Redefining Wine Tourism Strategy: Indispensable Ideas
17 Concepts and Proposals

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Tourism in the 21st Century?

**OVERTOURISM: WHAT YOU NEED TO KNOW.**

Tourist: Your luxury trip my daily misery.

Tourism kills the city.
“From Mass Tourism to Sustainable Inclusive Tourism: The Great Opportunity”
What should we be discussing on Wine Tourism Strategy?

◆ What do we mean by Wine Tourism Strategy?

◆ What kind of Innovation is needed?

◆ What to do in Moldova and in a global framework?
Paradigms and Paradigm Shifts

1. We need more than a few changes. We need an in-depth re-thinking of Wine Tourism Strategy.
What paradigm shift do we need?

2 ► Wine Tourism has often been understood as an additional profit centre for wineries and ancillary businesses.

3 ► We have been overlooking its huge potential as an instrument for Rural Development.
A new Wine Tourism Paradigm requires “a new framework of concepts and theories” allowing for subsequent common action in business, governance, science and technology, structured upon such framework.

We are at a tipping point. We need a WT Big Bang
“The existing Wine Tourism paradigm” is facing a major disruption – a **paradigm shift**. It is going to be a **game changer**. It will involve a dramatic advance in methodology and practice, a major innovation in thinking and planning.
WineTourism Innovation
Three Kinds of Innovation adopted by AEE

- **Reforming**, e.g., slightly improved products.
- **Re-engineering**: A new production method, with increased efficiency.
- **Revolutionary (or ‘disruptive’)**: Breakthrough science, technology, marketing or governance. Entirely new products and experiences, often involving dramatic new technology and satisfying previously unforeseen expectations and needs:

  ► ► ► Big Bang of Wine Tourism Destinations
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Innovation Challenges in Wine Tourism: What to do?

◆ The AEE and GW Tourism Innovation Lab strategy:


8 ► Product, Experience, and Destination Development

9 ► Standards (Quality) for PE&D Development
Wine Tourism Institutions

◆ The AEE and GW Tourism Innovation Lab road to success:

10► WT Inclusive Governance: Public-private partnerships

11► Strategic Positioning of WT Products, Experiences, and Destinations.

12► Wine Tourism Management Plans for Products, Experiences, and Destinations.
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How to Begin:

◆ The AEE and GW Tourism Innovation Lab initial policy recommendations:

13► De-risking: Public/private institutions, financial and fiscal stimuli
14► Rewarding: Both the private and the public sector!
15► Tilting the playing field (upsetting the apple cart)!

►►► And this may require debunking a few myths beforehand!
16► Debunking the Innovation Actors Myth

Source: Mariana Mazzucato
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17► The Future of Wine Tourism Involves a Paradigm Shift

- Change -- environmental, scientific, technological, cultural, social… in markets, in institutions, in governance-- is inexorable, and coming fast.

- The future is not what it used to be… and tourism faces a profound paradigm shift in the next few decades: Innovation in WT is essential!
Innovation Types and Actors

**Innovation Governance**
- Government + Priv.S. + Cv.S + Academia
- Strategic Objectives
- Ways and Means

**Innovation Management**
- Private Sector + Publ.S. & Civil.S. + Acad.
- Entrepreneurial Management
- Human & Financial Capital + Technology

**Innovation Science & Technology**
- Academia + Publ.S. & Priv.S.
- Research, Entrepreneurial Culture
- Human & Institutional Capital + Education
Conclusion and proposal

◆ In concluding, let us propose a knowledge management approach to a new paradigm in Wine Tourism. *It is innovation, and especially disruptive innovation, that will produce the governance needed for a Big Bang of Wine Tourism as an instrument for Rural Development.*
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Thank you!

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