International Conference
Wine Tourism with Green Sense: heritage, communication and innovation

Wine Tourism:
The Role of Technology in Enhancing the Tourist Experience

Amarante, 3rd October 2024

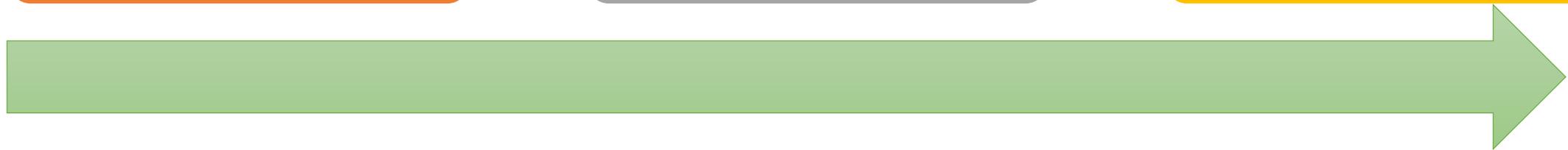*Vania Vigolo*

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Agenda

The wine tourist experience

Digital, physical and phygital touchpoints

Implications for wine destinations

Wine tourism

From the wine tourist's perspective, wine tourism is related to visiting vineyards, wineries, wine festivals and wine shows and/or experiencing the attributes of a wine region
 (Hall & Mitchell, 2007, p. 74)

From the provider perspective, wine tourism is "**a strategy** by which destinations develop and market wine-related attractions and imagery, and a **marketing opportunity** for wineries to educate and to sell their products directly to consumers"
Getz and Brown (2006, p. 147)
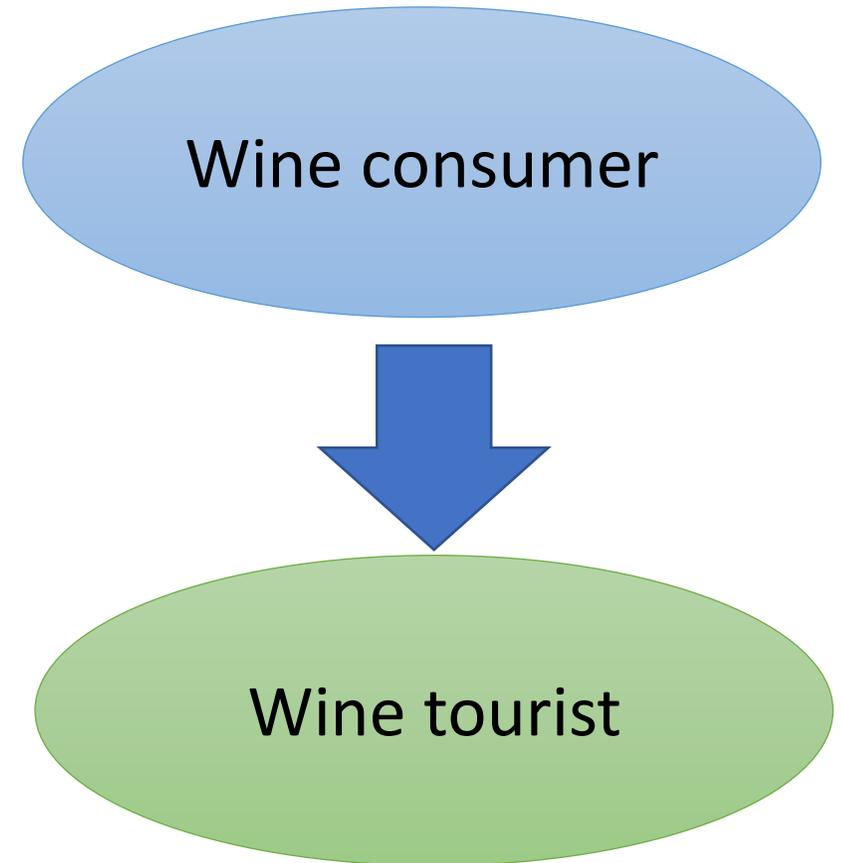
What is a (wine) tourist experience?

- A tourist experience refers to what tourists **"think, feel, and do"** (Bowen, 2008, p. 1522)

- Although wine tourists are mainly wine consumers, the **wine tourist experience goes beyond drinking wine**

- It is **a cultural and social experience** provided in a specific setting for tourists, yet connected with the **authenticity** of the place and local culture

- Wine tourism offers a hedonic, **multisensory experience** which includes the **landscape**, the **cultural heritage** and the enjoyment and taste of wine (Margaça et al., 2024)
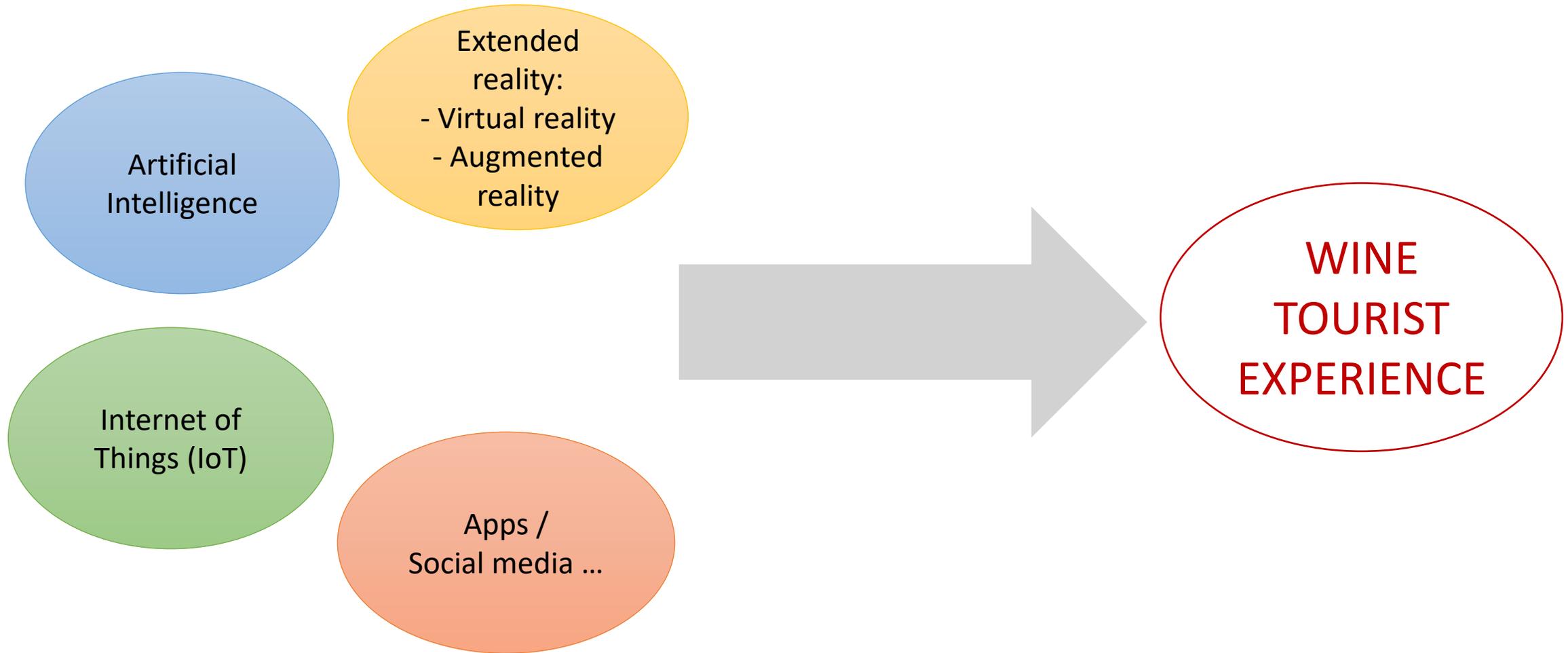
At the destination - The winescape

- The winescape is characterized by 3 main elements: the presence of vineyards, wine-making activities and wineries (Telfer, 2000, p. 73).

- In a broader perspective → the winescape is the interplay between these elements and the natural landscape and setting, the people, **heritage, towns and their architecture and artefacts"**
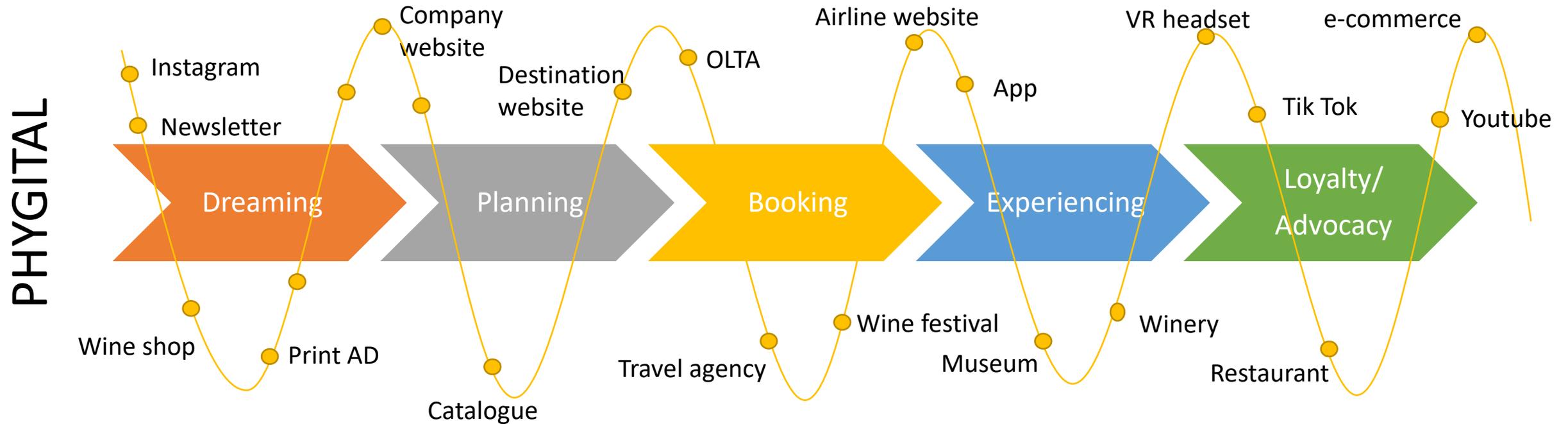
(Johnson and Bruwer's, 2007, p. 277)

Wine consumer

Wine tourist

Technology and the wine tourist experience

The wine tourist journey

Digital touchpoints

PHYGITAL

Instagram

Newsletter

Company website

Destination website

OLTA

Airline website

App

VR headset

e-commerce

Tik Tok

Youtube

Dreaming → **Planning** → **Booking** → **Experiencing** → **Loyalty/ Advocacy**

Wine shop

Print AD

Catalogue

Travel agency

Wine festival

Museum

Winery

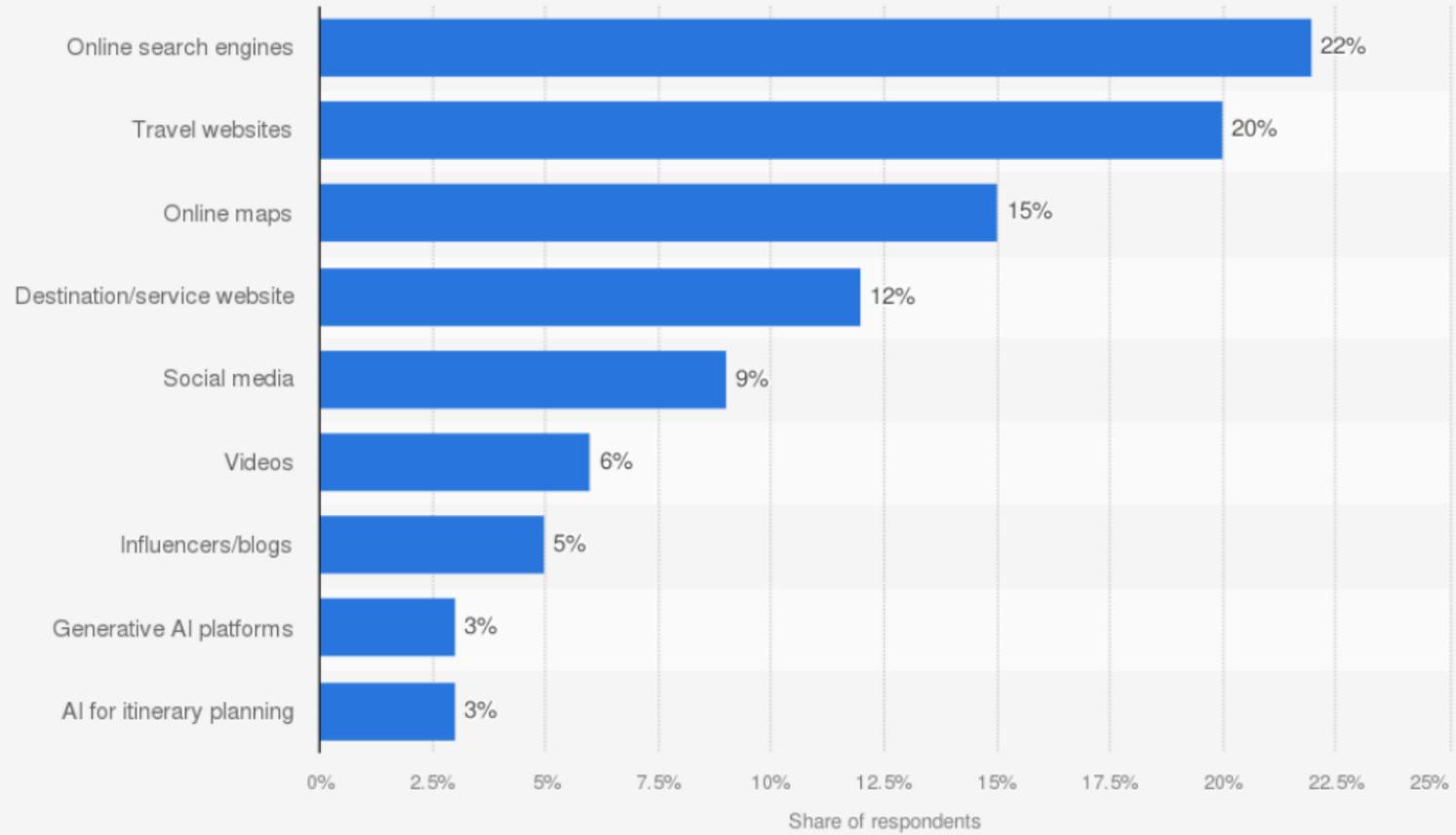Restaurant

Physical touchpoints

Preferred digital tools for planning the next trip among travelers in Europe as of June 2024

Virtual Reality (VR)

- VR enhances sensory experiences by immersing tourists in virtual environments that simulate real-world settings such as vineyards, cellars, and tasting rooms

- It uses devices such as advanced headsets provide a 360-degree virtual experience

- It facilitates engagement and emotional resonance, fostering a deeper connection with wine and its cultural heritage

- VR stimulates sight, sounds and sensations

Virtual Reality

https://www.campoallasughera.com/it/

Interactive museum «Il tempio del Brunello», Montalcino, Tuscany

Augmented Reality (AR)

- AR blends the real and virtual worlds → it overlays digital content onto physical objects (wine lables, bottles) and environments

- AR typically uses smartphones, tablets, or AR glasses to project virtual elements into the real world

- For example, it transform static wine lables into dynamic portals that lead the customer into immersive storytelling experiences
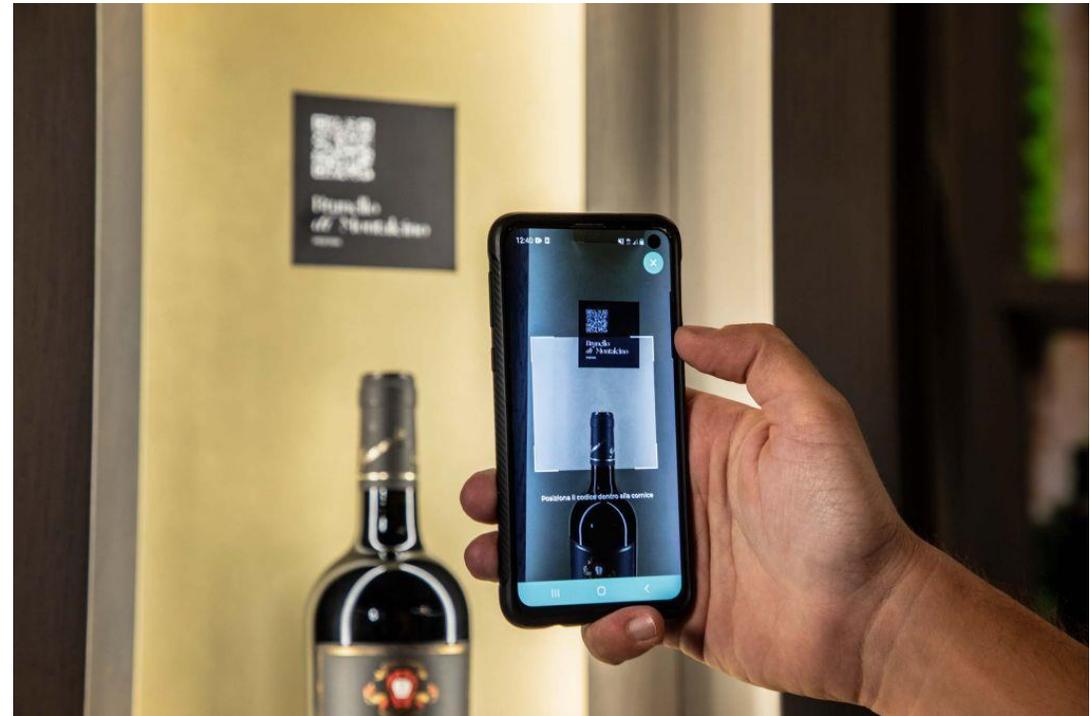
Internet of Things

- The Internet of Things (IoT) can be used for example in vineyards to monitor soil and water conditions to improve water use or it can be combined with satellite data to monitor in real time key environmental factors for the harvest (OIV, 2021)

- It enhances the possibilities for customization of the experience

- For example, wine bottles can be equipped with QR codes that allow consumers to access product information (e.g. the producer's history, production region) through a dedicated app
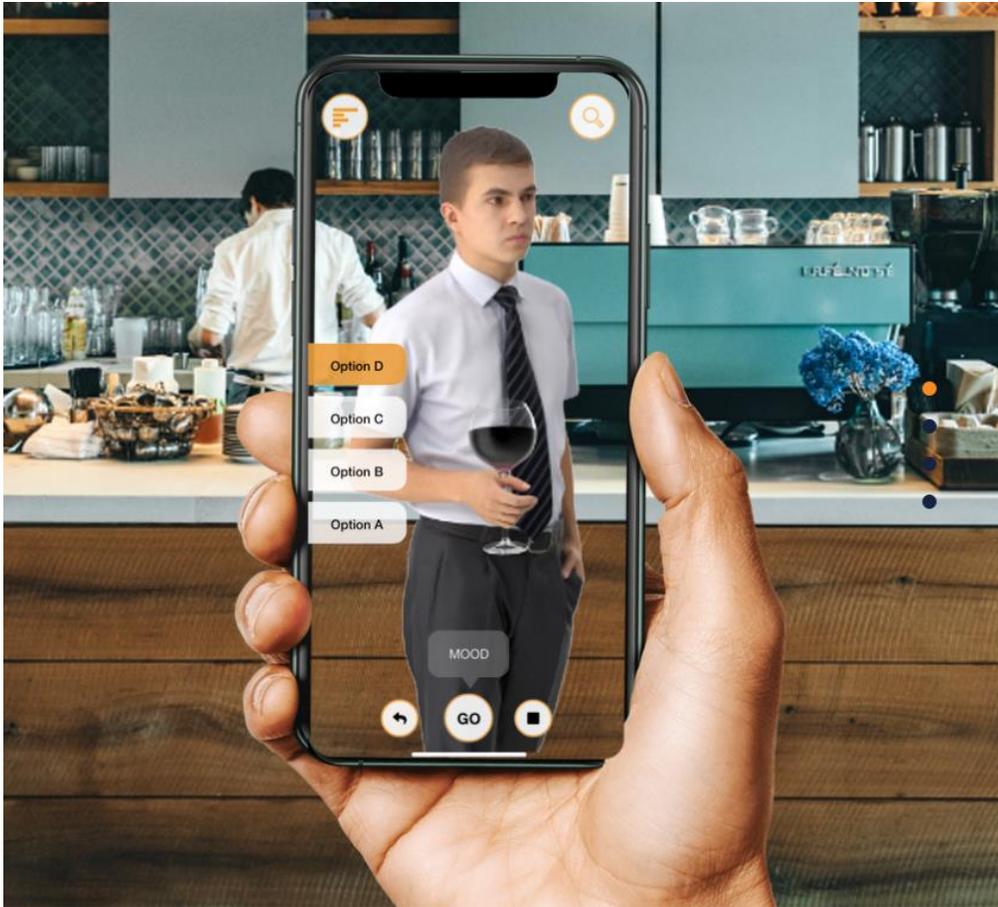
Augmented Reality and Internet of Things

Wineapp
https://wineapp.it/

The Montalcino Gold App
https://www.orodimontalcino.it/

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Artificial Intelligence

https://dot-farm.net/virtualsommelier/en/

https://robinovino.com/

and Robotics

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To sum up: the contribution of technology to the wine tourist experience

- Technology can enrich the wine tourist experience, providing more interactive, personalized, multisensory, and engaging experiences

- It can be used for promotion purposes and to keep in touch with the tourist after the actual visit at the destination

- It can help operators and destinations to gather information about customers, their preferences, their activities and movements within the destination

However

Is it sufficient to make an experience unique and memorable?

Implications for Destination Management Organizations

- To develop **wine tourism**, a **destination management perspective** is needed
- Destinations need to take strategic action to develop and create products that satisfy the tourist' desire for authentic, profound, unique and **memorable experiences.**
- **Technology** is a tool that can enhance the tourist experience (before, during, and after the visit at the destination), but its use needs to be part of a strategic planning in which the **human-centric elements** remain crucial

Thank you
for your attention!

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