

## Cajamar brings together in a publication the successful models for promoting sustainable and innovative wine tourism

- Sustainable and innovative wine tourism. Successful models from around the world' is Cajamar's latest publication.
- Coordinated by professors Raúl Compés López, from the Polytechnic University of Valencia (Spain), and Gergely Szolnoki, from the Hochschule Geisenheim University (Germany), this publication received the contribution of 36 authors from 15 countries.

Over the last year, the wine industry has been one of the sectors of the food and drink industry that has been most affected by the Covid-19 crisis, as a very important part of Spanish wine is consumed in bars and restaurants, which have been closed or under severe restrictions. Likewise, exports have experienced a decline due to lower consumption at international level. Moreover, since March last year, the supply of wine-related tourist activities has suffered a sharp adjustment.

When normal activity returns, there will be a desire to go out, to travel and to live new experiences that bring us closer to the territories, to the activities that take place in them, and to the people who make them possible. In this new context, wine tourism will be able to resume the path of growth that it had begun in Spain, bringing the culture, history, spaces, and techniques of wine production closer to all those interested, thereby raising the perceived value of the quality of Spanish wines and maintaining a demand for them even when the visitor has returned to their place of origin.

With this publication edited by Cajamar, Raúl Compés and Gergely Szolnoki have identified and analyzed the aspects related to sustainability and innovation in wine tourism, both locally and globally. In the first part, the book deals with transversal aspects of wine tourism such as business management, best practices for visitor service, different business models, and the role of wine landscapes, museums, culture, and knowledge transfer. In the second part, the book presents some particularities of wine tourism in Spain, including the analysis of digital supply and demand, the model of wine routes, the role of architecture and the iconic cases of Jerez and Rioja. The publication then offers an extensive analysis of successful cases of wine tourism in relevant territories and appellations around the world, distinguishing between the new and the old world. This singularization responds not only to geographical disparities but also to the special contribution of the main New World countries to the development of wine tourism. For each selected country, data on the scale of wine tourism, the drivers of its development and innovative, and sustainable case studies are presented.

This is "*the most international publication of all those we have published so far*", emphasizes Roberto García Torrente, Director of Agri-food Innovation at Cajamar, which has led to two editions being produced, one in Spanish and the other in English. A volume that once again

highlights the importance of and interest in wine-growing activity in the Spanish agri-food sector, due to its role as a driving force and backbone of the territory, as it brings together more than 900,000 hectares of cultivated land in Spain, managed through more than 560,000 farms and more than 4,300 wineries.

García Torrente recalls the thousand-year-old history of wine production, which has led to the creation of a rich cultural, architectural and landscape heritage that has survived, in many cases, to the present day. All this, together with the link between wine consumption and certain social celebrations, has served to shape and promote the wine and tourism binomial, wine tourism has grown over time. With the post-Covid-19 scenario on the horizon, it is an activity with enormous potential for development both for wine companies and for the territories in which they are located, thanks to advances in new communication technologies and tools such as digitalization, which will continue to be fundamental when normality is definitively restored.

In this sense, the coordinators of the book, Raúl Compés and Gergely Szolnoki, point out that the publication reflects *"the impact of the Covid-19 crisis", but focuses on opening "new paths for wine tourism"* from two points of view: sustainability and innovation. This translates into multiple initiatives that go hand in hand with wine tourism, such as the growing production of organic wines, as well as the rise of projects that mitigate the consequences of climate change, enhance the value of vineyards and promote energy efficiency. In their opinion, wine tourism serves as a showcase for the production processes and various other activities of wineries, which encourages producers to continuously improve their processes to meet sustainability expectations.

In addition, Compés and Szolnoki stress the importance of promotion and marketing actions, as well as the synergies between companies and institutions to jointly promote activities and public and private policies that *"can contribute to a general improvement of the different wine regions"*, to the benefit of the wineries and their territory.

This is the third publication that Cajamar publishes on the world of wine, after the books *'The economics of wine in Spain and the world'* (2014) and *'The wine sector facing the challenge of climate change'* (2019) which were awarded prizes by the International Organization of Vine and Wine (OIV) on the occasion of the international awards it gives each year to the best works on the sector.