



Observatori de la vinya, el vi i el cava



REVISIÓ BIBLIOGRÀFICA

**“SUPORT A LES VENDES DE VINS LOCALS al
SECTOR HORECA. CENTRE D'INTERÈS: CATALUNYA”**

SELECCIÓ REALITZADA PER:





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DESCRIPCIÓ BREU DE LA BIBLIOGRAFIA

Existeixen principalment cinc subcategories en el context de la bibliografia revisada. Aquestes es recullen a continuació:

- a. Multi atributs dels vins i dels restaurants
- b. Efecte de la carta de vins sobre les vendes de vi als restaurants i posicionament estratègic
- c. Demanda i preferències del consumidor vers els vins
- d. Sopars i àpats als restaurants i relació amb el vi (maridatge)
- e. Efecte de l'enoturisme i el turisme sobre les vendes de vi
- f. Efecte de l'aprenentatge o efecte "sommelier" sobre les vendes de vi als restaurants

En aquesta secció es recull la bibliografia relacionada amb l'efecte de l'enoturisme i el turisme sobre les vendes de vi. Les altres subcategories es presentaran en reculls posteriors.





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TÍTOL 1	The Nature of the Relationship between International Tourism and International Trade: The Case of German Imports of Spanish Wine <i>Naturalesa de les Relacions entre el Turisme Internacional i el Comerç Internacional: Cas de les Importacions Alemanyes de Vi Espanyol</i>
AUTHOR (s)	Larry Lockshin, Wade Jarvis, François d'Hauteville and Jean-Philippe Perrouy
PUBLICATION	Food Quality and Preference, Volume 17, Issues 3-4, April-June 2006, Pages 166-178, Seventh Sensometrics Meeting, Davis, USA, 28–30 July 2004

SUMMARY:

This paper deals with the relationship between international trade and tourism. In particular, we focus on the effect that German tourism to Spain has on German imports of Spanish wine. Due to the different stochastic properties of the series under analysis, which display different orders of integration, we use a methodology based on long memory regression models, where tourism is supposed to be exogenous. The results show that at the aggregate level, tourism has an effect on wine imports that lasts between two and nine months. Disaggregating the imports across the different types of wine it is observed that only for red wines from Navarra, Penedès and Valdepeñas, and to a certain extent for sparkling wine, tourism produces an effect on its future demand. From a policy-making perspective our results imply that the impact of tourism on the host economy is not only direct and short-term but also oblique and delayed, thus reinforcing the case for tourism as a means for economic development.



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TÍTOL 2	Vines, Wines, and visitors: A case study of agricultural diversification into winery Tourism <i>Vinyes, Vins i Visitants: Cas d'estudi sobre la Diversificació Agrària vers el Turisme Rural</i>
AUTHOR (s)	Nancy C. Hackett
PUBLICATION	RESEARCH PROJECT B.E.S., School of Urban and Regional Planning, University of Waterloo, 1995

SUMMARY:

Structural change, intensified by the pressures of globalization, free trade, technology, agricultural policy and post-productivism, is initiating new forms of survival in Canadian agriculture. One of the survey techniques increasingly favoured by Canadian farmers is agri-tourism. As the melding of agricultural production and tourist hospitality, agri-tourism holds out an abundance of promises. Yet, little is known about the way in which agricultural harvest, farm well being, and rural community organization may be altered through this type of development. The following research sets out to investigate the nature and influence of agri-tourism as it is emerging in Canada in one key sector, namely the wine and grape industry. Specifically, this study uses case examples from the wine regions of the Niagara Peninsula of Ontario and the Okanagan-Similkameen Valley of British Columbia, to investigate the state of winery tourism development in Canada, to consider how perceived impacts of winery tourism affect agriculture, and to explore how existing institutional arrangements address these effects. Effects identified in this study centre on shifts in the agricultural operation, modification in promotional and professional requirements, impacts on the environment, influences on agricultural sustainability, and adjustments in the structure of the surrounding community. Perceptions and experiences of those in the case study regions indicate that winery tourism and its associated impacts are inducing agricultural change and stimulating



transformation in correspond institutional arrangements. As institutions smuggle to adjust, gaps persist despite expectations that impacts may be heightened as interest and investment in winery tourism expands. This paper stresses that analysis of winery tourism as a factor in agricultural change, along with timely recommendations for coping with and managing this change, are crucial not only in supporting and benefiting all Canadian agricultural producers, but also in safeguarding the quality of the agri-tourism product for decades to come

TÍTOL 3	The Location of Wine Tourism Operations in Hawkes Bay. <i>Localització dels Operadors d'Enoturisme a la Badia de Hawkes.</i>
AUTHOR (s)	Thomas Hurdley
PUBLICATION	The University of Auckland

SUMMARY:

Wine as a product has a strong association with its place of origin. The physical landscape and location of where the wine is produced, is used to help produce place based meanings which become associated with the wine. With the aid of wine tourism, wineries are able to showcase their wines in their place of origin. This association seeks to create a bond between the tourist and product. For this reason the location of the wineries, and more significantly the location of wine tourism operations, play a significant role in the identity of the wine label and has strong associations with its quality. For this research I carried out interviews and informal discussion with key tourism orientated wineries in Hawkes Bay as well as other significant wineries in the region. A vital component of my research was observing the wine culture in Hawkes Bay and the incorporation of the physical landscape of the area with the marketing of the individual wine labels. By locating all the vineyards in Hawkes Bay on maps and identifying their tourism operations, I was able to identify clusters of wine tourism operations in areas of Hawkes.



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TÍTOL 4	Critical success factors for wine tourism regions: a demand analysis <i>Factors Clau per l'Èxit en Regions d'Enoturisme:: Anàlisi de Demanda</i>
AUTHOR (s)	Donald Getz , Graham Brown
PUBLICATION	Tourism Management 27 (2006) 146–158

SUMMARY:

Exploratory search was undertaken to examine the level and characteristics of demand for long-distance wine tourism among wine consumers located far from wine regions. In this paper specific attention is given to the importance attached by wine consumers to various destination and trip attributes when deciding upon a wine tourism experience. A convenience sample of 161 wine consumers in Calgary, Canada, provided data for a factor analysis that reveals the core wine-related features, in relationship to general destination appeal and cultural products. It was determined that highly motivated, long-distance wine tourists prefer destinations offering a wide range of cultural and outdoor attractions. These preferences are compared to previous studies of critical

success factors according to wine and tourism-industry personnel, and to the general literature on wine and food tourism. Implications are drawn for wine tourism theory, and practical implications are drawn for the development and marketing of wine tourism destinations.



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TÍTOL 5	Turismo y vino. Un estudio formativo sobre la evolución de las rutas del Vino en Chile <i>Tourism and Wine: A Study on the Evolution of Wine Routes in Chile.</i>
AUTHOR (s)	Jorge Zamora ,María Eugenia Barril
PUBLICATION	<i>Estud. perspect. tur.</i> , Apr./June 2007, vol.16, no.2, p.173-194. ISSN 1851-1732.

SUMMARY:

Este estudio pretende realizar una reflexión crítica sobre las relaciones existentes entre el negocio vitivinícola y el turismo a fin de obtener conocimientos para el caso chileno. Primero se comparan las diversas acepciones del concepto ecoturismo que se analizan a luz de los expertos australianos, españoles y franceses. Luego se describen las rutas del vino de Chile y se muestran los resultados de una investigación realizada reciente sobre las mismas explorando su potencial para la oferta y de demanda. Se concluye con el efecto en la formación de lealtad a la marca del vino. Se identifican brechas teóricas y se formulan sugerencias a investigadores y empresarios tanto del turismo como del vino.



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TÍTOL 6	An empirical structural model of tourists and places: Progressing <i>Un Model Empíric Estructural de Turistes i Regions: Progressió</i>
AUTHOR (S)	Michael J. Gross, Graham Brown
PUBLICATION	Tourism Management (in press)

SUMMARY:

Research which examines the relationship between involvement and place attachment has started to emerge in the leisure literature and this paper reports the findings of a study, which applied these constructs within a tourism context. A survey was conducted with tourists in five South Australian tourism regions that measured respondents' attitudes towards tourism experiences in South Australia. Involvement was conceptualised as a multidimensional construct consisting of the dimensions of attraction, centrality to lifestyle, self expression and food & wine. Place attachment was also conceptualised as a multidimensional construct of place dependence and place identity. The study developed and tested a structural model that was found to reliably and validly measure predictive relationships between the constructs of involvement and place attachment. The findings indicated that the combined use of involvement and place attachment is applicable in tourism. The implications for destination management are discussed.



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TÍTOL 7	Sensation Seeking and the Prediction of Attitudes and Behaviours of Wine Tourists <i>Cerca d'Emocions i Predicció de les Actituds i Comportaments dels Turistes del Vi</i>
AUTHOR (s)	Graeme Gallowaya, Richard Mitchell, Don Getz, Geoffrey Crouch, Ben Ong
PUBLICATION	Tourism Management 29 (2008) 950–966

SUMMARY:

Although socio-economic variables are commonly used for market segmentation and are widely applied in describing winery visitors, increasing awareness is evident in the literature that personality might also be useful for that purpose. The present study examined whether, compared with socio-economic variables (age, gender, education level, personal income, and household income), the personality variable sensation seeking adds to the ability to predict differences in various attitudes and behaviours of wine tourists. With the effects of the former controlled, sensation seeking was observed to be significantly related to spending on wine, and wine drinking, as well as to the frequency of visits to wineries and the number of activities engaged in at wineries, the use of the internet as a source of information about wineries, venturing off the beaten track during a visit to a wine region, and the strength of opportunity for learning, stimulation, or indulgence as incentives to visit a wine region. Sensation seeking was also observed to be significantly related to all but one of those variables when the effects of another variable which is receiving increasing attention as a means by which to characterize wine tourists, “involvement”, were controlled. The practical significance of the results for winery and wine region marketing and management is discussed, and several requirements for further research are identified.



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TÍTOL 8	Explore wine tourism: management, development & destinations <i>Explorant l'Enoturisme: Gestió, Desenvolupament i Destinacions</i>
AUTHOR (s)	D. Getz; Cognizant
PUBLICATION	Communication Corporation, New York, 2000, ISBN 1882345339

SUMMARY:

This book has been supported by a number of other encouraging indicators that the discipline of Wine & Food Tourism is likely to be an interesting growth area in the future. These include, the hosting of several conferences on the subject of Wine Tourism in both Australia, New Zealand and England in recent years, the publication of 'special edition' academic journals devoted to the subject and the setting up of university options and courses dedicated to this area. For example, the University of South Australia runs a one-semester course aimed at examining food, wine and festivals in the context of tourism and at the University of Adelaide a master's course in gastronomy offers an elective in Food & Wine Tourism.



TÍTOL 9	Clusters in regional tourism An Australian case Clústers en Turisme Regional: un cas Australià
AUTHOR (s)	D. Getz; Cognizant
PUBLICATION	Communication Corporation, New York, 2000, ISBN 1882345339

SUMMARY:

With changing industrial patterns in regional Australia, tourism has gained increasing currency as an agent for regional economic development. This paper investigates the applicability of cluster theory in supporting the movement from comparative advantage to competitive advantage for four regional towns located on the Murray River in Australia. Thus far cluster analysis has largely been applied in the manufacturing industry. This paper reports on its potential as an analytical tool in service-based tourism and, through the cases studied, identifies vital attributes of clusters that are lacking in the least economically successful region in the study area.



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TÍTOL 10	Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey <i>Incorporació de Cuines Locals i Internacionals en el marketing de les Destinacions Turístiques: casos de Hong Kong i Turquia</i>
AUTHOR (s)	Bendegul Okumus, Fevzi Okumus and Bob McKercher
PUBLICATION	Tourism Management Volume 28, Issue 1, February 2007, Pages 253-261

SUMMARY:

This paper compares how two different destinations use food in their marketing activities. Content analysis of brochures, booklets and web sites was used. One, Hong Kong, makes extensive use of food as part of its core positioning statement. The other, Turkey, makes little reference to it, even though its indigenous cuisine is unique and rich. The findings imply that when using food in destination marketing, some expertise and knowledge are essential not only in marketing destinations but also in local and international cuisines as well as in socio-cultural characteristics of potential tourists. The study provides discussions on how destinations can learn valuable lessons to differentiate themselves through using their unique cuisines.



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TÍTOL 11	A Model of Wine Tourist Behavior: A Festival Approach <i>Model de Comportament del Turista del Vi: un Enfocament Festiu</i>
AUTHOR (s)	Yuan, Jingxue,
PUBLICATION	Tourism Management Volume 28, Issue 1, February 2007, Pages 253-261

SUMMARY:

The study constructs a temporal model of wine tourist behavior on the basis of the social psychologist' theory of consumer attitudes and related concepts with regard to past behavior, satisfaction, perceived value, and behavioral intentions. This study proposed that wine festival attendees' intentions to revisit the festival would be affected by their satisfaction with, perceived value of, and past behavior regarding the festival. Past visits, satisfaction and intention to revisit resemble respectively the cognitive, affective and conative components conceptualized in the structural model of consumer attitudes. Perceived value was included to strengthen the measurement of satisfaction. Meanwhile, the model attempts to reflect the temporal nature of wine tourist experience by encompassing the stages of pre-visit, on-site visit and post-visit. More importantly, this study added two variables to this model of intentions to revisit by proposing that satisfaction and perceived value had impact on attendees' intentions (1) to visit a local winery and (2) to buy local wine products. Using a path analysis approach and data collected from the attendees at a regional wine festival, the study examined the above relationships. The study also examined the possible mediating effects of demographic characteristics on the variables included in the hypothesized model. The results of this path analysis can be summarized as: (1) past visits influenced future intention to revisit and the level of perceived value but had no effect on levels of satisfaction; (2) perceived value strongly affected satisfaction; (3) satisfaction had an impact on future intentions to revisit, to visit local wineries, and to buy local wine products, while perceived value only affected the



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former two intentions; and (4) education had mediating effect on intentions to revisit the festival, to visit local wineries, and to buy local wine products. Age had mediating effect on intentions to visit local wineries and to buy local wine products. Income had a mediating effect on intention to revisit the festival. This research makes unique contributions to the area of consumer research in wine tourism from both the theoretical and empirical perspectives. It is believed that results of the present study will be useful to organizers of wine festivals and/or managers of wineries.

TÍTOL 12	Wine Tourism Around the World <i>Enoturisme Arreu del Món</i>
AUTHOR (s)	C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis
PUBLICATION	Paperback, 368 pages, publication date: MAR-20

SUMMARY:

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.



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TÍTOL 13	A Model and Exploratory Study for Promoting Professional Sales in Winery Visitor Centers <i>Model i Estudi Exploratori per Promocionar les Vendes Professionals als Centres de Visitants dels Cellers</i>
AUTHOR (s)	Janeen Olsen, Liz Thach
PUBLICATION	International Journal of Wine Business Research

SUMMARY:

The purpose of this paper is to present a model for promoting professional sales in winery visitor centers, as well as the results of an exploratory study to test the model. A survey methodology was used to evaluate the sales behavior of winery personnel in three popular wine tourist regions of California, USA. In total, 284 mystery shopper evaluations were completed and analyzed. In addition, a professional sales model for winery visitor centers was developed based on secondary sources drawn from the literature. Results indicate that some of the winery visitor centers have adopted professional sales techniques and trained their staff to perform these tasks, but there is still ample opportunity to improve. Sales presentations could become more interactive in many cases, and relationship and trust building actions could be emphasized more. The study was limited to three wine regions in California, and only provides descriptive statistics of service and sales in the tasting room. Further testing of the model in new locations with expanded statistics would be useful. The study highlights effective professional selling tactics used in winery visitor centers which could be adopted by managers. It also identifies areas for improvement. This paper introduces a new model on professional sales in winery visitor centers. This is the first of its type to be applied to the wine industry for direct to consumer sales.



TÍTOL 14	Wine routes in Northern Greece: consumer perceptions <i>Rutes del Vi del Nord de Grècia: Percepcions dels consumidors</i>
AUTHOR (s)	Irene Tzimitra-Kalogianni, Afroditi Papadaki-Klavdianou, Anastasia Alexaki, Efthimia Tsakiridou
PUBLICATION	British Journal, Volume 101, Issue 114, August 2003, Pages 884-892

SUMMARY:

Attempts to identify consumer perceptions about wine and wine attributes in Greece. In addition, a brief presentation of the development of wine routes in Greece is considered. According to the results, wine emerges as a staple kind of drink in everyday meals, and seems to be more preferable compared to other alcoholic drinks. Furthermore, taste, clarity, appellation of origin, aroma and label are the most important wine attributes expressed by Greek consumers. Taking into account that Greece is one of the most important wine producing countries in the EU, an effective wine promotion policy needs to be organised. In the light of the interdependence between the new activities introduced by regional wine enterprises and the consumer level of information about "typical wines", further market research could improve wine promotion both in Greek and the European markets.



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TÍTOL 15	Planning a wine tourism vacation? Factors that help to predict tourist behavioral intention <i>Planificant unes Vacances d'Enoturisme? Factors que ajuden a predir les intencions de comportament del Turista</i>
AUTHOR (s)	Beverley Sparks
PUBLICATION	Tourism Management 28 (2007) 1180–1192

SUMMARY:

A large cross-sectional survey was undertaken within Australia to investigate potential wine tourists' intentions to take a wine-based vacation. Three wine tourism attitudinal dimensions were identified and confirmed using exploratory and confirmatory factor analyses. Structural equation modelling was employed to test a model, based on Theory of Planned Behaviour, predicting tourist intentions. In particular, perceived control, together with past attitude predicted intentions to take a vacation to a wine region. Wine/food involvement, normative influences and three wine expectancy-value (attitudinal) dimensions also contribute to intention to take a vacation to a wine region. The findings have implications for predicting and promoting future wine tourism.

