

Tbilisi 2022 Abstract Submission

Title

CREATING PRACTICAL GUIDELINES FOR BASIC WINE TOURISM PRINCIPLES

I want to submit an abstract for:

Conference Presentation

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Keywords

Wine tourism guidelines, Important factors of wine tourism, Wine tourism service standards, Cellar door experience.

Research Question

The study aimed to develop a basic wine tourism principles guideline for wine tourism planning and development for any winery, regardless of size or profile.

Methods

For studying the subject desk research techniques were utilized, as well as qualitative (Netnography Study, In-depth Interview, Focus Group Discussion) and quantitative (Self-administrated online Survey) research methods.

Results

The practical guidelines for basic wine tourism principles were developed by gathering and synthesizing data from academia, business, and customer studies.

Abstract

Today, no one doubts the significance of wine tourism. In recent years, the growing importance of wine tourism has been obvious, both directly for wineries as well as for regional development and even the progression of worldwide tourism. The wine tourism sector was projected to be valued at around 8.7 billion US dollars in 2020, a year when the whole global tourist industry was seriously impacted by the coronavirus (COVID-19) pandemic. According to projections, the value of the wine tourism business will increase to roughly 29.6 billion euros in 2030 (30.8bn USD) (Statista.com, 2022 report). For national/regional development, wine tourism has an important impact on economies through economic growth, capital investment, and regional/rural development opportunities (Khan, A., Bibi, S., Lorenzo, A., Lyu, J., & Babar, Z. U..2020). For the wineries themselves, the development of wine tourism can have many other benefits besides income. Wine tourism promotes brand awareness and customer loyalty, which in turn reduces intermediary and marketing costs involved in the sales process. All this is related to cash flow and profit margin. Therefore, the benefits are more extensive than the simple income earned from a tourist visit (Carlsen, J., 2004).

For the development of wine tourism, an active academic engagement is crucial. As previously stated, the number of academic papers and research related to the subject indirectly indicates the level of development of the field. This number is growing significantly every year. Although at this stage, there are no guidelines, manuals, or even a complete list of evaluation criteria, which can be leveraged by professionals involved in wine tourism management. The existence of practical guidelines for wineries engaged in wine tourism is critical on a local and even global level

of wine tourism development. It should also be noted that various studies have explored different dimensions of wine tourism and shown ways to develop them. Unfortunately, this information is fragmentary, does not describe the whole process of wine tourism, and is also quite scattered, which hinders access and actual practical implementation.

While the growth of wine tourism is currently claimed to be accelerating, it is resulting in gaps between academic and practical knowledge—usually seen as normal during this advancement phase. In such a period, academic and practical knowledge must combine to generate new sector standards. This paper is an attempt to do exactly that; this study aimed to create a guideline for basic wine tourism principles that combined academic, business, and customer experiences and knowledge. Under the guideline were integrated those important factors/criteria that need to be considered at different stages of wine tourism planning and development and best practices related to them.

The desk research was conducted in the first phase of the study. Existing literature on wine tourism was analyzed to find important factors in wine tourism and the best practices related to them in academia. To determine and collect important factors for consumers, TripAdvisor profiles of wineries winners in the Best Wine Capital Awards were studied. In the following stage, wine tourism stakeholders were interviewed to collect the expert's points of view. After that, two focus group discussions were performed with wine tourism professionals for finding in-depth insights. Based on the previous phases quantitative research was conducted; 90 respondents from all over the world with planning, managing, and implementing wine tourism products were interviewed by a self-administrative online questionnaire. The wine tourism industry professionals evaluate 100 criteria/statements on a 5-score scale to show how important given criteria were for the sector. All the results of scholarly, customer, and business sector studies were analyzed, synthesized, and transformed into a wine tourism basics guideline. The draft guideline was reviewed by the wine tourism experts and updated based on their comments.

This guideline will help wineries to develop wine tourism. This is a program minimum any winery involved in tourism, regardless of its size or profile, should consider. In addition, this guideline can be used in wine tourism consulting services, as well as in various training programs.

Acknowledgment

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Consent

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