



Chaire Vin et Tourisme

Call for Papers

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*



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The Corporate Chair “Wine and Tourism”¹, EM Strasbourg Business School, and the University of Perpignan *Via Domitia* co-organise the 4th International Research Workshop on Wine Tourism and Agrifood “Transitions and Resilience” with the support of the French Association of Tourism Management (AFMAT)² affiliated to the French Foundation of Management Education (FNEGE)³. The International Research Workshop is designed to gather both wine and tourism researchers and professionals to discuss the current challenges for the international wine tourism and agri-food industry and delineate their future directions.

The International Research Workshop will take place in the **Roussillon region, Perpignan, France, on 15 - 17 October 2025.**

The Corporate Chair “Wine and Tourism” is pleased to invite you to submit proposals for presentations focused on the current and future challenges facing the wine and agri-food sectors. This event will explore how these industries are adapting to shifting environmental, economic, and social dynamics, and discuss strategies for building resilience in the face of climate change, market fluctuations, and changing consumer expectations.

This event aims to bring together researchers, practitioners, and professionals to explore key topics such as wine tourism, food sovereignty, agricultural transitions, and the resilience and sustainability of viticulture and tourism in our regions.

Taking place over two days, the workshop features roundtable discussions and immersive experiences. Researchers, industry professionals, and practitioners will come together to share insights on sustainable practices, the role of innovation in enhancing resilience, and the broader impact of these sectors on local economies and food systems.

The International Research Workshop calls for research papers investigating topics related (but not limited) to the following topics:

- Customer segmentation
- New consumer behaviors
- Consumer preferences and environmental awareness in wine consumption
- Experience design and visitor engagement
- Marketing strategies and innovation
- Sustainable production and environmental challenges

¹ <https://chaires.em-strasbourg.eu/chaires/wine-and-tourism/wine-and-tourism-122147.kjsp>

² <http://www.afmat.org>

³ <https://www.fnege.org/in-english>

- Entrepreneurship and innovation management
- Innovation in sustainable practices and sectoral transitions
- Cooperation, collaboration, networks, and alliances
- Cross-cultural studies and cultural influences
- Cross-border challenges in production and market adaptation
- Destination management
- Food sovereignty
- Resilience of rural and agricultural regions
- Transitions and sustainability in agriculture
- Synergies between food systems and tourism
- Impact of climate change on production and territories

Submission guidelines

Contributions should focus on latest development and findings in management sciences in the wine tourism and agri-food industry. We welcome theoretical, empirical, experimental, and case study research contributions. All contributions should clearly address the practical and theoretical implications of the research reported.

Format of contributions: extended abstracts

- **Competitive papers:** completed research papers on any topics related to the themes of the workshop.
- **Work-in-progress reports:** on-going research or ideas for future research in order to generate feedback on any topics related to the theme of the workshop.

Requirements for contributions

- 5 pages maximum, excluding title page, references, and appendices.
- Title page should include name(s) of author(s), affiliations, email address and corresponding author
- APA 6th referencing style.
- Font: Times New Roman, Font size: 12, 1,15 line spacing, Margins 2,5 cm for top, bottom, left and right
- Only word documents will be accepted (save the title of your paper as title of the contribution)

All contributions will go through a double-blind peer-review process.

Accepted contributions presented during the workshop will be included in the workshop proceedings. Best contributions will be published in a collective research book as a book chapter or in a special edition in a Journal.

We invite you to submit your contribution before the 15th April 2025 - submissions open early March 2025 and should be sent to wtaf2025workshop@univ-perp.fr

Key Dates

- Deadline for extended abstract submissions: **15th April 2025**
- Notifications to authors: **15th May 2025**
- Receipt of final extended abstract for proceedings: **15th June 2025**
- Final date for registration: **30th June 2025**
- Conference dates: **15 & 17th October 2025**

For further information please contact: wtaf2025workshop@univ-perp.fr

Scientific committee

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