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Nota di contenuto	Farm Products in Rural Tourism: Insights from Farm Holiday Providers in the Allgäu Region in Germany -- Designing Wine Tourism Experiences with Culture -- What Defines Viennese Cuisine? An Analysis Based on Harrington's Model of Gastronomic Identity -- Residents as Brand Ambassadors for Winegrowing Regions: The Case of Alto Adige -- Wine Tourism Destination Image in the Lahn Valley -- The Composition of Wine Lists in Germany's Three-Michelin-Starred Restaurants: A 2023 Analysis -- Quantifying and Communicating the Sustainability of the Culinary System: The Case Study of Locanda Radici -- Immersive Wine Pedagogy in the Metaverse: NFTs as Potential Rewards for Graduation -- Experience Staging with Gamification – a Model, Illustrated Using the Example of Geocaching in Wine tourism -- Labour Shortage in the Austrian Hotel Industry.
Sommario/riassunto	This book presents the proceedings of the 6th Culinary and Wine Tourism Conference and offers a comprehensive exploration of the dynamic interplay between tradition, culture, and innovation in the fields of culinary and wine tourism. Key topics include the preservation of gastronomic heritage, the influence of celebrity chefs, and the role of festivals in tourism development. The chapters delve into sustainable

practices in food production, the impact of wine terroir on regional economies, and the use of digital marketing strategies to enhance visitor experiences. Readers will also discover insights into consumer behaviour, the importance of local food systems, and the challenges of food safety in tourism. This volume is essential for researchers, industry professionals, and policymakers seeking to understand and enhance the evolving landscape of culinary and wine tourism. It provides key understandings of how cultural heritage, sustainability, and innovative practices can shape and enrich the tourism experience. The editors Prof. (FH) Dr. Albert F. Stöckl, IMC University of Applied Sciences Krems, Austria Prof. (FH) Dr. Markus W. Eitle, IMC University of Applied Sciences Krems, Austria Mag. Stephanie Tischler, IMC University of Applied Sciences Krems, Austria Mag. (FH) Daniela Wagner, Vienna University of Applied Sciences for Management and Communication, Austria Prof. Dr. Axel Dreyer, Harz University of Applied Sciences, Germany Prof. Dr. Knut Scherhag, Worms University of Applied Sciences, Germany.

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