



Strategic Winery Tourism and Management: Building Competitive Winery Tourism and Winery Management Strategy (Advances in Hospitality and Tourism)

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Strategic Winery Tourism and Management: Building Competitive Winery Tourism and Winery Management Strategy presents cutting-edge knowledge and research related to strategic winery tourism and winery management. It highlights the major theories on strategic winery tourism and winery management and encompasses a variety of topics ranging from strategic winery tourism development to winery tasting room management.

With chapters written by academic researchers and winery industry professionals, the purpose of the book is to explore the theoretical foundations of winery tourism and winery management. Importantly, the book taps into the following topics:

- Examining the impact of winery tourism on local, regional, and national economies
- Understanding product development and marketing for wineries as tourism entities
- Examining the role of special events to promote wineries, such as wine festivals and wine education programs
- Understanding key managerial issues on winery tasting room management
- Exploring winery revenue management
- Understanding the key theories of winery service quality management
- Understanding winery brand management
- Understanding the key concepts of financial management on winery management

There have been a few books dealing with winery tourism and management in spite of the significance of the topic. The editor of the book merges winery

tourism with winery management. Importantly, some topics such as winery revenue management and winery tasting room management included in the book are critical in managing a winery.

This is a must-have book for students majoring in culinary and hospitality and tourism management as well as for winery industry professionals such as winery general managers and owners.

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Editorial Review

Review

"Unlike existing few books in the area, the perspective of this book on strategic winery tourism, winery marketing, and management is refreshing. A wide variety of timely and important topics are covered, ranging from product development, winery testing room management, financial and revenue management issues to service quality management, design, and experience. It is an excellent addition to the growing area of winery tourism management. The book is nicely and comprehensively crafted to serve as a major source of reference for both practitioners, researchers, and students of culinary, hospitality and tourism management."

? Muzaffer Uysal, Professor, Virginia Tech

About the Author

Kyuhoo Lee, PhD, is assistant professor of wine business and marketing at Sonoma State University, California. Dr. Lee has published his works in leading academic journals, such as *Journal of Retailing*, *Service Industries*, and *Journal of Hospitality & Tourism Research*. Dr. Lee has also presented his academic work at a number of top-tier academic conferences, including the Strategic Management Society and the annual meeting of the Academy of Management. He specializes in the study of wine brand management, wine consumer behavior, and services marketing.

Dr. Lee received his PhD in hospitality and tourism management at Virginia Tech (Virginia Polytechnic Institute and State University) in Blacksburg, Virginia. Also, Dr. Lee received AACSB Post-Doctoral Bridge to Business Program Certificate (Marketing) from Virginia Tech in 2009, and an Executive Brand Management Certificate from Kellogg School of Management at Northwestern University in May 2014.

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Patricia Gallagher:

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