



**WINE TOURISM: MAIN APPROACHES AND CONCEPTUAL EMPHASES  
PRESENT IN INTERNATIONAL LITERATURE BETWEEN 2008 AND 2018**

**ENOTURISMO: PRINCIPAIS ABORDAGENS E ÊNFASES CONCEITUAIS  
PRESENTES NA LITERATURA INTERNACIONAL ENTRE OS ANOS DE 2008 E  
2018**

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**Abstract**

Although wine tourism had its economic and social importance recognized in the last two decades, data and information on wine tourism are still limited and / or concentrated in specific areas, which makes the development of multidisciplinary research on the subject difficult. Therefore, this work aims to analyze the scientific production related to the subject, published in the Elsevier's Scopus database, between the years 2008 and 2018, in order to show the characteristics of the main approach categories found in the international literature and their direct relation with the conceptualization of the term wine tourism.

**Keywords:** wine tourism; winemaking regions, wine research.

**Resumo**

*Embora o turismo de vinho tenha tido sua importância econômica e social reconhecida nas últimas duas décadas, os dados e informações sobre o enoturismo ainda são limitados e/ou concentram-se em áreas específicas, o que dificulta o desenvolvimento de pesquisas multidisciplinares sobre o tema. Assim, o presente trabalho tem como objetivo analisar a*

*produção científica referente ao tema, publicada na base de dados Elsevier's Scopus, entre os anos de 2008 e 2018, de modo a mostrar as características das principais categorias de abordagem encontradas na literatura internacional e a sua relação direta com a conceituação do termo enoturismo e/ou turismo de vinho.*

**Palavras-chaves:** *enoturismo; territórios vitivinícolas, pesquisa vitivinícola.*

## **1. Introduction**

Wine tourism is an activity that is characterized by the displacement of people, whose motivation is related to the world of grape and wine (Falcade, 2001). For Hall et al. (2004), wine tourism can be defined as visits to vineyards, wineries, wine festivals and experience in practice the characteristics of a wine-growing region. It is a phenomenon endowed with subjectivity, in which the main content that is part of it is, in fact, the encounter with those who produce grapes and wines (Valduga, 2007). In general, wine tourism is a practice which is not only linked to the main products of wine-making – grapes and wine, but also to the peculiarities of each territory where it is inserted. That is, wine tourism presents itself with an element of a wider spectrum, which is the wine region with its cultural and gastronomic aspects (Mazurkiewicz-Pizlo, 2015).

Although wine tourism had its economic and social importance recognized in the last two decades - resulting in high rates of activity growth and in the increased interest of researchers and development agencies for the subject – the data and information on wine tourism are still limited and/or concentrated on specific areas such as: consumer behavior, marketing and the relations with the wine sector (Mitchell, Hall & McIntosh, 2000; Willians, 2001; Stavrinoudis, 2012). According to the researchers of the subject, much of the information and data are directly associated with the data of the winemaking sector, which makes it difficult to separate the wine tourism data from the winegrowing data and/or wineries data and, ends up preventing not only the effective verification of the possible benefits and negative impacts produced by wine tourism, but also the development of research and the scientific production on the subject.

Still in this sense, Bonn, Cho and Um (2018) state that, the researches on the wine sector followed the global patterns of wine production and consumption, and its rapid growth, beginning in the 1990s with the creation of the *Journal of Wine Research*. In the early years of the journal, the researches were directed to specific areas such as winemaking, followed by sparse publications of topics such as viticulture, demography, governance and market

segmentation. Furthermore in the 1990s, the emergence of the *International Journal of Wine Research Marketing* provided the dissemination of new research subjects, especially those focused on the business sector, such as marketing, competitiveness strategies, among others.

The *International Journal of Wine Marketing* was the first journal to publish a survey on wine tourism in 1996. The first article mentioned aspects of cultural importance for the South African wine industry, and it was written by the researcher Garret. Since then, a number of other articles related to the development of wine tourism, image of winemaking regions, market segmentation strategy, traditional knowledge and features, have been published. Among the main wine tourism authors in the 1990s are: Carlsen and Dowling, 1998; Gil and Sánchez, 1997; Macionis, 1998; Getz et al., 1999; Ali-Knight, 1999.

Currently, despite the growing interest on the subject, researchers face obstacles such as the great diversity of wine tourism practices, and the difficulties of defining and conceptualizing the terms wine tourism and/or tourism of wine, since this is directly related to the endogenous factors of each winemaking region. In this way, it is essential to understand the different conceptual approaches and emphases used by wine tourism researchers, in different parts of the world, in order to enable winemaking regions, through managers and researchers, promote sustainable appropriate wine tourism practices, and eligible to the singularities of each region.

Therefore, this work aims to analyze the scientific production related to the subject, published in the Elsevier's Scopus database, between the years 2008 and 2018, in order to identify the main emphases used in the conceptualization and definition of wine tourism and understand the main approaches under which the subject has been researched and published in international literature.

## **2. Methodological Procedure**

In order to meet the proposed objectives, the present study adopted the descriptive methodology, qualitative cut-off, based on the bibliographic research. For this purpose, the contents of articles referring to wine tourism available in the Elsevier's Scopus database were analyzed, following the methodological procedures described thereafter.

At the first moment, the terms "*wine tourism or winescape or enotourism*" were inserted in the chosen database, with the purpose, of selecting the documents that present some of these words in the title, summary or keywords, a total of 674 documents were found. After the identification of these documents, the authors applied criteria established in

advance\_(Table 1), in order to identify only the documents that could contribute to the achievement of the objectives proposed by the research.

Table 1

**Criteria used in the selection of articles for the analysis of the conceptual emphasis and the approach of wine tourism in international literature**

	Criteria	Number of documents
Research	<i>Wine tourism or winescape or enotourism</i>	674
Period	jan/2008 – dec/2018	543
Type of document	Articles	383
Areas of knowledge*	Business, Management and Accounting; Social Sciences; Agricultural and Biological Sciences; Economics, Econometrics and Finance; Arts and Humanities	358
Language	English	322
Keywords*	<i>Wine tourism or wine (s) or tourism</i>	185
Researchers' analysis***	<i>Presence of characteristic elements of wine tourism and/or wine sector</i>	181
Total of analyzed documents		181

Note. Source: Prepared by the authors (2019).

\* The following areas were chosen because they concentrate a more significant number of publications on the subject researched.

\*\* After the selection of the criteria: period, type of document, area of knowledge and language, the documents that contained in the keywords of the articles the terms Wine Tourism or enotourism were selected.

\*\*\* Although 185 articles were found through the selected criteria, 4 documents were discarded by the authors because they did not present elements in the text capable of characterizing them as articles related to wine tourism.

In this way, 181 articles were analyzed, published in English, in the period from January 2008 to December 2018, in Journals of the areas of knowledge: *Business, Management and Accounting; Social Sciences; Agricultural and Biological Sciences; Economics, Econometrics and Finance; Arts and Humanities*, containing in the keywords the terms *Wine Tourism, Wine(s) or Tourism*.

The articles analysis phase had two stages. First, the summaries' contents of the 181 articles were analyzed, so that the main approaches used in the researches related to wine tourism could be identified. Six subjects were observed under which wine tourism has been approached: *Decision-making of wine tourists; Planning and development of wine tourism in emerging wine-growing regions; Wine tourism as a strategy of competitiveness of the wine sector; Development and aspects of wine tourism in consolidated wine-growing regions; wine tourism as a strategy of local/regional development; others*. The observation and

characterization of these categories of approach or subjects, as well as the classification of each article inside them, was based on the reading and analysis of the selected articles, and categorization of them according to their objectives and discussion about the subject. As such, the documents were grouped according to the category that best characterized them.

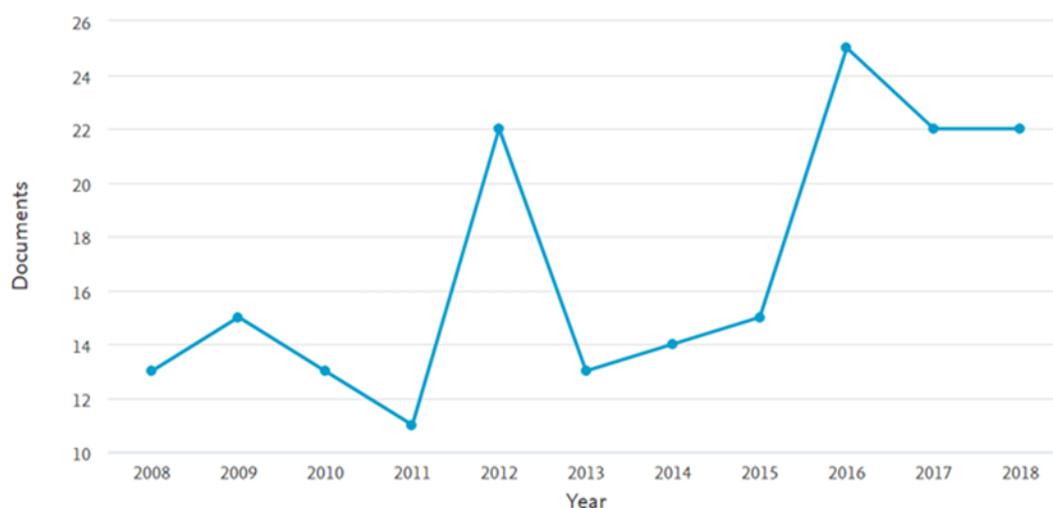
In the second stage, 10 articles were selected and analyzed in depth in each category of approach developed by the authors of the study. The choice of articles to be analyzed in depth occurred as follows: initially, the journals most often present within each approach category were observed, and then selected the articles published in these. After this identification, the most mentioned documents were then selected in each type of approach, so that the quantity of citations for each article was verified through the *research gate platform*. Thus, we got the 10 articles by thematic category.

It is worth pointing out that, the categories that had number of articles equal to 10, as for example the category of analysis “others”, had all their documents selected analyzed in depth. Therefore, the main emphases used in the conceptualization and definition of the terms wine tourism and/or enotourism were *pointed out* within each category of approach present in the international literature on the subject.

### **3. Results**

Through the analysis of the publications on wine tourism, present in the Elsevier's Scopus database, between 2008 and 2018, it was possible to determine relevant information regarding the researches and evolution of this activity, since the studies on the subject reflect, in many cases, the tendencies of the wine and tourism sectors, as can be seen in the results described in this section.

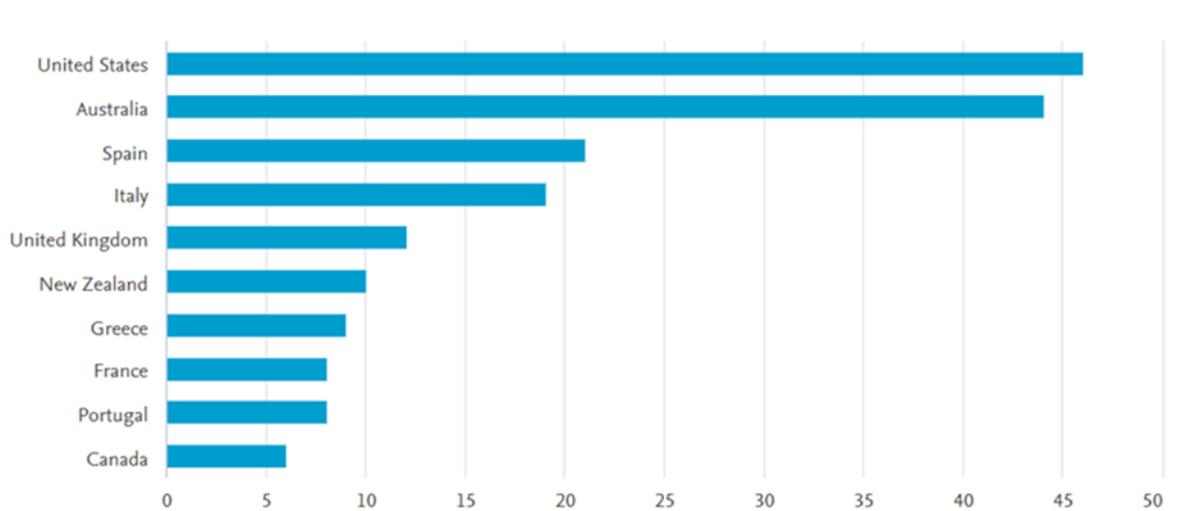
According to Figure 1, there is an increase in the number of publications between 2008 and 2009, followed by a reduction until the year 2011, where there is a significant growth in the number of articles published in the year 2012, when the number of publications increases from a dozen in 2011 to more than 20 publications in 2012. From this year on, we notice a reduction in publications until the following year, 2013, where a tendency of constant growth begins until the year 2016, with a slight decrease in the researches in the following years, 2017 e 2018. Such results demonstrate that - although in specific moments there were reductions in publications on wine tourism – in general, there is a tendency of increasing publications on the subject in international literature, especially from 2013 on.



**Figure 1.** Evolution of international publications on wine tourism in the last decade (2008-2018)

Source: Elsevier's Scopus (2019).

Regarding the main countries that have been researching on wine tourism, the United States and Australia stand out as the territories with the biggest number of publications on the subject, with more than 40 articles, followed by Spain, Italy and the United Kingdom, as shown in Figure 2.



**Figure 2.** Ranking of countries with more publications on wine tourism present in the international literature between 2008 and 2018

Source: Elsevier's Scopus (2019).

Through qualitative analysis of the 181 articles selected by the authors, 6 main subjects were identified under which wine tourism has been approached in the international literature (Table 2).

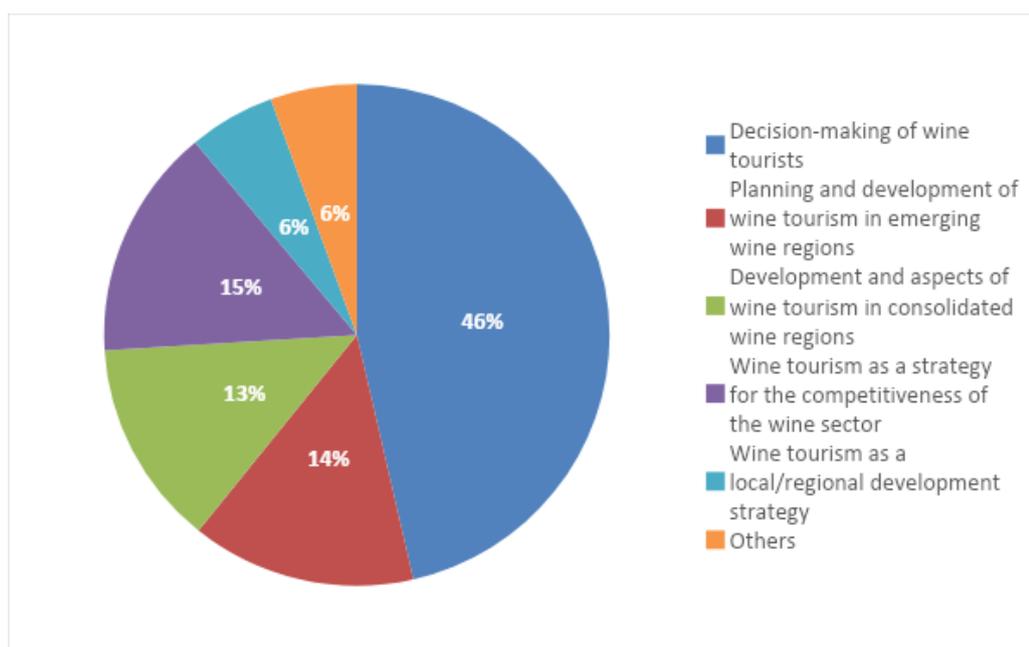
**Table 2**  
**Categories of approaches used in the enotourism/ wine tourism study, present in the 181 articles analyzed**

Approach category	Approach	Subcategories	Main Authors	Major Countries	Main Newspapers	Main years of publication
Decision-making of wine tourists	Researches targeted to the identification of motivations, satisfactions and experiences of wine tourists; link with market research	a) Role of wine tourism operators; b) Purchase intention; c) Quality of experience	Byrd, E.T.; Chen, X.O.; Gómez, M., Molina, A.; Quadri-Felitti, D.; Bruwer, J.; Alebaki, M.; Marzo-Navarro, M.; Alonso, A.D.	United States of America Australia China	International Journal of Tourism Research; Journal of Travel and Tourism Marketing; International Journal of Wine Business Research	2018 2017 2016 2013 2009
Planning and development of wine tourism in emerging wine regions	Researches targeted to the description of the enotouristic potential of new regions and first results of the activity; process of planning and implementation of enotourism	a) Wine tourism potential; b) Wine tourism planning	Chong, K.L.; Rodríguez-Fernández, M.; Mazurkiewicz-Pizlo, A.; Alebaki, M.C.; Alonso, A.D.	Chile Australia Greece Czech Republic	International Journal of Contemporary Hospitality Management	2013
Development and aspects of wine tourism in consolidated wine regions	Researches targeted to the description and identification of the wine tourism success factors, changes in activity planning, stakeholders perception within the wine-tourism cluster	a) Wine tourism success factors; b) Wine tourism public policies; c) Stakeholders perception on wine tourism	Quadri-Felitti, D.; Alonso, A.D.; Yelvington, K.A.; Bressan, A.; Charters, S.	United States of America Spain Italy Australia	International Journal of Wine Research	2015 2012
Wine tourism as a competitiveness strategy of the wine sector	Researches targeted to the description of the wine tourism results in the use of competitiveness as a strategy of the wine sector; marketing strategies for the wine tourism sector	a) Marketing strategy; b) Innovation; c) Trade marks loyalty	Alonso, A.D.; Gómez, M.; Lopez, C.; Molina, A.; Bressan, A.	Australia Spain United States of America	International Journal of Tourism Research	2012 2015
Wine tourism as a local/regional development strategy	Researches targeted to the identification of wine tourism effects on the territories where the activity is developed	a) Economic diversification strategy; b) Wine tourism benefits and impacts for communities		Spain Canada Australia Italy United States of America	Different periodicals	2017 2016

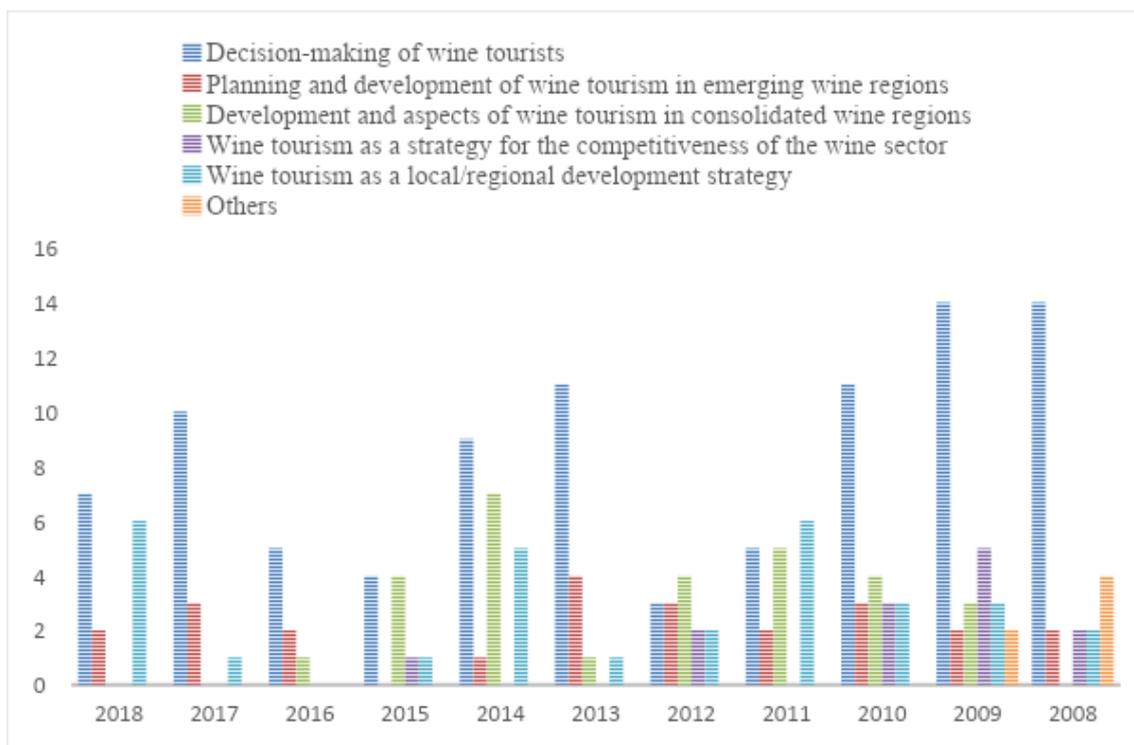
Others	Researches focused on the analysis of publications on wine tourism, as well as researches concerning the impact of social phenomena on wine tourism	a) Contemporary affairs; b) Systematic and bibliometric review	Mark A. Bonn; Meehee Cho; Hyemi Um; Sánchez, A.D	United States of America	Different periodicals	2018 2017
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Note. Source: prepared by the authors (2019).

From the total 181 articles analyzed, 46% are included in the Wine tourists decision-making category, 14% are classified in the category Planning and development of wine tourism in emerging wine-growing regions, while 15% are present in the category Wine tourism as a competitiveness strategy of the wine sector. Followed by 13% in the category Development and aspects of wine tourism in consolidated wine regions and 6% in the categories Wine tourism as a strategy of local/regional development and others, as shown in Figures 3 and 4.



**Figure 3.** Categories of approach used in wine tourism research, published in the international literature between 2008 and 2018  
Source: prepared by the authors (2019).



**Figure 4.** Articles published by category of approach in the last 10 years (2008 - 2018)

Source: Prepared by the authors (2019).

In addition to the main categories, it was observed the presence of sub-categories of approach, which define more clearly the aspects of wine tourism approaches in international scientific production (Table 3). Although each main category is divided between two or three subcategories, we notice a bigger tendency of publications in only one of the subcategories. For example, although the category Wine tourism as a competitiveness strategy of the wine sector is divided into 3 subcategories - Marketing strategy, Innovation and brand loyalty - the sub-category Wine tourism as a marketing strategy represents 52% of the articles published in this category, as shown in Figure 5.

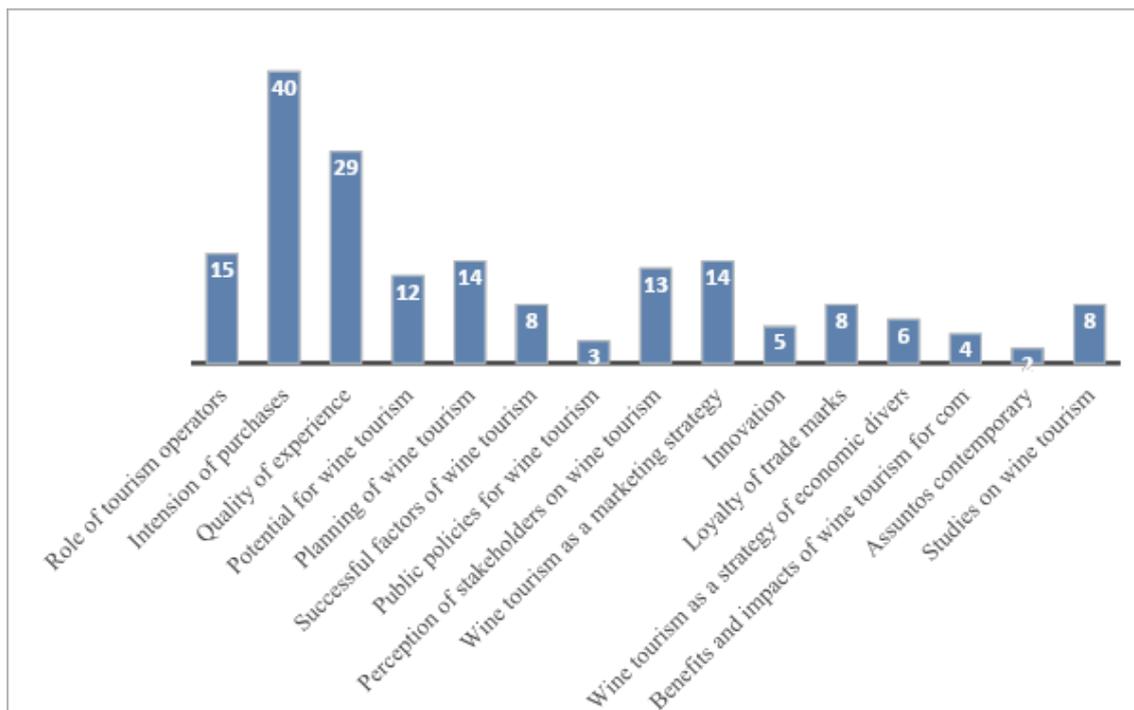
Table 3

**Subcategories of approach present in the wine tourism studies published in the international scientific literature between 2008 and 2018**

Approach category	Subcategory	Factors Approached	N° of identified articles	% of articles
Decision-making of wine tourists	Role of wine tourism operators	Influence of tourism operators on wine-makers' choices	15	18%
	Purchasing intension	Influencing aspects in the wine tourists purchasing decision and visits	40	48%
	Quality of experience	Factors that contribute to the wine touristic quality experience	29	34%

Planning and development of wine tourism in emerging wine regions	Wine tourism potential	Identification of relevant characteristics to the wine tourism development	12	46%
	Wine tourism planning	Dynamics and actions for the implementation and planning of wine tourism practices and regions	14	54%
Development and aspects of wine tourism in consolidated wine regions	Wine tourism success factors	Identification of factors responsible for wine tourism results	8	33%
	Wine tourism public policies	Planning and implementation of public policies directed to the wine-touristic cluster and/or wine-making regions	3	13%
	Stakeholders perception about wine tourism	Role, perceptions and influences of local communities, winemaking sectors and wine tourism	13	54%
Wine tourism as a strategy for the competitiveness of the wine sector	Marketing strategy	Analysis of wine tourism as a wine sector marketing tool	14	52%
	Innovation	Innovative actions within the wine touristic practices	5	18%
	Brands loyalty	Wine tourism as a brands loyalty and customers strategy	8	30%
Wine tourism as a local/regional development strategy	Economic diversification strategy	Wine tourism economic role in wine making regions and/or territories	6	60%
	Wine tourism benefits and impacts to the communities	Wine tourism social, economic, environmental, cultural and political impacts on wine making regions	4	40%
Others	Contemporary issues	Consequences of contemporary issues (terrorism, acculturation) on wine touristic practices	2	20%
	Systematic and bibliometric review	Analysis of the main aspects (type of publications, numbers, periodicals) present in wine touristic and winemaking studies	8	80%

Note. Source: prepared by the authors (2019)



**Figure 5.** Subcategories approach used in wine tourism studies between 2008 and 2018  
Source: prepared by the authors (2019).

The complexity that involves the wine tourism practice, as well as the diversity of approaches under which it has been studied, reflect in the difficulties of definition and conceptualization of the terms enoturism and/or wine tourism. When exploring in depth the main articles of the 6 categories used in the wine tourism approach, it was found that certain emphases were present in the conceptualization and definition of the term, as shown in Table 4.

Table 4

**Main emphasis used in the conceptualization and definition of wine tourism present in international scientific production between 2008 and 2018**

Approach category	Emphasis on the concept of wine tourism	Main reference authors used in the conceptualization of wine tourism
Decision-making of wine tourists	Tasting of grapes and wines associated with the attributes of wine making regions as the main motivating aspects of displacement. This category considers wine tourism as an activity directly linked to the wine sector, either as a marketing strategy, brand loyalty and/or direct sale.	Hall, Sharples, Mitchell, Cambourne, & Macionis, 2003; Long, 1998, 2004; Getz, 2000; Getz & Brown, 2006;
Planning and development of wine tourism in emerging wine making regions	Visiting the vineyards, wineries and wine-oriented events are the activities that characterize the wine tourism. Wine tourism is accepted as a category of rural tourism, which in addition to generating benefits to the	Hall, Sharples, Cambourne, & Macionis, 2002; Carlsen, 2004; Getz & Brown, 2006; Jaffe & Pasternak, 2004; Poitras & Getz, 2006; Hall, C. M., Johnson, G., & Mitchell,

	winemaking sector, promotes the development of the regions.	R., 2002; Alonso & O'Neill, 2009;
Development and aspects of wine tourism in consolidated wine regions	The visit to wine making regions is linked to a strong interest in the cultural and gastronomic characteristics of the regions, and wine is just one more element of this spectrum. The wine tourism is admitted as rural tourism, and has an important role in the valorization of the rural through socioeconomic benefits.	Hall et al., 2000; O'Neill & Palmer, 2004; Poitras & Getz, 2006; Wargenau & Che, 2006; Mitchell & Hall, 2006; Alonso et al., 2008;
Wine tourism as a competitiveness strategy of the wine making sector	The wine tourism has as its main attraction the products of the viticulture, it is directly linked to the visitation of wineries and the grape and the wine tasting. The cultural and gastronomic aspects of wine making regions are secondary motivators of wine tourism. It does not associate wine tourism directly with rural tourism.	Hall, Sharples, Cambourne, Macionis, Mitchell, & Johnson, 2000; Cambourne, 1998; Charters & Ali-Knight, 2002; Mitchell & Hall, 2001; Getz, & Carlsen, 2000;
Wine tourism as a local/regional development strategy	Wine tourism is considered part of rural tourism. It has as its main attraction the cultural characteristics of wine making regions associated with grape and wine products.	Getz & Brown, 2006; Sparks, 2007; Hall, Sharples, Cambourne, & Macionis, 2002
Others	Wine tourism is associated with the visitation of wine making regions, and it is directly linked to the products and by-products of the grape.	Sanchez et al, 2017; Geraud et al, 2018; Mark et al, 2018

*Note.* Source: Prepared by the authors based on the literature (2019)

## 4. Discussion And Final Considerations

### 4.1 The Different Perspectives On Wine Tourism

Wine tourism is a practice that has been growing along with the expansion of world viticulture. In this scenario, it has been observed in the last decades the beginning of this activity in new wine making regions such as Brazil, Uruguay, Australia, New Zealand, United States, China, among others. At the same time, it was noticed the strengthening of the activity as a tool of territorial development in places where viticulture and tourism are already consolidated, such as France, Portugal, Italy and Spain, and even in certain territories of the so-called New World (Chong, 2017; Mazurkiewicz-Pizlo; 2015). This expansion of wine making and wine tourism territories, as well as the consolidation of already traditional territories, also reflect on the different perceptions and interpretations of the theme “grape and wine” present in the international scientific literature, as observed in the results of the present study.

According to Zhang-Qiu, Yuan, Ye and Hung (2013), the studies and researches involving wine tourism are based on three pillars: the product provisions, marketing strategies and the visitor’s experience in the destination. For Valduga (2007; 2012), even consolidated as a tourist practice for more than two decades, the researches and debates about

wine tourism are still recent and limited to certain emphases, in particular to relations with the wine sector. According to Garibaldi, Stone, Wolf and Pozzi (2017), the large number of academic researches focused on the issue of wine tourism/wine sector relationship can be linked to the various commissioned market researches, focused on the tourists' activities and their motivations. Since academic researches are an important indicator of the tourists' behavior, it is a useful tool for marketing agents and/or touristic operators in the image of the product and/or tourist destination creation.

Corroborating this idea, O'Neill and Charters (2000) argue that wine tourism is an activity capable of benefiting the wineries in various ways, including revenue generation through direct sales and customer loyalty, which justifies the highlight of the research in the areas related to the link of wine tourism with the wine market, such as purchase intentions, market segmentation, competitiveness strategies, and innovation, among others. In this sense, the high concentration of publications present in the approach categories Decision-making of wine-tourists (46%) and Wine tourism as a strategy of competitiveness of the wine sector (15%), and its respective subcategories, found in this research, they ratify the premise that the debates on wine tourism are more clearly grounded in the relations between the wine industry and the tourism cluster, such as the marketing relationships between these two sectors.

Although linked directly to the wine sector, wine tourism is a modality of contemporary tourism and with unique characteristics linked to the characteristics of the territories where it is inserted. For Mazurkiewicz-Pizlo (2015), the literature on the subject has expressed such singularities since it admits that the main touristic products of the wine territories do not constitute only the product "grape and wine" but also in local culture and gastronomy. In this respect, international scientific production has advanced on the perspective that - although the central element of wine tourism is the physical and cultural attributes of the wine region, its products, the infrastructure of wineries and the hotel network - the impacts of wine tourism can have repercussions on the seemingly direct operation of the wineries/visitors relationship, in particular as regards the potential economic, environmental and social effects of wine tourism on wine-growing territories and markets.

Another important factor in the discussions about the different views on wine tourism, is the expansion of the so-called "New World of Wine" and the need to create strategies that ensure the competitiveness of wine from these new regions, in relation to the regions already consolidated of the "Old World". Such a scenario has resulted in the growth of activities such as enotourism, and consequently, in the increased interest of researchers on these approaches

and regions. For Barbosa, Lacerda, Viegas and Santos (2017), the main contributions of the literature trying to understand this type of tourism as a wine promotion tool, as well as a segmentation of tourist activity were developed in Australia, New Zealand, United States and Canada.

In this sense, countries such as Australia and the United States have led, not only the ranking of research on the subject, but also have stood out as important centers of wine tourism in the New World (Singh & Hsiung, 2016). According to data presented at the 7th Latin American Wine Tourism Congress, Napa Valley is the second most visited destination in California, staying behind Disney alone, and receiving an average of 5 million tourists every year. Australia, according to Tourism Research Australia, raised around \$4.9 billion in wine tourism in 2009.

Considering so many singularities and complexities involved in the practice of wine tourism, as well as the expansion of this activity, the emphasis used in the conceptualization and definition of enotourism and/or wine tourism also permeate the different approach under which the theme is perceived, not only by the researchers, but mainly by the actors/players of each wine tourism territory. For most researchers, wine is the main attraction or motivator of wine tourism displacement. However, some factors differ more sharply in the emphasis used in the definition of wine tourism. They are: the role of the cultural and gastronomic characteristics of wine-growing regions in the attraction of wine-makers; the interpretation of the possible benefits promoted by the wine-growing cluster. This, strongly linked to the research type of approach; and the characterization of wine tourism as a modality of rural tourism. Concerning the definitions of wine tourism as a segment of rural tourism, Alonso and Liu (2010) state that the combination of wine together with tourism results in an important tool of competitiveness capable of promoting localities, whether they are touristic or not, attractions and rural communities creating an identity for them.

For Poitras and Getz (2006), wine tourism is a combination of consumer behavior, strategy for the development of touristic regions and a marketing opportunity for the wine industry. These characteristics are clear in the different emphases used to define the terms relating to wine tourism, as well as in the different outlines used in the approach of the theme. Having it in mind, the continuous increase in the number of researches on wine tourism in the years 2016, 2017 and 2018, has demonstrated, not only the importance of these studies in the dissemination of theoretical and empirical knowledge produced in universities and research centers, but also the relationship of proximity and interest between the wine and wine sectors, the changes in the perception of the cultural factors present in each wine tourism

territory, among other aspects present in each perspective given to the object in the researches and studies conducted between the years 2008 and 2018.

## **5. Conclusions**

This research aimed to analyze the scientific production related to enotourism, published in the database Elsevier's Scopus, between the years 2008 e 2018, in order to identify the main emphases used in the conceptualization and definition of enotourism and/or wine tourism and to understand the main approaches under which the theme has been researched and published in international literature. In this way, through the 6 categories of analysis developed and its subcategories, it can be understood that research on wine tourism is, for the most part, based on the standards of market research, especially in the countries of the New World, where wine tourism is strongly perceived as a marketing strategy, of direct sale and brands loyalty of the wine sector.

In addition with regard to the different approaches under which wine tourism is treated in international literature, it is possible to identify that not only in the last 10 years, but since the first publications on the wine sector and its relationship with tourism, they reflect the dynamics of these two sectors, in particular the wine sector (Valduga, 2012; Bonn et al., 2018). That is, the researches and the practice of wine tourism have been accompanying the expansion of viticulture in new territories, as well as the strengthening of wine tourism and its "new roles" in the Old World.

Regarding the emphasis used in the conceptualization of wine tourism in the different categories of analysis observed in the present study, one can agree on the presence of two main strands: 1) wine and grape products as main motivators of displacement of wine-makers; 2) the experience of aspects of culture and identity of wine making regions and/or territories as main motivators of displacement. However, it is worth highlighting that regardless of the emphasis given to the definition of wine tourism, both the tangible and intangible aspects linked to the production of grapes and wines appear as "background" of the definition of the theme.

Thus, it can be concluded that the growth of researches on wine tourism and the interest of different players on the subject is linked to the contribution of this practice to the generation of economic impacts through direct sales, marketing strategy, as well as social, political and environmental aspects, such as visibility of territories that were "forgotten" or little valued, tool to combat rural exodus, and others. Without forgetting, however, the negative consequences also present in the development of wine tourism, as the acculturation

of communities, environmental impacts, and real estate speculation, among other factors, susceptible of the interest of researchers, public players and local communities.

### 5.1 Limitations

Finally, it is worth to point out that this study presents limitations. Among them, we highlight the in-depth analysis of 60 articles, out of a total of 181 documents analyzed. In addition, the research has also considered the investigation of studies published in journals of 5 major areas - Business, Management and Accounting; Social Sciences; Agricultural and Biological Sciences; Economics, Econometrics and Finance; Arts and Humanities – from a single database, Elsevier's Scopus, besides considering only publications in the English language, in a period of 10 years.

Therefore, it is recommended that future studies incorporate documents published in other databases into their scope, also expanding the areas of the researches concentration, as well as the expansion of the time line analyzed, obtaining this way a more accurate account of the history and dynamics of wine tourism researches worldwide.

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