

Making Oenotourism Sustainable: Experiences from Switzerland, South-Africa, France, Portugal and China

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Abstract

Drawing from a comparative study of oenotourism developments in Switzerland, South-Africa, France, Portugal and China, the paper develops a set of critical factors for the sustainable development of this type of tourism. It demonstrates in particular how the economic functions of the wine sector (i.e. to produce and sell wine) get entangled with different tourism cultures and place-related imagineries. The paper argues that in order to create conditions for sustainable development, the formsoenotourism products eventually take need to follow the functional logic of the overarching wine business strategy. Accordingly, three types of oenotourism formats can be observed, variably aiming at (a) CRM and branding ; (b) direct sales and/or (c) profit-making tourism products. Based on these observations, the paper will make recommendations addressing policy, civil society and private sector stakeholders.

Keywords: *Oeonotourism, Economic viability, Sustainable Development, China, Switzerland, Portugal, South Africa*