

# Contemporary issues in wine tourism

**EM1S5M28**

## Program

**Master**  
MAE - Management du Tourisme

## UE

UE 6 Wine Tourism

## Semester

B

## Discipline

Strategy

## Contact hours

**24 H**

## Number of spots

45

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Natalia VELIKOVA 

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Ana BROCHADO	<a href="mailto:ana.brochado@iscte-iul.pt">ana.brochado@iscte-iul.pt</a>	24 h

### Pedagogical contribution of the course to the program

#### **Concevoir des solutions adaptées aux problématiques organisationnelles en appliquant des méthodologies pertinentes**

Diagnose the strategic positioning of an organization

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Develop an academic response to an organizational problem through the mobilization of reading grids and appropriate methodologies

#### **Adopter une posture de leadership responsable en étant acteur de son propre développement et de celui de ses équipes**

Build solutions related to issues arising from collaborative work

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

#### **Formuler des solutions aux défis organisationnels dans un contexte multiculturel et international, porté par un "European mindset"**

Build an advanced technical vocabulary in foreign language(s)

Communicate in a professional context in writing and orally in foreign language(s)

Design impact management taking into account the economic and social issues supported by a "European Mindset"

### 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.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations
- Projects

### 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 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**

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## 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)

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

NA

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## 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.**

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## **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.
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Additional literature

**No reading material has been provided.**

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## **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.