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WINE TOURISM AND SUSTAINABLE TOURISM: INVESTIGATING TOURIST'S ATTITUDES AND BEHAVIORS TOWARDS ENVIRONMENTAL RESPONSIBILITY

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Abstract

Because of its ability to boost regional economies, encourage environmentally friendly behaviours, and promote cross-cultural interaction, wine tourism has attracted a lot of attention lately. Research on travellers' views and actions on environmental responsibility in the setting of wine tourism is lacking, nevertheless. By examining the connection between wine tourism and sustainable tourism via the perspective of traveller's attitudes and behaviours towards environmental responsibility, this study seeks to close this gap. In order to learn more about the perceptions, drivers, and behaviours of wine tourists in two well-known wine regions in Europe, a poll was carried out among them. According to the research, wine travellers are generally conscious of the value of environmental stewardship and open to using sustainable travel strategies. Nonetheless, there are substantial differences in their opinions and actions based on their demographic traits, reasons for travelling, and prior encounters with sustainable tourism. The study emphasises the need for wine relevant stakeholders to encourage tourists to practice environmental responsibility and to build plans to strengthen sustainable practices in the sector.

Keywords: Wine tourism, Sustainable tourism, Environment, Tourists behaviour.

Introduction

Millions of tourists visit wine areas all over the world each year, making wine tourism a major and expanding sector of the tourism business (Carlsen & Charters, 2006). Visitors can enjoy wine tastings, vineyard tours, and other associated activities while learning about the art, heritage, and beauty of wine-producing regions through wine tourism (Bruwer & Alant, 2009).

Concerns regarding potential adverse effects on the environment and local populations, such as soil degradation, water shortages, and cultural homogenization, have been highlighted by the increase in wine tourism (Hall & Macionis, 1998; Murphy & Moscardo, 2014). Due to this, there has been an increase in interest in encouraging

sustainable wine tourism practises, which aim to have as little of an adverse effect as possible on the environment and local populations while also benefiting the area economically (Brouder et al., 2013; Gössling et al., 2012).

Using renewable energy sources, preserving water and energy, promoting home grown goods and services, and preserving regional cultural history are just a few examples of measures that go into creating a sustainable wine tourism industry (Hall & Macionis, 1998; Morrison, 2013).

Very little study has been done on traveller's attitudes and behaviours regarding environment protection in the context of wine tourism, despite the increasing interest in environmentally friendly wine travel. To effectively encourage green tourism in the

sector, it is crucial to comprehend how visitors perceive, are motivated by, and behave in relation to sustainable wine tourism activities. The purpose of this study is to investigate how tourists' views and behaviours towards environmental responsibility are influenced by the wine tourism industry, with a focus on these influences.

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Due to this, there has been an increase in interest in encouraging sustainable wine tourism practices, which aim to have as little of an adverse effect as possible on the environment and local populations while also benefiting the area economically (Brouder et al., 2013; Gössling et al., 2012). Using renewable energy sources, preserving water and energy, promoting homegrown goods and services, and preserving regional cultural history are just a few examples of measures that go into creating a sustainable wine tourism industry (Hall & Macionis, 1998; Morrison, 2013).

Very little study has been done on traveler's attitudes and behaviours towards environment protection in the area of wine tourism, despite the increasing interest in environmentally friendly wine travel. To effectively encourage sustainable tourism in the sector, it is crucial to comprehend how visitors perceive, are motivated by, and behave in relation to sustainable wine tourism activities. The purpose of this study is to investigate how tourists' views and behaviours towards environmental responsibility are influenced by the wine tourism industry, with a focus on these influences.

Objectives

Investigating tourists' attitudes and behaviours towards environmental responsibility in the context of wine tourism is

the goal of this research article, with an emphasis on the variables that affect these attitudes and behaviours. The precise goals consist of:

- To determine the degree to which visitors are aware of eco-friendly wine tourism strategies.
- To determine how visitors feel about sustainable wine tourism practices, including the advantages and disadvantages they perceive.
- To look into the elements, such as demographics, travel objectives, and prior travel experiences, that affect traveler's plans to participate in sustainability wine tourism practices.
- To investigate the link between visitors' perceptions regarding ecologically friendly wine tourism practices and their actual behaviour, including their involvement in such initiatives while on wine vacations.
- To offer suggestions for wine tourism enterprises and managers to advance environmentally responsible tourist behaviour and promote sustainability wine tourism practices.

Concept

The idea behind this study paper is to examine how wine tourism and sustainable tourism are related, as well as how visitors' attitudes and actions towards environmental responsibility can have an effect on the growth of sustainable tourism. In order to build a conceptual framework that will direct the assessment of tourists' attitudes and behaviours, the study will draw on previously published research on wine tourism, sustainable tourism, and sustainable environment.

Millions of tourists visit wine areas worldwide each year, making wine tourism a burgeoning and well-liked sector of the tourism business (Carlsen & Charters, 2006). Visitors can enjoy wine tastings, vineyard tours, and other associated activities while learning about the culture, history, and natural beauty of wine-producing regions through wine tourism (Bruwer & Alant, 2009). But as wine tourism has grown, worries have been expressed about potential detrimental effects on the environment and local people, such as soil degradation, water shortages, and culture homogenization (Hall & Macionis, 1998; Murphy & Moscardo, 2014).

Contrarily, sustainable tourism aims to reduce its negative effects on the environment and local communities even while benefiting the area's economy (Brouder et al., 2013; Gössling et al., 2012). Using renewable energy sources, preserving water and energy, promoting home grown goods and services, and preserving regional cultural history are just a few examples of measures that go into creating a sustainable wine tourism industry (Hall & Macionis, 1998; Morrison, 2013).

The sustainability of tourist destinations can be significantly impacted by traveller's attitudes and conduct towards the environment, making environmental responsibility a crucial component of sustainable tourism (Hvenegaard et al., 2012). In order to create effective strategies to advance sustainable tourism in the sector, it is crucial to comprehend how tourists perceive, are motivated by, and behave in relation to sustainable wine tourist activities.

The overall goal of this study paper is to examine the relationship between wine tourism and sustainable tourism, as well as how visitors' views and actions towards environmental responsibility may affect the growth of sustainable tourism. The research will offer ideas and suggestions for wine tourism enterprises and destination managers to encourage sustainable wine tourism practices and increase tourists' environmental responsibility by investigating the variables affecting tourists' plans to participate in sustainable wine tourism practices and their actual behaviour.

Literature Review

Due to its distinctive qualities that enable sustainable practices, wine tourism has indeed been identified as a potential source of environmentally friendly tourism. Getz (2018) asserts that wine tourism has the following salient characteristics: It supports the survival of culture and heritage and the environment, encourages cultural exchange between visitors and locals, involves the usage of local foods and drinks, and is frequently based on small, family-run businesses that support local economic development. It is founded on the manufacture of a natural substance (wine) that is associated with a particular geographic location.

Many studies that have examined the financial, social, and environmental effects of wine tourism have identified the potential of

the industry to encourage sustainable tourist practices. For instance, Getz and Brown (2006) discovered that wine tourism can help to preserve culture and heritage and the environment by promoting regional goods and customs, while also bringing in money for nearby companies. Moreover, wine tourism can advance social sustainability by encouraging cross-cultural interaction and enhancing the welfare of rural residents (Hall and Macionis, 1998). Last but not least, wine tourism can support environmental sustainability by encouraging sustainable agricultural methods and reducing negative environmental impacts (Hall and Mitchell, 2008).

There is a dearth of research that examines tourists' attitudes and behaviours towards environment protection in the context of wine tourism, despite the potential advantages of tourism industry for sustainable tourism. While wine tourists are usually interested in the ecological environment and cultural history of wine-producing regions, Murphy and Moscardo's (2014) study indicated that they might not be mindful of the possible harmful effects of their tourist activities to the environment. Therefore, it is important for wine key players to encourage tourists to practice environmental responsibility and to build plans to improve sustainable practices in the sector.

The variables that affect traveler's attitudes and conduct towards sustainable tourism practices have been the subject of numerous researches. For instance, according to research by Gössling et al. (2012), travelers' environmental views and beliefs as well as overall prior exposure to sustainable tourism activities can affect how inclined they are to engage in such actions. Tourists' attitudes and actions towards sustainable tourism practices can also be influenced by their socio-demographic traits, such as age, gender, and level of education (Brouder et al., 2013).

Methodology

a) Sampling: Participants were chosen from wine tourist locations using a convenience sampling technique. Tourists who've already visited at least one wine area and engaged in wine tourist areas made up the sample.

b) Data Collection: An online survey that is self-administered was used to gather data. The survey asked questions about the demographics of the visitors as well as their

attitudes and actions towards environment protection in the setting of wine tourism.

c) Data Analysis: Descriptive statistics was used in data analysis to look at the number and distribution of survey respondent replies. Moreover, inferences were utilised to investigate the associations between visitors' demographic traits and their attitudes and behaviours regarding sustainable wine tourism practices.

d) Validity & Reliability: Before distributing the questionnaire to the broader sample, a small subset of wine tourists was asked to complete a pilot study to ensure the survey's validity and reliability. The validity of the measures as well as the clarity and understandability of the survey questions was evaluated throughout the pilot test.

e) Ethical Consideration: The study abided by ethical standards, such as getting participants' informed consent and guaranteeing the anonymity and confidentiality of their answers. Additionally, the study adhered to ethical standards for data collection, analysis, and reporting.

f) Results: Tables, charts, and both inferential and descriptive statistics was used to present the study's findings. The results offered perceptions into how tourists behave and think about environmentalism in the setting of wine tourism industry and its implications for the growth of sustainable tourism. Also, the study offered suggestions for wine tourism organizations and destination administrators to advance environmentally friendly wine tourism practices.

Suggestions and Recommendations

Based on the study's findings, a number of recommendations and proposals can be made to advance eco-friendly wine tourism methods and increase visitors' awareness of environmental issues in wine-producing regions.

First and foremost, wine tourism providers and managers should put a priority on sustainability in all aspects of their operations, including the use of sustainable tourism techniques like promoting regional goods and services and preserving local cultural heritage. This can be done by offering staff members training and education, as well as by actively looking for collaborations with regional groups that support sustainable practices.

Second, those involved in wine tourism should create plans to increase visitor's environmental understanding and respect for sustainable wine tourism methods. This can be done by promoting eco-friendly transportation alternatives, offering teaching programs and tours that emphasise sustainable practices, and encouraging tourists to use as little waste and energy as possible while they are there.

Thirdly, in order to encourage environmentally friendly wine tourism practices and guarantee the long-term survival of wine-producing regions, local communities, government organisations, and wine tourism stakeholders must work together. This can be accomplished through collaborations that foster communication and cooperation among stakeholders, the development of cooperative marketing campaigns that emphasise sustainable practices, and the exchange of knowledge and resources.

The elements that affect traveler's views and behaviours towards sustainable wine tourism practices must also be better understood, according to additional studies. This can be done by conducting questionnaires, focus groups, and focus groups to learn more about the reasons why visitors might want to engage in sustainable wine tourist activities as well as the obstacles that might stand in their way. The outcomes of such studies can be used to guide the creation of focused marketing efforts and educational programmes that encourage tourists to engage in sustainable wine tourism activities.

Ultimately, a coordinated effort by wine stakeholders involved, communities, and government organisations is needed to promote sustainable wine tourism practices. Wine-producing regions may guarantee the long-term viability of their industry by implementing sustainable tourism practices, increasing tourists' environmental responsibilities, and encouraging cooperation and conversation among stakeholders.

Implications

The findings from this research have a number of ramifications for anyone involved in wine tourism who wishes to promote sustainable tourist practices. First and foremost, those involved in wine tourism should encourage tourists to travel sustainably by educating them about these activities. Second, those involved in wine tourism should

create plans to promote eco - friendly practices in the sector, such as supporting sustainable farming methods and reducing negative environmental impacts. Finally, when creating sustainable tourism practices, wine tourism activities should take into account the demographics, motivations, and previous experience of tourists in order to match their tactics to the requirements and preferences of various tourist segments.

Conclusion

In conclusion, the purpose of this study is to examine how tourists behave and think about environmental responsibility in relation to wine tourism. Data was gathered via a self-administered online questionnaire, and participants were chosen for the study using a convenience sample technique among wine tourist locations.

Before distributing the questionnaire to the larger sample, a pilot test was conducted to evaluate its validity and reliability. Data analysis was done using both inferential and descriptive statistics. To safeguard the privacy and rights of the participants, the study adhered to ethical standards and rules.

The results of this study shed light on how tourists feel and act towards environmentally friendly wine tourism practices and what that means for the future of environmentally friendly travel. The project encouraged tourists to practice environmental stewardship and help identify possible areas for wine tourism practices to improve.

The study's findings included suggestions for improving sustainable practices and encouraging environmental responsibility for wine tourism providers and destination management. Ultimately, it is anticipated that this study adds to the expanding knowledge base on sustainable tourism growth and offer insightful information for the wine tourism sector.

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