

13 From Wine to Screen: Impacts of Technology on Wine Tourists

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The main aims of this chapter are to:

- ☐ Examine how new technologies affect wine tourist's satisfaction and intentions to revisit the Douro Wine Region in Portugal
- ☐ Explore how wine tourists use new technologies in their wine tourism experiences, and their effect on tourist satisfaction, recommendation, and revisit intentions

Introduction

Wine tourism has become an increasingly important and recognised area within the tourism sector, showing steady growth worldwide (Santos et al., 2022). Traditionally, wine tourism was necessarily done with a physical presence and visitors travelled to wine-producing regions primarily to enjoy tastings at wineries, engage with winemakers, and enjoy scenic vineyards (Charters & Knight, 2002). However, in recent years, new technologies have had a profound impact on wine tourism (Prodan et al., 2024) and people can have an immersive wine experience, such as a traditional grape-treading activity, without physically being there, with the use of virtual reality (Sousa et al., 2024).

Sigala (2023) stresses that in response to growing global competition and accelerated by the COVID-19 crisis, digital transformation is essential for making the wine tourism industry more competitive. Recent developments in technology that are helping to modernise the wine industry include blockchains, mobile apps, social media, and crowdfunding, as well as virtual and augmented reality (Sigala, 2023).

There is much research addressing technology use in tourism, and it has grown rapidly in the late 2000s, after the widespread adoption of touchscreen mobile