

UGIVI goes to Alsace from 21-24 May 2026

Wine Tourism and Protected Designations of Origin (PDO/AOP) Governance, Law and Territorial Development

Conference Scope

This conference is organised in the context of the recent **European Regulation (EU) 2024/1143**, which significantly expands the scope of action of producer groups by explicitly recognising their potential involvement in tourism valorisation, territorial promotion, and the development of experiential offerings linked to Geographical Indications (GIs / PDOs). While this regulatory framework opens major strategic opportunities for European wine regions, it simultaneously raises critical questions regarding its concrete implementation. In particular, uncertainties remain concerning: governance arrangements and institutional responsibilities, coordination mechanisms between wine producers, tourism stakeholders and public authorities, the articulation between legal frameworks, economic strategies, marketing approaches and territorial dynamics, and the preservation of cultural heritage and rural landscapes within tourism development strategies.

Adopting a deliberately interdisciplinary approach, the conference brings together perspectives from law, economics, tourism management and territorial marketing in order to explore how wine production and tourism can be meaningfully connected in a coherent, sustainable and territorially embedded manner. Special attention will be given to a comparative analysis of French and Italian initiatives, with the objective of identifying transferable models, governance mechanisms and best practices that may inform future European wine tourism policies.

Academic Programme

EM Strasbourg Business School – University of Strasbourg

Friday, 22 May 2026 | 14:30 – 19:00

Conference: **Wine Tourism and Protected Designations of Origin (PDO/AOP)
Governance, Law and Territorial Development**

UGIVI Goes to Alsace – Social program

Strasbourg & Alsace Wine Region | 21–24 May 2026

Thursday, 21 May 2026 – Welcome and Territorial Immersion (Strasbourg)

Afternoon

- Arrival of UGIVI participants in Strasbourg
- Check-in at HOTELS in Strasbourg – **booked and paid for individually**

17:30 – 19:00

Visit and tasting – Historic Wine Cellars of the Hospices de Strasbourg

An introduction to Alsatian wine heritage, highlighting the historical links between wine, territory and public institutions.

Hospices Civils de Strasbourg – Historic Wine Cellars

1 Place de l'Hôpital, 67091 Strasbourg

<https://www.vins-des-hospices-de-strasbourg.fr/>

20:30

Informal welcome dinner

Chez Yvonne <https://www.restaurant-chez-yvonne.net/>

Friday, 22 May 2026 – European Institutions & Academic Conference

Morning – European Institutional Dimension

Visit to the European Court of Human Rights

9.15 – security check

Visit from 9.30 – to 11 am

11.00 am to 14.00 Free Time – Lunch

Afternoon – Academic and Professional Conference

EM Strasbourg Business School – University of Strasbourg

61 Avenue de la Forêt Noire, 67000 Strasbourg

<https://www.em-strasbourg.eu>

14:30 – 19:00 International Conference

Evening

Official dinner with speakers and participants

Maison Kammerzell

16 Place de la Cathédrale, 67000 Strasbourg

<https://www.maison-kammerzell.com>

Overnight stay: Strasbourg, individually booked and paid

Saturday, 23 May 2026

Wine Territories and Experiential Wine Tourism

9h-10h Transfer by coach to the Alsace Wine Road - departure from Strasbourg

10h-12h **Domaine Philippe BLANCK – Kienztheim**

<https://www.blanck.com/domaine/Les-vignerons/>

12h-14h – Lunch in Kaysersberg –WINSTUB DU CHAMBARD

<https://www.lechambard.fr/en/the-winstub-restaurant.html>

Visit of Kaysersberg

16h-17,30 h - Guided Visit of Confrérie Saint Etienne

<https://confrerie-st-etienne.alsace/>

Evening

Free dinner in Colmar

NIGHT IN COLMAR INDIVIDUALLY BOOKED AND PAYED

OPZIONI PER PERNOTTAMENTI

STRASBURGO

- 1) Les Haras- Hôtel

<https://les-haras-hotel.com/fr/>

23 Rue des Glacières, 67000 Strasbourg

- 2) www.studiohotel-strasbourg.eu (prezzi bloccati sino a fine marzo per UGIVI)
Si tratta di 3 mini-appartamenti, uno che può accogliere 1-4 persone, gli altri due che possono accogliere 1-2 persone, a prezzo fisso (72€/notte).
- 3) Logis Mélanie, zona ben collegata in trasporti pubblici. Appartamento con 3 ambienti separati, possibile accoglienza di 6 guests (per esempio, 3 coppie - o 3 guest, se vengono da soli). Intero appartamento € 270 per due notti.

Per le opzioni 2 e 3 prezzi bloccati sino a fine marzo 2026. Prenotare citando il Dott Domenico Cavallo e UGIVI.

COLMAR

Night in Colmar + Diner 3 stars hôtel.

Options:

<https://www.maisonturenne.com/fr/>

<https://www.hotel-le-colombier.fr/fr/>

<https://grand-hotel-bristol.com/fr/chambres-suites/>