



1st WINETOURISM Congress

Διεθνές Συνέδριο για τον Οινικό Τουρισμό

Program

Day 1: Friday, October 14, 2016

08:00 to 09:00

REGISTRATION

09:00 to 10:15

OPENING CEREMONY - WELCOME REMARKS

- **Evangelos Apostolou**, Greek Minister of Agricultural Development and Food
- Local/Regional authorities' representatives
- Government/ Institutional representatives
- **Nikos Zorzos**, Mayor of Thira
- **Paris Tsartas**, Congress Co-Chairman, Professor in Tourism Development, Department of Home Economics and Ecology, Harokopio University
- **Yiannis Voyatzis**, Congress Co-Chairman, President of the National Organization of Vine and Wine of Greece (EDOAO)
- **Kostas Konstantinidis**, Managing Director, Heliotospos

10:15 to 11:50

Session 1 – BUILDING COMPETITIVE WINE TOURISM DESTINATIONS: THEORETICAL AND POLICY ASPECTS

Chair: Olga Iakovidou, Professor, Department of Agricultural Economics, School of Agriculture, Forestry and Natural Environment, Aristotle University of Thessaloniki

Keynote Address

- **Wine tourism experiences and place attachment; Implications for destination marketing**

Marianna Sigala, Professor in Tourism, University of South Australia

Oral Presentations

- **Wine regions of EU and wine tourism**
Antoine Mailliot, Project Manager, Assembly of European Wine Regions (AREV)
- **The CERVIM' s collective trade mark for helping wine tourism**
Roberto Gaudio, President, Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture (CERVIM), Italy



1st WINETOURISM Congress

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11:50 to 12:20

- **Competitiveness in wine tourism destinations: A structural model**
Hilmi Rafet Yüncü, As. Professor, Department of Hospitality Management, Anadolu University, Turkey
- **Challenges in developing wine roads**
Eleftheria Grimpa, Harilaos Kalpidis, Ministry of Tourism

COFFEE/ TEA BREAK

12:20 to 13:30

Session 2 – WINE TOURISM IN FRANCE

Chair: Theodore Georgopoulos, President, Georges Chappaz Institute for Vine and Wine in Champagne – Professor of Wine Law (University of Reims)

Introductory Speech

- **Wine tourism in the French context: The model of Champagne**
Theodore Georgopoulos, President, Georges Chappaz Institute for Vine and Wine in Champagne – Professor of Wine Law (University of Reims)

Oral Presentations

- **Champagne, cultural resources and UNESCO**
Fabrice Thuriot, Researcher, Centre of Research on Decentralization and Territories, Sylvie Jolly, PhD in Geography, University of Paris 1 – Panthéon-Sorbonne – EIREST, Elsa Gatelier, PhD Student in Economics, University of Reims
- **Wine tourism: an educational challenge for Champagne**
Laure Castin, Director, Georges Chappaz Institute for Vine and Wine in Champagne
- **What legal tools for wine tourism in Champagne?**
Theodore Georgopoulos, President, Georges Chappaz Institute for Vine and Wine in Champagne – Professor of Wine Law (University of Reims)

13:30 to 15:00

LUNCH BREAK

15:00 to 16:35

Session 3 – MANAGING A WINE TOURISM BUSINESS: BEST PRACTICES AND INNOVATIVE TOOLS

Chair: Meropi Papadopoulou, Director of Oinohoos Magazine, Kathimerini Newspaper



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Keynote Address

- **Wine tourism business: multifaceted responses to complex challenges**

Cristina Santini, Assistant Professor, Faculty of Agriculture, San Raffaele University, Rome

Oral Presentations

- **Best practices for winery tasting room profitability**
Panagiotis Tataridis, Stelios Logothetis, Department of Enology & Beverage Technology, TEI of Athens, Pan-Hellenic Union of Registered Enologists (PAN.E.P.O.), Christos Kanellakopoulos, Lazaros Gatselos, Anastasios Kanellis, Pan-Hellenic Union of Registered Enologists (PAN.E.P.O.)
- **The importance of Customer Relationship Management and social media in the Greek wine tourism industry**
Dimitris Kyriakou, Department of Economic Sciences, Aristotle University of Thessaloniki, Efstathios Velissariou, Department of Business Administration, Technological Educational Institute of Central Greece, D. Belias, Department of Physical Education and Sport Science, University of Thessaly, L. Sdrolias, Department of Business Administration, Technological Educational Institute of Central Greece
- **The role of mobile and GPS technologies in wine tourism development**
Zacharias Kandylakis, George Makris, Konstantinos Karantzas, National Technical University of Athens
- **Innovation in food & wine tourism related businesses: Turning ashes to gold**
Dimitris Karagiannis, PhD Candidate, Theodore Metaxas, As. Professor, Department of Economics, University of Thessaly

16:35 to 17:00

COFFEE/ TEA BREAK

17:00 to 18:00

Session 4 – ATTRIBUTES OF THE WINE TOURISM PRODUCT

Chair: Panagiotis Kaldis, Professor of Applied Economics and Marketing, Vice President, Technological Educational Institute of Athens



1st WINETOURISM Congress

Διεθνές Συνέδριο για τον Οινικό Τουρισμό

Oral Presentations

- **Stories for (and beyond) wine tourism in Northern Greece: Exploring notions of identity through visual and narrative representations on wine industry websites**
Christina Bonarou, Panteion University of Social and Political Sciences, Paris Tsartas, Professor in Tourism Development, Department of Home Economics and Ecology, Harokopio University
- **Urban wineries and vineyards as a mean for enhancing urban tourist experience and sociability**
Fotis Kilipiris, Professor of Tourism and Hospitality Management, Dept. of Management, Alexander TEI of Thessaloniki
- **Wine tourism 'protocol'**
Anthi Kampilafka, Oenologist, Domaine Zacharioudakis

18:00 to 19:30

Session 5 – EXPLORING THE WINE TOURIST: PROFILE AND BEHAVIORAL CHARACTERISTICS

Chair: **Marianna Sigala**, Professor in Tourism, University of South Australia

KEYNOTE ADDRESS

- **How to identify and receive different categories of wine tourist**
Peter Smith, Founder of Avalon Wine Tours, California

Oral Presentations

- **Exploring the influence of holidaying in wine producing countries on consumers wine choice: Evidence from Ireland**
Margaret Connolly, College of Arts and Tourism, Dublin Institute of Technology, Dublin, Ireland
- **The wine tourism experience from the perspective of generation Z adults**
Dimitrios Stergiou, School of Social Sciences, Hellenic Open University
- **Investigating the typical characteristics of winery visitors in Southern Greece**
Panagiotis Tataridis, Department of Enology & Beverage Technology, TEI of Athens, PanHellenic Union of Registered Enologists (PAN.E.P.O.),
Christos Kanellakopoulos, Lazaros Gatselos, Anastasios Kanellis, Pan-Hellenic Union of Registered Enologists (PAN.E.P.O.)



1st WINETOURISM Congress

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19:30 to 20:00

- **Award of Excellence by National Organization of Vine and Wine of Greece (EDOAO). Honoured Guest: Yiannis Boutaris, Winemaker, Mayor of Thessaloniki, Greece**

20.00

COCKTAIL

Day 2: Saturday, October 15, 2016

Session 6 – SPECIAL ISSUES IN WINE TOURISM MARKETING

Chair: Panagiotis Tataridis, Lecturer, Department of Enology & Beverage Technology, TEI of Athens

Oral presentations

09:00 to 10:00

- **“This small world, the great...”: Through a glass of wine**
Yolanda Totsiou, Innovation and Technology Consultant
- **Canaves and traditional grape mills in Santorini Island: Morphological characteristics and change of use**
Voula Didoni, Architect
- **Contribution of research and development in oenology to wine tourism**
Maroula Dimopoulou, Post doctoral researcher, Institut des Sciences de la Vigne et du Vin, Bordeaux, France
- **Together, all year round, all day and night long – From the vineyard to the bottle**
Ioannis Patiniotis, PhD, Hellenic Association of the Financial Managers, Researcher

10:00 to 10:30

COFFEE/ TEA BREAK



1st WINETOURISM Congress

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Session 7 – THE WINE TOURISM EXPERIENCE: SYNERGIES AND LESSONS LEARNED

Chair: Christina Santini, Assistant Professor, Faculty of Agriculture, San Raffaele University, Rome

Keynote address

- **Wine tourism: From theory to practice**
Olga Iakovidou, Professor, Department of Agricultural Economics, School of Agriculture, Forestry and Natural Environment, Aristotle University of Thessaloniki

Oral presentations

- **Myth, tradition and folklore!**
Meropi Papadopoulou, Director of Oinohoos Magazine, Kathimerini Newspaper
- **Greek hospitality sector and wine tourism: A challenging prospect that we need to manage**
George Pittas, Member of the Board of Directors, Hellenic Chamber of Hotels
- **Embracing gastronomic tourism: A key to growth in local wine tourism**
Rosemary Barron, Food, wine and travel writer
- **Participation to a wine tourism show needs the proper preparation: fail to prepare, prepare to fail**
Margarita Manousou, Tourism Journalist
- **Addressing the role of restaurants in wine tourism development**
Georgia Tsara, Manager, Selene Restaurant, Santorini

Special Presentation

Introduction and Presentation of the Book by John Szabo
"VOLCANIC WINES: SALT, GRIT AND POWER"
Sofia Perpera, All About Greek Wines

- **Exploring the world of volcanic wines, and how to stand out in a crowded market**
John Szabo, Master Sommelier, WineAlign, Canada

10:30 to 13:15



1st WINETOURISM Congress

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13:15 to 14.45

LUNCH BREAK

Session 8 – WINE TOURISM IN GREECE: THE ROLE OF BOTTOM-UP INITIATIVES

Chair: Maria Alebaki, Adjunct Lecturer in Tourism Marketing, School of Social Sciences, Hellenic Open University

Introductory Speech

- **Wine tourism in Greece: The state of play**

Maria Alebaki, Adjunct Lecturer in Tourism Marketing, School of Social Sciences, Hellenic Open University

Oral presentations

- **The experience of Wine Roads of Northern Greece**
Stelios Boutaris, President of the Winemakers Association of Northern Greece
- **Wines of Crete: Assessing a ten-year journey**
Nikos Miliarakis, President of the Winemakers Association of Crete
- **Social media as a wine tourism marketing tool: The case of 'Wines of Crete'**
Iro Stavrakaki, Social Media Manager, Wines of Crete
- **The wine tourism model of Metsovo, Epirus**
Maria Dimou, Marketing Manager, Katogi Strofilia Winery
- **Wine tourism in Domaine Porto Carras: A case study**
Yliana Stengou, Vice President of Domaine Porto Carras
- **Oinoxeneia: A wine tourism event in Aegialeia, Peloponnese**
Maria Tsoukala, President of Public Benefit Corporation of Aegialeia (DIKEPA)
- **Building up a wine tourism region, the example of Nemea, Peloponnese**
Nikos Bouzinelos, Dominik Brun, Venikos Alternative Tourism Services Ltd

14.45 to 16.35



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16:35 to 16:50

- **Wine tourism in Santorini island**
Ioanna Vamvakouri, Oenologist, Representative of 'Santorini Wineries'

COFFEE/ TEA BREAK

Session 9 – WINE TOURISM IN GREECE: REGIONAL STRATEGIC PLANNING

Chair: Theodoros Stavrinoudis, Assistant Professor, School of Business, University of the Aegean

Oral Presentations

16:50 to 18:00

- **Wine tourism and hospitality: Prospects of a novel distinct tourism product in tourism marketing**
Alexios-Patapios Kontis, Technological Educational Institute of Central Greece, Efthymia Sarantakou, Hellenic Open University, Technological Educational Institute of Athens, Theodoros Stavrinoudis, Assistant Professor, School of Business, University of the Aegean
- **Regional analysis of wine tourism development in Greece: Central Macedonia, Northern Aegean, Crete**
Mary Constantoglou, Adjunct Lecturer, Hellenic Open University, Smaragda Zagkotsi, Post – doctoral researcher, Stella Kostopoulou, Department of Economics, Aristotle University of Thessaloniki, Nikolaos Trihas, Adjunct Lecturer, Department of Business Administration, Technological Educational Institute of Crete
- **The role of networks, synergies and collective action in the development of wine tourism: The case of 'Wines of Crete'**
Anna Kyriakaki, Adjunct Lecturer, School of Business, University of the Aegean, Nikolaos Trihas, Adjunct Lecturer, Department of Business Administration, Technological Educational Institute of Crete, **Efthymia Sarantakou**, Hellenic Open University, Technological Educational Institute of Athens
- **Developing a wine tourism marketing plan: A study in the regions of Kilkis, Thessaloniki and Chalkidiki**
Alexia Aslanidou, Hellenic Open University



1st WINETOURISM Congress

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18:00 to 19:30

ROUND TABLE DISCUSSION

Coordinators: Yiannis Voyatzis, Congress Co-Chairman, President of the National Organization of Vine and Wine of Greece (EDOAO) & **Paris Tsartas**, Congress Co-Chairman, Professor in Tourism Development, Department of Home Economics and Ecology, Harokopio University

Addressing major challenges and setting the vision:

Stakeholders' Round Table on Greece's Wine Tourism

19:30

CLOSING REMARKS

PRESENTATION AND TASTING OF SELECTED GREEK WINES

POSTER PRESENTATIONS

- **Wine Roads of Greece**
A representation of regional wine tourism networks
- **Wine tourism as a business activity: A study of 27 accommodations in Greece**
Sotiria Kottara, Student of Commerce and Marketing, TEI of CRETE, Konstantinos Chatzinikolas, Finance Teacher, MSc, Aggeliki Konstantinopoulou, Teacher, MA
- **Connection, composition and combination between pictorial art and the art of making wine as an attraction for wine-tourism travellers**
Argyro Fournaraki, Freelance journalist-researcher
- **A joint effort of 56 Municipalities of Greece to brand the Greek Gastronomy Culture, invigorate the production of fine products, exploit the potential of Greek cuisine and interconnect gastronomy with tourism and culture**
Sotiris Bolis, Project manager - Consultant, Finest Greek Tastes Network of Municipalities



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DAY 3: Sunday, October 16, 2016

9:00 to 17:00

OPTIONAL PROGRAM

Enjoy an authentic wine tourism experience: A tour in Santorini wineries and the famous volcano

Last update: 12 October, 2016