Sustainability Integration in Wine Destination Branding : A Comprehensive Review Perspective Fostering UN Sustainable Development Goals 2030

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Abstract

Purpose : This research work intended to evaluate the factors that could inculcate sustainability elements in branding wine destinations that align with the United Nations's Sustainable Development Goals 2030.

Methodology : An intensive review of literature was carried out in the contexts of wine tourism, sustainability, and destination branding. Research publications in high-quality journals were reviewed, and the perspectives were generated based on our reflections.

Key Findings : The perspective highlighted wine destination image, wine destination personality, technology inclusions, stakeholders' and destination culture, wine destination policies, and wine destination marketing communication as the key dimensions to be considered for imposing sustainability elements while branding the wine destinations.

Practical Implications : The insights generated here will assist policymakers and governments in aligning wine tourism transactions with the 2030 Sustainable Development Goals of the United Nations, and they suggested profitable positioning of wine destinations with sustainability value propositions. Additionally, they pointed to areas that require further research, which were potentially the most important ones in the field of wine tourism.

Keywords : wine tourism, sustainability, wine destination branding, tourism, tourists

JEL Classification Codes : A1, E7, H8, M1, M2, M3

Paper Submission Date : May 13, 2023 ; Paper sent back for Revision : August 20, 2023 ; Paper Acceptance Date : September 18, 2023 ; Paper Published Online : December 15, 2023

T he global tourism industry is witnessing rapid expansion, and thus, managing destinations becomes very complex for destination marketers and policymakers (Ravichandran, 2023a). The following are some of the shifting elements of the many views that lead to the complexities: The fundamental problem lies in managing tourists' motives, preferences, and complex destination selection process, which have been primarily demonstrated in the post-pandemic era (Ahmad et al., 2021; Mathew & Koshy, 2023; Rasoolimanesh et al., 2023).

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The development of a variety of tourism services makes the locations more competitive by providing tourism offers that are in line with evolving traveler behaviors. These services include virtual tourism, gastronomic tourism, gender-based tourism (LGBTIAQ+), sustainable tourism, and spiritual tourism, among others. These forms of tourism aim to produce more memorable experiences for tourists with multifaceted value propositions, including health-related aspects (Castillo-Villar, 2020; Munoz & Chen, 2020). This is mainly due to the effect of a pandemic on the tourism industry, where tourism policymakers impose destination attractions with health consciousness and sustainability as key attributes that bring destination resilience (Nadeau et al., 2022).

Along with these changes, the industry strategically enhances its operations with more digital inclusion and disruptive technologies in transport, restaurants, and communication technologies, which brings newer dimensions to destination branding (Buhalis et al., 2023; Koshy et al., 2022). While the industry proliferates, the sector also confronts the issue of sustainability, as tourism resources are scarce and easily destroyed. Thereby, many countries are fostering the circular economy concepts in tourism for a sustainable future that promotes responsible, regenerative, and sustainable tourism behaviors (Ravichandran, 2023, a,b; Shankar et al., 2022). More opportunities to address these issues have arisen as a result of tourism research, leading to the creation of innovative values in the literature. However, a number of crucial concerns need to be carefully and extensively investigated by the research community that supports the tourist industry's decision-makers and leaders. In addition to addressing the issues, the philosophy promotes the United Nations Sustainable Development Goals 2030, safeguarding tourism resources and working toward a sustainable future for the sector and its stakeholders (Ravichandran, 2023, a,b). The most significant and lucrative type of tourism, wine tourism, is the focus of this research viewpoint, which has been developed in such circumstances. Even outside of wine-producing countries, wine tourism is becoming more and more important to the global economy because of things like job possibilities, consumer perceptions of the global wine market, and the growth of winescapes (Festa et al., 2023; Santos et al., 2022, 2023).

Wine Tourism : The Current State of the Industry

The United Nations World Tourism Organization (UNWTO) defines wine tourism as a subset of gastronomy tourism that includes visitors to vineyards and wineries with the intention of tasting, consuming, and possibly purchasing wine—usually in the vicinity of the wine's production. Wine tourism encompasses not only the promotion of wine consumption but also the acquisition of knowledge about wine, organizing wine tours, tastings, and purchases, coupled with socializing and engaging with winescapes, vineyard exploration, fine production education, meeting winemakers, winery tours, sensory experiences, nostalgia, and more (Byrd et al., 2016; Pivac et al., 2020; Santos et al., 2019, 2022). Therefore, wine tourism attracts a broad range of motive segments of tourists. These behaviors in wine tourism differ based on how effective the wine storytelling is, excitement attributes, wine involvement, and winescapes (Santos et al., 2021, 2023). Overall, wine tourism creates an experience economy for tourists in developing memorable and experiential lifestyles and tour satisfaction (Carvalho et al., 2023; Rachão et al., 2020). In the rapidly expanding wine tourism sector, destination marketers must create experiences that people will never forget (Festa et al., 2015).

Through a range of experiences like art, wine and food links, tastings, cellar door sales, winery tours, and immersion in a particular culture, wine tourism can improve a region's economic, social, and cultural aspects (Charters & Ali-Knight, 2002; Ravichandran, 2023a). The benefits of wine tourism can be seen from three perspectives: the winery, the consumer, and the region (Getz & Brown, 2006). It provides vineyards with marketing information, increases revenue through alternate distribution channels, and fosters wine appreciation while educating people about social, economic, environmental, and cultural issues (Madeira et al., 2019; Nave et al., 2021). Wine tourism also contributes to economic growth, fostering loyalty, brand value, and repeat visits

(Madeira et al., 2019). Due to the availability of vineyard tours, winery exploration, and wine festival participation, wine tourism has attracted a wide variety of tourists. It is one of the most important revenue streams for the rural economy. Furthermore, wine tourism incorporates partners, industry participants, government agencies, and research organizations in addition to the travelers themselves, making it similar to a significant tourism industry performance area. Similarly, wine tourism has integrated with food tourism and cultural tourism and thereby serves as a critical form of experience for tourists (Carvalho et al., 2023; Santos et al., 2023, 2022).

Although the growth of food-related tourism is accelerating, marketers are finding it more challenging to understand the industry's expansion, emerging issues, and evolving visitor attitudes and behaviors (Stergiou et al., 2018). However, the success of wine tourism depends on the four critical parameters: value chain of wine tourism, basic resources, viticulture, and production of wine (Getz & Brown, 2006; Santos et al., 2023) and these parameters are to be evaluated based on changes in the tourism industry's changing dynamics.

The COVID-19 pandemic created many challenges for the travel and tourism industry, yet in 2020, the worldwide wine tourism market was projected to be valued at 8.7 billion US dollars. This information comes from Statista (2023). According to forecasts, the wine tourism sector is likely to expand quickly, reaching a projected value of approximately 29.6 billion euros by 2030. This opportunity perhaps led to a re-look into the marketing strategic efforts and business models to become more sustainable and innovative (Shankar et al., 2022; Stergiou et al., 2018). While the body of research on wine tourism offers enormous insights, the density of the evidence does not keep up with changes in the external environment, particularly when it comes to the sustainability context (Madeira et al., 2019; Nave et al., 2021; Santos et al., 2022). As a result, research supporting the sustainability perspective has become extremely important.

Sustainability in Tourism

Degradation in the quality of air, water, natural resources, loss of species, etc., has led destination marketers to think about the sustainability context in tourism (Han, 2021; Wang et al., 2020). Individual behaviors primarily determine these issues, and thus, responsible acts in tourism destinations have become one of the highly researched and pondered areas in the tourism marketing literature (Wut et al., 2021; Xu et al., 2020).

Travelers' intentions align with sustainability concepts like ecotourism, regenerative tourism, responsible tourism, etc., and destination marketing organizations provide these tourism services; however, visitor behavior changes are insufficient to shift destinations toward sustainable economies (Hopkins, 2020; Shankar et al., 2022; Wang et al., 2020). Studies on these forms of tourism are in the emerging phases (Ravichandran, 2023b). There is, however, a wealth of evidence from studies that concentrate on the sustainable behaviors of tourists' use of food, water, and locally produced goods, as well as their generation of waste, energy consumption, and selection of green hotels in the destinations (Han, 2021; Kiatkawsin & Han, 2017; Moon, 2021; Wang et al., 2020). However, these paradigms of studies on the distinct forms of tourism have yet to add enough theoretical and practical insights to the literature (Ravichandran et al., 2021). Consequently, even though it is not a brand-new idea, the framework of sustainability in tourism has enormous potential to preserve, manage, and transfer to the next generation the limited natural tourist resources and attractions for their sustainable future. Perhaps this area will eventually contribute more to the societies moving toward a circular economy and the United Nations Sustainable Development Goals (2030).

Wine Tourism and Sustainability

The contexts of sustainability in wine tourism are gaining importance across countries, and many destination management organizations are keenly involving this in their business strategy (Nave et al., 2021). However, the

studies mainly on experiential perspectives are relatively unexplored (Quadri-Felitti & Fiore, 2012). This is mainly because sustainability has several dimensions, such as social, environmental, and financial. A sustainability review is a time-consuming yet important process for setting organizational goals and strategies (Leung & Rosenthal, 2019). When it comes to wine tourism, sustainability is essential to the transition to a green economy (Nave et al., 2021). Vineyards, wineries, wine festivals and events, wine tastes, and wine experiences are all aspects of wine tourism that have a lot in common with other tourism categories, including rural, food, cultural, agri-tourism, and ecotourism, as well as allied sectors like hotels, lodging, and transportation. Therefore, the inclusion of responsible and sustainable elements in tourism transactions becomes very critical and complex. In the case of wine tourism, with all these attributes, cultural elements play a vital role in business success by attracting a wide range of tourists (Andrade-Suárez & Caamaño-Franco, 2020).

Wine tourism, associated with sustainability, has led to a renewed appreciation of many areas, boosting social and economic development, and offering diverse business opportunities for local wineries (Alonso et al., 2015; Andrade-Suárez & Caamaño-Franco, 2020). This aspect promotes social and economic advancement by preserving industrial and historical legacy (Andrade-Suárez & Caamaño-Franco, 2020). Furthermore, local culture, community involvement, people's opinions, and a variety of distinguishing features are intimately linked to sustainable wine tourism (Andrade-Suarez & Caamano-Franco, 2020; Yu et al., 2018). In addition to the major products, these qualities are demonstrated through experiences; wineries, wine tastes, and wine experiences are primarily connected by agricultural land (Quadri-Felitti & Fiore, 2012). Therefore, wine tourism has more prospects for environmental and rural development issues if managed ineffectively (Stergiou et al., 2018). The success of wine tourism depends on how well the destinations manage the socio-cultural, economic, and environmental aspects and align to their destination branding strategy.

Wine Tourism Destination Branding for Sustainability

Since destination management organizations and marketers have long recognized the importance of strategically positioning destinations with more compelling value propositions, destination branding is not a novel idea. Sustainable wine tourism can be achieved by integrating sustainability concepts into branding tactics. The research indicates that while visitors are aware of sustainability, it can be more challenging to promote sustainable behavior. This is among the primary justifications for why this idea must be put into practice. These are some carefully thought-out opinions that emerged from a comprehensive literature review.

Wine Destination Image and Personality

Destination image and destination personality go hand in hand and, perhaps, are found to be significant factors influencing tourists' behavior (Afshardoost & Eshaghi, 2020; Michael et al., 2018). Most of the destinations are at the outset to re-assess their destination image and personality attributes to align the destination characteristics with tourists' emerging motives and alter to contribute to sustainable development goals (Koshy et al., 2022). It is imperative to incorporate sustainability features into wine tourism as part of this strategic process. This is simple since wine tourism brings with it aspects of rural areas, small towns, wineries and productions, culture, etc., all of which are extremely important to sustainability. For instance, matching regional cuisine with wines from the area produces a distinct character for the region that is referred to as "gastronomic" (Harrington, 2005). According to Kivela and Crotts (2005), a restaurant's standing and reputation are influenced by its wines and cuisine. When wine tourism is integrated with an eco-friendly locale, it can increase tourists' interest in sustainable travel and tourism (Stergiou et al., 2018). In order to create a more rigorously considered wine destination image and personality features that appeal to wine lovers, the wine destination markers have carefully included sustainability

components into the destination image. Perhaps it boosts the local economies, increases wine-related experiences and accommodation consumption, promotes sustainable viticulture, evokes tourists' climate-friendly behaviors, and reflects a positive image of the ecosystem. The UNSDGs (2030), which include eight economic growth, 12 responsible consumption, and 13 climate activities, are supported by these distinguishing features of wine destination photos.

Wine Destination and Technology Inclusion

While technology enhances the vibrance of the tourism industry, there are still voids in producing experiential tourism. However, virtual reality (VR) in tourism has facilitated tourists and destination marketers from various perspectives. VR technology serves not only as a marketing tool in tourism but also offers a new form of virtual destination experience to tourists (Kim et al., 2021; Shankar et al., 2022). Particularly in light of the COVID-19 epidemic, wine tourism—a type of special interest tourism—can be experienced virtually through wine tours, although it is challenging to obtain physically. VR tours in vineyards and wineries present new marketing options as technology develops, influencing consumers' wine-tasting experiences and purchasing decisions. Furthermore, this technological type of tourism will help achieve the UN Sustainable Development Goals (SDGs) of 13 climate actions, 10 decreasing inequities, and 12 responsible consumerism by increasing variety and cultural experiences and drastically lowering carbon footprints. This will help to promote local culture and heritage in line with the goal of 11 sustainable cities and communities by encouraging tourists to consume wine sustainably and to act responsibly for the environment and cultural preservation.

Wine Destination Stakeholders and Culture

Tourism success depends on controlling stakeholders' perceptions of the place (Bramwell & Lane, 2011; Volgger et al., 2021). The development of wine destination culture is greatly aided by stakeholders in the wine tourism industry, including travelers, winery marketers, farmers and wine producers, lodging providers, tour operators, players in the transportation sector, local communities, governments and authorities, and non-governmental organizations (Rasoolimanesh et al., 2023). Destination culture has high significance to the destination image, and therefore, the image attributes representing sustainability conceive a facet of sustainability in all destination attractions. This is not possible unless the stakeholders are aligned with the sustainability thoughts. The UNSDGs – 11 cultural preservation, 17 partnership goals, and 12 responsible and sustainable consumption – are influenced by various factors, such as local communities' involvement in wine culture preservation, the cooperation of authorities and stakeholders for sustainable marketing campaigns, laws supporting the production of sustainable wine-related products, the effective positioning of wine-sustainability value by wine marketers that encourages responsible wineries choices and consumption, and the combined efforts of NGOs and wine destination marketers. By strategically incorporating such elements into the branding of wine tourism, a strong destination culture and identity will eventually be developed, encouraging a more resilient and sustainable community and supporting 11 sustainable communities.

Wine Destination Policies

The endeavors of participants in wine tourism, wine tourists, and related businesses contribute to the sustainability of the wine economy. However, to unlock the industry's full potential, regulations are essential (Kim et al., 2023). To effectively address UN Sustainable Development Goal (UNSDG) 13 on climate action, wine producers should be guided toward ethical and responsible production methods through the enforcement of

authentic certifications and standards, coupled with environmentally conscious wine production practices. To support the attainment of goals 14 (life below water) and 15 (life on land), regulations concerning resilient viticulture practices, including pesticide use, water conservation, and energy consumption, need to be implemented. Conversely, regulations overseeing infrastructure development in wine regions contribute to achieving these goals by attracting tourists, fostering economic growth, and fortifying the local economy. These policies, promoting collaboration among government agencies, local communities, wineries, and other stakeholders, facilitate the realization of sustainable development objectives in wine regions. This collaborative approach aids in fulfilling goal 16: Justice, peace, and robust institutions.

Wine Destination Marketing Communication

Travelers are exposed to a multitude of marketing messages from a variety of information sources. Individuals are thought to encounter approximately 1,500 marketing messages in a day, of which they do not retain all (Ravichandran, 2023b). Depending on their circumstances, viewpoints, and information sources, their reactions to the marketing messages differ. However, tourists' cognitive perceptions can be influenced by marketing communications that include visually appealing aspects, leading to behavioral changes (Shankar et al., 2022). Consequently, Tiago et al. (2021) asserted that selecting the appropriate route is crucial for encouraging travelers to behave sensibly. Wine destinations are effective at integrating sustainability elements into their destination image and personality, building a sustainable wine destination culture, integrating wine tourism stakeholders, and drafting policies that prioritize sustainability. However, ineffective communication about wine destinations can lead to incorrect positioning and value propositions, misperceptions of their image, and, ultimately, unsustainable behavior from tourists. Although there are many well-established behavioral theories in marketing, such as elaboration likelihood models (Ravichandran, 2023b), wine destination marketers can encourage their campaigns to highlight sustainable wine production methods like water conservation and biodynamic farming. Beyond attaining educational objectives, imparting knowledge to customers about waste generation at wine locations, respecting the local way of life, and endorsing locally produced goods in wineries also contribute to the realization of goals 10 (reducing disparities) and 16 (justice, peace, and robust institutions). This is made feasible by the marketers' use of sign languages, multilingual content, and powerful visual presentations that make the contents understandable to all types of travelers, independent of their background, helping to achieve objective 16 (accessibility and inclusion). Goals 11 (preserving cultural heritage) and 17 (partnership goals) will be highlighted by including the viticulture, heritage, and scarcity prediction of wine, as well as by showcasing the stakeholder cooperation in achieving destination sustainability. By properly choosing digital marketing communication channels and content, tourism experts may greatly boost tourist knowledge of sustainability and induce behavioral changes (Kutaula et al., 2022).

Research Implications and Conclusion

Enough studies are focusing on the wine tourists' motives, behaviors, and wine tourism systems, including the supporting features, innovation ecosystems and wine tourism experience dimensions, and even focusing on environmental and sustainability issues (Amarando et al., 2019; Gomez et al., 2018; Santos et al., 2023). However, studies fostering the inclusion of the current requirements, such as sustainability and responsible wine consumption elements in the strategic wine destination branding process, are limited. The most critical areas, such as wine destination image, wine destination personality traits, technology disruption in wine tourism, stakeholders and wine destination culture management, wine destination policies and wine destination marketing communications, and their integration into the sustainable future of wine tourism are not researched intensively

(Madeira et al., 2019; Nave et al., 2021). This research viewpoint article emphasizes the need to develop behavioral models of wine tourists and gain insights to support UNSDGs 2030 for both the research community and wine destination marketers. A number of benefits, including economic growth, a decline in inequality, responsible consumption, climate action, the preservation of culture, and policy-making, would come from incorporating sustainability elements into wine tourism. Additionally, these advantages would provide wine destination marketers with a competitive edge in promoting wineries and the value propositions they offer in international travel markets. In order to ensure a sustainable future for tourism destinations, tourists, businesses, and the economy at large, research initiatives focused on these critical areas are essential.

Limitations of the Study and the Way Forward

With the goal of promoting sustainable wine tourism in the future, the opinions expressed here are entirely based on readings and reflections on the changing modern situations. It is crucial to acknowledge the constraints that the authors' interpretations imposed on the evolution of these viewpoints. Quantitative model-based research initiatives focused on wine tourism and sustainability in the area of visitor behavior will be the driving force behind the United Nations Sustainable Development Goals 2030 and will yield fresh insights.

Authors' Contribution

Dr. Sabari Shankar Ravichandran is the leading author of this research perspective. Dr. Elizabeth Renju Koshy and Dr. Sonia Katherin Mathew contributed to the reflection of the perspectives and insights generated on the literature and other referral sources.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this paper.

Funding Acknowledgment

The authors received no financial support for this article's research, authorship, and/or publication.

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