

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.

Guest Editors

Dr. Luigino Barisan

1. Research Center for the Viticulture and Oenology (CIRVE), University of Padova, Via XXVIII Aprile 14, 31015 Conegliano, Italy
2. Department of Land, Environment, Agriculture and Forestry University of Padova, 35100 Padova, Italy

Dr. Elisa Giampietri

1. Department of Land, Environment, Agriculture and Forestry, University of Padua, Viale dell'Università 16, 35020 Legnaro, Italy
2. Interdepartmental Centre for Research in Viticulture and Enology CIRVE, Via XXVIII Aprile 14, 31015 Conegliano, Italy
3. Department of Agronomy, Food, Natural Resources, Animals and Environment, University of Padova, Viale dell'Università 16, 35020 Legnaro, Italy

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Agriculture
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
agriculture@mdpi.com

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Prof. Dr. Les Copeland
Sydney Institute of Agriculture, School of Life and Environmental
Sciences, The University of Sydney, Sydney, NSW 2006, Australia

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