



**LUNDS UNIVERSITET**  
Campus Helsingborg

# La vie en Rosé

A qualitative study on organically grown wine tourism in  
Provence, South of France  
The case of Bouisse-Matteri

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## Abstract

**Title:** La vie en Rosé - A qualitative study on organically grown wine tourism in Provence, South of France

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**Key words:** Wine, tourism, wine tourism, Provence, Rosé wine, organic tourism, 4P's, quality, marketing communications

**Purpose:** The purpose of this study is to gain a deeper understanding of the wine tourism industry in Provence, South of France. This is done by looking at how small scale wineries operate and what relationship they have to tourism practices; what they already do and what kind of possibilities they have for development.

**Methodology:** A qualitative research method with an interpretivsts research approach has been used in this study.

### Theoretical

**Perspective:** The theoretical perspectives used for this study are primary the ones regarding wine tourism, Raymond Noronha's theory of organic tourism development, and McCarthy's 4P's of the marketing communication mix.

### Empirical

**Foundations:** A small-scale local winery was chosen to stand model as a case study example for the purpose of analysis. Further on both interviews and observations were conducted at the winery's location during one single visit.

**Conclusions:** The main finding of the empirical research implies that the winery does not actively engage in wine tourism practices. One reason is the fear of losing power of their operations, another reason is that they want to continue producing quality rosé wines and don't want to lose sight of that superiority by moving into another domain of operations.

In accordance with the empirical findings and the framework of the 4P's, the following factors have been identified as possible areas of development for small-scale local wineries in Provence. These areas will be the main focus of this study and will be discussed in further details in the coming chapters.

<u>Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Place</u>
Rosé Wine Quality	Value	Vins de Provence Routes des Vins Marketing Campaign Word of Mouth	Cellar shops Organic tourism Terroir

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# Chapter one: Introduction

*This first chapter will present a background to the subject of wine, tourism and wine tourism. A problem discussion will be provided to introduce the reader to the subject and why there is a need for this thesis. The aims and objective will be presented and finally an disposition of the thesis will be outlined and presented.*

## 1.1 Background

Tourism has become one of the world's fastest growing industries as people are frequently travelling to other countries and locations outside of their natural habitat for different purposes (UNESCO 2012). In 2008, the number of international tourists was 982 million and according to UNESCO (2012) the forecast is that the figure will rise to 1.6 billion people by 2020. Therefore an increasing amount of work is put into the development of tourist destinations with the aim of competing against all other destinations in an attempt to create something unique that have a chance to compete for the tourist's attention (European Travel Commission 2011, World Tourism Organization 2011). In order to stand out in an international, national or even regional market the destination need to emphasize all the features, attractions and unique properties in order to attract visitors. Marketing methods are today not only practiced in a traditional business environment setting but are also being practiced within newer and more contemporary business operations such as the tourism industry. As shorter and more frequent trips are becoming more usual tourists are in addition to visiting traditional sun and beach destinations looking to discover new destinations and attractions (López-Guzmán et al. 2011) Even though there are constant newspaper presence of air travel companies that are going bankrupt in the current economic climate, it is still very easy to travel across borders in Europe. There are still plenty of European low cost airlines (EasyJet, RyanAir, Norwegian airlines, Wizz Air etc.) that operate cheap routes to various destinations all across Europe (Graham and Shaw 2008). An abroad trip is an escape from the boredom and meaningless routine, everyday existence into the forgetfulness of a vacation. Vacation stems from the name vacant, which means empty, time (Cohen 1979). Consumers see travelling as a necessity to get a way from 'the real life' rather than a luxury need. Gastronomy, food and wine tourism are areas within tourism research and tourism product development that have

recently seen a growth (Hall et. al 2003). The interest for wine has increased and more people are opting to visit wineries during their holidays (Charter and Ali-Knight 2002). Wine is considered to be a subset of food tourism where it plays an important role in expressing the regional food in the Mediterranean countries but also in USA and Australia. As a Mediterranean region, South of France is characterised by its long growing seasons with warm temperature where the native vegetation is dominated by olive, fig and citrus trees along with herbs such as thyme, rosemary and lavender. Grapes are also an important crop for the regions wine production and the long warm periods with little seasonal change throughout the year makes it an ideal region for the grapevines to flourish. Ever since the ancient Greeks and Romans started traded wine in the area, South of France has been a region that has come to be associated with wine production (Hall and Mitchell 2000). In France, the wine industry is today considered to be one of the most important areas of agricultural production in many regions of the country. Wine is however more than just an agricultural activity and plays a vital part of the everyday life for many people that live around the Mediterranean (Hall & Mitchell 2000). Wine has also proved to be an important dimension not only to promote the regional picture of a destination but also the focus of tourist interest. The relationship between food, place and experience has come to play an important role for the tourism industry. The significance of this relationship has been demonstrated by the fact that there are plenty of destinations that are using food and wine together as in food festivals and events to market the regional specialties and delicatessens. Wine destination numbers are increasing due to the increased wine production and the growing importance assigned to wine tourism. Developing a competitive advantage can therefore become problematic.

## **1.2 Problem Discussion**

As literature suggests, wine destinations are increasing and wine tourism is becoming an ever so important aspect and practice within the tourism industry. France is considered to be the world's number one destination choice (Westering and Niel 2003) as it offers a diversity of tourism products and is therefore considered to be an attractive destination. The profile of France as a vacation destination is also enhanced by its acknowledged gastronomy and the role that wine plays not only as a accomplice to the meal but the overall importance of wine to the French culture (Westering and




Niel 2003). Wine tourism is not something that is new to France and many wine regions have received visitors for a long time. However, it is wine regions such as Bordeaux, Burgundy, and Champagne that have received most coverage as attractive wine destinations. In literature, there is however little information about the wine region of Provence which is the main producer of the ever so increasing popular dry rosé wines. The region of Provence-Alpes-Côte d'Azur not only accounts for one of the main region in France that provides most tourism related jobs (Tourisme Gouv 2012), the region registered most over night stays made by the French citizen in 2009; 123 million over night stays. These figures indicate that the region and its relationship to tourism are of vast importance. Furthermore, French wine regions are seeing a somewhat decline in wine consumption (Westering and Niel 2003) whereas however the Provençal rosé wines were exported 10 times more than that of other French wines and the exports to the U.S increased by 50% in 2010 (Bieler 2011). The reason as to why Provence has been chosen as a destination for this case study research is due to the fact that it is a wine region that research has touched very little upon, and based on the fact that indications point towards that the wine industry in the region is pointing towards a promising future. This together with the fact, that Provence and the French Riviera is the leading French tourist destination after Paris (French Riviera Tourism Board 2012).

### 1.3 Aims and Objectives




Based on the problem formulation and background it is clear that wine tourism has become an important aspect within the tourism industry. Provence as a wine tourism destination is developing due to the recent popularity of its dry rosé wines, however it is still very rural compared to the bigger and more established wine tourism regions as Bordeaux and Alsace. Therefore there is a need of knowledge within for this topic and the importance of how practitioners in the wine production industry in Provence operate and how and if they practice any marketing activities in an attempt to develop their wineries. **The aim of this study** is to add an understanding of wine tourism in Provence at both a practical and theoretical stage and understand how a winery in the developing wine tourism region is trying to operate in the competitive environment in the world of the rosé wines. The marketing framework of the 4P's will be used as the framework for the analysis and will discuss what a winery – Bouisse-Matteri, and independent small-scale winery does and might do in accordance to the 4P's. The

reason as to why this framework is best suited is because it encompasses most aspects of marketing. The 4Ps can hence serve as a tool to help in defining and develop the marketing strategy for the company. To satisfy and achieve the aim, the following objectives have been set out:

The objectives for this research is to answer the following **research question**:

-  What kind of possibilities does an independent and local small-scale winery in Provence have in developing their wine tourism practices?

In order to answer this question the thesis touches upon the themes of:

-  Wine tourism and how it has been introduced in the region
-  Provençal wine history and the local environment
-  Marketing communications of wine in the region

Results of this study will contribute to a greater knowledge of the wine industry in Provence – an area that is little touched upon in both research and literature. The results may be used for wine practitioners or researchers within the field to learn more about this subject that can be taken further. This will be further discussed in the last chapter.

#### 1.4 Disposition

This first chapter aimed at introducing the topic, the scope and the importance of conducting this study. Aims and objectives have been presented and the research question has been made accessible. Chapter two will present the theoretical framework – previous research and literature on wine tourism and marketing communications will be presented in an attempt to gain a deeper understanding of the study. Chapter three will give a greater understanding of the region of Provence and the importance of wine and its natural environment. Chapter four will move on to introducing and explaining the methodology. Chapter five will introduce the case study in more detail before the chapter moves on to present and analyse the empirical findings that have been divided and presented in categories gathered from the interviews and observations. Chapter six provides a discussion and conclusion on the findings. Limitations and further research has been left to find in this chapter as it is found more appropriate to discuss when all data has been laid out.

## Chapter two: Theoretical Framework

*This section will summarize and present key theoretical findings that have been found through the use of secondary research and that are relevant to this study and the research question. The chapter is opened up by the understandings of what wine tourism is and then looks briefly at how the wine tourist market is like in France. Further on the chapter goes on to explain the phenomenon of the development of tourism systems before it moves onwards to the marketing mix and specifically the framework of the 4P's. Each topic presented relates to the objectives of the thesis and to assist as an aid in supporting arguments and primary research results.*

### 2.1 Wine tourism






Wine tourism is a relatively new phenomenon which has come to be defined as “visits to vineyards, wineries, wine festivals and wine shows where grape wine tasting and/or experiencing the attributes of a grape wine region is the prime motivating factors for visitors (Hall 1996 quoted in Hall et al., 2003 p.9, Hall et al., 2000 quoted in Carlsen 2004). The desire to experience a particular type of wine or the specific region of where the wine is produced must be the main influencing factor in the decision making process of where and why to travel. The concept of local grown and sourced food and drinks is a growing trend (Hall et al. 2003) and consumers do not settle to buy imported wine, but instead want to physically visit areas where the local wine is produced. There are however different types of wine tourists and some might also be ‘accidental tourists’ with not much of an interest of wine that have found their way to a winery. Getz (2000 in Getz and Brown 2006) suggest that there are three main perspectives on the subject of wine tourism and that they are the ones of the **wine producers**, the **tourism agencies** (that represent the destination) and **the consumers**. Getz and Brown’s (2006) perspective is that wine tourism is seen to be a form of consumer behavior, some sort of **strategy** that the destinations develop, and a marketing opportunity for wine related attractions as well as an occasion for the practitioners to market their wineries in an attempt to educate and sell their products direct to their customer (Getz & Brown 2006). Wineries can better market and brand themselves if customers see their wineries in person, rather than just see a bottle in a store. For the purpose of this study and to narrow down the thesis, consumers will not have a prominent place in this

thesis even though that the consumers play an important role in the wine tourism literature. Hall et al. (2003) suggests that it is the wider region that should be taken into consideration when it comes to the attractiveness of a destination and that the concept of wine tourism is closely linked to the land of produce. When viticulture (the science, production and study of grapes) is successful it will transform the local landscape into a combination of agriculture, industry and tourism. Wine, food and tourism industries come to rely on regional branding for market influence and promotion and therefore the regional brands become an important source of differentiation and add value for rural regions. Research conducted in Western Australia (Getz and Brown 2006) shows that wine and food alone were not viewed as the only factors that were influencing tourist to visit Australia. Wilderness, nature, heritage and history were the other factors that were valued by tourists. The importance for tourists when selecting destinations lay within the choice offerings such as experience of scenic and mountainous areas, meeting friendly and hospitable people as well as places that offer a vast selection of different activities. According to Getz and Brown (2006) **wine quality** is believed to be a destinations main selling point though. Quality of wine is frequently mentioned in wine tourism development and planning. This indicates that tasting quality wine is also considered to be a motivating factor for visiting wineries. The expectation might vary from region to region and there is not a set of success factors that can be applied everywhere.

Hall and Mitchell (2008) has identified that the wine cellar doors, known as *caves* in France, along with the tasting rooms and vineyard shops are one of the most important tools when it comes to the sales, marketing and communication of the business. These have also come to develop as an important channel for wine sales as for the development and maintenance of the relationships with the clients. It is also of significance as it is a channel where the wine brand can promote itself and the vineyard. As mentioned, it is easier for a winery to brand and market itself when people actually come and see the place of origin, the surroundings, landscape etc. Tourism can be seen as a mechanism that will improve and promote the international profile of the wine brand, educate consumers and sell the wine. Tourism together with wine can also be viewed as a marketing opportunity by creating and promoting a positive image of the region to the affluent wine consumers (Hall and Mitchell 2008). According to Carlsen

(2004), many wine regions and tourist destinations have realized that the benefits of wine tourism goes beyond the visit to the individual wine cellars and that it includes all areas of the region that could have an effect on the regional economy. Wine, food and tourism are the key core elements to the wine tourism product and provide the lifestyle package that the wine tourists seek to experience. To travel and to visit wine regions is a way to not only detect attractive areas and landscapes but also a way to discover a whole culture that revolves around the wine product. Tourists can gain new knowledge from the vigneron (wine makers) in regards to all aspects of viticulture and also get an opportunity to purchase wine at a lower price than on the market or wines that may not even be available to purchase anywhere else than in the cellars.

The Tourism Association of New South Wales (2000) in Australia have identified that there is a wide range of experiences that are associated with tourists visiting wineries and vineyards;

-  Wine tasting
-  Wine and Food
-  Enjoyment of the environmental surroundings
-  Day trips or longer recreation visits
-  Cultural, Nature based and lifestyle activity that is performed in wine regions

For the tourism industry wine is an interesting component due to the fact that it increases the flow of tourists to the area, it creates an image of quality for the destination and it acts as a way of developing the local region (López-Guzmán et al. 2011). Carlsen (2004) consider small and medium sized wineries to be in the best position economically as they can sell their wines directly to their customers without having to deal with any intermediary. Competitive positioning of wine tourism regions has become an important strategic issue as wine tourism has increased and wine regions are now putting high amount of focus onto marketing practices in an attempt to attract tourists. Marketing is therefor used merely as a tool to create competitive advantage and when marketing wine tourism it is the specific experiential benefits that must be stressed as wineries are the core attraction but cannot stand alone.

## 2.2 Organic vs. induced tourism

Tourism and wine industries are in contemporary literature identified as natural symbiotic partners and many researchers within this field point out the benefits that this relationship has. Although the contemporary research literature shows that tourism has vast economical benefits for the hosting country, there is also criticism about this statement. Cohen (1979) documented as early as in 1979 that the effects of tourism has been heavily criticized because of the effects tourism has on the culture, society and the environment of the host country. There are also a wide variety of problematic consequences observed in which tourism are considered to create in the societies. Tourism is by Cohen (1979) seen to have a less beneficial economic impact on the host society than has been claimed by tourism promoters and developers. According to Cohen (1979) economist have generally been positively oriented to tourism as it is a quick, labor-intensive path to rapid development. Anthropologist and Sociologists on the other hand are more concerned with the preservation of native cultures and societies and take a **more negative attitude** towards the industry and believe that the social and cultural effects of tourism on the host country have however been underrated.

One important question when analyzing at tourist destinations and their environment is to see how tourism has been introduced into that area. Tourism systems can accordingly to Cohen (1979) be grown **organically** from within the area or can be **introduced from the outside** in a rapid move. Destinations that have grown organically tend to develop in the direction of Raymond Noronha. Noronha (in Cohen 1979 and in Kadt 1979) suggests that tourism develops in three stages where firstly, a **discovery** of a destination is made; secondly, there is a **response** and **initiative** made by the local industrialists where facilities to accommodate the visitors are provided and third; **institutionalization** i.e. mass tourism might follow and where further development of the destinations will come under control of both private and public agencies from outside of the local community. However, it is also noted that this is just a suggestion and that **no destination area must pass these three stages**, although a majority of destinations have done so.

When the local population and the government of the host country becomes increasingly aware of the economic, social and political importance of tourism they try to take over the control of the industry or at least play more of an active part in it. In organically growing systems, the center of control of the tourist industry moves away from the host area as the loss of local control tends to be accompanied when the destination is institutionalized and managed by outside tourist facilities. This progress can cause resentment towards the tourists (Noronha 1979 in Kadt 1979) and the original enthusiasm and the warmth from the locals towards the tourists might become impersonal, forced and unfriendly and could prove to be off-putting for the tourists. People that are not directly engaged in the tourism industry are however reported to see the encounter with tourists not as a 'cash generating activity' but as an opportunity for genuine human encounter (Noronha 1979 in Kadt 1979). Noronha (1979 in Kadt 1979) continues to put forward that in areas where tourists are still rare, the local people will give visitors a traditional warm and ritual hospitable reception. On the other hand, if there are crowds of tourists the situation will differ and the attitudes towards hospitality might be forced.

As the local industrialists becomes more aware and familiar with tourism and its opportunities, new possibilities starts to appear around the tourist establishment. When it comes to the organically grown tourist system, a situation is developed based on the stages of touristic development that Noronha purposed. At the early stages of induced tourism however, there is a strong socio-cultural gap between tourists and the hosts, as they are not prepared for the large number of visitors and hence might not be able to perform any jobs within the tourist system such as guiding, tastings, accommodations etc. There might also be a lack of language skills or lack of familiarity with other foreign customs but as more locals become involved with the tourist system and activities around it, this gap **might** decrease or change (Cohen 1979). The local people can also ignore the presence of tourists and can go about conducting businesses as usual treating tourists as part of the regional scenery (Cohen 1979). Pi-Sunyer (1979 in Cohen 1979) research study from the Spanish region of Catalonia has found that locals can show indifference and sometimes even a dislike towards tourists. If tourism in a region has been introduced from the outside, the attitudes of the locals prior to the introduction of tourism plays an important role of how a destination can come to



develop. Especially if the locals are initially xenophobic as certain traditions, and religions can speak of the suspicion against strangers. This suspicion **might** gradually turn into a more kind behavior.

### 2.3 The winemakers interest in tourism

Taking into consideration that these opinions are dated, contemporary literature however continues in the thoughts of Cohen, Kadt and Norongha. Looking specifically into wine tourism, Fraser and Alonso (2006) recognize that there is a lack of discussion about the winery owner or winemaker's interest to become involved in wine tourism. There are marketing advantage that can be made from cellar door sales however, not every wine maker will want to be involve in this or might not financially afford to become involve. Beverland (1998 in Fraser and Alonso 2006) points out that wineries are through modern researchers persuaded to be involved in wine tourism, as they state that direct cellar door sales will be more profitable as it avoids transportation costs and retailers pushing the prices. Literature research shows that wine tourists will experience a variety of positive benefits and opportunity when visiting a winery such as: wine-tasting possibilities, touring of the vineyard, the chance to meet the winemaker and the opportunity to buy the wine. Fraser and Alonso (2006) also recognize that there are not any other ideas except for these in order to attract the potential tourist. They suggest ideas such as grape-stomping competitions, blending own wines or participation in actual winey processes may add value to the experience or even attract other tourist except for the wine interested one. This however does not take the attention away from the fact that by offering any of the already existing activities or these new ideas, the main idea of quality wine making may come in the shade. Offering any tourist activity moves the staff from the primary industry focus (dealing with crops, grapes, production process etc.) and moves the business towards a sector that involves in the provision of service instead. Among a variety of advantages of wine tourism such as: increased consumer exposure, brand awareness and educational opportunities, Hall and Mitchell (2008) also mention the disadvantages for wineries to participate in wine tourism activities. They consider wine tourism to be costly in the terms of both paying wages for extra staff to hold tasting rooms, the extra capital that is required to host visitors as well as the time it requires to expand the business operations.

Hall and Mitchell (2008) has observed that the current focus in the industry is strong



product orientation where the winemakers are focusing on wine production and often have little understand of tourism and tourism marketing. Tourism is therefore seen to be a secondary activity if at all. Beames (2003) also recognize the fact that the focus is on wine making and the final wine product rather than about the understanding of tourism, the tourism needs, marketing and service standards. Vignerons are not according to Beames (2003) considering themselves to be in the tourism industry and see tourism as a distraction. However, these businesses are considered to play an important role within their local communities. In order for wine tourism to be successful, organizations both at a vineyard level, and at a regional level is needed as partnerships and networks along with wine routes will provide a profitable wine tourism operation.

#### **2.4 Marketing Communications**

The marketing mix is a combination of four elements an organisation applies in order to satisfy or communicate with its consumers. The integration of the elements that are within the marketing mix is one of the main principles to a thorough and successful marketing strategy. Marketing is considered to be the process of planning and executing the concept, pricing, promotion and distribution of ideas, goods and services in an attempt to create and exchange value as well as satisfy individual and organisational objectives (Kotler et al. 2008) (De Pelsmacker et al. 2010). Depending on the marketing objectives and the goals of an enterprise, a tool that is used for marketing planning has to be defined (De Pelsmacker et al. 2010). The marketing mix is one tool that is available and this marketing instrument is divided into four categories, which are called the 4 Ps of the marketing mix (see table 2.1). These 4 Ps will be explained in further detail relating to wine tourism practices. From a winery's perspective however, the marketing mix should involve how a specific wine or line will be developed, priced, promoted and distributed.

Table 2.1 Instruments of the marketing mix

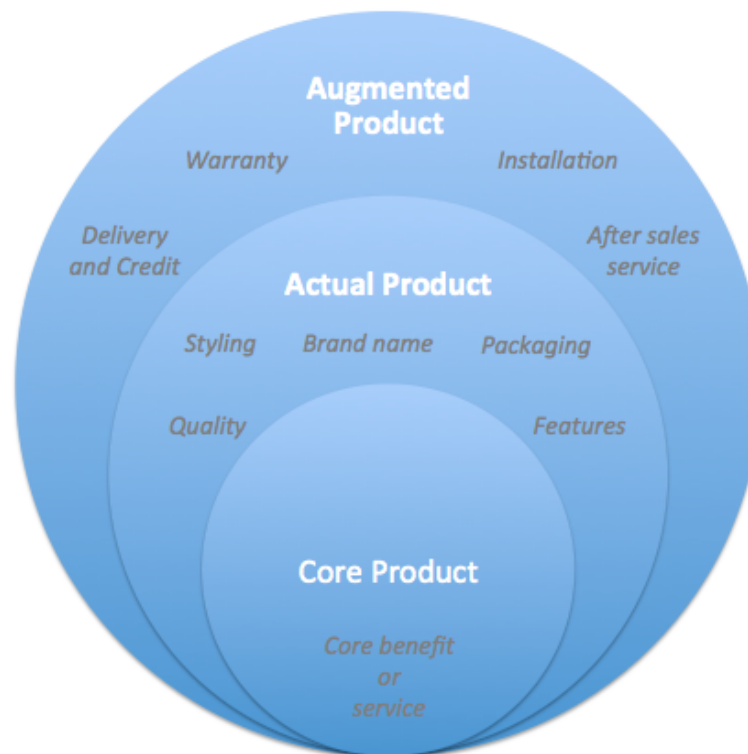
<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Benefits	List Price	Channels	Advertising
Features	Discounts	Logistics	Public Relations
Options	Credit terms	Inventory	Sponsorship
Quality	Payment periods	Transport	Sales Promotion
Design	Incentives	Assortment	Direct Marketing
Branding		Locations	Events, Fair shows
Packaging			Personal selling

Source: Adapted from: De Pelsmacker et al. 2010

### 2.3.1 Product

A product is considered to be the first and most basic marketing consideration and is the key element in the overall market offering. Kotler et al. (2008, p. 500) defines a product as “anything that is offered to a market for attention, acquisition, use or consumption that might satisfy a want or need”. Products are also more than tangible goods and have come to include physical objects, services, persons, places, ideas, organisations or a mix of several of these elements. Services on the other hand are products that consist of activities, benefits or satisfactions for the purpose of selling and are considered to be intangible, thus resulting in no ownership of anything. What a company is offering to its customers includes both tangible goods and services and can play either a minor or major part of the total offer. Occasionally the offer can consist of merely a pure tangible good where no service accompany the product and occasionally a pure service where the offer is primarily a service i.e. no tangible product is existing. However, having a goods and services combination is possible and is considered to be the average offering. Products and services are today becoming more standardised and therefore many companies are trying to create offers that differentiate themselves and create a value for the customer. Hence, managing and creating a customer experience has therefore also become an important practice for many companies as customers are buying more than just products and services but also what the offers will do for them. A product is therefore considered to have three levels, where each level should add more value to the customer.

Figure 2.1: Three layers of a product



Source: Adapted from Kotler et al. 2008

Figure 2.1 illustrates the different levels and their components where the first and basic level is considered to be the **core product**, which is the centre of the total product and represents what the customer really is buying and the core and unique benefits of it. The second level is where the core benefits are transformed into an **actual tangible product**. The actual product needs to combine certain attributes that should deliver the products core benefits. These attributes are considered to be the once of *quality, features, design, brand name and packaging*. These attributes play an important role, as they will affect the consumer's reaction and behaviour towards the product.

According to Kotler et al. (2008) the *quality* of a product has a direct impact on how the product performs. This suggests that the quality of a product is closely linked to customer satisfaction and value. A product should be able to perform its functions and should include durability, reliability, precisions, ease of operation and repair and other attributes that should strive to produce a product of quality but from a marketing perspective quality is measured in terms of the buyers opinions. A customer-focused

view on quality commences with looking at the customers needs before it reaches a satisfaction and ends with customer retention (Kotler et al. 2008). A product should also be offered with a variety of different feature that should add to the products value in a way to compete and differentiate itself with other products. According to Getz and Brown (2006) **wine quality** is believed to be a destinations main selling point. Quality of wine is frequently mentioned in wine tourism development and planning. This indicates that tasting quality wine is also considered to be a motivating factor for visiting wineries.


When speaking of quality it is firstly very important to mention the laws that surround wine making and quality control in France. There are numerous laws implemented in the French society in order to control the quality of its French wine. Quality is considered to be the main selling point of a place or destination (Getz and Brown 2006) and therefore the wine appellations that are represented in Provence are of great importance to the wineries. In France, the appellation system plays an important role for determining whether the wine is of good quality or not. Around 40% of all French wines are included in a controlled appellation system that was created in 1936 and has come to include all of France's best-known wines. This system has also been replicated around the world where the presence of an appellation label will generally guarantee that a wine comes from the region, vineyard or department that is presented on the label.

The law divided the different appellation systems in France into four categories:

Figure: 5.1. The French appellation systems




Source: Adapted from Wine appellations (2003)

 *Appellation d'Origine Contrôlée*


The AOC designation is the most respectable of all the French appellations. The AOC appellation is there to protect the wine's regional characteristics and ensures that the culture and the study of wine are in accordance with the local practices and traditions

 *AOVDQS - Appellation d'Origine Vin De Qualité Supérieure*

The AOVDQS appellation is the second highest appellation of French wines.

 *Vin de Pays*

'Country wines' that should originate from within a strict limited region.

 *Vin de Table*

'Table wines' that represents the lowest level in the classification system of French wine.

However, in 2006 the four previous categories were reduced into three: (for further information see Appendix 2).

Table 5.1: New Classification systems

Vin de France	IGP - Indication Géographique Protégée	AOP - Appellation d'Origine Protégée
<ul style="list-style-type: none"><li>• Former 'Vin de Table - Table wine'</li><li>• No specific area</li><li>• No selected grapes however there is a possibility to mention the sorts of grapes on the label</li><li>• Limited yields</li><li>• Minimum and maximum alcohol content</li></ul>	<ul style="list-style-type: none"><li>• Wine with protected geographical indication</li><li>• Former 'Vin de Pays - Country wine'</li><li>• Specific region</li><li>• Selected grapes</li><li>• Limited yields</li><li>• Minimum and maximum alcohol content</li><li>• Final approval</li></ul>	<ul style="list-style-type: none"><li>• Wine with Protected Appellation of Origin</li><li>• Former Appellation d'Origine Contrôlée (AOC)</li><li>• Restricted area, specific terroir'</li><li>• Selected grapes</li><li>• Limited yields</li><li>• Vineyard monitoring</li><li>• Winemaking methods</li><li>• Final approval</li><li>• Strictest and finest appellation</li></ul>

Source: Adapted From: Barton & Guestier (2009)

*Features* are considered to be the physical qualities of a product such as shape, size, design and other functionalities that should deliver the product benefits. Another way to add value to a product is through the product *style* and *design*. Design is according to (Kotler et al. 2008) considered to be one of the most powerful competitive marketing tools, as it might possess the power to attract attention. Both suppliers and customers view a brand as an important part of a product as branding furthermore can add value to a product. A brand is considered to be an identification of the maker or seller of the product or service and can be a name, term, sign, symbol or several of these combined. A brand can provide some kind of guarantee when it comes to both reliability and quality as the brand and trademark holds a legal protection and in modern society almost every product or service is branded.

A product should according to Kotler et al. (2008) also include a packaging, which originally served merely as a container or wrapper to protect and hold the product but has in recent times come to serve as a more important marketing instrument due to the increased competition in well stocked retail outlets. This means that the packaging is seen as a tool with a purpose to be serving as a competitor for attracting attention and gaining recognition of either the company or the brand. An innovative packaging might therefore give a competitive advantage for a company in sales while a poorly designed package might have the opposite effect. A wine's packaging consists of several factors such as bottle shape, colour and labels which all relate with the consumer's level of knowledge and experience of wines (Thomas and Pickering 2003). The labels should identify the product or the brand and sometimes even describes things about the product i.e. who made it, where it was made, when it was made and its contents. Labelling plays an important role for the wine consumer as it provides the buyer with a geographical indication of the wine's origin together with other important information about the wine and its maker. The information on the wine labels ought to present itself openly for consumers and should act as an aid to their decision making as they should identify the special qualities of a bottle's content (Thomas and Pickering 2003). Wine labels can be different depending on the country or the regions laws however, the information that is included on the labels plays an important role in determining the quality of the wine. In France, the wine labels vary depending on which region the wine was made in and what kind of appellation classification that the wine carries. The final

level of a product is where an augmented product is built around both the core and the actual product where additional offerings such as customer services and other benefits are proposed to the customer. A company's main offer is usually accompanied by certain support services, and customer service is another element of the product strategy with the aim for the company to gain competitive advantage. With all of these three levels in mind, a product is therefore considered to be more than a tangible item and instead a bundle of benefits that should try to satisfy the target customers needs (Kotler et al 2008).

### **2.3.2 Price**

Price is one of the another P's which form part of the four P's within the marketing mix and in practical terms means how much money the consumer has to pay to get the product or service that a company is offering. According to Kotler et al. (2008) price is the only element within the marketing mix that generates revenue for a company when the other three elements represent a cost. It is however the most flexible element out of the four and yet it can be problematic to many enterprises. Prices are being cut too quickly in order to gain a sale instead of trying to convince the customer that the product or service is worth the value at the higher price. Another issue that Kotler et al. (2008) highlights is the fact that the pricing topic is among many too cost oriented rather than customer value oriented while it should rather be the opposite having price play an key role in creating customer value thus building relationships as well as acquiring sales.

The pricing may be based on various factors. Value based pricing is based on the customer's perspective and focuses on what the customer perceives as valuable of a product or service. If a product or service is to the customer considered a product to be of value, the customer may be willing to pay a higher price. Cost based pricing on the other hand is product driven. This means that the company designs what is to them considered to be a good product and the price is set so that it covers the various costs to produce this product and so it makes a profit. Measuring the value customers will assign to a product or service can be hard and many companies are trying to offer a right combination of quality and fair price (Kotler et al. 2008). The wine market is considered to be complex when it comes to decision-making and consumers are therefore

searching for information before purchasing a product (Bruwer and Johnson 2010). Bruwer and Johnson (2010) advocate for the involvement concept that is used to explain elements of the consumption process. According to the involvement process there can be either high or low involvement consumer but there can also be high and low involvement purchases of products and services. A product can mean different things to different people, however wine is considered to be an information-intensive product (Watson et al. 1999 in Bruwer and Johnson 2010) that a consumer might form a personal connection with. If a product is considered to be of personal relevance to the consumer, the consumer is more likely to become involved in gathering information and knowledge about the product and with the actual product itself. A person who actively searches for information relating to wine is considering wine as a high involvement product. High involvement purchases are considered to be important to the consumer while low involvement purchases are not as important. Low involvement products are also purchased more frequently as they are low priced and requires a minimum of thought and effort when it comes to the decision making process. Therefore, low-involvement consumers are more price and brand conscious in their purchase making. High-involvement wine consumers are according to O' Mahoney et al. (2006) shown to buy more wine and at higher prices than low-involvement consumers. These consumers and are allegedly also paying more attention to the details on the bottle label and are able to associate the labels with specific styles of wine. Lockshin and Spawton (2001) also speak of the involvement concept and identifies high involvement buyers only to make up about one third of the wine buyers but however they buy more wine and spend more dollars per bottle than low involvement consumers. One explanation is that these buyers seek information about wines and due to this interest can make purchase decisions based on region, style, wine maker, vintage and vineyard (Lockshin and Spawton 2001). Mostly likely the wine buyer has a good idea of how much to spend on a bottle and the wine tourism experience encourages them to spend an extra few dollars to get a better quality wine (O' Mahoney et al. 2006).

When it comes to deciding the price within the wine industry, the price is determined by the wine producer, global wine prices and also by the prices of other alternative alcoholic beverages (Carlsen 2004). There is however three pricing strategies, which are all used by the wineries (Holden and Nagle 1998 in Nowak et al. 2006). **Skim**



**pricing** is one of the strategies where the price of the wine is priced higher than its competitors. This is done in a deliberate attempt to imply a higher quality or luxury of the wine in order for it to acquire a respectable reputation and for the consumer to feel a prestige in owning or consuming it. When using a **penetration pricing strategy** on the other hand, the price of the wine is lower than the competitors and also in relation to the wine's actual value. Wine consumers will therefore consider the price to be a good deal and might purchase or consume more. In an attempt to eliminate price as a decision factor for the wine consumers a **neutral pricing strategy** is used which price the wine neither higher nor lower compared to the competition. According to Nowak et al. (2006) this is the strategy that most wineries are currently using. Wine production has in 2011 fallen in Greece, Italy and Portugal and according to the International Organisation of Vine and Wine (OIV); France was in 2011 the top wine producing country in Europe (OIV 2012 A, OIV 2012 B). As France is one of the main and major producers of wine they may have the power to influence the prices of wine as with for example the weather conditions that may have an effect on the wine yield as well as the characteristics and excellence (Blery and Sfetsiou 2008). Survival is however according to Kotler et al. (2008) the ultimate objective for companies, especially if they are facing heavy competition and changing consumer wants.

### 2.3.3 Promotion

Apart from developing a good product to a reasonable price, it is also essential for a company to communicate these in order to make it attractive and available to the target audience but also to build good and profitable customer relationships. Promotion is the subsequent component of the marketing mix and the promotional mix consist of the following tools that can be used separately or integrated in order to create a successful marketing campaign: *advertising, sales promotion, personal selling and direct marketing and public relations* (Kotler et al. 2008) (De Pelsmacker et al. 2010).

**Advertising** – paid for non-personal mass communication tool that uses mass media such as TV, radio, newspapers, magazines, billboards etc. to communicate with the target consumers. There are many advertising channels and each channel has its level of reach to the consumer in order to communicate different aspects of wine. Print media is however according to Hall and Mitchell (2008) the most widely used media to do so by

the wine producers. One reason might be that it enables the enterprise to reach the target wine consumer more accurately through wine specific print media. Consumers of such media are according to Hall and Mitchell (2008) most likely to be high-involved consumers with a high spending power when it comes to wine consumption and purchases. Television advertising on the other hand is relatively rare as it might be restricted or banned in certain countries as it is in France (Federal Trade Commission 2007). Billboards are however considered to be an effective form of advertising for wineries as it reaches a wide audience.

***Sales Promotion*** – short-term incentives used to encourage a purchase or sale. Campaigns should therefore simulate sales by using discounts, price cuts, coupons, competitions, free samples and also point-of purchase displays. Most of these promotions will involve printed materials as they are easily used in retail facilities, inexpensive to produce and easily distributed. Brochures, flyers, seminars and in-store tastings are all sale promotion tools that wineries can use.

***Personal Selling*** – Personal sales presentations and demonstrations aimed at selling the products and service of a company. Exhibitions and fair shows are common when it comes to business-to-business sales as a way for networking and gain purchasers and users. Wine and food festivals are a cheap way for wineries to promote their brand to new customers (Hall et al. 2000). It is also a great way for wine regions to establish a strong identity and gives the wine producer an opportunity to interact with their customers. Except for personal selling at wine events and fairs, wine sales at cellar door are also of great importance. A cellar door is usually considered to be a tasting room where wines of the winery is tasted and can be discussed. In smaller wineries this might not be possible and might instead mean a wine boutique where there is a possibility to talk with knowledgeable staff and also the winemaker themselves on the winery's premises (Hall and Mitchell 2008). Cellar doors are therefore important as they give smaller wineries a chance to sell their wines straight to the consumers without any intermediary's interference. Hall and Mitchell (2008) state that around 15-20% of wines sales are sold through the cellar doors and such direct sales might improve margins as intermediaries and retailers do not in that case receive any cut. Providing the cellar door with passionate, friendly and knowledgeable staff in these cellar doors is extremely important as they represent not only the image and brand of the winery's

wine but also because they are also responsibility of developing a relationship and trust in order for repeated purchases/visits.

**Direct marketing** – considered to be a personal and direct way to communicate with customers and potential clients. Personalized information, catalogues, direct mailings and telemarketing are some ways to use direct marketing communications. Cellar doors may also provide the winery with a marketing intelligence on consumers (Hall and Mitchell 2008). The winery should gather valuable information about their visitors where these might be used and added to a database and mailing list in order to target and inform the customers more personally. It can also be of interest for the winery to obtain details of who their visitors are, where they come from, what they buy etc. to build up a profile of their customers and understand their motivation for the visit or wine purchase.

**Public Relations** – should build good relations with the company's public and also build up a good corporate image with publicity practices such as press releases, events and sponsorships. Most companies employ external agencies to develop adverts, sales promotion and corporate images and in regards to the sponsored organization, it will help the sponsor with its communication objective such as brand awareness or reinforcement of the brand or corporate image. Events are often linked to sponsorship where the company can sponsor an event or organize it own, however France bans alcohol beverage companies to sponsor any sport events (Federal Trade Commission 2007). Wine events are fairs, festivals, expositions, cultural and industry events that are held on either a regular or a one off basis (Hall and Mitchell 2008). These events are expected to play an important role in a wine company's wine marketing and promotional strategies as it gives an excellent opportunity to expose the brand to the local community and to add brand value by building customer and consumer relationships. Wine and the wine industry have throughout its history been associated with celebrations and festivals as the various stages of vine growth (bud break, flowering and harvest) used to be celebrated (Hall and Mitchell 2008). Festivals have therefore become very important to local communities as they are maintaining values and traditions that the communities recognize as essential to its social identity and historical continuity. However, Hall and Mitchell (2008) suggest that wine festivals have

increasingly been used as a promotion tool in order to attract visitors, promote a region or to promote the consumption of the regions specific wines.

Although the promotion mix is the company's primary communication activity, all the other marketing activity should assist in the promotion of new products and services and should highlight the unique selling point of the product or service, as the benefits and the added value it gives. The products design, price, shape and package colour all communicate something to the buyer. New technologies and information tools (smart mobile phones, internet, iPads, on demand TV etc.) that have emerged over the last couple of years have encouraged more companies to move towards a more targeted communication and develop a personal one-to-one dialogue. These new tools are a new way for the companies to interact with the target public as the messages are more tailored, however it also gives the consumer more control over when and where they choose to receive the message. As audiences at present have a greater choice and can skip many of the mainstream commercials, advertisers have come to change their customary media selection by integrating both the traditional mass media and the new personalised media (Kotler et al. 2008).

#### **2.3.4 Place**

Place includes the activities of the company that makes the product available to the target consumer (Kotler et al. 2008). This involves the transportation, selecting the wholesalers but also determining the physical place as the location place and retailers, which outlets the product will be distributed in and which assortment of products should be offered where. For this reason the product is very dependent of the place and the place plays an important role in the marketing mix. According to Kotler et al. (2008) very few producers sell directly to the final end user and instead use third party intermediaries to bring their products to the market to create a distribution channel. A distribution channel consist of a set of independent organisations which are all involved in the process of making the product or service available for consumption. There are different ways of making a product and service available to the customer and each layer of the intermediaries that perform within the chain is called a channel level (Kotler et al. 2008). The number of intermediary levels indicates the length of the channel and the first channel for instance, channel 1 is called a direct marketing channel as it has no

intermediary levels i.e. the company sells directly to the consumer. The remaining channels are indirect marketing channels and contain one or more intermediaries, including either wholesalers or retailers who in turn sell to the customers. According to Kotler et al. (2008), the more number of levels a channel has the less control the producer has. The cellar door is considered to be a unique place to help customers experience the quality of the wine product by having the staff explaining the fundamental aspects of the product rather than focusing merely on the external cues (Lockshin and Spawton 2001). The mentioned channels are very present within the wine industry, however, geography, location and the place of origin plays and greater importance when speaking of wine and tourism. One of the core concepts that is associated with wine is the 'terroir' which is a concept that describes how all elements of a place (natural and cultural) is combined in such a way that cannot be duplicated in any other place. The place is what gives the wine its complexity and giving it its soul (Hall and Mitchell 2008). The French concept of terroir has a relationship with the word terre, which means soil, land or territory (Charters 2006) and involves the notion that the local soil and climate conditions influence the characteristics of the wine (Jackson 2008). The Grapevines are according to Halliday & Johnson (1992 in Jackson 2008) responding to three environmental components – the climate where the vine is situated (temperature, sunlight, rainfall, wind and frost), topography (the natural landscape and its features – hillsides, slopes, mountains and trees) and finally terroir that include the quality of the soil (Jackson 2008). The geological conditions where the grapevine is grown define the geographical limits of each wine region and the wines classifications (Jackson 2008). Terroir is critical to quality and is today used as a marketing device as the producers market their wine based on the fact that they are different from the others because of its place of origin (Charters 2006). The term is also used to assist the marketing of premium wines as it can create an extra value to the consumers (Jackson 2008). France has for many years praised their wines to be of superiority due to the definition of terroir and the soils that the grapes grow on (Famularo et al. 2010) and although quality is highly related and relevant to terroir and the place of origin, the success of wines is likewise due to the human activity and the regional traditions revolving around the vineyards and the wine production, not necessarily all due thanks to the concept of terroir (Jackson 2008).

## 2.4 Place marketing

Place also plays a crucial role when trying to make a relatively common product like wine attractive to modern consumers. *Place marketing* is considered to be activities that are applied in an attempt to create, maintain or change attitudes or behaviour towards specific places such as cities, states, regions and sometimes even countries as these compete to attract tourists, residents and businesses (Kotler et al. 2008). The process of applying branding and marketing principles to geographical locations has become very common and the main purpose is to attract tourists, investors or new residence (Hall and Mitchell 2008). This can be done through the usage of various thoroughly selected picturesque images of the place throughout the marketing process that is considered to be desirable to the target audience. More countries are taking part of the global economy and as global tourism is increasing, and transportation and communication have grown cheaper and easier each place should define and communicate its features and competitive advantages effectively as the climate of competition among different places have increased (Avraham and Ketter 2008). Global competition for tourism and investment has according to Avraham and Ketter (2008) always existed however, visiting different countries and place have become easier, cheaper and safer and therefor local and national authorities have become active in increasing the attractiveness of the place's image and hence improving its competitive advantage. A positive place image together with a successful marketing mix is a powerful combination when competing for resources and other financial events with the marketing goal to make the place more attractive for living, working, investing and spending leisure time. Historically, Old World wine producers in France, Italy and Spain have given greater meaning to the origin of the grapes and have promoted both their appellations and regions while the New World wine producers in USA, Australia and Chile have on the contrary put focus on establishing a wine culture promoting grape variety and on building stronger brands (Jackson 2008). Legally protected identity can provide for effective marketing strategies according to Famularo et al. (2010) and mentions that the new world wine producers are starting to explore the marketing possibilities of the region and the terroir concept. In Europe, wine was one of the primary products of agricultural origin to develop a very close relationship to its geographical place of origin and the region of origin has come to grow as an important branding strategy for many wine countries (Bruwer and Johnson 2010). Wine is highly

associated with place, and in relation to wine place based marketing occurs as country of origin marketing effort (Bruwer and Johnson 2010). The image that countries of origin have has a positive effect on brand equity and many consumers choose wine based on the positive effect that the image of a country or region of origin has. In France regions such as Champagne, Burgundy and Bordeaux has become wine regions that have the power to produce distinctive wines, and these places are shaped by the wine knowledge and the understanding about wine and its behavior that the wine producers possess (Banks et al. 2007). Consumer behavior and product involvement are significant influences relating to place marketing, and as previously mentioned, consumers do search for information before purchasing a product and place based marketing is a strategy used to differentiate a wine from another (Bruwer and Johnson 2010). Together with quality, price, grape variety and style of the wine, region of origin is an important choice factor for consumers when purchasing wine (McCutcheon et al. 2009). High-involved consumers are also found to be the segment that is more likely to respond to brand based cues and region of origin is an attribute that is of great importance to them in their decision making process (Famularo et al. 2010). Schamel (2006) suggests in his finding that the consumers that do not have sufficient information or are uncertain about the quality of the wine will pay higher prices for wines that come from a well-known producer or region. Regions have according to Schamel (2006) a track record of quality evaluations and this to the consumer makes certain production regions of either high or low quality. Famularo et al. (2010) also found that country or region of origin plays an important role for consumers that has previously had some sort of an interaction with wine tourism activities i.e. has visited a cellar door, wanting to learn more about wine and production and has interacted with a wine landscape. Lockshin et al (2006) on the other hand found that a well-known region adds value to a wine regardless of brand, involvement level or price. This suggests that place of origin plays an important role to all wine consumers in one-way or another.



## Chapter three: The Wine industry in the South of France

*This chapter is designed for the reader to gain a deeper understanding of the region of Provence and how the wine industry looks in the South of France. The history of the wine is presented and the natural environment for the wine in Provence.*

France is considered to be one of the world's most important wine producing countries as it has foremost produced wine for many centuries and in great quantity as quality compared to any other nation (Wine Searcher 2012) Wine is embedded in the French culture at almost every aspect of the society and the diversity of French wines are due to various variables as climate, geology, knowledge etc. The country has a large number of recognized wine regions and sub regions (see appendix 1) where the wide range of soils and landscapes characteristics are reflected into the wine. The wine region of Provence will be analysed and put in focus for the purpose this thesis and will presented in detail in the chapter that follows.

### 3.1 Provençal wine history

Wine has been produced in France for over 2500 years and during this time all the different grape varieties available; both the classic, local or imported assortments have found their way to its right soil in the right climate (Systembolaget 2012a). South of France as a Mediterranean country have been associated with wine production ever since ancient Greeks traded wine in the area (Hall and Mitchell 2000) and the art of making wine has similarly been developed from generation to generation resulting in the fact that France is considered to be one of the worlds top wine quality producing countries.

The Celts are believed to be the first ever to introduce France to the grapevine plant (Systembolaget 2012a) however clearer traces are found by the Greeks (Phocaeans) that founded Massalia (Marseille) in the 600 B.C and spread the vines west and up along the Rhône River. Four centuries later, the Romans settled down in the same territory and developed the first vineyards in the region as well as founded Provincia Romana, the region of Provence (Vin de Provence 2012f). As the Roman Empire expanded so did the growing numbers of vineyards along the Mediterranean coast where the Romans



laid the foundation for one of the largest wine regions: Languedoc-Roussillon. The introduction of vines continued and reached Bordeaux, Champagne, Loire and Rhône that are also very important regions still today. Provence however remains the oldest winegrowing region in France.

Once the Roman Empire fell, it was not until the Middle Ages that the vineyards would begin to flourish in Provence (Vin de Provence 2012f). Between the 5<sup>th</sup> to the 12<sup>th</sup> century the Monasteries of Saint-Victor in Marseille, on the island of Saint-Honorat, Saint-Pons in Nice and Thoronet was the first to produce wine for more than just the Holy Mass services and the monk's own consumption. In the 14<sup>th</sup> century noble families, honoured royals and top military officers took over many vineyards in Provence and established the foundations for what is the wine production in Provence today.

The history of wine and its establishment in Provence has not always been ideal and has also faced difficulties. In the beginning of the 20<sup>th</sup> century the winegrowers in the region were threatened by overproduction (Vin de Provence 2012a) With the intentions to solve these challenges the winegrowers grouped together and founded the first cooperative wineries (Vin de Provence 2012f).

### **3.2 Wine Tourism in South of France**

Provence was during a long time considered to be simply a large rural peaceful and picturesque area until tourism started to grow in the region after the World War II (Systembolaget 2012b). Tourism also meant that the awareness of the regions characteristic rosé wines increased and taking this into consideration it is astonishing that the region has evolved towards producing quality wines rather than just quantity.

Provence is a historical and cultural region in the Southeast of France and today's Provence is approximately corresponding with the former province of Provence and with the present day's region of PACA (Encyclopaedia Britannica 2012). The region of Provence-Alpes-Côte d'Azur, often referred to as PACA, and PACA is also the administrative region of the Southeast part of France that is situated between Italy in the east and the Rhône River in the west (Region PACA 2012a). The region of PACA includes six French departments: Alpes-Maritimes, Alpes-de-Haute-Provence, Bouches-du-Rhône, Var, Vaucluse and parts of Hautes-Alpes (Region PACA 2012b).

Image 3.1: Region of PACA



Source: Google maps (2012)

Provence and the Côtes d'Azur is a destination that is serene, romantic and dreamlike to both French and foreign tourists. It is the place of sun, festival and cultural riches and very few other tourism destination can offer their visitors a great variety of different territories as coastal, countryside, mountains and big cities. The area is full with natural richness that comprises and considering all these resources it can't go unmissed that tourism plays an important part of the local economy and the fact is that tourism consumption (expenditure of tourists during their stay in the region) amounts up to 10 billion euros yearly, which corresponds, to 11.4% of the regional GDP (Region PACA 2012b). The average tourist expenditure is 43 euros per day per person whereas the expenditure of the foreign tourist is significantly higher than the French tourist - 63 euros against 38,5 euros (Region PACA 2012b). The tourism activities that generate income according to PACA fall into four categories and relates to: accommodation, food and beverage services, transportation and the travel agencies and organisations that sell the travel or accommodation to the tourist (Region PACA 2012b).

The French Riviera is perhaps the most visited area in the region of Provence, and although there might not be any official borders, it is usually considered to extend from the Italian boarder in the south to Toulon in the west. The area attracts almost 10.3 million tourists each year and has a turnover of 4.5 billion Euros, as it is the leading French tourist destination after Paris (French Riviera Tourist Board 2012). Ever since The French Riviera started to peak as a tourist destination in the 1950's it has constantly developed as a tourist destination offering a vast portfolio of activities.

It shall not be forgotten that the PACA region still has many rural areas with not only wine production but also several other forms of agricultural production such as fruits, vegetables and olives (Hall and Mitchell 2000). The industrial tourism market has grown dramatically in France where the main businesses are the food and drink productions (Swarbrooke and Horner 2007). The industrial tourism is visible in most areas of the French economy and except for wine producers workplaces that opens up their doors to the public includes industries such as oyster farms, abbeys with their cheese production, biscuit factories etc. The majority of these establishments offer some sort of guided tours that are usually free of charge. A minority offer guided tours in English, German, Spanish and Italian that reflect upon the nationalities of foreign visitors that come to France (Swarbrooke and Horner 2007) (Comité Régional du Tourisme Provence-Alpes-Côtes d'Azur 2012). Wine producers in the South of France have long focused on the production of their wine, rather than the market that they sell it in (Hall and Mitchell 2008). This fact suggests that **the marketing practices might not** play an important role for wineries in Provence and **might on the other hand suggest** that the focus instead lay in producing wine of quality and the technique behind it. Some wine producers have focused on using various forms of wine marketing practices such as cellar door tastings and sales, vineyard and cellar tours and participate in wine festivals as a mean to increase the amount of sales (Hall and Mitchell 2000). However, these producers and practices seem to be in the minority in the Mediterranean regions. As wine consumption in France has decreased (OIV 2012) the producers have to struggle with a smaller domestic market, making it difficult to understand why not more wine producers adopt to wine marketing tactics in order to compete with the New World wines from Australia, New Zealand, Chile and South Africa.

According to Ryan et al. (2002 in Getz et al. 2008), marketing campaigns are not the key factor in attracting wine tourists. Word of mouth recommendations are the most importance source of information followed by previous exposure to the winery, its wine and other sources. France stands out to be a 'classic' tourism and wine destination where wine interested people even do pilgrimage (Ryan et al. 2002 in Getz et al. 2008), as it possesses a wealth of culture, landscape and wine related attractiveness. Many wine consumers prefer the wines of France and the country attract frequent wine-related trips from consumers (Ryan et al. 2002 in Getz et al. 2008). Usually multiple wine regions in the country are combined in one visit and sometimes with other European wine regions as well.

## Chapter four: Methodology

*This chapter will present and justify the rationale behind the methodological choices that were made for this thesis in order to answer the research question and consequently fulfilling the purpose of the thesis. The chapter will also present how the data collection was carried out and how the sampling was conducted. Lastly, it will underline the limitations that might reduce the precision of the presented findings.*

### 4.1 Research Philosophy

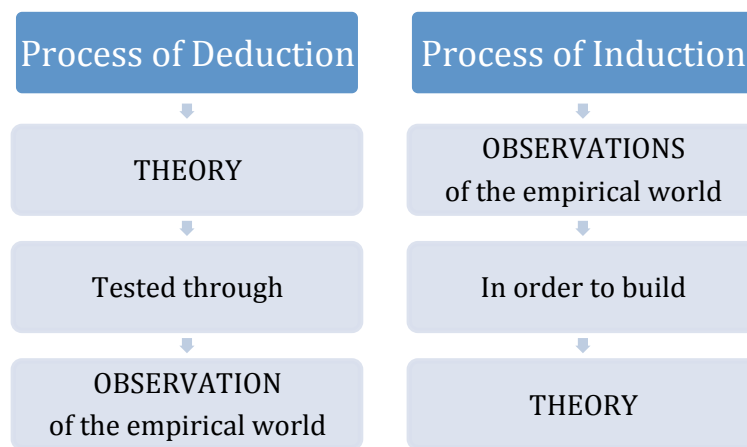
Research is based on observations and reasoning and are conducted based on two philosophies: positivism and interpretivism (Blumberg et al. 2011). A third philosophy, realism, is also present and is sharing principles of the two other philosophies. This study is based on an interpretivistic approach due to the nature of this thesis. The thesis is a case study of a winery in South of France and which kind of marketing strategy they are using in promoting their business. Due to this fact, this paper will take on a broad and exploratory view in an attempt to discover and interpret the findings. Exploratory studies are according to Saunders et al. (2009) valuable when the aim is to seek new insights, ask questions and to give the researcher a better understanding of the researched field. Interpretivists oppose that it is only through the subjective interpretation of reality that reality can be fully understood. The study of wine practices in its natural environment is the key to how the interpretivists approach this philosophy and believes that there can be many interpretations made of reality but that researchers cannot avoid affecting them (Saunders et al. 2009). Positivists on the other hand believe that reality is stable and can be observed and described from an objective viewpoint. As wine and tourism deals with very subjective tastes and experiences this philosophy is not valid for this study.

### 4.2 Research Approach

There are two different types of research approaches: deductive and inductive approach (Gill and Johnson 2010). These approaches are also attached to the two research philosophies where deduction is closely related to positivism and induction to interpretivism. Deduction involves the development of a theory where the understanding is that laws should present the basis of explanation (Saunders et al.

2009). Deduction allows the testing of hypotheses and making generalisations. Based on these justifications the research approach for this study has taken an inductive approach. The inductive approach on the other hand gains and understanding of the meanings that humans attach to events and are less concerned about the need to generalise. The approach looks at specific observations that are made by the researcher and turns these into a broader and general explanation of what has been observed. Theories are clearly present in this research paper, however, there are no theories or hypotheses that are being tested or developed, and the marketing communication mix serves as a tool too support the empirical data in an attempt to reach a conclusion.

Figure 4.1: Deduction vs. Induction



Source: Adapted from: Gill and Johnson 2010

### 4.3 Data Collection

A study can consist of a qualitative, a quantitative foundation or can be a mix of them both. The choice shall be made based on which technique will enable the researcher to answer the research question and meet the objectives that have been set. Qualitative research will help to understand the depth and complexity of the sample frame and is usually based on small samples that should provide insight and understanding to the researched topic and field (Blumberg et al. 2011). Quantitative research seeks the opposite where information from a larger sample is gathered in order to produce the data into numbers and statistics. Mixed methods can be used as a compliment to each other for a more credible outcome. This thesis seeks to gain insights and understandings of wine tourism in France and have therefore adapted qualitative data

collecting techniques. It will focus on one single case study in an attempt to gain in depth understanding of the practices and importance attached to wine tourism in Provence.

#### 4.3.1 Case study

A case study is a research design that involves a detailed and intensive analysis and exploration of one single case (Bryman and Bell 2003). Bryman and Bell (2003) suggest that there are four types of cases where a case is considered to be:

- A organisation
- A single location
- A person
- A single event.

Bouisse-Matteri winery is a family run estate of 55 hectares near Hyeres in the Var department. The winery is run by Mariette Merle together with her husband Bruno and their son Thomas who is in charge of the cellar. Bouisse-Matter is according to Bryman and Bell's criteria (2003) considered to fall in the category of 'a single location' as there is only one small-medium Bouisse – Matteri vineyard in the world. A case study is considered to be an intensive examination of the setting (Bryman and Bell 2003) where research methods are incorporated in order to collect data. Qualitative research is associated with case studies where data collection methods such as participant observation and unstructured interviews are the most frequent and favoured methods used as these are considered to generate helpful information for the investigation of the case (Bell 2010). Several methods can be combined and for the purpose of this research observations and interviews will serve as data collection methods in order to fulfil the purpose of this study. Robert Yin (1984 in Bryman and Bell 2003) distinguishes three types of cases that differentiate cases:

- *The critical case* where the researcher has a clear hypothesis combined with a case that is chosen based on that it would allow a better understanding of the circumstance that the hypothesis hold
- *The unique case* which is considered to be unique or extreme

- *The revelatory case* where the observations and analysis of a phenomenon made by the researcher can contribute to a previously inaccessible investigation field

As the first two types of case studies aren't applicable to this research study, it will take a broadly exploratory route, as literature suggests it is unnecessary to restrict the research to a phenomenon that has not previously been studied. The two data collecting techniques that have been used are Observations and interviews and will be described below.

#### **4.3.2 Participant Observation**

Observation is according to Saunders et al. (2009) a neglected aspect of research but it can be rewarding as it adds richness to the research data. Observations should be used when the research question and objectives deals with what people do, in this case what people and organisations do in an attempt to attract tourists to their business practices i.e. their wineries. The researcher should participate in the lives and activities of the subjects and thus become a member of the group, organisation or community. This is supposed to assist the researcher to share the experiences by not only observing what is happening but also being able to feel it. Participant observations have its roots in social anthropology and have been less used in management and business research (Saunders et al. 2009). However, this does not mean that it doesn't have any value for business research and can be of value combined with other research methods. Recently, this method of data collection has also come to be associated with Ethnography (Bryman 2008).

Both of these terms are focused on the fact that the researcher is engaged in observing a group or organisation and its behaviour either in a revealed or not revealed purpose but where ethnography is related to that the researcher is conducting the study abroad and often in a culture related setting. According to Saunders et al. (2009) and Bryman (2008) there are four different roles that the researcher will adopt in the observation method:



- *Complete participant*

The researcher becomes a member of the group in where the research is conducted. The researcher and the purpose of the study are not revealed to the subject.

- *Complete observer*

Similar role to the complete participant, but unlike the complete participant, the researcher does not take part of the activities that occur in the group.

- *Observer as participant*

This role consists of taking part in the activities as a spectator. The research identity and purpose of study is revealed and the researchers role is mainly as an interviewer. There are some observations made but it is not about being part of the activities.

- *Participant as observer*

The researcher and purpose of study is revealed and the researched is not at all engaged with the people in the environment. It is about observations made in a way that doesn't affect the members of the studied group.

Several researchers also switch between these roles during their field study. Another important thing is the importance of taking notes of ones observations and impressions. Making mental notes are of importance when the time to take physical notes is not possible or inappropriate. These should quickly be written down when opportunity arise. For the purpose of this study the role that the researcher took was the one of the participant observer. Observations form a very important part of this study as it involved travel throughout the coast of the Provence wine region. In order to obtain data from the observations, certain criteria was set by the researcher to focus on what shall be observed in order to reach a conclusion. The criteria to what shall be observed was the following:

- How does the vineyards make themselves accessible to the tourist?

-  Road signs

-  Billboards

-  Other signs


Most of this was considered through the perspective if tourist travels by car (as a majority does in the South of France); how accessible does the vineyard and winery make themselves for a) the accidental tourist and b) for the engaging wine tourist.

- Is there any visible tangible promotional information available?

-  Brochures / Leaflets

-  Magazines

-  Posters

-  Other information

This was thought of as an aid to see if and how Bouisse-Matteri is using various promotional information to get a sense of their activeness in marketing promotional activities. Other information is though of as in-house billboards with information regarding events or fairs or local activities.

The main observations took place on the afternoon on the 16<sup>th</sup> of April 2012 at the premises of Bouisse-Matteri for a total of around 90 minutes. Firstly the environment around the winery was observed in order to determine whether or not it is easily accessible to visitors, and if so how this is managed. This means that road signs, billboards and other information signs before accessing the winery were observed. Once accessing the winery the facilities of the main building i.e. the cellar shop was observed, as it is the first place that they access and also the main place of purchase for the customer. Product offerings, merchandising, general layout of the shop, leaflets, and other various signs and information was observed and gathered. Furthermore, the observations continued back in the cellar where the actual Bouisse-Matteri wine is produced and also bottled, labelled and stored. The observations made in the cellar

provided a deeper knowledge of the winemaking process and also the work that the winemakers put into to get the final product out into the cellar shop.

Furthermore, as the research involved travelling through the PACA region during a stay of 4 days – 14<sup>th</sup> to 17<sup>th</sup> of April, observations of the above mentioned (billboards, signs, posters and other information) were gathered while on route or when in cities. This was done in an attempt to observe and to understand how the wineries and tourism practitioners are promoting the activities around wine in the region of PACA. Where it was possible, pictures was taken to document the findings.

### 4.3.3 Interviews

Interviews are one of the most used methods in qualitative research when it comes to gather data. There are several different kinds of interview styles and for the purpose of this research study a semi-structured interview style was chosen. The style for this type of interview is usually more flexible where the researcher will have a list of themes and questions that should be touched upon and covered. However, the semi-structured interviews are not as ‘casual’ as the unstructured interviews that don’t follow a script but are more alike normal conversations that let the interviewee associate freely to a chosen topic (Bryman 2008). When it comes to the semi-structured interviews, the emphasis lays more on the generality of the subject when approaching the formulation of the initial questions and the weight lays on the interviewees own opinions and views that might have a significance of how the interview might turn (Bryman 2008). The interest lays with what the interviewee has to address and this means that some questions might have to be overlooked and the order of the questions might need to be changed depending on the flow of the conversation (Saunders et al. 2009). When developing an interview guide, the research question shouldn’t be that present in the researchers mind that it doesn’t allow other ideas or views to arise during the interview. It is important to not start off the data collection with too many presumptions but at the same the questions asked need to be able to answer the research question. Getting familiar with the environment where the interviewee is working, living and engaging in will ease the interpretations and understanding of what they are responding. Bryan (2008) points out that there are different types of questions that can be asked in different stages of the interview; *the initial open-ended questions*

(could you tell me about yourself, the organisation you work within...), *the intermediate questions* (how do you experience that, what do you think of that...) and *final questions* (what are the next steps to take, what will you change...). It is good to have a variety of these questions but one should avoid staying to the excessively general once.

Two interviews were conducted in the afternoon on the 16<sup>th</sup> of April 2012 at the premises of Bouisse-Matteri. These were semi-structured with the owner Mariette Merle and her son Thomas. The second interview with Thomas Merle was not planned, as he happened to be working upon the visit. This interview took place in the main cellar and granted an access to the cellar at the estate, which he works with and provided this study with valuable thoughts and findings. The visit to Bouisse-Matteri lasted about 90 min whereas around 60 min of these were spent for the interviews and the other 30 min was to look around the setting of the estate and the wine shop in order to conduct the observation objectives.

The interviews were not taped-recorded and were instead written down by hand with semi-sentences and keywords during the interviews and transcribed in detail afterwards. Data collected by the researchers observations were also noted by hand and when possible pictures were taken of relevant objects.

#### **4.4 Sampling**

According to Saunders et al. (2009) sampling is a process that involves selecting a subgroup that should be studied and that shall represent the whole of what is being explored. In a case - study a sample is selected that shall explore a problem in depth. Therefore generalization cannot be reached. The sampling technique used in this research study was the convenience sampling method (Bryman 2008). For the purpose of this study, contacts were established in Provence through a local gatekeeper, which granted access to an English speaking wine producer where two interviews were conducted. Researchers that are advocates for the grounded theory perspective however suggest that the researcher should make the sampling frame in terms of what is relevant for the theory and that the most important thing is to make the sampling frame in a way so that the ideas of these can be tested (Bryman 2008).

#### 4.5 Generalization

Questions that is asked in the literature regarding case studies is the fact of how a single case can be representative so it might generate findings that can be applied to other cases (Bryman and Bell 2003)? The answer is that they can't; however, some researchers do claim that case studies can to a degree create theoretical generalizability when it comes to generate concepts and give meaning to abstract propositions. The findings from Bouisse – Matteri can't be generalized as the findings are subjective to just their business operations. However, they can give an indication to how local small and medium wine cooperative in Provence think and operate.

#### 4.6 Reliability

The term of reliability is concerned with whether the results of a study are repeatable (Saunders et al. 2009). The term is more used in quantitative research and the qualitative research is more concerned with the idea of **replication** and making the study accessible so that others could replicate it. Details of the research procedures need to be presented in great detail for this to be possible. For the research to be reliable, it must be replicable by someone else (Bryman and Bell 2003).

#### 4.7 Validity

Validity is concerned with the truthfulness of the conclusions that are generated from the research. The concept of validity further looks at the **external** as the **internal** validity of a case. The **internal validity** relates to the issue of whether there is a good match between the observations and the theoretical ideas that are developed. Evidence that is presented from a case study is considered to be limited, as it has restricted **external validity**. So the question of external validity relates back to whether the results of the study can be **generalized** across the social setting. The purpose of a case study is however not to generalize but to generate an intensive examination of a single case in relation to how they engage with the theoretical analysis (Bryman and Bell 2003). The interest on the other hand lie in how well the data support the theoretical arguments and how well theory is generated out of the findings (Yin 1984 in Bryman and Bell 2003). On the other hand, theory can also be tested and doesn't always need to generate theory. This research and findings support the theoretical frameworks laid forward in chapter two but also highlights certain theoretical concept more than others.

Interesting and reliable data has been found regarding that Bouisse-Matteri can in some aspects be seen as a organically grown tourism destination and other. Based on this fact and other findings (presented in chapter 5 and 6) the researcher finds the study being externally valid. Data can't be generalized as observations are subjective and sample frame not big enough, however, internally this study is considered valid.

## Chapter five: Analysis – Findings

*This chapter will present the case study of Bouisse-Matteri and analyse the case in accordance to the theoretical framework of the 4P's and the aims that was set in the beginning of the study. It highlights the facts of interest that was derived from the observations and interviews that were done for the purpose of this thesis.*

### 5.1 The Case of Bouisse-Matteri

The Bouisse-Matteri winery is a family run estate of 55 hectares near Hyeres in the Var department. The winery is run by Mariette Merle together with her husband Bruno and their son Thomas who is in charge of the cellar.

In the eighteenth century, the estate that is now called Bouisse-Matteri was built as a castle. What now remains are only a couple of stone which formed the foundation of the existing construction. There is still an oil mill from the 1840's at the winery, which was used, for the olive oil production that first took place here. An underground cellar was the only unit of wine production that this time. During the 19th century the area underwent a crisis and it was only in the beginning of the 20th century that the activities resumed in the form we see today. The olive oil production was suspended in the favor of the wine production, but it wasn't until 1995, that the cellar was back in full service with an investment being made into the winery that would help in developing the wines being made today. The success of the wine made it possible to increase the production and satisfy the customers even further. Today, Bouisse-Matteri produces about 3000 hectoliters of their reputed rosé wines and including their high quality red and white Provençal wines.

In accordance with the framework of the 4P's, the following features have been identified as important for the wine industry in Provence and will be analyzed in greater depth in this chapter:

<u>Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Place</u>
Rosé Wine Quality	Value	Vins de Provence Routes des Vins Marketing Campaign Word of Mouth	Cellar shops Organic tourism Terroir

## 5.2 Product

A product is considered to be the first and most basic marketing consideration and is the key element in the overall market offering. Kotler et al. (2008, p. 500) defines a product as “anything that is offered to a market for attention, acquisition, use or consumption that might satisfy a want or need”. What a company is offering to its customers includes both tangible goods and services and can play either a minor or major part of the total offer.

The product can be divided into three levels: *the core product*, *the tangible product* and *the augmented product*. The core product is the overall intangible experience that the customers expect from the winery or destination, while the tangible elements act as assistance for this type of experience to be accomplished. Evaluating a product according to Kotler et al. (2008) the core benefits visitors to visit a winery in Provence would be a combination of enjoyment, relaxation, sophistication, style, culture and cuisine. These core benefits must henceforward be turned into a tangible product, and in the case of Bouisse-Matterri it is the wine which is the actual product bought by the customer to be consumed. The actual product needs to combine certain attributes that should deliver the product's core benefits. These attributes are considered to be the *quality, features, design, brand name* and *packaging*. These attributes play an important role, as they will affect the consumer's reaction and behavior towards the product.

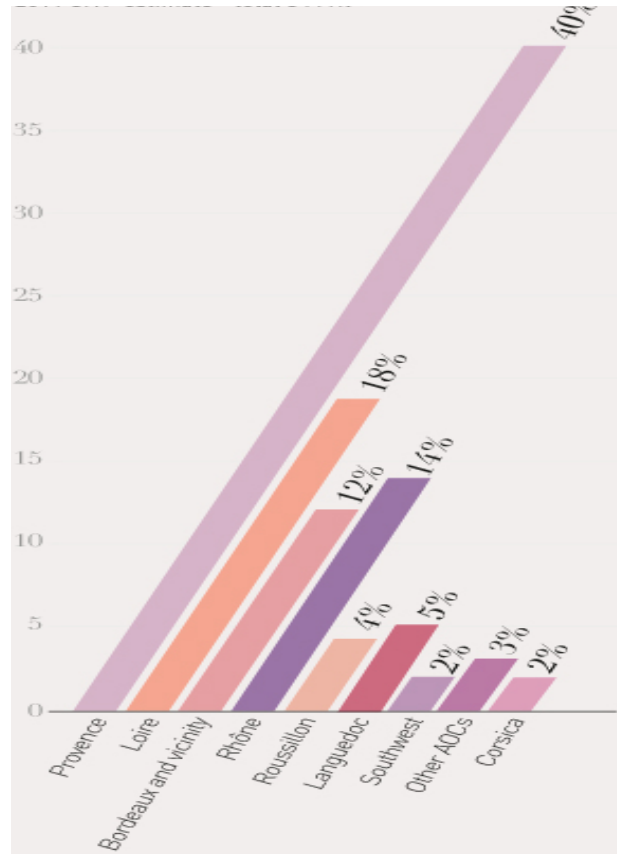
### 5.2.1 Rosé wines

The vineyards of Provence-Alpes-Côtes d'Azur are not only one of the most famous in the world, they are also among the oldest in France (Region PACA 2012b) The region of Provence produces both red, white and pink wines in a variety of sizes and shapes. Each wine has its own name, grape variety, blend, vintage year and so on. Even though the vineyards in Provence yield splendid red and white wine, research indicates that the Provence region has come to be most known for specializing in crisp and dry pink rosé wines. According to Vins de Provence (2012a) the first wines to be made in the region were Rosé wines. Consequently rosé wines have been a speciality in Provence for many generations and a tradition in the everyday life of the local inhabitants. Today, Rosé is a type of wine that has come to become very popular to the rest of the world. Provence is France's largest producer of AOC Rosé wines which represents 40% of the domestic



rosé production and 5,6% of the world's total rosé production (Vins de Provence 2012b).

Table 5.1: Division of the French AOC Rosé production



Source: Vins de Provence (2012b)

Even though the wine consumption in France has decreased, the wine consumption of rosé wine has increased from 10.8% in 1990 to 27.3% in 2011 (Vins de Provence 2012c). Also figures show that the production of Rosé wines has according to Vin de Provence (2012b) increased by 13% in the past 8 years making it the fastest growing wine type over the past few years in terms of volume and value both on the global market and the consumption in other countries. 152 million bottles of AOC Rosé wines are on average produced every year. This means that around 88% of the bottles produced in Provence are rosé, 9% are red and 3% are white (Provence wine 2012). 26% of the total rosé production is produced in France making the country the world leader only to be followed by Italy, The United States and Spain (Vins de Provence 2012b). For further visuals see Appendix 3 and Appendix 4.

The production of rosé wines is hence also very important for Bouisse-Matteri as the winery has a local reputation of creating clear, fruity and impressive rosé wines. The Domaine of Bouisse-Matteri produced two AOC Côtes de Provence acknowledged rosé wines in 2011 (on sale in 2012):

 **AOC Côtes de Provence rosé 2011 Cuvée du Paradis**

(Consist of 70% Grenache and 30% Syrah and was produced in 15 000 bottles 2011)

 **AOC Côtes de Provence rosé 2011 Harmonie**

(Consist of 85% Grenache, 10% Cinsault and 5% Syrah and was produced in 33 000 bottles in 2011) (Bouisse-Matteri 2012)

Image 5.8: AOC Côtes de Provence rosé Cuvée 2011(left) and AOC Côtes de Provence rosé 2011 Harmonie (right)



Source: Bouisse-Matteri (2012)

Bouisse-Matteri also produces two rosé types outside of the AOC appellation and places them under the category of *Vin de Cépape*. *Vin de Cépape* is in English translated into Varietal wines and is according to Bouisse-Matteri produced to satisfy the demand and respond to the competition that the New World wines pose. Certain grape varieties are simply not permitted for AOC wines and Bouisse-Matteri produces two types of cépage wine: **Tibouren** with 3528 bottles produced in 2011 (Bouisse-Matteri 2012) and **Gris**

**de Grenache** that consist of 100% Grenache. 4000 bottles of Gris de Grenache wine were produced 2011 and is the wine that is aimed towards the Asian market (Bouisse-Matteri 2012). Thomas, the son of Bruno and Mariette has been one of the drive forces for the wine to be exported to mainly China but also to Madagascar and Canada. Through representatives in China, Bouisse-Matteri is trying to find a position and a customer base on the Chinese wine market. Thomas explains that: *“There is more work with this though as there is more to think of, different labels, different bottles etc.”* He explains that rosé wine has just lately started to become popular and interesting to the Asian market. In recent years, Asians in particular have shown interest in French red wines from Bordeaux. Not only have Asian investors invested in several types of Bordeaux wine, they have also bought up numerous French wine estates resulting in that the price and value for Bordeaux wines has increased. However, this is the wrong type of wine for the Asian cuisine. Rosé wine suits the Asian cuisine much better and there is a need to raise awareness to this matter. Hence why Bouisse-Matteri has decided to concentrate on raising awareness of their brand and their wines on the Chinese wine market.

Image 5.9: Tibouren (left) and Gris de Grenache (right)



Source: Bouisse-Matteri (2012)

These facts and figures presented indicate that making rosé wines has been a speciality and tradition in Provence for generations. The region of Provence is known for its rosé wine and is a priority type for many wine estates in the region. If not a speciality, it is integrated together with the estates other selection of reds and whites. Rosé wine is best served when chilled, making this wine type of wine a perfect appetizer for many locals and tourist when visiting the region during the summer season.

### 5.2.2 Quality

According to Kotler et al. (2008) the *quality* of a product has a direct impact on how the product performs. This suggests that the quality of a product is closely linked to customer satisfaction and value. A product should be able to perform its functions and should include durability, reliability, precisions, ease of operation and repair and other attributes that should strive to produce a product of quality but from a marketing perspective quality is measured in terms of the buyers opinions. Quality of wine is frequently mentioned in wine tourism development and planning and according to Getz and Brown (2006) **wine quality** is believed to be a destinations main selling point.

#### 5.2.2.1 Vigneron Indépendent

Close to the counter at the Bouisse-Matteri cellar shop (image 5.6) there is a sign that reads: 'Vigneron Indépendent'- Independent winemaker. This sign is the sign of the Independent winemakers and which represents the work of winemakers who are passionate, professional and who love their job and dealing with all stages of the production of their wine – from planting to bottling and finally to selling it. The association of Independent Winegrowers - Vigneron Indépendent de France holds the values of responsibilities, commitment and professionalism (Vigneron Indépendent de France 2012a)

Image 5.6: Bouisse-Matteri cellar shop



Source: Taken at place










The quality of the wine and the knowledge of the industry are at focus and the Independent Vignerons logo represents their way of working to fulfil their passion and objectives. The logo is according to Vigneron Indépendant de France (2012b) the sign of high standard and to the consumer it represents authentic wines and personalities.

Image 5.7: Logo – Vigneron indépendant



Source: Vigneron Indépendant de France (2012c)

The winemakers that are part of this arrangement, have an agreement to reach quality in order to show consumers the amount of excellent and hard work they put in their vineyards, wine and the wine making process. The agreement that the association of the Vignerons Indépendants de France (2012a) have put forward is that the Independent Winegrower:

-  Respects his soil
-  Cultivates his vine
-  Harvests his grapes
-  Turns to wine and grows his wine
-  Elaborates his brandy
-  Bottles his production in his cellar
-  Commercializes his wine
-  Better himself in the respect of tradition
-  Welcomes, advises about wine tasting and takes pleasure to present the results of his work and cultivation

The Vignerons who fulfill this agreement gets to carry the Independent Winegrower's logo on their bottles of wine.

Literature suggests that wine producers in the South of France have long focused on the production of their wine, rather than the market that they sell it in (Hall and Mitchell 2008). Even though one of the objectives of the association is for the winegrower to commercialize their wines, the remaining points suggest that **the marketing practices might not** play an important role for these wineries and **might on the other hand suggest** that the focus instead lay in producing wine of quality and the technique behind it. According to the Vignerons Indépendants de France (2012a) this logo shows the know-how and a belonging to a family of professionals responsible and respectful of tradition.

For Bouisse-Matteri and as many other small scale wineries in Provence, wine and the whole process behind wine making is a form of art. Hall and Mitchell (2008) has observed that the current focus in the industry is strong product orientation where the winemakers are focusing on wine production and often have little understand of tourism and tourism marketing. Being part of the Vigneron Indépendent association confirms this idea and that the goal is not to make a mass marketable wine product. However, as previously identified, tasting quality wine is most likely a motivating factor for visiting wineries and being part of an association like the Vigneron Indépendant whose goal is to create wine of high standard might have the contrary effect. Meaning that it can give the winery 'unaware promotion' for their benefit.

### 5.3 Price

According to Kotler et al. (2008) price is the only element within the marketing mix that generates revenue for a company when the other three elements represent a cost. It is however the most flexible element out of the four and yet it can be problematic for many enterprises. The price of wine is affected by both internal and external factors to the winery and it is certainly an issue, which is sensitive for every enterprise even for our winery. Carlsen (2004) however, expresses that small and medium sized wineries are in the best position economically as they can sell their wines directly to their customers without having to deal with any intermediary. Pricing strategies are not discussed throughout the field study, however when speaking of whether the winery is supplying to others, the answer given is that they sell to around 40 restaurants. Yet this is not seen as a secure deal as the restaurants might not pay if the wine doesn't sell and others might not re-order the wine. Super markets on the other hand push the prices so hard that all the hard work is not paying off. The Bouisse-Matteri winery subtly expresses that they don't want to be involved with supermarkets and rather prefers conducting business with other small independent wine cellars with the goal to create wine of high quality standards instead. This taken into account leaves an impression that the winery is using **a natural pricing strategy** that means that the winery price their wines neither higher nor lower compared to the competition. According to Nowak et al. (2006) this is the strategy that is the most used by wineries and may suggest that the wineries are either not threatened by other competitors or are more focused on other factors but pricing.

### 5.3.1 Value

Another issue that Kotler et al (2008) raise is that the pricing topic is more focused on the costs rather than being customer value orientated. As previously mentioned value and customer satisfaction are closely linked to product quality except that measuring the value customers will assign to a product can be hard and many companies are trying to offer a right combination of quality and fair price (Kotler et al. 2008).

Lockshin et al (2006) however, in his findings explain that a well-known region adds value to a wine regardless of brand, involvement level or price. Schamel (2006) suggests that the consumers that do not have sufficient information or are uncertain about the quality of the wine will pay higher prices for wines that come from a well-known producer or region. The process of applying branding and marketing principles to geographical locations has become a very common practice (Hall and Mitchell 2008).

The interest for dry rosé wines has seen a small but continuous rise and the difference between Provence rosé wines and the American, Italian or Portuguese pink wine is the quality and the more positive image for the French rosé wines. The information that is included on a wine label plays an important role in determining the quality of the wine and by having the name Provence on a bottle of dry rosé wine will create a natural added value to the Bouisse-Matteri winery and may potentially enlarge their visibility in a crowded marketplace.

### 5.4 Promotion

Apart from developing a good product to a reasonable price, it is also essential for a company to communicate these two in order to make it attractive and available to the target audience but also to build good and profitable customer relationships. There are several promotional tools that can be used separately or integrated in order to create a successful marketing campaign and the most common tools once are: *advertising, sales promotion, personal selling and direct marketing and public relations* (Kotler et al. 2008) (De Pelsmacker et al. 2010).



#### 5.4.1 Vins de Provence

A winery needs to communicate with their customers about their products and services and should depending on the marketing objective do so accordingly. When it comes to the wineries in Provence, they make use of different media in order to communicate with their target audience. However, expensive advertising campaigns are avoided and many promotional events are neglected (Gade 2004). The marketing of wine destinations is done by tourism organisations, the individual wineries and other wine related organisation (Ryan 2002 in Getz et al. 2008) and PACA region is no exception. In 1987 a law was implemented that each region adopts one or more regional tourism committees. This law led to the creation of 'Comité Régional du Tourisme PACA' and the 'Côte d'Azur tourisme' and their main field of action is the promotion of tourism, both nationally and internationally (Region PACA 2012a). However, Conseil des Vins de Provence has been acting as the single focal point for all winemakers and buyer/seller from the Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence appellations.

Most of the communications and marketing activities are done through the Conseil des Vins de Provence – a general board of representatives that try to increase the importance of the wine industry in Provence, increase the financial and material means and highlight the special qualities of each appellation and terroir denomination in Provence (Vins de Provence 2012d). The council operates under the control of the government and their other mission also includes the communication and promotion activities of the rosé wines of the three Provençal wine appellations both in France and abroad (Vin de Provence 2012d). Local authorities and national organizations of the sector but also private sector companies are behind the funding's of the various projects of the council.

Small scale wineries as Bouisse-Matteri barely invest in any publicity and have instead focused on branding themselves with a quality image as quality of products is their most important focus. They have managed to do so by entering different wine competitions and events organized by the Vin de Provence council. The Côtes de Provence Partners night in July 2012 is an event was held on the 20<sup>th</sup> of July 2012 in Hyères between 18h – 23h. The outdoor event held in the town center of Hyères offered

the regions wine makers a free exhibition booth to showcase their wines. Bouisse-Matteri showcased their wines and was also able to initiate wine tastings and knowledge to the visitors. Wine and food festivals are a cheap way for wineries to promote their brand to new customers (Hall et al. 2000). It is also a great way for wine regions to establish a strong identity and gives the wine producer an opportunity to interact with their customers.

#### 5.4.1.1 Routes des Vins

The most recent investment in the region is the one of 'Route des vins'. This route was born in July 2011 in the district of Des Arcs in the region of Var with Vin de Provence, Vigneron indépendant, Region of PACA and the regional council being its prime partners (Route des Vins des Provence 2012).

Image 5.10: Route de vins de Provence logo



Source: Route des vins de Provence (2012)

This route presents more than 300 *caves* and estates that are involved in the route and include vineyards from all of the Provençal appellations (Route des Vins des Provence 2012). This route was developed for visitors and wine interested locals to visit the estates, taste wine and meet likeminded people as well as producers. A website has been developed in order for make it easier for people to find the different estates that are involved in this route. The importance of this is for the tourist to find the 'hidden gems' and not only get a chance to enjoy the wine, but also everything around the production of the Provençal wines and the nature and surroundings. This investment is a good way for the department to create awareness about themselves and also a way to

attract more international visitors (Route des Vins des Provence 2012). This statement also suggests that the current visitors are mainly national and regional visitors and that the region might not be viewed as a prime wine tourism destination. Bouisse-Matteri is listed on this webpage as one of the wineries that one can visit. Pictures of the wine estate and contact information are provided, however it is not an activity that Bouisse-Matteri operates by themselves.

#### 5.4.1.2 'Le rosé, c'est en Provence qu'il est né' marketing campaign

Besides the Route des Vins de Provence, Vin de Provence is also in charge of promoting rosé wines and the overall image of the Provençal's rosé wines. This they have done in a campaign started in 2011 which they call '*Le rosé, c'est en Provence qu'il est né*' and translates 'Rosé wine, it is in Provence where it was born' or simply 'Campaign rosé' (Vins de Provence 2012e). The objective for this campaign is to promote the rosé wines of the region to rural villages scattered around the country, the region of Paris-Ile de France and the PACA region during the summer period at airports, city centres and railways stations. A billboard similar to the one on the picture below was seen close to the city of Cannes in the Alpes-Maritime department during the observation process in 2012.

Image 5.11: Billboard of 'Campaign rosé'



Source: Vins de Provence (2012e)

Image 5.12: Posters used for the Le Rosé c'est en Provence qu'il est né campaign



Source: Vins de Provence (2012e)

The objective for this campaign was of course as mentioned to promote the rosé wines of the region, but also to try and strengthen the position of Provence in combination with rosé in the minds of the consumer. The posters used for the campaign uses a glass of Provençal rosé wine revealing some of its appreciated features: pale and bright colour, fruity aromas, freshness etc. together with classical pictures of Provence like the endless lavender fields and the Mediterranean seacoast. According to Vins de Provence (2012e) the first testing's made on a sample of wine consumers showed positive impact on perception and on the recall rate, which was 72%.

In 2011 Vin de Provence had over 2000 articles published in the press, which according to them was a 17% increase from last year. They had also generated 20 TV interviews, 11 radio interviews and over 20 printed interviews that all featured Provençal rosé as a theme. In order to promote the rosé wine the association also arrange an annual press conference in March titled 'Rosé de Provence' in Paris. 45 journalists were present at the conference where 25 wine estates in the three Provençal appellations were presented. According to Vins de Provence (2012e) eight wine tasting and press trips for

print media magazines were made with the purpose to promote Provençal rosé wines. The region welcomed 93 journalists for interviews, tastings, expositions, events and wine competitions. All these promotional activities are not only to raise awareness of rosé wines but also to show that rosé was born in Provence.

#### **5.4.2. Word of mouth**

The promotional activities made by Vins de Provence are of course helping Bouisse-Matteri in making their award winning rosé wines gain certain awareness, however, they are not directly promoting Bouisse-Matteri. Which communication tool is of importance for Bouisse-Matteri then? The typical market is very local, since around 80 percent of rosé de Provence are sold in Provence itself to locals and tourists during the summer. The visitors to the Bouisse-Matteri winery and the shop are therefore mostly local residents who have either been loyal customers or have heard about the wines from someone in their surroundings. I am being explained to that the word of mouth is a very powerful tool in this area and that Bouisse-Matteri has received tourist, but they have usually been accidental visitors that have just drove past the estate and decided to come in. The local clientele is important to Bouisse-Matteri and they are not actively looking to promote themselves in an attempt to attract wine tourists. Instead they run a well-stocked shop with local Provençal products such as olive oil, chocolate, foie gras and jams, which indicates that there is a local co-operation between the producers whether it is oil, sweets or wine. There is a law that implies that there are only a certain percentage of products that can come from outside of the own production that can be sold on the premises. Most of the products being sold are however friends or acquaintances products.

According to Ryan et al. (2002 in Getz et al. 2008), marketing campaigns are not the key factor in attracting wine tourists. Word of mouth recommendations are the most importance source of information followed by previous exposure to the winery, its wine and other sources. Grönroos (2007) also agrees that the marketing impact of word of mouth communications is usually vast and can frequently be greater than planned communication. Word of mouth is messages from one person to another about the organization that are credible and trustworthy and are about the way that the organization operates, the goods and the services it provides. Grönroos (2007) continues to explain that in the eye of a potential customer, a person that has had a

personal experience with the organization is an objective source of information. If a strong relationship develops with one customer a support between the customer and the organization will develop and recommendations from the customer will occur to their friends and acquaintances. The more a customer will recommend a business to others the growth rates of the business are said to improve. The multiplying effect of word of mouth varies between industries but it is claimed that negative experience tend to multiply by word of mouth quicker and more often than positive experience (Grönroos 2007). Good word of mouth has however a strong positive effect and decreases the need to spend so much on marketing communications such as advertising. Bouisse-Matteri is a small and independent winery compared to many other bigger commercial wine estates and their budget may be less than the bigger wine estates. This may be the reason as to why they heavily rely on the word of mouth tool. Bouisse-Matteri has created a positive, knowledgeable, professional reputation and image that has created good word of mouth support for them. Also by stocking other producer's goods in their shop has expanded the clientele and the other producer's customer base. The creation of long-term positive customer relationships will lead to long-term loyalty in customer purchasing which in turn will lead to positive word of mouth (Hall and Mitchell 2008). The best way to do so according to Hall and Mitchell (2008) is at the cellar door (in this case shop) where the winery has complete control over the way that the values, wine and expertise is presented to the customers.

### 5.5 Place

Place is the most crucial element of the marketing mix and in order for customers to be able to buy the wine, they need to have access to it. It needs to be available in places where customers can buy it. For this reason the product is very dependent of the place and the place plays an important role in the marketing mix. According to Kotler et al. (2008) very few producers sell directly to the final end user and instead use third party intermediaries to bring their products to the market to create a distribution channel. However this is not the case for Bouisse-Matteri or other wineries in Provence. Selling directly to the end user is the most profitable way to make sales and to interact with the customers.



### 5.5.1 Cellar shop

Hall and Mitchell (2008) has identified that the wine cellar is one of the most important tools when it comes to the sales, marketing and communication of the winery. A cellar shop has also come to be an important channel for the development and maintenance of the relationships with the clients. The cellar shop of Bouisse-Matteri is open Monday to Saturday 9h-19h and is the first and only facility that the customer is allowed into on the premises.

Images 5.1: Domaine Bouisse-Matteri



Source: Taken at place

Image 5.2: Cellar shop Bouisse-Matteri



Source: Taken at place

On the right hand side of image 5.2 there are wine hoses (as can be seen in image 5.3) that makes the wine come straight out from the wine tanks. This is used for the ease of wine tastings and also allows the customer to buy however much litres they would want to buy. Observations indicates that there is no specific space for wine degustation's and

that they are merely done through the hose in case someone wish to taste the wines. There are no posters, no information messages and no tourism information available at the cellar shop, which is to the visitor the only 'public' space at the estate. The only print information available is the one of Vin de Provence who have provided the estate with a leaflet about the rosé wines of Provence and about the appellations that can be found in the region.

Image 5.3: Wine hoses Bouisse-Matteri



Source: Taken at place

Wine is an interesting component to the tourism industry as it can increase the flow of tourists to the area and create an image of quality for the destination (López-Guzmán et al. 2011). Bouisse-Matteri has decided to not place any focus on integrating their winemaking expertise with trying to establish any sort of tourism activities in relation to their wine or estate. There are also no billboards or advertising posters that can inform the visitor that the estate is in the area as the more commercial wine estates do. Instead there are small signposts placed by the road next to one of the land plots of vine ranks around 2 kilometers from the wine estate (Image 5.5 A). The main purpose of these signposts is to help people identify a place that they are already looking for so their effectiveness in 'passing trade' must be questioned (De Pelsmacker et al. 2010).

*'I have heard about some wine tours being made but further up north in the Var department. But it is nothing that we engage in here. It's not that we don't want to do any tours or any other activities, but it is not practical for us as our vineyards are scattered around and.... we are happy operating this way'.*



Images 5.5 A, B and C: Bouisse-Matteri signposts close to the estate

A



B



C



Source: Pictures taken at place, outside and around Bouisse-Matteri

### 5.5.2 Organic Tourism

Bouisse-Matteri is an example of a winery that has become part of a so-called organic tourism destination i.e. the tourism has grown from within the area. Destinations that grow organically develop in three stages:

- 1) A destination is discovered
- 2) A reaction and initiative is made by the local entrepreneurs
- 3) The destination is later established and might come under control of various private and public agencies (in Cohen 1979 and in Kadt 1979).

This means that the destination, in this case Bouisse-Matteri, has naturally come to develop as a tourism destination whereas an induced destination is established and lead into tourism by someone from the outside i.e. not naturally developed. Although Bouisse-Matteri doesn't directly engage in any special tourist activities to attract visitors or engage themselves into developing into a full tourist destination, tourists are still welcome and are finding their way organically. *'We have received some tourists but they have usually been 'accidental' visits from tourists that have just drove past the estate and decided to come in'.*

According to Noronha (in Cohen 1979 and in Kadt 1979) the local population and the government of the host country normally becomes gradually aware of the economic, social and political importance of tourism they try to take over the control of the industry or at least play more of an active part in it. The loss of local control tends to happen when the destination is institutionalized. Small-scale wineries like Bouisse-Matteri however skip the third stage in the organically grown tourism system (which is completely possible according to Noronha (in Cohen 1979) hence not been fully institutionalized. This might be the bottom lying reason as to why small-scale wineries do not want to engage in tourism activities because they are dreading the loss of control to outside tourist facilities. This not to mention that engaging in tourism activity might put the main idea of making quality wine in the background as it moves away the staff from the primary industry focus and move the business towards a sector that involves service instead. Vignerons are not according to Beames (2003) considering themselves to be in the tourism industry and some see tourism as a distraction as the focus for winemakers is on wine making and the final wine product rather than about the

understanding of tourism, the tourism needs, marketing and service standards. People that are not directly engaged in the tourism industry are also considered to see the encounter with the accidental tourists not as a 'cash generating activity' but as an opportunity for genuine human encounter which most likely lead to positive word-of-mouth recommendations.

The region of PACA has a variety of different tourist attractions that appeal to the visitors and consequently a new segments of tourists has come to developed over the past years: the *excursionists* – the tourist that spend less than one day in one place (Region PACA 2012b). An excursionist can also be considered to be a tourist that that goes on an excursion, a short trip to a specific place for a specific amount of time with a prompt return in mind. Visiting a vineyard or a winery can for this reason be considered a short excursion during the visit of a place or destination but doesn't necessarily mean that it was the main purpose of the visit.

### 5.5.3 Terroir

Hall et al. (2003) suggests that it is the wider region that should be taken into consideration when it comes to the attractiveness of a destination and that the concept of wine tourism is closely linked to the land of produce. Geography, location and the place of origin plays and great importance when speaking of wine and tourism and one of the core concepts that is associated with wine is the 'terroir' which is a concept that describes how all elements of a place (natural and cultural) is combined in such a way that cannot be duplicated in any other place. The place is what gives the wine its complexity and giving it its soul (Hall and Mitchell 2008). and involves the notion that the local soil and climate conditions influence the characteristics of the wine (Jackson 2008). France is fortunate to have three different climate zones: the **maritime** in the west stretching from the Loire down to Bordeaux, the warmer **Mediterranean climate** around Provence and the harsher **continental climate** in Bourgogne, Alsace and Champagne (Systembolaget 2012a). These different climate zones can therefore provide very different soils and location for a variety of grapes. The interaction between climate, soil and grape variety has come to be called '*terroir*' and the right combination of these three elements can result in outstanding wines. The conditions for producing quality wine is by many (word of mouth) considered to be excellent in France, and the varied topography has made it possible for the vine growers to find the right climate for

both traditional and local grape varieties but also the choice and possibility to choose between a variety of different soil types. As France has very varying soils, there is also a vast selection of different grapes that can grow successfully on these soils (Vins de Provence 2012f).

Several areas have in recent times because of this received an AOC-status (Appellation d'Origine Contrôlée), which is a regulation within the wine sector that is based on the idea that certain geographical areas are more suitable than others to produce certain types of wine. This can in some regards be seen as a form of recognition for producing distinctive wines of excellent quality. In The Provence wine region, there are three main appellations (Vins des Provence 2012):



The Côtes de Provence Appellation

- Sainte-Victore
- Fréjus
- La Londe



The Coteaux d'Aix en Provence Appellation



The Coteaux Varois en Provence Appellation

The largest and most recognized Provençal appellation is **The Côtes de Provence Appellation** as it spreads over more than 20,000 hectares in the departments of the Var, Bouches du Rhône and a small territory in the Alpes Maritimes department (Vin des Provence 2012). The appellation produces around 976 000 hectolitres – equivalent to around 130 million bottles each year where 89% of these are Rosé wine, 8% are Red wine and 3% are White wine (Vins de Provence 2012g). The terroir of the Côtes de Provence appellation is complex and are formed based on two geological formations – limestone and crystalline. The vineyards in the northwest part of the Côtes de Provence appellation are situated on uneven hills and on rocky sharp ridges with steep sloping sides that has been formed by erosion. In the southeast the mountain range of the Estérel and the Maures provides the region with crystalline rock. The variety of the different terroirs offers many different characteristics to the Côtes de Provence appellation and due to the vast size of the appellation it has been further divided into

three areas that produce more specialized wine types: **Sainte-Victoire, Fréjus** and **La Londe**.

## Chapter six: Discussion and Conclusion

*In the previous chapter the results of the empirical findings were presented in relevant categories and analysed relating back in accordance with the theoretical frameworks. This final chapter will give a summary of the study and explain the meaning of the findings as well as give importance to the findings. Furthermore limitations and suggestions for further research will be given.*

### 6.1 Summary of the study

The purpose of this study was to discover and give deeper understanding and new knowledge to the wine tourism industry in Provence, South of France. As tourism has become one of the world's fastest growing industries, increasing amount of work is put into the development of tourist destinations. Consumers see travelling as a necessity to get a way from 'the real life' rather than a luxury need and therefore new tourism areas have developed. Gastronomy, food and wine tourism are areas within tourism research that have recent seen a growth and the interest for visiting wineries during holidays have increased. France is considered to be one of the world's most important wine producing countries as it has produced wine for many centuries. Research shows that France and the other Mediterranean countries were the first countries that started to trade wine on the European continent. Wine is therefore embedded in the French culture at almost every aspect of the society. It is for many seen as not only an agricultural product but also a form of art. Literature suggests that the attractiveness of a region is important and that the concept of wine tourism is closely linked to the land of produce. Provence and the Côtes d'Azur is a destination that is serene, romantic and dreamlike to both French and foreign tourists. It is the place of sun, festival and cultural riches and very few other tourism destinations can offer their visitors a great variety of different territories as coastal, countryside, mountains and cities. The French Riviera in the region of Provence-Alpes-Côte d'Azur, often referred to as PACA, is the most visited area in region of Provence. The borders of The French Riviera are not clear but it is considered to be from the Italian border to Toulon (See map p. 29). The winery estate of Bouisse-Matteri happens according to these borders to be within this area. This means that it is in the heart of Provence and in a prime place to pursue and benefit from initiating tourism activities as the tourist expenditure in the region amounts up to 10 billion euros yearly. France has many famous wine regions; Bordeaux, Alsace,

Champagne just to mention a few that has come a long way when it comes to developing their region as a wine tourism destination. Lately, Provence has gained increased attention and popularity due to the production of the regions rosé wines. Provence has been chosen as a destination for this study due to the fact that it is a wine region that research has touched very little upon compared to other bigger wine regions in France. Research also shows that the wine industry in the region of Provence is pointing towards a promising future. Based on these facts the following research question was posed:

- 🍷 What kind of possibilities does an independent and local small-scale winery in Provence have in developing their wine tourism practices?

The analysis was done in accordance with the marketing framework of 4P's – Product-Price-Promotion-and Place. The four P's are the components of the marketing mix and hence the marketing plans.

## 6.2 Summary of the findings

Viewing this study through a tourism perspective and reading literature about how tourism and wine industries are identified as natural symbiotic partners with plenty of benefits I was surprised to find out that Bouisse-Matteri is not operating any tourism activities or promotion despite their location. Literature on the subject of organically grown and/or induced tourism destinations is minimal. However, data was found about Cohen (1979) who in 1979 documented that the effects of tourism has been heavily criticized because of the effects tourism has on the culture, society and the environment of the host country. Cohen also speaks of that there are a wide variety of problematic consequences that tourism are considered to create in the societies. Tourism is seen to have a less beneficial economic impact on the host society than has been claimed by tourism promoters and developers and economist have generally been positively oriented to tourism as it is a quick, labor-intensive path to rapid development. Fraser and Alonso (2006) recognize the fact that there is a lack of discussion about the winery owner or winemaker's interest to become involved in wine tourism and not every wine maker will want to be involve in this or might not financially afford to become involve. Bouisse-Matteri doesn't speak about the financial decision behind not having an interest



in tourism activities, but they do not have the right natural setting in their vineyards to conduct tours or winetasting sessions on a regular everyday basis. They are happy this way and do not in the nearest future have any plans about initiating such activities either. Bousse-Matteri is an example of a winery that has become part of a so-called organic tourism destination i.e. the tourism has grown from within the area rather than being introduced from the outside. This gives the enterprises control over their operations until they become institutionalized and can because of this lose this control. This might include things such as production, marketing or legal matters. An idea is that this may be an underlying reason for that the winery doesn't want to engage in any tourist activities. Vignerons are not according to Beames (2003) considering themselves to be in the tourism industry and see tourism as a distraction. Wineries such as Bousse-Matteri are instead focused on delivering a high quality product to their consumers. This is derived from the interview and also by documentations made on location. As the 'Vigneron Indépendent' sign next to the counter in the wine cellar shop. Independent winemakers are winemakers who are passionate, professional and who love their job and dealing with all stages of the production of their wine – from planting to bottling and finally to selling it. The association of Independent Winegrowers - Vigneron Indépendent de France holds the values of responsibilities, commitment and professionalism and the quality of the wine and the industry knowledge are at focus. The quality is also measured by the French wine classification law system that is there in order to control the quality of its French wine. The AOC designation is the most respectable of all the French appellations and can be translated as being wines from controlled places in France. The AOC appellation is there to protect the wine's regional characteristics and ensures that the culture and the study of wine are in accordance with the local practices and traditions. The AOC appellation has the most demanding requirements out of all the appellations and Bousse-Matteri produces two AOC Côtes de Provence rosé wines, four AOC Côtes de Provence red wines and two AOC Côtes de Provence white wines. Being associated with a product of a terroir, like an AOC wine appellation means that Bousse-Matteri can distinguish themselves from the rest of the wine products and establish a product individuality that is created through an intimate connection between consumer expectation and the AOC product. Bousse-Matteri has with their AOC rosé wines won three competitions (silver and bronze medals), which is an acknowledgement that they produce wine of quality. Quality is the most important



factor found in this study. The quality is important in every aspect of the wine industry and relates back throughout all parts of the analysis. Selling and producing a product of quality is a time demanding task that requires knowledge, patience, know-how and passion. However it also brings rewards for the vignerons such as prestige, recognition, happiness and sales.

The region of Provence produces red, white and pink wines in a variety of sizes and shapes. Each wine has its own name, grape variety, blend, vintage year and so on. Even though the vineyards in Provence yield splendid red and white wine, research indicates that the Provence region has come to be most known for specializing in crisp and dry pink rosé wines. This is also the case for Buisse-Matteri who has a reputation of creating clear, fruity and impressive rosé wines. The Domaine of Buisse-Matteri produced two AOC Côtes de Provence acknowledged rosé wines in 2011 (on sale in 2012) whereas the AOC Côtes de Provence rosé Cuvée du Paradis won a silver medal in the Concours Général Agricole. The region of Provence is known for its rosé wine and is a priority type for many wine estates in the region. If not a speciality, it is integrated together with the estates other selection of reds and whites. A winery needs to communicate with their customers about their products and services and should depending on the marketing objective do so accordingly.

When it comes to the wineries in Provence, they make use of different media in order to communicate with their target audience. However, expensive advertising campaigns are avoided and many promotional events are neglected (Gade 2004). Buisse-Matteri have not invested in barely and publicity and have instead focused on branding themselves with a quality image as quality of products is important to them. The marketing is however done through tourism organizations and the Conseil des Vins de Provence has been acting as the single focal point for all winemakers and buyer/seller from the Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence appellations. This association is also in charge of promoting rosé wines and the overall image of the Provençal's rosé wines in a campaign started in 2011 which they call '*Le rosé, c'est en Provence qu'il est né*' and translates 'Rosé wine, it is in Provence where it was born' or simply 'Campaign rosé'. The objective for this campaign was of course as mentioned to promote the rosé wines of the region, but also to try and strengthen the position of

Provence in combination with rosé in the minds of the consumer. The posters used for the campaign uses a glass of Provençal rosé wine revealing some of its appreciated features: pale and bright colour, fruity aromas, freshness etc. together with classical pictures of Provence like the endless lavender fields and the Mediterranean seacoast. Even though this publicity is not directly promoting Bouisse-Matteri in any way, they do most likely benefit from this campaign, as they will have their rosé wines linked to it.

Which communication tool is of importance for Bouisse-Matteri then? The visitors to the winery and the shop are mostly local residents who have either been loyal customers or have heard about the wines from someone in their surroundings. And Mariette Merle explains that the word of mouth is a very powerful tool in this area. According to Ryan et al. (2002 in Getz et al. 2008), marketing campaigns are not the key factor in attracting wine tourists. Word of mouth recommendations are the most importance source of information followed by previous exposure to the winery, its wine and other sources. Bouisse-Matteri has created a positive, knowledgeable, professional reputation and image that has created good word of mouth support for them and they are continuing on this winning concept.

As a general conclusion, the following factors have been identified as possibilities and potential areas for development for small-scale local wineries in Provence.

<u>Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Place</u>
Rosé Wine Quality	Value	Vins de Provence Routes des Vins Marketing Campaign Word of Mouth	Cellar shops Organic tourism Terroir

### 6.3 Limitations

There are several limitations to this research study. The first and foremost limitation of this study has been time. As the researcher for this project has been a student, not enough time and resources have been allocated as there might have been wished. The only possible way to visit wineries is by car. Renting a car with petrol is expensive in the South of France and so are accommodation and general life. Many documents have been

translated from French and that has also taken time. The sample frame is not big enough to draw any general conclusions and can only be 100% applied to the case of Bouisse-Matteri. If more time and more resources had been available more visits would have been done to other wineries hence expanding the sample frame and making the project more generalizable. A second visit to the Bouisse-Matteri should also have been made in order to observe things that might have been missed and given a chance to ask more questions to the staff.

#### **6.4 Research contributions**

This study is made to gain a deeper understanding of Provence as a wine tourism destination, but also how a local winery in the region may be operating as no previous research about Provence has so far been recorded. This study shows that Bouisse-Matteri is not actively performing any special promotional activity to attract either the wine tourism or the random customer and they might not be the only small independent winery doing so. However, they are happy this way and are not looking to change anything. This research contributes to the understanding that not every winery wants to be a part of organized tourism and even if they wanted to they may not want to do it by themselves. Tourism organizations are helping in the promotion of wineries with an interactive wine road map online and the promotion of the one particular type of wine: rosé. The findings presented can be of use to researchers who would like to explore the topic of Provence or the subject of organically grown vs. induced tourism further in a longer and deeper study as there seems little covered about these areas. They may also be of use to various tourism organizations who would want to take part of these findings.

#### **6.5 Further research suggestions**

Taking the limitations into considerations, there are several areas within this research, which leaves ground for further research investigations. The following have been identified as future research areas:

- Investigate more independent wineries in Provence
- Investigate consumer experiences and expectations of Bouisse-Matteri or any other winery in Provence

- Investigate consumer motivations of visiting a winery in Provence
- Explore the more commercial wine estates in Provence who are actually promoting themselves as part of a tourism scheme
- Conducting a comparative case study between one independent winery and one more commercial winery
- Conduct a deeper study on the subject of organically grown vs. induced tourism destinations

### **Conclusion**

Wine tourism has a potential to be further developed in the region of Provence. The demand for wine tourism activities, especially small excursions among tourists might be increasing, however not all wineries see themselves as part of the tourism industry and would not necessarily want to be part of it either. These wineries might therefore not put any marketing efforts in promoting themselves as a wine tourism destination and some might not even have the facilities to welcome crowds of tourists. Many winemakers see wine as a form of art and their winemaking has helped to raise the quality of their wine products. Some might say that it should stay that way instead of taking focus away from quality winemaking. Quality has been found to be a reoccurring theme throughout the entire analysis and is considered to be a beneficial factor for the wineries that is motivating them to continue the art of making wine. One thing is clear though, if developing wine tourism in Provence, it must be done in harmony with the natural environment protecting the famous terroir and maintaining old wine making traditions.

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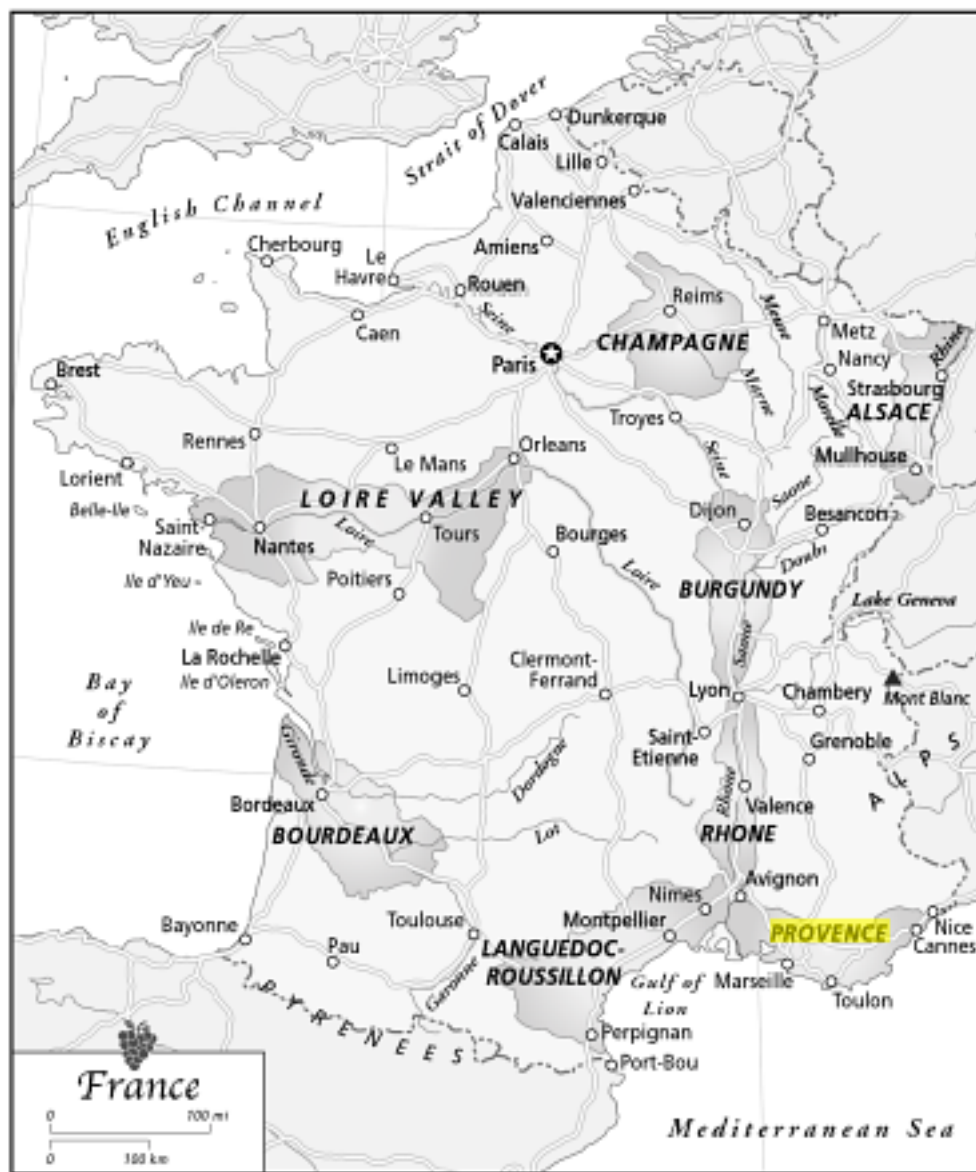
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## **APPENDIX 1:**

## FRANCE'S MAJOR WINE REGIONS



Courtesy of Frommer's Travel Guides.

France's major wine regions.

## **APPENDIX 2**

### **Wine classification system in France**

There are numerous laws implemented in the French society in order to control the quality of its French wine. The law divided the different appellation systems into four categories:

#### **AOC – Appellation d’Origine Contrôlée**

The AOC designation is the most respectable of all the French appellations and can be translated as being wines from controlled places in France. The AOC appellation is there to protect the wine’s regional characteristics and ensures that the culture and the study of wine are in accordance with the local practices and traditions such as the usage of authorized grape varieties, methods of winemaking for these grapes, the yield based on seasonal conditions etc. The AOC appellation has the most demanding requirements out of all the appellations and does in theory indicate that these wines have the highest quality although this is not always the case (French Wine News 2012, Wine appellations 2003)

#### **AOVDQS - Appellation d'Origine Vin De Qualité Supérieure**

The AOVDQS appellation is the second highest appellation of French wines and wines falling under this are considered to be of better quality than the ‘Vin de Pays’ wines. The AOVDQS wines are subject to restrictions that include the yield, the area of production, the grape variety, and the alcohol level and furthermore also include the growing methods and production procedures. There are very few AOVDQS wines that are exported as the majority of them are consumed within France. (French Wine News 2012, Wine appellations 2003)

#### **Vin de Pays**

Vins de Pays are the ‘country wines’ and are indicated as wines being from France. The Vins de Pays carries a geographic designation of origin where the grape variety is in focus and should originate from within a strict limited region. The wines need to be made from a certain variety or blends but should however only contain 100% of a single

grape---variety. The category is further divided into levels of geographical specificity and the top regional level has six divisions: VDP du Jardin de la France (Loire); VDP de L'Atlantique (Bordeaux, Dordogne, Charentais); VDP du Comte Tolosan (South---West); VDP d'Oc (Languedoc---Roussillon); VDP Portes de Mediterranee (Provence and Corsica) and VDP des Comtes Rhodaniens (Rhône Valley, Beaujolais and Savoie). Within each of these regional divisions there are several departmental sub---divisions of the appellation (French Wine News 2012, Wine appellations 2003).

### **Vin de Table**

The following category is the one of the everyday wines of France, which is referred to as 'table wines' and represents the lowest level in the classification system of French wine. The area of origins is not specified on these wines and is neither anything essential to have on the labels. 'Vin de Table' can consist of grape varieties from all around France but also from grapes grown outside of France. The majority of produced French wines fall within this category (French Wine News 2012, Wine appellations 2003).

However, in 2006 propositions regarding a change of the wine classification system was introduced in the French Government and from 2009 and all throughout 2011 the proposals regarding the change within the wine sector has been implemented in France. The four previous categories were reduced into three where the more flexible '**Vins de Table**' category has been renamed as '**Vin de France**' where there is a possibility to name both grape and vintage on the label. The '**Vin de Pays**' were intended as wines that didn't claim any appellations but still carried a specific geographical designation of origin. The category now carries the name '**Indication Geographiques Protegees (IGP)**', and still indicates that the wine is protected by a geographical indication. The regulations for **IGP** wines are stricter than those of '**Vin de France**' but more flexible than the regulations for **AOC**. The '**Appellations d'Origine Contrôlée (AOC)**' classification has been transformed into the new '**Appellation d'Origine Protégée (AOP)**' designation. Despite the arrival of the **AOP** designation the **AOC** designation will not disappear and therefore the **AOP** is largely unchanged. One of the main changes however was the removal of the '**Appellation d'Origine Vin De Qualité Supérieure (AOVDQS)**' category from the classification system. The **AOVDQS** category concerned

the high quality wines that were less prestigious than the **AOC** wines and the wines with the **AOVDQS** status must therefore choose between either between either an **AOP** or a **IGP** designation. According to Jeff Budd (2012) the **IGP** category that in theory and legality is largely unchanged has seen a dramatic change in perception. **The 'Vin de Pays'** category has long been viewed, as a category where the majority of the wine place themselves i.e. the perceptions of quality for wines within this category is not very high. The **IGP** category is according to Budd (2012) showing signs of developing into a highly regarded category. This is however relative as it is a newly implemented classification and have not yet seen any study that confirm this.

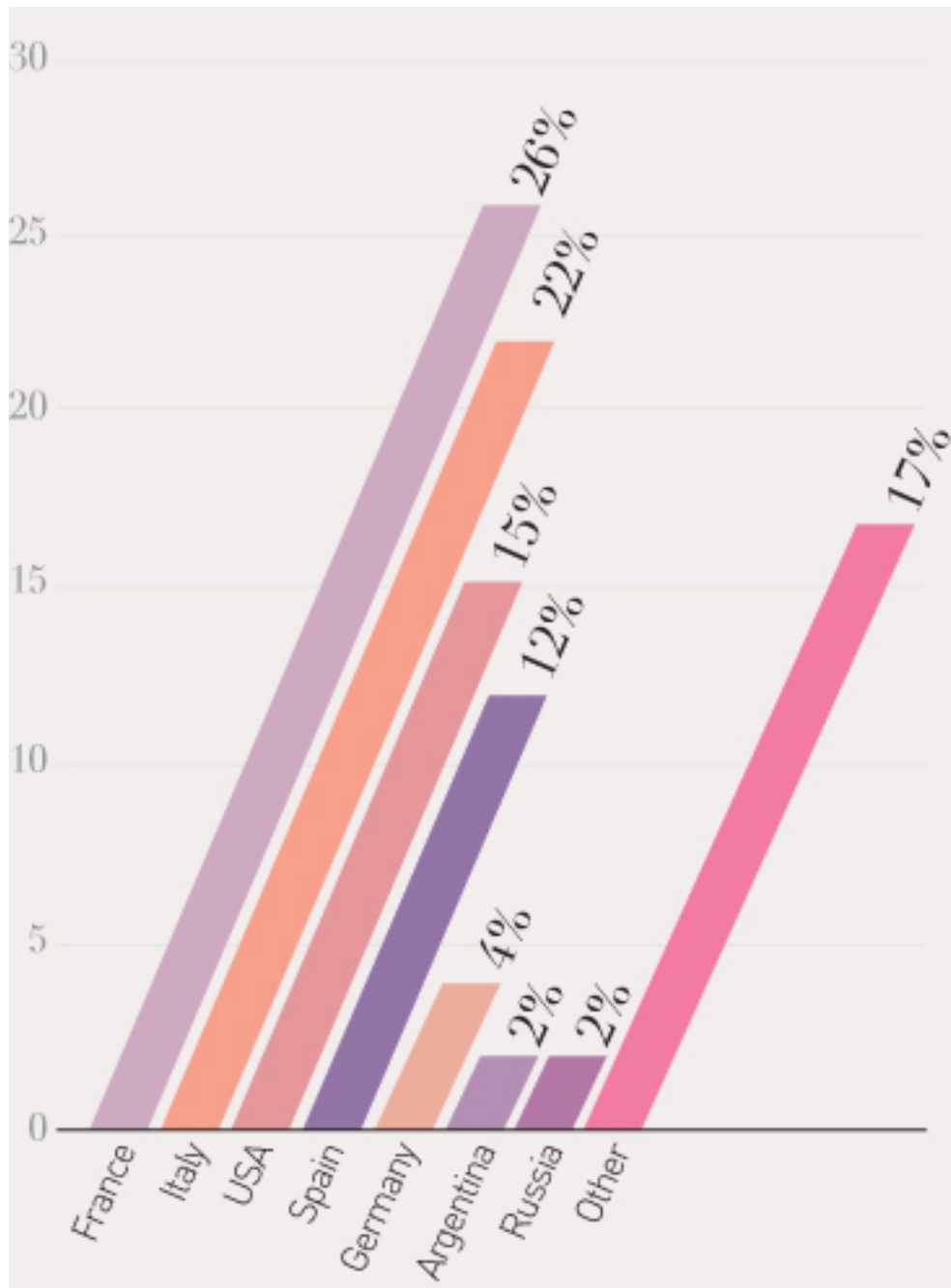
Table 1: New Classification systems

Vin de France	IGP - Indication Géographique Protégée	AOP - Appellation d'Origine Protégée
<ul style="list-style-type: none"> <li>• Former 'Vin de Table - Table wine'</li> <li>• No specific area</li> <li>• No selected grapes however there is a possibility to mention the sorts of grapes on the label</li> <li>• Limited yields</li> <li>• Minimum and maximum alcohol content</li> </ul>	<ul style="list-style-type: none"> <li>• Wine with protected geographical indication</li> <li>• Former 'Vin de Pays - Country wine'</li> <li>• Specific region</li> <li>• Selected grapes</li> <li>• Limited yields</li> <li>• Minimum and maximum alcohol content</li> <li>• Final approval</li> </ul>	<ul style="list-style-type: none"> <li>• Wine with Protected Appellation of Origin</li> <li>• Former Appellation d'Origine Contrôlée (AOC)</li> <li>• Restricted area, specific terroir'</li> <li>• Selected grapes</li> <li>• Limited yields</li> <li>• Vineyard monitoring</li> <li>• Winemaking methods</li> <li>• Final approval</li> <li>• Strictest and finest appellation</li> </ul>

Source: Adapted From: Barton & Guestier (2009)

## APPENDIX 3

### Graphs of Worldwide Rosé Production 2010

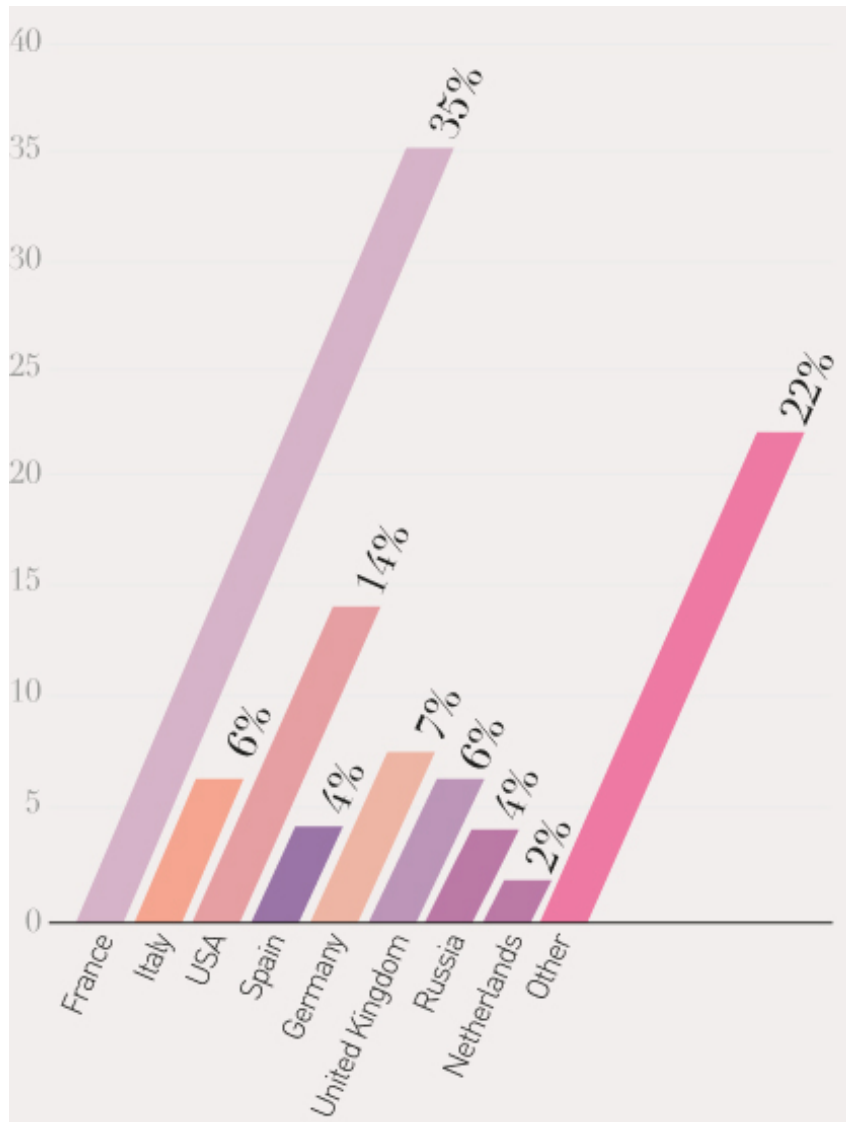


Source: Vins de Provence (2012b)



## APPENDIX 4

### Graphs of Worldwide Rosé Consumption 2010



Source: Vins de Provence (2012b)