

Wine tourism research: a systematic review of 20 vintages from 1995 to 2014

Gómez M.

Pratt M.A.

Molina A.

This paper provides a review of 176 papers on wine tourism published between 1995-2014, highlighting research fields, wine regions studied, theory and methodologies used, journals and authors publishing wine tourism research. This paper aims to provide a reference guide for future researchers through a systematic review of wine tourism research over 20 years. The study contributes to the existing literature reviews of wine tourism and consequently, identifies key gaps for further study. Wine production and wine tourism have very different business foci within wineries. However, the findings reveal the importance of strengthening the synergies between wine production and tourism to be successful. In addition, findings revealed different research agendas between New World and Old World wine countries, where the former has a focus on wine tourism while the later on wine production. There has been an increase in theory building which highlights the complexity of the wine tourism experience. Based on this review, the wine tourism research framework developed by Carlsen (2004) has been extended to include two themes: regional development and the experiential wine tourist. The results reveal relevant findings for academics, winemakers and tourism managers regarding the background and future trends of wine tourism. © 2018, © 2018 Informa UK Limited, trading as Taylor & Francis Group.

literature review

research framework

wine experiences

wine industry

wine tourism

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regional development

research work

spatiotemporal analysis

tourism

tourism management

wine

wine industry