

# New Directions in Wine Business, Wine Tourism (EM1S5M41)

Program	MASTER
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :UE 6 Wine Tourism : 8 ECTS.</b> <ul style="list-style-type: none"><li>● International Wine management and tourism</li><li>● MAE - Management du Tourisme</li></ul>
Discipline	Management
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	35

## Coordinator

**Coralie HALLER**

## Lecturers

Instructor	Population	Email
<b>Coralie HALLER</b>	Population	coralie.haller@em-strasbourg.eu
<b>Kerstin BACH</b>	Population	

## Course format

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

## Course track

Track : Attendance

<p><b>Attendance track :</b> Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (<i>see Study and Examination Regulations</i>) and factored into the final grade (<i>see Assessment</i>).</p> <p><b>Autonomous track :</b> Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.</p> <p>Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (<i>apprentissage</i>). Attendance track must therefore be selected.</p>
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## Contribution of the course to the educational objectives of the program

**How the course contributes to the program :**

### Description

This 24 hour course explores new direction in wine business which is wine tourism. France welcomed over 10 million wine tourists in 2016 (Atout France, 2017), a 33% increase since 2009. In comparison, however, this figure represents less than half the number of wine tourists visiting California, the 4th largest wine producer in the world (Wine Institute, 2017). There is thus plenty of scope for growth in French wine tourism, especially as a third of all tourists say that wines and gastronomy are a motivating factor in their choice of place to visit in France (Atout France, 2017). In addition, wine tourism, considered as one of the areas of excellence in French tourism, has been designated by the State as a priority area for development, since France aspires "to become the world leader in this sector" (Atout France, 2018, p. 3). In order to achieve this, there is a need to increase the reputation of vineyards and their attractiveness as destinations, ultimately optimising French wine sales. This involves showcasing the diversity of the different areas, their inherent lifestyle, the cultural heritage, the variety of tourist attractions, the high-quality wines and "a unique experience" (Atout France, 2017, 2018).

This course will provide participants with basics understanding of wine tourism perspectives and how wine tourism can be a business changer together for the wine and the tourism industries

## Educational organisation

In class

**Lectures**

**Tutorials**

In groups

### Projects

### Oral presentations

Interaction

### Discussions / debates

## Learning outcomes

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

- **Define** Wine tourism
- **Characterize** wine tourism challenges and perspectives
- **Appraise** how wine tourism can be a business changer for the wine industry
- **Analyze** how wine tourism is being implemented in various regions of the world
- **Assess** how wine tourism can be a business changer for the tourism industry

## Outline

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DAY 1

Session 1 - morning

Lecture content

- Welcome & Introductions
- Definitions of wine tourism
- Identification of wine tourism challenges and perspectives

Assessment tasks

- Individual Introductions
- Group Exercise/Participation

Session 2 afternoon

Lecture content

- Identification of wine tourism challenges and offer of Alsace region

Assessment tasks

- Individual Introductions
- Group Exercise/Participation

DAY 2

Session 3 morning

Group presentations

Session 4 Afternoon

Lecture content:

- Introduction to German wine industry
- Wine tourism in Germany
- role of culture and history

DAY 3

Field trip in Germany in Palatinat

## Prerequisites

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### 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 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.

## Teaching material

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### Documents in all formats

- Syllabus
- Newspaper articles
- Case studies

## Recommended reading

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### Major works :

- 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 Annuals 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.

#### Further reading :

<https://www.winebusiness.com/>  
<https://www.wine-searcher.com/>  
<http://www.greatwinecapitals.com/>  
<http://www.greatwinecapitals.com/best-of-wine-tourism/winners>  
<https://winetourismconference.org/>

#### Research works by EM Strasbourg :

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.

## Assessment

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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. :



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## Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.