



RSAI-GSSI Summer Workshop: "The Geography of craft beer brewing and consumption: local entrepreneurialism and tourism development"

*Gran Sasso Science Institute, Social Sciences Unit
July 5th-6th 2018, L'Aquila (Italy)*

Next July 5th-6th the Gran Sasso Science Institute (GSSI), Social Sciences Unit, in cooperation with the Regional Science Association International (RSAI), the North American Regional Science Association (NARSC) and the University of Toledo (Ohio, USA) will organize the RSAI-GSSI Summer Workshop **"The Geography of craft beer brewing and consumption: local entrepreneurialism and tourism development"**.

The event is intended to provide a unique opportunity to **PhD students and early career scholars (Associate Professors or below)** to actively participate in a 2-day workshop focused on the role that craft breweries can play in economic and tourism development at a variety of scales - neighbourhood, city, and regional. The last session of the workshop will be dedicated to the pre-doctoral students, who will have a chance to present their research topics and receive feedback from internationally renowned Professors and early career scholars working on similar topics. In addition to that, two relevant case studies will be presented by local entrepreneurs: Apecchio and L'Aquila. Located in the Marche region of Italy, Apecchio is the home to three craft breweries and has used their existence to leverage the village's tourism industry. L'Aquila is home to two craft brewery (Anbra - Anonima Brasseria Aquilana, and Alkibia).

Moreover, the students will have the chance to meet and exchange ideas with the 30 Ph.D. candidates currently enrolled in the "Urban Studies and Regional Science" program at GSSI and 7 postdocs, in an international, multidisciplinary and stimulating environment. GSSI, in collaboration with RSAI and NARSC, will offer 10 scholarships to 2nd or 3rd year doctoral students for an intensive, two-day program with in-depth working sessions on topics related to the practical and theoretical significance of craft-beer brewing in regional development and on local entrepreneurialism.

The final aim of this workshop is to provide 10 pre-doctoral and 10 early career scholars (associate professors or below) working on similar research topics with a chance to create a research network on this growing area of research. Favouring informal knowledge exchange (during lunches, social events and a craft beer tasting event) will be an integral part of the workshop. We also plan a number of follow-up activities. These include a special issue of a refereed academic journal and the organization of special sessions at regional science conferences such as NARSC and ERSA.

Program:

The Workshop format is a 2-day meeting. It includes time for research, discussion and paper presentations – combining conventional parallel workshop sessions, plenary sessions and keynote speeches, where the participants can present their current research projects.



More specifically, the program of activities includes:

- [Day 1 afternoon] - Keynote lectures: Jo Swinnen (KU Leuven), Martin Stack (Rockhurst University).
Lectures by Neil Reid (University of Toledo) and Maria Giulia Pezzi (Gran Sasso Science Institute).
Panel Discussion: City Councillor of Apecchio, Owner of Anbra Brewery, Jo Swinnen, and Martin Stack
Beer tasting event and social dinner
- [Day 2 morning] – PhD students’ presentations on their current research topics, and general discussion
Lunch
- [Day 2 afternoon] – Parallel workshop sessions, concluding [Harvesting] session

PhD students will be offered:

- free participation (no fees);
- shared accommodation and meals;
- travel reimbursement up to:
€200 for Italian students
€300 for European students
€500 for students coming from the rest of the world

Early career researchers [Associate Professors and below] will be offered

- free participation (no fees);
- a number of travel bursaries up to 200€.

Call for papers:

The global brewing industry is experiencing dramatic change. The hegemony of large multinational brewing conglomerates such as AB InBev, Heineken, and Carlsberg is being challenged. The challenge comes from thousands of small-scale, locally owned, craft breweries. While craft beer’s popularity is most advanced in North America, Europe, and Australasia, craft breweries are also appearing in Africa, Asia, and Latin America. The growth of craft beer's popularity is driven by the millennial demographic (18-35 year olds) who are demanding greater variety in terms of the style, flavour, and strength of the beer that they drink. Another component driving craft beer's success is the growing neolocalism movement, which has manifest itself in growing demand for products made by local producers. Across both North America and Europe, a number of places recognize the potential of craft breweries to contribute to local and regional economic development. In many American cities, for example, craft breweries have emerged as vital pieces in the jigsaw of revitalizing older distressed neighbourhoods (e.g., the Ohio City neighbourhood in Cleveland, Ohio). As the popularity of craft beer grows, a new phenomenon, beer tourism, has emerged. Beer tourism involves visiting breweries, beer festivals, and beer museums. As beer tourism increases in popularity, more places have developed strategies to market their breweries, beer festivals, and beer museums with the goal of attracting more beer tourists. At both the city and regional scales, for example, Ale-trails have developed to promote breweries, not as stand-alone businesses, but as a network of breweries that beer tourists can visit over the period of an afternoon, evening, or



weekend. Beer festivals are also an increasingly popular way to attract beer tourists to a region. Beer festivals last anywhere between two to three hours to two to three days. Examples include The

Great American Beer Festival in Denver, Colorado, USA, Joburg Fest in Johannesburg, South Africa, and the Birmingham Beer Bash in Birmingham, UK. Some festivals, such as the Alogastronomia Festival in Apecchio, Italy include locally produced beer as an integral part of a broader festival that displays and promotes local food.

In focusing on relevant case studies we are able to shed light on “The Geography of craft beer brewing and consumption: local entrepreneurialism and tourism development”, representative topics shall include, but are not limited to, the following:

- Craft beer tourism: issues, assets and future perspectives
- Craft beer tourism: local entrepreneurialism, branding and sense of place
- Craft beer tourism and brewery districts: a path for urban/rural regeneration?
- Craft beer tourists: consumption habits, attitudes, impact and motivations

How to apply:

PhD Students:

The deadline for applications is ~~March 31st 2018~~ DEADLINE EXTENDED TO APRIL 15th 2018.

Complete application should include:

1. CV (maximum two pages)
2. Title of the research project and an extended abstract (1500 words including contribution, theoretical framework, empirical approach and/or first results)
3. One reference letter from Ph.D. thesis advisors/supervisors

Applications must be sent to socialsciencesgssi@gmail.com with the following email subject: “Application RSAI-GSSI Summer Workshop”

Applications that are not complete will not be considered.

Selected candidates will be notified by April 30th 2018. Final ranking will be also published on GSSI website.

Early Career Scholars:

The deadline for applications is ~~March 31st 2018~~ DEADLINE EXTENDED TO APRIL 15th 2018.

Complete application should include:

1. Title of the presented paper and an extended abstract (1500 words including contribution, theoretical framework, empirical approach and/or first results)

Applications must be sent to socialsciencesgssi@gmail.com with the following email subject: “Application RSAI-GSSI Summer Workshop”

Applications that are not complete will not be considered.

Selected contributions will be notified via email by April 30th 2018.