



Call for Papers

Special Issue ZfTW Vol. 15, 3/2023 – Wine Tourism

The **Journal of Tourism Science** (Zeitschrift für Tourismuswissenschaft) hereby announces a Call for Papers for issue 03/2023 on "Wine Tourism" (Special Issue). Due to the aim of a wider outreach of this issue, the whole issue is planned in English language.

Coordinators of the Special Issue are

Prof. Dr. Knut Scherhag, Worms University of Applied Sciences and
Prof. Dr. Axel Dreyer, Harz University of Applied Sciences/University of Göttingen.
Prof. Dr. Jens Rüdiger, IU – International University of Applied Sciences Mannheim

Dear Colleagues!

The **Journal of Tourism Science** (Zeitschrift für Tourismuswissenschaft) hereby announces a Call for Papers for issue 03/2023 on "Wine Tourism" (Special Issue).

The Special Issue:

Regional identity is increasingly important for regions and cities. Habitat management and consideration of the interests of residents, not only in terms of tourism development, are now times integrated into the actions of municipal/city decision-makers. Last but not least, the development in the smart city/destination sector contribute to a stronger focus on the locals. The discussion on overtourism in general, but also in relation to urban neighborhoods or ecological systems worthy of protection, underlines the necessity of these debates.

Regional products are becoming increasingly popular with restaurateurs and their guests - but it is often a prerequisite that the regional producers are also known by consumers/guests (e.g. through regional weekly markets). In the regions themselves, you can contribute to the development of a regional identity (Seeler/Eisenstein/Horster 2022). However, it is questionable whether such offers are sufficient to "attract" guests to a region. As a supplement to "classic travel motives", they can come into focus during a stay and also be demanded. Positive communication can develop from this, especially via social media.

Local products, but also a regional brand can be seen as an instrument in the internal marketing of destinations. Even if usually only a small part of the producers is involved in the creation, a cohesion in the regions becomes possible. The prerequisite for this is that regional characteristics are present, which allow a bracket in the internal marketing and thus consolidate the identity of the service providers.

However, "local products" is a term that is frequently but inconsistently used and, moreover, is gathered under the umbrella of the term "regionality." (Dreyer et al. 2012, 169)

Especially wine and wine tourism offers can take on the "task" of strengthening the regional identity of producers, but also residents, provided that they can do something with "their" local product and they can also identify with the transported image.



Therefore, in this Special Issue, different perspectives on the topic of wine and identity, as well as good practices from different winegrowing regions worldwide will be collected. Furthermore the different meaning of the topic wine and from it derived wine tourism offers are to be considered. The journeys to the wine (Dreyer 2021) can become thereby the special interest, straight with special tour operators, by selected offers from wine regions are collected. This, in combination with historical information on viticulture and wine economy in selected regions, can also provide indications of the different economic significance of wine tourism offers.

At the same time, the respective framework conditions of a regional identity can be addressed and their significance used in external communication to attract guests.

International examples should ideally illustrate how in other markets the identity is strengthened by wine/viniculture/wine tourism offers.

In the light of the above, this Special Issue will host investigation results from empirical research, but also theoretical contributions, to assess broadest possible overview of the special interest topic of wine tourism. For example, the following topics could be covered:

- Economic significance of wine tourism;
- Motivation of tourist for a holiday trip in wine growing regions;
- Traveler experiences in wine growing regions;
- Sustainability considerations in connection with wine tourism;
- Market research for wine tourism;
- Possibilities to combine wine tourism with other activities (e.g. hiking, cycling)
- Tourism as a part of wine growers' income (e.g. vinotheques/tasting rooms, direct sale to tourists, RV sites)
- Wine regions as a "living environment", interaction between guests and locals
- Wine as a region's image creator
- Wine tourism as a special interest product in wine growing regions
- Wine tourism in the context of day trips or overnight stays
- etc.

Accordingly, there should be room in the intended volume for theoretical-conceptual contributions, literature reviews, methodological contributions as well as empirical findings (quantitative or qualitative). Basic research or applied research contributions are welcomed as well as innovative questions and perspectives.

Colleagues who would like to submit a contribution (in English) for this issue are asked to send a full abstract of about 2-3,000 characters to Knut Scherhag and Axel Dreyer (scherhag@hs-worms.de and) by **April 16, 2023**. Authors will be informed about the acceptance of the paper by **April 30**.

The completed paper (max. 25,000 characters + tables/figures and bibliography) must be submitted by June 11th 2023 and will be subject to a double-blind review process.

A revision of the paper is intended to End of August 2023.

Please also note the author information at: <https://www.degruyter.com/view/j/tw/>

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