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Sustainability in wine tourism: a bibliometric and content review

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Abstract

The wine sector increasingly recognizes the importance of adopting sustainable practices. In tourism, sustainability works as a valuable and appropriate tool to attract tourists, who are increasingly selecting companies that have sustainable performance. This paper aims to identify and analyze the existing literature related to the topic of sustainability in wine tourism. Based on a literature review, this study provides an analysis of the most important topics in the research related to sustainability in wine tourism. This analysis is divided into two phases, a qualitative analysis with a literature review, and a bibliometric analysis through VosViewer. The results show that sustainability in wine tourism has been an area of growing interest, with a greater number of publications in recent years. The most recent research topics are related to the strategic approach, competitiveness, covid-19, spatial-temporal analysis, and sustainable practices.

Keywords

Bibliometric Analysis • Sustainability in Wine Tourism • Wine Tourism

1. Introduction

Wine has always been an integral part of human culture, forging a connection between primary sector activities and services while playing a significant role in the tourism sector. In recent years, the wine industry has increasingly recognized the paramount importance of adopting sustainable practices to ensure the preservation of the environment and the long-term prosperity of their businesses (Karagiannis & Metaxas, 2020). Concurrently, sustainability has become an essential criterion for modern tourists, who actively seek out companies and destinations that demonstrate a commitment to environmental and social responsibility (Serra-cantallops et al., 2021).

The marriage of sustainability and wine tourism is proving to be a powerful alliance, with sustainable agricultural practices not only enhancing the appeal of tourist destinations but also fostering competitiveness within the wine industry (Serra-cantallops et al., 2021). The wine tourism sector has rapidly adapted to evolving travel preferences and trends, positioning itself as a vital driver of regional development, job creation, and economic growth, particularly in rural areas (Afonso et al., 2018). For tourists, wine tourism offers a unique and immersive experience of the rich cultural and natural heritage

of wine regions, while simultaneously providing winemakers with a platform to showcase their sustainable practices and winemaking approaches (Lamoureux et al., 2022).


To further understand and analyze the dimensions of sustainability in wine tourism, this paper aims to conduct a comprehensive literature review on this subject. By delving into the existing body of knowledge, our study seeks to identify and examine the most pertinent topics related to sustainability in wine tourism. The research will be divided into two distinct phases, commencing with a qualitative analysis through a literature review and subsequently employing a bibliometric analysis using VosViewer (Aramendia et al., 2021).

The significance of this research lies in the growing interest and attention sustainability in wine tourism has garnered in recent times, as evidenced by the increasing number of publications on this topic. Through our analysis, we aim to shed light on the current state of research, exploring themes such as strategic approaches, competitiveness, the impact of the COVID-19 pandemic, spatial-temporal analysis, and sustainable practices (Karagiannis & Metaxas, 2020; Serra-cantallops et al., 2021; Aramendia et al., 2021).

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By synthesizing and organizing the existing knowledge on sustainability in wine tourism, this study strives to provide valuable insights for wine industry professionals, tourism practitioners, policymakers, and researchers.

2. Literature Review

Wine and tourism create a perfect union so that tourists can enjoy a distinctive product and get to know a destination in a different way, triggering the economic development of certain rural territories based on the concept of sustainable development (Vo Thanh & Kirova, 2018; Rodríguez García et al., 2010). Wine Tourism occurs when a tourist is motivated to visit a place for its vineyard properties and wine-related activities (Carvalho et al., 2017).

Wine tourism seamlessly merges the joy of wine tasting with the rich cultural aspects tied to the historical evolution of wine culture in various wine regions (González San José, 2017). As affirmed by Rachão et al. (2020), culinary and wine-related activities hold a pivotal role in shaping tourists' overall travel experiences. The wine tourism experience encompasses a diverse array of offerings, with popular options including engaging in events and festivals, exploring cultural heritage, savoring gastronomic delights, partaking in tastings, visiting wine houses, purchasing wines at wineries or cellars, and embarking on informative winery tours (Charters & Ali-Knight, 2002).

The profound influence of wine culture and its integration into wine tourism experiences intricately connects with the social, economic, environmental, and cultural fabric of wine regions and territories (González San José, 2017). As highlighted by Getz (2000), wine tourism can be viewed from at least three key perspectives: that of wine producers, wine agencies representing destinations, and the viewpoint of consumers. Consequently, this unique form of tourism product warrants a comprehensive examination of consumer behavior, the strategic development and marketing of attractions related to wine products by destinations, and the valuable marketing opportunity it presents for direct product sales (Getz & Brown, 2006).

2.1. Sustainability in Wine Tourism

Sustainability permeates various sectors of society, drawing inspiration from diverse sources such as stakeholder pressures, customer attraction through environmental considerations, legal obligations, long-term vision, and even cost reduction and enhanced competitiveness (Flores, 2019). As an indispensable element, sustainability plays a pivotal role in optimizing resources and effectively addressing present and future challenges that could impede the further

advancement of wine tourism (Alonso et al., 2020). Within the wine sector, sustainability emerges as a powerful driver of competitive advantage, fostering the creation of ecologically conscious images that resonate with consumers and are thus valued by them (Gázquez-Abad et al., 2015).

Elkington (2017) introduces a comprehensive framework for approaching sustainability, known as the "Triple Bottom Line," which encompasses three essential dimensions: economic sustainability, social sustainability, and environmental sustainability. Each dimension represents a critical aspect of the company's responsibilities towards creating a sustainable future:

- Environmental sustainability: This dimension revolves around the preservation of our planet and includes all actions taken by the company that can impact the environment. Emphasizing eco-friendly practices, companies seek to minimize their ecological footprint and contribute to environmental conservation.
- Social sustainability: Fostering equal opportunities, promoting diversity, and encouraging meaningful connections within and beyond the local community form the core of social sustainability. Companies committed to this aspect prioritize the well-being and quality of life of their stakeholders, and strive for open and accountable governance structures.
- Economic sustainability: In pursuit of economic sustainability, companies engage in activities that yield positive outcomes locally, such as hiring and investing in human resources from the communities in which they operate. By bolstering local economies, these companies contribute to the prosperity and growth of the regions they are part of.

By embracing the "Triple Bottom Line" model, organizations can adopt a comprehensive approach to sustainability, ensuring a harmonious balance between economic prosperity, social inclusivity, and environmental conservation, ultimately working towards a more sustainable and resilient future.

IPDT (IPDT, n.d.) adds another dimension, Cultural Sustainability, which is related to the preservation of values and traditions of the different communities, valuing people's knowledge and cultural elements.

The Strategic Plan 2020-2024 of the International Organization of Vine and Wine (OIV, 2017) has also objectives related to sustainable development namely: Promote environmentally friendly viticulture; Promote economic activity according to the principles of sustainable development and market growth; Contribute to social development through vitiviculture; Continue the development of a harmonized regulatory environment; Facilitate the industry's digital transition.

2.1.1. Sustainable Practices in Wine Tourism

Global wine consumption is growing, and along with this growth, wine companies face environmental sustainability issues such as water consumption, waste management, and community impact (Karagiannis & Metaxas, 2020). Casini et al. (2010) proposed a matrix of four behaviors adopted by wine companies in relation to sustainability (Figure 1). The matrix is divided according to the degree of implementation of sustainable practices in the company (orientation) and the degree of communication (exposure) of the companies' sustainable orientation:

- "Devoted": they are strong promoters of sustainability in their wine production adopting sustainable practices and actively promoting this. They constantly invest to pass these values to their employees and customers.
- "Unexploiter": they adopt sustainable practices, but do not communicate them.
- "Opportunists": they strongly communicate the sustainable side of their work to obtain differentiation in the market, however they need a deeper motivation or interest in its adoption.
- "Laggards": they are not interested in adopting sustainable agriculture and don't know or don't understand its benefits in terms of promotion.

Table 2, presents several practices related to environmental, social and economic sustainability that organizations can adopt, according to several authors.

2.1.2. Benefits of Sustainable Practices

Sustainability embodies a temporal dimension, where the pursuit of sustainable benefits involves striking a delicate balance between present actions and their implications for the future (Van Dam & van Trijp, 2011). Embracing a proactive

sustainability strategy not only fosters capacity building within companies but also cultivates corporate capabilities that yield competitive advantages, manifested through enhanced efficiency and productivity (Sharma & Vredenburg, 1998). As a result, the implementation of sustainable practices empowers companies to gain numerous advantages, positioning them for success in the long run. Table 3 presents some benefits of adopting sustainable practices by companies.

2.1.3. Barriers to the Adoption of Sustainable Practices

Barriers in the context of sustainability can be understood as challenging situations or obstacles that impede the successful execution of specific activities or actions (Laurett & Paço, 2019). Extensive literature on this subject identifies various barriers that hinder companies from effectively implementing sustainability-related practices, as summarized in Table 4.

3. Methodology

The methodology of the present research took into account a qualitative approach, with a literature review (Table 1) that was based on the search for scientific documents available on the Scopus platform on Sustainability in Wine Tourism, corresponding to the first part of the research. In the second part, a content analysis was performed and bibliometric methods were used through VosViewer (bibliographic coupling, citations and co-occurrence analysis) and the analyses performed by the Scopus platform itself. The database was exported through Scopus during the month of March 2023.

The construction of a keyword co-occurrence map, which examines the frequency of keywords appearing together within the dataset of publications (Agapito, 2020), offers valuable insights into the thematic landscape and interrelationships that shape the conceptual space of a particular topic (Koseoglu et al., 2019). In parallel,

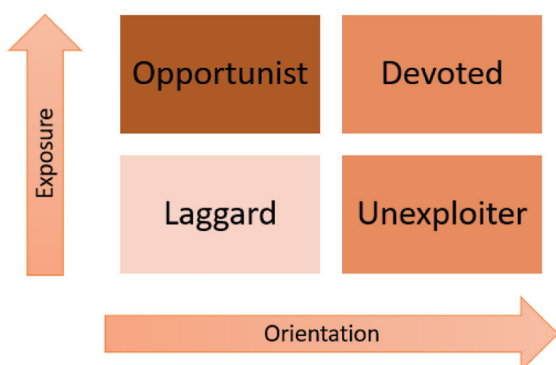


Figure 1. Sustainable Positioning Matrix. Source: Adapted from Casini et al. (2010)

Table 1. Methodology

Methodology	
First Part: Literature Review	Second Part: VosViewer Analysis
Key Words: "sustainability" and "wine tourism"	Documents per year
Category: Title, Abstract, Keywords	Main journals
Document Type: Paper	Documents per country
Language: English	Documents by authors
Results: 52	Co-occurrence (all keywords)
Query: (TITLE-ABS-KEY (sustainability) AND TITLE-ABS-KEY ("wine tourism")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English"))	Bibliographic coupling (documents)
	citation (authors)

Source: The authors.

Table 2. Sustainable Practices

Dimension	Practices	Authors
Environmental Sustainability	Turn off lights when not in use, save energy, print on both sides of the paper.	Lamm et al. (2015)
	Environmentally friendly raw material; Substitution of environmentally questionable material; Consider environmental criteria; Consider eco-design; Optimization of the process to reduce solid waste and emissions; Use of more sustainable technological processes to save energy and water; Selective waste separation (recycling) and incorporation of environmental management principles.	Rao & Holt (2005)
Social Sustainability	Use of ecological products; Energy and water saving activities; Selective separation for recycling, and use of renewable energy sources (solar, wind, biomass).	Font et al. (2016)
	To provide equal opportunities, encourage diversity, promote links within and outside the community, and ensure the quality of life of its employees.	Elkington (2017)
	Providing professional training; assisting employees in obtaining higher education; spending time or monetary contributions to local community projects; contributing to social solidarity actions; considering diversity in hiring decisions; and providing flexible work schedules.	Collins et al. (2007)
Economic Sustainability	Supporting the development of local communities and heritage conservation; promoting gender equality in working practices; actively promoting respect for the culture of the surrounding region; facilities adapted for people with reduced mobility; collaboration in social and solidarity projects; encouraging customers to contribute to social initiatives; promoting work-family balance.	Font et al. (2016)
	The company must be committed to activities that have a positive return locally, for example hiring human resources from the place where it operates.	Corbo et al. (2014)

Source: The authors.

Table 3. Sustainable Practices Benefits

Benefits	Authors
Improved internal performance, external marketing, and benefits from stakeholder relations	Poksinska et al., (2003)
Productivity benefits (related to the functional/operational side); financial benefits (related to waste reduction); market benefits (related to customers, suppliers, and competition); and societal benefits (related to society and government agencies).	Gavronski et al., (2008)
Increased sales, profitability, competitive advantage, efficiency (productivity, cost savings, better management control), improved image, improved employee results (motivation, satisfaction, communication, knowledge), improved customer satisfaction (fewer complaints), improved relations with suppliers and other stakeholders.	Tarí et al. (2012)

Source: The authors.

Table 4. Barriers to the Adoption of Sustainable Practices

Barriers	Authors
Lack of human and material resources.	Álvarez-García & del Río Rama (2016)
Lack of knowledge and information	Grimstad & Burgess (2014)
Lack of training, lack of understanding of how to incorporate sustainable practices, and lack of funding	Bhanot et al., (2017)
Resistance to change	Duarte (2015)
Lack of technical knowledge and problems with infrastructure, resistance to change, poor environmental knowledge, lack of investment in training, difficulty in complying with regulations, little knowledge about legislation, and lack of incentive and support policies.	Neto et al., (2017)

Source: The authors.

citation maps serve as a means to gauge the influence of documents or authors through the analysis of citation patterns, enabling the identification of seminal works relevant to the subject under investigation (Zupic & Čater, 2015). Furthermore, bibliographic coupling, by connecting documents and authors based on shared references, serves as a powerful tool for mapping the current research front and highlighting prominent contributors to the field (Zupic & Čater, 2015). This bibliometric analysis can thus help researchers verify similarities between documents

based on collaborative relationships between institutions and authors (Serrano et al., 2019).

4. Results and Discussion

4.1. Production

The first work, by Scopus, appeared in the year 2010, however, it is verified that only from the year 2019, there has been a growing interest in the topic. It can be seen that

71% of the papers were published in the last 4 years (2019 to 2023). As can be seen in Figure 2, it is a theme with growing importance at the scientific level, where the year with the most publications was in 2021, with 11 papers.

At the level of the main sources of publication the top five sources are: Sustainability Switzerland (16 articles), International Journal of Wine Business Research (4 articles), African Journal Of Hospitality Tourism And Leisure (2 articles), Journal of Cleaner Production (2 articles), Journal Of Wine Research (2 articles).

Through the Scopus analysis, it was also possible to obtain the articles published per author (Figure 3). The author Nave

A. counts (5 publications), Szolnoki, G. (3 publications), Tafel, M. (3 publications), do Paço, A. (3 publications) and Bressan, A. (2 publications) are the five authors with more publications on sustainability in wine tourism.

Taking into account the 10 countries with more publications, Spain (11 articles), Australia (9 articles), Portugal (8 articles), United States (6 articles) and Italy (5 articles), are part of the top five with the highest number of publications on the subject (Figure 4). This is followed by countries such as the United Kingdom (5 articles), Germany (4 articles), Chile (3 articles), Viet Nam (3 articles) and Canada (2 articles).

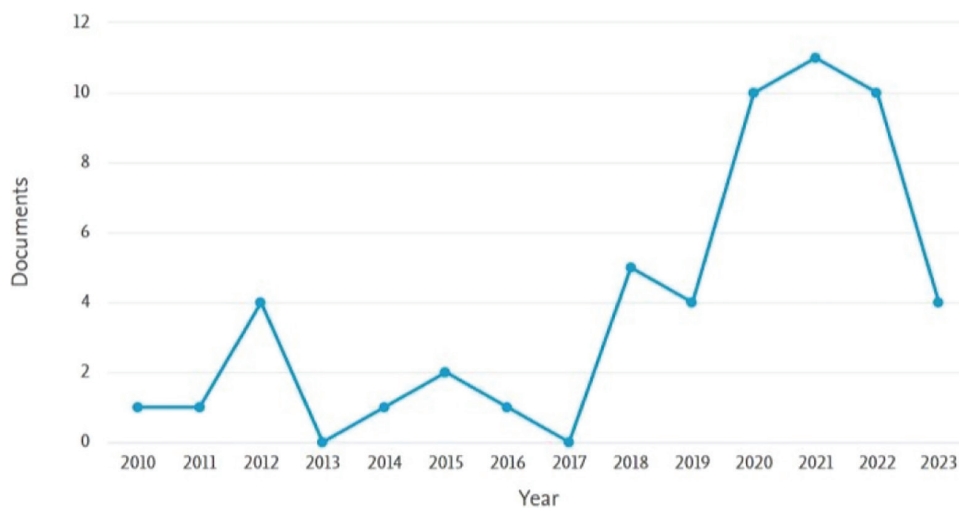


Figure 2. Documents by year.
Source: Scopus (2023).

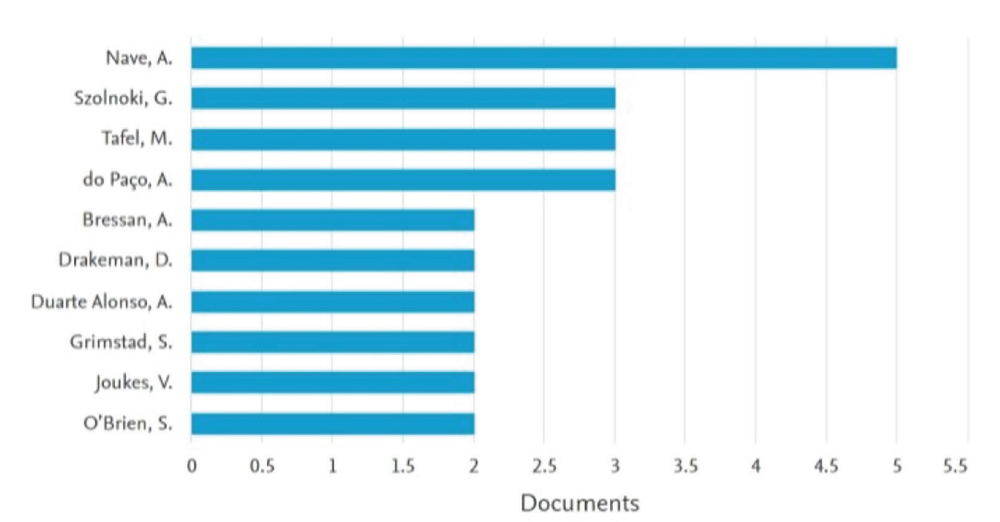


Figure 3. Documents by Author.
Source: Scopus (2023).

competitiveness, covid-19, spatial-temporal analysis, and sustainable practices (Figure 6).

4.3. Citations

The authors' citation network map (Figure 7) illustrates the relationships between individual authors based on the frequency with which they cite each other's work. The strength of these citation links is visually represented by the size of the circles. Within this network, 37 authors stand out as major contributors to the scientific documentation on sustainability in wine tourism, forming 16 distinct clusters. Notably, the most influential clusters are characterized by the significant contributions of authors such as Nave A., Duarte Alonso A., and Grimstad S.

4.4. Bibliographic Coupling

Bibliographic coupling establishes relationships between items based on the number of references they share. Figure 8 presents a map featuring the 18 most cited authors in studies on sustainability in wine tourism. A minimum threshold of 10 citations per paper was set to be included in the map, and only these 18 authors met the criterion. Notably, this network map reveals a prominent central figure, Baird T. (2018), whose work has established 16 strong connections with other authors, signifying extensive collaboration and interrelated research within the field of sustainability in wine tourism. It can be seen that the most cited studies are by Baird *et al.*, (2018), Gázquez-Abad *et al.*, (2015) and Figueroa & Rotarou (2018).

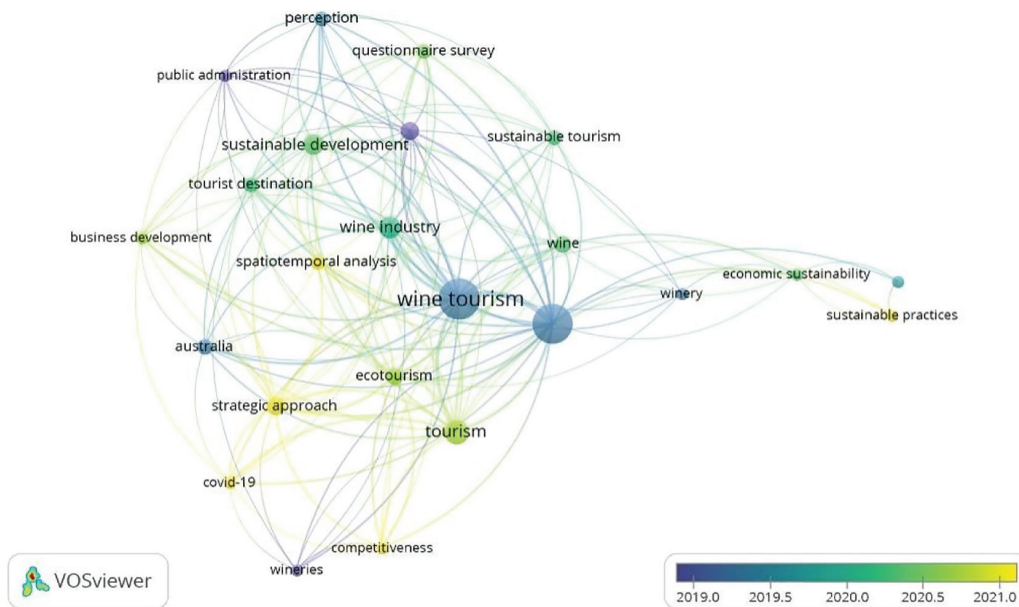


Figure 6. Temporal Co-occurrence Map. Source: Elaborated by Vosviewer.

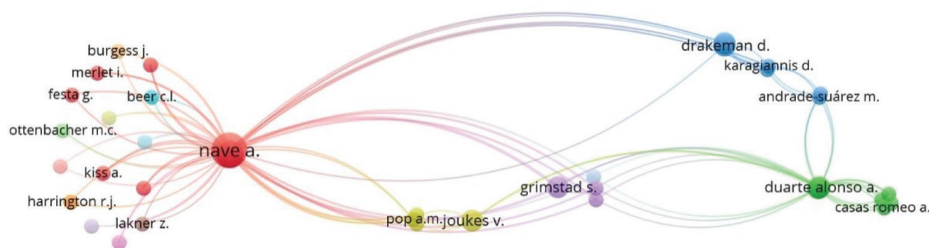


Figure 7. Co-occurrence Map. Source: Citation map.

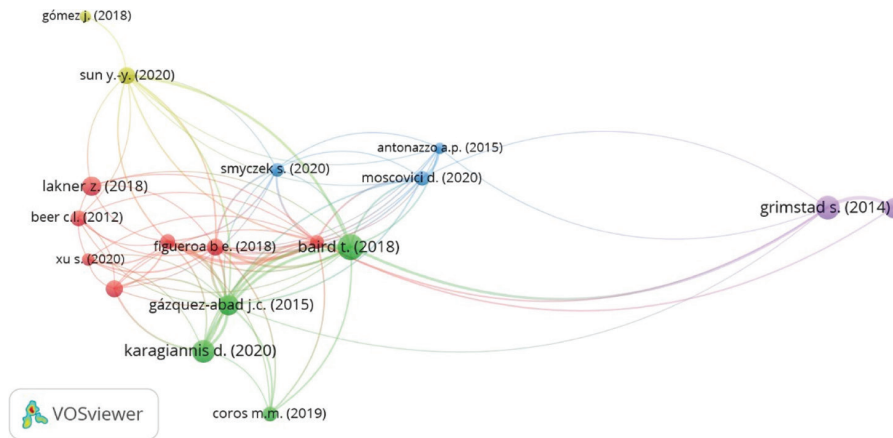


Figure 8. Bibliographic coupling map.
 Source: Elaborated by Vosviewer.

5. Conclusions

The alliance between wine tourism and sustainability emerges as a vital factor in shaping the future of the wine industry. As sustainability becomes increasingly important in the global context, it is evident that wine tourism companies must adopt sustainable practices not only to ensure the preservation of resources for future generations but also to remain competitive in the evolving market, attracting a growing number of environmentally conscious tourists.

This study has provided a comprehensive overview of the existing literature on sustainability in wine tourism, shedding light on the most prominent research topics, influential authors, notable publication sources, and the countries contributing significantly to this field. Through the co-occurrence map, we identified the recent research themes, which encompass the strategic approach, competitiveness, the impact of the COVID-19 pandemic, spatial-temporal analysis, and sustainable practices.

The findings demonstrate a clear and growing interest in the relationship between sustainability and wine tourism, exemplified by the significant increase in publications over the last four years.

The literature reveals that the majority of studies in this area focus on analyzing the development of sustainable strategies and practices adopted by wineries, as well as the associated benefits and barriers to their adoption. This highlights the industry's acknowledgment of the pivotal role sustainability plays in enhancing the overall wine tourism experience.

Our study emphasizes that the integration of sustainability principles within wine tourism not only has positive ecological impacts but also enhances the competitiveness and

attractiveness of wine regions as tourist destinations. It serves as a catalyst for innovation, enabling wineries to differentiate themselves and appeal to an increasingly discerning and environmentally conscious consumer base.

The comprehensive citation and bibliographic coupling analyses showcased the prominent contributions of specific authors and highlighted key studies that have significantly influenced the development of sustainability in wine tourism research. Notably, the work of authors such as Nave A., Duarte Alonso A., and Grimstad S. has been instrumental in advancing knowledge in this domain.

In conclusion, this study offers valuable insights into the dynamic landscape of sustainability in wine tourism. It underscores the critical role of sustainability in the wine industry and its profound impact on attracting responsible tourists seeking immersive experiences in wine regions. As we move forward, continued research and collaboration among academia, wine industry stakeholders, and policymakers will be instrumental in fostering sustainable practices that contribute to the growth, resilience, and long-term viability of wine tourism.

6. Limitations and Suggestions for Future Research

Despite the valuable insights gained from this study on sustainability in wine tourism, there are certain limitations that should be acknowledged to ensure the integrity and applicability of the findings. Firstly, the research was conducted within a specific time frame, which might have constrained the depth of the analysis and the inclusion of more recent developments in the field. Conducting a longitudinal study that spans a more extended period could provide a more

comprehensive understanding of the evolving trends and shifts in research focus over time.

Additionally, the bibliometric analysis was conducted using a single database (Scopus), which might not encompass the entirety of research related to sustainability in wine tourism. To address this limitation, future investigations should consider employing multiple databases, such as Web of Science, to ensure a more extensive and diverse dataset, enabling a broader perspective on the subject.

Furthermore, while the co-occurrence map provided valuable insights into the thematic clusters and associations, it may not capture the full complexity of relationships between different research areas. Future studies could explore advanced network analysis methods and incorporate semantic analysis techniques to gain a more nuanced understanding of the interconnections between themes and sub-topics within sustainability in wine tourism research.

To enhance the scope and depth of future research, we recommend expanding the search by incorporating additional keywords relevant to sustainability, wine tourism, and related concepts. A comprehensive keyword search will broaden the dataset, enabling a more comprehensive analysis and offering a more robust foundation for future research inquiries.

As sustainability in wine tourism continues to evolve, examining the influence of different factors and external forces, such as changing consumer preferences, climate change, and global economic shifts, could provide valuable insights. Investigating the interaction between sustainability practices, regional development, and the socio-economic impacts on local communities would contribute to a more holistic understanding of the outcomes and potential challenges faced by the wine tourism industry.

Furthermore, research exploring the specific implementation of sustainable practices by wineries and their impact on visitor experiences would offer practical guidance for industry stakeholders seeking to create authentic and sustainable wine tourism offerings.

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