

22-Nov-24	Entry type	Status
		(blank spaces are open for proposals)
Aboriginal Wine (Wineries)	Medium-Long	taken
Academic References (key periodicals)	Long	
Age groups (generations)	Medium	taken
Aging (bottle, barrel)	Medium	
Agritourism	Short	
Appellation	Long	pending
Alcohol	Long	
Alcotourism	Short	
Architecture	Short	
Artisanal Wine making	Medium	taken
Augmented Reality	Medium	pending
Authentic Experience	Medium	
Beer Tourism	Short	pending
Biodiversity	Medium	
Biodynamic	Medium	pending
Blending	Medium	
Botrytis wine (Botryted wine)	Short	
Boutique winery	Medium	
Brand Architecture (wine)	Medium-Long	
Brand Awareness (wine)	Medium-Long	
Brand Equity (wine)	Medium-Long	
Brand Identity (wine)	Medium-Long	
Brand Image (wine)	Medium-Long	
Bulk Wine	Short	
Business Models	Long	taken
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	
Chateau (see Estate Winery)	Short	
Chemical Analysis		
Climate Change	Long	taken
Co-creation	Long	taken

Community of Practice	Medium		
Consumer Behaviour (wine)	Long		
Contract Winemaking	Short		
Cool Climate Viticulture	Medium		pending
Cooperative Winemaking	Medium		
Corporate Social Responsibility	Long		
Culinary Tourism	Short		taken
Cultures of Wine	Long		taken
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		taken
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			taken
Family Wine Tourism	Medium		taken
Farm Tourism	Short		
Farm Winery	Medium		
Fermentation	Medium		
Food and Beverage Festivals	Short		
Food and Beverage Tourism	Short		
Fruit Wine			
Garagiste (winemaking)	Short		
Gastronomic Tourism (see culinary tourism)	Short		
Gender	Medium		
Generations (see Age)			
Geographic Indicator (GI, COO)	Long		
Grapes (e.g., vinifera, hybrid, PiWis, indigenous)	Long		
Green/Sustainable Wine Tourism	Medium		pending
Guides	Medium		taken
Hedonic Consumption	Medium		taken
Heritage (wine branding & tourism)	Medium		taken
History of Wine (incl. ancient wine)	Long		taken
Hospitality	Medium		taken
Hobby Winemaking (DIY)	Short		pending
House brand	Short		
House wine	Short		
Indigenous Wines (see Aboriginal Wines)	Medium		
Information and Communication Technologies	Medium		
Labelling	Medium		pending
Landscape (see Winescape)	Medium		pending
Leisure	Short		
Lifestyle	Short		
Loyalty Programs	Short		
Luxury	Long		pending
Master of Wine	Long		pending
Memorability	Long		

Mobile Commerce (mCommerce) – see Distribution: Online	Medium		
Museums	Long		taken
Negotiant(e)	Medium		
New World	Long		
NOLO wine			
Non-profit winery			
Old World	Medium		
Organic	Medium		
Organic Farming	Medium		
Organic Wines	Medium		
Organizations (International, Academic/Practitioner: AAWE, AWBR, WSET, OIV ...)			
Outsourcing	Short		
Packaging (incl. closures)	Long		
Performance Measurement (wine tourism)			pending
Phylloxera	Short		
Place Branding	Medium		taken
Place Identity	Medium		
Place Image	Medium		
Practitioner References (key periodicals)	Medium		
Precision Agriculture	Medium		
Premium wine	Medium		
Pricing	Long		
Production	Medium		
Provenance	Long		
	Medium		
Quality	Medium		
Regenerative Agriculture			
Regions	Long		
Regulation (jurisdiction, law, legislation)	Long		
Reserve wines	Short		
Resilience	Long		taken
Risk Management	Long		
Rural Development (see Economic Development)			

Rural Tourism	Medium		
Seasonality	Medium		
Second wines	Short		
Sensory Analysis			taken
Service Design	Medium		
Servicescape	Short		pending
Smart Wine Tourism	Medium		taken
Social Media	Medium		
Sommelier	Medium		
Sparkling Wine	Long		
Special Interest Tourism	Short		
Tasting Room	Medium		pending
Terroir	Long		pending
Tour Companies	Short		
Tourism Demand	Medium		
Tourism Trends	Medium		
Tourism 'Industry'	Medium		
Tourist (customers -> CFAs -> excursionists -> tourists)	Long		
Tourist Typology (wine)			
U-vint (other terms?)	Short		
Urban Tourism	Short		
Urban Winery	Short		
Value Chain	Medium		
Vin-equity			taken
Vineyard	Medium		
Viniculture	Medium		
Vintage	Short		pending
Virtual Reality (see Augmented Reality)	Short		
Virtual Winery	Short		
Viticulture	Medium		
Websites	Medium		
Wine Awards	Medium		
Wine Bar	Short		pending
Wine Business (forms)	Short		
Wine Cellar	Short		
Wine Club	Short		
Wine Collecting	Medium		
Wine Competition	Long		

Wine Conglomerate	Short		
Wine Critics	Long		
Wine Culture	Long		taken
Wine Economies (Commodity -> Experience)	Long		
Wine Experience	Medium		
Wine Festival (see Festival)	Short		
Wine History (incl. Ancient History)	Long		taken
Wine Library			
Wine Pairing	Long		
Wine Rating	Long		pending
Wine Retail	Long		
Wine Routes/Roads/Trails	Long		taken
Wine Sensory Experience (see sensory analysis)	Long		
Wine Shows	Long		
Wine Ready-to-Drink (including spritzers, Schorle)	Medium		
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 Tourism	Long		taken
Wine Tourism performance measurement			taken
Wine Types (conventional, biodynamic, natural, vegan, organic)	Long		
Wine Wheel	Short		
Wine Writers	Long		
Winegrowing	Long		
Winemaker	Long		
Winemaking (vinification)	Long		
Winescape	Long		pending
Yeast	Medium		