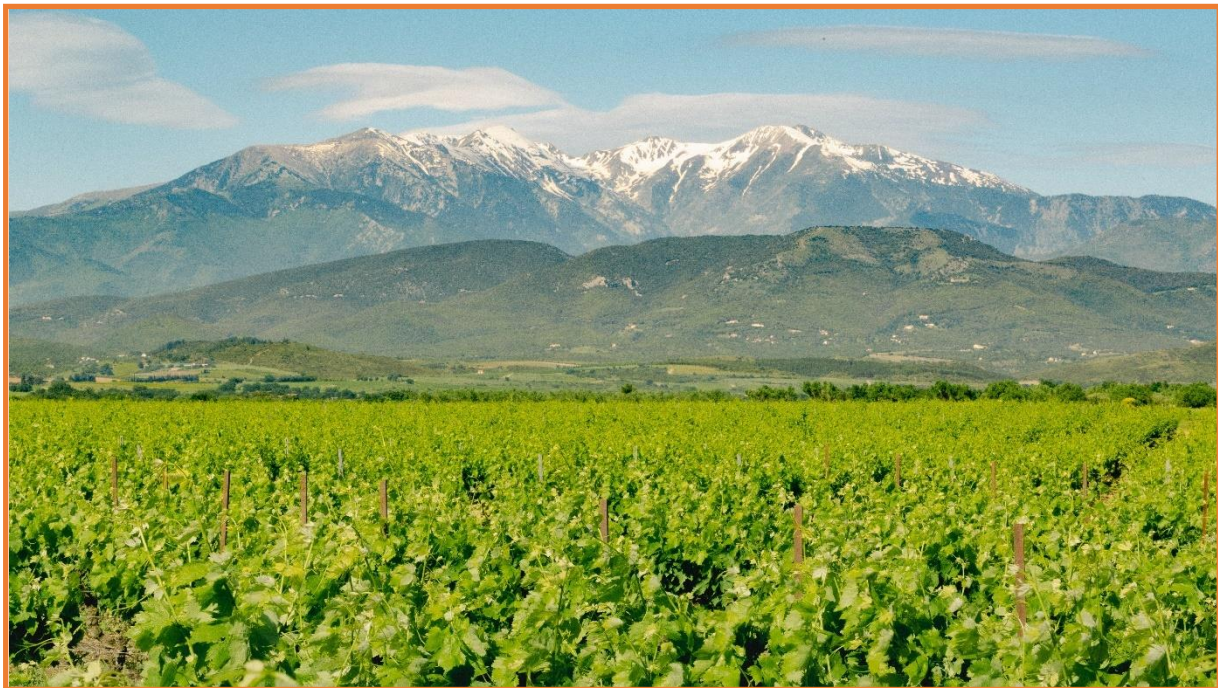


4th International Research Workshop on Wine Tourism and Agrifood: Resilience and Transitions

15-17th October 2025 Perpignan, France



Co-organised by Corporate Chair in Wine and Tourism, EM Strasbourg Business School, University of Strasbourg & IAE Perpignan, University of Perpignan Via Domitia (UPVD)

WORKSHOP PROGRAM

DAY 1 | October 15, 2025

19.00 – 20.00 | WELCOME COCKTAIL (Perpignan city, Place de la Cathédrale)

DAY 2 | October 16, 2025

9.00 - 9.30 | PARTICIPANT REGISTRATION AND WELCOME COFFEE
(Location: IAE entrance Hall - UPVD)

9.30 - 10.00 | WELCOME AND GREETINGS (Room IAE 2-3)

- **Coralie Haller**, EM Strasbourg, University of Strasbourg, France
- **Olga Goncalves**, IAE, University of Perpignan Via Domitia, France
- **Aurélie Corne**, IAE, University of Perpignan Via Domitia, France

10.00 - 12.00 | SESSION 1 (Room IAE 2-3)

CONSUMERS PREFERENCES AND SUSTAINABILITY

Session chair: **Aurélie CORNE**, IAE, University of Perpignan Via Domitia, France

Paper 1. High-Altitude, High Value? Consumer Preferences for Mountain Wines

Authors:

- **Giulia Maesano**, Alma Mater Studiorum, University of Bologna, Italy
- **Andrea Baroni**, Alma Mater Studiorum, University of Bologna, Italy
- **Maurizio Canavari**, Alma Mater Studiorum, University of Bologna, Italy
- **Katia Sidali**, University of Verona, Italy

Paper 2. Valuing Organic Wines: An Economic Experiment on Consumer Preferences

Authors:

- **Lucas Silveiredo**, iBMS, University of Minho, Portugal
- **Pedro Salvador**, iBMS, University of Minho, Portugal
- **Beatriz Casais**, iBMS, University of Minho, Portugal
- **Lígia Costa Pinto**, iBMS, University of Minho, Portugal

Paper 3. Wine Consumer Deep Drill: Conjoint-Based Segmentation for Sustainable Offer Design

Authors:

- **Marc Dressler**, Ludwigshafen University of Business and Society, Germany
- **Katharina Kleiner**, Ludwigshafen University of Business and Society, Germany

Paper 4. Assessing the Willingness to Pay for Sustainable Olive Oil in Portugal and Spain: A CVM Comparative Study

Authors:

- **Belén López-Felices**, University of Almeria, Spain
- **Lígia Costa Pinto**, iBMS, University of Minho, Portugal
- **Marieta Valente**, NIPE, University of Minho, Portugal
- **Juan F. Velasco-Muñoz**, University of Almeria, Spain

--- LUNCH BREAK with [Slow-food Pays Catalan](#) ---

13.30 - 14.15 | KEYNOTE SPEAKER (*Co-working room Incubateur*)

ISLAND WINE TOURISM IN THE FACE OF CLIMATE CHANGE: PERCEIVED RISKS AND ADAPTATION MEASURES



Dr. **Maria ALEBAKI** is an Associate Researcher at the Agricultural Economic Research Institute of ELGO-DIMITRA (Athens). She has conducted two post-doctoral fellowships on the resilience and educational aspects of wine tourism, respectively. Apart from her research and publication pursuits, she serves as an Adjunct Faculty Member at the Hellenic Open University and as a Visiting Professor in several other Universities. She has collaborated with rural and wine tourism associations in Greece and Cyprus, while, since June 2024, she is a member of the experts' group "ECOMAR eWG5: Wine Tourism – Sustainable challenges for the sector" of OIV.

14.20 - 15.20 | ROUNDTABLE DISCUSSION (*Co-working room Incubateur*)

VITICULTURE AND CLIMATE CHANGE: WATER, TERRITORIES, AND CONFLICTS OF USE BETWEEN TOURISM AND AGRICULTURE

Facilitated by Coralie **HALLER**, EM Strasbourg, University of Strasbourg, France

With the participation of:

- **Jean BERTRAND**, Head of Water Management, [Pyrénées-Orientales Chamber of Agriculture](#)
- **Antoine LESPES**, Research and Development Officer, [Domaine LAFAGE](#) (specializing in regenerative viticulture)

15.25 - 15.45 | COFFEE BREAK

15.45 - 17.15 | SESSION 2 (Room IAE 2-3)

ENTREPRENEURSHIP, INNOVATION AND BUSINESS MODELS FOR RESILIENCE

Session chair: **Yosr BENTAHAR**, Paris Business School, France

Paper 1. From Business Ecosystems to Project-Oriented Ecosystems: Towards an Organized Structure Serving Innovation

Authors:

- **Esther Schmitt**, EM Strasbourg Business School, University of Strasbourg, France
- **Coralie Haller**, EM Strasbourg Business School, University of Strasbourg, France

Paper 2. Passion Driven Entrepreneurship to Become a Farmer

Authors:

- **Yosr Bentahar**, Paris School of Business, France
- **Sarah Mussol**, University of Montpellier, France

Paper 3. Passing down the vineyard: A study of family business transitions in the AOC Cairanne between outgoing owners and successors

Author:

- **Mathilde Bleesz**, Wine Estate Successor in Alsace, France

17.25 - 17.55 | Transfer to winery by bus

18.00 - 19.15 | Visit to the winery and testing at [Domaine Sol Payré](#)

19.30 - 22.00 | Dinner at [Domaine Sol Payré](#)

22.00 - 22.45 | Transfer from Dinner location to IAE UPVD and Perpignan train station or Perpignan City

DAY 3 | October 17, 2025

8.30 - 8.45 | WELCOME COFFEE (Location: IAE entrance Hall - UPVD)

8.45 - 10.45 | SESSION 3 (Room *IAE* 2-3)

WINE TOURISM, GASTRONOMY AND TRANSITIONS

Session chair: **Raquel CAMPRÙBI**, University of Girona, Spain

Paper 1. Green Revolution in the Restaurant Industry: A Systematic Review of Sustainability in Gastronomy

Authors:

- **Mireia Pascual**, University of Girona, Spain
- **José A. Donaire**, University of Girona, Spain

Paper 2. Rethinking Wine through No-Low Perspectives

Authors:

- **Maggie Scordel**, Institut Lyfe, France
- **Marco Bottura**, Institut Lyfe, France

Paper 3. Structuring an Emerging Wine Tourism Destination: A Proximity-Based Approach. The Case of the Moselle Wine Route

- **Stéphanie Hirtz**, EM Strasbourg Business School, University of Strasbourg, France

Paper 4. Inclusive Wine Tourism: Designing Accessible Experiences for All

- **Coralie Haller**, EM Strasbourg Business School, University of Strasbourg, France
- **Michel Franck**, EM Strasbourg Business School, University of Strasbourg, France

10.55 - 11.55 | Transfer to Collioure by bus

12.00 – 12.45 | Activity

--- LUNCH BREAK at Bouillon Marinade ---

14.15 - 15.30 | Visit to Collioure (voted Most Beautiful Village in France in 2024) with the Tourist Office

15.30 - 17.00 | Visit to the Cooperative Winery and tasting at Le Cellier des Dominicains

17.00 – 17.10 | **CLOSING AND GREETINGS** (Location: Le Cellier des Dominicains Cooperative Winery)

- **Coralie Haller**, EM Strasbourg, University of Strasbourg, France
- **Olga Goncalves**, IAE, University of Perpignan Via Domitia, France
- **Aurélie Corne**, IAE, University of Perpignan Via Domitia, France

17.15 - 18.15 | Transfer from Collioure to IAE UPVD and Perpignan train station or Perpignan city by bus

For further information, please visit the following webpage:

<https://www.em-strasbourg.com/fr/agenda/international-research-workshop-wine-tourism-and-agrifood>

Or contact the following email address:

wtaf2025workshop@univ-perp.fr

With the support of:

