**Title**  
Resident Support for Wine Tourism in Florida

**I want to submit an abstract for:**  
Conference Presentation

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**Keywords**
wine tourism; Florida tourism; resident support for tourism; wine consumers; wine consumer typology

**Research Question**
What are the determinants of resident support for wine tourism in a non-traditional wine tourism destination?

**Methods**
Cross-sectional survey design used to survey residents living close to Florida wineries. Categorical variables' influences tested using t-test and one-way ANOVA. Variables with influences included in OLS multiple regression analysis.

**Results**
Past visits to winery, general wine consumption of 1+ bottles/week, consumption of 1+ bottles/week from nearby winery, age, number of visits, and two dimensions of consumer typology influenced positive sentiment.

**Abstract**
Background
While Florida may not have the climatic conditions to become a major wine tourism destination, it possesses high potential for wine tourism as an authentic and experiential tourist activity and to diversify its sun-sand-sea and theme park tourism offerings. While wine tourism has received ample academic attention in traditional U.S. wine growing regions such as California, scant attention has been paid to non-traditional wine growing states such as Florida. Yet, Florida has 31 wineries and vineyards (Florida Department of Agriculture and Consumer Services, n.d.), as well as several major wine festivals and events, and produces wines mostly made from the native Vitis Rotundifolia (a.k.a Muscadine) species as well as from other locally grown fruits such as blueberries. Thus, Florida has the necessary elements to develop a unique wine tourism experience alongside its more traditional tourism products. Besides increasing the diversity of the state's tourism offering, wine tourism may also provide opportunities for cultural, heritage and rural tourism development in areas where economic regeneration is needed most.

Studying the challenges and issues of wine tourism development, especially from perception and support of residents, is critical for sustainable wine tourism development. Poitras and Getz (2006) suggested that the difference between the success and failure of niche forms of tourism within a community may be a result of the degree of resident support. Unfortunately, per Gomez et al. (2019), little work within the wine tourism literature has focused either on support for this niche area of research or factors that may explain residents' support. This is not that different from the evolution of general tourism studies that considered resident support long after much consumer behavior research had been undertaken. The work in wine tourism that has focused on residents' perspectives has been focused mainly on perceptions of economic, socio-cultural, and environmental wine tourism impacts. Thus, work is still needed to determine the most salient variables and constructs that explain residents' support for wine tourism.

The purpose of this study, therefore, is to investigate support for wine tourism by residents living around the wineries and the predictors of this support. The current research is geared toward the need to diversify tourism products in Florida by boosting wine tourism development that has already started but needs attention from both academics and practitioners. Further, although resident support for tourism is widely accepted as an important determinant of tourism success, knowledge about resident support for wineries and wine tourism has not been supported by academic research.

Methodology

The study was conducted with a cross-sectional survey design, after conducting desktop research, interviews, and site visits to gather data on the wine tourism in Florida. A total of 232 usable surveys were collected from Florida residents residing in the zip codes in which wineries are located. SPSS Version 28.0 was used in the data analyses that included frequencies, descriptives, Principal Component Analysis (PCA), t-test, One-way ANOVA, and Ordinary Least Squares (OLS) multiple regression analysis, to determine the statistical significance of the influence of each independent variable as a determinant of resident support for wine tourism.

Results

Resident support scale ratings revealed some level of support for wine tourism but not very high, with the highest-rated positive item below 6 on the 7-point scale. Nonetheless, there are more positive sentiments or “Supportive of Winery and Tourism” than the negative or “Against Winery and Tourism” since negative items received below average ratings on the scale, hence higher factor grand mean of the positive sentiment factor.

Results indicate that respondents are more likely to be occasional wine consumers, while some also have a passion for consuming and supporting Florida wines and wineries. T-tests and Pearson regression analyses revealed that past visits to the winery, general wine consumption of one or more bottles per week, consumption of one or more bottles of wine per week from the nearby winery, age, the number of visits to the winery, as well as the two dimensions of general wine consumer typology (Occasional Wine Consumer) and Florida wine consumer typology (Proud Florida Wine Consumer) had some influences on the positive sentiment. However, when modeled into an OLS multiple regression analysis, only the consumption of one or more bottles of wine consumed from the nearby winery had a negative but significant influence on the negative sentiment.
Implications

This study is the first of its kind to examine a host of predictor variables and constructs in explaining residents' support for wine tourism. Results of this study indicate that the appeal of wine tourism in Florida is strongest among those who do not identify as wine connoisseurs, a finding that may be attributed to wine snobbery, with wines made from the Vitis Vinifera species considered superior to those made from the Vitis Rotundifolia species native to Florida (Alonso, 2011). Florida wineries may, therefore, consider targeting non-connoisseurs of wine and, given the sweet, fruity flavors and aromas of Florida’s Muscadine wines, those who generally do not consume wine. Such strategies could lead to an increase in consumption of Florida wines and support for wine tourism which, in turn, would lead to positive word of mouth and an increase in winery visitation and support. While wine tourism may never be a major tourism driver in Florida, it can diversify the tourism product portfolio of the state and offer appreciation of culture and heritage of rural areas as well as boost the local economy.

References


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