

# Research and innovation in wine tourism

Postdoctoral Fellow  
ELGO-DEMETER

18-19 November 2014



# Outline

- The concept of wine tourism
- Research
- Innovation
- Empirical data from Greece
- Conclusion



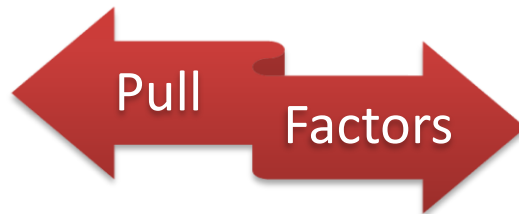
# What is wine tourism?

*Visitation to vineyards, wineries, wine festivals and wine shows*

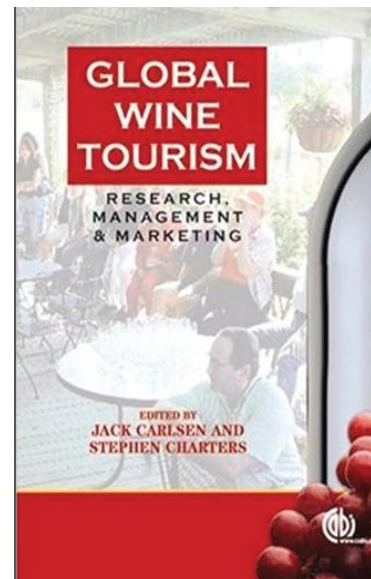
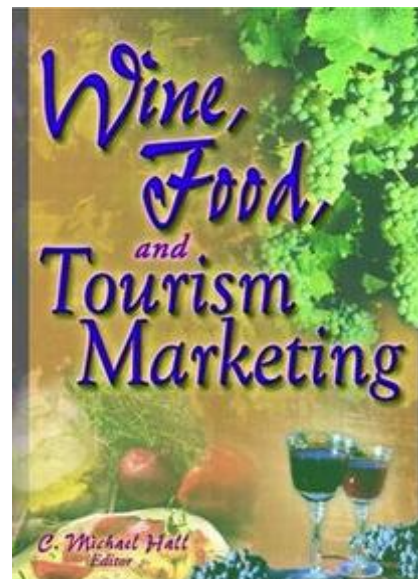
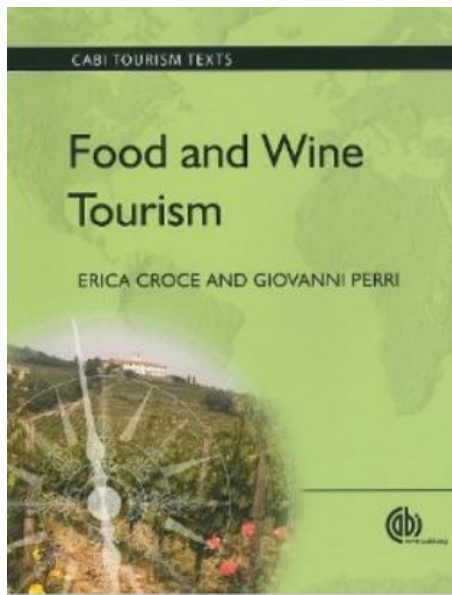
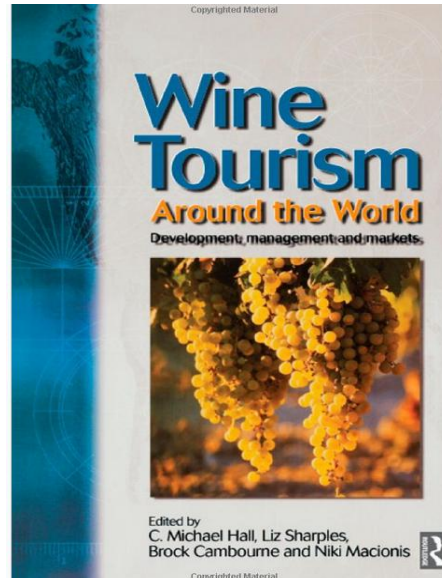
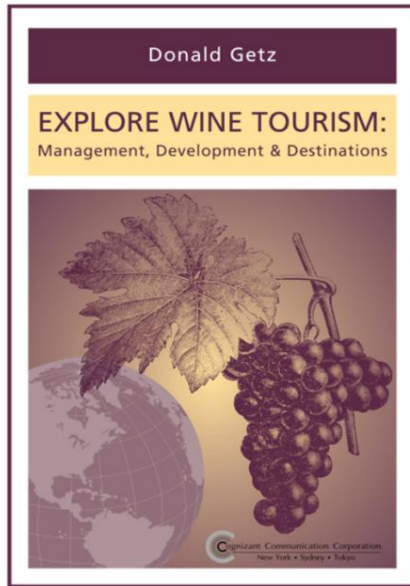
**Primary motivations:**  
*grape wine tasting;  
experiencing the region's attributes*



# Key elements of wine tourism



# Books on Wine Tourism



# Main lines of research in the field of wine tourism

**Perceived Benefits and Challenges to Wine Tourism Involvement: An International Perspective**

ABEL DUARTE ALONSO<sup>1\*</sup>, ALESSANDRO BRESSAN<sup>2</sup>, MICHELLE O'SHEA<sup>2</sup> and VLAD KRAJSIC<sup>2</sup>

**Who is the wine tourist?**

Steve Charters<sup>a,\*</sup>, Jane Ali-Knight<sup>b</sup>

Supply

Demand

**WINE TOURISM IN CAMPANIA REGION (ITALY):  
SUPPLY POTENTIAL AND DEMAND  
EXPECTATIONS**

A. Piscitelli, Università degli Studi di Napoli Federico II, Italy  
E. Pomarici, Università degli Studi di Napoli Federico II, Italy  
R. Tedesco Università degli Studi di Napoli Federico II, Italy  
pomarici@unina.it

Supply  
and  
Demand

Other  
themes

**Wine Tourism in the Temecula Valley**  
Neoliberal Development Policies  
and Their Contradictions

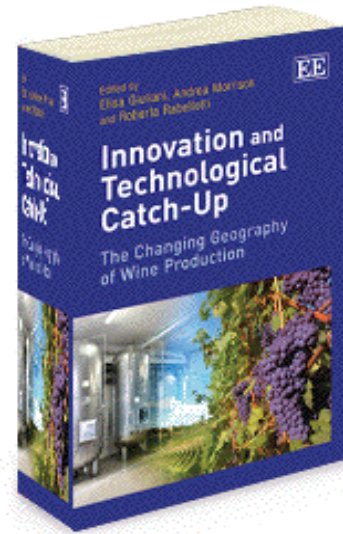
Kevin A. Yelvington, Jason L. Simms and Elizabeth Murray

**Sustainability in the wine industry: key questions  
and research trends<sup>a</sup>**

Cristina Santini<sup>1\*</sup>, Alessio Cavicchi<sup>2</sup> and Leonardo Casini<sup>3</sup>

## Hall & Baird (2013):

- ✓ Only recently has innovation attracted wine or tourism academics' interest
- ✓ Specific research of wine tourism related to innovation is limited



*Int. J. Technology and Globalisation, Vol. 3, Nos. 2/3, 2007*

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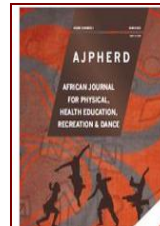
### **Catching up in the global wine industry: innovation systems, cluster knowledge networks and firm-level capabilities in Italy and Chile**

**Martin Bell**

SPRU, University of Sussex,  
Freeman Centre, Falmer,  
Brighton, East Sussex BN1 9QE, UK  
E-mail: M.Bell@sussex.ac.uk

**Elisa Giuliani\***

DEA, Facoltà di Economia,  
University of Pisa, Via Ridolfi 10, 56124 Pisa, Italy  
E-mail: giulel@ec.unipi.it



### Innovating the wine tourism product : food-and-wine pairing in Stellenbosch wine routes

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### Tourism Management

journal homepage: [www.elsevier.com/locate/tourman](http://www.elsevier.com/locate/tourman)

Progress in Tourism Management

A review of innovation research in tourism

Anne-Mette Hjalager

University of Southern Denmark, Niels Bohrsvvej 9-10, DK-6700 Esbjerg, Denmark

© Maria Atebaki



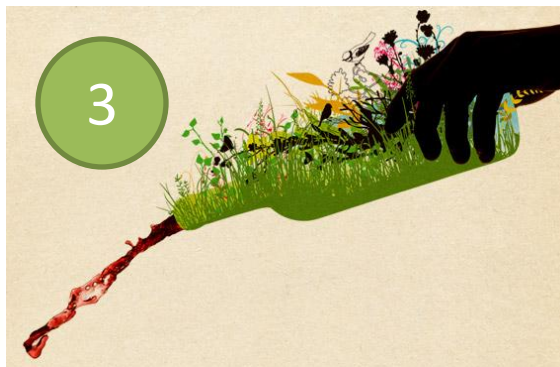
# Innovation in New Zealand wine tourism businesses

Paper presented at Tourism, Local Foods and Regional Development, 30  
September – 1 October 2013, [Linneaus University Kalmar](http://www.linneaus.se)

C. Michael Hall & Tim Baird  
University of Canterbury  
Christchurch, New Zealand.

*“New Zealand wineries appeared to have  
a cautious approach towards innovation”*

## Main reasons for adopting innovation:

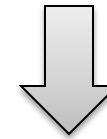


Reducing environmental impact

## Most significant indicator for levels of innovation in wineries:



Size of the business



*“Larger wineries are leading the way forward”*

© Maria Alebaki



# Initiatives for wine tourism development via collective action




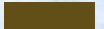






Image: Marios Rossolatos

© Maria Alebaki



WINE ROADS  
OF NORTHERN  
GREECE  
[www.wineroads.gr](http://www.wineroads.gr)



-  The Wine Route of the Olympos Gods
-  The Wine Route of Epirus
-  The Wine Route of Naoussa
-  The Wine Route of Pella - Goumenissa
-  The Wine Route of the Lakes
-  The Wine Route of Thessaloniki
-  The Wine Route of Dionysus
-  The Wine Route of Halkidiki



Some winemakers are reluctant  
to engage in wine tourism

**Why?**

# Perceived barriers to wine tourism development

1. LACK OF INFRASTRUCTURE IN THE WINERY
2. LIMITED FUNDS
3. LACK OF TOURISM INFRASTRUCTURE IN THE REGION





**What about those  
involved in wine tourism?**

# Perceived benefits of wine tourism

1. GET IN CONTACT WITH CONSUMERS
2. RAISE AWARENESS OF THE WINERY'S PRODUCTS
3. RAISE THE WINERY'S PROFILE

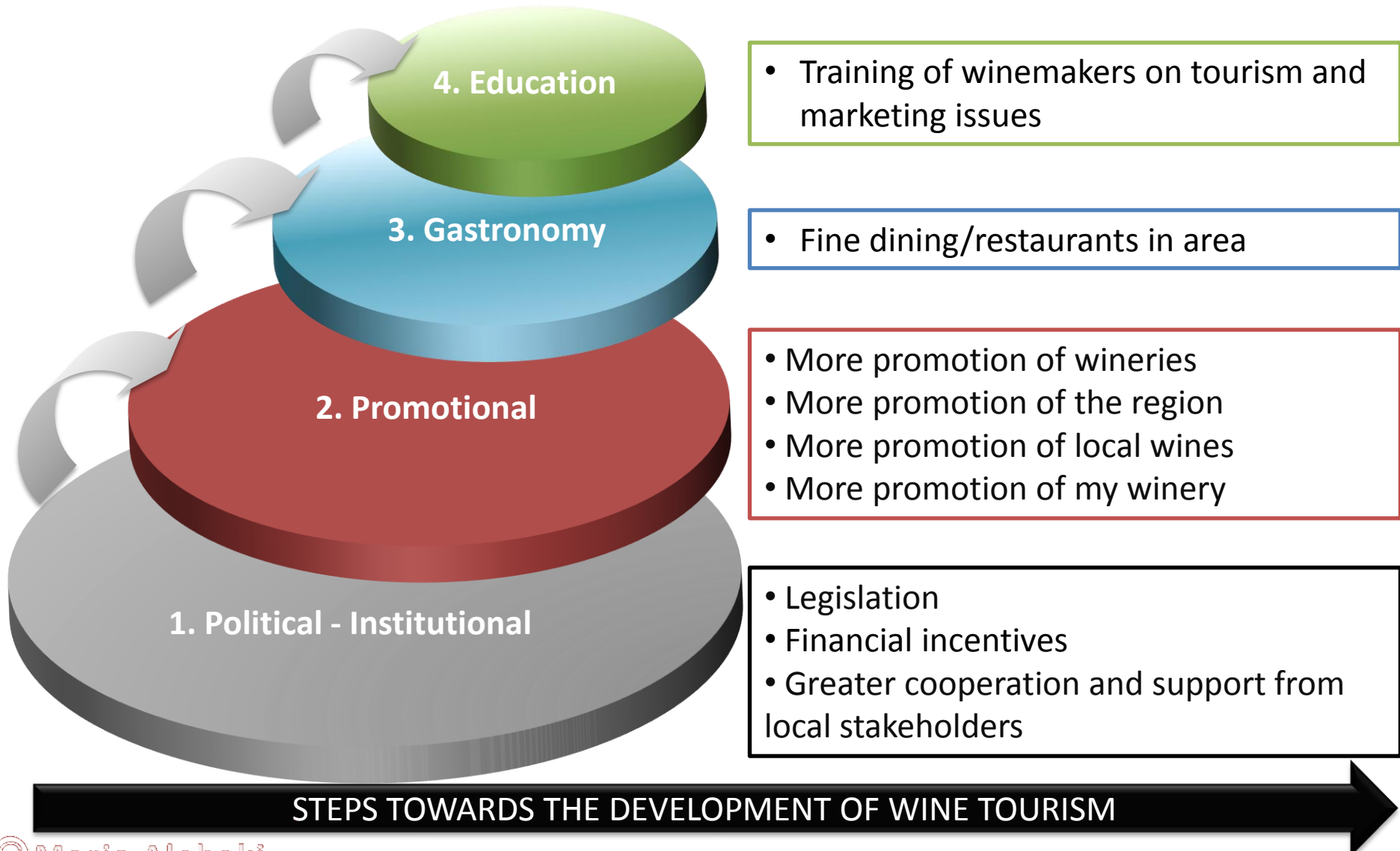




**What**  
is the road to success?

# Critical success factors of wine tourism

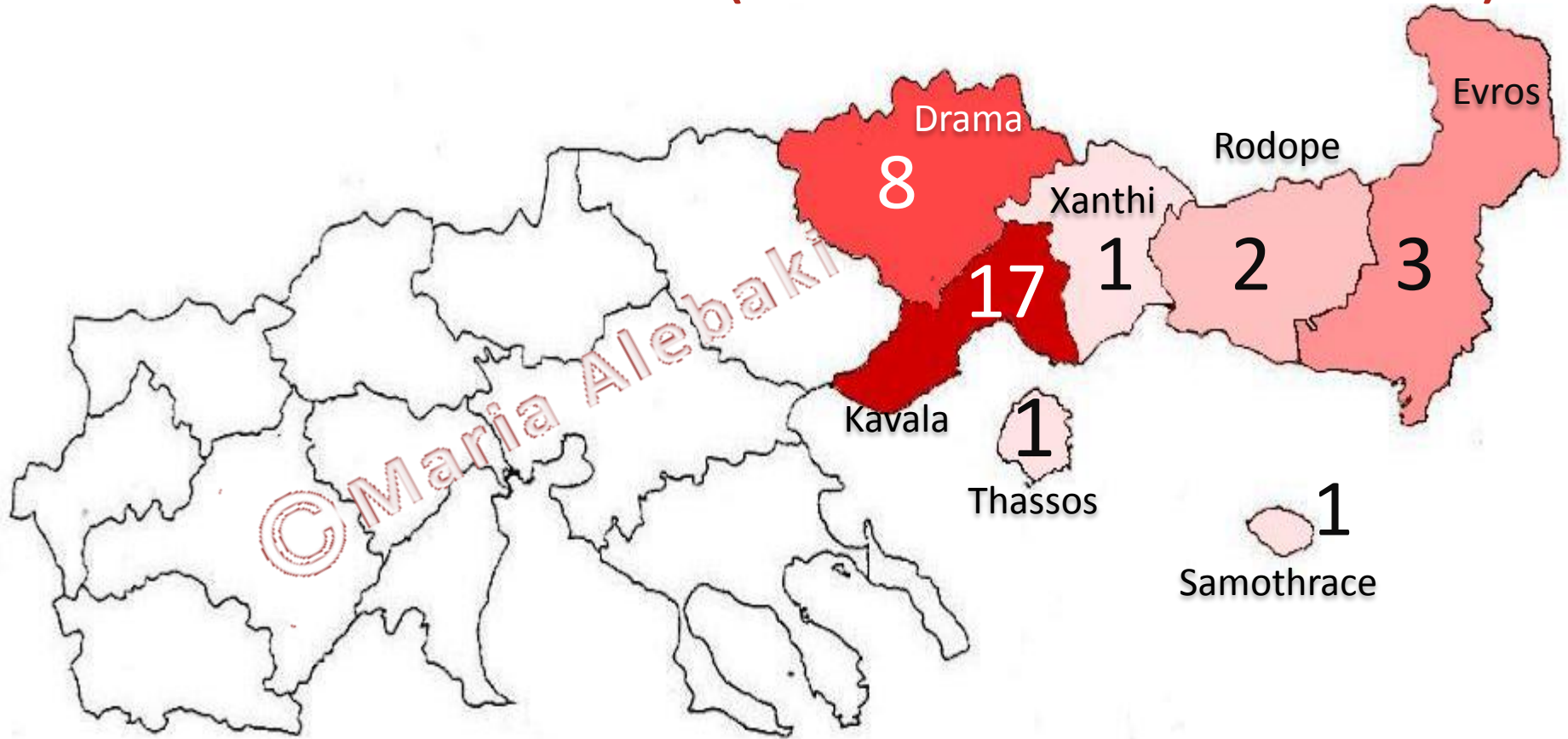
(according to the Northern Greek winemakers)





# **Wine tourism in Eastern Macedonia and Thrace**

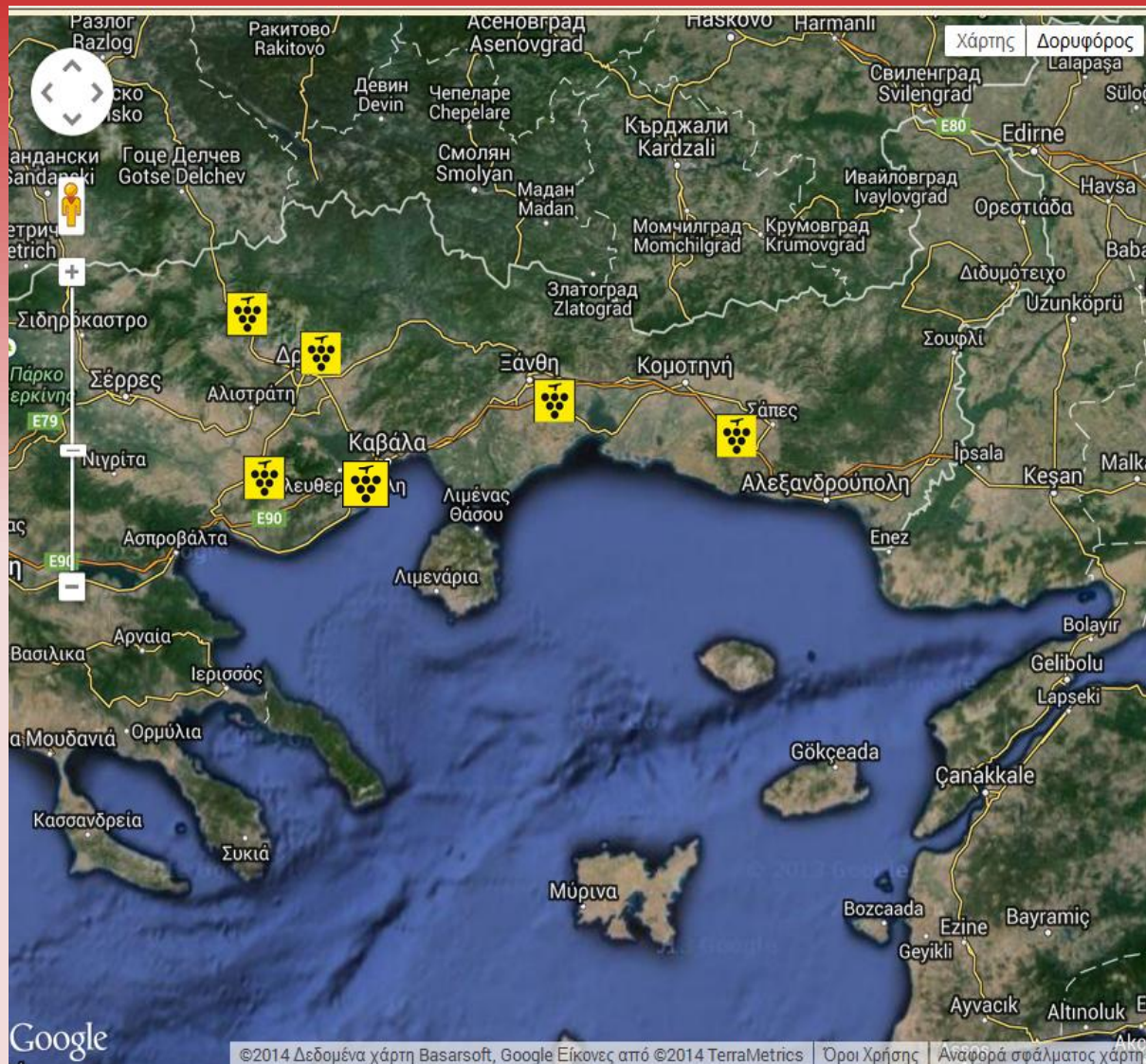
# 33 wineries in total (+3 under construction)



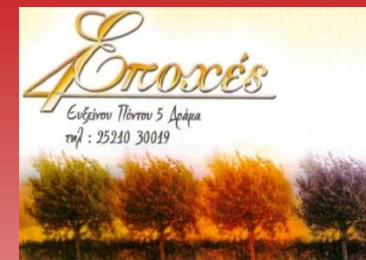
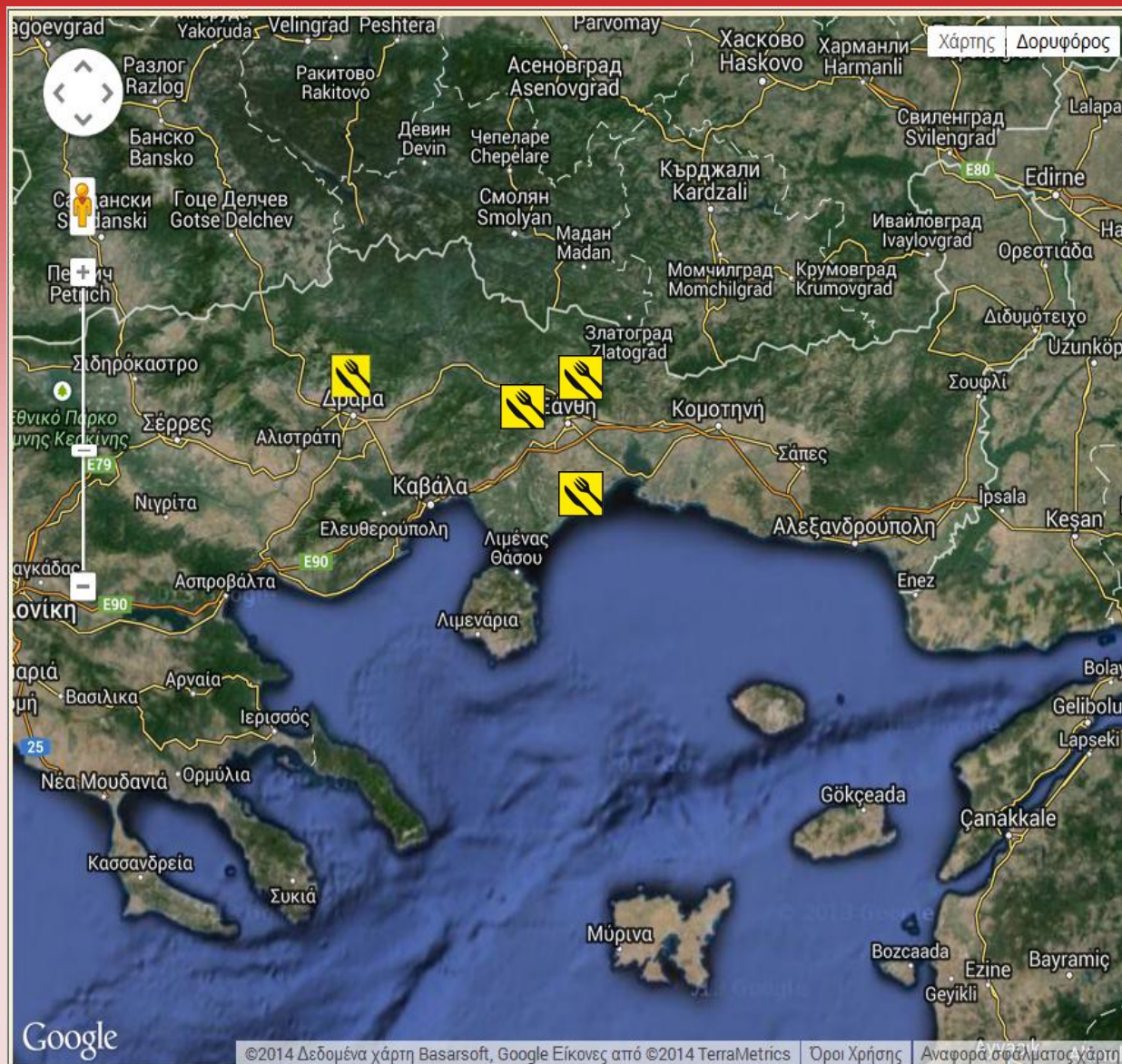
# 18 wineries involved in tourism



# 6 Wineries- members



# 4 Restaurants

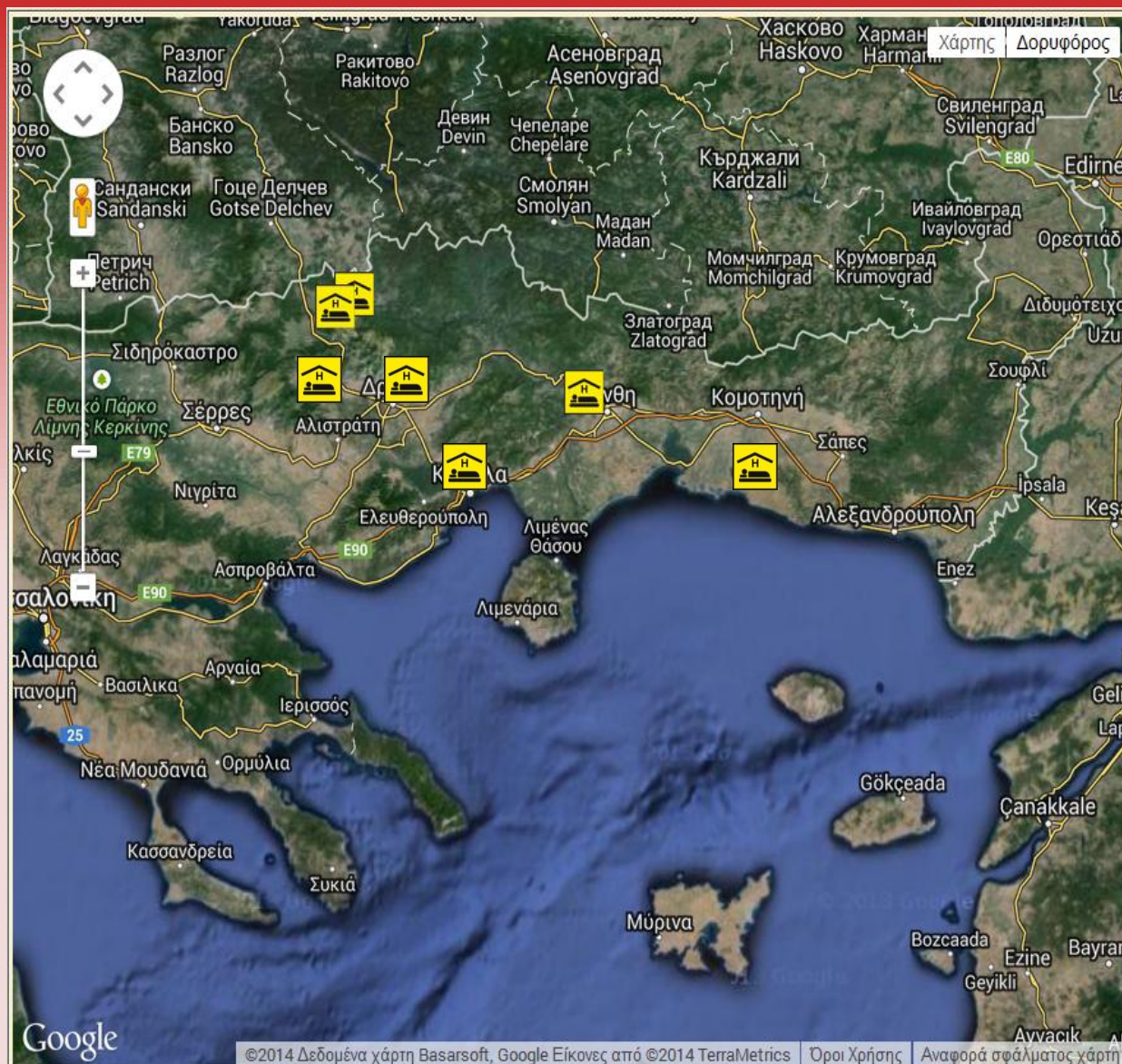


Clochard

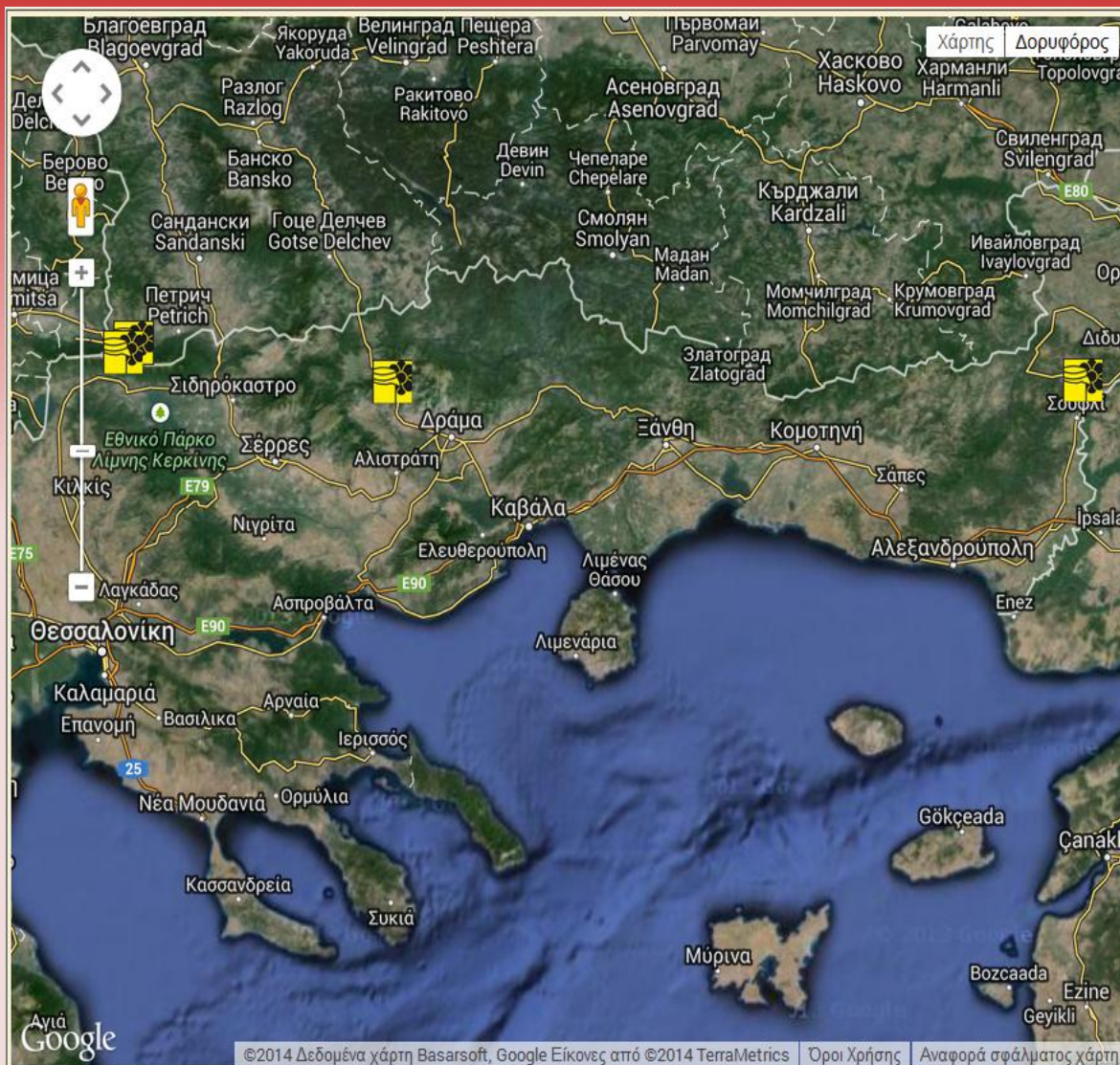


Xanthippi

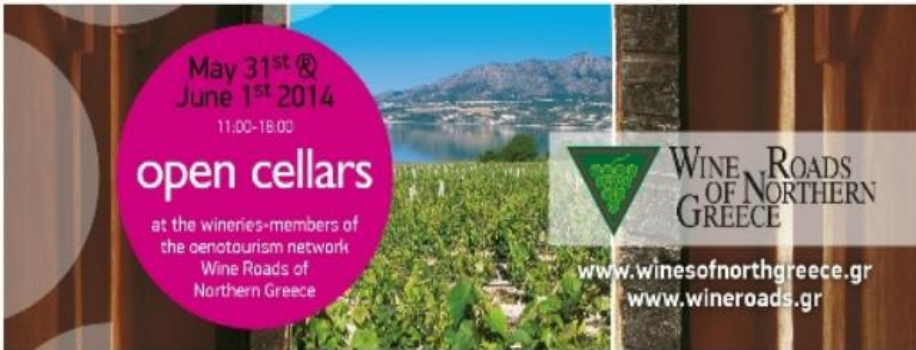
# 7 Hotels



# 4 Local produce sites



# Events organized by “Wines of Northern Greece”




Βορροινές  
διαδρομές στη Θεσσαλονίκη

©Maria Alebaki

# 'Draminognosia': A local 3 day event held in Drama

**ΔΡΑΣΕΙΣ ΟΙΝΟΠΟΙΕΙΩΝ**

**ΑΝΟΙΧΤΑ ΟΙΝΟΠΟΙΕΙΑ**  
Ώρες επίσκεψης: 11:00 - 18:00  
Ξεναγηθείτε στην τέχνη της οινοποίησης.  
Γνωρίστε εκλεκτές τοπικές επικέτες. Απολαύστε δωρεάν γευστικές δοκιμές.  
Διασκεδάστε με επιλεγμένες μουσικές και εικαστικές εκδηλώσεις.



**1** Κτήμα ΓΕΝΝΗΜΑ ΨΥΧΗΣ  
Κρατα Γέννημα Ψυχής  
Αδριανή, Τηλ.: 25210 82010, Fax: 25210 82015  
www.manolesaks.gr / e-mail: info@manolesaks.gr  
Έφιππες περιηγήσεις στους αμπελώνες του Κτήματος.  
Σάββατο 25 και Κυριακή 26 Οκτωβρίου 2014

**2** Κτήμα ΚΩΣΤΑ ΛΑΖΑΡΙΔΗ  
Domaine Costi Lazaridi  
Αδριανή, Τηλ: 25210 82231, 25210 82348  
Fax: 25210 82320  
www.domaine-lazaridi.gr  
e-mail: info@domaine-lazaridi.gr  
Μουσικό πρόγραμμα με τραγούδια από 12 θεματικές κατηγορίες της παράστασης *juke box* (έντεχνα, ελληνικός κινηματογράφος, μοντέρνα, ξένα, νέο κύμα, ποπ, ρετρό, αρχοντορεμπέτικα, ρεμπέτικα, λαϊκά, ανένταχτα/προσωπικού ύφους, ροκ, μπαλάντες) και μία κατηγορία με θέμα το κρασί. Μουσικοί: Κανάκης Γιάννης - πιάνο, Κεσόγλου Μαριάννα - τραγουδι, Κουκουζίκας Ναπολέων - τραγουδι.  
Κυριακή 26 Οκτωβρίου 2014, ώρες: 16:00 - 18:00

Κατά τη διάρκεια του τριήμερου των εκδηλώσεων αναζητήστε το μενού της «**ΔΡΑΜΙΝΟΓΝΩΣΙΑ**». Σε επιλεγμένα σημεία εστίασης γευτείτε ελκυστικούς γευστικούς συνδυασμούς γνωρίζοντας και τις εκλεκτές τοπικές επικέτες από τα οινοποιεία της Δράμας.

**3** Κτήμα Μιχαηλίδη\*  
Κτήμα Μιχαηλίδη  
Αγιος Αθανάσιος, Τηλ: 25210 68394  
http://domaine-michaelidi.gr/  
e-mail: info@domaine-michaelidi.gr  
\* Το οινοποιείο δεν θα είναι ανοιχτό για το κοινό.

**4** Κτήμα ΠΑΥΛΙΔΗ  
Κτήμα ΠΑΥΛΙΔΗ  
Κοκκινόγεια,  
Τηλ: 25210 58300, Fax: 25210 58310  
www.ktima-pavlidis.gr - e-mail: info@ktima-pavlidis.gr  
Μουσική συναυλία.  
Σάββατο 25 Οκτωβρίου 2014, ώρα: 16:00 - 18:00

**5** Κτήμα ΤΕΧΝΗ ΟΙΝΟΥ  
Κτήμα ΤΕΧΝΗ ΟΙΝΟΥ  
Μικροχώρι, Τηλ: 25210 83626,  
Fax: 25210 83632 www.wineart.gr  
e-mail: info@wineart.gr  
Έντεχνη ελληνική μουσική.  
«Με ένα ποτήρι ΤΕΧΝΗ» από την ορχήστρα έντεχνης ελληνικής μουσικής του Μουσικού Σχολείου Δράμας.  
Σάββατο 25 Οκτωβρίου 2014, ώρα: 16:00 - 18:00  
Jazz and more... Με wines από την ορχήστρα jazz και ποικίλης μουσικής του Μουσικού Σχολείου Δράμας.  
Κυριακή 26 Οκτωβρίου 2014, ώρα: 16:00 - 18:00

**6** ΟΙΝΟΓΕΝΕΣΙΣ  
ΟΙΝΟ ΓΕΝΕΣΙΣ  
Αδριανή, Τηλ: 2521301048,  
Fax: 2521030981 www.oenogenestwines.gr  
e-mail: tsalkosbaktis@yahoo.gr  
Έκθεση Ζωγραφικής με τους Μαρία Σαουλιδου και Γεώργιο Ταξίδη.  
Σάββατο 25 & Κυριακή 26 Οκτωβρίου 2014, ώρα: 11:00 - 18:00

**7** NICO LAZARIDI  
NICO LAZARIDI  
Αγορά, Τηλ: 25210 82049-51,  
Fax: 25210 82047 www.nicolazaridi.gr  
e-mail: info@nicolazaridi.gr  
Ξεναγήση στο οινοποιείο & στην πινακοθήκη «Μαγικό Βουνό».  
Σάββατο 25 & Κυριακή 26 Οκτωβρίου 2014, ώρα: 11:00 - 18:00  
Σεμινάρια Φωτογραφίας με θέμα: «Πρακτικές Συμβουλές για καλύτερες φωτογραφίες». Διδάσκει ο βραβευμένος Αγιάνογλου Ευστράτιος  
Σάββατο: 15:30 - 17:30, Κυριακή: 12:00 - 14:30



**ΔΡΑΜ ΟΙΝΟ ΓΝΩΣΙΑ 2014**

**ΔΡΑΜΑ 24-25-26 ΟΚΤΩΒΡΙΟΥ**

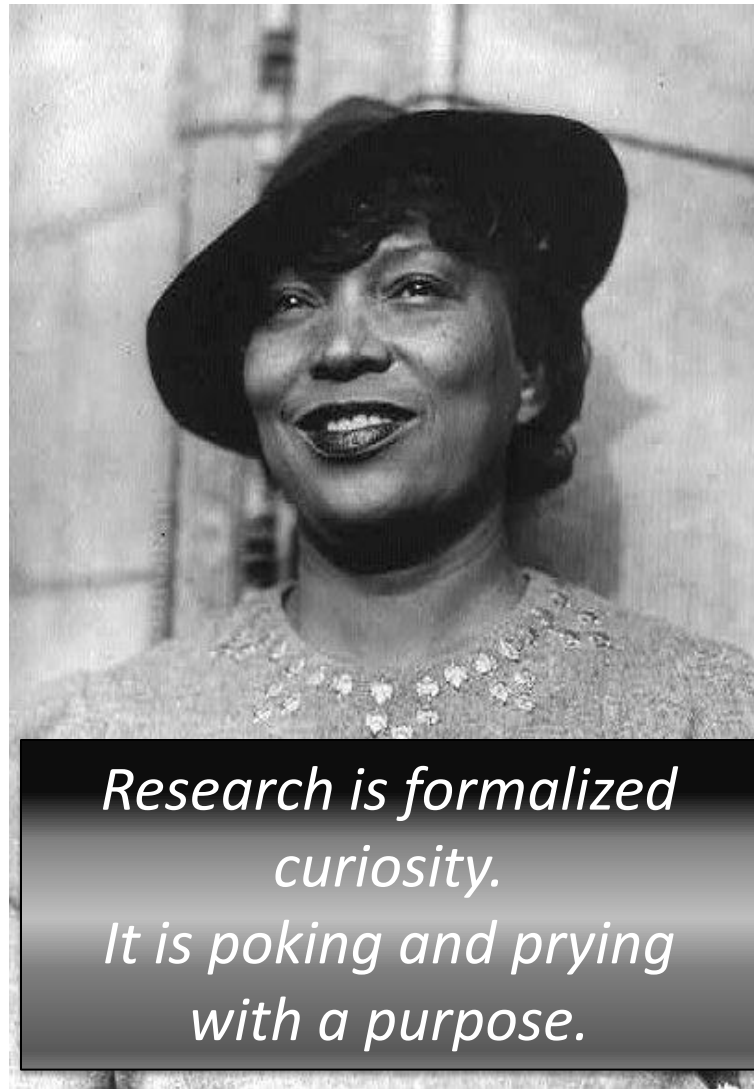
GREECE



**Despite the progress achieved so far,  
several questions arise...**



- Can wine tourism survive the economic crisis?
- What are the specific threats that need to be addressed?
- Is the wine tourism system able to deal with disturbance?
- How can we build more resilient wine tourism enterprises?

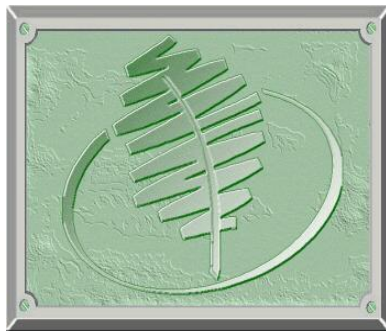


*Research is formalized  
curiosity.  
It is poking and prying  
with a purpose.*

*Zora Neale Hurston*

November 2014 – November 2015

**Wine routes in the shadow  
of economic crisis:**  
*Enhancing the resilience of wine  
tourism*



NATIONAL AGRICULTURAL RESEARCH FOUNDATION (NAGREF)



HELLENIC MINISTRY OF RURAL DEVELOPMENT AND FOOD  
HELLENIC AGRICULTURAL ORGANIZATION "DEMETER"



## The study seeks to :

1. explore the **current state** of wine tourism in Greece
2. weigh the **winemakers' attitudes** towards entrepreneurship, networking and tourism
3. **assess the resilience of wine tourism enterprises**, by focusing on three Greek regions (Northern Greece; Crete; Peloponnese)
4. **pinpoint 'best examples of resilience'** (i.e. enterprises that cope best with challenges)
5. **create a benchmarking tool**, helping wineries assess their capacity to deal with disturbance
6. **build a typology of wine tourism enterprises** based on resilience assessment



Thank you

E-mail: [mariale@agro.auth.gr](mailto:mariale@agro.auth.gr)

# References

- **Alebaki, M. (2012).** Exploring factors that affect wine tourism development. *Phd Thesis*. Aristotle University of Thessaloniki, School of Agriculture, Department of Agricultural Economics.
- **Alebaki, M., O. Iakovidou & Menexes, G. (in press).** Current state and potential of wine tourism in Northern Greece: Weighing winemakers' perceptions. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 9 (2).
- **Gómez, M. & Molina, A. (2011).** Wine tourism in Spain: Denomination of origin effects on brand equity. *International Journal of Tourism Research*, 14 (4): 353-368.
- **Hall, C.M. & Baird, T. (2013).** Innovation in New Zealand wine tourism businesses. Paper presented at Tourism, Local Foods and Regional Development, 30 September – 1 October 2013, Linneaus University, Kalmar.
- **Sharples, L. (2002).** The History and Development of Chilean Wines. *International Journal of Wine Marketing*, 14 (2): 7-16.