



For immediate Release

Woodbury University Business School Professor Launches New Academic Research Journal Aimed at Wine Industry

***Published by IGI-Global, 'International Journal of Tourism and
Hospitality Management in the Digital Age' to Cover Full Scope of Wine Business***



LOS ANGELES (May 13, 2016) – Blending academic discipline, professional expertise and a personal passion, Angelo Camillo, Ph.D., Associate Professor of Strategic Management in [Woodbury University](#)'s School of Business, today launched a new academic research journal aimed at the wine industry.

Published by [IGI-Global](#), *The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)*, will cover some 35 topics in travel and tourism, with a special focus on scientific research and case studies about the wine industry. *IJTHMDA* will spotlight wine tourism, winery operations and management, wine mobile applications, e-marketplaces, electronic distribution channels and direct-to-consumer sales strategies.

[IJTHMDA](#) will explore managerial solutions, business models, digital tools, and service innovations for maintaining a competitive edge in the travel and leisure industry, with an accent on wine tourism,” Dr. Camillo said. “We plan to emphasize topics such as web-based platforms for travel planning and management, online reviews and their impact on brand trust, and mobile technologies and apps for tourism engagement and enhancement. *IJTHMDA* will present emerging research and real-world examples of how technology is reshaping the tourism, travel, hospitality and related industries.

“We aim to be a pivotal reference source for emerging research, concepts, and managerial solutions within the hospitality and tourism industry,” he said. “We’ll take a close look at the impact of technology on consumer behavior, service demand and delivery, and customer experience. *IJTHMDA* will strive to meet the research needs of managers, business executives, researchers, educators, and graduate-level students in the areas of travel and tourism, hotel management, event planning, luxury services, restaurant management and, of course, the wine industry.”

The digital revolution has had a powerful impact on a variety of industries and sectors in travel and leisure, Dr. Camillo noted, adding that all of these sectors – especially wine-- have witnessed a dynamic shift as more consumers are turning to digital platforms and service providers to plan and complement their recreational activities. “Understanding the true potential to integrate digital services and tools into the customer experience is an essential component for success in the digital economy,” he said.

About Angelo A. Camillo

Angelo A. Camillo, PhD, is Associate Professor of Strategic Management at Woodbury University in Burbank Calif. He has more than 35 years of international hospitality industry management experience and has worked and lived in ten countries and four continents. He holds a degree from Heidelberg Hotel Management School in Germany, an MBA from San Francisco State University, and a PhD from Oklahoma State University. He teaches courses in Strategic Management, Global Enterprise Management, and special topics in Hospitality Entrepreneurship and Business Development. He is an educator for “luxury wine and investment” and an award-winning amateur wine maker. He is Visiting Professor at various institutions in Europe and China, where he teaches Global Entrepreneurship and International Management. He is also hospitality business consultant to major international corporations.

Camillo is the author of [four books](#). His research has been published in international academic journals including *International Journal of Wine Business Research*, *Cornell Hotel and Restaurant Administration Quarterly*, *International Journal of Hospitality Management*, *International Journal of Agribusiness Marketing*, *Journal of Food Products Marketing*, *Journal of Applied Accounting Research*, *TOURISMOS*, *Journal of Emerging Economy Studies*, and *Sinergie*, *Italian Journal of Management*. He has contributed more than 30 chapters to various edited books, and has been featured in various national and international media including [PR Newswire](#), [Business Journals](#), CBS Live, *Nation’s Restaurant News*, *The Denver Post*, *Smart Business Magazine*, *Sacramento Business Journal*, 92.9 FM life (Buffalo NY), *Niagara Falls Review*, *Entrepreneur Magazine*, *New Zealand Herald*, *Sydney News*, *The Australian News*, *Caterer & Hotel Keeper*, *Oman Daily News* and *Gulf News* (Sharjah, United Arab Emirates).

About Woodbury University

Founded in 1884, Woodbury University is one of the oldest institutions of higher education in Southern California. With campuses in Burbank/Los Angeles and San Diego, the university offers bachelor's degrees from the School of Architecture, School of Business, School of Media, Culture & Design, and College of Liberal Arts, along with a Master of Business Administration, Master of Arts in Media for Social Justice, Master of Architecture (MArch), Master of Interior Architecture (MIA), Master of Science in Architecture (MSArch), Master of Leadership, and Master of Arts in Media for Social Justice. The San Diego campus offers Bachelor of Architecture and Master of Architecture, Master of Interior Architecture and Master of Landscape Architecture degrees, as well as an MSArch degree with a concentration in Real Estate Development and Landscape + Urbanism. Woodbury ranks 15th among the nation's "25 Colleges That Add the Most Value," according to *Money Magazine* and is a 2014-2015 College of Distinction. Visit woodbury.edu for more information.

Media Contact

Ken Greenberg
Edge Communications, Inc.
(323) 469-3397
ken@edgecommunicationsinc.com