

FOURTH CULINARY AND WINE TOURISM CONFERENCE

March 9, 2020:
Third Rheingau Conference

March 10 to 11, 2020:
Scientific Conference

March 12, 2020: Excursion

FOURTH CULINARY AND WINE TOURISM CONFERENCE

Hochschule Geisenheim University will be hosting the **Fourth Culinary and Wine Tourism Conference from March 9 to 12, 2020** in cooperation with the Wine Tourism and Culinary Commission of the German Society for Tourism Science e.V. (DGT), IMC University of Applied Sciences Krems, FH Wien der WKW – University of Applied Sciences for Management & Communication and Harz University of Applied Sciences.

The aim of the Conference is it to enable scientists, young academics and interested practitioners to share their experience. It provides the opportunity to discuss current research work with an international audience from scientific and professional backgrounds.



▲ **Hochschule Harz**
Hochschule für angewandte Wissenschaften
Harz University of Applied Sciences



FOURTH CULINARY AND WINE TOURISM CONFERENCE

PROGRAM

March 9, 2020, Third Rheingau Conference

Organized by Rheingau-Taunus Kultur & Tourismus GmbH,
Rheingauer Weinwerbung GmbH and Zweckverband
Rheingau

March 10 and 11, 2020 Scientific Conference

Organized by Hochschule Geisenheim University in
cooperation with the Wine Tourism and Culinary Commission
of the German Society for Tourism Science e.V. (DGT), IMC
University of Applied Sciences Krems, FH Wien der WKW –
University of Applied Sciences for Management &
Communication and Harz University of Applied Sciences

March 12, 2020 Excursion

Organized by the German Oenologists Association e.V. (BDO)



Third Rheingau Conference – *March 9*

Organized by Rheingau-Taunus Kultur & Tourismus GmbH, Rheingauer Weinwerbung GmbH and Zweckverband Rheingau

The program will be conducted in German.

		10:30	Erster Eindruck, letzter Eindruck – der Gast im Fokus Prof. Dr. Hans-Georg Häusel, Munich
09:00	Coffee and Registration		
09:30	Welcome Frank Kilian, Landrat des Rheingau-Taunus-Kreises	11:45	Best Practices from the Rheingau Region
09:40	„Was erwartet unser Gast? Wer ist unser Gast?“ Studie zum Thema Gästeverhalten, -struktur und -zufriedenheit	12:15	Panel Discussion
		1:30	Farewell Peter Seyffardt, Präsident, Rheingauer Weinbauverband e.V.
10:20	Coffee Break	1:35	Networking and Light Lunch regional specialities and Rheingau wines
		2:30	Conference ends

FOURTH CULINARY AND WINE TOURISM CONFERENCE

CONFERENCE PROGRAM – DAY 1 – March 10

The program will be conducted in English.

08:00 **Conference Check-in**

08:30 – 09:00 **Official Welcome**

Prof. Hans Reiner Schultz

President of Hochschule Geisenheim University

Prof. Dr. Axel Dreyer

Spokesperson of the Wine Tourism and Culinary
Commission of the German Society for Tourism
Science e.V. (DGT)

Prof. Dr. Erik Schweickert

President of German Oenologists Association e.V.
(BDO)

09:00 – 09:30 **Keynote 1**

details like speaker e.g.

09:30 – 10:00 **Keynote 2**

details like speaker e.g.

10:00 – 10:30 **Tea/Coffee Break**

Foyer

10:30 – 12:00 **CHAIR: Axel Dreyer**

**How do Tasting Room Fees and
Sustainability Messaging Affect Reciprocal
Behaviors? Evidence from Okanagan,
Canada**

Byron Marlowe, Washington State University

**Willingness to Pay for Farm Stays and Rural
Tourism Attributes in South Tyrol**

Günter Schamel, Free University of Bozen-
Bolzano

**What are the Determinants of Wine Tourism
Spending in Mendoza?**

Leonardo Santoni, National University of Cuyo
German Puga, National University of Cuyo
Jimena Estrella Orrego, National University of
Cuyo

Alejandro Gennari, National University of Cuyo

12:00 – 1:00 **Lunch Break**

Cafeteria

FOURTH CULINARY AND WINE TOURISM CONFERENCE

CONFERENCE PROGRAM – DAY 1 - March 10

1:00 – 2:30	CHAIR: Albert Stöckl Agri-tourism Development in Pennsylvania Claudia Schmidt, Pennsylvania State University Stephan J. Goetz, Pennsylvania State University Beer Trail Development in Pennsylvania Claudia Schmidt, Pennsylvania State University Elisabeth Dobis, Pennsylvania State University Stephan J. Goetz, Pennsylvania State University Budapest Wine Festival – Does Innovation Lead to a Never-Ending Story? Zoltán Szabó, Budapest Business School University of Applied Sciences Zsuzsanna Széles, Budapest Metropolitan University Diána Pacsi, Szent István University		
2:30 – 3:00	Tea/Coffee Break Foyer		
3:00 – 4:30	CHAIR: Florian Aubke Marketing Opportunities in Wine Tourism Jens Rüdiger, Hochschule Geisenheim University Sopiko Ghvanidze, Hochschule Geisenheim University Jon Hanf, Hochschule Geisenheim University		
		4:30	Wine Tourism for Families with Children Axel Dreyer, Harz University of Applied Sciences Anja Meitzner, Harz University of Applied Sciences Experiential Marketing and Wine Tourism: a Promotional Auction in the Folicello Winery Lorenzo Bandieri, Alma Mater Studiorum Università di Bologna Maurizio Canavari, Alma Mater Studiorum Università di Bologna Alessandra Castellini, Alma Mater Studiorum Università di Bologna
		5:00	Wine Tourism and Culinary Commission of the German Society for Tourism Science e.V. (DGT) Annual Meeting – Members Only
		5:30	Bus Transfer to Schloss Johannisberg
		7:00	Guided Tour of Schloss Johannisberg
		10:30	Conference Dinner at Schloss Johannisberg
			Bus Transfer to Hochschule Geisenheim University

FOURTH CULINARY AND WINE TOURISM CONFERENCE

CONFERENCE PROGRAM – DAY 2 – March 11

08:00	Conference Check-in		
08:30 – 10:00	CHAIR: Knut Scherhag Wine Tourism in Germany – the Status Quo Maximilian Tafel, Hochschule Geisenheim University Gergely Szolnoki, Hochschule Geisenheim University Exploring Challenging Issues in Developing Wine Tourism: The Case of South Korea Kyuhoo Lee, Sonoma State University Wine Routes of Spain Tourism Trends 2008-2018 Alberto Moreno-Melgarejo, Universidad Europea de Madrid		Denise F. Kleiss, IMC University of Applied Sciences Krens Anna K. Reisenberger IMC University of Applied Sciences Krens
10:00 – 10:30	Tea/Coffee Break Foyer		Investigation on Concept of Restaurants: The Case of Cappadocia, Turkey Kaplan Ugurlu, Kirklareli University Seda Yetimoglu, Necmettin Erbakan University
10:30 – 12:00	CHAIR: Daniela Wagner Tourist Experience at Local Restaurants H. Aysen Karagoz, Halic University Gurel Cetin, Istanbul University Measuring Customer Experience in a Restaurant Using Mobile Ethnography Application “EXPERIENCE FELLOW” Stephanie Tischler, IMC University of Applied Sciences Krens Albert F. Stöckl, IMC University of Applied Sciences Krens	12:00 – 1:00	Lunch break Cafeteria
		1:00 – 2:30	CHAIR: Julia Peters Network Analysis of Wine Tourism in Ningxia Wine Region Qiushi Gu, School of Humanities Southeast University Haiyan Song, The Hong Kong Polytechnic University Lidan Gong, School of Humanities Southeast University
			Demand and Offer – An Analysis of the Wine Tourism Sector in Armenia Linda Bitsch, Hochschule Geisenheim University Jens Rüdiger, Hochschule Geisenheim University Jon Hanf, Hochschule Geisenheim University
			Perspectives of Enotourism Development in Armenia Marian Hayrapetyan, European University – Yerevan

FOURTH CULINARY AND WINE TOURISM CONFERENCE

CONFERENCE PROGRAM – DAY 2 – March 11

2:30 – 3:00 **Tea/Coffee Break**
Foyer

3:00 – 4:30 **CHAIR: Linda Bitsch**

Getting Emotional About Places

Ulrich R. Orth, Universität Kiel
Roberta Crouch, Flinders University
Johan Bruwer, University of South Australia
Justin Cohen, University of South Australia

**Millennials' Application of Digitalization Menu
in Culinary Arts Experience**

Irini Lai Fun Tang, University of Macao
Eric T. Y. Chan, University of Hawaii at Manoa

**Development of Traditional Culinary Tourism
Experience for the Chinese Outbound Market in
Australia and Germany**

Harald Pechlaner, Katholische Universität Eichstätt-
Ingolstadt
Christof Pforr, Curtin University
Michael Volgger, Curtin University
Georg Arlt, FH Westküste University of Applied
Sciences
Natalie Olbrich, Katholische Universität Eichstätt-
Ingolstadt

3:00 – 5:00 **CHAIR: Jens Rüdiger**

**Kooperationen zwischen Start-Ups und
Winzern als Wirtschaftsfaktor im
Weintourismus**

Knut Scherhag, Hochschule Worms
Susan Nitzsche, Hochschule Worms

**Erlebnisorientierter Vertriebskanal und
weintouristischer Anziehungspunkt – die
Doppelfunktion von Vinotheken: Ergebnisse
einer explorativen Studie**

Kathrin Saaler, Kompetenzzentrum Weinmarkt &
Weinmarketing Rheinland-Pfalz

**Kenne deinen Gast: Segmentierung von Wiener
Kaffeehausgästen anhand von Präferenzen am
Beispiel der Querfeld Kaffeehäuser**

Petra Binder, FH Wien der WKW
Klaus Fritz, FH Wien der WKW
Julia Pöchacker, FH Wien der WKW

Kulinarikreisen in der Zielgruppe 55+

Stephanie Tischler, IMC University of Applied
Sciences Krems
Claudia Bauer-Krösbacher, IMC University of
Applied Sciences Krems

5:00

Networking Event

Geisenheimer University Cellar

FOURTH CULINARY AND WINE TOURISM CONFERENCE MARCH 12, 2020 EXCURSION

The CWTC held from March 10 to 12, 2020 will be followed by an excursion organized by the German Oenologists Association e. V. (BDO).

- 09:30 Meeting at Eberbach Monastery**
- 10:00 Guided tour of Eberbach Monastery**
- 11:00 Guided tour of Steinberg Cellar with wine tasting**
- 1:00 End of excursion**



FOURTH CULINARY AND WINE TOURISM CONFERENCE

PRICE CATEGORIES (ALL PRICES INCL. VAT)

Second Rheingau Conference

March 9 Free

Conference total package incl. winery tour, dinner and excursion

March 10 – 12 €290 per person
 €210 per DGT member
 €150 per student

Conference only

March 10 – 11 €195 per person
 €135 per DGT member
 €50 per student

Winery tour and dinner (incl. drinks) at Schloss Johannisberg

March 10 €85 per person
 €85 per DGT member
 €85 per student

Excursion (transport, entrance fee, meals)

March 12 €50 per person
 €35 per DGT member
 €25 per student

REGISTRATION

Online via veranstaltungen.hs-geisenheim.de/CWTC

FOURTH CULINARY AND WINE TOURISM CONFERENCE

CONTACT

Scientific information

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Organization

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FOURTH CULINARY AND WINE TOURISM CONFERENCE

IN COOPERATION WITH:

Prof. Dr. Axel Dreyer

Harz University of Applied Sciences, Spokesman of the Wine and Culinary Tourism Commission of the German Society for Tourism Research (DGT e.V.), Germany

Dr. Dipl. BW (FH) Albert Stöckl, MA

Head of Study International Wine Business, IMC University of Applied Sciences Krems, Austria

Dr. Florian Aubke

Head of Study Programs Tourism & Hospitality Management, FH Wien der WKW – University of Applied Sciences for Management & Communication, Austria

HOW TO REACH US

ADDRESS

Von-Lade-Str. 1
65366 Geisenheim

VIA CAR

Coming from Wiesbaden/Frankfurt am Main

Leaving the highway A3/A5, join the A66 in the direction of Wiesbaden/Rüdesheim. After Wiesbaden the A66 merges with the B42. Hochschule Geisenheim University is signposted along the B42. Coming via the A61, you can use the Bingen-Rüdesheim car ferry.

Coming from Rüdesheim

Head in the direction of Geisenheim on the B42 and follow the signs to the University.

PARKING

Von-Lade-Str. 1, 65366 Geisenheim
Signs will lead you to P3/P4

BY AIR AND PUBLIC TRANSPORT

From **Frankfurt International Airport (FRA)** you can take the **S-Bahn** suburban train lines **S8 or S9** to Wiesbaden Hbf (central train station). The regional train line VIA RB 10 will take you directly to Geisenheim.

