

Guests can be wrong too: the mistakes that tourists make

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Who said being a Hospitality Manager is easy?

There is often a tendency to point the finger at the mistakes of Hospitality Managers, which is fair to some extent since it is important for this newly emerged and increasingly significant role to improve and mature. However, it should not be forgotten that working with the public is a tough job and that wine tourists do indeed make mistakes!

A key point that emerged from our recent webinar “Wine Tourists Make Mistakes Too” is the need to “educate” not only Hospitality Managers but also the wine tourists themselves. It is essential to make them understand that a visit to a winery is not comparable to an amusement park like Gardaland. This misconception often arises from poorly formulated expectations

that are unfortunately still present in the wine tourism sector.

Below, we will examine some common mistakes made by wine tourists and offer suggestions on how to manage and prevent them.

Demanding a discount on the tour after buying wine

Some wine tourists, after purchasing wine, expect a discount on the tour price. This behavior not only diminishes the work and professionalism of the hospitality manager but also ignores the costs associated with organizing tours. It is important to make visitors understand that the tour has an intrinsic value that goes beyond the purchase of wine.

Remaining seated at the tasting table indefinitely

In wineries with limited space, it is crucial to manage time efficiently. If wine tourists remain seated beyond the allotted time, it can create a disservice for subsequent visitors. Anticipating space needs and clearly communicating stay times can prevent unpleasant situations.

Delays and no-shows

Delays and no-shows are problematic, especially in a busy schedule of tours. It is useful to take inspiration from common practices in the restaurant industry, such as informing guests of the potential consequences of being late.

Arrogance and presumption of knowledge

Some wine tourists may exhibit an arrogant attitude, assuming they know everything about wine after taking a few introductory courses. It is important to handle these

situations tactfully, recognizing their knowledge but also emphasizing that each company has unique features that deserve attention.

The work of a hospitality manager requires not only technical skills but also a great ability to manage human relations. Educating wine tourists and professionally managing their incorrect behaviors can significantly improve the wine tourism experience and contribute to creating a positive and respected image of the company.

We invite all our readers to share their experiences and solutions to enrich this dialogue and grow together in the world of wine tourism. Write to us at redazione@winemeridian.com to share your experiences.