

Special Lecture for Students of the University of Food Technologies

On the occasion of the 9th UN Tourism Global Conference on Wine Tourism

Background and Objectives

On the occasion of the 9th UN Tourism Global Conference on Wine Tourism, jointly organized by UN Tourism, the Ministry of Tourism of Bulgaria, and Plovdiv Municipality, UN Tourism is pleased to organize a special lecture for the students of the University of Food Technologies of Plovdiv. With the objective of knowledge-sharing and strengthening collaboration between UN Tourism and the University, the lecture will bring together international experts to share insights on wine tourism marketing, destination management, innovation, market research, sustainability, and more. This initiative offers students a unique opportunity to deepen their knowledge and engage directly with professionals shaping the future of global wine tourism.

8 October 2025, Horizon Hall, University of Food Technologies (UFT)

10:00 – 10:15

Welcome Remarks

- Ms. Irena Georgieva, Deputy Minister, Ministry of Tourism
- Mr. Georgi Toskov, Professor

10:15 – 10:30

Wine Tourism – Opportunities to contribute to the development of sustainable and inclusive tourism

Ms. Chloe Bougeard, Project Specialist, Market Intelligence, Policies and Competitiveness, UN Tourism

10:30 – 11:00

Destination Management in Wine Tourism – Lessons from leading Stellenbosch Wine Routes

Ms. Annareth Bolton, Freelance Event Organizer and Project Manager, Destinate (South Africa)

11:00 – 11:30

Innovation in Wine Tourism Experiences

Ms. Vanina Manini Williams, Experiences Manager, Finca El Paraíso by Luigi Bosca Winery (Argentina) +

*Bulgarian Winery Representative TBC

11:30 – 12:00

Wine Tourism Market Insights Using Market Research Methods

Mr. Gergely Szolnoki, Professor of Market Research, Hochschule Geisenheim University (Germany)

12:00 – 12:30

Interactive Exercise on Short Market Research and Q&A

12:30

Closing