

Contemporary issues in wine tourism (EM1S5M42)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :UE 6 Wine Tourism : 8 ECTS. <ul style="list-style-type: none">• International Wine management and tourism• MAE - Management du Tourisme
Discipline	Other
Year	2020
Semester	B
Open for visitors	yes (4 ECTS)
Available spots	35

Coordinator

Coralie HALLER

Lecturers

Instructor	Population	Email
Natalia VELIKOVA	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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

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 (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

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, wine routes, tourism infrastructure, partnerships, and key communication tools, including website design and social media will be covered. In addition, examples of successful events, tours, and cellar door programs will be analyzed.

Participants will listen to mini-lectures, read current wine tourism literature, analyze websites and real-life case studies, and evaluate wine tourism strategies in different parts of the world, including cultural influences. Each participant will be expected to fully participate in course discussions, complete an individual assignment, and work within a team to develop a wine tourism strategy presentation.

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 :

- **Describe** the critical success factors for contemporary wine tourism
- **Depict** how wine tourism is being implemented in various regions of the world
- **Create** a wine tourism strategy for a winery or a region.
- **Evaluate** wine tourism strategies and make recommendations for improvement.

Outline

Session 1

MONDAY MORNING

Day 4/4/20 8:30 - noon

Lecture Content

- Welcome & Introductions
- Definitions
- Benefits & Challenges
- The World of Wine Tourism
- Motivations of Wine Tourists

Assessment tasks

- Individual Introductions
- Group Exercise/Participation
- In Class Readings - Chapter 1: Best Practices in Global Wine Tourism

Session 2

MONDAY AFTERNOON

Day 4/4/20 13:00 - 17:30

lecture Content

- Wine Tourism Strategies
- Critical Success Factors
- The Wine Tourism Awards
- Presentation Instructions

Assessment tasks

- Individual: Online analysis exercise
- Team Formation
- Group Exercise/Participation
- In class Readings: Wine Tourism Award webpages

Session 3

TUESDAY MORNING

Day 4/5/20 - 8:30 - noon

Lecture content

- Regional Brand Identity
- The Wine Tourism Infrastructure
- Wine Routes, Communication Tools, Websites/Social Media & Cellar Door Collaboration

Assessment tasks

- Homework: Read Chapter 7 Case Study on Wine Tourism in Provence
- Individual: Case Study Issues identification
- Group Exercise/Participation

Session 4

TUESDAY AFTERNOON

Day 4/5/20 13:00 - 17:30

Lecture

- Individual Winery Brand Identity
- Wine Tourism Strategy at the Winery Level
- Tours, Events, Wine Clubs, Websites/Social Media
- Innovations in Wine Tourism
- Essay Instructions

Assessment tasks

- Group Analysis: Case Study on Winery in Portugal (Chapter 15)
- Individual Essay Assignment - Wine Tourism in 2050 (2 pages)
- Presentation

Session 5

WEDNESDAY MORNING

Day 4/6/20 8:30 - noon

lecture Content

- Tough Issues in Wine Tourism
- The Challenge of the Unknown Wine Region
- Refreshing an Old Wine Region
- The Future of Wine Tourism

Assessment tasks

- Group Analysis: Case Study on Ningxia China (Chapter 4)
- Turn in 2 page essay/brief report out
- Presentation prep

Session 6

WEDNESDAY AFTERNOON

Day 4/6/20 13:00 - 17:30

team presentations

Prerequisites

Key concepts to understand :

Knowledge of :

NA

Teaching material

Documents in all formats

- Syllabus

Software

- MS POWERPOINT

Additional electronic platforms

- Slideshows

Recommended reading

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 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.

Further reading :

Research works by EM Strasbourg :

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.

Assessment

Intermediate evaluation / continuous assessment 1 : TBA

written / individual / English / weighting : 20%
additional information : Individual Essay

Intermediate evaluation / continuous assessment 2 :

oral / individual / English / weighting : 30%
additional information : Individual participation and readings

Final assessment : last sessionSession 6

oral / in group / English / weighting : 50%
additional information : Group Presentation

Grounds for expulsion from classes

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.