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Wine tourism and the sustainable development goals

A perfect pairing

**Javier Martínez Falcó
Bartolomé Marco-Lajara
Eduardo Sánchez-García**

Wine Tourism Strategic Sustainable Development

Jack Carlsen



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

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

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

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 *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

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> 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 *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 Around the World* C. Michael Hall,Liz Sharples,Brock Cambourne,Niki Macionis,2009-11-03

Wine tourism is a rapidly growing field of industry and academic interest with changes in the consumer markets in recent years showing an enormous interest in experiential travel *Wine Tourism Around the World* is therefore an invaluable text for both students and practitioners alike and provides The first comprehensive introduction to wine tourism from a business social science and policy perspective An international perspective on wine tourism and includes detailed examples from Australia Canada France Greece Hungary New Zealand Portugal South Africa Spain Switzerland UK and the USA Detailed information on the growth and development of wine tourism from both supply demand marketing and management perspectives Academic researchers and students in tourism and hospitality fields as well as anyone connected with the wine industry will find this book an essential guide to understanding the global impacts of wine tourism and the consequent economic social and environmental impacts and opportunities C Michael Hall is based at the University of Otago in New Zealand and is Visiting Professor in the School of Leisure and Food Management Sheffield Hallam University He has written widely on wine food and rural tourism and has a major interest in cool climate wine tourism Liz Sharples is a lecturer in the School of Leisure and Food Management Sheffield Hallam University She has extensive practical and academic experience in the hospitality industry and has major research interests in the interrelationships between cuisine tourism and rural production Brock Cambourne is the owner operator of multiple tourism award winning National Capital Wine Tours and principal of Benchmark Tourism Consulting He has researched and published extensively on wine and culinary tourism and is a member of the Australian National Wine Tourism Working Party Niki Macionis is a lecturer at the University of Canberra s Cooperative Research Centre for Sustainable Tourism Her graduate studies focussed on the development of wine tourism and she has researched and published extensively on wine and culinary tourism

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

Open Innovation Strategies for Effective Competitive Advantage Martínez-Falcó, Javier,Sánchez-García, Eduardo,Marco-Lajara, Bartolomé,2025-03-07 As the global marketplace continues to evolve traditional innovation models are being replaced by more collaborative and inclusive approaches that allow businesses to stay competitive Open innovation which integrates both internal and external ideas has become a critical strategy for driving performance improving efficiency and sustaining long term growth By embracing partnerships and knowledge sharing organizations can access diverse perspectives and resources fostering innovation in ways that were not possible with closed systems This shift in innovation strategies is helping companies adapt to rapid changes and navigate challenges in an increasingly interconnected world Open Innovation Strategies for Effective Competitive Advantage provides a thorough examination of open innovation strategies and their impact on competitive advantage across various industries It bridges the gap between theory and practice by offering insights into the successful implementation of open innovation in different organizational contexts Covering topics such as collaborative innovation networks digital transformation and knowledge sharing this book is an excellence resource for scholars researchers students industry professionals business strategists policy makers and more

Cooperative and Networking Strategies in Small Business Marta Peris-Ortiz,João J. Ferreira,2016-11-03 The book aims to collect the most recent research and best practices in the cooperative and networking small business field identifying new theoretical models and describing the relationship between cooperation and networks in the small business strategy context It examines different concepts and analytical techniques better understand the links

between cooperative strategies and networks in small business It also studies the existing economic conditions of network and strategic implications to small business from the point of view of their internal and external consistency Cooperation and networks is a fashionable topic It is receiving increasing attention in popular management publications as well as specialized academic journals Cooperation between firms and industries is a means of leveraging and aggregating knowledge also generating direct benefits in terms of innovation productivity and competitiveness Various options and decisions made within the framework of strategic alliances may be identified and differentiated For example it has been argued that R D cooperation between competing firms also facilitates the search for incremental efficiency gains and is thus a competitive advantage In parallel with a theoretical acceptance of the importance of a sustained competitive advantage to formulate strategy there is a growing understanding that cooperative and networking behavior among small firms is at the root of many success stories in today s small business management This condition requires an effort to develop a study of both aspects of cooperation and networks as compatible complementary facets of a unique reality In short the cooperative and networking relationships of a small business can be the source of its competitive advantage Enhancement of local resources and capabilities for the generation and dissemination of knowledge is still an issue for defining public policies in many countries Featuring contributions covering such topics as green innovation social commerce university cooperation networks and regional entrepreneurship this book provides a comprehensive and richly illustrated study of cooperation and networks in small business that will be pertinent to students academics professionals scholars and policy makers div

The Top Books of the Year Wine Tourism Strategic Sustainable Development The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the engaging narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Wine Tourism Strategic Sustainable Development : Delia Owens' "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you guessing until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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