

Towards a framework for the global wine tourism system

The global
wine tourism
system

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Abstract

Purpose – Wine tourism has stood out as a very recognized and valid tourism and marketing segment, growing worldwide and urging the complex needed advances on wine tourism practices performance. This paper aims to develop a new framework strictly applied to the global wine tourism system, taking into account emerging and future constructs and dimensions that precede and consequence it.

Design/methodology/approach – The systematic mapping study (SMS) was adopted as the selected research methodological approach, both to analyze and to structure a broad research field concerning methods, designs and research, focuses on the papers published in reliable academic databases such as Emerald, ProQuest, Sage, Science Direct, Scopus, Wiley, Web of Science, Taylor and Francis and Wiley were properly selected and analyzed.

Findings – The following four dimensions were found to comprise the global framework of the wine tourism system: (1) support features (governance, public policies and economic investment; supply development; physical and capacity conditions; requirements of health safety; opinion makers and leaders: managers/stakeholders/players/marketers and benchmarking and value chain); (2) innovation ecosystem (profile of the new generations of wine tourists; virtual and augmented reality: digital and hybrid wine events; smart wine tourism companies; digital channels and platforms: blogs, websites, applications; wine tourism creative activities for all [from kids to seniors] and sustainable and ecologic wine tourism practices); (3) wine tourism experience dimensions (storytelling; involvement; winescape; attachment; emotions and sensory) and (4) behavioural intentions (satisfaction; loyalty; and WoM).

Research limitations/implications – The framework still needs to be empirically applied in wine tourism settings to enrich tourists' robustness in cross-cultural wine tourism experiences, covering a wider spread of abroad wine tourism destinations and products.

Practical implications – This framework is a useful tool and becomes vital to their continued success, as a key reference of wine tourism management and marketing. As a wine tourist's visitation frequency plays a role in his/her travel motives, product and service quality of tour packages must be improved and monitored.

Originality/value – This is the first research study to demonstrate the combined use of the main domains forming the wine tourism system within a global perspective, covering of the most critical aspects.

Keywords Wine tourism, Wine marketing, Wine tourism experience, Wine tourist behaviour

Paper type Research paper

Introduction

Wine tourism is certainly a pioneering example in terms of experiences related to wine in wine tourism activity (Georgiou and Vrontis, 2012). The centrality of this experience is increasingly focused on the activities and attractions that are directly linked to the wine product as the main core, always in the context of wine tourism. Working towards this direction, a new conceptualization of wine tourism has emerged in which



wine tourism consists of an activity directly related to wine which provides a dynamic and versatile experience that integrates wine culture and heritage to create emotions, sensations, attachment and sensory impressions through the visit, allowing the wine tourist to become an advocate of that particular cellar, brand or wine region (Santos *et al.*, 2019, p. 683).

Wine tourism experience plays a crucial role in wine companies achieving a set of strategic and competitive advantages and opportunities for continuous growth, development and consolidation of wine tourism vacations and wine trips that occur, especially in wine tourism products and destinations (Alonso *et al.*, 2014; Santos *et al.*, 2020). The *Carta Europeia do Enoturismo* (2006) (p. 3) postulated that “wine tourism is a system composed by the following subsystems: territory, tourism and wine making culture”. The winery visit experience presents a significant impact on sensory impressions (e.g., sight, hearing, taste, smell and touch), suggesting a relevant interception between these two constructs (Santos *et al.*, 2019).

A thorough review of the available literature related to the wine tourism key areas follows, and development of the framework for the global wine tourism system is proposed. Finally, the conclusions are presented.

Literature background – key domains included in the framework for the global wine tourism system

The wine and tourism industry

The wine sector is of paramount importance, not only in the areas where wine is produced but also to the global economy. It employs around 8,39,908 people around the world in 90,086 companies, with a global market estimated in \$315 bn (Ibisworld, 2020), but it significantly shapes the rural landscape of its main production sites (the “winescape”). To sustain this activity, wine consumption is the major driver of this industry. The global average of per capita wine consumption is around 3.4 litres with a revenue of US\$45.79 in 2020 (Statista, 2020).

World wine consumption in 2019 is estimated at 244 mhl, marking a +0.1% increase compared to 2018, a year in which a slight decrease was registered. In 2019, the world wine export market (the sum of the exports of all countries) grew in relation to the previous year both in volume by +1.7% (1by 05.8 mhl) and value by +0.9% (31.8 bn EUR9) (OIV, 2019). The global planted area of vineyards in the world is around 7.4 mha, a number that has not changed much since 2016. World wine production in 2019 was estimated at 260 mhl, which also presents a decrease regarding the production peak of 2018.

Even in the midst of the COVID-19 crisis, the 2020 global market for wine is estimated at a global value of around US\$326.6. As a global comparison, most revenue is generated in the United States (US\$49,795 M in 2020). Even with the actual pandemic crisis pushing down the figures, it is expected to reach a figure of \$434.6 bn by 2027. As the world’s second largest economy, China is forecast to reach a projected market size of US\$93.5 bn by the year 2027. In addition to this, Japan and Canada are noteworthy markets, each forecast to grow 1.3 and 3.1% in the period until 2027 (Reportlinker, 2020).

There is a symbiotic relation between wine and tourism. Wine regions can attract tourists who, in their turn, will be a source of revenue for the wine producers in that region. The tourism sector has an even much larger impact on the world economy. In 2019, the tourism sector contributed US\$8.9 tn that is around 10.3% of world global GDP, with 330 million jobs (10% of the world’s jobs) and accounts for US\$1.7 tn visitor exports, 6.8% of total exports and 28.3% of the world’s service exports (WTTC, 2020). However, the tourism sector has been one of the most severely punished by the COVID-19 crisis. Global tourist arrivals fell drastically to –93% in June alone when compared with 2019. International tourist arrivals also decreased by 65% in the first six months of 2020 (UNWTO, 2020). This report states that this caused a “loss of 440 million international arrivals and about US\$460 billion in export revenues from

international tourism. This is around five times the loss in international tourism receipts recorded in 2009 amid the global economic and financial crisis". So, with the tourism sector in a deep crisis and the wine industry just trying to keep its head above water, there is an urgent need to think about a global system to help understand how these two critical sectors are intertwined and how both can recover from this unprecedented pandemic crisis.

Support features of wine tourism

[Ben-Nun and Cohen \(2008\)](#) highlighted the perceived importance of the features of wine regions and wineries for tourists in wine regions. It has been proved that the wine tourism industry is known as a recognized cluster within the regional development context. It is directly related to attracting new investments as well as increasing economic development investments due to the current number of wineries and cellar doors and the increasing number of new ones ([Sanders, 2004](#)). Previous research (e.g. [Johnson et al., 2017](#)) has found that the world wine market is part of a complex world characterized by the great quantity and quality of producers, product, brand and grapes varieties, with the purpose of trying to attract both consumers' attention and spending ([Galati et al., 2014](#)).

To [Quadri-Felitti and Fiore \(2012\)](#), wine tourists seek other kinds of wine-related activities such as dining, shopping, recreational and cultural outlets, and these components should be additional parts of the wine tourism supply chain. Moreover, a sustainable and profitable relationship among wineries, local suppliers and the local community is advocated by [Croce and Perri \(2010\)](#). Therefore, regional stakeholders should have a competitive advantage through a range broad of capabilities for enhancing and increasing awareness of the wine brand at national and international levels ([Koch et al., 2013](#)).

In some renowned reference cases, government entities have proven a relevant stakeholder as a partnership in the whole wine tourism sector, specifically in the cocreation and promotion of events and festivals and solving the lack of infrastructures and resources, facilitating information between business and marketing strategies or staff formation ([Hall and Mitchell, 2001](#); [Wargenau and Che, 2006](#); [Astrachan, 2010](#); [Contò et al., 2015](#); [Lewis et al., 2015](#)).

Innovation ecosystem of wine tourism

The innovation process, and its application to specific tourism contexts, has been gaining ground in the academic field. Thus, in last four decades, tourism has received greater attention from researchers in several sciences at the macro level (i.e. economic, social, cultural and environmental) ([Szolnoki et al., 2014](#); [Sousa, 2019](#)).

According to [Drucker \(1993\)](#), innovation can be seen as a specific management tool (leading to a common distinction between invention and innovation). Almost all innovations reflect existing knowledge combined with new uses (focus on interactive for the creation, dissemination and sharing of knowledge and relevance of the role of government processes as an important agent in an innovative environment) ([Bigliardi and Galati, 2013](#); [Sousa, 2019](#)).

Process innovation encompasses the prediction of new work strategies, the actual process activity and the implementation of change in their complex human, technological and organizational dimensions ([Valeri and Baggio, 2020c](#)). According to [Ottenbacher and Harrington \(2008\)](#), there are a few models of the innovation process. Most are based on new product development (NPD) models derived from an engineering perspective and consist of six main steps: (1) idea generation, (2) screening, (3) business analysis, (4) concept development, (5) final testing and (6) commercialization. An example of innovation and creativity in wine services (and consequently wine tourism services and products) is the Vivino application.

Studies which aim to analyze and evaluate the relationship between tourism and sustainability in wine-related enterprises and companies have been mostly carried out in

recent years (Berghoef and Dodds, 2016; Karagiannis and Metaxas, 2020). By the same token, these same authors point out sustainability as the first priority within wine industry, for the next generation, for most wine-related practitioners and simultaneously revealing common aspects between the sustainable wine tourism business practices and the evolution of innovation. Prior studies (e.g. Villanueva and Moscovici, 2016) have attested that cooperation and an ongoing effort for long-term sustainability can clearly leverage wineries' success.

Sustainable tourism development should be seen as an adaptive perspective, and it should aim at contributing to green development objectives by determining specific principles in the light of its parental concepts (Tosun, 2001). The negative effects of tourism development and growth on the destination and its environment can decrease its long-term comparative advantage and reduce tourist demand (Hassan, 2000). Further, sustainable tourism development may take the consumer preferences into consideration, given their involvement with specific issues (Arcese *et al.*, 2020; Baggio and Valeri, 2020; Elmo *et al.*, 2020).

Dimensions of wine tourism experience

The 4th World Tourism Organization (UNWTO) Global Conference on Wine Tourism (OIV, 2019), with the theme "Co-creating Innovative Experiences", sought to further explore issues related to wine tourism experiences for international comparability between destinations. More recently and likely to increase in the future, wine tourism has to provide for the creation of unique and genuine tourism experiences, which must be more personalized and differentiated. Hence, these experiences are the result of what wine tourism destinations have to offer to attract national and international wine tourists and make them loyal (Santos *et al.*, 2019). As Madeira *et al.* (2019) argued, the wine tourism experience typically consists of the simultaneous modelling interplay of wine, staff, cellar door, entertainment, education and aesthetics.

It has been widely demonstrated that emotions among winery tourists in both the old and new wine worlds are seen as a way to directly establish intensity and engagement in wine tourists visiting wineries and wine regions, depending on whether the wine destinations were located in the new or old wine world (Pelegrín-Borondo *et al.*, 2019). With regard to the dimensions of wine tourism experience emotions, Santos *et al.* (2020) found that wine experience dimensions are influenced by four dimensions: wine storytelling, wine tasting excitement, wine involvement and winescape, which can measure the holistic behaviour of wine tourists (Santos *et al.*, 2020). There is still a gap in the understanding of destination management organizations (DMOs) in specific leisure contexts and customer profiles and motivations (Dean and Forbes, 2016). Overall, some research attempts to produce a more thorough understanding of the profile and behaviour of visit settings, addressing the predisposition for the destination in specific tourism contexts (i.e. involvement, attachment and emotions). Most conceptualizations and operations of emotions and involvement that have appeared in the leisure and tourism literature and theoretical background (Gross and Brown, 2008; Sparks, 2007; Alexandris *et al.*, 2012; Lee and Shen, 2013) suggest a holistic approach, as they all adapted work and concepts from psychology, marketing and consumer behaviour. Appealing to emotion embracing, campus-based tourism education can offer a transformation of perspectives with the same potential as travel (Walker and Ngara Manyamba, 2020). On the other hand, sensory dimensions of wine tourist destinations have recently been recognized as a crucial component in encouraging positive tourist experiences. The wine tourism area is rich in multisensory stimuli that could assist in planning and promoting attractive tourist experiences and also engage in local sustainable development (Imamovic *et al.*, 2020).

The current literature on tourism research pinpoints the relevance of the sensory impressions of positive and interactive tourist experience. These are important when planning and marketing destinations, which further might attract tourists via other sensory aspects, in addition to visuals only (Agapito *et al.*, 2017). The five senses receive sensory information from the environment and affect individual perception, memory, mood and emotions, but in this context, the idea is oriented towards people–place interactions that involve multisensory experiences (Chemli *et al.*, 2020; Albattat *et al.*, 2020; Imamovic *et al.*, 2020).

Behavioural intentions of wine tourists

The main challenges for service sectors associated with wine are quality of service and customer satisfaction. In the wine tourism industry, customer satisfaction is the result of the customer's perception of the value received in a business or relationship, where value is equal to the perceived quality of the service, compared to the expected value of transactions or relationships with competing suppliers (Parasuraman *et al.*, 1991). Satisfaction is the result of a customer's post-purchase evaluations of tangible and intangible attributes of the brand and an essential determinant of customer loyalty (Krystallis and Chrysochou, 2014).

Customer loyalty has been defined as a combination of attitudes and behaviour that becomes a deeply acquired commitment to systematically repurchase or support a product/service in the future (Oliver, 1999). These behaviours are related to the intention to repurchase and even to the intention to recommend the product/service (Magalhães *et al.*, 2020). There is also ample evidence of the influence of service quality on behavioural intentions; a large body of research has demonstrated the significant relationship between service quality and customers' behavioural intentions.

Satisfied customers increase their loyalty and repeat transactions, generating greater profit (Magalhães *et al.*, 2020). Therefore, wine marketers must ensure the improvement of this relational characteristic, since relationships established between wine brands and consumers can have a positive outcome, such as strong brand loyalty, cost advantages and positive word of mouth (WOM) (Santos *et al.*, 2021). "Wine tourists' behaviour-based research is essential for the development of wine tourism and helps wine producers to manage wine tourist demand" (Asero and Patti, 2011, p. 431). The wine consumer satisfaction mainly derives from wine availability and quality, in addition to the intersection of a broader range of crucial factors, with the example of adding service (O'Neill and Palmer, 2004). Santos *et al.* (2020) profile wine tourists based on wine product involvement, specifically applied to involvement with Porto wine. The main result was to identify three wine tourist clusters, according to three clearly different levels of wine involvement: medium wine product involvement (Cluster 1); high wine product involvement (Cluster 2) and low wine product involvement (Cluster 3). Carvalho *et al.* (2018) conclude that the effects of satisfaction explain tourist loyalty and have direct implications for tourist behaviour. Moreover, these authors argue the understanding of wine tourism as a continuous reinforced need with intent to unify marketing synergies among stakeholders. For Santos *et al.* (2019), the winery visit experience has a positive influence on recommendation and loyalty. In addition to these authors, sensory impressions have a positive direct and positive effect on future behavioural intentions in wineries. Santos *et al.* (2017) attest that personal involvement, wine product involvement, destination emotions and place attachment determine the future behavioural intentions of the wine tourists in the context of Porto wine cellars visits. The latest research (Santos *et al.*, 2020) advocates that the wine experience comprise a set of four major dimensions, namely wine storytelling, wine tasting excitement, wine involvement and winescape in order to measure holistic behaviour of national and international wine tourists.

Globally, the wine tourism phenomenon has become increasingly more important, as it is considered to be the main trigger for the economic and social development of many rural areas (Presenza *et al.*, 2010). The success of wine tourism depends on the successful operationalization of the components of the wine tourism system through the “value chain of wine tourism”: (stage 1) basic resources; (stage 2) viticulture; (stage 3) production of wine (wineries) and (stage 4) wine exports on the one side and wine tourism on the other (Getz and Brown, 2006).

Specifically, the relationship between tourism and the wine industry reveals several positive synergies (Andrade-Suárez and Caamaño-Franco, 2020). Wine tourism should be understood as visits to vineyards, wineries, wine festivals and events in which tasting and/or experiencing the characteristics of winemaking regions are the principal pull factors for visitors. It can therefore be included in the subsectors of agricultural, rural, cultural, special interest and, of course, industrial tourism (Duarte Alonso *et al.*, 2020).

Even though wine production and tourism synergies have been developed successfully in the mature wine regions of Europe (Italy, Spain, France and Portugal), non-traditional wine regions follow the best practices of synergetic economies in countries like the United States, New Zealand, Australia, Chile and Argentina. Tourism and wine share a common developmental restriction, sustainability and environmental quality (Karagiannis and Metaxas, 2020).

Santos *et al.* (2020) advocate that wine and wine tourism experience play a crucial role for a wine companies to achieve a set of strategic and competitive advantages as well as opportunities for continuous growth, development and consolidation within wine tourism vacation contexts and wine trips that mainly occur among wine tourism products and destinations.

The most common resources and capabilities for developing wine tourism include incorporating wine tastings, services and wine sales into winery visits, vineyard and wine cellar tours and wine festivals ((Torres and Kunc, 2016). These resources generate short-term revenue not only for wine firms but also for tour operators that offer a variety of complementary services related to the wine experience such as dinners and excursions (Torres *et al.*, 2020).

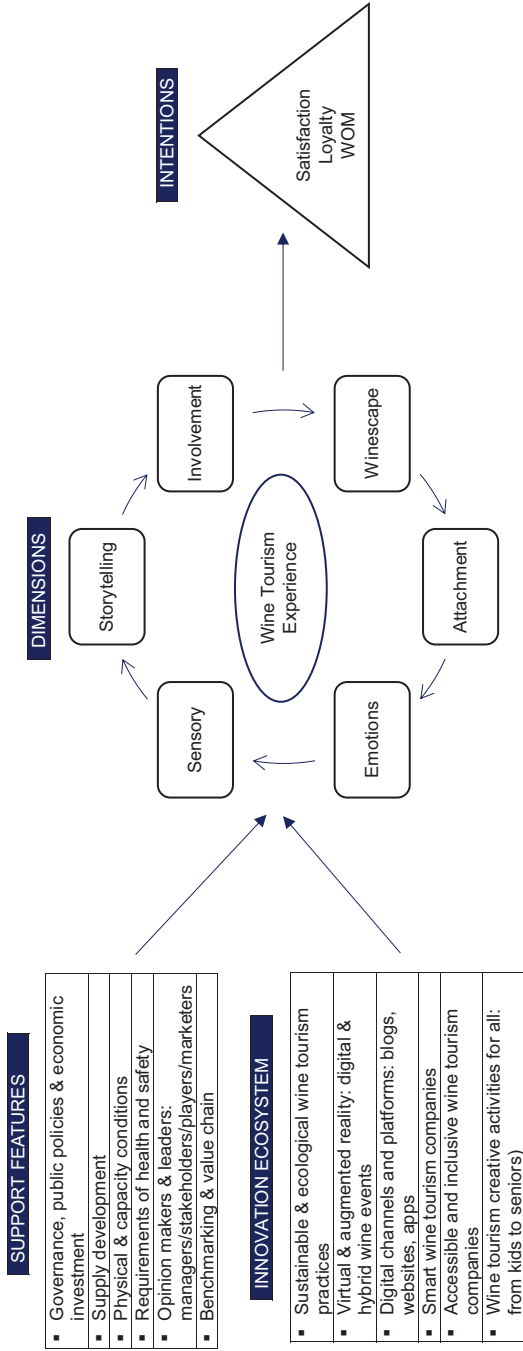
Given the above and since the supply of wine tourism can be designed for specific markets, we suggest that the framework for the global wine tourism system has a recognized interest in matters of support features, innovation ecosystem, dimensions (i.e. storytelling, involvement, winescape, attachment, emotions and sensory) and behavioural intentions (as shown in Figure 1).

The original contribution of this study consists of advancing and showcasing a suitable framework for the global wine tourism system, providing its attribution taxonomy of underlying components, dimensions, categories and features.

Framework methodology

Updated secondary data sources are used to describe and characterize the two main sectors of relevance for this paper. There was concern to obtain the most recent sources that could already give a picture of the current situation of both the wine and tourism sector during the COVID-19 pandemic crisis in 2020. Preliminary research was conducted in order to develop the research instrument. Details of the preliminary research are given below (Figure 1). This study is based on a theoretical, conceptual and content analysis and in-depth literature review. This study discusses the increasing phenomena of wine tourism and the framework for the global wine tourism system (Figure 1).

This methodology “. . . integrates the set of studies in terms of themes, and we are in a better position to describe current knowledge and practice, evaluate theoretical progress,



Source(s): Author's elaboration

Figure 1. Framework for the global wine tourism system

identify gaps and weak points that remain and plot a course for future research". The literature review has long been described as "a vital and popular technique in the consumer researcher's toolkit" (Valeri and Baggio, 2020c). The literature review is necessary and may assume different perspectives; for example, a bibliographic search can be conducted across different databases such as Web of Science, Scopus, SciELO, B-On and Google Scholar (Pulido-Fernández *et al.*, 2019).

Based on the literature review, we propose a model that connects support features, innovation ecosystem, dimensions (i.e. storytelling, involvement, winescape, attachment, emotions and sensory) and intentions (i.e. satisfaction, loyalty and WOM). Based on this discussion, we propose that the increase in trust, cooperation and commitment in a context of wine tourism facilitates the development of behavioural satisfaction and loyalty.

The examination of theoretical and practical implications of this framework methodology contributes to the development of scientific knowledge about clarification and application of the concepts of the above-mentioned framework for the global wine tourism system (Seaman, 2015; Valeri, 2016; Valeri and Baggio, 2020a, b).

Conclusion

The study of the behaviour of demand has received the attention of various researchers in the areas of marketing and tourism, at a time when competitiveness is increasing, and it is becoming decisive to make a difference in comparison with other competitors. This calls for an increase in competitiveness between and within tourist destinations (in specific the case of global wine tourism system). In an increasingly global reality, in which competitiveness and change tends to predominate (e.g. pandemic context during 2020), the difference is often the ability to create discontinuities in the external environment (e.g. cultural or innovation). Success is the objective, with a focus on searching for new products, new markets, new ideas, organizational forms and new sources of wine customer value. The purpose of this manuscript was, also, to identify contributions of special interest in wine tourism innovation, specifically from the framework for the global wine tourism system, and products and services in wine management.

This research approach largely extends the scope in the wine tourism field because the combination of these four dimensions (support features, innovation ecosystem, wine tourism experience dimensions and behavioural intentions) has never been made in the context of wine tourism destinations. This novel conceptual framework addresses the associated innovation and the competitive value added. Wine tourism as a niche of tourism may make great theoretical and practical contributions to this emerging industry and to the development of new experiential paradigms, knowledge management, trends, approaches, methods and challenges.

A novel taxonomy was proposed, which serves as a useful tool for systematic, integrative and synergic best benchmarking practices underlying wine tourism in addition to gaps, boundaries and key components of wine and wine tourism. In addition, the expectation is that wine tourists intend to have an immersive wine tourism experience, advancing their accuracy of value attribution.

The trend of wine tourism has undoubtedly been consolidated by the quality and diversity of the offer. It has attracted a growing number of wine tourism operators. Visits and exploration of wine tourism destinations are serviced by an increasing number of new products, services and wine tourism destinations that are becoming more competitive and attractive. Policymakers, destination marketers and tourism businesses, managers of wine tourism destinations and products, wine cellars, wine lodges, wineries, cellar doors, wine estates and wine hotels struggle in an increasingly globally competitive market and industry environment.

Thus, in the wine tourism market, recognizing specific factors of wine travellers' repurchase decision-making processes and understanding their specific role is becoming more and more important for destination countries and their attendant wine products and services. In this manuscript, the authors have argued that definitions and models of wine tourism need to be more encompassing and include attachment perspective and guest experiences. With the change in demand for and image of mass tourism, niche tourism products and markets have become more significant, both for the development of global tourism and for specific destinations.

Hence, an empirical study will not only test any propositions but also bring a quantitative and qualitative perspective. These are generators of entrepreneurship and innovative factors that may trigger an entrepreneurial activity and whose origin may be associated with internal and external factors and the characteristics of the wine organization. This study is primarily theoretical and reflective and thereby is expected to give rise to future work of a practical nature that bring greater robustness to support the perspectives presented (Sousa and Simões, 2018).

The authors intend to show how these valid questions can be answered by introducing causal modelling and discussing one approach to it, structural equation modelling (SEM), which is a rigorous technique for building and testing such models. Wine cellars, wineries, wine estates and winemakers have all invested in an integrated and sustained way in the continuous improvement of their services and infrastructures to provide wine tourists with an excellent wine tourism experience. Often, success is the ultimate goal, which focuses on searching for new products, new markets, new organizational forms and new sources of customer value. The purpose of this paper was to identify a framework for the global wine tourism system, particularly from the perspective of wine tourism and products and services in wine tourism management. In order to structure the use of the innovation process (in tourism research), which is sometimes unclear, the research presented primary classical innovation and entrepreneurship issues. For instance, the creation process associated with nature and sustainable reservation systems, mechanisms and information sharing as a form of competitive advantage over other tourist destinations (social networks), the marketing of nature and sustainable, natural wine tourism (products and services) as well as other related activities that can leverage increased business synergies. The year 2020 was highly conditioned by the pandemic of the new coronavirus (i.e. COVID-19). The global wine tourism system should be able to develop marketing strategies around emotions and behavioural intentions (with the local community) as a competitive differentiation. In future research, it will be pertinent to develop research of a qualitative nature (i.e. interviews and focus groups) with stakeholders and the local community. From an interdisciplinary perspective, this study presents inputs in the tourism area (wine tourism), marketing (segmentation) and knowledge management.

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