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Wine Tourism

Guest Editor:

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submissions:
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Message from the Guest Editor

Dear Colleagues,

This Special Issue will bring together academic and professional authors to share ideas and practices on the transformative potentials of wine tourism. The call for papers for this issue includes the following topics:

Tourists—different segments of wine tourists, attitudes/values/preferences

Products—wine tourism products marketing strategies and special offers of tourism organizations and vintners

Regions—co-operations/partnerships in regions, added value, macroeconomic effects, destination development

Experiences—experiential consumption and innovative wine experiences, cultural aspects, fascination of wine tourism

Contemporary Issues—wine architecture, sustainability, blogging, social media, eMarketing, culinary and wine related media ventures

Resources—focuses on the cultural, natural, political and economic capital that generates and sustains wine tourism industry

Practices—considers service design, fair labour, delivery, incubators, innovation and diversification

Outcomes—draws on ideas about the impacts, potentials and realised transformations brought on by wine tourism

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Special Issue