

How German Wineries can Improve their Tourism Offer

Maximilian Tafel

Hochschule Geisenheim University, Germany
(maximilian.Tafel@hs-gm.de)

Gergely Szolnoki

Hochschule Geisenheim University, Germany

Abstract

◦*Purpose – The aim of this paper is to identify gaps in the wine tourism offer in Germany in order to better satisfy demand. Wineries can derive strategies to successfully participate in the tourism market.*

◦*Design/methodology/approach – For this study, two winery surveys and a tourist survey were conducted in all 13 German wine regions. By comparing the supply and the demand side, this work can provide important insights into some neglected features.*

◦*Findings – Results show that winery operators are aware of some of the most important elements, yet not of all of them. Especially the highly demanded culinary experiences are strongly underestimated.*

◦*Practical implications – German wineries can better meet their visitors' expectations which allows them to better exploit the market's potential. This way, the decline in the number of wineries could be slowed down, preserving an important part of Germany's cultural heritage.*

Key words: wine, tourism, success factor, Germany
