Specialization and wine-related leisure activities: An exploratory analysis of wine tourism as leisure

Sarah R. Becker

352-392-4643 sarahbec@ufl.edu

Department of Tourism, Recreation and Sport Management

Dr. Heather Gibson

Master of Science

May 2009

This study explores the link between participation in leisurely wine-related activities and the likelihood to travel to a wine destination for the sake of leisure. Including interviews of participants residing in Florida, this study identifies the key interests, preferences and behaviors of individuals with varying levels of involvement in wine-related activities and wine tourism. This study offers a theoretical perspective on the attitudes and behaviors of the growing wine tourism market, which contributes to both the academic body of knowledge and practical implications for wine-related destinations and venues.