
18th edition of the Conference "Risk in Contemporary Economy",
RCE2017, June 9-10, 2017, Galati, Romania

Risk in Contemporary Economy

The Appearance and Development of Wine Tourism in Romania

Mihaela-Carmen MUNTEAN*, Rozalia NISTOR

<https://doi.org/10.18662/lumproc.rce2017.1.53>

How to cite: Muntean, M-C., & Nistor, R. (2017). The Appearance and Development of Wine Tourism in Romania. In S. Hugues, & N. Cristache (eds.), *Risk in Contemporary Economy* (pp. 627-644). Iasi, Romania: LUMEN Proceedings. <https://doi.org/10.18662/lumproc.rce2017.1.53>

© The Authors, Faculty of Economics and Business Administration, Dunarea de Jos University from Galati, Romania & LUMEN Proceedings.

Selection and peer-review under responsibility of the Organizing Committee of the conference



This is an Open Access article distributed under the terms of the Creative Commons Attribution-NonCommercial 4.0 Unported License, permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited

The Appearance and Development of Wine Tourism in Romania

Mihaela-Carmen MUNTEAN^{1*}, Rozalia NISTOR²

Abstract

Wine tourism is spread all over the world and attracts thousands of wine-passionate tourists, wonderful landscapes of vineyards, captured by itineraries punctuated by wineries and cellars, each with its history or architecture, its traditions. Thus, this paper aims to explore the tourist phenomenon that unfolds around wine, taking into account the extent of wine tourism at European level, and especially its development in Romania..

Keywords: *tourism, sustainable development, wine, vineyards,*

1. Introduction

The importance of tourism is a topical theme both at national and international level, as tourism is manifested as a distinct component of the economy, with a more active presence in economic and social life, with significant participation in general progress as a promoter of globalization and sustainable development factor.

Since the founding of this process until now, tourism has become one of the most grandiose phenomena of the century, with significant economic, social, human, and economic effects, being a set of human actions that have been put in place for making pleasure trips. The growing volume and the complexity of the tourist services offer generated the development of a real tourism industry, which justifies treating the tourist phenomenon as a distinct branch of the developing national economy, being

¹ “Dunarea de Jos” University of Galati, Galati, Romania, mihaela.muntean@ugal.ro

² “Dunarea de Jos” University of Galati, Galati, Romania, rozalia.nistor@ugal.ro.

*Corresponding author



a component of the division of social work. With the development of the society, tourism becomes a possibility in a necessity, depending on the free time, the way of life and the money available, the degree of development of the services, etc. And thus an integrated part of the system of interrelationships between different groups of values.

The importance and contribution of tourism to the development of the economy as a whole has led to a work on the possibility of evaluating tourism resources, especially on wine tourism, because with the acceleration of tourism in the twentieth century there appeared another cult - that of tourism "wine". This form of tourism also includes viticulture (vine cultivation), wine making (wine making), and oenology (the study of wines and wine products) - branches and sciences that are mutually complementary.

The wine and wine worship was especially developed in the Mediterranean and Black Sea basin, and the first official wine route was "open" in Germany on October 19, 1935. The purpose of the route was to attract German tourists, amateurs of wine, Villages of the Pfalz Rheinhessen region and to obtain the local wine.

"Making a good wine is a skill. Making quality wine is an art". The words belong to Robert Mondavi, pioneer in wine tourism, an American entrepreneur of Italian origin, the first to open a wine tasting on the outskirts of San Francisco in 1966. The wine fascinated the artists from the different Spheres (cinema, painting, literature, theatre and poetry, etc.) by the characteristics that they bear: the truth speaker (*in vino veritas est*), the mediator in the creative path or in finding happiness, the essence of life, the stress inhibitor, But also of holy drink in Christianity. Wine has also found its place as a basic element in natural medicine or wine therapy, gourmet art. The rooting of wine in the history and culture of mankind is the starting point for attractiveness and wine-growing destinations.

The wine and the tourist industry harmoniously give rise to wine tourism, but also to the production of important projects such as the Wine Route, different events for visiting the wine regions with specific vineyards, wine cellars and cellars. The need to know and analyse wine tourism has emerged as a result of changing tourism demand through the practice of tourism in the middle of nature, and the discovery of local traditions along with wine tasting and the perception of the technologies for preparing them.

The paper is structured in five chapters, which attempt to address the theme of wine tourism.

The first chapter "Introduction" presents the motivation of choosing the theme and introduces it into the tourism phenomenon. The second chapter, entitled "The Importance of tourism in the economy", is dedicated

to the definition of essential terms and aims to define the tourist phenomenon by mentioning its importance in the economy, concepts, classifications and types of tourism. Chapter 3. "Attracting tourists to wine tourism" considers the impact of wine tourism on the population. The fourth chapter "Wine tourism on the European continent" is devoted to the interest in wine tourism on the European continent, enumerating some of the main wine-growing destinations, as well as attracting tourists by this type of tourism. In the fifth chapter "Wine tourism in Romania" the vineyards with tourist qualities are presented, the capitalization of this sector and the motivation of the tourists in the choice of the wine-growing destinations. The paper ends with a series of Conclusions.

The choice of the theme of the paper is based on the importance of the tourism phenomenon in the economy and the current tourism in the world, knowing that they generate benefits for both tourists and regions, local wineries, producers.

2. The importance of tourism in the economy

International and domestic tourism is a social-economic phenomenon of the century, which is rapidly developing in the world's countries.

Tourism is manifested as a distinct component of the economy, with a more active presence in economic and social life, with significant participation in overall progress and as a promoter of globalization and a factor of sustainable development. Tourism is an economic and social phenomenon of modern civilization, strongly anchored in the life of society and, as such, in a relationship of interconditionality with it.

Through its complexity and complexity, tourism has a vast natural, material and human potential with profound implications for the dynamics of the economy and society, international relations. Tourism is an important component of the world economy, "accounting for nearly 12% of the world gross output, with about 8% of employment, being the most important chapter of international trade and mobilizing about 11% of consumer spending. [1]

The direct economic role of tourism is given by:

- contribution of tourism to GDP growth and national income due to the increase in the amount of tourism receipts as a result of the production increase;
- the contribution of international tourism to rebalancing the trade balance of payments as a result of the increase in the volume of foreign

exchange earnings resulting from: the sale of foreign currency tourism services, domestic export;

- the contribution of tourism to capitalizing on certain categories of resources such as landscape beauty, climatic conditions, curative qualities of mineral or thermal mineral waters, art monuments, historical vestiges, folk tradition etc. Who find the best value for money in tourism or even the only one;

- the contribution of tourism to increasing the prosperity of the areas in which tourism develops (favoring the development of infrastructure in the area, capitalizing on resources, labor etc.).

The indirect economic role of tourism is the result of the fact that:

- the development of tourism determines the development of other branches of the national economy (the action to stimulate the development of other branches) [6].

Tourism, due to the fact that it is a big living consumer, has a very important role in the economy. It creates new jobs, thus contributing to attracting labor surpluses from other sectors, thus contributing to the mitigation of unemployment. The large number of employees in the field of tourism is due to the fact that the possibilities of mechanization-automation of tourist operations are limited.

Tourism has a decisive impact on the world economy through its considerable revenue.

The economic importance of international tourism can be measured by looking at the proportion of revenue generated by international travel relative to GDP; these data come from balance-of-payment statistics and include business trips as well as leisure travel. In 2015, the ratio between tourism and GDP was highest among EU Member States in Croatia (16.7%), Malta (14.5%) and Cyprus (13.2%), confirming the importance of tourism for Countries (see Table 1). In absolute terms, the highest revenues from international tourism in 2015 were recorded in Spain (EUR 45.5 billion) and France (EUR 42.2 billion), followed by Italy, Germany and the United Kingdom (all three registering revenue of 31 -33 billion). [17]

Table 1. Travel receipts and costs in the External payment balance

	Receipts			Costs			Net
	(mil. EUR)		In relation to GDP, 2015 (%)	(mil. EUR)		In relation to GDP, 2015 (%)	(mil. EUR) 2015
	2010	2015		2010	2015		
EU – 28	68 989	101 352	0.8	82 714	87 504	0.7	13 848
Spain	38 125	45 505	4.4	12 085	12 248	1.2	33 257
France	35 510	42 239	2.1	27 510	31 892	1.5	10 347

Italy	28 856	33 063	2.1	20 015	20 309	1.3	12 754
Great Britain	21 722	30 565	1.6	36 128	39 574	2.1	- 9 008
Germany	24 842	31 030	1.1	58 183	64 677	2.4	-33 646
Austria	13 895	15 139	4.8	7 744	7 738	2.5	7 402
Turkey	16 475	19 967	3.3	3 280	3 186	0.5	16 780
Japan	7 397	11 348	0.2	18 051	21 708	0.5	-10 59
S.U.A	88 478	125 103	1.0	58 194	71 543	0.6	53 560

Source: http://ec.europa.eu/eurostat/statisticsexplained/index.php/File:Travel_receipts_and_expenditure_in_balance_of_payments_2005%E2%80%9313_YB15.png#filelins

Tourism can play a significant role in the development of European regions. Infrastructure created for tourism purposes contributes to local development, and jobs created or maintained can help to offset industrial or rural decline. Sustainable tourism implies the protection and development of cultural and natural heritage, from art to local gastronomy and biodiversity conservation.

In conducting a research on the role of tourism, it has emerged that it has "a considerable impact on the economies, societies and cultures of the different reference countries". [4]

Tourism acts as a dynamic element of the global economic system, assuming a specific demand for goods and services, a demand that generates an increase in production.

Tourism is also a means of diversifying the structure of a country's economy. Thus, the necessity of adapting the tourist activity to the increasingly complex needs of tourists generates the appearance of specific leisure activities, cable transport.

Tourism is also a way of capitalizing all categories of resources and especially of natural ones: beauty of landscapes, curative qualities of mineral or thermal waters, climatic conditions. There are countries that account for up to 80% of the GDP (Maldives) of tourism activity, but also countries with a developed economy (France 7.3% GDP, Switzerland 7.7% GDP), which have high rates of tourism activity GDP. Against this background, in Romania, tourism contributes 2-3% to GDP. [5]

We have noticed that tourism has a considerable contribution to GDP, but it also contributes to value-added. Due to its high consumption of living, intelligent and creative work, tourism contributes to the creation of added value to a greater extent than other branches in terms of the level of development.

The growing volume and the complexity of the tourist services supply have generated the development of a real tourism industry, which

justifies the treatment of the tourist phenomenon as a distinct branch of the developing national economy, being part of the division of social work. [5]

Tourism, as an economic activity, will develop harmoniously only in close connection with the development of other branches of the national economy. Through its social and economic functions, the tourism industry is gaining increasing importance and integrates into the dynamism characteristic of the entire economy in the country.

3. Attracting tourists to wine tourism

Wine tourism - a motivational form of tourism practiced by tourists for visiting wine-growing and wine-growing regions in order to combine wine tasting with the opportunity to learn about local lifestyle, rural environment and cultural activities. Wine tourism can be a country's business card, and tourist packages proposed for sale to foreign tourists include a wine cellar or wine cellar. Tourists also have the opportunity to get to know the whole process of wine making, and in the villages where the wine tradition is preserved, tourists can get involved in the wine production process.

Wine tourism is an experience that can be understood in different geographical ranges, including visitors' perceptions about the landscape and the environment, as well as human interactions. Wine tourism is an example of rural tourism, where production and consumption unite to bring benefits to both rural and visitor operators. This is a type of agritourism, because it clearly represents a market niche that grows rapidly in the regions of wine producers. But there is not much to know about the characteristics of visitors to the wine factories or about the complexity of the wine product and the way in which marketing is managed and carried out.

The pooling of activities and attractions, as well as the development of tourist routes, stimulate cooperation and the relationship between the different businesses in rural areas. Thus, tourism is an alternative to the implementation of economic and social development and regeneration strategies of rural areas, being one of the most promising forms of cooperatives in the field of rural tourism (hence also in wine tourism), because they can adapt in a faster manner to the demands of demand. [11]

Technical and economic objectives of wine tourism: wine-making centers, winery wineries, cellars, ruins and tasting rooms, located in and out of the wine production area.

The objective of the wine sector is to increase the competitiveness of wine producers through actions such as: the exploitation of vineyards in good agricultural and environmental conditions, the promotion of wine

products and the protection of designations of origin, geographical indications and traditional terms, the establishment of rules to allow Balancing demand / supply and adapting production to market requirements, protecting the interests of producers and stimulating recognized professional associations/producer organizations to qualify for investment. [17]

The wine cellars - the technical-economic objectives with the highest load of tourist potential, being located between the vineyards and representing the place where the grapes are harvested and the wine preparation, provides the necessary wine-tasting environment for the specialist, along with the possibility of consuming culinary products. In a rustic setting, wine cellars can be visited throughout the year, but the most attractive landscapes are from April to October.

Wine tourism shows tourists the opportunity to enjoy the tranquillity and taste of a valuable wine. It is one of the forms of tourism that has integrated and quickly adapted to the requirements of the world's tourist market. The need to know and analyse wine tourism has emerged as a result of the changing tourism demand through the practice of tourism in the middle of nature, and the discovery of local traditions alongside the wine tasting and the perception of the technologies for their preparation.

Wine tourism typically comprises three major components:

- Visitors 'and buyers' visits to certain plantations for scientific and purchasing purposes - business tourism;
- Visits in general to vineyards in order to know the process of wine production and wine tasting;
- Vineyard itinerary - picturesque itinerary through areas of vineyards, linking different vineyards. [14]

Wine products are well-known and appreciated in many countries of the world. A real visiting card of the country are wines that have won high distinctions at prestigious international competitions.

Wine tourism has a significant development in the world, helped by wine cellar investments and customer demand for this type of personalized and experience-oriented travel. The potential for development is great, wine enthusiasts are attracted by visits to vineyards and wine cellars, discussions with oenologists and, last but not least, the special landscapes that can be found in our country. Moreover, the old mansions near the vineyards that have been refurbished and transformed into accommodation also attract tourists with their stories.

Wine tourism, also known as oenotourism or enotourism, is more precisely organized at wine cellars, with the presentation of technological processes, visits to vineyards, guided wine tasting and accommodation in or

near wine cellars. [11] Defining and conceptualizing the term oenotourism is not uniform, as can be seen from different perspectives, such as the marketing perspective or the motivation of travellers. Oenotourism is therefore also a consumer behaviour, a strategy for the development of the geographical area and wine market in that area, and an opportunity to promote wine factories to sell their products directly to consumers. Studies around the topic - wine tourism, suggests and promotes the idea that food and wine can be, and are often the main reason for traveling in a particular region and not necessarily a secondary activity of the journey itself.

Wine tourism through scenic agricultural landscapes has merged wineries with restaurants by offering local gourmets and accommodation. Art and crafts also enjoy this new trend in holiday leave. Over time, the world wine industry has experienced a profound change throughout its structure.

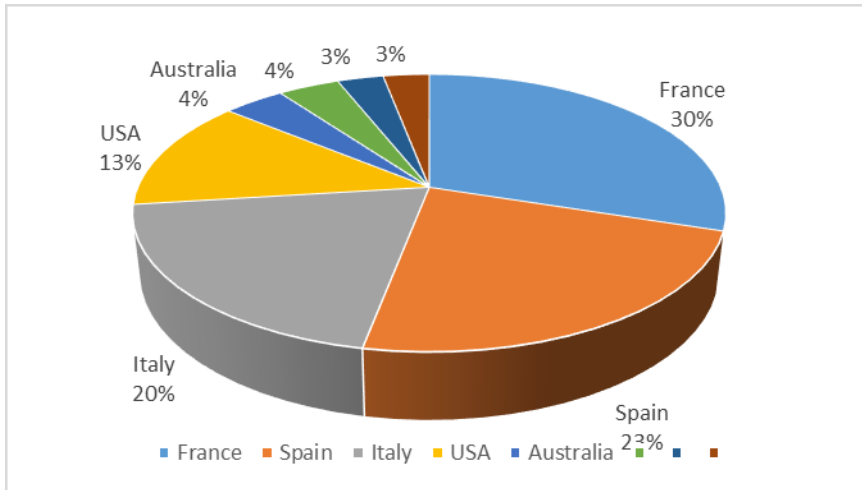
By the above, it suggests that visits are specifically motivated by wine, but generally by the attributes of the wine region. For some visitors, the motivation spins around the place and the vineyard; for others, it revolves around the possibility of tasting the wines. In reality, motivations are an integral part of the overall wine experience. This includes festivals, visiting vineyards, socializing and the opportunity to learn more about the attributes of wine and how it is produced, a tour through the wine factory.

The factors that influence the pleasure of visitors:

- Rural landscape;
- Variety of wine factories and its attractions;
- Easy access and necessary information;
- The Wine Road.

In a winery, there are several factors that affect the quality of the wine experience and influence the decision to buy the visitor, these are: services, wine characteristics, winery atmosphere and price. There are national tourism programs such as the "Wine Road" aimed at boosting the development of wine tourism and integrating it into the international wine tourism network. The wine branch and the tourist industry contribute to attracting as many consumers as possible to the wine tourism production, further promoting all the existing tourist facilities.

Respondents indicated the countries that visited them for wine tourism:



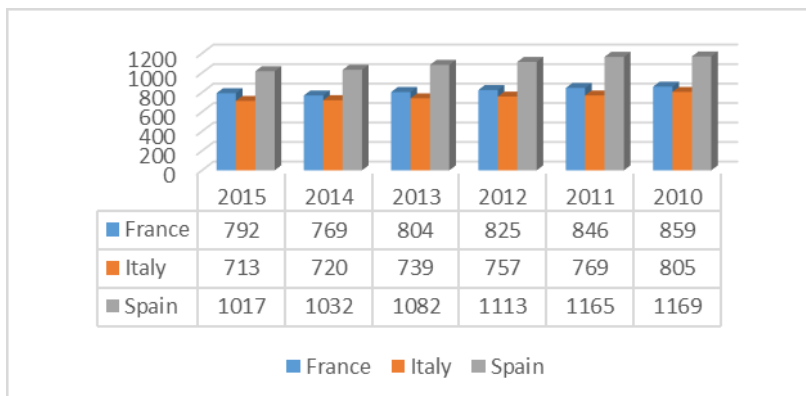
Source: <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=36616288> p.108

Figure 1. Countries visited for wine tourism, 2015

4. Wine tourism on the European continent

Europe still dominates the list of the most important vine growers, based on the latest IOVV (International Organization of Vine and Wine) statistics, but South America and Asia in general, China in particular, climb into a hierarchy with a dizzying speed. [1]

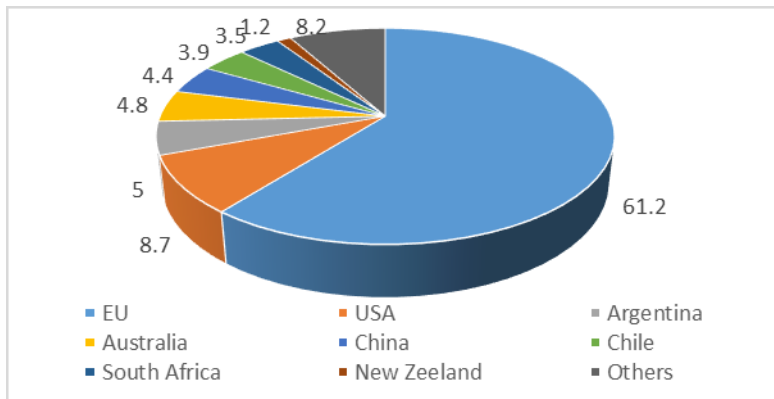
In Europe, European vineyards are in decline: -14% in Spain and Italy, -11% in France in the last 10 years. It should be stressed that, in most cases, European capitals contribute to the development of wine-growing zones in the rest of the world.



Source: <http://www.oiv.int/en/databases-and-statistics/statistics>

Figure 2. Area planted with vines (in 1000 ha)

The European Union is the world's leading wine producer. Between 2009 and 2014, the average annual production was 167 million hectolitres (207 million hl for 1992-1994). It accounts for 45% of the world's wine-growing areas, 65% of production, 57% of global consumption and 70% of global exports. [10] In 2015 Italy, France and Spain produce more than 80% of European wines.



Source: http://ec.europa.eu/agriculture/dashboards/wine-dashboard_en.pdf

Figure 3. World wine production 2016

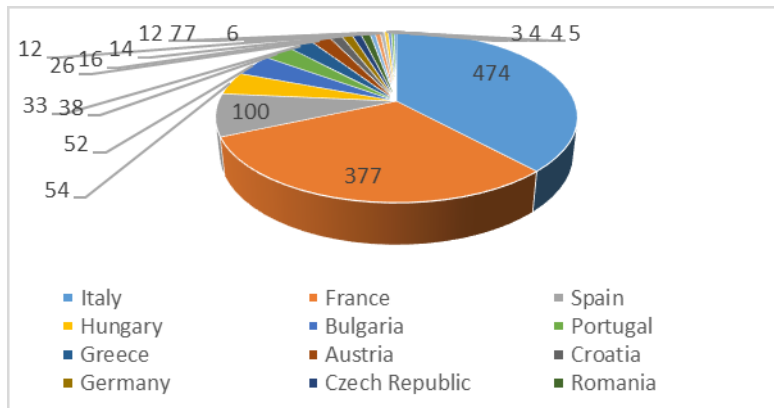
According to the report of the High Level Group on planting rights for vines, world wine production will need to grow to meet higher demand, but given the past trends, it is expected that the necessary increase in Production capacity to take place mainly in third countries (Chile, Australia or South Africa). The EU will continue to experience a gradual decline (down from 157 to 151 million hl), following a trend based on the scenario where the planting rights regime continues.

However, in 2020, the EU will continue to lead in the ranking of the largest wine producers but will lose ground in favour of third countries.

Extending areas planted with vines would lead to an increase in wine production, which would automatically lead to surplus supply and a general fall in prices and would adversely affect producers' incomes. Such a situation would also lead to a reduction in the value of wine-growers' heritage and, in particular, of the value of the land under vines and would have other effects.

The concept of "wine-growing regions", which in many cases correspond to traditional wine-growing areas. In this case, planting rights may not be used outside these delimited areas, which may or may not correspond to delimited areas of PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication). Examples include Germany, where the 13 wine regions occupy a small part of the territory and are mainly

concentrated in some of the Länder; France, where 10 main wine regions occupy a large part of the country's territory, excluding most of the north of France; Luxembourg, where there is only one wine region located in a small part of the south-east of the country; Or Slovakia, where 6 wine regions mainly occupy the southern territory. These limitations in national legislation are usually justified by territorial and / or land-use policy objectives.

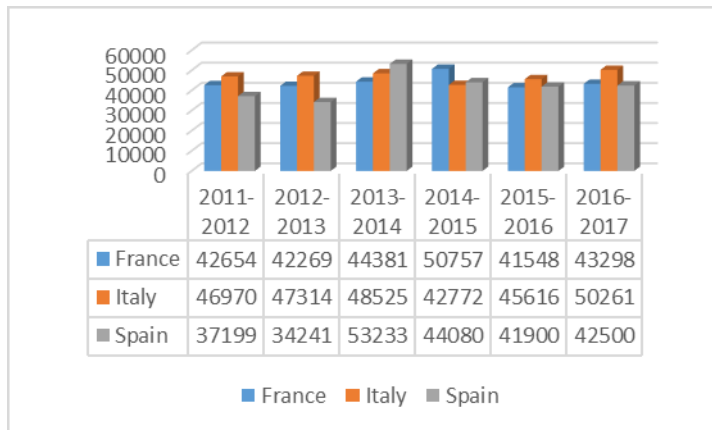


Source: <http://ec.europa.eu/agriculture/markets/wine/e-bacchus/index.cfm?event=statistics&language=EN>

Figure 4. Wines with Protected Designation of Origin

Restrictive rules also have the objective of "maintaining the wine landscape" for environmental or territorial reasons. In **Germany**, a specific national rule is in place to maintain vineyards on steep slopes (strong links with tourism): it is not allowed to transfer replanting rights between sites with over 30% slopes and slopes with less than 30% slopes to prevent abandonment Areas whose cultivation with vines is difficult. [14]

France competes with **Italy** for the world's first wine production. France produces excellent wines in a larger variety than any other country. It has good vineyards and, in addition, defines them, classifies them and controls them in more detail.



Source: <http://www.oiv.int/en/databases-and-statistics/statistics>

Figure 5. Evolution of wine production in 1000 hl in France, Italy and Spain

Bordeaux which is more than a famous wine region all over the world. It is an empire of wine, comprising 120,000 ha of vineyards, producing 5.7 million hectoliters of wine a year, among which the most prestigious and expensive wines in the world. [1] Here is a true tourist tradition oriented towards viticulture. The Bordeaux area, located in the south-west of France, near Spain, is an area of outstanding beauty. But splendid vineyards are found throughout France, such as the Rhône Valley and Chardonnay near Lyon, Burgundy in the heart of France, Champagne near Switzerland.

The world's oldest continental cellar is located in France. Founded in 1000, the Château de Goulaine, has always been owned by the Goulaine family, with an interruption between 1788 and 1858, due to the French Revolution, when the owner was a Dutch banker. One of the few castles in the Loire Valley to have the wine cellar functionality, Goulaine is famous for its white wines in Muscadet and Folle Blanche. Besides the fact that various events can be hosted here, the Château de Goulaine also plays the role of a museum, boasting one of the largest butterfly collections. [14]

The first sparkling wine house in Spain, a long-lived wine cellar set up in 1551, inaugurated its activity as a quiet wine producer in the middle of the 16th century. In 1820, Codorniu produced effervescent wines that he called Champagne. The buildings of the Codorniu in Sant Sadurni d'Anoia were built between 1895 and 1915 and are one of the most eloquent examples of the architecture of a wine cellar made for the production and aging of the cava. Architect Joseph Puigi Cadafalch, one of the most important representatives of the Modern School of Architecture in Catalonia, was the one who made this project.

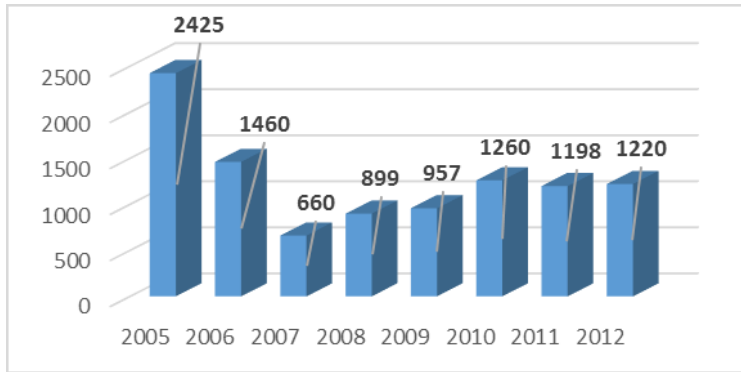
One of Spain's wine-growing destinations is located in the north-eastern part of the country along the Ebro River and bordered to the north by the Cantabrian Mountains. La Rioja is the world's most renowned wine-growing region, known throughout the world, with centuries of history behind. La Rioja has long owned the monopoly in wine production, considered to be Spain's red wine. The advantage of the area is given by the climate of the region near Biscay Bay and Mediterranean influences, with moderate temperatures, sufficient rainfall and rarely frost. Among the varieties considered are Tempranillo, considered the noblest variety of Spain, Garnacha, Gracianos and Cariñena; Wines appreciated: Crianza, Reserva and Gran Reserva. The area planted with vines, the La Rioja wine region in 2014 is 46,560 ha. (958.696 ha planted with vines in Spain in 2014).

In the wine market and Spain, it has a great reputation, seeks through the tourism activity a reevaluation of their heritage, new opportunities for sale, new forms of communication to face the increased competition.

The Republic of Moldova is recognized worldwide as a developed wine country. The vineyard culture on Moldavian land has a history of centuries. The prints of the *Vitis Teutonica* leaf found next to Naslavce are aged between 6 and 25 million years.

The cultivation of vine has its beginning since 2800 BC. The production of wine in Moldova has accumulated a centuries-old experience from the Thracians, Dacians, Greeks, Romans, French and others.

At present, in Moldova, the vineyards of the production of goods occupy an area of 104,659.22 ha. Characteristic climatic conditions and its specific relief create unique conditions for vine cultivation. According to the climatic conditions Moldova is divided into 4 wine regions: Central, South-Eastern, Southern and Nordic. Moldova is among the top ten wine-exporting countries in the world. The capacity of refrigerators to store grapes is estimated at around 5 thousand tonnes per year. With a global potential of 350-500 thousand tonnes of grapes, Moldova produces 23-33 million decals of wines from the most prestigious European and indigenous varieties. The annual export value of wine production is estimated at approx. US \$ 230 million. Altogether over 180 wine-producing enterprises operate in the country. In 2003 there were 29 million decalitres of wine and bottled about. 18 million decimals of grape wine, 12 million bottles - sparkling and sparkling wines, 660 thousand decalitres - Divin (cognac) and 2.1 million decalitres of spirits. Over 90% of the volume produced was exported. [12]



Source: <http://www.oiv.int/en/databases-and-statistics/statistics>

Figure 6. Evolution of Moldovan Wine Export (HL)

Wine products have a well-deserved reputation and are appreciated in many countries of the world. A real visiting card of the country are wines that have won high distinctions at prestigious international competitions. In balneoclimatic resorts, treatment with grapes and grape juice (uvotherapy).

The exhibition centers, exhibition rooms with exceptional architecture, the underground cities and caverns, the diversity of production, the specialized shops - represent a great potential for the promotion of wine tourism in Moldova, are motivated to place the wine tourism product of the republic in the circuit International tourism.

In the center of the country are the majority of the wine factories, as well as the cores for preserving wines already known all over the world - Cricova, Milestii Mici, Branesti etc. In the Hâncești micro-zone is another renowned enterprise - Vitis - Hâncești, where for more than a century are produced the red grapes of "Cabernet Sauvignon" and "Merlot" grapes. The South-Eastern (or Purcari) area extends along the Nistru. Purcari - a jewel of wine making in the area. On the plantations in the South-Eastern area, the varieties "Merlot", "Cabernet Sauvignon", "Black Rare" are grown. At the end of the 19th century, Purcari wines were delivered to the UK for the royal family. At present, a hotel, tasting rooms, a leisure complex are functioning in Purcari, so visitors can not only get acquainted with viticulture and winemaking, but also enjoy a great stay. [17]

5. Wine Tourism in Romania

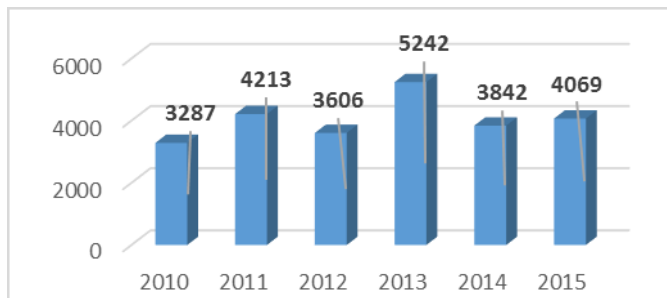
In **Romania**, viticulture is a traditional activity of great economic importance, developed harmoniously over centuries, as a result of the particularly favourable natural conditions that the vine can find throughout the country, especially in the hilly area of the east and the southern part of

the Carpathian chain, from Transylvania and Dobrogea. In Europe, Romania ranks 6th in the wine-growing area, 7th place in grape production and 7th place in wine production. The vineyard represents 1.6% of the agricultural patrimony and 2.4% of Romania's arable land. Managing Romania's production potential through the Register of Wine-growing Plants and establishing mechanisms to allow sectorial bodies within the wine sector to ensure traceability from the vineyard, grapes harvested until the wine is a condition that ensures compliance with the Community legislation governing the organization Common market in the wine sector. [15]

Romania currently has an area of 182,374 hectares. There are seven major wine regions in the country:

- Podișul Transilvaniei (Târnave, Lechința)
- Dealurile Moldovei (Cotnari, Iași, Odobești)
- Dealurile Munteniei și Olteniei
- Dealurile Banatului
- Dealurile Crișanei și Maramureșului
- Dealurile Dobrogei
- Terasele Dunării

Romania has 9 famous vineyards that offer constant itineraries and wine tastings for visitors in general: Murfatlar, Crama Urlăteanu, Casa Seciu, Ștefănești, Miniș, Jidvei, Panciu, Bucium, Recaș. There are also wine museums at: Murfatlar, Drăgășani, Ștefănești (Golești-Argeș), Huși, Odobești, Miniș, Hârlău. [14].



Source: www.ec.europa.eu (EU-28 Production totale et vinification - CAMPAGNE 2015 – 2016)

Figure 7. Evolution of wine production in Romania (HL)

The financial support allocated by the European Union to the wine sector in Romania is 42.1 million euros, annually, it was absorbed in a proportion of 100%.

Romania intends to continue to promote wines on third markets that it has already entered through the promotion programs for the period 2009 - 2013, namely the markets of China, Japan and Thailand, given that there are

already commercial contracts with China and Japan. At this moment, on these markets, Romanian wines are known and appreciated. [13]

Romania ranks 13th in the world's largest wine producers, according to preliminary data recently published by the International Organization of Vine and Wine (IOVV). In total, more than 250 wine cellars are registered in our country, but only 140 of them produce and sell bottled wine, of which about a quarter can support wine tourism.

Information and promotion measures aimed at improving the competitiveness of Community wines on third-country markets include the following eligible operations (actions): public relations, promotional measures, including at the point of sale or advertising, which particularly highlight the benefits of Community products, mainly in terms of quality, food safety or environmental respect; Participation in events, fairs, international competitions or exhibitions of international importance.

For the promotion of Romanian wine tourism, www.CrameRomania.ro (bilingual database - Romanian and English - Romanian wine cellars) has been developed, www.Revino.ro (Trip Advisor of wine cellars and specialized stores Wines - wine shops and restaurants - from Romania) and REVINO Salon - Discover Romanian Wines (the event, in the form of a specialized wine salon, took place from 14 to 16 May 2016 at Novotel Bucharest).

REVINO salon brings to the attention of wine lovers small and medium-sized wine cellars in Romania, to make known the vineyards of which they belong, the unique and indigenous varieties and to increase the interest for the discovery of the wine tourism.

6. Conclusions

World tourism is a socio-economic process of the century, which is developing rapidly at the level of the world's countries. Tourism has become a popular global recreation activity, it is the most powerful economic branch in the world. It is an extremely rich economic sector that finances large events and whose turnover has grown almost steadily.

The World Tourism Organization (UNWTO) said that world tourism recorded a record 1184 billion international tourists last year, up 4.4% or 50 million compared to the previous record since 2014 (1138 billion).

From this point of view, Europe consolidates its position as the most visited region in the world, and in the most visited countries, Italy ranks 5th in 2014, with 48.6 million tourists, and in 2015 international arrivals were of 50.7 million. Europe still dominates the list of the most

important vine growers and wine producers, based on the latest IOVV (International Organization of Vine and Wine). While Italy, in 2015, is the largest wine producer in Europe (50369000 hl), always competing for the first place with France. However, the Italian wine-rich region - Veneto, with about 7.8 million hl of wine (in 2014).

As for wines and vineyards, wine tourism is a motivational form of tourism practiced by tourists for visiting wine-growing enterprises and wine-growing regions in order to combine the pleasure of tasting wine products with the opportunity to learn about local lifestyle, rural environment and cultural activities. This is a type of agritourism, because it clearly represents a market niche that grows rapidly in the regions of wine producers. Wine tourism is spread all over the world and attracts thousands of passionate wine tourists, the wonderful landscapes of vineyards, so the cultivated vineyards are an advantage.

Oenotourism in Romania is a constantly expanding phenomenon due to the extraordinary wealth in wine production and local vine varieties (over 500). Thus, the development of the offer was enhanced by the created itineraries, the wine tourism routes included in the "Wine Road" program, the multitude of events made in honour and the recognition of the wine, the exploitation of wineries, vineyards.

References

- [1]. Johnson H, Robinson J. Atlasul mondial al Vinului, Editura Litera, București, 1971
- [2]. Minciu R. Economia turismului, Ediția a III – a revăzută și adăugită, Editura Uranus, București, 2005
- [3]. Muntean M.-C. Economia turismului, Note de curs, 2017
- [4]. PY P. Le tourisme. Un phénomène économique, La Documentation française, Paris, 1996
- [5]. Snack O. Economia și organizarea turismului, Editura Sport-Turism, București, 1976
- [6]. Turcu D., Janeta Weisz J. Economia turismului, Editura Eurostampa, Timișoara, 2008
- [7]. Turismul viticol, atracție pentru turiștii străini, available at: <http://agroteca.ro/turismul-viticol-atracție-pentru-turiștii-straini/>
- [8]. Eurostat. Statistici privind turismul, available at: http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics/ro
- [9]. Report of the High Level Group on Wine Planting Rights, available at: http://ec.europa.eu/agriculture/wine/high-level-group/docs/final-report_ro.pdf

- [10]. EU Wine Market Data Portal, available at: http://ec.europa.eu/agriculture/wine/statistics/index_en.htm
- [11]. BL-L1020 : Sustainable Tourism Program II, available at: <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=36616288>
- [12]. HG Republica Moldova nr. 554 din 24.05.2004, cu privire la aprobarea Programului Național în domeniul turismului "Drumul Vinului în Moldova", available at <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=302972>
- [13]. Programul Național de Sprijin al României în sectorul vitivinicol, 2014 – 2018, available at: <http://www.madr.ro/programul-national-de-sprrijin-al-romaniei-in-sectorul-vitivinicol-2014-2018.html>
- [14]. Master Planul pentru turismul national al României 2007 – 2026, available at: http://www.mdrl.ro/documente/turism/studii_strategii/masterplan_partea1.pdf
- [15]. Legea viei și vinului în sistemul organizării comune a pieței vitivinicole, available at: http://old.madr.ro/pages/proiecte_interne2012/legea-viei-si-vinului-aprilie2012.pdf
- [16]. Oficiul National al Viei si Produselor Vitivinicole, available at: <http://www.onvpv.ro/ro/content/generalitati>
- [17]. Revista Turism viticol, available at: http://turism.gov.md/index.php?pag=proiecte_finalizate&opa=view&id=9&start=&l
- [18]. Vinul, available at: <http://vinul.ro/cele-mai-longevive-crame-din-lume.html>