

Innovations and technological developments in wine tourism

EM1S5M43

Program

PGE

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

UE

Wine Tourism

Semester

B

Discipline

Information systems management

Contact hours

24 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Coralie HALLER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Coralie HALLER	coralie.haller@em-strasbourg.eu	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

Wine tourism of tomorrow: a collective approach in 4.0

With the advent of COVID, virtual platforms are more important than ever, and will continue to thrive as a new form of customer connection even after the pandemic has ended. The global tourism industry was especially negatively impacted by the pandemic, including wine tourism. However, many wineries around the world implemented innovative virtual tours and online wine tastings to keep tourists engaged. Virtual wine tourism is here to stay as another means of enhancing customer loyalty, and increasing revenue streams.

This courses analyzes the main issues and perspectives of tomorrow's wine tourism. It is about bringing a reflection around a model of wine tourism based on collective approaches, the mutualization of skills and the capacity of resilience through the use of communication technologies.

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Oral presentations
- Case studies/texts

Interaction

- Discussions/debates

Others

- Other : Onsite - Visit of wineries
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Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **define** what eWine Tourism is
 - - (level 2) **discuss** how wineries in different global regions are using eWT practices to attract consumers and to interact with them online
 - - (level 3) **apply** PIAB Model in different wine tourism destinations
 - - (level 4) **compare** the use of eWine Tourism activities in different wine producing regions in the world
 - - (level 5) **appraise** the challenges and perspective of eWine 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

Outline

1- eWine Tourism: definition, challenges and perspectives
History & background - why it is so relevant now
Many types of virtual wine tourism
Challenges and Benefits
Nuanced differences around the world
eWine tourism as a sustainable practice for wine tourism in the future
PIAB Model explanation and apply the PIAB Model

2-Virtual Wine Tourists
Segmentation and characteristics of eWine tourists
Impact of eWine tourism experiences on willingness to pay and purchase intention
eWine consumers brand loyalty
Virtual Wine tasting and wine appreciation experience at wineries
Business eWine tourists

3- Global Examples of Designing, Developing and Innovating eWine tourism Experiences. Topics will focus on:

Virtual wine tours
Virtual wine tasting
“Phygital” experiences
Virtual Wine Route
Virtual Wine festivals and Events
Virtual reality and Wine tourism

4- eWine Tourism Management

Ability of wine and tourism stakeholders to collaborate with external partners
Managing the marketing function of eWine Tourism
Wineries ability to embrace digital practices
The role of intermediaries in developing eWine Tourism offers
Impact of eWine tourism developments on destination attractiveness, on consumers’ intentions to travel to wine tourism destinations.
Legal issues of eWine tourism

Onsite - Visit of wineries in Alsace Region offering Virtual/Digital Wine tourism activities

No prerequisite has been provided

Knowledge in / Key concepts to master

Basic Knowledge in Wine Tourism
attendance of the following other courses is recommended
- New Directions in Wine Business, Wine Tourism - EM1S5M41
- Contemporary Issues in Wine Tourism - EM1S5M42

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts

Moodle platform

- Upload of class documents
- Assessments

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

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

Dixit, S. K. (2019). Sigala, M. and Robinson, R.: Management and marketing of wine tourism business: theory, practice, and cases.

Sigala, M., Christou, E., & Gretzel, U. (Eds.). (2012). Social media in travel, tourism and hospitality: Theory, practice and cases. Ashgate Publishing, Ltd..

Morrison, A. M. (2018). Marketing and managing tourism destinations. Routledge.

Olsen, J., Wagner, P., & Thach, L. (2016). Wine marketing & sales: Success strategies for a saturated market. Board and Bench Publishing.

Thach, L. & Charters, S. (2014). Best Practices in Global Wine Tourism. NY: Miranda Press.

Additional literature

more tba

EM Research: Be sure to mobilize at least one resource

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

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

HALLER, C & Louis, B. (2020), Development of a regional digital strategy: case of the « wine.alsace » domain name, in *User-Experience in Web 2.0 technologies and its impact on universities and businesses*, coordinated by Dr Jean-Eric Pelet

Haller, C & Plotkina, D. (2020), Analysis of user-experience evaluation of French wineries websites, in *User-Experience in Web 2.0 technologies and its impact on universities and businesses* coordinated by Dr Jean-Eric Pelet

Assessment

List of assessment methods

No assessment methods have been attributed to this course yet.