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The place of wine in societies: the cultural perspective¹²

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Abstract

The wine has its own place in the societies, involving several dimensions, since the socioeconomic until the cultural level. In fact, in various countries and regions, the wine has a marked cultural presence, or because it is usual to consume wine at meals, or because it is an important ingredient in any meeting of friends. However, the cultural perspective of wine changes across regions and countries. In this framework the main objective of this study is to explore the cultural dimension of wine around the world. For that, it was considered 57 articles obtained from the Web of Science (all databases) for the topic “wine culture”. These documents were explored first with the bibliometric software VOSviewer and analysed after through literature review.

Keywords: Bibliometric analysis; Literature review; Web of Science; VOSviewer.

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1. Introduction

The societies are changing following the technological and economics dynamics. The same happens with the traditions and the culture. In fact, for example, the consumption patterns and the social behaviours of the Millennials are not the same of their parents. The new generations privilege more the new technologies and the social networks for their several participations in the societies.

The same happens for the behaviours related with the wine consumption. The Millennials, often, prefer to consume wine in social meetings with friends or drink a glass of wine in an explanade, in contrasts to what their parents, usually, prefer. Indeed, the older generations, in some circumstances, give preference to consume wine at meals.

In this way, it seems interesting to explore the cultural dimension of the wine, what may bring interesting insights for the several stakeholders, since the policymakers until the marketers to design adjusted strategies. Taking into account this context, the main objective of this work it was to analyse the place of wine in the societies, stressing the cultural perspective. For that 57 articles from the Web of Science (2019) were analysed, first through bibliometric approach with the software VOSviewer (2019) and after through literature review.

2. Bibliometric analysis

The figure 1 presents a network visualization map for the 57 documents obtained from the Web of Science, considering 4 as the minimum number of occurrence of a term. The dimension of the circles represents the number of occurrences of the respective term (bigger circles represent more occurrence) and the proximity between the terms is related with the number of co-occurrences.

It is possible to find four clusters (each colour symbolizes a cluster) in the figure 1, where the American context related with the wine culture corresponds to a cluster (right part of the figure). About the cluster at the top left of the figure, of stressing the questions related with the terroir, regions, origin and quality. In these contexts related with terroir and quality, Bordeaux has its relevance. The clusters at the bottom left of the figure reveal the importance of aspects as the tourism, consumption patterns and the markets. About the consumption behaviours and the markets, China has its importance.

Of referring that for some documents it was difficult to find at least an abstract as Gong (1993), Chevallier (1995), Pan-Montojo (2008), Hepburn (2013), Avchian (2014), Kerrigan (2015), Lukacs (2015), Lyon-Jenness (2015) and Pszczolkowski (2015).

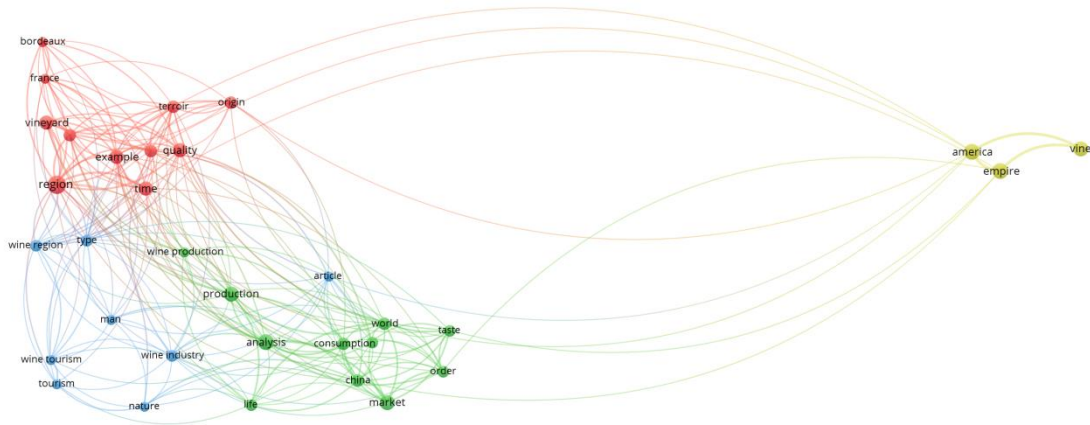


Figure 1. Network visualization map for the “wine culture” topic

3. Literature review

In this section, it will be created the following subsections (one for each cluster related with the wine culture): American context; Relevance of the terroir and original regions; Relationships with other economic sectors; Relationships with the markets.

3.1. American contexts

Some authors argue that the American imperialism and expansionism are interrelated with the grape cultivation. The propagation of native grapes appears as a symbol of national power and national identity, namely in terms of abundance, resilience and vigorous. The wine history is, also, related with tensions between European and American societies. In the nineteenth century, the grapes were used to civilize the American culture, but, also, to create an urban elite. The vineyards were considered as a useful investment to show wealth, following social changes (Black, 2016). The idea of power associated with the wine was, also, defended by other authors, for other places and older centuries (Celestino Pérez and Blánquez Pérez, 2007).

Other authors consider this approach as a romantic perspective about the American wine production, namely in the nineteenth and early twentieth century (Brosnan, 2014), or a biased vision of the history (Coclanis, 2015), or influenced by the sources considered (Fuller, 2016), or a challenging approach (Jacobson, 2015).

The wine drinking culture had its evolution inside the American society, beginning from cocktails in restaurants, in the fifties and sixties until a more educated and familiar consumption in the restaurants and at home (glass of wine in the evening) in the seventies and eighties (Fuller, 1993).

3.2. Relevance of the terroir and original regions

Italian wines are between the older wines in Europe (the called old world wine). Italy is one of the most important countries in terms of wine production and consumption (Ahn et al., 2012). China, for some authors, appears, also, as an old world wine country, where the wine drinking traditions is part of the Chinese culture (Bae et al., 2015).

The concerns with the terroir and with the recovery of traditional practices and varieties have its expression in Spain with the the 'terroirist' social movements (Alonso Gonzalez and Parga Dans, 2018). The terroir is a concept related with the idea that the land and the peoples characterize the wine. About this questions related with the terroir, the French wine has a determinant tradition for several centuries (Barnea, 2017). In any case, the concept of terroir has evolved over the years, because, initially it was more focused on the geological aspects (Demossier, 2011). However, there is not a single vision around the world about the concept of terroir (Hoff et al., 2018). Of referring, also, that the concept of terroir has been losing importance, in some regions, where the main focus is on the varieties and on the wine culture and heritage, following the relevance given by the new wold wine for the varietal dimension (Lacoste, 2015). The wine history and heritage play, in our days, a crucial role to create identity and to promote the wine (Liasidou, 2018), but, also, the natural characteristics of the regions where the wine is produced (Visan et al., 2017).

The cultural perspective of the wine is inseparable from the historic context (Songran, 2014; Gomez Urdanez, 2015; Loginova, 2016; Zhang et al., 2018). The Romans had its contributions (Grassl, 2017) for the wine history and some historical records present the Neolithic as the initial period for winemaking (Arroyo-Garcia et al., 2006). In fact, the wine appears associated with several civilizations (Egyptian Greek and Roman), but were the Romans that spread the

wine production across the Europe (Ortuño Pacheco, 2009). On the other hand, the vineyards were brought to the Bordeaux region in the first century AD and remain part of a mixed farming until the second half of the nineteenth century (Lachaud-Martin, 2015).

3.3. Relationships with other economic sectors

The wine contributes many times for the success in other sectors, as, for example, in the restaurants. In fact, the combination of good menus with good and well-known wine is an interesting way to promote and create business in the restaurant sector (Choi, 2015).

The cultural characteristics of wine, as well as, the traditions and the regional values may bring interesting contributions for the tourism sector and hospitality, namely through the wine tourism and wine routes (Conto et al., 2014). The wine tourism is an emergent sector in many wine regions around the world and appears as a complement for the wine production (Corpus Espinoza et al., 2018). Wine culture and tourism is an interesting combination (Cusin and Passebois-Ducros, 2015) with great opportunities of business, bringing together social, economic and environmental dimensions (Luisa Gonzalez San Jose, 2017), where the sensorial (Rodríguez et al., 2013) and emotional (배은석, 2017) experiences have been winning importance. The religion and the religious rituals, also, has its relationships with the wine culture (Myga-Piatek and Rahmonov, 2018).

One of the biggest challenges for the wine sector, in the future, it will be to reconcile the vineyard productions, greatly influenced by the economic aspects, with the landscape and the traditions (Harea and Eplenyi, 2017). The wine traditions are interrelated with the patterns of consumption, but, also, with the mystery of transform the grapes (Kang et al., 2008).

3.4. Relationships with the markets

In regions with more wine production, there is more alcohol socialization inside the family, namely in the Italian regions. In these contexts, in general, the wine drinking culture has been recovered, as well as, the concerns with a rational wine consumption (Beccaria and Rolando, 2016). Around the world, the patterns of consumption have been suffering changes following the social dynamics (Kang and 김상권, 2009). For example, the Chinese young adults do not drink wine often and have little knowledge about the wine. They prefer red wine, drink at home, for social communication and want to drink wine in the future (Li et al., 2011). Each

culture has its patterns and history of wine consumption (Maguire and Lim, 2015), as well as, each social segment (Santisi et al., 2017), or region (胡再影, 2018). For example, games and rituals involving wine drinking exist in the East Asia countries for about 2000 years, namely between the social elites (Voytishchik et al., 2015).

Another question is about the relationships of the wine consumption with the human health benefits (Woonghyeon et al., 2012) and the scientific demonstrations about this. In fact, there are several scientific proofs that the rational wine consumption may bring interesting positive effects for the human health, preventing several diseases (Bertelli et al., 2008).

The wine consumption and appreciation are influenced by the several wine dimensions (Lecat et al., 2016), where the terroir has its relevance, however the characterization of this terroir is, in some cases, difficult, considering the diversity of factors involved (Bokulich et al., 2016). In any case, the wine characteristics and culture may be determinant for the wine market segmentation and positioning (dos Santos et al., 2008). Some companies following the new market tendencies present the wine as something more than a good, something with a culture and heritage (Shin and 정미화, 2008; Suh and 남아영, 2011).

4. Conclusions

The main objective of this work was to analyse the cultural dimension of the wine, considering several scientific documents related with the topic “wine culture” from the Web of Science. These studies were explored through bibliometric analysis (with the VOSviewer software) and literature review. From the bibliometric analysis it was possible to find four clusters related with the American context, terroir, other economic sectors and the markets. These clusters were taken into account to organize the literature review. Of stressing, the special relevance given by the bibliometric analysis for the American framework.

The literature survey about the American context shows the real importance of the wine for the social and cultural evolution of the American society. The wine was considered a symbol of power and identity, and used to civilize the culture and to create urban elites. Some authors share of this vision and others not so much. However, in any case, there are here interesting insights for the wine culture understanding in the American context.

On the other hand, the terroir, the origin characteristics and the quality have its importance for the wine culture relationships. In fact, the concept of terroir had its evolution from a more

focused approach in the geological characteristics to another involving the peoples. However, the perceptions about the terroir concept change around the world. On the other hand, in some regions, as in the new world wine, the focus, in our days, is more on the wine tradition and heritage.

The wine plays a determinant role for the development and promotion of other sectors, namely those related with the restaurants, hospitality and tourism. The wine tourism is an emergent sector that may combine several dimensions as the economic, social, environmental and cultural.

Finally, the cultures are changing, following the social, economic and technological dynamics and it is important pay attention to these evolutions, because they promote changes, also, in the consumption patterns. In fact, the Millennials have consumption preferences and perceptions significantly different from their parents.

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