

15 Value in Use and Value Proposition of Wine Tourism Mobile Applications

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The objectives of this chapter are to:

- ☐ Examine the role of mobile apps in wine tourism, focusing on their value as marketing tools and their impact on consumer engagement,
- ☐ Analyze the strategic value of wine tourism apps, beyond usability and branding, to understand their broader implications for stakeholders,
- ☐ Investigate the integration of emerging technologies in wine tourism, assessing how digital tools enhance visitor experiences,
- ☐ Provide a theoretical foundation on the perceived value of mobile applications, focusing on user engagement and satisfaction.

Introduction

Mobile applications have become powerful marketing tools across a range of industries, offering consumers diverse value-added services and transforming the ways companies engage with their audiences (Vo-Thanh et al., 2021). Particularly within the tourism sector, the extensive development of mobile applications has significantly enhanced the overall service experience, creating both opportunities and challenges for stakeholders. Two tourism segments of particular importance, hospitality and transportation, have been at the forefront of this technological evolution, benefiting extensively from the development of mobile solutions. Owing to their ability to streamline the service process, provide real-time information, and personalized experiences, mobile applications have gained users' acceptance and adoption (Kirova & Vo-Thanh, 2019; Lei et al., 2020; Ni et al., 2025). Research in this domain is predominantly focused on tourism mobile apps' usage intentions, user behavior (Xu et al., 2019) money-saving and convenience, and their role as tools for destination communication and branding (Buhalis & Foerste, 2015).

Despite the widespread use of mobile applications in hospitality and transportation, a few niche tourism sectors continue to lag behind in terms of technological