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Wine Tourism Pairs With Sustainability

6th UNWTO Global Conference on Wine Tourism
20 sep 2022

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Main topics

- How are wine tourism sustainability issues being addressed today?
- How are issues being pursued by travellers, destinations and providers?
- what are the challenges that the wine tourism sector is currently facing?



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What country are you from?

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Is it important that a winery works with sustainability when you are choosing a wine experience to book?

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0%

Yes!

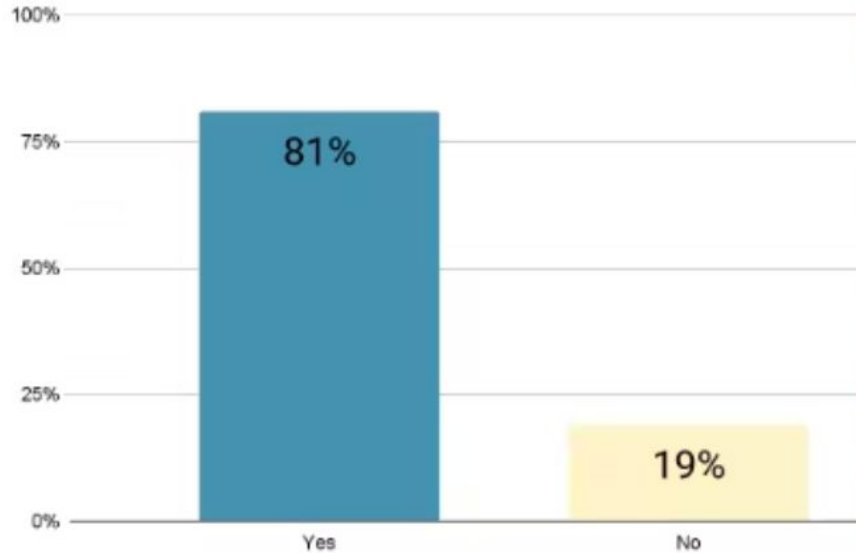
0%

Not really



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Results from own polling, sep 2022

Is it important that a winery works with sustainability when you are choosing a wine experience to book?



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How is sustainability being addressed today?

The 3-pillar model

1. Environmental
2. Economic
3. Social



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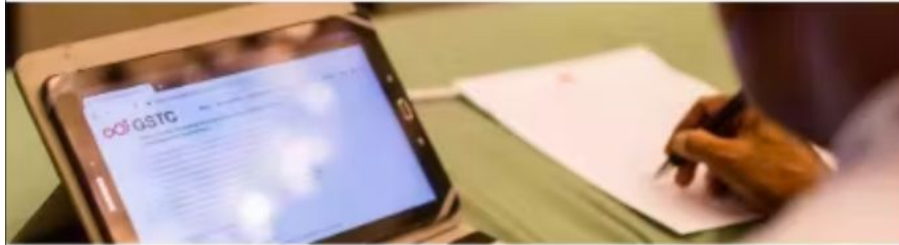
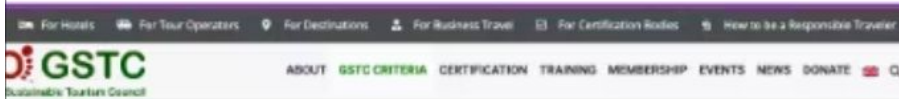
How is sustainability being addressed today?

UN Sustainable Development Goals

<https://tourism4sdgs.org/?>



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GSTC Criteria serve as the global standards for sustainability in travel and tourism. The Criteria are used for education and awareness raising, policy-making for businesses and government agencies and other organization types, measurement and evaluation, and as a basis for **certification**. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars:

How is sustainability being addressed today?

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GSTC Criteria

1. Sustainable management
2. Socioeconomic impacts
3. Cultural impacts
4. Environmental impacts

<https://www.gstcouncil.org/gstc-criteria/>



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How familiar are you with these frameworks?

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I am very unfamiliar

UN Sustainable Development Goals

3-pillar model

GSTC Criteria

I am extremely familiar



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How are sustainability issues being pursued by travellers, destinations and providers?

<https://www.unwto.org/glossary-tourism-terms>



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Which of these groups can have the most impact on sustainability of wine tourism?

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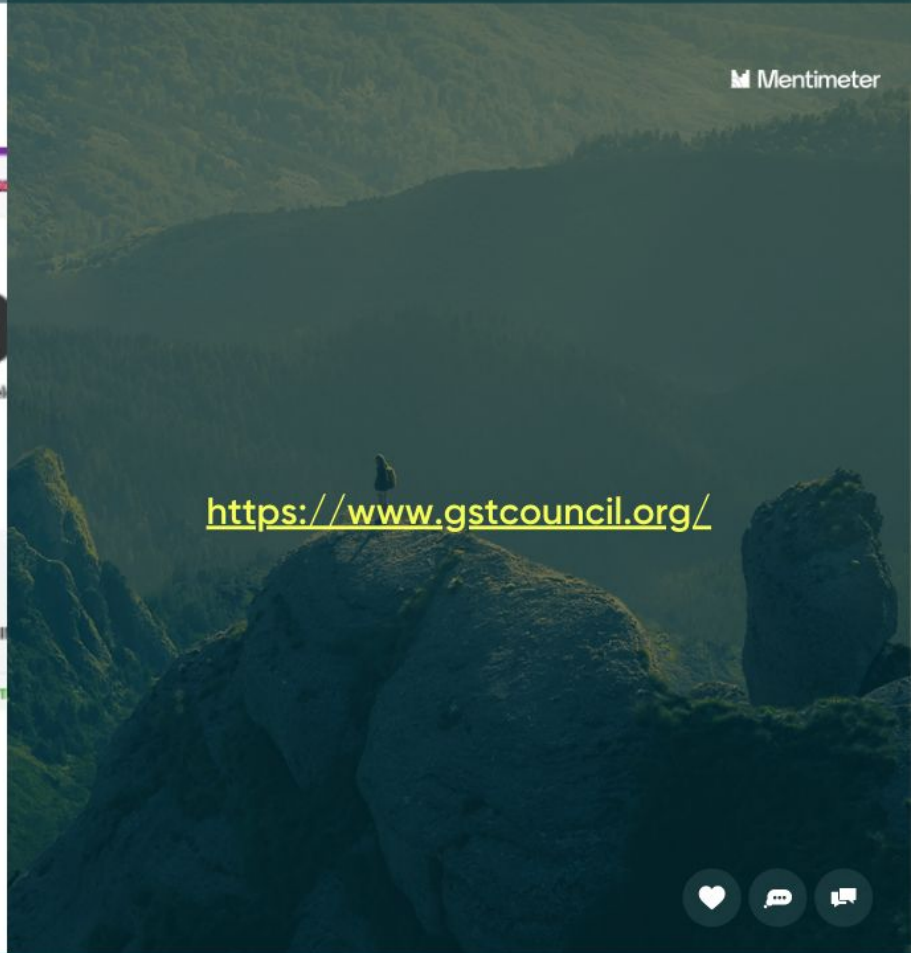
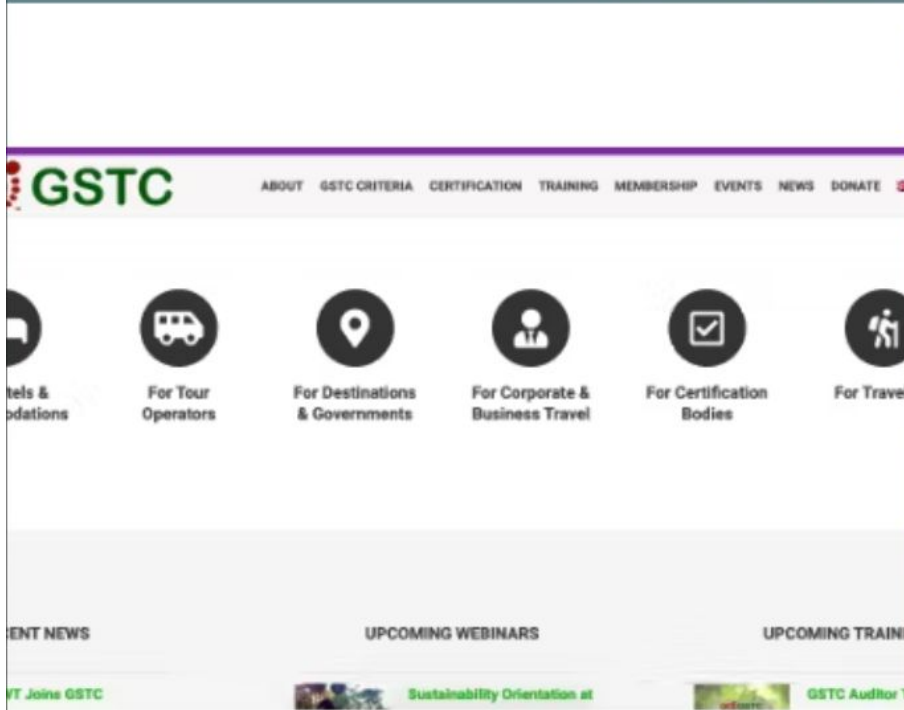
1st Travellers

2nd Destinations


3rd Providers



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What sustainability challenges is wine tourism currently facing?



SUSTAINABLE WINE TOURISM



A GLOBAL SURVEY

Prof. Dr. Gergely Szolnoki
Dr. Maximilian Tafel
Anne-Christin Stelter

[Geisenheim University](#)
Geisenheim, Germany

Niklas Ridoff
Calle Nilsson

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Stockholm, Sweden





Most effective measures contributing to sustainable wine tourism



Environmental



Biodiversity



Regionality



Energy



Organic



Economic



Strategy



Profitability



Technology



Social



Employees



Regionality



Protection



Satisfaction



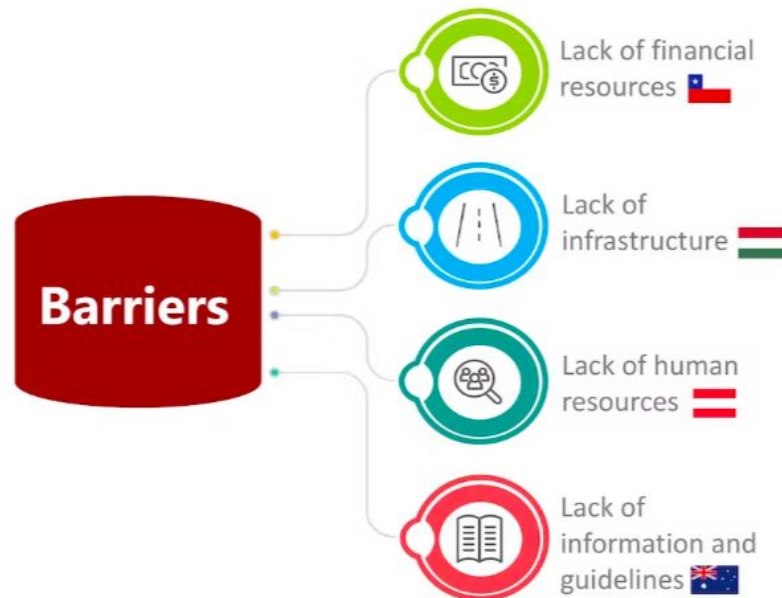


Drivers and barriers to sustainable wine tourism

➡ Main drivers towards sustainable wine tourism



➡ Main barriers to sustainable wine tourism



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What do YOU think are the biggest challenges facing sustainability in wine tourism?

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1st

Lack of demand (from travellers)

2nd

Lack of concrete ideas and best practices

3rd

Lack of data, information and guidelines

4th

Financial constraints


5th

Something else



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What action do YOU think will have the most impact on wine tourism sustainability?


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Press **ENTER** to pause scroll



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2 words you associate with sustainability

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Bring up your questions!

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No questions from the audience!

Incoming questions will show up here so that you can answer them one by one.



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Thank you and have a great day!

I will be sharing the results with all those interested. Drop me a line!

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