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Motivation, perception, satisfaction and commitment in wine tourism: psychometric validation of a scale on the Montilla-Moriles Wine Route

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Abstract: Wine tourism has become a strategic tool for revitalising rural economies and promoting wine-producing regions, although significant gaps remain in the measurement of factors influencing visitor behaviour. The aim of this study was to validate a scale applied to the Montilla-Moriles Wine Route, a distinctive wine tourism destination in southern Spain, in order to analyse motivation, satisfaction, perception and loyalty. A quantitative cross-sectional design was employed, using a survey of 658 wine tourists. Through exploratory factor analysis, confirmatory factor analysis and structural equation modelling, a final solution comprising 14 items grouped into four dimensions was obtained, demonstrating satisfactory levels of reliability and validity. The results revealed positive assessments of the tourism experience, highlighting the influence of service quality and environmental perception on loyalty, as well as the effect of gastronomy and the wine-tasting experience on satisfaction. The validated scale provides a management tool for destination planning and a transferable framework for future research on wine tourism in rural regions.

Keywords: Wine tourism; wine route; psychometrics; motivation; Spain

Motivación, percepción, satisfacción y adhesión en el enoturismo: validación psicométrica de una escala en la Ruta del Vino Montilla-Moriles

Resumen: El enoturismo se ha convertido en una herramienta estratégica para revitalizar las economías rurales y promover las regiones vitivinícolas, aunque siguen existiendo importantes lagunas en la medición de los factores que influyen en el comportamiento de los visitantes. El objetivo de este estudio fue validar una escala aplicada a la Ruta del Vino de Montilla-Moriles, un destino enoturístico singular en el sur de España, con el fin de analizar la motivación, la satisfacción, la percepción y la fidelidad. Se empleó un diseño cuantitativo transversal mediante una encuesta a 658 enoturistas. A través de un análisis factorial exploratorio, un análisis factorial confirmatorio y un modelo de ecuaciones estructurales, se obtuvo una solución final de 14 ítems agrupados en cuatro dimensiones, con niveles satisfactorios de fiabilidad y validez. Los resultados revelaron valoraciones positivas de la experiencia turística, destacando la influencia de la calidad del servicio y la percepción del entorno sobre la fidelidad, así como el efecto de la gastronomía y la experiencia de cata en la satisfacción. La escala validada constituye una herramienta de gestión para la planificación de destinos y un marco transferible para futuras investigaciones sobre el enoturismo en regiones rurales.

Palabras Clave: Enoturismo; ruta del vino; psicometría; motivación; Español

1. INTRODUCTION

Tourists, particularly in the wake of the Covid-19 pandemic, are increasingly seeking experiences that are not overcrowded (Richard, 2021), authentic, memorable and emotionally engaging, which compels destinations to adapt their offerings through innovation, flexibility and more robust differentiation strategies (Novakivskyi et al., 2024). This process of adapting to the new situation has spurred the emergence of numerous types of tourism. Recent classifications identify more than two hundred forms of tourism, grouped into broad categories such as leisure tourism, nature-based tourism, business tourism, health tourism, event tourism and cultural or heritage tourism (Zhang et al., 2023). Among these forms, wine tourism has attracted considerable academic and managerial attention due to its ability to integrate rural development, gastronomy, heritage and sensory experiences into a single tourism product.

Wine tourism can be defined as the relationship between tourism and wine culture through visits to vineyards, wineries and wine-producing regions. Visitors are typically motivated by wine tasting, local cuisine, enjoying the landscape and an interest in regional traditions. Consequently, wine tourism combines recreational, cultural and sensory dimensions, whilst acting as a tool for socio-economic diversification in rural wine-producing regions (Eusébio et al., 2023). Previous key studies have already conceptualised wine tourism as a multidimensional phenomenon that integrates vineyards, wineries, regional culture, gastronomy and landscape resources into a single experiential system (Hall et al., 2000).

In Spain, wine tourism has gradually established itself as an increasingly important form of tourism, positioning itself as a strategic resource for the sustainable development of wine-producing regions and the promotion of their cultural, scenic and gastronomic heritage (Febrero-Fernández, 2025). This form of tourism is largely organised through the network of certified Wine Routes managed by ACEVIN, which currently comprises 38 routes spread across the country (ACEVIN, 2025). These routes serve as mechanisms for promoting destinations and fostering endogenous development in areas with a strong wine-growing tradition.

In many rural areas, they contribute to job creation, economic diversification and the reduction of regional imbalances.

In this context, the Montilla-Moriles Wine Route, situated in southern Spain and comprising seventeen municipalities belonging to the Montilla-Moriles Protected Designation of Origin, is one of Andalusia's leading wine tourism destinations and a particularly relevant case study due to the consolidation of its tourism and wine-related offerings (ACEVIN, 2025; Ruiz-Pulpón et al., 2025).

Montilla-Moriles differs from other Spanish wine-producing regions due to the predominance of the Pedro Ximénez grape variety, used to produce iconic wines such as fino, amontillado and sweet Pedro Ximénez, which constitute one of the destination's key distinguishing features (Carpena et al., 2020). In 2024, the Montilla-Moriles Wine Route welcomed 19,586 visitors out of the 3,036,878 recorded by the Wine Routes of Spain (ACEVIN, 2025).

Although wine tourism has experienced significant growth over recent decades, there remain significant gaps in our understanding of the motivations and behaviour of wine tourists. Previous research shows that motivations combine dimensions related to learning, authenticity, lifestyle and experience, the relevance of which varies according to the visitor's profile and the destination (Ayoub and Mohamed, 2024; Bekar, 2025; Terziyska, 2024). Furthermore, different profiles of wine tourists have been identified, ranging from highly specialised visitors to occasional tourists (Charters and Ali-Knight, 2002; Millán and Dancausa, 2026). However, there are still few studies that validate instruments capable of integrating motivation, perception, satisfaction and loyalty into a single psychometric model.

Recent research shows that wine tourists' motivations combine learning, authenticity and lifestyle, the importance of which varies according to the destination and the visitor's profile (Bekar, 2025; Terziyska, 2024).

With the aim of advancing this line of research, the present study seeks to provide empirical evidence on the validity and reliability of an instrument designed to assess the main dimensions that shape the wine tourism experience on the Montilla-Moriles Wine Route. Specifically, it analyses the psychometric structure of a scale comprising the constructs of motivation, satisfaction, perception and loyalty, as well as the relationships between them, using exploratory factor analysis, confirmatory factor analysis and structural equation modelling.

The scale used was developed on the basis of instruments previously validated in the scientific literature on tourist motivations and wine tourism, adapting their indicators to the specific context of the Montilla-Moriles Wine Route. In this way, as well as providing an instrument with appropriate psychometric properties, this research contributes to expanding knowledge of the factors that influence the visitor experience and offers a useful tool for the planning, management and evaluation of wine tourism destinations.

Table 1. Reliability index for the ‘Profile and motivations of wine tourists in the Duero wine region’ scale

Dimension	Cronbach’s alpha	Dimension	Cronbach’s alpha
Prestige	0.894	Range of cultural and historical activities and services	0.944
Strengthening of family ties	0.928	Culinary diversity and quality	0.950
Reconnecting with nature	0.873	Selection of wines and regional produce	0.923
Innovation and knowledge	0.837	Range of accommodation and catering services	0.942
Adventure	0.879	Reputation of the region	0.917
Getaway/escape from the daily grind	0.929	Facilities and accessibility	0.921
Relaxation	0.756	Nature and landscape	0.920
Social life	0.709	Satisfaction	0.917
Food and drink	0.930	Loyalty to the destination	0.602
Range of wine tourism activities	0.939	Loyalty to the destination’s products	0.767

Source: Compiled by the authors based on Costa (2014)

It can be seen that all Cronbach’s alpha coefficients exceeded the threshold value of 0.70, indicating the robustness and internal consistency of the instrument used, except for the dimension relating to loyalty to the destination, which recorded a coefficient of 0.602.

More recently, Valverde-Roda et al. (2023) applied a scale to measure tourism motivation in Egypt, using a structural equation modelling approach with a sample of 359 participants. The instrument consisted of 19 items assessing push motivations, organised into three dimensions: rest and relaxation ($\alpha = 0.737$), ego enhancement and novelty ($\alpha = 0.732$) and knowledge seeking ($\alpha = 0.811$). Similarly, the 18 items relating to pull motivations were grouped into three dimensions: tourist facilities ($\alpha = 0.794$), environment and safety ($\alpha = 0.751$), and cultural and historical attractions ($\alpha = 0.794$). In addition, complementary subscales comprising 11 items on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) were used. All dimensions exceeded the minimum reliability threshold of 0.70, confirming the internal consistency and robustness of the instrument.

Taken together, the reviewed empirical evidence highlights the need for psychometrically robust instruments to assess the motivations and behaviour of wine tourists. Building on this body of research, the scale used in this study is derived from items adapted from previous empirical research that employed structured, closed-ended instruments to capture the motivational dimensions commonly conceptualised as push and pull factors (Zhang et al., 2023). In this regard, the study assesses the psychometric soundness of the proposed instrument for measuring the attitudinal orientations of wine tourists towards wine consumption on the Montilla-Moriles Wine Route. The analysis is based on data collected from a representative sample of visitors who took part in wine-related experiences at the destination.

2. MATERIALS AND METHODS

This section describes the study design, the participants, the measurement instruments, the data collection procedures and the analytical techniques employed.

2.1. Design and participants

From a quantitative perspective, the study employed a descriptive, non-experimental, ex post facto design with a cross-sectional framework. The empirical analysis was carried out on a sample of 658 wine tourists, treated as a single analytical group without prior segmentation. The sample comprised 316 men (50.5 per cent), 331 women (48.2 per cent) and 9 non-binary individuals (1.4 per cent). Furthermore, an instrumental design was adopted to assess the psychometric properties of the scale. The choice of this methodological approach was justified by the need to examine the psychometric properties of the instrument used, which constituted the main objective of this study.

A convenience sampling approach was used, employing an on-site intercept survey design (Cunha et al., 2021), in which participants were interviewed directly during their visits to wineries along the Montilla-Moriles Wine Route. Out of a total population of 19,586 tourists, 658 valid responses were retained for analysis, corresponding to an estimated sampling error of 3.76 per cent at a 95 per cent confidence level (Del Campo-Villares and Fuentes-Fernández, 2025).

The inclusion criteria required participants to: (a) be aged 18 or over; (b) be wine drinkers or show an interest in wine; (c) have visited at least one winery or museum on the Montilla-Moriles Wine Route; and (d) have consumed Montilla-Moriles wine.

A considerable proportion of the participants were aged 36 or over ($n = 298$; 43.8 per cent), followed by those aged 55 or over ($n = 222$; 32.6 per cent), whilst the youngest group – participants under the age of 36 – accounted for 23.5 per cent ($n = 160$) of the sample.

The educational level of the respondents was, in general, high: 40.2 per cent ($n = 263$) held a university degree, 27.2 per cent ($n = 178$) had completed upper secondary education and 17.6 per cent ($n = 115$) held a postgraduate qualification.

The majority of visitors to the Montilla-Moriles Wine Route were not local residents ($n = 627$; 95.6 per cent), whilst only 4.4 per cent ($n = 29$) were local residents. In terms of employment status, 26.7 per cent ($n = 169$) were full-time employees in private companies, 25.8 per cent ($n = 169$) were public sector workers and 10.5 per cent ($n = 69$) were self-employed.

The reported income levels were comparatively high: 34.7% ($n = 227$) reported a monthly income of between €1,501 and €2,500, 22.2% ($n = 145$) between €2,501 and €3,500, and 16.2% ($n = 106$) over €3,500 per month. This distribution reflects a relatively high socio-economic profile amongst wine tourists visiting the Montilla-Moriles Route.

2.2. Variables and measurement instruments

Sociodemographic data (age, gender, income, place of residence, occupation and educational attainment) were collected using an ad hoc questionnaire designed specifically for this study.

To assess the profile of wine tourism consumers along the Montilla-Moriles Wine Route, the “Psychosocial Analysis of Wine Tourism Consumption” scale was used, a 7-point Likert-type scale (1 = strongly disagree; 7 = strongly agree) was designed, initially comprising 32 items adapted from previously validated instruments. The bibliographic sources for each item are listed in Table 2.

Table 2. Scale of motivations and experiences in wine tourism: items and bibliographic sources.

Item code	Item	Author cited for the development of the item
Q0004-0001	Gastronomy and wine are their motivation for travelling	(Ayoub and Mohamed, 2024)
Q0004-0002	The search for wine and culinary experiences when choosing a destination to visit	(Ayoub and Mohamed, 2024)
Q0004-0003	The role of gastronomic and wine experiences in travel satisfaction.	(Hjalager and Richards, 2003)
Q0005-0001	The wines of Montilla-Moriles allow me to enjoy an authentic wine-tasting experience	(Ayoub and Mohamed, 2024)
Q0005-0002	The wines of Montilla-Moriles offer me a unique opportunity to gain a better understanding of the culture of this place	(Ayoub and Mohamed, 2024)
Q0005-0003	The wines of Montilla-Moriles have a pleasant aroma	(Ayoub and Mohamed, 2024)
Q0005-0004	Montilla-Moriles wines have a good visual appearance	(Palma-López et al., 2024)
Q0005-0005	Montilla-Moriles wines have a good flavour	(Crompton, 1979)
Q0005-0006	Montilla-Moriles wines taste different from the same dishes in my home town	(Palma-López et al., 2024)
Q0005-0007	Montilla-Moriles wines are different from those I usually drink	(Serra-Cantallops et al., 2021)
Q0006-0001	Being able to taste different types of wine	(Da Silva et al., 2022)
Q0006-0002	Being able to buy wines at the wineries	(Meneses et al., 2025)
Q0006-0003	Learning about the world of wine	(Ayoub and Mohamed, 2024)
Q0006-0004	Discovering traditional local produce	(Ayoub and Mohamed, 2024)
Q0006-0005	Leisure/Relaxation	(Ayoub and Mohamed, 2024)
Q0006-0006	Outing/excursion	(Ayoub and Mohamed, 2024)
Q0007-0001	The surroundings of the wineries are pleasant	(Leri and Theodoridis, 2021)
Q0007-0002	The winery's surroundings stimulate the senses	(Kim and Bonn, 2016)
Q0007-0003	I am surprised by the winery environment	(Park et al., 2019)
Q0007-0004	The atmosphere in the cellars has a positive impact on my state of mind.	(Shin and Nicolau, 2022)
Q0007-0005	The staff at the wine cellars treat me kindly	(Wang et al., 2024)
Q0007-0006	Warehouse staff have good interpersonal skills	(Wang et al., 2024)
Q0007-0007	When interacting with warehouse staff, I feel that I am treated with respect	(Ayoub and Mohamed, 2024)
Q0007-0008	The guides and leaflets help me to learn and understand oenological concepts	(Ayoub and Mohamed, 2024)
Q0007-0009	I have gained a good understanding of the world of wine at the wineries	(Ayoub and Mohamed, 2024)
Q0007-0010	The wineries are ready to welcome visitors	(Ayoub and Mohamed, 2024)
Q0007-0011	The tour of the wineries is well organised	(Ayoub and Mohamed, 2024)
Q0008-0001	I am very satisfied with the wineries I have visited	(Ayoub and Mohamed, 2024) and 46
Q0008-0002	Overall, I am satisfied with the wineries and the service they offer	(Ayoub and Mohamed, 2024)
Q0008-0003	I will speak positively about the shops to other people	(Ayoub and Mohamed, 2024)

Item code	Item	Author cited for the development of the item
Q0008-0004	I plan to visit a winery again very soon	(Ayoub and Mohamed, 2024)
Q0008-0005	I will recommend visiting the wineries in this designation of origin	(Ayoub and Mohamed, 2024)

Source: own work.

2.3. Procedure

Following the design of the questionnaire, the schedule of visits was coordinated with the participating wineries to organise on-site data collection. The questionnaire was initially administered via SurveyMonkey using a QR code. Due to the high number of incomplete responses, the majority of the sample was subsequently obtained using paper-based questionnaires administered on-site. Once data collection was complete, the questionnaires were coded, cleaned and entered into the database for statistical analysis.

The study was approved by the Human Research Ethics Committee of the University of Granada (5236/CEIH/2025) and was conducted in accordance with the Declaration of Helsinki. All participants gave their informed consent and the confidentiality of the information was guaranteed.

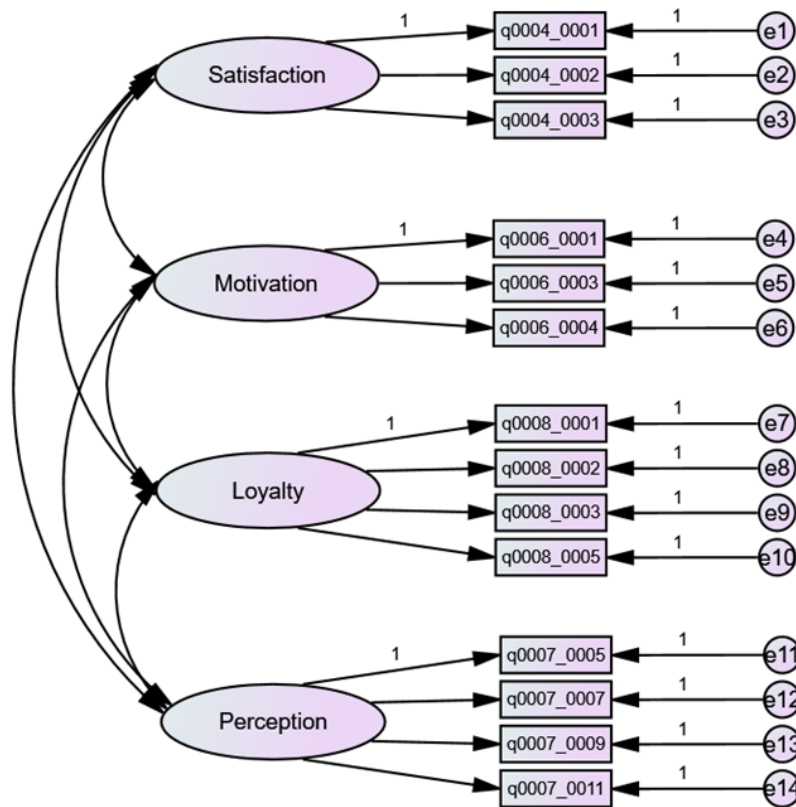
2.4. Data analysis

The validation process was carried out sequentially using exploratory factor analysis (EFA) to identify the latent structure of the scale, confirmatory factor analysis (CFA) to verify the measurement model, and structural equation modelling (SEM) to analyse the relationships between the latent constructs (Hair et al., 2022; Kline, 2023). Descriptive analyses and the assessment of internal consistency were carried out using SPSS 30.0, with the mean, standard deviation, skewness, kurtosis, Cronbach's alpha and McDonald's omega being calculated.

FACTOR Analysis was carried out using FACTOR Analysis, following the methodological recommendations of Serra-Cantallops et al. (2021) and Meneses et al. (2025). Reliability was assessed using Cronbach's alpha and McDonald's omega coefficients.

Finally, the structural equation model (SEM) was estimated using AMOS 28.0 (IBM Corp., Armonk, NY, USA) to test the theoretical model (Figure 1) and assess the relationships between the latent constructs using path analysis.

Figure 1. Theoretical model



Source: own work

The results demonstrated a good overall fit of the model in the chi-squared test and an acceptable fit in the incremental and absolute fit indices, including the IFI, CFI, NFI, TLI and RMSEA. Specifically, the chi-square statistic yielded a significant value ($\chi^2 = 432.230$; $df = 71$; $p < 0.001$). The corresponding indices were as follows: NFI = 0.923, RMSEA = 0.080, TLI = 0.917, IFI = 0.935 and CFI = 0.935, which taken together indicate a satisfactory and statistically robust structural model.

2.5. Ethical statement

The study was conducted in accordance with the Declaration of Helsinki and was approved by the Ethics Committee for Research Involving Human Subjects at the University of Granada (protocol code 5236/CEIH/2025).

3. RESULTS

In accordance with the principles of exploratory and confirmatory factor analysis, the 32 items were subjected to rigorous scrutiny using a seven-point Likert scale, where 1 indicated 'strongly disagree' and 7 indicated 'strongly agree'. The items were initially designed to measure five dimensions: (1) satisfaction relating to gastronomic tourism (q0004-0001; q0004-0003); (2) the assessment of and level of agreement with the sensory and symbolic aspects of wine (q0005-0001; q0005-0006); (3) experiential motivations for visiting wineries (q0006-0001; q0006-0006); (4) perceptions of the quality of the surroundings, service and

interpretative experience during visits to wineries (q0007-0001; q0007-0011); and (5) purchase and recommendation (loyalty and retention) (q0008-0001; q0008-0005).

Following a process of refinement, the final structure was reduced to four dimensions, measured using 14 items: (i) satisfaction with the cuisine, (ii) satisfaction following the wine-tasting experience, (iii) perception of the quality of service and staff attention, and (iv) overall loyalty to the wineries and their services.

The first dimension, satisfaction relating to gastronomy, comprised items 1 (q0004-0001), 2 (q0004-0002) and 3 (q0004-0003). The mean scores ranged from 5.50 to 5.94, with standard deviations of around 1.5 for the first two items, highlighting the fundamental importance of gastronomy and wine as motivators for travel and factors contributing to overall satisfaction. Item 3 (q0004-0003), 'The gastronomy and wine experience contributed to your satisfaction with the trip', recorded the highest mean value ($M = 5.94$) and the lowest variance ($SD = 1.20$), suggesting a strong consensus amongst respondents regarding its relevance.

The second dimension, satisfaction following the wine-tasting experience, comprised items 4 (q0006-0001), 5 (q0006-0003) and 6 (q0006-0004). The mean scores were notably high (6.16–6.22), indicating that tasting different types of wine, learning about the winemaking process and discovering traditional products were key motivational factors for wine tourism visitors. The standard deviations ranged from 1.03 to 1.12, reflecting greater homogeneity in the responses than in the previous dimension.

The third dimension – the perception of service quality and staff attentiveness – comprised items 7 (q0007-0005), 8 (q0007-0007), 9 (q0007-0009) and 10 (q0007-0011). These items achieved some of the highest mean scores across the entire scale. Item 7, 'The winery staff treat me with kindness and *friendliness*', stood out with an exceptionally high mean ($M = 6.62$) and minimal variability ($SD = 0.68$), indicating a very high level of satisfaction and consistency amongst respondents. Similarly, item 10, 'The organisation of the visit was satisfactory', showed an equally high level of satisfaction ($M = 6.55$; $SD = 0.67$).

The fourth dimension, overall satisfaction with the wineries and their services, comprised items 11 (q0008-0001) and 12 (q0008-0002), with mean scores ranging from 6.37 to 6.42. These results reveal very positive perceptions, particularly when one considers that a score of 7 represented 'strongly agree'. The intention to recommend and speak favourably of the wineries, represented by items 13 (q0008-0003) and 14 (q0008-0005), achieved average scores of between 6.54 and 6.55, demonstrating strong levels of loyalty and potential for positive word-of-mouth recommendations regarding the Designation of Origin. The low standard deviations (0.69–0.76) also indicate that this pattern of satisfaction and loyalty was highly consistent amongst respondents.

Table 3. Descriptive statistics for each item

	N	Minimum	Maximum	Mean	Standard Standard deviation
1. Food and wine as a motivation for travel	658	1.00	7.00	5.62	1.50
2. The search for wine and food experiences when choosing a destination to visit	658	1.00	7.00	5.50	1.50
3. The gastronomic and wine-tasting experience in terms of satisfaction with the trip	658	1.00	7.00	5.94	1.20
4. Being able to taste different types of wine	658	1.00	7.00	6.22	1.12
5. Discover the world of wine	658	1.00	7.00	6.17	1.05
6. Discover traditional local products	658	1.00	7.00	6.16	1.03
7. The staff at the shops treat me kindly and warmly.	658	2.00	7.00	6.62	0.68
8. The way the warehouse staff treat me makes me feel that I am treated with respect.	658	1.00	7.00	6.52	0.80
9. At the wineries, I have gained a good understanding of the world of wine.	658	1.00	7.00	6.44	0.80
10. The tour of the wineries is well organised	658	1.00	7.00	6.55	0.67
11. I am very satisfied with the wineries I have visited.	658	1.00	7.00	6.37	0.71
12. Overall, I am satisfied with the wineries and the service they provide.	658	1.00	7.00	6.42	0.66
13. I will speak positively about the wineries to other people	658	1.00	7.00	6.55	0.69
14. I would recommend visiting the wineries in this Designation of Origin.	658	1.00	7.00	6.54	0.76

Source: own calculations

In order to improve the robustness and reliability of the results — and given that the instrument had not previously been administered to a sample of wine tourism visitors on the Montilla-Moriles Wine Route — an exploratory factor analysis (EFA) was carried out after confirming that all items met the assumptions of normality, with values of skewness and kurtosis ranging between -2 and $+2$.

Subsequently, using the FACTOR Analysis software, a four-factor solution was extracted and rotated. Both Bartlett's sphericity test ($\chi^2 = 5594.564$; $df = 91$; $p < 0.01$) and the Kaiser–Meyer–Olkin (KMO) measure of sample adequacy (KMO = 0.891) indicated that the data were suitable for factor analysis, highlighting excellent sample adequacy and good correlations between the items.

The four factors identified accounted for 74.08% of the total variance, indicating a coherent and well-defined factor structure. The final version of the scale comprised the following factors: F1: Motivation and satisfaction associated with gastronomic tourism; F2: Experiential motivations for visiting wineries; F3: Perception of environmental quality, service and the interpretative experience during visits to wineries; F4: Adherence to consumption and recommendation behaviours.

The factor composition of the refined scale is summarised in Table 4, which presents the structure of the final model.

Table 4. Rotated component matrix ^a

Variable	F1	F2	F3	F4
1. Gastronomy and wine as a motivation for travel	0.041	0.887	0.034	0.098
2. The search for wine and food experiences when choosing a destination to visit	0.040	0.902	0.073	0.095
3. The dining and wine experience in terms of satisfaction with their trip	0.116	0.830	0.121	0.160
4. The opportunity to taste different types of wine	0.219	0.401	0.292	0.418
5. Discovering the world of wine	0.175	0.158	0.243	0.826
6. Discovering traditional local produce	0.148	0.141	0.139	0.844
7. The staff at the wineries treat me in a friendly and pleasant manner	0.265	0.094	0.819	0.165
8. The way the warehouse staff treat me makes me feel that I am treated with respect	0.282	0.128	0.787	0.189
9. At the wineries, I have gained a good understanding of the world of wine	0.501	0.117	0.566	0.229
10. The tour of the wineries is well organised	0.486	0.054	0.671	0.190
11. I am very satisfied with the wineries I have visited	0.857	0.092	0.179	0.142
12. Overall, I am satisfied with the wineries and the service they provide	0.867	0.030	0.225	0.118
13. I will speak positively about the wineries to other people	0.802	0.081	0.327	0.126
14. I will recommend visiting the wineries in this Designation of Origin	0.731	0.115	0.335	0.153

Source: own calculations

Note: Extraction method: principal component analysis. Rotation method: Varimax with Kaiser normalisation. a. The rotation converged after 6 iterations.

With regard to the factor loadings for each item and their corresponding affiliation to a factor, the results presented in Table 5 show a clear and coherent factor structure. Specifically, Factor 1 comprised four items (11, 12, 13 and 14); Factor 2 included three items (1, 2 and 3); Factor 3 comprised four items (7, 8, 9 and 10); and Factor 4 comprised the remaining three items (4, 5 and 6).

This pattern of loadings confirms the internal consistency of the instrument and supports the factor structure previously identified through exploratory analysis.

Table 5. Rotated factor matrix with factor loadings^a

Variable	F1	F2	F3	F4
1. Gastronomy and wine as a motivation for travel		0.887		
2. The search for culinary and wine experiences when choosing a destination to visit		0.900		
3. The culinary and wine experience in terms of satisfaction with the trip		0.830		
4. Being able to taste different types of wine				0.418
5. Learning about the world of wine				0.826
6. Discovering traditional local produce				0.844
7. The winery staff treat me with kindness and warmth			0.819	
8. The way the winery staff treat me makes me feel that I am treated with respect			0.787	
9. I have gained a good understanding of the world of wine in wine shops			0.566	
10. The visit to the wineries is well organised			0.671	
11. I am very satisfied with the wineries I have visited	0.857			
12. Overall, I am satisfied with the wineries and the service they offer	0.867			
13. I will speak positively about the wineries to other people	0.802			
14. I will recommend visiting the wineries of this Designation of Origin	0.731			

Source: own calculations

Note: Extraction method: principal component analysis. Rotation method: Varimax with Kaiser normalisation. a. The rotation converged after 6 iterations.

Cronbach's alpha and McDonald's omega coefficients were used to assess the internal consistency reliability of the instrument (Table 6). The overall reliability indices were satisfactory, with an alpha value of 0.872 and an omega value of 0.853. As shown in Table 6, all dimensions had alpha and omega coefficients above 0.800, indicating a high level of internal consistency. The only exception was the 'Motivation' dimension, which obtained an alpha of 0.723. However, this coefficient, although moderate, was supported by an acceptable omega value of 0.744, confirming the reliability of this factor within the measurement model.

Table 6. Reliability and internal consistency indices (Cronbach's alpha and McDonald's omega)

	Alpha	Omega
Overall	0.872	0.853
F1: Loyalty/membership	0.896	0.892
F2 – Satisfaction	0.868	0.877
F3 – Perception	0.860	0.861
F4: Motivation	0.723	0.744

Source: own calculations

With regard to the interrelationships between the dimensions, as shown in Table 7, Pearson's bivariate correlation analysis revealed that all factors were positively and significantly correlated ($p < 0.01$), with coefficients of moderate magnitude in all cases, which further supports the internal consistency of the proposed model.

Table 7. Correlation matrix of the factors

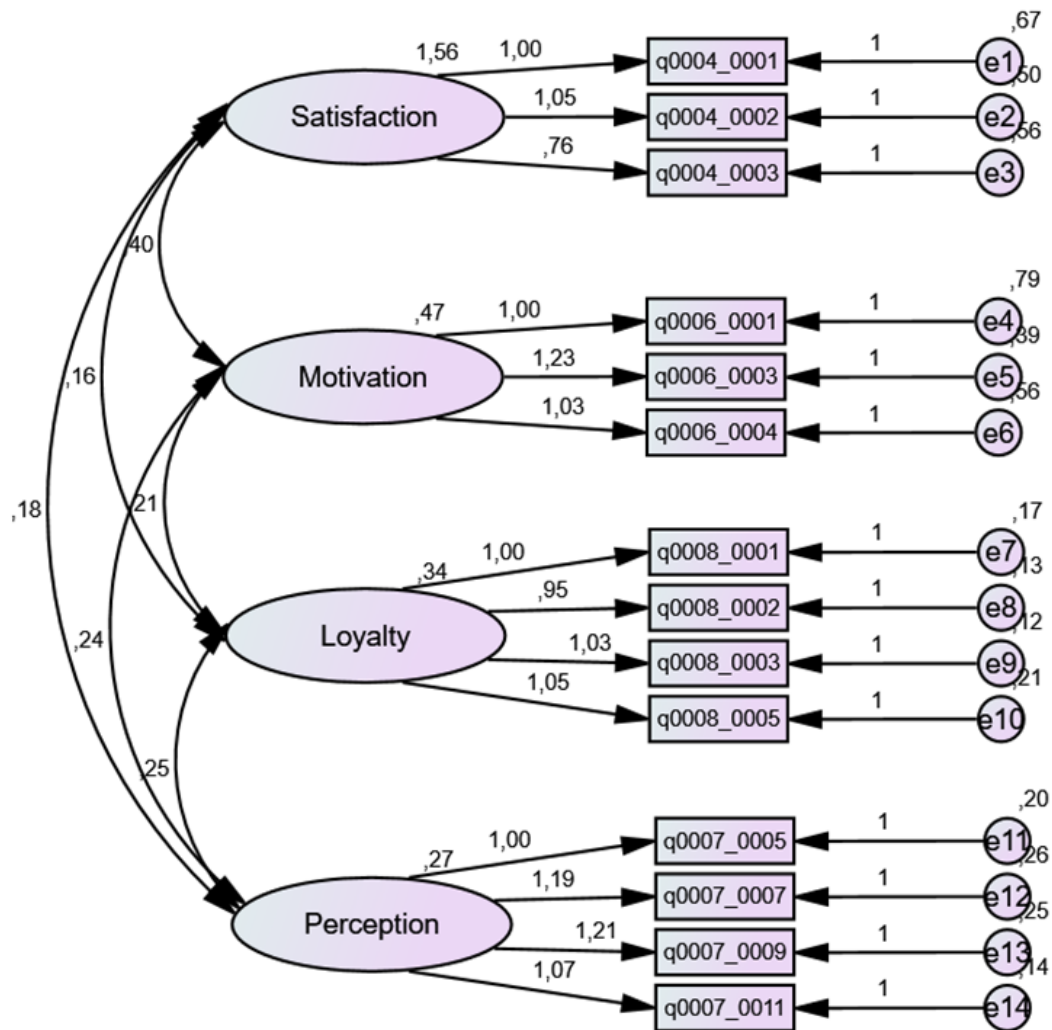
	Motivation	Motivation	Perception	Loyalty
Satisfaction	1	0.419**	0.253**	0.200**
Motivation	0.419**	1	0.558**	0.457**
Perception	0.253**	0.558**	1	0.716**
Loyalty	0.200**	0.457**	0.716**	1

Source: own calculations

Note: ** The correlation is significant at the 0.01 level (two-tailed).

Once the exploratory factor analysis had been carried out, confirmatory factor analysis was performed using a structural equation model. The proposed theoretical model was thus confirmed. The model fit showed a good fit in the chi-squared test, as well as in the IFI, CFI, NFI, TLI and RMSEA indices. Regarding the chi-squared fit, a non-significant p-value was obtained ($X^2 = 432.230$; $df = 71$; $p < 0.001$). The values obtained for the NFI, RMSEA, TLI, IFI and CFI were 0.923; 0.080; 0.917; 0.935 and 0.935, respectively.

Figure 2. Final model



Source: own work

Table 8 presents the standardised effects of the variables included in the structural model. As shown, all items exert positive and substantial effects on their respective latent factors, confirming the internal consistency of the measurement model.

With regard to the interrelationships between the dimensions, all pathways showed positive and statistically significant effects. The effect of satisfaction on motivation was moderate ($\beta = 0.463$), whilst that of satisfaction on adherence showed the weakest association ($\beta = 0.213$). The relationship between perception and satisfaction also showed a relatively low, albeit positive, value ($\beta = 0.277$). In contrast, motivation demonstrated strong effects on adherence ($\beta = 0.528$) and even stronger effects on perception ($\beta = 0.71$). The strongest relationship was observed between loyalty and perception ($\beta = 0.817$), highlighting the central role of perceptual processes in explaining tourists' loyalty behaviours in the context of wine tourism (Nithya et al., 2024).

Table 8. Effects of the variables

			RW				
			Estimate	H.E.	C.R.	P	
q0004_0001	<---	Satisfaction	1				0.836
q0004_0002	<---	Satisfaction	1.050	0.043	24,623	***	0.880
q0004_0003	<---	Satisfaction	0.756	0.034	22.486	***	0.785
q0006_0001	<---	Motivation	1				0.612
q0006_0003	<---	Motivation	1.231	0.086	14.27	***	0.803
q0006_0004	<---	Motivation	1.029	0.077	13,377	***	0.688
q0008_0001	<---	Adherence	1				0.816
q0008_0002	<---	Adherence	0.953	0.038	25.136	***	0.839
q0008_0003	<---	Adhesion	1.027	0.039	26,152	***	0.864
q0008_0005	<---	Adherence	1.046	0.044	23,625	***	0.802
q0007_0005	<---	Perception	1.000				0.759
q0007_0007	<---	Perception	1.191	0.059	20,093	***	0.767
q0007_0009	<---	Perception	1.206	0.059	20,379	***	0.777
q0007_0011	<---	Perception	1.071	0.049	21.75	***	0.826
Satisfaction	<-->	Motivation	0.398	0.049	8.136	***	0.463
Satisfaction	<-->	Adherence	0.155	0.032	4.792	***	0.213
Satisfaction	<-->	Perception	0.178	0.030	5.940	***	0.277
Motivation	<-->	Adhesion	0.211	0.024	8.894	***	0.528
Motivation	<-->	Perception	0.238	0.024	9.879	***	0.671
Adhesion	<-->	Perception	0.245	0.019	12.932	***	0.817

Source: own calculations.

4. DISCUSSION

The aim of this study was to psychometrically validate a scale designed to assess motivation, satisfaction, perception and adherence in the context of the Montilla-Moriles Wine Route. The results obtained confirm the robustness of the proposed instrument, demonstrating a consistent factor structure and satisfactory psychometric properties. Furthermore, the findings highlight that the wine tourism experience is a multidimensional phenomenon in which initial motivations, perception of the destination, satisfaction and loyalty are closely interlinked. These results are consistent with previous literature, which views the behaviour of wine tourists as the result of the interaction between personal factors and destination-specific attributes (Charters and Ali-Knight, 2002; Getz and Brown, 2006; Ayoub and Mohamed, 2024).

Reducing the scale from 32 to 14 items resulted in a more parsimonious instrument without compromising its reliability or validity. This result is in line with the methodological recommendations of Hair et al. (2022) and Kline (2023), as well as with recent research in wine tourism that has reduced scales whilst maintaining satisfactory psychometric properties (Gaetjens et al., 2023; Wang et al., 2024). As well as making the questionnaire easier to administer, a short scale reduces respondent fatigue and improves its applicability in *field* studies.

The results obtained support the usefulness of the ‘push–pull’ theory for interpreting the behaviour of wine tourists on the Montilla-Moriles Wine Route. Internal motivations, such as learning, wine tasting, an

interest in wine culture or the search for new experiences, interact with attributes specific to the destination, including the wine-growing landscape, gastronomy, authenticity and the offerings provided by the wineries. This interpretation is consistent with the classic approaches of Dann (1977) and Crompton (1979), as well as with recent research showing that push and pull motivations act complementarily in shaping the wine tourism experience (Bekar, 2025; Prodan, 2024). In the case of Montilla-Moriles, the uniqueness of the Pedro Ximénez grape, the identity of its wines and the lower level of overcrowding appear to reinforce the consistency between visitors' prior expectations and the experience ultimately perceived, fostering greater engagement with the destination and a greater propensity for loyalty.

The high rating achieved for the perception of the overall experience highlights that wine tourist satisfaction does not depend exclusively on the quality of the wine, but on the interplay between multiple components of the experience. On the Montilla-Moriles Wine Route, the personalised attention provided by winery staff, direct interaction with producers and the authenticity perceived during the visit appear to play a particularly significant role in creating satisfying experiences. These findings are consistent with recent research identifying interaction between visitors and winery staff as one of the main determinants of memorable experiences, as it fosters processes of co-creation, emotional connection and attachment to the destination (Terziyska et al., 2024; Sthapit et al., 2024). Furthermore, Králíková et al. (2025) point out that emotionally positive experiences increase satisfaction and, indirectly, strengthen loyalty to the destination.

The high regard for gastronomy and authenticity confirms that both elements are central components of the wine tourism experience and not merely complementary aspects of the visit. Recent literature agrees that wine tourist satisfaction arises from the interaction between service quality, sensory experiences, the cultural identity of the region and perceived authenticity (Yang et al., 2024; Kovalenko et al., 2023; Sthapit et al., 2024). In this regard, the findings suggest that the combination of personalised service, local cuisine and the uniqueness of wines made from Pedro Ximénez grapes creates an integrated experience that enhances visitor satisfaction and gives the Montilla-Moriles Wine Route a competitive edge over other wine tourism destinations.

From a management perspective, these findings suggest that wine tourism development strategies should focus on designing integrated experiences, where staff training, heritage interpretation, gastronomic offerings, participatory activities and direct interaction with producers form complementary elements of a single experiential offering. In this way, the destination's competitiveness would not depend exclusively on the quality of the wine product, but on its ability to create memorable experiences that foster visitor satisfaction and, subsequently, visitor loyalty.

The results of the structural equation model show that perception is the main predictor of loyalty, outweighing the direct effect of satisfaction. This finding indicates that the overall assessment of the service, the wine-growing environment and the experience played a decisive role in the intention to recommend the destination. Consequently, loyalty should be understood as the result of a holistic experience in which authenticity, service quality, the interpretation of heritage and interaction with staff strengthen the visitor's bond with the destination. In the case of the Montilla-Moriles Wine Route, the lower levels of overcrowding, the proximity between visitors and wineries, and the uniqueness of the wines made from Pedro Ximénez grapes appear to foster this positive assessment and transform the experience into a recommendation. These findings are consistent with recent research which identifies the overall perception of the experience as one

of the main determinants of loyalty in wine tourism (Wang et al., 2024; Sthapit et al., 2024; Králíková et al., 2025).

The uniqueness of Montilla-Moriles, based on the Pedro Ximénez grape variety, the lower levels of overcrowding and the close interaction between visitors and wineries, sets it apart from other Spanish wine tourism destinations. These attributes reinforce perceived authenticity and foster more personalised experiences, aspects which the literature identifies as key factors in increasing visitor satisfaction and loyalty (Florido-Barba et al., 2023; Ghvanidze et al., 2022).

Taken together, these results demonstrate that a reduced scale of fourteen items retains adequate psychometric properties for the integrated assessment of motivation, perception, satisfaction and loyalty in wine tourism destinations. Furthermore, they show that the competitiveness of these destinations depends less on the intrinsic quality of the wine than on their ability to integrate experiences, personalised interactions and regional attributes that foster visitor satisfaction and loyalty.

5. CONCLUSIONS

This study set out to examine the validity and reliability of the scale designed to analyse the wine consumption behaviour of wine tourists along the Montilla-Moriles Wine Route. Following the application of statistical analyses, the results confirmed that the scores awarded by respondents to the various items on the scale were, in general, very high.

These findings reflect a very positive perception of the wine tourism experience at this destination. Motivations related to gastronomy and wine, participation in wine-related experiences, service quality and overall satisfaction recorded high mean values and low dispersion, indicating a strong consensus amongst visitors (Zhang et al., 2023).

Exploratory factor analysis (EFA) confirmed the suitability of the sample and yielded a four-factor structure that explains a substantial proportion of the total variance. These factors encompass key dimensions associated with gastronomic motivation and satisfaction, experiential motivation at wineries, perceptions of environmental and service quality, and adherence to consumption and recommendation behaviours.

With regard to internal reliability, both Cronbach's alpha and McDonald's omega showed high overall values, exceeding the recommended thresholds across all dimensions, thereby supporting the robustness of the measurement instrument. Correlational analyses between the factors revealed positive and statistically significant associations of moderate to high magnitude, further confirming the internal consistency of the scale structure.

Confirmatory factor analysis (CFA), carried out using a structural equation modelling (SEM) approach, validated the proposed factor structure, showing adequate fit indices and significant inter-dimensional relationships. These results confirm that the instrument is valid and reliable for assessing motivations, perceptions, satisfaction and loyalty in the context of wine tourism on the Montilla-Moriles Wine Route.

The main limitation of this research lies in the use of convenience sampling, which restricts the generalisation of the results to all wine tourists visiting the Montilla-Moriles region. A second limitation relates to the cross-sectional design, which prevents the establishment of causal relationships between the variables analysed, limiting the findings to the significant associations observed at a single point in time.

As a key avenue for future research, the instrument should be applied to other ecotourism routes and contexts, both national and international, in order to test its validity across diverse cultural and geographical settings and to identify possible differences between specific tourist segments (e.g. age, gender, educational level or travel motivations).

Furthermore, longitudinal studies would be valuable for analysing changes in perceptions, motivations and levels of loyalty over time. Further research could also incorporate mediating variables, such as destination image and perceived authenticity, in order to refine the theoretical model proposed here and link the results of this scale to indicators of sustainability and territorial development

6. IMPLICATIONS

6.1. Theoretical implications

This research contributes to the academic debate on wine tourism by validating a measurement tool specifically adapted to the Spanish context, with empirical application to the Montilla-Moriles Wine Route. The results confirm the multidimensional structure of wine tourism experiences, centred on motivation, satisfaction, perception and loyalty, thereby reinforcing the theoretical link between push-pull factor theory (Palma-López et al., 2024) and self-determination theory as complementary frameworks for explaining tourist behaviour. Furthermore, the robust psychometric properties obtained reinforce the reliability of this scale as a valid instrument for cross-cultural and inter-territorial comparative research in future studies (Zhang et al., 2023).

6.2. Management implications

For destination managers, winery owners and marketing professionals, the results highlight the fundamental influence of gastronomy, service quality and wine-tasting experiences on visitor satisfaction and loyalty, as well as on the formation of . The validated scale provides professionals with a diagnostic tool to identify critical areas for improvement in the design and management of wine tourism products. Improving staff training, promoting personalised experiences and strengthening the synergy between wine and gastronomy are emerging as key strategies for increasing tourist satisfaction and encouraging positive word-of-mouth.

6.3. Policy implications

At the policy level, the findings highlight the need for integrated governance involving wineries, local authorities and regional tourism bodies. The demonstrated importance of service quality and local gastronomy underlines the relevance of coordinated policy strategies that link wine tourism with rural development, the conservation of cultural heritage and sustainability objectives. Public institutions can use the validated scale as a monitoring tool to assess the effectiveness of wine tourism initiatives and align them with broader agendas relating to regional competitiveness, social legitimacy and environmental management (Zhang et al., 2023).

6.4. Conflicts of interest

The authors declare that they have no conflicts of interest. The funders have not been involved in the design of the study; in the collection, analysis or interpretation of the data; in the drafting of the manuscript; or in the decision to publish the results.

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