
GLOBAL WINE TOURISM: RESEARCH, MANAGEMENT AND MARKETING

Edited by

Jack Carlsen

and

Stephen Charters



Contents

Contributors	ix
Acknowledgements	xvii
Preface	xix
1 Introduction	1
<i>Jack Carlsen and Steve Charters</i>	
PART I THE WINE TOURISM SETTING	17
2 Do Tourism and Wine Always Fit Together? A Consideration of Business Motivations	19
<i>Rick A. Fraser and Abel Alonso</i>	
3 Land Use Policy and Wine Tourism Development in North America's Pacific Northwest	27
<i>Peter W. Williams, Karen Graham and Louella Mathias</i>	
4 Enhancing the Wine Tourism Experience: the Customers' Viewpoint	47
<i>Linda Roberts and Beverley Sparks</i>	
PART II WINE TOURISM AND REGIONAL DEVELOPMENT	57
5 Wine Tourism and Sustainable Development in Regional Australia	59
<i>John G. Gammack</i>	
6 Emerging Wine Tourism Regions: Lessons for Development	67
<i>Beverley Sparks and Jane Malady</i>	
7 The Determinants of Quality Experiences in an Emerging Wine Region	80
<i>Tony Griffin and Alice Loersch</i>	

PART III WINE MARKETING AND WINE TOURISM	93
8 Influences on Post-visit Wine Purchase (and non-purchase) by New Zealand Winery Visitors	95
<i>Richard Mitchell</i>	
9 Electronic Marketing and Wine Tourism	110
<i>Jamie Murphy</i>	
10 Understanding the Impact of Wine Tourism on Post-tour Purchasing Behaviour	123
<i>Barry O'Mahony, John Hall, Larry Lockshin, Leo Jago and Graham Brown</i>	
PART IV THE CELLAR DOOR	139
11 Wine Tourists in South Africa: a Demand-side Study	141
<i>Dimitri Tassiopoulos and Norbert Haydam</i>	
12 Younger Wine Tourists: a Study of Generational Differences in the Cellar Door Experience	153
<i>Steve Charters and Joanna Fountain</i>	
13 Survey Timing and Visitor Perceptions of Cellar Door Quality	161
<i>Martin A. O'Neill and Steve Charters</i>	
PART V WINE FESTIVALS AND EVENTS	177
14 Wine Festivals and Tourism: Developing a Longitudinal Approach to Festival Evaluation	179
<i>Ruth Taylor</i>	
15 Analysis of Motivational and Promotional Effects of a Wine Festival	196
<i>Jingxue Yuan, SooCheong Jang, Liping A. Cai, Alistair M. Morrison and Sally J. Linton</i>	
16 Strategic Planning for a Regional Wine Festival: the Margaret River Wine Region Festival	209
<i>Jack Carlsen and Donald Getz</i>	
PART VI WINE TOURS AND TRAILS	225
17 Nautical Wine Tourism: a Strategic Plan to Create a Nautical Wine Trail in the Finger Lakes Wine Tourism Region of New York State	227
<i>Michael Q. Adams</i>	
18 Wine Tourism in Portugal: the Bairrada Wine Route	242
<i>Luis Correia and Mário Passos Ascenção</i>	

19	Are We There Yet? How to Navigate the Wine Trail	255
	<i>David Hurburgh and Dick Friend</i>	
20	Conclusion: the Future of Wine Tourism Research, Management and Marketing	263
	<i>Steve Charters and Jack Carlsen</i>	
	Index	276