



2nd European Tea Culture Conference

May 5th-9th, 2026

Bremen & East Frisia, Germany

Call for Papers

For centuries, tea has woven itself into the fabric of European culture as commodity, beverage, social practice, cultural heritage, performance, art form, and symbol of hospitality.

The **2nd European Tea Culture Conference**, hosted by the **European Tea Culture Institute**, and **cordially supported by the Hospitality and Sport Management Department at the Alfred Lerner College of Business and Economics, University of Delaware**, invites scholars, practitioners, and creatives to explore the many dimensions of tea in European contexts. We welcome innovative, cross-disciplinary, and practice-based contributions that deepen our understanding of tea as both cultural heritage and living tradition. Join us in Bremen and East Frisia in 2026 to continue this growing conversation around tea's enduring influence and evolving meanings.

We invite submissions addressing any aspect of European tea culture, including but not limited to:

Heritage & History

- Historical development of Europe's tea heritage
- European tea plantations: past, present, and future perspectives
- Tea heritage, rituals, and social practices across European cultures
- Valorisation of tea culture and heritage

Hospitality & Tourism

- European tea hospitality in hotels, restaurants, tea houses, and events
- Tea gardens and their role in European leisure culture
- Tea tourism and destination development

Commerce & Innovation

- European tea entrepreneurs and brand development
- New trends and innovations in tea culture
- Economic impacts of the European tea industry

Gastronomy & Culinary Arts

- Tea and food pairing in European cuisine
- Cooking with tea: culinary applications and innovations
- Tea tasting practices and sensory experiences

Arts & Cultural Expression

- Tea in European museums, literature, painting, and film
- Performance art and tea ceremonies
- Architecture and design influenced by tea culture

Global Perspectives

- Tea in international dialogue and transcultural exchange
- Tea culture and UNESCO heritage considerations
- Comparative analyses of tea traditions across continents

A special thanks to our special partner:

Hospitality and Sport Management Department at the Alfred Lerner College of Business and Economics, University of Delaware: <https://lerner.udel.edu/>



Submission Guidelines

Abstract Requirements

- **Word limit:** 300 words
- **Deadline:** **March 2nd, 2026**
- **Submission email:** Dr. Irena Weber (irena.weber@fts.upr.si) AND Dr. Henrik Scander (henrik.scander@oru.se)

Please include the following with your abstract:

- Author(s) name(s)
- Institutional affiliation(s)
- Email address(es)
- Presentation title
- Keywords (maximum of five)

Formatting Requirements for abstracts and full papers:

- Font: Times New Roman, 12pt body text / 16pt title
- Margins: Top 2cm, Bottom 2cm, Left 2.5cm, Right 2.5cm
- Line spacing: 1.5 with 6pt spacing after paragraphs
- Paragraph indentation at the start of each paragraph
- Referencing style: APA format

Review Process, Timeline, and Publication Opportunities

Abstract Review: Submissions addressing the conference themes will undergo peer review by our organizing committee. Authors will be notified of decisions no later than **March 15th, 2026**.

Registration: Upon acceptance, authors must register online promptly to secure their presentation slot.

Full Paper Submission: Accepted presenters may submit full papers (2,000–5,000 words) by **April 7th, 2026**, for inclusion in the conference proceedings reader.

Selected papers will be considered for publication in a special issue of the scientific journal “**Gastronomy and Tourism**”, providing an excellent opportunity to share your research with a broader academic audience.

Additional Information

For updates, program details, and registration information, visit our conference website:
<https://www.european-teaculture.institute/>

We look forward to welcoming you to Bremen and East Frisia for this celebration of European tea culture!

European Tea Culture Institute
Prof. Dr. Hartwig Bohne, President