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# A REVIEW OF WINE AND WINE TOURISM PRESENCE IN THE SCIENTIFIC PAPERS IN JOURNALS IN THE FIELD OF TOURISM

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## ABSTRACT

The aim of this paper is to indicate the representation of the papers related to wine and wine (eno) tourism in the scientific journals in the field of tourism from the Journal Citation Reports (JCR) list, with the Impact Factor (IF) – Clarivate Analytics. Fifteen journals have been analyzed on the basis of the phrase presence related to wine and wine tourism in titles, keywords and abstracts. 91 papers have been singled out, with their review per journal, as well as summary of publication frequency per year. The significance of wine and wine tourism in the entire tourism is emphasized through the tendency of their increasing presence in the most relevant scientific journals in the field. This paper creates a foundation for the authors interested in detailed research of the papers published so far, and therefore further development of the scientific and research activities related to wine and wine tourism.

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## Introduction

Represented in proverbs, customs, beliefs, thoughts of famous people and those less famous, as well as songs, wine has always been “the initiator” for the people. It has always been a component of human life. The relation towards wine has directed people in many areas of life, determining their view of themselves to a certain point, as well as the environment and the world we live in. Wine has multiple meanings. It is not just a product similar to other alcoholic drinks. It is “a person living”, just as any other living

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being. There has always been something connected to wine, it has been the center of various events in spiritual, religious, cultural, culinary terms, entertainment, etc. Wine is complexity in simplicity, a phenomenon of human existence. The history of wine is a history of mankind at the same time. The charm of getting to know this ancient yet always trendy beverage can be found in this fact. Therein lies the basis for the appearance of tourist trends related to wine, and they managed to become singled out and differentiated as a separate type of tourism through their attractions and specific points, simultaneously related to many others (gastro, rural, etc) – wine tourism or enotourism.

“Wine is the beverage resulting exclusively from the partial or complete alcoholic fermentation of fresh grapes, whether crushed or not, or of grape must. Its actual alcohol content shall not be less than 8.5% vol” (International Organisation of Vine and Wine, 2017, I.1.3-1). “Nevertheless, taking into account climate, soil, vine variety, special qualitative factors or traditions specific to certain vineyards, the minimum total alcohol content may be able to be reduced to 7% vol. by legislation particular to the region considered” (International Organisation of Vine and Wine, 2017, I.1.3-1).

According to the International Organisation of Vine and Wine, vineyard surface area in the world in 2016 amounted to 7,463,909 ha (a reduction compared to 2001 – 7,786,462 ha), while wine production was 269,012 (an increase compared to 2001 – 265,523), wine exports 103,832 (an increase compared to 2001 – 65,151), wine imports 104,027 (an increase compared to 2001 – 61,095), wine consumption 244,421 (an increase compared to 2001 – 227,642), whereas the unit is 1000 hl (International Organisation of Vine and Wine – OIV). In comparison to the beginning of the 21<sup>st</sup> century, there was an increase in imports (70.27%), exports (59.37%), production (1.31%) and wine consumption (7.37%), while the vineyard surface area was reduced for 4.14% at the same time. According to (International Organisation of Vine and Wine, 2019), vineyard surface area was around 7,429 thousand ha (continued reduction), production was around 292,300 (an increase) and wine consumption was around 246,000 (an increase), unit 1000 hl (forecasted data) in 2018 (pp. 5-11).

According to International Organisation of Vine and Wine (2019), a) the countries with the largest vineyard surface space are Spain, China, France, Italy and Turkey; b) the countries as the biggest wine producers are Italy, France, Spain, the USA and Argentina; c) the countries with the largest wine consumption (consummation) are the USA, France, Italy, Germany and China (pp. 5-11).

“Wine tourism can be defined as visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall, Longo, Mitchell & Johnson, 1996). Wine tourism can also be considered as a type of rural tourism, confirmed by Cvijanović & Ružić (2017) as well. The importance of wine tourism in the economic development of the rural areas is also clear from the fact that the 3<sup>rd</sup> UNWTO Global Conference on Wine Tourism held in Chisinau (Moldova) on 6<sup>th</sup> – 7<sup>th</sup> September 2018 directed its activities towards “Wine Tourism as a Tool for Rural Development” (3rd UNWTO Global Conference on Wine Tourism).

It is obvious that aforementioned countries with the largest vineyard surface area and production also have the greatest potential for wine tourism development. Still, there is a question of whether everything is in area and production scope. The above-mentioned elements are important in terms of the economic effects that arise from product placement in the market, especially the foreign market, through exports. On the other hand, wine areas should be singled out by some particularity in terms of service sector development, i.e. integrated sector of production and services. This kind of wine areas, destinations as well as individual service providers' differentiation in the field of wine and wine tourism represent a necessary marketing strategy in order to attract tourists. Therefore, wine tourism is the foundation for the emergence of the "silent" export, the kind that could have significant advantages in comparison to the traditional (classical) export type, especially through cost reduction. All things considered, along with the particularities that wine tourism possesses, make this area of tourism very interesting for scientific and professional studies both on supply and demand sides.

The subject of this paper is an overview of the representation of wine and wine tourism in scientific papers in selected journals in the field of tourism. Therefore, this paper is trying to offer the answer to the following question: "What is the significance of wine in the scientific research in the field of tourism?". The aim of this paper is to point out the number of papers related to wine and wine tourism in the scientific journals in the field of tourism that are listed in the JCR list (have Impact Factor – IF), to highlight the contribution of these papers, and to determine the frequency of words in the keywords listed in analyzed papers.

### **A review of similar research**

López-Guzmán, García, Rodríguez (2013) offer a review of the scientific research on wine tourism in Spain according to the autonomous regions. Sánchez, García & del Río (2016) determined that there were 14 PhD thesis related to wine tourism defended from 2008 to 2014 – in Spain (8; 57.14%), England (3; 21.41%), Portugal (2; 14.29%) and France (1; 7.14%) (p. 191).

On the basis of the analysis conducted by Carlsen (2004), we can draw a conclusion that there is a dual approach (wine industry production and service orientation) that should be integrated into a unity as soon as possible. Thereby, five key issues important for all wine regions and wineries are: 1) "How do successful wineries manage to make the transition from a supply-led to a demand-driven business environment?, 2) Does wine tourism enable wineries to become price-makers instead of price-takers? 3) Within a wine region, how and when does the locus of economic activity shift from wine production to tourism over time? 4) How do wineries and wine regions diversify their products and services to meet the changing needs of visitors? 5) What is the relative importance of capital growth compared to profit as wealth creation activities in wine regions?" (Carlsen, 2004, pp. 8-9).

Montella (2017) provides an overview of works related to wine tourism and sustainability (43 papers (p. 3)). It also concludes that the majority of works are related to new wine producing countries (if the work relates to a specific country), and that more than half of the works were published after 2006 (p. 3). A more detailed analysis of the presence of sustainable (wine) tourism in the literature, emerging traits (eg “from the literature it emerges that sustainable wine tourism is strongly linked to the culture and distinctive traits of the local community and place” (p. 5)), motivations and drivers and geographical distribution and trends (pp. 4-7).

Sánchez, Del Río & García (2017) determined that there were 118 articles published in the Web of Science (WoS) and 191 in Scopus until 2014, and they all refer to wine tourism (p. 9). “The Scopus database was the first to incorporate the concept of wine tourism in 1984 and it contains the most records” (Sánchez, Del Río & García, 2017, p. 11). They emphasize that “in the last five years (2010–2014), more than 60% of wine tourism papers contained in WoS and Scopus have been published, 72 and 117 articles respectively” (Sánchez, Del Río & García, 2017, p. 11). The author with the largest number of papers is Alonso, A. D. (Scopus 21, WoS 10), whereas, on the other hand, the most productive journal (with the largest number of papers) is *Tourism Management* (WoS 13, 11.02%; Scopus 12, 6.28%), the only one with a two-digit number of papers (Sánchez, Del Río & García, 2017, pp. 12-13).

Gómez, Pratt & Molina (2018) carried out an extensive research on the presence of wine tourism in the scientific papers from 1995 to 2014 (176 papers), emphasizing, at the same time, that the framework for wine research has been expanded with two new fields compared to the previous formulations, and they are “regional development and the experiential wine tourist”.

Mitchell & Hall (2006) offer a review of “the Australian research into winery visitation”, “the research on New Zealand winery visitation”, and “other international research into winery visitation” (North America, Europe, Southern Hemisphere, other), whereas they concluded that (at that moment) “Australia and New Zealand are the source of the vast majority of published literature on winery visitation” (Australia 38%, New Zealand 31%), followed by prevailing North America (pp. 308-311).

### **Materials and methods**

The research is conducted on the 6<sup>th</sup> and 7<sup>th</sup> July 2019, on the sample of 15 scientific journals in the field of tourism (journals which names refer directly to the words “tourism”, “tourist”) from the Journal Citation Reports (Clarivate Analytics, 2018) list, with the Impact Factor (IF). The choice of these journals adds to the significance of the analysis, considering that we speak of the currently best journals in the field. Thus, the analysis of the wine and wine tourism presence in the published papers is improved additionally, indicating the tendencies for the study in this field at the highest, world level. The review of the analyzed journals along with their Impact Factor (IF) is offered in the table below (*Table 1*).

**Table 1.** The analyzed journals

No.	Journal name	ISSN	IF (2017)
	Tourism Management	0261-5177	5.921
	Annals of Tourism Research	0160-7383	5.086
	Current Issues in Tourism	1368-3500	3.462
	Journal of Sustainable Tourism	0966-9582	3.329
	Journal of Hospitality and Tourism Research	1096-3480	2.685
	International Journal of Tourism Research	1099-2340	2.449
	Tourism Geographies	1461-6688	2.068
	Journal of Travel and Tourism Marketing	1054-8408	1.975
	Tourism Management Perspectives	2211-9736	1.779
	Tourist Studies	1468-7976	1.537
	Asia Pacific Journal of Tourism Research	1094-1665	1.352
	Journal of Hospitality, Leisure, Sport and Tourism Education	1473-8376	1.265
	Scandinavian Journal of Hospitality and Tourism	1502-2250	1.235
	Journal of Tourism and Cultural Change	1476-6825	1.105
	Tourism Economics	1354-8166	0.942

*Source:* The authors' research based on Clarivate Analytics (2018)

The journals were analyzed using the database of the papers available online: Science Direct (Annals of Tourism Research, Journal of Hospitality, Leisure, Sport & Tourism Education, Tourism Management Perspectives, Tourism Management), SAGE Journals (Tourist Studies, Tourism Economics, Journal of Hospitality & Tourism Research), Taylor & Francis Online (Asia Pacific Journal of Tourism Research, Current Issues in Tourism, Journal of Sustainable Tourism, Journal of Tourism & Cultural Change, Journal of Travel & Tourism Marketing, Scandinavian Journal of Hospitality & Tourism, Tourism Geographies) and Wiley Online Library (International Journal of Tourism Research).

The analysis refers to the establishment of the phrases related to wine and wine tourism presence (wine, wine tourism, wine tourist, enotourism, winery, etc.) in the titles, keywords and paper abstracts (book/literature reviews, conference reports, editorials, discussion forums etc. excluded). This type of analysis has been chosen because the authors regard that the search phrase is not of great significance unless it is in the title, keywords or paper abstract, even though it can be found in the paper itself. Evidently, one of the conditions for the selection of the papers in this review has been that, in addition to the presence of the above-mentioned words and phrases, the paper's theme is related to wine and its role in tourism, at least to a certain extent (not analyzed papers where the wine, wine tourism etc. were used in another/alternative/transferred meaning).

This review also considers the papers published online at the time the research was conducted (6<sup>th</sup> and 7<sup>th</sup> July 2019), including several papers from 2019.

After determining the papers, the papers were individually analyzed and a brief explanation of their scientific and professional contribution was given in the tables. In this way, the essence of each of the papers related to wine and wine tourism within the analyzed journals is presented. Also, the most common authors of the analyzed papers have been identified.

The frequency of words in keywords was then determined (words of the same meaning were observed together) and presented a) by journals, b) by time periods, and c) in total.

Hall (2011) giving a bibliometric analysis through performance indicators and databases states that one of the three groups of performance metrics is “productivity metrics, which includes metrics such as number of (cited) papers, number of papers per academic year, number of papers per individual author” (p. 21). This paper meets the stated group of productivity metrics with the exception of the number of citations.

### **Results and discussions**

It is established that 13 out of 15 journals (86.67%) selected for the analysis contain at least one paper directly related to wine and wine tourism to a lesser or greater extent. The total of such papers was 91, indicating the average number of papers as 6.07, median 4, mode 2, standard deviation 6.01, minimum 0 (Tourist Studies, Journal of Hospitality, Leisure, Sport & Tourism Education), maximum 20 (Journal of Travel and Tourism Marketing), as is the range. On the basis of the aforementioned, it is obvious that the Journal of Travel & Tourism Marketing has the greatest share in the total number of papers (21.98%), while only three more journals have a two-digit share (Tourism Management – 16.48%, Journal of Hospitality and Tourism Research – 12.09%, International Journal of Tourism Research – 12.09%). If only the journals with the papers on wine/wine tourism are taken into account (13 journals), the average number of the papers per journal is 7, median 5, mode 2, standard deviation 5.92, minimum number 1, maximum 20, with rank 19. All previous numbers are rounded to two decimal places.

There is a total of 74 papers with wine/wine tourism in the title, which is a significant percentage (81.32%) compared to the established number of papers on the subject. The average number of the papers per all the analyzed journals (15) is 4.93, median 3, mode 2, standard deviation 5.01, minimum 0, maximum 17, as is the range (17). There is a complete match (100%) of all the papers referring to wine/wine tourism and the titles in case of 6 journals (40.00% of the total number of journals), while the lowest percentage is 40.00%. All previous numbers are rounded to two decimal places.

The review of the papers on wine and wine tourism per journal can be seen in the following table (*Table 2*).

**Table 2.** The review of the number of papers on wine and wine tourism per journal

Journal name	Number of papers			
	Title (No)	Title (%)	Total (No)	Total (%)
Tourism Management	13	86.67%	15	16.48%
Annals of Tourism Research	2	40.00%	5	5.49%
Current Issues in Tourism	7	77.78%	9	9.89%
Journal of Sustainable Tourism	2	100.00%	2	2.20%
Journal of Hospitality and Tourism Research	8	72.73%	11	12.09%
International Journal of Tourism Research	9	81.82%	11	12.09%
Tourism Geographies	2	100.00%	2	2.20%
Journal of Travel and Tourism Marketing	17	85.00%	20	21.98%
Tourism Management Perspectives	3	100.00%	3	3.30%
Tourist Studies	0	-	0	-
Asia Pacific Journal of Tourism Research	4	100.00%	4	4.40%
Journal of Hospitality, Leisure, Sport and Tourism Education	0	-	0	-
Scandinavian Journal of Hospitality and Tourism	1	100.00%	1	1.10%
Journal of Tourism and Cultural Change	1	100.00%	1	1.10%
Tourism Economics	5	71.43%	7	7.69%
TOTAL	74	81.32%	91	100.00%

Source: The authors' research

In order to get a systematic insight into the papers on wine and wine tourism published so far, a review of the papers per each journal individually will be offered below, whereas the papers are ordered per year of publishing (starting from the earliest paper published).

The review of the papers on wine and wine tourism in the Tourism Management journal is offered in the table below (*Table 3*).

**Table 3.** The review of the papers on wine and wine tourism in Tourism Management

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Telfer, D. J.	2001	Strategic alliances along the Niagara wine route	22(1), 21-30	The author emphasizes the importance of cooperation for the successful development of the region (Niagara) as a wine tourism destination.
Charters, S., & Ali-Knight, J.	2002	Who is the wine tourist?	23(3), 311-319	The authors propose a three-dimensional model (a) purpose of visit, b) general tourist motivation and c) relationship to other tourist activities) by which specific tourist activities can be identified. The impact of geographical and cultural differences on segmentation is highlighted.

<b>Authors</b>	<b>Year</b>	<b>Title of the paper</b>	<b>Volume (Issue), Pages</b>	<b>Comment/Description</b>
Bruwer, J.	2003	South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product	24(4), 423-435	The author emphasizes: a) the structural dimensions of the wine industry and b) the characteristics of wine tourism products in relation to South African wine routes.
Hall, C. M.	2005	Biosecurity and wine tourism	26(6), 931-938	The author emphasizes (New Zealand): a) the utility of present customs declaration forms is questionable, b) the need to adapt biosecurity strategies
Getz, D., & Brown, G.	2006	Critical success factors for wine tourism regions: a demand analysis	27(1), 146-158	"It was determined that highly motivated, long-distance wine tourists prefer destinations offering a wide range of cultural and outdoor attractions." (Calgary, Canada)
Sparks, B.	2007	Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions	28(5), 1180-1192	"Perceived control, together with past attitude predicted intentions to take a vacation to a wine region. Wine/food involvement, normative influences and three wine expectancy-value (attitudinal) dimensions also contribute to intention to take a vacation to a wine region." (Australia)
Galloway, G., Mitchell, R., Getz, D., Crouch, G., & Ong, B.	2008	Sensation seeking and the prediction of attitudes and behaviours of wine tourists	29(5), 950-966	The authors examined "whether, compared with socio-economic variables, the personality variable sensation seeking adds to the ability to predict differences in various attitudes and behaviours of wine tourists".
Gross, M. J., & Brown, G.	2008	An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism	29(6), 1141-1151	The authors have shown that the combined use of a) involvement and b) place attachment is applicable in tourism. (South Australia)
March, R., & Wilkinson, I.	2009	Conceptual tools for evaluating tourism partnerships	30(3), 455-462	The authors offer a method for "investigating and conceptualizing network relationships in a regional tourism district". (Hunter Valley, Australia)
Mason, M. C., & Paggiaro, A.	2012	Investigating the role of festivalscape in culinary tourism: The case of food and wine events	33(6), 1329-1336	The authors conclude that "festivalscape and emotions have significant direct effects on satisfaction", while "effects of festivalscape on visitors' future behavior are only indirect and mediated by satisfaction". (Italian festival "Friuli DOC")



Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Quintal, V. A., Thomas, B., & Phau, I.	2015	Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries	46, 596-609	The authors concluded that "winescape service staff and complementary product had significant effects on the wine tourist attitude toward the winery", and that "winescape service and wine value were also significant attributes in influencing the wine tourist attitude". (Australia and USA)
Gomez, M., Lopez, C., & Molina, A.	2015	A model of tourism destination brand equity: The case of wine tourism destinations in Spain	51, 210-222	The authors propose "a model for the design of origin (DO) brand image and destination image on brand equity of wine tourism destinations and examining these effects on two stakeholder groups, winery managers and winery visitors".
Byrd, E. T., Canziani, B., Hsieh, Y. C. J., Debbage, K., & Sonmez, S.	2016	Wine tourism: Motivating visitors through core and supplementary services	52, 19-29	The authors found that "the importance of customer service was found to be the primary predictor of intentions for repeat visitation".
Xu, S., Barbieri, C., Anderson, D., Leung, Y. F., & Rozier-Rich, S.	2016	Residents' perceptions of wine tourism development	55, 276-286	Residents have a neutral attitude towards wineries, while "residents' socio-demographics and level of wine enthusiasm, as well as the comprehensiveness of wine trails' tourism amenities were significantly associated with residents' perceptions". (Piedmont region, North Carolina, USA)
Eustice, C., McCole, D., & Rutty, M.	2019	The impact of different product messages on wine tourists' willingness to pay: A non-hypothetical experiment	72, 242-248	The authors conclude that the impact on WTP differs depending on the sharing of the promotional message (messages with sensory information – no impact, messages about awards – the most influential, messages about local production – a moderate increase).

*Source:* The authors' research; Reviewed papers: (Telfer, D. J., 2001), (Charters, S., & Ali-Knight, J., 2002), (Bruwer, J., 2003), (Hall, C. M., 2005), (Getz, D., & Brown, G., 2006), (Sparks, B., 2007), (Galloway, G., Mitchell, R., Getz, D., Crouch, G., & Ong, B., 2008), (Gross, M. J., & Brown, G., 2008), (March, R., & Wilkinson, I., 2009), (Mason, M. C., & Paggiaro, A., 2012), (Quintal, V. A., Thomas, B., & Phau, I., 2015), (Gomez, M., Lopez, C., & Molina, A., 2015), (Byrd, E. T., Canziani, B., Hsieh, Y. C. J., Debbage, K., & Sonmez, S., 2016), (Xu, S., Barbieri, C., Anderson, D., Leung, Y. F., & Rozier-Rich, S., 2016), (Eustice, C., McCole, D., & Rutty, M., 2019)

The review of the papers on wine and wine tourism in the Annals of Tourism Research is offered in the table below (*Table 4.*).

**Table 4.** The review of the papers on wine and wine tourism in Annals of Tourism Research

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Moore, R. S.	1995	Gender and alcohol use in a Greek tourist town	22(2), 300-313	The results highlight “the importance of gender in the social availability of alcohol”. (Greece)
White, C. J., & Thompson, M.	2009	Self determination theory and the wine club attribute formation process	36(4), 561-586	“Motivation orientations were found to have a direct impact on preferences and with few exceptions, were fully mediated by levels of product and purchasing involvement in a theoretically consistent manner.”
Mitchell, R., Charters, S., & Albrecht, J. N.	2012	Cultural systems and the wine tourism product	39(1), 311-335	The authors seek to introduce the application of Cultural Systems in the field of wine tourism by exploring the relationship of rural Cultural Systems in the wine regions of Champagne (France) and Margaret River (Western Australia).
Saayman, M., Krugell, W. F., & Saayman, A.	2016	Willingness to pay: Who are the cheap talkers?	56, 96-111	The authors came up with a result that confirmed that “the decision to contribute depends on behavioral and motivational factors, while the amount is income-dependent”.
Rabbiosi, C.	2016	Place branding performances in tourist local food shops	60, 154-168	“The study contributes to the literature on tourism by proposing the concept of performative place branding, enabling a more creative, hybrid, and open-ended consideration of the relationship between tourist places and place branding.” (food & wine shops – Verucchio, Italy)

*Source:* The authors’ research; Reviewed papers: (Moore, R. S., 1995), (White, C. J., & Thompson, M., 2009), (Mitchell, R., Charters, S., & Albrecht, J. N., 2012), (Saayman, M., Krugell, W. F., & Saayman, A., 2016), (Rabbiosi, C., 2016)

The review of the papers on wine and wine tourism in the Current Issues in Tourism is offered in the table below (*Table 5.*).

**Table 5.** The review of the papers on wine and wine tourism in Current Issues in Tourism

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Shanka, T. & Taylor, R.	2004	Discriminating Factors of First-time and Repeat Visitors to Wine Festivals	7(2), 134-145	“The two festival attributes with discriminating abilities between the first-time visitors and repeat visitors were parking and services, while the four visitor characteristics that showed discriminating effects were age, place of residence, group composition, and information sources utilised.”
Ignatov, E. & Smith, S.	2006	Segmenting Canadian Culinary Tourists	9(3), 235-255	The wine segment is the least present (4%), while the food and wine segment is slightly more present (7%). Wine-only visitors are balanced on gender, average age and education and have higher incomes. (Canada)
Stavrinoudis, T. A., Tsartas, P., & Chatzidakis, G.	2012	Study of the major supply factors and business choices affecting the growth rate of wine tourism in Greece	15(7), 627-647	The authors analyze the development of wine tourism in Greece, characteristics, key elements for further development.
Duarte Alonso, A., Bressan, A., O’Shea, M. & Krajsic, V.	2014	Educating winery visitors and consumers: an international perspective	17(6), 539-556	The paper presents an “international perspective on wineries’ educational initiatives”, with the most common approaches to educating visitors/consumers are: “guided tours, product tastings and showcasing production processes” are the most common approaches to educating their visitors and wine consumers.
Popp, L. & McCole, D.	2016	Understanding tourists’ itineraries in emerging rural tourism regions: the application of paper-based itinerary mapping methodology to a wine tourism region in Michigan	19(10), 988-1004	“Wine tourism is particularly well-suited for itinerary mapping”. The authors apply paper-based itinerary mapping. (Michigan, USA)
Bruwer, J., Pratt, M. A., Saliba, A. & Hirche, M.	2017	Regional destination image perception of tourists within a winescape context	20(2), 157-177	The authors found that the most important dimension of the wine landscape was “natural beauty / geographical setting”, and that the dynamics of visits (first and repeated) had an impact on visitor behavior and perception.

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Lee, S., Bruwer, J., & Song, H.	2017	Experiential and involvement effects on the Korean wine tourist's decision-making process	20(12), 1215-1231	Two constructs that relate to wine tourism and form relationships with attitude are a) experience of a wine tour, and b) wine tourism involvement. (Korea)
Gómez, M., Pratt, M. A., & Molina, A.	2018	Wine tourism research: a systematic review of 20 vintages from 1995 to 2014	1-39	The authors review 176 wine tourism papers published between 1995 and 2014, and also introduce "Regional development" and "the experiential wine tourist" as an extension of the wine tourism research framework.
Hassanli, N. & Ashwell, J.	2018	The contribution of small accommodations to a sustainable tourism industry		"The main drivers in implementing sustainability have been identified as cost reduction competitiveness, social legitimization and lifestyle values," while "key challenges include personal, financial and operational". (McLaren Vale, South Australia)

Source: The authors' research; Reviewed papers: (Shanka, T. & Taylor, R., 2004), (Ignatov, E. & Smith, S., 2006), (Stavrinoudis, T. A., Tsartas, P., & Chatzidakis, G., 2012), (Duarte Alonso, A., Bressan, A., O'Shea, M. & Krajsic, V., 2014), (Popp, L. & McCole, D., 2016), (Bruwer, J., Pratt, M. A., Saliba, A. & Hirche, M., 2017), (Lee, S., Bruwer, J., & Song, H., 2017), (Gómez, M., Pratt, M. A., & Molina, A., 2018), (Hassanli, N. & Ashwell, J., 2018)

The review of the papers on wine and wine tourism in the Journal of Sustainable Tourism is offered in the table below (*Table 6*).

**Table 6.** The review of the papers on wine and wine tourism in Journal of Sustainable Tourism

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Poitras, L. & Donald, G.	2006	Sustainable Wine Tourism: The Host Community Perspective	14(5), 425-448	The authors explore the meaning and elements of sustainable wine tourism from a perspective of the community. (Town of Oliver, British Columbia, Canada)
Alonso, A. D. & Liu, Y.	2012	Old wine region, new concept and sustainable development: winery entrepreneurs' perceived benefits from wine tourism on Spain's Canary Islands	20(7), 991-1009	The benefits for most winery entrepreneurs (59%) are only marginal or none at all, while "little government support, lack of organization within the wine sector and limited resources" are present as problems, so "research, partnership creation and marketing" are needed to achieve sustainability. (Spain's Canary Islands)

Source: The authors' research; Reviewed papers: (Poitras, L. & Donald, G., 2006), (Alonso, A. D. & Liu, Y., 2012)

The review of the papers on wine and wine tourism in the Journal of Hospitality & Tourism Research is offered in the table below (*Table 7.*).

**Table 7.** The review of the papers on wine and wine tourism in Journal of Hospitality & Tourism Research

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Fox, M.	1989	Quality Assurance and Sensory Evaluation in Foodservice— a New Course for Foodservice Managers	13(3), 554–554	The author lists “beverage taste testing panel procedures and leave a good taste for the course in students’ mouths as wine tasting is conducted”.
Dodd, T. H.	1996	Factors that Influence the Adoption and Diffusion of New Wine Products	20(3), 123–136	“The results of the survey of wine consumers found that although there were similarities in the socio-demographic variables of innovators and noninnovators of a new wine product, the two groups differed with respect to their behavioral characteristics, and the sources from which they collected their information concerning wine.”
Rutherford, D. G., Perkins, A. W., & Spangenberg, E. R.	2000	Trade Dress and Consumer Perception of Product Similarity	24(2), 163–179	“The authors suggest that brand loyalty is less likely and switching behavior may become common in a market that includes such competitive behavior.” (product is wine)
Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F.	2005	Differential Effects of Experience, Subjective Knowledge, and Objective Knowledge on Sources of Information used in Consumer Wine Purchasing	29(1), 3–19	“Results indicate that usage experience forms the basis for subjective and objective knowledge”. (Texas, USA)
Lee, K., Zhao, J., & Ko, J.-Y.	2005	Exploring the Korean Wine Market	29(1), 20–41	“The study found Korean wine consumers had interesting preferences and that there were some significant differences between these preferences and demographic characteristics among the Korean respondents.” (Korea)
Charters, S., & Menival, D.	2011	Wine Tourism in Champagne	35(1), 102–118	The authors found that: a) producers have three approaches to wine tourism, b) “producers can have a small idea of what tourists find acceptable”, c) smaller producers can add value to their product (tourists pay more than local customers). (Champagne, France)

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Alonso, A. D., & Liu, Y.	2012	Visitor Centers, Collaboration, and the Role of Local Food and Beverage as Regional Tourism Development Tools: The Case of the Blackwood River Valley in Western Australia	36(4), 517–536	The authors found that “that not enough emphasis is placed on promoting food-, wine-, and farm-related tourism themes”. (Blackwood River Valley, Western Australia)
Carlsen, J., & Boksberger, P.	2015	Enhancing Consumer Value in Wine Tourism	39(1), 132–144	“Studies are both qualitative and quantitative, and both approaches provided findings that are merged into a single matrix of key attribute types.”
Cho, M., Bonn, M. A., & Brymer, R. A.	2017	A Constraint-Based Approach to Wine Tourism Market Segmentation	41(4), 415–444	The authors created five homogeneous subgroups (“Highly Constrained, Cost & Time Conscious, Family Togetherness, Unmotivated, and Minimally Constrained”) applying constraints scales that are tailored to wine tourism.
Ye, B. H., Zhang, H. Q., & Yuan, J.	2017	Intentions to Participate in Wine Tourism in an Emerging Market: Theorization and Implications	41(8), 1007–1031	The authors found that: a) “subjective norm influences visit intentions through the mediating role of travel motivation and so to attitudes toward domestic wine when mediated by wine-specific travel motivation”, b) “past experiences positively affected visit intentions”, c) “A lack of wine knowledge and low confidence in domestic wine inhibited visit intentions”.
Thomas, B., Quintal, V. A., & Phau, I.	2018	Wine Tourist Engagement With the Winescape: Scale Development and Validation	42(5), 793–828	The authors found that “the resultant 20-item winescape scale” was composed of 7 attributes (setting, atmospheric, wine quality, wine value, complementary product, signage, service staff) reliable and valid.

*Source:* The authors’ research; Reviewed papers: (Fox, M., 1989), (Dodd, T. H., 1996), (Rutherford, D. G., Perkins, A. W., & Spangenberg, E. R., 2000), (Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F., 2005), (Lee, K., Zhao, J., & Ko, J.-Y., 2005), (Charters, S., & Menival, D., 2011), (Alonso, A. D., & Liu, Y., 2012), (Carlsen, J., & Boksberger, P., 2015), (Cho, M., Bonn, M. A., & Brymer, R. A., 2017), (Ye, B. H., Zhang, H. Q., & Yuan, J., 2017), (Thomas, B., Quintal, V. A., & Phau, I., 2018)

The review of the papers on wine and wine tourism in the International Journal of Tourism Research is offered in the table below (*Table 8*).

**Table 8.** The review of the papers on wine and wine tourism in International Journal of Tourism Research

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Hjalager, A. M., & Corigliano, M. A.	2000	Food for tourists—determinants of an image	2(4), 281-293	The authors point out that the combination of food and tourism is increasingly pronounced, which can be seen, among other things, in wine tours. A comparison was made between Denmark and Italy regarding the development and standards of food for tourists, which “are not determined uniformly by tourism policies, but more significantly by national economic, agricultural and food policies”.
Jaffe, E., & Pasternak, H.	2004	Developing wine trails as a tourist attraction in Israel	6(4), 237-249	The authors found that “there was a high degree of understanding of tourist needs among the winery operators”. (Israel)
Yuan, J., Morrison, A. M., Cai, L. A., & Linton, S.	2008	A model of wine tourist behaviour: a festival approach	10(3), 207-219	“The study constructs a temporal model of wine tourist behavior” highlighting two new dimensions “by proposing that satisfaction and perceived value had an impact on attendees’ intentions (i) to visit a local winery and (ii) to buy local wine products”.
Scherrer, P., Alonso, A., & Sheridan, L.	2009	Expanding the destination image: Wine tourism in the Canary Islands	11(5), 451-463	The authors point out that “challenges to overcome in the development of a successful sustainable local wine tourism industry include the need for expansion of the destination image to reflect the region’s wine-making history and scenic qualities; a shift towards independent high-yield travellers; and reintroducing local produce in the mass tourism product.” (Canary Islands)
Gómez, M., & Molina, A.	2012	Wine tourism in Spain: denomination of origin effects on brand equity	14(4), 353-368	The authors strive for “the development of a model to study the influence of the denomination of origin brand image, as a regional brand, and destination image on wine tourism destination brand equity”. (Spain)

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Bruwer, J.	2014	Service quality perception and satisfaction: Buying behaviour prediction in an Australian Festivalscape	16(1), 76-86	The authors provide a new look at festivalscape through the dynamics of first-time visitors and repeat visitors. Repeat visitors are the most productive group to visit for wine shopping, while first-time visitors are “are more short-term oriented in their planning when making the final decision to attend the event”. (Australia)
Alonso, A. D., Bressan, A., O’Shea, M., & Krajsic, V.	2015	Perceived benefits and challenges to wine tourism involvement: An international perspective	17(1), 66-81	According to the authors, the main benefits of wineries from wine tourism relate to “the promotion of the winery’s wines, distantly followed by the potential to significantly increase wine sales”. (wineries predominantly located in Italy and Spain)
Jones, M. F., Singh, N., & Hsiung, Y.	2015	Determining the critical success factors of the wine tourism region of Napa from a supply perspective	17(3), 261-271	“Findings reveal an aligned marketing effort and strategic partnerships among suppliers of Napa wine tourism.”
Alamanos, E., Kuznesof, S., & Ritson, C.	2016	The influence of holidays on wine purchasing behaviour: marketing and tourism insights based on a holiday experience in Greece	18(3), 228-235	“The effect is greater on highly involved wine consumers and depends on their knowledge of wines from the country, specifically grape varieties, wine producing areas and territorial certifications”. (UK wine consumers who have holidayed in Greece)
Bruwer, J., Prayag, G., & Disegna, M.	2018	Why wine tourists visit cellar doors: Segmenting motivation and destination image	20(3), 355-366	The authors found “significant relationships were found between the motivation and destination image clusters”.
Gu, Q., & Huang, S.	2019	Profiling Chinese wine tourists by wine tourism constraints: A comparison of Chinese Australians and long-haul Chinese tourists in Australia	21(2), 206-220	Four wine tourism constraint factors and three negotiation factors were identified.

*Source:* The authors’ research; Reviewed papers: (Hjalager, A. M., & Corigliano, M. A., 2000), (Jaffe, E., & Pasternak, H., 2004), (Yuan, J., Morrison, A. M., Cai, L. A., & Linton, S., 2008), (Scherrer, P., Alonso, A., & Sheridan, L., 2009), (Gómez, M., & Molina, A., 2012), (Bruwer, J., 2014), (Alonso, A. D., Bressan, A., O’Shea, M., & Krajsic, V., 2015), (Jones, M. F., Singh, N., & Hsiung, Y., 2015), (Alamanos, E., Kuznesof, S., & Ritson, C., 2016), (Bruwer, J., Prayag, G., & Disegna, M., 2018), (Gu, Q., & Huang, S., 2019)



The review of the papers on wine and wine tourism in the Tourism Geographies is offered in the table below (*Table 9*).

**Table 9.** The review of the papers on wine and wine tourism in Tourism Geographies

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Carmichael, B.	2005	Understanding the wine tourism experience for winery visitors in the Niagara region, Ontario, Canada	7(2), 185-204	The author initiates the consideration of “the symbiosis between wineries and tourists and the quality of the wine tourism experience”. (Niagara region, Ontario, Canada)
Ferreira, S. L., & Hunter, C. A.	2017	Wine tourism development in South Africa: a geographical analysis	19(5), 676-698	The authors found that there was a “hierarchical differentiation between the wineries of the more established wine tourism regions has emerged”, and that the development of wine tourism was responsible for the transformation of rural landscapes (especially in the regions with the most developed wine routes). (South Africa)

Source: The authors’ research; Reviewed papers: (Carmichael, B., 2005), (Ferreira, S. L., & Hunter, C. A., 2017)

The review of the papers on wine and wine tourism in the Journal of Travel & Tourism Marketing is offered in the table below (*Table 10*).

**Table 10.** The review of the papers on wine and wine tourism in Journal of Travel & Tourism Marketing

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Williams, P. W., & Dossa, K. B.	2003	Non-resident wine tourist markets: Implications for British Columbia’s emerging wine tourism industry	14(3-4), 1-34	The authors use “an importance-performance analysis framework to determine the key areas for management activity that need to be addressed in order to meet the travel product needs” of each segments. (British Columbia)
Westering, J. V., & Niel, E.	2003	The organization of wine tourism in France: The involvement of the French public sector	14(3-4), 35-47	The authors concluded that the public sector is made up of many bodies at different levels, and that there are difficulties in working together towards collective goals. Also, “communications between involved parties is often slow due to differing political loyalties”. (France)

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Hashimoto, A., & Telfer, D. J.	2003	Positioning an emerging wine route in the Niagara region: Understanding the wine tourism market and its implications for marketing	14(3-4), 61-76	This paper shows “the different markets visiting the Niagara Wine Route and suggests possible implications for marketing strategies for this emerging wine route”. (Niagara region)
Frochot, I.	2003	An analysis of regional positioning and its associated food images in French tourism regional brochures	14(3-4), 77-96	The authors found that “country products/dishes and raw/natural products dominate food images followed by wine and vineyards images”. (France)
Demhardt, I. J.	2003	Wine and Tourism at the “Fairest Cape” Post-Apartheid Trends in the Western Cape Province and Stellenbosch (South Africa)	14(3-4), 113-130	The authors analyze Stellenbosch and Stellenbosch Wine Route, Wine Route, and also conclude that “a new trend in wine tourism is highlighted by a case study of the hybrid wine and tourism developments at Spier Resort”. (South Africa)
Mitchell, R. D., & Hall, C. M.	2003	Seasonality in New Zealand winery visitation: An issue of demand and supply	14(3-4), 155-173	The authors analyze the seasonality of visits and suggest “a number of marketing strategies by which some of the effects of seasonality may be overcome in terms of both target markets and the improved management of human resources”. (New Zealand)
Brown, G. P., Havitz, M. E., & Getz, D.	2007	Relationship between wine involvement and wine-related travel	21(1), 31-46	The authors (analyzing the demographically diverse respondents) found that “although between market demographic differences were minimal, consumptive behaviours related to wine and wine tourism were consistent and profound ( $p < .05$ )”. (Canada)
Barber, N. A., Donovan, J. R., & Dodd, T. H.	2008	Differences in tourism marketing strategies between wineries based on size or location	25(1), 43-57	By examining on-site and off-site marketing strategies (“based upon winery size and location”), the authors found that there were differences in “particularly with wine education at rural wineries and food/wine pairing techniques at larger wineries”.

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Park, K. S., Reisinger, Y., & Kang, H. J.	2008	Visitors' motivation for attending the South Beach wine and food festival, Miami Beach, Florida	25(2), 161-181	The authors found that there were 7 factors that motivated first-time visitors to the festival, and that the biggest difference (between 5 segments) is present with family influence.
Marzo Navarro, M., & Pedraja Iglesias, M.	2009	Profile of a wine tourist and the correspondence between destination and preferred wine: A study in Aragon, Spain	26(7), 670-687	The authors found that "the profile of a wine tourist can be divided into two groups", and also that there was a "positive correspondence between the place of origin of a preferred wine and the destination selected when participating in wine tourism". (Aragon, Spain)
Kolyesnikova, N., & Dodd, T. H.	2009	There is no such thing as a free wine tasting: The effect of a tasting fee on obligation to buy	26(8), 806-819	The authors found that visitors to the free wine tastings (compared to paying fee visitors) spent more money, "felt significantly more appreciative of the personnel", and felt a stronger obligation to make the purchase.
Barber, N., Taylor, D. C., & Deale, C. S.	2010	Wine tourism, environmental concerns, and purchase intention	27(2), 146-165	"Wine tourists may be willing to pay for environmentally friendly wines with females possessing stronger environmental attitudes about protecting wine region destinations, thus influencing stronger behaviors toward purchase intention."
Bruwer, J., & Lesschaeve, I.	2012	Wine tourists' destination region brand image perception and antecedents: Conceptualization of a winescape framework	29(7), 611-628	Natural beauty / setting (landscape) of the region is the most important dimension of winescape, and the other significant ones are "the service staff and friendly local people, overall ambience and the diversity of wine estates".
Savinovic, A., Kim, S., & Long, P.	2012	Audience members' motivation, satisfaction, and intention to re-visit an ethnic minority cultural festival	29(7), 682-694	Eight major motivators for attending national minority cultural festivals (community support; escape; knowledge/ education; food, wine, and entertainment; novelty; family togetherness; marketing; socialization). (2009 Fešta – Croatian Food and Wine Festival in Adelaide, South Australia)

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Mikulić, J., Paunović, Z., & Prebežac, D.	2012	An extended neural network-based importance-performance analysis for enhancing wine fair experience	29(8), 744-759	The authors used “an extended neural network-based importance-performance analysis (IPA) that combines measures of both the relevance (i.e., stated importance/general importance) and determinance (i.e., derived importance/actual influence) of fair attributes” to analyze the data. (Dalmacija Wine Expo, Makarska, Croatia)
Pratt, M. A., & Sparks, B.	2014	Predicting wine tourism intention: Destination image and self-congruity	31(4), 443-460	“Functional destination image, affective destination image, and self-congruity predict attitude toward wine tourism, which in turn predicts behavioral intentions.” (Australia)
Nella, A., & Christou, E.	2014	Segmenting wine tourists on the basis of involvement with wine	31(7), 783-798	“Results confirm that it is meaningful to segment winery visitors on the basis of their involvement with wine, as important differences can be identified”.
Cuellar, S. S., Eyler, R. C., & Fanti, R.	2015	Experiential marketing and long-term sales	32(5), 534-553	Wine tasting rooms are forms of experiential marketing because they contribute to “creating brand awareness and generating greater growth in off-premise retail sales”.
Gu, Q., Qiu Zhang, H., King, B., & Huang, S.	2018	Wine tourism involvement: a segmentation of Chinese tourists	35(5), 633-648	“Significant differences were found for behavioral variables and activity participation level”, “but similarity outweighed the differences among demographic and socio-economic variables”.
Canovi, M., & Pucciarelli, F.	2019	Social media marketing in wine tourism: winery owners' perceptions	36(6), 653-664	“The findings show that while the majority of winery owners recognise the social, economic and emotional benefits of social media, they are far from exploiting its full potential”.

Source: The authors' research; Reviewed papers: (Williams, P. W., & Dossa, K. B., 2003), (Westering, J. V., & Niel, E., 2003), (Hashimoto, A., & Telfer, D. J., 2003), (Frochot, I., 2003), (Demhardt, I. J., 2003), (Mitchell, R. D., & Hall, C. M., 2003), (Brown, G. P., Havitz, M. E., & Getz, D., 2007), (Barber, N. A., Donovan, J. R., & Dodd, T. H., 2008), (Park, K. S., Reisinger, Y., & Kang, H. J., 2008), (Marzo-Navarro, M., & Pedraja-Iglesias, M., 2009), (Kolyesnikova, N., & Dodd, T. H., 2009), (Barber, N., Taylor, D. C., & Deale, C. S., 2010), (Bruwer, J., & Lesschaeve, I., 2012), (Savinovic, A., Kim, S., & Long, P., 2012), (Mikulić, J., Paunović, Z., & Prebežac, D., 2012), (Pratt, M. A., & Sparks, B., 2014), (Nella, A., & Christou, E., 2014), (Cuellar, S. S., Eyler, R. C., & Fanti, R., 2015), (Gu, Q., Qiu Zhang, H., King, B., & Huang, S., 2018), (Canovi, M., & Pucciarelli, F., 2019)

The review of the papers on wine and wine tourism in the Tourism Management Perspectives is offered in the table below (*Table 11.*).

**Table 11.** The review of the papers on wine and wine tourism in Tourism Management Perspectives

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
López-Guzmán, T., Vieira-Rodríguez, A., & Rodríguez-García, J.	2014	Profile and motivations of European tourists on the Sherry wine route of Spain	11, 63-68	“The main results of the research show that the tourists are highly satisfied with the winery visit, while highlighting the relationship between wine, local cuisine, and the growing interest of travellers in everything related to wine culture.” (Segments – Spanish, Germans and other European citizens) – Spain
Garibaldi, R., Stone, M. J., Wolf, E., & Pozzi, A.	2017	Wine travel in the United States: A profile of wine travellers and wine tours	23, 53-57	“The comparison tries to highlight critical issues that may allow tour operators to enter successfully a market where consumers may tend to shy away from organized travels.” (USA)
Soontiens, W., Dayaram, K., Burgess, J., & Grimstad, S.	2018	Bittersweet? Urban proximity and wine tourism in the Swan Valley Region	28, 105-112	“The study highlights how proximity to an urban market can be a major challenge for an industry based on agri-business in a rural setting.” (Swan Valley, Australia)

*Source:* The authors’ research; Reviewed papers: (López-Guzmán, T., Vieira-Rodríguez, A., & Rodríguez-García, J., 2014), (Garibaldi, R., Stone, M. J., Wolf, E., & Pozzi, A., 2017), (Soontiens, W., Dayaram, K., Burgess, J., & Grimstad, S., 2018)

The review of the papers on wine and wine tourism in the Asia Pacific Journal of Tourism Research is offered in the table below (*Table 12.*).

**Table 12.** The review of the papers on wine and wine tourism in Asia Pacific Journal of Tourism Research

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Dawson, D., Fountain, J. & Cohen, D. A.	2011	Seasonality and the Lifestyle “Conundrum”: An Analysis of Lifestyle Entrepreneurship in Wine Tourism Regions	16(5), 551-572	“Both the wine and tourism industries are highly seasonal, and rely on cooperation for regional initiatives to manage seasonality, through events or marketing, particularly when the businesses are small scale and located in peripheral areas.”

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Chen, X., Goodman, S., Bruwer, J. & Cohen, J.	2016	Beyond Better Wine: The Impact of Experiential and Monetary Value on Wine Tourists' Loyalty Intentions	21(2), 172-192	The authors associate hedonic value, utilitarian value, monetary value perception with satisfaction and loyalty intentions. "Cellar door visitors are oriented toward the experiential aspects of the visit itself as much as to pragmatic considerations in purchasing wine".
Chong, K. L.	2017	Thailand wine tourism: a dream or a reality?	22(6), 604-614	"Wine tourism in Thailand was still an infant industry as most tourists and tourism operators were still not aware of the product offered. However, the wineries themselves had already owned the competency to serve the market."
Duan, B., Arcodia, C., Ma, E. & Hsiao, A.	2018	Understanding wine tourism in China using an integrated product-level and experience economy framework	23(10), 949-960	The authors found that wine tourism in China was in the infancy stage, and that "core product needed more customers' involvement, and enrichment of the augmented product, to best position the wine destinations".

Source: The authors' research; Reviewed papers: (Dawson, D., Fountain, J. & Cohen, D. A., 2011), (Chen, X., Goodman, S., Bruwer, J. & Cohen, J., 2016), (Chong, K. L., 2017), (Duan, B., Arcodia, C., Ma, E. & Hsiao, A., 2018)

The review of the papers on wine and wine tourism in the Scandinavian Journal of Hospitality & Tourism is offered in the table below (Table 13.).

**Table 13.** The review of the papers on wine and wine tourism in Scandinavian Journal of Hospitality & Tourism

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Kim, H., & Bonn, M. A.	2015	The moderating effects of overall and organic wine knowledge on consumer behavioral intention	15(3), 295-310	Trust and taste factors influence consumer behavioral intentions. Also, environment factor is important predictor. (USA)

Source: The authors' research; Reviewed papers: (Kim, H., & Bonn, M. A., 2015)

The review of the papers on wine and wine tourism in Journal of Tourism & Cultural Change is offered in the table below (Table 14.).

**Table 14.** The review of the papers on wine and wine tourism in Journal of Tourism & Cultural Change

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Mazurkiewicz-Pizlo, A.	2016	The importance of non-profit organisations in developing wine tourism in Poland	14(4), 339-349	The authors found that non-profit organizations play a significant role in the development of winery and wine tourism. (Poland)

Source: The authors' research; Reviewed papers: (Mazurkiewicz-Pizlo, A., 2016)

The review of the papers on wine and wine tourism in Tourism Economics is offered in the table below (*Table 15.*).

**Table 15.** The review of the papers on wine and wine tourism in Tourism Economics

Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Brown, M. D., Var, T., & Lee, S.	2002	Messina Hof Wine and Jazz Festival: An Economic Impact Analysis	8(3), 273–279	The authors found that the “Messina Hof Wine and Jazz Festival” had a significant impact on total sales output, personal income and jobs, which led to the conclusion that the festival would have a significant economic impact on Brazos County. (Texas, USA)
Marques, H.	2006	Research Report: Searching for Complementarities between Agriculture and Tourism — The Demarcated Wine-Producing Regions of Northern Portugal	12(1), 147–155	The author emphasizes the importance of agritourism in the development of the rural wine regions of northern Portugal. (North Portugal)
Taylor, P., McRae-Williams, P., & Lowe, J.	2007	The Determinants of Cluster Activities in the Australian Wine and Tourism Industries	13(4), 639–656	“The study finds that industry does seem to be more important than place in the determination of networking and cooperative cluster activities, and that members of the wine tourism industry participate more in these activities than members of the tourism or hospitality industries.”
Ohe, Y., & Ciani, A.	2011	Evaluation of Agritourism Activity in Italy: Facility Based or Local Culture Based?	17(3), 581–601	“Owning a swimming pool is the most common and influential factor in enhancing the price level, while regional diversity is observed in local cultural resource based activities such as restaurants, World Heritage Sites and DOC wines.”
Sampaio, A.	2012	Wine Tourism and Visitors’ Perceptions: A Structural Equation Modelling Approach	18(3), 533–553	“Global tourist satisfaction is influenced directly by the tourists’ level of wine involvement and indirectly by their image of Madeira Island”.

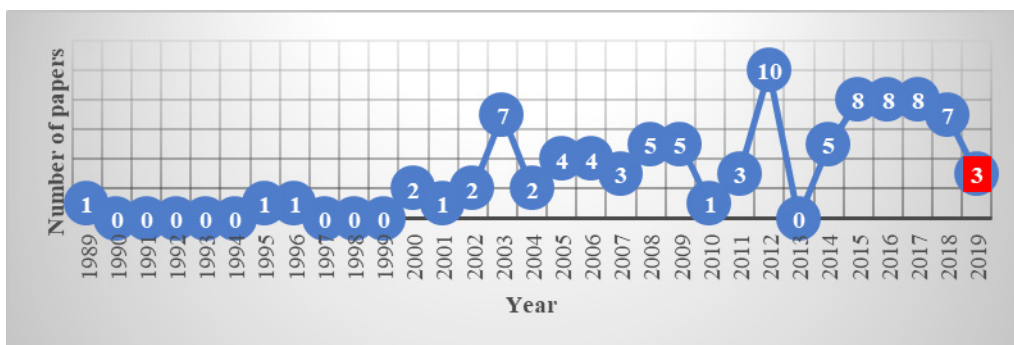
Authors	Year	Title of the paper	Volume (Issue), Pages	Comment/Description
Asero, V., & Tomaselli, V.	2015	Research Note: Analysing Tourism Demand in Tourist Districts — The Case of Sicily	21(5), 1111–1119	“The findings highlight the importance of the seaside, cultural, and food and wine/nature segments. The analysis of the distribution of per capita per day expenditure shows higher average values for the cultural holiday.”
McFarlane, J., Grant, B., Blackwell, B., & Mounter, S.	2017	Combining amenity with experience: Exploring the hidden capital of a winescape experience	23(5), 1076–1095	The authors use input-output analysis to evaluate the economic performance and benefits of the wine industry. (Central West Region of New South Wales, Australia)

*Source:* The authors' research; Reviewed papers: (Brown, M. D., Var, T., & Lee, S., 2002), (Marques, H., 2006), (Taylor, P., McRae-Williams, P., & Lowe, J., 2007), (Ohe, Y., & Ciani, A., 2011), (Sampaio, A., 2012), (Asero, V., & Tomaselli, V., 2015), (McFarlane, J., Grant, B., Blackwell, B., & Mounter, S., 2017)

The average age of the papers (if we consider 2019 as the starting point for the calculation) is 8.41 years – Journal of Hospitality & Tourism Research (11.27), Journal of Sustainable Tourism (10.00), Journal of Travel & Tourism Marketing (9.75), Tourism Management (9.53), Annals of Tourism Research (9.40), Tourism Economics (9), Tourism Geographies (8), International Journal of Tourism Research (7.18), Current Issues in Tourism (5.44), Scandinavian Journal of Hospitality and Tourism (4), Asia Pacific Journal of Tourism Research (3.50), Journal of Tourism and Cultural Change (3), Tourism Management Perspectives (2.67). All previous numbers are rounded to two decimal places.

On the basis of the data obtained in the review, it is clear that the oldest paper on wine and wine tourism in the analyzed journals was published in 1989, and the latest come from the research year - 2019, indicating that the first paper was published more than three decades ago. Also, it can be observed that the number of papers was negligible until the beginning of the 21<sup>st</sup> century (5 papers, 5.49%). The progress is already obvious in the first decade of the 21<sup>st</sup> century, when a considerable number of papers was published (34 papers, 37.36%). So far, in the second decade of the 21<sup>st</sup> century, 52 papers have been published, which is more than a half of the established number of the papers on wine and wine tourism (57.14%). This fact indicates an increase in the interest in wine and wine tourism, and therefore even a larger number of the papers can be expected in the following decades. The largest number of papers was published in 2012 (10; 10%), while there has been a regular number of papers published since 2015 (note: at the time of the research, three more papers were published (2019), and it certainly is not the final number). The review of the papers per year of publishing is offered in the following graph (*Figure 1*).



**Figure 1.** The review of the papers on wine and wine tourism per year of publishing

*The source:* the authors' research

We should mention the most often represented authors – Bruwer, J. (7 papers, 7.69%), Alonso, A. D. (5 papers, 5.49%), Dodd, T. H. (4 papers, 4.4%), Getz, D. (4 papers, 4.4%, etc).

Finally, the subject and aim of this paper have been achieved on the basis of the aforementioned research results on wine and wine tourism.

After determining the number of papers related to wine and wine tourism in the analyzed journals, the frequency of words in the keywords of the analyzed papers was determined. In order to better understand the distribution of keywords, it is necessary to present them by journals, by time periods and in the total number of papers.

The most frequent words in keywords by journals are given in the table below (*Table 16*).

**Table 16.** The most frequent words in keywords (journals view)

Journal	The most frequent words in keywords
Tourism Management	wine (18), tourism (16), behavioral/behaviour(s) (5), attitude(s) (4), destination (3), experience(s)/experiential (3), structural (3), control (2), customer (2), equation (2), influences (2), intention (2), involvement (2), marketing (2), model(ling) (2), norms/normative (2), region(al) (2), theory (2), tourist(s) (2), trail(s) (2), willingness (2), winescape (2)
Annals of Tourism Research	tourism (3), cultural (2), orientations (2), wine (2)
Current Issues in Tourism	tourism (13), wine (12), behaviour (2), culinary (2), experience(s) (2), rural (2), sustainable (2)
Journal of Sustainable Tourism	tourism (3), wine (3), sustainable (2)
Journal of Hospitality & Tourism Research	wine (12), marketing (4), tourism (4), consumer(s) (3), travel (3), behavior(al) (2), constraints (2), information (2), knowledge (2), sources (2), subjective (2), value(s) (2)

Journal	The most frequent words in keywords
International Journal of Tourism Research	wine (12), tourism (7), behaviour(al) (3), brand (3), segmentation (3), consumer (2), consumption (2), cross-cultural/acculturation (2), destination (2), food (2), holiday/postholiday (2), image (2), local (2), model (2), perceived (2), tourist(s) (2), visitor (2), winery/wineries (2)
Tourism Geographies	tourism (3), wine (2)
Journal of Travel & Tourism Marketing	wine(s) (27), tourism (16), marketing (6), socio-/social (5), involvement (4), segments/segmentation (4), tourist(s) (4), winery/wineries (4), destination (3), festival(s) (3), image (3), media (3), visitor(s) (3), analysis (2), audience (2), Australia(n) (2), brand (2), Chinese (2), consumer (2), food (2), France (2), importance (2), market (2), motivation (2), networks/networking (2), satisfaction (2), tasting (2)
Tourism Management Perspectives	tourism (4), wine (3), tourist (2)
Asia Pacific Journal of Tourism Research	tourism (5), wine (5), value (4), experience (2)
Scandinavian Journal of Hospitality & Tourism*	organic (2), wine (2) (organic wine attributes, overall and organic wine knowledge, consumer behavioral intentions)**
Journal of Tourism & Cultural Change*	- (wine-tourism, non-profit organisations, rural areas, Poland)**
Tourism Economics	tourism (5), wine (4), analysis (3), model(ling) (3), agritourism (2), development (2), regional (2)
<b>Notes:</b> Words with a frequency $\geq 2$ are listed above; * - a journal in which there is only one paper; **- original keywords	

*The source:* the authors' research

The most frequent words in keywords by time periods are given in the table below (Table 17.).

**Table 17.** The most frequent words in keywords (time periods view)

Time period	The most frequent words in keywords
1989-2000	consumer (3), wine (2)
2001-2010	wine(s) (40), tourism (32), festival(s) (5), tourist(s) (5), analysis (4), behaviour(s) (4), involvement (4), marketing (4), segments/segmentation (4), strategy/strategies/strategic (4), theory (4), winery/wineries (4), destination (3), food (3), market (3), motivation (3), Niagara (3), region(al) (3), special (3), Africa (2), attitude(s) (2), British Columbia (2), Canada (2), consumer(s) (2), control (2), development (2), experience(s) (2), France (2), influences (2), interest (2), knowledge (2), model(ling) (2), orientations (2), planned/planning (2), stakeholder (2), structural (2), trails (2), visits (2)

Time period	The most frequent words in keywords
2011-2019	wine (61), tourism (47), behavio(u)r(al) (10), experience(s)/experiential (9), destination (8), marketing (8), model(ling) (8), tourist(s) (8), intention(s) (7), value(s) (7), brand(ing) (6), cultural/cross-cultural/acculturation (6), image (6), visitor(s) (6), winery/wineries (6), winescape (6), perceived (5), satisfaction (5), segments/segmentation (5), social (5), travel (5), analysis (4), Australia(n) (4), benefits (4), China('s)/Chinese (4), consumer (4), involvement (4), region(al) (4), rural (4), servicescape (4), sustainable (4), added/adding (2), area(s) (2), attitude(s) (2), attribute(-,s) (2), audience (2), challenges (2), constraints (2), cross- (2), culinary (2), customer (2), effect (2), entrepreneurs/entrepreneurship (2), equation (2), equity (2), experimental/quasi-experiments (3), heritage (2), hodenic (2), importance (2), industry (2), Italy (2), logistic (2), loyalty (2), mapping/maps (2), networks/networking (2), norm(s) (2), organic (2), product (2), quality (2), regression (2), revisit/re-visit (2), SEM (2), structural (2), subjective (2), supply (2), system(s) (2), theory (2), US/USA (2), willingness (2)
<b>Notes:</b> Words with a frequency $\geq 2$ are listed above.	

*The source:* the authors' research

After reviewing (key)words frequency by journals and time periods, the (key)words view should be given for the total number of papers. The most frequent words in keywords are overall: wine(s) (103), tourism (80), behavio(u)r(ial) (15), tourist(s) (13), marketing (12), destination (11), experience(s)/experient(i)al (11), model(ling) (10), winery/wineries (10), consumer(s) (9), segments/segmentation (9), analysis (8), brand(ing) (8), involvement (8), food (7), image (7), intention(s) (7), region(al) (7), value(s) (7), visitor(s) (7), cultural/cross-cultural/acculturation (6), festival(s) (6), motivation (6), socio-/social (6), theory (6), travel (6), winescape (6), Australia(n) (5), development (5), perceived (5), rural (5), sustainable (5). Note: Words with a frequency  $\geq 5$  are listed above.

## Conclusions

As it is obvious from the review of the papers on wine and wine tourism, this field is represented in 13/15 analyzed journals, whereas the total number of papers is 91. The papers appear in the range from 1989 to 2019 (as the year of the research), whereas the greatest share was published in the 21<sup>st</sup> century (86; 94.51%), especially in its second decade (52; 57.14%) – most of them in 2012 (10; 10%). There has been a continuous flow in the number of the papers published since 2015; therefore, on the basis of the aforementioned data, it can be concluded that that the tendency of writing the scientific papers in the field of wine and wine tourism in the journals as the subject of the analysis will continue, increasing the annual number of papers in the following decades. Also, this paper gives highlights of the contribution of these analyzed papers, the most frequent authors, and presents the frequency of words in the keywords listed in analyzed papers. On the basis of all these facts, we can infer that the subject and aim of this paper have been achieved.

The contribution of this paper is in the review of the papers dealing with the topic of wine and wine tourism published in the most important journals in the world in the field of tourism so far (journals from JCR list with Impact Factor (IF) which names refer directly

to the word “tourism”– (Clarivate Analytics, 2018)). This is the way of creating the basis for further analyses and studies in this field for the interested scientists and researchers.

Potential disadvantages of this paper lay in the analysis of the journals (not other types of publications), more precisely a certain number of journals (15) in the field of tourism (journals from JCR list with Impact Factor (IF) which names refer directly to the word “tourism”– (Clarivate Analytics, 2018), regardless of the papers on the subject of wine and wine tourism published in other journals of the same category (rank), but in other scientific fields. Also, the analysis referred to the presence of the phrases related to wine and wine tourism in the paper titles, keywords and abstracts, not excluding the possibility (although a small one) that some of the authors were dealing with a similar analysis in the text of the paper, without stating it in the elements of this analysis (title, keywords, abstract).

Further research could be directed towards the analysis of the rest of the publications available, the other significant journals in the field of tourism (but potentially the other “related” scientific fields as well) in order to acquire a more complete picture about the studies on the role of wine and wine tourism in the complete economic movements.

In addition to all that, wine tourism will still attract people in the future, and therefore its further study will be important in order to use the potentials of this type of tourism as completely as possible.

### **Conflict of interests**

The authors declare no conflict of interest.

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