


6TH UNESCO UNITWIN
CONFERENCE 2019
Value of heritage for tourism

Learning for Resilience: *Stakeholders' Perceptions of Training Needs in Wine Tourism*

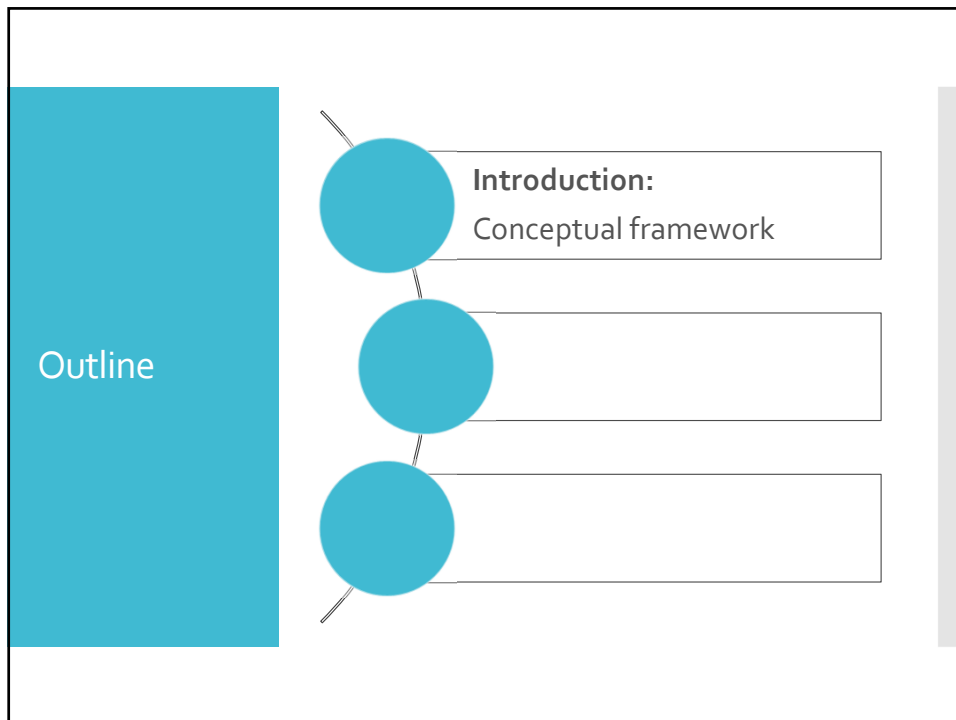
Maria Alebaki
Angelos Liotakis
Alex Koutsouris



AGRICULTURAL UNIVERSITY OF ATHENS

Outline

- Introduction:**
Conceptual framework
- Our Current Research Project:**
Aim and methodology
- Preliminary results**



Wine Tourism

“...the development of the tourism and productive value of a territory around its traditions, culture, activities and landscape, associated with wine producing”

Correia (2006)

4

Wine Tourism
Terroir

“...physical, cultural and natural environment”




Hall & Mitchell (2002)

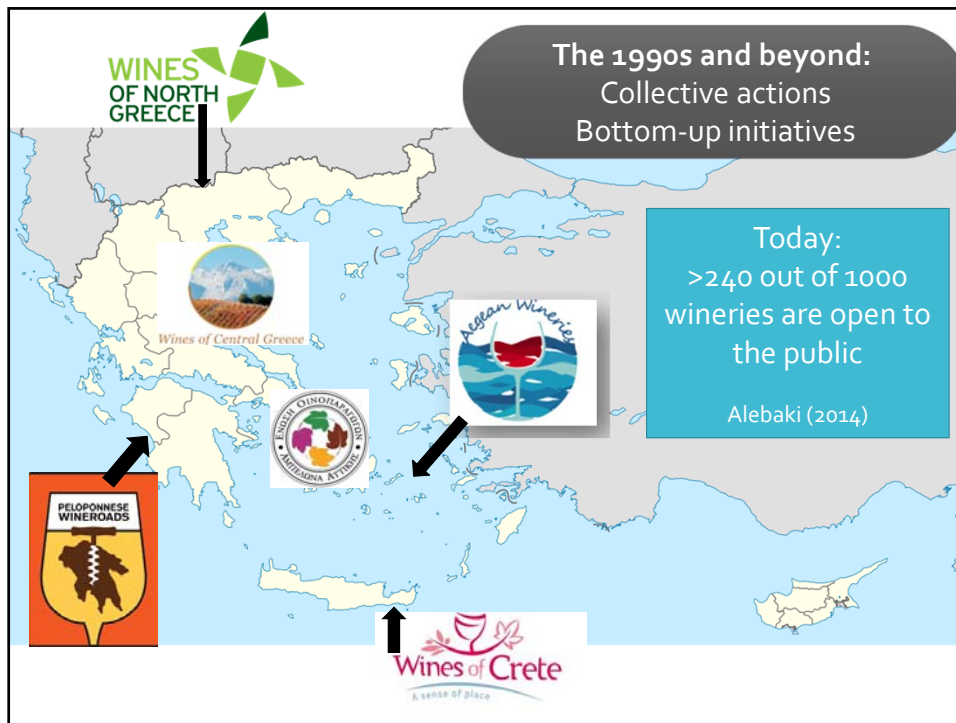
- ✓ Wine
- ✓ Vineyards
- ✓ Rural landscape
- ✓ Climate
- ✓ Local gastronomy
- ✓ Authenticity, local culture
- ✓ Art
- ✓ Tradition
- ✓ Lifestyle



Before the 1990s

Sporadic efforts of individual winemakers in established mass tourism destinations





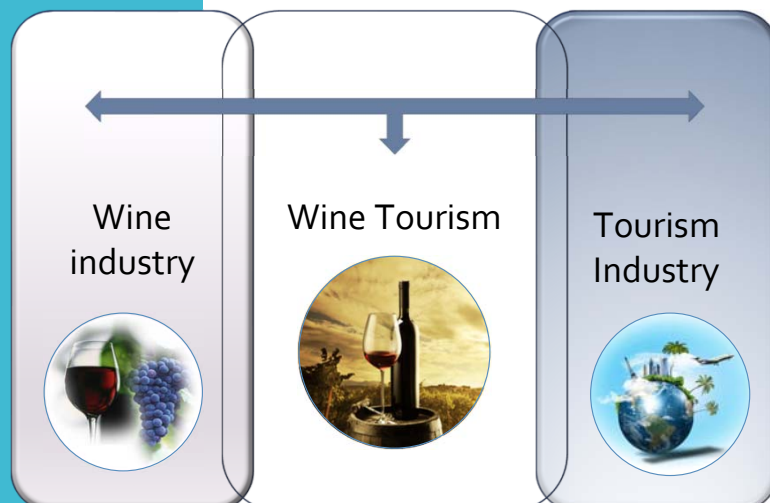


What's next?

- Wine tourism in Greece:
Still in its infancy?



Adopting a Social-Ecological (HE) systems framework



Exploring Wine Tourism from a Resilience perspective

Resilience

Many definitions from different perspectives

Ecological

Engineering

Social

General

Specified

Evolutionary
(Creative)

Enterprise

"The capacity of a system to deal with change and continue to develop..."

Biggs et al (2012); Davoudi (2012); Keck & Sakdapolrak (2013); Lew (2012); Walker & Salt (2006) 13

Resilient wine tourism:

Main threats and vulnerabilities

Alebaki & Ioannides (2018)

- ✓ Eurozone/ Greece debt crisis
- ✓ Wine sales and cash flow decrease
- ✓ Changes in consumption patterns
- ✓ Limited investment

Economic

- ✓ Reduction of vineyard surface area
- ✓ Protection of the landscape
- ✓ Land uses
- ✓ Climate change

Environmental

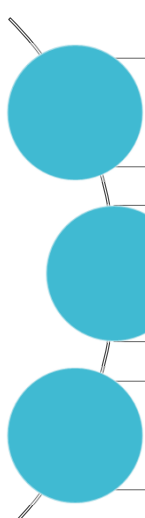
- ✓ Political
- ✓ Organizational
- ✓ Cultural
- ✓ Structural
- ✓ Entrepreneurial

Social

- Lack of awareness/ trained staff in wineries
- Tourism/ marketing/ management knowledge
- Service quality standards

NEED FOR LEARNING → Alonso et al (2014); Bras et al (2010); Charters et al. (2008) 14

Outline



Our Current Research Project:
Aim and methodology



Ευρωπαϊκή Ένωση
European Social Fund

Operational Programme
**Human Resources Development,
Education and Lifelong Learning**

Co-financed by Greece and the European Union



ΕΣΠΑ
2014-2020
ανάπτυξη - εργασία - αλληλεγγύη

Action:
Supporting researchers with an emphasis on young researchers (EDBM₃₄)

Encourage learning to enhance resilience:
An empirical examination in wine tourism

Alex Koutsouris; Maria Alebaki; Angelos Lontakis



AGRICULTURAL UNIVERSITY OF ATHENS

Research questions



Which are the **training needs** of those involved in wine tourism?





How do service 'providers' and 'receivers' perceive the concept of *'wine tourism experience'*?



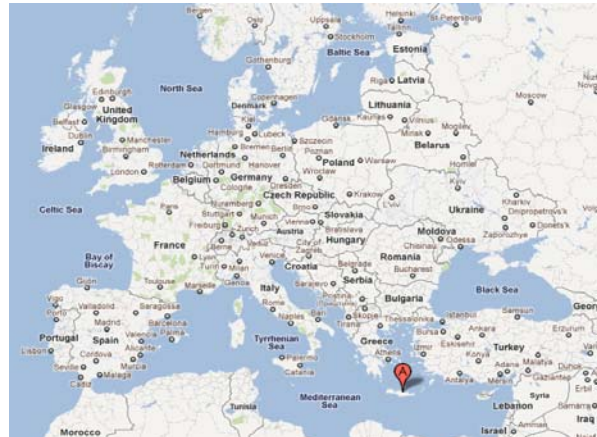
How does winery operators' training relate to the resilience of a wine tourism business?



Three phases of the project



1. Training needs assessment (at a national level)
2. Fieldwork in the island of Crete
3. Experiential workshops (case-based learning)



Training needs assessment

23 in-depth interviews with national stakeholders of wine tourism and education across Greece:


- Winemakers;
- Wine tourism entrepreneurs;
- Representatives of wine tourism associations;
- Wine writers and journalists;
- Viticulture/ wine/ tourism education academics and experts;
- Wine/tourism officials and policy makers



Data Analysis

Qualitative

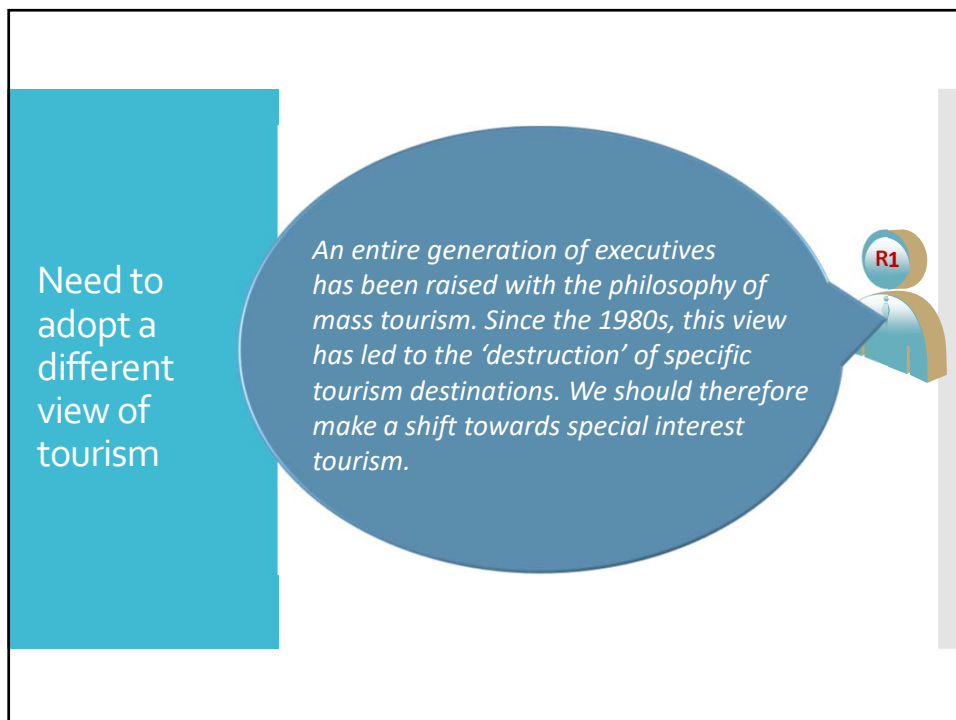
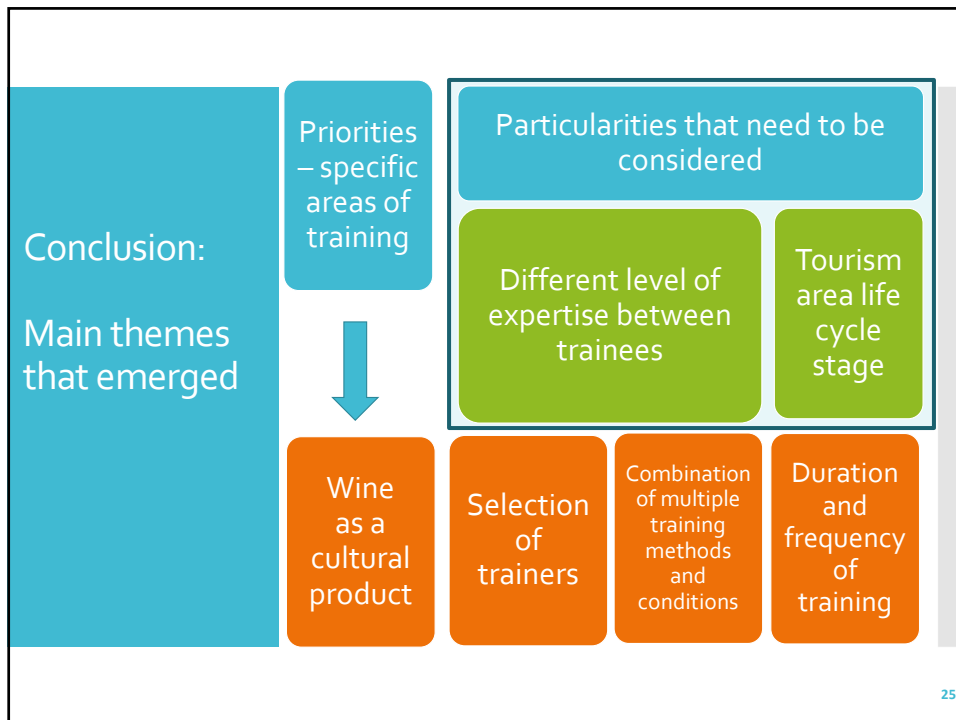
- Thematic Analysis
- Searching for repeated topics
- Coding text data into different themes



23

Outline

- []
- []
- Preliminary results



Need to adopt a multi-dimensional approach

A visit to a winery is an experience characterized in terms of free choice learning. We visit a place, right? Why are we going? Because we are interested in getting to know the history; archeology; tradition; culture; wine; etc. of the place, beyond 'sea and sun'.

R14

Thank you



malempaki@gmail.com
aliontakis@gmail.com



CRETE:
WINE
destination

You've landed at the "homeport" of
11 INDIGENOUS GRAPE VARIETIES

Kassidi	Vidano
Liatiko	Vidano
Mandari	Pyro
Romelio	Dafis
	Thrasipatri
	Muscad of Spina
	Makrasta di Candia

28