Call for Papers

3rd International Research Workshop in Wine Tourism

"Trends for a sustainable and resilient wine tourism industry"

October 18-20 October, 2023

Valdobbiadene and Treviso, Prosecco Region, Italy

Co-organised by:

Corporate Chair in Wine and Tourism
EM Strasbourg Business School
France

Agrifood Management and Innovation Lab
Department of Management
Ca' Foscari University of Venice
Italy

Weincampus Neustadt
University of Ludwigshafen
Germany

With the support of:

Presentation

The Corporate Chair "Wine and Tourism", EM Strasbourg Business School, University of Strasbourg, together with the Agrifood Management and Innovation Lab, Ca' Foscari University of Venice in Italy and the Weincampus in Neustadt/Weinstrasse in Germany co-organise the 3rd International Research Workshop in Wine Tourism **"Trends for a sustainable and resilient wine tourism industry".**

The 2023 workshop will take place in the areas of the production of Prosecco wine, one of the most successful PDOs in European wines. It aims at allowing the international audience to gain an in-depth knowledge of the specificities of the production area and of its experience and tourism-related opportunities.

The 2023 International Research Workshop is endorsed by two Consortia of the Area (Consorzio di Tutela del Conegliano Valdobbiadene Prosecco DOCG and Consorzio di Tutela Prosecco Doc) and by the Association for the UNESCO World Heritage Site Prosecco Hills. It is also supported by the French Association of Tourism Management (AFMAT) affiliated to the French Foundation of Management Education (FNEGE).

More generally, the workshop is designed to gather both wine and tourism academics and professionals in order to discuss the current challenges for the international wine tourism industry and delineate its future directions.

Aims and themes

The wine industry can no longer be dissociated from tourism activities as shown by wine tourism activities progressively flourishing around the world, with wine regions documented in more than 70 different countries and thousands of wineries offering their own distinctive portfolio of wines.

Wine tourism is a multifaceted activity inspired and driven by the appeal that goes beyond simply the tasting and purchasing of wine. It includes a combination of food, accommodation, recreational activities (wine events, festivals, shows), cultural attractions, and an enjoyable rural and natural landscape. Thus, wine tourism is touted as a winery's golden ticket to increase wine sales, to turn visitors into brand ambassadors, to get repeat

visits and to achieve brand recognition and brand loyalty. From a larger perspective, wine tourism implies the possibility for tourists to enjoy and experience all the attributes of a wine region. Still, wine tourism requires a solid business model acknowledging costs and service requirements to ensure resilience and strategic value creation potential. Thus presented, wine tourism is at the heart of current concerns related to the issue of resilience and sustainability.

There is a need to adapt to the rapid changes that are taking place on the structural, ecological, economic and consumer behavioral levels which leads to the questioning of wine tourism through several prisms. It is therefore about survival, change, adaptation, innovation, resilience and sustainability of the wine business through tourism.

The aim of the International Research Workshop is to contribute to wine tourism research and calls for research papers investigating topics related (but not limited) to:

- Eco-system, new business models and innovation at the intersection between wine production and promotion of destinations and territories
- Entrepreneurship in wine tourism industry
- Strategic management: cooperation, collaboration, networks and alliances to promote the territories of wine and to generate local economic development
- ICTs and digital practices in wine tourism and wine-related territorial development
- Wine tourism experience
- Cross-cultural studies and cultural influences
- Sustainability, ESG and circular economy in the wine tourism sector
- Wine tourism events/festivals
- Wine destination management
- Cellar door management and wine hospitality
- Competences, skills and professional development trajectories in the wine tourism sector
- Case studies: e.g. best practice

What academics and professionals alike might expect

- **Up-to-date perspectives** on pressing topics and issues regarding the wine industry, its relations to territories and wine tourism in particular;
- **High quality feedbacks** on presentations;
- Interactions aimed at **informing practice and creating networking** and collaboration opportunities between international researchers and the community of practitioners and policy makers;
- Hands-on workshops aimed at fostering **collaboration between academics and practitioners;**
- Top quality **keynote speaker** conference by academics and practitioners;
- **Immersive** wine tourism experiences;
- **Wine tastings and meetings** with internationally recognized winemakers of the region

Submission guidelines

Contributions should focus on the latest developments and findings in management sciences in the wine tourism industry. The International Conference welcomes theoretical, empirical, experimental, and case study research contributions. All contributions should clearly address the practical and theoretical implications of the research reported.

Format of contributions: extended abstracts

> Competitive papers: completed research papers on any topic related to the conference

> Work-in-progress reports: on-going research or ideas for future research in order to generate feedback on any topics related to the theme of the conference

Requirements for contributions

- 5 pages maximum, excluding title page, references and appendices
- Title page should include name(s) of author(s), affiliations, email address and corresponding author
- APA 7th referencing style
- Font: Times New Roman, Font size: 12, 1,15 line spacing, Margins 2,5 cm for top, bottom, left and right
- Only word documents will be accepted (save the title of your paper as title of the contribution)

All contributions will go through a double-blind peer-review process. Accepted contributions that will be presented during the workshop will be included in the workshop proceedings.

Best contributions will be invited to submit a full paper for consideration for a book published by SPRINGER in the book series "Tourism, Hospitality and Event Management" which is also in SCOPUS.

More information about the submission process and the event:
http://winetourism2023.em-strasbourg.com/

Key Dates

Deadline for extended abstract submissions: **June 5, 2023**

Notifications to authors: **July 3, 2023**

Receipt of final extended abstract for proceedings: **September 4, 2023**

Final date for registration: **September 11, 2023**

Conference dates: **October 18-20, 2023**

Conference Chairs

- **Coralie HALLER**, EM Strasbourg Business School, University of Strasbourg, France
- **Marc DRESSLER**, Hochschule Ludwigshafen, Weincampus, Germany
- **Vladi FINOTTO**, Ca' Foscari University of Venice, Italy
- **Christine MAURACHER**, Ca' Foscari University of Venice, Italy
- **Leo-Paul DANA**, Dalhousie University, Canada

Organizing committee

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- **Vladi FINOTTO**, Ca' Foscari University, Italy
- **Christine MAURACHER**, Ca' Foscari University of Venice, Italy
- **Chiara RINALDI**, Ca' Foscari University of Venice, Italy
- **Francesca CHECCHINATO**, Ca' Foscari University of Venice, Italy

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