

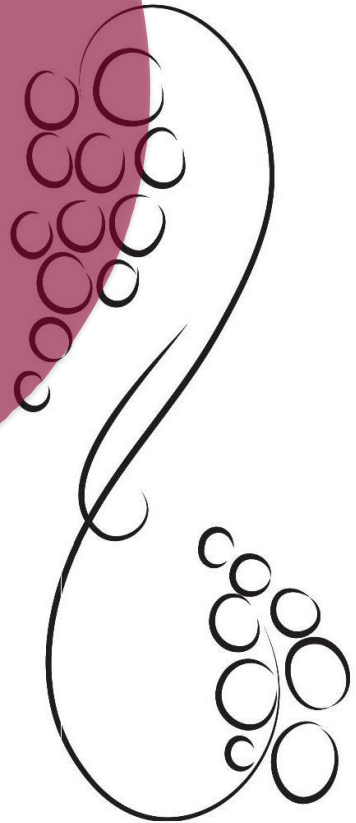
## Corporate Chair in Wine and Tourism

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



Association Francophone de Management du Tourisme

# PROGRAM

*Wednesday, June 26th, 2019*

Welcome to the opening reception from 6:30 to 8 pm

Location : Cave Historique des Hospices de Strasbourg - Historic Wine Cellar of Strasbourg Hospices (<https://www.vins-des-hospices-de-strasbourg.fr/en/>)



**Thursday, June 27th, 2019**



**8 - 8:30am : Welcome and registration**

**8:30 - 9am : Opening Plenary**

- Dr Herbert CASTERAN, Dean EM Strasbourg Business School
- Prof. Nicolas PEYPOCH, President of the AFMAT Association
- Philippe BOUVET, Director of the Alsace Professional Wine Council
- Dr Coralie HALLER, Head of corporate Chair in Wine and Tourism

**9 to 10.30am : Session N°1 - Consumer behavior**

**Chairman** : Dr Charlotte Massa, Associate professor, EM Strasbourg Business School

**Paper n°1** : Wine and scenic beauty – perfect pairing : Perceptions of wine landscapes by U.S. Millennials

**Authors** : Natalia Velikova (Texas Tech University), Matthew Bauman (Texas Tech University) and Sarah Timmons (Texas Tech University)

**Paper n°2** : The Environment and Perceptions of Wine Consumers regarding Quality, Risk and Value : Reputations of Regional Wines and Restaurants

**Authors** : Mark Bonn (Dedman School of Hospitality & Tourism Management, Florida State University) and Meehee Cho (College of Hotel and Tourism Management, Kyung Hee University)

**Paper n°3** : The wine tourist in the city: The case study of Barcelona

*Authors* : Giulia Gastaldello (Universita degli Studi di Padova) and Luca Rossetto (Universita degli Studi di Padova)

**Paper n°4** : Expanding the knowledge of wine tourism experiences in the Alsace wine region  
: An intercultural perspective

*Authors*: Isabelle Hess (Chaire wine & tourism), Coralie Haller (EM Strasbourg Business School) and Jean-Paul Méreaux (Université de Reims-Champagne-Ardennes)



**10.30 to 11am : Coffee Break**



**11 to 12.30am : Session N°2 - Entrepreneurship**

**Chairman** : Dr Yosr Ben Tahar, Associate professor, Paris School of Business

**Paper n°5** : How nomad entrepreneurs contribute in building dynamic capabilities in a global context, the case of flying wine-makers

*Authors* : Sylvaine Castellano (Paris School of Business), Insaf Khelladi (ICN Business School), Rossella Sorio (Paris School of Business)

**Paper n°6** : Emotions to invest for performance in wine & spirit family business

*Authors* : Yosr Ben Tahar (Paris School Business), Coralie Haller (EM Strasbourg) and Jean Eric Pelet (ESCE International Business School Paris)

**Paper n°7** : An exploration of innovativeness of wineries and wine regions : Basis for a differentiated destination profiling?

*Authors*: Marc Dressler (Hochschule Ludwigshafen, BWL und Entrepreneurship) and Ivan Paunovic (Dienstleistungszentrum Ländlicher Raum Rheinpfalz)

**Paper n°8** : Newcomers in the wine sector : what stories should they tell to become true winemakers ?

*Authors* : Sarah Mussol (University of Montpellier) and Yosr Ben Tahar (Paris School of Business)

**12.30 to 1pm : Wine tasting**



**JEAN SIEGLER**  
CLOS DES TERRES BRUNES

*Martial*  
**DIRRINGER**  
L'ARTISAN



**Vins d'Alsace**  
**Dambach-la-Ville**



**1 to 2 pm : Lunch @the Golden Tulip restaurant**



**2 - 3.30pm : Session N°3 - ICT**

**Chairman** : Dr Coralie Haller, Associate professor, EM Strasbourg Business School

**Paper n°9** : The role of Internet of Things to balance tradition and innovation in the wine industry

**Authors** : Sylvaine Castellano (Paris School of Business), Insaf Khelladi (ICN Business School) and David Kalisz (Paris School of Business)

**Paper n°10** : Exploring the perceived value of a wine tourism mobile app : Conceptual framework and empirical study

**Authors** : Valentina Kirova (La Rochelle Business School - Excelia Group) and Tan Vo Thanh (La Rochelle Business School - Excelia Group)

**Paper n°11** : Rural Tourism and Social media: an application of text analysis in the Chianti Classico region

**Authors** : Sara Fabbrizzi (Università degli Studi di Firenze), Veronica Alampi Sottini (Università degli Studi di Firenze), Elena Barbierato (Università degli Studi di Firenze), Iacopo Bernetti (Università degli Studi di Firenze), Irene Capecchi (Università degli Studi di Firenze) and Silvio Menghini (Università degli Studi di Firenze)

**Paper n°12** : Tourisme urbain et œnotourisme, quelles combinaisons optimales pour les villes des territoires viticoles ?

**Authors** : Benoit Faye (INSEEC Business School) and Hélène Louys (INSEEC Business School)



**3.30 - 4pm : Coffee Break**



**4 - 5.30pm : Session 4 - Valorisation of a wine tourism destination**

**Chairman** : Dr Lucas Nesselhauf (Heilbronn University of Applied Sciences)

**Paper n°13** : Attributes of Experiential Consumption : An Application to Wine and Culinary Tourism

**Authors** : Guenter Schamel (Free University of Bozen)

**Paper n°14** : Creating a wine farm destination : A new business model for an agritourism micro-cluster

**Authors** : Robin M. Back (University of Central Florida), Linda L. Lowry (University of Massachusetts) and Lindsey M. Higgins (California Polytechnic State University)

**Paper n°15** : Wine event perception : The case of Nîmes toques

*Authors* : Olga Goncalves (University Perpignan Via Domitia), Raquel Camprubi (Universitat de Girona), Cendrine Fons (FEG, Aix-Marseille University) and Bernardin Solonandrasana (University Perpignan Via Domitia)

**Paper n°16** : Wine Cycling Tourism

*Author s*: Jana Heimel (Heilbronn University of Applied Sciences) and Lucas Nesselhauf (Heilbronn University of Applied Sciences)

**5:30 - 6pm Closing Plenary**

- Stefan VRTIKAPA, LK Tours - Travel Agency - The Kutzig
- Dr Coralie HALLER, Head of corporate Chair in Wine and Tourism

**7pm to 11pm - Gala Dinner - Maison Kammerzell**

Location : Place de la cathédrale - Cathedral Square (<https://www.maison-kammerzell.com>)

**Maison Kammerzell**

**11pm to the end of the night : #AfterWine Party**

Au Pif (21 Rue de l'Ail, 67000 Strasbourg)

**Friday, June 28th, 2019**  
**Field Trip to the Alsace Vineyards**

**8.30am : Departure from @the Golden Tulip**

**10 - 11.30am : Domaine Bott Frères, Ribeauvillé**

<https://www.bott-freres.fr/en/>



**11.30-12 am : Discovering scenic views of the Alsace Wine Road**

**12am : Château de la Confrérie Saint Etienne, Kientzheim**

<http://confrerie-st-etienne.com/fr/>

- 12 to 1.30pm : Lunch time in the Garden
- 1.30 to 2.30 : Visit of the wine museum and walking tour in the village
- 2.30 to 4pm : “Dégustation solennelle”
- **Best Paper Award** - Official introduction as Confrerie Saint Etienne Ambassadors



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**D'ALSACE**  
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[chancellerie@confrerie-st-etienne.com](mailto:chancellerie@confrerie-st-etienne.com)

**4 to 5.30pm : Transfert back to Strasbourg**

**5.30pm : two possible stops**

- Strasbourg Central Train Station
- @the Golden Tulip

Good byes and crying :-)



*We hope you'll enjoy your stay*

