

New Directions in Wine Business, Wine Tourism (EM1S5M41)

Program	MASTER
Module / ECTS / Path / Specialisation	Module :UE 6 Wine Tourism : 6 ECTS. <ul style="list-style-type: none">MAE - Management du Tourisme
Discipline	Management
Semester	B
Open for visitors	yes (3 ECTS)
Available places	35

Coordinator

Coralie HALLER

Lecturers

Instructor	Population	Email
Coralie HALLER	Population	coralie.haller@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

Successful wine tourism is a form of international business where locals and visitors are attracted to regions and domains to purchase wine and enjoy all the regional offerings. However, in today's hyper competitive tourism wine tourism markets it isn't enough to take a reactive approach where local wine businesses attempt to leverage wine tourists that have been attracted by national marketing efforts or serendipitous happenstance. Wine regions and individual domains must incorporate international export strategy planning into their business models in order to maintain a competitive position and increase their regional and individual global brand awareness to maximize sales and build global brands. This course aims to introduce students to the principals of international services exporting (in the context of wine tourism) and enable them to screen various export locations for those with optimal opportunities and minimal risks, identify and distinguish between established and emerging wine tourism customer segments and develop a tourism export plan. This will involve understanding wine tourism attribute attractiveness and likely barriers to sales – at a macro (country/region) level and a micro (brand/domain) level. As part of this global view, students will also learn about the influence of country of origin and differing consumer cultural influences on buyer behavior and wine tourism destination choice

Learning Outcomes on the successful completion of the course, the student will be able to:

1. Conduct potential tourism export market screenings to determine those markets with the strongest potential for attracting international tourist to target wine region.
2. Develop critical analysis skills with respect to wine tourism offers in order to improve/innovate attractions.
3. Understand how to enhance wine tourism regional branding in order to engage and attract wine tourists, supporting wine exports.
4. Develop a strategic wine tourism export plan aimed at an international target country to stimulate international wine tourists to a selected wine region.

Educational organisation

In class

Seminars

Presentations

One to one tutoring

In groups

Projects

Oral presentations

Interaction

Discussions / debates

Workshops

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Readings

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** wine tourism location/brand strengths, weaknesses and opportunities for attracting international wine tourists.
- **Discuss** the influences of cultural orientation and country of origin on wine tourism experience preferences
- **Demonstrate** the ability to develop international wine tourism export strategies
- **Analyze** different international country locations in terms of attracting profitable wine tourism customers.
- **Plan** an international wine tourism export strategy
- **Justify** strategic choices respective to wine tourism market and strategy choices according to established and emerging relevant theories and business case examples.

Outline

Session 1 - 4th Feb - AM

- Course Introduction, assessments.
- Understanding the basics of International Services – in a Wine Tourism Context.
 - o How is dealing with international wine tourists different than locals.
 - o Dealing with different cultural groups.

Session 2 - 4th Feb - PM

- Country screening.
 - o The uncontrollable vs controllable.
 - o Seeking opportunities and risk analysis.
 - o Identifying attractive and profitable wine tourism segments.
 - o Emerging wine tourism markets.

Session 3 - 5th Feb - AM

- Information seeking and synthesis.
 - o Conducting necessary research
 - o Wine preferences/opportunities for associated products.

Session 4 - 5th Feb - PM

- Country of origin effects with respect to wine tourism and wine products.
- Influence of terrorism on international tourists – opportunities and threats.
- Tourism attraction/wine adaptations.
- Opportunities for innovation and bespoke offers.

Session 5 - 6th Feb - AM

- Using technology to follow up and support wine export sales.
- Encouraging positive word of mouth and endorsements.
- Measuring success.

Session 6 - 6th Feb - PM

Students presentations

A#1 Individual written report - 45% - By email by midnight Feb 10, 2019 -

A#2 Group Presentation 45% - last session -

A#3 Individual participation - 10% - each session

Prerequisites

Key concepts to understand :

NA

Knowledge of :

Learning Outcomes on the successful completion of the course, the student will be able to:

1. Conduct potential tourism export market screenings to determine those markets with the strongest potential for attracting international tourists to target wine region.
2. Develop critical analysis skills with respect to wine tourism offers in order to improve/innovate attractions.
3. Understand how to enhance wine tourism regional branding in order to engage and attract wine tourists, supporting wine exports.
4. Develop a strategic wine tourism export plan aimed at an international target country to stimulate international wine tourists to a selected wine region.

Teaching material

Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

Software

- MS POWERPOINT
- Dropbox/GoogleDrive/SkyDrive

Additional electronic platforms

- Videos

Recommended reading

Major works :

- Pimtong Tavitiyaman & Hailin Qu (2013) Destination Image and Behavior Intention of Travelers to Thailand: the Moderating Effect of Perceived Risk, *Journal of Travel & Tourism Marketing*, 30:3, 169-185.
- Dora Agapito, Patricia Oom do Valle & Júlio da Costa Mendes (2013) The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis, *Journal of Travel & Tourism Marketing*, 30:5, 471-481
- Dohee Kim & Richard R. Perdue (2011) The Influence of Image on Destination Attractiveness, *Journal of Travel & Tourism Marketing*, 28:3, 225-239
- Rittichainuwat, B.N. and Chakraborty, G., 2009. Perceived travel risks regarding terrorism and disease: The case of Thailand. *Tourism Management*, 30(3), pp.410-418.
- Orth, U., Stockl, A., Veale, R., Brouard, J., Cavicci, A., Faraoni, M., Larreina, M., Lecat, B., Olsen, J., Rodriguez-Stanto, C., Santini, C., Wilson, D. (2012) Using attribution theory to explain tourists' attachments to place-based brands, *Journal of Business Research*, 65, 1321-1327.
- Zeithaml, V. A. (1988) Consumer Perceptions of Price, Quality and Value : A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, 52, July, 2-22.
- Thach, L. (2009) Wine 2.0 – The Next Phase of Wine Marketing ? Exploring US Winer Adoption of Wine 2.0 Components, *Journal of Wine Research*, 20L2, 143-157.
- Veale, R., Quester, P. (2009) Do Consumer expectations match experience ? Predicting the influence of price and country of origin on perceptions of product quality, *International Business Review*, 18, 134-144.
- Veale, R. (2012) Live-streaming events can turn your brand website into a virtual cellar door, *Grapegrower & Winemaker*, www.winebiz.com.au
- Thanh, T.V., Kirova, V. (2018) Wine Tourism Experience : A netography study, *Journal of Business Research*, 83, 30-37.

Further reading :

NA

Research works by EM Strasbourg :

NA

Assessment

This module is assessed through a final examination, which can either be a written exam (class test or file) or an oral

exam.

The mode of examination is specified in the Study and Examination Regulations enclosed. :

 [Download](#)

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.