# Wine Tourism Destination Management and Marketing

"This book consolidates under one cover various research insights and case studies from different parts of the world (including Greece) contributed by well-known academics, all experts in their field. The book is a highly beneficial tool for those seeking in-depth information on how to use wine tourism as a powerful marketing tool to enhance awareness and visitation to their regions and wineries. The book is a must read by students and industry professionals alike wishing to obtain a holistic understanding and up-to-date practical knowledge about wine and its role in developing tourism experiences and destinations."

—Maria Triantafyllou, *Director, Wines of Greece*

"The main novelty of this book the overview of five topics crucial for the effectiveness and the success of every wine destination: tourism behavior and attitudes, wine destination marketing, wine experiences, wine routes and co-creation, and collaboration activities between stakeholders. *A must read* for DMO directors and officers as well as an insightful reading for students taking M.Sc. and Ph.D. courses in the fields of viticulture, tourism, and place branding."

—Alessio Cavicchi, *Associate Professor, Food Marketing and Agribusiness, University of Macerata, Italy*

"This book provides a captivating and much-awaited selection of wine tourism cases focusing on marketing aspects of this phenomenon. As wine regions increasingly embrace wine tourism as a potential marketing tool to increase sales and enhance their image as destinations, this book constitutes a valuable resource for marketers and winery operators alike."

—Abel D. Alonso, *Senior Lecturer, Business Management, Liverpool John Moores University, UK*

"This book provides a welcome addition to the literature on wine tourism. With an extensive array of themes and cases studies the international perspective provides useful insights into tourism destinations seen through the lens of wine."

—C. Michael Hall, *Professor, University of Canterbury, New Zealand*

"Make time to read this book. if you are a student, researcher, or practitioner in the field of wine destination marketing, there are valuable lessons to be learned from experts and case studies about the best practices in the growing and economically vital field of wine tourism."

—Armand Gilinsky, Jr., *FJ Korbel Bros Professor of Wine Business, Sonoma State University, USA*

Marianna Sigala · Richard N. S. Robinson
Editors

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Theory and Cases

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**Marianna Sigala** is Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. Prior to her current position, she has been an academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece). She also has professional hospitality industry experience. Her interests include service management, experience management, Information and Communication Technologies (ICT) in tourism and hospitality, and wine tourism. She has published nine books, and her work has also been published in several academic journals, books, and international conferences. She is currently the co-editor of the *Journal of Service Theory & Practice*, the Editor-In-Chief of the *Journal of Hospitality & Tourism Management* and the advisor editor of the *Journal of Hospitality & Tourism Cases.* She is a past President of EuroCHRIE and a past member of the executive board of CHRIE. She currently serves at the executive boards of IFITT and CAUTHE. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education.

**Ulrike Siguda** is from Germany and graduated from Heilbronn University in 2014. She completed her Bachelor degree in Hospitality Management with a major in International Management including semesters abroad at Mahidol University, Thailand. During her studies, she worked as a research assistant at the chair of Hospitality Management. Her research interests lie in the area of culinary travel and restaurant management among others. After completing her studies, Ulrike gained experience and expertise in the retail industry concerning international sourcing and buying of edible goods, cosmetics, beer, and non-food articles. Currently, she is working for Aldi International Buying.

**Jonathan Staggs** is a Lecturer at The University of Queensland. He holds a Ph.D. in Business from The University of Queensland Business School, a Masters of Business Administration from Griffith University, and an Honors degree in Political Science from the University of Queensland.

Jonathan's primary research stream focuses on how innovation occurs on a regional level and how regional actors can work collectively. Taking an organizational field perspective, he focuses on the shared meanings, relational structures, and issue arenas that help a region move forward in innovation. Additionally, Jonathan currently holds a UQ Teaching and Learning Grant developing institutional hospitality case studies to create an innovative and entrepreneurial mind-set among students.

Jonathan's work has been published in *Cambridge Journal of Economics* and also has been presented at leading international conferences. Jonathan has also been an invited scholar at Aalto University in Finland and Doshisha University in Japan.

**Dr. Panagiotis Tataridis** is an Assistant Professor at the Department of Wine, Vine & Beverage Sciences at the University of West Attika and a former president of the Pan-Hellenic Union of Registered Enologists (PANEPO). He is an enologist from the TEI of Athens, with a D.E.A. in Enology-Ampelology from the University of Burgundy (IUVV) and a Ph.D. from the Institut Nationale Polytechique of Toulouse (ENSIACET). He is specialized in wine and brewing science, fermentation technology, process engineering, and sensory evaluation. He has 15 years of academic and 8 years of Quality Manager/Food Safety consultant experience.

**Charlotte Thompson** graduated from Lincoln University in 2016, with a Bachelor of Environmental Management and Planning (minor in Tourism Management). She is interested in tourist behavior and destination planning, as well as environmental management and community well-being. Charlotte is currently employed at Lincoln University as a research assistant and is also working on community engagement strategies for the planning of Christchurch's coastal region. Her work has been published in multiple academic journals and resulted in several media appearances.

**Dr. hab. Fabrice Thuriot** is researcher at the Centre of Research on Law and Territory (CRDT), member of the Georges Chappaz Institute of Vine and Wine in Champagne, Director of Development of SSH in Law, Economy and Management at the House of Human Sciences of the University of Reims Champagne-Ardenne, lecturer at the universities of Reims Champagne-Ardenne, Angers, Paris-I Pantheon-Sorbonne and Kedge Business School of Bordeaux, France. He delivered more

than 100 communications and published more than 100 articles and books about cultural policies and local authorities in France, Europe, and North America.

**Dr. Nikolaos Trihas** holds a Ph.D. in e-Tourism, a Master Degree (M.Sc.) in "Tourism Planning, Administration and Policy," and a B.Sc. in Business Administration from the University of the Aegean, Greece. Currently, he is a lecturer in the Department of Business Administration at the Technological Educational Institute of Crete in Greece, at the Hellenic Open University (Postgraduate Program in "Management of Tourism Enterprises"), and the Advanced School of Tourism Education of Crete, where he lectures courses on marketing, management, and tourism. He has contributed to several national and international research projects in hospitality and tourism. His work has been published in several international academic journals and conference proceedings. His research interests include e-tourism, special and alternative forms of tourism, and tourism marketing.

**Paris A. Tsartas** is a Professor of Tourism Development. He teaches Tourism at the Department of Home Economics and Ecology of the Harokopio University of Athens. He taught at the Department of Business Administration of the University of the Aegean (1997–2016) where he was twice elected as the Department Head (2001–2003, 2007–2009). Between 2010 and 2014, he has served as the Rector of the University of the Aegean. He was Chairman of the Board of Higher Education of Greece (2014). He has also served as Director at the Interdepartmental Program of Post Graduate Studies in Tourism at University of the Aegean (2002–2009). Visiting professor and lecturer on Post Graduate and Undergraduate Programmes at IRESTI, Sorbonne University (2015–2017), European University in Cyprus (2014–2015), Athens University of Economics and Business (2014–2015). He is an Editor-in-Chief of *Tourismos: An International Multidisciplinary Journal of Tourism*, a reviewer and a member of editorial boards of scientific journals of tourism (AOTR, JOST, Anatolia, Tourism Today, etc.) and also a member of a various number of scientific boards. He was scientific director or senior researcher in a large number of co-funded research EU projects and studies for the public sector, the local governments, and the private sector. He is the author of a number of articles, books, and research monographs on Tourism (in English, Greek, and French) and contributed to a number of collective edited publications on the same subjects (collective volumes).

**Maria Tsoukala** (1958, Greece) has served as a Municipal Councilor since 2007 and more specifically as President of the Aigialeian Port Authority, as Chairman of the Municipal Council as well as President of the Municipal Welfare Business of Aigialeia for four years (2014–2018), promoting regional aspects of culture, identity, and Aigialeian history. She has studied Medicine and also works as a doctor specified in pneumonology.

**Dr. Natalia Velikova** holds a joint appointment between the Texas Wine Marketing Research Institute where she serves as the Associate Director and the Department of Hospitality & Retail Management at Texas Tech University where she works as the Associate Professor and teaches wine business courses. Dr. Velikova conducts research in the area of wine tourism, wine marketing, and wine consumer behavior. Her research has been published in various highly ranked peer-review journals and trade publications. Natalia's expertise is also valued by the wine and grape growers industries. She has been invited to deliver numerous presentations of her research at industry conferences worldwide. Natalia received several grants, including funding from the US Department of Agriculture and the Fulbright Program, to conduct research on the development of wine tourism in various wine world regions.

**Dr. Terrance G. Weatherbee** received his Ph.D. from Saint Mary's University in Halifax, Nova Scotia, Canada. He currently teaches Organizational Theory and Research Methods in the Honors program in the F.C. Manning School of Business at Acadia University. His research interests are focused upon the intersection of historiography and organizations. Dr. Weatherbee has presented his work internationally in venues such as the Academy of Management Conference series, the European Group on Organizational Studies, and the Academy of Wine Business Research. He is currently researching how organizations in the grape and wine sector combine rhetorical history and the semiotics of linguistic materiality to deploy narratives of the past as resources for strategic decision making and branding in new and start-up wineries.

**Medet Yolal, Ph.D.** is Professor of Marketing in Faculty of Tourism at Anadolu University, Turkey, where he mainly teaches issues related to destination management and marketing, tourism marketing and consumer behavior. He has authored or co-authored several articles, book chapters, and conference papers on hospitality marketing, consumer

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