

Corporate Chair in Wine and Tourism

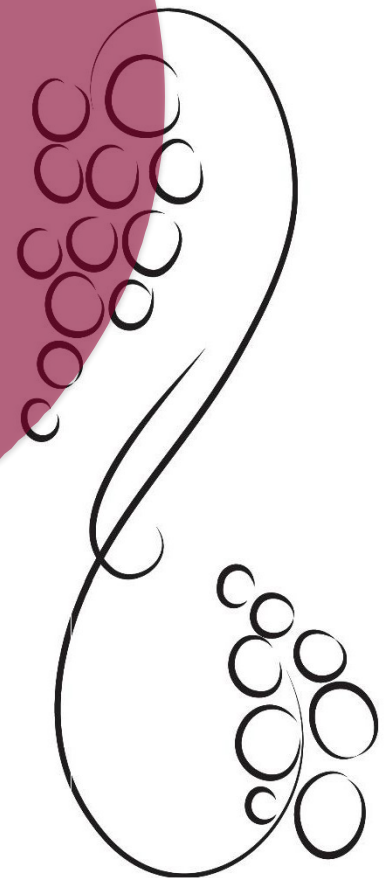
EM Strasbourg Business School

1st International Research
Workshop on Wine tourism :

*Challenges and futures
perspectives*

27-28th June 2019
Strasbourg, Alsace, France

With the support of



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 : Prof Dr Marc Dressler, Hochschule Ludwigshafen, BWL und Entrepreneurship

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 digital innovation activity of German wineries in the regional tourism context: differentiation and complementarity

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

- 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

4 to 5.30pm : Transfert back to Strasbourg

5.30pm : two possible stops

- Strasbourg Central Train Station
- @the Golden Tulip



CONFRERIE SAINT-ETIENNE
D'ALSACE
Château de la Confrérie
1 Grand Rue Kientzheim - F 68240 Kaysersberg Vignoble
Tél. 33 (0)3 89 78 23 84 - Fax. 33 (0)3 89 47 34 74
www.confrerie-st-etienne.com
chancellerie@confrerie-st-etienne.com

Good byes and crying :-)

