

# New Directions in Wine Business, Wine Tourism

**EM1S5M41**

## **Program**

### **PGE**

PGE 3A - International Wine management and tourism (IWMT)

## **UE**

Wine Tourism

## **Semester**

B

## **Discipline**

Strategy

## **Contact hours**

24 H

## **Number of spots**

45

## **ECTS**

5

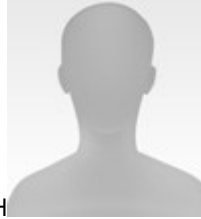
## **Open to visitors**

Yes

## **Language**



## Coordinator



Kerstin BACH

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Kerstin BACH	<a href="mailto:kerstin-bach@gmx.de">kerstin-bach@gmx.de</a>	24 h

### Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

**LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.**

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

### Description

In today's world of tourism, there is an increasing tendency to achieve higher quality in the customer experience. The

tourist experience needs to integrate recreational as well as educational and entertaining elements. This need is embedded in a stronger consciousness in what role tourism can play for regional development, bringing benefit not only to guests but also for the local population and economy in opposite to internationally standardized mass tourism offers.

Wine tourism can meet these expectations especially well, combining wine events, beautiful landscapes and the deeply rooted wine culture specific of each region. The underlying importance of “culture” in wine business and wine tourism cannot be underestimated. Wine tourism lives on the cultural attributes of wine production and wine consumption.

This course will provide participants with a basic understanding of wine tourism and especially cultural wine tourism, its potential and benefits for wine marketing and wine tourism. As an example, German wine tourism options are presented.

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## Teaching methods

### Face-to-face

- Lectures
- Tutorials
- Other : On-site visit Germany

### In group

- Oral presentations
- Projects
- Case studies/texts

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **explain** the importance of culture as a driving element in wine marketing and wine tourism, especially in “old world” wine marketing
- - (level 3) **use** of non-wine related issues to develop attractive touristic offers and develop a related business pitch.
- - (level 4) **examine** Germany as the most important global key wine market

- - (level 5) **appraise** wine tourism as beneficial factor for both wine and tourism industries
  - - (level 6) **develop** critical analysis skills regarding the underlying potentials of wine regions for wine tourism and being able to identify the specific regional assets and drawbacks.
  - - (level 6) **organize** a touristic offer regarding to cultural wine tourism.
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## **Affective domain**

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## **Outline**

### DAY 1

S1 8.30 German Wine and Wine Regions  
S2 10.00 Intro Individual Assessment (due date 18 March)  
S3 10.30 Steffen Schindler German Wine Marketing (Live feed via zoom)  
12.30 Lunch break  
S4 13.30 German Wine History and Quality Movement  
S5 14.30 Johann Fitz of VDP Estate Fitz-Ritter (Live feed via zoom)  
S6 15.30 Intro Wine Tourism: Wine Region's USP  
S7 16.30 Group work: New and Old World wine regions  
17.30 End

### DAY 2

S1 8.30 Presentations USP Analysis  
S2 10.30 Cultural Wine Tourism  
S3 11.30 Group Work: Elevator Pitch  
12.30 Lunch break  
13.30 (continued)  
S4 14.30 Meet up and peer-to-peer review  
S5 15.30 Presentations Elevator Pitch  
S6 17.00 Outlook on excursion  
17.30 End

### DAY 3

Trip to Germany (Palatinate Wine Region)  
8.00 Bus departure at EM entrance  
10.15 Winery Wilhelmshof Siebeldingen  
12.30 Lunch break  
14.30 Hambach on the German Wine Route - Culture and Wine Guided Tour  
16.30 Return Strasbourg  
Approx. 18.00 Arrival Strasbourg

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**No prerequisite has been provided**

## Knowledge in / Key concepts to master

**No prerequisite has been provided.**

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles  
- Case studies/texts

### Moodle platform

**No items in this list have been checked.**

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

Freund-Grieger, Christine (2019): Value creation in wine tourism: A case study of Bad Dürkheim. Master Thesis at Weincampus Neustadt - Hochschule für Wirtschaft und Gesellschaft Ludwigshafen (unpublished)

Krebiehl, Anne (MW) (2019): The Wines of Germany. London: Infinite Ideas

Moskoppp, Tamara (2017): Practising Authentic Wine Tourism: Wine Destination Mosel. Master Thesis Lund University, <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=8911453&fileId=8911463>

Peters, G. L. (1997): American Winescapes. Westview Press: Boulder

Schäfer, Robert (2015): Tourismus und Authentizität. Zur gesellschaftlichen Organisation von Außeralltäglichkeit. Bielefeld: transcript (in German)

Back, Robin / Lowry, Linda / Higgins, Lindsey (2020): Exploring a wine farm micro-cluster: A novel business model of diversified ownership, *Journal of Vacation Marketing* <https://doi.org/10.1177/1356766720954258>

Bruwer, J. / Lesschaeve, I. (2012): Wine tourists' destination region brand image perception and antecedents: Conceptualisation of a winescape framework. *Journal of Travel & Tourism Marketing*, 29(7), 611-628.

Pine, B. Joseph / Gilmore, James H. (1998): Welcome to the experience economy. *Harvard Business Review*.

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Additional literature

- German Wine Institute: [www.germanwines.de](http://www.germanwines.de) (information in English on different wine and tourism topics /see Service ▢ Downloads ▢ for Statistics, Information brochures)
- Association of VDP Estates: [www.vdp.de/en](http://www.vdp.de/en)

- Ambassadors of Culture and Wine Pfalz: [www.kultur-und-weinbotschafter-Pfalz.de](http://www.kultur-und-weinbotschafter-Pfalz.de) (in German)
- Tourism Strategy Rhineland-Palatinate: <https://rlp.tourismusnetzwerk.info/inhalte/tourismus-strategie/tourismusstrategie-rheinland-pfalz-2025/> (in German)
- Tourism Strategy Pfalz: [https://rlp.tourismusnetzwerk.info/download/Tourismusstrategie\\_Pfalz.pdf](https://rlp.tourismusnetzwerk.info/download/Tourismusstrategie_Pfalz.pdf) (in German)

## **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered

Corporate Chaire in Wine and Tourism: <https://chaires.em-strasbourg.eu/chaires/vin-et-tourisme>

Haller, C., Bede, S., Couderc M., & Millo, F. (2016). Pink Wine and Movie Stars: How the Provence Wine Trail Was Established. In Thach, L. & Charter, S. (eds) (2016). Best Practices in Global Wine Tourism. NY: Miranda Press.

Tahar, Y. B., Haller, C., Massa, C., & Bédé, S. (2018). Designing and Creating Tourism Experiences: Adding Value for Tourists. In The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures (pp. 313-328). Emerald Publishing Limited.

Sigala, M., & Haller, C. (2019). The Impact of Social Media on the Behavior of Wine Tourists: A Typology of Power Sources. In Management and Marketing of Wine Tourism Business (pp. 139-154). Palgrave Macmillan, Cham.

HALLER, C. Hess, I & Méreaux, J-P, (2020) Alignment of wine tourism experiences offering with wine tourists' expectations: conviviality and aesthetics as successful dimensions, International Journal of Wine Business Research ((Forthcoming).

HALLER, C., Thach, L & Olsen, J. (2020) Understanding eWineTourism Practices of European and North America Wineries, Journal of Gastronomy and Tourism, Vol.4, n°3, pp.141-156

## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : 19 March 2023

Written (90 Min.) / Individual / English / Weight : 50 %

**Details :** Individual written report 50% Weighting Due date 19 March 2023 Upload on moodle NAME-WT2023

**This evaluation is used to measure L01.1, L01.3, L02.2, L02.3, L03.1**

**Intermediate assessment / continuous assessment 2**Class no. S2 7 March 2023

Written and oral (10 Min.) / Group / English / Weight : 20 %

**Details :** Group work 1: New and Old World wine regions USP Analysis Day 2 - 7 March Session 2 Upload on moodle GROUP NO - PRES1 WT2023

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3, L03.1**

**Intermediate assessment / continuous assessment 3**Class no. Session 5, 7 March 2023

Written and oral (10 Min.) / Group / English / Weight : 20 %

**Details :** Group Work 2: Elevator Pitch Presentations Day 2 - 7 March Session 5 Upload on moodle GROUP NO - PRES2 WT2023

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3, L03.1**

**Intermediate assessment / continuous assessment 4**Other (date, pop quiz, etc.) : Ongoing in class

Oral / Individual / English / Weight : 10 %

**Details :** Attendance and participation Ongoing in class Answers to questions Participation in discussions Attendance

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3, L03.1**