

Innovative Management Strategy of Wine Tourism in the COVID-19 Era: A Case Study of China

Poshan Yu

 <https://orcid.org/0000-0003-1069-3675>

*Soochow University, China & Australian Studies Centre, Shanghai University,
China*

YuHan Wang

Independent Researcher, China

Emanuela Hanes

Independent Researcher, Austria

EXECUTIVE SUMMARY

This chapter aims to study operation mode of wine tourism and coping strategies of major wine producing regions in the context of COVID-19. This study uses Citespace to analyze the changes of research hotspots in wine tourism industry before and after COVID-19. Through the comparison between the global wine industry management strategy and the Chinese wine industry management strategy, the similarities and differences between the two are analyzed through specific cases. This chapter investigates the driving force and factors of sustainable development of tourism economy with wine tourism as the core sector. It also studies innovative strategies such as the promotional effects of digital tourism in response to COVID-19 on wine tourism, thereby extending the protection and utilization of intellectual property rights of each wine producer. Case studies of China will be used for discussion. Finally, this chapter provides suggestions for policymakers to build a sustainable wine tourism for enterprises.

INTRODUCTION

With the development of tourism in the past decade, wine culture tourism has also increasingly been a choice for tourists. Visitors visit wineries and wine-producing regions and get a wide range of experiences, including full-day or longer recreational activities such as wine tasting, wine viewing, food and sightseeing of the surrounding wineries, as well as a series of activities to learn about the culture and lifestyle of wine-producing regions. The development of wine culture tourism has improved and enriched the industry chain of the wine industry, from the planting areas of wine raw materials, to the production of wine estates and wine factories, and then to the sales channels. Every link in the wine industry chain can be used as a basis for wine culture tourism.

In the world-famous wine producing regions such as Bordeaux, Burgundy and Piedmont, wine culture tours and winery culture attract tens of thousands of tourists, wine lovers and investors every year. Each wine region has its own regional and climate advantages. These advantages have formed the unique soil conditions in this area, and also bred the local human conditions. All these laid a solid foundation for the development of wine culture tourism. As can be seen from the wine production data in 2020, the development of the wine culture tourism industry is based on the huge wine production and excellent quality. Tourists from countries such as Italy, France, Spain and Argentina have dominated the number of wine culture tourists until COVID-19.

The emergence of COVID-19 has cast a shadow on the tourism economy, with the rapid decrease of international movement and the decrease of the trade volume of the tourism industry (Kumar & Gupta, 2021). The liquor culture tourism industry has plummeted with the downturn of international trade. The travel industry has been directly affected by the stay-at-home requirements enacted during the COVID-19 pandemic (Kumar & Malhotra, 2019). This sudden public health event is a challenge to tourism economy, especially wine culture tourism, but also an opportunity for adjustment. The impact on the wine culture tourism puts forward the challenge of how to turn the crisis into an opportunity, how to quickly recover after the collapse of wine culture tourism, how to improve the efficiency by minimizing excess capacities, how to use digital online tourism promotion of wine culture tourism for its sustainable development, how to stimulate the wine culture tourism industry diversification, how to address questions of branding and personalization, how to establish an effective supply system for wine culture tourism in line with people's travel needs after the epidemic?

This study will start to summarize the research directions of wine culture tourism economy before the COVID-19 epidemic, make comparative analysis and study on the advantages and characteristics of the world's leading wine producing regions,

29 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/innovative-management-strategy-of-wine-tourism-in-the-covid-19-era/305996

Related Content

Mining Smart Card Data from an Urban Transit Network

Bruno Agard (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1292-1302).

www.irma-international.org/chapter/mining-smart-card-data-urban/10989

Mining Group Differences

Shane M. Butler (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1282-1286).

www.irma-international.org/chapter/mining-group-differences/10987

Enhancing Web Search through Query Log Mining

Ji-Rong Wen (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 758-763).

www.irma-international.org/chapter/enhancing-web-search-through-query/10905

Ontologies and Medical Terminologies

James Geller (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1463-1469).

www.irma-international.org/chapter/ontologies-medical-terminologies/11013

Constraint-Based Association Rule Mining

Carson Kai-Sang Leung (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 307-312).

www.irma-international.org/chapter/constraint-based-association-rule-mining/10837