

Wine Tourism: Foretasting the Day After

Organized by

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SCOPE

During the last three decades, Wine Tourism has been registering an increasing trend, attracting a correspondingly growing interest by both academics and practitioners. Since its pioneer conceptualization (Getz, 2000; Hall et al., 2000), Wine Tourism has been embedded in many different research frameworks, including, inter alia, consumer behavior experience; events and festivals; entrepreneurship; marketing and governance (Amarando, Assenov & Visuthismajarn, 2019; Gómez, Pratt, & Molina, 2019; Sigala & Robinson, 2018; 2019). From a more holistic perspective, UNWTO (2018; 2021) has identified Wine Tourism as a driver for development, especially for less privileged wine destinations, highlighting its key role for social and economic regional integration. Since the outbreak of COVID-19, wine producers, tourism stakeholders and destinations across the world found themselves within an unprecedented context that challenged almost every aspect of the wine tourism activity (Bressan, Alonso & Kok, 2021; Szolnoki et al. 2021; Wittwer & Anderson, 2021). Wine tastings, guided tours, provider-visitor interaction, shows, festivals and events were viewed through a different prism that called for innovative and sustainable approaches. Such challenges add up to those related to co-creation and neolocalism, the family/ medium and small-business character of many wineries and the typology of winery visitors and wine tourists (e.g. Kladou et al., 2020; Lee et al., 2020; Sigala & Robinson, 2018 2019). This session aims to explore the pathway forward, embracing the following pillars:

TOPICS OF INTERESTS

- Wine tourism in the post-pandemic era: reconsidering sustainability and strategic planning
- Managing risk and building resilience to multiple shocks: Lessons learned from the pandemic
- Training needs and education priorities of wine tourism stakeholders: What is missing?
- New technologies in Wine Tourism: Advancing the digital transformation and bridging the digital divide
- From place branding to a sense of place: Drivers of wine tourism experience co-creation and elements of the winescape
- Responsible and regenerative Wine Tourism: Critical success factors and best practice examples
- Market segmentation of wine tourists: Changes, challenges and comparative perspectives

SUBMISSIONS OF PAPERS

Abstracts of no more than 300 words should be submitted electronically by 13/05/2022 to Dr Maria Alebaki (mariale@agreri.gr). For further enquiries regarding the conference, please visit the conference's website: <http://iatour.org/icot2022/>