
Sophia University Institute of Comparative Culture presents:

Wine Tourism as a Cultural Experience:

The Cases of the Japanese and Chinese “Wine World”



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301, Building 10, Sophia University (Yotsuya Campus)

Wine tourism has become a cultural trend globally. It is drawing much attention from academic studies, especially in the disciplines of business, marketing, and consumer motivations. However, the findings from these studies show

that wine tourism is not simply a commercial product, but also a cultural practice. Moreover, few of them examine the subject in the Asian societies. In this talk, I use a “wine worlds approach” to examine wine tourism as a cultural practice in Japan and China. The talk will be based on ethnographic findings and focus on the questions including: (1) Who are the actors constructing wine tourism? (2) What cultural experience do they construct in wine tourism?



Chuanfei Wang received her PhD in Global Studies from Sophia University Japan in 2017. Her PhD dissertation covers wine culture in Japan, focusing on how Japanese wine producers, consumers and cultural intermediaries have incorporated Japan into the global wine world from the perspective of the sociology of culture. She is currently conducting ethnographic research on the globalization of Japanese cuisine in China and Europe, and the comparative study of wine tourism in Japan, Australia, and China.

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