

MASTER THESIS

Analysis of the Situation of Inclusive Oenotourism Provided by Wineries of AOP Saint Émilion and AOP Saint Émilion Grand Cru

Authors:

[1]Daniela María Zurita Véliz

Internship at Rustic Vines, Bordeaux, France.

Professional Supervisor:
[2]Julie Sipos
Rustic Vines, Bordeaux, France.

Academic Supervisor:
[3]Pierre-Louis Teissedre,
ISVV, University of Bordeaux

Table of Contents

Introduction 1
Purpose 1
Rustic Vines: origin and operations 1
Student's Duties and Activities During Internship 2
Background 2
Geographical and demographic context 2
St. Émilion, Village and Wine Region 3
Sustainable Development Goals 3
Inclusivity in Numbers 4
Problem definition (quote) 5
Literature review 5
Oenotourism 5
Inclusive tourism 6
Inclusivity in the context of oenotourism 6
Examples of Execution of Inclusive Oenotourism: Rioja Alavesa 7
Methodological Approach 9
Objectives 9
Hypothesis 9
Methodology 10
Data Collection 10
Data Analysis 12
Internet data collection 12
Analysis of Saint Émilion Tourism Office Web Page 14
Semi-Structured Interviews 17
Highlighted Main Variables 23
SWOT Analysis 25
Results and Discussion 26
Interpretation of Results 26
Evaluation 26
Suggestion of Plan of Action 27
Discussion 28
Conclusion 28
Recommendations 28
Limitations 29

Acknowledgments 30
Bibliography 31
Annex 1: Guide to Guides 2023 Document 32
Annex 2: Internet research tables 47
Annex 3: Questions for Semi-Structure Interview 53
Annex 4: Signed Documents for the Interview 55
Annex 5: Interview Transcripts 59

Tables Index

Table 1: Customer Journey of a Tourist with Physical Impairment 5
Table 2: Number of Web Pages from the Samples of AOP. Saint Émilion and AOP Saint Émilion Grand Cru 13
Table 3: Key words research results: Tourism/Visits, Accessibility and Inclusivity 13
Table 4: Adaptation to Proposal of Visits for People With Physical Impairment to St. Émilion 16
Table 5: Contrast of main variables with internet research, web page analysis and semi-structured interviews 23

Figures Index

Figure 1: Accessible Actions of Villa Lucía 8
Figure 2: Accessible Map of Saint Émilion for People with Reduced Mobility 15
Figure 3: Evaluation to Action 26

Abstract and Keywords

Abstract

This research explores the concept of inclusive oenotourism, it's importance to society, to development of a region, and how it can be implemented. Then, the wine region of Saint Émilion, specifically the AOP Saint Émilion and AOP Saint Émilion Grand Cru were evaluated: this was done with three approaches: internet research, analysis of Tourism Office web page, and semi-structured interviews to wineries. At the end, the results were analyzed and recommendations were made.

Keywords:

St. Émilion, Oenotourism, Inclusivity, Inclusive Oenotourism, Accessibility

List of Abbreviations

AOC/ AOP: "Appellation d'origine contrôlée / Appellation d'origine protégée" It is a certification of origin and typicity of a product.

SDG: Sustainable Development Goals

SWOT: Strengths, weakness, opportunities and treats

Introduction

Purpose

This document represents a deliverable made during the third internship (fourth semester) of the Wine Tourism Innovation Master, part of Erasmus Mundus Scholarship Program. The internship was carried out at Rustic Vines (professional partner) located in Bordeaux in a duration of around 500 hours from February to June of 2023. Internship placement is used as a platform to collect information related to research topic of interest (inclusivity consideration in oenotourism) and does not directly reflect on the activities carried out during the internship itself (tourist wine tours of Bordeaux Wine Region). However, observations during the wine tours, contacts obtained with *châteaux* and other helps are essential in enabling collection of data and shaping the research in meaningful direction.

Rustic Vines: origin and operations

Rustic Vines was founded in 2014 by Tim Cowley, former rugby player of New Zealand. The startup idea emerged during a private tour around the Bordeaux wine region with his friends. After that, the company was set up and embarked on sharing wine culture with people all around the world. Today, the company operated from two offices: Bordeaux city center and St. Émilion Village employing 4 people working full time, 4 seasonal and 6 independent guides.

Nowadays, company offers tours in Médoc (appellations (AOPs) Margaux, Paulliac, and Saint Estephe) and St. Émilion (including AOPs St. Émilion Grand Cru, Pomerol, Lalande de Pomerol, Castillon St. Émilion, Montaigne St. Émilion). Their offer includes:

- Half day Napoleon tour (Left bank, pick up in Bordeaux office, visit to two *châteaux* in Médoc, return to Bordeaux city center),
- Full day Monk (Right bank, start in the morning, pick up in Bordeaux office, visit to first *château*, picnic in place, second *château*, visit to the village and tasting in St. Émilion),
- Right Vs Left Bank (morning visit to a right bank *château*, tasting in the Village of St. Émilion, return to Bordeaux office, picnic in place, visit to two *châteaux* in Médoc, return to Bordeaux city center).

All the tours are done using a van for eight people plus a driver. Their E-bike tours are the main core of their activities; this tour starts with van transport from Bordeaux city center to their

St. Émilion office, where clients in town are welcome to join the group as well; after pick their bicycles, clients visit two *châteaux*, enjoy a picnic organized by the tour guide and wine tasting upon return to the village. Flexible private tours that include other wine regions and tourism destinations are also arranged at the request of the client.

Student's Duties and Activities During Internship

Following activities took place during internship:

During the first months the student learnt about the inner function of the company, the tours and also participated in the planning of the Team Building Weekend. After that, student received training to become a tour guide in Rustic Vines' style. During the Team Building Event student presented the document "Guide to Guides 2023", made by the student during the first two months. Annex 1.

Tour guide: a normal day starts by receiving the clients in Bordeaux office, where the guide will explain the basics of the wine region using a map and will visits that will be made during the day. After that, the guide will drive the clients in the van, during the 45 minutes' drive guide will explain about regional history, concept of AOP, what *château* means and will make sure to promote interactions between the customers to enhance friendship bonds.

Depending on the product, guide can also be the responsible of preparing the picnic (in case of products Full Monk Day or Full Bike Monk Day). If not, the guide will drive the clients to the next *château* or to the village for a wine tasting (made by a local wine merchant), finally, the guide will walk with the clients through the village explaining the history of it.

Background

Geographical and demographic context

Bordeaux wine region is located in New Aquitaine region, Gironde department, in France. This department has an area of 84 061km2, making it the biggest in the country. Major industries are agriculture (vineyards and livestock), aerospace and defense, wood products (timber, furniture, and paper), and renewable energies. (République Française, s.f.). Capital of New Aquitaine is Bordeaux city with population of 260,958 inhabitants (INSEE, 2019), which is part of *Bordeaux Métropole* (28 *communes*) with population of 814,049 inhabitants.

St. Émilion, Village and Wine Region

Village of Saint Émilion can be reached by train (1h19min), car (47min), and bicycle (2h53). (Google Maps, 2023). Many tour agencies and private transport companies provide transportation and touring service for big and small groups.

Village of Saint Émilion is named in honor of the Monk Émilion, who lived in the 8th century. Born in Brittany, he was forced to flee his hometown and found refuge in the old natural cave system of Ascum Bas (today's area of Saint Émilion and surrounding villages). His legacy lives on in his name thanks to his positive contribution to the village community during his life. (Bordeaux Tourisme & Congrès, s.f.). The Jurisdiction of Saint Émilion was listed as UNESCO World Heritage in 1999 because of the following criteria:

"**Criterion (iii):**The Jurisdiction of Saint Émilion is an outstanding example of an historic vineyard landscape that has survived intact and in activity to the present day.

Criterion (iv): The historic Jurisdiction of Saint Émilion illustrates in an exceptional way the intensive cultivation of grapes for wine production in a precisely defined area."

-UNESCO, World Heritage Convention (UNESCO)

Protection and management requirement were set in order to ensure the continuity, integrity and authenticity of the place, such as protection measures for buildings (Heritage code, historic monuments). These plans are: The safeguarding and Enhancement Plan (PSMV), flood mitigation plan (PPRI), Plan for the Risk of Land Movement (PPRMT), and a Management Plan for the Property. (UNESCO)

Sustainable Development Goals

According to the 2030 Agenda for Sustainable Development

This research will follow the actions that stimulate the achievement of the Sustainable Development Goals (SDGs) in their aim to promote sustainable tourism; the goals fall directly in the inclusive oenotourism scope are:

Directly:

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

8.5 Reference to full and productive employment

8.9 Reference to sustainable tourism, job creation and promotion of local culture and products.

Goal 10: Reduce inequality within and among countries

10.2 Reference to inclusive empowerment and promote in social, economical and political fields.

10.3 Reference to reduction of inequalities of outcomes.

Indirectly:

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

4.a Reference to inclusive education facilities. **Effective learning environments.**

Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

9.1 Reference to the development to quality infrastructure, that assures human well-being.

Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable.

11.3 Reference to enhance inclusive and sustainable urbanization.

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.

16.7 Reference to ensure inclusive decision-making.

Inclusivity in Numbers

World Health Organization (WHO) declared that the amount of people living with some level of movement impairment is more than one billion; and that this number will increase as the population tendency is to live longer time. A key element in for WHO is the normal ageing population, who will be 1.6 billion by the end of 2050.

The customer that has physical impairments have a specific customer behavior. In the table below, it can be observed that the accessibility can not be replaced by any other feature, the client tends to spend more than the average tourist, take longer holidays, book in advance and present a sense of loyalty to the company/brand/service that assist with the trip.

Table 1: Customer Journey of a Tourist with Physical Impairment

Pre-purchase stage	Decision making process	Accessibility cannot be compensated with the attractiveness of another asset such as location, aesthetic atmosphere, presence of the high quality food services and so on.
Purchase stage	Expenditures	Tendency to spend more than average tourists
	Duration	Longer holiday breaks than the average
	Accompaniment	Rare case of travelling alone but often with accompaniment (friends, family, caregivers)
Post-purchase stage	Loyalty	Loyalty after finding a tourism facility that suits the requirements

Based on Agovino, M., Casaccia, M., Garofalo, A., & Marchesano, K. (2017). Tourism and disability in Italy. Limits and opportunities. Tourism management perspectives, 23, 58-67. (Agovino, Casaccia, Garofalo, & Marchesano)

Problem definition (quote)

Wine tourism sector is focus on traditional tourism, which includes physical barriers, activities and environments which are not considering the limitations of people with physical or cognitive impairments, adults traveling with children and seniors with partial mobility. Traditional mindset and infrastructure are not conducive to enabling physically impaired tourists to access facilities and physically impaired professionals to seek employment in this sector.

Wine tourism sector is possibly not considering limitations of people with physical imparements to participate in wine tourism and learn about wine production due to traditional infrustructure and mindset which are not conducive to enabling phsically impaired tourstist to access facilities and phisically impaired professionals to seek employment in this sector. SDGs human rights, etc.

Literature review

Oenotourism

For this research oenotourism -wine tourism- will be defined as the activities done by tourist in **relation with winery services** and whose motivations are experiencing the cultural

and historical approach of wine, understanding the local oenology and viticulture, or the participate in winery, cellar, wine shop or specialized wine tour agencies (from these last ones, it is only counted the products and services that give extra social, cultural value to their offer).

Inclusive tourism

To bring a rounder definition to inclusive oenotourism, this research has looked for a reference of concepts before formulating the appropriate one in relation to oenotourism.

This research will use as base the concept of Darcy and Dickson (2019) which define accessible tourism as the one that assures that people with physical impairment (mobility, vision, hearing or cognitive), adults travelling with children in strollers, seniors or anyone with other type of disability to function independently as they use the facilities of the touristic installations and enjoy the services provided. From that definition it will be taken in consideration the physical impairments described and the public that could also benefit from this approach; also, the independency of users through the facilities.

An article defines inclusive tourism as a part of transformative tourism that takes into account marginalized groups in both production and consumers of tourism, with emphasis on the sharing of its benefits (Biddulph & Scheeyvens, 2018). For this research, it will be considered **production and consumption** of oenotourism while highlighting the benefit sharing but will omit the point on which a part of people could be considered as “marginalized groups”.

World Tourism Organization (UNWTO) refers to the topic in the manual “Accessibility and Inclusive Tourism Development in Nature Areas: Compendium of Best Practices”; highlighting the issue with physical barriers (transport and accommodation accessibility) lack of trained professionals and information that is not trustable enough. UNWTO also mentioned accessibility should be included in an early phase of product and service design. (UNWTO, 2021)

As part of inclusive tourism can be found: accessible tourism, family tourism, pet friendly tourism, sensory tourism, seniors, tourism. For this research, the execution of these modalities of tourism will be considered as part of inclusive efforts, therefore, inclusive tourism.

Inclusivity in the context of oenotourism

Inclusive oenotourism is the one that, from its early state of conception, takes in account the necessities of integration of people with any physical impairment (mobility, vision,

hearing, cognitive), adults travelling with children and strollers, seniors, or anyone with partial disability, to enjoy the oenotourism. This integration must ensure the independence of all users through the facilities, non-discrimination, and capacity of sharing of all individuals; both in the consumer and producer sectors.

From the consumers perspective, to achieve this in the highest state, the wine tourism product should consider this since the stage of "conception" of the idea; mainly for the purpose of avoiding discrimination during the execution of the service. Example, it would not be considered fully inclusive if during the tour, one person is explicitly separated from the group to continue the tour. From the producer's perspective, in order to highlight the benefit of sharing and enriching the wine tourism field with multidisciplinary professionals, the wineries should adopt the inclusive perspective into the back-office of the company.

Examples of Execution of Inclusive Oenotourism: Rioja Alavesa

Valdemar Family

As examples of inclusive oenotourism already executed by pioneers in this area we find Valdemar Family, a family business that has two wineries: one in Rioja D.O.Ca. (Spain) and other in Walla Walla Valley (USA). This research will mention the services and tourism methodology in the winery located in Oyón, Basque Country, Spain.

This family winery has chosen to implement a wine tourism offer that does not distinguish between any types of mobility, all their tours are 100% inclusive and do not require adaptations or any "heads up" in this subject. Following their innovative spirit and after the analysis of different marketing studies. The Oenotourism Department of Bodegas Valdemar noticed a low number of options to people with limited accessibility; the type of tourism they do and the medium expense. They decided to hire a specialized company to make sure the change from "regular" oenotourism to "full accessibility" oenotourism.

The process for this, as previously mentioned, started by the analysis of marketing research, then core changes of the structure were made (infrastructure, staff training). The third part was related to the testing of the new communication, kpi testing. Marketing research included identification of lack of options that accomplish necessities and expectations from this segment, including the people who travelled with them. The staff' journey began naturally as the region started to physically adapt to the movement requirement of this segment; then they saw how their work environment was not adapted but reshaped with a brand new vision. After

this, they received special training on the matter by Equalitas Vitae, the company that was in charge of this change. Together they accomplish to implement:

- Sensory Experience:
  - Based on smell, touch and taste.
- Sign language:
  - QR code that leads you to an introductory video in sign language with subtitles.
- Visual accessibility:
  - Braille brochure, wine labels, games based on aromas during the wine tour.
- Physical change in infrastructure:
  - Ramps, lifts, adapted bathrooms, comfortable parking spaces.

Communication strategy of the business is well considered. This project was presented in February 2018, at the winery in Oyón. In order to reach all the actors of relevance, they created a presentation video, social media campaign, press release to local and national channels, plus send information to specific associations and receptive agencies. They also made an event with all the parts involved, which was transmitted by Radio Televisión Española. (Equalitas Vitae, 2019)

Villa Lucía

This wine hotel located in Laguardia has services that include a food and wine experience (collection of local wines, local sustainable ingredients), events place with full accessibility, wine museum, a 4D movie "In a Dreamland" and special event schedule to incorporate local artists and community. As communication tools they use web pages, social media, and partnership with local businesses. In these, they highlight their activities for children, mobility facilities, braille and language sign. Their current accessibility campaign looks forward to reflecting the enjoyment of wine with five senses. Accessible Actions of the estate can be divided into 4 main steps. The steps are represented in Figure 1.

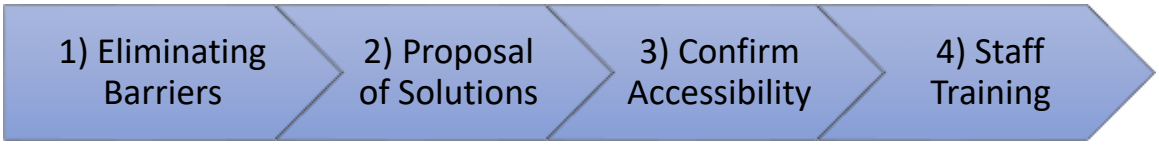


Figure 1: Accessible Actions of Villa Lucía

Caption: Adaptation from Villa Lucía Museo "A Fully Inclusive and Accessible Experience" (Villa Lucia Hotel, s.f.)

First, they focused on the elimination of barriers (wider doors, ramps, bathroom adaptation, lower showing shelves); then, their team proposed a set of solutions based on actions. Between them can be found these accessible actions:

- Touch stations: materials and instruments can be touched, braille label with description.
- Sensory games: games based on smell, taste and touch. Braille labels are also included.
- Contract panels: colours and size easy to read for the eyesight impaired.
- Catalogues in braille: information for all.
- Provision of wheelchairs.
- QR with a tour in sign language and subtitles.
- Parking facilities, adapted toilets, lifts, proper ramps and table space at the restaurant.
- Restaurant menu: QR code in braille (provides a MP3 version of the menu), contrast and font can be changed. Physical menu in braille. (Villa Lucia Hotel, s.f.)

After the execution of the actions, they were tested to verify and improve the functioning of them. Once all was set, staff were updated and trained.

Methodological Approach

Objectives

General: Analysis of the situation of inclusive oenotourism in the wineries of AOP St. Émilion and AOP St. Émilion Grand Cru

Specifics:

-Identify wineries tourism offer that could fall into the inclusive concept in the village.

Rq1: ¿How many providers have some level on inclusiveness?

-Highlight the main variables of this segment according to the suppliers.

Rq2: ¿What are the main variables for these providers?

-Classify findings according to relevance.

Rq3: ¿Are there providers that fall into inclusive oenotourism?

Hypothesis

It exists a level of inclusivity in AOP St. Émilion and AOP St. Émilion Grand Cru touristic offer.

Methodology

Scope

This research will only include the wineries in St. Émilion jurisdiction, specifically the geographical are of the AOPs Saint-Émilion and Saint-Émilion Grand Cru. Will include the winery services available during high tourism season of 2023, from April to September; nevertheless, samples will only be collected until middle May.

The communes included in their jurisdiction are:

Saint-Émilion, Saint-Christophe-des-Bardes, Saint-Etienne-de-Lisse, Saint-Hippolyte, Saint-Laurent-des-Combes, Saint-Pey-d'Armens, Saint-Sulpice-de-Faleyrens, Vignonet.

Clarifications:

- As it was previously stablished, economic inclusivity is not considered during this research.
- Cultural, religious, gender, and any sexual orientation preferences are not mentioned in the concept of inclusivity, for the not inclusion of this part of society would be considered as discrimination.
- Special diets are also included in the concept of inclusive tourism, nevertheless, it has been omitted from the present research due to complex extension of this factor when it is co-related with wine tourism.
- The trending social media topic of "body inclusive" in not considered in this research.

Data Collection

1) Internet research

Internet research will be done in order to have a more accurate scenario of services provided by the wineries. This will take the 10% of the *châteaux* list in AOP St. Émilion and AOP St. Émilion Grand Cru. To optimize resources, researcher will look for three specific key words (tourism, accessibility and inclusive) and then add results in a table. The Internet navigator selected is Google Chrome, research engine will be Google, it will be the name of the *château* as it appears in the AOP official web page, any official winery web page in the first page of results will be taken in account.

Sample size was measured using the online tool by SurveyMonkey.com, population size was 782 -which is the sum of both appellations (St. Émilion and St. Émilion Grand Cru)- confidence level of 95, and margin error of 10%. Total sample size was fixed in 86 *châteaux*.

The 86 wineries are going to be randomly selected from the official webpage of St. Émilion Wines, 66 of them AOP St. Émilion and 20 for AOP. St. Émilion Grand Cru. The table with complete information of the research can be found on Annex 2.

For AOP St. Émilion the sample was taken from https://vins-saint-emilion.com/en/our-chateaux/?castles%5Bappellation%5D%5Bsaint_emilion_en%5D=saint_emilion_en

For AOP St. Émilion Grand Cru, the sample was taken from the published list of the 2022 Classification in the official webpage. https://vins-saint-emilion.com/en/our-wines-2/the-2022-classification/

2) Analysis of Saint Émilion Tourism Office Web Page

This will be focused on the information available inclusive oenotourism: accessibility, family, seniors; research will take these services in count even if they do not appear under the label of “inclusive”. Main purpose is to find out how the Tourism Office approach the subject online.

3) Semi-structured interviews

At first, the semi-structured interview was supposed to be conducted based on the seven elements of the inclusive tourism framework proposed by the article “Accessibility and Inclusive Tourism Development: Current State and Future Agenda” (Gillovic & McIntosh, 2020). Elements in the article are: 1. People with Disabilities as Tourism Producers, 2. People with Disabilities as Tourism Consumers, 3. Self-Representation in Dignified and Appropriate Ways, 4. Power Relations Transformed in and beyond Tourism, 5. Widening of Participation in Tourism Decision-Making, 6. Changing the Tourism Map to Involve New People and Places, 7. Promotion of Mutual Understanding and Respect.

The use of the article’s elements changed due to the execution of the first stage of data collection in the present document (internet data research). It was clear the tool provided by Gillovic & McIntosh were set for a more advanced stage of inclusivity development or a winder area (such as country or region). The Saint-Émilion wine region was still in what can be considered as “awareness development” stage, and currently lack of enough inclusivity products, or even accessibility ones. The elements were simplified into 1) Business environment 2) Market Segment 3) Future of Inclusivity.

That being stablished, questions were set to evaluate the previous knowledge of the participants, their consideration about their own products and services correlated with inclusivity, their opinion on the participation of all people in wine world activities, plans of development related to inclusivity at regional level to producers and to consumers, barriers of development, market perception and future of inclusivity. It is important to highlight that to ensure the interviewees had enough knowledge about the topic, a brief introduction to the concept of inclusive oenotourism was shared with the questions.

Structure of the Document

As the interview was set to happen in English (second or third language of the interviewees and the interviewer) a document with the tittle and objectives of the research, the concept of inclusive oenotourism (valid for this research at the time of the interview) and the questions were previously shared with the participants; mentioned document can be found in Annex 3.

Data Analysis

Internet data collection

During the online research it was noticed that most *châteaux* in AOP Saint Émilion do not have an official web page showed in the first page of Google Research Engine, instead it was found wine resellers, merchants, and journalist. So, their online presence is based on what a third party talks about them; most likely wine profile and winemaking characteristics with an assigned method of evaluation. The web pages of wineries in this appellation are focused on the product, wine tasting noted and history of the property, and contact information.

The following table shows that 48 wineries, which correspond to 56% of the sample, do not have a web page to show any information to their customers; 38 *châteaux* from the total sample do have a web page, this is 44% of the sample. When this is placed in the AOP Saint Émilion part of sample, it turns out to 73% of the appellation not having a web page; contrast with the sample from AOP Saint Émilion Grand Cru, which shows that 100% of the *châteaux* belonging to it has an official web page created by the *châteaux* or umbrella of wineries whom it is part of.

Table 2: Number of Web Pages from the Samples of AOP. Saint Émilion and AOP Saint Émilion Grand Cru

AOP Classification	Web Page
St. Émilion	**66**
No	48
Yes	18
St. Émilion Grand Cru Classé	**15**
Yes	15
St. Émilion Premier Grand Cru Classé	**4**
Yes	4
St. Émilion Premier Grand Cru Classé (A)	**1**
Yes	1
Grand Total	**86**

Key words research

The key words part of this research is made after the first filter; thus, it would not be technically correct to keep chosen random *châteaux* from the list until all the sample reaches 100% of internet presence. Therefore, in the key words section the *châteaux* analyzed will be 38.

Table 3: Key words research results: Tourism/Visits, Accessibility and Inclusivity

Classification	St. Émilion and St. Émilion Grand Cru
Web Page	Yes

Count of Tourism/Visit	**No.**
No	**27**
No	**27**
Inclusivity: No	27
Yes	**11**
Full accessibility	**1**
Inclusivity: -Yes	1
Not Mentioned	**9**
Inclusivity: -No	7
-Some	1
-Yes	1
Some	**1**
Inclusivity: -No	1
Grand Total	**38**

As can be observed in the table above: 27 of the 38 *châteaux* with web page did not mentioned any kind of tourism or visit to their domain, this represents 31% of the total sample. The 11 *châteaux* with web page that mentioned the service of tourism represent 13% of the total sample.

When applied the filters of having a web page and doing oenotourism it can be found 11 *châteaux*, from which only one is self-considered as "fully accessible"; one has "some" level of inclusivity, and nine do not mention the accessibility area.

The final filter is not exclusionary from the accessibility filter; so it can be found that seven *château* did not had any mention of inclusion, one had some reference to it, and two stablished themselves as inclusive with mentioned of the services provided that fall in this spectrum.

Analysis of Saint Émilion Tourism Office Web Page

URL: https://www.saint-emilion-tourisme.com/uk/

Description

Accessibility can be found in the "practical" section menu located in the header of the website. After clicking "practical", a sub-menu appears, in which it can be found a section named "Tourism for All".

"Tourism for All" contains one small introduction that mentions Tourist Office adapted guide tour for "people with disabilities and for everybody", in which they highlight the possibility of discovering the heritage of Saint Émilion. They mention the proposition of a list of facilities and services for this market sector and advises for their partners to increase accessibility. Nevertheless, the next sentence mentioned the documents are not available; instead, the user can only download the "For All" Guidebook, exclusively in French.

"For All" Guidebook

The document has 22 A5 pages, in which they make an introduction Saint-Émilion Village, their UNESCO listed status, their wine cultural background then proceeds to make their introductory commercial proposal: visits, events organization, private visits, oenology ludic experiences, tasting and blending masterclasses, meeting the winemakers, **hiking, cycling,** and riding of different vehicles around the vineyard, **and visit of underground monuments.** The second page mentions the purpose of the document itself: to provide useful information for visitors with physical impairments.

In the useful information shared by this document can be found:

- Transportation advise: public transport, parking places.
- Special assistance: service dog accepted.
- Wheelchair rental: provided by local pharmacy, booking recommended.

The most relevant part of the document is the proposal “Map of Saint Émilion for People with Reduced Mobility”, which mark a flew places to visit in the village (not including an accessibility label on any of them), parking, bathroom, and ATM with disabled access, and -most important- the classification of three types of roads: green (good to go), yellow (beware of streets condition and slopes), red (not advised).



Figure 2: Accessible Map of Saint Émilion for People with Reduced Mobility (Saint Émilion Tourist Office, 2021)

The document also proposes a guided visit of the village provided by the Tourist Office, depending on the impairment of the visitor you will have access to monolithic church, underground monuments, vineyard and sensory workshop; this also mentioned the option to book a restaurant 3km away from the Village, transport not included.

Table 4: Adaptation to Proposal of Visits for People With Physical Impairment to St. Émilion

PLACE TO VISIT/ IMPAIRMENT	Blind 	Wheelchair accessibility 	Cognitive impairment 
Monolithic Church (exterior)	Yes	Yes	Adapted visit: yes
Monolithic Church (interior)	Yes	No	Adapted visit: yes
Underground monuments	Not mentioned	No	Adapted visit: yes
Sensory workshop	Yes	Yes	Yes

To close the description of the "For All" Guidebook, it can be said that even though the document provided useful information to have in count when arriving to the village, it does not provide enough information to make the destination attractive to this market segment. Also, the Tourist Office only proposes a visit to the *château* and a sensory workshop I you book by them; no other information about this service is provided.

Other services

Among the other services mentioned in the webpage that fall into the "inclusive" spectrum can be found some material to download that includes brochures with activities with children (Treasure Hunting, adapted to ages), two maps for wheelchair and troller paths trough the town with color code for paths (same maps for both, just a small change of description was done). In the download material, can be found a very special brochure in French of 36 A4 pages that describes perfectly how to visit the village and the wine region with pets: grooming, take-carers, food information, visits and activities in the *château*, restaurants, commerce and accommodation that welcomes pets.

The "What to Do" section of the website proposes 16 activities when applied the filter "family outings". These activities variate between guides tours, winemaker workshops, nature trails, treasure hunting, sensory workshops, etc.

Analysis

The offers found focus on pets, family, and physical impairments (wheelchair, sight, hearing).

The mayor finding was how well organized and available the information and amount of services related to pets, which seems to contrast against the one available for physical

impairments. The “family” market segment seems to focus on activities for children, leaving aside to traveling with seniors and strollers.

Other interesting remark is the classification of paths in St. Émilion Village, for in reality the only path wheelchair accessible (in season 2023) is the one located at the top of the village, the one in which the Tourist Office is located. All the other options would be at the very least highly uncomfortable for people in wheelchairs; maybe even causing injuries with long use. This is due to the fact the paths are covered with stones, understandable because is the traditional way, now protected by UNESCO.

Semi-Structured Interviews

A transcript of the semi-structured interviews and signed document of interview can be found in Annex 4 of this document.

***Château* Gaubert**

Interviewee: Juliette Granet: owner, winemaker, head of wine tourism

Château Gaubert is located in the high part of St. Émilion, in St-Christophe-des-Bardes, production is 30 thousand bottles per year of AOP Saint Émilion and AOP Saint Émilion Grand Cru. (Château Gaubert, s.f.)

Previous Knowledge

Juliette was not familiar with the concept of “inclusive oenotourism”, her concept of wine tourism is focus on the tradition visit, which is the one she has so carefully developed: her choice of oenotourism seeks the visitor gets immerse in the world of the traditional winemaker. After knowing the inclusive concert, she categorized her methodology of immersive wine tourism as part of her concept of inclusive oenotourism.

Business Environment

Château Gaubert makes sure French culture of wine is enjoyed by all people using their immersive experience: they focus on the feeling, learning and sensory activities that guide the visitors through the winemaking process from the vineyard to the bottle, at the end each client smells different aromas in their own joy of wine. The *château* simplifies the visit according to the level of knowledge of their visitors.

The *château* assists at the Tourist Office workshops (example given: social media) and aligns to their promotion tools. From their perception, the Appellation and the Tourist Office are now working together for a short period of time.

Market Segment

For Juliette, is more about trying to integrate what she has with the requirements of the visitors. As an example she mentioned the animals in her winery: as she has some (dogs, ducks, etc) it would not bother her if the visitors brought their own; she will make them integrate in the visit. The same applies for children, as she has some of her own, she finds value in families visits.

Future of Inclusivity

Future activities are not an easy task for the *Château* to project. So far, they would seek to build a better place to receive tourists with "better conditions" into their concept of immersive wine tourism. The company is looking to improve basic conditions (light and temperature of tasting room, etc.

Château Yon Figeac

Interviewee: Maxime Mouchague, Head of Wine Tourism

General information

Maxime Mouchague welcomed the interview in the *château*'s office, located in Yon, commune of Saint Émilion. *Château* Yon Figeac is part of the classification St. Émilion AOP since the creation of it, it was bought in 2005 by Alain *Château*, who has brought investment and new project to the winery. Now a days, they are building a new facility that will improve their ageing and bottle storage capacity. (Mouchague, 2023)

Previous Knowledge

The interviewee had a previous knowledge of the concept, could give a good understanding of what it meant and practical example of a *Château* close by who had effective implemented a product with inclusive characteristics; remarking the importance of using all senses to improve the traditional wine tourism visit. He highlighted how interesting this approach was, and how it standardizes the experience in case you have a person with visual impairment.

Business Environment

After getting information about the concept and importance of inclusivity and accessibility, he noticed how unprepared for the proper implementation of this methodology the *Château* is.

The traditional tour they offer during 2023 season involves at least three places inside the domain of the *Château*, in order to move between the three places, the visitors need to walk at least 100 meters of gravel, stairs and pavement. The bathroom is also not adapted for the use of people with wheelchair.

On the other hand, even though they considered themselves as “traditional tour”, they focus on the hearth of the winery and the energy it provides to the wine and people; the guide, Maxime, would enhance the training in wine tasting apart from the traditional description of the wine. The future for the wine tourism in this *Château* is planned to be family focus: specially in interactive field activities design for the children entertainment.

Market Segment

The winery does not perceive inclusive oenotourism as a specific market segment or as a part of every market segment; it is in their interest to receive all people.

Future of Inclusivity

In their ideal view to achieve inclusivity, they would start by removing the physical barriers and specially improve their bathroom facilities towards inclusivity. After that, they would focus into a market segment that falls into the inclusivity spectrum; for this they mentioned the key point in the information they would have available to make this decision.

Château Rol Valentin

Interviewee: Aurélie Sublett, head of oenotourism and commerce

Alexandra and Nicolás, both winemakers from Loire Valley and Saint Émilion, were looking for a place to settle their best winemaking practices; in 2009 they bought the plots of vineyard, the main building and founded Rol Valentin; *château* who was included in AOP Saint Émilion Grand Cru classification in 2022. (Sublett, 2023)

Previous Knowledge

The head of Oenotourism of *Château* Rol Valentine has been in some conferences about inclusive oenotourism in Saint-Émilion (organized by the Tourist Office), so she understands what the concept is about. She has also been aware of how accessibility is used by other private companies in other fields. She considers the implementation of accessibility as part of her “to do” list, nevertheless, she emphasis it is not a priority; she points out that her biggest challenge to achieve it are the physical barriers.

Business Environment

Only the boutique shop and bathroom facilities have been renovated to be accessible, the rest of the visit has stairs “everywhere”. They noticed the lack of visual aids and other tools to improve inclusivity. In their noticeable efforts to wine tourism, this *château* uses adapted visits as a way to accommodate to their customers needs and expectations: sensory tasting for people who issues with ingesting alcohol, grape juice replacement as alternative, adaptation to integrate kids as much as possible. Nevertheless, they can not book this adapted tour, this option is still in development.

Information related to the appellation reaches other person in the *château*, therefore, the head of wine tourism will not be able to answer the question related to it. Nevertheless, she mentioned the appellation has in their program the slow tourism movement, she also mentioned receiving information about financial aids from the appellation.

Market Segment

The *château* identifies “family” as a market segment in which they what to emphasis their tourist offer; on the other hand, the interviewee did not considered it as part of inclusive oenotourism. During the interview was enhanced the lack of request for accessibility during their tours, this argument was use to backup what was previously mentioned in the beginning of the interview “not in the priority of their do to list”. It was also mentioned the possibility of investment if demand is sufficient.

Future of Inclusivity

The winery perceives the first change would be focused on learning and teaching how different are all types of handicaps; and then have equipment, adaptation and elimination of physical environment and other factors that will be determined by the learning process.

Château Bernateau

Interviewee: Karine Lavau

General Information

Château Bernateau has been in the Lavau family since 1650’s; now it is managed by the 11th generation. The family also owns *Château* Tour Peyronneau, also located in Saint Émilion wine region. They finished building a new cellar in 2016, which makes 100% organic wine, and even have a version with no sulfites. (Lavau, 2023)

Previous Knowledge

Inclusive tourism was not a familiar term for Karine before the first approach, but soon after she read the interview document she could relate it to previous knowledge but quoting her “not in those words”. She has not recalled of any example executed in professional or personal environments.

Business Environment

Karine knows they are currently not prepared to receive a person with physical impairment, so they focus their inclusivity efforts in welcome family with kids. Karine looks for a comfort approach to wine tourism for families with small children, who she mentioned “are not very comfortable to visit the wineries”. She believes the *château* can become more accessible to wheelchairs, but other physical impairments: blindness, deafness, cognitive remain uncertain to her as how to improve it. For now, *Château* Bernateu is at least accessible for people with walking difficulties, not wheelchairs.

For their knowledge, the wine appellation is not working on any inclusive tourism plan of development; instead they mentioned the Tourist Office as their guide organism; they are aware they can approach them with doubs and will return with information and guidelines. In the accessibility issue, Karien knew their a label called “Tourism and Handicap”, managed by public authorities, which certifies the places as “accessible”.

Market Segment

Their special market segment is families with kids, specially because of their activities for kids with age segmentation. Nevertheless, she answer “both”, for she highlights the importance of all people to feel welcome.

Future of Inclusivity

Top answer for this question was “accessibility”. In this aspect it remained the question ¿How to become more accessible (add elevator, change steep slopes, adapt to cognitive impairments) without changing the traditional historical architecture of the winery space? In today’s improvement the *château* do invest in small changes that could lead to inclusivity. As an example can be mentioned the aging cellar and vat house the winery built in 2016: they made it completely flat and with wide doors so wheelchairs can eventually pass through it with no issue.

***Château* Balestard la Tonelle**

Interviewee: Léa Longuesserre, responsible for Oenotourism and Communication

General Information

Family Capdemourlin has been registered to be in the Saint Émilion area for more than 400 years, during this period of time their winery has been entangled to the history and development of the region. Nowadays, they execute sustainable environmental plans for their vineyard and winemaking, improve working conditions for the teamwork, and focus their wine tourism in a brand new building who is made with fully accessible characteristics. (Longuesserre, 2023)

Previous Knowledge

Léa was familiar with the concept of inclusivity, but she remarked how in her five years of wine tourism industry experience has never dealt with this tourism methodology. After the first approach now, she is aware of the importance of execution of it and the difficulties they may experience if someone with physical impairment visits the *château*. Personally, she mentioned how concern and frustrating it was for her to think there are left aside, especially now with this world's level of technology.

Business Environment

Their new building is made to receive people with physical disabilities: wheelchair, strollers, accessible bathrooms. The interviewee mentioned it was not because of winery politics but because of the public regalement in new constructions whose purpose is to receive people.

In this *château* people can enjoy the wine tourism with transmitted just as the locals learned as they were kids; cheerful, cultural plus the "best moment of the visit": the tasting. Even thought their tours can be classify as "traditional" and have the advantage of a new building with full accessibility they do not have any product to enhance this characteristic.

The tourism department of this *château* has not information about any effort in inclusive tourism development for the appellation. It was also mentioned the cycle: as long as they don't have a request for it, the will not work on the subject; they do not work on the subject, so they share no information, which leads to no request for this type of visits.

Market Segment

Apart from their traditional wine tour, they are developing a family tour, which they see as a market segment. The traditional tour can be done in wheelchair, but they do not label as that and have no plans to develop a project related to it so far; they do not discard the idea.

In their perfect scenario of inclusion, they would design a tour specific to each "family of disability", advertise them and make things happen. They see this drastic change as a way to find solutions to questions that appeared after the first approach to this interview. Now, they are currently improving their underground ageing level, which will have ramps and elevator. A final question remained for them ¿Why would they need to advertise it if it is mandatory to have a basic inclusive building? ¿Why share this information if people can only check the website or write an email directly to them?

Highlighted Main Variables

Table 5: Contrast of main variables with internet research, web page analysis and semi-structured interviews

	Internet research	Web page analysis	Semi-structured interviews
Use of web page as a way to share information	• Not trustable, outdated web pages and third-party information is more common. • Booking systems and email request usually work.	• Information is available: wheelchair, pets, family with children and strollers exclusively from St. Émilion Village, *châteaux* are excluded.	• Only wine tourism and workshops are promoted. • Children accepted is the most mentioned. • Most have the possibility to book online by their own platform or with third parts.
Use of term "inclusivity"	• Poorly used.	• Not used. They remain with the use of independent terms in the inclusive umbrella.	• Not mentioned.
Use of term "accessibility"	• It is not used as frequent as it should.	• Used to describe wheelchair, strollers, visual and hearing impairments.	• Not mentioned. Even the one who did have fully accessible spaces. • Unawareness of the necessity to mention it.
Family as a market segment	• Frequent, especially focus on children. • Seniors and pets are totally left apart.	• Frequently used. Segmentation by age of children. • Seniors are not mentioned. • Pets have a complete brochure of information.	• Most common practice of inclusiveness. • Seniors are not mentioned. • Pets can be welcomed in some of them by mention at the time of booking.
Sensory workshops	• A few *châteaux* have this option; but it is more used as a private type of tour	• Offer in their premium offer of wine tourism.	• Offer as a more complete tour or premium tour.

	for wine students and enthusiastics.	• Not related to the village of St. Émilion	• Sensory related to oenology skills and to child activities.
Physical barriers	• Only related to inclusivity when “fully accessible” is mentioned.	• Misinformation about physical barriers in the village. • Not winery information provided.	• If they are aware of the importance of accessibility they will make slow changes towards it. • Newer *châteaux* have not this as a priority.
Lack of clients with physical impairment	• Not mentioned	• Not mentioned	• Constantly mentioned. • Families only bring children, not seniors with physical impairment.
Information about the subject	• Poor. It was found wineries have more programs than shown on the web page. Lack of information is a mayor issue here.	• Partially outdated information. • Wine world is omitted from this section in the office information.	• Poor information. If any, it is based on symbols and not accurate. • The most common one is children accepted.
Personnel with capacity to promote inclusive oenotourism	• Not mentioned.	• Not mentioned	• Multi-functional personnel, oenotourism is part of their responsibilities; so they do as their tools and time allow them to.
Use of appellation network	• Not mentioned.	• Not mentioned	• Only work with the appellation during the “Open Doors” weekend. • Most common to work with the Tourist Office. • Half of them are not aware of Tourist Office Program. • A significant part work with Gironde Tourism.

SWOT Analysis

Strengths

- Several methodologies of booking: online (at least three platforms), contact by mail, booking by telephone directly to the *château*.

-The appellations are close by to a mayor city with good airport and train connectivity.

-Remarkable quality of the wine of the Bordeaux wine region is world famous.

-Family approach of wineries can enhance the desire to be fully inclusive.

Weaknesses

- Not trustable information in relation to physical accessibility. More types of physical impairments must be included in the information provided by services suppliers.

-In common that staff is focused on the execution of multiple activities apart from oenotourism.

-Unawareness of the advantages of inclusive approach.

-Infrastructure gaps between historical buildings and new ones. This can be applied in the domain of one winery or at destination level.

Opportunities

-Partnership with organizations who educate and finance inclusive approaches.

-Tour operators are currently looking for inclusive services, emphasis on family oenotourism.

-Innovative plans brought by the close universities and other academic institutions.

-Tourist behavior: booking in advanced, higher expenditure, travel in groups.

Treats

- Development of other wine regions with fully inclusive approach.

-Market demand of inclusive oenotourism today is not sufficient enough to argument a high investment in wineries.

-Climate change is favoring the appearance of new wine regions, closer to international airports and big cities.

Results and Discussion

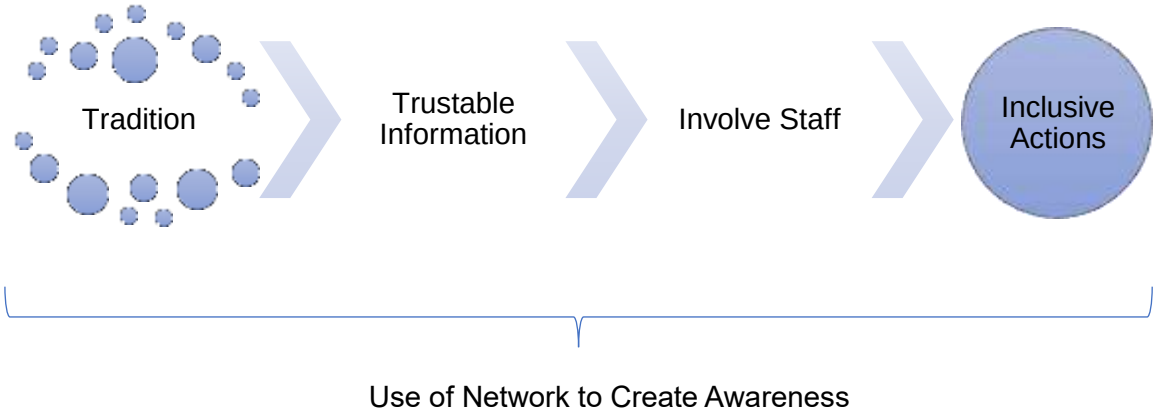


Figure 3: Evaluation to Action

Figure 3 summarizes the interpretation of results (tradition of wine region, use of resources and technology) can lead to a plan of inclusive actions that can improve the social value of oenotourism products in the Saint Émilion wine region.

Interpretation of Results

Evaluation

Tradition of Wine Region

Tradition is the strongest characteristic of the region; a plan of development of inclusive oenotourism could perfectly fit in the region's traditional background: small family wineries with children's activities and senior practicalities, newer wineries with fully accessible buildings, biodynamic *châteaux* that have animals (dogs, ducks, etc.) that could receive pets, enthusiastic communities that could work on interesting sensory workshops.

Connectivity

Internet tools (web page, social media, search engine) plus traditional contact methods (business telephone are used by their customers to book their tours. It is considered positive to have several booking methodologies. These tools can also be used to transmit their possible inclusive services, and to encourage the visit to the *châteaux*.

The fact that most AOP Saint Émilion *châteaux* do not own a webpage was surprising for this research, nevertheless, it is coherent with the fact of size of vineyard and amount of production; also not all of them have wine tourism, therefore, and as mentioned during the interviews the phrase “is not a top on the do to list” can also be applied to the web page situation.

Use of Technology

As mentioned in the examples of execution of inclusive oenotourism; technology can be a great ally of communication. There are several points of inclusivity that can be easily reached using technology. Example: QR codes with the guided tour in sign language, treasure hunting apps for kids during the tour, etc.

Use of Resources

The network of the Tourism Office is a valuable resource. This could be used to bring awareness of the importance of inclusivity and to help the wineries take the first steps towards it. The idea of including this approach from the beginning of the conception of the wine tourism plan of a company could easily be encouraged by the Tourism Office. It was noticed during this research how *Châteaux* did not have in mind the possibility of practicing inclusive oenotourism.

Suggestion of Plan of Action

1) Awareness (familiarization with the concept)

The first step to inclusivity is awareness: what the concept includes, how is it beneficial for the society, how it can improve their local economy and life quality of consumers and producers.

2) Proposal of Solutions (small actions, long term politics)

Plan of actions: committee of private and public entities that assembles activities to look for fundings, elaborate politics towards inclusiveness and encourage tourism actors to adopt this approach. It is highly recommended that eliminating and mitigate physical barriers is on top of mind.

3) Involve Staff

Involve staff in the development of the work plan, then, team building activities in the training of specifics of customer experience: focus on integration, immerse wine cultural experiences, after solutions are implemented, staff should verify the proper functioning of them.

4) Market segmentation (inner process of each winery)

With the assistance of the Committee, land the options of the wineries that wish to develop inclusive oenotourism. Build customer journey and marketing plan.

Discussion

Economic Opportunity

For what could be stablish during this research, there is a potential economic opportunity for the oenotourism industry by adopting and improving inclusive actions. Apart from the economic rewards from customers; providers could also take serious advantages.

Ageing population

It was noticed during this research how the tendency in the production part of wineries is to keep the same personal for 10 years or more; feeling proud on having the same winemakers, hand cellars, and harvest personal for 50 years or so. Therefore, if the winery looks for this, it will be of great importance to make the winery, at least, physically accessible. Seniors in wineries apport knowledge and assure the typicity of the Appellation; wine producers should make sure these persons can always move easily and safely through the facilities. Also, the senior population is increasing, this is moving up the average age of tourist; mobility of a senior is considerable different than young population.

Social Value

Being Bordeaux wine region the most visited wine tourist destination in France, the social value as result of implementation of inclusive oenotourism in the Saint Émilion region could enrich and transmit the French culture of wine; a beverage that can be enjoyed with all senses.

Conclusion

Recommendations

For future updated research:

•It is recommended to increase the sample of internet research. Take both jurisdictions: Saint Émilion and the small part in Libourne, research the most recent official number of *châteaux*

in each commune and take a presentative sample of each one, taking a part random and another based on if it is registered to make wine tourism.

•Execute research from the customer point of view to the services suggested and provided by official entities of tourism in the region, then schedule an interview with them to check their approach to the subject and to be aware of plans related to the topic.

•It would be interesting to include the satellite Appellations of Saint Émilion and Pomerol, for it is highly possible tourist visit some of them.

•Deep research on how inclusive oenotourism politics could benefit the local production population (inhouse people who can not work in wine industry due to barriers) ¿

Limitations

This project was limited to wineries in AOP Saint Émilion and AOP Saint Émilion Grand Cru. It is highly recommended that future studies include food and beverage, transportation, cultural activities and museums, and other specialties stored located in the studied geographical area.

Economic inclusivity could be also included, nevertheless the present research recommends to break it into two sections: inclusion in price of services (cultural participation in wine activities should be affordable, as it is a significant part of local history), and income distribution (how much money stays in the appellation, how many locals own the businesses in it, how many people with impairments work in the area).

Special diet inclusion could be an interesting topic regarding wine tourism, for people with diet restrictions could be receiving less quality product than one who does not. Special attention to food and wine pairing: cheese, meat, and gluten restrictions.

Body inclusivity is currently a topic that is taking space in social media; it talks about how lots of services and infrastructures are not made to receive people with overweight. Sometime seats provided are too narrow, high or low to accommodate all people. This concept is still in the earliest states of conception. Further decisions can be made after this concept is more developed academically speaking.

Acknowledgments

Academical

This project has been developed within the Erasmus Mundus Master on Wine Tourism Innovation (WINTOUR), funded with support from the European Commission. Daniela María Zurita Véliz was holder of an Erasmus+ Scholarship assigned to WINTOUR programme. This publication, Analysis of the Situation of Inclusive Oenotourism Provided by Wineries of AOP Saint Émilion and AOP Saint Émilion Grand Cru, reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Personal

"I want to thank me for believing in me, I want to thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting. I wanna thank me for always being a giver and trying to give more than I receive. I wanna thank me for trying to do more right than wrong. I wanna thank me for being me at all times."

-Snoop Dogg

Though I did have days off, somehow, I managed. – DZV

Prepara tu área de trabajo, busca con metodología (como si quisieras encontrar) y espera siempre lo mejor (pero prepárate para el peor caso). Si tienes dudas, usa la pimienta.

Aplica, ¿qué es lo peor que puede pasar, que te elijan?

Bibliography

Agovino, M., Casaccia, M., Garofalo, A., & Marchesano, K. (n.d.). Tourism and disability in Italy. Limits and opportunities.

Bordeaux Tourisme & Congrès. (n.d.). *Bordeaux Tourisme*. Retrieved 04 25, 2023, from https://www.bordeaux-tourism.co.uk/must-sees-around-bordeaux/saint-emilions-village-world-heritage-site

Château Gaubert. (n.d.). Retrieved May 2023, from https://www.chateaugaubert.com/histoire-et-patrimoine

Equalitas Vitae. (2019). *Informe de Enoturismo Accesible.* Valdemar Family, Oyón, País Basco, España. Retrieved May 2023

Gillovic, B., & McIntosh, A. (2020, November 21). Accessibility and Inclusive Tourism Development: Current State and Future Agenda. *Sustainability*. doi:doi:10.3390/su12229722

Google Maps. (2023, May). Retrieved from https://goo.gl/maps/DMuSTRavBEzHH6CE6

INSEE. (2019). *Dossuer Complet: Commune de Bordeaux (33063)*. (INSEE) Retrieved April 2023, from POP T0 - Population par grandes tranches d'âges: https://www.insee.fr/fr/statistiques/2011101?geo=COM-33063

Lavau, K. (2023). Guided tour of the château. Saint Émilion, Bordeaux wine region.

Longuesserre, L. (2023, April). Responsible for Oenotourism and Communication. *Guided wine tour from Château Balestard La Tonnelle*. Saint Émilion Village, Bordeaux Wine Region, France.

Mouchague, M. (2023, May). Wine tour of Château Yon Figeac. *Tour around the winery: history, winemaking approach, tasting.* Saint Émilion Village, Girone, France.

République Française. (n.d.). *Welcome to France*. Retrieved April 2023, from Nouvelle Aquitane: https://www.welcometofrance.com/en/region/nouvelle-aquitaine

Riordan, C. M. (2014, June). *Harvard Business Review*. Retrieved May 2023, from Diversity Is Useless Without Inclusivity: https://ncwwi.org/files/Org_Environment/Diversity_Is_Useless_Without_Inclusivity_-_HBR.pdf

Saint Émilion Tourist Office. (2021). *Brouchure Saint-Émilion Pour Tous.* Saint-Émilion. Retrieved 2023

Sublett, A. (2023, April). Head of Oenotourism and Commerce, Château Rol Valentin. *Guided tour visit to the château*. Bordeaux Wine Region, France.

UNESCO. (n.d.). Retrieved May 2023, from The List, Juresdiction of Saint-Emilion: https://whc.unesco.org/en/list/932/

UNWTO. (2021, May). *Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices.* doi:https://doi.org/10.18111/9789284422777

Villa Lucia Hotel. (n.d.). *Villa Lucía Museo: Universal Accessibility*. Retrieved 2023, from https://museo.villa-lucia.com/en/home/

Wach, E. (2012). Measuring the 'Inclusivity' of Inclusive Business. *IDS Pracrice Paper 9*. Retrieved May 2023, from https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.2040-0225.2012.00009_2.x

Annexes

Annex 1: Guide to Guides 2023 Document

RUSTIC VINES WINE & BIKE TOURS

Suggested interactions:

Are you familiar with the word « Chateau »?

Directly translated, a « Chateau » is a castle, but here in Bordeaux, when we speak about a Château, we speak about a winery; it doesn't have to be an actual castle, but could just be a big house, where the actual producer lives and makes his wine (example of the garage wine).

Variety knowledge!

-What's the main grape grown in the world?
- CABERNET SAUVIGNON

-What's the main grape in the movie « Side Ways »? MERLOT
-What's the other well-known Cabernet?
- CABERNET FRANC

-How's your French? How do you say « a small glass of water in French? ... (Guesses...)
- « Petit Verre d'eau » which correspond to the grape PETIT VERDOT

- What's the main grape grown in Argentina?
- MALBEC

-What grape is one of the most planted in Chile?
- CARMÉNÈRE.

Introduction: Get to know them and integrate the group.

1) Get to know your new friends!

Names?.. Where are you from?.. First time in France?.. First time in Bordeaux?.. First wine tour?.. Celebrating something?.. Etc..

2) Explain the program

How long is the drive? Where are you going? Explain the main caractheristics of the Château, what you can expect to see at the village and a small description of the stop at a wine merchant.

Explain the basics: Make sure they get familiar with the terms the Châteaux will use

3) Make questions and promote interactions.

Your new friends need to know: what is a Châteaux, the difference between a variety and a type of wine, an appellation and, of course, the magic concept: *Terroir*.

You can explain these in this suggested order:

How many Chateaux do you think there are in Bordeaux?
(Guesses...)

There are more or less **6000 wineries** in Bordeaux for a production of around **900 million bottles produced every year**. It's an average number as we are very weather dependent which could affect the yield. Bordeaux is 110 800ha of vines (65 AOC) & it represents 30% of the whole production of France.



We produce mostly red wine: 85%, dry white wine: 12% & sweet white wine: 3% (mention Sauterne if anyone know?). 95% of our wines are *blends*, meaning that we "mix" different grape varieties together. Now, in Bordeaux, we are allowed to grow specific grape varieties, we mostly grow 3 reds and 3 whites.

01

Which grapes do we grow in Bordeaux?

From the one we grow the most to the least it goes: **Cabernet Sauvignon, Merlot** (these are the two main grapes), **Cabernet Franc** (comes as a third main grape grown especially in the right bank), Petit Verdot, Malbec & Carménère. Concerning white, we grow mostly **Sauvignon Blanc, Semillon, Muscadelle**, Sauvignon Gris, Colombard, Ugni Blanc. Nowadays, we can use other varieties **to up 10% of the blend:** Arinarnoa, Castets, Marselan and Touriga Nacional—and two whites —Alvarinho and Lilorila—to be planted in Bordeaux. Winemakers can use up to 10% of these varieties in a blend.

Why are grape varieties important?

For you to understand this, I need to explain our wine classification system: AOC

Appellation d'Origine Controlée (AOP) or Protected Designation of Origin, is a classification method to **certify the origin of specific products regarding of their location, production methods, materials and ancestral knowledge.** In France is it controlled by a government organization called Institut National de l'origine et de la Qualité (INAO). Note: This institute also controls other products such as cheese, rice, fruits...

In a wine point of view, we use this system to **know the main characteristics** of the wine we are about to buy; the easiest way to use it is thinking from general to specific: "Vin de France" could be lots of different styles, but if you get a bottle from a specific village, you know what you are getting.

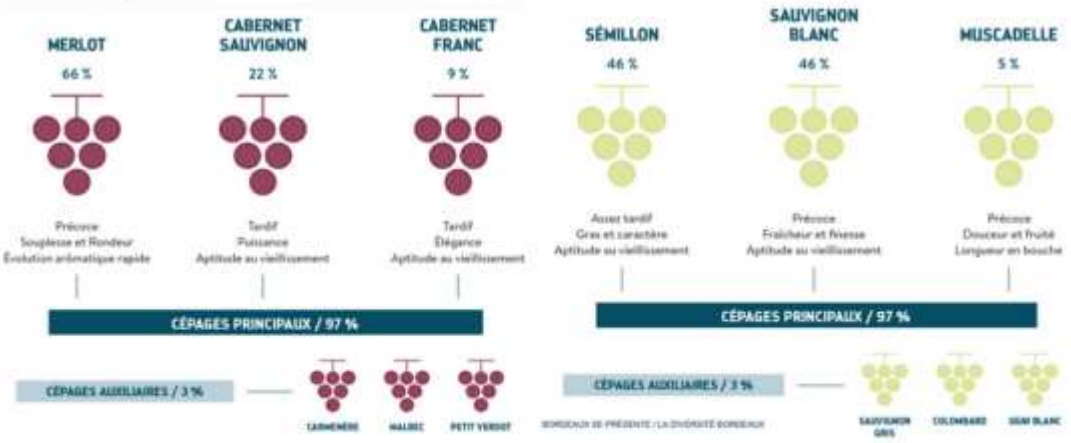
Regional Information

City of Bordeaux

- Number 6th biggest city in France
- 991 000 hab (gathering 28 cities)/ 260 958 000hab in Bordeaux 1810 ha of the city is UNESCO since 2007

A Little History

1152: Marriage of Eleanor of Aquitaine and Henry Plantagenet, king of England. This streng this marriage strengthen the trade between these regions.
Mid-15th century: reconquest of the region by the French.
17th century: peek of overseas trade.
19th century: Phylloxera destroyed most vineyards.
20th century: modernise of port facilities.



Red: Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Malbec, Carmenere
White: Sauvignon Blanc, Sémillon, Muscadelle, Ugni Blanc, Colombard, Sauvignon Gris, Merlot blanc

Saint Emilion AOC

- 1839 habitants
- UNESCO since 1999
- Average size of a vineyard: 6/7ha
- About 800 wineries.
- 1954 start of the ranking system.
- 85 wineries ranked:
- 71 Grand Cru Classé
- 12 Premier Grand Cru Classé B
- 2 Premier Grand Cru Classé A
- Merlot (80%) + Cab Franc (20%) most of the time.
- Have traditional *macarons*.

Médoc AOC

Médoc, in medio aquae: "au milieu de l'eau"

- 17 000ha of vines for about 1600 wineries.
- Average size of vineyards: 40ha
- 1855 start of the ranking, 61
- wineries ranked in 5 levels
- 5 1er Grand Cru Classé
- Cab Sav + Merlot most of the time
- 8 AOCs

What are these characteristics?
Alcohol, acidity, age, tannins, level of sweetness.

How can I know these characteristics by the AOC (Classification)?

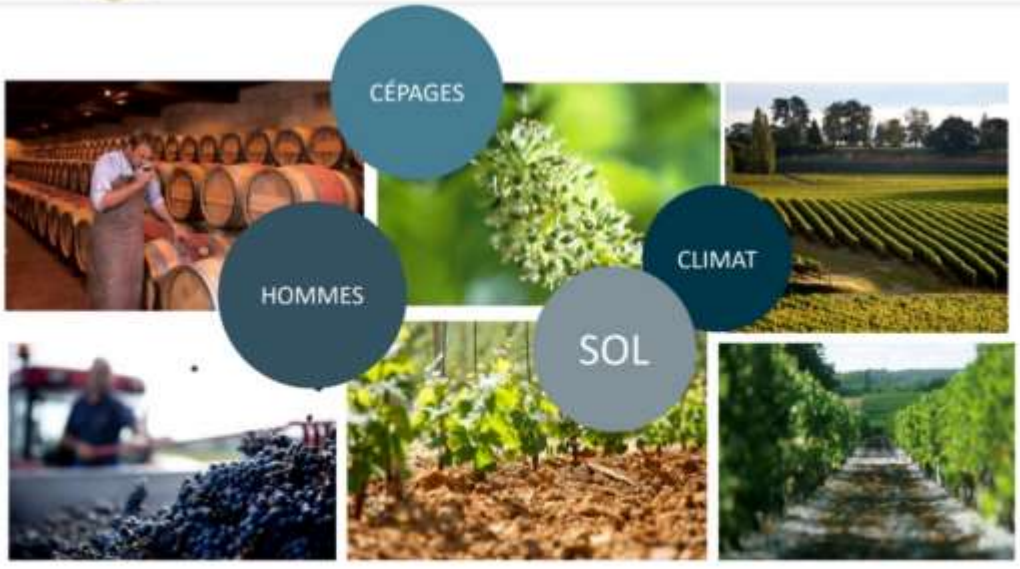
<<< Because AOCs are all about TERROIR >>>

Terroir is the place itself: **location** (soil, altitude, humidity), **climate** (sun, rain, wind), **culture** (all human made choices: winemaking, canopy systems, harvest time.

Why is terroir important in the world of wine?
Because according to it the winemakers have developed their whole wine culture; therefore, it directly influences the wine.

((Geographical Area ->Human Community) *Collective Knowledge) * Complex interactions over time = Unique production methods, unique wine

TIP: Always use the word "blend" in English. You can also teach your friends to use "Cuvée" to refer to wine that is not monovarietal.



03

Terroir + Bordeaux
How *Terroir* influences the wine?

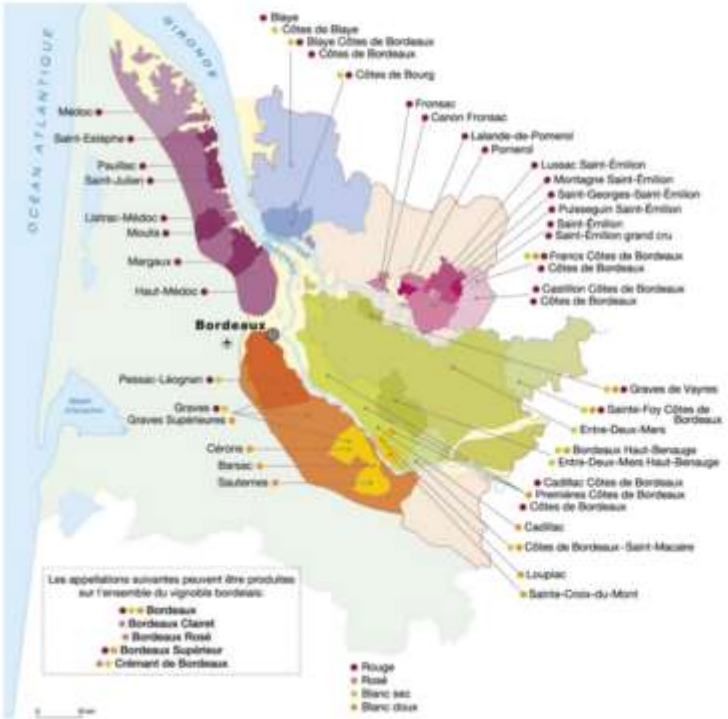
Singularities of Bordeaux's Vineyard

- Parallel 45: the best world location for winemaking.
- Sun/Rain per year: perfect conditions for vineyards.
- History background: long winemaking tradition (cultural knowledge)
- Classification system: 1855 is the most famous one.

Bordeaux Regions: soil, climate, culture

We can use the main rivers to find three regions quite easy in the map: **Left Bank, Right Bank and Entre-Deux-Mers** ("Between Two Seas" would be the literal translation). Each of them has its own terroir and microclimates, so we can have very specific wine from each of them.

Keep in mind: 1) Gironde estuary (where both rivers meet), 2) La Garonne (crosses the city of Bordeaux), 3) La Dordogne (flows through the east of France).



Pessac-Léognan AOC

- Since 9 septembre 1987
- 1650 ha of vines, 10 cities
- 10 million bottles per year, dry white 20% and red 80% production
- 1953 ranking system (16 wineries)
- 75 wineries all together

Graves AOC

- 1937 Is the oldest Bordeaux wine region
- 3500 ha of vines for 240 family wineries.
- 70% red, 30% dry + sweet white
- 20 million bottles produced
- 1953 ranking system (16 or 14 wineries)
- Cabernet Sauvignon mostly
- Gravely + sandy soil

Sauternes AOC (sweet wines)

- September 1936
- 1855 ranking system
- 1900 ha of vines, 5 communes
- 4,5 million bottles produced
- 178 wineries
- Semillon based
- Gravel and pebbles mostly
- Very humid climate

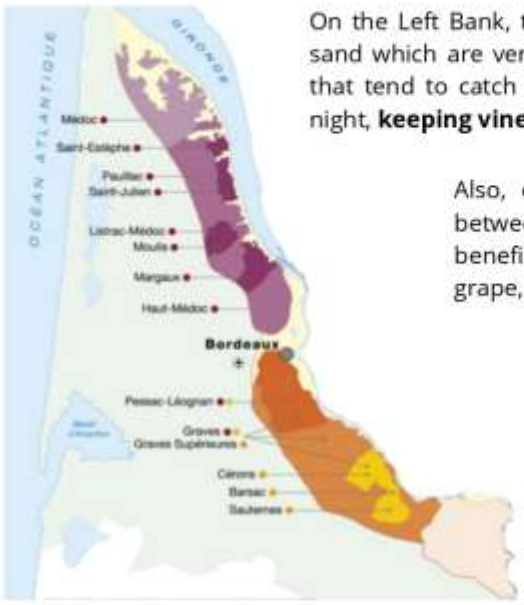
Entre-Deux-Mers AOC

- Appellation since 1937
- Biggest region of Bordeaux
- 1441 ha of vines
- Dry white wine production
- 17 million bottles of wine a year
- 240 producers
- Sauvignon Blanc based
- Sandy soil

Côtes de Bourg

- Appellation since 1936
- 3400 ha of vines, 15 municipalities
- 24 million bottles produced a year
- Red wine production 99%
- Merlot based

04



On the Left Bank, the « Terroir » is mainly made out of gravels + sand which are very dry & warm soils (gravels are polished rocks that tend to catch the heat during the day & reject it during the night, **keeping vines nicely warm + dry**).

Also, concerning the weather conditions, as it's in between the ocean and the main rivers, the vineyards benefit from a **nice aeration**, wind that dries out the grape, avoiding a lot of deceases due to the fungus.

Based on this, you have to know that all of those conditions, this « Terroir », is very much **adapted to the CABERNET SAUVIGNON grape.** So if you buy a bottle from the left bank, you buy predominantly inside the bottle, more Cabernet Sauvignon than any of the other grapes. As a second blended grape variety comes MERLOT.

On the Right Bank, the « Terroir » is mainly made out of limestone + clay, which are **soils that are very mineral and humid** (limestone is a fresh stone, providing minerals, when the clay acts like a sponge, absorbing the water & retaining it).

Moreover, **the climate is pretty humid** too, as it's located a little more inland and it's very hilly there.



Based on this, you must know that all of those conditions, this « Terroir », is very much **adapted to the MERLOT grape**. So if you buy a bottle from the right bank, you buy predominantly inside the bottle more Merlot than any of the other grapes. **As a second blended grapes comes the CABERNET FRANC.** The Merlot type of wines will be much smoother, fruit forward, **easy drinking** and bold.

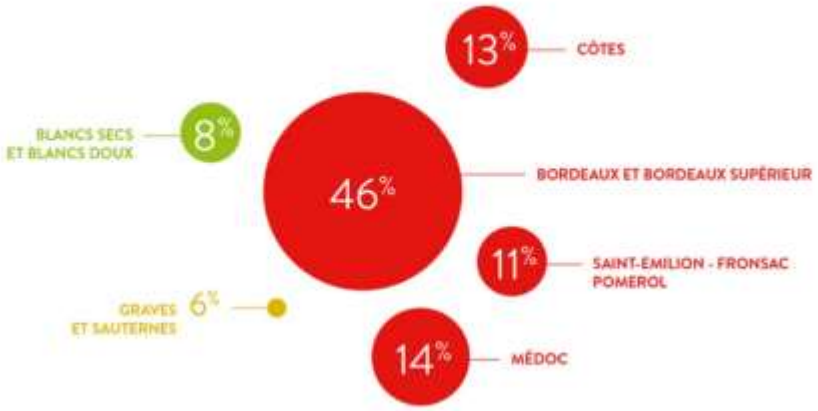


About the Entre-Deux-Mers (or Between Two Seas), we can say that it's the largest region of Bordeaux. Therefore, it's a little different from the two other regions. The « Terroir » there is made out of sand and clay which in this area, is very adapted to **dry SAUVIGNON BLANC.**

In fact, you have to know that buying a bottle on which it's written **Entre-Deux Mers has to be a dry white wine.** And this is what you must keep in mind: If you find a red wine bottle with Entre-Deux-Mers written on the label, it's fake, it doesn't exist.

Attention! Do not confuse Entre-Deux-Mers **REGION** and Entre-Deux-Mers **AOC.**

Caracteristic / Sub-Region	Left Bank	Right Bank	Entre-Deux-Mers
Soil	Pebbles, gravel, sand: good water filtration, retains warn of the day	Clay, limestone, sand: minerality, good water retention.	Compact sand, silt, clay. Mayority of grapes are white.
Grape Varieties	**Cabernet Sauvignon,** Cabernet Franc, Merlot.	**Merlot**, Cabernet Franc, Malbec	**Sauvignon Blanc**, Sémillon, Muscadelle
Most Famous AOCs	**Médoc**, Margaux, Paulliac, Pessac-Léognan, Graves	**St. Emilion,** Pomerol, Fronsac, Côtes de Bourg/Blaye	Entre-Deux-Mers



06

(3 water systems, 3 main areas, 3 main soil types, 3 main red grapes, 3 main white grapes).

Bordeaux 3s

Do you know why we call it MONK and NAPOLEON Tour?

"Monk Tour" is a reference to Aemilianus, a monk who lived in the 8th century.

"Napoleon Tour" is in reference to the Bonapartist Classification of 1855.

Did you know?

- 1kg of berries = one bottle
- Sauterne produces 1 glass of wine per vines
- The biggest bottle of wine ever produced contained 2000L (3.8m)
- When you open a bottle of Champagne, the cork can reach 40km/h
- 21 Bordeaux Wine bottles are sold a second in the world
- Lidl sells 8% of Bordeaux Wine
- Staline used to drink 100 bottles of wine a month (2.5L a day)

In theory we could also produce only Bordeaux and Bordeaux Superior, but if you already have excellent land in St. Emilion you should get the most of it.

So, now your friends know:

1) Regions 2) Varieties and Types 3) TERROIR

➔ They might have questions about how wine classification works. Let's have a look at that information.

Cru Classifications of Bordeaux

Depending on which part of Bordeaux, we have different ranking system.

•Crus Artisans: small artisan producers of the Médoc
•Crus Bourgeois: for Médoc based on quality assessment of regional character
•Crus Classés de Graves: A classification of producers in Graves from 1953 (amended in 1959)
•Crus Classés de Saint-Émilion A classification of top quality producers in SaintÉmilion that is revisited every 10 years.
•Grands Crus Classés of 1855: A 5-tier classification of producers in Médoc and Graves (and sweet wines from Sauternes and Barsac) from 1855. One producer moved up a tier in 1973.

So... What is a « Grand Cru Classé »?...

Let's focus on Saint-Emilion: Let's say we've all purchased a winery together in the **Saint-Emilion AOC.** Then, we produce wine **following the Saint-Emilion AOC regulation and so we are allowed to claim the name of Saint-Emilion on our bottle.** Therefore, in this small area of Bordeaux, there are more than 800 wineries... So we would like **to stand out** and make a better quality wine with more **specific caractheristics**. To do so, we must follow more restricted rules that would make our wine better quality (such as a longer **aging in barrels**, a more **limited yield** of production in order to only select the caviar of the berries etc.).

And as we follow those regulations, we will **upgrade to the Saint-Emilion Grand Cru AOC**. In this level, there are around 85 wineries out of 800. But Saint Emilion Grand Cru AOC is not strictly part of the ranking system yet. We basically produce a higher quality wine than a « generic » Saint-Emilion AOC. So again, the idea for us is to produce a better quality wine and so be part of this ranking system.

➔ It is very common that peole do not know how to choose a wine, especially when you have pages full of option. Try to give your friends a notion of how to do this. They will appreciate this.

How do I choose my wine in a Bordeaux restaurant?

Now you know that Left Bank produces predominantly Cabernet Sauvignon based wine and Right Bank predominantly Merlot based wine. You also know that Bordeaux is divided into 65 different areas with all different names.

Well, based on this, you should know that this is the way most restaurants will split their wine list: **one page will be dedicated for Left Bank** wines that the restaurant has for sell, with the different subdivided AOCs form the region; the **other page will be dedicated for the Right Bank** wines with the different subdivided AOCs the restaurant as on his menu to offer. Finally, **another page will be dedicated to dry and sweet white wine.**

Then what you want to look for is **the vintage (the year)**. In Bordeaux, from 1990, every 5 year is a good year (1990, 1995, 2000, 2005 - exceptional, 2010, 2015). Then comes 2009, 2016 - exceptional, and more recently, 2018 has been a good vintage.

Then to finish with, another wine tip, wineries will 99% of the time produce minimum **2 kinds of wine**: what we call the **first label = premium quality wine; and the second label = second quality.** Well there is a way to make the difference: on the first label, you will always see written the denomination « Château » on the label. **When on the second label wine, they are not allowed to right the word « Château ».**

They then have to find a name that has a **link to the history** of the estate, or a link the landscape or a pun etc etc. Example: the first premium wine from Château Bernateau is called « Château Bernateau » as simple as that. Then, their second label is called « Le Tertre de Lyse » as in their property, they have a slope and « tertre » in ancient French means « the hill », then « Lyse » is a small river running down the slope = « Tertre de Lyse ».

Saint Emilion Classification System

Their ranking system in Saint-Emilion started in 1955 and gathers nowadays 85 wineries in two levels: Saint-Emilion Grand Cru Classé & Saint-Emilion Premier Grand Cru Classé.

How does it work?

Unlike the Bordeaux Wine Official Classification of 1855 covering wines from the Médoc and Graves regions, the Saint-Émilion list is updated every 10 years or so (last one was 2022, the seventh since 1955).



Get to know our tour options



Full Day (FD) Monk
10h30 Depart de Bdx
11h30/12h30 château 1
12h30/13h30 Picnic
14h/15h château 2
15h30 village + degustation
16h30 départ bordeaux
17h30 Drop off

Half Day (HD) Monk
8h30 depart
9h15 village
9h45 tasting village
11h15 château 1
12h15 départ bdx
13h drop off

Ebike 1
9h Départ Bdx
10h village départ vélo
11h/12h château 1
12h/13h picnic lunch
14h30/15h30 château 2
16h village + degustation
17h30 départ Bdx
18h15 Bdx

Ebike 2
10h départ de Bdx
11h village départ velo
12h château 1
13h/14h Picnic
15h/16h château 2
16h30/17h30
village+degustation
18h30 Drop off Bdx

HD Nap
13h45 depart
14h30/15h30 Château 1
16h/17h Château 2
17h45 drop off Bordeaux

Use these perfect bike rutes



From Rustic Vines Tours to Château Ferrand Pomerol via D122.
30 min (9.4 km)

From Rustic Vines Tours to Château Milens via D245.
13 min (4.9 km)





From Château Montlabert to Château Bernateau, Saint-Étienne-de-Lisse via À Yon.
33 min (9.7 km)

09

From Clos du Clocher - Jean Baptiste Audy to Alexandra & Nicolas Robin via D244.
39 min (12 km)



From Alexandra & Nicolas Robin to Rustic Vines Tours via D243.
22 min (6.6 km)



From Rustic Vines Tours to Clos du Clocher - Jean Baptiste Audy via D122 and Grand Pontet.
25 min (8.3 km)



From Rustic Vines Tours to Château Bonalgue - Pomerol via D122 and Grand Pontet.
29 min (9.6 km)



From Alexandra & Nicolas Robin, Saint-Étienne-de-Lisse to Château Bernateau via Saint-Thibaud.
16 min (4.0 km)



From Rustic Vines Tours to CHÂTEAU ARBO via D243.
31 min (7.9 km)



10

From Rustic Vines Tours to Château Moncets & Château de Chambrun via D122 and Grand Pontet.
21 min (6.9 km





From Château Moncets & Château de Chambrun to Château Bonalgue - Pomerol via Les Chaumes.
28 min (8.7 km)

From Château Milens to Château Bernateau via D243E2.
28 min (7.3 km)





From Château Montlabert to Château Bernateau via À Yon.
33 min (9.7 km)

From Château Bonalgue - Pomerol to Château Coutet via Chem. de la Cabanne.
33 min (9.4 km





From Rustic Vines Tours to Château Ambe Tour Pourret via D122.
22 min (6.9 km)

From Montlabert to Clos du Clocher - Jean Baptiste Audy via Fortin and La Dominique.
17 min (5.1 km)



From Château Chauvin to Château Ferrand Pomerol via Chem. de Chantecaille.
24 min (7.4 km)



The most relevant Châteaux

Garden Vineyard Winery Number of Tastings

Margaux



Château Siran

Historic wine state. They did not take the chance to be in the 1855 "Bonapartist Classification"
Interesting artistic approach to their yearly labels.
Museum Duration of visit: 1h15

Justine +33 665211858 or +33 557883404

Château Prieuré-Lichine



History is a mix of different eras and styles. From the Roman origins of the property to its rebirth under the Ballande group, 500 years of historic figures and events at this estate have combined to forge its special spirit.

0557883628

12

Garden Vineyard Winery Number of Tastings

St Emilion Grand Cru



Château Bernateau

Family run state - organic wines, have a non sulfites wine
Duration of visit: 1h15

Juliette +33 762394166

Château Rol Valentin



Family run state
7.3Ha divided in two: Saint-Étienne-de-Lisse and St. Émilion

Aurélie/Marious +33 635499338



Château Fleur de Lisse

Organic and biodynamic farming practices
Best of Wine Tourism, by GWC. 2023 Global Winner (People's Choice Awards) in Sustainable Wine Toruism.
Works as "plan B", they have a winebar; you can have last minute wine tastings.

Isabelle/Nina +33 533030930 or +33 611435680

Château Yon Figeac



Built in 1886, the château is a classic example of the region's architectural style: a limestone house flanked by 24 hectares of vines.
Duration of visit: 1h

Maxime - maxime.mouchague@vignobles-alainchateau.com - 0772777095

13

Garden Vineyard Winery Number of Tastings



Château Balestard la Tonnelle

15th Century watchtower, 21st century cellar
Has a unique label in the world as it is inscribed with a poem by François Villon. This text appears on the label since the 19th century

Lea +33 647649277 or +33 557746206

Pomerol

Château Bonalgue



Family run Château
9,41Ha of vineyard

Duration of visit: 1h

Eveli - erodrigues@jbaudy.fr - 07 57 40 59 39



Château Ferrand

First property of the Gaspatoux Family, from around 1902.
12 Ha around the winery.
Duration of visit: 1h15

Bérangère - contact@chateau-ferrand.com - 07 86 03 88 75

Château Moncet et Chambrun



(Lalande de Pomerol)
Since 1175, become organic in 2018. They have a small forest of two hectares with a pond; it has beehives, bird and bat houses.
An educational farm is being developed.

Clémence - contact@chambrun.fr - 05 57 51 19 33 ou 07 87 96 14 34

14

Garden Vineyard Winery Number of Tastings

Montagne Saint Émilion



Château Arbo

Family run state, brand in recent development
6,5 Ha, 12 different parcels
Duration of visit: 1h

Astrid - astrid@chateau-arbo.com - 07 83 29 91 66

Château Saint-Georges



History tracks back to IV century
44 Ha of vineyard, 280K bottles

Duration of visit: 1h

contact@chateau-saint-georges.com - 05 57 74 62 11

Castillon Côte de Bordeaux



Château l'Aiguilhe

Historic Château from XIII century
90 Ha of vineyard, 140 including infrastructure. They have their own clones of vineyard. Friendly advise: when you are close, follow the chateau's signals insted of Google Maps directions.

Emilie +33 557406356 / Visitor's reception: 05 57406356

15

Annex 2: Internet research tables

AOP St. Émilion Grand Cru

	Winery	Classification	Web page URL	Tourism/ Visits	Accessibility	Inclusive
1	*Château* La Mondotte	Premier Grand Cru Classé	http://www.neipperg.com/en/discover/la-mondotte.html	-	-	-
2	*Château* Bélair-Monange	Premier Grand Cru Classé	https://www.belairmonange.com/en	-	-	-
3	*Château* Côte de Baleau	Grand Cru Classé	http://www.cotedebaleau.com/	-	-	-
4	*Château* la Serre	Grand Cru Classé	http://www.chateaulaserre.com/	-	-	-
5	*Château* Grand Mayne	Grand Cru Classé	https://grand-mayne.com/en/	-	-	-
6	Couvent des Jacobins	Grand Cru Classé	https://www.couvent-jacobins-saint-emilion.com/en/our-history	Visits, reception, tasting, picnic.	Tuk tuk visit to the vineyard	-
7	*Château* Soutard	Grand Cru Classé	http://www.chateau-soutard.com/en/wine-tourism.aspx	Tourism, Accommodation, picnic, receptions and seminars	Not mentioned	Sensory workshop, have bike rental for adults and kids
8	*Château* Fonplégade	Grand Cru Classé	https://www.fonplegade.eu/Home	-	-	-
9	Clos Badon Thunevin	Grand Cru Classé	https://clos-badon-thunevin.com/en/	Accommodation, tasting	Not mentioned	Hotel is kids and pets friendly
10	*Château* Fombrauge	Grand Cru Classé	https://www.chateau-fombrauge.fr/visites-ateliers	Accommodation, visits, tasting, picnic	Not mentioned	Children participate in the workshops for free, not allowed to taste the wines
11	*Château* Fleur Cardinale	Grand Cru Classé	https://fleurcardinale.com/en/tours/book_your_visit/	Visits, tasting, receptions, private meals.	Full accessibility	Sensory visit, Groups with children can choose a tour with activities. Inclusive politics: auditive, mental, motor and visual

12	*Château* Larmande	Grand Cru Classé	https://chateau-larmande.fr/	Visits, tasting, receptions, seminars	Not mentioned	-
13	Clos Saint-Julien	Grand Cru Classé	http://vignoblesjjnouvel.fr/?p=clos-saint-julien#	-	-	-
14	*Château* Canon	Premier Grand Cru Classé	https://www.chateaucanon.com/en	They mentioned the word "visitors" once, but visits are not part of their announced services.	-	-
15	*Château* Corbin Michotte	Grand Cru Classé	https://www.chateau-corbin.com/?lang=en	Visits	Mentioned "visits to everybody" but nothing about accessibility	-
16	*Château* Pavie	Premier Grand Cru Classé A	https://www.vignoblesperse.com/fr/chateau-pavie/accueil	Visits	Not mentioned	-
17	*Château* Dassault	Grand Cru Classé	https://www.dassaultwineestates.com/en/	-	-	-
18	*château* larcis ducasse	Premier Grand Cru Classé	https://www.larcis-ducasse.com/	-	-	-
19	*Château* Le Prieuré	Grand Cru Classé	https://www.chateauleprieure.fr/en/	-	-	-
20	*Château* Tour Baladoz	Grand Cru Classé	https://www.de-mour.com/en/	Visit, tasting	Not mentioned	-

	Winery	Webpage URL	Tourism/ Visits	Accessibility	Inclusive
1	*Château* Bellecombe	No webpage	-	-	-
2	*Château* Bois Grouley	No webpage	-	-	-
3	*Château* Burlis	http://www.chateauburlis.fr/	-	-	-
4	*Château* Cap de Merle	http://capdemerle.com/CdeM/Cap_de_Merle.html	-	-	-
5	*Château* Carteau Matras Cuvée Prestige	No webpage	-	-	-
6	*Château* d'Arthus	No webpage	-	-	-
7	*Château* Dimacy	No webpage	-	-	-
8	*Château* du Beau Vallon	No webpage	-	-	-
9	*Château* du Parc	No webpage	-	-	-
10	*Château* Faleyrens	No webpage	-	-	-
11	*Château* Fleur Lescure	No webpage	-	-	-
12	*Château* Franc Cros	No webpage	-	-	-
13	*Château* Franc le Maine Sans Soufre	No webpage	-	-	-
14	*Château* Gaillard de la Gorce	No webpage	-	-	-
15	*Château* Gombaud	No webpage	-	-	-
16	*Château* Grand Bert	No webpage	-	-	-
17	*Château* Grand Bert	http://www.grandbert.com/chateau-grand-bert-grand-cru/	-	-	-
18	*Château* Grand Fortin	https://www.guy-janoueix.com/page14.html	-	-	-

19	*Château* Graves du Bert	No webpage	-	-	-
20	*Château* Gueyrot l'Orangerie	No webpage	-	-	-
21	*Château* Guillemot	https://chateauguillemot.com/	-	-	-
22	*Château* Haut Carteau	No webpage	-	-	-
23	*Château* Haut-Rabion	https://www.trouvetonvigneron.com/les-vins/chateau-haut-rabion/	-	-	-
24	*Château* Hautes Graves du Rouy	http://www.vignobles-bouladou.fr/nos-vins/	-	-	-
25	*Château* Hyon la Fleur	No webpage	-	-	-
26	*Château* Jacques Noir	http://www.ducourt.com/wines_and_brands/chateau-jacques-noir/	-	-	-
27	*Château* Jean Blanc	No webpage	-	-	-
28	*Château* la Caze Bellevue	https://www.vignoblesphilippefaure.com/ch-teau-la-caze-bellevue	-	-	-
29	*Château* la Croix Fourche Mallard	https://www.laurent-mallard.com/	-	-	-
30	*Château* la Fleur Chantecaille	No webpage	-	-	-
31	*Château* la Plume Blanche	https://www.chateaulaplumeblanche.fr/le-vignoble/histoire/	-	-	-
32	*Château* la Pointe Bouquey	No webpage	-	-	-
33	*Château* la Rose d'Arthus	No webpage	-	-	-
34	*Château* la Rose Monturon	https://chateau-larosemonturon.fr/oenotourisme	Visits, hike through the vineyard, food pairing in the cellar, cinema experience	Not Mentioned	-

			(barrel tasting and wine blending)		
35	*Château* la Sablière	https://chateau-la-sabliere.com/	-	-	-
36	*Château* Lavalette	No webpage	-	-	-
37	*Château* les Fougères	No webpage	-	-	-
38	*Château* les Primevères	No webpage	-	-	-
39	*Château* les Quatre Lieux	No webpage	-	-	-
40	*Château* Marsolan	No webpage	-	-	-
41	*Château* Marsolan	No webpage	-	-	-
42	*Château* Moulin du Jura	https://www.moulindujura.fr/	-	-	-
43	Chateau Nardon	No webpage	-	-	-
44	*Château* Petit Clos Figeac	No webpage	-	-	-
45	*Château* Peyroutas	No webpage	-	-	-
46	*Château* Prince Ferrandat	No webpage	-	-	-
47	*Château* Queyron Patarabet	No webpage	-	-	-
48	*Château* Rocher Figeac	No webpage	-	-	-
49	*Château* Saint Jean	No webpage	-	-	-
50	*Château* Sicard	No webpage	-	-	-
51	*Château* Vachon	No webpage	-	-	-
52	*Château* Vieux Peyrouyquet	No webpage	-	-	-
53	Clos Antico	No webpage	-	-	-
54	Clos Chante l'Alouette	No webpage	-	-	-
55	Clos le Brégnet	No webpage	-	-	-

56	Domaine de l'Ancien Manège	No webpage	-	-	-
57	Jean Rémi	No webpage	-	-	-
58	La Petite Folie	No webpage	-	-	-
59	Le Tertre de Sarpe	No webpage	-	-	-
60	Les Vieux Maurins	https://www.vignobles-magnaudeix.com/boutique/le-tertre-de-sarpe-saint-em	-	-	-
61	Pavillon du Haut Rocher	https://www.haut-rocher.com/les-vins/pavillon-du-haut-rocher.html	-	-	-
62	Plume des Confidences	No webpage	-	-	-
63	Royal Cuvée Prestige	No webpage	-	-	-
64	Saint-Emilion entre Amis	No webpage	-	-	-
65	Vieux *Château* Flouquet	https://www.vignoblesgarzaro.com/PBCPPlayer.asp?ID=2275704	Visit, tasting by their umbrella company: Vignobles Garzaro	-	-
66	XX de Corbin	No webpage	-	-	-

Annex 3: Questions for Semi-Structure Interview

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

SEMI STRUCTURE-INTERVIEW ABOUT INCLUSIVE OENOTOURISM IN AOP ST. ÉMILION AND AOP ST. ÉMILION GRAND CRU

Objectives

General: Analysis and evaluation of the situation of inclusive oenotourism in the wineries of AOP St. Émilion and AOP St. Émilion Grand Cru

Specifics:

-Identify wineries tourism offer that could fall into the inclusive concept in the village.

Rq1: ¿How many providers have some level on inclusiveness?

-**Highlight the main variables** of this segment according to the suppliers.

Rq2: ¿What are the main variables for these providers?

-Classify findings according to relevance.

Rq3: ¿Are there providers that fall into inclusive oenotourism?

Concept of Inclusive Oenotourism (for this research)

Inclusive oenotourism is the one that, from its early state of conception, takes in account the necessities of integration of people with any physical impairment (mobility, vision, hearing, cognitive), adults travelling with children and strollers, seniors or anyone with partial disability, to enjoy the immersion in cultural and historical approach of wine while participating in winery, cellar, wine shops, or tour agencies programs related to wine world. This integration must ensure the independence of all users through the facilities, non-discrimination and capacity of sharing of all individuals; both in the consumer and producer sectors.

This concept may slightly variate in the final document.

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

Questions that will be asked during the interview.

1. Did you know what inclusive oenotourism was before the first approach for this interview?

    1.a YES. Have you personally seen any examples of it? ACADEMY / PROFESSIONAL / AS CONSUMER

    1.b NO. Now that you are aware of the concept, what was the most important fact that you can highlight about it?

Business Environment

2. Do you consider that your winery has products/experiences that fall into the inclusive concept?

3. Being wine an exceptional part of French culture, how does your winery assure the participation of all people in your wine experiences?

4. Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)?

    4.a YES. What is your apport to this?

    4.b NO. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

Market Segment

5. Do you perceive inclusive oenotourism as "market segment" or as "a part of every market segment"?

Future of Inclusivity

6. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

The interview will be recorded for academic purposes.

STUDENT: Daniela María Zurita Véliz

WINERY PRESENTATIVE:
CHARGE:

Date: _____

Annex 4: Signed Documents for the Interview

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

Questions that will be asked during the interview.

1. Did you know what inclusive oenotourism was before the first approach for this interview?

1.a YES. Have you personally seen any examples of it? ACADEMY / PROFESSIONAL / AS CONSUMER

1.b NO. Now that you are aware of the concept, what was the most important fact that you can highlight about it?

Business Environment

2. Do you consider that your winery has products/experiences that fall into the inclusive concept?

3. Being wine an exceptional part of French culture, how does your winery assure the participation of all people in your wine experiences?

4. Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)?

4.a YES. What is your apport to this?

4.b NO. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

Market Segment

5. Do you perceive inclusive oenotourism as "market segment" or as "a part of every market segment"?

Future of Inclusivity

6. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

The interview will be recorded for academic purposes.

STUDENT: Daniela María Zurita Véliz

Date: Tuesday, 16th May

WINERY PRESENTATIVE:
CHARGE:

Juliette GRANET

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

Questions that will be asked during the interview.

1. Did you know what inclusive oenotourism was before the first approach for this interview?

1.a YES. Have you personally seen any examples of it? ACADEMY / PROFESSIONAL / AS CONSUMER

1.b NO. Now that you are aware of the concept, what was the most important fact that you can highlight about it?

Business Environment

2. Do you consider that your winery has products/experiences that fall into the inclusive concept?

3. Being wine an exceptional part of French culture, how does your winery assure the participation of all people in your wine experiences?

4. Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)?

4.a YES. What is your apport to this?

4.b NO. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

Market Segment

5. Do you perceive inclusive oenotourism as "market segment" or as "a part of every market segment"?

Future of Inclusivity

6. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

The interview will be recorded for academic purposes.

STUDENT: Daniela María Zurita Véliz

Date: 17th May 2023

WINERY PRESENTATIVE:
CHARGE:

Karine LAVAU

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

Questions that will be asked during the interview.

1. Did you know what inclusive oenotourism was before the first approach for this interview?

   1.a YES. Have you personally seen any examples of it? ACADEMY / PROFESSIONAL / AS CONSUMER

   1.b NO. Now that you are aware of the concept, what was the most important fact that you can highlight about it?

Business Environment

2. Do you consider that your winery has products/experiences that fall into the inclusive concept?

3. Being wine an exceptional part of French culture, how does your winery assure the participation of all people in your wine experiences?

4. Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)?

   4.a YES. What is your apport to this?

   4.b NO. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

Market Segment

5. Do you perceive inclusive oenotourism as "market segment" or as "a part of every market segment"?

Future of Inclusivity

6. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

The interview will be recorded for academic purposes.

STUDENT: Daniela María Zurita Véliz

Date: 17th of May, 2023

WINERY PRESENTATIVE:
CHARGE:

Léa Longueserre

Bordeaux, May 2023
WINTOUR Master Thesis
Student: Daniela María Zurita Véliz

Questions that will be asked during the interview.

1. Did you know what inclusive oenotourism was before the first approach for this interview?

   1.a YES. Have you personally seen any examples of it? ACADEMY / PROFESSIONAL / AS CONSUMER Château Pas de l'âne

   1.b NO. Now that you are aware of the concept, what was the most important fact that you can highlight about it?

Business Environment

2. Do you consider that your winery has products/experiences that fall into the inclusive concept?

3. Being wine an exceptional part of French culture, how does your winery assure the participation of all people in your wine experiences?

4. Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)? Château Cornet Figeac CORMEIL

   4.a YES. What is your apport to this?

   4.b NO. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

Market Segment

5. Do you perceive inclusive oenotourism as "market segment" or as "a part of every market segment"?

Future of Inclusivity

6. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

The interview will be recorded for academic purposes.

STUDENT: Daniela María Zurita Véliz

Date: Tuesday, 16th May

WINERY PRESENTATIVE:
CHARGE:

Maxime Mouchague
Wine Tourism

Annex 5: Interview Transcripts

Château Gaubert

DZV: So question first question, did you know what inclusive when tourism was before this first approach?

JG: No, I didn't know the word of inclusive and tourism, but I can imagine what it is.

DZV: OK. What was the most important fact that you can highlight about it now that you have read a little about it?

JG: Actually I, you know, I never thought about it, for me It's just the classical visit, the one that you know by now. Since my beginning of work; with the first visits I made only just a small tour and the tasting; after that I created the visit as you can see now. So, for me I see that it's very important for the people to see the real winemaker, the people, the man or the woman who makes the work, this stuff here <reference to the cellar surrounding the interview> and so I created a bigger visit of around an hour. After that I create another tour to make the blend with wine and people like that too. So, people likes to be immerse. “Immersively” I don't know the word to be into the work and world to be a wine maker or a wine grower and that I think it is. It Can be inclusive. It's like all the persons can be immerse into wine.

DZV: Nice answer! Let’s go to the second question related to business environment. Do you consider that your winery has products, experiences that fall into inclusive concept?

JG: I think all people, uh, can be in the immersive experience. Can know and can find a part of there in my wineries, in my winery because they saw about it, they taste in the wine experience. I explain how it's working and how you can feel. Specially in the tasting at the end also. So I think they can be. OK, in my winery and they can know and at the end they can learn about that, you know, is that the question? I also tried to simplify the tasting also. So, I sometimes you can smell few different fragrances and after that I said OK, you if you can feel (smell) what is inside, but if you don't feel doesn't matter; it’s ok if you like or you don't like that is I simplify the tasting for that and I think first it's only that the joy you have when you drink or the no joy you have when you drink; sometimes you want to share, you want to eat something with and I think they can do.

DZV: So, the sensory part is quite important. So, it could fall into it <inclusive> a little bit. Question #4 is there any plan of development in relation to inclusiveness related to your appellation?

JG: Yes, because it's us. They use us the appellation. Is us but they use all the wineries they can. You make different visits, it is different and for us they help us to promote us. So yes, with the Tourism Office now, the Tourism Office is integrating the operation. First it was separate, but now I think they work together and It's really it's new, really new, yeah from one month from one year. Less than a year, I think, or a year, nearly a year maybe.

DZV: Oh, OK yeah, yeah, I get it.

JG: And so yes, so they work together, so the tourism office can promote us. So it's now, I think it's all also the operation and they try also to teach something sometimes every Thursday or one Thursday by month, I think. We can have different things with people and meet together and learn something new.

DZV: OK, but this is for like from the Tourists Office to you or between wineries?

JG: It is to learn, it's about the wineries, so sometimes it's to work. Yes, so it can be about inclusive wineries, but it can be sometimes social media sometimes a lot of things. There are about 10 or 20 wineries that participate in the workshops. It's included in the price of when you, you work with the Tourism Office, so you can have that because you pay first in addition to the Tourism Office. And yeah, and I think for the for the tourists is good, yes, of course, because the Tourism office is trying to promote every *Château* they work with and try to promote also the new things so. Yeah, the different tours you can make in different *Châteaux*. And of course, *Château* of the day.

DZV: I heard the *Château* of the day, right. It's quite famous. Do you think the appellation would invest in the understanding? What could be the main barrier to the development of it?

JG: The appellation no, Tourist Office might be. Appellation don't think so.

DZV: So, market segment. Do you perceive inclusive oenotourism as a market segment or as a part of every market segment?

JG: So it's a difficult question. We have lots of animals in the winery, we receive a lot of dogs, so we can be known as the winery that receives lots of animals and I can you make them participate in, so yes. If you come with a dog, it's OK because the tourist part, the dogs can participate very easily in the tour, so it would be tried to integrate. In my winery, so yeah, if people ask me if I want came with a want to come with dog, I said OK because I have dogs and for me it's OK. Yeah, they can travel in the cellar. If they want to come with children, it's good also.

DZV: Nowadays, inclusive tourism is currently development, developing as a concept and is more established as an aspirational idea. What in your opinion would be the perfect scenario of execution of inclusive monitors in your business?

JG: I don't know. No, it's not an, uh, an easy question, you know. It's also difficult to me to project me the feature, so since I have this one (reference to the surrounding tasting room). When we decide to make this more at the end in 2021. And I didn't imagine how it can be and I only view the things when all was here, you know, and I say, OK, not too bad finally. But yeah, I want first to have. Another place to receive (people). You know when it's winter, sometimes during winter is not too good because here it's not very hot; It's less than 10 degrees. So first, yes, I I want to have a place to receive people with the light, with the good light. This view is not very good, but It is immerse into the world so, yeah, it is. It is immersive. It's immersive experience. So yeah, so I know that people like that. First I wanted to have the good place to receive with the good temperature and the good light.

DZV: OK.Thank you very much for your time.

JC: My pleasure. My pleasure.

Château Yon Figeac

DZV: So, Are you ready? Let's start! So, the very first question. Did you know that what inclusive oenotourism was before this first approach for this interview?

MM: Yeah, yeah, yeah. Yeah, I know about. Yes, I have experience like in special experiences like in another *château* which is just close to here, which is the Chateau Paddlin.v Do you know

them? They organized like a lot of activities. They organized like a blind wine. It is blind from the beginning to the end. You, you have like that mask, and you cannot see anything during like more than one hour. But it's much better, but it's like very interesting because then it's for everyone and then you can feel and you can have like this you can feel like the same thing as the other one. So, it was of interesting from the beginning. We went first to the to the store and just the sounds of the when we walk like “into the rock” like we can’t help that we can feel that sound; and then we went faster to the vineyard and we “see” like we touched the plants first. So, we touch a plant of…it was a merlot grape variety. And then and then like this is the guide give us like some aromas specific to the variety, so in the same time we can touch like the Merlot and then we can smell or you can have in your wine with that. So, it was very, very interesting and the same as in the vats room and same in the barrels room we can hear the sound, and at the end we will do like a blind tasting.

DZV: So yeah, it sounds very good. Sounds good, is like one in a million.

MM: It's. Yeah. It's also in something inclusive? And it's very close to like less than 300 meters. And it was very interesting. Yeah. So this is a part of inclusive. Do you think?

DZV: Yes, it's uh, yeah. It's a way to so. If a blind person goes there, it will have the same treatment that everybody else. So, now second question, related to business environment, do you consider that your winery has products or experiences that fall into inclusive concept?

MM: No, because we just offer one type of visit of three places. But for each place I think it will be complicated to receive a person with a wheelchair because as you have seen we like need, because we need to go from the reception, to the barrels room, to like uff, more than 100 meters and then I think it will be a little bit complicated with that… and the same as the toilet; I'm not sure like the toilet has space enough, there you need a special, very special place. Yeah, you need the bar, I think that you need a washroom inside also. For the physical like handicap, we do not have this type of facilities or accessibility and then for the tour it's like I do only like a traditional tour. Now, so I think I'm not producing like a very inclusive tour.

DZV: No, but it's it's OK. The first step is to know the inclusive concept. So, that way eventually the winery will evolve. You know, first is awareness, then the rest I’m sure you will do the best with the tools that you have. OK, nice. Thank you. So, question #3 being wine and exceptional part of French culture, how does your wine reassure the participation of all people in your wine experiences?

MM: So, we do a presentation of the operations, of general information about the appellation we give like a specific information about this. And then we visit the vats room where we explain the, operations and then we go to the barrel room to explain the aging and we finish by the tasting like in the tasting room. So, show like all these places we show the heart of the winery and then the people can feel like that, you know, that the vibes exactly. And then we, I tried for the tasting like to explain like it's not like I give the wine and the and then I only describe the wine. I try to do like a little like training like tasting class like how to how to taste wine like exactly.

DZV: Yeah, it's OK. It's a valid answer. Thank you very much. Yeah, it's good. Thank you very much. So, question #4, is there any plan of development in relation of inclusiveness related to your operation?(As producers or consumers)

MM: From the beginning, like I wanted to make an activity for the for the families, especially for the children. And I'm still thinking about that. And for example, it's like the window, we're just very. Not very far from here or neighbor, which is and it's like it's like 5 years ago. So I I didn't I I wasn't already here in and wasn't already in. I worked like in another a region I

participated to like a wine tour for for the children. And it was very, very interesting. Yeah, very interesting. And that tools like like every year brings a lot of a lot of children, a lot of a lot. It's like all year long. The the person starts the tour and to to tell, to ask to the children. Where is the, where is the wine and the children? The wine, I don't know. So they try to find like in the old winery where where with the with the wine. So it was. And then at the end. After we we went to like the vineyards and and she and she asked the children to take away. Like all of the all of the things they can take from from the vineyards. They can take off like leaves, a big berries or branches or everything that they can take. And then take it back to the to one place and with all of the things we try to to to make something like. Yeah, it was like a presentation. And then you, you, you, you take this, you take this and then we mix together and we try to make a plant like with the leaves with the branches, with the soil, with everything. And it was interesting. But anyway, so I thought it was really interesting. So yeah, in the future and yeah, I will try to to make something. For the children.

DZV: Mm-hmm. Interesting. Good answer. So, question #5 related to market segment. You perceive inclusive tourism as a market segment or as a part of every market segment.

MM: If it depends, for example for the two example, I say I saw it's like for the blind date, the blinded tour and also for the for the children tour. It's a tricky question. This is like a market segment but. But then it's like it's better if you can receive like all people, yeah. So it's like a, it's like both like special activities for children, special activities for not blinded people. But why not? Why not and but then like for all your tour it's better if you get all of the things to receive.

DZV: Nice, nice answer: both. OK. Question #6: Future of inclusivity. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business

MM: If I could have all the budget, 1st will have like a bigger toilet, a bigger gate for the wheelchair. Like all of these accessibilities for the for the person that will be the first thing we can we will do. So, remove the physical barriers. And then maybe I have to think about like as you said, like a special like as a market segment like a special like special Special Tour for the special people. Special market segment. But to be honest, we do not have. Like a lot of. But like only care person who came here at the winery here, we we do not have a lot of children. We do not have any, never had like a blended people to come here.So it's because maybe we we do not have this type of people to come here at the winery and that's why we do not we don't do that effort to to make something better to them. But if you if you do that effort, maybe you you will receive like this type of. Everything is information.

DZV: Thank you very much Maxime for your time, it's perfect.

MM: OK. No problem! It was a nice interview. I know a lot now.

Château Bernateau

DZV: OK. You want to start So, the question #1, did you know what inclusive one of tourists was before the the first approach for this interview?

KL: Not really, not not in that. Uh, not in those words, actually. When I say when you tell me the subject of your thesis last week or the week before. I didn't know really. What it was then

when I read more the question and the. Well, this is something I think I've. I've heard about, but not in those. Those words actually not really like this.

DZV: OK. Have you personally seen any examples of it? Maybe Academical professional or consumer.

KL: Not, not really. Not no, I don't think so.

DZV: OK. Question #2 related to business environment, do you consider that your winery has products or experiences that fall into the inclusive concept?

KL: Uh, well, not not really in. The part about uh. Because about physical impairment and handicap access, we don't really have have that. That that that is. Yeah, which is part of it as well. Part of it, yes. So yeah, not the other part with physical empowerment, but yeah, for the for the families we we have tried to develop some some activities for, for kids, for families with kids. So in that part.

DZV: Yeah, it's it. Yeah, it falls it it's. OK, three being wine, an exceptional part of French culture holds your winery, assures the participation of all people in your wine experience.

KL: I think that's a difficult question because all people it's it's difficult to to, to have to make sure that all people could participate. So I don't think. Yeah, that we we have, we have done that, but the the idea for us. So again I think where the physical impairment is not the the part we are we have developed most things. I think most of our facilities are accessible for at least people which have which are wheelchairs or difficult to walk, but we don't really have like for for developing for blind people or people that see don't don't see well, don't hear well, we we have not developed things like that. But for what we try to do is to really develop to, to have our tours and and activities. Accessible to all people, whatever, whatever knowledge, whatever interest they have in wine and also as I just mentioned before for families, we notice that families with kids, they are often a little bit. They're not really comfortable to to go and visit wineries, especially in the if the kids are quite young because they feel maybe it's difficult, maybe they will not be welcomed and this is something we've worked, we are, we are parents, we have kids which are now not that. o but that have been little in the past, of course, and this is something we wanted to, to make sure that, you know, families could also enjoy an experience and and in that way that the parents will feel comfortable. But the kids will also enjoy have activities they enjoy, they enjoy themselves. So it's not just. Keep them busy, but also that they will remember something and they will learn a little bit about the the vine or the wine experience. Wine for kids, it's not really good, but the at least the wine more, we focus more, maybe on the van going, but we think it's something important, either local people. We have local families from from France, from Bordeaux. Sometimes it's not that because people live in Bordeaux, they they know a lot of wine, but also families that come from different places. Yeah, they're coming to visit wine regions. So we think it's important that they learn more about this culture. This this one, this one.

DZV: Do you have any activities planned for when the kids are.

KL: Right. So we have either when, when, when families come for the the classical visit at the end of the visit, when the when the adults do the tasting, we always offer grape juice tasting for the kids. So we don't produce it ourselves, but we buy some organic grape juice because Organic, we think it's consistent to a friend with a wine maker and we also have. A where we have a. Little table here where they could do. We could propose offer either coloring or some game and for the oldest because coloring it's OK for young kids, but we also propose them a game were they have to recognize smell. You know, little capsule later so that like and we have a visit that we offer. Sometimes not, not every day, but sometimes, sometimes, which is really

especially for family with kids, so it's shorter than the actual normal tour. Walter, it's the the It's much simple, you know, the especially when kids are young. We, don't give really technical information. So the parents stay with the kids, but it's about half an hour explanation, half an hour for the tasting and the games and but this. Is really aimed for the kids and we try to ask them what they know about the the vines, the grapes and and it's mainly in the vines if it's possible. If the weather is nice and we did it, for example, during our open doors, we can. You know, in the end of April, the beginning of May, we had it twice, twice a day the three days of the open doors. And that's something that usually the the families appreciate because that's the way for the for the kids to understand a little bit more. And the adults also deserve a little break. For of course for parents, it's not as complete complete as the normal tour that we do. But if they want to ask more technical question, that's possible also during the that's the idea is to really interact with the kids and get them interested into the. to world of wine. Not just bother, looking at their phone.

DZV: Yeah, it it makes sense. It makes sense. Thank you for sharing. So next question, question #4, is there any plan of development in relation to inclusiveness related to your appellation as producers and as consumers?

KL: I don't think so, not to my knowledge. For the from the appellation, I don't think so. No, I I don't think so. I think it's more at the level of the, the the department or the the tourist office that we may have some there. There is no really plan for development, but if we have any any question or any like you know there is a label called. Notification called tourism and handicap French notification, so if it's something we want to. We want to get, we could get some help or some advice either from our tourist office or from the department. There is a German tourist which is the Organism to promote to promote tourism in in the Department of Geron, that they. They have people that could help us to, to find the information or to find out to get ready for this type of certification, or also to help us if to find if there are any funding that could be available to help but not really at the at the level of the appellation. I don't think that's something maybe I'm wrong, but I don't think this is something that is developed, no? I don’t think that is something they promote.

DZV: OK. Thank you. OK. Uh, do you think the appellation would invest in the understanding? What could the main barrier be to the development of it? Do you think that they would do something about it?

KL: I'm not sure this is this is something because the The thing is the appellation. You know in in the in the wineries there that exist in Saint Emilion not all the wineries do wine tourism. Some don't open at all Some will do a little bit, but not they're not open every day, they don't they they just do. The occasional yes People call and and. Sure, they will organize, they will. They will show them the the, the, the facilities, but they don't. I'm not sure the wine tourism is a is a priority of the of the appellation they they do things for the for the the wine tourism like the the open doors that's organized by the appellation, not the tourist office but the The thing is because it's only. Limited limited proportion of the the wineries which are into wine tourism. Maybe that's why they don't. They don't do development of something like that. That's my opinion. I'm not sure that's the explanation.

DZV: Interesting answer, thank you for sharing. Question #5 related to market segment, do you perceive inclusive monitors as market segment or as a part of every market segment?

KL: I will say it's a little bit of both because what we did for the, for the, for the families and the and the and the kids a, it's a little bit of both for us it's too as part of of every market segment in the sense of we want every. Every people that come to be to feel comfortable, so and families with kids is part of them. But when we decided to develop some activities really specific for the

families, it's also. As we target the families as a market segment by itself. So yeah, in that way I think it's both.

DZV: Yeah, you're you're going both. Good, good answer. Question number six related to future of inclusivity nowadays inclusive tours is currently developing as a concept and is more established as an aspirational idea. What, in your opinion, would be the perfect scenarios of execution of inclusive one of tourists in your business?

KL: Accesibility. Yeah, the the first step maybe because it's this, this is the thing I. Think more more. When I think accessibility, but will will be more accessibility to, will share and people that have disabilities difficulties to walk. We don't have stairs. Everything is is flat, but for example we have this this slope which is quite steep. Again, the main problem is the the money, because to to have to make the works to have the perfect accessibility everywhere, it's very expensive. And again, as you say, it's very expensive, especially if we want to keep the the nice historical. Because of course if you. Put a like a metallic elevator or something. It sort of. Ruins the esthetical of the the winery, so I think it's the first. Thing, but well, I I have been to or I've assisted to some like meetings also about accessibility and I think everybody thinks first of wheelchairs. But then accessibility means also people that don't hear very well don't see very well. Or or like mental on the CAP or or things like that. And and I think there are things which are quite easy. We never made them, but to have maybe like when when we have the. Or priceless, or the tasting notes. But at least you know just for people. So people, people don't do this. That don't think they're well. Yeah, but because you have people that are not completely blind. In that case, Brian is the only option, but just. To have something that will be easier to read because that's something we which is quite easy you. Know with a computer and a printer, it's easy to just change the size of the the letters, so there are little things like this.I think that could be easily done but. Never either think of it or take the time. To do it but. There are things. Like that and that could be just easier to to do and that could be one option, but I think yeah, to have a real accessibility. For for everybody, so that the the the sellers. Are accessible because we as we renovated them in 2016, that's something we thought of about the, you know, the size of the doors or things like that. When when we did the renovation, we I remember that we we we changed the plans of the the door that was the the the door we accessed the the that cellar because the the the door that was planned first by the. It was was too small and we say well for wheelchair, it has to be, at least I don't remember the size, but so that's something which is easy when you do renovation but. Then there are. Some works which require much more money and much more. Yeah. More difficult. Yeah, yeah. But you're planning on planning. Money, which is time which is something especially time that in in wineries like family wineries, you know one person it's it's everything. Yeah, that's the main, yeah. Time and money. There are the two things we really like because as you say, we are everywhere and we have to do everything. And so we are not. Specialist of everything. Well, everybody, to be able to to come and and visit us what? Whatever, like physical impairment or because we don't want to be restrictive on that.But yeah, in the practice it's a bit more difficult.

DZV: That's all for the interview. Thank you very much.

KL: Thank you for listening. See you soon on the tours!

Chateau Balestard La Tonelle

DZV: Hello. So. Are you ready?

LL: Yeah, I am.

DZV: Nice, question #1. Did you know what inclusive oenotourism was before the 1st approach for this interview?

LL: So If I know what inclusiveness is? I mean, this is something that is very recent in the world. But I didn't know that it was a I'd say. An issue in a way here. So I will get probably into it more into details later, but I've been working in the wine industry for five years and we never had issues with people with like different disabilities like blind people or deaf people. We have received a. Lot of people. With like physical disabilities, you know wheelchairs. And it's always very adopted in each building because the brand new buildings are made to receive people with disabilities. But like, as I said, deaf and blind people, we never had the occasion to talk about it here and or nor in another winery. So I know the. Concept, but I never heard that it could be a thing or I never knew it could be a thing here in the wineries. Which is dumb because when you think about it, you know, yes. It's just crazy that some people are just, you know: they cannot go. Yeah, they can go like they can't enjoy something that normal people. I mean when I say normal like regular people. So this is very, you know, when you think about it, this is very crazy that we are basically putting people on the side. So yeah, it's very interesting. The subject is this topic is very interesting.

DZV: So now that you are aware of the concept, what is the most important fact that you can highlight about it?

LL: I'd say in a way is that, yeah, some people are just, you know, being put on the side, as I said, that's something very concerning, frustrating and. Yeah, to be honest, I don't even know if, like, my owners would consider including new technologies for that. So I'd say here in France, I mean specifically here in 20 million, we're not really ready for this kind of yeah, taking this step.For that stuff.

DZV: OK, no worries. So yeah, second part, yeah, business environment question, #2, do you consider that your winery has products or experiences that fall into the inclusive concept?

LL: That makes sense.They are not specifically made for. Being inclusive, I'd say the building is made for welcoming people with physical disabilities, as I said. But no, we don't have any product made for this specifically, OK?

DZV: Noted! Lets pass to question #3. Being wine an exceptional part of French culture holders, your winery assures the participation of all people in your wine experience.

LL: You mean how we make sure that people are having a good moment basically? You know, for people in your wine experience what what we like to do with older my coworker, we like to Transmit, you know or knowledge. You know what we've learned as a kid here in France. So the way we. Welcome people. We cheer people. That's part yeah. But overall, yeah, that's that's just it. I mean just by, you know, as as as human beings, what we have been taught when we were younger, we tried to transmit it like very simply. I'm not like forcing people into integrating the French culture as something like, you know, I don't think like French. Culture in general is the example of this world, but I love that when the people come here they have like a bit of France, you know, a bit of French experience in a way. In a in a wine way of living. That that could be the answer that you make sure that what you got thought as a kid transmit to the client and the.

DZV: Quite interesting! Now, question #4 Is there any plan of development in relation to inclusiveness related to your appellation (as producers and to consumers)?

LL: So you mean if the? If if the appellation is doing something, uh, inclusive. Not that I've heard, I mean. I probably guess they do, but It Have not reached your ears.

DZV: Do you think the appellation would invest in the understanding what could be the main barrier of the development of it?

LL: I mean, they would if we had a lot of requests about it. I don't think we have this much request. I'm how does it work really? Now if we have like a lot of blind and deaf people that want to visit, I mean, I'm taking those examples because to me they're the. Most common and Simple, but of course it includes everything. If we had a lot of demand, a lot of bookings and if you were facing a difficult situation, it would push the wineries especially to adopt. So it's kind of a circle, you know it's it's like they don't book because they know that it won't be fitting their disabilities. So we don't adopt and I think that's the same for the wine appellation in general like. If you don't hear about the problem. You're not gonna adapt. Basically, you know, that's that's very sad, but that's the truth to me. That's just that they don't bother trying. I mean, from what I feel it is because they don't have much. Problems with it for now, but maybe they are doing something, but I never heard about it. And here in the winery it's not something that is planned right now, which is.

DZV: Yeah, it is. It is a valid answer, thanks! So next question, market segment, question 5, do you perceive inclusive 1 tourist as a market segment or? Part of every market segment, do you need clarification in?

LL: For me the inclusivity part, I cannot. I don't have the money to do this. They don't have this, but I am trying to offer and development products for families, for full families. So that is their answer was for me inclusive returns as I am focused in families, it is a market segment. I mean, if I take the example from the winery, we do not have or are developing any Offer from any disability you know, OK, we're not advertising it then maybe answer the question honestly, but. I can put that as there's nothing currently in development and you have a traditional tours. I mean it's just very simple and We'll probably develop in the future, but you know, as I said, we don't. For now, we don't really. Bother with it, I'd say, because the building is made for having receiving people with like physical disabilities, but once again, not the rest. You know, like the one the disabilities you can't see, but basically. So yeah, I don't know if.

DZV: So, final question. Nowadays, inclusive tourism is currently developing as a concept and is more established as an aspirational idea; what, in your opinion, how would be the perfect scenario of execution of inclusive oenotourism in your business?

LL: Well, first of all, creating like special tours for each kind of family of disability, I'd say. And I would definitely advertise those new, you know force because that's the one step forward. Of you know, saying to those people that, hey, we can do, we can help you. You can come here. So I'd say, yeah, change drastically what we do right now, probably keep the simple tours that we have still for people that actually have nothing to do with it. But create something new and just, you know, make make it happen, OK, that would be just so fantastic. And I think it can be done pretty easily with like, not in that much money. I mean, you have to think about every case scenario but. I mean the most of the big wineries here could actually do it could you know, create some new tours…And that's very interesting because I was thinking about it. And I'm like, if one day. Someone that has problems to hear shows up here. How are we going to manage to receive this person? How are you going to manage to make him have a good time? And so that was my reflection and I'm starting to think that maybe we could make something out of it, you know. Maybe create like at least find solutions that we that we can use on the on the moment, but we will never advertise like and say hey we're inclusive yeah exactly because we're not and that's the reality and maybe we will. But yeah there's always a matter of money as you of course tell. And yeah, but I hope that in the future it's going to be like more of a mandatory thing, because in France they always have, like, very strict laws. For, as I said, disabilities and stuff. So when you build a new building, you have to have a lot of things to

adapt. For instance in the in the toilets we have Flashlights that activate if there is a fire here in the building. So if someone is in the toilet and he's deaf, he will have those flashlights and he will know that he has to go outside. Yeah, to be safe. Those are the building, but it's not us, you know, it's meant for the safety, but it's not meant to adapt to visitors for tours and tasting. So maybe in the future I don't know if France will force force wineries to have this kind of offer, you know, for maybe for the classification when they. Hopefully, yeah, that would. Be also a very good thing. But as I said, for now, they're not really bothered with this because that's just not something that we, we we don't have any. Demand, you know, but not in a negative way. It's just that people know with disability, they know that they can't visit here, so they will probably book on on shuttle that advertise it instead. And so, since we have no booking, my owners would be. Why would we do that? Nobody is going to show up anyway, so why would you like, bother invest money?

On the other hand, I was thinking like we have elevators in this building, so it means people with like wheelchairs can basically go everywhere they want here. In this building. As well as in the vat house, we have like another elevator and there is a small cave underground room that we never showed during the tour because it's under renovation and we're actually renovating the room to make it available. I mean to for the wheelchairs people in wheelchairs. To go to the toilets because that's not the case. So we have broken entire wall so the people can actually now instead of walking up the stairs to reach the toilet. So you just have to take another way. So we adapt as well, but again, that's the building about buildings and that's because of Because of the laws, you know, basically that's something that we have to do in order to receive people. And also whenever in France you have receptions like conferences, meetings and so on. Whenever you have people in your building, you have to respect like those rules. And one of those rules, one of those law, is that you need to have, like, inclusiveness for your toilets and safety at least. Least the winery have to do, but once again concerning, I mean regarding tourist tastings. And after these modulations are done, because I think that I know this place, you know, has at least the things that I.

Also, in my, in my mind, we did not have to advertise it because as I said, it's it's like mandatory to have like inclusive buildings basic. But now I mean it's interesting because also that's also, you know, yeah, including like people they actually know and they just don't have to check by themselves on the website or e-mail us.

DZV: Nice answer, thank you very much for your time, Lea.

LL: It was a pleasure. See you soon!

Château Rol Valentin

DZV: You ready? Question, #1. Did you know what inclusive monitoring was before this first approach for this interview?

AS: Yes, yes.

DZV: OK, have you personally? Seeing any examples of it academically, professionally or or as a Consumer.

AS: I have had some conferences in Bordeaux from wine tourism institutions, so I did here.. Both from the tourist office and in Bordeaux could have been from we have some institute. Rules implemented for the company, so of course we heard about that, not only dedicated to

one reason, but just to the access of the public of any place open to the public and after professionally. Some, some, some as a customer I have seen something that are put in place in some places and the professionally does it means like in my job. It's it's something we really need to improve. It's on the To Do List but not yet. Unfortunately, not a high priority. And here, unfortunately, in terms of access, for example, to people that have issues to to move, we are not in a place which is flat. So there is stairs everywhere. So that's one of our biggest challenge here.

DZV: OK, understood. Thank you very much. Question #2 related to business environment, do you consider that your winery has products or experiences that fall into the inclusive concept?

AS: When you when you talk inclusive, we are talking about all the handicaps and to Be sure, yeah, inclusive because it has accessibility. So here we don't have offers that are not offers are not really well adapted so far. The only the boutique the shop is accessible and he's respecting all the rules. Besides that, the rest of the visit, we have stairs everywhere. We don't have lots of things to work on the visual aids, so things and things like this. I know so. Lots of improvement to do, yeah.

DZV: OK. Thank you for your answer. Question #3 being wine and exceptional part of French culture, hold us your wine reassures the participation of all people in your wine experiences.

AS: We always adapt to our visit to the best we can to the needs for our customers. So you're talking about pregnant women. They can smell that we have spitting all the time available insight. We offer syrup and grape juices. They want to have something else because there is alternative. Great. Good. This is for. I adapt to the kids as much as possible. So you get to get a bit more interactive, so the main visit doesn't change, but we're going to do more smelling, more touching, so it's a bit more interactive for them, so more playful. after if, uh, people have a tough time to move as we. Have a lot of stairs. We might change the the path of the visit to adapt so it's easy. That's what I have in mind so far. Even thought they can not book the tour with this as an option; I'm thinking about developing a product dedicated to family to really target this audience. But it's not something that is ready today.

DZV: OK. Let's pass to question #4. Is there any plan of development in relation to inclusiveness related to your operation can be as producers or as consumers?

AS: From the appellation, I'm not the one that get all the emails from the syndicates or something, you know? So I don't know if they have any plans around that, so I cannot really answer perfectly to this.

DZV: Do you think the appellation would invest in the understanding of inclusiveness? What could be the main barrier to the development of it?

AS: Just to go back to the previous question, I know the I don't know about the appellation, but the tourism. So the the Board of Tourism responsible in Bordeaux have two main. Improvement access it's to. It's the the slow tourism, and the inclusiveness is also so they are working on it. I don't know how it. Translate into actual action on the on the ground for for wine, tourism and other kind of tourism. But I know it's an actual development. There is possibly, I don't know, if they offer some AIDS financial aids to develop things, so maybe there is something to dig.

So for the open days, something that the population month, not the border, not not the 70 million tourist offer, understanding the relations are really into production, OK and one in tourism is not something that is on very high on the agenda. So that's important. But it's it's really not in their core missions.So I don't think they have really something decisive that's not the right word, but. It's not for them a a big aim because is is not in on their Commission.

DZV: So next step, market segment question. #5 do you perceive inclusive when a tourist as market segment or as a part of every market segment?

AS: If we are talking like about the family, for me, the family is the target and that's something we need to work a lot around here.There is not enough offers. I hear a lot of feedback of, for example, travel agencies that are trying to find something that.The criterias of a family to entertain the kids but also have something relatable, not just not just playing but also something for the adults. So there is a few things that exist, but it's not enough in compared to the actual domain I think. Otherwise, if we're talking about uh, inclusiveness, more, for example for. To relate to the. It's really tough because we have very few demands and it involves a lot of investment. So a lot of companies do have a tough time to. To adjust what they would like to do, but they don't get a good feedback in terms of finance. As I mentioned just before, it depends on the. If it's a family, it's a market segment. Otherwise if it's for handicaps, to me there is not enough. Demand to meet the criterias we need to invest, to invest, to get so it's a part. Of the of the of the market.

DZV: Thank you very much. Good answer feature of inclusivity nowadays inclusive tourism is currently development as a concept and is more established as an aspirational idea. Your

AS: Well, we need to, I think the first thing in order is teaching people what is needed because when we think inclusivity, when we think about, for example, for handicapped people, we only think about wheelchair that the first thing we see we look. But there is so many different kind of handicaps. So first we. Need to teach. What is adapted to all kinds of people so everyone can have access? So that will be the first thing we need to to know more, teach more to people. And then put in place the the equipment or the the offers that are. Koi he rented with this with this market. So it would be physical barriers first, first, adapt everything to the handicapped, especially wheelchairs that, OK, so, yeah. There is nothing that pops into my mind right now.

DZV: Good answers! Thank you very much for your time, Aurélie.

AS: Thank you, Daniela, for thinking of us for your project.