

Book Review

Strategic Winery Tourism and Management: Building Competitive Winery Tourism and Winery Management Strategy (Advances in Hospitality and Tourism), 1st Edition.

Reviewed by Elvina Asatryan, Sonoma State University, Rohnert Park, USA

As highlighted by the Editor, the Strategic Winery Tourism and Management: Building Competitive Winery Tourism and Winery Management Strategy book presents cutting-edge knowledge and research related to strategic winery tourism and management. This edited book is the first work of its kind, and it highlights the major theories on strategic winery tourism and winery management, and it encompasses a variety of topics ranging from strategic winery tourism development to winery tasting room management.

With chapters written by academic researchers and industry professionals, the purpose of the book is to explore the theoretical foundations of winery tourism and winery management. Importantly, the book features 15 chapters, which cover the following topics:

1. The Business of Wine
2. Wine Tourism Strategy - Making: A Model for Planning and Implementation
3. Strategic Winery Management and Tourism: Value-Added Offerings and Strategies Beyond Product Centricism
4. Wine Versus Weddings: Wine Tourism in the Emerging North Carolina Wine Industry
5. Wine Tourism in Bordeaux
6. Emerging Issues in Winery Tourism
7. Wine Tourism in China
8. Analyzing the Effects of Short- and Long-Term Customer Relationship on the Wine Customer Lifetime Value
9. Designing for Sales: Winery Design and the Visitor Experience
10. Using ANNs to Determine Place Evoked Affective Consumer Reactions in Wine Tourism
11. Effective Winery Tasting Room Management
12. Service Quality, Brand Loyalty, and Wine Tourism
13. Winery Revenue

14. Financial Ratio and Valuation Analyses of Constellation Brands Inc.: A Case Study
15. The Rise of Wine Education in Mainland China: A First-hand Account and Analysis

Only a few books exist that address winery tourism and winery management in spite of the significance of the topic. To remedy this deficiency, the editor Kyuho Lee merges winery tourism with winery management in one comprehensive manual. Furthermore, some topics such as winery revenue management and winery tasting room management included in this first edition are critical in managing a winery.

This edited book is a valuable contribution to the body of knowledge on wine and winery management, and it is a reference study for students majoring in culinary, hospitality, and tourism management as well as for winery industry professionals such as general managers and owners.

The chapters represent pertinent and intriguing case studies whose authors posit that managers involved in tourism can introduce, maintain, and/or increase sustainability and social responsibility with multiple echelons of innovation within different frameworks from luxury resorts to private clubs and cruise liners. Real-world examples offer valuable, practical applications for scholars as well as practitioners in the wine industry. This is based on the fact that tourism and hospitality - and related industries such as the wine industry - contribute trillions of dollars to the global economy. Hence, wine tourism is a sector of continued growth and economic impact as the dollar multiplier effect becomes fundamental for micro-economies.

It is noteworthy to report that this strategic winery tourism and management book received the Gourmand Award as the national winner in its category: Best Wine Book Professionals. According to Edouard Cointreau, President of the Jury, Gourmand World Cookbook Awards, "This academic book structures clearly the concepts and practice of wine tourism, studying all aspects in a very broad overview. It is useful for planning and action."

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Kyuho Lee

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