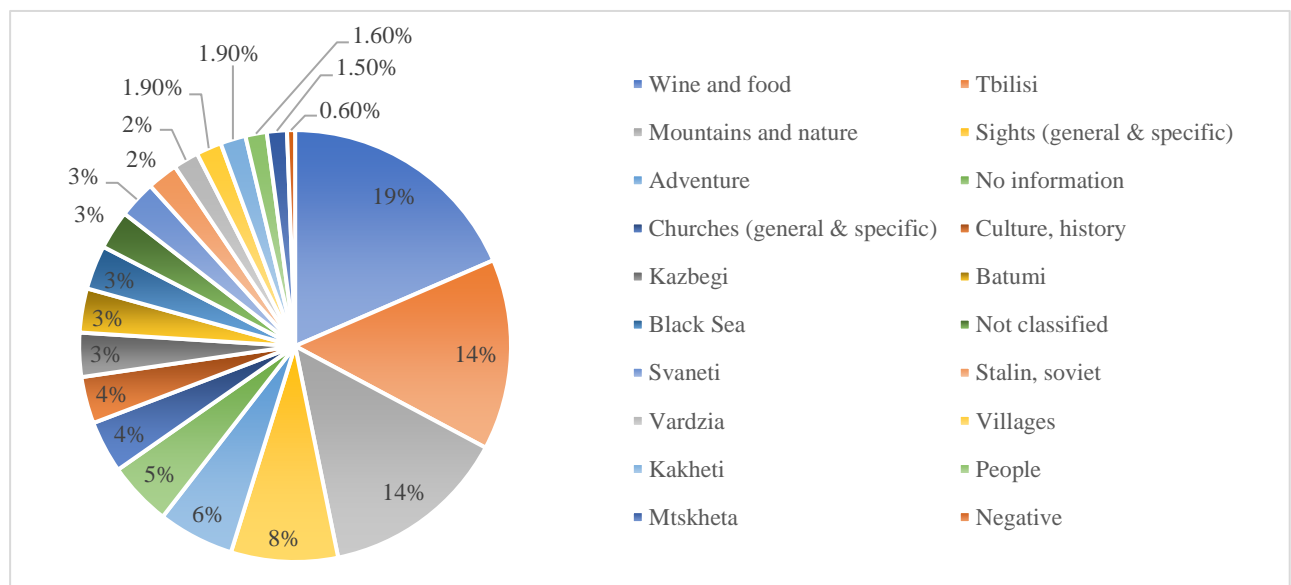


Figure 8. Unique characteristics of the image of Georgia as a travel destination. Source: Own construction based on Sekhniashvili and Bujdosó’s (2020) study

2.2 Previous reviews of DI research

Chon (1990, p. 3) was one of the first authors who reviewed 23 most frequently cited studies about DI in tourism and classified them under six topics: “(1) the influence of a destination image in traveler satisfaction; (2) the role of a destination image in traveler buying behavior, i.e. his travel related decision making; (3) the change of destination image; (4) the formation and modification of a destination image through cross-national and cross-cultural contacts; (5) destination image assessment and measures; and (6) the role of a destination image and tourism development”. Based on this review, he suggested a conceptual model of a relation between DI and travellers behaviour (Chon, 1990).

One year later, Echtner and Ritchie (1991) reviewed 15 papers about DI in tourism to assess its conceptualization and measurement. This paper found a dominance of quantitative methods over qualitative ones, meaning a lack of research focused on holistic and unique components of DI (Echtner and Ritchie, 1991). Echtner and Ritchie (1991) also provided a list of DI attributes summarized from the reviewed quantitative studies.

Around a decade later, Pike (2002) has examined 142 papers about DI published from 1973 to 2000. This study discussed some characteristics of DI research, such as measurement approaches, data analysis methods, focus of studies etc.

Gallarza et al. (2002) provided a conceptual model of tourism DI as well as a classification of the applied methodologies and a summary of utilized DI attributes. This paper is based on an overview of 65 studies published during the period of 1971-1999, which were grouped in seven different topics such as “conceptualization and dimensions”, “destination image formation process (static and dynamic)”, “assessment and measurement of destination image”, “influence of distance on destination image”, “destination image change over time”, “active and passive role of residents in image study”, “destination image management policies (positioning, promotion, etc.)” (Gallarza et al., 2002, p. 58).

Tasci et al. (2007) carried out a critical review of DI articles sourced from renowned journals of tourism and other related fields. This study concluded that conceptualization and operationalization constructs had not yet been systematized, and it highlighted some of the methodological issues regardless of the fact that many researchers took into consideration “evolutionary advances” (Tasci et al., 2007, p. 217) provided by Echtner and Ritchie (1991).

Stepchenkova and Mills’ (2010, p. 582) intention was to identify “current and emerging trends” in DI research with a qualitative meta-analysis of 152 articles published between January 2000 – October 2007. This article discusses ten trends in DI studies that assist an efficient development of future research.

One of the latest reviews of such scale and importance as the former studies was conducted by Nghiễm-Phú (2014), who identified characteristics of 177 DI papers published between 2008-2012. He provided aspects of previous studies and recommendations for the development of the literature body.

2.3 Data collection for literature review

The data collection and data analysis had several steps, which is summarized in Figure 9. Firstly, we decided which database to use for the paper search. We were considering choosing between Google Scholar, a free search engine, and Scopus and Web of Science (WoS), which we had access to. All these databases have their advantages and disadvantages. The main reason why we decided not to use Google Scholar in our search was that its content is not limited only to scholarly materials, and its algorithm does not let users filter the data based on its publication type, i.e., article, student handbook, editorial notes, theses and so forth (Noruzi, 2005). On the other hand, Scopus and WoS offer “scholarly and professional literature” (Jacso, 2005, p. 1540), and unlike Google Scholar, their contents are comprehensive and disclosed (Jacso, 2005). We collected data from Scopus and WoS. To make sure that we did not miss any important literature, we also checked titles and abstracts of the Google Scholar publications with relevant keywords (displayed later in Table 1). After reviewing first five pages of Google Scholar, we did not find any different literature from Scopus and WoS database.

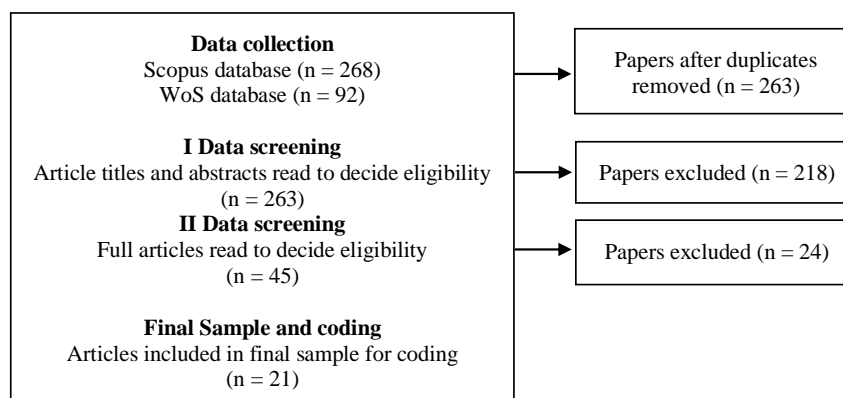


Figure 9. Data collection and analysis process.
Source: Author's elaboration

Secondly, we selected the following keywords “destination image”, “wine”, “winescape”, “brand equity”, “brand image”, “wine tourism” and their combinations to gather the results. Table 1 explains the keyword search process in a more detailed way. Then, we picked only academic peer-reviewed journal articles for our study, which was done by filtering the results according to the document type. The number of papers identified on Scopus and WoS databases was 268 and 92, respectively. Finally, we have removed the duplicates and read the titles and abstracts of 263 remaining works to decide which papers to include in our primary sample. This search procedure was repeated twice, in November 2020, and in January 2021 to ensure that all the necessary documents were found. The primary sample incorporated 45 articles.

Table 1. Keywords used to search articles in Scopus and WoS databases and corresponding number of findings.
Source: Author's elaboration

Keywords used for search	Keywords used to filter the results	Number of articles found in the Scopus database	Number of articles found in the WoS database
"Destination image"	"Wine"	155	33
"Winescape"		28	33
"Brand equity"	"Wine tourism"	54	8
"Brand image"	"Wine tourism"	31	18
Total		268	92

Afterwards, we thoroughly read and coded the papers in Microsoft Excel. At this point, the final sample was decided too. We excluded 24 articles, as some were not in English, others were preprints, and the rest was not focused on DI and wine tourism. As our goal was to collect the papers exhaustively, we did not limit our sample to any period, which means that the time span when the sample articles were published was known only after the final sample was identified. Table 2 displays 21 articles covered in our research. They study WTDI and are published during 2001-2020.

2.4 Literature review data analysis

The analysis of the literature was made using a coding system with the variables adopted from the previous DI reviews (Chon, 1990; Echtner and Ritchie, 1991; Gallarza *et al.*, 2002; Nghiê-m-Phú, 2014; Pike, 2002; Stepchenkova and Mills, 2010; Tasci *et al.*, 2007). We reviewed each full-text paper to find out about the variables such as journal title and ranking, authors and publication year. We also coded papers according to the topic, focus on perceived versus projected image, countries for study, wine-producing region, and type and number of destinations in interest. Other variables were study sample and its size, DI measurement methods (data collection modes), and attributes. Table 2 shows the analysed characteristics for each article. All the articles in the sample are empirical. However, some papers provide a more in-depth review of concepts and literature than others; they could be considered a combination of conceptual and empirical studies, but we did not classify them according to this variable, as it was beyond our study goals.

Table 2. Summary of characteristics of WTDI studies between 2001 and 2020.

Source: Author's elaboration

N	Author, year	Country	The number of destinations of interest	Topics
1	Williams (2001b)	Country	NA	Projected image
2	Bruwer and Lesschaeve (2012)	NA	1	Winescape framework, focus on WTDI
3	Gómez and Molina (2012)	Canada	4	DI as a part of the brand equity construct
4	Sampaio (2012)	Spain	1	Links between DI and other concepts
5	Pratt and Sparks (2014)	Portugal	NA	Links between DI and other concepts
6	Bruwer, Gross and Lee (2016)	NA	1	Winescape framework, focus on WTDI
7	Bruwer and Joy (2017)	Australia	1	Winescape framework, focus on WTDI
8	Bruwer <i>et al.</i> (2017)	Canada	1	Winescape framework, focus on WTDI
9	Bruwer and Gross (2017)	USA	1	Winescape framework, focus on WTDI
10	Scorrano <i>et al.</i> (2018)	Australia	NA	Winescape framework, focus on WTDI
11	Bruwer, Prayag and Disegna (2018)	NA	1	Links between DI and other concepts
12	Scherrer, Alonso and Sheridan (2009)	Australia	1	Winescape framework, focus on WTDI
13	Gómez, Molina and Esteban (2013)	Spain	2	DI as a part of the brand equity construct
14	Gómez, Lopez and Molina (2015)	Spain	5	DI as a part of the brand equity construct
15	Madeira, Correia and Filipe (2019)	Spain	1	Links between DI and other concepts
16	Wu and Liang (2020)	Portugal	1	Links between DI and other concepts
17	Bauman, Yuan and Williams (2020, p. 2479)	China	1	“Destination image acts as the conceptual lens with which this research aims to explore tourists’ perceptions of a destination impacted by natural disaster.”
18	Bruwer and Alant (2009)	USA	1	Winescape framework, focus on WTDI
19	Sottini <i>et al.</i> (2019)	South Africa	1	Analysing only one attribute of winescape: an image of rural landscape
20	Gómez, González-Díaz and Molina (2015)	Italy	5	DI as a part of the brand equity construct
21	Bruwer and Rueger-Muck (2019)	Spain	1	Winescape framework, focus on WTDI

Table 2/1 (continued)

N	Sample	Sample size	Technique for generation of attributes
1	WTD visual images published between 1991 and 1999 in The Wine Spectator	50	Literature review
2	Winery visitors (first-time and repeat visitors)	996	NA
3	Winery managers	173	Literature review
4	Winery visitors	303	Literature review
5	Wine consumers	696	Literature review and qualitative research (qualitative research details not discussed)
6	Winery visitors (in-state and out-of-state visitors; wine-tourist and non-wine-tourist; first-time and repeat visitors)	265	NA
7	Winery visitors (wine tourism specialists and generalists; first-time and repeat visitors)	510	NA
8	Winery visitors (first-time and repeat visitors; in-state and out-state visitors)	334	NA
9	Winery visitors (who consumed wine at least once in the last 3 months)	407 (pick-any list, survey), 395 (free-elicitation)	Literature review
10	Wine tourists and wine-bloggers of Web 2.0. globally (visitors and non-visitors)	366	NA
11	Winery visitors (wine learners, dining enthusiasts, wine buyers)	671	Unclear. Previous literature?
12	Winery owners or managers and winemakers	23	NA
13	Winery visitors	232	Literature review
14	Winery managers and winery visitors	219 winery managers, 598 visitors	Literature review
15	Winery visitors	314	Literature review
16	Potential tourists from China	378	Literature review
17	Wine tourists (who had visited California within the prior two years)	600	Not discussed
18	Winery visitors (first-time and repeat visitors)	304	NA
19	Flickr photos (filtered with coordinates, keywords etc.)	9228	NA
20	Winery visitors	598	Literature review
21	Winery visitors (Millennials, Gen-Xers, Boomers Plus; wine tourism Specialists and generalists)	513	NA

Table 2/2 (continued)

N	Data collection modes	Scales used in qualitative studies	Method
1	Visual imagery on promotional material (the wine spectator magazine)	A visual imagery was coded using a scale ranging from 0=no presence; 1 =a little emphasis; 2=moderate emphasis; 3=considerable emphasis.	Quantitative
2	Free elicitation/open-ended question (purpose-designed questionnaire)	NA	Qualitative
3	Face-to-face questionnaire survey	Multi-item measurement scales, a 7-point Likert scale	Quantitative
4	Questionnaire	5-point Likert scale	Quantitative
5	Email and postal mail survey	Likert scale	Quantitative
6	Free elicitation/open-ended question (purpose-designed questionnaire)	NA	Qualitative
7	Free elicitation/open-ended question (purpose-designed questionnaire)	NA	Qualitative
8	Free elicitation/open-ended question (purpose-designed questionnaire)	NA	Qualitative
9	Self-administered survey, free elicitation	10-point Likert-type scale, a pick-any list	Combined
10	Free elicitation/open-ended questions (Digital questionnaire posted on Facebook and Twitter pages)	NA	Qualitative
11	Self-administered purpose-designed questionnaire	Not discussed	Quantitative
12	Semi-structured interviews	NA	Qualitative
13	Questionnaire	Multi-item measurement scales, 7-point Likert scale	Quantitative
14	Face-to-face questionnaire survey	7-point Likert scale	Quantitative
15	Face-to-face questionnaire survey	5-point Likert scale	Quantitative
16	Paper-and-pencil questionnaire	Not discussed	Quantitative
17	Questionnaire with close-ended and open-ended questions (Amazon M-Turk, an online crowdsourcing marketplace)	Multiple categorical, Likert-type	Combined
18	Self-administered highly structured questionnaire (capturing both quantitative and qualitative data)	NA	Qualitative
19	Photos (related to winescape concept) and their geographical coordinates from Flickr platform	NA	Qualitative
20	Face-to-face questionnaire survey	Multi-item measurement scales, 7-point Likert scale	Quantitative
21	Free elicitation (purpose-designed highly structured self-administered questionnaire)	NA	Qualitative

2.5 Literature review results and discussion

2.5.1 Journals

Collected articles were published mainly in tourism and hospitality journals (17 articles), but also in wine (2 articles), business (1 article) and general social science (1 article) category journals. The list of the journals and number of publications about WTDI, representing our study sample, are presented in

Table 3. The list also integrates journal ranking according to the 2019 Scimago Journal & Country Rank (SCImago (n.d.), n.d.). The papers were either published in Q1- (12 papers) or Q2-ranked (nine papers) journals (SCImago (n.d.), n.d.), indicating high quality of research in this area.

Table 3. List of journals where the sample articles were published.
Source: Author's elaboration

Tourism and hospitality journals	Number of articles	SJR rank	Non-tourism journals	Number of articles	SJR rank
International Journal of Tourism Research	3	Q1	EuroMed Journal of Business	1	Q1
Current Issues in Tourism	3	Q1	Quality and Quantity	1	Q2
Tourism Recreation Research	2	Q2	Wine Economics and Policy	1	Q1
Journal of Travel & Tourism Marketing	2	Q1	International Journal of Wine Business Research	1	Q2
Tourism Analysis	2	Q2			
Tourism Economics	1	Q2			
Tourism Management	1	Q1			
Anatolia An International Journal of Tourism and Hospitality Research	1	Q2			
Journal of Destination Marketing & Management	1	Q1			
Tourism and Hospitality Research	1	Q2			
Total				21	

2.5.2 Publication year

The earliest study from our sample was published in 2001. Figure 10 displays the amount and share of the publications from 2001 to 2020. The first half of our study period (2001-2010) was not as active as the second half (2011-2020). Only 15% of the papers were published in the first

decade. The period between 2001 and 2020 was divided into four to better analyse the increase in the popularity of the topic. Comparing each five-year period, the number of publications rise gradually, which confirms a slow but steady growth of interest in the WTDI topic.

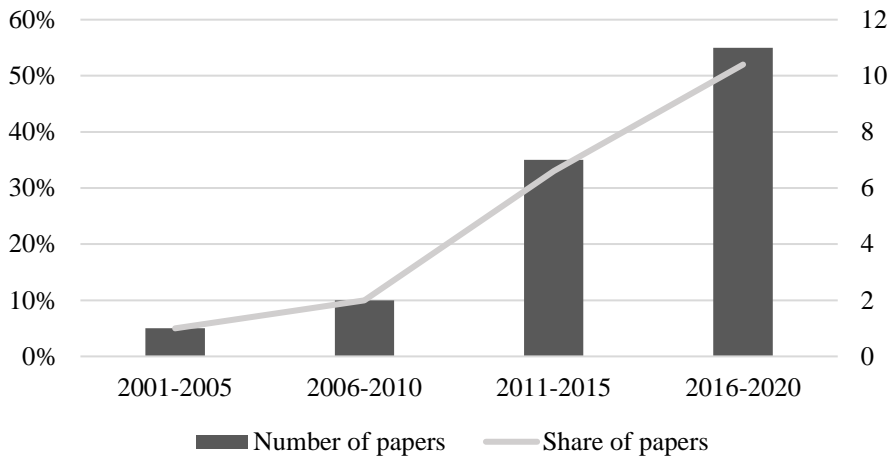


Figure 10. The amount and share of publications between 2001 and 2020.
Source: Author’s elaboration

2.5.3 Authors

We have counted the average number of authors per paper for four 5-years periods between 2001-2020. As Table 4 shows, the average number of authors between 2001-2005 was one, it has increased to 2.5 in the next five years. Between 2011-2015 the number has slightly dropped but noticeably rose to three since 2016. The increase of collaboration and co-authorship means growth in knowledge sharing, which positively affects WTDI research quality (Gómez *et al.*, 2019). Most of the authors (88%) have only published one article. The rest 12% of authors have published more than one study. The most active authors in the field of WTDI are Johan Bruwer (8 papers), Mar Gómez (4 papers), Arturo Molina (4 papers), Marlene A. Pratt (2 papers) and Michael J. Gross (2 papers).

Table 4. Average number of authors per paper between 2001-2020.
Source: Author’s elaboration

Period	Average number of authors per paper
2001-2005	1
2006-2010	2.5
2011-2015	2.3
2016-2020	3

2.5.4 Topic

We have categorized papers based on the studied topics. Six topics emerged. Most of the studies (43%) concentrate on measuring single WTDI or winescape perceptions. Five articles (24%) research links between DI and other concepts. For instance, one of the studies (Sampaio, 2012) examines a conceptual model of wine involvement, DI and tourist satisfaction, another (Pratt and Sparks, 2014) researches relationship between self-congruity, attitude toward wine tourism and DI. Four papers (20%) were grouped under the topic of a DI as a part of the brand equity construct. For example, one of the paper (Gómez, González-Díaz, *et al.*, 2015) studies DI, designation of origin (DO) brand image and brand equity construct. The remaining three papers belong to single-paper topic groups. One of them (Williams, 2001b) researches the projected image using visual imagery on promotional material. In a study by Bauman *et al.* (2020, p. 2479) “destination image acts as the conceptual lens with which this research aims to explore tourists’ perceptions of a destination impacted by natural disaster”. And Sottini *et al.* (2019) analyse only one attribute of the wine region which is an image of a rural landscape.

2.5.5 Projected and perceived image studies

We classified articles based on the focus on the projected or perceived image. DI is studied from two perspectives: projected and perceived images (Kwek and Lee, 2008). Perceived images are formed by the information that tourists have in mind (Andreu *et al.*, 2000). Nghiễm-Phú (2014, p. 40) has collected the definitions of perceived image and summarized that “perceived destination image can be regarded as the knowledge, impressions, prejudices, imaginations, emotional thoughts, beliefs, ideas, conceptions, attitudes, benefits, values, expectations, and interpretations that an individual holds about a destination. Destination image is formed over time from a variety of information sources and consists of both the cognitive/reasoned and affective/emotional aspects”. Projected image derives from different channels such as destination management bodies and tour operators (Andreu *et al.*, 2000). “Specialists in marketing and branding proved that a touristic destination becomes more attractive according to the way it is presented and less of the touristic attractions” (Ilieş *et al.*, 2008, p. 146). Both projected and perceived images are crucial for tourist destination competitiveness (Ahmed, 1991; Andreu *et al.*, 2000). Even though the importance of projected image has been recognized for more than two decades (Chan and Zhang, 2018), perceived image studies dominate the research field (Nghiễm-Phú, 2014). All the papers from our sample except for one research perceived image. WTDI studies are in accordance with the DI literature review by Nghiễm-Phú (2014), which also concludes that projected image studies

are overlooked. Williams (2001a) is the author of the only study which examined projected image from our sample, this study explored characteristics of WTD positioning with the help of visual images published in *The Wine Spectator* magazine between 1991 and 1999, these images were classified according to the list of attributes collected from previous literature. The findings showed that wine destination imagery changed its orientation from wine production to aesthetics and experience represented with leisure and touristic activities (Williams, 2001b). Other papers which explore perceived image (Bruwer *et al.*, 2016; Bruwer and Joy, 2017; Bruwer and Lesschaeve, 2012) frequently try to determine winescape characteristics and attributes by surveying winery visitors' perceptions. Some studies research perceived image by wine consumers (Pratt and Sparks, 2014) or winery managers (Gómez, Lopez, *et al.*, 2015; Gómez and Molina, 2012; Scherrer *et al.*, 2009).

2.5.6 Region/destination

Alexandre *et al.* (2016) explain that wine-producing countries belong either to “Old World” or “New World”; “Old World” refers to the ancient wine-producing regions which are in Europe and the Mediterranean; Italy, Austria, Hungary, Spain, Greece, France, Portugal, Romania are some of them; examples of “New World” regions are located in USA, Australia, Canada, New Zealand, Argentina, Chile, South Africa etc. In our research, we aimed to gather information about four variables related to regions/destinations. The papers were classified based on the countries for study, wine-producing regions (“Old World” /” New World”), number and type of destinations of interest. The results show that Spain (24% of papers) and Australia (19% of papers) are the most popular countries for study, followed by Canada, Portugal, and USA (10% of papers each); China, South Africa and Italy being in focus only once (5% of papers each); a country for the study was not applicable in three articles (14%). In other words, these results mean that “New World” (10 papers) is a slightly more popular study area than “Old World” (eight papers). Figure 11 presents a relationship of a publication year and a region for study. “Old World” was more popular in the first half of the 2011-2020 period, while a number of studies focused on “New World” stroke in the second half.

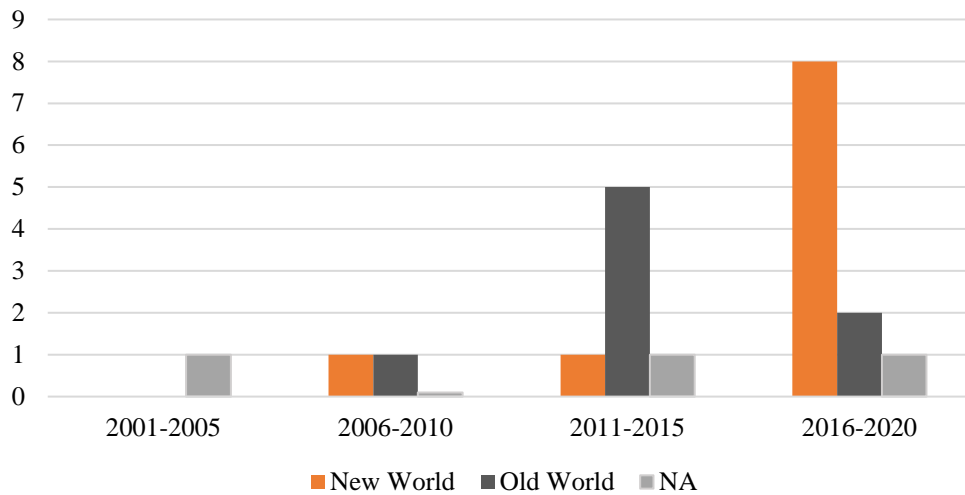


Figure 11. Study area of the papers.
Source: Author's elaboration

Most articles (67%) concentrate only on one destination, two articles (10%) analyse five destinations; the variable of the number of destinations was not applicable in three papers; the rest of the articles examine two (5%) and four (5%) destinations. These findings demonstrate that WTDI studies are rather concerned with measuring and assessing one destination's image than comparing or referring them with competitors. This finding is in parallel with a review of Pike (2002), where over 50% of articles studied the perceptions of only one destination. The reason could be its early stage of development, where researchers yet try to deal with conceptualization and determination of the most appropriate measurement methods for WTDI.

Previous DI reviews found that the most common destination types were countries, cities and states (Gallarza *et al.*, 2002; Pike, 2002). As our sample of papers is chosen from wine tourism literature, it is no surprise that the type of destination is more specific. All the articles uniformly focus on wine-producing regions.

2.5.7 Study sample

When researchers know the purpose of the study, who or what will be the subject, and how the study will be operationalized, they need to think about the sample size. In his review, Pike (2002, p. 542) has observed that most of the articles about DI used subject category of "visitors at destinations", followed by "consumers at their place of residence", "travel trade/experts", "student samples", "Destination Marketing Organisation (DMO) staff", and "local residents". While Gallarza *et al.* (2002) detected four samples: residents, tourists, visitors and unspecified.

Our research has gathered information about a sample and its size. As presented in Table 5, winery visitors are the most popular sample studied 13 times, followed by the group of winery managers, owners and winemakers referred in three papers. Visual images were studied twice, and the rest of the samples were only investigated in one research. Winery visitors sample could be considered as comparable with the Pike's (2002, p. 542) "visitors at destinations", and in both cases it is the most common subject type. In some of the papers which targeted winery visitors, the samples were further specified and are displayed in Table 6. Five articles simply studied winery visitors, another five researched first-time and repeat visitors, two studies explored perceptions of in-state and out-of-state visitors, two papers surveyed wine tourism specialists and generalists; other less frequently researched subjects were Millennials, Gen-Xers, Boomers Plus; wine-tourist and non-wine-tourist; and wine learners, dining enthusiasts and wine buyers. Compared to Pike (2002) and Gallarza et al.'s (2002) reviews, in WTDI papers, the important subject types such as DMOs, travel trade representatives, and residents are not explored yet.

Table 5. Study samples.
Source: Author's elaboration

Sample	Number of articles studied this sample
Winery visitors	13
Winery managers, owners, and winemakers	3
Visual images	2
Potential tourist	1
Wine tourists and wine-bloggers of Web 2.0. globally (visitors and non-visitors)	1
Wine tourists (who had visited the destination within the prior two years)	1
Wine consumers	1

While the samples studied in papers were homogenous during 2001-2015, new subjects started to appear in recent years. Scorrano et al. (2018) used a sample of wine tourists and wine-bloggers online (visitors and non-visitors), Wu and Liang (2020) surveyed potential tourists from China, Bauman et al. (2020) questioned wine tourists (who had visited the destination within the prior two years), and Sottini et al. (2019) selected a subject of visual images from Flickr platform. As DI is a complex concept that can refer to imagery projected by DMOs or impressions of residents, tourists, and travel businesses, it is crucial to diversify study subjects that would positively affect research development.

Table 6. Further classification of the study sample of winery visitors.
Source: Author's elaboration

Sample	Number of articles studied this sample
Winery visitors	5
Winery visitors (first-time and repeat visitors)	5
Winery visitors (in-state and out-of-state visitors)	2
Winery visitors (wine tourism specialists and generalists)	2
Winery visitors (Millennials, Gen-Xers, Boomers Plus)	1
Winery visitors (wine-tourist and non-wine-tourist)	1
Winery visitors (wine learners, dining enthusiasts, wine buyers)	1

It is difficult to select the appropriate size of a sample both in quantitative and qualitative researches, as it is conditioned by different aspects such as study purpose, size of a population, permissible sampling error and so forth (Israel, 1992). Nowadays, in quantitative research, authors use tools for defining sample size easily based on some factors such as “power, effect size (ES), significance level, and in the case of longitudinal or repeated-measures research, the potential attrition (dropout) rate” (Duffy, 2006, p. 9). In qualitative research, academics often use saturation to decide the sample size. Saturation is “the point where the main ideas and variations relevant to the formulation of a theory have been identified” (Weller et al., 2018, p. 2). However, research often lack the explanation of how saturation has been estimated (Malterud *et al.*, 2016). On the other hand, “since the goal of research based on qualitative data is not necessarily to collect all or most ideas and themes but to collect the most important ideas and themes, salience may provide a better guide to sample size adequacy than saturation” (Weller et al., 2018, p. 2). Sample size in qualitative studies might have lower and upper limits (Boddy, 2016). Sometimes a single case study with one research participant can provide significant insight and can be considered as an acceptable size; regarding the upper limits, too large sample sizes frequently will need to be justified; for instance, more than 30 in-depths interviews or 12 focus groups (Boddy, 2016). To sum up, in quantitative and qualitative studies, an appropriateness of the sample size depends on the context and research design of an individual paper (Boddy, 2016).

In our papers, we coded the number of subjects used when measuring a WTDI. In a few studies, sample size was different when assessing various elements of a construct or framework. In such cases, we only coded the sample size applied in the DI measurement process. The sample size varied from 23, when the study subjects were winery owners or managers and winemakers (Scherrer *et al.*, 2009), to 9228, where the subject was Flickr photos (Sottini *et al.*, 2019). We tried to find out the range of study sample sizes, excluding the lowest and highest extremes which would

probably distort the range. Sample size of quantitative studies ranged between 173-696 except a paper by Williams (2001a) applying a content analysis of visual imagery and picked 50 images from a population of 90. The sample size of qualitative studies was between 265-996, except for two articles. One of them interviewing 23 winery owners or managers and winemakers and another analysing 9228 visual images. A sample size of study with combined methodologies varied between 395-600.

2.5.8 Destination image measurement methods (data collection modes)

Echtner and Ritchie (1991) proposed combining qualitative and quantitative methods to enable studying all aspects of DI during its measurement process. It means using both an attribute-based and a holistic approach. The attribute-based approach captures respondents' perceptions about destination in interest commonly using Likert or semantic differential scales (Echtner and Ritchie, 1991; Gallarza *et al.*, 2002; Stepchenkova and Mills, 2010), while the holistic method intends to explore functional holistic, psychological holistic and unique components of DI and generally involves asking open-ended questions similar to the ones used by Echtner and Ritchie (1993):

- “1. What images or characteristics come to mind when you think of XXX as a vacation destination? (Functional holistic component)
2. How would you describe the atmosphere or mood that you would expect to experience while visiting XXX? (Psychological holistic component)
3. Please list any distinctive or unique tourist attractions that you can think of in XXX. (Unique component)” (Echtner & Ritchie, 1993, Development of Open-Ended Questions section).

By combining these two techniques, “those parts of destination image that can be broken down into attributes are captured, as are the total, holistic impressions” (Jenkins, 1999, p. 5).

Jenkins (1999) overviews the two major methods of DI measurement. The advantages of structured methods are the ease of administration, coding, and statistical data analysis, as well as possibility to compare destinations; the disadvantages include incapability of measuring holistic image, limiting respondents to evaluate DI through the list of specified attributes, in this method some attributes can be missed and cause the incomplete results (Jenkins, 1999). On the other hand, unstructured methods allow researcher to study holistic compounds of DI, interviewer bias is reduced, and the important aspects of an image are less likely to be missed; but unstructured

methods have some disadvantages too: variable level of details provided by interviewees, statistical analysis and comparison between destinations is limited (Jenkins, 1999). To sum up, for the most reliable results, an application of combined methods is highly recommended.

Jenkins (1999, p. 13) proposes to assess DI with a two-phase model which is widely used in social sciences, it would start with “sound qualitative research that provides the constructs relevant to the market being studied”, and continue with a quantitative stage where “the research needs to take into account the level of importance of these constructs to different individuals and groups”. For instance, the qualitative phase could include uncovering the attributes by content analysis, free elicitation, triad elicitation or photo-elicitation, and then quantitative “measurement could involve asking the tourists to rate certain destinations according to the attributes distilled earlier” (Jenkins, 1999, p. 11). Jenkins (1999, p. 13) notes that “past research into destination image has often neglected the initial qualitative stage and has favoured structured methods containing categories often based on the researcher's opinions or those found in the literature without testing to see if these are the most relevant to the group being studied”. Echtner and Ritchie (1991, p. 45) also recommend rigorous research with consumers (the target audience) in the initial phase of research design to build a complete attribute list for measuring DI as “it is difficult to design a valid and complete set of destination image attributes without such input”, however past researches mainly used literature reviews, brochures or travel expert opinions for designing attribute lists (Echtner and Ritchie, 1991).

In our sample of 21 papers, we could not find the research which closely followed the above-mentioned guidelines regarding DI measurement. Ten papers (48%) used quantitative methods to measure DI, nine papers (43%) used qualitative methods, and two papers (10%) used combined methods when collecting main data for analysis.

Among qualitative studies, the data was collected mainly by free elicitation/open-ended question (6 papers). Still, none of the open-ended questions, except for the one used by Scorrano et al. (2018), tried to explore or distinguish psychological holistic and unique components of the image. It is understandable as these studies were focused on designing a general scale for future use. Scorrano et al. (2018) used three different questions to find about all the elements of DI formulated by Echtner and Ritchie (1991, 1993). Two combined methodology studies also used free elicitation/open-ended question but with similar drawbacks as the qualitative studies. In Table 7 we display the open-ended questions that were used in articles that applied qualitative and combined data collection modes. Most of the questions are alike, probably because Johan Bruwer is the co-author of six of them. These papers are a significant contribution to the unstructured or holistic methodology that has long been overlooked in tourism DI studies (Bruwer *et al.*, 2016).

However, the WTDI lacks research that would involve both qualitative and quantitative methods to fill in the gaps left by either data collection modes during the DI measurement process. In addition, the qualitative data gathered by most open-ended questions in Table 7 neglects psychological holistic and unique components of the tourism DI.

Table 7. Open-ended questions used in papers with qualitative and combined data collection modes.

Source: Author's elaboration

Open-ended question	Data collection mode
1. "What would you (in your own words) say are the Niagara Wine Region's main characteristics or features?" (Bruwer & Lesschaeve, 2012, p. 618)	Qualitative
2. "What would you (in your own words) say are the Adelaide Hills Wine Region's main characteristics or features?" (Bruwer et al., 2016, p. 181)	Qualitative
3. "What would you (in your own words) say are the Okanagan Valley Wine Region's main characteristics or features?" (Bruwer & Joy, 2017, p. 8)	Qualitative
4. "What would you (in your own words) say are the Finger Lakes Wine Region's main characteristics or features?" (Bruwer et al., 2017, p. 169)	Qualitative
5. "The first layer of analysis technique is primarily qualitative in nature, and asks participants to state in free-text format what they consider to be the study region's main characteristics or features" (Bruwer & Gross, 2017, p. 501).	Combined
6. Wine tourists were asked to provide answers to the following questions based on the top-of-mind approach: "(1) Images and characteristics: elements that come to the mind of the tourist as he thinks of the destination. (2) Atmosphere or mood: the mood that a precise destination creates in the tourist. It can come from factors that, although concrete, can raise symbolic-emotional and experiential elements. (3) Distinctive or unique tourist attractions: distinctive and/or unique elements that connote the destination and identify it in an univocal way" (Scorrano et al., 2018, p. 340).	Qualitative
7. "Describe in your own words how the wildfires may impact California's wine industry" (Bauman et al., 2020, p. 2481).	Combined

One of the qualitative studies (Sottini *et al.*, 2019) used Flickr platform to collect photos related to winescape concept and then analysed the content. Bruwer and Alant (2009) used a questionnaire to capture both qualitative and quantitative data from winery visitors. Scherrer et al. (2009) interviewed wine industry representatives to explore their perceptions of Canary Island's wine tourism and DI.

Regarding the quantitative data collection modes, a questionnaire survey was used as an instrument in 11 papers, while only one paper collected visual imagery from promotional material. Most of the studies (nine papers) used five- and seven-point Likert scales. It is no surprise, while Likert

scale is the most popular answer format for general DI studies too (Dolnicar and Grün, 2013). However, it is worth mentioning that Dolnicar and Grün (2013) compared the validity and performance of different answer format options in DI researches and found that the most dominant and common measurement approaches might not be performing the best. “The measure used most commonly in industry (the pick-any measure) produces misleading results because it allows respondents to evade responding. The most common measure used by academics (the multicategory Likert-type scale) does not perform well on the strict stability measure and takes longer to complete. It is therefore recommended that researchers make increased use of the forced-choice full binary measure because it performs better than competing approaches in terms of stability and outperforms most other answer formats in terms of speed of completion. Note that the use of the forced-choice full binary answer format does not have any disadvantages with respect to data analysis” (Dolnicar & Grün, 2013, p. 10).

2.5.9 Attributes used to measure destination image

In quantitative studies of DI, researchers often use attributes to assess the perceptions of tourists. As explained in a section named DI measurement methods (data collection modes), attributes can be obtained from different sources, such as literature review, content analysis, free elicitation and so forth. In our sample of articles, literature review is the most common way to elaborate attribute-lists. Nine papers (75%) use literature review. Bauman et al. (2020) and Bruwer et al. (2018) do not provide information about the exact source of attributes. Pratt and Sparks (2014) used literature review and qualitative research, but the detail about latter is not discussed. Some studies (Bruwer *et al.*, 2016, 2017; Bruwer and Gross, 2017; Bruwer and Joy, 2017; Bruwer and Lesschaeve, 2012) seem to be designing the scales or attribute-lists with consumer research as recommended by Echtner and Ritchie (1991), and Jenkins (1999).

“Currently there is no widely accepted scale that confirms the existence of the wine region attributes comprising the winescape“ (Bruwer & Gross, 2017, p. 500). It is important to create a valid scale of attributes that could measure WTDI. It would have been useful to use the most accepted attribute-lists from general tourism DI studies but “the nature of the wine tourism product and experience requires that a research approach be developed that differs from the generic approaches used in mainstream TDI studies” (Bruwer et al., 2016, p. 183). Johan Bruwer and his co-authors have significantly contributed to researching winery visitors and their perceptions of wine regions to design winescape framework or, in other words, the most important characteristics

of wine regions. But these winescape scales still need validation in other countries or wine regions (Bruwer and Gross, 2017).

2.6 Literature review summary

Perceived image of a destination affects travellers' decision-making (Jenkins, 1999), and their satisfaction (Ajayi and Tichaawa, 2020), which is why marketers try to project images that are attractive for visitors (Haarhoff and De Klerk, 2019). For being competitive, wine regions need to project attractive and unique images as well as monitor the perceptions and impressions of wine tourists. WTDI studies initiated in 2001 by Williams (2001a), and since it has been gradually gaining attention.

Travel DI research typically has a destination as an object to study and respondents as subjects (Gallarza *et al.*, 2002). WTDI papers consistently study wine regions as the object, but subject is varying. Winery visitors are the most common subject and lately some new samples emerged too. However, WTDI papers lack diversification into samples such as DMOs, travel representatives and residents. Nowadays, in the virtual era, reinforced by Covid-19, realizing the importance of virtual spaces, social media, platforms with user-generated content and blogs where wine tourists themselves can project the images of destination based on their own perceptions, is crucial. It also has a form of electronic word-of-mouth which is as fortified as never before. Future research may seek to explore the effect of the information available virtually on wine tourists' beliefs, and attitudes towards winescapes or wine regions.

In DI studies, the vast majority of authors use quantitative techniques (Echtner and Ritchie, 1991; Nghiê-m-Phú, 2014; Pike, 2002), while in WTDI papers we discovered that the share of qualitative (43%) and quantitative (48%) methods are evenly distributed. 10% of papers utilize combined methods. Even though none of the techniques is overlooked, the studies do not operationalize the image measurement process involving both methods together as recommended by some of the most accepted DI studies (Echtner and Ritchie, 1991, 1993). In future authors may propose more research with both qualitative and quantitative techniques complementing each other.

Some WTDI papers use qualitative techniques such as consumer/wine tourist research and free elicitation for designing attribute-lists for further quantitative data collection. However, these scales are not validated yet and neither widely accepted in WTDI area. In future, we might see more studies focusing on validating these attribute-lists.

For now, the attribute-lists do not incorporate all the elements of WTDI. Qualitative studies which ask open-ended questions also fail to collect data about some of the components of WTDI, such as psychological holistic and unique characteristics. It is because these papers aim to design a scale and not exactly to explore the image of a specific destination. It would be necessary to consider in upcoming researches that “a focus on any component of destination image at the exclusion of the other components results in an incomplete measurement” (Echtner & Ritchie, 1991. p. 46). It would also be worth to create a valid and all-inclusive attribute-list or scale with proper methods that could be used uniformly in WTDI research. As it is suggested by Dolnicar and Grün (2013), future research could start using forced-choice full binary measure instead of more popular Likert and pick-any answer formats, as it performs better.

Methodological limitation of this literature review is that the papers were collected and classified by only one researcher. There is a chance of biases as the researcher might have categorized the papers subjectively. In addition, the study has not overviewed the data analysis techniques and software used by each paper. This limitation encourages future research in these directions. Future research may also investigate projected images, as well as accordance between projected and perceived images, which would allow wine regions to plan and execute their promotional activities more effectively.

WTDs that wish to research their image can use the results of our study. For studying the image, they should use the valid scales that this dissertation aims to propose and combine it with qualitative methods to learn deeply about the perceptions of the wine tourists they want to attract. It will guarantee a solid base for the successful promotional activities.

To sum up, reviews of literature about WTDI will be necessary in future too to see the existing knowledge of the study field, its development, and characteristics. Reviews can indicate whether there are any methodological issues in the field and will facilitate its progress.

III. METHODOLOGY

Our research questions are the following:

Research question 1: What are the attributes in WTDI scale that should be used for measuring WTDI? This question should be answered by testing the validity and reliability of our scale/survey.

Hypothesis 1: Any WTD's image can be measured with a scale that we developed.

Research question 2: What are the most important image characteristics of Georgia as a WTD?

Hypothesis 2: Wine is a core of holistic image of Georgia.

Hypothesis 3: Hospitality of Georgian people is a core of holistic and psychological component of Georgia's image.

Hypothesis 4: Georgian wine regions are core of holistic and unique component of Georgia's image.

As we found during the literature review, the most reliable way of studying destination's image is doing it by a combined methodology. It means using qualitative and quantitative techniques. These two methods supplement each other. Qualitative or holistic method is used to define holistic and unique aspects of the image, while quantitative is measuring attribute-based and common image features as well as functional and psychological dimensions (Echtner and Ritchie, 1993). In our research we combine these methods to capture all the components of WTDI as recommended by Echtner and Ritchie (1991, 1993), Ritchie and Crouch (2003) and Jenkins (1999). This methodology is still widely used by DI researchers (Scorrano *et al.*, 2019; Stepchenkova and Shichkova, 2017). Jenkins (1999) recommends using a two-phase methodology. It would start with qualitative research of a relevant market to determine the attributes that can be used on the second stage of the quantitative data collection. The initial research is important as it helps in designing a reliable scale suitable for the target audience.

As this kind of research requires large funds and time, often WTDI research simply incorporates literature review as a tool to develop attributes for the quantitative research. Also often studies either use qualitative or quantitative methods which means that in such case the image is only partially explored. In WTDI studies attributes are mainly selected based on the literature review. As the image of a WTD can be properly researched only with the combined methodology, developing a scale incorporating all the winescape attributes is crucial.

Methodology, used in our research to answer the first research question and hypothesis, has two phases. On the first stage we will try to develop attribute scale with the inputs from the literature review and the wine tourists' perceptions of different WTDs. At this point we design a scale which covers common and attribute-based image components along psychological and functional dimensions (Echtner and Ritchie, 1993).

At the second step, we use this scale to collect the quantitative data about WTDI of Georgia. This way we can test the validity and reliability of our scale.

To answer the second research question, we used the quantitative data collected about WTDI of Georgia. To complement the quantitative methodology, we will also use the open-ended questions to detect holistic and unique WTDI along functional and psychological dimensions (Echtner and Ritchie, 1993). This process enables researching all the elements of WTDI, but as well lets us design the scale which can be used in future for measuring WTDI of any wine region. Below we describe the process step by step.

3.1 Developing WTDI scale

Each step of WTDI scale development is reviewed separately below. The scale was developed by following the similar methodology as used by Echtner and Ritchie (1993):

1. Literature review to identify attributes.
2. Qualitative data collection to gather more attributes.
3. Content analysis to determine the list of the attributes collected.
4. Merge the attributes into a new scale.
5. Quantitative data collection.
6. Qualitative data collection to complement the quantitative techniques for measuring the image of Georgian WTD.
7. Data analysis resulting in final scale and perceived image of Georgia as a WTD.

3.2 Literature review to identify attributes

In the beginning literature about WTDI was reviewed and the attributes were collected. The literature that was reviewed is given in the Table 2 of Literature review section. The authors of

these articles mainly used literature review and free elicitation when collecting the attributes. The attributes are both functional and psychological.

3.3 Qualitative data collection to gather more attributes

Next step in scale designing was to collect the data with qualitative research. The research instrument was focus group interviews with 47 respondents. The study subject at this stage was decided to be wine tourists who had travelled to wine regions and / or participated in wine tourism activities at least once in the past three years. The respondents were found online through social media, and interviews were held in zoom. In each focus group there were on average 3-4 participants. We recorded the interviews to use the script later during data analysis.

In this section wine tourists were asked to provide their images of five wine regions as travel destinations. The wine regions were chosen both from New and Old Worlds to ensure that the final scale would be relevant to different kind of WTDs globally. We consulted with 3 different wine tourism professionals to decide which 10 wine regions to include in our research. Main goal was to include versatile regions, with different sizes, on different continents, with different wine culture, wine style and history. The wine regions that we chose are Mendoza (in Argentina), Napa Valley (in USA), Barossa Valley (in Australia), Marlborough (in New Zealand), Kakheti (in Georgia), Colchagua Valley (in Chile), Tokaj (Hungary), Peloponnese (in Greece), Chianti (in Italy), Stellenbosch (in South Africa). A different group of five regions from the ten were used in the interviews.

We selected different wine regions to make sure that the new scale would be appropriate for measuring an image of various WTDs. We also made sure that the respondents never visited the region that they were evaluating. Finally, we received 150 responses for each destination.

3.4 Content analysis to determine the list of the attributes collected

We had many analysis options for the data received from the focus group interviews. Mainly, we had to choose whether to do it manually or with software. We decided to code the words and phrases collected during the interviews manually. Firstly, we transcribed the interviews in Excel. After that, two different experts coded and labelled the words and phrases. Each word and phrase were assigned to one of the labels. As a result, we got 41 attributes/labels.

3.5 Merge the attributes into a new scale

The final step was to merge the list of attributes generated by literature review with the ones derived from the wine tourists' replies and content analysis. We got 70 attributes after merging. Some of the labels were overlapping, so we did not include the duplicate attributes. We also got rid of the attributes that resembled the same concepts.

3.6 Quantitative data collection

Afterwards we used quantitative method with survey as an instrument. This questionnaire had two goals, to validate the scale and to study Georgia's WTDI. The online survey had close-ended questions. The survey was designed in Google Forms. It was posted in different social media (Facebook) groups to collect responses. On Facebook there are various travel related groups where people exchange experiences, advice, and information. We posted our survey in such groups to reach travellers. The nationalities of the sample were varied but it excluded Georgians. The questions of the survey were grouped in different sections. The questionnaire was tested on 20 students to eliminate any bias. We slightly corrected the survey after our test. More precisely, we received feedback from the respondents that they were missing an option of "no opinion" when we used 7-point Likert scale in third section. So, we decided to add "no opinion" as an option. We also decided to add an open-ended answer option to the question related to gender as not all the respondents might identify themselves with one of the genders that common questionnaires include. We collected 298 responses to our questionnaire.

The questions of the interview were grouped into different sections. First section asked whether respondents ever visited Georgia or not.

Second section learned a demographic information such as nationality, age, gender, education, marital status, and occupation.

Third section asked respondents about characteristics of Georgia as a WTD. We used 7-point Likert answer formats with an additional response being 'no opinion'. We decided to use 7-point Likert answer format as it is the most commonly used format in DI studies (Dolnicar and Grün, 2013). The example of our scale's answer format is demonstrated in Table 8.

Table 8. Example of the answer format in online survey.
Source: Author's elaboration

I think that as a wine tourism destination, Georgia has	Interesting history/customs/culture
Strongly disagree	
Disagree	
Somewhat disagree	
Neither agree nor disagree	
Somewhat agree	
Agree	
Strongly agree	
No opinion	

3.7 Qualitative data collection to complement the quantitative techniques for measuring the image of Georgian WTD – free text approach

To find the image of Georgia through qualitative research, an online survey with open and close-ended questions was used. The study was conducted in spring of 2020 between March 24th and May 6th. The survey was designed in Google Forms and tested with five respondents to find out any bias or misunderstandings. Later, the final version was shared on different Facebook groups to collect the answers from the travellers. The profile of those groups was mainly travel related, groups of expatriates and some university student groups. The nationalities of the sample were varied but it excluded Georgians. We collected 342 responses to the questionnaire, from which 265 (77%) were eligible for data analysis. Qualitative data was collected with the help of the questions that were used by Echtner and Ritchie (Echtner and Ritchie, 1993):

1. What images or characteristics come to mind when you think of XXX as a travel destination?
2. Please describe the atmosphere or mood that you would expect to experience while visiting XXX?
3. Write distinctive or unique attractions what comes in your mind when thinking of XXX as a travel destination.

In this way we gathered the perceptions of wine tourists about Georgia as a WTD. The results show that this methodology can explore the dimensions of DI that the attribute-based methods cannot discover alone. Mainly it is very useful when studying the unique component of the image.

3.8 Data analysis resulting in final scale and perceived image of Georgia as a WTD

3.8.1 Quantitative data analysis

We used SPSS to analyse the data that we collected using the questionnaire. In the beginning of the process, we checked the convenience of factor analysis (FA). We wanted to examine how suitable our data was for FA, so we tested our data with Kaiser-Meyer-Olkin (KMO) and Bartlett's sphericity test.

To analyse the data and reduce dimensionality, we used FA. Promax with Kaiser Normalization has been used here to standardize the data before FA. This rotation technique gave us the cleanest results. Our minimum factor loading was set at 0.3.

We measured the internal consistency reliability of a collection of items or variables by the Cronbach's Alpha coefficient. Examining the Cronbach's Alpha values for each component is crucial, in addition to looking at the overall Cronbach's Alpha value.

3.8.2 Qualitative data analysis

We adopted the methodology for data analysis from the research Ritchie and Crouch (2003a). The words and short phrases were collected. We had three different groups of words and phrases as a result of collecting answers on three different questions. We analysed them separately and grouped the similar words and short phrases together. Each group was labelled with the words best describing its components. Then we used their shares calculated by frequency to create word pools and present the results this way. As a result of this methodology, we studied the image of Georgia in full spectrum.

IV.RESULTS AND DISCUSSION

4.1 Attributes identified by literature review

The attributes were identified from the literature about WTDI. The attributes that were collected are displayed in Table 9. The list of the literature that we reviewed is given in the Table 2 of Literature review section. These attributes are functional and psychological. For example, “purchasing good wine” or “accommodation” is functional or tangible, while “exciting” and “tranquil” are more psychological or intangible.

Table 9. List of the attributes used in WTDI studies.
Source: Author’s elaboration

#	Attributes	#	Attributes	#	Attributes
1	Variety of nature	34	Appealing interior design of the buildings	67	Good availability of wineries
2	Beautiful scenery and landscape	35	Proximity of the region to a main city	68	Winery staff knowledgeable about wine
3	Good settings of the wineries	36	Reputation	69	Wineries are visitor friendly
4	Great vineyard landscapes	37	Local transportation	70	Purchasing good wine
5	History and culture	38	Peaceful	71	Opportunity to taste lots of wine
6	Customs	39	Slightly crowded.	72	Wines from this region are of high quality
7	Cultural activities	40	Relaxing	73	Positive references to wine quality, value, price, etc
8	Towns/villages	41	Quality of life	74	There is sufficient signage to the winery
9	Rich wine culture	42	Safety	75	The signage is large enough to be seen
10	Availability of tourist information	43	Cleanliness	76	The signage makes it easy to find your way
11	Shopping	44	Climate	77	The signage is easy to be understood
12	Lack of urbanization	45	Unpolluted environment	78	The layout makes it easy to get to the winery
13	Good value for money	46	The odours /scents are pleasant	79	Signage to get to and move through the region
14	Gastronomy	47	Friendly people	80	Employees give prompt service
15	Other local products/cottage industries	48	Prices	81	Employees are always willing to help
16	Nightlife	49	Exciting	82	Employees are neat in appearance
17	Entertainment	50	Pleasant	83	Employees have knowledge to answer queries
18	Quality of the restaurants/pubs	51	Interest arousing	84	Employees are consistently courteous
19	Leisure and recreation	52	Fun	85	Employees give individual attention to me
20	Infrastructures	53	Tranquil	86	Service staff and local residents / People and hospitality great
21	Accommodation	54	A sense of escapism	87	Accessibility
22	Appealing architecture of the buildings	55	A sense of discovery	88	Personal safety
23	Tourist sites/activities	56	Cities	89	Ease of communication
24	National parks/wilderness activities	57	Accommodation/restaurants	90	Customs/culture
25	Historic sites/museums	58	Architecture/buildings	91	Different cuisine/food and drink
26	Beaches	59	Costs/price levels	92	Hospitality/friendliness/ receptiveness
27	Fairs, exhibits, festivals	60	Climate	93	Restful/relaxing
28	Scenery/natural attractions	61	Crowdedness	94	Atmosphere (familiar versus exotic)
29	Nightlife and entertainment	62	Cleanliness	95	Opportunity for adventure
30	Shopping facilities	63	Degree of urbanization	96	Opportunity for increase knowledge
31	Facilities for information and tours	64	Economic development/affluence	97	Family or adult oriented
32	Sports facilities/activities	65	Extent of commercialization	98	Quality of service
33	Local infrastructure/transportation	66	Political stability	99	Fame/reputation

4.2 Attributes identified through qualitative methodology

We used focus group interviews to collect data and find additional attributes. We had 47 respondents. The study subject was wine tourists who had travelled to wine regions and / or took part in wine tourism activities at least once in the past three years. We found respondents online on social media, and interviews were held in zoom. We asked three questions to the respondents. Overall, 567 words and short phrases were collected after we scripted the interviews manually. The nationalities of the sample were varied (from all the continents).

The questions that were asked to the respondents to gather the characteristics of the regions were adapted from Echtner and Ritchie (Echtner and Ritchie, 1993):

1. What images or characteristics come to mind when you think of XXX as a travel destination?
2. Please describe the atmosphere or mood that you would expect to experience while visiting XXX?
3. Write distinctive or unique attractions what comes in your mind when thinking of XXX as a travel destination.

By asking these questions, we were able to collect data about functional and psychological holistic elements of DI perceived by wine tourists. This information helped us to collect a list of attributes for WTDI scale that we aim to develop. This step was necessary as using only literature review does not ensure a full list of the attributes.

We asked wine tourists to provide their perceptions of five wine regions as travel destinations. The wine regions were chosen both from New and Old Worlds to ensure that the final scale would be relevant to different kinds of WTDs globally. We consulted with 3 different wine tourism professionals to pick 10 wine regions to be included in our research. The wine regions that we chose are Mendoza (in Argentina), Napa Valley (in USA), Barossa Valley (in Australia), Marlborough (in New Zealand), Kakheti (in Georgia), Colchagua Valley (in Chile), Tokaj (Hungary), Peloponnese (in Greece), Chianti (in Italy), Stellenbosch (in South Africa). A different group of five regions from the ten were used in the interviews.

Below is a short summary about each wine region to explain their unique characteristics and the reasons we chose them.

Mendoza is one of the most prominent wine regions in Argentina, located in the foothills of the Andes Mountains. The region is renowned for producing Malbec, but it also cultivates Bonarda, Cabernet Sauvignon, Syrah, and Torrontes (Otto *et al.*, 2022). The vineyards in Mendoza are situated at high altitudes, which leads to warm days and cold nights, resulting in wines with high

acidity and intense fruit flavours. Wine tourism significantly contributes to the wine industry development as it further promotes the region and its wines (Schlüter and Norrild, 2015).

Napa Valley is in the Northern California, USA. It is known as American Viticulture Area, or AVA, and USA's most famous wine region. Napa Valley is also one of the most renowned and diverse winegrowing regions in the world, which was officially put on the world wine map in 1976. The mixture of Mediterranean climate and diverse soils of the region are favourable to growing quality wine grapes. Napa Valley includes around 450 wineries that grow more than 40 wine grape varieties, including: Cabernet Sauvignon, Chardonnay, Merlot, Pinot noir, and others. Napa Valley is home to more than 125 restaurants and has more Michelin stars per capita than any other wine region in the world. There are many transportation options to the Napa Valley, including airport shuttles, renting a car, or taking public transportation. Five airports are located nearby the Napa Valley, including: Oakland International Airport (OAK, 101km), Sonoma County Airport (STS, 112km), San Francisco International Airport (SFO, 112km), Sacramento International Airport (SMF, 120km) and, San Jose International Airport (SJC, 152km). Napa Valley is a benchmark wine region in terms of wine tourism in the world (Guedes and Rebelo, 2019). According to (McGinty, 1998) Ágoston Haraszthy (1812-1869) was a captivating and enigmatic figure in American agriculture, known for his boldness, flamboyance, and visionary pursuits. He played a significant role in California's wine industry by establishing the first stone wineries in the Sonoma Valley, introducing over 300 varieties of European grapes, and cultivating expansive vineyards, earning his estate the reputation of being "the largest vineyard in the world." Haraszthy's wine tour of Europe in 1862, along with his influential book on California wine growing, further showcased his commitment to advancing the potential of fine European grapes in America.

Barossa Valley is one of Australia's oldest wine regions, known for its Shiraz and Grenache wines. The region has a warm, Mediterranean climate and is characterized by its red-brown clay soils. The region's unique terroir, consisting of sandy loam soils, low rainfall, and warm climate, produces grapes with concentrated flavours, resulting in bold and powerful wines. The Barossa Valley is also home to some of the oldest Shiraz vineyards in the world, which add to the region's prestige. The evolution of Australian wines (Bastian and Iland OAM, 2020) brought us to the point where the unique local wine styles attract wine tourists from all over the world.

Marlborough is a largest wine region located in the northern part of New Zealand's South Island, famous for its distinctive Sauvignon Blanc wines. The region's cool, maritime climate, with warm days and cool nights, creates wines with high acidity and intense fruit flavours. The unique soil

type, a mix of gravel and loam, also contributes to the region's distinct flavour profile (Cradock-Henry and Fountain, 2019). Marlborough's unique terroir, consisting of alluvial soils and a long growing season, contributes to the region's reputation for producing some of the world's best Sauvignon Blanc wines. Wine tourism does not play a major role in the wine industry and economy of the region; however, it definitely is important in a brand creation and recognition (Ausseil *et al.*, 2021).

Kakheti is in the Eastern part of Georgia. It is 11375 square meters, accommodates 310 100 population, GDP is 2.497.7 MLN GEL (Geostat, n.d.). In 2019, 223 700 tone grape was produced in Kakheti (Geostat, n.d.). In terms of the distribution of gross value added by regions (at current prices) in 2019 Kakheti was 6th among 11 regions of Georgia including Tbilisi – the capital (Geostat, n.d.). Kakheti is a region where the largest number of wines is produced, and it is a central point of country's wine tourism. Capital of Kakheti called Telavi is approximately 100 km far from Tbilisi. Travellers can reach the region by car as public transportation is not well developed.

Colchagua Valley is a wine region located in Chile, famous for producing high-quality Carménère, Cabernet Sauvignon, and Malbec wines. The region has a Mediterranean climate, with hot, dry summers and cool, wet winters, which contributes to the grapes' intense flavours and aromas. The valley's unique terroir, consisting of clay soils and the Andes Mountains' influence, provides excellent drainage and nutrition for the vines, resulting in some of Chile's finest wines (Fredes *et al.*, 2021). The unique combination of soil types, including volcanic, alluvial, and granitic soils, creates distinctive wines. The region's wine industry and the impact of viticultural practices on wine quality have been studied extensively.

Tokaj is in the North-eastern part of Hungary on the slopes of the Zemplén mountains. It is one of the most important wine regions of the country. Tokaj wine region is listed as a historic cultural landscape of UNESCO since 2002. In Tokaj different kind of wines are produced among which sweet white wine called Aszú is historically famous. Aszú is made with grapes affected by the noble rot. Nowadays drier white wines are becoming more widespread and appreciated. Tokaj is one of the volcanic wine regions of the country and this fact increases its value as a wine region. “Tokaj Mts. is one of the regions, where the actual link between the soil formed on volcanic rocks and their influence on the wine varieties has been already proved” (Szepesi *et al.*, 2017, Introduction Section). The wine region is approximately 240 km far from the capital. The closest international airport is in Debrecen, 85 km far from Tokaj.

Peloponnese, a peninsula in southern Greece, is known for its diverse and unique wine production. The region has a long history of wine cultivation, dating back to ancient times, and is home to a

variety of indigenous grape varieties. The mountainous terrain and diverse microclimates create ideal conditions for producing a range of high-quality wines (Valamoti *et al.*, 2020). Wine tourism is a growing industry in the Peloponnese region of Greece, where visitors can enjoy vineyard tours, wine tastings, and food pairings. It has the potential to boost the region's economy and promote its cultural heritage, as well as provide opportunities for sustainable development. However, there are challenges to developing wine tourism in the region, including improving infrastructure, access, and marketing strategies (Alebaki and Koutsouris, 2019). The unique terroir and grape varieties of Peloponnese create wines with distinct flavours and aromas that are highly sought after by wine enthusiasts worldwide.

Chianti is a wine region located in the Tuscany region of Italy, famous for producing high-quality Sangiovese-based red wines, which have a bright acidity and tart cherry flavour profile. Chianti's climate is characterized by hot summers and cool, wet winters, which contribute to the region's unique wine profile. Wine tourism is a major industry in the region, with visitors enjoying activities such as vineyard tours, wine tastings, cooking classes, and cultural events. Wine tourism can build destination loyalty, but it needs to be developed sustainably to balance economic development with environmental and social concerns and manage visitor numbers to preserve the authenticity of the region (Esau and Senese, 2022). The impact of viticultural practices on Chianti's wine quality has been well-documented, with research indicating that vineyard management can have a significant impact on wine quality (Souza Gonzaga *et al.*, 2021). Chianti's wines are known for their high acidity, bright fruit flavours, and smooth tannins, making them some of Italy's most celebrated wines.

Stellenbosch is a wine region located in the Western Cape Province of South Africa, famous for its Cabernet Sauvignon, Pinotage, and Chenin Blanc wines. The region's unique terroir, consisting of diverse soil types, altitude, and a maritime climate, creates ideal growing conditions for various grape varieties. Stellenbosch's wines are known for their intensity, complexity, and longevity, making them some of the most sought-after wines. The wine industry in Stellenbosch is facing the challenge of climate change, which is affecting the quality of wine produced in the region (Naude and Naude, 2019). Stellenbosch, South Africa is a popular destination for wine tourism due to its scenic landscapes, historic landmarks, and long-standing wine production dating back to the 17th century. The wine tourism industry now includes activities such as vineyard tours, food pairings, and grape picking. Despite facing seasonal challenges, wine tourism is a significant contributor to the local economy, attracting visitors from both domestic and international locations (Rogerson and Visser, 2019).

We analysed the data received from the focus group interviews manually. Meaning that we coded the words and phrases collected during the interviews manually. In the beginning, we transcribed the interviews in Excel. Later, two different experts coded and labelled the words and phrases to make sure that the analysis was less biased due to being done by a single researcher. Each word and phrase were assigned to one of the labels. As a result, we received 41 attributes/labels.

4.3 Results of merging the attributes derived from literature review and from qualitative research

Through focus group interviews we collected 567 words and short phrases. We collected data about functional and psychological elements of DI as perceived by wine tourists. We analysed this information manually resulting in 41 attributes. As some of these attributes were overlapping with the ones originating from the literature review, we filtered them and got rid of the duplicate labels. We also got rid of the items from the initial scale which resembled the same concepts. We created a list of 70 attributes after merging.

Table 10. List of the attributes created by merging.
Source: Author's elaboration

#	Attributes	#	Attributes	#	Attributes
1	Nice Scenery/natural attractions	25	Good opportunity for increase knowledge	49	Fun environment
2	Good settings of the wineries	26	Interesting fairs, exhibits, festivals	50	A sense of escapism
3	Great vineyard landscapes	27	Interesting sports facilities/activities	51	A sense of discovery
4	Nice beaches	28	Interesting tourist sites/activities	52	A sense of nostalgia
5	Interesting history/customs/culture	29	Interesting national parks/ wilderness/ outdoor activities	53	A sense of freedom
6	Interesting cultural activities	30	Interesting historic sites/museums	54	A sense of happiness
7	Interesting cities/Towns/villages	31	Variety of offers / discounts / sales	55	A sense of calmness/peaceful
8	Rich wine culture	32	Good level of safety	56	Restful/relaxing environment
9	Good availability of tourist information	33	Good level of cleanliness	57	Good quality of life
10	Good shopping facilities	34	Nice climate	58	Familiar/Friendly atmosphere
11	Good value for money	35	Unpolluted environment	59	Good availability of wineries
12	Rich gastronomy	36	Pleasant odours/scents	60	Wineries that are visitor friendly
13	Interesting local products/cottage industries	37	Good Price levels	61	Availability of purchasing good wine
14	Attractive nightlife and entertainment	38	Good level of economic development/affluence	62	Opportunity to taste lots of wine
15	Good quality of accommodation/restaurants	39	Acceptable extent of commercialization	63	High quality wines
16	Suitable atmosphere/facilities for leisure and recreation	40	It's easy to communicate with locals	64	Interesting wineries
17	Comfortable local infrastructure/transportation	41	Politically stable	65	Interesting wine tasting experiences
18	Nice architecture/buildings	42	Easily accessible	66	Interesting wine Styles
19	An acceptable proximity of the region to a main city	43	Hospitable/friendly/receptive	67	Great wine tourism destination
20	Good fame/reputation	44	Crowded	68	Winery staff is knowledgeable about wine
21	Family oriented environment	45	Urbanized	69	Wine quality is good
22	Adult oriented environment	46	Exciting environment	70	Wines are good value for money
23	Good quality of service	47	Pleasant environment		
24	Good opportunity for adventure	48	Interest arousing environment		

4.4 Results of the quantitative data analysis

4.4.1 Study sample

We collected 298 responses to our questionnaire. In Table 11 we demonstrate the demographic data of our sample.

Table 11. Demographic data of the survey respondents.
Source: Author's elaboration

Visitors and non-visitors	Share in total responses
No	85%
Yes	15%
Age	Share in total responses
18-24 years	41%
25-34 years	38%
35-44 years	13%
45-54 years	4%
55-64 years	3%
Age 65 or older	1%
Gender	Share in total responses
Agender	0.3%
Female	60%
I don't wish to answer	2%
Male	38%
Highest degree or level of education completed	Share in total responses
Bachelor's degree	39%
High school graduate	13%
I don't wish to answer	1%
Less than high school	3%
Master's degree	30%
PhD	4%
Some college, no degree	10%
Occupation	Share in total responses
Employee	39%
I don't wish to answer	1%
Intern	1%
Retired	0.7%
Self-employed	7%
Student	51%
Unemployed	1%
Marital status	Share in total responses
Divorced	1%
I don't wish to answer	1%
In a relationship	35%
Married	17%
Registered partnership	0.3%
Separated	0.7%
Single	43%
Widowed	1%
Nationalities	Share in total responses
Hungarian	18%
British	17%
American	12%
German	4%
Indian	4%
Dutch	3%
Italian	3%
Other	38%

85% of the respondents answered that they had never visited Georgia before, while 15% had visited it. As a result, our study is mostly representing the perceptions of the people who have never visited Georgia.

In terms of age, most of our respondents were between 18-24 years old (40.6%), 38.3% of them were between 25-34 years old, 13% were between 35-44 years old. We received the least answers from other age groups, 4% being from people between 45-54 years old, 3% of people were between 55-64 years old and only 1% of the respondents were 65 years or older. The age of our respondents is visually demonstrated in Figure 12.

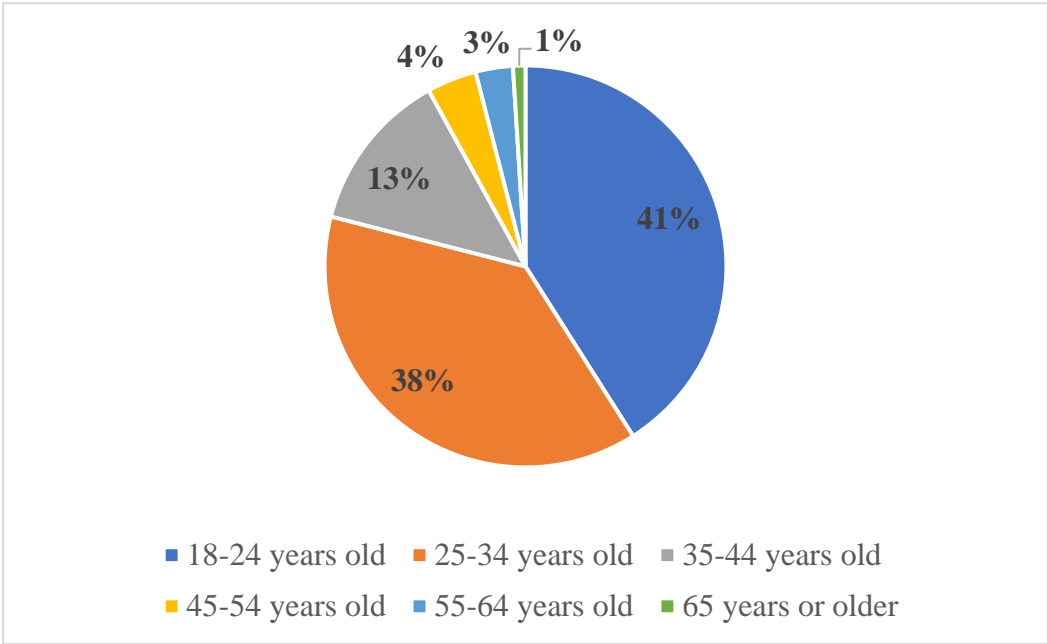


Figure 12. Respondents age.
Source: Author's elaboration

60% of our respondents were female, 38% were male. 0.3s% were agender and 2% did not wish to answer. The ratio between the genders of our respondents is shown in Figure 13.

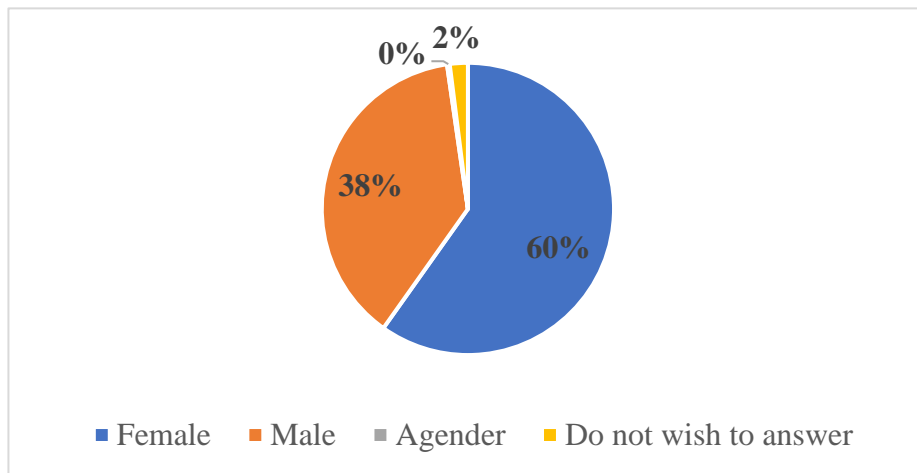


Figure 13. Respondents gender.
Source: Author's elaboration

Most of the respondents in our sample had higher education. 39% of them had bachelor's degree and 30% had master's degree. The least represented educational levels were people with education of high school and PhD. More precise ratios between the respondents' level of education are displayed in Figure 14.

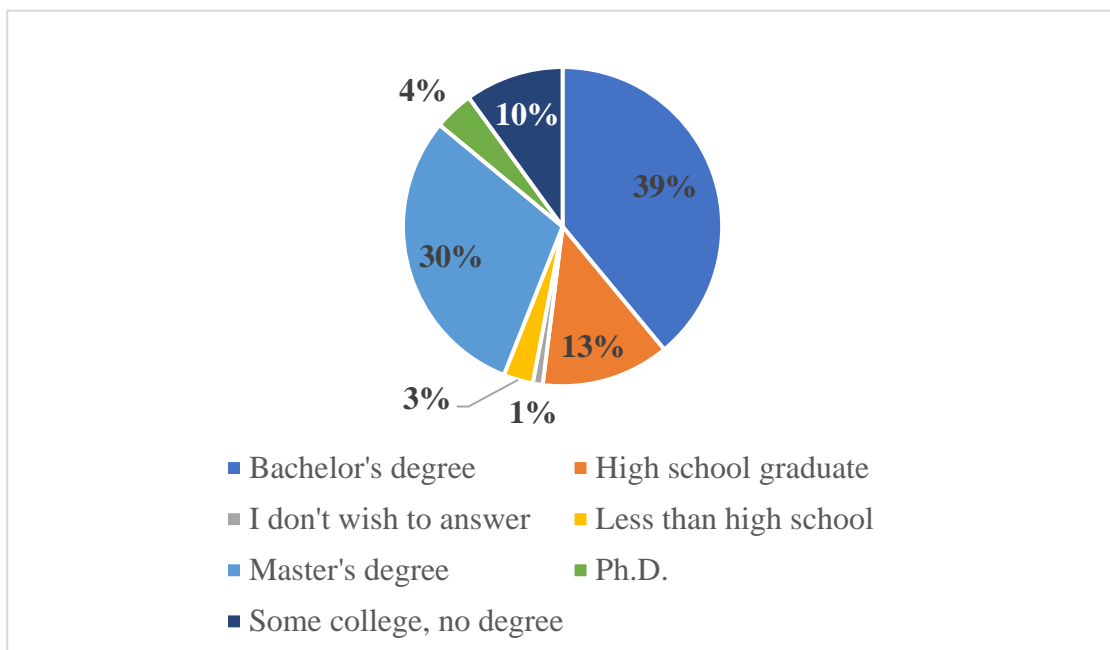


Figure 14. Highest degree or level of education completed by the respondents.
Source: Author's elaboration

Most of the respondents from our sample were students (51%) and employees (39%). While 7% of the respondents were self-employed. Insignificant numbers of respondents were either retired, interns or unemployed. 1% of them did not wish to answer. The visual demonstration of the respondents' occupational situation is shown in Figure 15.

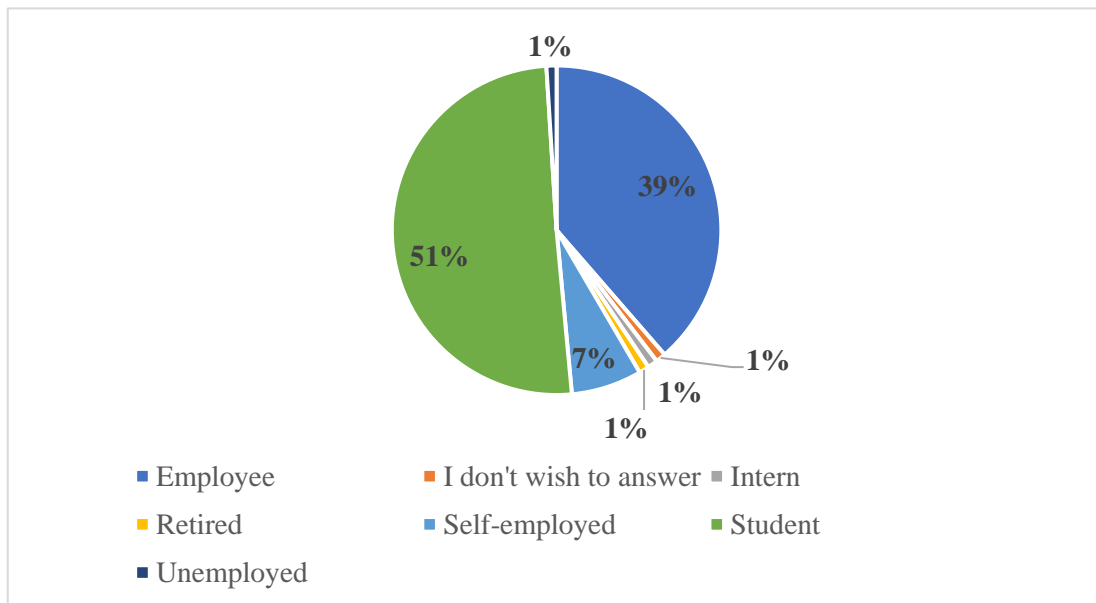


Figure 15. Occupation of the respondents.
Source: Author's elaboration

In terms of marital status, most of the respondents were either in a relationship (35%), single (43%) or married (17%). Other respondents were either divorced, widowed, separated, or in a registered partnership. 1% of the sample did not wish to answer. We displayed the ratio of respondents' marital status in Figure 16.

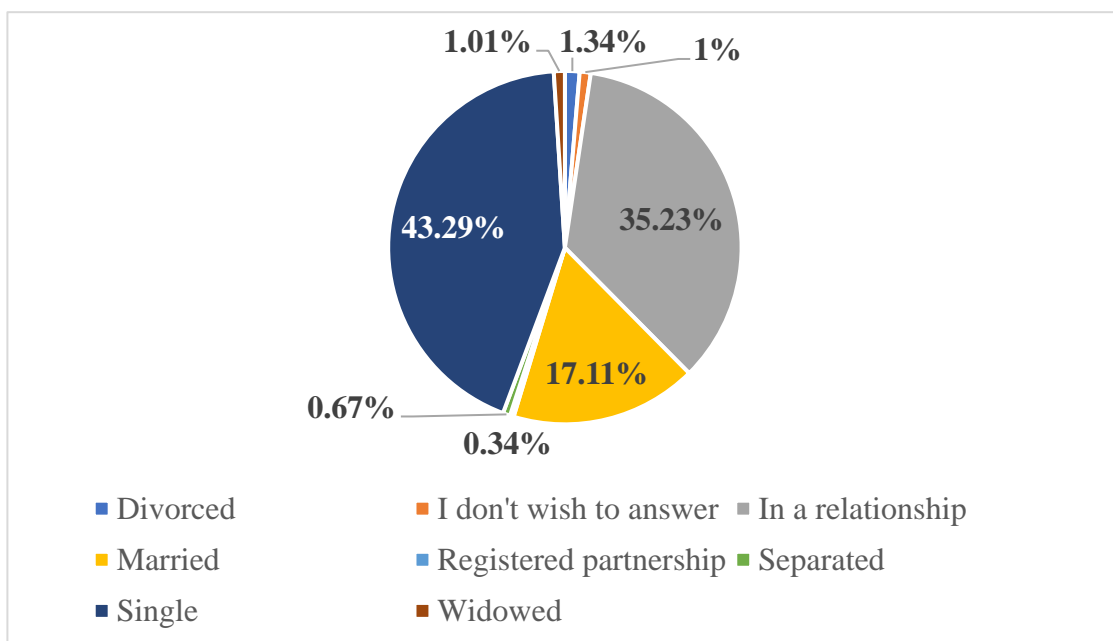


Figure 16. Marital status of the respondents.
Source: Author's elaboration

4.4.2 Descriptive analysis and factor analysis

We used SPSS to analyse the data that we collected using the questionnaire. FA helps us to determine the most significant characteristics of the destination in general. It also helps us to find the image components of Georgia. To analyse the data and reduce dimensionality, we used FA. Promax with Kaiser Normalization has been used here to standardize the data before FA. This rotation technique gave us the cleanest results. We used reliability analysis in a form of Cronbach's Alpha to test the reliability of our scale. However, initially, before FA and reliability analysis, we performed descriptive analysis.

As we already mentioned in the methodology section the respondents were asked about characteristics of Georgia as a WTD. We used 7-point Likert formats with an additional response being 'no opinion'. We used 7-point Likert answer format as it is the most commonly used format in DI studies (Dolnicar and Grün, 2013).

The Table 12 displays the descriptive data for a group of variables connected to the measurement of DI. Higher mean scores indicate larger degrees of agreement with the statement being evaluated for each variable, which is rated on a scale from 1 to 7. The mean scores for the variables vary from 2.91 to 4.80, showing that respondents' perceptions of the destination under review were usually favourable. The range of responses and some variation in respondents' perceptions is indicated by the standard deviations for the variables, which run from 2.084 to 2.755.

Higher mean scores for some variables, like "Nice scenery/natural attractions", "Interesting history/customs/culture", and "Interesting national parks/wilderness/outdoor activities" show that these elements are especially significant for the location image being assessed. Other factors with lower mean scores—such as "Crowded" and "Variety of offers/discounts/sales"—indicate that they are less significant.

The descriptive statistics can be used to evaluate the validity and reliability of the measurement scale as well as to pinpoint the essential characteristics that are most crucial for assessing DI. For instance, if a variable's standard deviation is large, it might be a sign that the variable is poorly defined or that respondents' understandings of the concepts being measured vary. On the other hand, if the mean results for a particular variable are consistently low, it might imply that the variable in question is not significant for the location being assessed.

Table 12. Descriptive statistics.
Source: Author's elaboration

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Nice Scenery/ natural attractions	4.80	2.500	298
Good settings of the wineries	3.87	2.722	298
Great vineyard landscapes	4.14	2.700	298
Nice beaches	3.23	2.490	298
Interesting history/ customs/ culture	4.79	2.491	298
Interesting cultural activities	4.41	2.579	298
Interesting cities/ Towns/ villages	4.63	2.539	298
Rich wine culture	4.10	2.755	298
Good availability of tourist information	3.48	2.544	298
Good shopping facilities	3.10	2.490	298
Good value for money	4.01	2.441	298
Rich gastronomy	4.29	2.368	298
Interesting local products/ cottage industries	4.39	2.417	298
Attractive nightlife and entertainment	3.47	2.327	298
Good quality of accommodation/ restaurants	3.99	2.304	298
Suitable atmosphere/ facilities for leisure and recreation	4.16	2.303	298
Comfortable local infrastructure/ transportation	3.46	2.250	298
Nice architecture/ buildings	4.40	2.332	298
An acceptable proximity of the wine regions to a main city	3.79	2.416	298
Good fame/ reputation	3.99	2.136	298
Family oriented environment	3.41	2.440	298
Adult oriented environment	3.87	2.545	298
Good quality of service	3.73	2.483	298
Good opportunity for adventure	4.54	2.434	298
Good opportunity for increasing my knowledge	4.61	2.533	298
Interesting fairs, exhibits, festival	3.77	2.589	298
Interesting sports facilities/ activities	3.24	2.433	298
Interesting tourist sites/ activities	4.53	2.447	298
Interesting national parks/ wilderness/ outdoor activities	4.29	2.557	298
Interesting historic sites/ museums	4.49	2.522	298
Variety of offers / discounts / sales	3.23	2.390	298
Good level of safety	3.61	2.239	298
Good level of cleanliness	3.69	2.224	298
Nice climate	4.53	2.160	298
Unpolluted environment	3.74	2.290	298
Pleasant odours / scent	3.63	2.358	298
Good Price levels	4.01	2.358	298
Good level of economic development/ affluence	3.43	2.156	298
Acceptable extent of commercialization	3.65	2.315	298
It's easy to communicate with locals	3.29	2.289	298
Winery staff is knowledgeable about wine	3.86	2.599	298
Wine quality is good	4.31	2.513	298
Wines are good value for money	4.16	2.583	298
Politically stable	3.23	2.224	298
Easily accessible	3.77	2.202	298

Hospitable/ friendly/ receptive	4.34	2.372	298
Crowded	2.91	2.084	298
Urbanized	3.29	2.145	298
Great wine tourism destination	4.37	2.490	298
Exciting environment	4.38	2.378	298
Pleasant environment	4.55	2.348	298
Interest arousing environment	4.37	2.415	298
Fun environment	3.91	2.402	298
A sense of escapism	4.37	2.525	298
A sense of discovery	4.65	2.466	298
A sense of nostalgia	3.66	2.477	298
A sense of freedom	4.04	2.461	298
A sense of happiness	4.16	2.421	298
A sense of calmness/ peace	4.37	2.408	298
Restful/ relaxing environment	4.35	2.416	298
Good quality of life	3.69	2.413	298
Familiar/ Friendly atmosphere	3.88	2.496	298
Good availability of wineries	3.98	2.677	298
Wineries that are visitor friendly	3.89	2.701	298
Availability of purchasing good wine	4.10	2.705	298
Opportunity to taste lots of wine	4.20	2.712	298
High quality wines	4.16	2.647	298
Interesting wineries	4.22	2.682	298
Interesting wine tasting experiences	3.96	2.718	298
Interesting wine Styles	3.94	2.709	298

In the beginning of the process, we checked the convenience of FA. We wanted to examine how suitable our data was for FA. We found KMO test for sampling adequacy valued 0.967. As this value is close to 1, it means our data is convenient for FA.

We also did Bartlett's sphericity test to determine whether there was enough strong correlation in our data to use FA and principal components analysis (PCA) to reduce dimensionality. Bartlett's Sphericity test determines whether the correlation matrix of the variables is an identity matrix. The correlation matrix is not an identity matrix in our analysis, as shown by the Bartlett's Test result, which also reveals an approximate chi-square value of 24721.075 with 2415 degrees of freedom and a p-value of 0.000, indicating that the data can be used for FA. The results of KMO and Bartlett's test are shown in Table 13.

Table 13. KMO and Bartlett's Test.
Source: Author's elaboration

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.967
Bartlett's Test of Sphericity	Approx. Chi-Square	24721.075
	df	2415
	Sig.	0.000

The Table 14 displays the communalities for each variable, which indicate how much of each variable's variance can be attributed to the factors that the principal component analysis extracted. It is used to assess the total value of the analysis's variables. The analysis in Hypothesis 1 seeks to pinpoint the variables that are useful for measuring the WTDI. The communalities show that all variables have a high degree of communality with the extracted factors, suggesting that they can be used to explain the underlying factors defining WTD's image. Low communality variables might not be included in further analysis because the factors extrapolated from the data do not adequately describe them. We did not eliminate any variables as communalities were all above 0.491.

Communities calculate the percentage of each variable's variance that can be accounted for by all the other factors in the study. In this instance, the communalities were determined after the data underwent principal component analysis (FA).

Given that each variable has a perfect correlation with itself, it is not surprising that the original communalities (on the left) are all 1.0. The values that were kept after the FA are represented by the extraction communalities (on the right), and they vary from 0.491 to 0.835. These numbers represent the proportion of variance that each variable shares with the other variables under consideration in the study. The degree to which a variable is related to other variables depends on how strong the communalities are.

The survey's variables may be assessing related constructs because of the survey's overall high extraction communalities. This suggests that many of the variables are measuring the same things, which supports the use of FA to decrease the dimensionality of the data.

Table 14. Communalities.
Source: Author's elaboration

Communalities		
	Initial	Extraction
Nice Scenery/ natural attractions	1.000	0.716
Good settings of the wineries	1.000	0.759
Great vineyard landscapes	1.000	0.765
Nice beaches	1.000	0.491
Interesting history/ customs/ culture	1.000	0.762
Interesting cultural activities	1.000	0.692
Interesting cities/ Towns/ villages	1.000	0.788
Rich wine culture	1.000	0.728
Good availability of tourist information	1.000	0.740
Good shopping facilities	1.000	0.740
Good value for money	1.000	0.563
Rich gastronomy	1.000	0.667

Interesting local products/ cottage industries	1.000	0.659
Attractive nightlife and entertainment	1.000	0.729
Good quality of accommodation/ restaurants	1.000	0.836
Suitable atmosphere/ facilities for leisure and recreation	1.000	0.699
Comfortable local infrastructure/ transportation	1.000	0.741
Nice architecture/ buildings	1.000	0.677
An acceptable proximity of the wine regions to a main city	1.000	0.718
Good fame/ reputation	1.000	0.506
Family oriented environment	1.000	0.608
Adult oriented environment	1.000	0.612
Good quality of service	1.000	0.756
Good opportunity for adventure	1.000	0.739
Good opportunity for increasing my knowledge	1.000	0.627
Interesting fairs, exhibits, festival	1.000	0.682
Interesting sports facilities/ activities	1.000	0.736
Interesting tourist sites/ activities	1.000	0.708
Interesting national parks/ wilderness/ outdoor activities	1.000	0.626
Interesting historic sites/ museums	1.000	0.686
Variety of offers / discounts / sales	1.000	0.607
Good level of safety	1.000	0.743
Good level of cleanliness	1.000	0.780
Nice climate	1.000	0.734
Unpolluted environment	1.000	0.717
Pleasant odours / scent	1.000	0.711
Good Price levels	1.000	0.712
Good level of economic development/ affluence	1.000	0.706
Acceptable extent of commercialization	1.000	0.694
It's easy to communicate with locals	1.000	0.659
Winery staff is knowledgeable about wine	1.000	0.754
Wine quality is good	1.000	0.746
Wines are good value for money	1.000	0.781
Politically stable	1.000	0.604
Easily accessible	1.000	0.544
Hospitable/ friendly/ receptive	1.000	0.648
Crowded	1.000	0.607
Urbanized	1.000	0.628
Great wine tourism destination	1.000	0.775
Exciting environment	1.000	0.803
Pleasant environment	1.000	0.805
Interest arousing environment	1.000	0.822
Fun environment	1.000	0.795
A sense of escapism	1.000	0.730
A sense of discovery	1.000	0.755

A sense of nostalgia	1.000	0.574
A sense of freedom	1.000	0.781
A sense of happiness	1.000	0.804
A sense of calmness/ peace	1.000	0.768
Restful/ relaxing environment	1.000	0.775
Good quality of life	1.000	0.723
Familiar/ Friendly atmosphere	1.000	0.669
Good availability of wineries	1.000	0.803
Wineries that are visitor friendly	1.000	0.808
Availability of purchasing good wine	1.000	0.793
Opportunity to taste lots of wine	1.000	0.835
High quality wines	1.000	0.796
Interesting wineries	1.000	0.830
Interesting wine tasting experiences	1.000	0.826
Interesting wine Styles	1.000	0.765

The eigenvalue is a measure of the amount of variance explained by each factor. Generally, factors with eigenvalues greater than 1 are considered significant and are retained for further analysis.

The overall variance explained by each component derived using principal component analysis is shown in the Table 15. The extraction sums of squared loadings column display the percentage of variation explained by each component following extraction, whereas the initial eigenvalues column displays the eigenvalues prior to extraction. The initial and extracted eigenvalues are each given the cumulative proportion of variance explained.

There are 70 components in total that have starting eigenvalues. However, only the first six components are retained for analysis because they have eigenvalues higher than 1. Together, these six elements account for 71.66% of the variance.

By highlighting the most crucial elements that contribute to defining the most important characteristics of the WTD, this table assists in answering question 1. These elements are probably connected to the six components that account for the greatest amount of variation. To solve our first hypothesis, we can say that our scale is valid to be used in measuring WTDI in the future. Cronbach's Alpha is a test that we took below, which confirms that the scale is valid and reliable.

Table 15. Total variance explained.
Source: Author's elaboration

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	39.641	56.630	56.630	39.641	56.630	56.630	30.344
2	3.274	4.677	61.306	3.274	4.677	61.306	30.826
3	2.702	3.860	65.166	2.702	3.860	65.166	27.755
4	1.694	2.421	67.587	1.694	2.421	67.587	25.482
5	1.497	2.138	69.724	1.497	2.138	69.724	23.917
6	1.357	1.939	71.663	1.357	1.939	71.663	23.795
7	1.129	1.613	73.277				
8	0.985	1.407	74.683				
9	0.928	1.326	76.009				
10	0.857	1.224	77.234				
11	0.764	1.091	78.325				
12	0.721	1.030	79.354				
13	0.712	1.017	80.371				
14	0.670	0.957	81.328				
15	0.597	0.854	82.181				
16	0.594	0.848	83.030				
17	0.564	0.805	83.835				
18	0.539	0.771	84.605				
19	0.517	0.739	85.345				
20	0.500	0.714	86.059				
21	0.475	0.679	86.738				
22	0.446	0.637	87.375				
23	0.428	0.611	87.986				
24	0.413	0.590	88.576				
25	0.410	0.586	89.162				
26	0.383	0.547	89.709				
27	0.372	0.531	90.240				
28	0.340	0.486	90.726				
29	0.328	0.469	91.195				
30	0.320	0.457	91.652				
31	0.312	0.446	92.098				
32	0.297	0.424	92.522				
33	0.288	0.412	92.934				
34	0.264	0.377	93.311				
35	0.253	0.362	93.673				
36	0.249	0.356	94.028				
37	0.235	0.335	94.363				
38	0.229	0.327	94.690				
39	0.218	0.311	95.001				
40	0.214	0.305	95.306				
41	0.201	0.288	95.594				

42	0.199	0.284	95.877				
43	0.188	0.268	96.145				
44	0.184	0.262	96.408				
45	0.167	0.238	96.646				
46	0.164	0.234	96.880				
47	0.160	0.229	97.109				
48	0.144	0.206	97.315				
49	0.136	0.194	97.509				
50	0.134	0.191	97.701				
51	0.125	0.178	97.879				
52	0.123	0.176	98.055				
53	0.122	0.174	98.228				
54	0.108	0.154	98.382				
55	0.105	0.150	98.532				
56	0.098	0.140	98.672				
57	0.095	0.136	98.808				
58	0.089	0.127	98.935				
59	0.082	0.117	99.052				
60	0.081	0.116	99.168				
61	0.076	0.109	99.277				
62	0.074	0.105	99.382				
63	0.068	0.097	99.480				
64	0.064	0.092	99.571				
65	0.059	0.084	99.655				
66	0.057	0.082	99.737				
67	0.051	0.073	99.809				
68	0.050	0.071	99.880				
69	0.048	0.068	99.949				
70	0.036	0.051	100.000				

The factor loadings for each variable on the six components are displayed in the pattern matrix in Table 16. (Labelled as 1 through 6). We chose the minimum factor loading of 0.3. The correlation between the variable and the underlying factor is greater the higher the factor loading.

Table 16. Pattern matrix.

Source: Author's elaboration

Pattern Matrix						
	Component					
	1	2	3	4	5	6
Opportunity to taste lots of wines	0.870					
Interesting wine tasting experiences	0.848					
Interesting wineries	0.847					
Availability of purchasing good wine	0.825					
Good availability of wineries	0.813					

Interesting wine Styles	0.763				
High quality wines	0.749				
Wineries that are visitor friendly	0.743				
Winery staff is knowledgeable about wine	0.720				
Wine quality is good	0.704				
Wines are good value for money	0.673				
Great wine tourism destination	0.652				
Exciting environment		0.869			
Interest arousing environment		0.851			
Fun environment		0.809			
A sense of happiness		0.791			
A sense of calmness/ peace		0.775			
A sense of escapism		0.769			
Pleasant environment		0.734			
A sense of discovery		0.711		0.342	
Restful/ relaxing environment		0.684			
A sense of freedom		0.670			
A sense of nostalgia		0.496			
Hospitable/ friendly/ receptive	0.376	0.494			
Good quality of life		0.411		0.384	
Easily accessible		0.398			
Nice architecture/ buildings		0.393			0.371
Familiar/ Friendly atmosphere	0.316	0.379			
Unpolluted environment			0.824		
Good level of cleanliness			0.750		
Good level of safety			0.749		
Good level of economic development/ affluence			0.718		
Pleasant odours / scents			0.718		
Acceptable extent of commercialization			0.705		
Good Price levels			0.639		
Variety of offers / discounts / sales			0.578		
Nice climate		0.361	0.543		
Interesting sports facilities/ activities				0.735	
Good shopping facilities				0.707	
Good availability of tourist information				0.654	
Politically stable				0.640	
Interesting fairs, exhibits, festivals				0.617	
Good quality of service				0.572	
Urbanized				0.539	
Crowded				0.527	

Family oriented environment				0.510		
Nice beaches	-0.365			0.468	0.324	
It's easy to communicate with locals	0.305			0.389		
Adult oriented environment				0.342		
Interesting history/ customs/ culture		0.322			0.703	
Nice Scenery/ natural attractions					0.681	
Great vineyard landscapes	0.478				0.640	
Interesting cities/ Towns/ villages		0.452			0.639	
Rich wine culture	0.553				0.636	
Interesting cultural activities		0.316			0.601	
Interesting national parks/ wilderness/ outdoor activities				0.316	0.568	
Good settings of the wineries	0.496				0.552	
Interesting historic sites/ museums					0.480	
Good opportunity for adventure		0.362			0.460	
Interesting tourist sites/ activities					0.423	
Good opportunity for increasing my knowledge					0.372	
Good quality of accommodation/ restaurants						0.727
Comfortable local infrastructure/ transportation				0.335		0.695
Attractive nightlife and entertainment				0.302		0.634
Suitable atmosphere/ facilities for leisure and recreation						0.534
An acceptable proximity of the wine regions to a main city	0.322					0.517
Interesting local products/ cottage industries						0.499
Rich gastronomy						0.477
Good fame/ reputation						0.386
Good value for money						0.324

In our analysis 6 components had eigenvalues greater than 1 and they were retained. Together, these six elements account for 71.66% of the variance, which indicates that they represent the most important variables in the dataset. Our minimum factor loading was set at 0.3.

The relationship between each item and the scale's overall number is explained in the Item-Total Statistics table displayed in Table 17. It displays the item-total correlation that has been adjusted for each item's contribution, which is the correlation between each item and the overall number.

The item is highly related to the overall score and is a solid indicator of the construct being measured if the corrected item-total correlation is higher.

The squared multiple correlation, which represents the percentage of variation in the item explained by the total score, is also shown in the table, along with the scale mean and variance if each item were deleted. The Cronbach's Alpha reliability coefficient is also displayed in the Cronbach's Alpha if item deleted section for each item on the scale. A high value in this column means the item makes a good contribution to the scale's dependability.

All the items in this specific table have high corrected item-total correlations, demonstrating their close ties to the overall scale. The scale appears to have a high degree of internal consistency reliability as indicated by the high Cronbach's alpha coefficient.

Table 17. Retained attributes that are part of 6 factors as a result of FA.
Source: Author's elaboration

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
(1) Winery staff is knowledgeable about wine	45.29	675.150	0.820	0.738	0.974
(1) Wine quality is good	44.84	676.957	0.837	0.802	0.974
(1) Wines are good value for money	44.99	670.933	0.860	0.786	0.973
(1) Great wine tourism destination	44.78	679.722	0.823	0.719	0.974
(1) Good availability of wineries	45.17	664.223	0.879	0.807	0.973
(1) Wineries that are visitor friendly	45.26	665.120	0.864	0.802	0.973
(1) Availability of purchasing good wine	45.05	664.240	0.869	0.800	0.973
(1) Opportunity to taste lots of wine	44.95	659.990	0.900	0.850	0.972
(1) High quality wines	44.98	665.323	0.882	0.823	0.973
(1) Interesting wineries	44.92	661.553	0.899	0.867	0.972
(1) Interesting wine tasting experiences	45.19	661.670	0.884	0.837	0.973
(1) Interesting wine Styles	45.21	666.239	0.852	0.798	0.973
(2) Nice architecture/ buildings	62.50	921.254	0.741	0.563	0.970
(2) Easily accessible	63.14	938.290	0.656	0.561	0.971
(2) Hospitable/ friendly/ receptive	62.57	916.832	0.760	0.686	0.969
(2) Exciting environment	62.53	903.691	0.855	0.812	0.968
(2) Pleasant environment	62.36	904.681	0.859	0.822	0.968
(2) Interest arousing environment	62.53	900.607	0.863	0.834	0.968
(2) Fun environment	62.99	903.421	0.847	0.794	0.968
(2) A sense of escapism	62.53	901.637	0.815	0.750	0.969
(2) A sense of discovery	62.26	906.724	0.800	0.723	0.969
(2) A sense of nostalgia	63.24	916.743	0.725	0.559	0.970
(2) A sense of freedom	62.86	898.752	0.859	0.782	0.968
(2) A sense of happiness	62.74	899.113	0.872	0.815	0.968
(2) A sense of calmness/ peace	62.53	904.586	0.837	0.746	0.968
(2) Restful/ relaxing environment	62.55	899.702	0.869	0.807	0.968
(2) Good quality of life	63.22	910.764	0.789	0.705	0.969
(2) Familiar/ Friendly atmosphere	63.02	908.023	0.780	0.725	0.969
(3) Variety of offers / discounts / sales	30.30	232.519	0.698	0.542	0.941
(3) Good level of safety	29.92	229.091	0.811	0.723	0.935
(3) Good level of cleanliness	29.84	226.838	0.855	0.781	0.932
(3) Nice climate	29.00	237.202	0.710	0.559	0.940
(3) Unpolluted environment	29.79	228.753	0.796	0.709	0.936
(3) Pleasant odours/ scents	29.89	226.864	0.798	0.647	0.936
(3) Good Price levels	29.52	228.951	0.765	0.650	0.937

(3) Good level of economic development/ affluence	30.10	231.778	0.802	0.708	0.935
(3) Acceptable extent of commercialization	29.87	228.455	0.790	0.685	0.936
(4) Nice beaches	37.33	440.221	0.553	0.346	0.943
(4) Good availability of tourist information	37.08	415.509	0.793	0.737	0.934
(4) Good shopping facilities	37.46	417.953	0.787	0.734	0.934
(4) Family oriented environment	37.15	424.957	0.729	0.626	0.936
(4) Adult oriented environment	36.69	423.411	0.710	0.582	0.937
(4) Good quality of service	36.83	413.750	0.835	0.735	0.932
(4) Interesting fairs, exhibits, festivals	36.79	418.536	0.746	0.664	0.936
(4) Interesting sports facilities/ activities	37.32	418.589	0.801	0.722	0.934
(4) It's easy to communicate with locals	37.27	430.609	0.720	0.565	0.937
(4) Politically stable	37.33	436.505	0.676	0.511	0.938
(4) Crowded	37.66	437.593	0.715	0.583	0.937
(4) Urbanized	37.28	434.053	0.734	0.645	0.936
(5) Nice Scenery/ natural attractions	48.41	525.030	0.785	0.685	0.947
(5) Good settings of the wineries	49.33	520.188	0.754	0.772	0.948
(5) Great vineyard landscapes	49.06	517.320	0.787	0.808	0.947
(5) Interesting history/ customs/ culture	48.41	522.445	0.813	0.747	0.947
(5) Interesting cultural activities	48.80	522.190	0.784	0.679	0.947
(5) Interesting cities/ Towns/ villages	48.57	521.425	0.805	0.734	0.947
(5) Rich wine culture	49.10	522.811	0.721	0.607	0.950
(5) Good opportunity for adventure	48.66	528.489	0.776	0.684	0.948
(5) Good opportunity for increasing my knowledge	48.59	529.959	0.728	0.587	0.949
(5) Interesting tourist sites/ activities	48.67	526.355	0.792	0.697	0.947
(5) Interesting national parks/ wilderness/ outdoor activities	48.91	531.227	0.708	0.642	0.950
(5) Interesting historic sites/ museums	48.71	524.292	0.785	0.732	0.947
(6) Good value for money	31.53	229.085	0.685	0.557	0.929
(6) Rich gastronomy	31.26	227.807	0.731	0.578	0.926
(6) Interesting local products/ cottage industries	31.16	224.654	0.761	0.597	0.924
(6) Attractive nightlife and entertainment	32.08	227.125	0.757	0.655	0.924
(6) Good quality of accommodation/ restaurants	31.56	221.668	0.855	0.759	0.918
(6) Suitable atmosphere/ facilities for leisure and recreation	31.38	226.668	0.774	0.640	0.923
(6) Comfortable local infrastructure/ transportation	32.09	229.066	0.756	0.632	0.924
(6) An acceptable proximity of the wine regions to a main city	31.76	223.647	0.777	0.620	0.923
(6) Good fame/ reputation	31.56	238.719	0.642	0.478	0.931

We measured the internal consistency reliability of a collection of items or variables by the Cronbach's Alpha coefficient. Examining the Cronbach's Alpha values for each component is crucial, in addition to looking at the overall Cronbach's Alpha value. We found that all the results of Cronbach's Alpha coefficients were closer to 1. As the reliability is high, we did not get rid of any item.

We displayed the results of the FA and reliability analysis in Table 18. As a result of our tests, more precisely FA and reliability test, we can confirm that our scale is valid and reliable to be used to measure wine regions attribute-based image. Hypothesis 1 aims to identify the variables that are valuable for assessing the image of a WTD. The communalities indicate that all variables have a

strong association with the factors identified, demonstrating their ability to elucidate the underlying factors that define the image of a WTD. As the reliability of our factors are high and FA also had acceptable results, we can accept the hypothesis 1.

Table 18. Results of FA and reliability test (Cronbach's Alpha).
Source: Author's elaboration

Factor	Number of items	Cronbach's Alpha
Wine and wine tourism	12	0.975
Atmosphere/environment	16	0.971
Security/cleanliness/economic situation/prices	9	0.944
Tourism facilities	12	0.942
Natural and cultural attractions	12	0.952
Comfort and infrastructure	9	0.932

The first component is linked to wine and wine tourism experience. It includes factors such as wine quality, availability of wineries, opportunity to taste lots of wine, interesting wine styles and tasting experiences etc. It is not surprising that a WTD's image is strongly defined by wine and wine related characteristics.

The second component explains the atmosphere and environment of the WTD. It includes factors i.e., sense of freedom, discovery, escapism, happiness, as well as pleasant, hospitable, and easily accessible environment. It seems like the affective characteristics of the destination are an important part of its image.

The third component includes factors related to cleanliness, nice climate, price levels, level of safety etc. As for any other type of destination, safety, cleanliness, and other social factors are crucial.

The fourth components are all about tourism facilities i.e., shopping facilities, nice beaches, availability of tourist information, crowdedness, urbanization levels, quality of service. While the fifth component is linked to cultural and natural attractions such as rich wine culture, nice scenery, vineyard landscapes, winery settings, opportunity for adventure and increasing knowledge.

The sixth factor explains the comfort and infrastructure in the WTD. For example, variables such as quality of accommodation and restaurants, interesting local products, gastronomy, nightlife, and entertainment seem to be an important part of WTDI.

4.5 Results of the qualitative data analysis

The questions of a survey were grouped in seven sections. The first section defined the eligibility of the respondent by asking them whether they had heard about Georgia as a tourism destination or not. Responding “no” to this question meant ineligibility of the respondent. This section lets us learn about the awareness of Georgia as a tourism destination. Overall, 342 respondents submitted the answers to the questionnaire, from which 265 (77%) were eligible. This result proves that Georgia has low awareness as a tourism destination (ECORYS Polska, 2018).

Second section learned a demographic information such as nationality, age, gender, education, marital status, and occupation. Most of the respondents was female (64%), 25-34 years old (49%), either with Bachelor’s (37%) or Master’s (48%) degree; the most of them were employees (53%) and students (25%); 43% were single, 26% married and 23% in a relationship. The range of nationalities was very wide; therefore, they were grouped in four different regions from which Europe and Eurasia had the highest share (75%).

The third section aimed to find out the frequency of travel in a year to make sure that the study sample was comprised of the people who travel. The highest share of the respondents (39%) travel 1-2 times, followed by 29% share of the people who travel 3-4 times and 29% of those who travel 5 or more times; the smallest share (3%) was of those who do not travel. The survey responses of the latter group were included in the analyses as it is a very low percentage and people might start traveling in future, considering that the age of this group was between 18-44 years old. To summarize, our aim to have a sample of travellers was successfully accomplished.

4.5.1 The holistic image of Georgia as a tourism destination

In the fourth section, unstructured method of the open-ended question, adopted from Ritchie and Crouch (2003a, p. 193), was used to explore the holistic image of Georgia as a tourism destination. The methodology to analyse the data was as well adopted from the same research by Ritchie and Crouch (2003a). The respondents were asked to answer the following question “Write three words what comes in your mind when thinking of images or characteristics of Georgia as a travel destination”.

As a result, the pool of 791 words was collected, which was then analysed, and the similar words or short phrases were classified together in 14 groups; each group was labelled with the most expressive names. The groups and their share importance (visualized with font sizes) in the total word pool is presented in the word cloud in the Figure 17. From this illustration, we understand what kind of image Georgia has as a tourism destination and whether it is connected to wine or not. The results help us answer the hypothesis 2. The holistic image of Georgia is strongly dominated by the words associated with mountains, nature and landscapes (28%), followed by the 14% of words associated with wine (the majority of these words was “wine” itself), cuisine (13%), positive characteristics (10%), people and hospitality (7%), heritage and architecture (6%), culture and traditions (6%), history (4%), geographical places (4%), unlisted (2%), adventure (2%), negative (2%), affordability (2%) and colour green (1%).



Figure 17. Word cloud illustrating the holistic image of Georgia as a travel destination (a).
Source: Author’s elaboration

To summarize, Georgia is strongly positioned in travellers’ minds as a destination with natural endowments, mountains and landscapes, which offers unique wine and cuisine, has welcoming, hospitable and friendly people, interesting heritage and architecture, culture and traditions and history; some of the travellers associate Georgia to the geographical words like Asia, Europe, Caucasus or even particular destinations such as Tbilisi and Batumi etc.; few people associate Georgia to adventure like hiking or skiing, and for some it is an affordable/cheap destination; interestingly, the large part of the respondents described Georgia with positive characteristics such as beautiful, unique, diverse, authentic and so forth.

The Figure 18 with another word cloud demonstrates all the words and their importance in Georgia’s image. This cloud proves that wine is a core product of the destination. Unfortunately, 2% of associations were negative related to cleanliness, false advertisement, war, driving habits,

mind when thinking of the atmosphere or mood that you would expect to experience while visiting Georgia.”. A methodology that was used to analyse the results was suggested by Ritchie and Crouch (2003a) too. Each respondent provided words or short phrases as it was asked in the question, overall 756 words were accumulated and analyzed by the author. Firstly, the words were read and any obvious spelling mistakes were corrected, then the same or similar words were grouped together and labelled with a representative names. As a result, 15 classified groups emerged. Even though the question was clearly asking to state words related to atmosphere and mood which aimed to study the psychological component of the DI, few words were still more functional than psychological such as “Khinkali” which is a Georgian dish, “wine”, “food” and so on. To visualize the results, two word clouds were created, one demonstrating the classified groups and their significance shown in Figure 19, and another word cloud in Figure 20 which is an illustration of the pool of words without classification. The Figure 20 was needed to not miss any specific word which had a key role and high frequency but was grouped under more general labels.



Figure 19. Word cloud illustrating the holistic and psychological image of Georgia as a travel destination (a).
Source: Author’s elaboration

5% of words were related to *food & wine* such as “smell of Khachapuri”, “tasty”, “hungry”, “wine” and “food”; some of these words were clearly functional. The previous question asked in the fourth section of the survey was researching more general image of destination, where second and third largest share was consisted of the words linked to wine and cuisine; in the results of current question, this group has very low percentage, as meaning of food and wine is rather functional and does not suit the open-ended question focused on psychological imagery asked to the respondents.

Unfortunately, 5% of words were having a more negative meaning, for example “dangerous”, “poor”, “language barrier”, “chaotic” and so forth. 4% of words were labelled as *authentic*, involving the following examples: “unique”, “different”, “discovery” and “untouched”. Another 4% were words like “cultural”, “dance”, “Soviet”, “third world country”, “alternative Asia” and they were labelled as *culture related*. 3% was occupied by the words classified as *curiosity* and some examples are: “interesting”, “curious” and “wonder”. Groups named *exciting* (3%), *unlisted* (3%), *beautiful* (3%), and *adventurous* (2%) had smallest shares.

The hypothesis 3 that we formulated is the following: Hospitality of Georgian people is a core of holistic and psychological component of Georgia’s image. All the 15 groups that emerged during the content analysis represent and altogether determine Georgia’s holistic and psychological image in people’s mind. Based on the results displayed in the Figure 19, the holistic and psychological imagery of Georgia is clearly predominated by the hospitable, friendly, and welcoming nature of Georgian people. As we already mentioned, 19% of the words and phrases were related to *welcoming* atmosphere, such as “warm”, “hospitable”, “open”, “generous”. The Figure 20 confirms our findings and demonstrates that friendly, warm, and welcoming atmosphere is core of the country’ holistic and psychological image. As a result of our analysis, we can accept the hypothesis 3 and say that hospitality of Georgian people creates welcoming, warm and friendly atmosphere meaning that it is a core of holistic and psychological image of the country.

4.5.3 The unique characteristics of Georgia’s destination image

The purpose of the sixth section was to find out Georgia’s unique characteristics as part of its image. An open-ended question which was asked to the sample was adopted from Ritchie & Crouch (2003, p. 193) and it was formulated as follows: „Write three distinctive or unique attractions what comes in your mind when thinking of Georgia as a travel destination”. With this question we explored the uniqueness of Georgia which differentiates it from other destinations.

The respondents provided overall 687 words and, in some cases, short phrases. Initially, the words were read, and the same or alike ones were grouped together by the authors. Each group then was labelled with the most representative titles. Consequently, 20 labelled groups have been formed.

The unique characteristics of Georgia's DI are listed in Table 19 which demonstrate the most important groups of words and short phrases that were provided by the online survey respondents. At a glance to the Table 19, it is evident that some new groups of words have appeared which prove that our goal to know more about the unique characteristics of Georgia's image was successfully reached.

A group of words related to *wine and food* has highest share (18.5%) in the Table 19 which means that Georgian gastronomy and wine are key unique attractions in travellers' opinion. This group involved words such as "wine", "wineries", "food", and names of few dishes, such as "Khachapuri" and "Khinkali". *Wine* and *cuisine* also occupied one of the highest positions when we analysed holistic image of Georgia. This fact reveals that wine and gastronomy has a core role in the travellers' impressions about Georgia and it is perceived as a distinctive attraction.

The next largest group of words (14.3%) is labelled as *Tbilisi*. This group incorporates the word "Tbilisi" and sights in the capital like "Narikala", "old city", "baths", "Holy Trinity Cathedral" and others. *Tbilisi* did not have any significance in none of the preceding results of the two previous survey questions, which ones again makes us convinced that the question asked to the respondents successfully collaborated with our goal to find out unique attractions.

Without our current results we would not be able to know whether *Mountains and nature* is just a part of Georgia's holistic image which is common characteristic for many destinations, or it also is a feature that differentiates Georgia from competitors and other destinations. Consequently, receiving 14% share in the responses, and occupying third place means that Georgian *Mountains and nature* is not simply a part of its holistic image, but travellers certainly consider it as a distinctive attraction.

The next group of words was labelled as *sights (general & specific)*, and it has 8% share. In *sights (general & specific)* there are grouped different kind of words, such as some specific attractions like cave city of "Uplistsikhe" which was mentioned 6 times, a town of "Borjomi" (mentioned 5 times), as well as more general words like "castles" (mentioned 6 times), a little town of "Chiatura" (mentioned 3 times) and so on. However, none of the words was mentioned more than 6 times which could mean that these specific attractions are not widely known by the travellers' audience yet.

Adventure received a share of 5.7%. People mentioned words related to “skiing” 11 times, “hiking” 10 times and some others without greater importance.

There were some respondents who wrote that they had *no information* about Georgia’s unique attractions. The replies were: “I don’t know any”, “no information”, “I don’t remember” and so forth.

We labelled the next group as *churches (general & specific)*, and it has 3.9% share. You can find churches and monasteries everywhere in Georgia, and there are many ancient examples too. A visit to at least one church is often included in the tours planned in Georgia. In this group the words were mainly general like “churches” and “monasteries”, however few more precise names have been mentioned too; for instance, “Gelati Monastery” (mentioned 3 times).

Culture, history group received 3.5% in responses, and it mainly was composed of the words such as “culture” and “history” themselves.

The following labels were *Kazbegi* with 3.3% and *Batumi* 3.3%. We grouped the words like “Kazbegi”, “Gergeti Church” and few others in *Kazbegi*, while *Batumi* was principally composed of the word “Batumi” itself. *Black Sea* also got recognizable share of 3.3%. The rest of the groups have quite low weight, but it should be emphasized that in our results there are many labels that were not significant in none of the previous research.

Table 19. The unique characteristics of the image of Georgia as a travel destination (Own construction based on the survey results)

Source: Author’s elaboration

Wine and food	18.5%
Tbilisi	14.3%
Mountains and nature	14%
Sights (general & specific)	8%
Adventure	5.7%
No information	4.8%
Churches (general & specific)	3.9%
Culture, history	3.5%
Kazbegi	3.3%
Batumi	3.3%
Black Sea	3.3%
Not classified	2.9%
Svaneti	2.8%
Stalin, soviet	2.3%
Vardzia	1.9%
Villages	1.9%
Kakheti	1.9%
People	1.6%
Mtskheta	1.5%
Negative	0.6%
Total	100%

2 word clouds were created for better visual representation of our results. The Figure 21 is built on the results of the 20 groups which were classified from the pool of 687 words, while Figure 22 displays words without any classification. The Figure 22 was necessary to show the most important words which might have been hidden behind the labels.



Figure 21. Word cloud illustrating the unique image of Georgia as a travel destination (a).
Source: Author's elaboration

Research by Ecorys Polska Sp. z o.o. (2017, p. 30) explored that according to the Georgian stakeholders and residents “untouchable nature”, “diverse climate”, “geographical vicinity of sea and mountain resorts”, “rich water resources”, “balneology resorts”, “ancient historic sites”, “unique Georgian cuisine, wine and hospitality” are the unique attractions of the country. Based on our results, most of these unique attractions had significant role in travellers’ impressions too. However, “rich water resources” and “diverse climate” have not been directly mentioned by travellers. Probably these two points are too general to note separately as a unique attraction of a destination. To sum up, with our research we discovered that travellers have the similar impressions about Georgia as a touristic destination as the local stakeholders and residents.

V. CONCLUSIONS AND RECOMMENDATIONS

Wine tourism becomes an important part of many destinations' positioning strategies. However, as the number of WTDs grow rapidly, there is an increasing need of unique and clear positioning (Williams, 2001a). Uniquely positioned WTDs have more chance to attract their target travel markets, while "images are more important than tangible resources and perceptions, rather than reality are what motivate consumers to act or not to act" (Guthrie & Gale, 1991, p. 555). As a result, an image is a driving force for the destination competitiveness. Researchers called for an image measurement scale adapted to WTD to be developed.

The first objective of our research was to create a uniform scale for measuring an image of any WTD. We successfully reached our goal. As an answer to our first research question, we created a WTDI scale which is valid and reliable.

In our research we created a reliable WTDI scale that can be used uniformly by any WTD. It can have various purposes. We recommend our WTDI measurement scale to be used by WTDs to measure their image and plan future strategies and promotions. They can compare their image with their competitors', the image can also be studied during the specific period and observe any changes. The scale has many uses and destination management organizations as well as wine region development organizations can benefit from it.

The second objective of the research was to find the image of Georgia as a WTD. We found the most important characteristics of Georgia's image as a WTD. To answer the second research question, our research explored Georgia's WTDI.

In Georgia, where the winemaking is 8000 years old, a new way of development in a form of wine tourism has been reinforcing through the last decade. Wine tourism does not only influence the wine industry, but also social and regional development. Wine tourism has often played a principal role in the revival of the rural areas and regions. However, for significant results, WTDs need to be more competitive and attractive than their rivals. While DI is one of the determinants of competitiveness of these areas, DMOs try to understand the image perceptions of their targeted travel markets. In case of Georgia, DI has been scarcely studied. Our research contributed to the existing and ongoing research about wine tourism and DI of Georgia.

According to Echtner and Ritchie (1991), to fully comprehend an imagery of a destination, it is important to research both attribute-based and holistic components. This is why we researched both holistic and attribute-based components of Georgia's WTDI. Echtner and Ritchie (1991, 1993) advise that a holistic component of DI includes functional/psychological, common/unique

and attribute-based/holistic dimensions. Exploring these dimensions of Georgia's image in addition to the quantitative research contributed to the full understanding of its WTDI.

Georgia's *holistic image* dimension was mostly related to the „mountains, nature and landscapes”, „wine” and „cuisine”. These were the first three most frequent associations when asking the respondents about the images or characteristics of Georgia as a travel destination. We can clearly see that most of the associations are more functional or tangible than psychological.

In terms of *psychological image dimension*, travellers perceive Georgia as a welcoming, relaxing, lively, happy, natural, historical, traditional, interesting, authentic, and cultural destination with many other positive characteristics. To be successful, the negative images which comprised 5% in our image research should be monitored and modified by careful positioning by GNTA; in addition, the perceptions of the travellers can be used as the core of the further promotional and positioning activities to strengthen the attractive image of destination in target markets where the awareness is yet low.

We also explored the *unique dimension* of the Georgia's holistic DI from travellers' perspective. In this way we contributed to the goal to study WTDI of Georgia. Georgia's distinctive attractions from the travellers' perspective are not only some particular sights, but also its mountains, nature, food, wine, villages and others in general. The respondents mentioned such specific attractions like Tbilisi, Batumi, Black Sea, Svaneti, Vardzia and so forth. GNTA or other interested organizations can use this information and strengthen the promotion of any attraction that is not firmly represented in our results.

Based on quantitative research the most significant characteristics of Georgia's image as a WTD are wine and wine tourism; atmosphere and environment; security, cleanliness, economic situation and prices; tourism facilities; natural and cultural attractions; comfort and infrastructure. We can see that quantitative and qualitative methodologies are complementing each other and they must be used together when measuring WTDI. Our recommendation for Georgia as a WTD is to keep measuring its image from time to time to observe any changes and plan promotion strategies accordingly.

VI. NEW SCIENTIFIC RESULTS

Two main goals of our research were to develop a WTDI measurement scale that could be used by any WTD to measure their image, and to measure an image of Georgia as a WTD. The main findings of our research have been summarized in the previous section discussing the main achievements and recommendations. A short summary about the main novelties of our research is provided below:

1. WTDI measurement requires a different approach from the general DI measurement techniques as wine regions have different characteristics. As in the literature there was a gap and no uniform WTDI measurement scale existed, we created one. We reviewed literature and collected the attributes this way. We also organized focus groups and gathered additional attributes for our scale. After collecting the data and analysing the results, we got a final WTDI scale. This is a new scientific result that can be used by different WTD management organizations to promote the wine regions or plan their marketing strategies accordingly.
2. We also studied WTDI of Georgia using both qualitative and quantitative techniques to make sure we capture all the characteristics of its image. This is the first time when Georgia's WTDI has been measured, and it could be very useful for this wine producing country. Georgia projects its image as a WTD and knowing perceptions of its visitors can only help it develop the marketing strategies accordingly. It can also help Georgia learn how its image will change in the future if the researchers keep using the same scale.
3. Finally, it's worth mentioning that we performed a comprehensive review of all the WTDI related literature written between 2001-2020. This is a novelty, as this kind of literature review synthesizing the literature about the WTDI did not exist. The results are displayed in the literature review section, and it can be used by researchers to understand WTDI topic's current state of knowledge. We believe that at some point in the future it will be necessary to continue monitoring its state of knowledge by the similar kind of literature review.

VII. SUMMARY

DI plays an important role in tourism marketing research. The importance of the DI is linked to its influence on individual's behaviour regarding travel decision-making (Chon, 1990; Gallarza *et al.*, 2002; Stepchenkova and Mills, 2010; Tasci *et al.*, 2007). WTDI has been studied by few authors who emphasize that WTDI research is limited (Bruwer *et al.*, 2016; Bruwer and Gross, 2017; Scorrano *et al.*, 2018), Williams (2001b) notes that it might be easier for WTDs to be noticed among other types of tourism destinations but it's a challenge to differentiate one wine region from another. To be successful and attract visitors, WTDs should make sure that the projected images match wine tourist' preferences (Williams, 2001a). Bruwer *et al.* (2016) suggests that WTDI needs a differentiated research perspective from the common DI studies due to its unique nature. To fill in the gap in the literature, we developed a scale that is adapted to WTD's nature and can measure its image. We also measured the image of Georgia as a WTD.

We reviewed WTDI studies published between 2001-2020 to assess the current state of the research field. We found that the researchers are mostly focused on perceived image not the projected one. The results also demonstrate that the researched destinations are mostly located in the following countries: Spain (24% of papers), Australia (19% of papers), Canada, Portugal, and USA (10% of papers each). We also learnt that WTDI studies concentrate on measuring an image of a single destination than comparing or referring them with competitors. Mostly researched samples were winery visitors, and a group of winery managers, owners, and winemakers. In terms of WTDI measurement methodology, authors use both qualitative and quantitative methods, as well as their combination. We found that WTDI research lacks studies which would measure WTDI with combined methodology. WTDI research authors neglect unique and psychological holistic components of DI when collecting qualitative data with open-ended questions. In our research we contributed to both problems. We used combined methodology to study WTDI of Georgia. We also researched full spectrum of Georgia's WTDI including psychological holistic and unique components.

The objective of our research was to create a WTDI scale and study image of Georgia. Firstly, we identified WTDI attributes through the literature review. To collect a full list of attributes we used focus group interviews. Once we had all the attributes ready, we merged them and created a survey instrument. We collected responses and analysed them in SPSS. As a result, we got a scale that can be used in measuring different WTDI. We also measured WTDI of Georgia with combined methodology. As a results, we found the most important characteristics of Georgia that are perceived by foreigners.

APPENDICES

Appendix 1: References

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Appendix 2: Questionnaire

Survey about wine tourism destination image

Dear survey participants,

My name is Gvantsa Sekhniashvili. I am a PhD candidate at MATE University in Hungary.

The data from this survey will be analysed and presented in the article as well as in my final dissertation. Your name is not required, so the data is confidential.

The survey will take approximately 5-7 minutes.

Thank you for your time and participation.

Have you ever visited Georgia (the country)? – mark the correct answer below.

Yes	
No	

Please answer demographic questions about yourself

Age (how old are you?) – Enter the correct answer below.

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Gender - mark the correct answer below.

Female	
Male	
I don't wish to answer	
Other (please enter the answer manually)	

Nationality – Enter the answer below.

--

What is the highest degree or level of education you have completed? - mark the correct answer below.

Less than high school	
High school graduate	
Some college, no degree	
Bachelor's degree	
Master's degree	
PhD.	
I don't wish to answer	
Other (please enter the answer manually)	

Occupation - mark the correct answer below.

Student	
Employee	
Unemployed	
Intern	
Retired	
Self-employed	

I don't wish to answer	
Other (please enter the answer manually)	

Marital status - mark the correct answer below.

Married	
Single	
Widowed	
Divorced	
Separated	
Registered partnership	
In a relationship	
I don't wish to answer	
Other (please enter the answer manually)	

Please select appropriate answer for each row based on your impressions (imagination). It's not a problem if you have never visited Georgia, as you might still have some ideas, imagination, impression, or beliefs.

I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Nice Scenery/natural attractions								
Good settings of the wineries								
Great vineyard landscapes								

Nice beaches								
I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Interesting history/customs/culture								
Interesting cultural activities								
Interesting cities/Towns/villages								
Rich wine culture								
I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Good availability of tourist information								
Good shopping facilities								
Good value for money								
Rich gastronomy								
Interesting local products/cottage industries								
Attractive nightlife and entertainment								
Good quality of accommodation/restaurants								
Suitable atmosphere/facilities for leisure and recreation								
Comfortable local infrastructure/transportation								
Nice architecture/buildings								

An acceptable proximity of the region to a main city								
Good fame/reputation								
Family oriented environment								
Adult oriented environment								
Good quality of service								
Good opportunity for adventure								
Good opportunity for increase knowledge								
Interesting fairs, exhibits, festivals								
Interesting sports facilities/activities								
Interesting tourist sites/activities								
Interesting national parks/wilderness/ outdoor activities								
Interesting historic sites/museums								
Variety of offers / discounts / sales								
I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Good level of safety								
Good level of cleanliness								
Nice climate								
Unpolluted environment								

Pleasant odours /scents								
Good Price levels								
Good level of economic development/affluence								
Acceptable extent of commercialization								
I think that in a wine tourism destination Georgia	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
It's easy to communicate with locals								
I think that as a wine tourism destination, Georgia is	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Politically stable								
Easily accessible								
Hospitable/friendly/receptive								
Crowded								
Urbanized								
I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Exciting environment								
Pleasant environment								
Interest arousing environment								
Fun environment								
A sense of escapism								

A sense of discovery								
A sense of nostalgia								
A sense of freedom								
A sense of happiness								
A sense of calmness/peaceful								
Restful/relaxing environment								
Good quality of life								
Familiar/Friendly atmosphere								
I think that as a wine tourism destination, Georgia has	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Good availability of wineries								
Wineries that are visitor friendly								
Availability of purchasing good wine								
Opportunity to taste lots of wine								
High quality wines								
Interesting wineries								
Interesting wine tasting experiences								
Interesting wine Styles								
I think that as a wine tourism destination, Georgia is	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion

Great wine tourism destination								
I think that in a wine tourism destination Georgia	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree	No opinion
Winery staff is knowledgeable about wine								
Wine quality is good								
Wines are good value for money								

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