

Task 1: Research

Wine has been a very popular drink among almost all cultures in many countries and many civilisations for thousands of years, this beverage is made from fermented grape juice and is the product of a multibillion dollar global wine industry, currently valued at 340.8 billion USD (Conway).

South Africa is a strong participant in the wine industry and ranks as the eight biggest producer in the world (Hlomendlini). SA has an abundance of wineries, mostly in the Western Cape province, and areas that are particularly popular for vineyards include Stellenbosch, Franschhoek, Paarl, Constantia, Robertson and Hemel-en-Aarde Valley.

A platform for wine tourism would need to provide information about different wine categories, types and wineries. Wine categories divide wines into white, red, rosè, sparkling, dessert and fortified wines (Jordan and Turner). Furthermore, each category has different wine types; some of the most popular white wines are Chenin Blanc, Sauvignon Blanc and Chardonnay (Sonoma Wine Garden) and the most popular red wines are Cabernet Sauvignon, Pinotage, Shiraz, Merlot and Pinot Noir (Porter and Denig).

Another useful feature for a wine tourism platform would be to give recommendations of wines and wineries based on what other users like and be able to filter these recommendations for their need such as their location. Wineries should also display information regarding whether wine tasting is available.

Wine prices depend on many different factors such as the brand, wine type, and, depending on how many tannins the wine has, how old it is. Young wines have enhanced acidity, are more crisp and fresh, have higher tannin levels and sharper flavours. Aged wines tend to have more complex flavours and aromas, softer tannins, a rounder profile, layered tasting notes, and a more refined mouthfeel (Roskamp). Certain wine types such as Cabernet Sauvignon and Shiraz have many tannins when they are made, therefore they age well and become more expensive over time (Neilson).

As for wine ratings 3 scales exist, the 100-point, 20-point and 5-point scales, for our interface we will be using the 5-point scale where 1 star wines are defined as very ordinary and 5 star wines as superlative (Kavanagh).

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