

Un touriste satisfait est-il un touriste qui achète ? Le cas de l'expérience de visite d'une cave.

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Does a satisfied tourist buy? The case of winery visit experience.

Abstract : the aim of this study is to determine whether experiencing a wine cellar visit can trigger satisfaction and provoke purchasing. In order to assess the impact of the perceived authenticity and satisfaction level and purchases, a questionnaire is submitted to visitors in a historical wine cellar in Alsace.

Keywords : satisfaction, purchase, consumption experience, authenticity