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From Wine Production to Wine Tourism Experience: the Case of Anatolia, Turkey **Nuray TURKER, Faruk ALAEDDINOGLU**

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Wine constitutes an important component of the tourist market in many wine counties. Today, several countries and regions are experiencing the immense growth and benefits flowing from wine marketing and tourism. California and Pennsylvania in the United States, Bordeaux, Champagne and Burgundy in France, Tuscany in Italy, and several districts of Australia and New Zealand stand as significant centres of wine tourism. The economic contribution of wine tourism to wine regions and rural areas is also remarkable. Following a similar approach, concentrating efforts on creating wine tourism centres in Turkey will be vitally beneficial to national tourism industry. Turkey is a country with an old wine-producing tradition and with a huge tourist industry, although it has not made the importance of wine tourism profitable, up to now. Wine tourism was virtually unknown in Turkey until the beginning of the 2000's. Over the last five years there has been a growing interest in wine tourism at wine regions and among the wine lovers and wine producers. Already famous for its antiquities, including many of civilization's most important archaeological sites, the addition of an ancient tradition of wine making enhances Turkey's appeal as an international tourism destination. To better define the Turkish wine industry, it is necessary to consider the characteristics of wine areas in Anatolia, identified by its labels, the amount of quality wine produced, the amount of wineries and the total vine extension. Turkish wine production highlights a predominant role played by the Aegean and Thrace regions. Different wine routes seemed to appear with the objective of promoting wine regions, and of offering other options to the traditional sun tourism in the Aegean coast. This paper examines the wine regions, development of wine tourism, and wine routes in Turkey. It also emphasizes how the wine regions and wine tourism can be promoted throughout the creation of thematic itineraries that ensuring the quality tourism experiences in Turkey and determines the issues on the creation of wine tourism destination image.