

4th Wine & Hospitality Management Workshop

5–6 September 2022
Room F6 – University Club
Bozen-Bolzano



SATURDAY 3 SEPTEMBER

Early Arrivals

SUNDAY 4 SEPTEMBER

Optional Program (to be paid extra)

9:00—16:30 Public Bus Transfer Hiking Tour
Seiser Alm-Alpe di Siusi, Dolomites

ca. 16:30 **Wine Tasting** (max. 20) — [Eberlehof Winery](#)

ca. 19:00 **Informal Dinner** — [Batzen Brewery](#)

MONDAY 5 SEPTEMBER

9:00—9:15 **Welcome** — Introduction to the Alliance Workshop

9:15—10:45 **Session 1: Wine Market**

+ Determining Factors of Brand Reputation of Chinese Wineries
Discussant: **Roberta Capitulo** / Authors: **Fengxia Shi, Haiyan Song**

+ Financial Impacts of Climate Change and Mitigation Strategies on the California Wine Industry
Discussant: **Philippe Masset** / Authors: **Jeremiás M. Balogh, Márton Patik**

+ Gender of producer and wine consumers: Results from a randomized online experiment
Discussant: **Haiyan Song** / Authors: **Florine Livat, Olivier Gergaud, Dirk Moosmayer, Alicia Gallais**

Break

11:15—12:45 **Session 2: Hospitality**

+ The Appetite of Restaurants for Good Wine
Discussant: **Olivier Gergaud** / Authors: **Philippe Masset, Jean-Philippe Weisskopf**

+ Cross-dimensional measures of asset lightness and fee orientation in lodging groups
Discussant: **Alex Susskind** / Authors: **Sonja Lussi, Philippe Masset, Jean-Philippe Weisskopf, Inès Blat**

+ Impacts of Cannabis Tourism on Wine Tourism and the Hospitality Industry (No discussant) / Authors: **Kyuho Lee, Melih Madanoglu**

Lunch

14:00—15:30 **Session 3: Wine Tourism**

+ Network analysis of wine tourism in the Ningxia wine region
Discussant: **Katia Sidali** / Authors: **Qiushi Gu, Haiyan Song, Lindan Gong**

+ Evaluating wine tourists' preferences for post-Covid wine tasting experience formats
Discussant: **Maximilian Tafel** / Authors: **Nadia Streletskaia, Giulia Gastaldello, Luca Rossetto**

+ How do wine landscapes taste? The perceived influence of landscape heterogeneity on aesthetics and the sense of taste
Discussant: **Giulia Gastaldello** / Authors: **Maximilian Tafel, Eckhard Jedicke, C. Michael Hall**

Break

16:00—17:15 **Session 4 Round Table: Heritage, Culture, and Experience: Wine Hospitality in Italy**

+ Wine and heritage: how winemakers are building the legacy of Italy
Moderator: **Günter Schamel** / Panelists: **Cristina Mascanzoni Kaiser, Maximilian Tafel, Katia Laura Sidali**

17:30 Departure bus to Mount Renon

ca. 18:30 Apéritif & Gala Dinner — [Ansitz Kematen](#)

ca. 22:30 Return to Bozen-Bolzano

TUESDAY 6 SEPTEMBER

9:15—10:45 **Session 5 Wine Pricing**

+ Assessment of WTP for Wines with Optimal Mountain Product Quality Term: Evidence from a Discrete Choice Experiment

Discussant: **Leonardo Iania** / Authors: **Andrea Baroni, Katia Laura Sidali, Maurizio Canavari**

- + Peer reviews: The role of category leaders, home bias, and product familiarity
Discussant: **Günter Schamel** / Authors: **Aaron Adalja, Florine Livat, Bradley Rickard, Alex Susskind**
- + Message in a bottle. Forecasting fine wine prices
Discussant: **Jean-Philippe Weisskopf** / Authors: **Bernardina Algieri, Leonardo Iania, Arturo Leccadito, Giulia Meloni**

Break

11:15—12:45 **Session 6: Wine Online**

- + Wines quality perception: Do consumers and market match? The case of Trentino Alto Adige
Discussant: **Luigi Palumbo** / Authors: **Giulia Gastaldello, Isabel Schäufole-Elbers, Günter Schamel**
- + Online wine ratings determinants: The case of red wines from Apulia
Discussant: **Olivier Gergaud** / Authors: **Luigi Palumbo, Enrico Mazzoli, Mengting Yu**
- + The perception of wine terroir among wine-consuming social media users in Italy
Discussant: **Carlo Ferretti** / Authors: **Roberta Capitello, Elena Claire Ricci, Simone Mannelli, Diego Begalli**

Lunch

14:00—15:30 **Session 7: Sustainability Days Hospitality**

- + Increasing sustainable consumer behavior in hospitality: A field experiment on vegetarian food choices in restaurants
Discussant: **Isabel Schäufole-Elbers** / Authors: **Helena Sacha E Andre, Sofie Voss, Florian Kock**
- + Terroir & Wine: Natural value of the environment in wine-making technique,

tourism, marketing and wine economics
Discussant: **Jeff Gow** / Authors: **Carlo Ferretti, Stefano Febbroni, Remo Nardini, Matteo Landi, Francesca Pasquali**

- + Growth of Winery Visits and Sustainable Wine Tourism in the Conegliano Valdobbiadene – Prosecco PDO
Discussant: **Kyuhoo Lee** / Authors: **Luigino Barisan, Luigi Galletto, Vasco Boatto**

Break

16:00—17:30 **Session 8: Sustainability Days Wine**

Geographical Indications as Vectors for Sustainable Viticulture
Discussant: **Luigino Barisan** / Authors: **Tilman Reinhardt, Yasmine Ambrogio**

- + Value of Green Behaviour and European Quality Term on Mountain Wine: Online Experimental Auction with Italian Consumers
Discussant: **Tilman Reinhardt** / Authors: **Elena Ricci, Isabel Schäufole-Elbers, Katia Laura Sidali**
- + Young people's demand for sustainably produced wine: A global analysis
Discussant: **Jeremiás Balogh** / Authors: **Jeff Gow, Daniel Moscovici, Adeline Alonso Ugaglia, Lionel Valenzuela, Radu Mihailescu**

18:00 Bus to Siebeneich-Settequerce

ca. 18:30 **Winery Tour, Tasting, Casual Dinner**
— von Braunbach Winery

WEDNESDAY 7 SEPTEMBER

9:20 **Optional Winery Tour/Tasting** (max. 20) — Cantina Terlan-Terlano
Departure from Domenikanerplatz-Piazza Domenicani with bus 201

Lunch (paid extra) — Restaurant Patauner

Afternoon Visit (to be confirmed)

Partners



Alliance for
Research on
Wine & Hospitality
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More Info

Please find all detailed information on the [web-site of the event](#).

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