



Versatility in Hospitality Industry around the Globe - A Case Study on Austrian Wines

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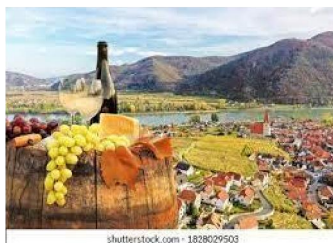
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Abstract: Austria, a relatively small wine producing country, holds its place in the global wine market by focusing on factors including: country of origin effect, highest quality standards, cellar door sales and modern architecture. The dramatic changes resulting from the Austrian wine scandal of 1985 have seen no other European country experience the “wine mania” occurring there since the early nineties. Although the domestic wine consumption is decreasing as in all other European wine countries, the image of Austrian wines is better than ever and consumers are eager to pay higher prices for better quality. Furthermore, Austria is not only taking advantage of new markets opening in Eastern Europe and elsewhere, its reputation is also being enhanced by its gastronomic culture.



This paper begins by considering the historical background of Austria as a wine producing country and then goes on to look at a number of factors which have contributed to the recent changes seen in the wine industry's practices and their consequent successes : Pinot blanc is a grape variety found in all wine-growing regions of Austria. However, there are only a few scientific studies which deal with the aroma of wines of this variety. In the course of this project, the relationship between aroma profile and the typicity of Austrian Pinot blanc wines was studied. The aim was to describe the typicity and to find significant differences in aroma profiles and aroma descriptors of typical and atypical Pinot blanc wines. Since the typicity of a jointly anchored prototype is embedded in the memory, typical attributes for Austrian Pinot blanc wines were first identified by consumers and experts or producers. According to this, 131 flawless commercial Austrian wines of the variety Pinot blanc of the vintages 2015 to 2017 were analysed for more than 100 volatile substances.

Keywords: Goal, Policy, Service, Guest.



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