

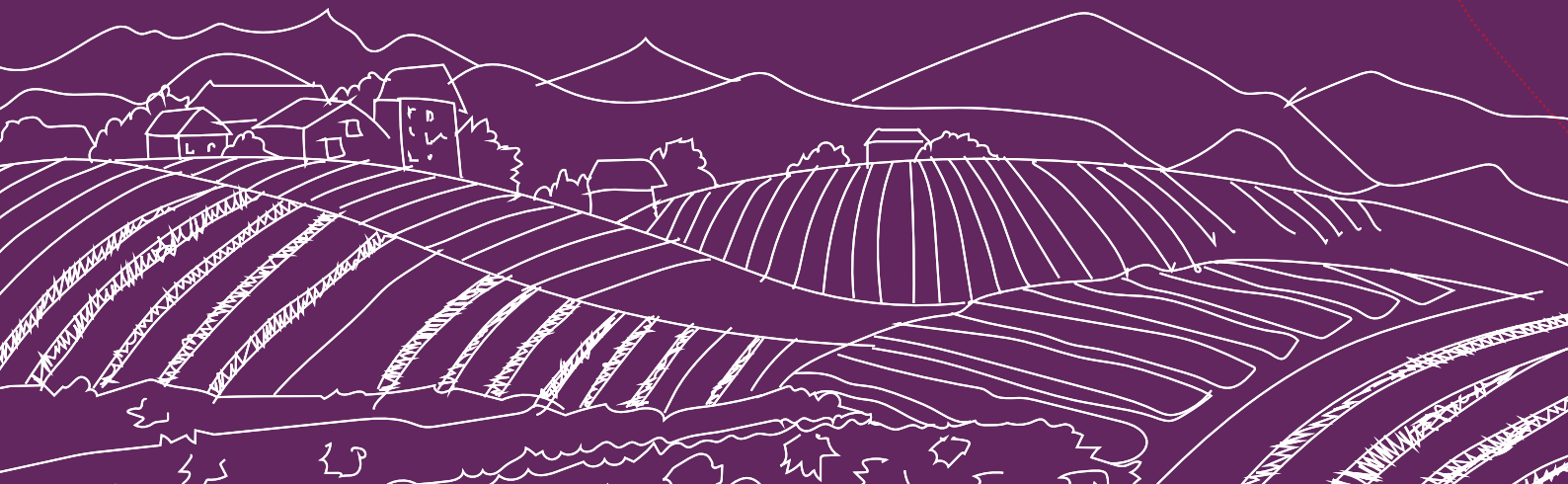
3rd International Research

# Workshop in Wine Tourism

Trends for a sustainable  
and resilient wine tourism industry

OCTOBER 18 – 20, 2023

VALDOBBIADENE AND TREVISO, ITALY



Consorzio di Tutela



PROSECCO DOC  
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# SCHEDULE

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### DAY 1 - WEDNESDAY, OCTOBER 18

**7.00pm - 8.00pm** Welcome cocktail in Consorzio di Tutela Prosecco DOC Headquarter (*Via Calmaggione, 23 - 31100 Treviso*)

### DAY 2 - THURSDAY, OCTOBER 19

**7.30am - 9.00am** Bus Transfer from Treviso to Consorzio di Tutela del Vino Conegliano Valdobbiadene Prosecco DOCG Headquarter (*Piazza Libertà, 7 – Solighetto - Pieve di Soligo*)

**9.00am - 9.15am** Registration

**9.15am - 9.40am** Welcome and greetings

- **Coralie Haller**, Professor | EM Strasbourg Business School, University of Strasbourg, Corporate Chair in Wine and Tourism
- **Vladi Finotto**, Professor | Ca' Foscari University of Venice
- **Giuliano Vantaggi**, Site Manager | Associazione per il Patrimonio delle Colline del Prosecco di Conegliano e Valdobbiadene UNESCO
- **Elke Kitzelmann**, President | HERMES Higher Education Network

**9.40am - 10.00am** **Diego Tomasi**, Director | Consorzio di Tutela del Conegliano Valdobbiadene Prosecco DOCG - *"The role of the consortium in the conservation and valorization of Conegliano Valdobbiadene terroir"*

#### SESSION 1

**10.00am - 11.00am** **Rethinking wineries: from production to service**  
*Paper 1: Sustaining competitiveness in the wine tourism business: challenges and opportunities for small and medium wineries in Tuscany*

#### AUTHORS:

- **Cristina Santini**, Università San Raffaele - Laboratorio Studi Rurali Sismondi (Italy)
- **Alessio Cavicchi**, University of Pisa (Italy)

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***Paper 2: Product innovation in wine with impulses for hospitality, wine and tourism: natural and non-alcoholic wines – experiences of three German SME wineries***

AUTHORS:

- **Marc Dressler**, Weincampus Neustadt, University of Ludwigshafen (Germany)
- **Ivan Paunovic**, Bonn-Rhein Sieg University of Applied Sciences (Germany)

***Paper 3: Sustainability in family wineries: insights from an old-world wine country***

AUTHOR:

- **Maria Alebaki**, Agricultural Economics Research Institute (AGRERI), Hellenic Agricultural Organization DIMITRA (Greece)

***Case Study: Azienda Agricola Merotto***

**11.00am - 11.20am** Coffee break

## SESSION 2

**11.20am - 12.20pm** **Creating places: wine tourism landscapes**

***Paper 1: The protection of terroirs and consumers on the Internet***

AUTHORS:

- **Benjamin Louis**, CEO - Sparkling (France)

***Paper 2: Carving the Image: Ski Instructors as Brand Ambassadors for Wines from Alto Adige***

AUTHORS:

- **Isabel Kottmann**, Hochschule Geisenheim University (Germany)
- **Jochen Heussner**, Justus-Liebig University Giessen (Germany)
- **Jon H. Hanf**, Hochschule Geisenheim University (Germany)

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***Paper 3: The contribution of landscape diversity to the beauty of German wine landscapes - an eye-tracking experiment***

AUTHORS:

- **Maximilian Tafel**, Hochschule Geisenheim University (Germany)
- **Kristýna Kohoutková**, Mendel University (Czech Republic)
- **Anne-Katrin Kleih**, Hochschule Geisenheim University (Germany)
- **Eckhard Jedicke**, Hochschule Geisenheim University (Germany)

***Case Study: Borgoluce***

**12.30pm - 1.30pm**

Light lunch

**1.45pm - 2.15pm**

***Keynote speech: Léo-Paul Dana***, Dalhousie University & ICD Business School Paris - *“Wine tourism in Waiheke Island New Zealand: How different than in Europe?”*

**2.15pm - 3.25pm**

UNESCO sites

- **Roberto Cerrato**, Director | Associazione per il Patrimonio dei Paesaggi Vitivinicoli di Langhe-Roero e Monferrato UNESCO - *“The UNESCO Management Plan for the Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato”*
- **Mara Nemela**, Director | Fondazione Dolomiti UNESCO - *“Working together in the Dolomites World Heritage Site - the challenges of a serial property”*
- **Giuliano Vantaggi**, Site Manager | Associazione per il Patrimonio delle Colline del Prosecco di Conegliano e Valdobbiadene UNESCO - *“The Prosecco Hills of Conegliano and Valdobbiadene - Sustainable Tourism Projects”*

**SESSION 3**

**3.25pm - 4.25pm**

**Wine consumption: experiences and representation**

***Paper 1: Consumer preferences for experiential marketing and wine tourism experience: evidence from Turkey and Italy***

AUTHORS:

- **Ece Hatipoglu**, University of Padova (Italy)
- **Eugenio Pomarici**, University of Padova (Italy)
- **Elisa Giampietri**, University of Padova (Italy)

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***Paper 2: New wine tourism avenues: what drives consumers? An application of the Theory of Planned Behaviour***

AUTHORS:

- **Giulia Gastaldello**, Free University of Bozen-Bolzano (Italy)
- **Luca Rossetto**, University of Padova (Italy)
- **Elisa Giampietri**, University of Padova (Italy)

***Paper 3: Drink me! Bringing wine to the housewives***

AUTHORS:

- **Eve Lamendour**, Université de La Rochelle (France)

***Case Study: Marketing Arena***

- 4.25pm – 4.40pm** Busforfun Case Study
- 4.40pm - 5pm** Bus Transfer to “**Bortolomiol**” Winery - [www.bortolomiol.com](http://www.bortolomiol.com)
- 5pm – 7pm** Visit of “**Bortolomiol**” Winery and wine tasting
- 7pm - 7.30pm** Bus Transfer to Dinner
- 7.45pm - 10.00pm** Networking Dinner
- 10.00pm - 11.00pm** Bus Transfer from Dinner location to Treviso

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## DAY 3 - FRIDAY, OCTOBER 20

**9.00am - 9.30am** Transfer by walking to Consorzio di Tutela Prosecco DOC  
(Via Calmaggione, 23 - Treviso)

### SESSION 4

**9.30am - 10.30am** Wine tourism in the world

***Paper 1:** Forecasting Wine Tourism: A Review*

AUTHORS:

- **Martin Kunc**, University of Southampton (UK)

***Paper 2:** Trends in wine consumption in Japan: a comparative study of the perception and consumption contexts of Old-World and New-World wines*

AUTHORS:

- **Nada Maaninou**, University of Strasbourg (France)
- **Chloé Drezen**, EM Strasbourg Alumni, Wine and Tourism Management, Spirits Marketing Product Manager at La Maison du Whisky (France)

***Paper 3:** The Impacts of Climate Change on the Global Wine Sector: The Case of Nordic Countries*

AUTHORS:

- **Jeremiás Máté Balogh**, Corvinus University of Budapest (Hungary)
- **Zalán Márk Maró**, Corvinus University of Budapest (Hungary)

***Case Study:** Bottega SpA*

**10.45am – 11.00am** ***Speech:** Nic S. Terblanche*, University of Stellenbosch, South Africa –  
“Wine Tourism in South Africa”

**11.00am - 11.20am** Coffee break



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## SESSION 5

**11.20am - 12.20pm** Technologies and wine tourism

***Paper 1:** Let's get digital! Digitalization and wine tourism between bottles and bottlenecks*

AUTHORS:

- **Francesca Checchinato**, Ca' Foscari University of Venice (Italy)
- **Cinzia Colapinto**, Ca' Foscari University of Venice (Italy)
- **Vladi Finotto**, Ca' Foscari University of Venice (Italy)
- **Christine Mauracher**, Ca' Foscari University of Venice (Italy)
- **Chiara Rinaldi**, Ca' Foscari University of Venice (Italy)

***Paper 2:** When wine acts like fashion in the web 3.0 world, NFT are not far!*

AUTHORS:

- **Jean-Eric Pelet**, LEFMI, IAE d'Amiens, Univ de Picardie Jules Verne (France)
- **Coralie Haller**, University of Strasbourg (France)
- **Laurent Florès**, Université Paris-Panthéon-Assas (France)

***Paper 3:** Producers vs. consumers perception of sustainability in the wine sector: making the most of ICT tools to explore different meanings and values*

AUTHORS:

- **Chiara Mignani**, University of Pisa (Italy)
- **Cristina Santini**, Università San Raffaele (Italy)
- **Emanuele Frontoni**, University of Macerata (Italy)
- **Alessio Cavicchi**, University of Pisa (Italy)

***Case Study:** Serena Wines*

**12.30pm - 1.30pm** Light lunch

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- 1.45pm - 2.15pm** *Keynote speech: Lena Mossberg*, Gothenburg University, Sweden  
- “Consumer experiences and place development”
- 2.15pm - 3.00pm** Innovation in the Prosecco DOC Area
- **Luca Giavi**, Director | Consorzio di Tutela Prosecco DOC
  - **Andrea Battistella**, Vice Director | Consorzio di Tutela Prosecco DOC
  - **Silvia Liggeri**, Viticulture & Sustainability | Consorzio di Tutela Prosecco DOC
- 3.00pm – 3.30pm** Concluding remarks: looking ahead
- 3.30pm - 4.00pm** Bus Transfer to “**Villa Sandi**” - [www.villasandi.it](http://www.villasandi.it)
- 4.00pm - 5.30pm** Visit of “**Villa Sandi**” Winery and wine tasting
- 5.30pm - 6.30pm** Bus Transfer to Treviso
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For more information, visit the [website](#) of workshop