

Tourist Experiences in Rural Wine Terroirs – Concepts, Cases and Challenges

Organised by

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SCOPE

Wine tourism has received increasing interest from tourist markets, tourism agents and wine producers, local and regional development agencies, politicians and academics alike. It is frequently valued as an appealing, experience and sensation-rich form of 'special interest tourism', adding to regional tourism supply and destination attractiveness. When taking place in the territories of production, i.e. in the characteristic *terroir* of growth of a particular wine, wine tourism shows a strong potential to revitalize rural wine-producing territories through both new tourism businesses and improved sales of wine and other local products. It is part of 'rural tourism', where tasting locally produced wines is marketed together with lifestyle, landscape and culture, sometimes via routes and *terroir* branding. It is in this context that this session would approach a broad array of themes connected to wine tourism in rural areas (as opposed to wine tourism in urban contexts), i.e. in the territories of wine production.

TOPICS OF INTEREST

The thematic session seeks submissions that attempt to address the following key issues, including (but not limited to) the following topics:

- Sustainability in rural wine tourism;
- Requirements and challenges for successful rural wine tourism: key resources, actors, governance mechanism and management of demand;
- the articulation of resources and actors in wine tourism routes;
- the rural wine tourist experience – its nature, dimensions and conditioning factors;
- co-creation of wine tourist experiences, its nature, specificities, context factors and outcomes;
- entrepreneurship and innovation in rural wine tourism;
- best practices and critical factors of success in rural wine tourism;
- rural wine tourism products- combination of different products associable to the wine terroir and wine tourism experience;
- the wine tourist market: profile, behaviours, segments and impacts;
- authenticity in rural wine tourism;
- the role of local communities in rural wine tourism;
- place attachment and loyalty to wine and rural wine destinations;
- innovative research methodologies in rural wine tourist experiences;

Approaches may derive from or be inspired by diverse scientific perspectives, such as tourism and leisure studies, planning, management, marketing, sociology, economics, anthropology, psychology, cultural studies, and others.

SUBMISSION OF PAPERS

Abstracts of no more than 350 words should be submitted electronically by April 30th, 2019 to Dr. Carla Silva at: csilva@estv.ipv.pt For further enquiries regarding conference fees and program, recommended accommodation and registration form, please visit the following website: <https://iatour.org/icot2019/>