

CALL FOR BOOK CHAPTERS

Book title

Technological advances and innovation in wine tourism:
new managerial approaches and cases

Book Publisher

Springer

Book Editors

Prof Marianna Sigala University of South Australia
Dr Coralie Haller, EM Strasbourg Business School, University of Strasbourg

Aims of the Book

The book will consolidate under one roof the latest research investigating the various technological advances driving innovation and new managerial approaches within wine tourism. Wine tourism is booming worldwide in terms of number and variety of visitors as well as sales/revenues. Wineries continuously invest on wine tourism as it is the best way to sell their wine direct and avoid intermediaries, while destinations develop wine tourism as a way to build destination brand image and reputation, increase and disperse visitors' flow and spending to rural places to boost regional development.

However, as competition intensifies and internationalises, wineries and wine destinations need to continuously update, upgrade and innovate their practices and wine experiences. Technological advances (such as blockchain, mobile apps, social media and internet advances, crowdfunding, virtual and augmented reality) are predicted to transform and innovate the wine tourism industry (Sigala & Robertson, 2019a). Professionals at industry exhibitions and conferences (e.g. <http://winetech.com.au/> and <https://awitc.com.au/program/>) have identified wine tech as the major factor supporting and driving change in the wine (tourism) sector. Countries worldwide famous for their wine sector are investing and supporting wine tech innovation (e.g. <http://www.lawinetech.com/en/> in France and <http://theleadsouthaustralia.com.au/industries/technology/australia-announces-first-wine-and-tourism-tech-accelerator/> in South Australia). Although few wineries and wine destinations have already started experimenting with such technological innovations, research has not yet caught up with industry applications and challenges.

The design of innovative wine tourism experiences has also become a survival necessity (Sigala & Robertson, 2019b). This is evident in the emergence of various innovative wine tourism experiences by both wine destinations and wineries such as the Musée du Vin in Bordeaux, the Cita de Vin in Rioja https://www.marquesderiscal.com/seccion_menueng.php?a=43&tipo=N&id=22, the themed wine tourism cellar doors developed in Napa Valley (e.g. the Persian, The Italian palaces, the donquixote cellar doors). However, current research has failed to examine and publish research in relation to innovation and experience design in the wine tourism field.

This book aims to include cutting edge research about the latest developments and advances in wine tech that are revolutionising the wine tourism sector and transforming the way wine tourism

companies and destinations design and deliver their wine tourism experiences. In addition, the book will also include chapters that will investigate in-depth and under new theoretical approaches and lenses the design of wine tourism experiences and wine tourism innovation (e.g. design thinking, transformational services, entrepreneurship, etc.). To that end, the book is looking for contributions that investigate topical and contemporary industry challenges and practices and that can advance research and education in the wider tourism field.

References

Sigala, M. & Robinson, R. (2019a). Management and Marketing of wine tourism businesses: Theory, practice and cases. Palgrave

Sigala, M. & Robinson, R. (2019b). Management & Marketing of Wine Destinations. Theory, practice and cases. Palgrave

Submission Guidelines

The book aims to publish research that will advance our understanding of the technological applications and innovation within the wine tourism sector. The book invites two types of book chapter submissions: 1) chapters representing theoretical, empirical and/or experimental research; and 2) chapters representing case studies. Case studies must be factual, and be developed from primary (e.g. observations, interviews) and/or secondary sources (e.g. online content, press releases, company reports etc.). Case studies referring to real companies/wine destinations and/or other stakeholders should be accompanied by a release form providing permission to use and publish proprietary and/or personal content.

Chapter submissions can refer to any subject area and/or disciplinary field (e.g. marketing, human resources, operations, strategy, technology, finance). Chapters should be maximum of 6,000 words, including references and any appendices.

Topics of chapter submissions can include (but are not limited to):

- ☐ Technological applications (e.g. smart services, mobile apps, destination portals, blockchain) in wine tourism marketing and/or wine destination marketing
- ☐ Technological applications (e.g. AR/VR/XR, digital labels) innovating wine tourism experiences
- ☐ Innovation processes, drivers and obstacles in wine tourism
- ☐ New business models in wine tourism
- ☐ Innovation and entrepreneurship in wine tourism
- ☐ New technologies (e.g. machine learning and artificial intelligence) for data-driven wine tourism management and/or marketing
- ☐ New technologies and wine tourists' behavior

Submission Process and Deadlines

Authors should submit an abstract (400 words) of their book chapter proposal through the following easychair platform by the 31 August 2020

<https://easychair.org/conferences/?conf=wineinnovationtech1>

Key Dates

Book abstract (400 words) submission deadline:	31 August 2020
Notification for abstract submissions:	30 September, 2020
Full chapter submission deadline:	30 November, 2020
Finalisation of review process/acceptance decisions:	31 January 2021
Book publication:	mid 2021

If you have any questions, please contact:

Prof Marianna Sigala Marianna.sigala@unisa.edu.au