

3. *Article 3:***OVERVIEW OF THE ATTITUDES OF WINERIES TOWARDS WINE TOURISM IN AUSTRALIA FROM THE SUPPLY-SIDE PERSPECTIVE.**

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**Abstract**

The purpose of this analysis is to provide a detailed overview of the attitudes of wineries towards wine tourism in Australia from the supply-side perspective. This is based on a survey carried out in 2020 from Australia's national wineries, which follows two previous surveys carried out by Hall and Johnson (1997) and Christensen et al (2004). This paper explores new aspects of modern wine tourism such as the approach to creativity, the climate, biosecurity, and sustainability of the winemaking industry in Australia since 2013. As one of the primary steps in the development of tourism products, tourism infrastructure facilities are crucial elements which further boost the development of a tourist destination. The competitiveness of these facilities on a national or international level decides whether they become desirable opportunities to attract tourists or potential obstacles (Warneken, 2002). The competitiveness of a tourist destination depends not only upon the attractions, but also upon the infrastructure which supports it to such an extent that the profitability of promoting a tourist attraction depends on it. According to Lone, Rather and Jain (2013), infrastructure construction is the key to sustainable tourism growth. Tourists will be attracted by their attractions to a destination; however, for long-term development, support for infrastructure is essential to fulfil tourist standards and to achieve them as mentioned in the literature review below. This paper aims to present the interpretation of wine tourists' views of tourist infrastructure facilities available at Australian wine destinations as part of an on-going review of wine tourism in Australia. This study will serve as the basis for more research on the management of wine tourism in Australia and contribute to the Australian wine tourism research literature.

**Keywords:** *Wine Tourism, Winemaking Industry, Tourism, Infrastructure, Australia, Supply*