

Regional Science Dialogues for Peace
and Sustainable Development
Terceira Island, Azores, Portugal & Virtual Event
26-30 August 2024



Special Session Proposal

Savoring Sustainability: The Intersection of Wine Tourism, Heritage, and Eco-Friendly Growth in Wine Regions

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Abstract

In an increasingly competitive and globalized market, securing competitive advantages within the global wine industry presents a complex challenge. Within this milieu, wine tourism has emerged as a pivotal strategy for augmenting the profitability of wineries and enhancing the reputation of viticultural regions. This approach facilitates the augmentation of direct wine sales at wineries, concurrently promoting the unique culture, heritage, and gastronomy associated with these regions. The tangible and intangible heritage of viticultural territories has thus gained significant prominence in the rural economic landscape, especially in relation to viticulture. This heritage represents a distinctive method of land cultivation, yielding a rich legacy now additionally valued for its emotional resonance, identity, environmental significance, and recreational potential. Furthermore, the adoption of sustainable practices in wineries is emerging as a dynamic competitive strategy in the industry. It enables wineries to bolster their eco-friendly corporate image and reputation, along with offering organic wine options to a market increasingly attentive to sustainability. Consequently, this session is dedicated to examining the multifaceted role of the wine industry in the economic and social development of the regions it inhabits. It will delve into the integration of wine tourism, the capitalization of heritage, and the advancement of sustainable practices within the sector. These components are identified as essential resources for the industry's resilience and continued success in a rapidly evolving global market.