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as illustrated in the Wine Tourism Development Process below. Phase 1: Ph.D. is a wine business and management professor at Sonoma State University.

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Oxford University Press, 1987. Getz, Donald. Explore Wine Tourism: Management, Development & Destinations. New York: Cognizant. Communications Corp.

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Key Words Wine tourism, identity, social media, brand loyalty. 1. . For destinations it is a strategy to distinguish their uniqueness and create an appealing image. .. GETZ, Donald (2000), Explore Wine Tourism Management, Development

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Enotourism, Oenotourism, Wine tourism, or Vinitourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near

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