Wine tourism in Australia, New Zealand and Italy

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Project Overview

With the growth in wine production, there has also been a significant interest in the study of wine tourism. Innovation, increasingly seen as an important element of sustainability is further explored in the wine tourism industry. Innovation is defined as being ‘the development or introduction of any new or significantly improved activity (OECD & Statistical Office of European Communities, 2005) undertaken by participants, and encompasses any products, processes and methods that may have been first developed by a particular organisation that have since been adopted by others (Hall & Baird, in press). This study aims at exploring wineries’ engagement in innovation and wine tourism across Australia, New Zealand, and Italy.

Industry Outcome

Ø This project is on-going in partnership with University of Canterbury, New Zealand, and the Institute for Research on Innovation and services for development, in Italy.

Ø Among the deliverable outcomes are marketing innovations, which are any new or significantly improved marketing methods that may have been adopted by the wineries in order to either increase market share or facilitate entry into new markets.