

Εργαλεία & Τεχνολογίες του Συμμετοχικού Διαδικτύου (Web 2.0)

για την

Πρώθηση του Οίνου & του Οινοτουρισμού

Τσιακάλη Κωνσταντίνα
Υποψήφια Διδάκτωρ
Πανεπιστημίου Αιγαίου, Χίος

ebusiness forum



ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ



Συμμετοχικό Διαδίκτυο (Web 2.0)

Web 1.0

- E-mail
- Ιστοσελίδες
- World Wide Web
- Περιεχόμενο παραγόμενο κι ελεγχόμενο από τους Παραγωγούς Τουρισμού
- Ηλεκτρονικό Εμπόριο

Web 2.0 - Social Media

- Ιστολόγια (Blogs)
- Κοινωνικά Δίκτυα (Social Networks)
- Podcasts
- RSS (Really Simple Syndication)
- Wikis
- Mash-ups
- Metaverses
- Tagging



Web 2.0: Συμμετοχή του Χρήστη (Prosumer)

Οι χρήστες

- Δημιουργούν και δημοσιεύουν οι ίδιοι κείμενο, πληροφορίες και υλικό σχετικά με οποιοδήποτε θέμα τους ενδιαφέρει (review, wiki, blog)
- Μπορούν να διανέμουν το υλικό αυτό σε έναν απεριόριστο αριθμό ιστοσελίδων μέσω διαφόρων τεχνολογιών (RSS, Search Engines)
- Μπορούν να σχολιάσουν, να συμπληρώσουν (review comments, wiki posts, blog comments), να αξιολογήσουν το περιεχόμενο ή την αξία μιας πληροφορίας ή/και να κατηγοριοποιήσουν (tagging) το περιεχόμενο άλλων δημοσιεύσεων.



RSS

(Really Simple Syndication)

- Σύγχρονος τρόπος ανάγνωσης του διαδικτύου
- Μέσο ελέγχου του νέου κάθε φορά περιεχομένου των ιστοσελίδων που ενδιαφέρουν τον χρήστη, όπως blogs, podcasts, κ.λπ.
- RSS reader (FeedDemon, NewsGator, Rojo, Software on Google, MyYahoo, κ.α.)
- Πολλές τουριστικές επιχειρήσεις εφαρμόζουν ήδη την τεχνολογία των RSS (expedia.com, statravel.com, κ.α.)



RSS

XML



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Home
 All items (1000+)
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***Wine Spectator* | RSS Feeds** Feed settings... Expanded view List view

Show: 10 new items - all items Mark all as read Refresh show details

★ **Donning The Marketing Hat For My Wine's Label (Wine Spectator)** 6:18 PM (10 minutes ago)
 by James Molesworth <wsonline@mshanken.com>
 Among the many people I caught up with during the New York Wine Experience these past few days was 1, who while pouring his tasty Clos Pepe vineyard Pinot, chastised me for not giving more updates on my barrel of Syrah...so here's an update on the JM Syrah.

★ Add star Share Share with note Email Keep unread Add tags

★ **Pinots on Parade (Wine Spectator)** Oct 18, 2008 (2 days ago)
 by Harvey Steiman <wsonline@mshanken.com>
 By coincidence, the first three presentations at the 1 in New York gave us a quick world tour of Pinot Noir. My colleague Bruce Sanderson started with a Burgundy tasting, followed by columnist Matt Kramer offering tastes of three Pinots from New Zealand, Oregon and the Santa Cruz Mountains of California.

★ Add star Share Share with note Email Keep unread Add tags

★ **Rage Against the Jack Stem (Wine Spectator)** Oct 17, 2008 (3 days ago)
 by 2008 Harvest <wsonline@mshanken.com>
 Posted by 1 We totally destem all our fruit before fermenting. Why? It probably comes from my dislike of vegetables, so anything that looks like a vegetable has no business being in our wine. That's not to say I don't like wines that were fermented with stems; it's just not what we do at Lespin...

- Show: updated - all Refresh
- *CNN*.com - Breaking ... (401)
 - *Travel* Deals, Vacat... (71)
 - *Travel* Headlines an... (18)
 - *Travel*. *Travel* » B... (10)
 - BBC Travel News | Top... (1000+)
 - Space-*Travel*.com *N...
 - The *New York Times* ... (569)
 - *Wine Spectator* | RS... (10)
- Options Manage subscriptions v

Previous item Next item more than 20 items

☆ **Terlano 2007 Pinot Grigio - Our Price \$19.29** Oct 18, 2008 (2 days ago)

[Original enclosure](#)

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 - Christian Science Mon... (55)
 - ESPN.com (359)
 - Fictitious restaurant... (7)
 - Google News (1000+)

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Ιστολόγια-Blogs

- Ιστοσελίδες προσωπικής έκφρασης
- Μέσο έκφρασης της προσωπικής γνώμης των χρηστών για μια πληθώρα θεμάτων (προσωπικά ημερολόγια, σχολιασμός επικαιρότητας αλλά και τουριστικά θέματα)
- Νέος τρόπος διαπροσωπικής επικοινωνίας
- Tripadvisor.com, Hotelchatter.com, Bugbitten.com, Placeblogger.com, Realtravel.com, Travelpod.com, Igougo.com, Gazetters.com (ένα B2B blog για τουριστικούς πράκτορες)
- Technorati.com, Feedster.com, BlogPulse.com, Blog Lines.com, Google's Blog Search



VINOGRAPHY: a wine blog

Wine and food adventures in San Francisco and around the world

Search this site GO

- WINE REVIEWS RESTAURANT REVIEWS BOOK REVIEWS RAMBLINGS & RANTS WINE NEWS ACTIVITIES & EVENTS ABOUT THIS SITE

Calendar of Postings

October 2008

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

10.17.2008

The Joy of Sake 2008 Tasting: October 23, San Francisco

I absolutely love the fact that we've reached a point in this country where I don't need to explain why a sake tasting in San Francisco might be an enjoyable way to spend an evening. In the five years since I've been writing this blog, sake has gone from obscure to obvious, hardly known to hip. The availability and visibility of sake in the US has blossomed, driving by fine dining establishments and the increasing popularity of all things Japanese. Despite this, however, the average wine lovers' knowledge of sake is extremely limited, mostly by virtue of not having tasted... [continue reading >](#)

Posted by: Alder on October 17, 2008 11:15 PM
Filed under: Sake , Wine Activities
[Comments \(4\)](#) - [TrackBacks \(0\)](#) - [Permalink](#)

10.16.2008

2006 Blackbird Vineyards "Illustration" Proprietary Red Wine, Oak Knoll District, Napa

Free Tasting Tool

Use Vinography's free aroma card to help you learn how to better identify the flavors and aromas in wine. In six languages!

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» 2008 Harvest Winemakers

Winemakers from key wine regions in the United States, France and Italy are blogging about their experiences during their busiest time of year: crush.

10/17/08: Rage Against the Jack Stem



» James Laube

Our Napa-based senior editor discusses the world of California wine, from hot new producers to the latest news.

10/13/08: Lett Stayed True to His Style of Pinot Noir



» Kim Marcus

The magazine's managing editor blogs about his wine discoveries while on the road, whether in Austria, southern France, Israel or Portugal.

06/05/08: Going Upriver in the Douro for Quinto do Crasto's Fantastic 2007s



» James Molesworth

A senior editor based in New York, he champions and critiques the wines of Argentina, Chile, the Loire Valley, the Rhône Valley and South Africa.

10/20/08: Donning the Marketing Hat for My Wine's Label



» Bruce Sanderson

Along with overseeing the magazine's tasting department, this New York-based senior editor covers Burgundy, Champagne and Germany.

09/17/08: The Wisdom According to Wilhelm Weil



» Marvin R. Shanken

Our editor and publisher makes occasional appearances to share new developments, get your feedback and debate provocative topics.

05/16/08: A Legend Lives On



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- Gaming
- Movies and Film
- Music
- Television
- Theater

Business

- Business Finance
- Economy
- Entrepreneurs
- Investing
- Personal Finance
- Real Estate
- Stocks and Bonds

Lifestyle

- Architecture
- Art
- Autos
- Fashion**
- Food and Wine**
- Health and Fitness
- Home and Garden
- Literature
- Parenting
- Pets
- Travel

Politics

- Conservative
- Foreign Policy

Sports

- Baseball
- Basketball
- Cycling
- Football
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- Soccer
- Tennis

Technology

- Computers
- Consumer Electronics
- Gadgets
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- Science

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889 blogs about food and wine

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Wine Library TV: Gary Vaynerchuk's daily wine video blog

<http://tv.winelibrary.com>

fave Authority: 946

The first wine vlog. Winelibrary, a leader in wine, presents "Winelibrary TV". Winelibrary TV is brought to you each weekday with new and exciting wines, news and happenings in the wine world.

TasteSpotting

<http://www.tastespotting.com>

fave Authority: 1,069

Feed your addiction. Tastespotting = A Visual Filtration of Great Taste = Image Link Thought. If

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Κοινωνικά Δίκτυα- Social networks

- Ιστοχώροι όπου δημιουργούνται ψηφιακές κοινότητες χρηστών
- Οι χρήστες δημιουργούν ιστοσελίδες με το προφίλ τους
- Δημιουργούνται κι αναπτύσσονται διαπροσωπικές σχέσεις και κοινότητες γύρω από διάφορα θέματα (π.χ. τουριστικοί προορισμοί, ταξίδια)
- [facebook.com](https://www.facebook.com), [myspace.com](https://www.myspace.com)
- [tripmates.com](https://www.tripmates.com), [gusto.com](https://www.gusto.com), [triporama.com](https://www.triporama.com), [triphub.com](https://www.triphub.com), [traveltogether.com](https://www.traveltogether.com), [wayn.com](https://www.wayn.com)

wine Search Profile Search | Friend Finder

All Results Groups

Show results from All Networks Show More Filters

Displaying 1 - 10 out of over 500 group results for: wine 1 2 3 Next

WINE 2.0
 Group: **Wine 2.0**
 Size: 1,346 members
 Type: Common Interest - Wine



Group: **A Glass of Wine Solves Everything** [Join Group](#)
 Size: 23,980 members
 Type: Common Interest - Food & Drink
 New: 575 More Members, 4 Board Topics, 12 Wall Posts



Group: **I love wine!** [Join Group](#)
 Size: 17,437 members
 Type: Common Interest - Wine
 New: 421 More Members, 4 Board Topics, 7 Wall Posts

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World of Fine Wine

Back to Wine 2.0

Discussion Board Topic View

Start New Topic

Topic: World of Fine Wine

Reply to Topic

Displaying all 4 posts by 3 people.



Joy Sterling (San Francisco, CA) wrote

on June 2, 2008 at 9:37pm

Reply to Joy Report

I am wondering how many people know the British quarterly magazine World of Fine Wine. There is an article about Iron Horse in the June issue. I am trying to gauge if it will be impactful. Please tell me what you know about the publication. Who reads it? Am I the last person on Earth to hear about it?

Post #1
1 reply



J. Smoke Wallin (Cornell) replied to Joy's post

Hi Joy, I do not know it, but I will try to find it online. If it is available, we can post the here so others can read it to.

Kind Regards,
Smoke

Post #2
1 reply



Joy Sterling (San Francisco, CA) replied to J. Smoke's post

That would be fantastic. Thank you.

Applications Menu

THE WORLD OF FINE WINE



Welcome to The World of Fine Wine

"The first cultural journal of the wine world"
Hugh Johnson OBE

WHY NOT TAKE OUT A TRIAL SUBSCRIPTION TO THE WORLD OF FINE WINE?

Issue 21 now available

"Undoubtedly the most splendid, luxuriously-unconcerned-



What is your favorite wine?

Back to Facebook Wine Club

Discussion Board Topic View

Topic: What is your favorite wine?

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Displaying all 21 posts by 18 people.



Nick Gendill (Northern Colorado, CO) wrote on August 20, 2008 at 4:18pm Report

Tell us! Yes, I may be under age, but I do indeed take a sip or two when I get a chance. :D I haven't gotten to try much, but my favorite so far is Carlo Rossi Paisano and/or Rhine.

Post #1



David Mollica (Ottawa, ON) wrote on August 27, 2008 at 1:53pm Report

Sagrantino di Montefalco Scaccia di Avoli 2003 from Umbria, Italy.
100% Sagrantino grape, 12 months of aging in new french barrique, 16 months of refinement in bottle.
It's outstanding!

Post #2



Elaine Duszynski (Indianapolis, IN) wrote on August 27, 2008 at 7:23pm Report

Brunello di Montepulciano, not sure of the vintage.
My husband & I enjoyed this gift from the gods while in Italy over Christmas 2007. Unfortunately, there has been some controversy over the purity of the grapes, but we can't get it here anyway. So, by grapes are pure again - we'll be back in Italy lapping up the sweet nectar!

Applications Menu

I love wine!
Global

Basic Info

Type: Common Interest - Wine
Description: Like drinking wine?
Got an opinion about it and want to have your say?
Tried a great wine and want to recommend it to others?
Looking for tips on what wine to buy?

Whatever you drink, whatever you think we want to know . . . join our group today and let the merriment begin!

We love some of the things you have written about wine - and would love to use the quotes in the future! Therefore, please be aware that any wallpost or discussion group comment you write from 15th March 2008 may be used in a conference or at an event. Don't worry! We would NOT attach your name to your quote so you would not be identified - it would look something like this:

"I love wine" Female, London UK.

Thanks and happy posting!!!

Contact Info

Email: enthusiasts@wineintelligence.com

Recent News

- Wine Enthusiasts link uploaded!
- Calling all UK, USA and Canadian wine drinkers -

Applications Menu wine!!



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- Emma Davies
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Podcasts & Online Videos

- Δημοσίευση από τους ίδιους τους χρήστες του διαδικτύου ηχητικών ή οπτικοακουστικών αρχείων (βίντεο) σε διάφορες ιστοσελίδες
- Η πιο γνωστή από τις οποίες είναι το YouTube
- Travelistic.com (YouTube of Travel)
- Αρχεία που μπορούν να αναπαραχθούν από άλλα μέσα iPod ή κινητά τηλέφωνα - Μπορούν να χρησιμοποιηθούν κι ως φορητοί ξεναγοί από τους τουρίστες
- Εταιρίες (Jumeirah hotel, Lonely Planet, Virgin Atlantic, κ.α.) έχουν ήδη εφαρμόσει το Podcasting στο μάρκετινγκ και στην διαδικασία επικοινωνίας και πληροφόρησης των πελατών τους.





Worldwide (All) | English

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wine making Videos Search advanced Upload

"wine making" video results 1 - 20 of about 2,510

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Wine Making Demonstration
Wait for the surreal wrap-up parody. ...

Added: 1 year ago
From: [ryanmurphy](#)
Views: 41,501
★★★★★
01:25
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Winery - Wine - Making Wine in Colorado
A winemakers account of making wine in the Colorado Rockies. ...

Added: 1 year ago
From: [cassidishea](#)
Views: 20,508
★★★★★
09:04
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Wine Making - Part 1
It is a family tradition in our home, from generation to generation, to make wine. Here is a brief clip that shows us ... (more)

Added: 2 years ago
From: [mip](#)
Views: 21,551
★★★★★
02:17
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Oct 16

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How to Taste Wine
Learn wine tasting from columnist and www.TasteOfWineTV.com host Frank Mangio. He shares the key rules for beginning wine ... (more)

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From: [thdktr](#)
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03:50
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Essential Wine Tasting
The ultimate "cheat sheet" used by Winemakers & Sommeliers worldwide!
[www.EssentialWineTastingGuide.com](#)



Episode #42 - How to taste wine.
In today's episode Gary Vaynerchuk tackles the one question he gets e-mailed the most about. This may very well be the one ... (more)

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Views: 3,833
★★★★★
10:11
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Learn how to open & taste wine in this free online video guide to dessert wines. ...

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Greek wine history with Harry Constantinescu
A short introduction to the Greek wines from Santorini. Sigalas assyrtiko tasting with Harry Constantinescu - Sommelier ... (more)
[Translate](#)

Added: 11 months ago
From: [hconstantinescu](#)
Views: 550
★★★★★
06:50
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Events: Greek Wine Tasting @ Pappas Grill
Your Greek News is invited to join connoisseurs, wine aficionados and restaurateurs for an exclusive wine tasting, and ... (more)

Added: 1 year ago
From: [atubanos](#)
Views: 359
★★★★★
04:37
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Greek Wines
Chris Meletiou interviews Kostas Mitavelas and Gregory Vrettos of Mitavelas Winery in Greece 2007. ...

Added: 10 months ago
From: [GreekWineGeeks](#)
Views: 321
★★★★★
07:06
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Tagging

- Μέθοδος κατηγοριοποίησης πληροφοριών
- Οι χρήστες κατηγοριοποιούν (tag) το περιεχόμενο των ιστοσελίδων (π.χ. ένα ηχητικό αρχείο, μια εικόνα, μια πληροφορία) προσδίδοντας του ένα νόημα (π.χ. μια λέξη ή μια φράση)
- Στην συνέχεια αυτή η πληροφορία ταξινομείται σε κατηγορίες με βάση αυτό το νόημα/έννοια
- 'Ετικέτες' (tags) - Λέξεις κλειδιά στις μηχανές αναζήτησης του διαδικτύου

Popular tags on del.icio.us

del.icio.us search

This is a tag cloud - a list of tags where size reflects popularity.
sort: alphabetically | by size

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Wikis

- Η τεχνολογία των wiki επιτρέπει στους χρήστες του διαδικτύου την συνεργατική δημιουργία μιας ιστοσελίδας
 - Οι χρήστες μπορούν να επεμβαίνουν στο περιεχόμενο ιστοσελίδων (προσθέτουν, διαγράφουν ή διορθώνουν)
 - Δεν απαιτούνται από τους χρήστες ιδιαίτερες γνώσεις πληροφορικής ή χρήσης Η/Υ
-
- Wikipedia
 - Wikitravel





article discussion edit this page history

Wine

From Wikipedia, the free encyclopedia

For other uses, see Wine (disambiguation).

Wine is an alcoholic beverage made from the fermentation of grape juice.^[1] The natural chemical balance of grapes is such that they can ferment without the addition of sugars, acids, enzymes or other nutrients.^[2] Wine is produced by fermenting crushed grapes using various types of yeast which consume the sugars found in the grapes and convert them into alcohol. Various varieties of grapes and strains of yeasts are used depending on the types of wine produced.^[3]

Although other fruits such as apples and berries can also be fermented, the resultant "wines" are normally named after the fruit from which they are produced (for example, apple wine or elderberry wine) and are generically known as fruit wine or country wine (not to be confused with the French term *vin du pays*). Others, such as barley wine and rice wine (e.g. sake), are made from starch-based materials and resemble beer and spirit more than wine, while ginger wine is fortified with brandy. In these cases, the use of the term "wine" is a reference to the higher alcohol content, rather than production process.^[4] The commercial use of the English word "wine" (and its equivalent in other languages) is protected by law in many jurisdictions.^[5]

Wine has a rich history dating back to around 6000 BC and is thought to have originated in areas now within the borders of Israel, Georgia and Iran.^{[6][7]} Wine probably appeared in Europe at about 4500 BC in what is now Bulgaria and Greece, and was very common in ancient Greece, Thrace and Rome. Wine has also played an important role in religion throughout history. The Greek god Dionysos and the Roman equivalent Bacchus represented wine, and the drink is also used in Christian and Jewish ceremonies such as the Eucharist and Kiddush.

The word "wine" derives from the Proto-Germanic **winam*, an early borrowing from the Latin *vinum*, "wine" or "(grape) vine", itself derived from the Proto-Indo-European stem **win-o-* (cf. Ancient Greek *οἶνος* - *oînos*, Aeolic Greek *φοῖνος* - *woinos*).^{[8][9]} Similar words for wine or grapes are



A glass of red wine

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- discussion
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Wine tourism

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- [+] Visiting Wineries
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 - Wine Related Travel
 - Topics

This article is a *travel topic*.

Wine tourism means organizing travel around the appreciation of, tasting of, and purchase of wine. It is a kind of tourism highly developed in many regions around the world, and it can be as simple as hopping on a *wine shuttle* in Napa Valley or as complicated as renting a villa in the south of France for a month. Wine tourism is a great way to learn about the people, culture, heritage, and customs of an area.

Some of the famous wine producing regions of the world have been producing wine for centuries or even millennia, and the production and consumption of wine is deeply ingrained in the local culture. Also, these areas tend to be off the beaten tourist track (although not that far off) so wine tourism can expose travelers to new and interesting areas. Getting out and visiting wine producers provides contact with local farmers and artisans who care deeply about the area. Wine growers are farmers, and their perspective on the local area, and life in general, tends to be different from other locals typically encountered while traveling.

For the oenophile, wine tourism is a wonderful way to better understand *terroir*, the difficult to define concept that wine makers often use to describe a key component of their art. Roughly speaking, it has to do with how the quality of the land in which the grapes are grown affects the taste of the wine. Tasting wine at a wine shop or in the comfort of home provide a hint at the *terroir* that produced the wine. But spending several days visiting the area, chatting with the wine makers and growers, and eating the local cuisine (which has evolved together with the wine for the two to perfectly complement each other) will provide an exceptional context for the wine and give deep insight into why and how the wine turned out the way it did.

Visiting Wineries

[edit]

The heart of wine tourism is visiting wineries, and of course, tasting the wines.

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Metaverses-MMORPG

- Τρισδιάστατοι ψηφιακοί κόσμοι όπου οι χρήστες του διαδικτύου μπορούν να συμμετέχουν σε ηλεκτρονικά MMORPG παιχνίδια.
- Συχνά αποτελούν προέκταση του πραγματικού μας κόσμου και της καθημερινής μας ζωής μέσω των οποίων οι χρήστες προσθέτουν νέα κοινωνικοοικονομικά, πολιτικά και πολιτιστικά δεδομένα.
- Τα παιχνίδια τύπου MMORPG είναι παιχνίδια που παίζονται από πολυάριθμους παίκτες (μπορεί να φτάνουν και τα εκατομμύρια χρήστες)
- Second Life. Com, There.com, cokemusic.com, habbohotel.com, κ.α.



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Wine Art for Second Life



WineArt ha deciso di dare la possibilità ai propri clienti di sperimentare, sotto la propria guida, le potenzialità del marketing e del business offerte da Second Life.

Wine Art propone alle aziende vinicole che contatta la divulgazione del marchio al livello virtuale su **Second Life** e supporta l'inserimento dell'azienda in un network di produttori nazionali. Inoltre Wine Art provvede alla

NEW DIGITAL BRAND



Wineart inaugura con **Gabriele Lacchè** la nuova promozione artistica in Second Life.

Il new digital brand Wineart, parte dallo stand del Campus della **Neal Stephenson's University**, (Picnic 92,155,604), con l'esposizione di uno degli artisti più amati e affezionati dal nostro pubblico.

Azienda Agricola CASTEL DE PAOLIS



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- **Campo Vecchio**
- **I Quattro Mori**



Mash-ups

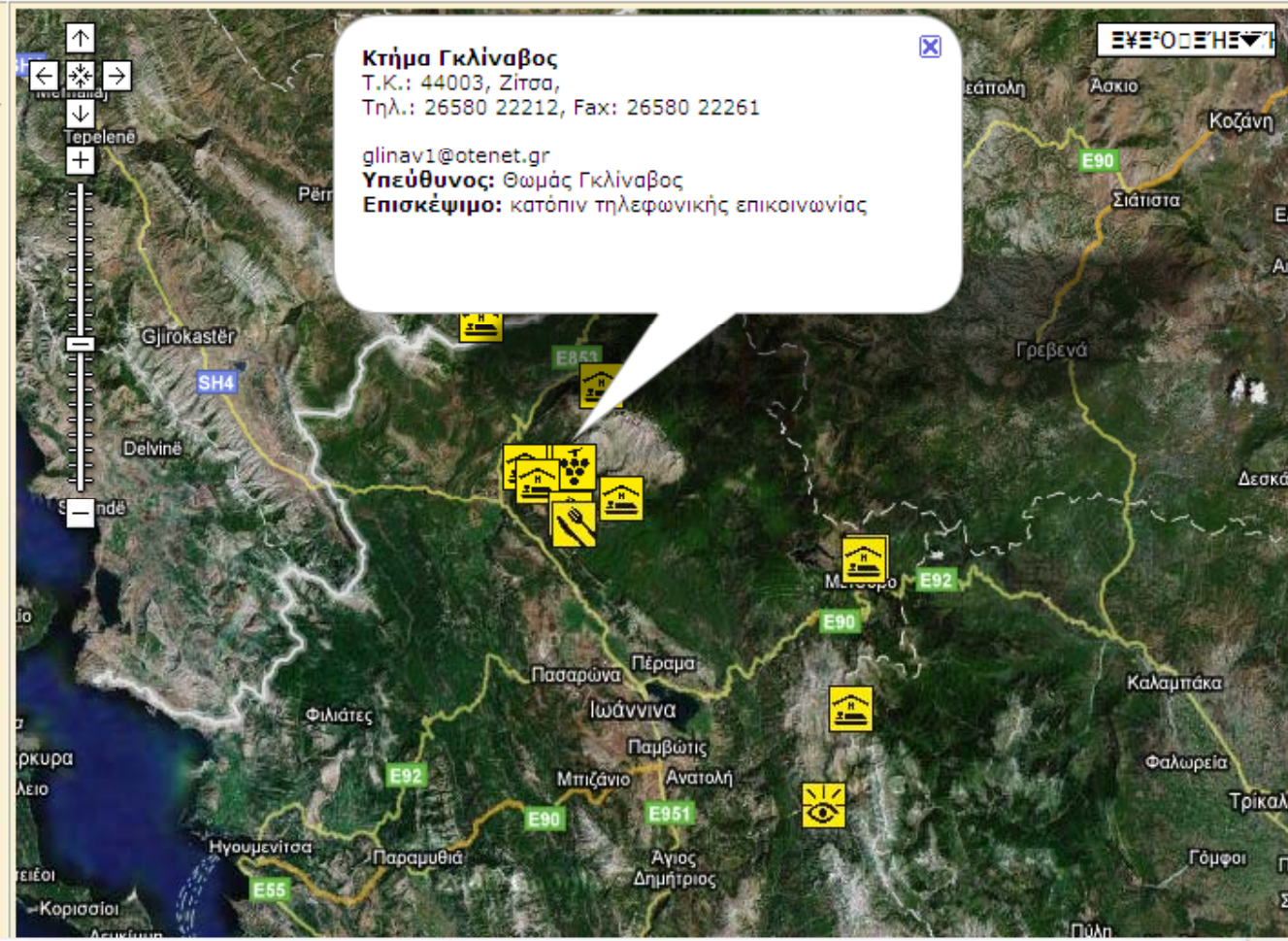
- Συνδυασμός δύο ή περισσότερων πηγών περιεχομένου ή/και λογισμικού που δημιουργούν μία νέα υπηρεσία (ιστοσελίδα) προστιθέμενης αξίας για τους χρήστες
- Διευκολύνει τον σχεδιασμό ενός ταξιδιού από τους τουρίστες
- Open APIs (Application Program Interface): τεχνολογία που επιτρέπει στους χρήστες να δημιουργούν ατελείωτους συνδυασμούς των υπηρεσιών διάφορων ιστοσελίδων

Η Διαδρομή του Κρασιού της Ηπείρου

Επιλέξτε τις κατηγορίες των επαγγελματιών που θέλετε να εμφανίζονται στον χάρτη:

- Επισκέψιμα οινοποιεία
- Χώροι εστίασης
- Χώροι διαμονής
- Εναλλακτικές δραστηριότητες
- Τοπικά προϊόντα

Προβολή επιλεγμένων σε χάρτη
Εκτύπωση χάρτη
Εκτύπωση επιλεγμένων



Αναλυτικά
Επιλέξτε το
επαγγελμα
θέλετε να ε
στον χάρτη

Επισκέψιμα Οινοποιεία

-
-
-
-

Χώροι εστ

-
-
-

Χώροι δια

-
-
-

AJAX

(Asynchronous JavaScript And XML)

- Αναπτυσσόμενη τεχνική για την δημιουργία διαδραστικών διαδικτυακών εφαρμογών
- Σκοπός του είναι η δημιουργία ιστοσελίδων πιο λειτουργικών που θα ανταλλάσουν μικρότερες ποσότητες δεδομένων με τους εξυπηρετητές (servers) έτσι ώστε να μην χρειάζεται να ανανεώνεται ολόκληρη η ιστοσελίδα κάθε φορά που ο χρήστης αναζητά μία νέα πληροφορία (κάνει ένα νέο κλικ)
- Το γεγονός αυτό αυξάνει την ανταπόκριση της ιστοσελίδας στις αναζητήσεις των χρηστών και κατά συνέπεια την ταχύτητα, την χρησιμότητα και την αποδοτικότητά της

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- Ενίσχυση της Εμπορικής Επωνυμίας
- Προσέλκυση & Δέσμευση Νέων Πελατών
- Εξυπηρέτηση Πελατών
- Προφίλ Καταναλωτών (Έρευνα Αγοράς)



Συμπεράσματα

Οι επιχειρηματίες οίνου και οινοτουρισμού θα πρέπει να γνωρίζουν:

- Την χρήση των σημαντικότερων εργαλείων του Web 2.0 και την επίδρασή τους στην προσφορά και στην ζήτηση για οίνο και οινοτουρισμό
- Τους τρόπους και τις πρακτικές για την ενσωμάτωση της χρήσης του Web 2.0 στην διαμόρφωση των e-business μοντέλων τους και των e-marketing πρακτικών τους



**Ευχαριστώ
για την
προσοχή σας!**

