



# Corporate Chair in Wine and Tourism \_\_\_\_ EM Strasbourg Business School \_\_\_\_

**2<sup>ND</sup> INTERNATIONAL RESEARCH  
WORKSHOP ON WINE TOURISM:  
Challenges and futures  
perspectives**

**September 17-18, 2020  
ONLINE**

**With the support of**



Association Francophone de MAnagement du Tourisme

# PROGRAM

**Day 1: September 17, 2020** Time Zone (UTC+2)

**10:30 – 12:00 WELCOME SESSION**

**Zoom link: <https://zoom.us/j/97047031754>**

Opening Plenary:

- **Coralie HALLER**, EM Strasbourg, France
- **Marianna SIGALA**, University of South Australia, Australia

Keynote speaker:

- **Jo COLLINS**, Executive Director, Agriculture, Food and Wine, Department of Primary Industries and Regions, Government of South Australia, Australia

Corporate Chair in Wine and Tourism presentation  
Introduction of contemporary issues in Wine and Tourism

**\_\_\_\_ LUNCH BREAK \_\_\_\_**

**13:00 – 14:30 SESSION 1: ENTREPRENEURSHIP & STRATEGY**

**Zoom link: <https://zoom.us/j/97245331423>**

Session chair: **Yosr BEN TAHAR**, Paris School of Business, France

**Paper 1:** Benchmark analysis of wine tourism destinations: Integrating a resilience system perspective into the comparative framework

Authors:

- **Maria ALEBAKI**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece
- **Angelos LIONTAKIS**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece
- **Alex KOUTSOURIS**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece

**Paper 2:** Wine tourism as a means towards economic viability for the wine industry in the Canary Islands: Recommendations for a sustainable development

Authors:

- **Lana RUFF**, DGAOT, Faculty of Sciences, University of Porto, Portugal
- **Carlos FERNANDEZ-HERMANDEZ**, Cátedra of Agrotourism and Enotourism of the Canary Islands of La Laguna University, Spain
- **Gabriel GARCIA-SANTOS**, Cátedra of Agrotourism and Enotourism of the Canary Islands of La Laguna University, Spain
- **Anabela CARNEIRO**, GreenUPorto, DGAT, Faculty of Sciences, University of Porto, Portugal

**Paper 3:** Is wine tourism profitable for wine companies? Literature review

Authors:

- **Claire LAMOUREUX**, KEDGE Business School (Talence), France
- **Tatiana BOUZDINE-CHAMEEVA**, KEDGE Business School (Talence), France

### **15-MINUTE BREAK**

**14:45 – 16:15 SESSION 2: CONSUMER BEHAVIOR**

**Zoom link:** <https://zoom.us/j/97196402365>

Session chair: **Coralie HALLER**, EM Strasbourg, France

**Paper 1:** Deeper understanding of wine tourism offer from wine producers' perspective: The case of Lubéron in the Rhone Valley

Authors:

- **Sabine Reydet**, CERAG, University Grenoble Alpes, France
- **Blandine AGERON**, CERAG, University Grenoble Alpes, France
- **Gildas BARBOT**, CERAG, University Grenoble Alpes, France

**Paper 2:** Cumulative information and willingness to pay: An experiment on wine

Authors:

- **Francesco ANGELINI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy
- **Massimiliano CATELLANI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy
- **Massimo VENTRUCCI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy

**Paper 3:** Challenges of an emergent wine destination: Consumer engagement and the case of Sweden's regulated market

Authors:

- **Emma SAMSSIOE**, Department of Service Management and Service Studies, Lund University, Sweden
- **Josefine ÖSTRUP BACKE**, Department of Service Management and Service Studies, Lund University, Sweden

**15-MINUTE BREAK**

**16:30 – 18:00 SESSION 3: EXPERIENCE**

**Zoom link:** <https://zoom.us/j/97290451448>

Session chair: **Charlotte MASSA**, EM Strasbourg, France

**Paper 1:** The influence of social representation on the wine tasting experience in proximity tourism

Authors:

- **Roxane CORBEL**, Faculté des Sciences du Sport, Université de Bourgogne, France
- **Anne-Marie LEBRUN**, Faculté des Sciences du Sport, Université de Bourgogne, France
- **Patrick BOUCHET**, Faculté des Sciences du Sport, Université de Bourgogne, France

**Paper 2:** The role of nostalgia and residents' attitude toward wine festival tourist development: The case of Mendoza Vendimia wine festival

Author:

- **Roxane FAVIER**, IREGÉ, IAE Savoie Mont Blanc, IREGÉ

**Paper 3:** Wine tourism in Southern Sweden: Opportunities and challenges

Authors:

- **Olga RAUHUT KOMPANIETS**, Dalarna University, Sweden
- **Henrietta NILSON**, Halmstad University, Sweden

## Day 2: September 18, 2020 Time Zone (UTC+2)

### 9:00 – 10:30 SOCIALISATION

Zoom link: <https://zoom.us/j/97601487075>

Host: **Marianna SIGALA**, University of South Australia, Australia

Virtual meetings with International Wine Experts and discovery of wine tourism destinations around the world

### \_\_\_\_ 15-MINUTE BREAK \_\_\_\_

### 10:45 – 12:15 SESSION 4: ENVIRONMENTAL CHANGES AND SUSTAINABILITY

Zoom link: <https://zoom.us/j/99887287881>

Session chair: **Yosr BEN TAHAR**, Paris School of Business, France

**Paper 1:** Challenges and opportunities for wine tourism in the shadow of a pandemic: the case of North Canterbury, New Zealand

Authors:

- **Rory HILL**, Lincoln University, New Zealand
- **Joanna FOUNTAIN**, Lincoln University, New Zealand

**Paper 2:** Effects of climate change on the wine sector in Nordic countries

Author:

- **Jeremiás Máté BALOGH**, Corvinus University of Budapest, Hungary

**Paper 3:** Local brand strategy for integrated and sustainable "rice wine" tourism in Japan

Author:

- **Toru KODAMA**, Ryutsu Keizai University, Japan

### \_\_\_\_ LUNCH BREAK \_\_\_\_

## 13:00 – 14:30 SESSION 5: CUSTOMER SEGMENTATION

**Zoom link:** <https://zoom.us/j/93001875995>

Session chair: **Charlotte MASSA**, EM Strasbourg, France

**Paper 1:** Cheese and wine pairing: a marketing analysis of Catalan cellars

Authors:

- **Francesc FUSTÉ-FORNÉ**, Institut de recerca en turisme, University of Girona, Spain
- **Lluís MUNDET I CERDAN**, Institut de recerca en turisme, University of Girona, Spain

**Paper 2:** Micro-wine service segments: Accelerators of wine education in the Rhone Valley

Authors:

- **Daria HOLODNIK**, Opole University of Technology, Poland
- **Gildas BARBOT**, University Grenoble Alpes, France

**Paper 3:** To retail or not to retail: Examining the relationship between producer-retailer proximity and price policies

Authors:

- **Nathalie SPIELMANN**, NEOMA Business School, France
- **Volker Georg KUPPELWIESER**, NEOMA Business School, France

\_\_\_\_\_ **15-MINUTE BREAK** \_\_\_\_\_

## 14:45 – 15:45 SESSION 6: DIGITAL

**Zoom link:** <https://zoom.us/j/96385062499>

Session chair: **Coralie HALLER**, EM Strasbourg, France

**Paper 1:** Crushing content marketing with videos: What consumers want

Authors:

- **Natalia VELIKOVA**, Texas wine research institute, Texas Tech University, USA
- **Tatiana BOUZDINE-CHAMEEVA**, KEDGE Business School (Talence), France
- **Marc FAGET**, KEDGE Business School (Talence), France
- **Bogdan OLEVSKYI**

**Paper 2:** An exploratory analysis of wineries digital strategy via websites functionality:  
The case of two cross-border territories (Roussillon and Emporda)

Authors:

- **Olga GONCALVES**, MRM, University of Perpignan, France
- **Raquel CAMPRUBI**, Faculty of tourism, University of Girona, Spain

**15:45 – 16:15 CLOSING PLENARY**

**Zoom link: <https://zoom.us/j/93552605468>**

Host: **The organizing committee**

