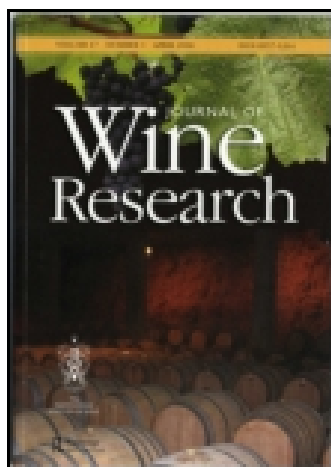


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Wine tourism around the world: development, management and markets

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Wine tourism around the world: development, management and markets, by C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, London, Routledge, 2000, 348 pp., US\$63.95 (pbk), ISBN 9780750654661

The importance of wine tourism is rising rapidly all over the globe not only because of its affordability to address the increasing requirements of tourists for experiencing creative tourism activities, but also for its ability to support sustainable destination development. This book aims to analyse the development, the management and the markets of wine tourism from an international perspective. To achieve that, the book consists of 16 chapters addressing issues related to both the supply and demand sides of wine tourism. In addition, the book chapters are contributed by an international body of experts and refer to case studies and findings from numerous international destinations and countries. The book is edited by four lead authors in the field, namely C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis. All chapters provide a mixture of a critical review of the related literature and of various examples demonstrating the implications of theory in practice. The book is reader-friendly which is demonstrated in its writing style and language. The book is structured into two major parts: the first part includes the first 10 chapters which focus on the wine tourism products and markets, while the remaining chapters are included in the second part of the book that focuses on explaining the interrelationships and linkages between wine, tourism and regional development.

The book starts with an introductory chapter written by Brock Cambourne, C. Michael Hall, Gary Johnson, Niki Macionis, Richard Mitchell and Liz Sharples. The chapter defines wine tourism by developing a framework including both the demand (motivation, preferences and needs of wine tourists) as well as the characteristics of the wine supply (i.e. wine industry, tourism industry and the wine tourism industry suppliers). The chapter also introduces the wine tourism products through an international overview of the various in which wine tourism has been developed around the world. Specific examples on how wine tourism has been developed in certain countries are given in Chapters 4 and 5. Wine tourism in France is analysed in Chapter 3 (written by Isabelle Frochot), wine tourism in Austria is discussed in Chapter 4 (written by Brock Cambourne and Niki Macionis) while Chapter 5 (written by Robert Preston-Whyte) focuses on the development of wine routes in post-apartheid South Afrika.

Issues related to the wine markets are discussed in Chapters 6–10. Specifically, Chapter 6 (written by Richard Mitchell, Michael Hall and Alison McIntosh) debates the relationship between wine tourism and consumer behaviour by detailing the nature of visitor demands and their demographic and psychographic profiles. These arguments are re-confirmed by research findings from Texan wineries that are documented in Chapter 7 (written by Tim Dodd) and discuss the factors influencing cellar sales. More international findings about the behaviour of wine tourists are provided in Chapter 8 (written by Michael Hall, Anna Marie, Longo, Richard Mitchell and Gary Johnson) that discusses the results of national and regional surveys of wine tourists in New Zealand. In Chapter 9, the authors Michael Howley and Jetske Van Westering analyse the profile of wine tourists in England and Wales and they document the difficulties encountered in improving the image of English wine. Finally, in Chapter 10 Michael Whyte uses the case study of Vasse Felix, one of the most recognised wineries of Western Australia, in order to highlight the synergies that can be obtained between wine and tourism at the level of individual wine businesses.

The second part of the book debates issues related to the regional dimensions of wine and tourism relationships. Chapter 11 (written by Michael Hall, Gary Johnson and Richard Mitchell) explains how wine tourism has become a component of destination marketing and regional development by highlighting the importance of developing wine tourism networks with the aim to develop and promote a wine tourism product. The chapter also includes a case study showing

how wine tourism has been integrated with the Internet. In Chapter 12, Niki Macionis and Brock Cambourne discuss the development of an Australian national wine tourism plan and provide suggestions for developing wine tourism strategies. In Chapter 13, David Telfer highlights the role which free trade and changed government involvement in the wine industry has had on the development of the wine industry in Ontario, Canada and New York State, USA. In Chapter 14, Nigel Morpeth debates the role of the European Union in wine tourism development through its regional development programmes. In Chapter 15, Angela Skinner examines the problems which have emerged in the development of the Napa Valley in California and the lessons which this may provide about the dangers of overdevelopment and the need for more sustainable forms of development in wine regions.

The book concludes with Chapter 16 (written by Brock Cambourne, Niki Macionis, Michael Hall and Liz Sharples) that discusses the future of wine tourism and highlights the issues which the wine and tourism industries will need to confront in order to improve not only the benefits of wine tourism but also the level of mutual understanding between the two industries.

Overall, this is an easy-to-read book that provides a rich set of both theoretical background and industry experience on how to develop wine tourism for achieving a competitive advantage both at a micro (winery or tourist level) as well as at a macro (destination level). The book nicely integrates theoretical concepts with practical evidence and case studies gathered through a wide spectrum of international wine routes and products. Overall, the book provides a good and holistic overview of the theme of wine tourism by analysing micro and macro issues related to wine tourism such as: wine tourists behaviour and profile, suppliers of wine tourism, design of wine routes, and policies and strategies that need to be undertaken for developing wine networks and destinations. The book can be further enhanced by elaborating more on the role of the internet and specifically of the social media that are currently transforming both the demand and supply of wine tourism. The book is published in 2000, so it will also be nice to be updated with current research findings and case studies. The book constitutes a very useful reading for researchers-academics, students and professionals involved and interested in wine tourism.

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Tasting the good life: wine tourism in the Napa Valley, by Georger Gmelch and Sharon Bohn Gmelch, Bloomington, Indiana University Press, 2011, 276 pp., \$21.95 (pbk), ISBN 978-0-253-22327-2. Written by Napa Valley insiders Georger Gmelch and Sharon Bohn Gmelch, it reveals both sides of the renowned wine tourism industry, paying attention to the visitors and to the voices of key local people.

In this book the authors' look at wine tourism as a particular type of tourism, the working lives of people in tourism, and the social and environmental impacts of tourism in the Napa Valley. Their approach to this challenging topic uses an 'ethnographic' qualitative research design aimed at exploring cultural phenomena. Typically, ethnography is a complete study that often includes a brief history, an analysis of the terrain, the climate, and the habitat. Regardless of how written, it should be reflexive, make a substantial contribution towards the understanding of the social