

Contemporary issues in wine tourism

EM1S5M42

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

Open to visitors

Yes

Language



Coordinator

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Natalia VELIKOVA	natalia.velikova@ttu.edu	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

This 24-hour course explores contemporary issues in global wine tourism. Participants will gain insights into the benefits and challenges of wine tourism and analyze implementation strategies used at both the regional and individual winery level. The topics of regional brand identity, wine tourist motivations, behavior and experiences, wine routes, service quality, partnerships, and key communication tools, including video and social media design will be covered. In addition, examples of successful events, tours, cellar door programs and crisis management strategies will be analyzed.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Projects

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** the role of wine as a source of livelihood in agriculture and regional tourism
 - - (level 1) **Identify** the benefits of wine tourism to the wine industry and to the host communities
 - - (level 1) **Recognize** the links between wine tourism, local cultures and local legislation
 - - (level 2) **Articulate** the benefits and challenges of wine tourism, including the effect of COVID-19 on global wine tourism
 - - (level 4) **Appraise** the scope and the context of wine tourism development in the Old World and the New World
 - - (level 5) **Develop** insights into wine tourist behavior and motivations [
 - - (level 5) **Develop** team building, critical thinking, and communication skills in discussions of wine tourism opportunities and challenges
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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

Outline

Introductory Live Session (Zoom)

Individual / Group Work

14:00 – 16:00

16:00 – 18:00

Live Session (Zoom)

8:00 – 12:00

Individual / Group Work

14:00 – 16:00

16:00 – 18:00

Live Session (Zoom)

8:00 – 12:00

Individual / Group Work

14:00 – 16:00

16:00 – 18:00

Live Session (Zoom)

No prerequisite has been provided

Knowledge in / Key concepts to master

NA

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

No items in this list have been checked.

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.

Recommended reading

Main reading material

- Alonso et al., (2015). "Perceived benefits and challenges to wine tourism involvement: an international perspective". *International Journal of Tourism Research*, 17: pp.66-81
- Bruwer et al., (2013). "Wine tourism experience effects of the tasting room on consumer brand loyalty". *Tourism Analysis*. Vol 18 (4), pp. 399-414
- Bruwer, J., Pratt, M.A., Saliba, A. and Hirche, M. (2014). "Regional destination image perception tourists within a winescape context". *Current issues in tourism*. 1-21
- Charters, S., Ali-Knight, J. (2002). "Who is the wine tourist"? *Tourism management* 23, 311- 319
- Charters, S., Fountain, J. and Fish, N. (2009), "'You felt like lingering...': Experiencing 'real' service at the winery tasting room", *Journal of Travel Research*. Vol. 48 (1), pp. 122-134.
- Cogan-Marie, L., Charters, S. and Velikova, N. (2015). The Development of Wine Tourism in Lesser- Known Wine Regions: The case of Jura. Paper submitted for the AWBR Conference, Adelaide, February 2016.
- Gezt, D. (2000). *Wine tourism: Management, Development & Destinations*. Cognizant Communications.
- Hall, C. M. (2013). *Wine, food, and tourism marketing*. Routledge.
- Jones, M., F., Singh, N., Hsiung, Y. (2015). "Determining the critical success factors of the wine tourism region of Napa from a supply perspective". *International Journal of Tourism Research*. 7/ 261-271
- Koch et al.. (2013). "Overview of perceptions of German wine tourism from the winery perspective". *International Journal of Wine Business Research*. Vol 25 (1), pp. 50-74
- Lockshin, L., Spawton, T. (2001). "Using involvement and brand equity to develop a wine tourism strategy". *International Journal of Wine Marketing*. Vol 13 (1), pp. 72-81
- Manea, M. (2015). *Wine Tourism In Western Moldova-To A Future Alsace?*. *Management & Marketing Journal*, 13(1).
- Mitchell, R., Charters, S. and Albrecht, J. (2012). "Cultural systems and the wine tourism product". *The Annals of Tourism Research* 39 (1) pp. 311-335
- Novelli, M. (Ed.). (2005). *Niche tourism: contemporary issues, trends and cases*. Routledge
- Thach, L. & Charters, S. (2016). *Best Practices in Global Wine Tourism*. NY: Miranda Press.

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

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

- 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.
- 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.
- 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.
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Assessment

List of assessment methods

No assessment methods have been attributed to this course yet.