



Recipients of Research Grant to Advance Wine Tourism Industry Announced

[Bordeaux, 16 October 2023] – The Great Wine Capitals Global Network (GWC) is pleased to announce the winners of the inaugural Great Wine Capital Global Network International Research Grant. This exciting initiative aims to promote excellence and innovation in wine tourism research, addressing industry needs and fostering collaboration among the 12 prestigious wine capitals from around the world.

The GWC Research Grant awarded two exceptional projects, each receiving a grant worth €7,500, to applicants who demonstrated outstanding academic research with significant practical implications in the field of wine tourism.

The first winner, Patricia Joanne Wilcox, hails from New York and graduated from the State University of New York at Oneonta. She is also an alumnus of the master's program at WINTOUR, a collaborative initiative between three universities and regions: Rovira i Virgili University (Spain), University of Bordeaux (France), and University of Porto (Portugal). She has also recently commenced her PhD studies at Kedge Business School in Bordeaux, France.

Patricia presented her research titled "The Grape Divide: Bridging Responsible Management and Labour Shortages in the Wine Tourism Sector Through Sustainable Practices." Her work focuses on addressing the global workforce crisis within the wine and tourism industries, with a specific emphasis on Bordeaux, France, and Porto, Portugal, both renowned Great Wine Capitals. Patricia's goal is to identify solutions to labour shortages by promoting responsible management practices aligned with the United Nations Sustainable Development Goals (SDGs).

The second winner, Claire Lamoureux, from Kedge Business School, Bordeaux, France, presented "*Servitization of wine production: is wine tourism creating value for independent wineries?*"

Claire, an accomplished scholar and professional in wine tourism and industry management, has been deeply engaged in wine-related studies and work across France since 2005. Her journey has taken her from Bordeaux to Burgundy, and from the Loire Valley to Auckland, New Zealand. A regular participant in French and international conferences, including those held in Greece and Canada, she has also contributed to numerous publications on wine tourism and industry management.

Her research delves into servitization theory in the context of wine production, specifically how wine tourism contributes to the value of independent wineries. Her study measures various factors, including product quality, service levels, winery facilities, marketing effectiveness, and customer experiences. Through case studies of award-winning wineries in France and Germany, Lamoureux assesses the impact of these variables on value creation and provides recommendations for wineries to enhance their offerings.

The Great Wine Capitals Global Network is delighted to support these promising research projects and looks forward to showcasing their findings at the GWC Annual General Meeting in October 2024, hosted in Verona, Italy.

To be eligible for the grant, applicants were required to focus on wine tourism research directly relevant to at least one of the Great Wine Capitals. The selection process involved an international jury, which carefully evaluated the research proposals.

The GWC Research Grant is an excellent opportunity for individuals who want to make a significant impact in the wine tourism industry by conducting innovative research that addresses industry needs and fosters collaboration among the prestigious wine capitals worldwide.

For more information about the Great Wine Capitals Global Network Research Grant, please visit [International Research Grant - Great Wine Capitals](#)

About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand. It exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Cape Town-Cape Winelands, South Africa, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile, Verona, Italy and Hawke's Bay, New Zealand.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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