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**PROFESSEUR ASSOCIE  
DÉPARTEMENT : WINE & SPIRITS**

**ÉQUIPE DISCIPLINAIRE : WINE & SPIRIT BUSINESS (WS)  
AXE DE RECHERCHE : WINE & SPIRITS**

## FORMATION ET DIPLÔMES

- 1984 Baccalauréat C
- 1986 Classes préparatoires HEC Janson de Sailly, Paris, France
- 1989 E.A.P.-ESCP (MBA, Diplôme de Grande Ecole de Commerce, Diplomkauffrau)

## EXPÉRIENCE PROFESSIONNELLE

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- 2006 - ... Rédactrice adjointe (BurgundyEye.com et VisionBourgogne.com)
- 2015 - ... Adjointe collaboratrice (Créot Wine Sarl)
- 1993 - 1995 Directrice de la publicité pour l'Europe (Holiday Inn Worldwide)
- 1990 - 1993 Coordinatrice marketing et publicité (The Wall Street Journal Europe)
- 2013 - ... Professeur associé en oenotourisme (Groupe ESC Dijon Bourgogne)
- 2007 - 2013 Professeur en Marketing (GROUPE ESC DIJON BOURGOGNE)

### MISSIONS DE CONSEIL

- 1997 - 1998 Responsable de la Division Recrutement (Ernst and Young Saigon)
- 1995 - 1996 Consultant en Recrutement - Industrie pharmaceutique (Management & Ressources)

### AUTRES ACTIVITÉS

- 2013 - ... (Groupe ESC DIJON BOURGOGNE)

## ENSEIGNEMENTS

### ÉQUIPE DISCIPLINAIRE

- Wine & Spirit Business (WS)

## ACTIVITÉS SCIENTIFIQUES

### AXE DE RECHERCHE

- Wine & Spirits

### AUTRE

- 2013 - ... Oenotourisme

## CONTRIBUTIONS INTELLECTUELLES

### Articles dans des revues à comité de lecture

Fountain, J., Charters, S.J., Cogan-Marie, L., The real Burgundy: negotiating wine tourism, relational place and the global countryside. *Tourism Geographies*, 2020. **(published on line)**

Thach, E., Charters, S.J., Cogan-Marie, L., Core tensions in luxury wine marketing: the case of Burgundian wineries. *International Journal of Wine Business Research*, 2018, vol. 30, n°3, p. 343-365.

Thach, L., Cogan-Marie, L., Wine tourism in Burgundy, France: an analysis of marketing practices. *Tourism Review International*, 2018, vol. 22, n°1, p. 81-95.

Lecat, B., Chapuis, C., Brouard, J., Cogan-Marie, L., The Case of Cruse Affair for the Bordeaux Wines (Winegate) and Its Consequences on the Burgundy Wine Industry. Special issue on Understanding consumer expectations and reducing asymmetry between consumers and producers: a challenge for food producers in a monopolistic competition market. *Recent Patents on Food, Nutrition & Agriculture*, 2016, vol. 8, n°1, p. 25-30.

### Chapitres d'ouvrages

Cogan-Marie, L., Agnoli, L., Blanck, J.L., Importance of tasting room activities and staff training in emerging wine regions: the case of Northern Virginia. Sigala, M., Robinson, R.N.S., *Wine Tourism Destination, Management and Marketing, Volume 2. Theory and Cases*. 1ère éd., Basingstoke: Palgrave Macmillan, 2019, p. 497-513.

Fountain, J., Cogan-Marie, L., Wine Tourism in an Emerging Destination: The Côte Chalonnaise, Burgundy. Sigala, M., Robinson, R.N.S., *Wine Tourism Destination, Management and Marketing, Volume 2. Theory and Cases*. 1ère éd., Basingstoke: Palgrave Macmillan, 2019, p. 483-496.

Cogan-Marie, L., Lecat, B., Caseau, C., Chapuis, C., How important is spiritourism in France? An exploratory study. Wagner, D., Mair, M., Stöckl, A.F., Dreyer, A., *Kulinarischer Tourismus und Weintourismus*, Wiesbaden: Springer Gabler Fachmedien, 2017, p. 29-41.

Cogan-Marie, L., Charters, S.J., Fountain, J., Chapuis, C., Lecat, B., Is good wine enough? Place, reputation and wine tourism in Burgundy. Thach, L., Charters, S.J., *Best Practices in Wine Tourism: 15 Case Studies from Around the World*, New York: Miranda Press, 2016, p. 79-97.

Fountain, J., Cogan-Marie, L., Wine and kids: making wine tourism for families in Beaujolais?. Thach, L., *Best Practices in Global Wine Tourism: 15 Case Studies from around the World*. 1ère éd., New York: Miranda Press, 2016, p. 213-231.

Cogan-Marie, L., Charters, S.J., L'oenotourisme. Gallo, J., Charters, S.J., *Economie et management du vin*, Paris: Pearson, 2014, p. 225-240.

Cogan-Marie, L., Charters, S.J., Wine tourism. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, p. 221-234.

### **Conférences académiques**

Blanck, J., Cogan-Marie, L., Agnoli, L., Wine Tourism and Staff Training in a Novice Wine Region: the Case of Northern Virginia. *10th Academy of Wine Business Research Conference*, 26-28 juillet 2017, Sonoma, Etats-Unis.

Cogan-Marie, L., Charters, S.J., Velikova, N., The development of wine tourism in lesser-known wine regions: The case of Jura. *9th International Conference of the Academy of Wine Business Research*, 16-19 février 2016, Adelaide, Australie.

Velikova, N., Charters, S.J., Cogan-Marie, L., Consumer knowledge and preferences for wine amongst visitors to Burgundy. *9th International Conference of the Academy of Wine Business Research*, 16-19 février 2016, Adelaide, Australie.

Cogan-Marie, L., Caseau, C., Lecat, B., Chapuis, C., How important is spiritourism in France? An explanatory study. *Culinary and wine tourism conference*, 21-23 octobre 2015, Vienne, Autriche.

Cogan-Marie, L., Chapuis, C., Charters, S.J., Lecat, B., Key drivers of success for wine tourism in Burgundy: A comparison between the Cote d'Or and Beaujolais. *9th Conference of the American Association of Wine Economists*, 26-30 mai 2015, Mendoza, Argentine.

Cogan-Marie, L., Charters, S.J., Can wine tourism remedy poor wine marketing? The case of Beaujolais. *8th International Conference of the Academy of Wine Business Research*, 28-30 juin 2014, Geisenheim, Allemagne.

Cogan-Marie, L., Wine tourism in burgundy, challenges and opportunities. *Wine Tourism Conference*, 14-15 novembre 2013, Portland, Etats-Unis.

Cogan-Marie, L., Wine tourism in Burgundy – Opportunities & Threats. *International Wine Tourism Conference*, 30 janvier-1er février 2012, Pérouse, Italie.

### **Articles dans des revues/supports digitaux professionnelles**

Cogan-Marie, L., Jonas, M., L'oenotourisme répond aux attentes des clients de demain. *Espaces*, 2020, vol. 353, p. 54-58.

Thach, E., Charters, S.J., Cogan-Marie, L., Trends in Burgundian wine: going back to the future. *Winebusiness.com*, 2017. [www.winebusiness.com](http://www.winebusiness.com)

Thach, E., Olsen, J., Cogan-Marie, L., Charters, S.J., What price is luxury wine? Research studies unclear. *Winebusiness.com*, 2017. [www.winebusiness.com](http://www.winebusiness.com)

### **Tribunes de presse**

Cogan-Marie, L., La preuve par trois : en France, l'oenotourisme fait sa mue. *The Conversation*, 24 juillet 2020, [theconversation.com](http://theconversation.com)

Cogan-Marie, L., Podcast : La digitalisation, un virage bien amorcé chez les acteurs de l'oenotourisme. *The Conversation*, 28 août 2020, [theconversation.com](http://theconversation.com)

Cogan-Marie, L., Podcast : un œnotourisme de plus en plus responsable. *The Conversation*, 26 juillet 2020, [theconversation.com](https://theconversation.com)

Cogan-Marie, L., Le grand dilemme du développement de l'œnotourisme en Bourgogne. *The Conversation*, 14 novembre 2019, [theconversation.com](https://theconversation.com)

### **Conférences professionnelles**

Cogan-Marie, L., Retours d'expérience de collectivités en pointe sur l'œnotourisme ou autre forme de tourisme de niche. *2èmes Assises du Tourisme brassicole*, 11 octobre 2019, Lille, France.

Cogan-Marie, L., Tour d'horizon des initiatives et développement du tourisme brassicole en Amérique du Nord & Afrique du Sud. *2èmes Assises du Tourisme brassicole*, 11 octobre 2019, Lille, France.

Cogan-Marie, L., Wine tourism in an emerging destination, the case of Côte Chalonnaise. *International Wine Tourism Conference*, 10-11 avril 2018, Budapest, Hongrie.

Cogan-Marie, L., Wine tourism and staff training in a novice wine region: the case of Northern Virginia. *International Wine Tourism Conference*, 28-29 mars 2017, Catania, Italie.

Cogan-Marie, L., Charters, S.J., How can wine tourism reinforce the attractiveness of an underdeveloped region? The special case of the Jura. *7th International Wine Tourism Conference*, 8-9 avril 2015, Reims, France.

### **Interviews**

Cogan-Marie, L., Tourisme viticole : un essor mondial. *France Culture*, 26 septembre 2019, [www.franceculture.fr](http://www.franceculture.fr)