

**ABSTRACT SUBMISSION FORM for IRSSM 12**  
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## ABSTRACT (350-500 words, Times New Roman 12, Single-spaced)

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### *Abstract Details*

Title of the abstract:	<b>Unveiling the Potential: Bibliometric Study on Digitalisation in Wine Tourism</b>
Topic code:	
Keywords:	<b>wine tourism, digitalisation, digital tools, marketing, tourists</b>

## **Unveiling the Potential: Bibliometric Study on Digitalisation in Wine Tourism**

The 7th UNWTO Global Conference on Wine Tourism highlighted the importance of digital transformation, innovation, and sustainable practices in enhancing the competitiveness of wine destinations. In its increasing competitiveness, the wine industry is finding value in digitalising the wine tourism experience, especially for small and independent producers. Despite the industry's growth, many wineries are yet to fully embrace digital marketing. The digitalisation of wine tourism is reshaping the industry, offering new opportunities for engagement, marketing, and efficiency. However, several wineries have successfully adopted digital tools for marketing, significantly enhancing their reach, engagement, and customer experiences. The success stories of California's La Crema Winery's Virtual Wine Club Events, Uruguay's Bodega Garzón Virtual Tours, and Australia's Penfolds Augmented Reality App serve as inspiring examples of how wineries can effectively use digital tools to enhance their marketing efforts, engage with customers, and create memorable experiences.

**Methodology:** This article presents a concise analysis of the digitalisation of the wine tourism experience based on a rigorous bibliometric study. This study delves into the scientific literature on the digitalisation of the wine tourism experience and the use of digital communication resources. Bibliometric analysis, a robust quantitative method, is employed to analyse and measure scientific literature's impact, quality, and development in this field. The insights from this study will provide a comprehensive understanding of the digitalisation of wine tourism, equipping readers with valuable knowledge.

**Findings and Implications:** The study's results offer personalised benefits for wineries and tourists alike.

They enhance the understanding of the importance of leveraging digital tools to enhance customer experiences, reach new markets, and operate more efficiently. Wineries can use these insights to improve their marketing strategies, while tourists can look forward to more accessible and personalised experiences. This article provides valuable data and contributes to a deeper understanding of the intersection between technology and wine tourism.