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The Impact of Customer Perceived Value on Behavioral Intention in Ningxia Wine Tourism

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Abstract: Wine tourism is a separate type of tourism that combines elements of agriculture, culture, cuisine, and leisure activities like travelling and eating. Additionally, it has developed into an important component of the tourist business all over the world. Wine tourism is gaining popularity as a result of its ability to satisfy a variety of demands, such as sightseeing, self-improvement, health, and leisure activities. This is due to the fact that travellers are increasingly looking for high-quality travel experiences. Over the course of the 1990s, there has been a significant acceleration in the growth of research in this area, notably in Western nations, with Australia serving as an example. The research that Chinese academics are conducting on wine tourism are mostly qualitative in nature at the moment, and they do not include an in-depth analysis of the demand from tourists. A significant disparity between theoretical frameworks and practical requirements has emerged as a consequence of this research gap, which has therefore led to difficulties such as homogenous competition and a weakening of overall competitiveness in the wine tourism industry. Given this environment, examining the motivational structure of wine tourism and its impact on behavioral intentions bears great academic and practical value.

Keywords: Customer Perceived Value, Behavioral Intention, Ningxia, Wine Tourism

Citation: Wenwen, S., Azman, N. The Impact of Customer Perceived Value on Behavioral Intention in Ningxia Wine Tourism. Central Asian Journal of Innovations on Tourism Management and Finance 2025, 6(4), 1337-1355.

Received: 30th Jun 2025

Revised: 07th Jul 2025

Accepted: 24th Jul 2025

Published: 08th Aug 2025



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1. Introduction

Tourism constitutes a social phenomenon characterised by individuals travelling to locations distinct from their place of residence for designated objectives. This encompasses various domains, including economics, politics, culture, history, and geography (Wang & Aguilera, 2023). Wine tourism represents a specialised form of thematic tourism that emerged in the 1980s, characterised by visits to wineries as the primary focus of the experience. The concept of wine tourism can be interpreted in various ways depending on the viewpoint adopted. From the perspective of tourists, wine tourism is predominantly perceived as a thematic cultural endeavour that allows individuals to unwind by visiting wineries, engaging in the enjoyable aspects of the winemaking process, and immersing themselves in the culinary and viticultural traditions of these establishments (Alant & Bruwer, 2004). From the viewpoint of winery managers, wine tourism serves as a strategic approach for wineries to engage wine tourists by showcasing the distinctive attributes of wine style, architectural design, cultural activities, and more. This ultimately facilitates effective wine marketing and fosters the development of a loyal customer base for the

wineries. From the viewpoint of wine region administrators, wine tourism serves to facilitate wineries in organising an increased number of wine tours, thereby enabling a greater number of individuals to appreciate the unique style and characteristics of the wine region, ultimately enhancing its recognition and reputation.



Figure 1. Wine Tourism. Source: Prem Jagyasi and Team.

Simultaneously, it aids in the enhancement of the collective human heritage associated with the appellation. Irrespective of the viewpoint, a consensus emerges among numerous studies that wine tourism constitutes a form of experiential tourism (Santos et al., 2021). The relationship between tourists, wineries, and appellations exemplifies a harmonious symbiosis. The designations play a crucial role in enhancing the offerings of wineries to tourists, enabling them to experience superior service and comfort. Furthermore, these visits facilitate a more profound comprehension of both the wineries and their respective designations among tourists. The provision of high-quality services by wineries is likely to enhance tourist satisfaction, affect their behavioural intentions, and stimulate both purchase motivation and desire. This, in turn, can yield economic advantages for wineries and elevate the reputation of wine regions. This study begins with the concept of customer perceived value and primarily examines the factors that affect the behavioural intentions of tourists visiting wine wineries in Ningxia, China. It aims to offer a theoretical foundation for the robust development of wine tourism in Ningxia's wine wineries and wine-producing areas across China.



Figure 2. Wine Tourism assessment. Source: The winelab.eu.

A Chinese scholar conducted a comprehensive analysis of the evolution of global wine tourism in 2018, positing that the origins of wine tourism can be traced to the Ancient Greece and Rome periods, with Becker being the first to reference wine tourism in his dissertation in 1984 (Lei et al., 2018). Wine tourism emerged at an early stage within the historical context of Old World wine-producing nations. In Germany, a wine route known as the "Wine Road" was established during the 1930s. The route commences at the Deutsches Weintor in Schweigen-Rechtenbach and extends northward through the Pfalz region, culminating at the Haus der Deutschen Weinstraße in Bockenheim, covering a distance of approximately 85 kilometres. In 1937, the Route des Grands Crus de Bourgogne in France was established (Jacquet & Laferté, 2013). In 1953, the Alsace Wine Route was inaugurated in Alsace, France, spanning a total of 170 kilometres (Boulanger, S., 2022). Napa Valley, renowned as a prominent wine region in the United States, initiated its wine tourism endeavours in 1975 (Bibicioiu & Crețu, 2013). In 1993, Italy initiated the inaugural Cantine Aperte event (Colombini, 2015).



Figure 3. Wine wineries in Ningxia, China.

In 1998, Australia convened its inaugural conference dedicated to the exploration of wine tourism. Since 1990, the field of research focussing on wine tourism has experienced significant growth. Prior to 2000, the majority of research conducted by scholars such as Gilbert, Hall, and Getz was characterised by its applied and practical focus, encompassing investigations into the concept of wine tourism, the profiles of wine tourists, and the characteristics of wine tourism destinations (Carlsen, 2004). Since that time, investigations within the domain of wine tourism have exhibited a notable expansion in diversity. Numerous investigations have been conducted regarding wine tourism routes (Vargas et al. 2008), the behaviour of wine tourists (Forbes et al. 2009), the interplay between wine products and tourism (Carmichael 2005), as well as focused studies on particular wine regions (Sparks 2007). The past decade has witnessed a significant increase in the popularity of wine tourism, establishing it as a highly desirable travel experience for numerous individuals. Emerging wine regions in the New World have recently gained prominence.

Regions including Napa Valley in the United States, Marlborough in New Zealand, Central Valley in Chile, and Mendoza in Argentina have emerged as significant contributors to the global wine tourism sector. The significance of wineries and vineyards in wine tourism remains paramount; however, the allure of this sector is rooted in its distinctive combination of cultural engagement, gastronomic experiences, and the appreciation of wine (Bruwer, 2018). In light of escalating environmental concerns, there is a notable increase in the focus on sustainability and development initiatives within the wine tourism sector. Trigo and Silva (2022) conducted a comprehensive analysis and investigation into the interplay between wine tourism and sustainable development within the Douro Wine Region appellation in Portugal. These methodologies not only mitigate environmental impact but also appeal to environmentally aware travellers.

With the ongoing evolution of wine tourism, it is imperative that future investigations prioritise its enduring sustainability (Lamoureux et al., 2022) and examine its contribution to economic development and cultural interactions between wine regions and visitors (Selketty et al., 2022).

The origins of Chinese wine can be traced to the late 19th century. In 1892, the patriot Zhang Bishi introduced grape varieties from Bordeaux and other regions of France, initiating the vinification and promotion of wine, thereby laying the groundwork for the industrialisation of wine production in China. Nonetheless, the wine industry in China has remained in a comparatively underdeveloped condition, influenced by various factors including winemaking technology and the prevailing market environment. Following the Reform and Opening-up in the 1970s, the wine industry has experienced various fluctuations and has progressively evolved in a stable manner. Following China's entry into the WTO in 2003, there has been a notable expansion in the demand for the wine market, leading both imported and domestic wine sectors to enter a phase of rapid development (Li, H., Li, J., & Yang, H., 2009).

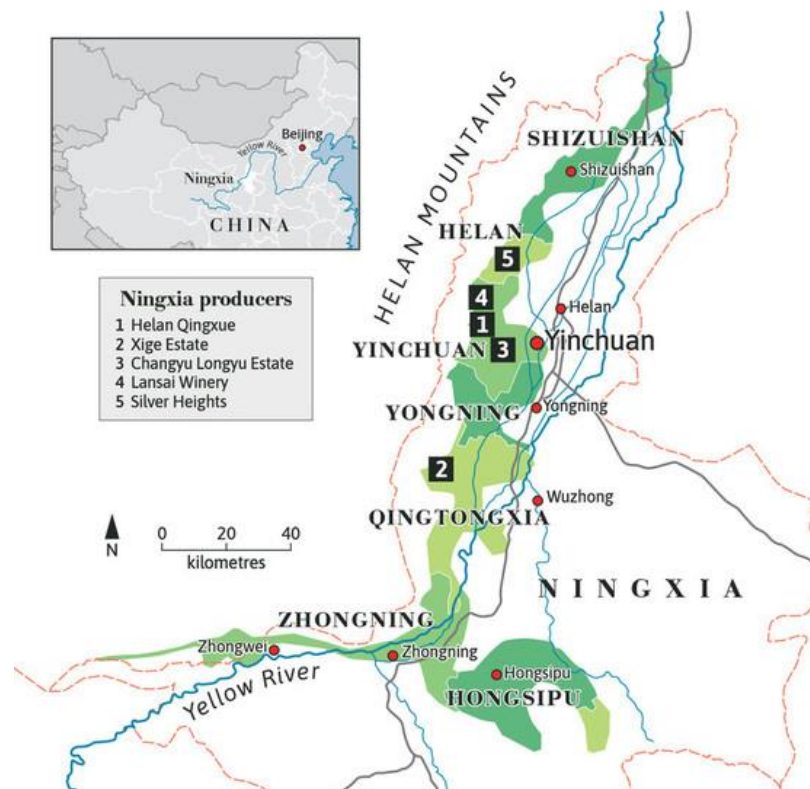


Figure 4. Map of Ningxia. Credit: JP Map Graphics Ltd.

Between 2007 and 2012, there was a consistent annual increase in wine consumption in China, culminating in a total of 18 million hectoliters consumed in 2012, marking the peak consumption level observed over the past decade. From 2013 to 2018, wine consumption stabilised, followed by a consistent decline in subsequent years. In 2022, approximately 8.8 million hectoliters of wine were consumed, reflecting a 16% decrease compared to 2021 (The International Organisation of Vine and Wine, 2022). Despite a gradual decline in wine consumption in China, there is a notable increase in consumer demand for higher quality wine. The recognition of the quality of Chinese wines is growing among both domestic and international consumers. In recent decades, the Chinese wine market has experienced fluctuations, and currently, as the sixth-largest producer and eighth-largest consumer of wine globally, China's wine industry has

established itself as a significant player in the international landscape of wine production and consumption. The interplay between wine and tourism exhibits a mutually beneficial dynamic. Wine regions have the potential to draw tourists, subsequently serving as a revenue source for the wine producers within the region (Santos et al., 2021). The expanding wine industry has consequently fostered the emergence of wine tourism, allowing visitors to engage in a sensory exploration of the vineyards, cellars, and cultural heritage within China's flourishing wine regions.

The Eastern Foothills of the Helan Mountains in Ningxia are situated between the alluvial plain of the Yellow River and the alluvial fan of the Helan Mountains in Ningxia, China, characterised by the imposing Helan Mountains to the west and the upper reaches of the Yellow River to the east. The area is referred to as "The Bordeaux of China" and stands as one of the three principal geographical attractions in the country (Wang & Lin, 2018).

The wine industry and tourism in the eastern foothills of the Helan Mountains constitute significant sectors that contribute to the economic landscape of Ningxia. The wine industry is built on a solid foundation and is supported by abundant resources. Nevertheless, the integration of the wine tourism industry remains inadequate, and there is a notable deficiency in developmental momentum. The excavation and extension of the cultural connotation of wine tourism remain inadequate, alongside a notable deficiency in professional wine tourism service personnel and a lack of specialised talent. The organisation of wine-related activities tends to be homogenised, with insufficient product and market development capabilities within the wine tourism sector. Furthermore, the existing infrastructure is imperfect, lacking core attractions and failing to integrate effectively with surrounding tourism resources (Zhang & Wei, 2021). There is also a pressing need for modernisation and technological advancements, as most wineries lack a presence on social media and offer limited channels for booking visits. The aforementioned deficiencies contribute to negative experiences for tourists, diminish overall satisfaction, and influence their future behavioural intentions. Scholarly attention has been directed towards customer perceived value for an extended period, particularly within the context of the tourism sector, where tourist satisfaction has emerged as a critical component of effective tourism management (Stathopoulou & Balabanis, 2019). The quality of wines produced in Ningxia has attained an international standard, garnering numerous accolades on the global stage. Despite the significant efforts made by the Ningxia Wine Bureau to enhance the visibility of these wines, including the organisation of three China (Ningxia) International Wine Culture and Tourism Expositions, the promotion of wine tourism remains relatively limited (Duan & Ma 2019).

The tourism industry represents a unique sector. A tourism product is conceptualised through the lens of the tourist, embodying the satisfaction attained from the realisation of their travel ambitions. The acquisition and utilisation of a tourism product facilitate the attainment of psychological and emotional satisfaction for tourists. Instead of concentrating on a singular destination, shopping experience, or event, tourists view the tourism product as a comprehensive experience that includes all facets of their journey. The examination of tourism involves a multifaceted array of academic fields. The topic of tourism presents a multifaceted nature, characterised by a heterogeneous array of components (Benckendorff & Zehrer, 2013; Laws & Scott, 2015; Duan, 2019). The existing body of research on tourism exhibits a notable deficiency in coherence and consistency, lacking a unified language or theoretical framework (McKercher, 2016). In a comparable manner, the wine tourism sector in China is encountering these obstacles as well. Moreover, there exists a deficiency in the exploration of product supply and the experiences of wine tourists within the context of China (Wei, 2015). Considering the extensive territory of China and the varied nature of its geography, culture, and economic circumstances, the diversity in the design of wine tourism products is notably constrained.

The majority of research pertaining to customer value perception and customer satisfaction is primarily undertaken at the regional level.

Behavioural intention denotes the anticipated or planned behavioural inclinations that individuals demonstrate towards particular objects, products, or destinations. This theoretical construct serves as a crucial framework for forecasting actual behaviour and possesses substantial academic and practical significance within the domains of tourism, marketing, and consumer behaviour research. The primary emphasis of research on behavioural intention is to thoroughly comprehend and precisely forecast the probability of individuals partaking in particular behaviours. This process is shaped by a blend of internal elements, including personal preferences and cognitive capacities, as well as external influences, such as social contexts and cultural backgrounds. Consumers' perceptions regarding the functional value of products, the impact of social influence, the quality-of-service experiences, emotional connections, and cultural identity play a crucial role in shaping and articulating their behavioural intentions. Nonetheless, the inherently subjective characteristics of human behavioural intentions, coupled with the possible divergences between expressed intentions and actual behaviours, present significant challenges in the accurate measurement of behavioural intentions within research contexts. Moreover, behavioural intentions can display considerable differences across various contexts, and this context-specific variability adds to the intricacy of research outcomes and the challenges associated with generalising findings, thus necessitating enhanced scientific rigor and methodological accuracy in research methodologies.

The research conducted by Ma2020 on the various dimensions of the wine tourism experience, drawing from the perceptions of prospective tourists in China's wealthiest area, the three peripheries of the Yangtze River, indicates that wine tourism has emerged as a crucial element of the real industry in China, characterised by substantial potential demand that calls for a theoretical research response. Furthermore, he asserts that China is an extensive nation, and that the cultural backgrounds of tourists from different regions differ significantly. Therefore, it is recommended that a more extensive sample be utilised for future comparative analyses. The economic capacity of tourists originating from different geographical areas exhibits significant variation. As a result, the attractiveness and influence of wine tourism destinations can be enhanced through the strengthening of wine tourism product development, the creation of an ecological network of wine-related experiential offerings, and the clarification of the unique characteristics of wine tourism (Lei & Tao, 2023). Furthermore, various studies have suggested that subsequent research ought to focus on exploring the impact of wine tourism experiences on social behaviours following consumption (Gómez-Carmona et al., 2023). Cao Jingjing's 2023 study examines the behavioural intentions of tourists engaged in wine tourism in Ningxia. The findings indicate that tourists' perceived value of wine tourism serves as a significant predictor of their satisfaction. Furthermore, the level of satisfaction derived from the wine tourism experience significantly influences tourists' behavioural intentions. In summary, the wine tourism sector has garnered significant scholarly attention regarding tourists' perceived value, customer satisfaction, and behavioural intentions (Baker and Crompton, 2000; Brady et al., 2005; Casaló et al., 2010; Chen and Tsai, 2007). The research conducted by Kim and Bonn (2016) suggests that subsequent investigations ought to delve deeper into the interplay between wine brand loyalty, perceived value, emotional responses, satisfaction, and the three dimensions of authenticity concerning behavioural intention.

In their 2017 study, Basaran and Aksoy highlighted the scarcity of empirical evidence examining the relationship between perceived value and behavioural intention from a multidimensional perspective. They emphasised the necessity for diverse studies across various industries and samples to enhance the understanding of the concept of perceived value (Basaran & Aksoy, 2017). Zhang and Lee (2022) examined the influence of co-creation experience on tourists' behavioural intentions within the context of wine tourism, focussing on Chateau Changyu Rena in Shaanxi, China. They propose that subsequent

research on co-creation experiences could be expanded to include additional wineries. Self-identification in wine tourism is a subject worthy of investigation (Zhang & Lee, 2022). In 2023, Lei & Tao examined the development of wine tourism resources and tourists' perceptions in China, highlighting that wine tourists continue to exhibit a deficiency in spending power. Variations exist in the willingness of tourists to pay for wine products. Future research objectives may also concentrate on the advancement of tourism products. (Lei & Tao, 2023)

The intention to behave is a significant predictive factor in consumer purchasing choices, and its intensity has a direct impact on the market success of a product or location. Should consumers demonstrate a diminished behavioural intention towards a specific wine product or destination, characterised by a lack of intent to revisit or recommend, this could result in a notable decrease in sales revenue. Using Ningxia wine tourism as a case study, it can be observed that if tourists express dissatisfaction with their travel experiences, their propensity to purchase wine may decrease, consequently exerting a direct negative influence on sales. Moreover, the decline in behavioural intention may exacerbate these adverse effects via word-of-mouth communication. Consumers who experience dissatisfaction are inclined to disseminate unfavourable reviews through social media or interpersonal communication. This behaviour not only leads to a decline in potential clientele but may also contribute to a further diminishment of market share.

The perceived value of wine products and tourism experiences among consumers is a fundamental factor influencing their satisfaction, while customer satisfaction plays a crucial role in fostering long-term value within the wine industry. Elevated levels of satisfaction significantly contribute to the likelihood of repeat purchases, favourable recommendations, and strengthened brand loyalty, ultimately augmenting the overall value within the industry. On the other hand, diminished satisfaction can result in consumer loss, undermine industry competitiveness, and ultimately lead to a decrease in market share. Consequently, a thorough investigation into the interplay between behavioural intention and perceived value is of considerable theoretical and practical significance for enhancing consumer satisfaction, maintaining market share, and fostering sustainable development within the industry.

The intention of tourists to revisit in the context of wine tourism represents a pivotal element that affects the stability of the market. A high revisit rate indicates a stable consumer base and sustainable revenue streams, while also mitigating market demand fluctuations, thus establishing a robust foundation for the industry's sustainable development. In contrast, a diminished revisit rate could introduce ambiguity in market demand, adversely affecting the long-term stability and growth prospects of the industry. Furthermore, the intention of consumers to recommend plays a pivotal role in facilitating market growth. The reluctance of tourists to endorse Ningxia wine or tourism experiences to others could significantly hinder the organic growth potential of the market, consequently jeopardising the industry's long-term value.

Through comprehensive investigation into behavioural intentions and perceived value, one can effectively discern the principal elements contributing to reductions in sales revenue or market share, thereby offering a robust foundation for wine enterprises to develop focused enhancement strategies. A comprehensive examination of the interplay between consumer satisfaction and behavioural intentions can facilitate the optimisation of product design, the enhancement of service experiences, and the refinement of marketing strategies, ultimately bolstering the competitiveness of Ningxia wine in both domestic and international arenas. Moreover, the research outcomes may provide a theoretical foundation for the development of policies by governmental bodies and corporate entities. Strategies including enhancing the quality of tourism services, fortifying brand development, and refining industrial chain configurations can effectively tackle

issues associated with decreasing sales and diminishing market value, thereby fostering the sustainable advancement of the wine sector.

This research examines four fundamental aspects concerning behavioural intentions: firstly, the propensity of tourists to purchase Ningxia wines; secondly, the intention of tourists to revisit; thirdly, the loyalty of tourists to brands; and fourthly, the intention of tourists to engage in word-of-mouth communication. Building on this foundation, the study further explores the multidimensional impact mechanisms of customer perceived value on tourists' behavioral intentions, aiming to comprehensively reveal the key driving factors of behavioral intentions and their profound implications for the sustainable development of wine tourism.

2. Materials and Methods

This chapter begins with an interpretation of the current literature surrounding the wine tourism industry, concentrating on the most prominent issue in wine tourism research over the last five years: the influence of various dimensions of perceived value on tourist satisfaction and behavioural intentions during wine tourism experiences. We will conduct a thorough investigation into this matter. The study delineates the constructs of customers' perceived value, encompassing functional value, service value, emotional value, customer satisfaction, and behavioural intention within the context of wine tourism in Ningxia, China. The integration of scientific theories with empirical studies concerning wine tourism and its historical context allows for the identification of the relationship between various dimensions and behavioural intention. This analysis aims to elucidate the nature of the behavioural intentions that influence tourists during wine tourism experiences, while also uncovering gaps in the existing literature, thereby justifying the primary objective of this research. This study aims to identify the dimensions of perceived value that significantly influence the behavioural intentions related to Ningxia wine tourism. The analysis is based on questionnaire data, considering the unique characteristics of the Ningxia wine-producing regions in China. In conclusion, a summary of the chapter will follow.

This section critically examines the concepts and theories pertinent to the wine tourism sector. The focus is directed towards an examination of research that encompasses the perceived value of tourists, their satisfaction levels, and their intended behaviours. This section will explore the terminology, concepts, and theoretical frameworks associated with customer perceived value, customer satisfaction, and customer behavioural intention as articulated across diverse academic disciplines, including consumption, tourism, and marketing. This study will also examine the practical applications of these concepts. The forthcoming discourse will centre around the research conducted by Oliver et al. (2014).

As societal advancement continues and consumption patterns evolve, individuals are progressively striving to elevate their quality of life. This phenomenon has resulted in the development and swift expansion of a marketing framework that integrates winemaking with tourism and leisure activities. Engaging with the wine culture allows tourists to immerse themselves in the natural beauty of vineyards, gardens, and landscapes, while also observing the practices of natural farming. This experience can serve as a means to alleviate stress and foster relaxation. A unified and standardised definition of wine tourism remains elusive, with no consensus among scholars and practitioners in the field. Most definitions combine the motivations of tourists for travel with their experiences. Getz (2000) provides a definition of wine tourism as "the visit and experience of tourists to wineries and wine-producing areas." This concept signifies an innovative strategy for destination development and marketing, presenting an effective means for promoting wine sales. Templer (1998) asserts that wine tourism destinations consist of a threefold industry framework, integrating agriculture, industry, and services. This research employs a consumer-focused methodology, examining the relationship

among wine tourists' attitudes, perceived value, satisfaction, and subsequent behavioural intentions. This study provides valuable insights for wine wineries, facilitating the design of wine tourism products and routes, while also mapping the development trajectory of wine regions.

Theobald (1994) posited an etymological derivation of the term "Tour" from two Latin roots: "tornare" and "tornos." This hypothesis suggests that the former signifies "turning" or "circle," while the latter indicates a "lathe" or "circle; movement around a central point or axis." This interpretation has subsequently transformed into the contemporary English concept of "order." The suffix -ism is characterised as "an action or process; and a specific behaviour or characteristic," whereas the suffix -ist denotes "a person engaged in a particular activity." The root "tour," in conjunction with the suffixes -ism and -ist, encapsulates the notion of movement along a circular trajectory. Consequently, tourism can be characterised as a reciprocal journey, signifying an activity that entails departing from and subsequently returning to the initial point of origin. The individual who successfully undertakes the journey is subsequently referred to as a tourist.

Travelling represents an endeavour that integrates the exploration and valuation of aesthetic experiences, alongside the generation of such experiences. This intricate social behaviour encompasses various aspects of daily life, including food, accommodation, transportation, sightseeing, shopping, and entertainment.

Wine tourism represents a concept that has emerged in recent times. In the last twenty years, the development of wine tourism services has increasingly centred on the notion of "slow tourism," emphasising the significance of visitors' interpersonal, environmental, and culinary experiences. Wine tourism encompasses a multifaceted exploration of wineries, where one can appreciate the natural landscape, delve into the intricacies of wine culture, and engage in activities such as tasting grapes directly from the barrel. Visitors have the opportunity to savour local culinary delights, gain insights into the viticultural cycle and cultivation techniques, and engage in discussions regarding the winemaking process with industry professionals. Additionally, wine tourism includes purchasing wine, picnicking amidst the vineyards, learning traditional ploughing methods on horseback, experiencing aerial views of Portugal via hot air balloon, and participating in organised art exhibitions, concerts, and events, all while immersing oneself in the vibrant wine industry experience. In Portugal, various art exhibitions, concerts, and performances are systematically organised. In the Rioja region of Spain and Australia's Hunter Valley, one can experience a hot air balloon ride that offers a unique perspective over the vineyards. Notably, in 2022, to commemorate the 130th anniversary of the Zhangyu Wine Company in China, a significant event was held featuring vineyard concerts, which included a performance by the renowned violinist Lv Siqing. Beyond its notable cultural openness, wine tourism exhibits a robust industry synergy encompassing restaurants, hotels, upscale spas, and tailored services that embody luxury, comfort, and sophistication in every intricate detail. The interface effectively fulfils individuals' intellectual engagement and aspirations regarding wine culture, while also offering diverse tourism experiences and services.

The geographical characteristics of wine tourism exhibit considerable strength, as the entirety of the tourist experience unfolds within wine regions. Consequently, factors such as natural landscape conditions, transportation accessibility, and the cultural context of these regions significantly impact consumers' decision-making processes and their associated wine tourism experiences (Lin & Zhou, 2009). The interplay between wineries and adjacent scenic attractions significantly shapes the character and vitality index of the wine region (Brás & Cost, 2010). It is imperative for wine regions to enhance their tourism infrastructure, including public transport systems, as well as to improve hospitality services. Wineries ought to collaborate effectively with the renowned attractions of the region (Gu Qiushi & Ye Haobin, 2022).

Wine tourists seek an experience that transcends mere "visit and taste" interactions; they desire enhanced visual, tactile, and sensory engagement with wine. Furthermore, they are in pursuit of a distinctive and opulent experience encompassing accommodations, gourmet dining, leisure activities, and opportunities for wine and souvenir acquisitions. Consequently, to enhance visitor attraction and bolster customer loyalty, it is imperative for winery proprietors to conceptualise and implement tailored wine tourism services that cater specifically to the needs of wine tourists. Consequently, the researchers investigate the perceived value, satisfaction, and behavioural intentions of customers.

Who precisely constitutes the audience for wine tourism? Spark (2007) identified the absence of a definitive characterisation of wine tourists, noting that various categories of wine tourists possess distinct interests in wine. Furthermore, the frequency of visits to a winery by a wine tourist is positively associated with their level of interest in wine. Getz (2000) posited that individuals who engage in wine tourism are characterised by their visits to wineries or involvement in wine-centric experiences.

Tassiopoulos et al. (2004) contend that a limited proportion of wineries possess an understanding of their visitor demographics. The majority of wineries have concentrated their efforts on winemaking methodologies and viticultural practices, with minimal scholarly inquiry conducted into the behaviours and preferences of winery visitors and wine tourists. Following a survey of winery employees, Mills, Pitt, and Sattari (2012) classified wine tourists into three distinct categories: wine enthusiasts, tourists with an interest in wine, and those who are drawn to both wine and food. Additionally, the research conducted by Kruger, Rootenberg, and Ellis (2013) revealed that the knowledge and experience of winery tourists regarding wine, along with their attitudes towards wine, food, and entertainment, as well as their educational backgrounds, exhibited considerable variation. The researchers endeavoured to categorise winery tourists into four distinct groups: wine enthusiasts, wine connoisseurs, individuals with a general interest in wine, and novices who are just starting to explore the world of wine.

The concept of behavioural intention serves as a fundamental element in the prediction and explanation of individual behaviour. Its roots can be traced to the study of attitudes within the realm of social psychology, particularly focussing on the subjective anticipation of an individual's future behavioural inclinations. As research advanced, the notion of behavioural intention was progressively integrated into the marketing domain, where researchers identified that when consumers' satisfaction with a product or service aligns with or surpasses their expectations, favourable behavioural intentions are established. Engel, Kollat, and Blackwell (1968) introduced the EBK model, which offers a comprehensive theoretical framework for elucidating the psychological and behavioural mechanisms that drive consumer decision-making processes. Following this, the notion of behavioural intention has been extensively utilised in tourism studies to examine and elucidate the determinants of tourist behaviour. Gao Jun (2015) asserts that behavioural intention represents the psychological predisposition developed by tourists as a result of their objective understanding and emotional assessment of a destination. Liu Mei'e et al. (2023) build upon the Theory of Planned Behaviour, elucidating that behavioural intention denotes an individual's inclination and intensity to partake in a particular behaviour, where more favourable attitudes are indicative of stronger behavioural intentions. This theoretical framework offers substantial scholarly backing for comprehending tourist behaviour and uncovers the fundamental relationships among attitudes, cognition, and behavioural intention.

Petrick et al. (2001) conducted an investigation into the determinants of revisit intentions among leisure vacationers, revealing that both satisfaction (Barsky, 1992) and perceived value (Jayanti & Ghosh, 1996) serve as effective predictors of leisure travellers' intentions to revisit recreational destinations. Nonetheless, the findings indicated that previous behaviour was identified as the most significant predictor of leisure travellers'

intentions to revisit. Wine tourism, as a distinct category of leisure tourism, has the potential to gain considerable advantages by pinpointing the critical factors that most accurately forecast visitors' intentions to return. This comprehension is especially beneficial for destination marketers as they develop focused marketing strategies tailored to wine tourism experiences.

Bruwer and Alant (2009) discovered that within the realm of wine tourism, the motivations of wine tourists are influenced by personal interest, enjoyment, and the pursuit of novelty. Their perceived value includes elements such as acquiring knowledge about wine, recognising the aesthetic qualities of winery architecture and wine quality, the ease of regional transportation and lodging, as well as the inclination to engage with other wine aficionados. In contrast to intrinsic motivations, the perceived value of tourists may play a more substantial role in enhancing their satisfaction with wine tourism experiences (Duan et al., 2020; Madeira et al., 2019; Sparks, 2007; Wu & Liang, 2021).

Fernandes and Cruz (2016) contend that wineries ought to cultivate pleasurable experiences to improve visitor satisfaction, consequently elevating their behavioural intentions. Zhan Xiaohai and Shi Xiaolin (2024) conducted a comprehensive analysis of the critical elements affecting the experiences of wine tourists in the Ningxia wine region, considering both supply and demand perspectives. The findings of the study indicate that the local transport infrastructure, tourism service facilities, accommodation and dining options, along with nearby attractions and festivals, play a crucial role in shaping the behavioural intentions of wine tourists.

Pandža Bajs (2015) conducted an analysis of tourism in Dubrovnik, Croatia, revealing that perceived value significantly influences future behavioural intentions and overall satisfaction. The findings of their research indicated that perceived value had a substantial impact on future behaviour, while the correlation between satisfaction and behavioural intentions did not reach statistical significance. The findings indicate that destination management organisations ought to explore the perceived value and its various dimensions for distinct destinations in order to pinpoint particular elements of tourism offerings that necessitate enhancement or alteration.

In a pertinent investigation, Chen and Amponstira (2020) examined the behavioural intentions of tourists residing in guesthouses within Lijiang Ancient Town. The findings demonstrated notable correlations between tourists' behavioural intentions and various dimensions of value, encompassing Functional Value (FV), Service Value (SV), Emotional Value (EV), Social Value (SoV), and Cultural Cognitive Value (CCV). The findings indicate that the behavioural intentions of these tourists are consistent with those of individuals participating in various forms of tourism activities.

Aksoy and Basaran (2017) investigated the correlation between perceived value and behavioural intentions within the intercity passenger transport sector, revealing that functional value, social value, and emotional value significantly influenced repurchase intentions and word-of-mouth recommendations. Nonetheless, the findings of their research indicated an absence of conceptual coherence concerning the dimensions of perceived value in various contexts.

Aksoy and Basaran underscored the imperative for additional research spanning various industries and sample populations to enhance the clarity of the conceptualisation of perceived value. Therefore, the current research examining the connection between perceived value and visitor behavioural intentions within the wine tourism industry represents a significant effort to fill the existing gap in the literature on perceived value.

This research conducts a comprehensive examination of both domestic and international literature regarding behavioural intentions, indicating that in tourism studies, tourists' behavioural intentions are predominantly regarded as outcome variables. Current research indicates that factors including travel motivation, tourism experience, perceived value, and satisfaction show both direct and indirect causal links to behavioural

intentions. With the advancement of research, the dimensions for measuring behavioural intentions have transitioned from a unidimensional perspective to a more complex multidimensional framework.

In the phase of unidimensional measurement, researchers including Zabkar (2009) and Dai Qiwen (2023) directly associated behavioural intentions with the overarching concept of tourist loyalty. In the subsequent two-dimensional measurement phase, the academic community has extensively utilised revisit intention and recommendation intention as fundamental measurement indicators. Boulding's (1993) behavioural process model of perceived service quality categorises behavioural intentions into repurchase intention and recommendation intention. Similarly, Chen Ganghua and Xi Wang (2018) examined post-visit behavioural intentions of tourists in resort areas, employing these two dimensions for measurement. Furthermore, Guo Zhengying (2019) elucidated that behavioural intentions include specific tendencies, such as revisit intention and recommendation intention, that tourists develop towards destinations after their travels.

In recent years, research on behavioural intention has progressed into a phase characterised by three-dimensional measurement. Through empirical research focused on photography tourists, Liang Yuelin and Liu Xiaohua (2023) have systematically classified behavioural intentions into three distinct dimensions: revisit intention, recommendation intention to others, and encouragement intention for others to visit. This classification signifies a significant advancement in the exploration of measurement dimensions related to behavioural intentions.

This study employs a comprehensive three-dimensional analytical framework that includes attitudinal loyalty, revisit intention, and word-of-mouth dissemination. It conducts empirical research on the behavioural intentions of wine tourism visitors in Ningxia, emphasising three key dimensions: the intention of visitors to revisit the Ningxia wine region, their willingness to continue purchasing Ningxia wines, and their likelihood of recommending the Ningxia wine region to others.

3. Results and Discussion

Wine tourism originated in the 1990s. It is widely acknowledged among researchers that wine tourism constitutes a form of experiential leisure tourism. Research on international wine tourism has been plentiful and holds practical significance; however, there is a notable deficiency in original theories, and a cohesive theoretical framework has yet to be established (Wang L, Liu JM, Li T & Gao H. 2018). Hall, Johnson, Dowling, Getz, Carmichael, and others have offered a comprehensive conceptual analysis. The essence of wine tourism is intrinsically linked to both wine and the tourists who seek it. Consequently, the body of research conducted by scholars regarding the psychology, attitudes, perceptions, and behaviours of wine tourists is extensive and well-developed. The wine tourism sector in China represents a nascent industry, currently positioned at the preliminary phase of its development (Gu & Ye 2022; Duan et al., 2018). The current body of literature primarily presents descriptive analyses and is deficient in theoretical underpinning (Liu, 2011; Xi, 2013; Zhang & Cao, 2014). The existing literature reveals a deficiency in empirical evidence regarding the development of tourism products and the experiences of wine tourists (Wei, 2015). The existing body of research on wine tourism exhibits a notable degree of fragmentation (Benckendorff & Zehrer, 2013; Laws and Scott, 2015).

Gomez et al. (2019) concluded that an examination of the current state of wine tourism over the past two decades indicates the necessity of strengthening synergies between wine production and tourism for achieving success. Charters, S., & Pettigrew, S. In 2005, it was shown that the architectural design of wineries significantly enriches the sensory engagement of visitors. The bodegas de Marqués de Riscal, located in the Rioja region of Spain, have garnered recognition as one of the top ten vineyards globally for three

consecutive years, celebrated for their remarkable architecture that draws visitors from across the globe. The Ningxia Helanshan East Foothills Wine Region in China has experienced significant growth in recent years, culminating in its recognition as a "Global Wine Tourism Destination" in 2020. Tourists perceive positive tourism experiences as enjoyable (Mano, H. 2004), and an increase in the pleasantness of the wine experience correlates with more favourable attitudes towards the destination. In their 2023 study, Gómez-Carmona et al. concluded that wine tourism experiences significantly influence consumer behaviour.

Drucker, recognised as a pioneer in modern management, articulated in his seminal 1954 work "Management Practice" that customers engage in the purchase and consumption of value rather than mere products. In 1985, Porter posited that the value generated by the enterprise for the buyer must be recognised by the buyer in order to receive a premium, thereby establishing a theoretical framework for the examination of customer-perceived value. In 1988, Zeithaml posited that customer perceived value constitutes the comprehensive assessment of a product's impact, which is derived from the interplay of perceived gains and perceived losses experienced by the customer. This notion underscores the subjective aspect of value as perceived by customers.

In 1999, Sheth et al. proposed a broader theoretical framework regarding perceived value. The authors proposed that consumer choices are influenced by a range of "value dimensions," each exerting distinct effects on consumer decisions across diverse contexts. The authors systematically outlined and analysed the impact of social value, emotional value, functional value, epistemic value, and conditional value on consumer behaviour (Sheth et al., 1991). In light of this research, Sweeney and Soutar introduced the "PERVAL" Perceived Value Scale in 2001, which serves as a tool for evaluating customers' perceptions of value (Sweeney & Soutar, 2001).

This section elucidates the evolution of viticulture and the burgeoning sector of wine tourism within the context of China. The Chinese wine market, as a prominent player in both production and consumption, exerts considerable influence on the global wine industry. Despite a decline in wine sales since 2016, as indicated by OIV statistics, DUDÍĆ, B. Mittelman (2024) suggests that the decline in wine sales will necessitate adjustments within the wine industry, prompting an increase in the development of wine tourism. Given the extensive consumer base in China, it is posited that the prospects for wine tourism are likely to be highly favourable.

It is widely acknowledged among scholars that the inception of wine production in Georgia dates back to 6000 BC. China possesses a rich and extensive history in the art of winemaking. Archaeological evidence indicates that the initial documentation of wine production in China likely emerged from the Peiligang culture during the Early Neolithic period in Jiahu, China, around 9,000 to 7,000 years ago (Liu & Wang, 2019). Nevertheless, archaeological findings and documented accounts regarding the cultivation of grapes and the process of vinification by indigenous Chinese communities remain limited and fragmented before the Han Dynasty. Grapes were introduced to Xinjiang, China, approximately 2,500 years ago, having traversed from West Asia via the Traders' Road. The introduction occurred roughly 330 years earlier than what was previously documented during the Zhangqian period (Dong, Y., Duan, S., Xia, Q., 2023). The introduction of cultivated grapes in China can be traced back to the Western Region, beginning in Xinjiang and subsequently spreading through the Hexi Corridor in Gansu to Xi'an in Shaanxi, and eventually reaching North China, Northeast China, and various other areas. The late Qing Dynasty and the early Republic of China (1644-1911) marked a significant period in the development of wine production in China. In the year 1892, Mr. Zhang Bishi founded the first modern winery in the nation, known as the Changyu Winery (Berberoglu, 2004). This signified the beginning of industrialised wine production in China. Nonetheless, the impact of warfare and disorder hindered substantial progress until the establishment of the People's Republic of China.

The reform and opening up of China in 1978 marked the beginning of a significant phase for the Chinese wine industry, which subsequently experienced a period of steady development characterised by ongoing growth and expansion across the sector. The 2024 China Wine Industry Research Report outlines the progression of China's wine industry through four key phases: the industry formation phase (1945-1977), the industry development phase (1978-1998), the rapid development phase (1999-2012), and the industry adjustment phase (2013-present). Following this, the industry has transitioned into a phase of adjustment from 2013 to the present. With the deceleration of China's economic growth, the government enacted policies including restrictions on "three public consumption" and "eight rules," leading to a significant reduction in the demand for premium wine consumption. The implementation of a zero-tariff policy, coupled with the benefits of direct sourcing from international markets, is facilitating the swift acquisition of market share by imported wines, thereby adversely affecting domestic wine producers. At the end of 2022, both domestic wine production and sales revenue are projected to show a decrease, highlighting the significant challenges that the market is presently encountering. The reduction in wine consumption can be largely explained by transformations in social lifestyles, influenced by various economic, social, and cultural dynamics. The advancement of wine tourism serves to enhance consumer engagement by providing an immersive experience of wine traditions, thereby fostering the preservation of cultural heritage associated with wine (Dudić & Mittelman, 2024).

Following the reform and opening up of New China (1978-1998), the foundational structure of the Chinese wine industry was established, leading to the initial development of the sector, which primarily concentrated on enhancing production and the cultivation of its core components. The industrialisation of Chinese wine has commenced. The notion of "industrialisation" emerged from the foundational idea of "industry". "Industrialisation" refers to the process of developing industries in a country or region. The United Nations Economic Commission defines industrialisation as the ongoing process of production, characterised by the standardisation of production methods, the integration of all stages within the production process, a high level of organisational structure in engineering, as well as the mechanisation and research and development of production and organisational integration. In the context of the wine industry, alongside these six elements, it is imperative that industrialisation encompasses both marketisation and internationalisation.

The magnitude of wine production has experienced a steady increase since 1978, with the vineyard area expanding from 32,600 hectares in 1980 to 785,000 hectares by 2022. The production capacity of wine has experienced a significant increase, rising from 77,900 tonnes in 1980 to 1.178 billion litres by 2013, followed by a decline to 143,000 tonnes in 2022 (Source: OIV). The growth of wine enterprises in China is notable, expanding from a mere seven wineries in 1949 to over 240 by the 1995 industry census. In 2011, China was home to approximately 179 wine enterprises with a production scale exceeding 10,000 tonnes. These enterprises exhibited a level of maturity in production capacity, brewing technology, and equipment, approaching the standards observed in developed wine-producing countries globally. Following the onset of the 21st century, the wine industry chain has undergone continuous enhancement. The evolution of wine producers has seen a significant shift from large-scale industrial production to the emergence of small boutique wineries. The framework of university-affiliated wine professionals is progressively being established. Following China's entry into the WTO, there was a significant emergence of imported wine agents and distributors, leading to an influx of imported wines into the Chinese market, which consequently became increasingly segmented. The popularity of wine culture is on the rise. The consumption concepts among the Chinese populace are undergoing significant enhancement, characterised by a gradual transformation in food structures and lifestyle habits, alongside a rising acceptance of European and American culinary cultures. The popularity of wine is steadily

increasing. Stable consumer groups are progressively emerging. The diversification of wine marketing is evident, with the emergence of wine tourism, wine leisure, and various cultural aspects (Lv Qingfeng, 2013).

Following millennia of evolution, the wine-producing nations of the Old World have acknowledged the significance of varietal regionalisation and the adaptation of winemaking practices in accordance with the climatic and soil characteristics of their respective producing areas. The laws and regulations are unequivocal. The development of China's wine industry commenced more than three decades following the reform and opening up initiatives. A variety of indirect approaches have been employed to identify the optimal cultivars for winemaking. Efforts were made to develop unique varieties derived from indigenous strains. The inaugural production of dry white wine in China utilised the indigenous grape variety known as "Longan". In the northeastern region of China, the cultivation of mountain grapes serves as a basis for wine production. Culture serves as a defining attribute; however, honouring nature, adhering to developmental principles, embracing the opportunity to learn from the strengths of others, and effectively integrating both Chinese and foreign cultures constitute a process of self-renewal. Following four decades of effort, the production of Chinese wines has evolved beyond mere imitation. In 2019, the China Alcoholic Drinks Association published a draft standard pertaining to the "wine appellation" in China. Wine grape varieties that exhibit unique characteristics from China, including Marselan, Cabernet Gernischt, and Petit Manseng, will receive acknowledgement.

Notable designations such as the Eastern Helan Mountain Foothills in Ningxia, Shangri-La Mountain in Yunnan, and the Penglai Coast in Shandong are garnering significant global interest. Alongside the offerings from prominent wine producers like Great Wall and Changyu, which symbolise Chinese wine and have garnered multiple international accolades, smaller boutique wineries have similarly achieved significant recognition in various international wine competitions in recent years. In a remarkable achievement, Chinese wines have established a new benchmark at the 2023 Decanter World Wine Awards (DWWA), securing an impressive total of 9 Grand Gold medals. In 2024, during the 31st Edition of the Concours Mondial de Bruxelles (CMB), wines originating from the Ningxia Appellation in China achieved remarkable recognition, securing 2 Grand Gold Medals, 39 Gold Medals, and 26 Silver Medals. The 32nd Concours Mondial de Bruxelles has been officially announced to occur alongside the 5th China (Ningxia) International Wine Culture and Tourism Expo, set to take place in Ningxia, China. Around 400 judges and 10,000 wines from over 50 countries are set to gather in Ningxia. The wine from the Eastern Helan Mountain Foothills has achieved exportation to more than 40 countries, demonstrating a gradual expansion into traditionally wine-producing nations such as France, Australia, and Switzerland.

The Ministry of Agriculture and Rural Affairs of the People's Republic of China, representing the Chinese government and facilitated by the Chinese Embassy in France, has officially submitted an application for membership to the International Organisation of Vine and Wine (OIV). It is projected that China will achieve the status of the 51st official member of the OIV during the organization's centenary conference, which is set to occur in November 2024. Notwithstanding the decade-long contraction of the Chinese wine market, it remains a landscape characterised by both challenges and opportunities. The per capita wine consumption in China is comparatively modest, suggesting considerable opportunities for expansion. Furthermore, the consumer market in China continues to exhibit the highest level of activity within Asia (Jian Sun et al., 2023). The wine industry in China represents a complex and multifaceted landscape, integrating the production of wine with grape cultivation, wine consumption, the promotion of wine culture, and the advancement of associated tourism initiatives. Given the opportunities and challenges presented by the market, wineries must adapt their strategies and enhance their understanding of customer preferences and behaviours. The expansion of wine tourism,

wine camping, and various leisure activities is poised to enhance immersive experiences for consumers, aid in the understanding of winemaking traditions, foster a deeper appreciation for wine, transform consumer interest and demand, and rejuvenate the wine industry (Dudić & Mittelman, 2024).

Wine tourism embodies the intersection of the wine sector and the tourism industry. Wine tourism research represents a specialised area within the broader domain of tourism management studies. The notion of wine tourism remains inconsistently defined within the current body of literature. Getz (2000) defines wine tourism as "The influx of tourists to wineries and wine regions represents a novel approach to the development and marketing of tourism destinations. It also presents an ideal opportunity to promote wine sales." In their 2000 study, Hall et al. characterise wine tourism as a series of wine-related experiences, encompassing wine tasting, tours of wine regions, and visits to wineries. This research is consistent with the conceptualisation of wine tourism as articulated by Che Xiaojun and Zhang Shengnan in 2013. Wine tourism constitutes an innovative dimension of experiential tourism, integrating a variety of activities focused on wine production within wine-producing areas. Such activities encompass a range of experiences, including wine cultivation and vinification, wine tasting, wine pairing, participation in wine festivals, and excursions to wineries and vineyards, allowing tourists to immerse themselves in both active engagement and cultural exploration (V. Santos et al., 2021).

The emergence of wine tourism in China has been a significant trend since the 1990s. The Changyu Wine Culture Museum, recognised as the inaugural specialised wine museum in China, was officially inaugurated in 1992. Furthermore, it represents the first professional wine museum established in China. This research has notably enhanced the development of wine tourism in China (Kong Fansong & Meng Xilong, 2021). With the onset of the 21st century, there was a notable increase in the importation of wines into China, resulting in a significant rise in the annual demand for tours of foreign wineries.

Shandong Province, recognised as the birthplace of modern Chinese wine production, initiated the Shandong Wine Culture Tourism Product Plan in 2007. The principal tourist cities of Yantai, Qingdao, and Weihai, in conjunction with the prominent wine industry clusters represented by Changyu Wine Company and COFCO Great Wall Wine Company, establish the basis for an in-depth investigation into the wine culture resources of the Shandong Peninsula. This initiative seeks to develop a wine tourism sector that is competitive on a global scale. In the year 2017, Yantai was home to 162 licensed wine enterprises, with an additional 60 wineries in the process of construction (Liu, 2021). The region attracted 1.3 million visitors, resulting in a total revenue exceeding 200 million yuan. The Penglai wine region stands out as one of the most vibrant and prominent areas in China, hosting a total of 56 wine enterprises. A total of 33 wineries are featured (CUI Yun, 2020).

The unique natural conditions of the Eastern Foothills of Helan Mountains have played a significant role in establishing its reputation as the leading wine-producing region in China. The Ningxia government initiated the "Tourism Plan of the Eastern Foothills of Helan Mountains Wine Culture Corridor" in 2011, followed by the issuance of the "Regulations on the Protection of the Eastern Foothills of Helan Mountains Wine Appellation in Ningxia" in 2013. The documents offer significant policy backing for the advancement of wine tourism in the Eastern Foothills of the Helan Mountains within the Ningxia region. The Eastern Foothills of Helan Mountains Wine Appellation in Ningxia has introduced a concept for the cluster development of wine culture and tourism, leveraging insights from the European wine industry. The initiative encompasses the development of specialised wine boutique study tours, the introduction of high-speed rail chartered trains aimed at winery tourism, the organisation of the World Wine Tourism Forum, and the facilitation of winery observation and experiential learning opportunities. Furthermore, it has effectively created a cultural and tourism platform centred around the theme of wine. As of the end of 2021, there were 58 wineries established in the specified

wine production area located at the eastern base of the Helan Mountains' Eastern Foothills. The annual participation in wine tourism has reached 450,000 individuals, while the overall output value of the wine industry has attained 20.6 billion yuan. Additionally, beginning in 2016, Ningxia implemented the Bordeaux 1855 classification system as a framework for the classification and management of wineries in the Eastern Foothills of the Helan Mountains. The cumulative count of classified wineries within this region has now attained a total of 36. The boutique wineries are recognised as important tourist destinations in the region (Fountain et al., 2020). Wineries cultivate their tourism offerings chiefly by organising wine exhibitions, hosting winemaker dinners, and conducting open days (Hao et al., 2016). The architectural styles of wineries in the Eastern Foothills of Helan Mountains appellation exhibit a rich diversity, incorporating elements from Chinese, Muslim, and French traditions (JB, 2015). A wine route is presently under development in Ningxia, featuring a visitor centre and road signage, akin to the established "Wine Route" in Bordeaux and Burgundy (Fan, 2018). The Ningxia International Wine Museum, situated in the Eastern Foothills of the Helan Mountains, commenced operations in 2018. In October 2020, the Eastern Foothills of Helan Mountains in Ningxia was recognised as one of the world's top ten most promising wine tourism regions, highlighting the area's rich and dynamic wine culture. The inaugural phase of Turandot Wine Town, which encompasses ecological nourishment, tourism, and cultural heritage, commenced in 2023 as a pilot operation. The advancement of wine tourism in the Eastern Foothills of Helan Mountain in Ningxia is unfolding swiftly, with the overall sector exhibiting positive growth and adherence to established standards (ZHANG Hongmei, Song Li & SHEN Yang, 2014).

Xinjiang, located in the northwestern region of China, is recognised as a significant origin of Chinese winemaking. The advantageous natural attributes of the region, coupled with its unique Western cultural legacy, provide a robust basis for advancing wine tourism initiatives. The four primary wine-producing regions of Xinjiang have cultivated unique methodologies in the realm of tourism development. The Turpan-Hami Basin is presently concentrating on the advancement of a model that integrates winery operations with tourism initiatives. The Yili Valley is actively involved in the development of wineries and the promotion of winery tourism, underpinned by the production of premium wines. The Yanqi Basin has developed a wine industry cluster focused on Hoxud. The North Foothill of the Tianshan Mountain has garnered considerable investment from major wine production enterprises, establishing it as the principal wine production region in China. Various production regions have concentrated on Aksu Prefecture, merging Muqam culture with the historical and cultural aspects of wine, thereby cultivating a unique sector for wine culture tourism (Kong Fansong & Meng Xilong, 2021).

Despite its relatively recent emergence, the wine tourism sector in China exhibits significant potential for growth and advancement. The data published by Zhongyan Puhua Industry Research Institute in May 2020 indicates that the market size of China's wine tourism industry reached approximately 10.31 billion yuan in 2019, with a net interest rate of around 9.32%. This reflects a robust profitability and significant development potential (Kong Fansong, & Meng Xilong, 2021). Amid the evolving landscape of mass consumption, it is imperative to enhance the investigation into tourists' behavioural intentions. This entails the development of a diverse array of wine culture tourism products tailored to tourist behaviour, thereby broadening the developmental scope of the wine tourism industry.

4. Conclusion

Wine tourism has evolved significantly since its emergence in the 1990s, recognized as a form of experiential leisure tourism that integrates wine production, cultural heritage, and destination marketing. While international research on wine tourism is extensive, it remains fragmented, lacking a cohesive theoretical framework. China's wine tourism industry, though still in its early stages, has demonstrated rapid growth, particularly in

regions such as Ningxia, Shandong, and Xinjiang, where government policies, cultural integration, and global recognition have spurred development. The Eastern Foothills of Helan Mountains, in particular, exemplify successful cluster-based wine tourism, drawing inspiration from global models while fostering local innovation. Despite challenges such as market contraction and competition from imported wines, China's wine tourism sector holds immense potential due to its vast consumer base, increasing cultural appreciation of wine, and strategic industry adaptations. The integration of wine tourism with leisure, education, and heritage experiences presents opportunities to revitalize the domestic wine industry while enhancing global competitiveness. Future research should focus on developing original theoretical frameworks, exploring tourist behavior, and refining product development strategies to sustain growth. As China continues to position itself within the global wine tourism landscape, collaborative efforts between policymakers, industry stakeholders, and researchers will be crucial in shaping a vibrant and sustainable future for this dynamic sector.

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