

INTERNATIONAL EXPERIENCE AND INNOVATIVE STRATEGIES FOR WINE TOURISM

Fu Qi^{a)}, D. V. Sokol^{b)}

^{a)} *Belarusian State University,
Niezaliežnasci Avenue, 4, 220030, Minsk, Belarus, hedafuqi@163.com*

^{b)} *Belarusian State University,
Niezaliežnasci Avenue, 4, 220030, Minsk, Belarus, sokoldi@bsu.by*
Corresponding author: *Fu Qi*

Wine tourism is one of the important branches of the world tourism industry. Based on the development model and relevant experience of international wine tourism, combined with the characteristics of the times and the background of technological progress, this article proposes measures for product innovation, organizational innovation and marketing innovation of wine tourism, and also provide suggestions for the development of wine tourism in Belarus.

Keywords: wine tourism; development model; innovative strategies; implications.

МЕЖДУНАРОДНЫЙ ОПЫТ И ИННОВАЦИОННЫЕ СТРАТЕГИИ РАЗВИТИЯ ВИННОГО ТУРИЗМА

Фу Ци¹⁾, Д. В. Сокол²⁾

¹⁾ *Белорусский государственный университет,
пр. Независимости, 4, 220030, Минск, Беларусь, hedafuqi@163.com*

²⁾ *Белорусский государственный университет,
пр. Независимости, 4, 220030, Минск, Беларусь, sokoldi@bsu.by*

Винный туризм — одна из важных отраслей мировой туристической индустрии. Основываясь на модели развития и соответствующем опыте международного винного туризма, в сочетании с временными особенностями и предпосылками технологического прогресса, в этой статье предлагаются меры по внедрению продуктовых, организационных и маркетинговых инновации в винном туризме, а также предложения по развитию винного туризма в Беларуси.

Ключевые слова: винный туризм; модель развития; инновационные стратегии; последствия.

Wine tourism is an important part of the tourism industry, which has a sizable market in North America, Asia, Europe, Oceania and Africa. With the development of information technology and the change of market demand, digital revolution and management innovation are being carried out in all walks of life now, and a new wave of innovation has arrived. Wine tourism has

ushered in new opportunities and challenges while further developing. This paper focuses on the development mode, development mode and marketing mode of wine tourism, exploring the path and countermeasures of wine tourism innovation under the new situation.

1. Analysis of International Development Models of Wine Tourism. The traditional origins of wine are concentrated in European countries, including France, Germany, Italy, Spain, Portugal, etc. After the wine culture has gradually become popular, some rising countries have begun to emerge, such as the United States, Canada, Australia, New Zealand, South Africa, etc. These countries have organically combined wine, vineyards, wine culture and tourism industry, which has promoted the sustainable and stable development of these aspects and effectively expanded the share and influence of local wine brands in the international market, thus realizing the unity of cultural benefits, ecological benefits and economic benefits [1]. Since the 1980s, the traditional wine producing areas have embarked on the road of integration with tourism under the guidance and support of the government. Taking France as an example, Burgundy wine is the most famous category of French wine. In order to increase the income of the estate and realize diversified economic sources, the French vineyards are directly open to the public, and using tourism as a medium, they have created projects such as estate visits, grape picking, learning and viewing of the winemaking process, displaying of wine culture, wine tasting, and marketing and purchasing of wines, which realize the direct connection between the estates and the consumers, and create a considerable economic income.

Emerging wine regions have subsequently joined the development path of combining wine and tourism. Australia's Hunter Valley, the Barossa region and northeast Victoria have all become hot destinations as a result of the rise of wine tourism. The annual turnover of wine tourism in the Napa Valley of California, USA, was as high as 300 mln USD. New Zealand's national tourism image promotional documents even include wine tourism as an important promotional section. Wine tourism in China started late but is developing rapidly, especially in the eastern foothills of the Helan Mountains in Ningxia Province, which has become the most potential wine-producing area and wine tourism destination in China.

1.1. Product Development Model for Wine Tourism. Wine tourism has fully taken into account the resource characteristics of wine-producing regions in its development mode and product design. In the process of development, it emphasizes the recombination of tourism resource elements, and gradually forms a rural tourism product represented by «wine + natural landscape»; Cultural tourism products represented by «wine + museum», «wine + food», «wine + folk customs»; Industrial tourism products represented by «wine + cellar» and «wine + brewing»; Experience tourism products represented by «wine + picking», «wine + tasting» and «wine + festival»; As well as high-end

customized tourism products represented by «wine + art» and «wine + healing».

The richness and diversification of products enable wine tourism to meet the needs of tourists at different levels, so that it can attract a large number of travelers to experience. It also drives the economic development of wine producing regions. As a result, a number of wine tourism destinations have been formed, such as Bordeaux, Catalonia, Tuscany and so on.

1.2. Development Models and Experiences of Wine Tourism. The representatives of the Old World, Britain, Spain and Italy, as well as the representatives of the New World, Australia and New Zealand, all share similar development elements in developing wine tourism.

First of all, it is the strong support of the government. In France, government departments are actively involved in formulating wine tourism development plans and related policies, providing financial support and manpower training. In addition, the National Tourism Board of the Australian Federal Government provided 70,000 USD to the country's winemakers as early as 1997 for the development of an «Australian Wine Tourism Development Strategy», making it the first country in the world to develop a wine tourism development strategy.

The second factor is the active participation of businesses. As one of the supports of wine tourism, the active participation of private enterprises, such as wineries, is a necessary factor to promote the great development of wine tourism. Some researchers have shown that the openness of wineries is a powerful tool to promote wine sales. With 150 wineries and cellars in Australia's Barossa Valley, half of which are open to the public, and 160 world-class vineyards in the Hunter Valley, visitors are free to tour each of the cellars as well as some of the wineries' manufacturing equipment museums.

The active participation of the private sector has, on the one hand, generated revenue through the opening up of wineries to boost wine sales and, on the other hand, contributed to the development of the industry in terms of in-depth development, management and marketing of wine tourism resources.

Finally, it is the guidance of industry associations. Industry associations play the role of a think-tank in the development of wine tourism, giving guidance from grape planting, winemaking, wine tourism resources development, landscape design and other aspects, which promotes the healthy development of wine tourism. For example, in Italy, there are more than 10 national wine professional associations, including the Italian Wine Association, the Federation of Italian Wine Regions, the Italian Association of Winemakers and Winemaking Technology, the Italian Foreign Trade Association, VINITALY, the Italian Wine Tourism Campaign Association, the Italian Association of Wine Titles and so on, which are committed to safeguarding the healthy development of wine and wine tourism in Italy [2].

1.3. Marketing Model of Wine Tourism. The marketing mode of wine tourism is mainly based on vineyard marketing, festival marketing and network marketing.

The vineyard's marketing model is the most common, and in the well-known wine tourism regions of France and Italy, there are old vineyards that can match their popularity. These vineyards represent the quality of the wines from these regions, attracting wine lovers and travelers from all over the world, and have become symbols of the tourism brands of these wine regions. Implementing memberships is a key feature of winery marketing.

Festival marketing plays an obvious role in raising popularity. For instance, up to 40 festivals and events related to wine tourism are organized annually in New Zealand, including the Brightwater Wine and Food Festival, Hawke's Bay Wine and Food Festival, the New Zealand Cabernet Sauvignon Merlot Forum, and the Mission Winery Concerts, which have greatly increased the global popularity of New Zealand's wine tourism.

Last but not least, online marketing. Wineries use social media (e. g., TripAdvisor, Instagram) and other social media to post information of winery activities and products, and tourists can also obtain information on local specialty wineries through the official websites of the wine associations of the major wine-producing regions, and book their products through the websites of the respective wineries. Nowadays, online marketing is the main means of winery marketing.

2. Analysis of Innovative Countermeasures for Wine Tourism.

In a new age, the innovation of wine tourism can start from the innovation of development mode, optimization of development mode and innovation of marketing means.

First, product innovation. Traditionally, wine tourism has been characterized by the «wine +» model. Today, however, the new consumerism oriented to high quality makes it imperative for wine tourism products to meet the convenience, diversification and customization characteristics of tourists' experience needs. As a result, wine tourism needs to incorporate technological innovations, such as the introduction of virtual tourism technology, augmented reality technology, and social robots in terms of scenarios and services to better meet the needs of tourists [3].

Second, organizational innovation. Currently, low carbon, high efficiency and sustainability have become the requirements for the development of the tourism industry, which means that operators need to start from the winery and continue to innovate their products and development models. Small entrepreneurs need to innovate around service awareness, service standards, service quality, and service processes, and penetrate into every aspect of tourism consumption to enhance the wine tourism experience and traveler satisfaction, and further promote the deep integration of wine and tourism.

Finally, marketing innovation. The pandemic has contributed to the digital transformation of wine tourism marketing, and the digitalization of marketing will be the trend in the future. With the rapid development of the Internet and technology, consumer behavior and the channels and ways of receiving

information have changed dramatically. Compared to traditional marketing activities, marketing tools and methods with a «sense of technology» are more attractive and interesting, and are more capable of quickly catching the eye of consumers in the same marketing activities and providing travelers with more memorable experiences at different stages of their journey. Therefore, the degree of digitalization of wine tourism's future marketing is also an important tool to influence its competitiveness.

3. Implications of international experience for wine tourism in Belarus. Grape resources are scarce in Belarus, and in developing wine tourism, it is possible to draw on local models and resources (fruits and berries), formulate guiding policies, encourage the activism of industry associations and private enterprises, and carry out product innovation, development model innovation, marketing innovation, and institutional innovation to promote the development of wine tourism.

References

1. Towards a framework for the global wine tourism system / V. Santos [et al.] // *Journal of Organizational Change Management*. — 2022. — Vol. 35, N 2. — P. 348—360. (<https://doi.org/10.1108/JOCM-11-2020-0362>)
2. Opportunities and challenges in the contribution of wine routes to wine tourism in Italy — A stakeholders' perspective of development / G. Festa [et al.] // *Tourism Management Perspectives*. — 2020. — Vol. 33. — P. 100585—100585. (<https://doi.org/10.1016/j.tmp.2019.100585>)
3. Wine tourism: Motivating visitors through core and supplementary services / E. T. Byrd [et al.]. // *Tourism Management*. — 2016. — Vol. 52. — P. 19—29. (<https://doi.org/10.1016/j.tourman.2015.06.009>)