



# CALL FOR CHAPTERS FOR THE ROUTLEDGE HANDBOOK OF WINE TOURISM

## To: Potential Contributors

This file embodies the main constituents of the Handbook proposal as it has been approved by the Routledge, an imprint of the Taylor and Francis Group Publishing in **August 2020**.

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## The rationale for Publication:

Wine tourism has been acknowledged globally as one of the most crucial emerging niche of the tourism business. Initially, the wine production and consumption was concentrated in a small number of countries, but with the opening of the wine trade globally, it has now spread in several continents. The same is also evident from the fact that global wine exports have increased from 10.57 to 10.78 billion liters (OIV, 2019), as did wine consumption from 25.18 to 25.28 billion liters (Wine Institute, 2018). Wine tourism activities such as visitation to wineries, and wine festivals or vineyards are vital motivational factors (Hall et al., 1996) that can play a crucial role in enhancing wineries' competitiveness and sustainability. Wine tourism includes at the intersection of the wine production and tourism sectors and is defined as 'travel related to the appeal of wineries and wine country, a form of niche marketing and destination development, and an opportunity for direct sales and marketing on the part of the wine industry' (Getz, 2000, p. 4). Hence, the wine tourism business is heavily trusting upon various corresponding and crucial regional and local factors, combining a region's wine, food heritage, consumer preferences, and local traditions. So many wine-producing and consuming regions are also seeking to strengthen their image as wine tourism destinations.

Wine tourism, therefore, covers primarily the visitor experience at vineyards, wineries, winery tasting rooms (commonly referred to as the cellar door), wine festivals at a destination. Wine tourism activity also embraces an understanding of wine buyers' behavior, tourists' involvement and attachment to wine at the destinations, wine tourism festivals and events, wine tourism experience, wine tourism marketing, and technological application in the wine tourism business. The Handbook will, therefore, explore both the supply and demand perspectives of the wine tourism business.

The present Handbook is therefore conceptualized to provide essential understanding, segmentation, and profiling of wine tourism markets; consumer behavior; marketing implications, and technological interface to the industry. It will also offer recommendations for wine tourism business operators, customers, and destinations to enable them to create, manage, and market wine tourism experiences successfully. This Handbook will also offer theoretical and practical evidence to address the challenges and seize the opportunities in the arena of wine tourism. Therefore, the proposed Handbook aims to provide the updated comprehensive volume to give conceptual, theoretical and applied advancements concerning wine tourism. The Handbook will not merely be a collection of papers or case studies. Each chapter will seek to contribute to the conceptual understanding of one or more aspects of the

topic, supported by a range of suitable examples from global wine tourism contexts. The Handbook comprises of contributions covering the broad themes of wine tourism as enlisted below. In order to have the most recent inputs, the contributors will be invited from the diverse subject arena working on analogous fields of study.

Hence, in the present Handbook, an effort is made to enrich the existing body of knowledge on wine tourism by consolidating the scattered information in one place in a comprehensive volume. Though there are certain titles available on the present topic published from some reputed publishers, the present Handbook will be different from others, as it will cover wine tourism in a detailed manner with the help of relevant cases from all around the globe that will make it unique from other titles.

### **Detailed Synopsis and Table of Contents:**

The present Handbook shall fill the research gap by commissioning the volume comprising of contributions organized on both practical and academic approaches. The underlying idea is to publish a '*globalized*' edited volume, with contributors from all over the world. The Handbook would contain **55-60 Chapters** (Tentatively) with Introduction and conclusion classified into seven parts plus Editorial introduction and conclusion.

#### **Introduction: Editor**

1. Setting the scene for the wine tourism business
2. Profiling, segmentation and of the wine tourism market
3. Wine tourism, an instrument for the regional development
4. New approaches and practices in wine tourism marketing
5. Experiential management in wine tourism: success stories
6. Innovations and technological developments in wine tourism
7. Sustainable wine tourism

#### **Conclusion: Editor**

#### **Outline of Indicative Handbook Structure:**

Chapter No	Chapter Title
	<b>Introduction: Editor</b>
<b>Part 1</b>	<b>Setting the scene for the wine tourism business</b>
1.	Understanding the nature and significance of wine tourism
2.	The growth and evolution of global wine tourism
3.	A framework for wine tourism research
4.	The synergies of the wine and tourism
5.	The winery as a tourist attraction
6.	Terroir framework of wine tourism
7.	The organization of vineyards and wineries
8.	Ethical and regulatory concerns in the wine tourism business
9.	Interlinkages in gastronomic and wine tourism
10.	Conceptualization of a winescape framework
11.	Key challenges in global wine tourism
<b>Part 2</b>	<b>Profiling, segmentation and of the wine tourism market</b>
12.	Understanding the key wine tourism market
13.	Global wine tourism production and consumption regions
14.	Market segmentation in wine tourism

15.	Segmentation of wine tourists
16.	Preferences and characteristics of wine tourists
17.	Wine tourism and consumer behavior
18.	Characteristics of wine tourists
19.	Stakeholder network in wine tourism
20.	Wine tourism consumer preferences
21.	Incentives and barriers in wine tourism development
22.	Strategic profiling of wine tourism initiatives
23.	Wine tourist motivations, and perceptions of destination attributes
24.	Wine-related lifestyle (WRL) market segmentation
<b>Part 3</b>	<b>Wine tourism, an instrument for the regional development</b>
25.	Benchmarking wine tourism destinations
26.	Residents' perceptions of wine tourism development
27.	Strategic alliances and wine tourism development
28.	Wine involvement and wine-related travel
29.	Planning and managing wine tourism destinations
30.	Wine tourism behavior for wine regions and cellar doors
31.	Developing winery as a successful tourist attraction
32.	Contribution of wine routes and wine trails to wine tourism
33.	Integrated rural wine tourism
34.	Impacts of the gentrification of wine regions
35.	Wine routes as a prospect of connecting regional wine tourism
<b>Part 4</b>	<b>New approaches and practices in wine tourism marketing</b>
36.	Marketing destinations through wine tourism
37.	Market opportunities in the wine tourism industry
38.	The role of intermediaries in the wine tourism industry
39.	Consumer wine brand loyalty in the wine tourism industry
40.	Influence of wine packaging on consumers decision making
41.	The roles of festivals and events in wine tourism marketing
42.	Service quality, brand loyalty, and wine tourism
43.	Wine brand image formation agents
<b>Part 5</b>	<b>Experiential management in wine tourism: success stories</b>
44.	The staging of wine tourism experiences
45.	Wine tourism experiences and marketing
46.	Motivations of people for visiting wine festivals
47.	The hedonic nature of wine tourism consumption
48.	New dimensions of hotel wine experiences
49.	Synergy in wine and culture to augment wine tourism experiences
50.	Multisensory experience of wine tourism
51.	Wine-tasting and wine appreciation experience at wineries
52.	Authenticity and commodification in wine tourism experiences
53.	Experiences and impacts of wine tourism events
54.	Designing, developing and innovating wine tourism experiences
<b>Part 6</b>	<b>Innovations and technological developments in wine tourism</b>
55.	Using wine tourism apps as destination branding instruments
56.	The role of technology in wine tourism
57.	Interactive & cross-platform website and wine tourism

58.	Virtual wine tourism experiences
59.	Natural wine tourism
60.	Social media marketing in wine tourism
61.	E-Storytelling and wine tourism branding
62.	Biodynamic wine tourism
63.	Post-COVID 19 developments in the wine tourism business
64.	Fruit wine tourism
65.	The future of wine tourism
<b>Part 7</b>	<b>Sustainable wine tourism</b>
66.	Sustainable wine tourism: host perspectives
67.	Sustainable wine tourism development: consumers perspectives
68.	Wine tourism and environmental concerns
69.	The carbon footprint of wine tourism and cellar door sales
70.	Rural landscapes, culture and wine tourism
71.	Organic wine tourism
72.	Indigenous or craft wine tourism
73.	Sustainable viticulture frameworks and wine tourism
74.	Designing and managing wine routes
75.	Challenges and opportunities for the sustainable development of wine tourism
	<b>Conclusion: Uncorking the emerging realm for wine tourism research</b>

### Proposal Submission Procedure:

Researchers and practitioners who wish to contribute a chapter, are requested to send a proposal / brief abstract up to **400 words** highlighting the theme, aim, and research objectives of the chapter. Prospective contributors are also requested to send a brief author's biography of no more than 100 words to the editor at [saurabh5sk@yahoo.com](mailto:saurabh5sk@yahoo.com) by **September 25, 2020**. Complete details and author guidelines will be sent to the contributors on acceptance of the chapter proposal.

### Key Dates:

**Submission of the chapter proposal / abstract deadline: September 25, 2020**

**Review and acceptance/rejection of proposal: October 15, 2020**

**Submission of the first version of the manuscript: December 30, 2020**

### References:

- OIV. (2019). Statistics. <http://www.oiv.int/en/statistiques/recherche>
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- Hall, C. M., Longo, A. M., Mitchell, R., and Johnson, G. (1996, December). Wine tourism in New Zealand. In *Proceedings of tourism Down under II: A Research Conference* (pp. 109–119). Dunedin: University of Otago.
- Getz, D. (2000). *Explore wine tourism: Management, development & destinations*. New York: Cognizant Communication Corporation.