



Breda University
of Applied
Sciences

Literature Review

Jesús René Cázares Juárez (141428)

Sustainable wine tourism development applied to the wine valleys in Baja California

The development of wine tourism in many wine-producing regions around the world has become an emerging trend towards the achievement of sustainable tourism development in rural areas and the development of new destinations.

However, most of the research has taken place in regions located in developed countries on which wine is already an important export and tourism is a consolidated industry (i.e. United States, New Zealand, Australia and Spain) (Alonso, 2011; Alonso & Liu, 2012; Alonso & O'Neill, 2009; Deery, Barry O'Mahony & Moors, 2012; Simpson & Bretherton 2004). Very few exceptions have been made, focusing on developing countries such as Croacia (Tomljenović & Razović, 2009) and Brazil (Brazil Marques & Santos, 2014), on which tourism, and therefore wine tourism, is still in a blooming stage. Therefore, little research on wine tourism development has been done in the Latin-American development context, and close to none out of South America.

Mexico, specifically Baja California, as the only developing region in Latin America (out of South America) with a weather suitable for wine growth, should in fact be taken as a potential subject for future research on wine tourism development in the specific context of North-American economic, political and social environment, aided by the fact that Mexico has the highest ranking in Latin America in terms of international visitors and receipts (UNWTO, 2014).

The concept of wine tourism has been commonly associated with the “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall et al., 2000 cited in Carlsen, 2004). However, the concept of wine tourism product has been associated with a combination of a rural tourism experience involving wine tastings, scenic trails and landscaped, fine dining experiences based on local products and community-based accommodation (Scherrer, Alonso & Sheridan, 2009). This

indicates that the inherent tourism product in wine tourism, like in any other type of tourism, involves a combination of services and experiences complementary to the core wine experience.

Even though the tourism industry and the wine industry differ greatly in specific characteristics of their respective economic activities (Carlsen, 2004), the development of wine tourism has proved to be beneficial to the development of tourism regions; it can help developed destinations to diversify their tourism product and “emerging ones....can use it as the backbone of their tourism supply” (Tomljenović & Razović, 2009), distribute sustainable-economic benefits to areas located far away from mass-tourism-oriented zones, as well as to preserve wine-traditional heritage, local customs and landscapes by expanding a destination’s image (Scherrer, Alonso & Sheridan, 2009).

An important trend in previous research has been the constant linkage of wine tourism with other tourism products located nearby the analyzed regions, particularly with regions located close to the Mediterranean and other sun and beach regions, in order to expand their current destination image and product portfolio (Deery, Barry O'Mahony & Moors, 2012; Scherrer, Alonso & Sheridan, 2009; Tomljenović & Razović, 2009). Baja California, as a region with geographical characteristics similar to those of Mediterranean regions; warm weather, rocky coastal cliffs, beaches and a great abundance of eco-tourism products (mountains, forests, sports fishing and a great diversity of marine species); with close proximity (and direct air-sea connectivity) to some of the biggest and most profitable source markets (U.S., Canada, China and Japan) (UNWTO 2014), provides for a great opportunity to research about the development of wine tourism in regions with a diversified product-and-market base.

However, the development of wine tourism is not a straight forward process. All studies up to date suggest that collaboration among stakeholders involved in wine tourism development in a given region (wine producers, tourism industry, government and community) is a key factor towards achieving sustainable wine tourism development (Alonso, 2011; Alonso & Liu, 2012; Alonso & O'Neill, 2009; Brazil Marques & Santos,

2014; Carlsen, 2004; Deery, Barry O'Mahony & Moors, 2012; Gómez & Molina, 2012; Scherrer, Alonso & Sheridan, 2009; Simpson & Bretherton 2004; Tomljenović & Razović, 2009).

Even though findings in previous research are consistent, important limitations have to be noted: findings cannot be generalized since studies are not longitudinal (Alonso & Liu, 2012) and take an entrepreneurial-supply-oriented approach. This means that the results obtained are based on the opinions and views of the wine industry, with little or no input from other stakeholders. This calls for a more integrative approach to research on this field, by obtaining information, opinions, data and input in general from larger and more diversified sample of stakeholders that can potentially influence or be affected by wine tourism development.

Also, there has not been any similar (or more integrative) study in Mexico's wine regions, more specifically the wine regions in Baja California. The unique economic, political, commercial (connectivity with source markets) and geographical characteristics of the region (similar to those of Mediterranean regions) that surround the wine tourism industry, linked to the current situation of the tourism sector at the national and state levels, offer the conditions suitable for a study that integrates political-economy, entrepreneurial, supply-and-demand approaches to analyze the potential of wine tourism development in Baja California and benchmark future developments in other wine regions in Latin America

References

- Alonso, A. (2011). 'Standing Alone You Can't Win Anything': The Importance of Collaborative Relationships for Wineries Producing Muscadine Wines. *Journal Of Wine Research*, 22(1), 43-55. doi:10.1080/09571264.2011.550761
- Alonso, A., & Liu, Y. (2012). Old wine region, new concept and sustainable development: winery entrepreneurs' perceived benefits from wine tourism on Spain's Canary Islands. *Journal Of Sustainable Tourism*, 20(7), 991-1009. doi:10.1080/09669582.2011.651220
- Alonso, A., & O'Neill, M. A. (2009). Wine tourism in Spain: The case of three wine regions. *Tourism (13327461)*, 57(4), 405-420.
- Brazil Marques, C., & Santos, C. S. (2014). Tourist routes strategies of local development. *Pasos: Revista De Turismo Y Patrimonio Cultural*, 12(3), 539-54
- Carlsen, J. (2004). A Review of Global Wine Tourism Research. *Journal Of Wine Research*, 15(1), 5-13. doi:10.1080/0957126042000300281
- Deery, M., Barry O'Mahony, G. G., & Moors, R. (2012). Employing a Lifecycle Typology to Generate a Unified and Strategic Approach to Regional Wine Tourism Development. *Tourism Planning & Development*, 9(3), 291-307. doi:10.1080/21568316.2012.672453
- Gómez, M., & Molina, A. (2012). Wine Tourism in Spain: Denomination of Origin Effects on Brand Equity. *International Journal Of Tourism Research*, 14(4), 353-368. doi:10.1002/jtr.868
- Scherrer, P., Alonso, A., & Sheridan, L. (2009). Expanding the destination image: wine tourism in the Canary Islands. *International Journal Of Tourism Research*, 11(5), 451-463.
- Simpson, K., & Bretherton, P. (2004). Co-operative business practices in the competitive leisure destination: lessons from the wine tourism industry in New Zealand. *Managing Leisure*, 9(2), 111-123.
- Tomljenović, R., & Razović, M. (2009). Wine and sun and sea tourism: Fruitful relationship or impossible dream?. *Tourism (13327461)*, 57(4), 449-461.
- UNWTO (2014). *Tourism Highlights 2014 Edition. Tourism Trends and Marketing Strategies* UNWTO Publications.