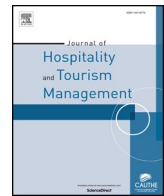




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Book review

M. Sigala, R. Robinson. (Eds.), *Management and Marketing of Wine Tourism Business: Theory, Practice, and Cases*, Palgrave Macmillan (2019). XXII + 388 pp/index, 25 b/w illustrations, 101, 14€/113,29\$ (eBook), 128,39€/143,81\$ (Hardcover), Hardcover ISBN: 978-3-319-75461-1

Almost two decades since Hall et al.'s (2000) pioneer attempt “to provide the first comprehensive international overview of wine tourism development and management”, a continually expanding number of relevant publications demonstrates the growing interest of the scientific community in this emerging field. *Management and Marketing of Wine Tourism Business: Theory, Practice, and Cases* is a welcome contribution published by Palgrave Macmillan. This new book constitutes a collective venture, edited by Marianna Sigala, Professor in Tourism at the University of South Australia Business School and Richard Robinson, Senior Lecturer at the University of Queensland Business School.

The book explores wine tourism from both a demand- and supply-side perspective, with its primary aim being to “consolidate into a user-friendly resource current and forward-looking research that can help wine tourism firms to better design their management and marketing strategies”. In doing so, this lengthy volume (XXII + 388 pp/index) offers, apart from research studies with theoretical implications, a variety of case studies with real life examples from the wine tourism industry. In particular, eighteen contributions arranged in three parts accompany the editors' Introduction and Epilogue.

Part I, entitled “The Market of Wine Tourism: Profiling, Segmentation and Behavior”, begins with a short description by Robinson and consists of six chapters (2–7). Four of them focus on particular demographic segments of wine tourists, i.e., the target group of young visitors (Creed & McIlveen, chapter 2); Generation Z (Stergiou, chapter 4); and families with children (Sigala, chapters 6–7). Another two studies investigate visitors' behavioral and consumption patterns (i.e., factors influencing wine choice – Connolly, chapter 3); motivations for attending wine events, along with organic and biodynamic wine purchase (Cagnina, Cicero & Osti, chapter 5). An interesting case-study describing a destination marketing tool, which connects wineries and families with kids in South Australia (Winey Kids), completes the first section of the book (Sigala, Chapter 7).

Part II (“Capturing the Market: Marketing, Distribution and Promotion”, chapters 8–11) starts with a commentary note by Sigala, who emphasizes the necessity of new technological advancements for wine tourism businesses. The following two chapters discuss the impact of Social Media in wine tourists' behavior (Sigala & Haller, chapter 8) and Facebook-based marketing activities undertaken by wineries

(Lalicic & Gindl, chapter 9). The second part includes another case-study on a wine tourism (e)-Intermediary, namely, UberVINO mobility service (Sigala, chapter 10). Finally, Chapter 11, co-authored by Pelet, Barton & Chapuis, weighs stakeholders' opinions on WiFi implementation and digital connectivity in wine tourism destinations.

Part III (“Experience Management in Wine Tourism: Design and Differentiation”, chapters 12–19) deals with the concept of visitor experience, albeit from the supply-side of wine tourism. According to the editors, studies of this section look at ways in which wineries can create experiences that meet current market trends. In particular, Prilaid -in chapter 12- explores innovation in the wine industry with respect to the commodity-experience continuum. In chapter 13, Santini proposes an integrated theoretical framework for wine tourism strategy building, taking into account both the market needs and the territory. Downing & Parrish, also from a strategic standpoint, examine wineries' efforts to create authentic wine tourism experiences (chapter 14). The last five chapters of Part III (chapters 15–19) offer qualitative case-studies with practical information for wine tourism operators. Three of them (chapters 15; 16; 18) are written by the editors, with the remaining two concerning a boutique Greek winery (Karagiannis & Metaxas, chapter 17) and New Clairvaux Vineyard in California (Downing & Parrish, chapter 19).

It is noteworthy to point out that contributions in this book cover a wide range of geographical origins and represent both New World (Australia, USA, New Zealand, South Africa) and European wine regions (Greece, Italy, Ireland). The editors have successfully managed to assemble an international mix of 21 authors, tying together not only academic but also practical aspects of wine tourism management and marketing. Despite their considerable variation in terms of length (from 4 to 31 pages) and theoretical integration/theory development, all chapters are self-contained and easy to read. All in all, this work provides valuable insights for both teaching and research and it deserves a broad audience of wine tourism scholars, professionals and policy-makers.

Reference

Hall, C. M., Sharples, L., Cambourne, B., & Macionis, N. (Eds.). (2000). *Wine tourism around the World, development, management and markets*. Oxford: Butterworth-Heinemann.

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