



## Call for Papers

# 2<sup>nd</sup> International Research Workshop on Wine Tourism: Challenges, Innovation and Futures

17-18<sup>th</sup> September 2020  
Santorini, Greece

Co-organised by:  
**Corporate Chair in Wine and Tourism**  
**EM Strasbourg Business School**  
**&**  
**University of South Australia, Business School**



With the support of



The Corporate Chair “Wine and Tourism”<sup>1</sup>, EM Strasbourg Business School, and the University of South Australia Business School co-organise the 2nd International Research Workshop on Wine Tourism “*Wine Tourism: Challenges, Innovation and Futures*” with the support of the French Association of Tourism Management (AFMAT<sup>2</sup>) affiliated to the French Foundation of Management Education (FNEGE<sup>3</sup>).

The International Research Workshop takes place on the worldwide known island of Santorini, Greece, 17 – 18 September 2020. The venue of the workshop is Santo Wines (<https://www.santowines.gr/en/>), a magnificent winery located on the picturesque cliffs of caldera. The International Research Workshop is designed to gather both wine and tourism researchers and professionals in order to discuss the current challenges for the international wine tourism industry and delineate its future directions. The programme features a full research day with keynote speakers and research paper presentations on the 17<sup>th</sup> September 2020 followed by an immersive field trip visiting the Santorini vineyard on the 18<sup>th</sup> September 2020. During the field trip, participants will have the opportunity to visit famous wineries in Santorini, talk and learn from their wine makers and cellar door managers as well as experience some of the best Santorinian wines and food.

Wine tourism is more than wine tasting. Wine tourism is travel inspired and driven by the appeal to experience the wine, culture, natural landscape and/ local events of wine terroirs and winescapes. Hence, wine tourism has been increasingly recognized and international used as a way to generate direct sales and customer loyalty, develop and promote (wine) tourism destinations, regional development and entrepreneurship. However, the socio-cultural benefits of wine tourism have not been sufficiently researched and boosted, although it is increasingly recognized that wine tourism experiences need to embody the natural, built, physical, human and cultural heritage of the winescape. In addition, as wine tourism competition is intensifying and internationalized, innovation, differentiation and sustainable development have become a necessity of survival and competitiveness. 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.

The aims of the International Research Workshop is 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**

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

<sup>2</sup> <http://www.afmat.org>

<sup>3</sup> <https://www.fnege.org/in-english>

- **Sustainability**
- **Wine tourism events/festivals**
- **Wine destination management**
- **Cellar door management and wine hospitality**

### **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 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 invited to submit a full paper for consideration in a special issue to be published by the Journal of Hospitality & Tourism Management** (SSCI impact factor 2.496) <https://www.journals.elsevier.com/journal-of-hospitality-and-tourism-management>

We invite you to submit your contribution by uploading it on the SciencesConf platform before the 31<sup>st</sup> March 2020

<https://winetourism2020.sciencesconf.org/> (submissions open in January 2020)

### **Key Dates:**

Deadline for extended abstract submissions: **15<sup>th</sup> April 2020**

Notifications to authors: **30<sup>th</sup> April 2020**

Receipt of final extended abstract for proceedings: **15<sup>th</sup> August 2020**

Final date for registration: **31<sup>st</sup> May 2020**

Conference dates: **17 & 18<sup>th</sup> September 2020**

**Conference Co-Chairs**

Coralie HALLER, EM Strasbourg Business School  
Marianna SIGALA, University of South Australia, Australia

**Organizing committee**

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