



## Wine Tourism Development for Desert Regions

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### Abstract

The rising global interest in wine culture and experiential travel has made wine tourism a dynamic and growing sector. In Israel, the past decade has seen significant growth in this field, with the Negev Desert emerging as a unique and promising wine tourism destination. This arid region offers not only innovative viticulture but also the potential for immersive, multi-sensory visitor experiences that connect wine with landscape, culture, and heritage. To harness this potential, strategic initiatives are essential combining the desert's natural appeal with curated activities such as wine and food pairing events, cultural festivals, and partnerships with local producers. Organized tour packages and the development of a central visitor hub showcasing regional products like wine, olive oil, and cheese can further enhance the tourist experience and support sustainable regional development. This presentation explores the opportunities and challenges of developing wine tourism in desert regions, using the Negev as a case study for innovative, place-based tourism planning.

**Keywords:** agricultural products; culinary experience; desert viticulture; dessert wine; tour packages