

***Exploring Wine Tourism in the Lisbon Wine Region - Municipality of
Cadaval: An Analysis of Online Reviews***

Alexandre Miguel Jorge Costa

April 2026

***Exploring Wine Tourism in the Lisbon Wine Region - Municipality of
Cadaval: An Analysis of Online Reviews***

Alexandre Miguel Jorge Costa

A Dissertation submitted to the School of Tourism and Maritime Technology of the
Polytechnic of Leiria in partial fulfilment of the requirements for the Master's Degree in
Sustainable Tourism Management

Dissertation conducted under the supervision of Professor Doctor Inês Paulo Cordeiro
Brasão and Professor Doctor Célia Maria da Conceição Salmim Rafael

April 2026

Exploring Wine Tourism in the Lisbon Wine Region - Municipality of Cadaval: An Analysis of Online Reviews

© Alexandre Miguel Jorge Costa, School of Tourism and Maritime Technology, Polytechnic of Leiria.

Acknowledgements

I would like to personally thank the supervisors for their continued assistance and guidance through the development of this study; without their support, such work would not be possible, especially when balancing a full-time job, studies and personal life, which was challenging. Sincerely, thank you.

A more personal thanks to my family for supporting me through the process and for always giving me motivation, thank you.

Abstract

This study explores wine tourism in the Lisbon wine region, more precisely in the municipality of Cadaval, located in Portugal. It analyzes online reviews and comments to identify the main themes and dimensions of interest for wine tourists. The research aims to better understand motivations regarding the consumption of wine tourism by exploring qualitative data from online comments and reviews on online platforms such as Google Reviews, a Google services related tool where comments and reviews can be publicly shared online, which is the chosen platform in this study. To this end, exploratory research strategy was chosen, followed by a comprehensive review analysis and two approaches that have been carried out on the comments: a word and text analysis for initial insights and probing of the raw data, followed by a more robust thematic analysis that clarified ten themes of importance from which were refined into four dimensions. A thematic analysis was applied to systematically code and categorize the data, that being the online comments gathered, allowing for the identification of key factors influencing wine tourism experiences in the region and its characteristics.

Keywords: Wine tourism, Cadaval, online comments, online reviews, Portugal, thematic analysis.

Resumo

Este estudo explora o enoturismo na região vinícola de Lisboa, mais precisamente no município do Cadaval, localizado em Portugal. Analisa avaliações e comentários online de modo a identificar os temas e dimensões com importância para os enoturistas. Este estudo procura perceber melhor as motivações sobre o consumo do enoturismo, explorando dados qualitativos de comentários online e avaliações dos mesmos em plataformas como o Google Reviews, parte dos serviços da Google, onde comentários e avaliações podem publicamente ser partilhados online, foi a plataforma escolhida para este estudo. Para este objetivo, uma estratégia de análise exploratória foi escolhida, seguida de uma análise profunda das avaliações e duas abordagens foram escolhidas e utilizadas nos comentários: análise de palavras e texto para explorar de forma pioneira os dados, seguida de uma análise temática mais robusta que clarificou dez temas de importância dos quais quatro dimensões foram identificadas. Uma análise temática foi utilizada para sistematicamente analisar os códigos e categorizar os dados, estes sendo os comentários online recolhidos, possibilitando a identificação de fatores-chave influenciando as experiências enoturísticas na região e suas características.

Palavras-Chave: Enoturismo, Cadaval, comentários online, avaliações online, Portugal, análise temática.

List of Contents

List of Figures.....	vii
List of Tables.....	viii
Introduction	1
Chapter I – Literature Review	2
1. Chapter overview	2
1.1. Wine tourism definition and framework.....	2
1.2. Global trends in the wine tourism market.....	4
1.3. Economic impact	5
1.4. The importance of online comments and reviews in tourism.....	6
Chapter II – Contextualization	8
2. Chapter overview	8
2.1. Wine tourism in Portugal.....	8
2.2. The Portuguese wine regions	9
2.3. The Portuguese wine tourism routes	11
2.4. Description of the area of study	12
Chapter III – Methodology	15
3. Chapter overview	15
3.1. Exploratory research strategy.....	15
3.2. Word cloud and text analysis.....	16
3.3. Thematic analysis.....	17
3.4. Data gathering and processing	18
Chapter IV – Results and Findings	21
4. Chapter overview	21
4.1. Review results	21
4.2. Word cloud and text results	24
4.3. Thematic results	30
4.4. Summary and synthesis of findings	38
Chapter V – Conclusions.....	40

5. Chapter overview	40
5.1. General discussion and conclusion	40
5.2. Limitations	44
5.3. Recommendations.....	44
References.....	45
Appendices	54
Appendix 1 – Sample of extracted and translated comment and review data of <i>Casa Agrícola Horácio Nicolau</i>	54
Appendix 2 – Sample of extracted and translated comment and review data of <i>Quinta do Gradil</i>	54
Appendix 3 – Sample of manual thematic code grouping on the theme staff, hospitality and service.....	55
Appendix 4 – Sample of manual thematic code grouping on the theme wine and wine quality	55
Appendix 5 – Sample of manual thematic code grouping on the theme scenery, atmosphere and place	55
Appendix 6 – Sample of manual thematic code grouping on the theme recommend and return sentiment.....	56
Appendix 7 – Sample of manual thematic code grouping on the theme food and gastronomy	56
Appendix 8 – Sample of manual thematic code grouping on the theme tours and tastings...	56
Appendix 9 – Sample of manual thematic code grouping on the theme history and heritage	57
Appendix 10 – Sample of manual thematic code grouping on the theme price and value.....	57
Appendix 11 – Sample of manual thematic code grouping on the theme regional identity and products	57
Appendix 12 – Sample of manual thematic code grouping on the theme events and celebrations.....	58
Appendix 13 – Sample of thematic analysis code frequency calculations.....	58

List of Figures

Figure 1 – The current 14 Portuguese wine regions and their 31 DOC by Wines of Portugal	10
Figure 2 – Map regarding the wine routes by Infovini	12
Figure 3 – Logo of Quinta of Gradil	14
Figure 4 – Logo of Casa Agrícola Horácio Nicolau	14
Figure 5 – Self elaborated word cloud result of Casa Agrícola Horácio Nicolau.....	25
Figure 6 – Self elaborated word cloud result of Quinta do Gradil	27
Figure 7 – Self elaborated word cloud result of both members	29

List of Tables

Table 1 – Overview of the four dimensions of tourism comprehensive framework by Santos et al. 2021	4
Table 2 – Overview of six-step process of thematic analysis	18
Table 3 – Self elaborated overview of initial thematic analysis code and theme samples	20
Table 4 – Self elaborated display of review results of Casa Agrícola Horácio Nicolau	22
Table 5 – Self elaborated display of review results of Quinta do Gradil	23
Table 6 – Self elaborated display of general review results	24
Table 7 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of Casa Agrícola Horácio Nicolau	26
Table 8 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of Quinta do Gradil	28
Table 9 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of both members	30
Table 10 – Self elaborated display of the overall thematic analysis results	36
Table 11 – Self elaborated display of the overall dimension results	38

Introduction

Wine tourism is growing as many wineries have or are implementing it in their structures. This type of tourism offers experiences around the production and consumption of wine. Literature suggests that wineries adopt wine tourism as a marketing-related strategy and as a response to increasing demand. (Borges & Meneses, 2019). Plus, wine tourism has an important role in the development of local economies and assists in the promotion of Portuguese wines across the world. (Jezierska-Thöle et al. 2025). According to the Grand View Research, wine tourism has a projected compound annual growth rate 12.9% from 2024 to 2030. (Grand View Research, 2024).

Despite this growth, research gaps exist on certain areas of the country regarding thematic analysis on online comments and reviews contents, such as in the municipality of Cadaval. This study seeks to shine light into this area. The aim of this research is to better identify and understand the main topics, areas and themes of interest shared among the wine tourists and customers visiting wine tourism enterprises in the designated study region as to allow general conclusions to be drawn out and identified, which can be utilized to better understand the common areas of interest. To this end, online data in the form of comments and reviews is to be retrieved, processed and analysed. Main themes and key factors are to be identified, exposed and explored. Such insights can be used by public entities, local shareholders, tourism entities, producers, operators and businesses and to contribute to the expansion of academic literature on wine tourism. Secondly is to utilize in an exploratory manner, review results, word cloud and text analysis combined with thematic analysis to further analyse data into cohesive themes of interest, which aligns nicely with the study. The location of this study was picked from those where no previous studies of this kind have been made before to address a research gap, namely the Cadaval municipality in Portugal, home to a long history of winemaking. To be clear, there have been previous studies on wine tourism, however, there is a lack of focus on online comments and reviews on this municipality.

With this context in regard, this study aims to answer this research question: What are the main themes in online comments of wine tourism experiences in Cadaval?

This study contains five chapters, each with its own purpose to the overall study. The first is the literature review, where an overall framework of wine tourism and its impacts are described. Second is the contextualization chapter, where a description of the area of study and its characteristics regarding the wine tourism topic are shared. Third is the methodology chapter, where the processes of study are presented and justified. Fourth, it's the results chapter where the main analysis results are reported. Fifth, it's the conclusion chapter, where final discussion, limitations and recommendations are developed

Chapter I – Literature Review

1. Chapter overview

This chapter compiles four fundamental information dimensions regarding wine tourism literature in order to establish a baseline of knowledge to be used throughout this study. It's structured in four main dimensions of interest for this study, those being; wine tourism definition and framework, where a collection of concepts is described regarding the main topic. Next is global trends in the wine tourism market, where general trends and emerging directions are showcased regarding the future of wine tourism as a whole. Third is economic impact on the locations wine tourism is present, containing a compilation of discussions on the economic aspects and impacts on the areas of activity. Fourth is the importance of online comments and reviews in tourism, an essential topic for this study since it analyses user-generated content left by users on online mediums and how it can be used for improvement and feedback. All of this serves to establish how wine tourism is a multidimensional sector shaped by several areas of influence.

1.1. Wine tourism definition and framework

In this section we shall discuss a group of studies, concepts and perspectives regarding wine tourism, in order to assess the state of literature regarding this topic and to establish a baseline of knowledge from which this study can utilize.

Wine tourism or enotourism, is classified as a subcategory within the wider scope of tourism, more specifically gastronomy tourism, whose main objective includes acts of visiting locations where such products are produced and sold, such as vineyards and wineries. (United Nations World Tourism Organization, n.d.) Plus the participation in activities related to such goods, for example, wine tastings. Wine tourism acts as a way of promoting sales. (Marco-Lajara et al. 2023).

The most commonly accepted and cited definition by Hall and Macionis states that wine tourism is *“visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors.”* (Hall & Macionis, 1998).

Plus, it's acknowledged that wine tourism is related to the behaviour of individuals with interest in wine regions and experiences related to wine. (Getz et al. 1999). Also, it's acknowledged that wine tourism is a product of the combination of different agents, such as hospitality, gastronomy, entertainment, tourism and the arts. (Santos et al. 2019). And more recently, from a study conducted in Portugal regarding the topic of customer satisfaction, with

a sample of 400 reviews from the online platform TripAdvisor, it has been added the aspects related to local attractions, way of life and culture. Studies concluded that there are dimensions beyond wine that are valued by consumers, such as experience, landscape beauty, worth of money and recommend intention. (Meneses et al. 2023).

In addition, it's assumed that wine tourism can be divided into three perspectives, the first from the producer's point of view, which may attempt to "educate" individuals who purchase its products. Secondly, from tourism agencies point of view, they may attempt to build a destination image around wine culture and creation. Thirdly, is by the perspective of the consumers themselves, who may encounter new sources of experiences. (Getz, 2000).

There is a model called Pine and Gilmore's experience economy model, or the 4E model, which claims that wine tourism is divided into four key dimensions, these being, firstly, educational experience, which involves activities that engage visitors in learning and personal development; second, is escapism experience, where visitors undertake active experiences to transport them away from everyday life; third, is aesthetic experience, valuing the visual and sensory appeal of areas; and lastly the fourth is the entertainment experience, which provides enjoyment through active or passive participation. All of the said dimensions include various contributing elements. (Pine & Gilmore, 1999; Mehmetoglu & Engen, 2011).

It's mentioned that wine tourism is a territorial experience, divided between two parts, these being tangible and intangible. The intangible components are traditions, authenticity, atmosphere, culture and interactions. The tangible components are suggested to be the producers, wine cellars, restaurants, landscapes and tourism operators. Both intangible and tangible components are assumed to be interconnected and required for success. (Correia & Brito, 2016).

It's acknowledged that wine tourism is a multisensory framework, regarding for instance, visual, auditory, olfactory and tactile senses which together produce emotionally engaging experiences. It's claimed that sensory priorities are sight, followed by taste and then with less priority touch and smell. (Brochado et al. 2021).

Furthermore, it's assumed that wine tourism has a comprehensive framework composed of four main areas, ranging from support features, innovation ecosystems, wine tourism experience dimensions and finally, behavioural intentions. (Santos et al. 2021). For this study, all areas are present, with varying levels of strength. However, the ones with the most prevalent emphasis are undoubtedly "wine tourism experience dimensions" and "behavioural intentions" as they align with the purpose of identifying important themes and dimensions of interest from online data.

1. Support features	2. Innovation ecosystem
“Governance, public policies and economic investment; supply development; physical and capacity conditions; requirements of health safety; opinion makers and leaders: managers/ stakeholders/players/marketers and benchmarking and value chain”	“Profile of the new generations of wine tourists; virtual and augmented reality: digital and hybrid wine events; smart wine tourism companies; digital channels and platforms: blogs, websites, applications, wine tourism creative activities for all [from kids to seniors] and sustainable and ecologic wine tourism practices”
3. Wine tourism experience dimensions	4. Behavioural intentions
“Storytelling; involvement; winescape; attachment; emotions and sensory”	“Satisfaction; loyalty; and word-of-mouth”

Table 1 – Overview of the four dimensions of tourism comprehensive framework by Santos et al. 2021

1.2. Global trends in the wine tourism market

This section contains global trends in wine tourism as to conceptualize an idea of its present and future prospects regarding its tendencies and directions.

Sustainability is assumed to continue to be of importance regarding the future of wine tourism, and is estimated that leveraging sustainability will increase competitiveness. (Villanueva & Moscovici, 2016) This is only natural, as currently, sustainability is already a major topic in society as a whole.

Diversification is mentioned as a vital tool for continuous development and expansion of wine tourism and incorporation of new areas ranging from museums and art, festivals, gastronomy via food pairings and workshops, which combined create newer and richer experiences. (Bruwer & Rueger-Muck, 2018).

Emphasis on wine education and the rise of experiential tourism, which is a type of tourism where the consumer actively partakes in the experience, are also assumed to continue their integration into wine tourism. (Burgueño, 2022).

Technology and innovations are also affecting the sector, for instance, with booking platforms, social media platforms and mobile applications for smartphones, providing a new

level of convenience to consumers. Virtual reality and augmented reality applications shall also be expanded. (Burgueño, 2022). It's further claimed that online reviews are important to gather feedback on the level of satisfaction from customers. (Meneses, 2023).

Wine tourism is also assumed to continue its part in the development of local communities, benefiting not just wineries but also other businesses and providing job opportunities, especially for more rural areas. (Oltean & Gabor, 2022).

The need for unique and personalized experiences is expected to continue as tourists seek customization and novelty. (Santos et al. 2019). Furthermore, it's acknowledged that tourists seek wines with unique flavours. (Bruwer & Rueger-Muck, 2018).

1.3. Economic impact

Undoubtedly, wine tourism brings significant economic impacts to the regions and countries where it operates. This section will describe its effects on a general scale, as much statistical data show discrepancies, which might be redundant for a broader view.

Wine tourism is assumed to enhance regional competitiveness while improving the standard of living in these areas. (Martínez-Falcó et al. 2023). Additionally, it brings movement to local businesses and products. (Borges et al. 2019). These ideas have established the notion that wine tourism is able to bring a certain level of economic stimulus. Therefore, we can assume that this activity brings a certain level of economic activity to the area of operation. The number of employed persons in the industry is also a factor to consider, as the creation of jobs as a result of wine tourism is also important. (Klijs, 2016). This highlights the benefits and development it can bring.

It's also assumed that for many wineries, wine tourism accounts for a substantial number of sales. This reinforces the idea that a diversification strategy by wineries that adopt wine tourism brings benefits. Plus, the relation between wine and tourism is a relationship that brings economic sustainability for wine-producing regions. For instance, a study found out that many regional wineries make profits from wine tourism activities. (Tafel & Szolnoki, 2020). Furthermore, in Portugal, one study carried out in the Douro wine region claimed that many wineries are increasingly dependent on wine production and tourism-related activities. (Guedes & Rebelo, 2019). This might suggest that wine tourism is increasingly becoming a vital part of many wine producers, serving as a tool for further development.

On the perspective of the clients, there are also studies that examined this side of the relation. Coming to the conclusion that there are factors that influence satisfaction and

dissatisfaction in wine tourism, such as wine, wait times and staff which can all have positive or negative impacts. (Meneses et al. 2023).

It's also suggested that the wine market is part of a complex system designed to attract customers and stimulate the acts of spending. (Johnson et al. 2017). This notion might indicate that wine tourism can serve also as a marketing tool for the attraction of customers and the spread and definition of brands.

All of this concludes that wine tourism is indeed one important factor for regions and businesses to dynamize their offerings and products while broadcasting their presence, which might affect the perceived image by customers while also offering development to the wine-producing regions as a whole.

1.4. The importance of online comments and reviews in tourism

Online reviews have a strong influence in shaping consumer behaviour and purchasing intentions. (Maslowska et al. 2019). And that in the tourism market online reviews have an increased value in the eyes of consumers and are used to make informed decisions. (Filiari, 2016). Moreover, studies found that opinions from users impact other users in the decision-making process and are considered more truthful than marketing related and controlled information. (Nowacki & Niezgoda, 2020). Further, it's assumed that consumers see reviews by previous consumers to be more trustworthy. (Park & Allen, 2013). Also, it's argued that the quality of reviews influences tourists' intention to visit a destination, meanwhile the intention to recommend would be influenced by source credibility. For instance, the study conducted by Ping Wang on Chinese outbound tourists' intention to visit a destination concluded that argument quality has both direct and indirect effects through attitude on tourists' intention to visit. Source credibility of electronic word-of-mouth increased the likelihood of recommending. Both are different approaches. For instance, there is a direct link between increased perceived quality and intention to visit. The study used a dual-process theoretical framework. (Wang, 2015).

User-generated content plays a vital role in shaping the image and reputation of destinations due to the fact that they appear more authentic as they come from common users. (Ascaniis & Cantoni, 2017). Online reviews are credited for being an important part of the marketing communication mix. (Phillips et al. 2019). It's purposed that user-generated content can be viewed as influencers for the reputation of destinations. (Marchiori & Cantoni, 2011). And that online travel reviews are a major player in the formation of destination image. (Hoz-Correa & Muñoz-Leiva, 2019).

The importance of online reviews regarding the gathering of customer feedback and word of mouth is pivotal and assists in the understanding of preferences and behaviors. (Miguéns et al. 2008). And such companies can utilize such online tools and platforms to understand the motivations and expectations of their customers. (Chen et al. 2021). Such comments and reviews can be used by both private companies and national tourism organizations to improve services and make well-informed decisions.

In Portugal, there have been several studies that explored online comments and reviews, such as the one conducted about satisfaction and dissatisfaction on wine tourism using user-generated content analysis, which also pinpointed themes of interest and explored satisfaction and dissatisfaction factors. (Meneses et al. 2023). Furthermore, similar studies also explored user-generated content in wine tourism contexts, such as in Azeitão, also part of the Lisbon wine region. (Sena, 2019).

In summary, online comments and reviews are a powerful tool at the disposal of both private and public entities to gather data regarding their operations and the perspective of consumers. Such information can be used to identify strengths and weaknesses and possible future improvements. Also, if based on such data, decision-makers can more accurately design future strategies and directions.

(intentionally left blank)

Chapter II – Contextualization

2. Chapter overview

The next chapter contains four main sections for a general contextualization of the areas of interest for this study. Starting by examining the wine tourism history, in its overall view, regarding Portugal, on its historical significance in the formation of the concept of wine tourism offerings. Secondly the Portuguese wine regions are described, in order to highlight the vast contents on this topic regarding the country of this study, where later a specific region was chosen for the data gathering and analysis. Third, the countries wine routes and their history are also described, which are of high importance for the contextualization. Fourth, the specific area of study will be described in detail regarding its wine tourism, geographical and economical characteristics. Together, this chapter aims to give insights into the specific geographical area of study and its characteristics.

2.1. Wine tourism in Portugal

It's assumed that Portugal is no longer exclusively sun and sea tourism. The emergence of new trends related to the countries' products, culture and tourism image are being cultivated, such as wine tourism. (Costa et al. 2014). There are many emerging new activities related to wine tourism, such as wine festivals, museums, winery architecture, gastronomy and leisure activities, to name a few. (Bruwer & Rueger-Muck, 2018). Furthermore, it's noted that wine tourism has evolved from mere vineyard visits. (Kruger & Viljoen, 2021). Plus, according to a literature systematic review, many wine producers have realized that adopting wine tourism into their organization would increase profits. (Santos et al. 2020).

The importance of recognition by international organizations is also a factor of note. The fact that two wine regions are recognized by UNESCO, those being the Alto Douro wine region in 2001 and the Pico Island vineyard culture in Azores in 2004 as heritage sites, also promotes the development of this type of tourism. (Woldarsky & Geny-Denis, 2019). Further, Portugal has uniquely recognized wines such as *porto* (port) made in the oldest wineries in the country, which is assumed to be a driving force behind the wine tourism sector attracting international and national tourists. (Ramos et al. 2018). Another example is the *vinho verde* (green wine), which is also only produced in the Minho region of the country. (VisitPortugal, n.d.) Recently, in November of 2024, Portugal has been awarded the best wine tourism destination in the world by FIBEGA, the international fair of gastronomic tourism, further highlighting the increased perceived value. It's also marked as the ninth country with the biggest area of vineyards in the world and the third in terms of indigenous grape variety, which

allows for a wide range of wine products to be created, from blends to varietal wines. It's also the location of the first demarcated and regulated wine region, that being the Douro, which also has been recognized as a UNESCO heritage site since 2001. Furthermore, it's claimed that Portugal led the 2023 and 2024 Wine Lover's Index and saw an increase in wine tourism businesses distinguished with the World's Best Vineyards 2024, with 11 properties acknowledged, 3 of them in the top 50. Indeed, all of this serves as proof of Portugal's increasingly valued wine culture and products that naturally attract enthusiasts and visitors wishing to experience such products and wonders, leading to the development of wine tourism in this country. (*Turismo de Portugal*, 2024).

2.2. The Portuguese wine regions

The country in question, Portugal, has fourteen recognized wine regions. Each of them with their unique characteristics, climacteric complexities and terroir, resulting in a diversified portfolio of products and experiences. Twelve of them are on mainland Portugal, while the last two are part of the autonomous regions of Madeira and Azores, the archipelagos in the Atlantic Ocean. There is also currently thirty-one recognized DOC "*região de origem controlada*" or "registered designation of origin". (Wines of Portugal, n.d.). However, one must point out that said numbers might suffer alterations overtime.

Portugal benefited from inheritance from previous encounters in ancient times, with Phoenicians, Greeks, Jews, and Romans who left in the area knowledge, practices, grape varieties and techniques related to wine and its production. Further, in the medieval period, Moorish influence and the presence of religious orders further enhanced and expanded vineyards and production. The symbolic nature of wine in the Catholic Church also promoted its development. (Loureiro, 2009).

During the 18th century the Methuen Treaty, signed in 1703 and ceased in 1840, allowed an unprecedented expansion of port wine exports to England. Further, reforms implemented by the king's prime minister at the time in Portugal, Marques de Pombal, organized the existing vineyards throughout the country, implemented production quotas, made exports more efficient and laid the foundation in the Douro region for the famous port wine and established the "royal company of vineyards of high Douro" or "*real companhia das vinhas do Alto Douro*". Such changes still produce results to this day. (Mayson, 2018).

Also, during the late 19th century and early 20th century, legislations had a major role in demarcating wine regions, brands and export regulations. (Sequeira, 2024). In 1937, during the "*Estado Novo*" or "New State" regime, there was the introduction of new regulations and

organizations in an attempt to combat supply and demand issues. One such organization was the “*Junta Nacional do Vinho*” or “National Wine Board” which was later replaced in 1986, after the country entered the European Union under a democratic regime, by the name “*Instituto da Vinha e do Vinho*” or “Vine and Wine Institute”, which allowed for further reorganization aimed at easing bureaucracy and improving general processes and the latter, allowed for adaptation to European standards. (*Instituto da Vinha e do Vinho*, n.d.).

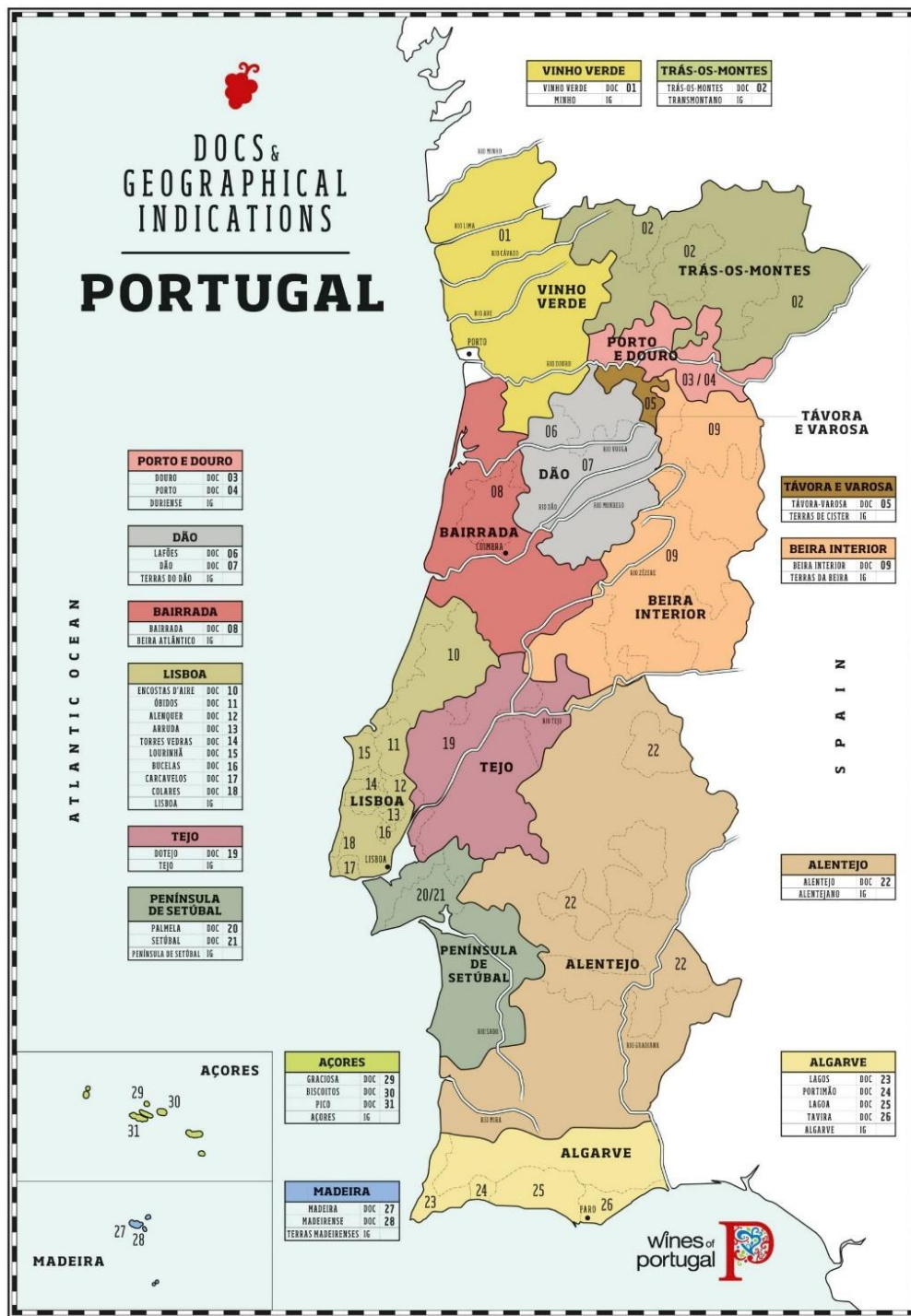


Figure 1 – The current 14 Portuguese wine regions and their 31 DOC by Wines of Portugal

2.3. The Portuguese wine tourism routes

Wine routes are outlined itineraries that cover a defined area and agglomerate together all the wineries, vineyards, wine museums and related accommodations and establishments. It connects different wine tourism related entities into a cohesive group. They are defined roads with corresponding signs surrounded with natural and cultural heritage of the region. (Bruwer, 2003).

The importance of wine regions for sustainable development and the improvement of tourism products and region image cannot be overstated. They also allow for the quality improvement of the tourism product. (Pinheiro & Santos, 2025).

Creation of wine routes in Portugal was encouraged by the *Despacho normativo no.669/94* published in September 1994 by the ministry of commerce and tourism which established financial incentives for the dynamization of wine tourism routes. (*Despacho normativo no.669/94*, 1994).

In Portugal there are currently 11 defined wine routes, each with its own characteristics, natural wonders, history, tradition and culture which can be explored via its wine routes. Such routes are listed below:

- Route of the *vinhos verdes* or “*rota dos vinhos verdes*”;
- Route of port wine or “*rota do vinho do porto*”;
- Route of Dão wine or “*rota do vinho do Dão*”;
- Route of the vineyard and wine of the west or “*rota do vinho e da vinha do oeste*”;
- Route of the Alentejo wines or “*rota dos vinhos do Alentejo*”;
- Route of the vineyard and wine of Ribatejo or “*rota da vinha e do vinho do Ribatejo*”;
- Route of the Bairrada wine or “*rota do vinho da Bairrada*”;
- Route of the Cister vineyards or “*rota das vinhas de Cister*”;
- Route of the wines of Beira Interior or “*rota dos vinhos da Beira Interior*”;
- Route of the wines of Bucelas, Colares and Carcavelos or “*rota dos vinhos de Bucelas, Colares e Carcavelos*”;
- Route of the wines of the Setúbal Peninsula or “*rota dos vinhos da península de Setúbal*”. (*Instituto da Vinha e do Vinho*, n.d.).

However, it's estimated that there is still much to develop and improve regarding such routes. For instance, in the case of the Dão wine route, it's stated that there is need for better organization, coordination and infrastructure improvements. (Costa et al. 2025).

2.4. Description of the area of study

The geographical focus of this study is on the Portuguese municipality of Cadaval, located in the west region of the country and part of the district of Lisbon, the country's capital. It's divided among seven parishes: Alguber, Union of Cadaval and Pero Moniz, Union of Lamas and Cercal, Union of Painho and Figueiros, Peral, Vermelha and Vilar. Geographically it was an area of 174,9km². (*Município do Cadaval*, 2022). And over 14435 inhabitants. (*Instituto Nacional de Estatística*, 2023).

Its landscape is mainly composed of rural settings, having large areas of agricultural production, mainly vineyards and the “*pêra rocha*” or “*rocha pear*”, this being a type of fruit. Both the wine and rocha pear are claimed to be its finest products, having received several awards for both products. (*Município do Cadaval*, 2022) It's estimated that Cadaval produces over 108.696 hectoliters. (*Instituto da Vinha e do Vinho*, 2024). And it belongs to the Lisbon wine region, which has over 17.942 hectares of vineyards, where the Lisbon wine region represents 10.5% of total national vineyard area. (*Instituto da Vinha e do Vinho*, 2024). It also contains the Route of the Vineyard and Wine of the West or “*Rota do Vinho e da Vinha do Oeste*”, comprised of three smaller circuits: Lines of Torres or “*Linhas de Torres*”; Circuit of the Farms of Alenquer, or “*Circuito das Quintas de Alenquer*”; and lastly, the Circuit of Óbidos, or “*Circuito de Óbidos*.” The municipality of Cadaval is part of this last one. (*Turismo do Centro de Portugal*, n.d.).



Figure 2 – Map regarding the wine routes by Infovini

The municipality of Cadaval has several members of the wine route; however, after careful in-depth review, it was decided to focus this study on the two members with the most online comments and reviews in order to gather as much data as possible.

Regarding the selected members for this analysis, *Quinta do Gradil* is larger and offers a broader range of services and experiences while merging the winemaking aspect with the site's heritage importance and years of existence. It also has a restaurant and event utilities. (*Quinta do Gradil*, n.d.). On the other hand, the *Casa Agrícola Horácio Nicolau* appears to offer more traditional, family-friendly and intimate services and experiences. (*Casa Agrícola Horácio Nicolau*, n.d.). Both selectees have similar models and operate in the same winemaking and tourism areas, which properly match the desired profiles for the data gathering on the theme of this study.

The municipality of Cadaval presents a relevant setting for study, as it contains a strong winemaking tradition and local heritage. Its features of rural settings, grape and pear production combined with its position in the west wine route makes it a compelling case to study tourism experiences and perceptions.

Quinta do Gradil or Farm of Gradil: Located in Cadaval, it's a place with years of existence and history containing 120 hectares of vineyards producing a wide range of white, red and rosé wines totaling fifteen references at the moment. It also has a store, restaurant, wine tourism, which began in 1999 and event services, including tastings and guided tours. The earliest mentions date back to the 15th century documents where it's first mentioned. It proceeded to have regional impacts through the next centuries, being a hunting ground for royals and having connections with the nobility, then playing a vital part in the establishment of the region as a prime wine producer. Later the main house, palace and chapel were built and the business expanded, culminating in the 21st century services and production we have today. (*Quinta do Gradil*, n.d.).



Figure 3 – Logo of *Quinta of Gradil*

Casa Agrícola Horácio Nicolau or Agricultural House of Horácio Nicolau: Also located in Cadaval, it claims to be a family-run business with traditionalist practices aimed at producing authentic, quality wines, founded in 1980. Currently owns 30 hectares of vineyards producing white and red wine, from which it has eight current references. Some of said wines also currently possess awards. It offers wine tourism services, including guided tours and tastings, and also has a wine store. Services are claimed to be tailored to provide sensorial experiences, pleasure and satisfaction. (*Casa Agrícola Horácio Nicolau*, n.d.).



Figure 4 – Logo of *Casa Agrícola Horácio Nicolau*

Chapter III – Methodology

3. Chapter overview

This chapter will describe the methodology adopted by this study in order to reach its goals. Exploratory research strategy was chosen as the most adequate research approach which aligns well with the objectives and research purpose. Review rating quantitative metrics of 1 to 5 “stars” was utilized to assess general experience satisfaction. Two analytical methods were chosen for this study, to ensure accurate findings for later interpretation by triangulation. Word cloud and text analysis was utilized in an initial scanning of the data and in order to reveal patterns and identify frequency terms and as a way of enriching findings. Inductive exploratory thematic analysis is the main examination which allowed for deeper analysis where codes were organized into cohesive themes and later dimensions and that’s where themes and dimensions have been defined for later easier inductive interpretation. The logical flow used was quantitative review results, exploratory analysis and interpretative analysis. Together, all methods produce more complete, meaningful and stronger results. Lastly, concerns regarding data gathering and processing are also explained and detailed to ensure integrity. Data from Google reviews comments and reviews was utilized regarding two wine tourism enterprises on the Cadaval municipality. The importance of user-generated comments and reviews was also established.

3.1. Exploratory research strategy

This research aims to assess in a broader sense the wine tourism in Cadaval, and to this end, we shall define which strategy better suits its purposes. There are several types of research purposes; however, for this specific study, the one entitled “exploratory research” appears to better align. According to some authors, exploratory research focuses on the collection of primary or secondary data in an “unstructured format” followed by an informal analysis with informal procedures. Also, it’s stated that this type of research allows for an open-minded approach with bigger flexibility and greater adaptability, allowing for adaptation through the process. (Dokter, 2023). These previous statements align with the fact that the area of study appears to never have been subject to a thematic analysis of user-generated data and the fact that there is not a clear idea on what to expect from the information obtained in the reviews and comments from the two biggest players in this specific area. To be clear, this area had wine tourism studies before, just not about review and online comments and their topics of interest.

An exploratory approach to this area of study will give a nuanced understanding of the complexities and dynamics of its status and allow future studies to better refine and align their

respective approaches and objectives, thus obtaining better outcomes. This approach will enable the identification of key factors regarding the perspective of wine tourism customers and their main areas, themes and topics of interest and any possible connections among them, which may shine new light on the overall system and allow for better conclusions and maybe future theories to be drawn. Wine tourism itself is composed of a wide array of inner factors that play a role in its composition and with this study we shall highlight the main ones that play the biggest roles in this area. Obviously, any public and private entities can also utilize this data to acquire information on their services and products in order to make possible improvements and to form their own conclusions, resulting in more financially and socially sustainable business models, bringing greater development to the region and its inhabitants.

3.2. Word cloud and text analysis

Word cloud and text analysis are based on the concept that words can be organized into a comprehensive image containing different font sizes depending on the repetition of such words, where bigger reveals higher frequency and smaller lower frequency. (Atenstaedt, 2012). Visual word clouds are advised to be used as a supplementary tool for bigger analyses and should not be used as the only main analysis. (McNaught & Lam, 2010). It's claimed that word cloud analysis is useful in exploratory research methods of qualitative kinds. (Cidell, 2010). It allows for a synopsis of main themes to be elaborated from the provided text. (Bletzer, 2015). Further, a word cloud allows for a simple and easy-to-understand display of data. (Calle-Alonso et al. 2018). Overall, word clouds possess the ability to easily transmit the topics of interest on a given data in a simple and clear way for even non-experts to understand its contents and ideas. (Viégas & Wattenberg, 2008). It allows for a quick assessment of meaning and sentiments using word repetition frequency. This aligns well as a starting point before organizing bigger analyses into the data with more exhausting methods. However, it also possesses limitations regarding loss of context on individual words, semantic omission and possible misunderstandings without deeper analysis and interpretation. (Atenstaedt, 2017; Cooshna-Naik, 2022). Thus, word cloud analysis, when combined with more rigorous analysis such as thematic analysis, allows for a more complete interpretation of data and addresses shortcomings. It pairs well as an exploratory method with another deep analysis. It strengthens the rigorous thematic analysis coding by exposing patterns and frequencies, allowing the researcher to double-check their findings by triangulation and reduces the researcher bias. (Boyd et al. 2024). For this study word cloud was used as an initial survey of data allowing for a general preview of results and identification of possible groups and recurring topics. It was used to reinforce triangulation and assist in interpretation and coding on thematic analysis.

3.3. Thematic analysis

Thematic analysis was systematized by publications in 2006 (Braun & Clarke, 2006) and is a qualitative research method. It's related to the content analysis system. (Bardin, 2016). It offers a flexible approach to qualitative data. It's positioned to be both accessible and flexible, allowing it to be used in many different contexts. Its aim is to identify main ideas and patterns that can be selected into overall themes. The six-step systematic process allows flexibility with data and gives a clear framework. This process has the following phases: first is familiarization with the data, where the researcher dives first into the data and begins reading and formulating notes. Second is the generation of initial codes, which is where the initial identification and labelling of relevant information is carried out. Third is the search for themes, where the aforementioned codes are agglomerated into possible organized themes accordingly. Fourth is the theme reviewing, where themes are refined and reviewed to make sure they reflect the previous data accurately. Fifth is the definition and naming of themes, which is where each categorized theme will receive an appropriate name for its data. Sixth and lastly, there is the written phase, where a text is produced detailing each theme and discusses possible findings in comparison to the research question. Is of note that this process is meant to be pragmatic and not strictly rigid. Thematic analysis can be inductive or deductive, where inductive is data-driven, meaning results come from the data analysis itself and deductive, which is theory-driven and where the analysis is made with pre-established theories. (Braun & Clarke, 2006)

Thematic analysis is regarded as a viable way of analysing data from different participants where similarities and differences can be evaluated. (Nowell et al. 2017) Deductive thematic analysis uses pre-defined hypotheses and frameworks that define the data interpretation and themes development, while inductive thematic analysis allows for a data-driven analysis without prior expectations or limitations, allowing natural discovery of themes. (Naeem et al. 2023)

For this study, the method utilized is the inductive, which aligns with the exploratory approach. Themes shall arise from the data itself and conclusions drawn out after the implementation of the six-step process described. This approach aligns with the objective of this study, which is to identify themes of interest from online comments. The six-step process was followed rigorously throughout. The process was done manually for the analysis of the raw data, codes were formalized according to such data and later organized into comprehensive groups, which later were compared with literature.

The following table 2 organizes the six-step process by Braun and Clarke (Braun & Clarke, 2006) into a visual representation.

Thematic analysis six-step process

<i>First step</i>	Familiarization with the data, where the researcher dives first into the data and begins reading and formulating notes
<i>Second step</i>	Generation of initial codes, which is where the initial identification and labelling of relevant information is carried out
<i>Third step</i>	Search for themes, where the aforementioned codes are agglomerated into possible organized themes accordingly
<i>Fourth step</i>	Theme reviewing, where themes are refined and reviewed as to make sure they reflect the previous data accurately
<i>Fifth step</i>	Definition and naming of themes, which is where each categorized theme will receive an appropriate name to its data
<i>Sixth step</i>	Written phase, where a text is produced detailing each theme and discusses possible findings in comparison to the research question

Table 2 – Overview of six-step process of thematic analysis

3.4. Data gathering and processing

For the gathering of data to answer the purpose of this study, online comments and reviews are the ideal source and therefore the primary data to be used. Online reviews are considered to be reliable reflections and perceptions of tourism research. (Riswanto et al. 2023). Firstly, consideration was made to use TripAdvisor, an online platform where reviews metrics and comments generated by online users are shared regarding tourism enterprises, as the platform to gather online comments and reviews for analysis; however, most of the route members either had too little data on said platform or simply did not exist on it. Therefore, it was decided to use Google Reviews, another online tool related to Google services and Google Maps, which also allows users to post text comments and also review metrics of one

to five “stars” depending on their opinions, as the main platform for data gathering and analysis, where a bigger pool of data is available. Google Reviews has higher chance of capturing comments and reviews in comparison to TripAdvisor. (Mellinas & Sicilia, 2024).

Comments were extracted using Web Scraper in February 2025 and contain comments from a wide time range, from an hour ago to 10 years ago which additionally also allowed for identification of patterns through time. Web Scraper is a plug-in for the browser Google Chrome and it's designed for an automatic retrieval of data from web pages, allowing for the extraction of large amounts of information in a structured and repeatable format. It was used exclusively as a extraction tool for relevant information instead of manual collection. Such comments have been later translated one by one into the English language with the assistance of DeepL, a translation tool of texts, which was manually checked. This aligns with literature which suggests that manual checking of translations ensures reliability. (Van Nes et al. 2010). All comments have been considered, with the very rare exceptions of comments containing only emojis or that did not have anything related to the route members and their services and products, which were 3 comments.

In total, there have been 207 reviews extracted from *Casa Agrícola Horácio Nicolau*, where 98 contain written comments and 523 extracted reviews from *Quinta do Gradil*, where 207 contain written comments. Such data was stored in Excel and Word files. Examples of initial codes and themes are exposed in table 3 where such code samples and corresponding theme samples are showcased. Ethical concerns with private information have been respected. Much of the data analysis was done manually and checked multiple times. For word cloud and text analysis, the online tool Free World Cloud Generator was used for initial insights.

For the thematic analysis, much of the work was done manually, although it was more time-consuming. Familiarization with the data was done by reading the comments several times; generation of initial codes was done one by one for all comments; the search for themes was done by grouping codes into coherent groups of similar meaning; theme reviewing was also done manually by reading again the data and codes generated and improvements were made and the writing was done mirroring and describing the findings on the comments. All according to the thematic analysis six-step process. (Braun & Clarke, 2006).

Initial Codes Samples	Initial Themes Samples
“Wine value, wine mention, tasting standards”	“Wine and experiences”
“Good space, place history, family legacy”	“History and place”
“Nice restaurant food, price-quality ratio, dishes quality”	“Food and value”

Table 3 – Self elaborated overview of initial thematic analysis code and theme samples

(intentionally left blank)

Chapter IV – Results and Findings

4. Chapter overview

This section contains the descriptive results and analytical comprehensive analysis of the data gathered from the selected case study sites, namely: *Casa Agrícola Horácio Nicolau* and *Quinta do Gradil*, the two key establishments in the area of study related to wine tourism. The methodology described beforehand was followed progressively through quantitative and qualitative results, exploratory analysis and interpretative analysis. The analysis employs a three-step process where results are explored and presented; firstly, by examination of each member online review attributes given by online users, where review evaluations metrics of Google reviews of 1 to 5 “stars” are organized and displayed. This allows for assessment on the satisfaction levels. That is ratings from 1 to 5. Secondly, word cloud and text analysis results are presented and analysed according to word frequency and interpretations are made on its meanings. This allows for the identification of most relevant topics. Thirdly, the main thematic analysis results are displayed, where ten themes of interest are highlighted from the given data. Subsequently, such themes are agglomerated into bigger overall dimensions for easier interpretation. All of this is later compared with relevant literature in order to compare findings with established frameworks. While the review results and word cloud and text results are displayed separately then joined together for overall results and triangulation, on the main thematic analysis a single general overview is presented. By joining quantitative satisfaction review metrics with qualitative text and thematic analysis this study seeks to strengthen the reliability of its findings. Lastly, a general synthesis of findings and interpretations is presented.

4.1. Review results

Google reviews allows for the selection of satisfaction from the given experience on a scale from 1 to 5, where number 1 reflects negative or very bad experiences, 3 reflects medium or average experiences and lastly 5 reflects positive or very good experiences, while 2 and 4 reflect a gap between the aforementioned options. All the comments and reviews on said platform that have been gathered, have at least one such review contributing to the overall numbers.

In this section, a review analysis of each selected target member of this study will be individually assessed on its general reviews given by users, culminating in the combination of both members in a general overview.

Firstly, the member known as *Casa Agrícola Horácio Nicolau* contains a total of 207 reviews, where most of them are in the category of “excellent,” this being attributed to the

number 5, having 167 reviews, this being 80.67% of the total numbers, followed by the category “good,” which is reflected in the number 4, having a total of 16.43% of the total reviews. These two selections are part of the positive review types, which combined represent 201 reviews, or 97.10%, which is an overwhelming percentage of positive reviews. Meanwhile, only 4 reviews, representing over 1.93% gave a “sufficient” score. Lastly, the negative scope composed of “insufficient” and “bad” selections only contains 2 reviews on the “bad” selection, this only representing 0.93% of total reviews, signifying a solid overall result of a positive experience regarding this member.

Type	Number	Percentage
5 / Excellent	167	80.67%
4 / Good	34	16.43%
3 / Sufficient	4	1.93%
2 / Insufficient	0	0%
1 / Bad	2	0.97%
Total	207	100%

Table 4 – Self elaborated display of review results of Casa Agrícola Horácio Nicolau

Now, for the second member selected for this study, the *Quinta do Gradil* has a total of 523 reviews, which appear to be mostly attributed to the positive scales of 4 and 5. The most predominant category appears to be “excellent,” attributed with the number 5, as it contains 355 reviews, representing 67.88% of total reviews. Next is the category of “good” with the number 4, having 121 reviews representing 23.13%. Both these categories are descriptive of the positive spectrum, which together represents 476 reviews, or 91.01% of total reviews, meaning that the vast majority believes that the experience was “good” and “excellent.” Regarding the “sufficient” scope, 38 reviews representing 7.27% of total reviews considered it average. On the negative scope, however 4 reviews representing 0.76% considered it “insufficient,” followed by the “bad” scope, which has 5 reviews representing 0.96%, which believe that the experience was negative. Both the “insufficient” and “bad” scopes represent a total of 9 reviews, or 1.72% of reviews that considered it a negative experience.

Type	Number	Percentage
5 / Excellent	355	67.88%
4 / Good	121	23.13%
3 / Sufficient	38	7.27%
2 / Insufficient	4	0.76%
1 / Bad	5	0.96%
Total	523	100%

Table 5 – Self elaborated display of review results of Quinta do Gradil

Overall, considering the combined results of both members, there was a considerable portion of users that reported a positive experience, together giving a total of 522 reviews in the “excellent” category, attributed to the number 5, representing a total of 71.51% and 155 reviews in the category “good,” assigned the number 4, representing a total of 21.23%. Together, said categories represent the positive scope of reviews on both enterprises. Regarding the medium level composed of the “sufficient” ratings, 42 users representing 5.75% of the total sample reported a satisfactory experience. Lastly, the negative scope, regarding the “bad” ratings, represented by the number 1, which had only 7 reviews, defined a total of 0.96% and the “insufficient” rating had 4 reviews, representing 0.55%. These two have a total of 11 reviews these being 1.51% of all reviews, being a small fraction of the general reviews, further solidifying the positive general review results. As a note, literature suggests that satisfied customers tend to post spontaneous online reviews, which might explain the increased positive sentiments compared to negative sentiments. (Zheng et al. 2024). This might indicate that negative sentiments are less likely to be represented and thus influence data. *Quinta do Gradil* has a larger pool of data, which explains the increased visibility of negative sentiments. On the other hand, *Casa Agrícola Horácio Nicolau* appears to offer a more familiar experience, which may also indicate such positivity. Google Reviews as a platform may, perhaps, overrepresent positive experiences in detriment to negative ones. Although there’s an overwhelming positive sentiment, it may not completely represent a link between quality and satisfaction. The numbers express general positivity but do not explain exactly the factors involved, which will be explored in the word cloud, text and thematic analysis. However, its safe to assume that key factors involve the wine and its services, ambience, hospitality and positive holistic experiences.

Type	Number	Percentage
5 / Excellent	522	71.51%
4 / Good	155	21.23%
3 / Sufficient	42	5.75%
2 / Insufficient	4	0.55%
1 / Bad	7	0.96%
Total	730	100%

Table 6 – Self elaborated display of general review results

4.2. Word cloud and text results

In this section, a word cloud made with an online tool called Free Word Cloud Generator, an exploratory lexical analysis plus a text analysis will be made in order to bring initial insights into the most repeated words and possible interests being described in the comments of each member and lastly, a general overview shall also be carried out.

The initial results will be about the *Casa Agrícola Horácio Nicolau*, where all comments have been included in this analysis, resulting in the creation of a word cloud of the most repeated one hundred words, resulting in the Figure 5. The most repeated ten words have also been organized into the Table 7.

It's possible to outline that the ten most repeated words appear to reflect the perceived satisfaction, these being “good,” “friendly,” “excellent,” “service” and “recommend.” However, words such as “wine,” “wines,” “white,” “solar” and “Marquesa” appear to reflect the most mentioned product of this member, that being the white wine made with muscatel grape known as “*Solar da Marquesa Branco*.”

The products and wine quality are extensively referred containing words related to wine quality, typology and awards with words such as; “wine,” “wines,” “white,” “red,” “muscatel,” “muscat,” “light,” “regional,” “spectacular,” “award winning” and “quality.” However, although way less prevalent, some negative sentiments are also present regarding wine quality, especially after the bottling change. In addition, words and combinations of words referring to the product and experience prices are also mentioned, both in positive and negative sentiments, with words and phrases such as “affordable prices” and “good prices.” On the

negative side, although less prevalent, there are also comments emphasizing expensive prices.

The friendly service and staff are alluded to by words related to the level of friendliness of staff and the service and environment being provided, such as; “friendly,” “very friendly,” “attentive,” “helpful,” “warm welcome,” “friendly welcome,” “5 stars,” “family winery” and “worth a visit.” This aligns in accordance with the family-run business model. Further on this aspect, although not numerous, there are indicators related to the atmosphere and location.

Overall, the comments are overwhelmingly positive in accordance with the review results already analysed. A highlight of the products and wine quality and its relation to the prices are highly mentioned. The friendly and family-oriented business and staff are also valued. Principles of authenticity and friendliness are highly regarded. Maintenance of product consistency is important to the commenter's perception. There appears to be an over-reliance on a single specific wine, which might indicate a need to diversify or upgrade the current portfolio. No doubt this member is well positioned as a respected, family-oriented local business. Keeping such a theme while expanding further might lead to positive outcomes. However, the risk of losing authenticity calls for a delicate process.



Figure 5 – Self elaborated word cloud result of Casa Agrícola Horácio Nicolau

Word	Number of times repeated
1 / Good	47
2 / Wine	35
3 / Wines	30
4 / Friendly	20
5 / Excellent	19
6 / White	17
7 / Service	16
8 / Recommend	11
9 / Solar	10
10 / Marquesa	9

Table 7 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of Casa Agrícola Horácio Nicolau

Now the *Quinta do Gradil* shall also be analyzed. The word cloud in figure 6 was created with all its comments and the most repeated ten words have also been organized into the Table 8.

Regarding the ten most repeated words, there appears to be an emphasis not only on wine but also on the food served by the restaurant on site. Words such as “wine,” “wines” plus “food,” “place” and “restaurant” all point towards that fact. The quality is also a major factor to consider, having words such as “excellent,” “great,” “service” and “visit.”

The wine is highly spoken about in the comments, having words such as; “wine,” “wines,” “winery,” “*quinta*”; however, no generally specific wine is mentioned. Next, there are some instances of food also, referring to the restaurant services, such as; “food,” “lunch,” “dinner,” “menu” and “gastronomy.” Wine is by far the most central topic, consistently highlighted in the comments. Food is also mentioned, but less frequently. Usually associated with the restaurant.

There is a strong positive sentiment word presence, containing words such as; “good,” “excellent,” “great,” “beautiful,” “pleasant,” “wonderful,” “fantastic,” “lovely,” “delicious,”

Word	Number of times repeated
1 / Good	65
2 / Wine	56
3 / Wines	55
4 / Excellent	46
5 / Food	39
6 / Great	37
7 / Service	33
8 / Place	30
9 / Visit	29
10 / Restaurant	29

Table 8 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of Quinta do Gradil

Now an analysis will be made where the data from both members will be analyzed collectively for an overall general result. Results are displayed in figure 7 and table 9.

Starting with the top ten most repeated words, “wine” and “wines” stand out as the most frequently mentioned group, which is expected. In addition, service and experience quality are again mentioned with words such as; “good,” “excellent,” “service,” “great,” “visit” and “friendly.” The importance of foodstuffs is also widely featured. Location is also of importance since the word “place” is underlined.

The core topic is definitely the positive sentiment, which contains many positive words in the overall comments, which aligns with the review results. Words such as; “good,” “excellent,” “great,” “beautiful,” “pleasant,” “nice,” “best,” “top,” “delicious” and “spectacular.” Product quality is highly regarded. Service and hospitality are referred to by words such as; “friendly,” “attentive,” “staff,” “family” and “welcome,” meaning customer experience is a prevalent topic. Many of the comments mention “recommend,” alluding that others should visit.

Atmosphere and location importance are alluded to by words such as; “place,” “atmosphere,” “estate,” “region,” “beautiful” and “vineyard.” However, negative comments are

Word	Number of times repeated
1 / Good	112
2 / Wine	91
3 / Wines	85
4 / Excellent	65
5 / Service	49
6 / Great	43
7 / Food	39
8 / Visit	35
9 / Place	35
10 / Friendly	30

Table 9 – Self elaborated display of the Number of times each top ten words have been repeated regarding the comments of both members

4.3. Thematic results

Now for the culmination of this research, a general analysis using the thematic analysis process described in the methodology section will be carried out to define and identify themes and topics related to the comments present on Google reviews about both selected members, followed by the definition of overall dimensions accordingly. Frequency numbers have been calculated by the percentage of codes that each theme has in comparison to the total codes.

The following themes are the result of careful coding and reflection on the clusters of meaning that arose. There have been 669 codes identified in the comments of both members, some of which repeat or are very similar, but ignoring them would likely lead to a loss of frequency richness and the failure to capture emphasis in the data. Afterward codes have been separated accordingly between corresponding themes depending on their content. Finally, such themes have been gathered into bigger groups to simplify and combine similar or connecting themes into bigger clusters or dimensions of similar overall meaning. As a note, the two different operational models and offerings of the selected members for data gathering may partially influence the results, as they possess slightly different business models. Also, coding of data is largely interpretative, but exhausting work was done to insure impartiality.

The results of this analysis and themes that have been generated will be displayed below, and an interpretation of such themes and later dimensions will be made in accordance with their contents and the data that they represent. These results should not be taken too strictly, but rather as an overview to ease interpretation of data.

Staff, hospitality and service are the most mentioned theme, with an estimated 28.39% frequency and highlights the courtesy, attentiveness and friendliness perceived, plus the service standards. Many commenters mentioned the warm welcome by team members, highlighting how hospitality is vital to the experience. Contains comments about the staff's competence and their services. The critical components of service quality, personal engagement, human interaction and emotional warmth are represented here. It also has positive and negative opinions. It reflects the importance of service quality and personalized attention levels. Staff expertise and friendliness during the provided services and interaction with the customers are highly regarded. Certain staff members are named directly in certain cases, highlighting the importance of interpersonal connections. There are also some negative sentiments, mostly on occasional operational and service shortcomings, such as closing hours and lack of attention given. Occasional service inconsistencies are a vulnerability.

On this topic there are comments such as; "(name) could not have been more helpful," "the store offers excellent service" and "great friendliness when we were welcomed." This aligns with literature, as similar studies also concluded that staff hospitality and service are one of the core themes in wine tourism. (Brochado et al. 2021) However, although less prevalent, there are also cases of occasional shortcomings, such as closing hours and service; "Good afternoon, it's closed!" and "Service could be much better."

Wine quality is the second most referred theme, with an estimate of 17.50% frequency, containing the consumer perception and judgment about the quality of the wine. It represents how wine quality plays a pivotal role in the wine tourism experience. Although there's a prevalence of positive sentiments, there are both positive and negative sentiments regarding this topic. The white wine made with muscatel grape, "Solar da Marquesa," is frequently mentioned very positively. On the other hand, concerns with general wine consistency are noted. The second most mentioned wine variety is the rosés. It highlights overall product perceived quality and satisfaction with wines tasted or purchased. Authenticity of winemaking and the product itself is regarded as a vital topic of interest. Quality perception may however shift if wine standards are not maintained.

Comments such as; "The wines are very good," "Marquesa white is divine," "The wines are excellent" and "A winery with many good wines", serve as example of how wine and its quality are vital factors. There are also minor concerns, especially with wine consistency

overtime; “The wine is no longer consistent in quality.” Wine and wine quality are known for shaping customer perceptions in wine tourism. (Meneses et al. 2023).

Scenery, atmosphere and location are the third most referred theme, containing 17.33% frequency. Comments about the site’s beauty, vineyard views, natural settings and general atmosphere reflect how the environment plays a crucial role in shaping the experience and satisfaction. The Montejunto mountain range is specifically highlighted. There are also mentions of interior spaces such as the store and restaurant layouts, size, comfort levels and ambience characteristics. Maintenance is also regarded as an influencing factor. This theme represents how the overall impressions of this kind influence the experience. Landscape and ambience improve the experience.

Certain comments, for instance; “family atmosphere,” “cozy place,” “creating an atmosphere of charm and sophistication,” “very attractive location overlooking the Montejunto mountain range” and “entrance through the vineyards was an appetizer,” underline the importance of the location and environment for the experience. This aligns with literature on how aesthetics and atmosphere enhance satisfaction and memory creation. (Zhang & Lee, 2022).

Recommendation and return interest are the fourth theme, with over 9.87% frequency. Expressions of recommendation and the intention of returning are focused here. They represent the willingness to recommend the visitation of the given member or the wish to someday return and repeat. Promotion and word of mouth are therefore emphasized here. Commenters showcase an intention to recommend or return in the future, which is a positive factor for continued growth and expansion. It’s a positive indicator of general satisfaction and a powerful tool for further expansion.

Comments namely; “Go see for yourself you will not be disappointed,” “Highly recommend,” “I recommend it,” “I intend to return” and “I will return whenever possible,” represent this topic. Literature suggests that a costumer’s intention to visit and revisit are crucial factors for wine tourism marketing. (Byrd et al. 2016). Recommendation intentions are also recognized as an important factor. (Chen et al. 2016).

Food and gastronomy come fifth with a frequency of 9.58%. They mainly reflect the importance of the restaurant present on-site of one of the members and its associated food as part of the experience offering, either as the main factor or as complimentary. There are references to dishes where the octopus stands out. The flavours and presentations stand out and reinforces the idea of how the restaurant solidifies the overall appeal of the winery itself. Most comments emphasize the quality of the food and wine pairings. It serves as a powerful tool to enhance the wine experience.

Comment examples; “This place deserves a Michelin star,” “Good food and good dining area,” “Food was excellent in taste and presentation,” “The food was reasonable” and “The presence of flies during the meal is quite bothersome.” Food is assured to be connected with wine tourism, providing a more complete experience and contributes to regional identity. (Carvalho et al. 2024).

Tours and tastings are the sixth theme, containing 5.38% frequency and is composed of their perceived quality, the ability to pass knowledge in engaging yet not too technical ways and overall service. They represent the engagement with structured and balanced experiences. There are positive and negative comments on this aspect. The personalization of the tour and the ability to engage in the winemaking process are key aspects. Varied and balanced tasting experiences with a good structure are also valued by commenters. The guide’s knowledge and ability to provide pleasant experiences and interpersonal abilities are highlighted, which reinforces the interpersonal value of the experiences.

Comment samples; “I really enjoyed the guided tour,” “Tour is a bit boring,” “Lovely wine tasting,” “Horrible wine tasting” and “Quality wine tastings.” Wine tastings and guided tours are assumed to be a primary driver of wine tourism services as customers seek wine-related experiences for recreational and educational purposes. (Brochado et al. 2021).

History and heritage are the seventh topic of interest, with 3.74% frequency, glomerating the rich past importance and legacy, traditions and architectural importance, which can shape visitor perceptions while enhancing the authenticity of the experience. For many commenters, the participation in activities related to the culture and heritage deepens the experience.

Illustrative comments; “Lovely property with apparently very rich history,” “A place with very well-respected history,” “Farmhouse that belonged to Marquis de Pombal,” “Love and respect for the land and the craft” and “Place with a lot of history.” Wine tourism is associated with cultural heritage, as tourists prefer experiences that join wines and inputs on regional history into an authentic and memorable experience. (Brochado et al. 2021).

Price and value are the eighth theme most mentioned, having a 3.14% frequency, comprising the perceptions by visitors about the price versus quality ratio for products and services and the willingness of visitors to pay for it; that is, the perceived value for money from the services and products purchased. It captures the economic factors of the experience. There are mixed sentiments on this aspect, as some consider the prices cheap while others consider them fair or expensive. This perception can be positive, neutral, or negative depending on the perception of what customers can get in return. This is however relative to each individual and may reflect socioeconomic differences in the customer base.

Comments such as; “Very cheap,” “Wines at affordable prices,” “Good price/quality ratio,” “Prices are very high for Portugal” and “Good quality for the price.” Literature suggests that the perceived price-quality relationship affects willingness to pay. (Kaimann et al. 2023).

Regional identity and products are the ninth theme, with 2.84% frequency, where many comments highlight the regional area and even name it directly. Some also mention the local terroir and culture. This theme reflects the regional pride and the idea that experiences also connect the visitor to the regional area. It’s in line with the ideas of experience perspectives. (Santos et al. 2021). It also showcases how product variety represents the occasional interest in other goods mentioned in the comments, such as olive oil and honey. Customers appreciate the chance to explore these products in addition to the overall main experience. This also positions the winery as a more complete regional member.

Comments samples; “There are also other regional products such as very good olive oil,” “Good option to buy regional products,” “Top honey, top olive oil,” “Bombarral wine festival” and “A landmark in Cadaval.” Literature highlights that regional narratives shape the perception of image and increase the sense of identity of inhabitants. (Gonda et al. 2021).

Events and celebrations are the tenth theme, having 2.39% frequency and represents the suitability for the organization of events of many kinds, including business, private parties and weddings, as stated in the comments. The ability to organize structured group gatherings showcases the ability to coordinate different services into a cohesive experience. Most comments showcase positive sentiments regarding such services.

Comment examples; “Excellent venue for events,” “It’s an ideal event venue such as weddings,” “Good space for events,” “Great place for parties and meetings” and “I visited for a business event.” Literature underlines that events contribute to economic, social and environmental sustainability goals. (Mair & Smith, 2022).

Themes	Code samples	Code number	Code frequency
Staff, hospitality and service	“Very warm welcome, good service, staff competence, service needs improvement”	190	28.39%

Wine and wine quality	“Solar da Marquesa White, wine consistency concerns after own bottling, high-quality wines, excellent wines”	117	17.50%
Scenery, atmosphere and place	“Excellent space, very pleasant, comfortable place, excellent atmosphere”	116	17.33%
Recommend and return sentiment	“Worth a visit, I recommend, revisit intention, recommendation interest”	66	9.87%
Food and gastronomy	“Exquisite dishes, best octopus, reasonable food, good food”	63	9.58%
Tours and tastings	“Worth the tour, great tasting experience, lack of choice during tasting, great tour”	36	5.38%
History and heritage	“Family history, rich history and heritage, regional landmark, historical visit”	25	3.74%
Price and value	“Very affordable prices, very cheap, price	21	3.14%

	quality concerns, price and value balance not great"		
Regional identity and products	"Mention of olive oil and regional products, regional wine fair, outstanding region, regional and product pride"	19	2.84%
Events and celebrations	"Perfect for celebration or party, business event, wedding venue, various events"	16	2.39%

Table 10 – Self elaborated display of the overall thematic analysis results

Now, the aforementioned themes can be agglomerated into bigger dimensions to make interpretation easier, as long as such themes are interconnected to provide broader consensus. We can do this by grouping the themes of staff, hospitality and service, tours and tastings and events and celebrations variety into the bigger hospitality and services dimension. Likewise, the themes of wine and wine quality and food and gastronomy can be agglomerated into the bigger wine and gastronomy dimension. Third, the themes of scenery, atmosphere and place, history and heritage and regional identity and products can be grouped into the place, atmosphere and identity dimension. Lastly, the recommend and return intention plus price and value can be grouped into the price and return intention dimension. Although there's different strength and size on themes and dimensions, all of them offer perspective on the contents and interests of the data. Either directly or indirectly, and may influence each other. Both experience quality and wine quality are important.

Hospitality and service contain the staff, hospitality and service, tours and tastings and event and celebration themes. It emerges as the most dominant category with 36.10% frequency, reflecting how human interaction, guidance and service coordination shape the wine tourism experience. Staff courtesy, competence and emotional engagement are vital

components of service quality and are frequently mentioned in comments, both positively and negatively. Guided tours and tastings represent structured educational and recreational experiences and represent how they are perceived by customers. (Brochado et al. 2021). Finally, events and celebrations such as weddings, business or private celebrations showcase the integration of different services into one overall experience and contribute to broader sustainability. (Mair & Smith, 2022). This highlights how experience is shaped by human interaction and not by wine alone.

Wine and gastronomy are the second biggest dimension, with 27.03% frequency and comprise the joint themes of wine and food, which often complement each other. They represent the centrality of the wine tourism experience. Comments underline expressions regarding these two factors, both positively and negatively. (Carvalho et al. 2024; Meneses et al. 2023).

Place and atmosphere are composed of the theme's scenery, atmosphere and place, history and heritage and lastly regional identity and products, with a combined 23.87% frequency and reflects the cultural and symbolic factors that frame the wine tourism offers. References to vineyard landscapes and the Montejunto mountain range, property sites, historical and heritage value and aesthetics and architectural beauty. (Brochado et al. 2021; Zhang & Lee, 2022). Regional pride is also reinforced by mentions of local terroir and products such as olive oil, honey and wine fairs, which showcases broader cultural identity and product diversity. (Gonda et al. 2021).

Price and return intention dimension connect the themes of recommend and return sentiment and price and value, having 13.00% frequency and reflect the factors for long-term sustainability of wine businesses. Comments display willingness to return, recommend, or spread word. (Byrd et al. 2016). Also, price sentiments are varied, ranging from cheap, average and expensive and also contribute to the overall value assessment. (Kaimann et al. 2023).

Dimensions	Themes	Overall Frequency
Hospitality and services	Staff, hospitality and service	36.10%
	Tours and tastings	
	Events and celebrations	

Wine and gastronomy	Wine and wine quality	27.03%
	Food and gastronomy	
Place, atmosphere and identity	Scenery, atmosphere and place	23.87%
	History and heritage	
	Regional identity and products	
Price and return intention	Recommend and return sentiment	13.00%
	Price and value	

Table 11 – Self elaborated display of the overall dimension results

4.4. Summary and synthesis of findings

This study's results are displayed in this chapter as quantitative and qualitative, derived from reviews, word clouds, text analysis and thematic analysis. Quantitative and qualitative review data of both *Casa Agrícola Horácio Nicolau* and *Quinta do Gradil* exhibited overwhelmingly positive sentiments regarding wine tourism. Most reviews rated both businesses as either “good” (21.23%) or “excellent” (71.51%) or even “sufficient” (5.75%) while there were only a small number of reviews expressing negative reviews, in the “insufficient” (0.55%) and “bad” (0.96%) categories. Therefore, both businesses received high levels of customer satisfaction for their products and services which contribute to the overall experience satisfaction.

The word cloud and text analysis provides a broad overview of the reviews. Wine, service, food, place and hospitality are among the highest ranked on the reviews of both businesses. Example of topics being reviewed were “*Marquesa branco*” white wine and the family-oriented service offered by *Casa Agrícola Horácio Nicolau*. Many comments regarding *Quinta do Gradil* focused on food at the restaurant, surrounding landscapes, estate atmosphere, and guided tours. Overall, by combining the two review datasets, both businesses

were rated positively with regard to wine tourism and while some negative comments exist regarding price, closing hours and service disparities, they are in minority and can provide feedback for improvements.

Through the course of the inductive thematic analysis, ten themes based from the research analysis have emerged, those being: staff, hospitality and service (28.39%); wine and wine quality (17.50%); scenery, atmosphere and place (17.33%); recommendation and return intentions (9.87%); food and gastronomy (9.58%); tours and tastings (5.38%); history and heritage (3.74%); price and value (3.14%); regional identity and products (2.84%) and finally, events and celebrations (2.39%). The ten themes were collectively organized into four broader dimensions that agglomerate the perceived themes of wine tourism in Cadaval, which are; hospitality and services (36.10%); wine and gastronomy (27.03%); place, atmosphere and identity (23.87%); and lastly: price and return intention (13.00%). All of said themes and dimensions have been compared to relevant literature. Such results only reinforce the diversity of variables affecting the wine tourism experience in Cadaval.

In summary, the results from review analysis, word cloud and text analysis and thematic analysis collectively address the research question objective of identifying the key themes of interest in the wine tourism in Cadaval and allow for a more complete approach. These findings allow for a discussion on the practicality of said results and allow for the elaboration of recommendations for local stakeholders.

Now, on a more interpretative tone, wine tourism experiences combine a wide array of factors that shape satisfaction, factors that are related in many different aspects, and together produce the desired experience that is expected by the consumer. By understanding such factors and their relations, its possible to improve the experience offerings to better align with the consumer expectations, thus producing satisfaction and its positive outcomes. After all these analysis it became clear that in the context of this study, there is a positive sentiment regarding the wine tourism services, where inter-personal relations combined with quality wine and food experiences, alongside regional identity, heritage and the natural landscape along with fair prices produce a unified holistic offering that its greatly appreciated, and that may result in positive word-of-mouth and return intentions, either to purchase products or experience once more the provided services. All themes and dimensions identified carry their weight and value, and should be kept in mind when designing or improving wine tourism experiences. In order to improve services, each theme can be explored in order to increase effectiveness, but identifying the themes and dimensions in the first place is a major step. Obviously, improvement models should be designed in accordance to each specific case, but addressing the identified themes, dimensions and topics and their variables is important.

Chapter V – Conclusions

5. Chapter overview

This chapter discusses the overall findings on this study and aligns with relevant literature. Results reveal a multidisciplinary landscape of themes and topics regarding visitors' perspectives contained on the dataset. While prior similar studies highlighted wine quality as the predominant factor, this study instead highlights hospitality and service quality. There are also several themes of interest identified, each with different varied scales. This only reinforces that opinions differ greatly on each case study. This study highlighted ten themes which later have been organized into four main dimensions; firstly, hospitality and service quality, secondly wine and gastronomy, thirdly place, atmosphere and identity and finally in fourth place, price and return intention. Those themes and dimensions align with literature, the difference being the order of importance regarding this specific area of case study. All of said topics are interconnected. Further, limitations are also presented, for instance on how the use of a single medium such as Google Reviews to gather data might limit results. The fact that this study did not take into account demographics and languages metrics is also to consider. Possible concerns over data timeline are also exposed. Lastly, recommendations underlined regarding diversification of data gathering methods, increased number of selected relevant and representative enterprises and investigation of multisensory and emotional aspects.

5.1. General discussion and conclusion

This study aimed at identifying the main themes of interest on online user-generated data available regarding the municipality of Cadaval, in Portugal. The main results of this study, referring to the main factors that influence wine tourism experiences in the municipality of Cadaval are the hospitality and service quality, followed by wine and gastronomy, including elements related to ambience, identity and valour perception. As to answer its research question, this study aimed to identify the main themes of interest in the Cadaval municipality in Portugal regarding wine tourism where a thematic analysis of online comments and reviews was made, which defined ten themes from the visitor comments. Among these themes, four overall dimensions are identified, where hospitality and service (36.10%) quality come out as the most important dimension, reflecting the essential role of staff attentiveness, warmth and service capabilities in shaping customer perception. The second most important dimension is wine and gastronomy (27.03%), with visitors frequently reporting wine quality and food plus food pairings, particularly in the restaurant. Third; place, atmosphere and identity (23.87%) are also vital; customers value vineyard and regional landscapes, historical heritage and connection with terroir and regional products. Fourth, the price and return intention (13.00%)

dimension further underlines long-term sustainability, revealing positive sentiments and strong word-of-mouth effect based on perceived value and memorable experiences. Plus, the price and value of services and products for money also affects perception of what customers can get in return for their monetary investment, which affects also the intention to return and spread word. Regarding the identified ten themes, they are as follows: staff, hospitality and service (28.39%); wine and wine quality (17.50%); scenery, atmosphere and place (17.33%); recommendation and return intentions (9.87%); food and gastronomy (9.58%); tours and tastings (5.38%); history and heritage (3.74%); price and value (3.14%); regional identity and products (2.84%) and lastly, events and celebrations (2.39%).

Prior to the thematic analysis, preliminary analysis was made, that being a review analysis and word cloud and text analysis, to scout the data for initial insights and interpretations to contribute to the following thematic analysis and to the overall study. Thematic analysis proved to be an accurate approach to the objectives of this study, aligned with the exploratory strategy, which allowed for the interpretation of data into usable, meaningful identifications and conclusions. Theoretical speaking, this study contributes by: utilizing online reviews to analyse wine tourism experiences. Methodologically by: applying triangulation regarding three different analyses, namely review metrics, word cloud and text and finally thematic analyses. Practically speaking it contributes by: serving as a tool for better management of wine tourism destinations and enterprises.

This study fills a gap by applying inductive thematic analysis on user-generated content on a lesser studied geographical location, contributing new insights to the literature on wine tourism and providing regional players information to better understand visitor drivers. The idea of grouping themes into overall dimensions is also to be noted.

Findings of this study highlight how qualitative review and comment analysis can support local producers, authorities and marketers in improving their offerings, targeting areas of value for visitors, customers and tourists, identified in this study, included but not limited to: hospitality, services and abilities, product quality, atmosphere and scenery and price for value. The thematic grouping shows that sustainable wine tourism development relies not only on high-quality products but also relies on immersive and personalized experiences and regional identity. Themes not directly related to wine are shown to be of high importance, such as price, location and hospitality.

Further, the Pine and Gilmore's experience economy model can be applied, revealing that each of the four realms are present, the educational experience is associated with the knowledge acquired during wine tourism services, related to the wine and its production. The escapism experience can be associated with the idea of visiting wine tourism locations in order

to somewhat escape from everyday life. Aesthetic experience is present in the form of the surrounding scenery and atmosphere of wine tourism and sensory wine experiences. And entertainment experience which is provided throughout the activities and services. (Pine & Gilmore, 1999). Regarding the concept of wine tourism framework and its four dimensions, it can be safely said that they are indeed present in the context of this study, especially the wine tourism experience and behavioural intentions, reinforcing its multidimensional aspects, especially on hospitality and services factors. (Santos et al. 2021).

In addition, prior studies note staff, service and wine as the important areas. Also, occasional operational weaknesses are viewed as downsides. (Brochado et al. 2021; Meneses et al. 2023). In this study, Cadaval hospitality and services are the main factors of influence shaping user-generated data, while wine comes as a close second. Nevertheless, operational shortcomings are also noted. Additionally, a previous similar study on the Lisbon wine region, in Azeitão, had similar dataset, but focused on experiential dimensions. (Sena, 2019). The importance attributed to landscapes, heritage and regional identity represents the ideas of attachment. Also, it's reinforced that wine tourism is a multidimensional experience containing topics such as winescape. (Correia & Brito, 2016; Santos et al. 2021). Lastly, price, value and recommend intention line up with studies that identify satisfaction, loyalty and word-of-mouth as key drivers. (Byrd et al. 2016; Chen et al. 2016). Meaning that the results of this study overall align with literature. However, is of note that each region has its characteristics. Furthermore, if we take into consideration that "tours and tastings" belongs in the "wine and gastronomy" dimension, then wine and gastronomy become the prevalent area, which is to be noted. Also, educational experiences models of Pine and Gilmore (Pine & Gilmore, 1999), could be hypothetically linked to tours and tastings. This also may relate to concepts of experiential and multisensory aspects. (Brochado et al, 2021; Carvalho et al, 2024). Still, the main theme of the ten groups identified on this study is still services and hospitality. In Cadaval, the ideas of hospitality and service followed by wine and gastronomy mirrors an experiential component of the offerings. There is value perceived by customers on interpersonal interaction and consistency. Every theme identified has its value.

In accordance to the results as to answer the occasional shortcomings mentioned in the data, it's advisable for the stakeholders to improve staff training and address operational and service shortcomings, such as closing hours and consistency. Further marketing operations should prioritize authentic, sensory and experience driven approaches. Further, experiences combining wine, gastronomy, place and heritage can be refined and created. For instance, thematic tastings, pairings and harmonizations with local food and wine. The idea of winescape can be improved upon by adding vineyard tours, events and activities, photo points and open rest areas. About price and value, dynamic discounts can be applied on products,

offerings and packages. This can be particularly useful to incite revisit intentions. Public stakeholders should prioritize the already existing routes by highlighting interpersonal connections, gastronomy and heritage in a supplementary way together with wine. Integration of wine tourism offerings into other regional and national activities, events and routes. Workshops and assistance towards wine tourism stakeholders regarding staff and experience offerings can be applied for a unified standard. Marketing teams should keep in mind local hospitality, authenticity, scenery and quality/price. Professional and quick responses to certain comments, especially negative ones, can be used as to both improve services and show understanding, resolve conflicts and increase likelihood of possible revisit and good word-of-mouth.

Findings showcase that Cadaval has a positive wine tourism sentiment, however its also pinpointed that it has an interesting destination dynamic regarding the prominence of service and hospitality in contrast with wine quality, indicating that human interaction is regarded as of high importance, while the wine and its qualities are purposed to serve as a powerful complementary factor. The enological part of the experience is suggested to be less important than a successful interpersonal tourism experience. However, wine quality and consistency are also very important. All the remaining factors, such as events, heritage and identity are instead complimentary variables to the aforementioned two main themes. This also shows a potential gap between what the destination can offer, and what it currently offers, shining light on possible improvement directions. Therefore, the theme and dimension lists discovered in this study, are proof of the dynamics between different perspectives that shape visitor perception, especially in the context of this study, which appears that the destination as a whole is more experience driven. Regarding the selected enterprises for data gathering, data triangulation of different analyses suggests in the direction of *Quinta do Gradil* offering more generalized experiences, while *Casa Agrícola Horácio Nicolao* instead holds more on interpersonal values.

Lastly, this study reinforces the importance of online user-generated data as an important strategic source to improve the understanding and touristic experiences, and by that contributes to the development of wine tourism in regional contexts and in highlighting the importance of analysing the visitor experience. While theme and dimension size may not accurately represent thematic priorities, they showcase the most highlighted perspectives. Since the vast majority of reviews are positive, there may be hidden variables of interest that have not been discovered, that negatively affect the experience. This study reinforces the concept that using inductive thematic analysis, strengthened by other analysis types, on user-generated online content regarding wine tourism to be a viable approach.

5.2. Limitations

The limitations of this study must be taken into account. Firstly, the reliance on Google reviews as the only data platform restricts the scope of the analysis to users of this channel only, which may limit the perceptions expressed, although the use of search engines for travel information search is important. (Xiang & Gretzel, 2010). Also, this study focused on the content of online comments and reviews and did not include demographic profiles or languages into consideration, as the objective of this study did not require it. Prior research states that demographic profiles and cultural background can influence satisfaction and dissatisfaction. (Nordström, 2021). The use of all comments ranging from recent to over 10 years old might reflect varied service and product or quality over time. The qualitative aspect of thematic analysis and the manual coding aspects should be kept in mind.

Another important factor is the possible bias of data, as literature suggests that more satisfied users tend to post spontaneous online reviews, which can lead to overrepresentation of positive sentiments to the detriment of negative ones. Also, the possible existence of fake profiles or content motivated by non-authentic interests may affect data. (Zheng et al. 2024).

Although manual review of comment translations was made, it's possible that original meanings or expressions might not totally reflect their original intent, leading to minor losses of context. (Kotze, 2025).

5.3. Recommendations

Future studies can broaden their data sources to include different online platforms for data gathering and also include mix qualitative and quantitative data, primary data from interviews and surveys to enrich recovered data and diminish bias. (Creswell & Clark, 2018). Also, inclusion of more members of the wine tourism routes might diversify samples and provide a better generalized outcome, assuming such members can contribute accordingly. Conducting this type of study in other regions where no such analysis was made before would also contribute to literature. Comparing user-generated content from two different platforms can also be explored.

Investigating systematically multisensory and emotional aspects related to the experience, such as ambience, smells, social interaction and storytelling using frameworks from literature on tourism experience and experiential tourism. (Agapito et al. 2014). Studies highlight that multisensory stimuli such as atmospheres and places are related to the key roles of tourism experience. The value of sensory experiences cannot be ignored. (Brochado et al. 2021). Finally, studies can compare the themes and dimensions found on this study against other areas.

References

- Agapito, D., Valle, P., & Mendes, J. (2014). The sensory dimension of tourist experiences: Capturing meaningful sensory-informed themes in Southwest Portugal. *Tourism Management*, 42, 224–237. <https://doi.org/10.1016/j.tourman.2013.11.011>
- Atenstaedt, R. (2012). Word cloud analysis of the BJGP. *British Journal of General Practice*, 62(596), 148. <https://doi.org/10.3399/bjgp12X630142>
- Atenstaedt, R. (2017). Word cloud analysis of the BJGP: 5 years on. *The British Journal of General Practice: The Journal of the Royal College of General Practitioners*, 67(658), 231–232. <https://doi.org/10.3399/bjgp17X690833>
- Bardin, L. (2016). *Análise de conteúdo*. Edições 70.
- Bletzer, K. V. (2015). Visualizing the qualitative: making sense of written comments from an evaluative satisfaction survey. *Journal of Educational Evaluation for Health Professions*. 12, 12. <https://doi.org/10.3352/jeehp.2015.12.12>
- Borges, M. C., & Menezes, D. C. (2019). Motivations for tourism adoptions by vineyards worldwide: A literature review. *BIO Web of Conferences* 12, 03005 <https://doi.org/10.1051/bioconf/20191203005>
- Boyd, R. L., Morrison, N. R., Horwitz, S. D., Maciag, R., Travers-Hill, E. & Kim, Y. (2024). Are we listening to every word? Using multiple analytic methods to examine qualitative data. *Cogent Mental Health*, 3(1), 2433791. <https://doi.org/10.1080/28324765.2024.2433791>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Brochado, A., Stoleriu, O., & Lupu, C. (2021). Wine tourism: a multisensory experience. *Current Issues in Tourism*, 24(5), 1–19. <https://doi.org/10.1080/13683500.2019.1649373>
- Bruwer, J. (2003). South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism Management*, 24(4), 423–435. [https://doi.org/10.1016/s0261-5177\(02\)00105-x](https://doi.org/10.1016/s0261-5177(02)00105-x)
- Bruwer, J., & Rueger-Muck, E. (2018). Wine tourism and hedonic experience: A motivation-based experiential view. *Tourism and Hospitality Research*. 19(4): 488–502. <https://doi.org/10.1177/1467358418781444>
- Burgueño, M. M. B. (2022). Wine & gastronomy tourism connecting people. [Master's Thesis, *Universidade do Porto*]. <https://hdl.handle.net/10216/147727>

Byrd, E. T., Canziani, B., (Jerrie) Hsieh, Y.-C., Debbage, K., & Sonmez, S. (2016). Wine tourism: Motivating visitors through core and supplementary services. *Tourism Management*, 52, 19–29. <https://doi.org/10.1016/j.tourman.2015.06.009>

Calle-Alonso, F., Botón-Fernandez, V., Sanchez-Gomez, J. M., Veja-Rodríguez, M. A., Pérez, J. C. & de la Mata, D. (2018). Word clouds as a learning analytic tool for the cooperative e-learning platform neurok. In *Proceedings of the 10th International Conference on Computer Supported Education – vol. 1: A2E* pp. 508-513. <https://doi.org/10.5220/0006816505080513>

Carvalho, M., Kastenholz, E., Carneiro, M. J., & Souza, L. (2024). Dimensions of co-creative food & wine tourism experiences – Findings from a multiple-case study. *Advances in Hospitality and Tourism Research (AHTR)*. <https://doi.org/10.30519/ahtr.1287676>

Casa Agrícola Horácio Nicolau. (n.d.). *Quem somos*. Retrieved from <https://casaagricolanicolau.pt/index.php/pt/quem-somos>

Chen, X., Goodman, S., Cohen, J., & Bruwer, J. (2016). Wine tourists' loyalty intentions: Toward an integrated behaviour model. *Academia.edu*. Retrieved from https://www.academia.edu/93465887/Wine_tourists_loyalty_intentions_Toward_an_integrated_behaviour_model

Chen, X., Jiao, C., Ji, R., & Li, Y. (2021). Examining customer motivation and its impact on customer engagement behavior in social media: The mediating effect of brand experience. *SAGE Open*, 11(4), 215824402110522. <https://doi.org/10.1177/21582440211052256>

Cidell, J. (2010). Content clouds as exploratory qualitative data analysis. *Area*, 42(4), 514-523. <https://www.jstor.org/stable/40890909>

Cooshna-Naik, D. (2022). Exploring the use of tweets and word clouds as strategies in educational research. *Journal of Learning for Development*, 9(1), 89-103. <https://doi.org/10.56059/jl4d.v9i1.541>

Correia, R., & Brito, C. (2016). Wine tourism and regional development. *Wine and Tourism*, 27–39. https://doi.org/10.1007/978-3-319-18857-7_3

Costa, A., Castro, C. & Amaral, P. (2025). Wine tourism in the Dão demarcated region: Challenges and opportunities for development. *Millenium – Journal of Education, Technologies and Health*. 2(19e), e41051. <https://doi.org/10.29352/mill0219e.41051>

Costa, J., Gomes, J., & Montenegro, M. (2014). Conclusion: the context of economic crisis and the image of tourist destinations – challenges and lessons learned. *Worldwide*

Hospitality and Tourism Themes. Vol.6 No.5 pp.485-490. <https://doi.org/10.1108/WHATT-09-2014-0034>

Creswell, J. W., & Clark, V. L. P. (2018). Designing and conducting mixed methods research (3rd ed.). Sage Publications.

De Ascaniis, S., & Cantoni, L. (2017). Online visit opinions about attractions of the religious heritage: An argumentative approach. Church Communication and Culture, 2(2), 179-202. <https://doi.org/10.1080/23753234.2017.1350585>

de la Hoz-Correa, A., & Muñoz-Leiva, F. (2019). The role of information sources and image on the intention to visit a medical tourism destination: a cross-cultural analysis. Journal of Travel & Tourism Marketing, 36(2), 204–219. <https://doi.org/10.1080/10548408.2018.1507865>

Despacho normativo no. 669/94. (1994). *Estabelece um apoio financeiro a conceder pelo fundo de turismo a vários investimentos associados a dinamização de rotas de vinho. Diário da República n. 152/1994, Série I-B (1994-07-04).* Retrieved from <https://diariodarepublica.pt/dr/detalhe/despacho-normativo/669-1994-604451>

Dokter, G. (2023). Exploratory research and its impact on problem identification. Journal of Research and Development, 11(2), 1–2. <https://www.longdom.org/open-access/exploratory-research-and-its-impact-on-problem-identification-101428.html>

Filieri, R. (2016). What makes an online consumer review trustworthy?. Annals of Tourism Research. 58. 46-64. <https://doi.org/10.1016/j.annals.2015.12.019>

Getz, D. (2000). Explore wine tourism: Management, development and destinations. Cognizant Communication.

Getz, D., Dowling, R., Carlsen, J., & Anderson, D. (1999). Critical success factors for wine tourism. International Journal of Wine Marketing, 11(3), pp.20-43. <https://doi.org/10.1108/eb008698>

Gonda, T., Angler, K., & Csóka, L. (2021). The role of local products in tourism. European Countryside, 13(1), 91–107. <https://doi.org/10.2478/euco-2021-0006>

Grand View Research. (2024). Wine tourism market size, share & trends Report, 2030. Grandviewresearch.com. Retrieved from <https://www.grandviewresearch.com/industry-analysis/wine-tourism-market-report>

Guedes, A., & Rebelo, J. (2019). Merging wine and tourism-related services: evidence from the Douro (Portugal) wine region. *Journal of Wine Research*. 30(4), 259–274. <https://doi.org/10.1080/09571264.2019.1652152>

Hall, C. M., & Macionis, N. (1998). Wine tourism in Australia and New Zealand. In R. W. Butler M (Ed.), *Tourism and Recreation in Rural Areas* (pp. 197–224). Wiley.

Instituto da Vinha e do Vinho. (2024). *Evolução da área total de vinha - Portugal. Série 1989 a 2024*. Retrieved from <https://www.ivv.gov.pt/np4/10586.html>

Instituto da Vinha e do Vinho. (2024). *Produção por distrito/concelho. Campanha 2023/2024*. Retrieved from <https://www.ivv.gov.pt/np4/2336.html>

Instituto da vinha e do vinho. (n.d.). *Enoturismo e rotas do vinho*. Retrieved from <https://www.ivv.gov.pt/np4/49/>

Instituto da vinha e do vinho. (n.d.). *História*. Retrieved from <https://www.ivv.gov.pt/np4/272/>

Instituto Nacional de Estatística. (2023). *Anuário estatístico de Portugal: 2023*. Retrieved from <https://www.ine.pt/xurl/pub/439483509>

Jezierska-Thöle, A., Gonia, A., Podgórski, Z., & Gwiazdzińska-Goraj, M. (2025). Wine tourism as a tool for sustainable development of the cultural landscape - A case study of Douro wine region in Portugal. *Sustainability*, 17(4), 1494. <https://doi.org/10.3390/su17041494>

Johnson, T. E., Danner, L., & Bastian, S. E. P. (2017). Consumer segmentation methods for the wine market. *Reference Module in Food Science*. <https://doi.org/10.1016/b978-0-08-100596-5.21419-4>

Kaimann, D., Bru, C. L. M. S., & Frick, B. (2023). Ratings meet prices: The dynamic relationship of quality signals. *Journal of Wine Economics*, 18(3), 226–244. <https://doi.org/10.1017/jwe.2023.14>

Klijs, J. (2016). *Tourism, income, and jobs: improving the measurement of regional economic impacts of tourism*. Wageningen University and Research Center Publications. <https://doi.org/10.18174/369934>

Kotze, H. (2025). Concepts of translators and translation in online social media: construal and contestation. *Translation Studies*, 1–25. <https://doi.org/10.1080/14781700.2023.2282581>

Kruger, M., & Viljoen, A. (2021). Terroir wine festival visitors: Uncorking the origin of behavioural intentions. *Current Issues in Tourism*, 24 (5): 616–636. <https://doi.org/10.1080/13683500.2019.1667310>

Loureiro, V. (2009). Historical wines of Portugal. *Chronica Horticulturae*. International Society for Horticultural Science. Vo. 49, N. 4, pp- 13-14. Retrieved from <https://www.actahort.org/chronica/pdf/ch4904.pdf>

Mair, J., & Smith, A. (2022). Events and sustainability: why making events more sustainable is not enough. *Events and Sustainability*, 1–17. <https://doi.org/10.4324/9781003314295-1>

Marchiori, E., & Cantoni, L. (2011). The online reputation construct: Does it matter for the tourism domain? A literature review on destinations' online reputation. *Information Technology & Tourism*, 13(3), 139–159. <https://doi.org/10.3727/109830512x13283928066715>

Marco-Lajara, B., Martínez-Falcó, J., Millan-Tudela, L. A., & Sánchez-García, E. (2023). Analysis of the structure of scientific knowledge on wine tourism: A bibliometric analysis. *Heliyon*, 9(2), e13363–e13363. <https://doi.org/10.1016/j.heliyon.2023.e13363>

Martínez-Falcó, J., Marco-Lajara, B., Zaragoza-Sáez, P., & Sánchez-García, E. (2023). *El enoturismo en España: El impacto económico derivado de las visitas a bodegas y museos en las rutas del vino*. *Investigaciones Turísticas*, (25), 168–195. <https://doi.org/10.14198/INTURI.21219>

Maslowska, E., Segijn, C. M., Vakeel, K. A., & Viswanathan, V. (2019). How consumers attend to online reviews: an eye-tracking and network analysis approach. *International Journal of Advertising*, 39(2), 282–306. <https://doi.org/10.1080/02650487.2019.1617651>

Mayson, R. (2018). Port and the Douro. Infinite Ideas Limited.

McNaught, C. & Lam, P. (2010). Using wordle as a supplementary research tool. *The Qualitative Report*, 15(3), 630-643. <https://doi.org/10.46743/2160-3715/2010.1167>

Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's concept of experience economy and its dimensions: an empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4):237-255 <https://doi.org/10.1080/1528008X.2011.541847>

Mellinas, J., & Sicilia, M. (2024). Comparing Google reviews and Tripadvisor to help researchers select the more appropriate information source. *Consumer Behaviour in Tourism and Hospitality*, vol 19, No. 4. <https://doi.org/10.1108/CBTH-01-2024-0039>

Meneses, R., Brito, C., Lopes, B., & Correia, R. (2023). Satisfaction and dissatisfaction in wine tourism: A user-generated content analysis. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584231191989>

Miguéns, J., Baggio, R., & Costa, C. (2008). Social media and tourism destinations: TripAdvisor case study. *Advances in Tourism Research*, Vol. 194-199. Retrieved from https://www.researchgate.net/publication/265189859_Social_media_and_Tourism_Destinations_TripAdvisor_Case_Study

Município do Cadaval. (2022). *Nota descritiva*. Retrieved from <https://www.cm-cadaval.pt/201/notadescritiva>

Naeem, M., Ozuem, W., Howell, K., & Ranfagni, S. (2023). A step-by-step process of thematic analysis to develop a conceptual model in qualitative research. *International Journal of Qualitative Methods*, 22(1), 1–18. <https://doi.org/10.1177/16094069231205789>

Nordström, R. (2021). How does (national) culture influence customer satisfaction and the customer's willingness to recommend a company to others? : A cross- country comparison of Swedish, Finnish, Norwegian and Danish customer feedback. Åbo Akademy University. Doria. Retrieved from <https://urn.fi/URN:NBN:fi-fe2021111255054>

Nowacki, M., & Niezgoda, A. (2020). Identifying unique features of the image of selected cities based on reviews by TripAdvisor portal users. *Scandinavian Journal of Hospitality and Tourism*, 20(5), 503–519. <https://doi.org/10.1080/15022250.2020.1833362>

Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic analysis: striving to meet the trustworthiness criteria. *International Journal of Qualitative Methods*, 16(1). <https://doi.org/10.1177/1609406917733847>

Oltean, F. D., & Gabor, M. R. (2022). Wine tourism - A sustainable management tool for rural development and vineyards: cross-cultural analysis of the consumer profile from Romania and Moldova. *Agriculture*, 12(10), 1614. <https://doi.org/10.3390/agriculture12101614>

Park, S. Y., & Allen, J. P. (2013). Responding to online reviews problem solving and engagement in hotels. *Cornell Hospitality Quarterly*, 54(1), 64-73. <https://doi.org/10.1177/1938965512463118>

Phillips, P., Antonio, N., Almeida, A., & Nunes, L. (2019). The influence of geographic and psychic distance on online hotel ratings. *Journal of Travel Research*, 59(4), 722–741. <https://doi.org/10.1177/0047287519858400>

Pine, B. J., & Gilmore, J. H. (1999). The experience economy. Harvard Business School Press.

Pinheiro, M., & Santos, N. (2025). *Territórios do vinho. Cadernos de Geografia*, 51, 81–102. https://doi.org/10.14195/0871-1623_51_5

Quinta do Gradil. (n.d.). Sobre nós. Retrieved from <https://www.quintadogradil.wine/pt/sobre-nos/>

Ramos, P., Santos, V. R., & Almeida, N. (2018), Main challenges, trends and opportunities for wine tourism in Portugal. *Worldwide Hospitality and Tourism Themes*. Vol. 10 No. 6, pp. 680-687. <https://doi.org/10.1108/WHATT-08-2018-0055>

Riswanto, A. L., Kim, S., & Kim, H.-S. (2023). Analyzing online reviews to uncover customer satisfaction factors in Indian cultural tourism Destinations. *Behavioral Sciences*, 13(11), 923. <https://doi.org/10.3390/bs13110923>

Santos, F. A. D. N., Vavdinou, N., & Martinez, L. F. (2020). Progress and prospects for research of wine tourism in Portugal. *PASOS Revista de Turismo y Patrimonio Cultural*, 18(1) 159-170. Retrieved from <http://riull.ull.es/xmlui/handle/915/17971>

Santos, V. R., Ramos, P., Almeida, N., & Santos-Pavon, E. (2019). Wine and wine tourism experience: a theoretical and conceptual review. *Worldwide Hospitality and Tourism Themes*. 11 (6):718-730 <https://doi.org/10.1108/WHATT-09-2019-0053>

Santos, V., Ramos, P. M. G., Sousa, B. B., & Marco, V. (2021). Towards a framework for the global wine tourism system. *Journal of Organizational Change Management*. Vo. 35 No. 2 pp.348-360. <https://doi.org/10.1108/JOCM-11-2020-0362>

Sena, M. L. (2019). Wine tourism experience in Azeitão. [Master's Thesis, *Instituto Universitário de Lisboa*]. *Repositório Iscete*. Retrieved from <http://hdl.handle.net/10071/19334>

Sequeira, C. (2024). Trademarks and denomination of origin in Portuguese wine sector (1918-1924). *Athens Journal of Business & Economics*. Vol.10 Issue.1 pp.19-42. <https://doi.org/10.30958/ajbe.10-1-2>

Tafel, M., & Szolnoki, G. (2020). Estimating the economic impact of tourism in German wine regions. *International Journal of Tourism Research*, 22(6), 788-799. <https://doi.org/10.1002/jtr.2380>

Turismo de Portugal. (2024). *Portugal eleito o melhor destino de enoturismo do mundo*. Press Release. Retrieved from

https://www.turismodeportugal.pt/pt/Media/Notas_Imprensa/Paginas/portugal-eleito-melhor-destino-enoturismo-mundo.aspx

Turismo do Centro de Portugal. (n.d.). *Rota do vinho – percursos do Oeste*. Retrieved from <https://turismodocentro.pt/roteiro/rota-do-vinho-percursos-do-oeste/>

United Nations World Tourism Organization. (n.d.). Glossary of tourism terms. Retrieved from <https://www.unwto.org/glossary-tourism-terms>

Van Nes, F., Abma, T., Jonsson, H., & Deeg, D. (2010). Language differences in qualitative research: is meaning lost in translation? *European Journal of Ageing*, 7(4), 313–316. Retrieved from <https://pmc.ncbi.nlm.nih.gov/articles/PMC2995873/>

Viégas, F. B. & Wattenberg, M. (2008). Timelines: tag clouds and the case for vernacular visualization. *Interactions*. 15.49-52. <https://doi.org/10.1145/1374489.1374501>

Villanueva, E. C., & Moscovici, D. (2016). Sustainable wine tourism development in burgeoning regions: lessons from New Jersey and Connecticut. *International Journal of Economics and Business Research*, Vol. 12 No. 4, pp. 313-333 <https://doi.org/10.1504/IJEBR.2016.10002107>

VisitPortugal. (n.d.). The vinho verde route. Retrieved from <https://www.visitportugal.com/en/node/73745>

Wang, P. (2015). Exploring the influence of electronic word-of-mouth on tourists' visit intention. *Journal of Systems and Information Technology*, 17(4), 381–395. <https://doi.org/10.1108/JSIT-04-2015-0027>

Wines of Portugal. (n.d.). Wine regions. Retrieved from <https://winesofportugal.com/en/discover/wine-regions/>

Woldarsky, V., & Geny-Denis, L. (2019). Development of a best practice manual in wine tourism in Portugal. *BIO Web of Conferences*. 12. 03001. <https://doi.org/10.1051/bioconf/20191203001>

Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information Search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>

Zhang, Y., & Lee, H. M. (2022). Exploring wine tourism experience constructs: A qualitative approach. In *Proceedings of the 2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)* (pp. 3225-3230). Atlantic Press. <https://doi.org/10.2991/aebmr.k.220307.530>

Zheng, Y., Zhang, Y., Mou, N., Makkonen, T., Li, M., & Liu, Y. (2024). Selection biases in crowdsourced big data applied to tourism research: An interpretive framework. *Tourism Management*, 102. <https://doi.org/10.1016/j.tourman.2023.104874>

(intentionally left blank)

Appendices

Appendix 1 – Sample of extracted and translated comment and review data of *Casa Agrícola Horácio Nicolau*

data	meses	comment	review
05/mai	· há 3 anos	♥	5
05/mai	· há 5 meses	Very warm welcome, very friendly wines at very affordable prices. Note a great experience: white wine "INTERN" Bravo and certainly see you soon	5
05/mai	· há 5 meses	The wines are very good. I love them 😊	5
04/mai	· há 3 meses	Wine shop in Bombarral / Cadaval. Good wines.	4
04/mai	· há 8 meses	They have excellent wines and very friendly service! Try the white Moscatel.	4
05/mai	· há 9 meses	I highly recommend it, good wines, five star staff.	5
01/mai	· há 3 anos	for about 2 years I have been a frequent customer of the winery and I buy the white wine "Solar da Marquesa Moscatel" from various retailers. At first I gave 4 stars, but lately I have to change my mind and go to 1...for a few months...in my opinion since the company bottles directly in its own company...the wine is no longer consistent in quality: there are bottles more colored, others more covered, etc.	1

Appendix 2 – Sample of extracted and translated comment and review data of *Quinta do Gradil*

review	data	meses	comment
5	· há uma hora		0 Excellent experience!
5	· há um mês		1
5	· há um mês		1
5	· há 2 meses		2 This wine is exceptional and is without a doubt my first choice to buy.
5	· há 2 meses		2 A must-visit space.
4	· há 2 meses		2
5	· há 2 meses		2
5	· há 2 meses		2
4	· há 3 meses		3 Wine producer and event venue, with quality and comfort
5	· há 4 meses		4 It's worth it!! Patricia Leal is charming and captivating on the guided tour!
4	· há 4 meses		4
			"We made an unplanned visit to the winery around noon and arrived just in time for a tour of the property. It is an absolutely lovely property with apparently a very rich history.
5	· há 5 meses		5 The host was very welcoming and the wine tasting was great too. We really had no expectations and were pleasantly surprised :)"
1	· há 5 meses		5 For the third time, I went to Quinta do Gradil to buy wine, which I do quite frequently, and I found the store closed because the employee was giving a guided tour that would take between 30 and 45 minutes. Now, if the website mentions that it is open and we travel around 40km, such a procedure seems to be highly disrespectful and amounts to false advertising. Margarida Nicolau
1	· há 5 meses		5 Good afternoon, we tried for the second time to buy two boxes of Viozinho wine. During the store's opening hours (2pm to 6pm), the employee was giving a visit. He said we would have to wait 30 to 45 min. We drove 36 km for nothing! THE STORE HOURS ARE NOT APPROPRIATE.

Appendix 3 – Sample of manual thematic code grouping on the theme staff, hospitality and service

Staff, hospitality and service

[\[AC1\]](#)Very warm welcome

[\[AC9\]](#)Very friendly service

[\[AC13\]](#)Five-star staff

[\[AC19\]](#)Top staff

[\[AC25\]](#)Friendly family welcome

Appendix 4 – Sample of manual thematic code grouping on the theme wine and wine quality

Wine and wine quality

[\[AC3\]](#)Great white wine experience

[\[AC5\]](#)Very good wines

[\[AC7\]](#)Good wines

[\[AC8\]](#)Excellent wines

[\[AC10\]](#)White muscatel

Appendix 5 – Sample of manual thematic code grouping on the theme scenery, atmosphere and place

Scenery, atmosphere and place

[\[AC45\]](#)Cozy place

[\[AC52\]](#)Easy parking

[\[AC61\]](#)Beautiful family wine cellar

[\[AC65\]](#)Excellent space

[\[AC69\]](#)Hardworking family winery atmosphere

Appendix 6 – Sample of manual thematic code grouping on the theme recommend and return sentiment

Recommend and return sentiment

[\[AC4\]](#) certainly see you soon

[\[AC11\]](#) highly recommend it

[\[AC14\]](#) Loyal customer

[\[AC20\]](#) Recommend the visit

[\[AC26\]](#) Worth a visit

Appendix 7 – Sample of manual thematic code grouping on the theme food and gastronomy

Food and gastronomy

[\[AC43\]](#) Wines and restaurant

[\[AC79\]](#) Restaurant mention

[\[AC89\]](#) Good food and restaurant

[\[AC106\]](#) Excellent food

[\[AC130\]](#) Excellent food

Appendix 8 – Sample of manual thematic code grouping on the theme tours and tastings

Tours and tastings

[\[AC109\]](#) Worth the tour

[\[AC12\]](#) Great tasting experience

[\[AC22\]](#) 5 Star wine tasting

[\[AC34\]](#) Tour appraisal

[\[AC35\]](#) Tasting with pairing

Appendix 9 – Sample of manual thematic code grouping on the theme history and heritage
History and heritage

[\[AC98\]](#) Family history

[\[AC176\]](#) Excellent site

[\[AC9\]](#) History

[\[AC10\]](#) Rich history and heritage

[\[AC25\]](#) Tradition

Appendix 10 – Sample of manual thematic code grouping on the theme price and value
Price and value

[\[AC2\]](#) Very affordable prices

[\[AC36\]](#) Good quality/price ratio

[\[AC71\]](#) Very affordable prices

[\[AC86\]](#) Competitive prices

[\[AC88\]](#) Fair prices

Appendix 11 – Sample of manual thematic code grouping on the theme regional identity and products

Regional identity and products

[\[AC6\]](#) Region named directly

[\[AC18\]](#) Regional goods

[\[AC23\]](#) Mention of olive oil and regional products

[\[AC28\]](#) Regional and product pride

[\[AC31\]](#) Outstanding region

Appendix 12 – Sample of manual thematic code grouping on the theme events and celebrations

Events and celebrations

[\[AC5\]](#)Event venue

[\[AC55\]](#)Excellent event venue

[\[AC72\]](#)Mention of possible place for future wedding event

[\[AC78\]](#)Ideal event venue

[\[AC100\]](#)Ideal for parties

Appendix 13 – Sample of thematic analysis code frequency calculations

Theme	Number of Codes	Frequency (%)
1	190	$(190 / 669) \times 100 \approx 28.39\%$
2	117	$(117 / 669) \times 100 \approx 17.50\%$
3	116	$(116 / 669) \times 100 \approx 17.34\%$
4	66	$(66 / 669) \times 100 \approx 9.87\%$
5	63	$(63 / 669) \times 100 \approx 9.41\%$
6	36	$(36 / 669) \times 100 \approx 5.38\%$
7	25	$(25 / 669) \times 100 \approx 3.74\%$
8	21	$(21 / 669) \times 100 \approx 3.14\%$
9	19	$(19 / 669) \times 100 \approx 2.84\%$
10	16	$(16 / 669) \times 100 \approx 2.39\%$