

Analyse comparée de l'expérience oenotouristique : Ancien versus Nouveau monde.

Sébastien Bédé
Maître de conférences
Laboratoire Humanis
EM Strasbourg
61 avenue de la Forêt-Noire, 67000 – Strasbourg.
Mail : sébastien.bédé@em-strasbourg.eu

Charlotte Massa
Enseignant-chercheur
Laboratoire Humanis
EM Strasbourg
61 avenue de la Forêt-Noire, 67000 – Strasbourg.
Mail : charlotte.massa@em-strasbourg.eu

Compared analysis of winery experience: Old versus New world.

Abstract: Through ethnographic analysis of 3065 visitors comments posted across TripAdvisor, we identify the key elements of wineries experience. The results show that the following dimensions are consistent in both Old and New World winery experience: learning, wineries/vineyards and scenery. On contrary, the results highlight the importance of authenticity in the Old World and the quality of food and services in the New World. Acknowledging the importance of customer experience to trigger wine purchasing, these results can bring winery managers to adapt their services.

Keywords: consumption experience ; wine tourism ; netnography