



palgrave▶pivot

Social Sustainability in the Global Wine Industry

Concepts and Cases

Edited by

Sharon L. Forbes

Tracy-Anne De Silva

Armand Gilinsky Jr.

palgrave
macmillan

Social Sustainability in the Global Wine Industry

Sharon L. Forbes · Tracy-Anne De Silva ·
Armand Gilinsky Jr.
Editors

Social Sustainability in the Global Wine Industry

Concepts and Cases

palgrave
macmillan

Editors

Sharon L. Forbes
Lincoln University
Christchurch, New Zealand

Tracy-Anne De Silva
Lincoln University
Christchurch, New Zealand

Armand Gilinsky Jr.
Sonoma State University
Sebastopol, CA, USA

ISBN 978-3-030-30412-6 ISBN 978-3-030-30413-3 (eBook)
<https://doi.org/10.1007/978-3-030-30413-3>

© The Editor(s) (if applicable) and The Author(s), under exclusive licence to Springer Nature Switzerland AG 2020

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Cover illustration: © John Rawsterne/patternhead.com

This Palgrave Pivot imprint is published by the registered company Springer Nature Switzerland AG
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

PREFACE

OVERVIEW OF THE GLOBAL WINE INDUSTRY

The product of wine has existed for thousands of years, with evidence dating it back to the Neolithic Age (Phillips, 2017). Whilst today the wine industry is synonymous with nations such as France, Italy and Spain, the earliest wine-producing areas were in China and the Middle East. Over time, wine production has spread around the globe.

The nations that have a history of producing wines for many centuries are often referred to as Old World wine nations: examples include France, Italy, Spain, Portugal, Germany and the re-emergence of China. Wines from these nations were commonly based on the concept of terroir or place. Wines were typically introduced into other nations by early settlers; these nations have a much shorter history of wine production and are called New World wine nations. Examples of New World nations include Australia, New Zealand, the USA, Chile and Argentina. The wine industries in New World nations were based on innovation, branding and marketing. Today, the differences between Old World and New World wines are less distinct. Old World wine producers have realised the importance of branding and marketing, whilst those in the New World have recognised the significance of place.

Statistics provide an overview of the size and nature of the global wine industry (OIV, 2019):

- The total world area under grapevines in 2018 reached 7.4 mha. There has been a fall in vineyard area since 2014, particularly in Turkey, Iran, the USA and Portugal.
- World wine production was estimated at 292.3 mhl in 2018. The top ten wine-producing nations, by volume, are Italy, France, Spain, the USA, Argentina, Chile, Australia, Germany, South Africa and Mainland China.
- Consumption of wine had grown since 2014, but suffered a fall in 2018. This was primarily due to a decrease in consumption in China and the UK. The top ten consuming nations, by volume, are the USA, France, Italy, Germany, China, the UK, Russia, Spain, Argentina and Australia.
- Spain, Italy and France are the dominant wine-exporting nations; together these nations account for around 50% of the world market in terms of volume.
- In terms of wine importing, five nations account for more than half of the total imports, namely Germany, the UK, the USA, France and China.

SUSTAINABILITY

Although sustainability is not an easy concept to define because a plethora of various definitions appear in the literature (Szolnoki, 2013), it is widely thought to consist of economic, environmental and social dimensions. In other words, sustainable products are those that are derived from production practices that are ecologically, socially and economically viable. In a business context, sustainability is about operating in a way that does not harm future generations. In research with 55 wineries across seven nations, Szolnoki (2013) reported that each interviewee had a different understanding of sustainability in the wine industry, although it was mainly associated with the environmental dimension; this illustrates the lack of a single, consistent definition of the concept among wine industry practitioners.

The concept of sustainability is an important one for the global wine industry for several reasons. Firstly, as wine is an agricultural product it is subject to the same environmental scrutiny as other forms of agriculture. Environmental concerns focus on the use of agrichemicals, loss of natural habitats, water pollution, greenhouse gas emissions and wastes (see Broome & Warner, 2008; Gabzdylóva et al., 2009; Marshall et al., 2005).

Secondly, wine is a luxury product. Carcano (2013) notes that luxury products are associated with exceptional workmanship and being crafted by the hands of skilled artisans. Corporate social responsibility (CSR) actions towards sustainability seem to be a trend in the luxury setting during the most recent decade. If, like other producers and marketers of luxury products, wine businesses enhance and communicate such efforts to potential consumers, they could attract individuals that are concerned about the environment and the welfare of society (Stathopoulou & Balabanis, 2019).

Several authors have noted that sustainability in the wine industry is of growing interest in academic literature and among industry practitioners (Casini et al. 2010; Klohr et al. 2013). Most sustainability research in the wine industry has focused on the environmental dimension and on the wine regions in California, Australia and New Zealand (Casini et al., 2010; Forbes & De Silva, 2012; Marshall et al., 2005). One exception is a sustainability book that focuses on four winery case studies; some of these cases include a focus on social sustainability and not solely the environmental dimension (Gilinsky, 2015). Consumer studies have primarily focused on attitudes towards environmentally friendly wines or behaviour with regard to organic wines (Lockshin & Corsi, 2012). In terms of industry focus, Klohr et al. (2013) report that many of the sustainability programmes that have been developed in specific wine regions or wine-producing nations have focused chiefly on the environmental dimension.

The social dimension of sustainability is centred on people. This book focuses on the social dimension of sustainability, in the context of the global wine industry. In the wine industry, people include employees, the community in which wine businesses operate, wider society, consumers and other stakeholders.

OBJECTIVES

The concept of sustainability has been well examined in academic literature, with the environmental dimension receiving most attention. The wine business literature has similarly focused on the environmental dimension. This book aims to address the lack of significant focus on the social dimension of sustainability. In particular, it brings together research on this topic, in the context of the global wine industry, from academics in different parts of the world. In addition, this book brings together research based on varying methods, from qualitative case

studies to quantitative surveys of wine producers or wine consumers. This book offers the reader definitions of various key concepts and also explores social sustainability in practice across the global wine industry.

AUDIENCES

The primary audiences for this book are academics who teach business sustainability courses or those who teach into wine business or wine marketing programmes. In addition, this book will also be a useful resource for undergraduate or postgraduate students studying business sustainability or wine business. Finally, this book may also be of interest to wine industry practitioners who are looking to implement social sustainability practices into their own business and will thus benefit from the insights presented in this book.

SUMMARY OF CHAPTERS

Introduction

The first section in the book provides further introduction to the topic of sustainability and to the specific dimension of social sustainability.

- Chapter 1 introduces the concept of sustainability and discusses each of the pillars or dimensions. Social sustainability is specifically explored in Chapter 1, including a summary of research focused on this dimension of sustainability. Other key concepts are introduced and discussed, including corporate social responsibility (CSR), philanthropy, social enterprises, CSR communication and cause-related marketing—many of which are explored in subsequent chapters. This chapter ends with a review of sustainability research in the wine industry.

Impact on Stakeholders

Not surprisingly, the largest number of chapters in this book are devoted to the impact of social sustainability in the wine industry on people. Authors have examined social sustainability in terms of various stakeholders, including employees, local communities, charities, artists and tourists.

- Chapter 2 examines the potential for disruption in the South African wine industry due to technological change (i.e. the 4th industrial revolution), economic change and environmental pressures. The impacts of the possible disruption these changes will have on the social and economic sustainability of the South African wine industry are discussed. In particular, this chapter considers the impact of disruption on wine industry employees.
- Chapter 3 provides a case study of a South American winery—Colomé—located in a small town in Argentina. The chapter focuses on the operations of Colomé, including its biodynamic certification, and the contributions of the owner to the winery as well as the community in which it operates. The benefits of these social commitments to the workers employed at Colomé, as well as the local community in Argentina, are discussed. The chapter concludes with a discussion of what led the owner to sell Colomé, and the concerns of the workers and the community as to whether the new owner would, or could, sustain the level of social commitment.
- Chapter 4 examines the topic of disaster resilience among Sonoma and Napa wineries. This chapter is particularly relevant given the recent fire and earthquake disasters that have impacted on the wine industries in California, New Zealand and Northern Spain. The author has determined how well-prepared wineries are for future disasters, as resilience will lessen the impact of disasters on stakeholders such as winery employees and the local community.
- Chapter 5 focuses on wine tourism and its sociocultural benefits. Two case studies from Barossa and Coonawarra in South Australia are presented to illustrate the practical application and implications of the concepts of transformative innovation and cultural landscapes. This chapter provides an understanding on how wine tourism is able to boost the well-being of destinations, communities, wine providers and wine tourists by contributing to their well-being.
- Chapter 6 provides an insight into charity wine auctions with a discussion on a number of well-known auctions around the world and a detailed look at the Hawke's Bay Wine Auction in New Zealand. A history of the charity wine auction is presented with comments from the organisers about future developments. The motives and benefits of the participating wineries are documented, as are views of the recipient—the local Hospice.

- Chapter 7 provides a case study of a Waipara wine business that operates as a social enterprise. This wine business, 27seconds, was established by its owners in 2017 in order to raise funds for Hagar, a non-government organisation. Hagar provides recovery services for survivors of human trafficking, slavery and abuse. The brand name refers to the fact that every twenty-seven seconds someone is sold or trafficked into slavery somewhere in the world. The chapter documents the history of the wine business and some of the challenges faced by owners when starting a social enterprise.

Cross-National Studies

This section of the book contains four chapters documenting studies that have compared social sustainability across nations.

- Chapter 8 continues with the focus on people, as it examines the treatment of migrant workers by wine firms in New Zealand and Australia. This chapter provides an overview of sustainable wine programmes in New Zealand, the wine regions of Western Australia and Tasmania. Data were collected from wineries in New Zealand, Western Australia and Tasmania using a postal survey. This chapter examines the views of wineries with regard to social justice, sustainability, migrant workers' rights and corporate social responsibility. Differences between the Australian and New Zealand wine industries are presented and discussed.
- Chapter 9 examines whether culture has an impact on French and German wine firms in terms of their engagement in philanthropy. This chapter reports on quantitative data gathered from wineries in both nations using an online questionnaire. The authors take an interesting approach by examining the relationship between some of Hofstede's cultural dimensions and how French and German wineries engage in philanthropy. In particular, they explore whether cultural differences can be used to explain the intensity of philanthropic engagement and the spending behaviour in terms of supported beneficiaries.
- Chapter 10 is based on a study of French and Italian wine consumers through the collection of data via an online questionnaire. This chapter examines consumer views of sustainability across these two nations, and in particular whether they consider the social

dimension to be important. Wine consumers were asked to explain what the word ‘sustainability’ meant to them, and thus, the authors were able to ascertain whether consumers were more aware of the environmental or the social dimension of sustainability.

- Chapter 11 explores how the social sustainability of wine regions is impacted by land and water management decisions. This is done using two case studies—one on the Western Cape of South Africa and the other on Napa Valley in California. Each of these wine regions has its own unique challenges and opportunities, many of which are influenced by the governance—policy, planning and management—associated with land and water management decisions. The driving factors, as well as the outcomes, for each wine region are discussed, with lessons learnt having relevance for other wine regions.

Communication

The final section of this book contains two chapters relating to social sustainability and communication.

- Chapter 12 examines the sustainability reporting on the websites of New Zealand wineries. Reporting is examined across four categories—social sustainability; environmental sustainability; both social and environmental sustainability; and sustainability. The quantity of reporting in terms of volume and importance is examined, as is the readability of the reporting. Differences in quantity and readability are found among the four reporting categories.
- Chapter 13 examines French, Spanish, US, Australian and New Zealand wine firms that are engaged in philanthropy to establish whether they are reporting their charitable efforts to stakeholders. A structured questionnaire was used to collect quantitative data via an online survey from wineries in the five nations. Results indicate that there is quite a low level of CSR communication, and this is especially true of wineries in Old World nations. In terms of communication channels, wineries in the New World nations are significantly more likely to use online channels and marketing messages to report on their philanthropy than are their counterparts in Old World nations.

CONCLUSION

Wine consumers across the globe are at the forefront of a revolution in demanding natural, biodynamic, organic and responsibly produced brands (McMillan, 2019). The compilation of recent research into social sustainability in the global wine industry in this book is an important step in understanding the factors leading to a heightened awareness of the issues of sustainable production and consumption. Social sustainability has received less attention than environmental sustainability in the media, academic literature and from practitioners; this also holds true in the context of the global wine industry. This book thus provides a valuable resource for all who are interested in social sustainability in general and for all who focus more specifically on social sustainability in practice in the global wine industry.

Christchurch, New Zealand
 Christchurch, New Zealand
 Sebastopol, USA

Sharon L. Forbes
 Tracy-Anne De Silva
 Armand Gilinsky Jr.

REFERENCES

- Broome, J. C., & Warner, K. D. (2008). Agro-environmental partnerships facilitate sustainable wine-grape production and assessment. *California Agriculture*, 62(4), 133–141.
- Carcano, L. (2013). Strategic management and sustainability in luxury companies. *Journal of Corporate Citizenship*, 52, 36–54.
- Casini, L., Cavicchi, A., Corsi, A., & Santini, C. (2010). Hopelessly devoted to sustainability: Marketing challenges to face in the wine industry. In *Proceedings of the 119th EAAE Seminar 'Sustainability in the Food Sector: Rethinking the Relationship Between the Agro-Food System and the Natural, Social, Economic and Institutional Environments'*. Capri, Italy.
- Forbes, S. L., & De Silva, T.-A. (2012). Analysis of environmental management systems in New Zealand wineries. *International Journal of Wine Business Research*, 24(2), 98–114.
- Gabzdylova, B., Raffensperger, J. F., & Castka, P. (2009). Sustainability in the New Zealand wine industry: Drivers, stakeholders and practices. *Journal of Cleaner Production*, 17(11), 992–998.
- Gilinsky, A. (2015). *Crafting sustainable wine businesses*. New York, NY: Palgrave Macmillan.

- Klohr, B., Fleuchaus, R., & Theuvsen, L. (2013). Sustainability: Implementation programs and communication in the leading wine producing countries. In *Proceedings of the 7th International Conference of the Academy of Wine Business Research (AWBR)*. St. Catherines, Canada.
- Lockshin, L., & Corsi, A. M. (2012). Consumer behaviour for wine 2.0: A review since 2003 and future directions. *Wine Economics and Policy*, 1, 2–23.
- Marshall, R., Cordano, M., & Silverman, M. (2005). Exploring individual and institutional drivers of proactive environmentalism in the US wine industry. *Business Strategy and the Environment*, 14, 92–109.
- McMillan, R. (2019). *Silicon Valley Bank: State of the wine industry*. Retrieved from <https://www.svb.com/wine-report>.
- OIV. (2019). *Statue of the vitiviniculture world market: State of the sector in 2018*. Retrieved from <http://www.oiv.int/public/medias/6679/en-oiv-state-of-the-vitiviniculture-world-market-2019.pdf>.
- Phillips, R. (2017). *9000 years of wine: A world history*. Vancouver, Canada: Whitecap Books.
- Stathopoulou, A., & Balabanis, G. (2019). The effect of cultural value orientation on consumers' perceptions of luxury value and proclivity for luxury consumption. *Journal of Business Research*, 102, 298–312.
- Szolnoki, G. (2013). A cross-national comparison of sustainability in the wine industry. *Journal of Cleaner Production*, 53, 243–251.

CONTENTS

1	Introduction to Social Sustainability	1
	Azadeh (Azi) Nilipour	
2	An Industry Under Pressure: The Influence of Economic, Technological and Environmental Pressures on the Social Sustainability of the South African Wine Industry	15
	Elsamari Botha	
3	Sustaining Social Commitments at Colomé	27
	Daniel Friel	
4	Are US Wineries Prepared for the Next ‘Black Swan’ Event?	37
	Armand Gilinsky Jr.	
5	The Transformational Power of Wine Tourism Experiences: The Socio-Cultural Profile of Wine Tourism in South Australia	57
	Marianna Sigala	

6	The Hawke's Bay Wine Auction: History, Motivations and Benefits	75
	Sharon L. Forbes and Tracy-Anne De Silva	
7	27seconds: A Wine Brand as a Vehicle for Social Change	93
	Joanna Fountain and Sharon L. Forbes	
8	Migrant Workers' Rights, Social Justice and Sustainability in Australian and New Zealand Wineries: A Comparative Context	107
	Tim Baird, C. Michael Hall, Pavel Castka and Haywantee Ramkissoon	
9	Does Culture Show in Philanthropic Engagement? An Empirical Exploration of German and French Wineries	119
	Marc Dressler and Coralie Haller	
10	What Does 'Sustainable Wine' Mean? An Investigation of French and Italian Wine Consumers	137
	Roberta Capitello and Lucie Sirieix	
11	Addressing Social Outcomes in Land and Water Management for Global Wine Regions	155
	Erin Upton and Max Nielsen-Pincus	
12	Sustainability Reporting by New Zealand Wineries	169
	Tracy-Anne De Silva, Azadeh (Azi) Nilipour and Nazanin Mansouri	
13	Philanthropic Wine Firms and Their CSR Communication	185
	Rosana Fuentes Fernández and Joshua Aboah	
	Index	201

NOTES ON CONTRIBUTORS

Joshua Aboah holds an M.Sc. degree in Management Economics and Consumer Studies (Business Economics profile) from Wageningen University in the Netherlands and a B.Sc. degree in Agricultural Economics from Kwame Nkrumah University of Science and Technology in Ghana. Currently, he is a Ph.D. candidate within the Global Value Chains and Trade Department at Lincoln University in New Zealand. He is researching on the assessment of resilience in the cocoa value chain using system dynamics modelling.

Tim Baird has recently completed his Ph.D. at the University of Canterbury in Christchurch, New Zealand. He also holds a Masters with first-class honours and writes in the fields of wine tourism, sustainability, climate change, green marketing and innovation.

Elsamari Botha is Associate Professor in digital enterprise management (MBA) and digital quotient (PGDip) at the University of Stellenbosch Business School. She is the Academic Director of Educate24; Panel member of the South African Tech and e-Commerce Awards; Fellow of the King's Consumer and Organisation Data Analytics (CODA) Research Centre, King's Business School, King's College London; Research Associate at the Institute for Futures Research (IFR) on technology futures; and frequent speaker at Seamless Africa.

Her research focuses on online consumer behaviour and digital disruption. With an h-index of 10, she has 19 peer-reviewed publications, including papers in leading international journals such as *Industrial*

Marketing Management, *Business Horizons*, the *Journal of Retailing and Consumer Services* and *Public Relations Review*. After completing her Ph.D. (2014) in *Industrial Economics and Management*, at KTH Royal Institute of Technology (Stockholm), on digital marketing, her research now focuses on (1) digital entrepreneurship in particular how technology can improve (South) African businesses, (2) online consumer behaviour, (3) the next billion, and (4) how transformative and disruptive digital innovations effect the people and businesses of Africa.

Roberta Capitello is Associate Professor in agricultural economics at the Department of Business Administration, University of Verona (Italy). She teaches courses on wine economics and food and wine marketing. Her special research interests are in consumer behaviour, food and wine marketing and communication, and sustainability in the food and drink sector. Her recent publications include academic journal articles and book chapters on the analysis of the consumer decision-making process, wine consumer behaviour and management strategy in the wine industry. She co-edited a book on the wine market in China. She is project coordinator of the H2020 Susfood2-Era-Net project ‘SUSCHOICE: Towards sustainable food and drink choices among European young adults’.

Pavel Castka is Professor in operations and sustainability at the University of Canterbury, New Zealand. His work focuses on sustainable operations, social and environmental standards and conformity assessment.

Tracy-Anne De Silva is Associate Professor in accounting at Lincoln University in Christchurch, New Zealand. She has a Ph.D. in environmental accounting, a B.Com.(Hons) in accounting and a Bachelor of Commerce and Management in accounting. She teaches primarily in the area of management accounting. Her research interests include corporate social responsibility, sustainability practices and value creation, and sustainability reporting and performance. Her research often focuses on small and medium-sized enterprises in a variety of industries including wine and horticulture.

Prof. Dr. Marc Dressler is Professor for business administration and entrepreneurship at the University of Ludwigshafen. He heads the M.B.A. wine, sustainability and sales and is a vital member of the ‘Wine-Campus’, a research and educational institution focused on

entrepreneurship in the wine business. His academic background is in business administration, having studied in Nuremberg, Vermont and Vienna. Furthermore, Marc profits of a longstanding practical experience as consultant and entrepreneur. He started his professional career in banking followed by internationally reputed management consultancies. He established his own consultancy which became an integral part of an international top management consulting boutique with Marc as one of the four global senior partners leading the company. Alongside his professional career, he taught and researched at diverse universities in North America and Europe. As a professor, he lectures in Neustadt, Ludwigshafen, Bordeaux and other institutions. His scientific focus is on strategy, organisation and innovation. He is a member of several editorial boards of scientific journals, delegate at the OIV for the German wine market, and he is integrated in the global research community on wine and business.

Rosana Fuentes Fernández teaches fundamentals of advertising, public relations planning, corporate social responsibility and protocol and coordinates the principles and strategies of marketing module in the Master's degree in marketing and corporate communication at San Jorge University (USJ), Zaragoza. Her research focuses on the strategic management of corporate communication and PR and on ethical leadership in organisations. In 2018, FairNGreen awarded the International Prize for Research in the Global Wine Industry (Berlin, 2018), whose contributions were published in magazines such as: *Wine Economics and Policy*, *International Journal of Wine Business Research* and *Wine & Viticulture Journal* or *La Semana Vitivinícola Journal*. On the professional level, as Head of Communication and Public Relations of Puerta del Viento Organic Wines, she obtained the prize for the best image of the Excellency Diputación de León (2018) awarded at the XXV León Products Fair.

Sharon L. Forbes is Associate Professor in marketing at Lincoln University. Her academic qualifications are also from Lincoln University; in 2004, she completed a Bachelor of Viticulture & Oenology degree; in 2005, a Commerce Honours degree; and in 2009, a Ph.D. in Marketing. Her Ph.D. examined the factors influencing the purchasing behaviour of wine consumers in New Zealand, Australia, the UK and the USA. Her research is centred on business and consumer studies in the wine and food sectors. In particular, she has led or participated in national

and global studies that have examined consumer behaviour, supply chain management, disaster resilience, social media marketing, brand name perceptions, philanthropy and the production and marketing of ‘green’ or ‘environmentally sustainable’ products.

Joanna Fountain is a Senior Lecturer in tourism management at Lincoln University, New Zealand. Her research is focused on the significance of agrifood tourism and festivals in enhancing rural resilience, community engagement and consumer/tourist experiences in the face of rapid change for rural regions. Her research interest in wine tourism dates back more than a decade and encompasses a range of contexts, including New Zealand, Australia, China and France. As a member of a number of cross-cultural and multi-disciplinary teams, she has researched wine consumption and wine socialisation experiences, and the consumer perceptions of different wine varieties.

Daniel Friel is Associate Professor of strategic management at the Universidad de San Andrés in Buenos Aires, Argentina. He obtained a Ph.D. in Political Science from the New School for Social Research in New York. His work focuses on the impact of institutions on the strategies and export policies of firms in Latin America. It includes studies of producers of foodstuffs, metallurgic firms and the wine industry.

Armand Gilinsky Jr. is the F.J. Korbels Professor of wine business at Sonoma State University, where he has taught strategy and entrepreneurship since 1994. In past years, he has served as Director of SSU’s Entrepreneurship Center and Director of the Wine Business Institute. He previously held teaching appointments at the Harvard Business School, CSU East Bay and Northeastern University. He also worked with a study team to create a global marketing strategy for the Georgian national wine industry, a project funded by the World Bank. He has extensive consulting experience in strategic planning, competitive strategy, and developing business and financial plans. He has authored over 40 published business case studies and several articles on entrepreneurial strategy and socially responsible entrepreneurship. He has served as President of the North American Case Research Association, a group of some 500 case research professionals. In 2013, he received the University Award for Excellence in Scholarship from Sonoma State University. He currently serves as the founding editor of the *Wine Business Case Research Journal*. He holds the Ph.D. in Business Policy from Henley Management College/Brunel University (London).

C. Michael Hall is a Professor at the University of Canterbury, New Zealand; Visiting Professor, Linnaeus University, Kalmar, Sweden; and Docent in Geography, University of Oulu, Finland. He has published widely on tourism, regional development, global environmental change, food, sustainability and World Heritage.

Coralie Haller completed an M.Sc. in European Business Administration (Burgundy School of Business, France), an M.B.A. and a Graduate Certificate in Higher Education (Griffith University, Australia) and a Master Research (IAE of Aix en Provence, France). After several years of professional experience within various companies and educational environments in France and Australia, she obtained a Ph.D. from Aix-Marseille University. As an Associate Professor at EM Strasbourg Business School, her research interests and teaching expertise concern information system management and entrepreneurship in wine and tourism industry. Her work has been published in several journals (*Systèmes d'Information et Management*, *Entreprendre et Innover*, *International Journal of Entrepreneurship and Small Business*, *International Business Review*), books and academic and professional conferences. She is currently in charge of the Master of International Wine Management and Tourism (she has created) and the Master in Tourism Management at EM Strasbourg Business School. She is also the founder of a Corporate Chair in 'Wine and Tourism' in partnership with the Alsace Wine Council, Grands Chais de France and a bank, the Crédit Agricole Alsace Vosges.

Nazanin Mansouri is a Ph.D. candidate at Lincoln University since 2017. The focus of her Ph.D. project is on dairy farm management and the adoption of automatic milking systems in the pastoral-based system in New Zealand. In 2012, she completed a Bachelor in Business Computing with first-class honours from Staffordshire University, UK. In 2016, she earned a Master's degree in Business Administration from HELP University, Malaysia. In her Bachelor's degree and Master's degree, she examined business analysis and development, and project management in different industries. Nazanin's research interests primarily lie in the area of business development and management, marketing management and project management.

Max Nielsen-Pincus is a Professor of environmental management at Portland State University where he teaches and conducts research related to environmental management, climate adaptation and wildfire.

He received his Ph.D. in Natural Resource Management from the University of Idaho's Department of Forest Resources and is an interdisciplinary scientist with a background covering both environmental and social sciences. He worked as director and coordinator of the Crooked River Watershed Council in central Oregon where he focused on watershed restoration projects, coordinating management priorities among federal and state agencies, private landowners and other stakeholders. Prior to his current position, he was research faculty at the University of Oregon's Institute for a Sustainable Environment and Department of Planning, Public Policy, and Management, where his work focused on research related to sustainable natural resource-based development in rural and urban interface communities in the American West.

Dr. Azadeh (Azi) Nilipour is a Lecturer in accounting at Lincoln University. She graduated with a Bachelor's degree (2009) and a Master's degree (2012) both in accounting. She worked as a senior auditor for five years prior to moving to New Zealand to further her studies. She obtained a Ph.D. in accounting, focusing on sustainability reporting and assurance, from Lincoln University at the end of 2016. Her professional background in accounting ignited her passion for audit and assurance. Her research is centred on both financial audit, and sustainability, environmental and corporate social responsibility reporting and assurance. Sustainability is an emerging but growing area of research, and it is considered a big challenge for the accounting profession, and she hopes her research findings contribute to developing a framework. She mostly applies qualitative methods, including content analysis, surveys and interviews.

Dr. Haywantee Ramkissoon is Associate Professor at the Curtin Business School, Curtin University and Monash Business School, Monash University both in Australia. She also holds a Senior Research Associate position at the University of Johannesburg, South Africa. She was honoured with the prestigious Emerging Scholar of Distinction award from the International Academy for the study of Tourism for her substantial contribution to groundbreaking and innovative research in the field. Her research interests include sustainable tourism, wine tourism, pro-environmental behaviour, place attachment, health tourism, corporate social responsibility and cultural heritage management.

Marianna Sigala is Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. She is an international authority in the field of technological advances and applications in tourism with numerous awarded publications, research projects and keynote presentations in international conferences. She is currently the co-editor of the *Journal of Service Theory & Practice*, the Editor-In-Chief of the *Journal of Hospitality & Tourism Management* and the advisor editor of the *Journal of Hospitality & Tourism Cases*. She has served or is currently a member of the executive board of the associations, EuroCHRIE, ICHRIE, IFITT and CAUTHE. In 2016, she was awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education.

Lucie Sirieix is Professor of marketing and consumer behaviour, at Montpellier SupAgro (International Center for Higher Education in Agricultural Sciences) (France). Her teaching responsibilities include marketing research, marketing strategy, consumer behaviour, food consumption and food marketing at the M.Sc. and Ph.D. levels. Her research topics deal with determinants of food choice and food-related consumer behaviour and practices. She has authored over 100 journal articles and conference papers with a special focus on consumers' concerns related to sustainability and sustainable consumption.

Erin Upton is a Ph.D. candidate and researcher at Portland State University in the Environmental Sciences and Management Department in Portland, Oregon. Her research examines climate change adaptation and water and land management in agricultural wine regions. She has conducted environmental and social science research in North America, South Africa and Australia. Her current work is a comparison of water governance in the wine regions in Tasmania, Australia and the Willamette Valley in Oregon. She holds a Master's degree in Landscape Architecture from the University of British Columbia and has worked both as a landscape architect in New York City as well as in sales and management for the wine industry in Oregon. She is a Fellow of the US National Science Foundation Integrative Graduate Education and Research Trainee program and a Fellow of the Sasakawa Young Leaders Fellowship Fund for International Research.

LIST OF FIGURES

Fig. 2.1	Wine grape vineyard production (<i>Source</i> SAWIS (2018) with permission)	20
Fig. 4.1	Resilience adaptation framework	40
Fig. 4.2	Applying the resource-based view of strategy concept to preparedness (<i>Source</i> Author's own compilation)	49
Fig. 9.1	Charitable donation of wine businesses in France and Germany by type of donation	124
Fig. 10.1	Perceptual map of French consumers' associations with sustainable wines (N=148) (<i>Note</i> Attributes: 1=More responsible winemaker, 2=Harmless to the environment; 3=Does not cause headaches; 4=Pleasurable and fun; 5=Trendy; 6=Low quality; 7=Requires education to appreciate; 8=Good for health; 9=Traditional; 10=Luxurious; 11=Innovative; 12=Genuine taste; 13=More expensive; 14=Good value for money; 15=Supports local production; 16=Linked to its origin; 17=Respect for ethical values; 18=Distinctive taste. Products: 1=organic wine; 2=biodynamic wine; 3=wine with no added sulphites; 4=natural or sustainable-development wine promoted by producers' organisations; 5=fair-trade wine; 6=carbon-neutral wine)	147