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Bibliometric analysis of beverage tourism studies

İçecek turizmi çalışmalarının bibliyometrik analizi

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ABSTRACT

In the research, it is aimed to analyze the completed research in the field of beverage tourism bibliometrically. For this purpose, the document analysis technique, one of the qualitative research methods, was used in the research. The scope of the research consists of articles, papers, and book chapters about beverage tourism. In this direction, international articles, papers, and book chapters about beverage tourism written until 2022 were examined. The studies reached within the scope of the research were subjected to bibliometric analysis in terms of various parameters according to the type of research. The results of the analysis show that the first study on beverage tourism was carried out twenty-two years ago, and there has been an increase since 2008. On the other hand, it is seen that the most studies in the type of research are carried out as articles and book chapters, and the written papers are limited in number.

ÖZET

Araştırmada içecek turizmi alanında tamamlanmış araştırmaların bibliyometrik olarak analizi amaçlanmıştır. Bu amaç doğrultusunda araştırmada nitel araştırma yöntemlerinden doküman inceleme tekniği kullanılmıştır. Araştırmanın kapsamını içecek turizmi ile ilgili yazılan makaleler, bildiriler ve kitap bölümleri oluşturmaktadır. Bu doğrultuda içecek turizmi ile ilgili 2022 yılına kadar yazılmış uluslararası makaleler, bildiriler ve kitap bölümleri incelenmiştir. Araştırma kapsamında ulaşılan çalışmalar araştırma türüne göre çeşitli parametreler açısından bibliyometrik analize tabi tutulmuştur. Analiz sonuçları, içecek turizmi ile ilgili ilk çalışmanın yirmi iki yıl önce yapıldığını, 2008 yılından sonra ise artış yaşandığını göstermektedir. Diğer taraftan araştırma türünde en fazla çalışmanın makale ve kitap bölümü olarak yapıldığı, yazılan bildirilerin sınırlı sayıda olduğu, görülmektedir.

1. Introduction

Food is one of our physiological needs and this necessity has brought about the formation of a sector that has become to be considered as travellers a leisure time activity and wished to be met outside, in combination with the increasing food and beverage businesses and tourism which has become a dominant trend in global traveller's interest (Irma, 2007; Rosentraub, 2009). Tourism as an industry aspires to be acknowledged for its contribution to economic growth and it can include a vast variety of diverse services (Bohne, 2021; Rosentraub, 2009).

According to the Cambridge Dictionary tourist means "someone who visits a place for pleasure and interest, usually while on holiday" (Cambridge Dictionary, 2022). Almost all tourists, regardless of whether the accommodations where they are staying offer food and beverages or not, prefer to eat outside of their accommodations and it is well known that companies that do not sell food or beverages would experience a 31% increase

in revenue by 2025 (Choy, 1995; Gyimóthy et al., 2000; Joppe et al., 2001; Kastenholtz et al., 1999; Prayag & Ozanne, 2018). In addition to that local dishes and beverages are a significant component of a destination's attractions (Hall, 2019).

Since Belisle's exploration of food and tourism, the tourism activity related to food which can be labelled as food tourism, the close relationship between food and tourism, and food studies has been a noticeable growing tourism research area for the past several decades, but its rapid rise and rising popularity in the tourism literature has taken place in recent years (Counihan et al., 2012; Ellis et al., 2018; Karim & Chi, 2010). A number of recent special issues of tourism scholarly journals indicate this rising prominence (Ellis et al., 2018).

Food and tourism are inextricably linked, and food is an important resource for tourism (Henderson, 2009; Quan & Wang, 2004). Tourism relies on food and beverage sales to provide one of the most basic needs of visitors, and this is a

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significant part of the sector (Guan & Jones, 2015). Tourists are looking for authentic and one-of-a-kind experiences and the opportunity to taste local cuisine and beverages (MacDonald, 2001). Different tourists have different food consumption needs and expectations and it is known that drinks are an important component of “food and beverage tourism” (Boyne et al., 2008; WTFTA, 2022).

Beverage tourism can be described as the tourism type which tourists want to engage in local culture by tasting the beverages that are unique to tourism destination (Kraftchick et al., 2014; Plummer et al., 2005). According to the Cambridge Dictionary beverage means “a drink of any type” so beverages do not need to be only about alcohol and soft drinks, mineral waters, fresh juices, tea, and coffee are all motivators for food and beverage-loving travellers and are considered part of the industry (Cambridge Dictionary, 2022; WTFTA, 2022). Beverages can be divided into two categories: alcoholic and non-alcoholic beverages (Cankül & Şabanoğlu, 2020; Larsen et al., 2010). Mineral waters, fresh juices, tea, and coffee are considered a beverage as examples have shown it is possible to divide beverage tourism into subcategories (Larsen et al., 2010; WTFTA, 2022). Beer tourism, wine tourism, whiskey tourism, sake tourism, tea tourism, cider tourism, liquor tourism, coffee tourism, and vodka tourism are some of the subcategories of beverage tourism (Cankül & Şabanoğlu, 2020; Kline & Cole, 2017; Plummer et al., 2005; Sita et al., 2021; Wang et al., 2019; Wei & Xu, 2021). The development in gastronomic tourism in recent years has also been reflected in studies related to beverage tourism, which is an important gastronomic value. Particularly in 2008 and after, it is seen that the research papers, articles and book chapters related to beverage tourism have increased. In this direction, it is aimed to do a bibliometric analysis of articles, papers, and book chapters in the field of beverage tourism.

2. Literature Review

Beverages can be divided into two categories: alcoholic and non-alcoholic beverages. Beverages are classified as alcoholic and non-alcoholic beverages and popular beverage tourism types are tried to be explained (Cankül & Şabanoğlu, 2020).

Wine tourism is a kind of tourism the product which are wine, winery management systems and other winery characteristics play an important role in its marketing (Carlsen & Boksberger, 2015). Popularity as a wine tourism destination is also influenced by how kind the people are and how generous their hospitality is, as well as the general environment of the region (Bruwer & Alant, 2009). It is also stated that it is part of culinary tourism (Murray & Kline, 2015). There are different names for wine tourism in the literature for example enoturims, oenotourism and vinitourism (Jimenez et al., 2022; Petroman et al., 2020; Vitale et al., 2018). Many research have stated that some of the wine tourism take place in rural areas consequently supports the economies of the rural areas. Furthermore, it contributes to sustainable development which has been increasingly important during the previous two decades, especially in rural areas (Bruwer et al., 2014; Eckert & Pechlaner, 2019; Hall & Mitchell, 2000; Revilla & Moure, 2021; Vicente et al., 2021). Investments in wine tourism in rural areas

can be supported financially by EU structural, cohesion and Agricultural Fund for Rural Development (Bojnec et al., 2007; European Union, 2022).

Most of the research of the research which connects beverages to tourism has been done in the area of wine tourism and research that conducted in 2017 has shown that interest in wine tourism research has increased in the last decade, particularly in Spain, the United States, Australia, Canada and Italy (Donald, 2001; Hall et al., 2002; Plummer et al., 2005; Sánchez et al., 2017). In the perspective of consumers, the geographical origin of wine provides distinctive features as well as a quality indicator; therefore, consumers are willing to pay higher prices if the wine's origin of production is guaranteed (Skuras & Vakrou, 2002; Bruwer et al., 2014). Wine customers would like to get information regarding origin of wines (Brown & Getz, 2005). Countries that produce wine take protective actions for their special wine for marketing purposes such as indicating the place of origin which is so important because it is a quality indicator, makes wine more appealing to consumers and it can increase revenues (Brown & Getz, 2005; Bruwer et al., 2014). On top of that, businesses that are involved in wine tourism usually provide learning opportunities to their customers (Jolliffe, 2010).

It is classified as a type of tourism that is linked to culinary tourism (Rogerson & Collins, 2014; Murray & Kline, 2015). As stated by some researchers from Canada beer tourism can be defined as “*visitation to breweries, beer festivals and beer shows for which beer tasting and experiencing the attributes of beer region are the prime motivating factors for visitors*” (Plummer et al., 2005). Besides beer drinkers, other tourists who want to increase their knowledge about their decided travel destination's beer, brewery, or industry are also frequently interested in taking part in beer tourism (Bujdosó & Szűcs, 2012; Jiradilok et al., 2014; Francioni & Byrd, 2016).

With the help of e-commerce, products become always available to consumers including the products related to beer tourism for these reasons beer drinkers do not always need to visit the place where beer is produced (Bujdosó & Szűcs, 2012; Jiradilok et al., 2014). People can easily order specialties from a particular region in order to taste them (Bujdosó & Szűcs, 2012). However, a lot of recent studies have shown that beer tourism is still a growing industry (Francioni & Byrd, 2016; Murray & Kline, 2015; Smith et al., 2017).

When participating in beer tourism, a tourist's primary objective is either directly related to beer, such as consuming the selected beer, or the tourist is interested in a site that may have a relation to beer. For instance, beer tours are among travel types that have primary motivation as a beer. Although the general content of beer tours is usually landscape and local heritage, pubs and breweries are included (Bujdosó & Szűcs, 2012). Brewery tours, tasting rooms, beer festivals and beer shows are other attractions that have a primary factor as a beer (Plummer et al., 2005; Rogerson & Collins, 2014). Studies from the United States which are published in 2014 and 2016 have shown that socializing by meeting new people with similar interests and being with friends and family can be the factor that prompt people to get involved in beer tourism. Same studies

have indicated that apart from socializing and enjoying the entertainment and increasing their beer knowledge can also guide people to participate in beer tourism (Francioni & Byrd, 2016; Kraftchick et al., 2014).

Whiskey is produced in many parts of the world such as in Canada, Ireland, Japan the United States, and Scotland (Christine et al., 2022; Kunimasa et al., 2011; Lahne et al., 2019; Power et al., 2021; Voronov & Foster, 2018). Despite the fact that, whiskey is manufactured in other regions of the world it is Scotland's one of the most well-known exports and national drink. Whiskey distillation is a vital contributor to Scotland's economy with an export value of £790 million to the United States, £387 million to France, and £226 million to Taiwan in 2021 (Scotch Whiskey Association, 2022; Stoffelen & Vanneste, 2015). Scotland has utilized whiskey as a marketing tool to attract visitors as well as a tool for job creation (Karl, 2014). Furthermore, Scotch whiskey is protected by law in the United Kingdom (Scotch Whisky Association, 2022). Scotch whiskey is not alone in being protected. Irish whiskey is also subject to protection by law with UK-Australia Free Trade Agreements (Drinks Ireland, 2022).

Tea is widely consumed throughout the world, particularly in Turkey, where each person consumes 4 kilograms per year (Cheng et al., 2010; Hürriyet Daily News, 2022). Tea drinking was a widespread habit in Ireland in the early nineteenth century. The consumption of tea goes back to approximately 4000 years ago in China (Cheng et al., 2010). Tea is deeply linked to the ancient and modern history of international trade and travel (Jolliffe, 2007). The definition of tea tourism according to Jolliffe is "*tourism that is motivated by an interest in the history, traditions and consumption of tea*" (Jolliffe, 2007). Tea tourism is part of the tourism sector and tea has similarities to other beverages which are related to tourism such as whiskey and beer apart from that tea tourism is also related to food tourism (Cheng et al., 2010; Plummer et al., 2005). It is an important element of tourism for some countries such as Sri Lanka. Tea tourism can provide distinctive experiences to travellers. Furthermore, it can contribute to the product, service industries and tourism industry as a whole while also assuring long-term growth (Jolliffe, 2007; Sita et al., 2021). Tea farms are becoming increasingly popular as tourist destinations (Yeap et al., 2021). A case study used quantitative survey method and participants chosen among the visitors to China's Xinyang region has shown that among the visitors, 85% of them have a desire to participate in tea tourism trip in the future (Cheng et al., 2010).

Experiencing tea in the tea houses is part of tea tourism and there are many tea houses throughout the world for example Wu Wei Cao Tang Teahouse offers a serene experience to its visitors in Taichung which is a city in Taiwan (Jolliffe, 2007; Lai, 2017). Tea museums are another aspect of tea tourism (Jolliffe, 2007; Weber, 2018). There are tea museums in Malaysia, Taiwan, England, Iran, India, China and Japan (Hall et al., 2011; Korani & Mirdavoudi, 2021). The Tea Museum in Japan, which is known as the world's largest, while Pinglin Tea Museum in New Taipei City and Bramah's Museum of Tea & Coffee in London are examples of these museums (Hall et al., 2011). In addition to tea houses, tea dances, tea parties, tea festivals, tea tours, tea garden sightseeing and character accommodation in

former tea factories are part of tea tourism (Cheng et al., 2012; Jolliffe, 2007; Jolliffe & Aslam, 2009).

Coffee, as a widely consumed drink, is geographically linked to the region where it is produced (Jolliffe et al., 2010). Coffee's characteristics include origin, farming methods, and processing (Lyon, 2013). Coffee can be included into the tourism industry and coffee tourism is one such attraction that, as a niche segment, can enhance the whole tourism experience in tourist destinations while also providing an opportunity to promote and increase the performance of tourist destinations (Casalegno et al., 2019; Hakim et al., 2022). Coffee producing countries such as Ethiopia and Portugal produce coffee and have distinctive locations that can be used as tourist attractions (Degarege & Lovelock, 2021; Dinis et al., 2021). For example, there are coffee ceremonies which attract in Ethiopia's Merkato travellers (Jolliffe & Kleidas, 2010; Tesfaye, 2011). These coffee ceremonies provide locals with both light-hearted entertainment and a welcoming environment in which to socialize while supporting the local communities as a recognized tool of coffee tourism (Degarege & Lovelock, 2021; Tesfaye, 2011; Wang et al., 2019). Coffee tourism has some similarities with tea tourism. For instance, they are both part of agritourism and some businesses offer coffee tours which are similar to the tours that are offered for tea (Kleidas & Jolliffe, 2010; Rogerson & Rogerson, 2014). An additional example of these similarities is utilizing museums which are built with the aim of attracting tourists, they are human-made and purpose-built (Kleidas & Jolliffe, 2010; Weber, 2018).

Traditional beverages are required for the growth of rural tourism and on the UNESCO list of intangible heritage, there are five beverages and traditions which are related to beverages from 8 countries (Intangible Cultural Heritage, 2022; Mandarić et al., 2017). Among the five beverages, Turkish coffee and its culture and Arabic coffee and its culture comprise two coffee related awards by UNESCO (Intangible Cultural Heritage, 2022).

3. Methodology

The research aims to perform a bibliometric analysis. The statistical examination of written publications is known as bibliometrics (Mayr & Scharnhorst, 2014). Bibliometric techniques are oftentimes used to provide quantitative investigation of scholarly literature. Many research fields use bibliometric methods to assess scientific research patterns. These patterns can be about patterns of authors, journals, institutes, and countries (Abramo et al., 2011; Li & Zhao, 2015; Wang et al., 2010).

When "bibliometric analysis of 'beverage tourism'" searched on Scopus, it has been concluded that there were no studies completed and thus this study focused on "beverage tourism" studies. In this study within the framework of the qualitative approach, document analysis has been used as a data collection technique. Scopus (<https://www.scopus.com/>) has been used to gather data. The keywords are beverage tourism, food and beverage tourism, wine tourism, beer tourism, whiskey tourism, tea tourism, and coffee tourism. The documents that are published in 2022 and the documents that are not in English

excluded. The documents that are appropriate to the criteria were examined and evaluated within the framework of various parameters according to their type, and the data obtained were interpreted and reported in the results section.

4. Results

In this part of the research, the data of the publications published on beverage tourism are included. Issues such as the number of publications related to beverage tourism in the literature, their distribution by years, their rates according to alcohol use, and the distribution of non-alcoholic beverages are given in the results section.

Table 1. Document Types and Number of Documents Related to Beverage Tourism

| Sources | Number of Documents |
|------------------|---------------------|
| Article | 261 |
| Book chapter | 103 |
| Conference Paper | 34 |
| Total | 398 |

According to Table 1, there are a total of 398 studies, of which 261 are articles, 103 are book chapters and 34 are conference proceedings. It is seen that the most publications on the subject are prepared as articles. In the second place are the book chapters. Finally, there are the papers presented at different conferences. Secondly, the distribution of studies on beverage tourism by years is presented in the study. The information obtained in this context is shown in detail in Table 2.

Table 2. Number of Documents by Years Related to Beverage Tourism

| Years | Number of Documents |
|--------------|---------------------|
| 1999 | 1 |
| 2000 | 1 |
| 2001 | 4 |
| 2002 | - |
| 2003 | 4 |
| 2004 | 4 |
| 2005 | 5 |
| 2006 | 14 |
| 2007 | 5 |
| 2008 | 4 |
| 2009 | 30 |
| 2010 | 12 |
| 2011 | 13 |
| 2012 | 17 |
| 2013 | 16 |
| 2014 | 16 |
| 2015 | 19 |
| 2016 | 28 |
| 2017 | 26 |
| 2018 | 36 |
| 2019 | 34 |
| 2020 | 44 |
| 2021 | 67 |
| Total | 398 |

According to Table 2, the year 1999 which witnessed the first document publishing has also witnessed only one

document along with the year 2000. In 2001, 2003, 2004 and 2008 there were four documents which are published. 2002 is the only year in which no documents were published. In 2013 and 2013, 16 documents were published each year. In 2005 and 2007, five documents were published. In 2006, 14 documents; in 2009, 30 documents; in 2010, 12 documents; in 2011, 13 documents; in 2012, 17 documents; in 2015, 19 documents; in 2016, 28 documents; in 2017, 26 documents; in 2018, 36 documents were published; in 2019, 34 documents; in 2020, 44 documents; in 2021, 67 documents were published. Thirdly, in the study, a distinction is made between beverages that use alcohol and those that do not. The obtained data are shown in Table 3 in detail.

Table 3. Number of Documents by Alcoholic Beverages and Non-Alcoholic Beverages

| Type | Number of Documents |
|-------------------------|---------------------|
| Alcoholic Beverages | 348 |
| Non-Alcoholic Beverages | 50 |
| Total | 398 |

According to Table 3, there are 348 documents regarding alcoholic beverages and 50 regarding non-alcoholic beverages. When the results of the research are examined, approximately 20% of the studies on beverage tourism consist of non-alcoholic beverages. On the other hand, a large part of the research consists of beverages containing alcohol. Fourthly, the beverages containing alcohol were examined in the study. The data obtained in this context are shown in detail in Table 4.

Table 4. Number of Documents Related to Alcoholic Beverages

| Alcoholic Beverages | Number of Documents |
|---------------------|---------------------|
| Wine | 311 |
| Beer | 32 |
| Whiskey | 4 |
| Others | 4 |
| Total | 349 |

According to Table 4, there are 311 documents about wine, 32 documents about beer, 4 documents about whiskey and other beverages. When the results of the research were examined, the alcoholic beverage that was the most subject to beverage tourism in the literature was wine. Almost 80% of the publications are on wine. Beer comes second after wine. In the literature, after wine, beer, which is prepared the most, is not as much as wine, but it constitutes about 10% of the publications. Finally, non-alcoholic beverages were examined in the study. The data obtained in this context are shown in Table 5 in detail.

Table 5. Number of Documents Related to Non-Alcoholic Beverages

| Non-Alcoholic Beverages | Number of Documents |
|-------------------------|---------------------|
| Coffee | 25 |
| Tea | 24 |

According to Table 5, there are 25 documents concerning coffee and 24 documents concerning tea. The number of publications on non-alcoholic beverages in the literature is quite limited. When the limited number of publications are examined, it is seen that they are related to coffee and tea.

The ratio of the number of publications on both beverages is approximately 50%.

5. Conclusion and Recommendation

In the research, it is aimed to analyze the completed studies in the field of beverage tourism bibliometrically. For this purpose, the documents that are published until 2022 and are in English were bibliometrically analyzed. Scopus (<https://www.scopus.com/>) documents containing the terms beverage tourism, food and beverage tourism, wine tourism, beer tourism, whiskey tourism, tea tourism, and coffee tourism were studied as part of the research.

Within the scope of the study, 398 documents were found. 261 of them are articles which make up 65.57% of all documents found in this study. By far the most common document is articles. 103 of them are book chapters which make up approximately quarter of all documents which is 25.8% of all documents. Conference papers have the lowest share with 34 documents which make up 8.5% of all documents. The most found documents are articles, book chapters and conference papers, respectively.

2021 has witnessed the highest number of documents, published with 67 documents which make up 16.8% of all documents. 2020 has the second-highest proportion of documents, with 44 documents or 11% of all documents. The years which have witnessed the least number of documents are 1999, 2000 and 2002. The first document has been published in 1999. After the first publishing in 1999, 1 and 4 documents were published in 2000 and 2001, respectively but in 2002 surprisingly there was not any publishing. 2009 has a remarkable number of documents which is 30 and higher number than years that are 2018, 2019, 2020, 2021.

The number of documents that are published annually has been increasing with insignificant exceptions. Between 2000 and 2010 there are 84 documents meanwhile between 2010 and 2020 247 documents have been found. Between 2017 and 2021 in 4 years, 207 documents were found, representing 52% of all documents.

With 348 documents comprising 87 percent of all documents, alcoholic beverages are the topic of the majority of documents. Non-alcoholic beverages only comprise 13% of documents with 50 documents. The documents that are related to non-alcoholic beverages are scarce.

The documents which are related to wine comprise the highest proportion of documents with 311 documents that make up 89% of documents related to alcoholic beverages. The beer-related documents account for 9 percent of all documents, or 32 documents. 2% of all documents are associated with whiskey and other alcoholic beverages.

There are 49 documents in total about non-alcoholic beverages. 25 of them are related to coffee and 24 of them are related to tea. 25 documents which are related to coffee comprise 51% and 24 documents comprise 49% of all documents. The documents are quite balanced between coffee and tea.

It is thought that the results of the research will contribute to the relevant literature and researchers in terms of bringing

together the research on the subject of beverage tourism, creating new ideas in the reader, developing their perspectives, revealing the deficiencies and shedding light on the reader. Bibliometric analysis can be done in terms of different parameters such as the method, technique, author of the research, number of authors and subject used in future research.

Ethical Statement

Since the data used in the study were obtained from secondary sources, an ethics committee report was not required.

Author Contribution Statement

1. Author's contribution rate is 50%, 2. Author's contribution rate is 50%.

Statement of Interest

There is no conflict of interest between the authors.

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