

	Entry type		Status
Aboriginal Wine (Wineries)	Medium-Long		pending
Academic References (key periodicals)	Medium-Long		
Aging (bottle, barrel)	Medium		
Agritourism	Short		
Appellation	Long		pending
Alcotourism	Short		
Architecture	Short		
Artisan Wine making	Medium		pending
Augmented Reality	Medium		pending
Authentic Experience	Medium		
Beer Tourism	Medium		pending
Beverage Alcohol	Long		
Biodiversity	Medium		
Biodynamic	Medium		
Blending	Medium		
Botrytis wine (Botryted wine)	Short		pending
Boutique winery	Medium		
Brand Architecture (wine)	Medium		
Brand Awareness (wine)	Medium		
Brand Equity (wine)	Medium		
Brand Identity (wine)	Medium		
Brand Image (wine)	Medium		
Bulk Wine	Short		
Business Forms (e.g., family, cooperative, conglomerate, publicly held, corporate)	Long		confirmed
Business Models	Long		confirmed
Carbon footprint	Medium		
Cause Marketing (wine)	Short		
Celebrity Endorsement (wine)	Medium		pending
Celebrity Wine Brand	Medium-Long		pending
Celebrity Winery	Medium-Long		
Cellaring	Medium		
Certifications (e.g., organic, etc + German wine laws)	Long		
Champagne	Medium-Long		pending
Chateau (see Estate Winery)			pending
Chemical Analysis	Medium		
Climate Change	Long		pending
Children	Medium		pending

Co-creation	Long		
Community of Practice	Medium		
Consumer Behaviour (wine)	Long		pending
Cool Climate	Medium		pending
Contract Winemaking	Short		
Corporate Social Responsibility	Long		
Culinary Tourism	Short		pending
Cultures of Wine	Long		pending
Customer Behaviour	Medium		
Customer Delight	Medium		
Customer Engagement	Medium		
Customer Feedback	Medium		
Customer Loyalty	Medium		
Customer Reviews (incl. online, app, etc)	Long		
Customer Satisfaction	Medium		
Customer Service	Medium		
Destination	Short		
Destination Brand Architecture	Medium		
Destination Brand Awareness	Medium		
Destination Brand Identity	Medium		
Destination Brand Image	Medium		
Destination Brand Strategy	Medium		
Destination Marketing Organization	Short		
Destination Winery	Medium		
Distribution Channels (Direct-to-consumer, online, etc)	Long		
Ecolabeling	Medium		
Ecological Footprint	Medium		
Economic Development	Long		
Economic Impact	Medium		
Economics (lenses: production -> experience)	Long		
Ecotourism	Medium		
Education	Long		
eMarketing	Short		
Emerging Wine Region	Medium		pending
Enotourism (see wine tourism)	Short		
Estate Winery (see Chateau)	Medium		
Experience Good	Medium		
Experience Design	Medium		

Experience Economy (tourism)	Medium		
Experiencescape	Short		
Family Wine Business			pending
Farm Tourism	Short		
Fermentation	Medium		
Food and Beverage Festivals	Short		
Food and Beverage Tourism	Short		
Fruit Wine	Short		
Garagiste	Short		
Gastronomic Tourism (see culinary tourism)	Short		pending
Gender	Medium		
Geographic Indicator (GI, COO)	Long		
Grapes (e.g., vinifera, hybrid, indigenous)	Long		
Guides	Medium		confirmed
Hedonic Consumption	Medium		confirmed
Heritage	Medium		confirmed
History of Wine (incl. ancient wine)	Long		pending
Hospitality	Medium		pending
House brand	Short		
House wine	Short		
Indigenous Wines (see Aboriginal Wines)	Medium		
Information and Communication Technologies	Medium		pending
Labelling	Medium		pending
Landscape (see Winescape)			pending
Leisure	Short		
Lifestyle	Short		
Loyalty Programs	Short		
Luxury	Medium		pending
Master of Wine	Medium		pending
Memorability	Medium		
Mobile Commerce (mCommerce) – see Distribution: Online	Short		pending

Museums	Medium		pending
Negotiant(e)	Short		
New World	Medium		
Old World	Medium		
Organic	Medium		
Organic Farming	Medium		
Organic Wines	Medium		pending
Organizations (International, Academic/Practitioner: AAWE, AWBR, WSET, OIV ...)			
Outsourcing	Short		
Packaging (incl. closures)	Long		pending
Phylloxera	Short		
Place Branding	Medium		
Place Identity	Medium		
Place Image	Medium		
Practitioner References (key periodicals)	Long		
Precision Agriculture	Medium		
Premium wine	Medium		
Pricing	Long		
Production	Medium		
Provenance	Long		
Quality	Medium		
Regenerative Agriculture	Medium		
Regions	Long		
Regulation (jurisdiction, law, legislation)	Long		
Reserve wines	Short		
Resilience	Long		pending
Risk Management	Long		
Rural Development (see Economic Development)			
Rural Tourism	Medium		pending
Seasonality	Medium		
Second wines	Short		
Sensory Analysis	Long		pending
Service Design	Medium		

Servicescape	Short		pending
Smart Tourism	Medium		pending
Social Media	Medium		pending
Sommelier	Medium		
Special Interest Tourism	Short		
Tasting Room	Medium		
Terroir	Long		pending
Tour Companies	Short		confirmed
Tourism Demand	Medium		
Tourism Trends	Medium		
Tourism 'Industry'	Medium		
Tourist (customers -> CFAs -> excursionists -> tourists)	Long		
Tourist Typology (wine)	Long		pending
Urban Tourism	Short		
Urban Winery	Short		
Vineyard	Medium		
Viniculture	Medium		
Vintage	Short		
Viticulture	Medium		
Virtual Reality (see Augmented Reality)	Short		
Websites	Medium		
Wine Awards	Medium		
Wine Bar	Short		
Wine Cellar	Short		
Wine Club	Short		
Wine Collecting	Medium		
Wine Competition	Long		
Wine Critics	Long		
Wine Culture	Long		confirmed
Wine Economies (Commodity -> Experience)	Long		
Wine Experience	Medium		
Wine Festival (see Festival)	Short		
Wine History (incl. Ancient History)	Long		pending
Wine Library	Short		
Wine Pairing	Long		
Wine Rating	Long		pending

Wine Retail	Long		
Wine Routes/Roads/Trails	Long		
Wine Sensory Experience	Long		pending
Wine Shows	Long		
Wine Storage (see Cellaring)			
Wine Styles (fortified, red, white, rose/blush, sparkling, ice wine, fruit, sake, dessert, late harvest)	Long		
Wine Tasting (incl. sweet, dry)	Long		
Wine Types (conventional, biodynamic, natural, vegan, organic)	Long		
Wine Wheel	Short		pending
Wine Writers	Long		
Winegrowing	Long		
Winemaker	Long		
Winemaking (vinification)	Long		
Winescape	Long		pending
Yeast	Medium		