



Heilbronn University of Applied Sciences and Baden-Wuerttemberg Cooperative State University (DHBW) Heilbronn will host the

### 5th Culinary and Wine Tourism Conference from 6 – 8 October 2021

at the Bildungscampus Heilbronn. The conference will be organised in cooperation with the *Wine and Culinary Tourism Commission of the German Society for Tourism Research (DGT)*, *IMC University of Applied Sciences KREMS*, *FHWien der WKW – Vienna University of Applied Sciences for Management & Communication*, and *Harz University of Applied Sciences*.

The conference aims to connect scientists and practitioners. Therefore, this call is divided into two parts:

1. Call for papers for **researchers** with topics about culinary and/or wine tourism
2. Call for presentations / workshops for **practitioners / entrepreneurs / experts / students** who want to present their products / company / ideas / (research) projects.

#### 1. Call for Abstracts & Papers

This call invites scientists from the fields of tourism management, wine economics, food management, agricultural economics, hospitality management and other related fields to submit their current research papers. The conference offers the opportunity to discuss current research work with an international audience from scientific and professional backgrounds. We are looking forward to contributions from the research fields of culinary tourism and / or wine tourism, *dealing with but not limited to the following topics*:

#### Culinary tourism:

- **COVID-19 crisis and culinary tourism**
- Regional products and production
- Farm sales and rural tourism
- Tourism as a source of income for the agricultural sector
- Culinary trails with themes
- Culinary experiences
- Food and drinks pairing, e.g. wine, cocktails or beer
- New concepts in catering trade
- Urban food tourism
- Beer tourism, whiskey tourism and other specialized areas in food and drink tourism
- Marketing & distribution
- Digitalization & culinary arts
- Culinary destinations, co-operations and networks
- Sustainability and cuisine
- Digital concepts for culinary tourism

#### Wine tourism:

- **COVID-19 crisis and wine tourism**
- Marketing opportunities in wine tourism
- Possibilities for combining wine, cuisine and other activities (e.g. wine and hiking, cycling)
- Importance of wine tourism for the countryside
- Tourism as a source of income for wine producers
- Role of architecture for success in wine tourism
- Hotel and catering trade concepts for wine producers in mass tourism and wine tourism
- Experiences from the worldwide wine tourism
- Digital concepts for wine tourism as an alternative for actual visits

Accepted papers / abstracts will be presented in talks of 15 minutes each plus 5 minutes discussion time. All accepted papers must be presented at the conference by at least one author. All submissions will be evaluated in a double-blind review process.

Abstracts / papers can be submitted in German or English. Presentations in English are preferred, but presentations in German are also accepted. *In exceptional cases of travel restrictions, affected authors can present via video.*

We are especially looking for contributions that can be presented at the conference and later published in the series “**Culinary and Wine Tourism Conference**” (Springer). The call is open for abstracts (800 – 2,000 words) and full papers (10 pages including references). Accepted abstracts can be transformed into full papers for publication for the series “Culinary and Wine Tourism Conference”.

### **Guidelines for abstracts and papers**

Submission is only possible via the conference website. Templates for abstracts / papers will be provided there. It is necessary to use the templates for submission!

### **Important dates for researchers**

February 15, 2021	Deadline for abstract / paper submission
May 1, 2021	Announcement of acceptance of abstract / paper
May 31, 2021	Deadline for revision, if necessary
June 30, 2021	End of early bird registration
October 6-8, 2021	5th Culinary and Wine Tourism Conference
November 30, 2021	Deadline for paper submission for the series “Culinary and Wine Tourism Conference” (Springer).

## **2. Call for presentations / workshops**

This call invites practitioners / entrepreneurs / experts / students from the fields of tourism management, wine / beer / beverages management, food management, agricultural tourism, hospitality management and other related fields to present their ideas / (research) projects.

The form of the presentation / workshop is completely up to you (German or English). We are looking for innovative concepts! Show us your ideas / (research) projects the way you want.

### **Possible presentations / workshops could be:**

- innovative food and drinks pairing
- new media used for tourism experiences
- innovative culinary concepts
- COVID-19 and catering trade – solutions?

### **Important dates for practitioners**

February 28, 2021	Deadline for submission of presentations / workshops
April 2, 2021	Announcement of acceptance of presentations / workshops
October 6-8, 2021	5th Culinary and Wine Tourism Conference

The best paper and the best practical contribution will be awarded.  
More information about conference, venue, program, registration and submission:

<https://wissensstadt.hn/cwtc2021/>

Contact: [cwtc21@wissensstadt.hn](mailto:cwtc21@wissensstadt.hn)

### **Organizers**

Heilbronn University of Applied Sciences  
**Prof. Dr. Ruth Fleuchaus**  
**Dr. Lucas Nesselhauf**

DHBW Heilbronn  
**Prof. Dr. Martina Boehm**  
**Prof. Dr. Jutta Maute**

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)), **Jens Rüdiger** (DGT member, Wine and Culinary Tourism Commission), **Prof. Dr. Albert Stöckl** (IMC University of Applied Sciences Krems), **Mag. (FH) Daniela Wagner** (Vienna University of Applied Sciences).