

CALL FOR CHAPTERS

In Special Edition **Springer Nature**
Tourism, Hospitality & Event Management
Trends for a sustainable and resilient wine tourism industry



Scope

The wine industry can no longer be dissociated from tourism activities as shown by wine tourism activities progressively flourishing around the world, with wine regions documented in more than 70 different countries and thousands of wineries offering their own distinctive portfolio of wines. Wine tourism is a multifaceted activity inspired and driven by the appeal that goes beyond simply the tasting and purchasing of wine. It includes a combination of food, accommodation, recreational activities (wine events, festivals, shows), cultural attractions, and an enjoyable rural and natural landscape. Thus, wine tourism is touted as a winery's golden ticket to increase wine sales, to turn visitors into brand ambassadors, to get repeat visits and to achieve brand recognition and brand loyalty. From a larger perspective, wine tourism implies the possibility for tourists to enjoy and experience all the attributes of a wine region. Still, wine tourism requires a solid business model acknowledging costs and service requirements to ensure resilience and strategic value creation potential. Thus presented, wine tourism is at the heart of current concerns related to the issue of resilience and sustainability. There is a need to adapt to the rapid changes that are taking place on the structural, ecological, economic and consumer behavioral levels which leads to the questioning of wine tourism through several prisms. It is therefore about survival, change, adaptation, innovation, resilience and sustainability of the wine business through tourism.

Objectives of the book

This book aims to provide relevant theoretical frameworks and latest empirical research findings in wine tourism. It will be written for professionals and academics who want to improve their understanding and knowledge of the strategic role of wine tourism and its social, economic and environmental impacts. Moreover, the book will provide insights and support executives concerned.

Target Audience

The target audience of this book will be composed of professionals and researchers working in the field of wine, tourism and wine tourism in various disciplines including (but not exclusively) marketing, sales, communication, management, IT, education, etc.

Submission Procedures & Reviewing process

Researchers and practitioners are invited to submit **on or before April 8th**, a chapter proposal of **1,000 to 2,000 words** clearly explaining the mission and concerns of his or her proposed chapter. Authors of accepted proposals will be **notified by April 29th** about the status of their proposals and sent chapter guidelines. Full chapters are expected to be **submitted by the July 23rd**.

All submitted chapters will be reviewed on a **double-blind review basis**. There are no submission or acceptance fees for manuscripts submitted to this book special issue. All manuscripts are accepted based on a **double-blind peer review editorial process**.

Recommended topics include, but are not limited to, the following:

Chapters should focus on the latest developments and findings in management sciences in the wine tourism industry. The special issue welcomes theoretical, empirical, experimental, and case study research contributions. All contributions should clearly address the practical and theoretical implications of the research reported.

- Eco-system, new business models and innovation at the intersection between wine production and promotion of destinations and territories
- Entrepreneurship in wine tourism industry
- Strategic management: cooperation, collaboration, networks and alliances to promote the territories of wine and to generate local economic development
- ICTs and digital practices in wine tourism and wine-related territorial development
- Wine tourism experience
- Cross-cultural studies and cultural influences
- Sustainability, ESG and circular economy in the wine tourism sector
- Wine tourism events/festivals
- Wine destination management
- Cellar door management and wine hospitality
- Competences, skills and professional development trajectories in the wine tourism sector
- Case studies: e.g. best practice

Requirements for chapter contribution

- Title page should include name(s) of author(s), affiliations, email address and corresponding authors
- Referencing style: APA 7th
- Font: Times New Roman, Font size: 12, 1,15 line spacing, Margins 2,5 cm for top, bottom, left and right
- Only word documents will be accepted (save the title of your paper as title of the contribution)
- 10 pages maximum, including title page, references and appendices

Time frame

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| Phase 1 CALL | Call for chapters submission | March 6 th 2024 |
| | Submission deadline for chapter proposal | April 8th 2024 |
| | Pre-acceptance of chapter proposal | April 29 th 2024 |
| | Full chapter submission | July 23rd2024 |
| Phase 2 REVIEW | Paper sent to reviewers | July 27 th 2024 |
| | Review results due to editor | September 2 nd 2024 |
| | Review results due to authors | September 27 th 2024 |
| Phase 3 FINAL | Revisions due from authors | November 25th 2024 |
| | Final acceptance/rejection notification due to authors | December 20 th 2024 |
| | All final accepted materials due from authors | January 10 th , 2025 |
| | Final preface and table of contents | January 20 th , 2025 |
| | Final deadline for submission of the book | February 7 th , 2025 |

Publisher

The book series “**Tourism, Hospitality & Event Management**” to be published by **Springer Nature** covers all topics relevant to the tourism, hospitality, and event industries. It includes destination management and related aspects of the travel and mobility industries as well as effects from developments in information and communication technologies. “Tourism, Hospitality & Event Management” embraces books both for professionals and scholars, and explicitly includes undergraduate and advanced texts for students. In this setting, the book series reflects the close connection between research, teaching, and practice in tourism research and tourism management and the related fields. This call for chapters is for a special issue called “**Trends for a sustainable and resilient wine tourism industry**”. For additional information regarding the publisher, please visit:

<https://www.springer.com/series/15444>

Contacts

For inquiries about this call for chapters, please email to any of the following editors:

Coralie HALLER – coralie.haller@em-strasbourg.eu

Editors

Dr Coralie HALLER, EM Strasbourg Business School, University of Strasbourg

Chair in Wine and Tourism, HuManiS (UR 7308)

Dr Léo-Paul DANA, Chaire ETI - Sorbonne Business School, Université Paris 1 Panthéon-Sorbonne

Member of the Chair in Wine and Tourism, EM Strasbourg Business School, University of Strasbourg

Dr Marc DRESSLER, Ludwigshafen University of Business and Society

Head of MBA Wine, Sustainability & SalesBWL und Entrepreneurship

Member of the Chair in Wine and Tourism, EM Strasbourg Business School, University of Strasbourg

Dr Vladi FINOTTO, Venice School of Management, Ca’Foscari University of Venice

Member of the Agrifood Management & Innovation Lab

Dr Christine MAURACHER, Venice School of Management, Ca’Foscari University of Venice

Member of the Agrifood Management & Innovation Lab