

**PUBLIC MANAGEMENT STRATEGY FROM THE PERCEPTION OF ENVIRONMENTAL
PROBLEMS, FOR SUSTAINABLE WINE TOURISM IN THE GUADALUPE VALLEY, ENSENADA
BAJA CALIFORNIA, MÉXICO**

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Sustainable tourism can contribute to the preservation of natural resources and cultural heritage where it is carried out. However, it can also generate environmental, economic and social problems. This paper deals with the topic of wine tourism in Valle de Guadalupe (VDG), in Ensenada, Baja California, Mexico. The natural vocation of the valley, agricultural-rural with a natural environment, has been transformed due to the growth of tourist activity, generating pressure on natural resources and demanded the design and execution of strategies that allow its controlled development. This work aimed to identify and compare the perspectives of two players in the tourism system: tour operators and visitors on the issues, with the aim of identifying the knowledge and perception of the problems surrounding the region 's sustainability. The perception of problems is a useful tool for the design of sensitization strategies, which communicate and sensitize the actors to the care and preservation of the environment, favoring the tourist competitiveness of the destination. In this case it is recommended to undertake strategies such as the generation of cultural tourism product of nature; design and communication of a manual of good practices for the visitor and environmental education programs that allow not only the hedonic enjoyment of the Valley, but also a real valuation of the resources for its maintenance.

KEY WORDS: *Rural tourism, wine tourism, environmental impacts, evaluation, wine.*