Emergence of Wine Destinations and Wine Products:
For a Few Wine Experiences More

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Keywords: Destination attributes; Wine tourism; Development; Winescape

Abstract: Wine destinations appeared as places where anyone can come to enjoy nature, food, cultural habits, food, and wine, whether they consume it or not. The intersection and combination of two different sectors (viticulture and tourism) became a new type of tourism and a new marketing tool to attract tourists, consumers, and customers to wine destinations as places of new experiences. Similarly, Sergio Leone had no idea of the story of the sequel to his famous Spaghetti Western. Just as wine destinations had no idea of the possible interconnection of different sectors and how this development would evolve. Was that development intended or was it made more spontaneously by actors on the side of supply and participants on the side of demand, or cooperation of both as prosumers? In retrospect, this development can be evaluated as natural, as evidenced by the continued interest in this phenomenon. The article is a kind of contemplation and discusses the emergence and development of wine destinations from a regional, national, and international perspective in the context of wine tourism. The method of synthesis is used to capture the connection of parts to a whole. The whole in this case is a wine destination composed of various attributes (as a destination), activities (as a product and services), people (as a place to work), and values (as a catalyst for emotions and experiences). The so-called research from the table includes both the theoretical controversy and a look at the current wine tourism and wine destinations from a different angle in the field of marketing, management, or sustainability.

1. INTRODUCTION

In Europe is tourism more closely related to the development of the creative sector than in the previous periods of its development. It is not surprising that creative tourism is already the subject of scientific literature and offers tourists opportunities to develop creative abilities through active participation in learning about local special skills, traditions and unique qualities (Moritz et al., 2023). Interest in movie tourism is also stimulated by the supply side because movies attract a large number of tourists to destinations (Moritz et al., 2023).

Wine tourism and the emergence of wine destinations have become increasingly popular in recent decades, with significant growth at the regional, national, and international levels (Dixit, 2023). Regionally, wine destinations have emerged in various areas around the world that have a strong wine culture and production. In Europe, regions such as Bordeaux, Tuscany, and Rioja have long been associated with wine tourism, attracting visitors to their vineyards, wineries, and historic towns. In the Americas, regions such as Napa Valley, Willamette Valley, and Okanagan Valley have also become popular wine destinations, with a focus on boutique wineries, scenic landscapes, and local cuisine.

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At the national level, governments and tourism boards have recognized the economic benefits of wine tourism and have invested in the development of wine destinations. For example, countries such as New Zealand, Australia, and Chile have developed national wine tourism strategies that promote their wine regions and create a cohesive brand identity (Kubát & Kerma, 2022). In the United States, the WineAmerica organization works to support and promote the American wine industry, including wine tourism (WineAmerica, 2012).

Internationally, wine tourism has become a significant contributor to the global travel industry, with a growing number of tourists seeking wine experiences in different parts of the world. Organizations such as the World Tourism Organization (UNWTO) have recognized the importance of wine tourism and have worked to promote sustainable wine tourism practices and cross-border collaboration. As wine tourism continues to grow, it will be important to maintain sustainable practices and support the cultural and environmental preservation of wine regions around the world (UNWTO, 2001).

Movie tourism is one of the most rapidly developing subsectors of creative tourism in the 21st century. Many studies have examined tourists’ motivations and behaviors toward movie tourism, as well as tourists’ psychological and emotional motivations, participation, and experiences (Moritz et al., 2023).

2. INTERCONNECTION

Movie and wine are linked in several ways. They share the ability to capture us and transport us (the participants) to different worlds. Both offer a form of escape that can be enjoyed alone or with friends, family, colleagues, neighbors, friends, etc. Both are often associated with relaxation and pleasure. Many people enjoy a glass of wine while watching a movie at home, or visit a vineyard to enjoy the scenery with a glass of wine. Furthermore, both can be cherished and appreciated for their complexity, depth, and nuance.

Both movies and wines have the power to create emotions and create experiences. Like movies, great bottles of wine can take us to different places and times, creating a memorable sensory experience. Both can tell stories. Movies can tell the story through plots, characters, and visuals; wine bottles can tell the story through origins, grape varieties, and the process of making wine, and it will be complemented by other activities in the context of the development of the wine tourism industry.

Movies and wines can also serve as links to connect and are catalysts for social interaction and socialization. Whether a gathering with friends to watch a movie or sharing a bottle of wine at a meal, both can facilitate social interaction and create a sense of community that can be an easy starting point for establishing friends, strengthening relations and creating new friends. In general, movies and wines are entertainment and leisure forms that can create unique and pleasant experiences.

3. FOR A FEW DOLLARS MORE

In general, “For a few dollars more” is a very important movie for several reasons. First, it is considered an essential work of Western genres, particularly the 1960s Spaghetti Western sub-genre, which challenged traditional Hollywood Western conventions (Leone, 1965).
The movie’s use of non-American actors, locations, and themes was a departure from the typical Western formula, and its exploration of moral ambiguity and antiheroism challenged the simplistic hero/villain dichotomy that had been a staple of the genre. Furthermore, the movie’s innovative cinematography, including its use of close-ups and slow-motion shots, helped to establish new visual techniques that would go on to influence moviemakers for decades to come (IMDb, n.d.; Leone, 1965).

In addition, the movie’s soundtrack, composed by Ennio Morricone, is considered a masterpiece and a symbol of movie history. The use of non-conventional instruments and techniques such as soaring guitar and the haunting whistle created a unique sound that perfectly complemented the movie’s visual style. Overall, “For a Few Dollars More” was a major movie that influenced Western cinema, later moviemakers, and cinematographic art (IMDb, n.d.).

4. EMERGENCE OF WINE DESTINATION

The concept of a wine destination encompasses more than just the wine itself. It is a complex ecosystem that involves various attributes, activities, people and values that contribute to the overall experience of visiting a wine region (Dixit, 2023; Kubát & Kerma, 2022). Attributes refer to the physical and tangible elements of the wine destination, such as vineyards, wineries, and natural landscapes. These elements provide the backdrop for wine tourism activities and create a sense of place and identity for the destination. Activities encompass products and services offered to tourists, such as wine tastings, vineyard tours, and food and wine pairings. These activities are designed to provide visitors with unique and memorable experiences that highlight the best of the destination (Kubát & Kerma, 2022). People are also an important part of the wine destination, offering hospitality, expertise and passion, making the experience special. Winemakers, sommeliers, tour guides and staff from the hospitality industry all play a role in creating a friendly and informative environment for visitors. Value is an intangible element of the wine destination that creates emotional connections and experiences for visitors. These may include the region’s history and cultural significance, the dedication and passion of winemakers and grape growers, and the sense of community and connection that is nurtured by wine tourism.

Wine destinations are not just about the wine itself, but about the whole package of experiences, emotions, and connections that are created through the interaction of all of these elements (Kubát, 2021). As wine tourism continues to evolve, it will be important to continue to develop and nurture each of these components in order to create truly exceptional wine destinations.

The development of wine destinations has been driven by a variety of factors, including the growth of the global wine industry, the increasing popularity of wine consumption and appreciation, and the desire for unique and authentic travel experiences. Wine destinations have evolved from simple wine tastings to immersive experiences that involve vineyard tours, food and wine pairings, cultural and historical tours, and even accommodation in vineyards and wineries (Hall et al., 2000).

5. EXPERIENCES, WHETHER FROM MOVIES OR WINE

At first glance, it may not seem like there is a direct connection between the movie “For a Few Dollars More”, but also generally between movie and wine destinations. However, there are a few potential ways in which they could be connected:
i. Firstly, tourism and movie location: The movie was filmed in various locations in Spain, many of which have become popular tourist destinations for fans of the movie. These locations may also have vineyards or wineries nearby, which could contribute to the development of wine tourism in the region.

ii. Secondly, aesthetic experience: “For a Few Dollars More” is known for its innovative cinematography and use of visual and auditory elements to create a unique aesthetic experience for viewers. Similarly, wine tourism often involves experiencing the sensory elements of wine, such as taste, smell, and sight, as well as the aesthetics of the vineyards and surrounding landscapes.

iii. Thirdly, cultural and historical connections: The movie is part of the Spaghetti Western genre, which emerged in Italy in the 1960s and challenged traditional Hollywood Westerns. Italy is also known for its wine culture and has many wine regions that attract tourists. Similarly, many wine destinations have a rich cultural and historical background that is intertwined with the production and consumption of wine.

Overall, while the relationship between “For a Few Dollars More” and wine destinations is somewhat weak, there are some potential overlap points that can be further investigated, as explained in this paper. The connection between places, history and products can be the driver of the emergence of any kind of tourist destination.

6. CONCLUSION

Interconnections in various sectors such as wine, tourism, hospitality, and agriculture may have developed spontaneously as actors recognized the potential for collaboration and mutual benefit. For example, wineries may partner with local restaurants to provide a wine- and food-centric experience, and tourism commissions may work with farmers to promote agriculture and approach agriculture tourism. Overall, the development of wine destinations and their interaction with other sectors is probably the result of intentional planning and the spontaneous actions of both suppliers and users. As for the supply side, actors such as wine producers, tourist boards and local governments may deliberately seek to create wine destinations to promote their products and attract tourists. They recognized the potential of wine tourism to bring economic benefits to the region and worked to develop infrastructure and marketing strategies to do so. Tourists and wine enthusiasts are working to find unique experiences to contribute to the development of niche markets and thus contribute to the evolution of wine destinations. When they discover new wines and regions, they can share this information with others and help create excitement and demand for these destinations.

The development of wine destinations as new types of tourism and marketing tools is likely to be the result of conscious efforts by supply actors (wineries, tourism organizations, regional governments, etc.) and spontaneous actions by demand participants (tourists and wine enthusiasts). It is likely that the effort to cooperate between supply and demand will be to create and form the concepts of wine tourism and the present-day wine destination, working together as “prosumers”.

Similarly, the development of the sequel to Sergio Leone’s famous Spaghetti Western could be the result of both deliberate planning by the moviemakers and spontaneous creative decision-making during filming. Both factors can play a role in shaping the final product. In addition, the development of wine destinations and the creation of film sequels are complex
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processes involving many factors and actors. Although some planning has been involved, these developments are likely to have been shaped by a combination of intentional and spontaneous actions by the actors on the supply side and the participants on the demand side.

In general, the emergence and development of wine destinations is a positive trend for the wine industry and the tourism industry, bringing economic benefits to the region and creating memorable experiences for tourists. In addition, linking other sectors such as movie and wine tourism industry and other types of tourism could be beneficial to both sectors, implementing new activities in their normal patterns, and stimulating both sectors with new impulses that could be exchanged between the two parties. Interdisciplinarity could thus be a means to revitalize and develop all tourism destinations.

Acknowledgment

This paper was supported by the Internal Grant Agency of the Faculty of Business and Economics of Mendel University under grants IGA-PEF-DP-22-014.

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