



Edited by

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Wine Tourism and Sustainability

The Economic, Social
and Environmental
Contribution of the
Wine Industry

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Wine Tourism and Sustainability

“This well-written textbook, edited by an experienced group of wine tourism researchers and teachers, fills a major gap in the current wine tourism textbook market. It does a commendable job of introducing core wine tourism concepts including economic impacts, sustainability, social issues, and competitiveness. However, its real advantage is the care the authors take to introduce cutting edge concepts that are relevant to identifying best practices for students of wine management, tourism and hospitality research, and industry leaders. This textbook is both interesting and very readable.”

—Armand Gilinsky, *Emeritus Professor, Wine Business Institute, Sonoma State University*

“An essential journey through the world’s vineyards, the book uncorks the essence of sustainability in the wine industry, revealing its economic, social, and environmental impact. A must-read pour for enthusiasts and experts alike.”

—Gustav Visser, *Full Professor, Department of Geography & Environmental Studies, Stellenbosch University*

“Unveiling the rich tapestry of wine’s sustainable journey, the book captures the wine tourism industry’s dedication to economic, social, and environmental excellence. A captivating blend for those passionate about wine’s deeper narrative.”

—Nikos Georgantzis, *Full Professor, School of Wine & Spirits Business, Burgundy School of Business*

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ISBN 978-3-031-48936-5 ISBN 978-3-031-48937-2 (eBook)
<https://doi.org/10.1007/978-3-031-48937-2>

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Preface

In the annals of human history, few beverages have so deeply captured the imagination, culture, and traditions of societies as wine. Beyond the bottle, however, lies an equally compelling story: wine tourism. As travelers traverse the world in search of the perfect vintage, they embark on journeys that go beyond mere tasting, experiencing the rich tapestry of history, culture, and nature that each wine region has to offer. Against this backdrop comes *Wine Tourism and Sustainability—The Economic, Social, and Environmental Contribution of the Wine Industry*, published by the esteemed publishing house Palgrave Macmillan.

Wine tourism, a burgeoning facet of the global travel industry, is more than just a leisurely sojourn through picturesque vineyards. It is an exploration of history, a journey through the senses, and a celebration of the human spirit's ability to cultivate beauty from the earth. This book delves deep into the multifaceted world of wine tourism, unraveling its significance not just as a niche travel segment, but as a powerful force that contributes to the broader economic, social, and environmental landscape.

Economically, wine tourism is a beacon of prosperity, generating revenue for local businesses, creating employment opportunities, and fostering entrepreneurship. From quaint bed-and-breakfast establishments to large wine estates, the ripple effect of wine tourism affects several sectors, infuses vitality into local economies, and offers a sustainable model for growth. From a social standpoint, wine tourism builds bridges between cultures, as it brings together people from diverse backgrounds, fostering mutual respect, understanding, and appreciation. The shared experience of tasting, learning, and celebrating wine creates bonds that transcend borders, making the world a smaller and more connected place. It also preserves and promotes local traditions, ensuring that the rich tapestry of wine heritage is passed on to future generations. On the environmental side, wine tourism plays a key role in advocating sustainability. When travelers embark on journeys through vineyards and wine regions, they become ambassadors for the environment, often leaving with a heightened awareness of the delicate balance between nature and agriculture. Many wine tourism destinations prioritize environmentally friendly practices, from sustainable lodging options to tours that educate visitors about land conservation and biodiversity. This emphasis not only ensures that the beauty and health of these regions are preserved for future generations, but also instills in tourists a deeper appreciation for the environment.

Wine Tourism and Sustainability—The Economic, Social, and Environmental Contribution of the Wine Industry is more than just a book; it is an invitation. An invitation to explore the world of wine tourism, to understand its profound impact on our society, economy, and environment, and to celebrate the timeless allure of this magnificent beverage. As you turn the pages, may you be inspired by the stories, insights, and revelations that underscore the indomitable spirit of the wine tourism industry and its commitment to a sustainable future.

At a time when sustainability and responsible tourism have become of paramount importance, this book stands as a guiding light of insight and relevance. For academics, it fills a crucial gap in literature, offering a comprehensive exploration of wine tourism's multifaceted contributions to economic, social, and environmental sustainability. The rigorous analyses presented within these pages provide scholars with a robust

foundation for further study and discourse. For industry professionals, whether they are winemakers, tour operators or policymakers, the book is a practical roadmap. It illuminates best practices, highlights innovative approaches to sustainability, and offers a roadmap for integrating these principles into their operations. Thus, *Wine Tourism and Sustainability—The Economic, Social, and Environmental Contribution of the Wine Industry* is not just an academic endeavor; it is a call to action that urges both academia and industry to recognize, embrace, and champion the transformative power of sustainable wine tourism.

Here's to a journey of discovery, reflection, and celebration. Cheers!

Alicante, Spain

Javier Martínez-Falcó
Bartolomé Marco-Lajara
Eduardo Sánchez-García
Luis A. Millán-Tudela

Acknowledgements

To José Falcó Martínez (1923–2023),

This book, although replete with academic wisdom about wine and wine tourism, could not have been completed without the inspiration that your life and legacy have given us. Like an aged wine, your warmth and kindness have left in us a taste that lingers, a memory that, with the passage of time, only becomes more precious.

Your sense of transcendence taught us that, beyond the tangible, there are values and moments that remain engraved in the soul, that transcend time and space. May this book not only be a tribute to the wine, but also to you, to your immense kindness and to the eternal imprint you have left in our hearts.

With deep respect and eternal love.

Contents

Introduction

- Wine Tourism, Innovation, and Sustainable Winegrowing
in Cool Climate Regions: A Longitudinal International
Comparative Analysis** 3

*Tim Baird, C. Michael Hall, Pavel Castka,
and Haywantee Ramkissoon*

Economic Impact of Wine Tourism

- Economic Structure and Geographic Scope of Spanish
Wine Routes** 33

*Luis A. Millán-Tudela, Bartolomé Marco-Lajara,
Javier Martínez-Falcó, and Eduardo Sánchez-García*

- Developing Sustainable Tourism in Tanzania: Perspective
from Wine Stakeholders** 49

Galinoma Gabele Lubawa and Evans S. Osabuohien

Spain's Wine Tourism: Evaluating the Economic Contributions of Wineries and Museums	73
<i>Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García, and Luis A. Millán-Tudela</i>	
Environmental Impact of Wine Tourism	
Sustainable Wine Tourism: Best Practices	95
<i>Dhruv Kishore Bole</i>	
Wine Tourism, the Business of Wine, and the Impact of the Environment and Sustainability	123
<i>Donna Lee Rosen and Doris Miculan Bradley</i>	
Discovering <i>Enocotourism</i> in the Ribera del Duero Appellation: A New Concept Combining Wine Tourism and Ecotourism for a Unique Experience	147
<i>Rosana Fuentes-Fernández, María del Carmen González-Velasco, and Marcos González-Fernández</i>	
Social-Cultural Impact of Wine Tourism	
Exploring the Intersection Between Geographical Indications and Sustainable Wine Tourism: The Case of Le Colline del Prosecco di Conegliano e Valdobbiadene	163
<i>Francesca Checchinato, Cinzia Colapinto, Vladi Finotto, Christine Mauracher, and Chiara Rinaldi</i>	
Wine Tourism in the Province of Alicante (Spain). Revitalization of Wine Heritage as a Strategy for Tourism Diversification and Differentiation in Mature Tourist Destinations	179
<i>Rosario Navalón-García</i>	

Epilogue

**The Impact of Wine Tourism on the Sustainability
Outcomes of Spanish Wineries: An Exploration
via Structural Equation Modeling** 207

*Javier Martínez-Falcó, Bartolomé Marco-Lajara,
Eduardo Sánchez-García, and Luis A. Millán-Tudela*

Index 227

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List of Figures

Wine Tourism, Innovation, and Sustainable Winegrowing in Cool Climate Regions: A Longitudinal International Comparative Analysis

- Fig. 1 Introduction of innovation over the two financial years prior to 2015/2016 for Tasmanian, Western Australian, and New Zealand wineries 7

Economic Structure and Geographic Scope of Spanish Wine Routes

- Fig. 1 Voronoi diagram in the Iberian Peninsula for the different Spanish wine routes (*Source* Elaborated from Turner [2021]) 37
- Fig. 2 Sorting of wine routes based on their geographical scope (*Source* Own elaboration) 38
- Fig. 3 95% confidence intervals on wine routes' wineries average longevity (*Source* Own elaboration) 39

Developing Sustainable Tourism in Tanzania: Perspective from Wine Stakeholders

- Fig. 1 Grape value chain map (*Source* Kulwijila et al. [2018]) 54
- Fig. 2 Vineyards outside the town of Dodoma, Tanzania (*Source* The Citizen [2021, December 3]) 63
- Fig. 3 Wagogo playing a traditional dance (*Source* Dodoma FM [2023]) 64

Spain's Wine Tourism: Evaluating the Economic Contributions of Wineries and Museums

- Fig. 1 Composition of the economic impact of the wine routes (2017–2022) (*Source* Prepared by the authors based on the OTVE) 86

Sustainable Wine Tourism: Best Practices

- Fig. 1 Pillars of sustainability (Dang, 2017) 97

Wine Tourism, the Business of Wine, and the Impact of the Environment and Sustainability

- Fig. 1 Classification of organic wine (Makish, 2021) 129

Wine Tourism in the Province of Alicante (Spain). Revitalization of Wine Heritage as a Strategy for Tourism Diversification and Differentiation in Mature Tourist Destinations

- Fig. 1 Map of the Alicante wine route (areas and supply) (*Source* Alicante wine route. Obtained from <https://www.calpe.es/sites/default/files/2020-09/MAPA%20RUTA%20DEL%20VINO.pdf>) 188
- Fig. 2 Wine tourism activities included in the Alicante wine route (*Source* Own elaboration) 198

**The Impact of Wine Tourism on the Sustainability
Outcomes of Spanish Wineries: An Exploration via
Structural Equation Modeling**

- | | | |
|--------|--|-----|
| Fig. 1 | Theoretical model to be tested (<i>Source</i> own elaboration) | 212 |
| Fig. 2 | Results of the proposed theoretical model (<i>Source</i> own elaboration) | 218 |

List of Tables

Wine Tourism, Innovation, and Sustainable Winegrowing in Cool Climate Regions: A Longitudinal International Comparative Analysis

Table 1	Introduction of innovation over the two financial years prior to 2015/2016 based on winery size	8
Table 2	Reasons for innovation occurring in Tasmanian, Western Australian, and New Zealand wineries	9
Table 3	Reasons for innovation occurring in Tasmanian, Western Australian, and New Zealand wineries based on winery size	10
Table 4	Sources of ideas and information for innovation at Australian and New Zealand wineries	12
Table 5	Sources of ideas and information for innovation at Tasmanian, Western Australian, and New Zealand wineries based on winery size	13
Table 6	Activities to support innovation at Tasmanian Western Australian and New Zealand wineries	15
Table 7	Activities to support innovation at Tasmanian, Western Australian, and New Zealand wineries based on winery size	18

Table 8	Level of commitment towards sustainability among Tasmanian, Western Australian, and New Zealand wineries	20
Table 9	Importance of sustainable practices for Tasmanian, Western Australian, and New Zealand wineries	21

Economic Structure and Geographic Scope of Spanish Wine Routes

Table 1	Kruskall-Wallis test for longevity of wine routes' wineries	39
Table 2	Kruskall-Wallis test for accounting variables from the wine routes' wineries	40
Table 3	95% confidence overlap on fixed assets per wine route	42
Table 4	Average fixed asset value per wine route	43
Table 5	95% confidence overlap on number of employees per wine route	44
Table 6	Average number of employee value per wine route	45

Developing Sustainable Tourism in Tanzania: Perspective from Wine Stakeholders

Table 1	Profile of participants	58
Table 2	Extracted quotation of the answers proposed to the question "If Tanzania were to start wine tourism, what areas or products would make it attractive?"	59

Spain's Wine Tourism: Evaluating the Economic Contributions of Wineries and Museums

Table 1	Economic impact of the Spanish wine routes	84
---------	--	----

Discovering *Enocotourism* in the Ribera del Duero Appellation: A New Concept Combining Wine Tourism and Ecotourism for a Unique Experience

Table 1	Chi-square tests	154
---------	------------------	-----

**Wine Tourism in the Province of Alicante (Spain).
Revitalization of Wine Heritage as a Strategy for Tourism
Diversification and Differentiation in Mature Tourist
Destinations**

Table 1	Items analyzed in the study of the wineries	189
Table 2	Percentage of fulfillment in the dimension of analysis of the company (D1)	194
Table 3	Percentage of fulfillment in the dimension of analysis of heritage interpretation (D2)	195
Table 4	Percentage of fulfillment in the dimension of wine tourism (D3)	196
Table 5	Percentage of fulfillment in the Community dimension (D4)	197

**The Impact of Wine Tourism on the Sustainability
Outcomes of Spanish Wineries: An Exploration via
Structural Equation Modeling**

Table 1	Global model fit	216
---------	------------------	-----

Introduction



Wine Tourism, Innovation, and Sustainable Winegrowing in Cool Climate Regions: A Longitudinal International Comparative Analysis

Tim Baird, C. Michael Hall, Pavel Castka,
and Haywantee Ramkissoon

Introduction

Innovation within the context of New Zealand wine tourism represents an area which could potentially breathe new life into the local wine industry as it faces turbulent economic times (New Zealand Winegrowers, 2022a). However, as this study is based upon the OECD et al. (2005) definition of innovation, this suggests a potential dilemma for New Zealand wine tourism. On the one hand, you have the approach taken within the SWNZ scheme whereby the sustainable processes methods and products produced must meet a pre-determined criteria dictated by this organization (New Zealand Winegrowers, 2022b), while

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Switzerland AG 2024

J. Martínez-Falcó et al. (eds.), *Wine Tourism and Sustainability*,
https://doi.org/10.1007/978-3-031-48937-2_1

on the other hand there are many wineries which pre-date the introduction of SWNZ in 1995 (New Zealand Winegrowers, 2022b) and arguably have already created their own innovations within the context of this definition without external intervention. Tourism and innovation policies in New Zealand appear to lack a significant form of inter-relationship as noted by Hall (2009, p. 15) who points out that “it is possible that one of the reasons for the lack of recognition of tourism in innovation policy is that it is perceived as an industry that is not particularly innovative.” Where there was a connection between tourism and innovation in New Zealand, strong institutional support on a local level has been seen to be a critical factor in enabling this connection (Hall, 2009).

This study examines wineries’ perceptions towards innovation within the context of sustainable winegrowing practices and wine tourism in New Zealand. In order to investigate and contextualize the current situation in New Zealand, the National Wineries’ Survey was revisited and extended to provide a longitudinal time series of data from the New Zealand wine industry. This data was also utilized to provide a comparison of the New Zealand perceptions of innovation with that of the Australian cool climate regions of Tasmania and Western Australia. It is important to note that Tasmanian and Western Australian wineries who take part in sustainable winegrowing programs are doing so voluntarily. This is not the case for their New Zealand counterparts, however; due to the mandatory membership required, New Zealand wine producers are required to be part of the Sustainable Wineries New Zealand (SWNZ) program (New Zealand Winegrowers, 2022b).

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Measuring Innovation Within the New Zealand Wine Industry Context

The New Zealand wine industry is at a formative point when it comes to research into the relationship between innovation, sustainable wine practices, and wine tourism. Very few prior studies have measured New Zealand wine industry responses to innovation; Cullen et al. (2013) are the exception through their research into the Greening Waipara scheme which is based in the Canterbury region of New Zealand. However, the 32 New Zealand vineyards involved in this particular study were not examined through the application of the OECD et al. (2005) framework that was used in this study. Applying innovation measures as set out by the OECD et al. (2005) to the New Zealand wine industry provides an opportunity to benchmark attitudes towards innovation within the context of past innovation studies conducted within the New Zealand agricultural sector. Innovations can signal significant changes to existing strategies, structures, and routines (Statistics New Zealand, 2013) and as such serve to grow the existing knowledge available for those involved in the supply-side of the industry (Cullen, et al., 2013; Hall, 2009; Hall & Williams, 2020).

Method

This cross-national survey utilized primary data obtained from participants who represent each of the 558 winegrowers located within New Zealand (Winetitles, 2015), the 125 winegrowers located in Tasmania (Winetitles, 2015), and 241 winegrowers located in Western Australia (Winetitles, 2015). These wineries all received copy of the survey via post, producing a combined total cross-national sample size of 924 wineries. A link to an online version of the survey was also provided to all participants should they prefer this particular option, and only two wineries from Western Australia elected to undertake this option. No electronic survey responses were received from either New Zealand or Tasmanian wineries.

Out of the 558 surveys that were sent out for the 2015 New Zealand survey, 145 surveys were received back. Of these 145 wineries, 80 responded that they had in fact recently gone out of business since the publication of *The 2015 Australian and New Zealand Wine Industry Directory* (Winetitles, 2015) but as these were still judged as valid responses, these surveys were still included in the overall response rate. The remaining 65 wineries who responded then provided the data that this study was based upon. This yielded a New Zealand response rate of 25.9%.

Innovation in Tasmanian, Western Australian, and New Zealand Wineries

The following section illustrates the levels of innovation within the Tasmanian and Western Australian wine industries in 2016 and compares these findings to the 2015 New Zealand survey results.

Introduction of Innovation

Figure 1 shows that New Zealand had the highest percentage when considering the introduction of new or improved good and services (46.2%) and new or significantly improved organizational processes (43.1%). Tasmania reported the highest level of implementation in terms of sales and marketing methods (53.3%) and new or significantly improved operational processes (46.7%). Western Australian wineries appeared to be the most risk averse when considering innovation; their percentages reported were the lowest out all three groups in all but one of the categories presented. This category (new or improved goods and services) was reported at 36.4% for Western Australia, which put them ahead of their Tasmanian counterparts (26.7%) but still behind New Zealand (46.2%).

Table 1 shows that based Tasmanian, Western Australian, and New Zealand winery size that none of the four categories were significant at