



**The Sea of Wine
Promoting the Black Sea Region as a
Wine Tourism Destination**

HANDBOOK

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INTRODUCTION

Today's tourism business needs new ideas, introduction of traditional marketing and management tools in new, still little-known territories, use of good practices in more famous and attractive territories, increasing the attractiveness of tourist destinations, collaboration within business and other activities, focusing on safe travel, authenticity of impressions.

Wine tourism is no exception, in addition, it may include other segments of tourism: cultural, cognitive, gastronomic, health, etc.

The Black Sea Basin has great potential for the recognition of local wines. Tourists meet successful examples of wine and tourism business, not yet systematized, without the idea and impression of community. It is already becoming traditional to combine such locations into routes, and maybe others that seek sustainability through tourism.

Wine routes are not just marks on world maps and roads for motorists. It is an influential tool of marketing and management, which covers the interests of stakeholders (vineyards, wineries, estates, hotels, restaurants, travel agencies, information and cultural centers, wine shops, health centers, etc.).

They are the basis for managing the development of wine destinations, an additional lever of income generation (and for businessmen, and employees, and the wine region and the state), the impetus for reinvestment and revitalization of facilities.

The effective sale of wine and its recognition and additional income from it through wine tourism is not the only goal. The strategy of the present is to seek to preserve resources for the well-being of future generations. And such a global goal is achieved through the efforts of each of us – **COMMON BORDERS AND COMMON SOLUTIONS.**



INSTRUCTIONS ON HOW TO USE THE HANDBOOK

The HandBook has three main parts: WINE TOUR GUIDING, WINE DESTINATION PRODUCT MANAGEMENT, SUSTAINABLE DESTINATION MANAGEMENT.

Each Part is divided into two modules. Each Part has its own Learning Objectives, Core Content, Self-Assessment Questions (a set of questions for learners and trainers to use to evaluate learning achievements in the training), and References.

SYMBOLS USED IN THE HANDBOOK

Five different symbols have been used in the HandBook.



Learning Objectives

Self-Assessment Questions



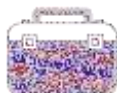
This symbol draws your attention to related specific materials provided in the companion WorkSheets



This symbol draws your attention to the source of additional information related to the topic (QR codes are easily readable with digital devices like smartphones)



This is the place to write your own notes



Real Cases and Best Practices

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WINE TOUR GUIDING



After studying this chapter, you should be able to:

- Identify the main elements of wine tourism
- Determine the synergy of wine tourism and other types of tourism
- Identify the factors influencing the development of wine tourism
- Understand current trends in the wine tourism business
- Discuss successful wine tourism development models
- Understand and discuss the concept of creating wine trails, roads, routes
- Analyze the systematic nature of wine routes infrastructure
- Understand the essence of the responsibility of the wine tourism business
- Describe the behavior of service consumers in the wine tourism business
- Describe the process of improving the service quality with tourist (customer) loyalty
- Describe “Tourist Safety&Security” in the wine tourism service
- Conduct self-analysis of activities to improve the service quality
- Expand the range of services and attractions for wineries
- Discuss successful methods of promoting wine and tourism services

MODULE 1: THE DEVELOPMENT OF WINE TOURISM AND WINE ROUTES

The module is divided into four parts. The basic concepts of wine tourism are presented, successful wine routes and historical features of their development are shown. The module illustrates some of the principles through a range of successful approaches and case studies from around the world, and sets out good practice examples and benchmarks by which wineries can assess their own hospitality potential.

This module discusses the meaning of wine tourism, wine cultural and wine network concept (routes, trails, roads) the relationship between the three. By providing an overview of the major issues related to wine tourism sites management in the world, this module provides the context for the study of the subject.

DEFINITION “WINE TOURISM”

(a) Main elements of wine tourism

The United Nations World Tourism Organization (UNWTO) defines Wine Tourism as a sub-type of Gastronomy Tourism: “... as a sub-type of Gastronomy Tourism refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source”. Wine Tourism (Enotourism, Oenotourism, Vinitourism) is a combination of several attractions of the tourism business. In addition to representatives of the tourism business, winemakers, restaurateurs, representatives of related activities are economically and socially interested in its development (building of hotels, wine pubs, bars, tasting rooms, trade in enogastronomic souvenirs, organization of wine thematic festivals and fairs, etc.).

Wine is always associated with rest, friends, and hospitality. That is why the combination of “wine” and “tourism” gave birth to a specialized type of tourism. Wine tourism includes, first of all, a visit to the winery, walks in the vineyard, and then wine tasting and rest.

As the vineyards are located in the countryside, there are elements of rural tourism in wine tourism; as the wineries are industrial enterprises, the development of industrial tourism is important in the organization of wine-industrial excursions. Visitors or tourists can be winegrowers, wine experts, suppliers of wine products to restaurants – for them wine tourism is business tourism, because its purpose, for example, to find better conditions for growing grapes, to adopt interesting production experience or hospitality elements, to determine the cost of purchasing products, etc.

(b) Stakeholders of wine tourism development

Stakeholders of wine tourism development are:

- Winemakers and employees
- Manufacturers of gastronomic and ethnic souvenirs
- Farmers
- Restaurateurs and hoteliers
- Organizers of festivals, fairs
- Tourists
- Residents
- Associations
- Also:
 - Government competent institutions
 - Representatives of construction companies
 - Transport companies (transport and logistics companies)
 - Representatives of retail trade
 - Representatives of service stations
 - Representatives of mass media, culture, art

(c) *Factors of wine tourism development*

Factors influencing the development of tourism are diverse: demographic, social, cultural, scientific and technical, etc. Factors influencing the development of wine tourism are even more diverse, such as natural and climatic (including terroir), regulatory (in terms of identifying and controlling the origin of wine and identification of its quality) and others.

Under the influence of these factors, as well as taking into account the results of research conducted in certain wine-producing countries to identify the profile of wine tourists, today several models of wine tourism are formed.

SUCCESSFUL MODELS OF WINE TOURISM DEVELOPMENT

(a) *German model*

German wine tourism, in addition to a rich history and stories about wine, wine culture, landscapes and hospitality, offers tourists castle tourism (with wine tastings), cycling, hiking and walks along the vineyards, water skiing, kites, wellness treatments, sightseeing excursions. In every German wine region there are many interesting events, wine festivals, historical monuments and nature reserves.

The country, which founded the world's first cooperative of winegrowers (1868), today represents a wide range of types of enoteca (including outstanding through the implementation of interesting architectural ideas), museums, wine centers, modern installations – interactive and historical; initiates various types of events and attractions, such as “Riesling Week”.

Low yields, grape disease, problematic trade and economic relations with neighboring countries of the 19th century gave impetus to the idea – to unite to overcome the crisis. German wine tourism exists at a high level today thanks to the work of associations and cooperatives.

“German quality” in winemaking and wine tourism contains many elements (not only chemical analysis and sensory evaluation): labeling, terroir, geographical indication, quality levels and categories of wine, maturity and sugar level in grapes at harvest and much more.

Modern wine tourism in the country is comfortable and barrier-free, covers not only rural travel, but also visits to wine restaurants, bars, clubs in cities.

(b) *French model*

Wine tourism in France is definitely an attractive activity for both consumers and organizers. The historical conditions of its development have developed in such a way that more and more French winemakers need to face the winemakers of the New World, but still be leaders.

The “French paradox” made moderate wine consumption effective, proved the quality and sophistication of French gastronomy, and wine locations opened their doors to all visitors (1991). Thus, at the end of the 20th century, most tasting rooms and wine cellars received visitors and held tastings free of charge, and open locations for wine consumption appeared around the clock. Winemakers along with wines offered cheese, spirits, and cocktails. They are still offered.

The aim of building a model for the development of French wine tourism was to make wine, which has a positive effect on human health, accessible to all.

The study of the most engaging and attractive locations showed that wine can be offered to all tourists. Revenues from wine consumption were planned as additional, not basic. Revenues from activities related to other types of tourism (for example, cultural and cognitive) increased.



The formation of additional services of other types of tourism has strengthened the economic efficiency of the wine tourism business in France: wine attractions joined art events (visiting galleries, plein airs), sports (mountain bike competitions, golf, boating). This combination gave a synergistic effect.

(c) *Italian model*

The beginning of the development of Italian wine tourism was in 1993, when the cellars of wineries were opened for visitors (initially in the amount of 20).

The role of associations in the development of tourism and events (Movimento del Turismo del Vino and Associazione Nazionale Città del Vino) is huge. Members of the associations opened and began to promote wine tourism services through the publication of joint brochures and printing and electronic materials. Today, Cantine Aperte or Wine Day is supported by 1,000 times more enterprises than in 1993.

The model of development of Italian wine tourism is based on wine routes, the participants of which, with the help of regional representatives of associations, promote communication between stakeholders, and above all teach winemakers to combine production, hospitality and tourism.

Historic buildings have been renovated. Some locations have strengthened their identity. Producers began to emphasize in meetings with visitors and in promotions the importance of historical conditions of formation of locations, to promote ancient methods of winemaking, to emphasize the “strong identity” of wineries, the importance of cottage and family production of owners.

Not wine was placed in the middle of the tourist attraction, but everything that was and is around its production - the main formula for success was the historical values of the territory.

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(d) Portuguese and Spanish models

The development of wine tourism in many wine-growing countries of the world is associated with the development of wine routes.

In Portugal, the development and implementation of routes is coordinated with the Portuguese National Institute of Tourism, which is the central government body responsible for the promotion, improvement and sustainability of tourism.

The Spanish Institute of Tourism TURESPAÑA has developed and maintains not only an official website for tourists, but also promotes wine routes, provides tourists with information on travel planning, winemaking, places, tastings and more together with the Spanish Association of Wine Cities (Asociación Española de Ciudades del Vino, ACEVIN).

DEFINITION “WINE ROUTE”

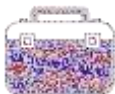
(a) Concept of creating wine routes (trails, roads) in different countries

The history of the development of wine routes dates back to 1935, when the first route was opened in Germany (Deutsche Weinstraße) as a marketing tool for the sale of wine products. In 1953, the French wine route (Route des vins d'Alsace) was introduced as an attractive tourist offer, as well as tastings for tourists on various modes of transport. The historical conditions for the development of wine routes of other wine-producing countries of the Old World are valuable, but the wine-producing countries of the New World (USA, Chile, Australia, South Africa, etc.) have also chosen the direction of wine tourism through route development. Therefore, today it is impossible to present a trip without special infrastructure and official information with an offer to visits vineyards, cellars, wineries.



The “Wine Trail” and the “Wine Road” are often considered as part of the “Wine Route”. But the heart of these definitions of the tourism business is the association of wine tourism locations, compatible rules for doing business to sell products and provide services to tourists, i.e. CONCEPT:

- Route. A way or course taken in getting from a starting point to a destination. Wine Route. The route is not a clearly marked, one path only method of covering the distance wine location A and wine location B, but more of a recommendation
- Trail. A beaten path through the countryside. Wine Trail. Trails are really all about being able to walk easily along a defined path, allowing less experienced outdoors enthusiasts to enjoy the vineyards, landscapes



WINE ROUTES

Port and Douro Wine Route (Portugal)

Travelling by car, train or boat is possible.

Places to visit: wineries, estates that produce Douro wine, places, where Port is aged, wine cellars. Participate in the grape harvest, in tastings on wine-producing quintas are possible.

Duration: several days

Link and Learn more

<https://www.myswitzerland.com/en-gb/experiences/the-mendrisiotto-wine-route/>

The Mendrisiotto Wine Route (Switzerland)

A hiking route.

Places to visit: wineries, wine cellars. Tasting are possible.

Duration: 1h30

Link and Learn more

<https://www.myswitzerland.com/en-gb/experiences/the-mendrisiotto-wine-route/>

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WINE TRAILS

Burgundy Wine Trail (France)

A hiking and wine strolling in the vineyard is possible. Travelling by car is more comfortable.

Places to visit: wineries, wine traders, and the wine-growing estates, chateaus, barrel-making workshops. Tasting of wine and local food (cheese, truffle) is possible.

Duration: 2-3 days

Link and Learn more

<https://www.vinotrip.com/en/wine-trails>

Seneca Lake Wine Trail (USA)

Travelling by car is more comfortable.

Places to visit: wineries, tasting rooms and vineyards.

Duration: several days

Link and Learn more

<https://senecalakewine.com/the-trail/>

WINE ROADS

Wachau Wine Road (Austria)

Travelling by car, train, boat or bike is possible.

Places to visit: wine cellars, wine taverns, wine bars and shops. Tasting and vacation at a winery are possible.

Duration: several days

Link and Learn more

<https://www.donau.com/en/the-danube-in-lower-austria/eating-drinking/enjoying-experiencing-wine/wine-regions-wine-routes/>

Wine Road Northern Sonoma County (USA)

Places to visit: wineries, tasting rooms and vineyards. Barrel Tasting and a blending session with the winemaking team are possible.

Duration: one day (one event), several days

Link and Learn more

<https://www.wineroad.com/>

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(b) *Wine route infrastructure*

The infrastructure of the wine route consists of the following elements:

- Road and transport infrastructure
 - Car service
 - Parking
 - Bicycle service
- Industrial infrastructure
 - Wineries
 - Vineyards
 - Basements and wine cellars
- Accommodation infrastructure
 - Hotels, motels
 - Guest houses
 - Campings, glampings
 - Rooms for accommodation in wineries
 - Rural estates
 - Chateau and castles
- Food establishments and tastings
 - Restaurants
 - Pubs, bars
 - Tasting rooms
- Museums and trade enterprises
 - Wine shops, stores
 - Wine accessories, barrels, other grape products, grape, saplings, tools & supplies
 - Wine museums
 - Enoteca
- Recreational infrastructure
 - Places for outdoor recreation
 - Viewing platforms
- Social, information, cultural and communication infrastructure, security and assistance infrastructure, etc.

Segmentation of wine tourism services allows analyzing in more detail, and then diversify the activities of wine locations, make them consumer-oriented.

Wine tourism has given birth to special infrastructural elements. Examples are the appearance of wine bars, taverns, restaurants (and not only in rural areas), specific wine hotels, various formats of tourist accommodation (directly in the vineyards, near wine producers, or in hotels with wine cellars).

Wine bars, wine museums, wine consumption culture centers together with wineries and vineyards encircle the globe today.

- Wine products are promoted through wine tours, i.e. wine route is a powerful marketing tool.
- Wine route draws attention to cultural values and gives impetus to the sustainable development of wine destinations completely.

(c) *“Wine route” as “Tourism product”*

Overcoming routes is motivated for tourists by the search for a special atmosphere of communication with people who are interested in wine culture. As defined by UNWTO, a Tourism Product is

"a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle“.



Figure 1: Wine Tourism Development before and after CONCEPT ROUTE

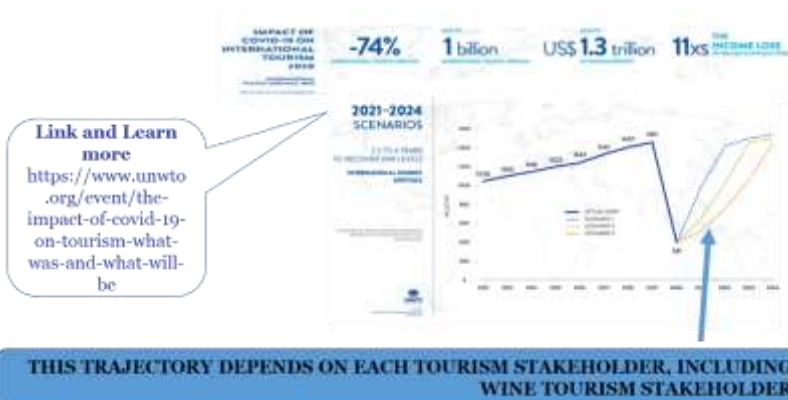
CURRENT TRENDS IN WINE TOURISM AND ITS DEVELOPMENT POTENTIAL

There are several current ways of sustainable development of wine tourism.



The development of wine routes depends on global change. On the contrary, wine tourism can affect the development of regions.

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The main results of the development of wine tourism and wine routes are:

- *Synergistic effect of development of other types of tourism: cultural and cognitive; recreational and health; rural, ecological and agritourism; sports; phototourism; entertainment and festival; business and scientific;*
- *Strengthening communication between wine tourism stakeholders, uniting interests for the sake of unity in achieving the goals of productive development;*
- *Popularization of territories and locations, intensification of regional and international tourist flows;*
- *Growth in sales of wine, other wine products, gastronomic products and dishes;*

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- *Support of traditionalism in the wine industry, acceleration of the spread of innovations of technological solutions;*
- *Increase in employment, income of stakeholders-owners and employees;*
- *Progress in education and training, the emergence of new types of employment and professions in a given area, improving economic conditions;*
- *Improving the quality of services, wines, related products through competition in the industry.*

The profits and benefits of participants in this development are different, may include all elements, may be limited to several. In any case, world experience proves the ability to manage the development of wine tourism and control its qualitative and quantitative characteristics.

MODULE 2 HOW TO MAKE THE WINERY VISITABLE? SERVICE QUALITY EVALUATION IN THE PERCEPTION OF THE WINE TOURIST

The module is divided into four parts. The key aspects of doing business in modern wine tourism are shown. Methods and successful practical examples are described on how making the winery attractive to all visitors, with whom to cooperate in order to increase the recognition of the winery, how to transform it for inclusive practices in tours and tastings.

This module describes a conceptual model of the effects of service quality on tourist loyalty. The relationship between service quality and customer satisfaction is showed to be stronger for customers who have a positive experience of wine tourism, for customers who have a repeated wine travel experience.

RESPONSIBILITY OF THE WINE TOURISM BUSINESS

(a) Definition of "accessibility" in wine tourism

The availability or accessibility of wine tourism lies in the plane of organizing the availability of locations in two aspects:

- How freely the visits by tourists or inspections (for check and quality control) are allowed by locations;
- How locations are socially suitable.

Depending on what elements of hospitality are present in wineries, the range of regulations and rules of doing business changes.

Is there a place for tourists to spend the night at wineries, is there a restaurant or tavern, is there a tasting room? All these elements increase the responsibility of business organizers, responsibility for security and quality of service.

According to the UNWTO,
ACCESSIBLE TOURISM FOR ALL: STANDARDS AND RECOMMENDATIONS
GUIDING THE RECOVERY
(webinar on 9 December 2021)

Link and Learn more

<https://www.unwto.org/accessibility>

“Accessible tourism experiences should happen in beautiful and welcoming environments, designed for all kinds of customers, **with or without disability**.”

Inclusion drives innovation, service quality and business success.

Accessibility and respect for diversity create an environment of belonging for both staff and customers, leading to decent work, new **revenue streams and clients’ loyalty”**

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In 2018, **Bodegas Valdemar** became the first winery in Europe to offer a 100-percent inclusive wine tourism experience, an initiative that has earned numerous awards. **Valdemar Estates** was open in Washington state. It is the first winery in the USA to offer a 100-% inclusive and accessible wine tourism experience

[Link and Learn more](https://valdemar.es/en/)
<https://valdemar.es/en/>

Key elements of inclusion:

Use of QR codes throughout the building, which link to web pages that relate information via Sign Language, dictation, and text

Inclusive tours

Website and printed material set in a hyper-legible font designed for those with low vision

Wine tasting notes that use icons and easy-to-understand descriptions of flavors and aromas

Braille wine and food menus

Availability of Braille labelling for wine bottles

Shatterproof wine glasses hands-free holders

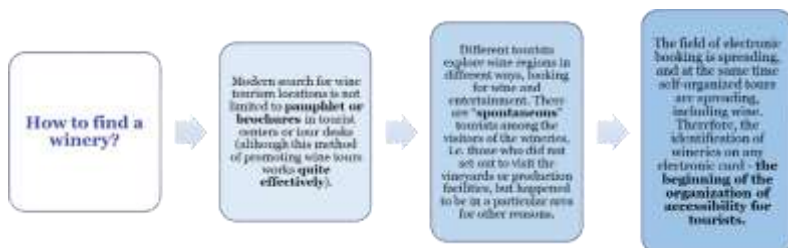
Wheelchair availability

Staff member training for serving guests of all ability levels

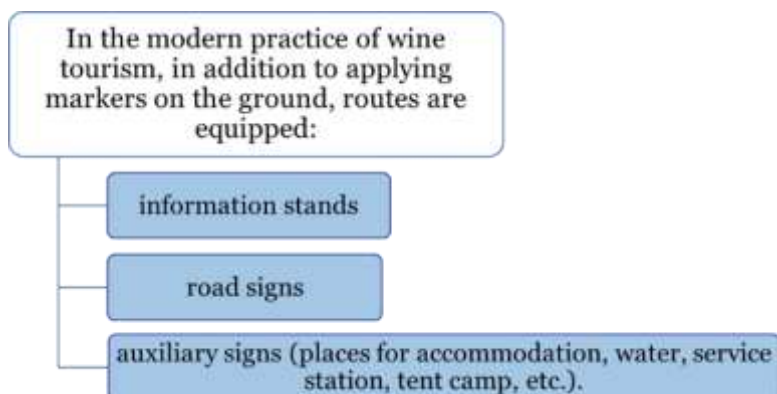
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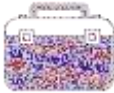
(b) Identification of wineries, winemaking and tourism business, wine routes



Marking of tourist routes is a designation by means of special signs of tourist routes in wine destinations. The purpose of such marking is to ensure navigation. Markers are applied or installed along the route sequentially, with a certain frequency.



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Niagara Wine Trail (USA)

Ensuring access to tourism infrastructure, services and experiences for persons with specific access requirements is at most places. There is access for visitors with pets.

Tourist information and maps of the trail and the region are offered free.

Market Positioning of the region

= Niagara Wine Country

Link and Learn more

<https://niagarawinetrail.org/about/>

Official Guide 2020 -

https://issuu.com/niagarawinetrail/docs/nwt_2020_brochure_layout-final-online

Routes are usually presented on paper or electronic media (respectively, in printed or e- format).

Each country or region in the development of its tourist routes determines its **own rules of labeling**. Despite the general world trends, each country has its own specifics of promotion of goods and services, which is directly dependent on domestic public policy.

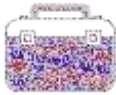
The sign, as a navigational element of the building, on the **winery's facade also has its own rules and regulations** for installation and operation.

According to the national legislation of the wine-producing countries, these signs:

- 1) they must be safe for visitors;
- 2) to have moderate information (as a rule, business owners post information about the type of object and its category if necessary), which coincides with the name (at least) with the marks on paper or e- maps, does not mislead tourists and travelers.

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Link and Learn more

<https://niagarawinetrail.org/about/>

Official Guide 2020 -

https://issuu.com/niagarawinetrail/docs/nwt_2020_brochure_layout-final-online

(c) Exterior features of the winery on the wine route

Moderation in the provision of information is very important

Tourist legends and stories will be told by guides and tour guides, there is no need to place everything at once at the entrance to the winery. Therefore, the facade of wineries, along with the sign, **should not only attract, magnetize, but also differ from others**, because the variety of **facades helps to navigate better** the tourist area

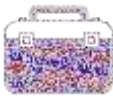
The introduction of international and national tourist routes has shown **the effectiveness of the formation of two main concepts** in the stylistics of architectural style, design, exterior features:

traditionalism and revitalization

innovation and creativity

Common borders. Common solutions.





Bodega de los Herederos del Marqués de Riscal (Spain)

Marqués de Riscal is known worldwide for the coloured curves of the **HOTEL**. The creation of **THE CITY OF WINE** has undoubtedly been the most audacious, **intense and effective marketing campaign** ever displayed by a Spanish winery.

Bodega de los Herederos del Marqués de Riscal is located in the village (since **1862**).

It owns **540** hectares of vineyards in the sub-area and controls another **900** to produce more than six million bottles a year.

It is one of the easiest Spanish brands to find abroad - **over 60%** of its production is exported to more than **100** countries.

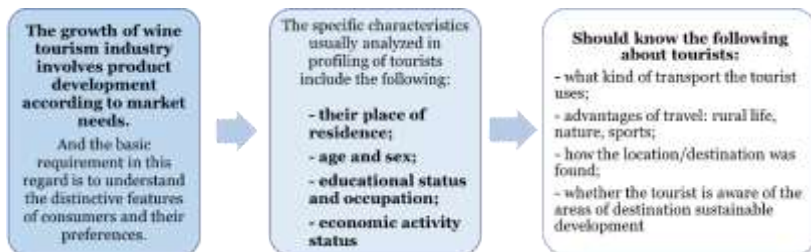
THE CITY OF WINE = HOTEL + RESTAURANTS + OUTDOOR SPACE NEXT TO THE WINERY SERVING TRADITIONAL GRILLED DISHES + WINE THERAPY SPA

Link and Learn more

<https://www.marquesderiscal.com/en>

MANAGEMENT OF RELATIONS WITH WINE TOURISTS

(a) *Profile of wine tourists*



Common borders. Common solutions.

Do you know Wine Tourist Motivations?

- Vineyard aesthetics (rural landscape, escaping, routine, relaxation)
- Educational experience (gaining wine experience, learning about winemaking, wine appreciation)
- Core wine product (wine tasting, rare/fine wines)
- Familiarity (prior positive experience, meeting the winemaker)
- Reputation and novelty (word of mouth, engaging in a new activity)
- Socialization (being with friends and family, socializing)

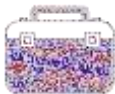
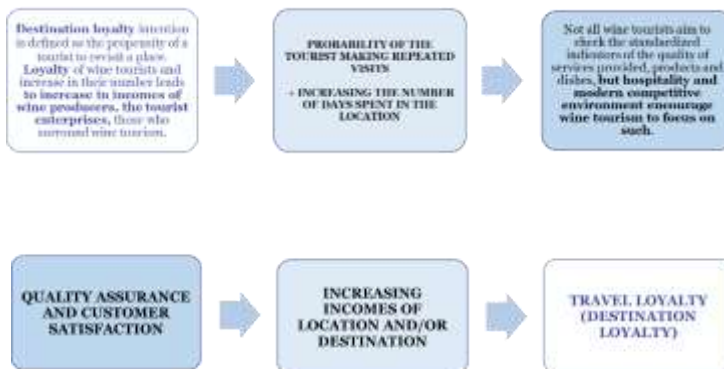
Diving deeper into Customer Needs, the Tourism Product situation looks at where your products are situated within your tourism industry marketplace.

To determine the product situation you might answer the following questions.

- Are the wine and/or tours primary or secondary products for a tourist in my region?
- Are the products geared to one target audience over another coming to my destination?
- Are the products Market Ready; is it easy and clear for a tourist to research and book these products?

By understanding your customers' needs it's possible to drive innovation within your winery/destination

(b) *Loyalty of a wine tourist*



Wine Club Tasting Cards (USA)

They have partnered with 100+ wineries in USA, France, Portugal other.

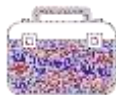
Wine Club Benefits Include:

Club Card members save an average of \$12 on Wine Tasting flights.
Wine Tasting Club Card entitles members you to receive 1/2 off them wine tasting flight at all registered wineries, vineyards and tasting rooms for an enter year

Link and Learn more

<https://www.winetastingclubcard.com/>

Common borders. Common solutions.



Scarborough Wine Co (Australia)

Wine Club Benefits Include:

- Free freight Australia-wide and a bonus bottle with each delivery dozen
- Exclusive wine club pricing on wine club dispatches, additional online orders and in the cellar door for current release wines
- Access to Museum wines
- Accrue reward points with each purchase
- Invitations to our exclusive events

Link and Learn more

<https://www.scarboroughwine.com.au/Wine-Club>

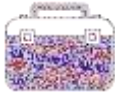
Management of relations with consumers (tourists) provides full orientation of wineries on the client (guest), use of the personalized approach in service, even when group tours are organized.

Because wine tourism is partly a marketing tool for wineries, winemakers want to achieve the highest level of loyalty:

- “Fully” satisfied tourist is interested in the wines of a particular winery,
- Makes purchases that include orders with home delivery,
- Gives recommendations to family members (it means transforming the winery into a family-friendly place).

Common borders. Common solutions.





PENEDES (Spain)

Market Positioning - is a unique territory to enjoy wine tourism (on foot or by bike, segway, buggy).

Penedes Wine Route based on the region's winemaking identity.

Offers for visitors:

Link and Learn more

<https://www.penedesturisme.cat/en>

(c) Role of the wine guide in the hospitality system

Wine guide - who is he? This profession acquires its potential along with the development of wine tourism.

The skills of a professional are divided into several groups:

- skills of preparation for conducting excursions;
- skills of showing objects of winemaking and viticulture;
- excursion storytelling skills, excursion techniques, language etiquette skills, audience skills;
- post-excursion skills, etc.

An employee, a representative of the family wine business, a representative of a tourist or excursion company can have them. But the main thing - high Emotional Intelligence (EI).

Common borders. Common solutions.



EI is the ability to recognize, understand, and manage one's own emotions and the emotions of others (in the pre-or post-wine-tasting conditions). A quality tour guide should show accurate and significant knowledge, all while providing a simple and engaging experience for guests.

Here are qualities a Wine Tour Guide

(the list is a bit longer than the list of qualities of a tour guide)

- Knowledge of the Wine Tour Area

Tour guides should be able to explain facts, history, landmarks, figures, local customs, grape varieties, conditions of their origin and cultivation.

- Ability to Communicate Effectively

They must be able to articulate and project their voices and speak clearly, to help prevent any misunderstandings from their various tourists and groups.

- Strong Empathy and Understanding

The guide should also have a sensitivity and understanding for accommodating those guests with special needs.

- Ability to Improvise and Adapt

Tour guide should also be able to adapt and keep up to date with changing times and constant advancements in technology and determine how they affect or enhance their tours. The behavior of a wine tourist guide should be friendly to families with kids, to the environment.

- Focuses on Building Rapport

Guides should build rapport by encouraging effective conversations, asking questions, providing information, and demonstrating passion.

- Engaging Storyteller and Actor

Guides should consistently have the ability to convey passion, act positively and tell various interactive stories.

Of course, **the work of a wine guide is creative**. But creativity together with care of comfort for tourists gives the big effect, promotes increase of **loyalty of tourists**, it is remembered, and the offered information is transformed into **"messages"** for the following visitors (tourists, clients).

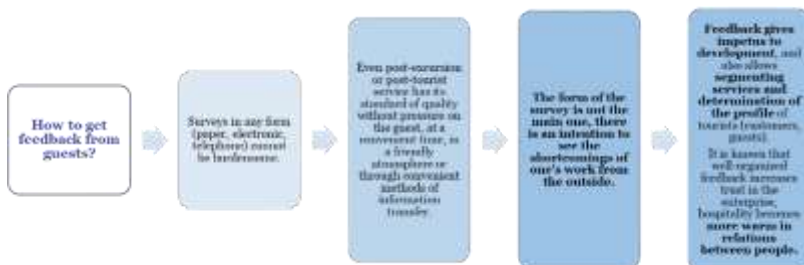
Therefore, **the quality of service** for those who have already found the location increases if communication with the **guide has a positive impression**.

Either way, it's important for businesses to know the reviews.

All feedback is positive, even if they describe a negative situation.

Negative feedback indicates urgent changes need to be made for the wine business.

Positive feedback inspires and motivates to quality work.



DEFINITION OF "TOURIST SAFETY & SECURITY" IN THE WINE TOURISM

A hazard audit for a tourist is not just the work of inspectors and auditors. Internal risk audit always improves the quality of service, closer to the quality standards that are implemented at the national and regional levels.

Self-examination can also be constructive and critical. The more organizational elements in the location of wine tourism, the more often and more deeply it should take place.

Common borders. Common solutions.

**THE MAIN ISSUES OF SUCH
AUDIT SHOULD BE:**

AT PRODUCTION LEVEL
whether the industrial zone is
safe for visitors;
where exactly there are danger
points;
what to do if there is an
accident?

**AT THE LEVEL OF HOTEL AND
RESTAURANT SERVICE**
are there safe areas for rest,
accommodation, meals, conduct
breaks, movement of guests;
who will be able to react quickly and
professionally to the situation
when the guest needs help; how
far are the points of medical, fire
and other assistance;
how much information is available to
guests about the behavior in case
of an accident?

**AT THE LEVEL OF ALL
ELEMENTS OF THE SPACE
OF THE TOURIST
TERRITORY (VINYARDS,
MUSEUMS, WINE SHOPS,
CULTURAL CENTERS,
LABORATORIES,...)**
are all wine tourism facilities
socially suitable;
are the staff able to serve tourists
(with or without disability), do
all guests feel equal?

WAYS TO IMPROVE THE SERVICE QUALITY

Training in such broad fields as “winemaking” and “tourism” never stops.

Guests feel more experienced and competent business owners, family winemakers, highly professional hired guides - people have such a special communicative ability. And it gives its profits.

Training is today one of the main trends in the service sector – the opening of wine, gastronomic, culinary schools on the basis of attractive tourist locations.

Such additional services are offered in an attractive atmosphere of wine tourism locations (usually in ancient castles or on the basis of modern high-tech factories), famous and successful winemakers, sommelier, tasters, winery founders, travelers, etc. are invited to conduct courses and master classes.

How to make the winery accessible and attractive to tourists?

- *To understand the issue of responsible business conduct;*
- *To start with business identification, including on electronic cards;*
- *To conduct business in the legal field, including taking into account the legality of buildings, structures, installation of signs along roads, facade, architectural, exterior works;*
- *To differ from other wineries, but know when to stop;*
- *To study tourists and visitors, to try to place the client in the center of attention;*
- *To focus on picky and demanding tourists, personalized approach to serving everyone;*
- *To collect information about the service, not to be afraid of criticism - it will give the opportunity to grow;*
- *To check yourself, to be able to look at the winery from the position of a tourist, to ask yourself whether it is safe to stay;*
- *Constantly to learn the art of hospitality, to motivate and stimulate staff training, to expand their experience and share it;*
- *To open new opportunities for additional wine tourism services;*
- *Be friendly, amiable, hospitable to all tourists and visitors.*



- What are the components of wine tours?
- What are the main factors attracting visitors to wineries?
- What combination of factors repels wine tourists?
- What services should be offered to a spontaneous wine tourist?
- Can your business learn from the experience of other wine-producing countries to implement plans this year?
- What are the barriers in your country/destination for innovation in wine tourism?
- What methods do you use to attract loyal tourists?



Pp. 1-15

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Link and learn more



MORE INFORMATION, TOOLS, REFERENCES

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WINE DESTINATION PRODUCT MANAGEMENT



After studying this chapter, you should be able to:

- Identify ecological, social and economic aspects to choose a development trajectory of winery
- Determine Driving Forces of changing of region, country, district
- Identify the factors influencing the development of wine destinations
- Understand critical success factors for the development of wine destinations
- Discuss successful Destination Management Organization
- Understand and discuss the marketing strategies for the development of wine tourism
- Evaluate and Discuss the level of development of the wine tourism product
- Identify the wine tourism partnership
- Determine the successful business relationships
- Identify the key partners
- Understand the wine tourism business value chain
- Discuss the synergy effect of wine, travel, and special events
- Evaluate and discuss the level of development of special events
- Understand the storytelling in the wine tourism business

MODULE 3 THE CHOOSING A DEVELOPMENT TRAJECTORY OF WINERY. THE TRANSITION FROM A WINE CONSUMER TO A WINE TOURIST

The module is divided into four parts. The purpose of this module is to show the ability to compete in the field of wine tourism, but at the same time occupy part of the market space together with business partners. The module proposes ways to form wine destinations. The best examples in the field of wine tourism and hospitality are shown with an emphasis on mutual beneficial cooperation between the participants of the destinations.

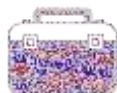
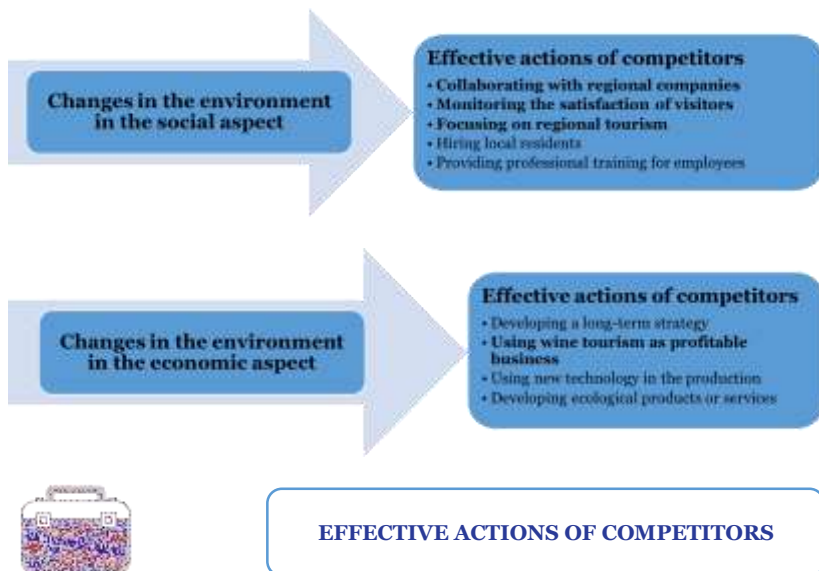
The module involves the study of management and marketing of wine tourism destinations, the study of successful practices of business cooperation and the transformation of the winery.

DYNAMICALLY CHANGING COMPETITIVE ENVIRONMENT AS A FACTOR OF WINERY DEVELOPMENT

(a) *Integrating ecological, social and economic aspects to choose a development trajectory of winery*



Common borders. Common solutions.



Silver Thread Vineyard (USA)

SLOW WINE PRIZE 2020-2021 – Top Wines USA are capable of condensing in the glass territory-related values such as history, identity, and sustainable farming practices, as well as offering good value for money

1982 – Silver Thread Vineyard was established on the site of an abandoned vineyard

1992-1997 – Vineyard has followed the principles of sustainable farming, and was certified organic

2011 – Winery was opened with biointensive viticulture style of farming

2015 – They installed a new photovoltaic system, it produced more than 100% of winery and tasting room energy used

1982-2021 – vineyard area increased by 1.7 times.

Offers for visitors: Vineyard Tour, Tasting (Virtual, incl.), Club membership, Wine Shop

Link and Learn more

<https://silverthreadwine.com/>

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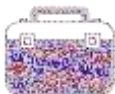
EFFECTIVE ACTIONS OF COMPETITORS

Vlassides Winery (Cyprus)

It was chosen to represent Cyprus in the European Union Prize for Contemporary Architecture – Mies van der Rohe Award 2015
2005 – They installed a new permanent irrigation systems for vineyard
2012 – Winery was opened. A large part of the winery is buried deep into the hill. The interior consists of large open spaces with panoramic views of the vineyards. Visitors can see process from the beginning: from grape to wine.
2012-2021 – Vineyard area increased by 2.6 times. They follow the principles of sustainable development.
Offers for visitors: Tour, Tasting (Wine Tastings and Pairings, incl.), Club membership, Wine Shop

Link and Learn more
<https://vlassideswinery.com/>

(b) *Wineries as Driving Forces of changing*



Wine as a cultural product has become the main driving force for the tourist development of a territory

The Douro (Portugal) wine region

is one of the oldest protected wine regions in the world
Vila Nova de Gaia is a city-port. This is where all the port wine in the world originates, and has done since the 17th century. There are in excess of 60 port cellars here.

Association of Port Wine Companies (is a private non-profit institution founded and based in Vila Nova de Gaia, 1975) noted that for several decades, tourism in Vila Nova de Gaia has grown steadily, for example, more than 1.5 million visitors were recorded in 2019, which is 5 times the number of local residents of the city. The use of the culture of wine through the experience of wine tourism has allowed to stimulate regional socio-economic development.

The Port and Douro Wines Institute, Association of Port Wine Companies coordinate. It is the only such network to encompass the Old and New worlds of wine the global network The Great Wine Capitals

Link and Learn more
http://www.cavesvinhodoporto.com/eng_index.html
<https://www.ivdp.pt/en/information/partnerships/global-network-of-great-wine-capitals/>

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DEFINITION “WINE DESTINATION”

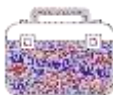
(a) *Wine destinations within destinations - region, country, district, route, attraction, etc.*

Wine destinations – places or territories that are the main purpose of tourist trips, are central to the decision to make a wine trip. In turn, the wine trip includes at least visits to wineries or vineyards. The maximum number of locations to visit and consume tourist services is difficult to predict, because in tourist activities there is always the effect of spontaneity of tourist decisions: stay for more nights, buy not only wine but other gastronomic products, take part in photo shoots, walks in vineyards. The ratio of tourist wishes and opportunities with tourist products and a range of services of a particular area determines the level of efficiency of the destination. The efficiency of the destination development leads to its greater popularity and intensity of tourist flow.

On the contrary, a narrow choice for the tourist services and tourist products, as well as wine products, leads to the homogeneity of the territories, does not give the territory the beauty of a tourist destination. Attractiveness or magnetization of the destination, i.e. the territory, services and products that are attractive to tourists processes, their interactivity – strengthens the socio-economic status of regions and countries.

Key elements of Success:

- Creation of strong and stable governance models: public, private, public ownership
- Creation of territory and destination branding
- Using the "Go Digital" model: everything happens in tourism on mobile devices (marketing, sales, loyalty, destination image, incl.)



The 4th UNWTO Global Conference on Wine Tourism, 2019:

“Home to numbers of Chile’s most famous wines, the region’s desirable terroir, combined with persistent, focused marketing have successfully launched Colchagua Valley to the level of international acclaim. In terms of innovation, independent winemakers across Chile continue challenging the norms of more traditional winemaking, from creating new blends and resurrecting old grapes to implementing dry and organic, biodynamic farming practices.”

Link and Learn more

<https://www.gochile.cl/en/tours/colchagua-vally-wine-route.htm>

<https://www.chile.travel/en/uncategorized/wine-e-tours-in-chile-tasting-2/>

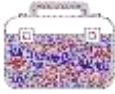
(b) Key stakeholders of wine destinations

Destination management in wine tourism has a successful historical experience. In most countries of the world, the managerial function is performed by associations (including associations of wine producers or tourist representatives), national and regional organizations for the management of tourist destinations.

Of course, each business can decide independently to preserve and increase the existing tourist potential around, to provide the necessary conditions for the organization of tourist services.

But to intensify the improvement of the quality of services on a large scale, to obtain a synergistic (maximum) effect from the satisfaction of tourists is possible only with the coordination of actions of other participants in the development of destinations.





Classic New Zealand Wine Trail

i-SITE is New Zealand's official visitor information network with over 60 i-SITES nationwide. The website features a database of tourism industry operators in New Zealand. The following types of businesses appear on newzealand.com: accommodation, activities & tours, online booking, travel agents and airlines, visitor information services.

Offers for wine tourists: the Marlborough Wine & Food Festival, Vineyard Tours, Tasting, Winery Lunch Tours, Lunch Wine Tours

Link and Learn more

<https://www.newzealand.com/int/feature/classic-new-zealand-wine-trail-itinerary/>
<https://alpinewinetours.co.nz/dinner-tour/>

Valais Wine Trail (Switzerland)

It was completed in 2007. The Wine Trail consists of 66km of hiking trails, graded roads, and some sections of paved road, and the Wine and Vineyard Museum. Part of the Wine Trail is featured on other tours (for example, Cheese, Chocolate and the Scenic Alps tour).

Offers for wine tourists: Hiking and Cycling tours, Vineyard Tours, Tasting

Link and Learn more

<https://www.alpenwild.com/staticpage/valais-wine-trail/>

(c) Critical success factors for the development of wine destinations

The scope of authority of management and coordination organizations (local or regional) lies in the frame of transforming the ideas of individual businessmen into a competitive service or product of a certain quality. The trajectory of winemaking development of a certain destination, its transformation from a producer to a tourist location is greatly simplified by the consolidated actions of other wineries.

Common borders. Common solutions.



Conferences, forums, exhibitions, competitions, etc. are a powerful tool for this.

The transformation of the winery and the adaptation of the renewed wine tourism business model depends on the ambitious goals of the entrepreneur – the format to which the entrepreneur needs to change:

- the wine collection turns into a wine shop;
- historical and interesting exhibits - in the museum;
- the process of wine production and master classes - to school;
- healing and recreational resources - in services for relaxation.

Investment in such a range of services is always a limiting factor. But the search for them is also possible through an organized management body (association or foundation).

Along with destination management, the significant role of management organizations can be seen in the field of marketing. Destination marketing organizations (in world practice occur separately from management organizations) advertise the destination as an attractive place for travel – this is their main function.

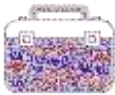
DEFINITION “DESTINATION MANAGEMENT ORGANIZATION” (DMO)

(a) DMO as a strategic leader in destination development

Destination management and marketing are the processes of integrating visitor or consumer needs (demand) and product or experience (offers). In the conditions of wine tourism development, these are the processes of integration of tourist demand and wineries with all additional tourist and non-tourist services.

Raising visitor awareness and demand for the destination and its products is quite difficult without external stakeholders, because it is necessary to:

- communicate clearly and effectively with visitors to the area;
- timely inform about unique offers and promotions, holidays and festivals;
- understand the issues of branding territories.



The report on Gastronomy Tourism –The Case of Japan (UNWTO, 2019)

positions gastronomy tourism as a policy.

Gastronomy tourism in Japan features a relatively high degree of public-private collaboration

Looking at the municipalities with business collaboration, the most common categories of collaboration are: collaboration with local enterprises, producers and production organizations; nationwide enterprises; educational institutions.

Among the most effective collaboration efforts between municipalities and enterprises have been those with:

Local media exposure (47%);

Sales of products, restaurants and accommodation (42%);

Enhanced recognition of region (33%).

UNWTO and key stakeholders of gastronomy (wine) tourism of Japan now see tourism as a process of sustainable development for local communities, one that goes beyond tourism policy to policies encouraging agricultural and regional advances, developing human resources, and creating jobs. Gastronomy (also wine) tourism is taking shape as a focal point in this multiplex process.

Link and Learn more

<https://www.yamanashi-kankou.jp/english/explore-by-area/isawa-koshu-winery/yamanashi-wine.html>

<https://www.japan.travel/en/travel-directory/Wine/>

<https://www.e-unwto.org/doi/pdf/10.18111/9789284420919>

Common borders. Common solutions.

(b) *Marketing Strategies for the Development of Wine Tourism Destinations*

The territorial feature of the destination in most cases is limited on the map by geopolitical boundaries. So it is more convenient to use the names of local governments, regions, states.

But how to describe a person who is in the center of attention of all this development of wine destinations?

Again, self-analysis of business is the most accessible and productive.

Ask yourself:

- **Who** is your customer, does he have the desire and ability, in addition to buying wine, to stay for the night, for a tasting, for a festival or a holiday?
- **How** did they get to this destination, why did they choose this location, what experience were they looking for?
- **Who** is the key stakeholder besides you in the development of this destination?
- **Are** other entrepreneurs ready to be your partners, maybe you have a circle of key partners with whom you can develop a destination?
- **Why** would your destination be called a "wine tourism destination"?
- **Are** you and your partners ready to adapt your values to the needs and demands of tourists?
- **Is** there enough of your knowledge about the sustainability of the destination?

DEVELOPMENT OF WINE TOURISM PRODUCT



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What are we selling?

Wine, wine tour, vineyard tour, tasting, other activities, services...

Who is the Seller?

Each participant of the DMO + Tour Operators

Who is the buyer?

Travel Agents + Wine Tourists

Transition, transformation, development – it is desirable these terms were synonymous with winemaking to progress, which promises economic benefits to society.

Economic benefits cannot be without initial investment.

And in no case should they be invested only in “rigid” infrastructure – buildings, roads, bridges, etc.

Investing in “soft” infrastructure is a prerequisite for the success of the tourism business, especially in rural areas (and wine tourism is largely concerned with rural development):

- parks, observation decks;
- cultural centers, platforms for theatrical performances;
- natural attractions;
- open areas for master classes and others.

Common borders. Common solutions.



“Soft” infrastructure turns a tourist into an esthete, saturates not only with knowledge about wine and viticulture, but also adds a sense of beauty through culture, art, sports.

World practice of wine tourism proves that creativity together with current quality standards (national, regional) is more responsive to environmental challenges.

One of the main challenges of tourism development is the ecological sustainability of the destination

Any group of entrepreneurs, associations and individual wineries should have a clear understanding of environmental risk:

- **How** active is the use of natural resources and objects of historical and cultural heritage at this time, which may negatively affect their condition in the future?
- **What** is the expected load on the environment and environmental pollution?
- **Are** there any tools to counteract the negative impact on the environment from the growth of population mobility and load on transport infrastructure?
- **Will** the location and destination not become one that will depend entirely on tourist flows?

To be able always to enjoy the benefits of the destination, which gives us nature, good geographical location, climate, it is necessary to monitor constantly the pressure exerted by tourism and minimize it through the use of rational management methods.

Because the Earth is the only for everyone.

The basic idea of the World Tourism Organization (UNWTO) contains the following core values:

- *to promote tourism for the benefit of people and the planet;*
- *respect for diversity;*
- *integrity and professionalism.*

The more professionals are employed, the more creative ideas can be turned into tourism products.

*How to manage the products of wine destinations?
Before that you need to ask yourself the following questions:*

- *Do you understand the essence, terms and principles of socially responsible business?*
- *Do employees have enough income to travel and gain experience on their own?*

MODULE 4 WINE ROUTE NETWORK PLANNING: IDENTIFICATION OF KEY PARTNERS AND THE MODEL OF THEIR ECONOMIC RELATIONSHIP WITHIN THE DESTINATION

The module is divided into four parts. Each of the parts explains exactly how, by what actions it is possible to achieve economic and social benefits for the business and the territory where this wine tourism business is developing.

The basis for the motivation of all participants in the formation and implementation of the idea of developing a holistic direction, its brand, its success is the value chain. This continuity of parts of income from one participant to another explains the profitability of the development of the territory. Accordingly, not only wine tourism is developing in the region, but also ecotourism, agritourist, etc.

PARTNERSHIP: WINE TOURISM AND ITS CONNECTION WITH THE TERRITORY

(a) *Successful business relationships*

Partnership – is the most powerful tool for maximizing revenue and minimizing business environment risks.

The complexity of this business environment leads to the expansion of business partners.

Examples of successful business relationships in wine tourism are:





VINEYARD + EQUIPMENT = WINERY

WINERY + UNIVERSITY = BRAND

**BRAND + TASTING ROOM + HOTEL +... =
= WINE DESTINATION**

(b) Competitiveness of the wine destination

On the way from the vineyard to the wine destination, there are definitely business relationships with producers of barrels, bottles, food additives, inspections, banks, transport companies, companies for recycling, processing, garbage collection, etc.

The result of such relationships is to increase the loyalty of tourists, increase the income of all partners, achieve sustainability in the development of the destination. Thus, the key goal and objective of such a partnership is to improve quality (in a broad sense), and its basic “formula”:

**QUALITY (PRODUCTION, PRODUCTS, SERVICES) +
NUMBER OF LOYAL TOURISTS
=
COMPETITIVENESS OF THE DESTINATION**

(c) Key partners

Key partners, as they are defined in theory (for example, in the Business Model Canvas), are the main suppliers of defining resources and the main “links” between business results and consumers.



For representatives of wineries, key partners in the wine tourism industry are: suppliers of resources for wine production, owners of vineyards, tourism enterprises (tour operators, agencies), owners (representatives) of hotel, restaurant, tasting, entertainment business, etc.

The circle of key partners is expanding in the conditions of developed relations within the destination and ensuring its sustainable development. For example, environmental activity leads to an increase in the number of interested partners in their sustainability.

Geographical location (proximity) – is one of the important signs of separation (selection) of key partners. This is primarily due to cost optimization. For example:

- the producer's costs are reduced if the winery is located near vineyards;
- the time spent by tourists searching for a hotel is reduced if the hotel is also located nearby overlooking the vineyards;
- indirect costs are reduced, and travel information (tourist loyalty) is increased if the restaurant offers a night accommodation at a wine hotel and a tasting dinner.

Of course, tourist and recreational complexes can unite all these relations, but they also have their key partners. Partnership occurs also outside the destination by geographical area. Sometimes such cooperation becomes synonymous and close to the definition of “cluster”.

The theory of cost-effective associations in theory dates back to the beginning of the XX century, and the effectiveness of successful clusters in industry dates back to the end of the XX century - just more popular cluster theory is the theory of Michael Porter.

This theory was presented in 1998 in “Clusters and competition: New agendas for governments, companies, and institutions”. Thus, it is believed that clusters in tourism have been studied not so long ago: about the beginning of the XXI century.

WINE TOURISM BUSINESS VALUE CHAIN

The phenomenon of tourism is that it leads to an increase in the value chain simultaneously from the activity of different types of business:

TOUR COST =

**COST FROM THE TOUR OPERATOR + INSURANCE
COMPANY + CARRIER + HOTEL + RESTAURANT +**

TOURIST FACILITY

(MUSEUM, ATTRACTION, ETC.) +

CURRENCY EXCHANGE OFFICE +

SOUVENIR SHOP +...

and in wine tourism additionally:

+ COST OF WINE + COST OF TASTING +...

Effective business model, for example, business in a cluster, leads to increased value added and increased income of business owners. And do tourists (consumers of services and products) receive bonuses and preferences from such association and cooperation? Of course, yes.

Satisfaction with the service in one location will increase loyalty in another location if these locations are two elements of the same cluster. And not only advertising or popularity through one or another brand (and the brand is an attribute of a certain destination and cluster) are of great importance here.

THE ROLE OF RESIDENTS' PLACE IMAGE IN SHAPING THEIR SUPPORT FOR TOURISM DEVELOPMENT

(a) *Effective social exchange*

Tourist brand or individual location cannot exist without a favorable environment:

- in the ecological sense – without a pleasant environment,
- in economic – without commissions,
- in the social – without a positive description of the inhabitants of the destination.

Residents of the destination, on the one hand, is a factor in its development, on the other hand, a resource (whether labor, or ideological, or investment).

If the future of the destination is considered encouraging by the residents, they have a favorable attitude to the development of tourism, are fully interested, are in the midst of all processes. This is the activity of festivals and fairs, and indifference to the spontaneous tourist, hospitality in the broadest sense.

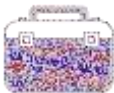
But if tourism is considered an inconvenient and inevitable activity, it threatens the peace or tradition of the trajectory of life, leaves additional costs rather than income to residents – such a factor is a regressor of tourism.

(b) Synergy of wine, travel, and special events

From the standpoint of sociology, as a science of conditions and processes in society, tourism is based on the middle class (income level). The poor do not have the opportunity for leisure and travel, and the share of the rich is not large enough to form the basis of the hospitality industry.

If the middle class expects an increase in employment in tourism and increase their income, if the middle class acts as tourists who are economically viable to consume the most of the services the destination has to offer, if the interests of residents and tourists in terms of sustainable development are close – so the integration within a cluster or destination is successful.

What is specific is that in wine tourism the inhabitants of tourist destinations are themselves able to be tourists of other territories, are interested in winemaking, fairs and festivals.



POPULAR WINE FESTIVALS

(Accommodation + Entertainment Core + Traditions + e-Booking)

The Old Vine Festival (Slovenia)

It is a culinary and cultural tribute to the oldest vine in the world, which grows on Lent, the oldest part of Maribor

Offers for visitors: Vineyard Tours, Tasting local wines, Wine Shop. The Old Vine is the only plant with its own museum – the Old Vine House. The festival ends with the formal grape harvest.

Accommodation: natural health resorts, thermal spas, hotels, hostels and tourist farms, it is specifically catered for cyclists and hikers

Link and Learn more

<https://www.staratrt.si/en/story/history>

<https://www.visitmaribor.si/en/>

<https://www.slovenia.info/en/places-to-go/attractions/world-s-oldest-vine>

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POPULAR WINE FESTIVALS
(Accommodation + Entertainment Core + Traditions + e-Booking)

SulaFest (India)

It is a Gourmet World Music Festival held at Nashik Vineyards in Maharashtra. Offers for visitors: SulaFest organizes wine classes; visitors can get to meet the winemakers of Sula; other attractions at the SulaFest include food stalls from some renowned restaurants, Wine based games, and Wino Spa.
Accommodation: at campsites in the vineyards or vineyard resorts

Link and Learn more
<https://www.sulafest.com/>
<https://sulavineyards.com/>

Society of the future is described by many futurists. It predicts increased attention to the “Theory of Social Exchange”. The process of social exchange is fun when people get a fair return on their expenses from other people.

The development of a wine tourist destination, which can lead to higher prices for housing, transport, to the burden on the ecosystem, brings satisfaction when the income of winemakers, all employed in tourism, owners or investors is fair, and the costs and risks of residents are much lower than their interests.

EFFECTIVE SOCIAL EXCHANGE =

**INCOME OF STAKEHOLDERS ÷ RISKS AND COSTS OF
RESIDENTS**

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STORYTELLING AND SELLING “HISTORY”

More and more new technologies and “design of the future” are approaching the criterion of attractiveness to real museum oenological exhibits. Therefore, using the well-known idea of Rolf Jensen (futurist of the Copenhagen Institute for Futures Studies, Denmark) that it is better to sell with history, and if there is no one, to create it - a tourist destination also needs stories.

It can be:

- history of the destination;
- history of family business;
- history of the first production or discovery;
- incredible and interesting stories of visitors, etc.



The main questions about the “historicity” of the business:

- *Should a museum be created on the basis of historical research? - Yes, if the research was conducted.*
- *Should we create a museum based on the established collection of exhibits? - Yes, even if a small set of exhibits aroused the interest of someone other than the owner of the collection.*
- *Should I create an interactive museum? - Yes, if it is an additional attraction to the wine tour.*
- *Should a wine museum be combined with tastings? - Yes, but to predict the age of tourists and visitors and the peculiarities of the legislation on alcohol consumption.*
- *Should a wine museum be combined with tastings? - Yes, but to predict the age of tourists and visitors and the peculiarities of the legislation on alcohol consumption.*



- What is the benefit of combining different types of businesses on the territory of a wine destination?
- What are the ways to transform an industrial enterprise into an object of tourist preference?
- What is the role of the architecture of wine tourism facilities, the infrastructure of a wine destination in increasing tourist flows?
- Why is the promotion of wine tourism linked to the history of locations and destinations?
- What is the essence of effective social exchange in the development of the wine destination?
- Can additional attractions at the winery increase the loyalty of wine buyers?



Pp. 16-29

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Link and learn more



MORE INFORMATION, TOOLS, REFERENCES

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SUSTAINABLE DESTINATION MANAGEMENT



After studying this chapter, you should be able to:

- Identify the 17 goals of sustainable development
- Discuss the way to achieve each goal of sustainable development
- Determine the ways to achieve and monitor sustainable development goals
- Identify specific actions to achieve goals of sustainable development
- Identify the key performance indicators of the sustainability program (of winery, DMOs, region)
- Understand the sustainable development of the wine tourism business
- Evaluate and discuss the level of sustainable development of winery, DMOs, region
- Define definitions and relationships between the categories of “Wine Tourism Management” and “Wine Tourism Guidance”
- Consider and discuss the components of organizational and economic mechanisms of wine tourism management
- Understand the concept of “circular economy” and describe the main measures related to the cycle of production and consumption
- Identify the levels of the circular economy and describe its goals and principles
- Know the main components of the business model of the circular economy in wine tourism
- Discuss the main results of wine tourism management in the system of circular economy

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MODULE 5 WINE TOURISM DESTINATION PROFILE: CREATION, SUSTAINABLE DEVELOPMENT GOALS, ANALYSIS AND MONITORING INDICATORS

The module is divided into three parts. Its structure involves a phased transition from the concept of sustainable development of business (including wine and tourism) to global sustainable development goals and a method for achieving them.

The best practices of methods for achieving sustainability are presented. These are ecological methods of growing grapes, producing bottles, fighting drought. These are economic methods of control and monitoring of land, water and energy resources. These are methods of equality and unobstructed attainment of the personal goals of individuals (tourists and tourism employees).

SUSTAINABLE TOURISM CONCEPT

Sustainable tourism concept includes the satisfaction of current and future tourists and stakeholders of tourist destinations in economic, social and environmental aspects.

The creation or revitalization of a tourist destination has its consequences, so it affects the future.

On the one hand, they are positive, because first of all tourism gives people's life satisfaction, as well as the opportunity to organize additional jobs, which means increasing employment and income.

On the other hand, environmental problems can be avoided only on the conditions of standardization and thorough study of all risk factors, because the intervention in any natural phenomenon has had many examples of negativity.



THE 17 GOALS OF SUSTAINABLE DEVELOPMENT

(a) End Poverty in All its forms everywhere

Overcoming poverty, as the first goal of sustainable development among the 17 goals created in 2015 at the United Nations General Assembly, is definitely related to the development of the destination of wine tourism.

Viticulture, wine production, its promotion through tourism, hospitality with all possible services, tastings and support for the operation of tourist attractions – creates new jobs, new areas of responsibility of business owners.

As a result, taxes and social revenues are increasing, which is a direct factor in the fight against poverty and an influential tool of social protection. Thus, in order to achieve the goal, a necessary condition for the development of the destination is reliable statistical information on employment in tourism and other related areas of management and transparency of the tax system.

(b) Zero Hunger

Overcoming hunger through wine tourism is possible, although this problem is more affecting regions outside the Earth's wine zones. By supporting the competitiveness of small farmers to increase food production. Not only grapes, wine, but also other products that can act as a gastronomic pair to wine (cheese, honey, jams, meat products, bread).

Through the formation of the destination brand, it is possible to increase the economic level of artisans who are able to produce ethnic souvenirs, gastronomic gifts and other handmade products.

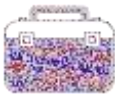
Wine festivals are one of the methods to achieve the second goal of sustainable development.



(c) *Ensure Healthy lives and Promote Well-being for All at All ages*

Ensuring a healthy lifestyle through tourism is undeniable. But the risk of emergencies may suspend the intensification of activities in the tourism market.

Tourism has been one of the fastest (befor pandemic COVID-19) sectors of the economy. Tourism drives cities, but in the region, it also contributes to local, coastal, rural and remote communities which have specific advantages, especially in a post-COVID-19 recovery scenario.



Interest in the domestic markets of regional tourism products was noted in some places among the representatives of tourist regions.

According to the report European Commission Directorate-General for Regional and Urban Policy

(Link and learn more

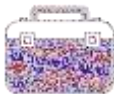
https://ec.europa.eu/regional_policy/sources/docgener/studies/pdf/reg_%20impacts_covid_tourism_en.pdf)

“Regional impacts of the COVID-19 crisis on the tourist sector”:

“In 2020, the COVID-19 pandemic put a sudden halt to tourism leading to unprecedented declines. Tourism is possibly the most affected sector by the COVID-19 pandemic. In October 2020, the OECD estimated a decline in international tourism of some **80%**. However, impacts vary from region to region. Urban and coastal tourism in the Mediterranean saw the largest declines. Urban tourism declined with considerable variations between urban areas in 2020 (e.g. **-80%** in Dublin and **-55%** in Hamburg). Destinations largely relying on air travel and international tourism were most hit. On the other hand, many coastal and rural tourism regions with strong domestic markets were less severely affected.”

According to the report European Travel Commission “SUSTAINABLE TRAVEL IN AN ERA OF DISRUPTION, 2022”

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”

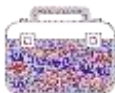
(Link and learn more

<https://etc-corporate.org/uploads/2022/01/Sustainable-Travel-in-an-Era-of-Disruption-Impact-of-COVID-on-Sustainable-Tourism-Attitudes.pdf>

and

<https://etc-corporate.org/news/new-etc-report-investigates-impact-of-covid-19-on-tourists-sustainable-travel-attitudes/>)

“Travellers are most likely to adopt sustainable practices in the behavioural category of interacting with the local community and immersing in local life, learning about the local traditions and trades, buying local products and choosing locally owned restaurants while in the destination. On the other hand, travellers are least likely to opt for alternative transportation modes and consider booking with eco-certified service providers. Money and time are constraints that were found to have a significant impact on the likelihood of adopting more sustainable travel practices in the future



South Africa

The base of South Africa's wine industry is the primary grape growers who do not process the grapes but provides it to the wine cellars. The wine cellars that crush grapes typically provides wine tourism facilities. The direct, indirect and induced impact of the wine tourism industry sees 36 406 employment opportunities created in South Africa. The

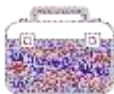
South African wine industry is committed to adhering to all regulations and implementing health and safety requirements which will effectively address transmission risks of COVID-19 across the value-chain.

Link and Learn more

<https://www.wosa.co.za/Sustainability/Environmentally-Sustainable/Intro/>

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South Africa

[https://www.wosa.co.za/Sustainability/Environmentally-Sustainable/Intro/Protocol: Wine tourism destinations \(South Africa, \)](https://www.wosa.co.za/Sustainability/Environmentally-Sustainable/Intro/Protocol:Wine%20tourism%20destinations%20(South%20Africa,%20))

The protocol is informed by the World Health Organisation's guidelines, the Occupational Health and Safety Act, as well as the Government notice from the Department of Employment and Labour (DoEL)

The safety of the workforce, customers and consumers are of utmost concern to the industry's business longevity.

Key Preventive Measures on Wine Routes

Limit number of people on tours and in tastings • Consider temperature testing on arrival • Set up self-guided tours and tastings • Remove all spittoons • Consider holding outdoor tastings • Frequently disinfect high-touch points, e.g. door handles, sales counters • Modify business hours when necessary to carry out thorough cleaning procedures • Sanitise equipment after each use

• Vehicles and transportation:

- Limit number of people per vehicle
- Hand sanitisation for drivers, guides and guests

Link and Learn more

<https://wineland.b-cdn.net/wp-content/uploads/2020/05/Vinpro-SAWRF-Wine-Tourism-Health-Safety-Protocol.pdf>

<https://www.wineland.co.za/sa-wine-industry-health-safety-protocols/>

(d) Quality Education

Wine tourism opens opportunities to achieve the fourth goal of sustainable development "Quality Education" because this is where providing a quality product inside the wine glass, which will then enjoy the wine tourist, providing quality and amazing attractions and supporting them in the off-season fluctuations - not possible without qualified personnel.

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Given that most wine tourism locations are located in rural areas, the main decision to achieve quality education lies in the interest of local associations and business owners to bring back young people from urban to rural areas after training.

(e) Achieve Gender Equality and empower all women and girls

Gender equality. It was not until 1777, when a famous woman winemaker was born, and others were excluded from the business world. Madame Clicquot dared to lead the company, become a leader for employees and a determined competitor in the wine industry. Her name has become a brand. The name is recognized by winemakers as a “standard” of quality.

One can disagree with the fact that in wine tourism only men are employed and self-employed today, but in the field of viticulture and winemaking it is almost so.

The pursuit of equality and women's rights, which means providing women with support in difficult situations (e.g. childbirth, upbringing, violence), is without exception mandatory for all destinations.

(f) Clean Water and Sanitation

Among the global indicators of the achievement of the goal of sustainable development “Clean Water and Sanitation” is clearly achievable in the winery.

These are the increase in the “share of safely treated domestic and industrial wastewater” and the “efficiency of water use”. Self-analysis for representatives of the wine tourism business (owners, managers, etc.) should include the following questions:

- What domestic and industrial wastewater does our production and services produce?



- Do we know where the wastewater is now, who controls it?
- Do we have enough water meters in working order?
- Who can we turn to in an emergency?
- Can we influence the productivity of vineyards and winemaking by changing water consumption regimes?

(g) Affordable and Clean

“Affordable and clean” according to the World Bank (Population estimates based on UN population data), the Black Sea basin countries, where new tourist wine routes are planned in the “Sea of Wine” project, have 100% access to energy, but access to the latest technologies is distributed unevenly, so access to clean cooking, the use of renewable energy is also uneven.

Among the most common clean energy sources, wineries and tourist destinations can benefit:

- biomass (from forestry products, food crop residues, energy crops);
- solar, wind, hydropower.

The choice of types of environmentally friendly energy lies in the plane of legality, terms of commissioning and operation of specific equipment and its cost.

(h) Decent Work and Economic Growth

The goal of sustainable development “Decent work and economic growth” is certainly provided by tourism in general and its specialized types. Wine tourism at all stages of the formation of the tourist product and wine destinations (from growing grapes to providing services to





tourists) is also a resource for the well-being of the employed, self-employed and total income.

Stakeholders of wine tourism will be appropriate to use questions for introspection:

- What elements of our business create attract more tourists, what areas attract VIP-clients, what measures to introduce to promote these areas?
- Where visitors tend to stay longer, what services can we use to expand our business, can we make our wine tours more environmentally friendly, health-improving and adventurous?

(i) Industries, Innovation and Infrastructure

“Industries, Innovation and Infrastructure” and their progress in a particular country is achieved in different ways. In wine tourism, this goal of sustainable tourism is transformed into a list of tasks:

- renovation of water supply, sewerage and irrigation systems of vineyards and wineries;
- installation and commissioning of clean energy equipment in production and hospitality;
- strengthening partnerships with companies that are actively implementing decarbonisation methods in industry and transport, intensifying activities to reduce CO₂ emissions;
- initiating accessibility to rural areas where wine tourism facilities are located.

(j) Reduced Inequality



“Reduced inequality” in a separate tourist destination, as a goal of sustainable development, is achieved by solving the following tasks:

- promoting the social, economic and political involvement of all, regardless of age, sex, disability, race, ethnicity, origin, religion, economic or other status (for example, recruiting people with disabilities);
- initiation and holding of social actions to support women, children and people with disabilities (including during wine festivals, fairs, popular wine tourism events).

To accomplish these tasks, stakeholders can begin to achieve the goal with a simple question. Do we have reliable statistics on these destination groups?

(k) Make Cities Inclusive, Safe, Resilient and Sustainable

Development of cities and communities, involved in wine routes are always undisputed, because the flow of tourists leaves added value, taxes and social revenues. But the sustainability of this development requires the possession of information about it and additional efforts.

You are a representative of the restaurant business in the city, maybe you represent a country estate, maybe you are a winemaker.

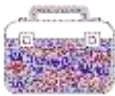
- Do you know the consequences of infrastructure overload?
- Have you seen slum dwellers near your location?
- Do you know who to turn to and how to help such people?

(I) *Responsible Consumption and Production*

The goal of sustainable development “Responsible consumption and production” requires clarification of each term.

- “Responsible” – without threatening the needs of future generations.
- “Consumption” – without the threat of environmental degradation;
- “Production” – the transition to a low-carbon and green economy.

These clarifications on the concepts of SCP (Sustainable Consumption and Production) produce the foundation of economic efficiency: to produce more and better at lower costs.



CalRecycle (CA, USA)

California's Department of Resources Recycling and Recovery (CalRecycle) brings together the state's recycling and waste management programs and continues a tradition of environmental stewardship

Food waste alone accounts for approximately 17-18% of total landfill disposal. Increasing food waste prevention, encouraging edible food rescue, and expanding the composting and in-vessel digestion of organic waste will help reduce methane emissions from organic waste. The law grants CalRecycle the regulatory authority required to achieve the organic waste disposal reduction targets and establishes an additional target that not less than 20% of currently disposed edible food is recovered for human consumption by 2025.

Link and Learn more

<https://tourism4sdgs.org/>

<https://www.calrecycle.ca.gov/organics/sclp/education>

<https://www.youtube.com/watch?v=w0h5u4MMpLs>

<https://www.calcities.org/home/advocacy/policy-areas-and-committees/environmental-quality/sb-1383-implementation#:~:text=SB%201383%20regulations%20are%20to,2020%20and%2075%25%20by%202025>

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(m) Take Urgent Action to Combat Climate Change and its Impacts

We can act and fight climate change jointly, together. Thanks to new approaches to grape growing, innovations in harvesting and storage, introduction of modern technologies in wine production and the use of irrigation, the negative effects of climate change can be mitigated.

Wine tourism stakeholders should be aware of:

- issues of negative impact of climate change - to promote knowledge in the field of sustainable development;
- opportunities to grow and purchase new grape varieties with high resistance to heat and drought;
- moving vineyards to cooler regions and areas at higher altitudes;
- changes in the organoleptic properties of wine and wine prices in the event of unexpected climate change.

(n) Conserve and Sustainably use the Oceans, Seas and Marine resources

Preservation and rational use of oceans, seas and marine resources have a direct impact on the terroir (local) wines of participants in The Sea of Wine project.

The countries of the Black Sea basin must preserve the uniqueness of their geographical location: unique marine biodiversity, unique ecosystem, unique geological processes or incomparable beauty. Wine tourism stakeholders and tourists themselves can help monitor marine nature. An example of this is:

- financial assistance, investment and information support for the activities of specialized laboratories;

- preventing the appearance of plastic in the water, accumulation in landfills, in the natural environment.

(o) *Life on Land*

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss. “Life on Land” as a goal of sustainable development for grape and wine producers is of great importance. But achieving the goals of sustainable development is impossible without expanding the range of activities, respectively, without caring for the environment. The results of self-analysis of economic and managerial activities of enterprises included in wine routes should include answers to questions:

- Whether we are aware of cases of poaching and illegal trade in wild animals in the tourist destination;
- Do we know how to reduce the risk of extinction of animals, plants, microorganisms;
- Do we know, in general, what are the animals, plants, microorganisms, whether we are able to provide complete information to tourists about the risk of their extinction.

(p) *Promote Just, Peaceful and Inclusive Societies*

“Promote just, peaceful and inclusive societies” – means acting from within, resisting bullying, being aware of peace and violence, law and irresponsibility.

- Are you aware of cases of corruption, deterioration of people's health due to the imperfections of the judiciary, disputes with the police?
- Do your visitors, tourists, guests know who to turn to in case of offenses?
- Do you promote transparent relations in the team, collective, destination?

- Can you assess the risk of tourists staying in the destination?
How to reduce it? Who to consult?

(q) Revitalize the Global Partnership for Sustainable Development

The Partnership for Sustainable Development puts people and the Earth at the heart of all action. Without the exchange of knowledge about the sustainability of development, without the concrete actions of each element of destinations and clusters, it is impossible to preserve everything we have for future generations: neither nature, nor relationships, nor people themselves.

The priority is to achieve goal 17, which is related to IT technologies in tourism and awareness of tourists about the safety of their travels. Moreover, both their own security and the security of the territories of the route they plan to overcome.

WAYS TO ACHIEVE AND MONITOR SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals (SDGs) is monitored and assessed through a system of indicators, many of which can be localized by gathering data at the territorial level.

Indicators is the backbone of monitoring progress towards the SDGs at the local, national, regional, and global levels. A sound indicator framework is turn the SDGs and their targets into a management tool.

A key performance indicator (KPI) is a measured value indicating how effective an organization is in achieving its key SDGs. Choosing the right KPIs is essential to the success of any sustainability program.

The timing and frequency of inspections should take into account inherent safety, health, and environmental risks. The end goal of effective monitoring programs is a safer and more sustainable environment.

There are many facts of good practice to choose the trajectory of your business (tourism, wine, recreation, etc.):

- *Join an association, cluster, destination management body, but to initiate such an association;*
- *Try to turn the name of the destination into a brand of the territory with official assessment and certification;*
- *Join the tourist business to any production and services, to expand the range (products and services);*
- *Connect IT-technologies to any tourist business, report transparently;*
- *Evaluate and re-evaluate non-financial indicators – indicators of sustainability, indicators of responsibility;*
- *Do not leave economic efficiency “alone”, always consider income together with social and environmental efficiency;*
- *Learn and teach, exchange ideas of sustainable development;*
- *Combine reality and the future, to establish a line between current and potential indicators, to determine the resources of sustainable development;*
- *Today (neither tomorrow nor in a year) set 3-4 clear goals and identify specific actions to achieve these goals.*

MODULE 6 MANAGEMENT OF WINE TOURISM IN CIRCULAR ECONOMY SYSTEM

The module is divided into six parts. The main goal of its study is the adoption of the transition from a linear model of the economy to a circular one. Such a transition is due to non-waste production, limited resources, new methods of planning in the sphere of consumption and production.

Wine production, as well as the entire value chain in wine tourism, all the income of partners of wine destinations are an important part of the process of circular movement of resources and manufactured products, manufactured products and services. The study of the module allows you to correctly perceive some of the inevitable processes in the tourism industry.

DEFINITIONS OF “WINE TOURISM MANAGEMENT” AND “WINE TOURISM GUIDANCE”

(a) *The concept of “Wine Tourism Management”*

Wine tourism management – it is a system of management of wine and tourism industries, the ability to achieve the goal (profit), using work, intelligence, character, motivation of workers in these industries, the art of management decision-making, as well as the socio-economic and technical process, during which resources are rationally used, with an emphasis on the effective development of wine tourism.

(b) *The nature of “Wine Tourism Management*

Wine tourism guidance – a relatively separate activity, which requires leaders to be dynamic, to show individuality, to adapt quickly to a situation that can change quickly.

COMPONENTS OF ORGANIZATIONAL AND ECONOMIC MECHANISMS OF WINE TOURISM MANAGEMENT

(a) Planning and forecasting in wine tourism

There are three components in the organizational and economic mechanism of wine tourism management:

- development of methods of planning and forecasting in wine tourism;
- organization of wine tourism management;
- economic levers of wine tourism.

Wine tourism planning is a system of actions and decisions that lead to the development of specific strategies aimed at achieving the goal of wine and tourism organizations.

It is the main tool for wine tourism management and includes measures to improve their efficiency.

Forecasting in wine tourism is a form of planned activities related to the analysis of the state of wine tourism and assessment of prospects for its development.

There are four main types of wine tourism management activities in the planning:

- resource allocation combines the allocation of scarce and rare resources of the organization (funds, technological experience, qualified management staff of wine tourism);

- adaptation to the external environment covers all strategic actions that improve the relations of wineries and tourism organizations with the external environment;
- internal coordination is the coordination of the activities of wine tourism organizations in order to achieve effective integration of internal operations;
- organizational strategic foresight aims to systematically develop the thinking of wine tourism managers who can learn from past strategic decisions.

(b) *Organization of wine tourism management*

The organization of wine tourism is a certain combination and connection in space and time of personal and social elements of wine tourism (people, tools and objects of labor).

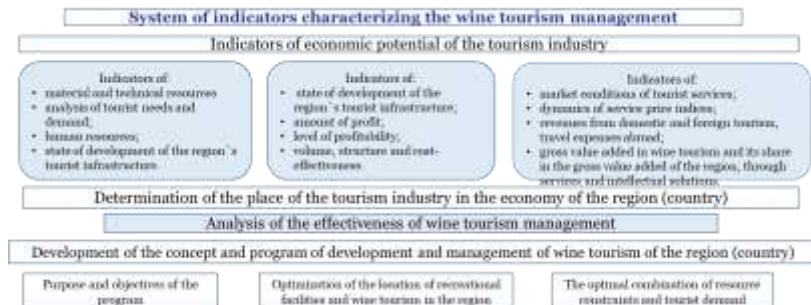
It is based on existing volumes and nomenclature of tourist services, established standards, existing tourist needs to achieve certain time and terms of the greatest economic and consumer results.

(c) *Economic levers of wine tourism*

Organizational structure of wine tourism management — it is a set of units that allow management of wine tourism, relationships and subordination of these units.

Economic levers of wine tourism is a set of actions aimed at maintaining and improving the organizational system of wine tourism for the purpose of continuous operation and to achieve maximum results per unit cost.

(d) *Indicators of economic efficiency of management of wine and tourism industries*



Assessment of economic efficiency of management of wine and tourism industries is carried out using the following indicators:

- profitability and economic efficiency of the wine and tourism industries;
- cultural, social and economic sustainability in wine tourism (tourist safety, inclusive sustainability of the tourism sector, grape processing and wine production, processing and aging of wine materials to give them a distinctive taste, bouquet, aroma, stability).

Improving these performance indicators can be done through the following tasks:

- study wine tourism demand and market;
- advertise opportunities for wine tourism;



- to carry out trainings of tourist personnel;
- to control the activities of the wine and tourism industries;
- to coordinate the development of a program for the development of wine tourism in the country as a whole and each region in particular.

Since the purpose of wine tourism management is primarily to improve the social and economic efficiency of wine and tourism enterprises.

It is achieved through a system of interrelated measures. Therefore, the concept of circular economy and its implementation relies on innovative and socially responsible solutions.

CONCEPT OF “CIRCULAR ECONOMY”

The term “Circular Economy” was first used by the Brundtland Commission in its 1987 report “Our Common Future”. The report highlighted the negative impact of accelerated industrialization on the environment.

Circular economy is an economy in which the cost of products, materials and resources is stored as long as possible, and waste generation is minimized, which allows increasing the competitiveness, creating a social basis for inclusive and sustainable development, protect businesses from resource shortages and volatile prices, promote creating innovative ways of production and consumption, save energy and avoid irreversible losses.



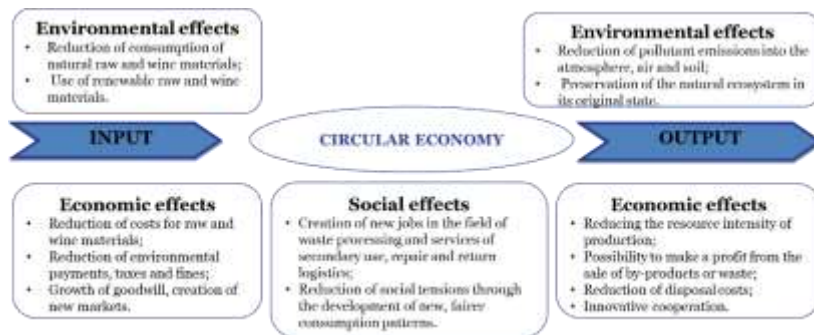


Figure 2: CONCEPT OF CIRCULAR ECONOMY

Within the transition to a circular economy, measures are conditionally divided into those related to the cycle of production and consumption:

- design;
- production;
- distribution and sale;
- consumption and use;
- collection and disposal;
- processing;
- recovery.

LEVELS, GOALS AND PRINCIPLES OF THE CIRCULAR ECONOMY

(a) *Levels of the circular economy*

This mechanism works at the micro level (products, companies, consumers), meso level (eco-industrial parks) and macro level (city, region, country) in order to achieve sustainable development, thereby simultaneously creating environmental quality, economic prosperity and social justice for the benefit of present and future generations, provided by new business models and responsible consumers.

(b) *Goals of the circular economy*

The circular economy presupposes the achievement of such goals:

- the value of used wine products must be restored to ensure maximum economic efficiency;
- restoration of this value leads to the reduction of negative impact on the environment and thus compliance with social, economic and environmental requirements for sustainable development.

Currently, most developed countries are moving from the concept of a linear economy to a circular economy. In a linear economy, the product is produced, used and disposed (take-make-dispose). The basic framework of the circular economy consists of three components “3R”:

- **R1 (Reduce)** — promotes the minimum use of raw materials, which reduces resources and gives preference to renewable materials; and renewable materials are preferred.
- **R2 (Reuse)** — allows reducing the flow of resources into the production system (the most efficient use of products);
- **R3 (Recycle)** — provides for the full recovery of by-products and waste for further use in the economy.



(c) *Principles of circular economy*

The Ellen MacArthur Foundation is a good example of a transition. It proposes to identify three basic principles of the circular economy and six actions for their implementation.

Thus, three basic principles of circular economy are identified:

- preservation and increase;
- optimization;
- increase efficiency.

In order to implement these principles in life, businesses and consumers must carry out six “business actions” — **ReSOLVE**:

- **Regenerate** – move to renewable energy sources and materials, as well as the return of renewable biological resources to the biosphere;
- **Share** – maximize product use by reusing or sharing;
- **Optimise** – increase productivity and product efficiency, reduce waste in the production chain, apply automation, remote control, etc.;
- **Loop** – keep raw materials in closed loops that minimize the formation of debris;
- **Virtulise** – provide useful services virtually without generating unnecessary waste;
- **Exchange** – replace old non-renewable materials with modern ones and introduce the latest technologies that should displace less environmentally friendly analogues.



COMPONENTS OF THE BUSINESS MODEL OF THE CIRCULAR ECONOMY IN WINE TOURISM

(a) *Circular supplies and resource recovery*

The main components of the business model of the circular economy:

- circular supplies and recovery of resources (grape seed oil, grape and wine vinegar, grape sugar);
- platforms for exchange and sharing (virtualization, for example, the transfer of trade in the field of online shopping; remote work of employees from their homes instead of equipping large office space);
- extension of the product life cycle (medical and preventive services based on ampelotherapy, wine therapy and wine therapy, cosmetic services - technologies based on the healing properties of wine and grape juice, wine masks, massages and wraps, baths with red wine);
- product as a service.

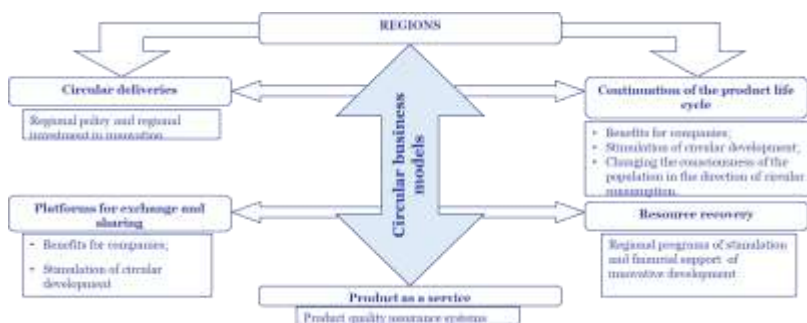


Figure 3: CIRCULAR BUSINESS MODEL

(b) *Product as a service*

Product as a service. The specificity of these services in wine tourism is manifested in the choice of wine hotels, traditional wineries, visits to restaurants offering wine tasting services, master classes from sommelier and participation in enogastronomic meals.

Additional services in wine tourism are the organization of excursions to local tourist sites, services of guides-translators, services for the rental of tourist equipment, trade services, etc.

What do we expect when moving to a circular economy model?

- The cost of raw materials is reduced;
- New markets for wine products appear;
- Brand reputation improves;
- Customer loyalty increases;
- Dialogue with buyers improves (participation in wine festivals and themed thematic holidays; visits and participation in specialized exhibitions, forums, conferences, competitions, auctions);
- New products are developed (inclusive wine tours, visits to vineyards, tasting of local grape varieties; acquaintance with the technology of making different types of alcoholic beverages directly in production; acquaintance with the history of winemaking, visits to specialized museums and wine cellars; visits to tasting rooms and cellars, tasting and types of alcoholic beverages, visiting restaurants offering wine tasting services);
- A competitive business model is created.

MAIN ISSUES FOR SELF-ANALYSIS OF WINE TOURISM STAKEHOLDERS

- What processes in your company have already correspond to the principles of circular economy?
- Is the design of your products designed to be easy to recognize?
- Does the value of materials remain after the end of the life cycle?
- Analyzing your operations and supply chain, what opportunities do you see for reuse or recycling?
- What happens to your products after usage? Can they be returned after the end of the life cycle?
- What idea can you pilot in your company under the new concept?
- Are your customers expecting a new approach to product sales? Do your competitors meet these expectations?
- Do you see the potential for savings in the transition to renewable materials or reuse?
- Are customers fully exploiting the potential of your products?
- Are there options to increase use efficiency?

What barriers await the circular economic business model?

- Social and environmental consequences are not included in the prices.
- Raw material prices are volatile and at low prices alternative, high-quality secondary resources are not competitive.
- Circular economy business models are more difficult to develop because most investors are still working on a linear economic logic, and sometimes pre-investment is required.
- Demand for circular goods and alternatives is still low.
- There are still not many qualified specialists with technical knowledge or knowledge of “Information and Communication Technologies”.

THE MAIN RESULTS OF WINE TOURISM MANAGEMENT IN THE SYSTEM OF CIRCULAR ECONOMY

The main results of wine tourism management in the system of circular economy are:

- *Involvement of external stakeholders, various departments of the company and institutions in cyclical processes;*

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- *Consistent and strong support from the top management of wine tourism management;*
- *Discussion, understanding and vision of the concept of circular economy;*
- *Advanced training and continuous training of employees;*
- *Use of innovations in products, processes and business models;*
- *Formation and dissemination of “new” social benefits;*
- *Creation of “circular hubs” for information exchange and support on the basis of public-private partnership;*
- *Creation of a national road map of the circular economy, which should set specific goals and indicative deadlines for achieving them.*

The experience of introducing a circular economy sets new trends in the formation of strategic priorities for the development of wine tourism, and practice allows us to assess potential changes, where the development of a circular economy becomes one of the highest priorities.



- What sustainable development goals can be achieved in your destination over the next year?
- What does non-financial reporting mean?
- What are your plans for cooperation within the destination on the issues of greening activities?
- What are your plans for collaboration within the destination on greening issues?
- What are your plans for cooperation within the destination on the rational use of land and soils?
- What approaches to personnel management, motivation of its work, observance of moral and ethical standards are acceptable for you?

WSs



Pp. 30-43

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Link and learn more



MORE INFORMATION, TOOLS, REFERENCES

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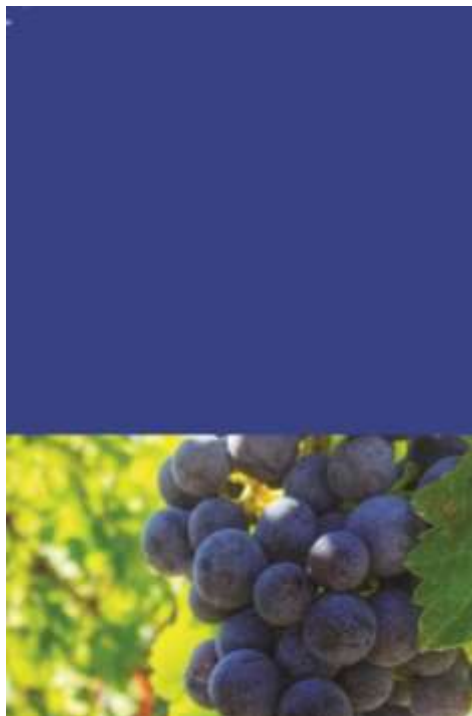
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Joint Operational Programme Black Sea Basin 2014-2020
International Center for Agribusiness Research and Education Foundation November
5, 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union
through the European Neighbourhood Instrument and by the participating countries: Armenia,
Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial assistance of the European Union. Its contents
are the sole responsibility of the International Center for Agribusiness Research and Education
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