

**3rd UNWTO Global Conference on Wine Tourism:
Wine Tourism as a Tool for Rural Development
Chisinau, Moldova, 6-7 September 2018**

Conclusions

Wine tourism is one of the most flourishing segments of tourism demand. Linked to the traditions of rural communities, it can generate income and employment in regions where others sources of income may be in decay. The development of wine tourism further creates opportunities for income thorough its linkages to handicrafts, nature tourism, gastronomy and agro-tourism.

This 3rd edition of the UNWTO Global Conference on Wine Tourism focused on Wine Tourism as a Tool for Rural Development stressing the contribution of tourism to the 2030 Universal Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

Eight key areas of action emerged from the 2-day discussion engaging experts from 30 countries on how to make wine tourism a tool for rural development

1. Wine Tourism Strategy and Governance: Wine tourism needs to be recognized as part of the national tourism and rural development policies with the setting up of the corresponding governance model;
2. Partnerships and co-creation: the complexity of wine tourism development and the diversity of stakeholder's involved requires innovative models of collaboration; we need to break walls and promote new clusters;
3. Act local - community engagement and empowerment: The contribution of wine tourism to rural development can only be achieved if local communities are engaged and included in and benefit from the tourism value chain; furthermore the overall community needs to understand and be aware of the value of tourism;

4. Support small business and entrepreneurship: Small businesses and entrepreneurs need adequate financing and regulation in order to advance innovation and digital transformation;
5. Wine Tourism beyond “wine sales”: Wine tourism is not only a means for wineries to increase their income; it is an approach to rural and cultural tourism and thus requires an holistic approach in terms of destination management;
6. Know your visitor: more research is needed to measure and understand wine tourism trends and consumers and allow for international comparability among destinations. We need to harmonize criteria and explore opportunities from big data;
7. Skills and opportunities – creating opportunities for jobs requires the development of adequate skills including those related to new technologies and sustainability but also soft skills such as storytelling, team work, adaptability, etc.
8. Tourism, rural development and the Sustainable Development Goals: Wine Tourism Strategies need to be fully aligned with the 17 Sustainable Development Goals and indicators