

## **Wine Tourism in Rural Russia: Perceptions of Vineyard Managers**

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**Abstract :** The purpose of this study was to understand the perceptions of vineyard managers in the Krasnodar Region of Southern Russia located between the city of Krasnodar and the Black Sea. In recent years, wine tourism throughout the region has seen tremendous growth due in part to the concurrent growth in the number of tourists vacationing at the Black Sea. This trend has contributed to the development of large-scale wine operations developing in numerous rural locations along the tourists' travel path. Niche areas of tourism, such as wine tourism, have proven to provide economic viability for rural communities all around the world. Understanding their shared group characteristics while honoring their unique qualities as individuals aids in responsible wine tourism development that provides a sense of well-being for the communities and stakeholders involved. Semi-structured interviews and lived experience methodologies were used in locations that were associated with wine food tourism operations. By understanding management perspectives, it lends insight into sustainable destination management and wine tourism product development, furthering our progress toward ethical, responsible, and financially feasible operations. This research also represents a collaborative effort between Russia and the United States that supports an agenda of sustainable destination development and management. As a global community, we need to continue to investigate stakeholder perceptions and strategic management techniques that best support the pillars upon which responsible tourism was founded.

**Keywords :** wine tourism, tourism development, Russia, rural tourism

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