

19-21 de Octubre 2022 | Granada

INTERNATIONAL CONFERENCE ON REGIONAL SCIENCE

Challenges, policies and governance of the territories in the post-covid era

Desafíos, políticas y gobernanza de los territorios en la era post-covid

XLVII REUNIÓN DE ESTUDIOS REGIONALES
XIV CONGRESO AACR



EXTENDED ABSTRACT

Title: Wine tourism in Old and New World wine-producing countries: A bibliometric analysis

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Abstract:

Wine tourism represents the appropriate marriage of wine production and activity, being broadly defined as that experience associated with visiting vineyards, wineries and wine demonstrations in which wine tasting is the main element (Hall et al., 2000). Thus, while wine production is based on winemaking, wine tourism focuses on attracting visitors, thus acting as a support channel for direct sales in wineries.

Today, wine tourism is one of the most important and most promising types of tourism, given that it is linked to the new consumption patterns of tourists, based on the importance of the experience, as well as on a shorter duration and greater frequency in the number of visits (Festa et al., 2020). In Australia, which is the world's fifth largest wine-producing region, more than eight million tourists visit wineries each year, with more than one million wine tourists travelling to Australia from overseas, a figure that has tripled in the last two decades (Wine Australia, 2020). In the case of California, the Napa Valley alone generated \$54.8 billion for the state in 2021, as well as 875,000 direct and indirect jobs (Wine Institute, 2021). These countries are included in the so-called New World countries and are the pioneers in terms of vineyard technification and the development of innovative practices in the development of wine tourism (Jesús-Contreras et al., 2020). Old World wine-producing countries, on the other hand, such as France, Italy and Spain, are

characterized by the maintenance of traditional methods of wine production, as well as a low level of dynamism in wine tourism (Charters, 2009). However, wine tourism is increasingly seen as a strategic element in the wine-producing countries of the Old World (Gómez et al., 2019).

The growing importance of wine tourism, given its recognized capacity to increase winery sales and favor rural development, has aroused the interest of academics from different disciplines, such as geography, economics, sociology and business management. The first research in the field of wine tourism dates back to the nineties of the last century, focusing on the influence of wine tourism activity in rural areas and on the behavior of wine tourists (Hall, 1996). Thus, among the pioneering works on wine tourism, the books *Wine Tourism Around the World* (Hall et al., 2000) and *Explore Wine Tourism* (Getz, 2000) stand out for their relevance and disruptive character in the field, as well as the research carried out by Charters & Ali-Knigh (2002), Carlsen (2004), Getz & Brown (2006) and Mitchell & Hall (2006).

From the early 1990s to the present day, a great deal of research has been published on the subject of wine tourism, mostly carried out by universities in collaboration with tourism organisations and the wine industry, in order to meet the needs of wineries (Montella, 2017). Therefore, given the amount of scientific production generated around the field of wine tourism, it is necessary to analyze and classify the knowledge developed in this field in order to detect the main research fronts. More specifically, a series of indicators are used to estimate both the distribution and the intensity of work in the area by different agents (authors, institutions, publishers and countries), as well as the existing relationships between them. At the same time, the aim is to carry out a brief analysis of the temporal evolution of research on the subject of interest in order to know both the first existing references and their progression from there. The efforts made in this research are aimed at establishing a reference base on which to base the search for bibliography on the subject under study, as well as to understand the structure of the scientific knowledge generated around wine tourism.

This research contributes to the literature in a number of ways. Firstly, to the best of our knowledge, despite the existence of narrative and systematic reviews on wine tourism activity, there is no bibliometric study on the subject of study, which represents an opportunity to further advance knowledge on wine tourism. Secondly, the bibliometric analysis has been carried out since the first academic publication on the subject until the end of the 90s of the last century, until 2021, thus being a comprehensive analysis of the structure of knowledge on wine tourism from the first research in the field until the present day. Thirdly, the research can serve as a reference guide for both academics and professionals in the wine industry who want to know in depth how the study of this typology of tourism has been approached, thus being a reference study for both researchers who are starting out in the study of wine tourism and for those experienced in the subject.

As the scientific production in the field of wine tourism has increased, it has become necessary to collect documents and clarify the research fronts in the research field under study. Table 1 shows the publications in journals indexed in the main collection of the Web of Science database that aim to review the literature on wine tourism, classifying the reviews by their authors, the journal in which they have been published, the title of the article, the type of review, the number of papers analyzed, the period covered by the review and the countries to which the scientific production belongs.

As can be seen, there are only 12 papers that have reviewed the literature on the subject of wine tourism, which highlights the need to continue analyzing the state of the art of the discipline. Of this scientific production, more than half (58.33%) come from the last five years, which shows that literature reviews on wine tourism have intensified in the last five years. Likewise, of the 12 reviews, 5 are narrative and 7 are systematic in nature. It is worth highlighting the high number of narrative reviews (41.67%) on the subject despite the limitations of this type of review, given that, among other aspects, in these reviews the author's subjective criteria prevails when selecting the works, the data found in the different publications are not quantitatively synthesized and the procedure followed to obtain the information is not specified (Greenhalgh et al., 2018). The rest of the reviews follow a qualitative systematic approach, given that they present the scientific production in a descriptive way and without any advanced statistical analysis (systematic review without meta-analysis). This type of review represents an advance with respect to narrative reviews, given that their reproducibility is guaranteed, as the steps followed to obtain the scientific output under analysis are explicitly and clearly stated (Siddaway et al., 2019).

With regard to the period of analysis of the reviews carried out, it is important to highlight that all the reviews begin their analysis from the late 1980s and early 1990s, a period considered as the beginning of the academic study of wine tourism, up to the year in which the reviews were carried out. Likewise, most of the reviews analyses less than a hundred articles (83.33%), with the exception of the reviews by Mitchel & Hall (2006) and Gómez et al. (2019), in which 201 and 176 articles are analyzed respectively. Furthermore, academic literature focused on wine tourism in both Old and New World countries predominates. However, while Mitchell & Hall (2006) focus only on the scientific production of New World countries (Australia, New Zealand, Canada and United States), López-Guzmán et al. (2013), Ramos et al. (2018), Santos et al. (2020) focus on Old World countries, such as Spain and Portugal. In addition, although the main objective of the reviews is to analyze the scientific production related to wine tourism, Montella (2017) and Nave et al. (2021) specifically study the scientific production linking wine tourism activity and sustainability.

The analysis of the literature reviews on wine tourism has served to identify three main shortcomings in this type of research. Firstly, there is a small number of literature reviews on the activity of wine tourism, since there are only 12 articles that have addressed this objective. Secondly, there is no bibliometric analysis of the discipline, as the existing reviews are narrative and exploratory systematic reviews. Thirdly, the last year analyzed in the reviews carried out was 2020, so that the analysis can be updated to the current time. These shortcomings justify the need to carry out our study, given that this research aims to contribute to the generation of new knowledge in the field of wine tourism, carrying out a bibliometric analysis from the end of the 1990s until 2021. The work therefore makes it possible to overcome the existing gap in knowledge, as it contributes to the generation of new knowledge through a bibliometric analysis carried out from the origins of the discipline of wine tourism to the present day.

Table 1. Articles indexed in the main collection of the Web of Science on wine tourism

Authors	Journal	Title	Type of review	Papers analysed	Period analysed	Countries analysed
Carlsen (2004)	Journal of Wine Research	A review of global wine tourism research	Narrative review	59	1998-2004	Old World and New World
Charters (2009)	Tourism: An International Interdisciplinary Journal	New World and Mediterranean wine tourism: A comparative analysis	Narrative review	36	1990-2009	Old World (Mediterranean countries) and New World
Mitchell & Hall (2006)	Tourism Review International	Wine tourism research: the state of play	Systematic review	201	1992-2006	New World (Australia, New Zealand, Canada and United States)
López-Guzmán et al. (2013)	Cuadernos de Turismo	Review of the scientific literature on wine tourism in Spain	Narrative review	58	1992-2012	Old World (Spain)
Durán-Sánchez et al. (2016)	Estudios y Perspectivas en Turismo	Wine Tourism: Scientific Literature Analysis in Cross-cultural Research of Doctoral Thesis	Systematic review	57	1998-2015	Old World (Spain, Portugal, United Kingdom and France)
Montella (2017)	Sustainability	Wine tourism and sustainability: A review	Systematic review	43	1992-2015	Old World and New World
Ramos et al. (2018)	Worldwide Hospitality and Tourism Themes	Main challenges, trends and opportunities for wine tourism in Portugal	Narrative review	16	2000-2015	Old World (Portugal)
Anđelić et al. (2019)	Economics of Agriculture	A review of wine and wine tourism presence in the scientific papers in journals in the field of tourism	Systematic Review	91	1992-2019	Old World and New World
Gómez et al. (2019)	Current Issues in Tourism	Wine tourism research: a systematic review of 20 vintages from 1995 to 2014	Systematic Review	176	1995-2014	Old World and New World
Santos et al. (2019)	Worldwide Hospitality and Tourism Themes	Wine and wine tourism experience: a theoretical and conceptual review	Narrative review	55	1992-2018	Old World and New World
Santos et al. (2020)	PASOS: Revista De Turismo Y Patrimonio Cultural	Progress and prospects for research of Wine Tourism in Portugal	Systematic Review	36	2003-2018	Old World (Portugal)
Nave et al. (2021)	International Journal of Wine Business Research	A systematic literature review on sustainability in the wine tourism industry: insights and perspectives	Systematic review	60	2005-2020	Old World and New World

Source: own elaboration

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Keywords: Wine Tourism, Wine Routes, Wineries, Wine industry, Bibliometric Analysis.

JEL codes: L66, L83, M21.