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Wine tourism and the sustainable development goals

A perfect pairing

**Javier Martínez Falcó
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Wine Tourism Strategic Sustainable Development

**Marco-Lajara, Bartolomé, Gilinsky,
Armand, Martínez-Falcó,
Javier, Sánchez-García, Eduardo**

Wine Tourism Strategic Sustainable Development:

Wine and Tourism Marta Peris-Ortiz, María de la Cruz Del Río Rama, Carlos Rueda-Armengot, 2015-12-01 The aim of this book is to show how wine tourism can be used as a model for sustainable economic development driving economic growth and social development in some locations It will explore the interaction between tourism and viticulture in wine tourism destinations while also explaining some of the repercussions of these activities This book covers various topics including regional development environmental management sustainable viticulture quality management in wineries and wine tourism routes among others Wine tourism which combines two important yet distinct economic activities i e tourism and viticulture has recently emerged as a new tourism product driven by tourists search for new experiences and wineries need to diversify their businesses and seek new revenue streams to boost sales This new form of tourism which typically takes place in rural areas and which combines wine production with tourist activities is becoming important for such regions by providing a complementary income source It provides a model for sustainable economic development for these regions which for various reasons may otherwise struggle to develop Featuring cases and business implications from various locations this book provides an important source of knowledge both theoretical and practical suitable to academics scholars researchers and practitioners in the tourism sector and the wine industry

Global Wine Tourism Jack Carlsen, 2007 Wine regions are attracting increasing numbers of tourists through tours wine festivals and events and winery restaurant and cellar door experiences Using a host of case studies from Europe North America South Africa Australia and New Zealand this book reviews the latest wine tourism research and management and marketing strategies The book highlights the lessons learnt for wine tourism and related industries and concludes by examining the future of the wine tourism industry

Strategic Management in the Wine Tourism Industry Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García, Luis A. Millán-Tudela, 2024-06-11 Wine tourism has become increasingly popular and important in recent years with a vast scientific research highlighting the expansion of the industry and the various benefits associated with it As the global wine market grows new competitive strategies business tools and patterns of wine tourists demands are essential elements for the effective management of wine tourism products This book aims to deepen the management of the wine tourism industry through the study of competitive strategies developed by wineries It also explores perceptions preferences and expectations of wine tourists as well as the analysis of new tools to improve the wine tourism product In doing so contributors make the case for effective strategic management that can help wineries determine their target markets identify their competitive advantages develop pricing strategies and create effective marketing campaigns The book is therefore useful for both wine professionals and academics who wish to delve deeper into the study of the strategic management of wine tourism

Technology Advances and Innovation in Wine Tourism Marianna Sigala, Coralie Haller, 2023-01-04 This book consolidates under one roof the latest research investigating the various technological advances and new managerial approaches driving

innovation within wine tourism Competition in wine tourism intensifies at a global scale while wine tourism demand continuously evolves diversifies and becomes more sophisticated The book highlights that innovation and technology exploitation have become not only a way to differentiate but also a survival necessity for wine tourism operators and wine destinations alike This book includes cutting edge research about the latest technological developments and advances that revolutionise the wine tourism sector and transform the way wine tourism experiences are designed and delivered In addition the book includes case studies and research findings showing how wine tourism operators and destinations can nurture support and implement innovation at various levels including the experience the process the business model and or the ecosystem level

Sustainable Tourism, Part B Disha Sharma,Hamid Abdullah,Pramendra Singh,2024-10-14 The ultimate goal of Sustainable Tourism is to empower the industry to achieve a harmonious balance between conservation and progress forging a responsible and resilient tourism sector that caters not only to contemporary travellers but also safeguards the well being of future generations

Strategic Optimization of Medium-Sized Enterprises in the Global Market Vemić, Milan,2018-07-13 To maintain a competitive edge against other businesses companies must ensure the most effective strategies and procedures are in place This is particularly critical in smaller business environments with fewer resources Strategic Optimization of Medium Sized Enterprises in the Global Market is a critical scholarly resource that highlights the optimization of management functions such as working capital and marketing and how to implement sustainable business management practices in the global world market Featuring coverage on a broad range of topics such as social entrepreneurship marketing optimization and globalization this book is geared towards business managers medium sized enterprises policy makers business professionals and upper level students seeking current research on the performances of medium sized enterprises across the world and their broader supply chain

Handbook of Research on Sustainable Tourism and Hotel Operations in Global Hypercompetition Sezerel, Hakan,Christiansen, Bryan,2022-10-07 To compete effectively today and remain sustainable over the long term business organizations must create flexible means of generating competitive advantage given the hypercompetitive nature of the global marketplace in all industries including tourism The COVID 19 pandemic has exacerbated the situation thus requiring the tourism industry to reassess itself and realign operations with global and local realities The Handbook of Research on Sustainable Tourism and Hotel Operations in Global Hypercompetition examines various aspects of the hospitality recreation and tourism industries It contributes empirical research theoretical development and current best practices to the field Covering topics such as sustainable medical tourism technology acceptance model and cultural tourism this major reference work is an essential resource for community leaders business executives and managers government officials librarians students and faculty of higher education researchers and academicians

Management and Marketing of Wine Tourism Business Marianna Sigala,Richard N. S. Robinson,2018-09-02 This book links research in wine marketing management and wine tourism offering international

and multidisciplinary perspectives Addressing the evolving nature of the wine tourism industry and market the book brings in new research streams and technology advances such as social media customer empowerment and engagement co creation social responsible marketing and wine consumption Each section includes an introductory chapter written by the editors discussing the aims and the chapters of the section Section chapters provide theoretical and research based insights with practical implications while every section is also complemented with case studies that further enrich the practice and industry implications of theory Researchers will find in this book a holistic analysis of research and cases relating to the management and marketing of wine tourism businesses and visitors Strategic Winery Tourism and Management Kyuho

Lee,2016-01-05 Strategic Winery Tourism and Management Building Competitive Winery Tourism and Winery Management Strategy presents cutting edge knowledge and research related to strategic winery tourism and winery management It highlights the major theories on strategic winery tourism and winery management and encompasses a variety of topics ranging from strate **Pioneering Family Firms' Sustainable Development Strategies** Pramodita Sharma, Sanjay

Sharma,2021-03-26 This book describes the sustainable development journey of 15 business families committed to using their enterprises as a force of societal good In turn each family reaps benefits of high economic returns while contributing to society and environment The youngest family firm is in its 20s while there are others over 100 years of age Size industry locations vary But all these business families share a deep shared commitment towards sustainable development control over strategic decision making in their firms and trans generational continuity intentions Family values embed their enterprises with a strong sense of purpose to achieve their chosen sustainable development goals Professionalized systems and processes foster the development of capabilities and partnerships with a variety of stakeholders ensure the simultaneous achievement of social environmental and profitability goals Read a sample <https://doi.org/10.4337/9781789904420>

Handbook of Research on Sustainability Challenges in the Wine Industry Marco-Lajara, Bartolomé, Gilinsky, Armand, Martínez-Falcó, Javier, Sánchez-García, Eduardo,2023-04-18 In the wine industry sustainability is an extremely important issue for two main reasons Firstly the industry faces serious threats as a consequence of climate change as well as water and energy scarcity Secondly proper sustainable management of wineries can mean obtaining a competitive advantage by allowing them to increase market share and organizational innovation processes In this sense previous work has shown that customers tend to select wines that have been developed following sustainable practices despite not knowing what this means in practice The Handbook of Research on Sustainability Challenges in the Wine Industry serves as a guide for study reflection and critique to understand sustainability in the wine industry in its triple aspect economic social and environmental The book sheds light on the new trends and challenges of the wine industry making it a must read for academicians and managers who want to deepen their knowledge of the wine industry as well as its link with sustainability Covering key topics such as wine tourism green innovation and consumer behavior this major reference work is ideal for industry professionals

business owners managers entrepreneurs researchers scholars academicians practitioners instructors and students

Routledge Handbook of Wine Tourism Saurabh Kumar Dixit, 2022-11-25 Wine tourism or enotourism or oenotourism or winery tourism or vinitourism is a special interest tourism that empowers local culture and spawns business opportunities for the local community The comprehensive Routledge Handbook of Wine Tourism offers a thorough inquiry into both regular and emerging issues of wine tourism Modern wine tourism extends beyond the mere cultivation of grapes and the production and selling of wine The Routledge Handbook of Wine Tourism examines the complex interplay of market profiling sustainable regional development and innovative experiential marketing constructs which when successful contribute to the growth and sustainable evolution of global wine tourism This handbook examines how the success of various enotourism events such as vineyard visits winery tours wine festivals and wine trails can stimulate the development of wine producing regions and territories Incorporating the latest philosophies and research themes this handbook will be an essential reference for students researchers academics and industry practitioners of hospitality and tourism gastronomy management marketing cultural studies development studies international business and for encouraging dialogue across disciplinary boundaries

Wine Tourism Destination Management and Marketing Marianna Sigala, Richard N.S. Robinson, 2019-06-25 The book provides a holistic approach to wine destination management and marketing by bringing together wine tourism research with research in wine and destination management Chapters are contributed by numerous international authors offering an international and multidisciplinary perspective The book combines fresh research approaches with international industry examples and case studies in the following key topics understanding demand of wine destinations New approaches and practices of wine destination marketing innovation and design of wine destination experiences and wine routes planning and development of wine destinations The book analyses wine destination management and marketing issues from the perspectives of the various stakeholders of wine destinations e g tourists cellar doors wine tourism firms destination managers wine associations and networks The book is equally valuable to researchers and industry professionals alike

Sustainable Development of Tourism, 1999 **Strategies Of Digitalization And Sustainability In Agrifood Value Chains** Isabelle Piot-Lepetit, Fatima El Hadad-Gauthier, 2025-03-04 Nowadays stakeholders of agrifood value chains are developing specific strategies regarding their sustainable transformations supported by digital technologies These strategies are designing new activities within and outside the whole value chains and in each of their specific segments such as raw products supplies and machinery production transformation transportation and logistics distribution retail and consumption The strategies developed by agrifood stakeholders related to the digitalization for more sustainability of their practices and activities are changing the way stakeholders are interacting and fuel in one way or another new reconfigurations of value chains Most often sustainability initiatives explore new value added activities goods and services while digital initiatives acknowledge the opportunities resulting from the use of digital solutions such as sensors the Internet

of Things e commerce platforms blockchain or robots and advanced data analytics based on big data cloud computing technologies or artificial intelligence applications Digital and sustainable transformations have been explored in the literature for some time now by considering either the changes involved in farms companies and business activities or the necessary adjustments of the economic and regulatory environments However the setting up of strategies related to the digitalization for sustainable agrifood value chains has not often been investigated

Routledge Handbook of the Tourist Experience Richard Sharpley, 2021-11-17 Routledge Handbook of the Tourist Experience offers a comprehensive synthesis of contemporary research on the tourist experience It draws together multidisciplinary perspectives from leading tourism scholars to explore emergent tourist behaviours and motivations This handbook provides up to date critical discussions of established and emergent themes and issues related to the tourist experience from a primarily socio cultural perspective It opens with a detailed introduction which lays down the framework used to examine the dynamic parameters of the tourist experience Organised into five thematic sections chapters seek to build and enhance knowledge and understanding of the significance and meaning of diverse elements of the tourist experience Section 1 conceptualises and understands the tourist experience through an exploration of conventional themes such as tourism as authentic and spiritual experience as well as emerging themes such as tourism as an embodied experience Section 2 investigates the new developing tourist demands and motivations and a growing interest in the travel career Section 3 considers the significance motives practices and experiences of different types of tourists and their roles such as the tourist as photographer Section 4 discusses the relevance of place to the tourist experience by exploring the relationship between tourism and place The last section Section 5 scrutinises the role of the tourist in creating their experiences through themes such as transformations in the tourist role from passive receiver of experiences to co creator of experiences and external mediators in creating tourist experiences This handbook is the first to fill a notable gap in the tourism literature and collate within a single volume critical insights into the diverse elements of the tourist experience today It will be of key interest to academics and students across the fields of tourism hospitality management geography marketing and consumer behaviour

Economics and Environmental Responsibility in the Global Beverage Industry Popescu, Cristina Raluca Gh., Martínez-Falcó, Javier, Marco-Lajara, Bartolomé, Sánchez-García, Eduardo, Millán-Tudela, Luis A., 2024-05-21 As the world grapples with the pressing issue of natural resource depletion the global beverage industry finds itself at a crossroads thrust into the spotlight as a significant contributor to environmental challenges The dire consequences of climate change and resource exhaustion necessitate a fundamental shift in the industry s practices The alarming increase in plastic waste water consumption and carbon emissions associated with beverage production and distribution has prompted a profound reassessment of its impact on the planet In this context of environmental urgency Economics and Environmental Responsibility in the Global Beverage Industry dissects the challenges faced by the industry and offers viable solutions to steer it toward a more sustainable and

responsible future At its core this book addresses the greatest challenges of the industry navigating through the intersections of economic imperatives and environmental responsibility within the global beverage sector Its primary objective is to provide an understanding of the issues confronting the industry fueling critical study reflection and critique By delving into the triple dimensions of economic social and environmental sustainability the book aims to empower academics and industry practitioners alike with the knowledge needed to effect transformative change Beyond being an academic exercise it stands as a rallying call for a collective commitment to reshape the industry s trajectory

Wine Tourism and Sustainability

Javier Martínez-Falcó,Bartolomé Marco-Lajara,Eduardo Sánchez-García,Luis A. Millán-Tudela,2025-02-04 Climate change has put the survival and viability of wine growing regions at risk Whereas the implementation of sustainable approaches was once seen as a source of competitive advantage it is now critical to the survival of the industry Wine tourism should therefore aim to minimize possible cultural and environmental damage while improving the economic and social well being of the wine growing region Contributing to the targets of SDG 8 specifically target 8.9 By 2030 devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products this book argues that wine tourism can be considered as a catalyst for the environmental sustainability of wineries Chapters highlight the economic socioeconomic environmental socio cultural impact of wine tourism around the world before concluding with a look to the future trends and challenges It features best practices from around the world that wineries and wine tourism companies can incorporate into their core business functions to make their operations more sustainable and also showcases how wineries have designed their tourism offerings to meet sustainable tourism development objectives

International Case Studies in Food Tourism

Aise Kim,Gürhan Aktaş,Metin Kozak,2025-05-08 This international case study book provides 28 expertly curated case studies on the topic of food tourism each with detailed implementation instructions for the instructor to maximise student participation and learning Embellished with questions diagrams and data throughout these case studies have been developed by academic and industry experts with the aim of creating a more interactive teaching experience focused on real world scenarios within food tourism Each case study is logically structured and includes an aim and objectives expected learning outcomes required background knowledge steps of implementation in class or online as well as suggestions for further reading resources Topics covered range from locally oriented gastronomy identity to innovation and sustainability with the aim of preparing future professionals and equipping them with the necessary skills and competencies to succeed within the industry Easy to use and international in scope this volume is an ideal study resource for use in higher and vocational education and its unique teaching led approach positions it as a vital study tool for instructors and students alike

Tourism Strategies and Local Responses in Southern Africa Petri Hottola,2009-01-01 Tourism growth is one of the primary drivers of economic development and is a core strategy at local and national levels to improve the lives of local communities However tourism can bring both advantages and disadvantages to communities and not all national strategies

in tourism management are applicable or suitable in private community based and public sectors Tourism is used as a main instrument of nation building in many postcolonial countries such as Namibia South Africa Botswana and Madagascar Using case studies from these areas this book examines the strategic objectives for tourism growth and how nationally set objectives such as economic growth increased employment poverty reduction black economic empowerment environmental sustainability and reduction of regional inequalities work at the grassroots level Challenging ongoing practices and providing new innovations for tourism development applicable to other developing countries this study will be useful for both researchers and decision makers in tourism

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