

Analysis of the Wine Experience Tourism Based on Experience Economy: A Case for Changyu Wine Tourism in China

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Abstract: The characteristics embodied in the experience economy are that production and consumption is a twin process and experience is the process “products”. Wine tourism to a way of life we pursue and increasingly becoming a way of forming personal development and lifestyle. It is precisely these factors prompted the inevitable link between tourism and wine. In this context, world wine production capacity is relative to the spending power of the high-speed development, promoting wines Chamber of very great importance to the tourism promotion of the wine-producing areas and carrying flowers making strenuous efforts to tour around the world tour organized by exquisite wine show and tasting sessions. The promotion will let the wine-loving remember winery brand, therefore, tourists and media publicity personnel witnessed and taste product features publicize the beauty of food and wine; domestic wine market outlook was generally optimistic, but imports, domestic size winemakers a hot consumer incremental slow; buyout distribution, counterfeiting and other vicious competition impaired contradiction significant the wine market prospects and survival status quo, wine tourism is based on success on the international wine marketing experience, to seek a broader and more practical form of publicity and sales the channels proposed a new way of life. Combined with the development of the situation on the ground and research, this study describes the content and features of the wine tourism experience on the base of experience economy of wine tourism. Finally this study combines with a detailed analysis of Changyu wine tourism in Yantai and discussed issues related to the wine tourism experience.

Keywords: Changyu, experience economy, wine experience tourism

INTRODUCTION

The so-called wine tourism, is defined that the tourists visited wineries and wine producing region, thus they can obtain an extremely wide range of feelings and experience, which includes wine tasting, wine tours, gourmet tour to visit the wineries surrounding landscape day trips or more entertainment activities in a long time, of course, the wine tourism linked with experience economy also includes a series of activities to understand the production of wine culture and lifestyle. This coincides with tourism characteristics such as invisible, heterogeneity, perishable and synchronization of production and consumption. Therefore, tourism is a kind of “experience”. It’s indubitable that tourism scholars consider the tourism experience is a new form of tourism after leisure tourism and sightseeing tourism. Currently in the wine industry developed countries, wine tourism experience has been carried out very well, such as Australia, Italy, The United States, South Africa, Moldova and other countries. These wine producing countries combine wine with the tourism experience and promote the steady development of wine industry by tourism experience in order to increase their influence all over the world and their wine product’s market share and sales volume. At present, foreign wine tourism in

Australia is doing relatively successful. In Australia, wine tourism is already an important part of the tourism activities and has brought huge gains for the wine industry and the whole community. According to the Federation of Australian wines forecast annually through tourism and direct sales the wine enterprises gain about four to five hundred million Australian dollars in direct benefits. Victoria states, as an example, the state total income of wine tourism in 2004 is 185 million Australian dollars in which about 70 million Australian dollars comes from indirect sales of cellar and the remainder comes from food Myanmar goods, accommodation, petrol and other goods and services. According to statistics, in 2004 the number of international tourists visited to the winemaking factory accounted was for approximately 18% of the entire number of tourists to Australia and this proportion has been rising year on year.

LITERATURE REVIEWS

There are no universally accepted definitions for wine tourism in limited research literature. The most definitions for wine tourism combined tourists travel motivation and experience together. “Wine tourism” is defined by Hall (1998) as: “The visit to the vineyards,

wineries, wine festivals and wine exhibition, for which it is to taste and experience wine as the purpose of the visit for the main features of the wines” (Hall, 1998).

The concept of experience in the history of the West could be traced back to ancient Greek philosophy. In addition to the myth of a “memoir” and parlance on “Dionysus”, western earliest description of the experience or a similar concept, might be Plato’s “Delirious” viewpoint. The sage was in the condition of grave concern about the hidden world of primitive gods, Athens rational social and moral decline, thus he put their hopes of being saved on the experience of Delirious and eager through experience to return to rational heaven beyond the shackles of secular world (Bruwer, 2003). Athenians lost the god (rational) and only experience can call it back. And after a long night of the Middle Ages, experience, the aesthetic concept, in areas of Germany classical aesthetics has entered a recovery phase. Then, the Greeks spiritual which were duranced for the long time regained consciousness. Following Rousseau, Schiller again saw the nature of human was destroyed by the industrial civilization, science and technology in modern society. He also felt the “End overall” is being “split” to “fragment”. In this regard, Schiller has proposed a far-reaching ideas: Through experience(games), the absolute intermedia integrated the separated people’s instinctive emotional and rational instinct as the End overall. It can be said that Schiller far exceeded Plato and people in the same period. He highlighted experience to an unprecedented height, trying to use it to solve the most fundamental problems of life and social problems. American scholars advocated wine tourism experience in the “Harvard Business Review” (1998) and “Experience economic era has arrived”. The so-called experience economy refers to seeking sentimental and emotional appeal, creating a memorable customer experience with service center, commodity props. Later, the experience economy as the new economy attracts people’s attention following agricultural, industrial and service economy. In today’s world, it can be said to have entered into an experience economy, China is still at an initial stage. Many industries have tried to have varying degrees of experience.

When tourism scholars McConnell researches in the tourism experience, he tried to do some basic experience and the definition of the inspection, though the study is less characteristic and superficial, as a transition we do some introduction. According McConnell said, the interesting fact is that Experience has some origins with science more or less. Experience has the same etymology with experiment at the root of the word in English. Very few people, however, could give a scientific definition of the word. From the perspective of everyday life experience to understand this word, obviously, this word implied a specific time and space. In other words, experience is a matter of time and space boundary border. In the view of the external

morphology, experience as a process is the total action occurred at boundaries of time and space. To understand the essence of experience, of course, it is not only from the perspective of external morphology. In fact, the experience is even thinking of a psychological process, which is also Life is the process of constructing and deconstructing life and the meaning of existence. Experience contains from the original one doubt converted into a sense of emptiness or a sense of religious faith or going beyond. This is a change of use of direct, first-hand information and understands process. In this sense, McConnell considers that experience in addition to has the scientific and professional meaning beyond the pale, also has some fashionable and may even be related to sexual connotations.

Viewed from this point, McConnell, which has been somewhat “melancholy” of the older generation, believed tourism and scholars lined experience to the tourist experience. Travel abroad in the academic study of the origins travel experience is not initiated by McConnell. In 1960’s, Boorstin (1964) defined tourism experience as a popular tourist experience in consumer behavior. It is the kind of artificial, rigid experience of mass Tourism. He even lamented that there is no old tourists whose travel is engendered in the pursuit of some real experience in his view. Boostin despised those “superficial” modern-day tourists who he thought are only attracted with a number of pseudo-events. Turner and Ash also think that tourism is an aberration in nature or an era of malaise. Instead, McConnell insists travel experience is a positive response of people to the difficulties of modern life which is a pursuit of authentic experience for tourists to overcome these difficulties. Despite these views have such obvious differences; Boostin and McConnell have reflected such idea: travel experience for the individual and the entire society is of great significance when they defined tourist experience. They also lead to the controversy about the positive effects and negative effects of modern leisure tourism. In these debates many scholars think if tourists have the same or similar needs, no matter how different social and cultural backgrounds that tourists need, all tourists will receive some similar experience. These experts and scholars have made more profound and insightful comments in the travel experience and help us understand the travel experience. However, these theories and the general sense only explain and analyze it from the perspective of the tourism experience and the elaborate summary lacking of empirical analysis. In order to facilitate analysis and make a meaningful application of result, this study has selected wine tourism of Changyu in Yantai, China to conduct a detailed analysis and to make some research about experience of wine tourism-related issues of Changyu in Yantai, China.

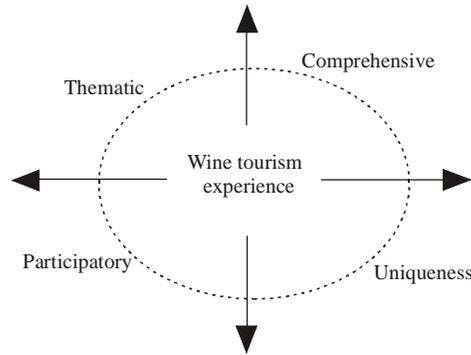


Fig. 1: The main characteristics of the wine tourism experience

WINE TOURISM EXPERIENCE

Wine tourism experience is a departure for people from the day-to-day experience of living environment to understand and participate in tours of wine tasting, liquor buying and various activities through having a visit on the Vineyards and wineries. Tourists are immersed in the wine culture baptism and nurtured and acquire listen, materials, tours range of sensory stimulation in order to get the spirit of self-improvement and enjoyment. The main characteristics of the wine tourism experience are divided for aspects, namely thematic, comprehensive and participatory and uniqueness Fig. 1.

Thematic: Experience with the new theme highlighting characteristics is the first step to attract tourists. The distinctive and mysterious theme of wine tourism experience around grape wine cultural is curious to tourists, which can integrate various experiences in tourism process to create a sense of unity and wholeness of wine culture.

In the study of wine tourists, the theme of attention for tourists to experience is special focused on to the degree (Getz, 2006). After specifically studied the wine tourism with tourism experience, Charter (2005) find the tourists have motives, purposes and other activities for the thematic of wine tourism. In the study subsequent, wine tourists' visit is regarded as an experience from the low to the high melting process. The experience from tasting to eat (only), drink and then to experience the culture, learning and finally a high integrated, by which the thematic of wine tourism can see that this is a tourism by providing wine experience elements, giving the value of aesthetic and pleasant experience. In the context of the experience economy, with the rapid development of experience travel, wine travel destination provides the necessary travel experience, which is an entertainment experience, education, body experience complex with experience and aesthetic experience. For we are able to form a travel experience "Sweet zone", so that the tourists stop participation,

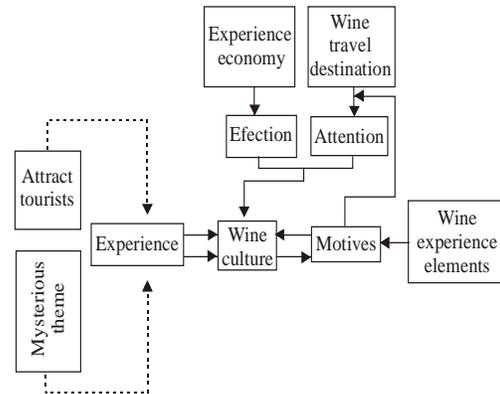


Fig. 2: The process of theme of wine tourism experience

learning. The process of theme of wine tourism experience is described in Fig. 2.

Comprehensive: Wine tourism runs through the whole process from grapes to wine brewing, visit and appreciation integrates agriculture, industry and services closely. This has greatly enriched the contents of experience and visitors will be comprehensive and truly experience the essence of wine culture.

People consumer demand for travel is currently undergoing changes from one type to some comprehensive types to raise or pursuit of a lifestyle the rest, entertainment or sightseeing activities, increasingly becoming the tools of a personal development and lifestyle (Hall, 1998). It is these factors that a lot of contact between wine and tourism consumers can be prompted, therefore, it seems that the tourists cannot be separated from the wine, for no wine, no beautiful tourist atmosphere; wine seems also to be inseparable from the tourists, which is not favored by tourists and wine, so it is difficult to become a wine. Visitors, however, like the wine not only because of a soft spot that the flavor and aroma of the wine, but also because of the wine hidden cultural connotation. It is the comprehensive types of experience that the tourists' pursuit the high cultural taste of travel and wine closely linked.

In addition, the wine tourism process in creating a cultural atmosphere is exceptionally warm and friendly, which let people to get to know the wines in a special casual and relaxed state of mind and to know more about the wine and intuitive to feel profound, as well as the kind of wine culture, for which people cannot forget and difficult to resist the lasting charm with the comprehensive types of experience Fig. 3.

Participatory: Participation is an important part of the tourism experience without it tourists easily have a superficial visit (Frochot, 2011). Wine tourism experience of picking, brewing and tasting, appreciating can fully mobilize the eyes, ears, mouth, nose and other

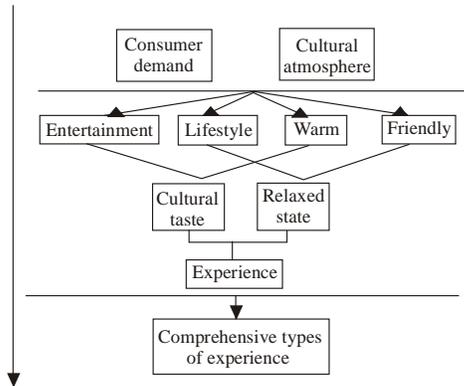


Fig. 3: The comprehensive types of experience

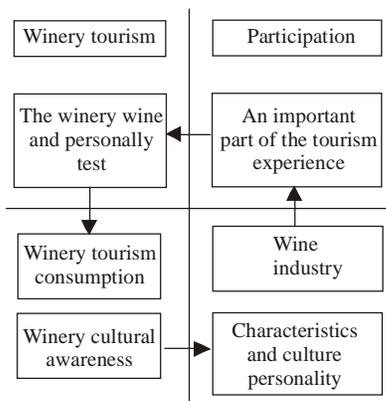


Fig. 4: The participation in wine tourism

senses involved (Johnson, 1998). Experiencing in the participation and thinking in experience give People unforgettable memories.

There is an intent in the first step for the winery tourism in our wine tourism, which is not directly proportional to the current the wineries wine market and product quality, therefore, it result in consumers lack the most basic awareness of wineries wine (Hashimoto, 2003). The winery tourism can allow consumers into the winery as a tourist, witnessed winery wine production process and understand the true meaning of the wineries wine, intuitive feel of visitors through the winery wine and personally taste, it will wineries wine good feeling, thus bred for the winery wine consumption market a stable and loyal customer base, as well as the winery cultural awareness and promote the winery tourism (King, 2007).

In wine industry developed countries of the world, such as Italy, Australia, the United States, France, the special people of winery tourism like and favor the participation in wine tourism, which is by the winery's own characteristics and cultural personality determined winery tourism, who do not go in to the those tanks forest, a high degree of industrialization, large winery tour (Houghton, 2001). There are some reasons, first of

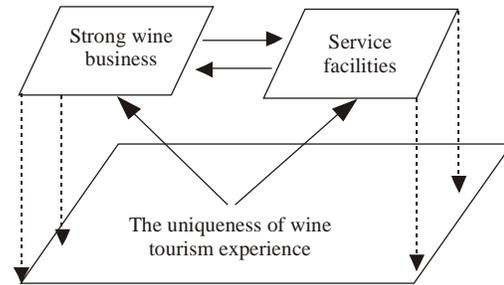


Fig. 5: The uniqueness of wine tourism experience

all, it is close to the natural environment in which position, reflected in every man and nature, the harmony and friendly coexistence winery elements layout arrangement and function selection in line with people's habits and consumer hearts everywhere, especially in the winery green vineyards, making people feel relaxed physical and mental special, special pleasure by taking part in the wine tourism and thus it plays on special happy special excitement Fig. 4.

Uniqueness: Wine tourism experience relying on the strong wine business that must have standardized vineyards, strict production and storage technology (Lang, 2001). Economic and technical high threshold, extensive enterprise culture of long history wine enterprise difficult to achieve for the general enterprise determine the unique nature and uniqueness of visitors' experience (Macionis, 1997).

The wine experience tourism should establish and perfect the winery internal service facilities, recreational facilities, but also do a good job in the winery internal staff training (Thevenin, 2006), with full-time departments, professional guides, in addition to that also take the initiative to go out, please come in to strengthen propaganda of the winery's own image, you can invite the influential mainstream media personnel to the winery folk songs and then use the most effective forms of media to the public a comprehensive publicity winery cultural showcase winery image Fig. 5.

CASE STUDY

The winemaking company of Changyu, Yantai has become the most popular tourist spots to visit that received more than 56,000 tourists and tourism income of it reached more than 560 million in 2000. This year from January to October received more than 60000 tourists of which 30% is overseas tourists and tourism income reached 7 million. At the same time making good economic returns, it also plays a very great role in promoting the development of enterprises. In 2000 Changyu Company also invested 42 million yuan to expand their plaza and new Wine Culture Museum Plaza, reinforced and renovated century underground wine cellars and invested 37 million yuan to build Changyu winery in order to extend tourist attractions.



Fig. 6: Changyu wine culture museum

After the new Wine Culture Museum Plaza completed, company will become a unique tourism industry landscape with a high starting point, high-tech, high-grade, a window to disseminate wine culture with the uniqueness in form and content and become a new bright spot in the seaside tourist area in Yantai. At present, Changyu wine museum, Castro Chateau both are national 4A level scenic spots. Company puts center on cultural wine museums, combines 100 years underground cellar and vineyard, winery, grape fermentation center and production lines. Through these it opens a day-trippers, the marriage route, students routs in different lines provided catering services by the hotel of Changyu which forms visit, entertainment, shopping, dining experience tourism product integration and has become a major tourist products in recent years. Wine tourism experience of Changyu can bring the following five travel experience to tourists (Fig. 6).

Enterprise culture experience: Changyu wine museum can be said to be miniature of the Chinese nation wine industry and 100 years the company opening up careers history. Museum of Wine Culture has collection of Kang Youwei, Sun Chongshan, Zhang Xueliang and other celebrities' masterpiece and more than 30 pieces of at home and abroad gold showing the Changyu more than 100 years of history, legends and business culture and the spirit of enterprise accumulated for 100 years.

Experience of wine culture: Cultural experience is the core of the wine experience which every aspect of the travel process can't be divorced from. Tourists enter Asia's most ancient and mysterious wine cellars to touch more than 600 oak barrels filled with wine and appreciate wines in wine atmosphere. Watch their color, their fragrance, taste the flavor of wine is tasting tours Trilogy. Through appreciating wine, tasting consultant and professional exchanges, visitors will be able to learn more about Chinese wine culture and wine knowledge .For example, how to distinguish wine according to the wine aroma, texture, color differential ,the stoup choice, tasting etiquette ,wine and disease prevention. Under the influence of the culture of wine, besides feeling the shape beauty of wine, mouth excitement, tourists also

appreciate wine, relax mold and understand the deep meaning of life

DIY canned wine: In the cellar Lane of Changyu wine cultural museum, tourists can infuse wine into bottle they favor from the barrel of wine, press stopper of the bottle and stick a corresponding wine name and label on the bottle. This DIY caned item makes tourists feel the happiness of canning. Every bottle of wine canned by tourists carries tourists unforgettable travel experience and fond memories. This innovative project fully embodies the characteristic of participatory in modern tourism experience and deepens the tourists' understanding of corporate culture.

Ecological agriculture, tourism industry experience: People can experience the idyllic vineyards and liquor industry process at Castro Chateau. Tourists with hats, apron, carrying basket to pick and taste a wide range of grape varieties as worker in European vineyards try to make wine by hands, showing the modern ecological concept of "harmony between man and nature". In the modern wine-making department tourists can experience traditional crafts strictly enforced for several hundred years, include the whole process of pressing, fermentation, filtration, storage and packaging (Bruwer, 2003). This helps tourists understand the process of wine and the perfect integration of modern industry and traditional technology.

Experience of SPA: In the end, the company will open the International Essay ,female visitors can experience the feeling of beauty items such as new grape juice skin protection ,liquor mud deposited body and the wine SPA care most women welcome all over the world at present. Women tourists are freed from busy working and life to experience relaxed, happy and healthy.

CONCLUSION

Wine tourism is a relatively new concept and product and it is also in the evolution and development. The term "wine tourism", including two different industries, each industry has a huge impact on regional economic development, environment and lifestyle. Therefore, how to make effective combination of these two different industries and mutual benefit, in order to contribute to economic and social development of the wines, is facing a new project in the current development of tourism (Hall, 2003, 2010). China has just started in the wine tourism experience. Along with the development of China's wine industry, the improvement of people's standard of living and changes in consumer attitudes, wine tourism experience will have a greater room for development and become a new tourism growth point. Because wine tourism experience in China is a new thing, we should extract experience from developed country and explore a mode of

operation of the wine tourism experience which is adopted to China which is based on the experience of economic development in wine tourism experience and create very competitive tourism products.

Wine tourism as the launch of a new project, it cross-industry large development space and necessary consensus (Williams and Kelly, 2010), but how to cause bigger and stronger development of the industry of the wine tourism, which benefits for country and people, it is the need of the domestic wine industry joint investment and tourism as well as transportation, food, utilities, real estate and other industries involved in energy exploration and development. The wine tourism should be viewed as a cross-repeated complex relationship to study the need for multi-disciplinary, multi-level, in order to guide the development of wine tourism, planning, management and other practical work based on the experience economy.

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