



Alicante, Spain & Virtual event

Urban Challenges and Sustainable Technological Revolution



Special Session Proposal

Wine tourism, heritage and sustainability: Three drivers of territorial development in wine regions

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Abstract

Obtaining competitive advantages in the global wine industry is becoming more and more complicated in an increasingly competitive and globalized market. In this context, wine tourism has emerged as a key element to increase the profitability of wineries and improve the image of wine-growing regions, since it allows increasing direct sales of wine in the winery, while at the same time promoting the culture, heritage and gastronomy of these regions. In this sense, the tangible and intangible heritage of the wine-growing territories has acquired a prominent role in the economy of rural areas, particularly that linked to the vine, as it embodies a unique way of working the territory, the result of which is a rich legacy that is now also revalued for its emotional, identity, environmental and recreational richness. Similarly, the development of sustainable practices by wineries represents a dynamic element to compete in the industry, since it allows them to improve their green corporate image, their reputation, as well as the possibility of offering organic wines to the market. The session aims, therefore, to address the role of the wine industry in the economic and social development of the regions in which its activity is located, as well as to reflect on the incorporation of wine tourism, the capitalization of heritage and the development of sustainable practices in the sector as they represent three fundamental resources for its survival.