

WINE TOURISM IS A CONCRETE EXAMPLE OF A NICHE MARKET

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Wine tourism is a significant component of both the wine and tourism industries. It is an expanding form of tourism which has recently become popular in several wine regions of the world. Nowadays all wine regions of the world consider enotourism to be a highly profitable type of thematic tourism. They maintain it advertise products of local manufacturers of alcoholic beverages and to promote the local tourism product, yielding additional economic and social benefits of tourist.

This is the case of famous European wine regions - Italy, France, Spain, Portugal, Hungary, Chile, Argentina, the USA, Australia and South Africa, where tourism plays an important wine role in promoting the local wines.

The organisational formula of wine tourism is that of itineraries, which mainly involve areas of quality wine production and offer the tourists the opportunity of knowing other cultural and naturalistic resources characterising the territories visited.

So far, France is the most popular country with relation to a wine tourism, offering wine tours with accommodations in the castles of Bordeaux, Champagne, and Burgundy regions.

Italy is rightly considered one of the world centers of wine tourism: its history goes back almost a hundred years, and the number of people who visit Italian vineyards is 10 000 tourists per year in one farm.

Portugal is famous for one of the most beautiful vineyards of Duoro Valley, which are included in the UNESCO World Heritage List.

Andalusia, Aragon, Galicia and others wine provinces of Spain have more than 40,000 hectares of vineyards, often in breathtaking countryside, from seaside to mountains. Rapidly, Spain have been gaining a reputation as one of Europe's best wine-producing countries.

The industry around enotourism has grown significantly through out the first decade of the 21st century. In the United States 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities. In Italy the figure stands at approximately five million travelers, generating 2.5 billion euros in revenue. This study examines the role that wine tourism plays in sustainable rural tourism, and determines if wine tourism can be used as a tool for economic development. Most tourism agencies see it as a segment of the industry with tremendous growth potential, stating that in some regions, it's only functioning at 20% of its full potential.

Apparently, gastronomy has become an integral part of the touristic experience. Hence, gastronomical delights are usually sought by tourists in search for new products and experiences of high-quality standards. Wine tourism is one concrete example of a niche market developed to serve this type of sophisticated tourist demand. The great way to combine wine tourism with tasting of national dishes is catering.

Catering is one of the most dynamic sectors in the field of food services. Originally, the word meant a person or business that delivers food, dishes, drinks and everything you need for any public event. Now catering is an entire industry.

One of the type of catering that can be used in wine tourism is off-premise catering. It has a wide range of services, starting with a presentation of new products to the organization of barbecue in the open air or candlelight gourmet dinner.

In practice, a catering meant not only food preparation and delivery, but service operation, decoration of the table, serving guests, and so on. Catering companies will source, prepare and serve ethnic and vegetarian products and will learn about special dietary requirements.

Off-premise catering is characterized by an exceptional mobility, and this service suppose provision of services in the most diverse of locations specified by the customer. A high level of organization of catering gives a possibility to arrange catering at any place in the park, on the deck, in the field and even on the plane, it all depends on the client's budget and imagination.

The word "catering" appeared only about 10 years ago, the service began to appear in the list of services provided for maintenance. In a short time, such an unusual word has become a necessary service, which can be used on the most diverse price range.

References

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