Marianna Sigala · Richard N. S. Robinson Editors

Management and Marketing of Wine Tourism Business

Theory, Practice, and Cases



Contents

| 1 | Introduction: The Evolution of Wine Tourism Business Management Marianna Sigala and Richard N. S. Robinson | 1 |
|------|--|----|
| Part | I The Market of Wine Tourism: Profiling, Segmentation and Behavior Richard N. S. Robinson | |
| 2 | Uncorking the Potential of Wine Language for Young Wine Tourists Allison Creed and Peter McIlveen | 25 |
| 3 | Factors Influencing Consumer Wine Choice: The Case of Wine Tourism Margaret Connolly | 43 |
| 4 | Generation Z as Young Winery Visitors in Greece Dimitrios P. Stergiou | 63 |

vii

| and Biodynamic Wines Maria Rosita Cagnina, Lucia Cicero and Linda Osti | 81 |
|--|-------|
| 6 Wine Tourists with Children: A Constrained-Based Approach for Untapping a Latent Wine Tourism Market Segment Marianna Sigala | 101 |
| 7 Winey Kids: Promoting Wine Tourism to People with Children Marianna Sigala | 127 |
| Part II Capturing the Market: Marketing, Distribution and Promotion Marianna Sigala | |
| 8 The Impact of Social Media on the Behavior of Wine Tourists: A Typology of Power Sources Marianna Sigala and Coralie Haller | 139 |
| 9 Viennese Wineries on Facebook: Status Quo and Lessons Learned Lidija Lalicic and Stefan Gindl | 155 |
| 10 Evaluating UberVINO as an e-Intermediary in the Wine Tourism Industry: Findings from Adelaide Marianna Sigala | e 177 |
| 11 Towards the Implementation of Digital Through Wifi and IoT in Wine Tourism: Perspectives from Professionals of Wine and Tourism Jean-Éric Pelet, Marieshka Barton and Claude Chapuis | 207 |

| Part | III Experience Management in Wine Tourism: Design and Differentiation Marianna Sigala | |
|------|--|-----|
| 12 | Exploring Blue Ocean Innovation in the Wine Industry David Priilaid | 241 |
| 13 | The Business of Wine Tourism: Evolution and Challenges Cristina Santini | 261 |
| 14 | Welcome to My House, Do You Like the Neighborhood? Authenticity Differentiation Within Strategic Groups of Wineries James A. Downing and Dan Parrish C.S.C. | 277 |
| 15 | The Synergy of Wine and Culture: The Case of Ariousios Wine, Greece Marianna Sigala | 295 |
| 16 | Scarecrows: An Art Exhibition at Domaine Sigalas Inspiring Transformational Wine Tourism Experiences Marianna Sigala | 313 |
| 17 | Innovation in Wine Tourism Businesses: 'Turning Ashes to Gold' Dimitris Karagiannis and Theodore Metaxas | 345 |
| 18 | An Emerging Wine Region: Tourism, Education and Sharing the 'Love' Richard N. S. Robinson | 365 |
| 19 | New Clairvaux Vineyards: Monastic Differentiation and the California Wine Market James A. Downing and Dan Parrish C.S.C. | 371 |

x Contents

| Epilogue: An Ecosystems Framework for Studying Wine | |
|--|-----|
| Tourism—Actors, Co-creation Processes, Experiences and | |
| Outcomes | |
| Richard N. S. Robinson and Marianna Sigala | |
| Index | 383 |