# Bordeaux 2016 Abstract Submission

## Title

## I want to submit an abstract for:
Conference Presentation

## Corresponding Author
Emiliano Villanueva

## E-Mail
villanuevae@easternct.edu

## Affiliation
Eastern Connecticut State University

## Co-Author/s

<table>
<thead>
<tr>
<th>Name</th>
<th>E-Mail</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dan Moscovici</td>
<td><a href="mailto:dmoscovici@gmail.com">dmoscovici@gmail.com</a></td>
<td>Stockton University</td>
</tr>
</tbody>
</table>

## Keywords

## Research Question
What are the real dimensions of the wine industries and their wine related tourism products and sustainability strategies of the states of New Jersey & Connecticut in the United States?

## Methods
Face-to-face interviews were conducted to ALL WINERIES owners/managers in NJ (45) and CT (37).

## Results
This paper examines wine tourism and sustainability at the winery. Two small scale, burgeoning regions (wineries in the states of New Jersey & Connecticut in the United States) are surveyed, analyzed and compared to exemplify opportunities in wine tourism sustainability.

## Abstract
The very nature of the wine industry lends itself to a marriage with tourism. Wine is a beverage that is associated with relaxation, communing with others, complementary to food consumption, learning about new things, and hospitality. Tourists will often seek some or all of these things while in movement or vacation (Dodd, 1995). Wine tourism is a form of special-interest tourism (Hall, 1998). In fact, the winery tour aspect is an example of a well-established special interest tourism product (Weiler & Hall, 1992). Wine tourism and the active development and marketing of the wine tourism product is a relatively recent phenomenon (Bruwer, 2003). In Europe, wine tourism has largely been developed in the form of official wine roads or wine routes (Hall, Sharples,
Wine tourism has been defined as ‘visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors’ (Hall et al., 2000). Wine tourism is an important form of rural tourism that provides opportunities for horizontal and vertical linkages within the rural tourism environment (Jaffe and Pasternak, 2004). Wine tourism is a significant tourist attraction in a number of major wine producing countries like the USA, Australia, France and Italy, which include wine tourism as part of an overall tourist strategy (Jaffe and Pasternak, 2004). The number of tourists in these destinations is quite large: Napa Valley in California receives more than 19 million visitors per year (Thach et al, 2007) and Australia more than 5 million visitors (Tourism Australia, 2005). In a review of the state of play of wine tourism research, Mitchell and Hall (2006) found that most of the research on wine tourism comes from few wine regions like Australia, New Zealand, and California. Wine tourism is also well established in certain parts of Europe like France, e.g. Beaujolais, Bordeaux, Burgundy (O’Neill and Palmer, 2004). However, the level of development in wine tourism is not uniform (Mitchell and Hall, 2006). There are differences between highly developed, e.g. some Mediterranean countries (Hall and Mitchell, 2000), and less developed regions or countries, e.g. Chile (Kunc, 2010).

The wine regions of New Jersey and Connecticut, states located in Eastern Atlantic United States, are considered to be relatively new wine regions and the development of their wine industries are strictly related to wine tourism and winery ‘cellar-door’ sales. However, these two regions should be considered within those wine regions where wine tourism is less developed, in comparison with large wine regions in the same country, e.g. California, but where wine tourism plays an integral part of the birth and development of the wine industry in these states. The structural dimensions of the NJ and CT wine industries are presented as these specifically relate to wine trail wineries, determining the nature and extent of the wine tourism ‘product’ offered in both Eastern American states.

Once the characteristics of the wine industries and their tourism product are presented, the paper moves to define the particular wine tourist of New Jersey and Connecticut, and the factors to consider for developing successful wine tourism markets in these states. Finally, the paper discusses models for sustainable wine tourism and works on the specifics of the cases of the two burgeoning regions analyzed, New Jersey and Connecticut.

In the quest for a sustainable economic wine tourism model, the social and environmental factors must considered and balanced. Multiple studies discuss the importance of finding a balance between these three pillars in order to find sustainable solutions for wine tourism (Poitras & Getz, 2006; Gazques-Abda et al., 2014; Grimstad & Burgess, 2014). Wine regions are typically located in rural areas, and in order for wineries to be successful in attracting wine tourists, they must have the support of the local rural community where they operate. Wine tourism markets have to rely on the members of their local community to provide supplementary services to wine tourists visiting the wine region (Poitras & Getz, 2006).

As this sector of tourism has increased in popularity, the number of emerging wine tourism regions has also increased (Poitras & Getz, 2006; Byrd et al., 2015). This strength can also be a weakness, if neighboring regions compete fiercely. Furthermore, if this boom is merely a trend and wine tourism falls out of favor amongst tourists, these regions can be threatened with maintaining its economic sustainability. Another drawback includes the variability in cost of production and sales of wine. Many wineries fluctuate between years of excess of wine and complete sell outs of certain varietals (Poitras & Getz, 2006; Gazques-Adab et al., 2015) leading to instability in the products they market. It is not certain that a winery situation in a rural area can provide the proper infrastructure to support a burgeoning wine tourist market. Proximity to cities, restaurants and population can further sustain long term viability.

Economic and social balance must also co-exist with the environmental factors as customers know and care. Environmental concerns for a sustainable wine tourism market include soil degradation, land use, and the
amount of water used for irrigation (Taylor et al., 2010; Poitras & Getz, 2006.) Viticulture is often the only type of agriculture at a winery, creating a monoculture and potential soil degradation (Poitras & Getz, 2006; Gazquez-Abda et al., 2014; Grimstad & Burgess, 2014; Taylor et al., 2010; Barber et al. 2010). Nevertheless, sustainable solutions exist. Field rotation, water conservation, and voluntary participation of wineries in sustainability agreements are only a few of the options (Taylor et al., 2010; Poitras & Getz, 2006). As the wine tourist is often well educated, they also often have concern for the environment, and will model their habits correspondingly. The wine tourist will often select which winery to visit based on these environmental sustainable practices (Taylor et al., 2010).

By considering the economic, social, and environmental aspects of wine tourism, wineries and their tourism markets can improve and market this sustainability. Economic solutions should involve the improvement of rural infrastructure, the regional interest in a wine tourism market, and the presence of supporting services. Social solutions could connect opportunities with the local community and encourage cooperation for regional marketing as opposed to fierce competition approach to tourism. The environmental solutions include minimizing the resources used and waste generated (Poitras & Getz, 2006; Byrd et al., 2015).

Being able to identify typical wine tourists and cater to their core and supplementary service needs will allow for more successful wine tourism. By providing winery visitors with positive experiences, they will return and make recommendations to friends and families. Developing a comprehensive sustainable tourism plan will allow for long term success of the burgeoning wine tourism market.