

# Special Issue

## Wine Tourism

### Message from the Guest Editor

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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### Guest Editor

Dr. Byron Marlowe

Carson College of Business, School of Hospitality Business  
Management, Wine and Beverage Business Management Program  
Coordinator, Washington State University, Pullman, USA

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### Deadline for manuscript submissions

closed (30 December 2019)



## Beverages

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## About the Journal

### Message from the Editor-in-Chief

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#### Editor-in-Chief

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#### Author Benefits

##### High Visibility:

indexed within Scopus, ESCI (Web of Science), FSTA,  
CAPlus / SciFinder, PubAg, and other databases.

##### Journal Rank:

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##### Rapid Publication:

manuscripts are peer-reviewed and a first decision is  
provided to authors approximately 24.1 days after  
submission; acceptance to publication is undertaken in 6.6  
days (median values for papers published in this journal in  
the first half of 2025).