

**Question for written answer E-002472/2025/rev.1
to the Commission**
Rule 144
Afroditi Latinopoulou (PfE)

Subject: Wine tourism as a pillar of national identity and regional development

Wine tourism is an increasingly popular type of thematic tourism that boosts not only the national economy, but also the cultural identity of Greece. The promotion of our wine-making heritage presents more than a mere tourism option; it constitutes a strategic weapon of cultural resilience and strengthening the region. When we support Greek wines, we support national production. This is why we need to ensure that wine tourism is developed in terms of national strategy, and not just as a commercial tool.

In view of the above, can the Commission say:

1. How could it support Greece in making wine tourism part of a broader national cultural tourism narrative highlighting Greek identity?
2. What measures are being taken to ensure that small traditional producers and family wineries participate equally in eco-tourism development programmes, without being crowded out by large enterprises and multinational schemes?
3. How can local communities and local and regional authorities be further supported so that wine tourism boosts local economies and does not lead to cultural homogenisation or dependence on imported tourism development models?

Submitted: 18.6.2025