

WOW Conference  
**SUSTAINABLE  
WINE TOURISM**

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December 2 – 3, 2021

Hochschule Geisenheim University

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## WOW Conference

### *Sustainable Wine Tourism*

December 2-3, 2021 | Hochschule Geisenheim University | Classroom HS 32

An Event of the WOW Project *Zukünftige Herausforderungen in Weinbau, Oenologie & Weinwirtschaft - Future Challenges in Viticulture, Enology & Wine Business*  
A cooperation between Hochschule Geisenheim University (Department of Wine & Beverage Business and Department of Soil Science & Plant Nutrition)  
& University of West Attica (Department of Wine, Vine & Beverage Sciences)

	Thursday, December 2	Friday, December 3
9:00 am	E. Dimkou & G. Szolnoki - <i>Opening</i> <a href="#">German Parliamentary State Secretary</a>   <a href="#">Greek Ministry of Tourism</a> <i>Welcoming Remarks</i>	E. Dimkou & G. Szolnoki - <i>Opening</i>
9:15 am	S. Carvao, UNWTO <i>Wine Tourism and Rural Development</i>	P. Roca, OIV <a href="#">Global Perspectives on Enotourism</a>
9:45 am	N. Ridoff, WineTourism.com <a href="#">Digitalizing the Wine Tourism Community - Sustained Learning</a>	M. Sigala, UniPi <a href="#">The Role of Wine Tourism in Sustainable Destination Development: Best Practices from Australia</a>
10:15 am	<i>Break</i>	<i>Break</i>
10:45 am	M. Alebaki, AGRERI <a href="#">History and Current State of Greece's Wine Tourism Development - Considerations about Sustainability &amp; Resilience</a>	G. Szolnoki, HGU <a href="#">Motivation Factors and Profitability of Online Wine Tastings - an International Study</a>
11:15 am	E. Beris, UniWA <a href="#">Wine Tourism in Santorini: A Global Phenomenon and the Need for Designing a New Model</a>	S. Bail, HGU <a href="#">A Cross-Cultural Comparison of New Wine Tourism Strategies during the Covid-19 Crisis</a>
11:45 am	T. Metaxas, UTH <a href="#">Sustainable Wine Tourism: Case Studies from the Region of Peloponnese</a>	M. Tafel, HGU <a href="#">Biodiversity &amp; Wine Tourism: a Happy Marriage</a>
12:15 pm	<i>Break</i>	<i>Break</i>
1:15 pm	M. Reule, DWI <i>Virtual Reality - New Approaches in Wine Tourism</i>	R. Hepp, Schloss Vollrads Wine Estate <a href="#">Impact of Covid19 Effects on Wine Tourism Activities at Schloss Vollrads</a>
1:45 pm	N. Miliarakis, Wines of Greece <a href="#">Greek Wine Tourism in Full Development</a>	A. Dourakis, Dourakis Winery <a href="#">Wine Tourism in Crete</a>

All times in CET (GMT +1)

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*Sustainable Wine Tourism*  
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Speakers



Sandra Carvao  
World Tourism Organisation

*Wine Tourism and Rural Development*

Sandra Carvao studied Marketing and Marketing Management at the Complutense University of Madrid. She has worked for the

World Tourism Organization UNWTO for more than 18 years in various leading positions. In 2018, she became Head of Market Intelligence and Competitiveness at UNWTO.



Niklas Ridoff  
WineTourism.com

*Digitalizing the Wine Tourism Community - Sustained Learning*

Niklas Ridoff is the CEO of WineTourism.com. He has lived in Sweden, UK, Switzerland, Spain and the US. He holds degrees from London School of Economics and Yale University, as well as his WSET 3 diploma. With a long professional background in financial project management from both the public and the private sector, the focus of his work



Maria Alebaki  
Agricultural Economics Research Institute,  
Hellenic Agricultural Organization  
DIMITRA

*History & Current State of Greece's Wine Tourism Development - Considerations about Sustainability & Resilience*

Maria Alebaki is a Research Associate at the Agricultural Economics Research Institute of the Hellenic Agricultural Organization (HAO) "DIMITRA". She holds a PhD in Agricultural Economics from the Aristotle University of Thessaloniki. She has also conducted two post-doctoral fellowships at HAO-DIMITRA and the Agricultural University of Athens. Her academic interests include supply and demand perspectives of rural/wine tourism; tourism sustainability and resilience. Currently, she serves as an Adjunct Faculty Member (Hellenic Open University) and a Visiting Professor (Agricultural University of Athens; International Hellenic University).



Evangelos Beris  
University of West Attica

*Wine Tourism in Santorini: A Global Phenomenon and the Need for Designing a New Model*

Evangelos Beris holds a Ph.D. in Viticulture, M.Sc. in Biology and WSET Advanced. Since 2014, he is teaching as an Adjunct Professor in the Department of Wine, Vine & Beverage Sciences of the University of West Attica, both at the undergraduate course and the postgraduate programme. Moreover, he is the Director of the study programme "Viticulture & Oenology" at IEK Praxis in Athens. Evangelos has been judging in wine competitions and giving presentations, masterclasses and seminars in several countries. He has also been working as a consultant of viticulture, wine production and wine tourism. For several years now, he has been consulting and collaborating with Estate Argyros in Santorini, Greece.

now is to successfully bring the wine tourism industry into the new post-Covid digital era.



Theodoros Metaxas  
University of Thessaly

*Sustainable Wine Tourism: Case Studies from the Region of Peloponnese*

Theodore Metaxas graduated from Aristotle University of Thessaloniki, Economics Department in 1996 specialised in

'Programming and Development' sector. He received two postgraduate diplomas from Kingston University U.K (MBA) and the Department of Planning and Regional Development, University of Thessaly specialised in 'Planning and Regional Policy'. From the same department he received his PhD in 'Urban Development and Business Competitiveness'. Main research interests: local economic development, place marketing, strategic planning, tourism and culture development. Metaxas has over 70 publications in international journals and over 30 participations in European scientific programmes.



Monika Reule  
Deutsches Wein Institut

*Virtual Reality - New Approaches in Wine Tourism*

Monika Reule studied Agricultural Biology and Rural Development at the Universities

Hohenheim/Württemberg and Berlin. Since leaving university, she has held various positions in the German agrarian and food sector, among others as CEO of the German Feed Industry Association. Her focus was mainly on strategy development and management as well as PR and communication. In April 2007, she became CEO both of the German Wine Institute and the German Wine Fund.



Nikolaos Miliarakis  
Wines of Greece

*Greek Wine Tourism in Full Development*

Nikos Miliarakis is the co-owner of the wine company Minos Cretan Wines and a Member of the Board of Wines of Crete (from 2006 to

2018, he was the President of the network). He holds a Master of Arts (M.A.) in International Business from the University of Paris I: Panthéon-Sorbonne. Since 1998, he is active in the areas of Winemaking; Exports; and Wine Tourism. In the course of his

career, he has been involved in the training of wine and food professionals.



**Pau Roca**  
Organisation Internationale de la Vigne  
et du Vin

*Global Perspectives on Enotourism*

Pau Roca has been elected Director General of the OIV for a five-year term during the OIV General Assembly 2018 in Uruguay. Since 1992, he has been a Spanish delegate to the OIV and was President of the "Law and Consumer Information" (DROCON) Expert Group between 2010 and 2016, as well as Vice-President of the "Sustainable Development and Climate Change" Expert Group between 2016 and 2018. A Francophone and Anglophone polyglot, Pau Roca has specific, in-depth knowledge of the global vitivincultural sector and expertise acquired at the head of the Spanish Wine Federation (FEV), which he managed for over 20 years. OIV Director General has had a diversified professional career, having gained experience in the olive oil sector and started out in scientific research in oceanography.



**Marianna Sigala**  
University of Piraeus

*The Role of Wine Tourism in Sustainable Destination Development: Best Practices from Australia*

Marianna Sigala is Professor at the University of Piraeus, Greece. She has also been an academic staff at the University of South Australia, University of Strathclyde and Westminster University (UK), and the University of the Aegean (Greece). She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality



**Gergely Szolnoki**  
Hochschule Geisenheim University

*Motivation Factors and Profitability of Online Wine Tastings - an International Study*

Gergely Szolnoki is professor of Market Research at Geisenheim University and honorary professor of Wine and Beverage Management & Marketing at the University of West Attica (Athens, Greece). After studying Agricultural Economics in Hungary, he received his doctorate at Justus-Liebig-University in Giessen (Germany). Gergely is author of several books and book chapters and more than 130 national and international publications in English, German and Hungarian. His research fields cover consumer behaviour, communication and social media, organic wines, market analysis and wine tourism. In addition to his scientific activities, Gergely is a delegated expert in the International Organisation of Vine and Wine (OIV) in the fields of "wine economics" and "statistics".



**Maximilian Tafel**  
Hochschule Geisenheim University

*Biodiversity & Wine Tourism: a Happy Marriage*

Maximilian Tafel is postdoctoral researcher at the Department of Landscape Planning & Nature Conservation, Geisenheim University. There he is responsible for the socio-economic research in the AmBiTo project, which aims to strengthen biodiversity in German wine regions. In addition, he teaches the subject of recreation planning in the study program Landscape Architecture. Before, he wrote his dissertation on tourism in German wine regions at the Department of Wine & Beverage Business, Geisenheim University. He is a member of the German Society for Tourism Science (DGT) and part of the associated Commission for Wine and Culinary Tourism. His research interests are in biodiversity and tourism in wine regions, with special attention to the landscape.



**Susan Bail**  
Hochschule Geisenheim University

*A Cross-Cultural Comparison of New Wine Tourism Strategies during the Covid-19 Crisis*

Susan Bail has worked in tourism in Australia and Morocco before moving to Germany to study International Wine Business at Geisenheim University. She is currently attending a Masters program in Sustainable Transition (Giessen University) and is committed to making Wine Tourism resilient and beneficial (ecologically, socially, financially) through research, practice and communication.



**Rowald Hepp**  
Schloss Vollrads

*Impact of Covid19 Effects on Wine Tourism Activities at Schloss Vollrads*

Rowald Hepp studied viticulture and oenology and did his doctorate in agricultural sciences at Geisenheim University. After a rising career as director in various companies, he took over the management of the Schloss Vollrads winery in 1999, which he ran for more than 20 years. At the same time, Hepp was broadly active in both research and industry. He was chairman of the advisory board of Geisenheim university for several years and a founding member of the organisation Wine Saves Lives. In 2001 he was named Estate Director of the Year, in 2010 Winemaker of the Year and in 2019 Wine Personality of the Year.



**Antonis Dourakis**  
Dourakis Winery

*Wine Tourism in Crete*

Antonis Dourakis is winemaker and co-owner of the Dourakis Winery. He grew up in Chania, Crete between the sandy beaches and their family-owned vineyards. Later he studied Viticulture and Oenology in Geisenheim. For the last 15 years, he has been working on their family-run winery in Alikampos, making the best out of the local and international grape varieties growing on the island.

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