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Wine Tourism Programmes – a Hungarian Case Study **Anna DUNAY, Judit STORCZ, Emese TATÁR, Csaba Bálint ILLÉS**

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Wine tourism – or enotourism – is a relatively new form of tourism, which main purpose is tasting, consumption or purchase of wine on the spot, i.e. at the wine growing areas or in their neighbouring. Wine tourism may have different forms and activities, for example visiting wineries and vineyards, or taking part actively in harvesting, or just simply taking part at wine tasting events at restaurants, or at organized wine tours, wine festivals or other special events. The industry around wine tourism has grown significantly in the past decades.

Of course, the key element of wine tourism is wine itself, but nowadays, the wine tasting venues are not just for tasting and purchasing wine. Wine tourism sites should offer a wide range of services (such as restaurants, accommodation, tours and recreational facilities) providing a complete tourism experience for the customers.

In our study, we describe the different elements of wine tourism as the part of the wine production's value chain (e.g. travel and sightseeing, wine tasting, learning, shopping, dining, accommodation and recreation) and the players of the wine tourism sector. We also analyse the development of companies of wine tourism through a Hungarian case study, based on the findings of international literature sources. In the international literature the life cycle stages of wine tourism were identified by different authors. In the first stage the 'rural' feature is in focus, i.e. the consumers will make their choice based on the natural characters and the product itself. In the second phase, the focus is on the recognition of the different areas or touristic sights, and cooperation between public agencies and private companies will be broadened. In the mature stage of wine tourism, the balance of usual activities and the new improvements should be considered in order to avoid the declining stage.

In our case study, we summarize the experiences of a Hungarian company specialized in wine tourism and describe the company's lifecycle. We examined its market position, products and programmes and we also analysed how its strategy fits into the parent company's strategy.

Keywords: wine tourism, wine marketing, Hungarian wine regions, marketing strategy

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