

Culinary and Wine Tourism Conference 21st-23th October 2015.

The Institute for Tourism Management of the Vienna University of Applied Sciences (Austria) hosts the conference in collaboration with the German Association of Tourism Research (DGT) and the IMC University of Applied Sciences Krems, Course for International Wine Business organizes its first Culinary and Wine Tourism Conference in Vienna, Austria, **21-23 October 2015.**

It will take place at FHWien University of Applied Sciences of WKW, Währinger Gürtel 97, 1180 Wien.

The purpose of the conference is to provide scholars, interested practitioners and young academics with an opportunity to share research, ideas and practical experiences regarding culinary and/or wine tourism.

Relevant topics:

PRODUCTS

microeconomic aspects, profitability of culinary and/or wine tourism products, innovation, legal aspects, marketing strategies

TOURISTS

Who is the typical culinary tourist/wine tourism tourist? attitudes/values/preferences as well as customer journey aspects, consumer behavior/insights and destination choice

REGIONS

co-operations/partnerships in regions, added value, macroeconomic effects, marketing, industry structure/analysis, legal aspects, marketing strategies

PHILOSOPHY

experiential consumption and innovative culinary »experiences«, cultural aspects, fascination of culinary and/or wine tourism, passion & sensuality, history and tradition of culinary and/or wine tourism

21st CENTURY

wine architecture, sustainability, blogging and other wine and culinary related media ventures

If you want to participate without presenting a paper, please register by using the following link: www.conftool.net/CulinaryTourism2015/

Information on venue, conference schedule, registration, and accommodation will be available at the conference website: www.fh-wien.ac.at/tourismus-management/culinary-and-wine-tourism-conference-2015/

ORGANIZERS

FH-Prof. Mag. Michael Mair, Head of Institute for Tourism Management, FHWien University of Applied Sciences, Vienna – AUSTRIA

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