Hospitality Manager: is it better to be a wine expert or a hospitality expert?

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Today I want to share with you some thought that were inspired by a story that was recently shared with me. It is a topic that, I am sure, will touch the hearts of many of you: in wine tourism is it the **wine expertise** really a priority compared to an innate hospitality ability?

The art in the wine tourism hospitality

I’ve been told, and I profoundly agree, that too often cellars entrust the hospitality task to people who are extremely knowledgeable about the terroir, the varieties of the wine production processes, but who lack **knowledge in hospitality** which is, ultimately, the true essence of wine tourism.

Let us admit that, while visiting a cellar, it is not only the wine that makes a difference. It’s the way in which we feel welcomed, the sensation of being special and the experience we live in that place.

It is a **fascinating paradox**. On the one hand, the wine expert – keeper of the vinification and terroir secrets –, on the other the hospitality professional, master of the art of making every guest feel unique and precious.

The perfect balance: connecting winemaking knowledge and human warmth

This makes me think: in an ideal world, who should take care of the wine tourists? The answer lies in the balance. Undoubtedly, the wine knowledge is a precious jewel, but without the **support of the hospitality**, it loses parts of its splendor. It is the hospitality experience that completes the work and makes it memorable.

Over many years of experience in the wine sector, I learned that wine tourists aren’t just looking for a good glass of wine; they seek experiences that leave a lasting impression. It is here that the ability to listen, anticipate desires, and create a warm, **welcoming atmosphere** where every visitor feels at home becomes crucial.

I am not saying one excludes the other. On the contrary, I truly think that the future of wine tourism resides in the harmonious **fusion** between these two skills. Imagine a world where wine experts and hospitality professionals work hand in hand to offer an experience that is both educational and profoundly human.

The future stands in investing in an education that embraces both these aspects, enriching our sector with professionals that are not only able to talk about wine, but that are also able to put together hospitality and **human warmth** stories

around them.

The hospitality in wine tourism is the main element that might make the difference between one cellar and the other. And it has come the moment to realize that the ability to create human connection is as important as the wine knowledge itself. Investing in professionals who embody both skills is key to a future where wine tourism is not just a journey through tastes but also an unforgettable experience that touches the heart and mind.

Towards the future of wine tourism: education and innovation

It is important:

- For the **companies**: When selecting individuals for roles in wine tourism, companies should not only consider wine expertise.
- For the **manager**: Managers should strive to balance their education by preparing in both Tdomains: wine knowledge and hospitality rules.