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INNOVATION IN WINE TOURISM MANAGEMENT: PROMOTION AND DEVELOPMENT IN ROMANIA

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Abstract: Wine tourism management refers to the strategic planning, organization and coordination of activities and services related to wine tourism. This includes all aspects of wine tourism, from vineyard management and wine production to marketing, hospitality and tour management. This involves developing and implementing strategies to attract tourists to wine regions, offering quality wine tours and experiences, and creating memorable experiences that will attract repeat visitors. An innovation within the wine tourism control is a simulation with the assist of online structures of a commercial plan, to look the records statistical searching investment in this domain. Market tourism vineyard at the level Romania it is poorly developed, it is possible notice how the resource humanity It is in the decrease, poorly capitalized, investments they also have a percentage diminished, all these being a strong point for development of a business in the industry of tourism vineyard. A coordination effective of a business in this one industry, and watching this in the indexes, outlines resource naturally which Romania has, and certain the vine.

Key words: tourism, wine, wine management.

1. INTRODUCTION

Wine tourism is one of the most important products from the national tourism, it has grown worldwide, including several different segments that are looking for a learning experience based on more than just wine tasting. The trend in world tourism is to satisfy the demands of the most demanding tourists and diversify the tourist offer by promoting and developing new forms of tourism [7]. One form the one of the most popular forms of tourism that fits into the current world context and that can satisfy even the most exclusive tourists is wine tourism. Wine tourism enthusiasts are among exclusive tourists, called wine tourists, who seek wine and winery experiences in wine tourism destinations. Global tourism demand trends suggest the emergence of sophisticated consumers seeking new, different and specific tourism experiences. In this context, niche marketing seems to be a relevant response to market dynamics [9].

Management is a booming field of activity that combines the wine industry with the tourism sector, aiming to promote and develop tourism in wine regions. This form of tourism offers

unique opportunities to discover and explore wine landscapes, cultural traditions and wine production processes. However, wine tourism is explained as a tour or a visit to wineries, festivals, vineyards and related events where the most important motivation for the tourist is to directly capitalize on the characteristic, quality of a wine through a tasting session of its types and local gastronomy [8]. In Romania, the scientific literature on wine tourism is limited, and the coverage of the subject, in the press available to those interested in this type of tourism, is quite limited, as can be seen from the Wines of Romania online magazine [11].

The management of wine tourism in Romania requires a thorough innovation because it promotes quality experiences for tourists, while giving priority to sustainable development in the wine regions. Romania, a country with a rich cultural heritage and diverse landscape, it is known for production of wine dating back to the Roman Empire. The country has not yet fully embraced the potential of wine tourism, which could help promote the local economy and preserve the country's cultural heritage. A key element in the development and promotion of

tourism winemaking is wine [6]. Wine is the most popular drink obtained from the fermentation of grape must. Romania produces a wide variety of wines from both local and international grape varieties. Some of the most cultivated grape varieties for white wines are "Feteasca Alba, Feteasca Regala, Riesling, Aligoté, Sauvignon, Muscat, Pinot Gris, Chardonnay, Tamaioasa Romaneasca, Grasa de Cotnari and Galbena de Odobesti. For red wines, some of the most cultivated grape varieties are Merlot, Cabernet Sauvignon, Babeasca Neagra and Feteasca Neagra" [3].

The present work represents an opportunity for the management of wine tourism, through its development in the online environment with the help of platforms, viewing in real time the indicators regarding the situation of a business plan. Through quantitative studies with a massive respondent in wine tourism and a margin of blunders of 3.36%, it turned into determined that folks that realize what wine tourism way are 1.85 times more optimistic that it will ensure the development of rural tourism compared to those who know less about the subject. Romania has all the necessary ingredients to develop a successful wine tourism industry. With its 13 wine regions, over 200 grape varieties and a long history of winemaking, Romania can offer a unique and authentic experience to wine lovers [10].

The vineyards regions of Romania are spread in the all the country, each region with the character and its distinct traditions. The May known regions wine are Moldova, the vineyards Banat, the hills undulating of Transylvania and the Danube Delta.

Promotion winemaking tourism in Romania requires a strong marketing and communication strategy that highlights the country's wine regions, gastronomy, cultural heritage and partnerships with local producers and restaurants. This may involve social media campaigns, events and partnerships with travel agencies and tour operators [1].

In general, the effective management of wine tourism in Romania requires an approach that integrates marketing and communication, quality experiences, sustainable development, partnerships, education and training, and monitoring and evaluation. By prioritizing these

strategies, wine tourism businesses can create a successful and sustainable industry that benefits both tourists and local communities. Providing education and training for staff, local producers and wine enthusiasts on sustainable practices, winemaking techniques and cultural heritage is essential for promoting wine tourism and sustainable development in Romania. This may involve workshops, seminars and training programs that focus on practices durable, appreciation wine and inheritance cultural tourism winery, a niche tourism market, is becoming increasingly popular around the world. It offers visitors the opportunity to explore the wine regions, learn about the winemaking process and taste the wines, while experiencing the local culture, history and traditions [9]. The wine tourism industry in Romania is still underdeveloped but has the potential to become a profitable and sustainable business.

2. RESEARCH METHODOLOGY

The purpose of this work is to simulate a business plan in an online platform, a platform that can report in real time the business situation in the field of wine tourism. The project will visa future entrepreneurs, wine lovers, gourmands and culture enthusiasts, both national and international. The main purpose of this business plan is to create a vision of the real figures regarding investments in wine tourism, a plan that represents an opportunity for the management of wine tourism. The objectives of this business plan are:

- Creating a unique and authentic wine tourism product that gives visitors the opportunity to explore the wine regions, taste the wines, experience the local culture and enjoy the gastronomy.
- Developing partnerships with local producers, wineries and restaurants to promote the local economy, preserve cultural heritage and enhance the sustainability of rural areas.
- To provide high-quality services and infrastructure that meet the needs and expectations of visitors, such as guided tours, transportation, accommodation and activities.
- Raising awareness and promoting wine tourism in Romania through effective marketing

and communication strategies, such as social media, events and partnerships with travel agencies.

Figure 1 indicates the total number of enterprises registered in the selected country under the same NACE code (N79). Below is the total number of companies registered under this NACE code in the European Union, as well as the total number of companies in the country selected for business. The indicator is for the most recent year available from the Eurostat database. The arrow indicates the change from the previous year (percentage points).

The wine tourism industry has grown rapidly in recent years as more and more people seek unique and memorable experiences. In 2019, wine tourism generated revenues of 17 billion dollars and is expected to grow by 10% annually, according to the Wines of Romania online magazine [11]. Wine lovers are more than willing to travel to different regions to taste new wines, learn about the winemaking process, and explore different cultures. The trend is particularly strong among millennials, who value authenticity and durability.

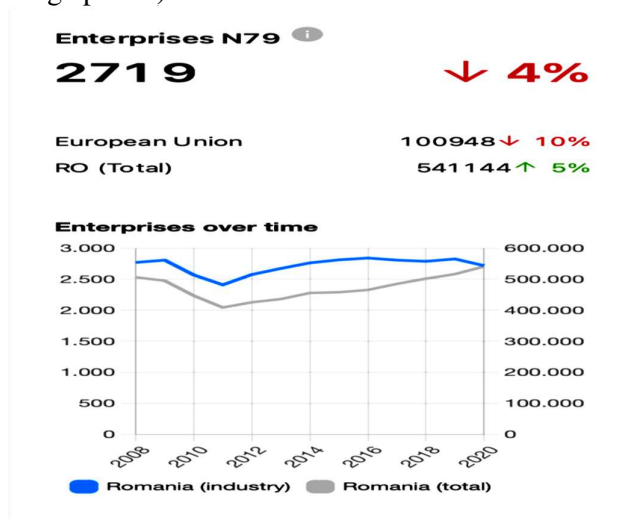


Fig. 1 Chart on enterprises in the wine industry (from <http://kabada.ba.lv/#/overview>).

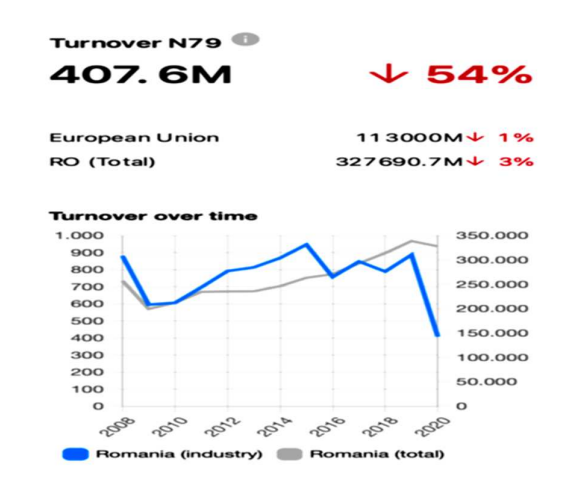


Fig. 2 Turnover in wine tourism (from <http://kabada.ba.lv/#/overview>).

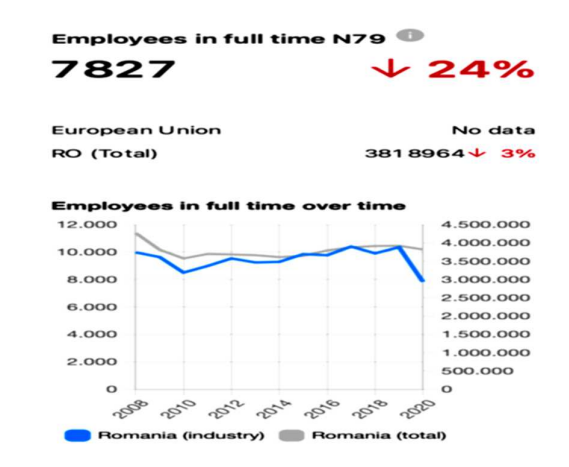


Fig. 3 Employees in the wine industry (from <http://kabada.ba.lv/#/overview>).

Represent the total turnover of all companies in industry in Romania. Below is the total turnover of companies registered under this NACE code in the European Union, as well as the total turnover of all companies in the country selected for business. These dates are for the most recent year available from the Eurostat database expressed in millions of euros.

The turnover from wine tourism represents the amount collected through tourist activities associated with wine tasting and visiting vineyards and wineries. This sector has become increasingly important in recent years as tourists have begun to show interest in wine tasting and discovering the duo between food and wine in a unique travel experience.

According to available data, the turnover of wine tourism is increasing, as this industry attracts more and more tourists who are willing to spend money on experience personalized companies' wineries that want to enter the market of this type of tourism, can work with companies specialized in agritourism, culinary tourism and wine tours, among others. Wine tourism service providers develop packages that address both agent tourism and direct customers. These packages can be tailored to offer different experiences such as wine tasting, vineyard tours, food pairings and accommodation to suit the needs of both customers [2].

Furthermore, simulation it is benefit and in various epidemiological situations, to observe the flow of investments, as the extend research of [10] reports "the epidemic of COVID-19 constitutes a significant change, which

influences both internal and external factors relevant for all destinations in general, but also wine tourism. The staged or delivered experience has now largely moved into the digital environment. Therefore, the wine landscape and the efficiency of the spaces must be evaluated from the point of view of the on-stage experience, both physical and digital. Adapting to the 'new normal' that COVID-19 has brought about suggests that digital strategies and tactics should not only serve promotional purposes if wineries are to survive the pandemic and thrive in a future where digital experiences can be essential. The question that thus arises is how wine literature could feed into today's contemporary challenges and help identify the components of the wine landscape that are successfully reflected in wineries' digital efforts and thereby facilitate the effective and sustainable reboot of wine tourism destinations from the pandemic crisis" [10].

Figure 3 shows the number of full-time employees in the wine industry in Romania. Below is the number of full-time employees of companies registered under this NACE code in the European Union, as well as the number of full-time employees of all companies in the country selected for business.

In the wine sector, as in other sectors, there is a shortage of qualified personnel with a high degree of attractiveness, because of the migration of specialists to more attractive sectors of the economy (in terms of career and salary).

Many of the specialists responsible for viticulture and wine producers agree with the ideas and findings of [3]: in the wine sector, processes “are trained in the old style ... of grape cultivation and are not up to date with modern international technologies. Viticulture workers are employed permanently or temporarily, usually live in villages, have a low level of education, but have great experience of working in the fields. Workers perform set tasks, but need control and supervision from their vineyard managers, the winemakers' consultants. For better results, it would be good for companies and enterprises to take on certain professional training functions and get involved in the educational act” [3].

3. RESULT AND DISCUSSION

To understand what the business environment means, regarding effective management of wine tourism, it is beneficial to explore the Kabada platform and simulation for a detailed analysis (<https://kabada.eu/>). To plan this type of business in wine tourism, it is necessary to know the direct customers, namely we will simulate in the platform:

- Wine tourism service providers may communicate with agents and offer them exclusive offers, discounts and other services to encourage them to promote the wine tourism service. This can help build relationships with agencies and increase their brand visibility;
- Building a strong and informative online presence can help wine tourism service providers attract both agency tourism and direct customers. Information about tours, packages, prices and other relevant information should be visible on their website, facilitating direct booking of tours by customers;
- To build a loyal customer base, it is important to detail the core services;
- Wine tourism service providers can build partnerships with other tourism industry providers such as hotels, restaurants and tour operators. This can help them leverage each other's customer base and improve their

reach to both travel agents and direct customers.

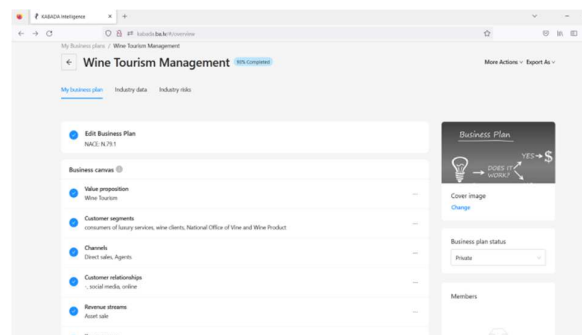


Fig. 4 The simulation graph in the Kabada platform (from: <http://kabada.ba.lv/#/public/overview>)

The clients of wine tourism are young people consume between 25-34 years old, men and women, the level of education completed is the university system, this level of education directly influencing the choice of the service package. Another customer niche is represented by those between the ages of 35-64, who stand out for their desire for self-knowledge and experimentation of different types of activities.

Different types of disruptions (shocks), such as wars, disease outbreaks, terrorist attacks, economic fluctuations, currency instability and energy prices, can affect demand. Also, aspects related to access to credit are important for wine tourism. Lifestyle trends, cultural norms and values (increasing need for social welfare appears to be contributing to increased need for holiday travel), changes in the demographic composition of the population affect demand. Living conditions can also limit opportunities to enjoy vacations and travel.

In addition, the digitization of records has facilitated the collection and analysis of data through Big Data strategies that allow us to better know our customers, close sales and retain them. These are the aspects that can influence the niches of customers accessing wine tourism services. In this case there are several risks that are specified to us by the Kabada platform such as the suppliers in the tourism industry (hotels, restaurants, etc.) are varied and not concentrated, however its bargaining power is high and can greatly influence prices and demand.

Business simulate in the wine tourism will offer the following products and services:

- Guided tours of wine regions, including visits to wineries, vineyards and historic sites;
- Wine tastings and pairings with local food, such as traditional dishes made from local ingredients;
- Accommodation in guesthouses or hotels located in the wine regions.
- Transportation services, such as car rental or shuttle services;
- Cultural activities and events such as folk dances, traditional music and craft workshops.

Figure 5 shows the number of people employed per company in the wine industry in the country. Below is the number of persons employed per enterprise of companies registered under this NACE code in the European Union, as well as the number of persons employed per enterprise of all companies in the country selected for business. This data is provided in a real and statistical way by the Kabada platform,

it can be seen how according to the data entered the rate of personnel who are employed in this industry is decreasing.

The gross operating ratio is the ratio between the gross operating surplus and the turnover. The 6% index shows a decrease in investments in this field, a good planning of the activities regarding the business plan, detailing the results for each activity means a strong point for the launch on the wine market of Romania. Investments in the wine tourism industry can be beneficial for developing a wide range of tourism activities and strengthening their relationships with wine producers and industry partners. Partnerships can be made with local wineries and vineyards or with institutions and organizations in the field and could be an excellent opportunity to develop a strategic collaboration. Investments in the wine industry can be increasing on the Romanian market by implementing a management that can attract more tourists to the region, as well as potential customers.

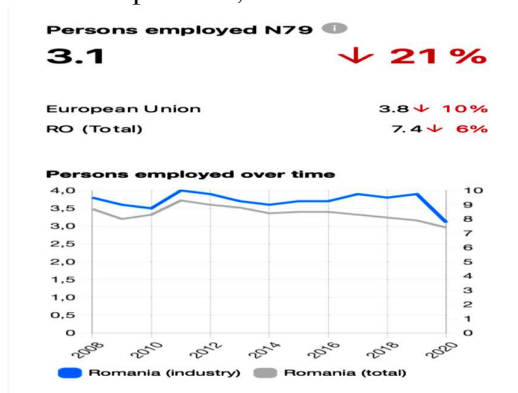


Fig. 5 Persons employed in the wine industry (from: <http://kabada.ba.lv/#/public/overview>).

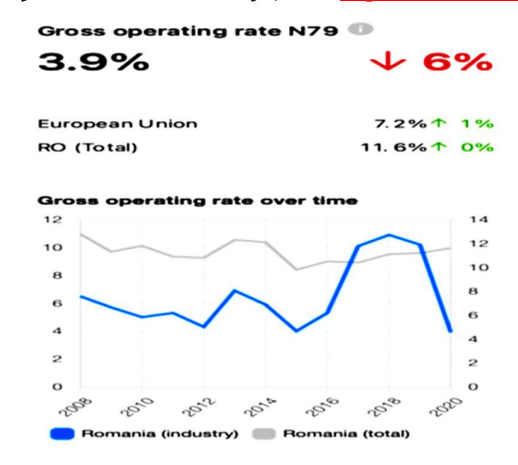


Fig.6 Gross exploitation rate in the wine industry (from: <http://kabada.ba.lv/#/overview>).

The Kabada platform realistically provides an overview for a wine tourism business plan by detailing a EUROSTAT database expressed in percentages as follows:

1. Market Analysis: Research the wine tourism industry in the region where you want to start the business. Identifying local wine producers, tourism companies already operating and your competitive position in the market;
2. Marketing plan: Determine the promotion channels - website, social media, travel magazines or affiliate marketing;
3. The financial plan consisting of fixed and variable costs, cash-flow and the start-up investment project;
4. The products and services comprise the customized packages offered to customers, creating an offer that includes tasting tours, luxury accommodation, visits to historic vineyards and production demonstrations;
5. The operating plan represents the important things for running the business – establishing links with wine producers in the region, hiring tour guides, ensuring comfortable transportation and establishing safety and security measures for tourists;
6. Risk assessment: Analysis of the main risks and weak points of the business, an action plan regarding remedial steps;
7. Business development plan.

To understand very well the method of calculating the floor plan, we must detail the marketing strategy, sales and the financial plan, namely fixed and variable costs (the most common examples of fixed costs include lease and rent payments, property tax, certain salaries, insurance, depreciation, and interest payments), cash-flow, business start-up investments. The most common examples of variable costs are raw materials of products, packaging, transport or salaries for production personnel.

Your industry in Romania (N79) ⓘ

58.65% **↓ 4%**

Fig. 7 Rate regarding the wine industry in Romania
(from: <http://kabada.ba.lv/#/overview>).

Another important aspect to fill in the business plan and vision of the desired activities is the SWOT analysis. Strengths and weaknesses are usually considered internal. Strengths: traits of the enterprise that deliver it a bonus over others. Weaknesses: characteristics that place the business at a disadvantage relative to others (Figure 7). The artificial intelligence in the Kabada platform determined the simulation of a business plan in the wine tourism industry, with the aim of observing the innovation in wine tourism management, regarding the use of an online platform.

4. CONCLUSIONS AND PERSPECTIVES

Wine tourism is a growing industry and represents an increasing share of global tourism. In general, this industry is based on praised vineyards and attractive tourist destinations where vineyard cultivation and the transformation of grapes into wine are areas of interest. It is considered a sector destined to be continuously growing every year, with unlimited opportunities for local entrepreneurs who want to start their business in this field.

In terms of the overall economic context, investments in the wine industry and wine tourism are important for local and regional economies. ACEVIN (Ciudades del Vino Association) says that wine tourism is an excellent tool for economic development, cultural promotion and improving the quality of life in rural areas.

The Kabada platform is an online platform that allows users to observe economic statistics according to their business plan. The platform also offers a wide range of options to browse and select the orders you want, options that range from your desired customer niche to suppliers and turnover. This platform can be very useful in the development of wine tourism, by connecting the data provided by EUROSTAT and issuing indices according to the desired business plan.

In terms of wine tourism management, this platform represents an innovation, in terms of planning, organizing and coordinating all activities that amplify the promotion of oenological tourism. Wine tourism management

is a constantly and complex developing field that involves a wide range of activities, from identifying and promoting wine regions to ensuring a quality experience for tourists. Through cooperation between wine producers, local authorities and other sectors, wine tourism can contribute to economic development, promote culture and preserve the traditions of a wine region.

Promoting wine tourism in Romania can be a profitable and sustainable business that can contribute to the local economy, cultural heritage and sustainability of rural areas. By developing a unique and authentic wine tourism product, partnering with local producers and restaurants, and providing high-quality services and infrastructure, Romania can attract visitors from around the world and create a successful wine tourism industry.

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Inovație în managementul turismului viticol: Promovare și dezvoltare în România

Managementul turismului vinului se referă la planificarea strategică, organizarea și coordonarea activităților și serviciilor legate de turismul viticol. Acesta include toate aspectele turismului vinicol, de la managementul podgoriilor și producția de vin până la marketing, ospitalitate și managementul tururilor. Acest lucru implică dezvoltarea și implementarea strategiilor de atragere a turiștilor în regiunile viticole, oferind excursii și experiențe de calitate și memorabile care vor atrage vizitări repetate. Articolul prezintă o inovație în controlul interior al turismului vini-viticol, o simulare cu ajutorul unor structuri online a unui plan comercial, pentru a analiza datelor statistice a investițiilor în domeniu. Turismul viticol la nivelul României este slab dezvoltat, în scădere, înregistrându-se o slabă valorificare a potențialului existent, iar investițiile sunt limitate. Toate acestea se constituie ca oportunități în dezvoltare a afacerilor în industria turismului viticol în România.

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