

Special Issue

Sustainability from Vineyard to Marketing: Innovative Frontiers in Wine Tourism

Message from the Guest Editors

Emerging innovations in viticulture, winemaking, and business-oriented marketing are now key to maintaining both environmental resilience and economic viability in a climate-challenged global market. This Special Issue will explore how sustainability and innovation intersect across the wine industry, focusing on how wineries, both large and small, are adapting to the growing demand for sustainable wines and practices. It will also examine how these practices are enhancing the economic stability and growth of regional wine economies, thus securing the future of the wine business, including but not limited to wine tourism. This Special Issue will examine the role of digital tools and AI-driven marketing in promoting sustainable wines and engaging environmentally conscious visitors. It will also explore how technologies (e.g., blockchain) can support transparency and trust in sustainable practices. The economic implications of these sustainable transitions, including their impact on regional wine economies, will be analyzed to provide insights into long-term success strategies in a rapidly evolving sector.

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