

**Thematic Collection Name:**

*Wine Tourism*

**Collection Guest Editor:**

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**Brief description of thematic area**

In spite of the increasing significance of wine tourism and winery management, there continues to be a lack of research that addresses key issues in the industry. As a result, there is a growing need for more research on strategic wine tourism and winery management from both the wine industry and academia.

For this collection, only conceptual research and research based on qualitative research methods will be considered for publication, given the Journal of Qualitative Research in Tourism's focus. Studies using multidisciplinary approaches will be highly prioritized. For example, papers highlighting both winery operational issues and financial management will be welcomed: how do you/we measure the success of winery tourism management? Do you/we simply use the number of winery visitors? Or do we need to look for something else?

Potential topics for the journal's thematic collection on wine tourism include:

- Winery service quality and strategy
- Wine tourism events
- Sustainable wine tourism development and models
- Winery financial and revenue management
- Strategic winery club membership management
- Global wine tourism
- Wine tourism business and destination management
- Adopting new technology, such as social media in winery operations
- Impacts of the winescape on wine tourism
- Stakeholder relationships and networking in wine tourism development
- Destination brand management on wine tourism
- Winery entrepreneurship
- Winery leadership
- Successful wine tourism management and marketing cases
- Wine tourist behavior
- Qualitative aspects of the wine tourism experience

### **QRT Thematic Collections**

*The Journal of Qualitative Research in Tourism* furthers the frontiers of knowledge and understanding of tourism research and its applications by providing an interdisciplinary forum for qualitative research.

QRT's thematic collections focus on emerging and trending topics in the field of tourism and include articles written by scholars using qualitative approaches in their research practice. The goal of the thematic collections is to ensure readers stay up to date on important issues and contemporary research topics and garner a deeper understanding of key emerging areas of scholarship related to the advancement of qualitative research across the tourism domain.

Prospective authors should note that the qualitative methods focus of the thematic collection topic must be adequately developed and emphasised to meet the Journal's aims and scope.

### **Timeline and submission process**

All papers should be submitted through the QRT online submission system available at: [Journal of Qualitative Research in Tourism](#)