THE INTOXICATION OF TRAVEL:
HOW TOURISM ORGANIZATIONS USE BEER VIA WEBSITES

A RESEARCH PAPER
SUBMITTED TO THE GRADUATE SCHOOL
IN FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE
MASTER OF ARTS
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JULY 2011
# Table of Contents

Chapter I: Introduction ..............................................................................................1

Chapter II: Literature Review ....................................................................................5

Chapter III: Methodology ..........................................................................................17

Chapter IV: Results ..................................................................................................20

Chapter V: Discussion ..............................................................................................27

References ..................................................................................................................34

Appendix A: Codebook ............................................................................................37

Appendix B: Code Sheet ...........................................................................................53
Chapter I
Introduction

In today’s world, globalization, quicker transportation, and technology all make traveling easier and more desirable. The tourism industry is the largest in the world and greatly affects countries’ economies. In 2008, international tourist arrivals grew by 2% to reach 922 million, up 18 million since 2007 (World Travel Organization (WTO), 2009). International tourism generated US$ 944 billion, or 30% of the world’s exports of services and the forecast of international tourist arrivals worldwide for 2020 is currently 1.6 billion (WTO, 2009).

Although more and more people are traveling, the tourism industry is still the most vulnerable. Unstable economic conditions and crises can greatly impact tourism, causing a decrease in tourist activity. Therefore, Destination Marketing Organizations (DMOs) must employ all possible tools, including marketing, advertising, and public relations, to attract audiences. Marketing and advertising are more commonly used but organizations are beginning to hire public relations firms more and more. In fact, public relations often uses marketing and advertising strategies to reach its goals. The profession’s strategies focus on a variety of aspects, usually communication-oriented, with the intention to create positive perceptions of a destination as well as provide a satisfactory experience during a visit.

Huertas (2008) argues that “public relations is the predominant activity in promotion and communication in the tourism industry” (p. 406) and he says that public relations is often subordinated to marketing and that this is due to “the fact that experts in the field have yet to make a clear distinction between the different areas of communication discipline” (p. 406). This
paper will focus on websites, which is often a tool within public relations, as well as marketing and advertising.

As mentioned, tourism has been a popular pastime for many years now, but in the last several years it has greatly increased, as has the research surrounding it. Today’s tourism organizations must utilize a variety of methods in order to maintain and gain markets if they are to compete with the other destinations in the world. Several avenues for promotion exist. The literature review will discuss the decision-making process, images and branding and special interest tourism.

In a competitive industry, it is important to understand how each of these serves as a determinant factor in influencing travelers. The present paper will focus on special interest tourism, which means that an individual travels specifically to fulfill a certain interest in an area such as history, cuisine or sports. Among these, though, there appears to be a missing factor that prior studies have not discussed in length, suggesting that not all potential aspects have been considered or studied. With the existence of so many vacation locations, tourism organizations should tap into all areas that have the possibility of attracting visitors. Research appears to be missing one important contributor to some destinations’ tourist promotions. This missing factor is beer.

Beer has been a part of the United States’ culture since its inception and came over with the Mayflower (Rudin, 2002, p. 28). The first American commercial brewery was established in New Amsterdam in 1612 (Wilcox & Gangadharbatla, 2006, p. 36) and “beer remains the preferred beverage of choice among Americans who drink alcohol” (Newport, 2010).

Today beer lovers can find the beverage at sit-down restaurants and grocery stores where people shop regularly. In some foreign countries even McDonald’s offers beer on its menu.
Hundreds of types of beer exist, in a variety of forms, some of which have received prestigious reputations and others that are well known for its place among the community of broke college students. Parties and even games surround the beverage, often bringing individuals together.

Beer is much more than a simple beverage for many drinkers. Television commercials advertise a brand’s refreshing taste or suggest it will create a cool image for the drinker. The image associated with a brand can impact whether an individual chooses to drink that beer. In fact, one study found that most people “did not appear to be able to discern the taste differences among the various beer brands, but apparently labels, and their associations, did influence their evaluations,” meaning marketing efforts and resulting brand perceptions actually impacted the choice of specific beer rather than its physical attributes (Allison & Uhl, 1964, p. 39).

Various brands can help an individual to create his image or perception of himself as a beer drinker. Studies have researched connections between beer selection and its relation to the drinker’s personality. For example, Bulik (2009) reported on research by Mindset Media that found that Budweiser drinkers are “sensible, grounded and practical . . . don’t like authority . . . emotionally steady people who live in the here and now.” Bud Light fans tend to be “lacking in carefulness. They are grounded like their Bud brethren, but respect authority. . . can also have frat boy-like personalities, particularly when it comes to personal risk-taking . . . are accepting of most everyone and generally easy to get along with.”

Due to the prominence, popularity and importance of beer it seems likely that its use in the travel industry would assist in the increase of market attendance. Germany is one location that utilizes its brauhauses, or breweries, and bierhauses, or beer halls, to create tours in which individuals become close with other travelers and experience the culture first-hand through the
country’s prestigious beverages. In fact, many countries abroad are known for their top notch beers. Ireland, for example, is home to Guinness which is well-known far beyond Europe. However, U.S. beers are often scorned in comparison with those brewed in foreign destinations. Less often does one hear about a friend traveling within the states with the main intention of taking in its breweries, as opposed to wineries, which are well known in areas like California and the Sonoma Valley.

Therefore, this paper will attempt to discover if and how tourist organizations in the United States promote beer to assist in attracting visitors. Although beer continues to hold the top spot for preferred beverage among Americans, wine snuck into the number one position in 2005 and still remains the favored drink among various groups of demographics (Newport, 2010). Therefore, this study will also compare the inclusion of beer within the tourism industry to that of wine.
Although research on beer tourism is limited, a variety of other travel topics have received recognition, several of which enforce methods for attracting tourists. The following sections will discuss the importance of the decision-making process, a destination’s image and brand and some examples of special interest tourism.

**The Decision-making process**

A tourist’s decision-making process regarding which destination to visit is often the main focus of tourism research. Traveler needs have altered over time and today, “the modern user of travel wants to feel assured that he has made a logical and prudent choice about all aspects of his purchase” (Gardo, 1973, p. 18). People desire meaningful experiences and want to feel that they are receiving great value in their travels—not just in cost but in their encounters too. There are multiple reasons that an individual travels and how he decides on a destination. These range from business to visiting relatives to special interest travel. In order to make the most of public relations and other tools it is important to understand which audiences to target and how to go about doing this so that they choose to visit a location.

At its broadest level, tourists fit into one of two categories: the first-time or repeat visitor. The tactics for persuading the first-time visitor are most important because the individual does not possess any experience with the location (Doong, Law, & Wang, 2009). Studies on the diffusion of innovation identify that the most effective manner of communicating differs with the audience. The diffusion of innovation theory also states that a mix of interpersonal and mass communication will cause an individual to adopt something into his life (Rogers, 1996).
Within tourism, Doong et al. (2009) found that a first-time visitor is best influenced by internal, or interpersonal communication, but mixed communication, or the use of both mass media and interpersonal communication, will also be beneficial. This demonstrates that it is important for a destination to create new audiences through several mediums.

When individuals have no prior experience with a destination, there are three determinants that influence their decision to visit, which are either a stimulus or personal factor. These are tourism motivations, sociodemographics, and various information sources. The first two are personal factors while the other serves as an external stimulus (Baloglu & McCleary, 1999). In the present study, websites will serve as one of the various information sources that can influence travel outcomes.

The benefit of attracting first-time visitors and providing them a satisfactory travel experience is that they will discuss their experiences through word-of-mouth, which will, in turn, generate more visitors. It seems probable that both a website and interpersonal components, such as a blog, could provide a sufficient means of persuasion. The present study will take this idea into consideration.

Overall, factors that affect decision-making include those that are internal and external, such as environmental, personal, interpersonal, and situational factors. These include values, lifestyles, vacation style, and perceived benefits of a destination. From most influential to least, values reign at the top followed by vacation style, benefits, and lifestyle (Zins, 1998).

A destination’s benefits, as well as constraints, whether realistic or perceived can tremendously impact a traveler’s decision. Kim and Chalip (2004) state that, “If knowledge of an attraction exists, the decision to visit is a trade-off between the anticipated benefits and effort, cast, and constraints” (p. 698). Even when people are highly interested in traveling to a
destination or attending an event, the constraints can hold them back. Types of constraints include finance and risk. The less that an individual thinks he or she can afford a trip, the less likely he is to feel able to go. This does not necessarily impact that person’s desire to go, though.

Risk constraints, on the other hand, can affect one’s interest to the point that he no longer desires to visit a destination. The greater the interest in an event or destination, the more likely one will attend (Kim & Chalip, 2004). People who have been to the destination or event previously perceive smaller financial and risk constraints. The more risks that are associated with a trip, the less interest one possesses about that destination or event. It must be as stress free as possible for an individual to plan a trip. The potential visitor needs to have the ability to easily and conveniently learn about various facets of a location, including those that help diminish perceived risks.

**Image and Branding**

A destination’s image is perhaps its most influential characteristic. The way a target audience perceives the location can make or break its decision to travel there. Public relations and relevant tools play a role in image formation and restoration in the tourism industry. Benoit (1997) defines image as "the perception of a person (or group, or organization) held by the audience, shaped by the words and actions of that person, as well as by the discourse and behavior of other relevant actors" (p. 251). Furthermore, “Destination image is an antecedent of satisfaction. Satisfaction, in turn, has a positive influence on destination loyalty” (Chi, 2008, p. 625). Destination loyalty results in repeat visitors and word of mouth promotion to other potential travelers.

Baloglu describes an image as an “attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or
destination” (p. 870). Murphy, Benckendorf and Moscardo (2007) found that the perceived self-congruity an individual has with a destination is positively correlated with motivation and perceptions of the brand. Most importantly, they demonstrated the need for brands to match travelers’ needs. If a tourist perceives that a destination’s personality is congruent with their own self-image and their travel needs, then their travel experience will be more satisfactory.

Due to the importance and impact of an image, companies try their best to manage the image that audiences associate with them. Through an immense literature review Baloglu and McCleary (1999) discovered several underlying themes in the creation of a destination’s image. For example, image is created through personal and stimulus factors. Personal factors are characteristics of the audience that is receiving the message about the vacation spot. Stimulus factors are external and physical objects, which include a traveler’s previous experience with a location.

Baloglu and McCleary best describe their findings in their own words:

As the model test revealed, intervening variables, especially affect and to a lesser extent perceptual/cognitive ones, have a strong influence on image. Marketers should understand that to influence affective evaluations of their destinations, both destination attributes and tourists’ motivations should be taken into account. Destinations spend considerable time and money to create and enhance a favorable image (p. 892).

One way to create and manage an image is through branding. The concepts of image and brand tend to overlap throughout research, but they actually differ from one another and it is important to recognize these variations so that each can be carried out properly. Image building, or formation, takes place within the context of branding (Cai & Hobson, 2004), meaning that it can be conveyed through branding. Image formation only plays a partial role in branding, though.
Just like within the creation of an image, a person’s perceptions of a brand matter more than how the brand is actually positioned. The image one sees in their mind when picturing a destination has a greater impact than that place’s actual characteristics. Therefore, it is tremendously important to generate a brand for a destination that will portray it in its most positive but true light (Morgan, Protchard, & Piggett, 2002). Branding is becoming an increasingly important part of tourism. Even the countries that do not utilize destination branding are likely to become subject to an image through their competitors’ descriptions of the country (Gilmore, 2001).

Although branding takes place within several tourist organizations, one exact definition of the concept does not exist. Branding can be described as visual or verbal triggers, added value, personality, perceptual appeal approaches, unseen components of a destination or a label (Hankinson, 2001; Morgan et al., 2002). Essentially, a brand serves to represent a destination’s core values, ideology and reputation (Gilmore, 2001). It expresses personality, emotions, and roles. Beyond that, a brand is used to create recognition and awareness through communication and visual triggers, such as logos, and to unify a destination’s offerings under a common identity (Hankinson, 2001). Tourist organizations typically position their states through campaigns, advertisements, logos and catch phrases.

Several components must be considered in order to create a successful image or brand. First, a brand should emphasize true traits of a destination rather than fabricating them (Gilmore, 2001). And, in doing so it should provide a connection to people. A brand needs to be a representation of what the location offers so that it can deliver what it promises, assuring a tourist’s experiences do not differ upon arrival (Gilmore, 2001; Hankinson, 2001). Someone should display a destination’s existing assets in the appropriate way. This paper, for instance,
will take into consideration that all states do not possess the same amount of a certain type of attraction, such as breweries. Therefore, the amount of breweries listed on one site might be much more or less than those given on another.

Furthermore, a brand must represent the destination’s citizens accurately (Gilmore, 2001). It should capture numerous aspects of its people such as their values, beliefs, culture, and environment. The way in which citizens behave can shape a brand. If they are portrayed inaccurately, it can affect a traveler’s perceptions and, therefore, experiences and satisfaction with the location. The behavior of a citizen traveling abroad can even alter how others view their home country and its people.

Second, a brand is more effective if it evokes emotions and allows an individual to feel a connection. When a visitor feels emotionally close to a destination they are more likely to visit and return again. Today’s travelers want less escape and more discoveries. They perceive destinations as a type of fashion accessory (WTO, 1997). Where they choose to go represents their lifestyles and personalities, and communicates messages about themselves (Morgan et al., 2002). People make a statement through their travels and desire to create an emotional relationship through the experiences of their journeys.

Third, the brand must be timeless and flexible. As technology changes and other impactful factors change, it should as well. As tourists’ values change, so should the brand. At the same time, the brand’s essence should be durable. At its roots, the brand will have the same values and beliefs and build from its initial appeal, but it must evolve with the world (Morgan et al., 2002). Brands that are out of date can accidentally represent a destination in an incorrect manner, resulting in a decrease in visitors. The brand needs to be relevant to current society while still portraying its original ideals.
Fourth, a brand should be communicable and translatable, meaning that people from around the world should understand the message and that it should have the ability to easily reach the audience (Morgan et al., 2002). The ability to easily understand messages, even across various cultures, is important. Furthermore, the messages must be consistent with one another as well as the destination’s image.

Some final factors that can influence a brand’s success include an organization’s budget, the means to measure success, and organizational fragmentation. The latter refers to varying companies in the tourism industry that do not work together and, therefore, send out contradictory messages (Hankinson, 2001). If possible, these organizations need to build relationships with one another and work together. This will help result in the greatest success.

**Special Interest Tourism**

Once a destination has selected its target markets and the image it wants to portray, it must promote itself. This can occur through a variety of means: historical attractions, landmarks, nature, events, culture, activities, cuisine, government, film, literature, local citizens and more. Each of these serves to attract tourists in its own way. Tourism organizations often utilize these both alone and in conjunction in order to promote a location or to help create its image. Each represents a type of special interest tourism, which is the title for tourism that offers activities that aim to satisfy specific pastimes or lifestyles.

Each of these offers its own characteristics and attracts individuals that possess varying interests. The numerous categories demonstrate the wide range of methods integrated in tourism. Of course, it is important that the destination actually possesses what it offers. For example, Tuscany is known for its wine and promotes that fact. Muncie, however, would be foolish to attempt the same unless the city was indeed the location of wineries. A brief description of a
few types of special interest tourism can help demonstrate how tourism organizations promote destinations in various ways.

Food tourism, for example, can occur in the form of “eatertainment.” This refers to restaurants like Planet Hollywood, The Rainforest Café, Hard Rock Café, and pubs and inns that appear to be right out of the the Middle Ages. These restaurants aim to offer experiences, not just food. The term “historaunt” refers to “restaurants as tourist attractions” (Josiam, Mattson, & Sullivan, 2004).

Destinations can also choose to use food itself, and not just the place where it is served, to set themselves apart from the rest. Canada is stereotypically associated with maple syrup and smoked salmon. However, a closer look at the country’s cuisine indicates the enormous variety of local and ethnic foods across the regions. This is a fact that Canada is trying to embrace and enforce in promoting its image. Stewart (2000) describes it as

celebrating our magnificent differences, our roots and our ethnicity. It’s about possibilities and how we as a people continue to welcome immigrants from all over the world and in doing so permanently enrich our food ways. It’s about creating the best from our local ingredients, then selling it to the world. It’s about branding ourselves Canadian and giving our producers an unmistakable edge that no other nation can emulate (p. 13).

Due to its variety of food offerings, Canada is able to offer many activities for culinary tourism within each region. In Nova Scotia an organization called the Taste of Nova Scotia provides a culinary trail online that shows a route consisting of restaurants that offer multiple food items which highlight cuisine originating in Nova Scotia. The Lobster Festival in July stresses the prominence of seafood in this region. Quebec is the home of the well-known maple syrup, so during the sugar season, sugar operations allow visitors to watch and sample traditional foods. The other Canadian regions of Ontario, Prairie Provinces, the North and British
Columbia also promote their cuisines through these types of tourist activities. Deneault (2002) compiled an overall list of all the culinary tourist activities available throughout Canada. Some of these are cooking schools, dinner and theatre packages, fruit picking, cheese factory or smoke house visits, oyster or mussels hauling and aboriginal feasts.

Heritage tourism is another type of special interest tourism and serves as a popular method for attracting visitors. This type of tourism “is the desire to visit and experience a site that is unique to a community or region and cannot be found elsewhere. Buildings, artifacts, folk stories, landscapes, languages, art and music are all expressions of heritage” (Jewell & Crotts, 2001, p. 15). Tourists interested in heritage experiences tend to fall on a motivation continuum. On one end sits the people who seek a relaxing leisure experience. In the middle are those who want to learn about the past but still seek pleasure. On the opposing end falls the individual who focuses on gaining knowledge about the past.

Heritage tourists also prefer preservation of a site over restoration. Heritage tourism should offer an authentic look into how the past has shaped the present and display where society has been. This type of special interest tourism often induces emotions in visitors. Experiences are explained through thought, feelings, and imaginations (McIntosh, 1999). It involves a personal context and serves as an interactive space. So, “In this way, visitors are recognized as aiding in the production of their own subjective experiences through their imagination and emotions, and who imbue objects in the setting provided with their own personal meanings” (McIntosh, 1999, p. 57).

Heritage tourism allows the visitor to become a part of the experience, rather than just gazing at the attraction. McIntosh (1999) claims that, from these experiences, tourists gain insightfulness, which “represents the distinctly personal and significant value to each individual
“visitor” and “describes more appropriately the core enjoyment and value attained through heritage consumption by encompassing experiential and interactive components rather than a focus on factual learning outputs” (p. 58). Different dimensions exist within heritage tourism.

Wine, which the present research will highlight, is another developing aspect of special interest tourism. There are certain types of tourists that travel for the purpose of activities involving this alcoholic beverage. When analyzing wine and tourists, five categories can be developed: wine lover, connoisseur, wine interested, uninterested, and novice. Wine can be experienced through many ways, such as festivals, dining, tasting, cellar door sales, and winery or vineyard tours (Charters & Ali-Knight, 2002).

During the 8th Annual Iberoamerican Seminar at the University of Talca in Chile, scholars discussed the topic of wine and tourism, also known as WTM, and the current activities that were promoting the destinations with the use of wine. Speakers emphasized that culture be part of the wine experience and visa versa. This allows tourists to escape from areas and experience landscapes, such as vineyards, instead.

Two museums represent how Spain and Chile mix wine and tourism with history and culture. The Aragon Wine Museum in Spain is “characterized as a wine route involving historic and cultural patrimony, small villages, medieval Cathedrals, monasteries, and wineries” (Zamora & Lacoste, 2007, p. 121). The Chilean Wine Museum displays various wine making equipment that originates from the 18th century. The Calchaquies Valley in Argentina portrays its wine, which grows at high altitudes, as a historical, cultural and economical patrimony.

Some destinations have formed wine routes with wine-based locations and activities along the way. Chile is currently utilizing this approach through two wine routes that link 16 vineyards. The Maule Wine Route, for example, consists of wineries, wine-tasting, visits to small
colonial towns, and craft making. The Curció Wine Route has the famous Miguel Torres winery. Here nightly wine festivals and night-time harvesting take place. There is also a day trip from the Andes to sea. People ride mules and it is a representation of how the winery owners used to promote its products among Europeans.

Williams and Dossa (2003) provide suggestions for how to increase wine tourists. They recommend developing strategic marketing alliances, developing customized tourist packages, developing wine festivals and events, as well as creating create a “winescape” imagery, and creating a common brand.

Similar to wine tourism is the use of cider. In the county of Somerset, England “individual cider producers have utilized tourism as a means of establishing a closer relationship with their customers and maintaining, or even growing their sales base” (Sharples, 2003, p. 57). Promoting cider as a tourism product provides its producers with increased consumer exposure, brand awareness and loyalty, relationships with customers, increased margins, an additional sales outlet, marketing intelligence on products, and educational opportunities.

The uses and results of cider tourism are similar to those of wineries and their cellar door sales. In Somerset collective and individual activities contribute to the awareness of the cider and the county. The cider trail connects 28 cider producers and five apple producers in the region. This venture also provides historical information about cider, its manufacturing, and apple varieties. Somerset’s cider industry demonstrates how “the realization of a food or drink product that has an unmistakable link to a geographical area can be a powerful tool for both individual businesses and the region as a whole” (Sharples, 2003, p. 58).

Clearly, a diversity of tourist experiences, including beverages, is available for all types of travelers. However, research is limited when it comes to the discussion of beer. In an industry
that utilizes such a wide variety of attractions and activities it seems odd that there would be so little existing information about the beverage’s role in tourism. Due to booming competition in tourism, it is key to utilize all tactics possible to their fullest potential. Countries that are famous for their beer are known to provide brewery tours and other activities, but whether or not this occurs in the United States too remains unknown. Therefore, this paper will attempt to discover valuable information concerning the use of beer in the tourism industry in the United States.

Specifically, it will aim to answer the following research questions:

**RQ1a** - Based on tourism websites, are tourism organizations utilizing beer tourism?

**RQ1b** - Based on tourism websites, are tourism organizations placing more emphasis on wine or beer?

**RQ1c** - Based on an analysis of tourism websites, what can tourism organizations do to better their beer tourism?

**RQ2a** - Based on an analysis of tourism websites, how well is the overall site providing information to site and potential state visitors?

**RQ2b** - What can tourism organizations do to better their overall site and information?
Chapter III
Methodology

In order to attempt to answer these questions, the researcher conducted a content analysis of each of the 50 United States’ tourism websites. A content analysis is essentially a research technique for making replicable and valid observations of data within a certain context (Krippendorf, 1980). It is useful in describing communication content and observing subject matter. Kerlinger (2000) emphasizes three factors that display why a content analysis is an appropriate research method. It is systematic, meaning that the analysis occurs based on specific guidelines, resulting in uniformity. Second, content analysis is objective so the researcher’s bias does not interfere. Third, it is quantitative, which allows for more precise measurements and statistics.

However, a content analysis can occur from a qualitative perspective as well. Krippendorf (2004) explains that “Using numbers instead of verbal categories or counting instead of listing quotes is merely convenient; It is not a requirement for obtaining valid answers to a research question” (p. 87). Qualitative analysts view content within its context and “acknowledge the open-ended and always tentative nature of text interpretation (Krippendorf, 2004, p. 88). The present study uses both quantitative and qualitative questions.

Before beginning the content analysis, the population was determined. Because the population is finite, each tourism website could be analyzed. Within each site the units of analysis were themes, pictures and text.

These sites were found by typing “state name tourism” into Google, which resulted in the official tourism site. In total, the researcher analyzed 50 websites, focusing on wine tourism, beer tourism and the overall traits of the sites. The codebook and code sheet are available in the
In order to establish the proper content categories, the researcher conducted emergent coding, in which she established the categories after a preliminary examination of the websites. This involved searching for common factors among some of the sites. Upon creating the codebook the researcher created mutually exclusive and exhaustive options for responses. The entire codebook turned out to consist of a nominal quantification system.

In order to ensure intercoder reliability, the researcher created clear definitions for all terms that could be interpreted differently by someone else. These terms and their definitions are located at the beginning of the codebook. An untrained individual read these and, after the researcher explained how to use the codebook and sheet to conduct the analysis, the second coder analyzed three randomly selected sites: Idaho, Maryland and California. The overall intercoder reliability for all three states was calculated at 91% using Holsti’s formula. The individual calculations for each state were as follows: California- 88%, Idaho-93%, Maryland-93%. These findings demonstrate the presence of reliability.

To gain a better understanding of the sites’ overall inclusion of wine and beer tourism, the researcher also conducted a Google search to find state wineries, breweries and festivals related to each. The search terms were “U.S. breweries,” “beer events/festivals in the U.S.,” and “state breweries.” The researcher attempted to gather the most up to date lists, by obtaining information from sites that were published or updated only as far back as 2009. Most were updated in 2010.

The search continued until the listings were repetitive and exhaustive. The researcher then compiled two documents with the lists of breweries/events given for each state. While conducting the content analysis, these were used to gauge whether or not tourist sites are providing information on all of the existing possibilities of beer tourism. In comparison to the
Google search for breweries and other types of beer tourism, tourist sites are actually providing the same amount, if not more, information. The difference in results was not significant.

However, the Google search did retrieve numerous festivals that were not included on the tourist sites and vice versa. This could be due to the cancellation and addition of festivals over time. Even when a site and the Google search varied in their listings of festivals at times, the overall number of festivals provided was either the same or only more or less by one or two. This demonstrates that the tourist sites are including substantial listings and that a tourist will likely learn more by visiting the destination’s site rather than conducting a Google search. This is an excellent starting point for the present research on beer tourism.

Upon completing the content analysis, the research entered the information into SPSS and compiled any notes for comparison and to determine patterns and answers to the research questions. The information entered was nominal. This study considers both latent and manifest content on the tourism organizations’ sites, as they were at the time of the analyses. The exact content is subject to change over time.
Chapter IV
Results

The research provided some valuable insight into United States’ tourism websites. The results for each research question are provided below and are expanded upon in the Discussion section.

**RQ1a- Based on tourism websites, are tourism organizations utilizing beer tourism?**

Overall, tourism organizations are including beer tourism on their states’ websites. Only 3 (6%) sites did not offer any indication of the existence of beer tourism in the state. Listings of breweries and festivals are common, with the occasional mention of beer trails. Not surprisingly, the majority (34/60 or 60%) of beer tourism discussed on the sites involves breweries. Among these lists, basic information such as the names of breweries and festivals, their locations, contact information, directions, descriptions and websites are included more often than not. 46 out of 50 (92%) gave the location of the tourism, 43 out of 50 (86%) provided contact information to learn more about the event, 42 (84%) listed a website, 45 (90%) gave a description of the brewery, festival or trail, and 32 (64%) even gave directions to the tourism location/event.

On the other hand, only 17 out of 50 (34%) states provided the hours of the tourism location/event, 5 (10%) supplied photographs and 3 (6%) listed the cost to engage in a beer tourism activity. The results for the following research questions will provide greater detail about the positive and negative factors of the sites’ overall inclusion of beer tourism.

**RQ1b- Based on tourism websites, are tourism organizations placing more emphasis on wine or beer?**

The content analysis of the 50 state tourism websites compared the presence of wine and beer tourism within numerous aspects. First, as mentioned above, only 3 (6%) of the 50 sites did not
list information about beer tourism. 2 (4%) out of 50 did not provide wine tourism. Second, an analysis of the sites’ homepages looked at the existence of photographs, direct links and literature (Fig. 4.1). Only 9 out of 50 (18%) of sites displayed a picture related to wine tourism on the homepage. Even less, a mere 1 (2%) out of 50 showed a photo representing beer tourism. While the homepages often provided numerous links to a variety of areas throughout the site, only 14 (28%) connected directly to wine tourism information and 6 (12%) to beer tourism.

However, 29 (58%) sites made it possible to find wine tourism within one or two clicks whereas only 18 (36%) sites made beer tourism available within one or two clicks. In fact, 25 (50%) sites required the use of the search engine to find beer tourism versus 11 (22%) for wine tourism (Fig. 4.2). The homepages also offered literature that focused on specific activities and locations within the state. 10 (20%) mentioned wine tourism and 3 (6%) talked about beer tourism.

![Image](image_url)

**Figure 4.1**  
*Inclusion of Wine/Beer Tourism on Homepage*
Third, the analysis compared the tourism information provided for beer (discussed under RQ1a) and wine (Fig. 4.3). In comparison to the results mentioned above, there were minor differences in a majority of the results regarding wine. The amount of information regarding the hours, photos, contact information, website, cost and directions was slightly higher for wine. 20 out of 50 (40%) provided the hours of the event, 45 (90%) listed contact information and the same amount included the website link, and 4 (8%) gave the cost to participate. The information about the location and description was actually slightly lower than that of beer tourism. 44 (88%) gave the location and 39 (78%) gave a description of the event. Overall, the differences between the information provided for wine versus beer tourism differs by a few percentage points.
Fourth, the study analyzed the presence of wine and beer among a variety of other tools on the sites (Fig. 4.4). Out of the 8 blogs provided, 6 (75%) discussed wine and 5 (62.5%) discussed beer. Out of the 12 sites that provided articles from outside news sources, 10 (83%) at least mentioned wine and 9 (75%) did so for beer. 26 tourism sites gave story ideas for the press, out of which 12 (46%) focused on wine and only 4 (15%) on beer. For the 31 organizational sites that listed vacation packages and ideas for itineraries, 25 (81%) centered on wine and only 6 on beer tourism. When discovering information for wine tourism, 10 out of 50 (20%) sites led to a separate page devoted specifically to wine. 9 out of 50 (18%) led to separate pages for beer. 49 of the 50 analyzed sites had a search engine. When typing in keywords such as “wine” or “beer” into the search bars, 44 (88%) resulted in information about wine tourism and 41 (82%) did so for beer tourism.

Finally, the analysis included some qualitative questions to discern the differences in the overall presence of wine versus beer tourism as well as the ease of finding each. The results for
the inclusion of wine tourism (Fig. 4.5) were the following: None 2 (4%), little 16 (32%), some 17 (34%), prominent 15 (30%). The results for the inclusion of beer tourism were: None 3 (6%), little 23 (46%), some 17 (34%), prominent 7 (14%). A few categories were also included in the analysis of the ease of finding wine or beer tourism (Figure 4.6). The ease of discovering wine tourism information resulted as follows: Extremely easy or just a few clicks 38 (76%), had to search 10 (20%), and could not find with the search 2 (4%). The following were the results for beer tourism: Extremely easy or just a few clicks 25 (50%), had to search 22 (44%) and could not find with the search 3 (6%).

![Figure 4.4](image)

*Overall inclusion of Wine/Beer Tourism*
**RQ2a- Based on an analysis of tourism websites, how well is the overall site providing information to site and potential state visitors?**

Numerous aspects of websites can help a visitor to have a positive experience with the site. The study also analyzed many of these factors (Fig. 4.7). 29 out of 50 (58%) sites gave options to view the site in languages other than English. 48 (96%) sites provided a listing or calendar of events and 47 (94%) were searchable. 12 (24%) sites included articles from external sources that talked about the state’s tourism. For website visitors interested in speaking with someone directly to learn more information, 12 sites (24%) listed tourism staff members, and 12 (24%) also gave direct telephone numbers and email addresses to staff members. 31 (62%) sites provided vacation packages or ideas for itineraries.
49 (98%) provided at least one option to link to some form of social networking. 13 (26%) included blogs among these options. However, only 8 (16%) sites used blogs internally. 13 sites (16%) allowed for sharing information via email as well as a variety of other methods, such as social networks.

48 sites (96%) provided a link to a newsroom, which was found within one or two clicks. In the newsroom, 43 (86%) included news releases. 16 of the 43 sites (37%) archived its releases, while 8 of the 43 (18.6%) were searchable. 26 (52%) provided story ideas for journalists and other members of the media. 41 out of 50 (82%) sites listed the tourism organizations’ public relations staff. 34 (68%) gave their direct telephone numbers and 41 (82%) gave their emails.

Figure 4.6
Overall Site Information
(Out of 50)
Based on the results found for research questions 1a, 1b and 2a, the research questions 1c and 2b can be determined. The following provides a discussion about ways the tourism websites can improve themselves overall as well as among beer tourism.

**RQ1c- Based on an analysis of tourism websites, what can tourism organizations do to better their beer tourism?**

Although the results of wine tourism are not overwhelmingly different from those of beer tourism, there are still some important aspects of the content analysis that must be discussed. Wine does receive more recognition in the areas of story ideas (Fig. 5.1) and vacation packages/itineraries (Fig. 5.2). Although it is still a small number, out of the 52% that provided story ideas 46% of those offer an idea that focuses on wine tourism. Only 15% mention beer tourism. Journalists and other members of the media are more likely to write about specific topics if the tourism organization hands it to them. Story ideas also decrease time that busy journalists have to spend on the site searching for topic.

![Figure 5.1 Story Ideas](chart.png)
Similar results can be seen within the vacation packages/itineraries. Out of the 62% of destinations that provide this type of planning information, 71% of these list a getaway revolving around wine tourism. Only 19% suggest an idea centering on beer tourism. Vacation packages and itineraries make the travel planning process easier for tourists because the plans are already prepared. They can also be less expensive due to deals included as part of a package. Simply providing options for both story ideas and vacation packages/itineraries could result in greater awareness and attendance for beer tourism.

Another area that greatly differs between wine and beer tourism is the ease of finding their information on the sites. 22% of sites required the use of the search engine to find information regarding wine tourism. 58% of the sites made it possible to reach wine tourism information within only one or two clicks. However, a disappointing 50% of sites required the search engine in order to find beer tourism and only 36% enable visitors to find it in one or two clicks. It is also necessary to note here that, unfortunately, search engines do not always provide the most organized information, which can result in a confusing or stressful hunt. Tourism sites
must improve the process of reaching desired information. If it must occur through the search engine, they could at least create more organized and comprehensive lists.

The inclusion of wine versus beer tourism also deserves some attention. Results found that over half of the sites either included none or very little beer tourism. A majority, 64%, of wine tourism fell within the categories of “some” or “prominent.” There is clearly a difference in the amount of each type of tourism available on the sites. This is yet another area that tourism organizations can improve to create more awareness and visitors for beer tourism.

In some cases, beer tourism does actually hold the prominent position in comparison to wine tourism. However, this is rare and does not occur enough to receive attention. As just discussed, beer tourism has a lot of room to grow among most of the online tourism organizations.

While the information given about wine and beer tourism is not lacking, tourism organizations could incorporate more details about both. It is essentially “hit or miss” when it comes to the hours and inclusion of photos in their information. By providing more, clearer data regarding these details, the potential tourist would experience a more satisfactory and easier experience, resulting in a less stressful interaction with the site. It is often essential to know an attraction’s hours when planning a trip itinerary. And, photos are a factor that allows travelers to get an idea beforehand of whether they perceive that an attraction will provide a positive experience.

Another overlooked detail is cost, which is rarely included. In fact, 70% of wine and 72% beer tourism neglected to include prices. As discussed in the literature review, people perceive costs as a risk to their travel decisions. The inclusion of prices could allow for a more user-friendly experience and make the decision-making process easier.
Furthermore, neither wine nor beer tourism receives little recognition on homepages. For example, 82% of sites do not display a photo of wine tourism while 98% neglect to post an image of beer tourism. The presence of a link or literature regarding the two is also low. Simply placing an image or mentioning beer on the homepage could help site surfers to become aware that beer tourism is available within that state.

Finally, 18% of sites provided links to websites that were separate from the tourism industry and revolved around beer. Most times these separate sites were for beer guilds. These listed the state’s breweries and other facets of beer tourism such as festivals. It would be beneficial to provide the link to every state’s beer guild to ensure the inclusion of major breweries and to also provide a credible source about the state’s beers’ characteristics and recommendations.

**RQ2b- How can the tourism organization improve their overall websites?**

Overall, a majority of the sites provide the necessary basic information needed to begin the decision-making process of where to travel. Social media, share options, press releases, media staff contacts, event calendars and adequate search engines are prevalent among most sites.

However, in order to increase the communicability of the destination’s messages across various cultures, more sites should include a selection of languages. 42% did not provide options other than English. Changing this will help create a consistent image among website visitors. Similarly, the ability to share website information via email or social media could be improved. This could increase the interpersonal aspect of decision-making and allow individuals to interact about their potential plans. For the same reason, blogs should also make a greater appearance on the sites. Although some sites do provide a link to an external blog, these are not always obvious.
This is especially true when the logos are unrecognizable or small and placed at the bottom of the page. Bloggers that discuss various aspects of the destination would serve as word of mouth and provide the interpersonal aspect that the diffusion of innovation theory suggests is so important.

Interpersonal aspects of the overall site can be further increased by listing the tourism and public relations staff along with their specific telephone numbers or email addresses. 1-800 numbers and info@ emails are impersonal and often leave callers and senders wondering if their messages will be received, how long it will take, and whether the response will provide adequate and substantial information. Interacting with a direct number or a name@ email address increases the sense of community and that the organization is willing to take time to work with individuals.

Other potential improvements to the sites include the expansion of search options for event listings and news releases. Providing more opportunities for the user to type in a keyword, as well as select among predetermined categories, would result in a more thorough and accurate search.

As discussed in regards to improvements for beer tourism, tourism organizations could incorporate more details about both wine and beer. Therefore, it is questionable whether these sites are in need of more information with all events and types of special interest tourism. If this is in fact the case, more, clearer information about details like cost, photographs and hours of operation, would allow for a more satisfactory and easier overall experience with the states’ tourism sites and decrease potential perceived risks.

Story ideas, vacation packages and external news can also receive more emphasis overall. 26 (52%) sites offered ideas for journalists and 31 (62%) for travelers. In today’s fast-paced
world ease is often appreciated, which story ideas and preplanned packages provide. Only 12 (24%) employed external news sources, which should be increased. Newspapers and outside media can serve as word of mouth through the praise, recommendations and other positive feedback offered.

Although the research pointed out some important insights into beer tourism, it also demonstrated that the sites have a strong foundation for reaching out to tourists. While several opportunities for improvement exist, they are enacting some strong tools.

**Limitations**

Like with all studies, the present research did come across some limitations. First, some subjectivity was incorporated into the content analyses. This is evident in the questions, “Rate the ease of finding wine/beer tourism” and “Rate the amount of inclusion of wine/beer tourism.” Although the rating scales were specifically provided, the idea of each category might differ among individual researchers.

Second, all websites are subject to change. Even in the time since conducting this research, it is possible that the web master has altered information. This could result in a completely different outcome. For example, the prominent theme of these sites concentrated on the outdoors. It seems likely that the season is a determining factor for this. Therefore, the focus of the page could change in a month or two.

Finally, although websites claim that they are up to date, it is possible that the Google search results regarding wineries, breweries and wine/beer events could have been incorrect. The sources for each site’s listings were not provided and the user must trust that the label “2009” or “2010” is in fact true.
Future Recommendations

Due to the lack of research on beer tourism, there are still various opportunities for new research on this topic. First, typographies of travelers are prominent focuses of studies involving other special interest tourisms. It would be beneficial to study the characteristics of individuals that travel with the sole or prominent purpose of visiting breweries or experiencing other types of beer tourism.

Second, it is possible that most people who travel do not turn to the Internet for information. Older generations might use more traditional sources of information, such as travel agencies or brochures. The Internet is only one tool for promoting travel and several opportunities exist to conduct research surrounding the prominence of beer tourism promotions among other types of media. Along the same lines, it would be useful to study the level of awareness tourists possess regarding the presence of beer tourism among states in relation to its inclusion on the tourist sites.

Third, it would be interesting to compare the use of beer tourism among websites with other types of tourism. As mentioned above, the outdoors was a prominent theme on the homepage of most sites. The amount of adventure or nature tourism could be astounding in comparison to that of beer tourism. It could be useful to study the difference in methods for attracting people to participate in these special interest tourism types.

Lastly, due to the common belief and acceptance that Europe is home to prestigious beers, it would be interesting to compare the inclusion of beer tourism on tourism websites of European countries with those of the United States.

Hopefully research on beer tourism will soon grow and provide some interesting insights that tourism organizations can utilize to better their attendance and, in turn, economies.
References


McIntosh, A. J. (1999). Into the tourist’s mind: Understanding the value of the heritage experience. *Journal of Travel and Tourism Marketing, 8*(1), 41-64.


Appendix A
Codebook

Definitions:

Wine tourism- Events and/or venues that provide activities or some form of entertainment to visitors that wish to experience wine while in that area. This includes wineries/vineyards, festivals, and trails. Wine tourism is a place or event that focuses specifically on wine. For example, “The Taste of Muncie” would not fit into the category because it would focus on much more beyond wine.

Beer tourism- Events and/or venues that provide activities or some form of entertainment to visitors that wish to experience beer while in that area. This includes breweries, festivals, and beer trails. Beer tourism is a place or event that focuses specifically on beer. For example, “The Taste of Muncie” would not fit into the category because it would focus on much more beyond beer.

Calendar of events- A listing of events that occur throughout the area during the month and upcoming months. Typically provides information about events. Is not always in the form of a calendar and can be in a list format instead.

Newsroom/Pressroom- Aims to provide media outlets with information about the state’s tourism practices, activities, events, etc. It is often labeled but might simply be a section of the site that provides news releases and other information aimed specifically towards the media. These can also fall under the label of “Media” or “News.”

Appropriate results- Those that provide any type of information about wine or beer tourism in the state.

Overall telephone number /email versus direct- An overall number or email is contact information for the tourism organization in general. A direct phone number or email will provide contact information specifically for an individual on the staff.

Outside articles- Articles or stories about the destination that are from sources beyond the tourism organization. These are sometimes labeled as “In the media” or “recent news.”
1. Does the tourism homepage display photos of wine tourism?
   1= yes
   2= no

2. Does the tourism homepage display photos of beer tourism?
   1= yes
   2= no

3. Does the tourism homepage have a link specifically to wine tourism?
   1= yes
   2= no

4. Does the tourism homepage have a link specifically to beer tourism?
   1= yes
   2= no

5. Does the tourism homepage mention wine tourism in its literature?
   1= yes
   2= no

6. Does the tourism homepage mention beer tourism in its literature?
   1= yes
   2= no

7. What appears to be the overall theme/focus of the homepage?
   1= family
   2= adventure
   3= food/cuisine
   4= drinks/beverages
   5= outdoors
   6= heritage/history
8. How many clicks, from the homepage, does it take to find wine tourism information?

1=1
2=2
3=3
4=4
5=5
6=6
7=7
8=not found

9. If the site mentioned wine tourism does it provide specific winery/event names?

1=Yes
2=No
3=Some
4=None found

10. Hours?

1=Yes
2=No
3=Some
4=None found

11. Location?

1=Yes
2=No
12. Photos?
   1=yes
   2=no
   3=some
   4=none found

13. Contact information to learn more?
   1=yes
   2=no
   3=some
   4=none found

14. Website for event?
   1=yes
   2=no
   3=some
   4=none found

15. Description of event?
   1=yes
   2=no
   3=some
   4=none found

16. Cost?
   1=yes
   2=no
3=some
4=none found

17. Directions to event?
1=yes
2=no
3=some
4=none found

18. What is the price range of the majority of wine tourism activities listed?
1=Free
2=$1-$10
3=$11-$20
4=$20-$30
5=$31-$40
6=$41-$50
7=$50+
8=not provided
9=none found
10=multiple ranges

19. What type is the majority of wine tourism in this state?
1=wineries/vineyards
2=festivals
3= Trails
4=other
5=none found

20. Rate the ease of finding wine tourism
1=Extremely easy, practically handed it to me
2=Just took a couple clicks to get me there
3=Found it after searching through several of the site’s pages
4=I was unable to find it and had to use the search engine
5=I was unable to find it with the search engine

21. Rate the amount of inclusion of wine tourism on the site, based on observations while conducting content analysis.
   1= None
   2= Very little
   3= Some
   4= Prominent topic
   5= Focus of site

22. How many clicks, from the homepage, does it take to find beer tourism information?
   1=1
   2=2
   3=3
   4=4
   5=5
   6=6
   7=7
   8=not found

23. If the site mentioned wine tourism does it provide specific winery/event names?
   1=yes
   2=no
   3=Some
24. Hours?
   1=Yes
   2=No
   3=Some
   4=None found

25. Location?
   1=Yes
   2=No
   3=Some
   4=No found

26. Photos?
   1=Yes
   2=No
   3=Some
   4=None found

27. Contact information to learn more?
   1=Yes
   2=No
   3=Some
   4=None found

28. Website for event?
   1=Yes
   2=No
   3=Some
29. Description of event?
   1=yes
   2=no
   3=some
   4=none found

30. Cost?
   1=yes
   2=no
   3=some
   4=none found

31. Directions to event?
   1=yes
   2=no
   3=some
   4=none found

32. What is the price range of the majority of beer tourism activities listed?
   1=Free
   2=$1-$10
   3=$11-$20
   4=$20-$30
   5=$31-$40
   6=$41-$50
   7=$50+
   8=not provided
9=none found
10=multiple ranges

33. What type is the majority of beer tourism in this state?
   1=breweries
   2=festivals
   3= Trails
   4=other
   5=none found

34. Rate the ease of finding beer tourism
   1=Extremely easy, practically handed it to me
   2=Just took a couple clicks to get me there
   3=Found it after searching through several of the site’s pages
   4=I was unable to find it and had to use the search engine
   5=I was unable to find it with the search engine

35. Rate the amount of inclusion of beer tourism on the site, based on observations while conducting content analysis.
   1=None
   2=Very little
   3= Some
   4=Prominent topic
   5=Focus of site

36. Is there a calendar of events?
   1=yes
   2=no

37. If yes, is the calendar of events searchable?
38. If yes, how can it be searched?
   1=Predetermined
   2=Type your own
   3=Predetermined and type your own
   3=Not searchable
   4=No calendar

39. Is there a search engine for the overall site?
   1=yes
   2=no

40. Does typing in the word "wine" bring up appropriate results?
   1=yes
   2=no

41. Does typing in the word “beer” bring up appropriate results?
   1=yes
   2=no

42. Is there a newsroom?
   1=yes
   2=no

43. If so, how many clicks does it take you to get there from the homepage?
   1=1
   2=2
   3=3
44. Are there news releases?
   1=Yes
   2=No
   3=No newsroom

45. Are the releases archived?
   1=Yes
   2=No
   3=No releases provided
   4=No newsroom

46. Are the releases searchable?
   1=Yes
   2=No
   3=No releases provided
   4=No newsroom

47. Does the tourism site provide a staff listing?
   1=Yes
   2=No

48. Is there a direct email for staff at the tourism bureau provided?
   1=Yes
   2=No

49. Is there a direct telephone number provided for staff at the tourism bureau?
   1=Yes
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>50. Is there an overall email address to contact the tourism organization?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>51. Is there an overall telephone number to contact the tourism organization?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>52. Is the media staff listing provided?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>53. Is there a direct email for media staff?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>54. Is there a direct telephone number for media staff?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>55. Is there an overall email for the media staff?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>56. Is there an overall telephone number for the media staff?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
<tr>
<td>57. Does the site offer languages other than English?</td>
<td></td>
</tr>
<tr>
<td>1=yes</td>
<td></td>
</tr>
<tr>
<td>2=no</td>
<td></td>
</tr>
</tbody>
</table>
58. Are there options to share?
    1=yes
    2=no

59. Are there links to social media?
    1=yes
    2=no

60. Facebook?
    1=yes
    2=no
    3=no social media

61. Twitter?
    1=yes
    2=no
    3=no social media

62. Flickr?
    1=yes
    2=no
    3=no social media

63. You Tube?
    1=yes
    2=no
    3=no social media

64. Blog?
    1=yes
    2=no
3= no social media

65. RSS Feed?
   1= yes
   2= no
   3= no social media

66. Trip Advisor?
   1= yes
   2= no
   3= no social media

67. Four Square?
   1= yes
   2= no
   3= no social media

68. Other?
   1= yes
   2= no
   3= no social media

69. Are there on site blogs?
   1= yes
   2= no

70. If yes, does it discuss wine?
   1= yes
   2= no
   3= no blog

71. If yes, does it discuss beer?
72. Are there related articles about wine that provide more info not on immediate page?
   1=yes
   2=no

73. Are there related articles about beer that provide more info not on immediate page?
   1=yes
   2=no

74. Are outside articles provided?
   1=yes
   2=no

75. Are outside articles about wine provided?
   1=yes
   2=no
   3=no outside articles

76. Are outside articles about beer provided?
   1=yes
   2=no
   3=no outside articles

77. Does the press room provide story ideas?
   1=yes
   2=no

78. If yes, is there an idea about wine?
   1=yes
79. If yes, is there an idea about beer?
   1=yes
   2=no
   3=no ideas given

80. Is there a page separate from the site that is devoted to wine?
   1=yes
   2=no

81. Is there a page separate from the site that is devoted to beer?
   1=yes
   2=no

82. Are vacation packages/itineraries offered?
   1=yes
   2=no

83. Are there packages/itineraries that focus on wine?
   1=yes
   2=no
   3=no packages/itineraries offered

84. Are there packages/itineraries that focus on beer?
   1=yes
   2=no
   3=no packages/itineraries offered
Appendix B
Code Sheet

State: ________________

1. Does the tourism homepage display photos of wine tourism? _________
2. Does the tourism homepage display photos of beer tourism? _________
3. Does the tourism homepage have a link specifically to wine tourism? _________
4. Does the tourism homepage have a link specifically to beer tourism? _________
5. Does the tourism homepage mention wine tourism in its literature? _________
6. Does the tourism homepage mention beer tourism in its literature? _________
7. What appears to be the overall theme/focus of the homepage? _________
8. How many clicks, from the homepage, does it take to find wine tourism information? _________
9. If the site mentioned wine tourism does it provide specific winery/event names? _________
10. Hours? _________
11. Location? _________
12. Photos? _________
13. Contact information? _________
14. Website for event? _________
15. Description of event? _________
16. Cost? _________
17. Directions to event? _________
18. What is the price range of the majority of the wine tourism activities listed? _________
19. What type is the majority of wine tourism in this state? _________
20. Rate the ease of finding wine tourism _________
21. Rate the amount of inclusion of wine tourism on the site, based on observations while conducting content analysis. ________

22. How many clicks, from the homepage, does it take to find beer tourism information? ________

23. If the site mentioned beer tourism does it provide specific brewery/event names? ________

24. Hours? ________

25. Location? ________

26. Photos? ________

27. Contact information? ________

28. Website for event? ________

29. Description of event? ________

30. Cost? ________

31. Directions to event? ________

32. What is the price range of the majority of beer tourism activities listed? ________

33. What type is the majority of beer tourism in this state? ________

34. Rate the ease of finding beer tourism ________

35. Rate the amount of inclusion of beer tourism on the site ________

36. Is there a calendar of events? ________

37. If yes, is the calendar of events searchable? ________

38. If yes, how can it be searched? ________

39. Is there a search engine for the overall site? ________

40. Does typing in the word “wine” bring up appropriate results? ________

41. Does typing in the word "beer" bring up appropriate results? ________

42. Is there a newsroom? ________

43. If so, how many clicks does it take you to get there from the homepage? ________

44. Are there news releases? ________
45. Are the releases archived? _______
46. Are the releases searchable? _______
47. Does the tourism site provide a staff listing? _______
48. Is the direct email for staff at the tourism bureau provided? _______
49. Is there a direct telephone number provided for staff at the tourism bureau? _______
50. Is there an overall email address to contact the tourism organization? _______
51. Is there an overall telephone number to contact the tourism organization? _______
52. Is there a media staff listing? _______
53. Is there a direct email for media staff? _______
54. Is there a direct telephone number for media staff? _______
55. Is there an overall email for media staff? _______
56. Is there an overall telephone number for media staff? _______
57. Does the site offer languages other than English? _______
58. Are there options to share? _______
59. Are there links to social media? _______
60. Facebook? _______
61. Twitter? _______
62. Flickr? _______
63. You Tube? _______
64. Blog? _______
65. RSS Feed? _______
66. Trip Advisor? _______
67. Four Square? _______
68. Other? _______
69. Are there blogs on the site? _______
70. If yes, does it discuss wine? ________
71. If yes, does it discuss beer? ________
72. Are there related articles about wine that provide more info not on immediate page? ________
73. Are there related articles about beer that provide more info not on immediate page? ________
74. Are there outside article provided? ________
75. Are outside articles about wine provided? ________
76. Are outside article about beer provided? ________
77. Does the press room provide story ideas? ________
78. If yes, is there an idea about wine? ________
79. If yes, is there an idea about beer? ________
80. Is there a page separate from the site that is devoted to wine? ________
81. Is there a page separate from the site that is devoted to beer? ________
82. Are vacation packages/itineraries offered? ________
83. Are there packages/itineraries that focus on wine? ________
84. Are there packages/itineraries that focus on beer? ________