

1. Record Nr.	UNINA9910254930503321
Titolo	Wine and Tourism [[electronic resource] ] : A Strategic Segment for Sustainable Economic Development // edited by Marta Peris-Ortiz, María de la Cruz Del Río Rama, Carlos Rueda-Armengot
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-18857-7
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (280 p.)
Disciplina	650
Soggetti	Tourism Management Globalization Markets Regional economics Spatial economics International business enterprises Tourism Management Emerging Markets/Globalization Regional/Spatial Science International Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 Level of Implementation of Quality in the Designation of Origin and Monterrei Wine Route (Galicia- Spain) -- Chapter 2 Quality of Landscape and Sustainability Benefit to Wine Tourism. Contexts and Commitments -- Chapter 3 Wine Tourism and Regional Development -- Chapter 4 Wine Routes and Territorial Events as Enhancers of Tourism Experiences -- Chapter 5 Monterrei Wine Tourist Route (Galicia- Spain): Analysis from the Perspective of Offer -- -- Chapter 6 The Experience of Wine Tourism in Vale dos Vinhedos - Rio Grande Do Sul – Brazil -- Chapter 7 Hotel Ships on the Douro River and their Relationship with the Terroir -- Chapter 8 The Wine Routes of Spain

Products Club: The Case of the Ribera of Guadiana Wine Route (Spain) -- Chapter 9 Complementarity and Interaction of Tourist Services in an Excellent Wine Tourism Destination: The Douro Valley (Portugal) -- Chapter 10 Purchasing and Use Behaviour of the Wine Tourist on the Setúbal Peninsula Wine Route -- Chapter 11 The Wine-Growing Thematic and Cultural Festivities of the Grape and Wine Region, as Well as the Wine-Touristic Cluster's Development of Serra Gaucha in Rio Grande do Sul (Brazil) -- Chapter 12 -- Wine Tourism and Gastronomy -- Chapter 13 Gastronomy and Wines in the Alentejo Portuguese Region: Motivation and Satisfaction of Tourists from Évora -- Chapter 14 High Altitude fine Wines from the Midwest Region of Santa Catarina (Brazil): An Wine Tourism Destination? -- Chapter 15 New World Labels for Old World Tradition -- Chapter 16 Wine Tourism Moving Towards Sustainable Viticulture? Challenges, Opportunities and Tools to Internalize Sustainable Principles in the Wine Sector -- Chapter 17 Google Search Activity as Thermometer of Wine Cellar Visitors -- Chapter 18 Literature Review of Wine Tourism Research: Bibliometric Analysis (1984-2014).

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### Sommario/riassunto

The aim of this book is to show how wine tourism can be used as a model for sustainable economic development, driving economic growth and social development in some locations. It will explore the interaction between tourism and viticulture in wine tourism destinations, while also explaining some of the repercussions of these activities. This book covers various topics including regional development, environmental management, sustainable viticulture, quality management in wineries and wine tourism routes among others. Wine tourism, which combines two important yet distinct economic activities (i.e., tourism and viticulture), has recently emerged as a new tourism product driven by tourists' search for new experiences and wineries' need to diversify their businesses and seek new revenue streams to boost sales. This new form of tourism, which typically takes place in rural areas and which combines wine production with tourist activities, is becoming important for such regions by providing a complementary income source. It provides a model for sustainable economic development for these regions, which for various reasons may otherwise struggle to develop. Featuring cases and business implications from various locations, this book provides an important source of knowledge—both theoretical and practical—suitable to academics, scholars, researchers, and practitioners in the tourism sector and the wine industry. .

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