

7th Wine & Hospitality Management Workshop

26 MAY 2025

17:30 - 20:00	Registration & Welcome reception Wine tasting organized by Les Glorieuses with the participation of three top wineries from Valais: Domaine Denis Mercier, Cave Caloz, and Cave Gilbert Devayes	Agora (Main Reception)
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27 MAY 2025

08:30 - 09:00	Registration & Welcome coffee	Coffee Area
09:00 - 09:10	Welcome Address Juan-Francisco Perellon, Chief Academic Officer Philippe Masset, Associate Professor	Aula
09:10 - 11:10	Academic presentations session A	Aula
11:10 - 11:30	Coffee break	Coffee Area
11:30 - 12:30	Keynote Speech Rainer Häberle on "Emerging & re-emerging wine regions", followed by a tasting of Canary Islands wines	Aula
12:30 - 13:40	Lunch	Food Court
13:40 - 15:40	Academic presentations session B	Aula
15:40 - 16:00	Coffee break	Coffee area
16:00 - 17:15	Panel discussion led by Alicia Gallais on "Women's careers in the wine industry" with the participation of Valentina Andrei, Teona Floare, Florine Livat, and Malika Pellicoli.	Aula
17:15 - 18:15	Blind tasting competition (results will be presented and discussed during the gala dinner on May 28)	Tasting Rooms

ARWHM Board only:

18:15 - 22:00	ARWHM Board meeting & dinner
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28 MAY 2025

08:40 - 09:10	Registration & Welcome coffee	Coffee Area
09:10 - 10:40	Academic presentations session C	Aula
10:40 - 11:00	Coffee break	Coffee Area
11:00 - 12:30	Academic presentations session D	Aula
12:30 - 14:00	Lunch with the tasting of wines from two top wineries: Histoire d'Enfer and Vinattieri	Food Court
14:00 - 16:00	Academic presentations session E	Aula
16:00 - 16:20	Coffee break	Coffee area
16:20 - 17:50	Plenary on AI & data sciences Academic presentation session F Keynote speech on "Vine to Mind" by Xiao-Li Meng (Harvard)	Aula
17:50 - 18:00	Closing & awards	Aula
18:00 - 19:00	Wine tasting experiment by Gildas L'Hostis	Tasting Rooms
19:00	Gala dinner	Agora

29 MAY 2025 - SOCIAL PROGRAM

Bus will leave from EHL CAMPUS Lausanne at 09.45 and will be back at around 19.30.

Tour with:

- Wine tastings in Chablais (morning)
- Lunch in Aigle
- Wine tastings in Valais (afternoon)

For organizational reasons, please let us know when you register for the conference if you do not plan to attend the tour.

Presented papers by session, with discussant

Session A

A1

Paper: Tasting notes, ratings and expert occupations.

Authors: Florine Livat (Kedge Business School), Michaël Korchia (Kedge Business School), Hervé Remaud (Kedge Business School)

Discussant: Stefano Borzillo

A2

Paper: Factors influencing the WTP for guests staying at an Albergo Diffuso in Tuscany.

Authors: Radu Mihailescu (NHL Stenden University of Applied Sciences,), Britta Niklas (Ruhr University Bochum)

Discussant: Nicolas Depetris-Chauvin

A3

Paper: A default portion-size nudge to reduce meat consumption in a hotel restaurant: Effects on guest satisfaction and plate waste.

Authors: Isabel Schäufele-Elbers (Free University of Bolzano), Lukas Brunner (Free University of Bolzano), Günter Schamel (Free University of Bolzano)

Discussant: Jana Gross

A4

Paper: Determinants of Satisfaction in Wine Tourism: A Firm-Level Analysis of TripAdvisor Ratings.

Authors: Nicolas Depetris Chauvin (Haute école de gestion de Genève, HES-SO Haute Ecole Spécialisée de Suisse Occidentale), Marta Fernández Olmos (University of Zaragoza), Jan-Erik Meidell (Haute école de gestion de Genève, HES-SO Haute Ecole Spécialisée de Suisse Occidentale)

Discussant: Britta Niklas

Session B

B1

Paper: Unlocking Growth Potential for Sparkling Wines and Wine-Based Beverages: Insights into Consumer Preferences.

Authors: Alexandre Mondoux (Changins, Haute école de viticulture et œnologie, HES-SO Haute Ecole Spécialisée de Suisse Occidentale), Candice Devaud (Changins, Haute école de viticulture et œnologie, HES-SO Haute Ecole Spécialisée de Suisse Occidentale), and Roxane Fenal (Changins, Haute école de viticulture et œnologie, HES-SO Haute Ecole Spécialisée de Suisse Occidentale)

Discussant: Isabel Schäufele-Elbers

B2

Paper: Leveraging local expertise on Vivino.

Authors: Sasha Stoikov (Cornell Financial Engineering Manhattan), Stefano Borzillo (EHL Hospitality Business School, HES-SO University of Applied Sciences and Arts Western Switzerland), Karl Levy (BMCC CUNY)

Discussant: Prashant Das

B3

Paper: An extended model of goal-directed behavior to predict local wine consumption in tourists.

Authors: Edgar J. Sabina del Castillo (Universidad Europea de Canarias), María del Mar Serrano Arcos (Universidad de Almería), Ricardo J. Díaz Armas (Universidad de La Laguna), Desiderio Gutiérrez Taño (Universidad de La Laguna)

Discussant: Xiaohai Zhan

B4

Paper: Breaking Stereotypes: Impact of the Digitalization of Wine Culture Heritage on Tourists' Authenticity Perceptions and Brand Trust.

Authors: Qiushi Gu (Southeast University), Keying Chen (Southeast University), Minglong Li (Zhongnan University of Economics and Law), Qilou Zhou (Jiangsu Second Normal University)

Discussant: Robin Goldstein

Session C

C1

Paper: Understanding Chinese Fine Wine Consumer-Brand Relationships: An exploratory study.

Authors: Jeannie Cho Lee (Hong Kong Polytechnic University), Qiushi Gu (Southeast University Nanjing)

Discussant: Riccardo Saracino

C2

Paper: The effect of Wine List on Restaurant Rating - An analysis of German Michelin Restaurants.

Authors: Riccardo Saracino (University of Milan), Chiara Mazzocchi (University of Milan), Stefano Corsi (University of Milan)

Discussant: Olivier Gergaud

C3

Paper: Are foreign buyers willing to pay a premium in charity auctions? Evidence from the wine sale of the Hospices de Beaune. Authors: Florine Livat (Kedge Business School), Marc-Antoine Ramelet (University of St. Gallen, Swiss National Bank)

Discussant: Xiaolin (Crystal) Shi

Session D

D1

Paper: The Sudden Explosion of THC Beverages in the US Market and Their Potential Impact on US Alcoholic Beverage Markets.

Author: Robin S. Goldstein (University of California, Davis)

Discussant: Alex Susskind

D2

Paper: When popularity harms attraction's experiences: The role of attraction authenticity.

Authors: Jana Gross (KEDGE Business School), Renaud Lunardo (KEDGE Business School)

Discussant: Günter Schamel

D3

Paper: Food Clusters as Tourist Destinations: A Comparative Case-Study Design.

Authors: Katia Laura Sidali (katialaura.sidali@univr.it), Günter Schamel (Free University of Bolzano), Isabel Schäufole-Elbers (Free University of Bolzano)

Discussant: Anaïs Guerchovitch

Session E

E1

Paper: Migration, international outbound and inbound tourism.

Author: Thomas Davoine (EHL Hospitality Business School, HES-SO University of Applied Sciences and Arts Western Switzerland)

Discussant: Qiushi Gu

E2

Paper: Coffee waves: terroir as the new frontier.

Authors: Guy Llewellyn (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland), Luciano Lopez (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland), Philippe Masset (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland), Claire Rembault (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland)

Discussant: Alexandre Mondoux

E3

Paper: Does Wine Knowledge Shape Consumer Willingness to Pay a Premium for Domestic Wine in China? The Moderating Role of Consumer Ethnocentrism.

Author: Xiaohai Zhan (Tsinghua University)

Discussant: Alicia Gallais

E4

Paper: Global Consumer Responses to Local Conflicts: Evidence from the Israel-Palestine Conflict.

Author: Olivier Gergaud (Kedge Business School), Nicolas Lagios (Université Libre de Bruxelles), Abdul Noury (NYU Abu Dhabi)

Discussant: Karl Levy

Session F

Paper: The economics of perfection: wine ratings, price formation, and market behavior.

Authors: Prashant Das (Indian Institute of Management Ahmedabad), Philippe Masset (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland), Anoushka Saha (Indian Institute of Management Ahmedabad), Jean-Philippe Weisskopf (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland)

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PUBLICATION OPPORTUNITIES

Participants will have the opportunity to submit their paper to the Journal of Hospitality and Tourism Management (IF = 7.6) for inclusion in a special issue on “Culinary Journeys: Wine and Food in Hospitality and Tourism”. Submissions will need to follow the submission guidelines and standards of JHTM. The guest editors for this issue are Prof. Olivier Gergaud (KEDGE), Prof. Phillippe Masset (EHL), and Prof. Crystal Shi (HKPU). Prof. Marianna Sigala (Editor-in-Chief of JHTM) will also be present at the conference. Further details about the special issue can be found on the Alliance website.

SPONSORS

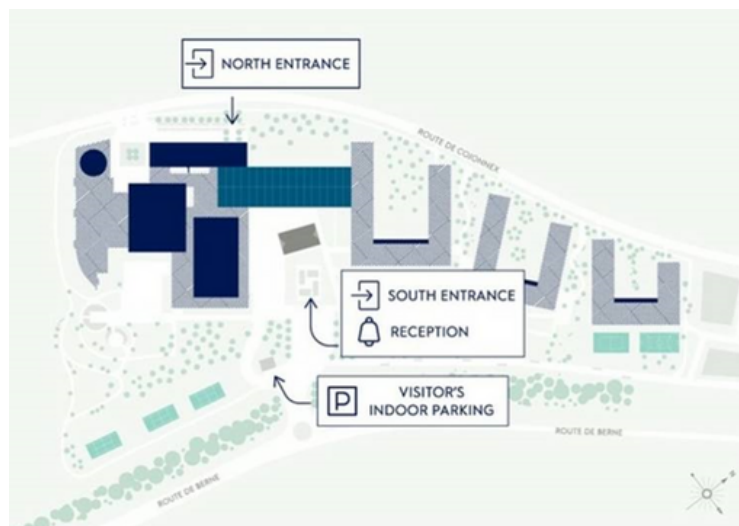


VENUE

EHL Hospitality Business School will organize the workshop. Its campus is located in Northern Lausanne, at Route de Berne 301, 1000 Lausanne 25. It is 30 minutes away from the city center.

It is accessible by public transportation (buses 45, 360, 361, 362, 435) and has a parking lot on-site (maximum height 2.10 meters).

From Lausanne's train station direct trains to Geneva and Zurich airports are available.



HOTELS

If you are staying in a Lausanne Hotel, upon check-in you will receive a card giving you access to Lausanne public transportation for free during the length of your stay.

We have negotiated special prices in the following hotels:

OPTION 1 – Hôtel Aquatis (4*)

- 15 minutes away from the EHL CAMPUS
- Booking to be made via this link.
- Negotiated rate of 175 CHF per night with breakfast, Room Category M.
- Supplement of 20 CHF for a second guest (adult or child).
- **Pre-payment by credit card mandatory.**
- Cancellation possible until 7 days before check-in without any fees. After this deadline, 100% of the booking will be kept. In the event of a reduction in the stay, the guest must notify reception before 3:00 p.m. the day before the modified departure, to avoid the billing for an additional night.

OPTION 2 – Fassbind Hotels

We have negotiated a 10% discount on Fassbind hotels in Switzerland, including their Geneva and Zurich hotels.

- To book, go to [this link](#) and enter the code ARWHMEHL25.
- If you wish to use another payment method instead of credit card, you can contact the hotels directly.
- For your Lausanne stay, we would recommend to stay at the Alpha Palmiers hotel, located in the city center and 30 minutes away from EHL with public transportation.

Lausanne

- Swiss Chocolate*** by Fassbind : scl@byf.ch
- Swiss Wine*** by Fassbind : sw@byf.ch
- Alpha*** et Palmiers**** by Fassbind: ap@byf.ch
- Agora Swiss Night**** by Fassbind: asn@byf.ch

Geneva

- Geneva**** By Fassbind: g@byf.ch
- Tiffany**** By Fassbind: t@byf.ch

Zurich

- Swiss Chocolate*** by Fassbind : scz@byf.ch
- Swiss Night*** by Fassbind : sn@byf.ch
- Züri**** by Fassbind: z@byf.ch

RESTAURANTS

EHL Hospitality Business School proposes several restaurants open to the public on its premises. Booking is strongly encouraged:

- [Le Berceau des Sens](#) (one Michelin star)
- [1893](#) (French Brasserie)
- [Montreux Jazz Café](#) (casual bar with tapas)

Lausanne city center has an extremely active and diverse food scene. The local [tourism office website](#) is very complete with many recommendations for all tastes.

ORGANIZERS

This workshop is an annual event organized by the Alliance for Research on Wine & Hospitality Management created in 2017 by the Cornell SC Johnson College of Business, EHL Hospitality Business School, the Hong Kong Polytechnic University School of Hotel & Tourism Management, Kedge Business School, and the Free University of Bozen/Bolzano. The Alliance aims to promote excellent research in the fields of Wine & Hospitality Management.



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