

Call for papers

Corporate Chair in Wine and Tourism EM Strasbourg Business School

1st International Research Workshop on Wine tourism: Challenges and futures perspectives

**27-28th June 2019
Strasbourg, Alsace, France**



With the support of



The Corporate Chair “Wine and Tourism”¹, with the support of the EM Strasbourg Business School and the Humanis Research Center and in collaboration with the French Association of Tourism Management (AFMAT²) affiliated to the French Foundation of Management Education (FNEGE³), is organizing its first annual international research workshop on “Wine Tourism: Challenges and future Perspectives”. The workshop is designed to gather both wine and tourism professionals and researchers in order to discuss the current challenges for the wine tourism industry and delineate its future directions. The international workshop will feature a full research day on June 27th followed by an immersive field trip in the Alsace vineyard on June 28th.

Wine tourism is more than wine tasting. Wine tourism is “travel related to the appeal of wineries and wine country; a form of niche marketing and destination development, and an opportunity for direct sales and marketing on the part of the wine industry.” (Getz, 2000 p.4). Thus, by inter-relating with the cultural, economic and historical values of the winescape, wine tourism can critically shape and re-form the identity of destinations (UNWTO, 2017). Wine regions and tourism destinations recognize that wine tourism represents an excellent opportunity for destinations to diversify and enhance consumer’s value (UNWTO, 2017). As a consequence, competition at local and international market is increasing and leading to the sophistication of the offers inducing several changes within the industry. The increasing but simultaneously proliferation and sophistication of wine tourism demand also creates new challenges for the wine (tourism) industry and stress the need for continuous and more research (Bonn et al., 2018). Several publications identify topics in wine tourism requiring additional research (Sigala and Robinson, 2019; Vo Than and Kirova, 2018).

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

- **Customer segmentation and consumer behaviors**
- **Wine tourism experience**
- **Marketing strategies and innovation**
- **Entrepreneurship and innovation management**
- **Strategic management**
- **Cooperation, collaboration, networks and alliances**
- **Information Communication Technologies (ICTs)**
- **Cross-cultural studies and cultural influences**
- **Sustainability**

¹ <https://chaires.em-strasbourg.eu/chaires/wine-and-tourism/wine-and-tourism-122147.kjsp>

² <http://www.afmat.org>

³ <https://www.fnege.org/in-english>

Submission guidelines

Contributions should focus on latest development and findings in management sciences in the wine tourism industry. The International Research Workshop 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 topics related to the themes of 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 6th 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 published in collective research book as a book chapter.

We invite you to submit your contribution by uploading it on the SciencesConf platform before the 15th of March 2019 :

<https://winetourism2019.sciencesconf.org/>

Key Dates

- Deadline for extended abstract submissions: **15th March 2019**
 - Notifications to authors: **15th April 2019**
- Receipt of final extended abstract for proceedings: **7th June 2019**
 - Final date for registration: **31st May 2019**
 - Conference dates: **27 & 28th June 2019**

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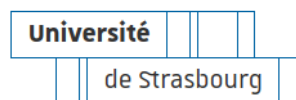
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Bibliography

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Sigala, M. & Robertson, R. (2019). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave
UNTWO (2017). UNWTO Annual Report 2017. Unwto.org. Available at : <https://www.e-unwto.org/doi/book/10.18111/9789284419807>
Vo Thanh, T. & Kirova, V. (2018). Wine tourism experience: a netnographic study. *Journal of Business Research*, 83, 30–37

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et tourisme