

Economic Opportunities of Qingdao Winery as a New Ecotourism Destination

Yang Meng*

Rajamangala University of Technology Krungthep, Bangkok 10120, Thailand

*Corresponding author: Yang Meng, mengyang5090@163.com

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Abstract: The consumer psychology of consumers is constantly changing. Under the abundant material life, the emotional and personalized needs of consumers for products are highly valued. Winery tourism is a new ecotourism project. Its high-end and fashionable characteristics do not only meet consumers' demand for personalized tourism, but also their pursuit for high-quality and fashionable leisure ways; thus, it has broad development prospects. At present, Qingdao winery tourism has begun to take shape, but in it faces problems in its development, especially in terms of resource integration and brand development. Therefore, taking the development of Qingdao winery tourism as an example, this paper puts forward several development countermeasures and policy objectives as well as provides a scientific analysis basis for the development of Qingdao winery tourism.

Keywords: Emerging ecotourism; Qingdao winery; Tourism product development

Online publication: October 26, 2022

1. Introduction

In August 2015, the International Wine and Spirits Exhibition (IWES) declared at the International Wine Expo that the world wine development has officially entered the "Chinese era." Based on the in-depth understanding of wine culture, wine tourism projects, which support the increasing number of wine tourism tourists, are well-recognized by local tourists. The the ultimate goal of leisure tourism is realized via the integration of modern lifestyle and wine culture ^[1]. Many local wine enterprises have integrated their own enterprise development with the tourism industry to form new leisure tourism products so as to cater to consumers and uphold a more dominant role in the tourism market. Considering the geographical location, climate conditions, and geological structure of Qingdao, this city has many suitable grape growth zones. Qingdao has developed into a wine industry base on this land. With its development of nearly 40 years, Qingdao's wine production and sales have always been in the forefront of China. Fully utilizing Qingdao winery tourism resources and further promoting the development of Qingdao's tourism industry have become urgent issues that its winery tourism must face ^[2].

2. A comprehensive analysis of the development potential of Qingdao winery tourism resources

We have conducted an in-depth analysis of Qingdao winery tourism resources. The research shows that Qingdao winery has rich resources and great tourism value. In order to carry out a detailed investigation on Qingdao winery tourism resource market, a questionnaire survey was conducted. The questionnaire included the demographic variables of Qingdao winery tourism market and tourists' acceptance of Qingdao wine and winery tourism ^[3].

2.1. Analysis of variance

Variance analysis and independent sample t-test were used to test whether there were significant differences among different demographic groups (age, gender, occupation, education, and income) in strategy formulation, strategy implementation, and strategy evaluation. According to the statistical results (Table 1), all P values were greater than 0.05, indicating that there was no significant difference between the different demographic groups in the three regions [4].

Table 1. Variance analysis and independent samples t-tests for different demographic groups in strategy formulation, strategy implementation, and strategy evaluation

Variables	Groups	Strategy formulation	Strategy implementation	Strategy evaluation
Age	Under 23 years old	3.02 ± 1.03	3.09 ± 1.13	3.12 ± 0.91
	23–30 years old	2.75 ± 1.07	2.93 ± 1.12	2.92 ± 0.94
	31–40 years old	2.77 ± 1.18	3.00 ± 1.16	2.91 ± 0.98
	41–50 years	2.91 ± 1.12	2.74 ± 1.10	2.92 ± 0.98
	More than 50 years old	2.99 ± 1.02	2.81 ± 1.08	2.99 ± 0.94
	F	0.742	1.045	0.348
	P	0.564	0.384	0.846
Gender	Male	2.86 ± 1.11	2.85 ± 1.11	2.93 ± 0.95
	Female	2.87 ± 1.10	2.91 ± 1.14	2.97 ± 0.97
	T	-0.081	-0.556	-0.363
	P	0.936	0.578	0.716
Occupation	Businessman	2.83 ± 1.10	2.75 ± 1.14	2.86 ± 1.00
	Student	2.83 ± 1.12	2.98 ± 1.08	2.87 ± 0.95
	Teacher	2.91 ± 1.18	2.89 ± 1.16	2.95 ± 1.00
	Government agency staff	2.83 ± 0.99	2.86 ± 1.05	2.95 ± 0.84
	Other	2.92 ± 1.14	3.01 ± 1.13	3.05 ± 0.95
	F	0.146	0.768	0.592
	P	0.965	0.547	0.669
Education	Below junior high school	2.65 ± 1.02	2.51 ± 0.87	2.62 ± 0.83
	High school/vocational school/technical school/vocational school	2.83 ± 0.89	2.71 ± 1.08	2.85 ± 0.79
	College	2.93 ± 1.05	2.77 ± 1.10	2.92 ± 0.94
	Undergraduate	2.89 ± 1.17	2.96 ± 1.14	3.00 ± 1.00
	Graduate and above	2.84 ± 1.10	2.94 ± 1.16	2.97 ± 0.96
	F	0.257	1.09	0.72
	P	0.906	0.361	0.578
Income	Below 2,000 RMB (n = 43)	2.55 ± 1.04	2.68 ± 0.99	2.76 ± 0.87
	2,000–4,000 RMB (n = 55)	2.93 ± 1.07	2.85 ± 1.15	3.00 ± 0.94
	4,000–6,000 RMB (n = 103)	2.89 ± 1.15	2.94 ± 1.16	2.95 ± 1.04
	6,000-10,000 RMB (n = 77)	2.89 ± 1.14	2.90 ± 1.11	3.01 ± 0.95
	10,000 RMB or more (n = 81)	2.95 ± 1.06	2.90 ± 1.14	2.95 ± 0.91
	F	1.054	0.433	0.523
	P	0.379	0.785	0.719

Through the cross analysis of the survey data, several conclusions can be drawn

- (1) Different regions have different levels of acceptance toward Qingdao winery tourism. The farther away from Qingdao, the lesser the understanding and attention to the winery tourism, the lower the regional economic level, and the lower the awareness of the winery tourism. Therefore, Qingdao winery tourism mainly attracts local tourists and tourists from surrounding economically developed areas ^[5].
- (2) Among the surveyed tourists, the attention, understanding, and intention of different genders to Qingdao winery tourism are basically the same.
- (3) Tourists of different ages have different perceptions and attitudes toward Qingdao winery tourism. Generally speaking, tourists of all ages attach great importance to castle tourism and have certain tourism intentions. In contrast, younger tourists, under the age of 20, have less understanding and attention to castle tourism. This shows that younger people have lesser understanding of wine and castle tourism as well as poorer knowledge of castle tourism ^[6].
- (4) The level of education has a great impact on Qingdao winery tourism. As seen from the survey data, the higher the education level of the respondents, the more they know about wine, and the higher their acceptance towards winery tourism.
- (5) Different occupations have different levels of acceptance toward Qingdao winery tourism. Based on the occupational variable, educators, civil servants, and business conference personnel, who are highly educated, rich in knowledge, and stable in terms of income, tend to pursue a leisure cultural atmosphere during their spare time since they have holidays, paid holidays, and leisure time ^[7]. This is the reason they can accept the high-level culture of winery tourism. Students, especially college students, are willing to participate as long as their economic conditions permit.
- (6) The income level has a great impact on Qingdao winery tourism. Based on the income level of the interviewees, the higher the income level of tourists, the higher the recognition and participation in winery tourism. These data indicate that the leisure winery tourism has been accepted by most tourists, but it has not yet been popularized in mass tourism ^[8].
High-end users are still the main target of the winery tourism.

3. Suggestions for the economic development of Qingdao winery as a new eco-tourism destination

3.1. Pay attention to the development of Qingdao's wine culture and leisure services

First, it may be beneficial to build a local cultural platform in Qingdao. Wine culture includes wine planting, production, wine tasting, etiquette, and other aspects. It not only covers the physical characteristics of wine itself, but also the intangible spiritual connotation formed by wine tasting. It helps visitors understand the origin and development of Qingdao's wine culture by means of promotional videos, graphic advertisements, documentaries, and field visits ^[9]. In order to further promote the integrated development of Qingdao's wine culture and leisure services, it is necessary to integrate the local cultural characteristics of Qingdao with the wine culture in restaurants, bars, interior decoration, service personnel clothing, and etiquette. Through the integrated development of wine culture and the local leisure service industry, the local cultural characteristics can be formed to meet the personalized needs of tourists for tourism products. At the same time, it enhances the added value of wine tourism products and helps shape the brand characteristics of Qingdao's wine culture tourism to a certain extent. Second, emphasizing the development of wine science and technology tourism products may be advantageous. Wine science and technology tourism refers to various science and technology tourism resources in wineries and agricultural parks that can meet the needs of tourists, increase their knowledge, broaden their vision, and enrich their experience. Wine technology tourism is a form of winery tourism. Many wineries in Qingdao are now focusing on wine technology tourism. For example, Qingdao Huadong winery combines traditional brewing technology with modern advanced brewing technology to form a brewing process that integrates viewing and application; the

products formed are significant for the wine tourism industry^[10]. The containers used by the distillery are oak barrels and stainless steel cans. The fermentation process varies for different materials, thus forming a personalized acidification process, which is different through different processes.

3.2. Strengthen the international brand construction of wine real estate tourism

First, enhance the image of wine producing areas. In wine tourism planning, it is very important to create and improve the image of the origin of wines. Other than that, Qingdao should integrate wine culture resources, strengthen wine culture management, implement origin protection policy, standardize and protect the wine brewing process and planting technologies, conduct wine quality inspection in strict accordance with the requirements, and increase the cultural connotation of winery tourism. Second, transform Qingdao into an international wine brand city. In the construction of international wine brand cities that radiate wine culture^[11], famous directors can be invited to shoot documentaries and films related to wine culture, increase publicity, and improve the popularity and reputation of Qingdao so as to ensure the quality of work. Third, create the image symbol of Qingdao's wine culture tourism. Qingdao's unique geographical location has formed various local cultures with local characteristics since ancient times and through its development, such as marine culture, fairytale culture, and wine culture. These local cultural characteristics can be integrated and developed, thus making them more prominent. Fourthly, establish the tourism brand marketing model of Qingdao distillery. Through the marketing of tourism products related to wine culture, it would be beneficial to further expand the scope of publicity and promotion of tourism projects^[12]. By expanding marketing channels, both, consumers and tourists may better understand Qingdao winery tourism projects. This would in turn increase the popularity of Qingdao's tourism projects and provide an impetus for the development of Qingdao winery tourism. Network marketing is a popular marketing method. The establishment of network marketing for Qingdao winery tourism has an important impact on the development of the latter. In marketing tourism products, advertising wine tourism products in mass media, such as radio, television, and paper media, is the best way to expand the popularity of tourism products. At the same time, cultural activity marketing can be adopted to attract tourists. By holding wine culture festivals and shooting films or television dramas, it is feasible to increase the popularity of Qingdao winery as a tourist destination.

3.3. Innovative design of wine tourism projects

The innovative design of tourism projects is the key to attracting tourists' attention. Tourism projects include tourism activities in the winery based on grape planting, production, and processing, with a tourism plan. This type of tourism project may include visiting vineyards, grape production processes, and wine cellars^[12]. Experiential tourism projects, on the other hand, can promote the enthusiasm of tourists, enrich the itinerary, and improve the return visit rate. These projects include agricultural planting experience, do-it-yourself (DIY) fruit wine making, food experience, *etc.* Holiday tourism projects include planning for various festivals, which is a good way to attract people to the winery and increase its influence and popularity. For instance, during spring, the festival of "Love Connects Arbor Day" can be carried out; similarly, wine and grape carnivals can be held during summer, while a romantic golden autumn wedding festival can be held during autumn; in winter, the thematic festival of "Farewell to Old Age" can be held. Other than that, cultural tourism projects, which are considered an integral part of the winery, should be carried out. Wine culture museum, wine tasting competition, and special cultural programs are instances of these projects.

3.4. Strengthen the guarantee of wine tourism industry development

The first is to strengthen insurance policy guarantee. Qingdao has vigorously promoted its wine tourism,

shaped its city's brand characteristics, enhanced its tourism competitive advantages, and promoted the upgrading of its wine industry structure. The government and relevant departments of Qingdao should pay more attention to the development of its wine tourism, provide support through policies ^[13] and funds, establish an open economic system and build an industrial park, promote the wine industry to venture internationally and participate in international markets, encourage international cultural exchanges, form an international wine brand city, improve its international reputation and influence, as well as promote the innovation and development of the modern service industry, while relying on East China Sea Economic New Area and the Long Island Leisure. The second is to strengthen institutional guarantee. The development of Qingdao's wine tourism needs not only the joint efforts of tourism enterprises and wine enterprises, but also the strong support of various government departments. Therefore, under the new development situation of Qingdao's grape tourism, a special management department, the Wine Bureau, has been established, along with a wine association that cooperates with Qingdao's municipal government to jointly manage and serve the wine industry ^[14]. In the development of wine tourism, it is also necessary to strengthen the cooperation with other departments and organizations, especially transportation and logistics, environmental protection, land management, and other departments, so as to provide support and convenience for the industry as well as promote the healthy and harmonious development of wine tourism. In addition, it is necessary to form an industrial chain monitoring mechanism for the wine industry. This mechanism should be jointly established by Qingdao's local and national wine monitoring center and its processing technology research and development center to provide guarantee for the healthy development of the industry. The third is to strengthen personnel training guarantee. With the continuous development of Qingdao's wine industry, the demand for talents is increasing. Universities in Qingdao have strengthened the training of wine-related professionals ^[15]. Colleges and universities in Qingdao are also offering wine-related majors to promote the wine culture and provide a large number of professionals for the industry. As Qingdao's wine culture has remarkable characteristics and a relatively mature development, local colleges and universities in Qingdao have successively developed courses related to wine and wine culture. These elective courses or compulsory courses provide students with opportunities to understand wine culture and stimulate their interest in wine. In order to strengthen talent training in Qingdao's professional colleges and higher vocational colleges, professionals and practitioners with a good grasp of wine culture should be recruited, along with professional wine lecturers, so as to provide guarantee for the cultivation of wine professionals ^[16].

4. Conclusion

Winery tourism is a distinguished tourism project that has garnered widespread attention in recent years. The emergence and development of winery tourism have promoted the development of the wine industry and tourism. At the same time, it enriches tourism resources and meets the personalized tourism needs of tourists. Winery tourism will become the leading project of wine tourism ^[17]. Qingdao has a unique planting environment for grapes and is known as the seventh largest grape coast in the world. Its climate and soil are ideal for grape planting. The design of Qingdao winery tourism route reflects the features of international grape and wine cities, forming a route with the main wineries as the main body, integrating grape planting, wine culture, and the natural scenery of the winery ^[18]. Although Qingdao winery tourism has made outstanding achievements, there are still some problems. Qingdao winery tourism should seize the opportunity to establish special development plans, strengthen measures to protect the origin, and formulate comprehensive development strategies, such as improving the overall image of the winery, exploring the cultural connotation of the winery, forming a wine culture with Chinese characteristics, and developing wine tourism products with personality at a unique level ^[19]. Through the continuous improvement of its service system, the construction of the tourism infrastructure and public service platform,

the strengthening of the cultivation of winery tourism professionals, the introduction of a series of measures to promote the diversified development of the winery tourism, and the formation of distinctive and diversified winery tourism products would eventually improve the reputation of Qingdao winery.

Disclosure statement

The author declares no conflict of interest.

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