



## Useful Information

Oenotourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Where other types of tourism are often passive in nature, oenotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest.

The industry around oenotourism has grown significantly throughout the first decade of the 21<sup>st</sup> century. The European Day of Wine Tourism is celebrated on the second Sunday of November each year to promote cellar visits in Germany, Austria, Slovenia, Spain, France, Greece, Hungary, Italy, and Portugal.

Most visits to the wineries take place at or near the site where the wine is produced. Visitors typically learn the history of the winery, see how the wine is made, and then taste the wines. At some wineries, staying in a small guest house at the winery is also offered. As the oenotourism industry matures, additional activities have been added to visits such as riding electrically assisted bicycles, called, "burricleta".

### Project Partners:

- > Greek-Italian Chamber of Commerce of Thessaloniki
- > Ministry of Interior (Sector Macedonia and Thrace)
- > International Hellenic University / Department of Organizational Management, Marketing and Tourism
- > Municipality of Rosoman
- > Tikves wine route foundation



TERRA VINO is implemented under the "Interreg IPA Cross Border Cooperation Programme CCI 2014 TC 16 I5CB 009" and is funded by the European Union (85%) and national funds (15%).

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TERRA VINO

## Oenotouristic cross-border capacity building:

A transition from promoting wine production to oenotourism experience



The touristic products of oenotourism are complex attractions with a substantial number of educational elements, such as on-site wine appreciation courses, organized wine excursions on well-known wine routes, wine festivals, international sommelier days or agro-tourism in wine estates where tourists may have the opportunity to participate in the harvest and learn more about the wine making process.

The main target groups of wine-tourism consist of educated, mostly middle aged people with reasonably good economy and a clear intention to learn more about the culture and history of the country and its viticultural areas in an informal, entertaining way.

An increasing number of vintners expand their agribusiness with a complete product structure such as grape seed oil, grappa, fruit juice, cheese, olive oil, food supplements produced from grapes, accommodation facilities from bed and breakfast to hotels and restaurants, creating herewith ideal conditions for tourism, often utilizing the network of completing, additional tourist attractions in the neighborhood.

## Gastronomy and Oenotourism

Gastronomy is today playing an increasingly significant role in wine tourism. It is in effect a complement to both tangible factors, such as cheeses, cold-meats, and desserts and intangible factors via verbal communication around food and drink which accompanies recreation projects and the tourism experience, an infrequent activity in an unfamiliar environment. More importantly, food is often an influential and attractive element which helps wine tourism. The interpenetration of wine tourism and gastronomy sometimes leads one to think about the existence of "gourmet tourism" in which drinking and eating are equally valued from a tourist's point of view allowing them to discover something different, somewhere different through both taste and greed.



## From wine production to oenotourism experience...

As high levels of unemployment rate and the continuous economic recession have afflicted the entire productive workforce of the cross-border area, territories need to differentiate and set more ambitious objectives as far as tourism is concerned, so as to promote an environmentally respectful social-economic development and develop original, high-quality and highly competitive tourism products to target national and international markets.

TERRA VINO intends to facilitate new jobs creation through capacity building to support oenotourism development and promotion of tourism. The project focuses on the value chain of wine in order to support 50 businesses/entrepreneurs in the cross-border area (that have more than 200 people personnel) and subsequently create new jobs. Thus it will implement capacity building of stakeholders on oenotourism, awareness activities and actions for Internationalization and supporting facilities.



## The project's main outputs include the following;

- **2 Studies on oenotourism** (1 in each country) to understand the existing capacity, sustainable development and resilience of the local economy wine value chain;
- **A Joint Quality Trademark** for potential oetourism activities incorporating potential and/or future demand for new tourism destinations and experiences;

➤ **10 Training seminars** on oenotourism (4 targeting young audience and 6 targeting professionals) will promote mobility and cooperation of young people and businesses;

➤ **5 Oenotouristic events** in Greece will promote food chain and tourism towards oenotourism and inverse senior tourism;

➤ **Exchange of experience** and best practices in the sphere of oenotourism to promote joint quality agreement – signing of Memorandum;

➤ **2 Databases** of oenotouristic businesses & establishment of 1 cross-border network will allow to create a cross-border oenotourism branding;

➤ **1 Guide** on Interegional Quality Agreement and Establishment of 1

Interegional Quality Agreement to create the joint Quality Trademark for potential oetourism activities and/or experiences;

➤ **Consulting** on oenotourism businesses (50) in the regions indirectly contributing to the promotion of smart, sustainable and inclusive growth and planing of integrated actions to support the creation of jobs and enterprises;

➤ **1 Exhibition** hall/museum, Equipment for 1 Educational wine-lab and **1 International Wine-tasting** contest intend to Develop a sustainable and responsible oenotourism and promote and familiarize local SME's with innovation tactics and methodologies (Innovation Initiative, Europe 2020 goals).



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