

Business Models of Wine Tourism in the Northern Rhone Valley

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Abstract

The main aim of this research was to testify the wine tourism' business models of Tourism Office (TO) area through the means of attributes derived from both, the public and business management. From the practical point of view this theoretical "match" was needed mainly because of wine tourism communication and marketing is performed on two levels simultaneously: by TO and wine producers. To identify both of them the ethnographical methodology was used, including the methods of participating observation (applied by a mysterious tourist method), study tours (to explore the study field), expert analysis (based on knowledge exchange with of Tourism Office Managers) and official interviews (with Managers of small and large wine producers from the areas). As it turned out two of three analysed TO areas (Vienne Condrieu and Rhône Crussol) represent the wine tourism model with more active role of public structures. Slightly different phenomenon was identified in the approach of the TO of Ardèche-Hermitage where wine tourism organization has been developed as the bottom-up indicative driven by the large wine producers from the area (like the M. Chapoutier, Cave du Tain and recently also Delas Frères). The area's wine tourism business model was designed specially to deliver to wine tourism managers the practical conceptualization of three-level wine tourism collaboration (between TO and wineries) and communication (marketing of wine tourism performed by TO and wineries themselves). The main recommendation concerns co-working with large and small wine producers. While the previous ones are more helpful to increase visibility & image of TO, the latter are capable to offer alternative wine experience based on the direct contact with a wine-maker. Nevertheless, both of them are complementary to promote TO area and by so contribute to the collective business model of wine tourism.

Key words: co-shared services in wine tourism, wine tourism marketing, wine service networks, collective business models, the Northern Rhone area destinations
