

WINE TOURISM

V.Petrenko,
O. Kokhan

National University of Food Technologies

Wine tourism is an opportunity for the development of the wine industry. Wine is often associated with relaxation, communication with friends, hospitality. On vacation, tourists want hospitality, looking to relax with friends, learn new things, to explore, to discover. Wine tourism is a form of tourism. Visit to wineries, attending a wine route is a product of wine tourism. Wine tourism, development and marketing of wine tourism represents a relatively recent phenomenon. In Europe, wine tourism was often associated with the official wine routes and wine roads.

There is no uniform approach for defining wine tourism. From a marketing perspective, wine tourism means identifying the needs of current and potential wine tourists. Most definitions of wine tourism are considering motivations to go on a vacation, to make a journey, to have new experiences, learn new things.

The number of definitions given to wine tourism grows once with the industry. Hall and Macionis define wine tourism as follows: "...visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of the grape wine region are the prime motivating factors for visitors". Other authors say that wine tourism involves also developing a marketing and planning strategy. In the Western Australian Wine Tourism Strategy, wine tourism is defined: "...travel for the purpose of experiencing wineries and wine regions and their links to lifestyle. Wine tourism encompasses both service provision and destination marketing".

Getz defined the wine tourism from three perspectives: a strategy for development of visitor attractions, a form of consumer behavior visiting favorite destinations, an opportunity for wineries to educate their clients and directly sell their wine.

Wine tourism includes three main components:

- 1) visits of wine connoisseurs and buyers to specific vineyards for buying or scientific purposes – business tourism;
- 2) visits to vineyards in general, with the aim of understanding process of producing wine and/or wine tasting. This is considered an advertising activity by self-financing performed by vineyards to encourage the sale on the spot and long-term customer loyalty;
- 3) wine routes – scenic routes through areas of vineyards linking different plantations.

Wine route concept relates to a defined space that is vital to its existence and reflects for wine producers who are part of this space, their identity consisting of unique features specific to their wines and their cultural heritage. Wine producers whose vineyards are part of a wine route, in order to differentiate from competitors, emphasize characteristics that make them unique; these characteristics refer to the type of grape and wine they produce, the soils and climate that give wine distinctive attributes, and cultural heritage.

Wine route is a tourist route that includes several vineyards and wineries in an area. This route may include: natural attractions such as mountains, sea, landscapes and more,

industrial objectives such as wineries of the vineyards, roads and signs to help tourists reach the winery.

Wine route concept is the possibility of introducing the notions of exploration and discovery. Wine route involves a journey that can bring a range of new unexpected experiences. Wine route allows tourists to explore the many natural and cultural features of the landscape. In the current global context, it is important to understand that the basis for a brand, a successful winery image is the promotion of wine region or of the country where the wine originates; this will contribute to further development of the wine industry. Wine is one of those goods that builds its brand on its geographical origin.

Wine regions where wine tourism is practiced and where there is a wine route established, are the framework where the government, private companies and associations, the tourism industry, wineries and local governments can successfully collaborate. Their synergy contributes to cultural, regional and economic development by creating jobs. The main reasons for visiting a vineyard, a winery, a wine region can be diverse, including: visiting wine factories (wineries), participation in festivals devoted to wine and traditional food, shows, sightseeing and other attractions, recreation, visiting relatives and friends. Ancillary activities, promotional activities and facilities offered to tourists have a big role in the conquest of new segments of tourists.

References:

1. Bruwer, J. (2002). South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism Management*, 24, p. 429–430.
2. Charters, S., & Ali-Knight, J. (2002). Who is the wine tourist? *Tourism Management*, 23, p. 311–319.
3. Dodd, T. H. (1995). Opportunities and pitfalls in a developing wine industry. *International Journal of Wine Marketing*, 7, p. 5–16.