

List of contributors

Arnaud Bachelin, originally from the Bourgogne region, has been operating his tearoom and tea shop “thé-ritoires” in Paris since 2016. As a studied archaeologist, he became a tea expert with passion for Chinese tea, culinary arts and tea culture and heritage. He has contributed to the development of tea in prestigious salons by leading tea workshops and signing tea cards. His tea business in the French capital, and his books about French culinary arts are a perfect match to his passion for renovation historic monuments.

Carol Bailleul (1968) is a confident businesswoman and manager with her own tea company since early 2013. She combines various types of tea activities: organising tea tastings and tea workshops, advising restaurants and hosting afternoon tea parties. She works very hard to achieve her goals. Sitting still and doing nothing are not her cup of tea. She quickly converts ideas into actions and usually works simultaneously on several projects. In recent years she has been studying the British Afternoon Tea as a tea sommelier. That's why she was apprenticed to an English tea historian, studied Afternoon Tea Etiquette and read many books on this theme. She published her own book on this quintessential British ceremony in May 2019 called *Afternoon Tea or High Tea?* in Dutch and English.

Samuel Bartoš acquired work experience in several hotel and gastronomy establishments in Slovakia, France, and Italy. His main focus is connected with beverage gastronomy, especially wine, beer, and tea culture and its influence on culture and regional development.

Bernhard Bauer has a PhD in cultural anthropology from the University of Vienna. He was living in the Caucasus from 2018 to 2020 and has been responsible for implementing various consultancy projects related to tourism and gastronomy in the region until today. Since 2018 Bernhard has been strategically collaborating with the Italian based non-profit association Slow Food, focusing on the development of culinary tourism destinations, products and experiences. He is working as an independent consultant for tourism development and does research about the commodification of culture and the creative economy. Bernhard has been collaborating with UNESCO, UNWTO, the World Bank and other international donors in more than 30 countries from the Caribbean to the Maldives and the Philippines.

Hartwig Bohne has gained than 25 years of experience in the international hospitality industry based on which he was appointed Professor of International Hotel Management in 2018. His teaching and research foci are hotel development, people management and European tea culture. He finished his apprenticeship as a hotel expert at the Kempinski Hotel Taschenbergpalais Dresden and graduated from University Trier and EM Strasbourg Business School (Grande École) in business administration, tourism and international management. In addition, he worked at the Kempinski Hotel President Wilson in Geneva, at the German Hotel Association (IHA), for a member of Germany's federal parliament (Deutscher Bundestag) as well as at the Kempinski Hotels head office. He has published several articles and books about hospitality, people management and tea cultures. Teaching and researching about tea culture for many years, he founded the “European Tea Culture Research Circle” in 2021 and took the chair of the “Working Group of International Tea Tourism” in October 2022. Since January 2024 he has been acting as founding president of the European Tea Culture Institute, located in Berlin/Germany (www.teaculture-europe.org).

Maria Teresa Borges Tiago is Assistant Professor at the University of Azores and an invited professor at NOVA Information Management School (NOVA IMS). She has a Ph.D. in International Marketing and teaches marketing and hospitality management courses. She is a Research Fellow at the Centre of Applied Economics Studies of the Atlantic – the University of the Azores and Advance/CSG, ISEG – Lisbon University. Her main research interests include digital marketing, consumer behaviour, and tourism. She has published articles in peer-reviewed scientific international journals such as *Journal of Business Research*, *Tourism Review*, and

International Journal of Hospitality Management and Tourism Management and belongs to the editorial board of tourism and hospitality journals.

Lyudmila Britenkova is the chief paleographer of the department for scientific reference at the State Archive of the Tula region. More than 25 years she has been studying the history of the Russian samovar and Tula samovar production. Since 2014, she has been the curator of the museum of samovars and spirit kettles, the private collection of M. M. Borshchev. She has done a number of scientific researches and articles dedicated to the samovar and the culture of tea drinking in Russia. She is also the author of the book about Tula samovars, published in Russia in 2009.

Felix Bröcker completed his B.A. in film studies and philosophy at Gutenberg-University in Mainz followed by an M.A. in curatorial studies at the Goethe-University and Städelschule in Frankfurt after working as a trained chef for eight years. Felix assisted artistic performances of several artists, e.g., Paul McCarthy, Rirkrit Tiravanija and Peter Kubelka. He implements gastronomic projects at the interface of art, culture and science, has worked as gastronomic consultant, as head of a food lab and is a Ph.D. fellow at the University of Art and Design in Offenbach observing visual staging strategies of food. He currently works for the Max Rubner-Institute (MRI) on a project about the social dimension of sustainable nutrition. Since 2024, also member of the board of the European Tea Culture Institute (www.teaculture-europe.org).

Duarte Nuno Chaves has a Ph.D. in Art History from the University of Évora. As a fellow of the Regional Fund for Science and Technology of the Government of the Azores, he carried out a post-doctoral project (2017–2020) entitled “Religiosity and collective memory in the context of cultural tourism.” He has been a researcher at the CHAM-Centro de Humanidades since 2010, in which he held the position of coordinator of the research group “Art, History and Heritage” and deputy director of the nucleus of this centre at the University of the Azores. As coordinator, author, and co-author, he is responsible for editing and participating in the writing of several books, articles, and chapters, dealing with issues related to the insular space of Macaronesia, particularly in the fields of History, Identity, Religiosity, Traditions, and Gastronomy.

Ann Teresa Conway has been lecturing with the School of Tourism and Hospitality Management in Technological University Dublin in marketing, management, and business studies since graduating with an MPhil in Consumer Behaviour and Tourism Marketing from the Dublin Institute of Technology in 1999. Ann also holds a PG Certificate in Teaching (2002), a PG Diploma Teaching (2003), and a MA in Teaching (2004), following research into the phenomenon of attrition and retention rates in the BA Hospitality Management programme. Ann is currently Chair of this programme.

Ann obtained her EdD from the University of Sheffield, (2015) with her thesis on the effects of change on culture and identities through a case study of a higher educational institution undergoing transition. Ann has also worked in the Irish hospitality sector, was sales and marketing representative with Fáilte Ireland and market researcher with the Tourism Research Centre.

Susana Goulart Costa is an Associate Professor at the University of the Azores and a researcher at the CHAM Centre for the Humanities, an inter-University research unit of the Faculty of Social and Human Sciences, NOVA University of Lisbon, and of the University of the Azores, funded by the Foundation for Science and Technology. She teaches in the areas of history and cultural heritage, areas where she investigates with a particular emphasis on heritage management, landscapes, and cultural tourism. She was a member of the UNESCO Culture Pilot Project in Portugal in 2030 and was the Regional Director of Culture in the Azores, Portugal, between 2018 and 2020. She is a member of the International Center for the Conservación del Patrimonio (CICOP), and Director of the Department of History, Philosophy, and Arts of the University of the Azores since 2018.

Belinda Davenport is the owner of Davenports Tea Room, an award-winning quintessential English tearoom based in Cheshire, UK. Belinda started her career in hospitality with her family boating business at the early age of 12. After studying at Bournemouth University, she embarked on her career as a travel agent, then travel and tourism lecturer. In 2006, after completing a master's degree in Tourism Management, she opened a tearoom with her husband, which eventually specialised in afternoon teas. With an inquisitive mind, and a passion for tea and history, Belinda has developed the business and her skills to achieve a tearoom recognised in the UK by *Britain magazine* (2023), *The Times* (2023) and *The Tea Guild* (2013) as one of the top tea places in the UK. She is a contributory author of *The Handbook of Tourism* (Routledge) and member of the European Speciality Tea Tourism forum as well as member of the board of the European Tea Culture Institute (www.teaculture-europe.org).

Lavinia Eifler M.A. studied German Studies, History and European Ethnology at the University of Bamberg and Comparative Cultural Science at the University of Regensburg. Her master thesis explored contemporary consumption of sugar and the perception of sugar as a drug. She worked as a research assistant at the chair of Comparative Cultural Science at the University of Regensburg from 2018 to 2021. Her research focuses on contemporary and historical consumption and perception of food and nutrition.

Robin Emmerson as curator of decorative art at Norwich Castle Museum found himself curating a collection of over 600 English teapots dating from 1700 to about 1800. He therefore bought another 2000 teapots dating from 1780 to 1850, and persuaded Twinings, the oldest company of tea blenders in Europe (founded 1706), to pay for a gallery and a catalog, *British Teapots and Tea Drinking 1700–1850* (Her Majesty's Stationery Office, 1992). Robin went on to become Curator of the Department of Decorative Art at National Museums Liverpool and, after retirement in 2010, Chairman of the Northern Ceramic Society.

Kateryna Fedosova is an Associate Professor at the Department of Hotel and Restaurant Business of the Odesa National University of Technology (ONTU), Odesa, Ukraine. She has been working in the field of Hotel and restaurant business and marketing for more than 10 years and is also a founder of the consulting company where they assist in developing launching and promoting Ukrainian restaurants. At her university she used to teach courses in restaurant management, information and communication technology in the hotel and restaurant business, culinary arts and a number of others in the field of hospitality and tourism. Unfortunately, due to the Russian war against Ukraine, the ONTU is providing continuously its study programmes only online.

Vahid Ghasemi, Ph.D., is Assistant Professor at Universidade Europeia in Lisbon, Portugal, and integrated research member in CEFAGE (Évora, Portugal). His research areas include marketing, destination management, luxury tourism, and tourist behaviour. He has published papers in several tourism and hospitality journals such as *Journal of Destination Marketing and Management*, *Tourism Analysis*, *Anatolia*, and *European Journal of Tourism Research* among others. He received the Emerald Literati Award 2020 for the Outstanding Author Contribution.

Jan Hán is the vice-rector for science, research and international relationships at University College Prague. His research is focused on the topics of hospitality marketing management, hospitality processes modelling and simulation, culinary heritage, wine, and tea culture. He is the manager of several research projects and the author of research publications and innovative applications. He cooperates with leading universities in Europe and Asia.

Kateřina Havelková applies the experience gained while working abroad in hotel and gastronomy establishments in her projects. She focuses on the topics of mixology, coffee and tea culture, wine, and

beverage gastronomy in general. Since 2024, treasurer and member of the board of the European Tea Culture Institute (www.teaculture-europe.org).

Christian Hincheldey was born into the world of tea in 1969 in Scandinavia's oldest tea family. Being fifth generation in the family-owned business, he and his sister followed in their forefathers' footsteps of tea merchants in the old 188-year-old family business. Christian was trained as a tea-sommelier in Hamburg, Germany, in the early nineties and has studied tea all over the world through numerous travels, such as in South East Asia. Christian holds a Master of Arts in international business communication.

Gunther Hirschfelder studied history, European Ethnology and agricultural science at the university in Bonn, Germany. He received his PhD in 1992 from the University of Trier. Hirschfelder's thesis looked at historic trade relations of Cologne in the late Middle Ages. After holding a research position in Manchester he has since worked at the University of Bonn. His habilitation thesis treated the historical consumption of alcoholic drinks at the beginning of the industrial age. Having worked as a lecturer in Mainz and Bonn, he has been professor for Comparative Cultural Science at the University of Regensburg since 2010. Hirschfelder focuses on food, nutrition, and agricultural processes from a historical and contemporary perspective. Next to his research and teaching activities at the University of Regensburg, he is member of various public committees focusing on food and nutrition in today's and tomorrow's Europe.

Lee Jolliffe is a Visiting Scholar, Mah Fah Luang University, Thailand. She has published extensively on tea tourism, including through the editorship of *Tea and tourism: Tourists, transitions and transformations* (2007) and as lead editor for the *Routledge handbook of tea tourism* (2022). While researching tea tourism she visited tea gardens and estates in many countries, completing a Japanese Tea Master Course in Japan through the Global Japanese Tea Association and the World Tea Tours Darjeeling Immersion programme in India.

Annette Kappert-White PhD is currently an Associate Academic and Online Course Developer for the University of Derby. She has worked extensively in higher education and in the hospitality industry, facilitating her penchant for applied learning. Her research interests include food and cultural heritage, food and gender and visual and narrative research methods. She is currently researching the historical significance and traditions of the Dutch tea industry. Since 2021, committed to the European Tea Culture Research Circle, and since 2024 also member of the board of the European Tea Culture Institute (www.teaculture-europe.org).

Ute Kemmerling studied history and literature at the FernUniversität in Hagen. Since 2015 she has been working in the department Geschichte Europas in der Welt (Global History of Europe) at the FernUniversität in Hagen. The research focus is on modern history of Asia, the history of knowledge, the cultural transfer research, and local colonialism in the German Empire. In her master's thesis, Ute Kemmerling addressed the colonial handling of tropical diseases on tea plantations in Assam. Pursuing her Ph.D., her dissertation topic deals with the Muslim pilgrimage site of Ajmer in northwestern India under the colonial British administration and the accompanying interactions, power structures, and negotiation processes (1818–1947).

Nicole Klauß born in 1969, she studied Romance languages and literature, journalism and art history. She completed wine training at the German Wine and Sommelier School, and now works as a Mindful Sommelière and advises restaurateurs, develops alcohol-free drinks, and organizes tastings and workshops on the topic of alcohol-free food accompaniment with a clear focus on tea. She is a freelance food writer and author of "Die neue Trinkkultur – Speisen perfekt begleiten ohne Alkohol" (The new drinking culture – perfect food accompaniment without alcohol) and gives lectures on pairings and alcohol-free drinks. The Swiss food magazine *Salz & Pfeffer* regularly publishes her alcohol-free column, "Ausgetrunken." In 2023, she

published “Alkoholfrei” (at Verlag) and in 2024 she became treasurer of the European Tea Culture Institute (www.teaculture-europe.org).

Hanne Klöver is a German journalist, filmmaker, and book author. She studied German language and literature with a focus on Low German, English and Dutch at the Georg-August-University in Göttingen. Since the early 1990s she has worked as a journalist for print, radio, and television. She has written features, reports, and documentaries for Radio Bremen, Deutschlandradio, and Norddeutscher Rundfunk. Her main topics include reports on the Low German language and literature, the cooking and eating culture of Northern Germany, the regional history of East Friesland and of the Oldenburg region, nature and environmental topics as well as travel reports. She also deals with aspects of women’s history. Her book publications include “Tee in Ostfriesland”, “Spurensuche im Saterland”, “Ostfriesland kocht”, and “Barßel damals”. A publication with the working title “Teeland Ostfriesland – Eine ostfriesische Teereise” is in preparation. Her awards include “Oostfreeske Tuffel” (awarded by the association Onno e.V. – the East Frisian network for ecology, region and future) and “Keerlke” (the East Frisian “Oscar” is awarded by the association Ostfreeske Taal).

Monika Kostera is a Polish sociologist. She is Professor Ordinaria in Management in Poland, holding a titular professorship in economics (2004) and the humanities (2017). She has authored and edited over 50 books in Polish and English and a number of articles published in journals including *Organization Studies*, *Journal of Organizational Behavior*, and *British Journal of Management*. Her current research interests include the imagination and organising, desalination of work, organisational ethnography, and organisational and archetypes.

Martin Krieger is professor for Northern European History at the University Kiel, Germany. His special field of interest is the history of the Northern European countries. He has extensively published on the former Danish colonies in India, on the history of natural science between Northern Europe and India, and on cultural exchange within the Baltic Sea area as well as between the Baltic Sea Area and the world. Furthermore, he has studied the history of tea and coffee as global consumer goods with a focus on early modern times. In 2022, he published the volume *Nathaniel Wallich. Global Botany in Nineteenth Century India* (Manohar Publishers-Routledge).

Gabriella Lombardi in 2010 founded Chà Tea Atelier, the first tea shop in Milan with a tearoom specialised in high-quality loose-leaf teas and flavoured and herbal teas (<http://www.chateaatelier.it/>). Gabriella Lombardi is the first tea sommelier in Europe certified by the Tea and Herbal Association of Canada. She is involved in educational programs for consumers and professionals and consultancy to restaurants, hotels, and spas for tea and food pairing, menu design, and cooking with tea. Following her passion, was the author of the book *Tea sommelier*, a book about tea and tea culture, tea and food pairing, and cooking with tea, published in four languages and sold worldwide. In several international conferences and tea forums aimed at professionals in the sector, Gabriella was a speaker about the latest trends in tea and food pairing in Italy and Europe, and an international judge, e.g., at the World Tea Forum: Korea – October 2013; World Tea Championship: Korea – September 2014; Mount Emei International Tea Culture Exhibition: Sichuan, China – April 2016; first International Green Tea Conference, Shengzhou, Zhejiang, China – March 2019; and fourth Annual International Tea Conference (online) – Yibin, Sichuan, China – May 2021. In addition, she is the President of the Protea Academy Association and national coordinator for the Tea Masters Cup competition in Italy.

Andreas N. Ludwig is Senior Lecturer at the Chair of International Relations, Catholic University Eichstaett-Ingolstadt (Germany), and Adjunct Lecturer for European Integration at the Carinthia University of Applied Sciences (Austria). His research, teaching, and publications focus on Austrian, British, and German foreign policy, European integration, and new approaches in IR theory, especially complexity thinking and memory. Ludwig holds a Ph.D. in International Relations from KU, German-French Master’s degrees in political

science from KU and Sciences Po Rennes (France), and a Master's degree in international history from the University of Strasbourg (France).

Maksym Malyhin is a tea maker and project manager of Zhornina Tea Plantation (Ukraine, Transcarpathia, Mukachevo), tea expert and consultant, as well as Tea Master Cup National Judge, Ukraine.

Gihan Mauris with a childhood spent standing on tea chests in factories alongside his father, Gihan's love and knowledge for the tea industry began at a young age. This early exposure instilled in him a deep passion for this artisan product, surpassing his actual years in the business. Through extensive studies and travels to tea-producing countries such as Sri Lanka, Japan, India, Taiwan, South Korea, China, and Germany, he has honed his expertise in tea. While his father, a renowned tea pioneer in Sweden, imparted much of his knowledge, there were certain aspects that could only be learned through firsthand experience. The competitive nature of the tea business constantly challenges him to expand his understanding of this multifaceted product. His goal is to introduce tea in innovative ways, enlightening customers about its diverse varieties, flavours, aromas, and health benefits. He eagerly anticipates the opportunity to continue this pursuit and make a meaningful impact in the world of tea.

Detta Melia is a lecturer in hospitality management with Technological University Dublin, City Campus, in the School of Tourism and Hospitality Management, lecturing on a diverse range of modules and has completed a Doctorate with Loughborough University in the UK in January 2009. Her doctorate research "Towards Performance Measurement in Hotels: An Incremental Approach," focused on small and medium-sized independently owned hotels in Ireland. She has a wide range of industrial experience in hospitality and tourism including business consultancy. She continues her research and has a number of publications and conference papers which are available online and in the TUDublin ARROW Library. The most recent include *The future of hospitality education: Trends and drivers for change* and the *Growth of resort hotels in Ireland*. A further paper, "Food tourism: Cases from food tourism providers networks," was presented at the EuroCHRIE Conference 2022. Dr. Melia is currently a judge for the Good Food Ireland awards and one of the Vice Presidents of the European Tea Culture Institute (www.teaculture-europe.org).

Stefan Nungesser is professor and programme manager for hotel management at the Carinthian University of Applied Sciences, School of Management. Before moving to Austria in 2011, he was a senior consultant at TREUGAST Solutions Group in Munich. In addition to consulting small and medium-sized hotels, he prepared feasibility studies for hotel projects at home and abroad. As head of the TREUGAST International Institute, he co-edited numerous industry-specific publications and conducted market research projects. Elsewhere, he has also worked as a trainer for part-time continuing education since 2005. Her professional focus, as book author, consultant, and trainer, lies in strategic and operational hotel and gastronomy management, especially in classic and digital marketing, sales, service quality, and (digitalised) service processes, as well as increasingly in people management in the tourism, hotel, and gastronomy sector.

Carina Pardek comes from Romania and is a researcher at the Fraunhofer Institute for Industrial Engineering in Stuttgart, Germany. She works in the FutureHotel Innovation Network, research project that focuses on the potential emerging technologies have on the hotel industry. With a background in hospitality, Carina is a graduate of the SRH Berlin University of Applied Sciences, with a bachelor degree's in International Hotel Management. She discovered her passion for research and writing during her studies, and followed a career that combines both. As a former student of Prof. Dr. Hartwig Bohne, her love for tea and the hotel industry has been developed over the course of three and a half years of studies.

Bernard Ricolleau Based on a deep interest in the world of protocol and tradition, Bernard Ricolleau started his career at the Hôtel de Matignon in Paris in the service of the Prime Minister. Trained as a maître d'hôtel, he had the opportunity to work in numerous luxury hotels in France and abroad. His understanding of service excellence is his guideline for teaching and research in food and beverage operations as essentials of his professional life working passionately as a Maître d'hôtel at the Institut LYFE (ex Institut Paul Bocuse) in Ecully. Consequently, the gourmet representations of French and foreign traditions as well as a special interest in cheese, wine, but also coffee and tea, have become real passions.

Marion Roehmer is a historian and classical archeologist, and currently research fellow at the Department of Prehistorical Archaeology at Bonn University; she is also director of several museum research projects concerning the objects of drinking culture in Renaissance and early modern times. She is an executive board member of *Internationaler Arbeitskreis Keramikforschung*, with research activities and publications in the field of international historical ceramics. For ten years she was director of the East Frisian Tea-Museum at Norden. Up until now she is called upon as an expert on tea culture and early Thuringian porcelain. She has published widely on tea culture in East Frisia, the history of coffee in Germany, and medieval and modern drinking and serving vessels in their historical and cultural contexts.

Henrik Scander is a lecturer and has a PhD in Culinary Arts and Meal Science, in the field of food and drink combinations. He wrote his thesis on food and beverages in combination based on cultural habits and nutritional contribution. The focus was on combining qualitative and quantitative methodology to see how and why food and beverage combinations are consumed and what they lead to. Henrik thus highlights the “good” combination from a health perspective and a pleasure perspective. In 2011, Henrik finished his master's degree in Culinary Art and hospitality Science, in which his essay focused on the tacit knowledge and craft of sabrerer Champagne. Henrik has been employed as lecturer since 2008 at Campus Grythyttan, Örebro University. Henrik has worked primarily on the development of craft for the sommelier and how it can be linked to scientific perspectives, as well as wine tasting with a special focus on wine, tea, and coffee. Before his employment at the University, he completed the bachelor programme at Grythyttan for Sommeliers. He has also worked in the restaurant business since the 1990s. Henrik has held positions as a sommelier in Sweden and in France and has served on the board of the Swedish Sommelier Association. Since 2021, committed to the European Tea Culture Research Circle, since 2024, Vice President of the European Tea Culture Institute (www.teaculture-europe.org).

Markus Schuckert is Professor and Department Chair of Hospitality Management (HMG) at the Peter T. Paul College of Business and Economics. His core industry experience is from aviation and tourism on international level. As an entrepreneur, Markus established a tourism and hospitality related consulting firm for market research, product development, and change management in Europe. As researcher, Markus specializes in digital marketing, travel technology, and strategic management for hospitality and tourism. Markus contributes to top journals in the field, international conferences, industry meetings, consulting, and edits books for education and industry. As an educator, Markus delivers related subjects at business schools across the globe. Caring for the next generation of industry leaders, he supervises postgraduate students in Europe, America and Asia. Markus works at the edge of contemporary teaching technology to enhance learning experience, integrating new methods and techniques into courses and seminars on-campus and online. Prior joining UNH, Markus held academic positions in the U.S., Hong Kong, Switzerland, Austria, and Germany.

Gundega Silniece is the founder of the TEA TEA ME app, which is a platform for tea tourism, education, and events. Gundega is a board member of the European Specialty Tea Association and is responsible for the international development of tourism, hospitality, and sustainability in the organisation. She is one of the international judges at the Tea Master Cup and a member of the executive board of the Latvian Tea Association.

Isabell Stern lives in Klagenfurt/Austria and completed her Bachelor in Business Management and Master in Business Development Management at the Carinthian University of Applied Sciences (CUAS). As a staff member at CUAS, she is part of the modularisation team for the curriculum and jointly responsible for quality management in the further study development. Due to her professional background in tourism and the hotel industry, she is also involved in various tourism projects that deal with issues of employee recruitment and training, workplace attractiveness, and the attractiveness of Carinthia as a tourism destination in general. Her areas of activity in these projects include the organisation and coordination, evaluation, and preparation of data, coordination and information exchange with clients and employees as well as the design and implementation of workshops.

Flávio Tiago is Regional Director of Science and Technology in the Azores Government. He has been a Professor at the University of the Azores since 2006. He holds a Ph.D. in Economics and Business Sciences from the University of the Azores and completed his aggregation at ISEG. He is a researcher at ISEG's ADVANCE centre and CEEApIA Azores. Additionally, he served as chairman of the founding board of directors of NONAGON Science and Technology Park. He has promoted and participated in several studies and projects in private and public organisations and has publications in leading international journals.

Virginia Utermohlen Lovelace MD explores the aromas of teas, how they come about, and how these aromas interact in the mouth, nose, and brain. As faculty member of the Division of Nutritional Sciences at Cornell University, Ithaca, New York, she has earned numerous teaching awards, including the State University of New York's Chancellor's Award for Excellence in Teaching. Retirement saw her focus on bringing the science behind our sensory perceptions of tea to audiences both professional and amateur. Most recently she joined Jason McDonald and Timothy Gipson of The Great Mississippi Tea Company to create workshops on how to grow and process tea for delicious aroma development. Her books on tea are: *A Nerd Contemplates the Japanese Tea Ceremony*, *Three Basic Teas & How to Enjoy Them*, *Tea: a Nerd's Eye View*, and *A Nerd's Tea Lab*. The "Scents of Tea" kit that she created with Scott Svihula won a Best of Tea Award at World Tea Expo 2020.

Lysbeth Vink is a lecturer at Hotelschool The Hague, The Netherlands. She received her bachelor's and master's degrees in Hotel and F&B Management. She has a research interest in tea and the cultural heritage of tea. She has written papers on the cultural heritage of tea in The Netherlands and the art of tea in the hospitality industry. She is an internationally certified tea sommelier with a great interest in the culture behind a cup of tea. Since 2021, committed to the European Tea Culture Research Circle, since 2024, Vice President of the European Tea Culture Institute (www.teaculture-europe.org).

Irena Weber, sociologist and anthropologist, is an assistant professor of social sciences and humanities in tourism at the Faculty of tourism studies Turistica, University of Primorska. She is the Head of the Department of Cultural Tourism. She received her Ph.D. the Faculty of Arts, University of Ljubljana (Department of Sociology of Culture). She conducted postgraduate research with a British Council Grant at SOAS, University of London, Department of Anthropology. In 2015, she was a visiting scholar at San Diego State University (USA) (Department of Geography). Her research interests include anthropology and sociology of tourism, specifically Mediterranean, cultural heritage, anthropology of space, food and culinary tourism, film, and literary tourism, qualitative methodology, childhood studies, and art. Her research interest in tea is focused mainly on representations of tea in diverse forms of art, Asian tea ceremonies, the ethnography of contemporary teahouses, and tea ware design. Since 2021, committed to the European Tea Culture Research Circle, since 2024, also member of the board of the European Tea Culture Institute (www.teaculture-europe.org).

Petra Werner studied history and geosciences with a focus on art history, ethnology, and monument preservation at the University of Bamberg from 1982 to 1990 where she received her master's degree.

Since then, she has been employed at the Porzellanikon State Museum of Porcelain in Hohenberg an der Eger / Selb. There, she is the chief curator and head of the department of art and cultural history of porcelain. In addition, she served as archivist to the Rosenthal AG from 1992 to 2009.

Katrina Wild is the creative associate of the TEA TEA ME app. She is responsible for social media, article writing, presentations, networking, and innovative ideas on how to progress forward. Her focus is the cultural anthropology of tea and its elements within contexts of various corners of the world, as well as agriculture and the production of tea as she has completed an internship at Kyoto Obubu Tea Farms in Japan in 2022. In researching tea, Katrina has been and continues to explore Europe, Africa, and Asia via direct long-term expeditionary immersion within tea and its cultural landscapes.

Allan L. Winther teaches as an Associate Professor in hospitality and hosting and has a degree as MSc in Biology. He has been teaching since 2014 at University College Lillebaelt in Odense, Denmark. Before that, he worked in the experience industry, mainly aquariums, as a biologist and ranger for more than 17 years. He is researching in hosting and has presented papers at many EUROChrie conferences.

Assoc. Prof. Dr. Gülsün Yildirim has B.A. degree in Tourism Management from Adnan Menderes University and ELT (English Language Teaching) from Pamukkale University. After graduating from B.A. she attained her M.A degree from Eskişehir Osmangazi University in Tourism Management and her Ph.D. degree from Selcuk University/Gazi University in Tourism Management. She worked as a tour guide for three years. She also worked as a lecturer in Ardesen Vocational School of Recep Tayyip Erdogan University between 2012 and 2019. She has been working as Associate Professor in the department of Gastronomy and Culinary Arts in the Tourism Faculty of Recep Tayyip Erdoğan University. Her research interests are rural tourism, agri-tourism, sustainable tourism, tourism marketing, and gastronomy. She is editor of a publication entitled “Cases on Tour Guide Practices for Alternative Tourism,” published by IGI Global. Her works have appeared in book chapters released by Routledge. She has written book chapters on tea culture and tea tourism in works published by Routledge and Peter Lang Publishing House.

