

Contemporary issues in wine tourism (EM1S5M42)

Program	PGE
Module / ECTS / Path / Specialisation	Module :UE 6 Wine Tourism : 6 ECTS. <ul style="list-style-type: none">MAE - Management du Tourisme
Discipline	Other
Year	2019
Semester	B
Open for visitors	yes (3 ECTS)
Available places	35

Coordinator

Marianna SIGALA

Lecturers

Instructor	Population	Email
Marianna SIGALA	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

"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

Change is the only constant in tourism. Intensified global competition, sophisticated tourism demand, and the penetration of the tourism and hospitality industry by new players disrupting the tourism industry are only some of the current trends transforming tourism and hospitality. Technological advances (such as artificial intelligence, machine learning, robotics and big data) and changing consumer demands are also only some of the major drivers of change in the tourism industry. This course aims to introduce the students to the: most recent developments and challenges facing the tourism and hospitality industry; identify and discuss the factors introducing and supporting change in the industry; and analyse some of the most effective strategies that tourism firms can adopt for addressing the new customer demands and competition, but also creating change. To that end, the course will focus and analyse contemporary tourism issues and strategies in the fields of : tourism experience design (co-creation and transformative tourism experiences); tourism demand changes ; innovation management and new service development ; smart tourism services and smart destinations; new technologies and tourism; business models and hospitality services for surviving in the sharing economy era (e.g. airbnb and uber phenomenon).

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Oral presentations

Interaction

Discussions / debates

Learning outcomes

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

- **Outline** the profile and behaviour of the wine tourists
- **Discuss** of the benefits to be gained by connecting wine tourism with other industries such as arts, culture, sports, tourism, leisure, food
- **Develop** a critical and creative thinking for innovating and designing wine tourism experiences
- **Develop** the skills for managing and marketing wine tourism destinations
- **Appraise** the knowledge to develop and practice entrepreneurial skills in wine tourism

Outline

1 21/1/19 Morning - Wine tourism: definition, understanding of the wine tourism market, impacts of wine tourism (for firms and destinations) + Designing wine tourism experiences

2 21/1/19 Afternoon

Wine destinations: management and marketing issues

- Winescapes

- Clustering – networks
- Collaboration – synergies
- Mobility & packaging

3 22/1/19 Morning

Designing and planning wine routes: infrastructural issues, product design

4 22/1/19 Afternoon

Social media and wine tourism marketing

Students' presentations

5 23/1/19 FIELD TRIP

Prerequisites

Key concepts to understand :

- Understanding the profile and behaviour of the increasingly diversifying wine tourism market
- Designing and delivering competitive and innovative wine tourism experiences at a micro- and macro wine tourism perspective (at a wine firm but also wine destination level)
- Developing competitive strategies for managing, marketing and planning wine tourism destinations
- Developing innovative strategies and practices for marketing and promoting wine tourism
- Designing and promoting wine tourism routes
- Understanding the trends and challenges within the wine tourism market due to globalisation, technological advances and changing consumer demands and profiles

Knowledge of :

NA

Teaching material

Documents in all formats

- Syllabus

Software

- MS POWERPOINT

Additional electronic platforms

- Slideshows

Recommended reading

Major works :

Alonso, A., Bressan, A., O'Shea, M., & Krajsic, V. (2013). Website and social media usage: implications for the further development of wine tourism, hospitality, and the wine sector. *Tourism Planning & Development*, 10(3), 229-248.

Alonso, A., Fraser, R. and Cohen, D. (2007a). Does age matter? How age influences the winery experience, *International Journal of Culture, Tourism and Hospitality Research*, 1(2), 131-139.

Alonso, A.D. and Bressan, A. (2016). Micro and small business innovation in a traditional industry, *International Journal of Innovation Science*, 8 (4), 311-330.

Bonn, M. A., Cho, M. and Um, H. (2018). The evolution of wine research: A 26-year historical examination of topics, trends and future direction. *International Journal of Contemporary Hospitality Management*, 30(1), 286-312.

Bruwer, J. & SIGALA, M. (2016). Winescape Conceptualisation Using a Free-form Approach to Tourism Destination Image (TDI) Perception of Wine Tourists. ANZMAC Conference 2016 "Marketing in a post-disciplinary era" organised by the University of Canterbury, 5 – 7 December 2016, Christchurch, New Zealand

Bruwer, J. (2003). South African wine routes: Some perspectives on the wine tourism industry structural

dimensions and the wine tourism product. *Tourism Management*, 24 (4), 423-435.

Bruwer, J. and Alant, K. (2009). The hedonic nature of wine tourism consumption: an experiential view. *International Journal of Wine Business Research*, 21(3), 235-257.

Bruwer, J., Gross, M. J., & Lee, H. C. (2016). Tourism Destination Image (TDI) Perception Within a Regional Winescape Context. *Tourism Analysis*, 21(3), 173 - 187

Cambourne, B., Macionis, N., Hall, C. M., & Sharples, L. (2000). The future of wine tourism. In Hall, C.M., Sharples, E., Cambourne, B. and Macionis, N. (eds). *Wine and Tourism Around the World*, Oxford: Butterworth Heinemann, pp. 297-320.

Carlsen, J. and Charters, S. (Eds), *Global Wine Tourism: Research, Management and Marketing*, CAB International, Oxon.

Carmichael, B. A. (2005). Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada. *Tourism Geographies*, 7, 185–204.

Cho, M., Bonn, M. and Brymer, R. (2017). A constrained based approach to wine tourism market segmentation. *Journal of Hospitality & Tourism Research*, 41(4), 415-444.

Cuomo, M.T., Tortora, D., Festa, G., Giordano, A. and Metallo, G. (2016). Exploring consumer insights in wine marketing: An ethnographic research on# Winelovers. *Psychology & Marketing*, 33(12), 1082-1090.

Getz, D. & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, 27, 146–158.

Getz, D. (1999). Wine tourism: global overview and perspectives on its development, *Wine Tourism: Perfect Partners: Proceedings of the First Australian Wine Tourism Conference*, Bureau of Tourism Research, Canberra, pp. 13-33.

Getz, D. and Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, 27, 146–158.

Getz, D., Robinson, R.N.S., Vujicic, S. and Andersson, T. (2014). *Foodies and Food Tourism*, Oxford, UK: Goodfellow.

Gómez, M., Pratt, M. A. and Molina, A. (2018). Wine tourism research: a systematic review of 20 vintages from 1995 to 2014. *Current Issues in Tourism*, 1-39.

Hall, C.M., Sharples, E., Cambourne, B. and Macionis, N. (2000). *Wine and Tourism Around the World*, Oxford: Butterworth Heinemann.

Hall, M.C. and Prayag, G. (2017). Guest editorial. *International Journal of Wine Business Research*, 29(4), 338-345.

Harrington, R.J. and Ottenbacher, M.C. (2016). Wine tourism strategy making: a model for planning and implementation. In Lee K.L. (Ed). *Strategic Winery Tourism and Management. Building competitive winery tourism and winery management strategy*. CRS Press (Taylor & Francis), pp. 9-30.

Nella, A., Christou, E. & SIGALA, M. (2013). Identifying the Positive Effects of the Wine Tourism: Experience on Wine Brands and Behavioral Intentions. 5th Scientific Conference "Tourism trends and advances in the 21st century" organized by the Interdepartmental Graduate Program in Tourism Planning, Administration and Policy and the The Laboratory for Tourism Research & Studies (ETEM), University of the Aegean, Greece, 30 May - 2 June 2013, Rhodes, Greece

Quadri-Felitti, D., & Fiore, A. M. (2012). Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, 18(1), 3-15.

SIGALA, M. & Bruwer, J. (2016). Does location of origin differentiate wine tourists? Findings from McLaren Vale, Australia. 9th Academy of Wine Business Research Conference "Wine Business Research that Matters" organised by the University of South Australia Business School and the Ehrenberg-Bass Institute for Marketing Science. 16 – 19 February 2016, Adelaide, Australia

SIGALA, M. & Dimopoulou, M. (2017). Does terroir matter for wine and wine destination marketing? The case of Greek wines and wine consumers. 10th Academy of Wine Business Research Conference, 2017 AWBR Conference "People, Performance & Passion: Evolving Research Perspectives" hosted by the School of Business and Economics, Sonoma State University and the Wine Business Institute, Sonoma and Napa Wine Regions, Rohnert Park, California, July 25th-28th, 2017

SIGALA, M. & Gretzel, U. (2018). *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases*. Routledge

SIGALA, M. & Haller, C. (2018). The impact of social media and internet advances on wine tourists' behavior: a typology of power sources empowering and transforming the wine consumers and tourists. In Sigala, M. & Robertson, R. (2018). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave

SIGALA, M. & Robertson, R. (2018). An ecosystems framework for studying wine tourism: actors, co-creation processes, experiences and outcomes. In Sigala, M. & Robertson, R. (2018). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave

SIGALA, M. & Robertson, R. (2018). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave, ISBN: 978-3-319-75461-1

SIGALA, M. & Robertson, R. (2018). The evolution of wine tourism business management: business as usual? In Sigala, M. & Robertson, R. (2018). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave

SIGALA, M. & Robertson, R. (2019). Management & Marketing of Wine Destinations. Theory, practice and cases. Palgrave

SIGALA, M. (2018). Evaluating UberVINO as an e-intermediary in the wine tourism industry: findings from wineries in Adelaide Hills, South Australia. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

SIGALA, M. (2018). Scarecrows: an art exhibition at Domaine Sigalas inspiring transformational wine tourism experiences. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

SIGALA, M. (2018). Synergising wine with culture for augmenting wine tourism experiences: the case of Ariousios Wine, Chios, Greece. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

SIGALA, M. (2018). Wine tourists with children: is there a market? A constrained-based approach for untapping a latent wine tourism market segment. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

SIGALA, M. (2018). Winey Kids: the business model of an (online) tribe promoting wine tourism to people with children. In Sigala, M. & Robertson, R. (2018). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

SIGALA, M., Christou, E., Kassianidis, P. & Tsiakali, K. (2008). Destination Management & Marketing Systems for wine and wine tourism: best practices and future developments. Athens, Greece, Greek Networking Research & Education, Greek Ministry of Education, <http://www.grnet.gr/>

Thanh, T. V., & Kirova, V. (2018). Wine tourism experience: A netnography study. Journal of Business Research, 83, 30-37

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : 28th February

written / individual / English / weighting : 20%

additional information : Individual Essay

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO4.2

Intermediate evaluation / continuous assessment 2 : last session

oral / individual / English / weighting : 30%

additional information : Individual participation and readings

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO4.2

Intermediate evaluation / continuous assessment 3 : session n° 23 January 2019

oral / in group / English / weighting : 50%

additional information : Group Presentation

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

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.