

WINE TOURISM – A GREAT TOURISM OFFER FACE TO NEW CHALLENGES

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Abstract

Article aims the approach of a new concept developed on the tourism and wine market, named wine tourism and the defining of a wine tourism offer developed increasingly more so at European level especially in the countries of the Southern hemisphere (South Africa, New Zealand, Chile, Australia etc). The wine tourism has known but uneven growth, traditional winemaking countries began to lose ground in favour of the countries of the so called new world. Article therefore tries to refer the current structural and strategic issues on the world market of the wine tourism.

Keywords: Wine tourism, Vineyard landscape, Heritage vineyard, Wine route, New World, European countries.

JEL Classification: L83, Y10

1. INTRODUCTION

Wine tourism is an emerging form of tourism, which has grown in full wine crises due to wine industry of the so-called countries of the New World (USA, Australia, New Zealand), which began to consume their own priority. It is meant by New World, the countries located mainly in the Southern hemisphere (Argentina, Australia, New Zealand, Chile) and California, USA which have a strong contribution to the development of wine tourism.

Also, the decline in consumption of wine in the world is another reason for which it is wanted to create a new form of tourism.

Campaigns against alcohol have generated negative effects on frequent consumers who became an occasional consumer of wine. Wine tourism emerged as a means to revitalize, preservation, recovery chain of wine. The great handicap is facing with is a complex rich offer but poorly visible on the wine product and tourism offer. Countries with high reputation growing market like Italy, Spain and France, have opted to an original offer, that of agro road, but countries such as Greece, Germany, Switzerland, Hungary or Romania, seek to make better known their vineyards, valuing landscapes and opening their cellars to visitors (Lignon-Darmaillac, 2011). Generally, European vineyards are looking through tourism activity, a reappraisal of the vineyards, new sales opportunities, new forms of communication to meet increased competition from New World wines. Tourists are looking now for unique, creative experiences, is past the period of mass tourism that was centered on having holidays then of cultural tourism centered on must see sights. Today tourism forms that bring unique experiences are on the horizon in the interests of research and tourists.

This article attempts to clarify what is the wine tourism offer and what are the challenges arising from the countries which have begun to pay particular importance to this form of tourism.

The article is based on the definition of wine tourism, its genesis and evolution, the proposed offer and the examples of models development wine tourism in countries of old world wine and new world wine, finally concluding through a balance made of the strengths and weaknesses of this form of tourism.

The methodology consists of bibliographic documentation for deepening the concept of wine tourism and the way of development in the countries already established in this direction. The informations presented provide from international literature, especially the French, articles downloaded from indexed databases (ISI Thompson, Science Direct, Sage, Elsevier, Springerlink). It also was used the Adobe Illustrator program to carry out the schemes and the map with the vineyard inscribed in the UNESCO patrimony.

2. GENESIS AND EVOLUTION OF WINE TOURISM

European vineyards were set off by wine and wine related assets. We can affirm that wine tourism emerged with the designation of roads wine. The first wine route, the "grands crus road" (is the highest level of classification of AOC wines from Burgundy or Alsace) was inaugurated in 1934 through the Côte de Nuits wine-growing region (Bourgogne). In 1935, the Deutsche Weinstrasse (wine road), the first of the German wine road, has been designated to assist the wine producers in the region of Palatinate. Later, in 1953, on the same pattern, other wine roads have been designated in Champagne and Alsace (Lignon-Darmaillac, 2011). At that time no one spoke about

wine tourism, because a wine road is not enough to develop this activity. Californian wine roads or the South African ones emerged later and have been conceived as tourist itineraries in the most part. Wine tourism, a concept adopted it was recognized like an alliance between wine business and tourism offer. In Europe, even though they were designed for the reception of visitors, few were open port for wine tourists, few have been those which have organized tours or tastings to advertise their own productions of wines and sell them on the spot. Initiatives have multiplied in recent years, increasingly more countries adopting strategies and taking in a different manner the wine-growing regions.

Internationally, the french school is one of the promoters in the debates on this issue, and has produced a number of studies in journals such as *Revue-Espaces*, *les Cahiers Espaces*. Also, in Romania there is a limited number of authors interested in this topic, namely Costescu et al (2008) which focuses on development of wine tourism in the western Romanian, in Banat and Soare et al (2010) which deals with wine potential and wine tourism in Romania, in a general form. Internationally, conferences on wine tourism were organized, the first taking place in 1998 in Australia, focusing on descriptive and comparative studies aimed at justifying and exploring new forms of tourism (Getz and Brown, 2006), then Wine tourism International Salon in Lyon, claimed in 2009, the International Wine Travel Market held in Bordeaux in 2009, Bacchus wine conference at Dijon, first edition, taking place in 2002, the Annual International Wine Tourism Conference and Workshop, First European Conference on Wine and Food Tourism in Pise.

It must be noted specifically Mediterranean countries which have developed the sense of taste and for the promotion of wine tourism. There are also international institutions that aimed the research of wine like Wine Research Centre at the University of British Columbia, Marlborough Wine Research Centre in New Zealand. The increase in the volume of publications and the value of wine tourism have been documented in numerous countries, including Australia (Macionis, 1997; Dowling and Carlsen, 1999), Canada (Telfer, 2001; Williams and Kelly, 2001; Zins, and Dube, 2011), France (Lignon-Darmaillac, 2008, 2011; Lespinasse-Taraba, 2011; Bloch, 2011) Portugal (Nogueira, 2011), New Zealand (Hall, 2005), South Africa (Preston-Whyte, 2000; Origet du Cluzeau, 2011). Other works treat the overall aspects of the development of wine tourism and its application. In 2007 a very practical and operational work was published, focused on the pragmatic strategies of wine tourism proposing enhancement of potential vineyard (Castaing, 2007). A recent study, very well prepared on French wine tourism was performed by Sophie Lignon-Darmaillac (2009), which presented a new way of exploiting the French vineyards through this form of tourism.

3. WHAT IS WINE TOURISM?

European space of wine tourism, Vintur (European Programme for joint development of wine tourism), offers a definition very vague in regards to this form of travel, as follows: "wine tourism is the same concept as theme integration of resources and tourism services of interest, existing or potential in a growing area." This definition is very general, there is a lack of details on what means those resources of interest and tourist services, which are the motivations of the person concerned, because such a definition must be backed by a rigorous on-site survey and a survey carried out among tourists.

Dubrulle (2007) defines wine tourism as "all the activities for the tourists in the wine-growing regions: visiting wine cellars, wine-tasting tour, accommodation, restaurants and activities related to the wine products of "terroir" and local traditions." This definition highlights a number of products of a wine tourism, however, leaving aside the vineyard landscape and the intangible values.

Definition and conceptualization of wine tourism from the point of view of marketing is based mainly on the tourist motivation and experience. For example (Hall et al, 2000 cited in Getz and Brown, 2006) defines wine tourism as "all movements in the vineyards, the winery, the wine festivals where wine tasting and / or experience attributes wine region are the main reasons tourists ". Getz (2000) cited in (Getz and Brown, 2006) states that there are three main possibilities for the definition of this concept such as "wine producers, travel agents and consumers." He argues that wine tourism is a "form of consumer behavior, a strategy by which destinations are developing and selling the image of wine-growing region and also a marketing opportunity for producers to sell products directly to the consumer" (Getz, 1998, cited in Chaters and Ali-Knight, 2002). It can be observed a few important elements in the definition of wine tourism from the marketing chain perspective: consumer with its motivations and experiences, wine-growing region image and strategy of producers to sell directly.

Geographers are those who enter the size of the landscape in the definition of wine tourism and also the concept of "terroir", both discussed in the vineyard world. Concluding on data definitions, wine tourism is, therefore, a vector to discover wine-growing landscapes, its wine tourist products and the wine culture. In order to facilitate understanding of the concept it has chosen a schematic representation which concludes the definitions described above (Figure 1).

Wine tourism rests on four main factors therefore represented by the producers (who care for the product-wine quality to be and to sum all the characteristics of "terroir") that must be supported by marketing opportunities; the actors – travel agents which role are promoting the culture of wine;

customers who are wine tourists and who are characterized by behaviors and motivations; the region image that depends on the choice of the consumer for a particular region.

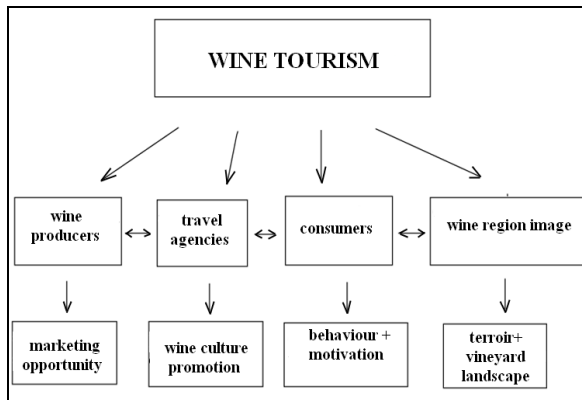


Figure 1 - The scheme of wine tourism

Table 1 - The typology of wine tourism products

The wine tourism products	What are these products
Wine Road	Marked itineraries in wine-growing regions for the discovery of the vineyards, wine, cellar;
Hiking in the vineyards	Marked itineraries enabling discovery of the vineyards in a ride;
Organized Tours and stays in the vineyards	Packages including accommodation, catering and transport, with a variable duration, in which they are proposed activities of the discovery of the vineyards in one or more components (oenological, gastronomical, cultural, technical, formal dinner);
Oenology internships	Courses more or less detailed allowing for a better knowledge of the product marketing and all that is reported (culture, tradition, technical production etc);
Wine cellar visits	Visiting the cellars; wine producers are known their wine cellars;
Museums of wines	Places of culture with the goal of presenting the world wine and transmitting a "savoir-faire" and ancestral traditions;
Holidays and festivals	Events aimed at keeping local traditions, encourage the promotion of wine and animate the territory; Ex: at European level, The Days of Wine Tourism; at the local level, the International Festival of Vine and Wine Bacchus, in Focșani;
Professional salons, local fairs, wine actions	These groupings have as their purpose the presentation of products in a strictly commercial. Ex: International Salon of Vinvest Wines.

4.1. Wine tourism and vineyard landscape

Recognition aesthetic landscape vineyard is relatively late. Representation of the vineyards remained focused only on long plant symbol itself. Only at the end of the 19th century, it was developed a sensitivity landscape in Europe, i.e. a global perception overall vineyard area with all its components. The vineyard landscape is perceived in various ways: work, values, communication, information, from wine producers part; aesthetic, artistic venues for tourists part.

The vineyard landscape is also a cultural landscape that responds to the definition given by the World Heritage Convention: "a work by man and

4. WINE TOURISM OFFER

The wine tourism products have been ranked into several categories (Table 1), according to a report published in 2001, French Tourist Engineering Agency (Benesteau, cited in Raynaly, 2010) (Table 1).

Wine tourism product development involves close cooperation between the protagonists of the two sectors (tourism and viticulture), within the framework of a strategy win-win and not just at the level of macro-economic (national and regional) but also in the context of local partnerships. It can be argued that the wine tourism supply has three basic dimensions: landscape size, patrimonial size and wine road size.

nature. May be either a garden or a park (aesthetic dimension) or a landscape relict (whose process of evolution has stopped) or live landscape marked by its history, or by an associative cultural landscape, a landscape that is associated with an element, a fact religious, cultural or artistic." UNESCO, for example, has decided the creation in 1992 of a new category of classified and protected places, such as "Cultural Landscapes" with "Vineyard Landscapes". Thus, many European vineyards were included in this category (Figure 2).

The vineyard landscape is clearly a commodity which is part of the wine tourism offer and wine tourism should support recovery-growing landscapes.

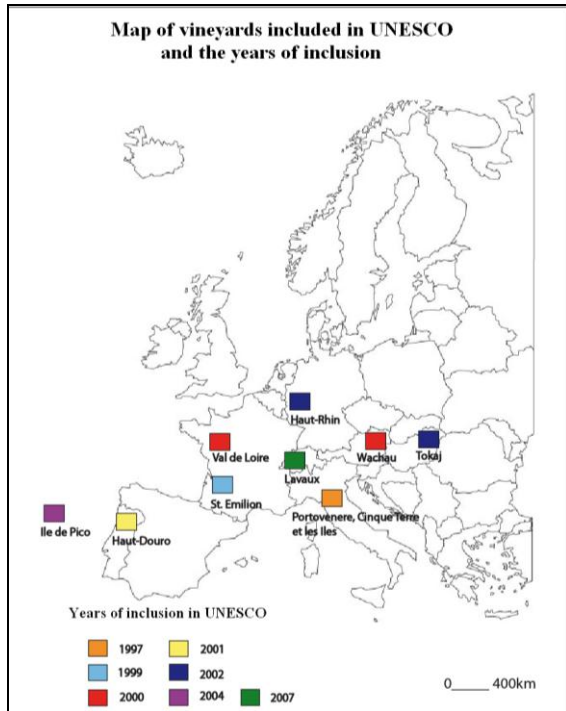


Figure 2 - The map of vineyards included in UNESCO and the years of inclusion

4.2. Wine tourism and heritage

Etymologically, the word comes from Latin patrimonium heritage which emerges from the Latin pater, leading to the notion of progeny. The notion of heritage includes material and immaterial components of the identity of any society, developed, and then submitted and updated in the territory (Muntele and Iașu, 2006). Wine tourism is founded on the notion of heritage.

Its specific vocabulary, its traditions, its diversity, demonstrate that the world of vine and wine has a real ancestral inheritance. The wine region image includes for the purposes of material and immaterial heritage (Table 2).

Wine is a culture, an own a savoir-faire for a region. Its transmission from generation to generation allows preserving its ancient art and dissemination customs and traditions of its own. Vector of socio-cultural identity for the region, wine is equally a guarantor of way of life and thinking.

Table 2 - Examples of material and imaterial heritage in wine tourist offer in Romania

Heritage	Examples
<i>Natural heritage</i>	
Geology and soil	Nicorești vineyard
Natural landscapes, hills	Tutova Hills, Corton Hills
The human development and lithic heritage; terraces, benches, hedges, orchards, closed, drainage, roads and pathways, cellars	Panciu vineyard
<i>Cultural heritage of the wine</i>	
The grape varieties	Bohotin Busuioacă, Odobești Galbenă
The terroirs	The climates of the vineyards of the Department of Vrancea
Winemaking and farming modes	The cellar of Olteanu, Department of Iași
The savoir-faire	The cellar of the Panciu, Vrancea Department
<i>Cultural and historical heritage</i>	
Archaeology - architectures, and rural buildings or industrial	The "hrubes" of Ștefan cel Mare, Panciu
Cabins vineyards, wine villages, castles	The village of Tifești, Cotești
Winemaking facilities: basements, cellars, vats	The Odobești Research Station
Toponymy of the vines and wine regions	Busuioacă Bohotin, Odobești Galbenă, Cotnari Grasă
Museums and sites of discovery of the vine and wine	The Museum of the wine of Hârlău
<i>Folk heritage</i>	
Festival of the vine and wine	Bacchus Festival, Focșani
<i>Gastronomic heritage</i>	
Agreements dishes and wines	The Cotnari cellar
Sites and facilities of consumption	The Good Point of Iași store

4.3. Wine tourism and wine road

The concept of wine road flags to the consumer that he is on a territory called, where he can find quality local wine, wine tasting, cellar visits for a direct meeting and knowing the details of associated producers of the landscape, tradition, habits. Tourist definition of wine road given by

National Resource Center Travel in Rural Area, presented it as a tourism product, ie "a specialized active and enriched tourism", combining agro-tourism, cultural tourism, education and sports. Wine roads may also take the form of stays organized or thematic paths or even participations and wine festivals.

Wine roads are multiplied in the countries of the new world without having a unique and universal status, even if they are the subject of legislation (Italy) and uniformity (Europe through AREV). Wine Road appears as a declinare of a more general model of organization by making a quality product in response to new modes of consumption. A wine road linking different points in space of the same territory (cellars, wine houses, museums) to offer visitors a range of goods and services.

5. WINE TOURISM EUROPEAN MARKET

In Europe, wine tourism has experienced growth in the form of wine roads. Analyzing wine tourism development worldwide, there is a very paradoxical situation. Even if the main wine-producing countries are European (Europe represents over 70% of the world's production) wine tourism development lags far behind countries such as California or those in the southern hemisphere, South Africa, Argentina, Australia, New Zealand. In the wine country "wine tourism product" is part of global supply associating visit a winery and its cellars with the entire region, in a playful or sport, by means of tourist transport, during visits private or within Congress (Lignon-Darmaillac, 2008). Wine tourism is an integrated European space activity. In 1987, in Italy, and then in 1994 in Spain and then in 1997 in France wine touristic towns were joined to form a network in their country. They are called "citta del vino" in Italy, ACEVIN (Association of Spanish wines) in Spain and RAVIVIN (associative network of wine cities) in France. The European wine-growing regions have been associated in the whole European wine-growing regions, means AREV. Later, European Union countries gathered to present on the international market Vintur one entity. These associations aim at economic development of wine tourism. The principle is to join forces to face the fierce competition of the new world. The benefits are numerous: Europe has a significant history in comparison with countries in the new world; the vineyard is a very important heritage, European wines are very popular; wine contributes to social ties, is the symbol of the Christian religion.

However, Europe is facing a lack of use of this heritage, with a lack of public and private funds. Compared to California, for example, where "wineries" are supported by large agri-food trade. This difference is related also to the cultural differences. In Europe, production of wine is done in small family holdings. Europe cannot offer a mass

tourism, such as North America, but only a niche tourism, based on authentic wines. It must show the way of life of the wine producers. American concept is coming more than a tourism industry, while the European rests more on a rural tourism (Italian example where wine tourism rests on the development of rural tourism, (Hubert, 2010)). The aim is therefore to discover local culture to build a tourism of quality. Adherents of the same associations, France, Italy, Spain, Germany, have chosen different paths. Thus, wine tourism is shifting to wine culture in Spain, for any type of public, here is the famous "bodegas" (Lignon-Darmaillac, 2008) in Italy, rests on the development of rural tourism in France on the cultural dimension of the wine.

6. NEW WORLD WINE MARKET

The New World countries are the ones that have started the wine crisis in Europe, by consuming their own wines. Traditional european vision of wine tourism may not be used in the new world. As their wines, wine tourism is subject to the marketing and does not respond to the same needs. One of the most important models for the development of wine tourism is the californian wine region, Nappa Valley, which contains 275 "wineries". They have the particularity to retain customers, who can become members of a "wine club". These wineries use marketing tools very well and do not rely on the authenticity. Another example is the australian, where wine tourism is developed around gastronomy, because of the lack of good restaurants in the vineyards. This offer has been enriched by spa and hotel complexes for the compensation of the distance to the wineries.

South African Vineyard has the particularity of being considered part of the countries of the new world, although viticulture is developed since the time of the colonies. Here, however, the situation is slightly different in the sense that, because of apartheid the producers had suffered an economic embargo and had to find other channels of distribution on the national market, despite a restricted potential clientele, confined to the white population. The wine producers have developed such wine roads, favoring the sale of property. The first wine route was constructed in the early 1970s, Stellenbosch, and remained the largest with approximately 140 adherents and 160,000 visitors per year. Wine growers are sponsored by large international companies. Thus, the countries of the southern hemisphere have chosen compared to Europe, to develop more of a business

Table 3 - The plus and minus of the old wine world and new world in developing the wine tourism

Old world wine	New world wine
- the loyalty of the wine tourists by loyalty cards +	
- the originality, the courage, the image strategy +	
+ sell wine – sell the "terroir" -	
- sell a vine, a brand +	
- the designed wineries as amusement parks +	
+ wine tourism has a privileged place in the tourist offer +	
- spectacular wine architectures +	
+ heritage is a major strategic advantage for wines -	
- creativity is a major benefit for wine tourism +	
+ the diversity of the vineyards - a historical tradition around wine -	
+ wine tourism is based on the organization of transport systems +	
+ wine is a stable part of life, is a style of life -	
+ viticulture is fragmented and the capital is lower -	
- the wineries use the concept of sustainable development +	
+ wine is a symbol of the Judeo-Christian religion -	

7. CONCLUSIONS

Wine tourism is therefore a form of niche tourism, resting on both the characteristics of the oenology science that deals with vines, wine, wine tasting and conservation and on the characteristics of tourism.

Wine tourism includes wine and therefore the details of tourism. To be defined as a tourism, it needs an offer described by a tourist infrastructure (accommodation, restaurant, accessibility), specific activities of this form of tourism and a request described by tourists who love this activity. To be subordinate to the wine, wine tourism is practiced in vineyards to be opened to viticulture and wine merchand. Wine tourism develops increasingly more,

the offer diversifies which attracts the emergence of new patterns of development of this form of tourism. A formalized way of wine is not sufficient to develop wine tourism, because the offer is attractive as it takes a variety of activities that can be practiced in a vineyard.

That's why wine tourism is developing very well by assigning gender to other activities, agritourism, ciclotourism, tourism gourmet.

This article contributes to a better knowledge of what wine tourism means, its offer and how it is developed both in European countries and in the countries that compete with large producers. To be more visible on the international market is in need of a strong promotion, which will be supported primarily on authentic product, namely wine.

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