Marianna Sigala • Richard N. S. Robinson
Editors
Management and Marketing of Wine Tourism Business
Theory, Practice, and Cases

palgrave macmillan
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
5 Knowledge and Consumption of Organic and Biodynamic Wines
Maria Rosita Cagnina, Lucia Cicero and Linda Osti

6 Wine Tourists with Children: A Constrained-Based Approach for Untapping a Latent Wine Tourism Market Segment
Marianna Sigala

7 Winey Kids: Promoting Wine Tourism to People with Children
Marianna Sigala

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

9 Viennese Wineries on Facebook: Status Quo and Lessons Learned
Lidija Lalicic and Stefan Gindl

10 Evaluating UberVINO as an e-Intermediary in the Wine Tourism Industry: Findings from Adelaide
Marianna Sigala

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
Part III  Experience Management in Wine Tourism: Design and Differentiation
Marianna Sigala

12 Exploring Blue Ocean Innovation in the Wine Industry 241
David Priilaid

13 The Business of Wine Tourism: Evolution and Challenges 261
Cristina Santini

14 Welcome to My House, Do You Like the Neighborhood? Authenticity Differentiation Within Strategic Groups of Wineries 277
James A. Downing and Dan Parrish C.S.C.

15 The Synergy of Wine and Culture: The Case of Ariousios Wine, Greece 295
Marianna Sigala

16 Scarecrows: An Art Exhibition at Domaine Sigalas Inspiring Transformational Wine Tourism Experiences 313
Marianna Sigala

17 Innovation in Wine Tourism Businesses: 'Turning Ashes to Gold' 345
Dimitris Karagiannis and Theodore Metaxas

18 An Emerging Wine Region: Tourism, Education and Sharing the 'Love' 365
Richard N. S. Robinson

19 New Clairvaux Vineyards: Monastic Differentiation and the California Wine Market 371
James A. Downing and Dan Parrish C.S.C.
Epilogue: An Ecosystems Framework for Studying Wine Tourism—Actors, Co-creation Processes, Experiences and Outcomes
Richard N. S. Robinson and Marianna Sigala

Index