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ENOTOURISM AS AN INSTRUMENT FOR PROMOTING RURAL DEVELOPMENT IN THRACE REGION (TURKEY)

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Abstract. Anatolia, which has hosted many civilisations for centuries, has great tourism potential with its natural and cultural resource values. Not only as a general destination for tourism but also as an alternative tourism destination, Anatolia is attracting the attention of local and foreign tourists. In recent years enotourism has been developing in Turkey and by popularising new destinations it has become an important sector for tourism. Turkey is located in the Earth most conducive climate zone for viticulture. The history of viticulture in whole Anatolia goes back to 3500 years B.C. Turkey consists of seven regions which have different geographic and climatic characteristics. In almost every region, various grape species are cultivated and wine production is made. In Turkey, 49% of the land are used for agricultural purposes and 1.2% of agricultural land are used for grape cultivation. According to FAO 2012 database, Turkey is ranked 6th out of all world countries in the grape production but only 2% of grapes are used for wine production. With implementation of wrong policies, prohibitions and obstructions for wine production and consumption, the benefits of enotourism to Anatolia can not be adequately assessed. Within the context of this study, economic contribution of enotourism, the changes in the employment opportunities of local communities and changes in the tourism movements are examined in the Thrace region where 40% of Turkey wine production is carried out.

Keywords: enotourism, alternative tourism destinations, viticulture, Thrace region, wine.

AIMS AND BACKGROUND

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress[1].

Evolving tourist trends have, over the last decade, led to a shift from standardised mass tourism to more individualistic patterns, in which greater flexibility and a more meaningful experience have gained prominence[2]. These changing demand trends have forced tourism practitioners to develop different products or alternatives. Smith and Eadington[3] have mentioned that the birth of alternative tourism

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was due to high criticism for mass tourism and its negative effects on destination areas[4]. Alternative tourism is sometimes referred to as 'special interest tourism' or 'responsible tourism' and is usually taken to mean alternative forms of tourism which give emphasis on the contact and understanding of inhabitants way of living and the local natural environment[5]. The specific forms of alternative tourism were identified by Mieczkowski[6] as cultural, educational, scientific, adventure and agri-tourism, with rural, ranch and farm subsets[5].

Actually rural tourism seems to be a subset of agritourism among the alternative tourism types but in fact agritourism is one of the major form of rural tourism[7]. While rural tourism is a more generic term, agritourism refers to specific sets of leisure activities organised by farmers to cater for visitors[8]. Also rural tourism and agritourism are terms which differ by their spatial range and form of area management. Rural tourism has placed special emphasis on the role of agro-tourism in protecting and promoting cultural heritage of rural areas[9]. Agrotourism is a kind of alternative tourism which is respectful and sensitive to people and the environment, has a minimum impact to the local rights and environment, also it helps to create job opportunities and generate income. It is based on local residents and the region geographic, cultural and traditional features. With agrotourism, it is aimed the preservation, introduction and exploitation of the country cultural inheritance[10].

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments[11].

Rural tourism may, as its components and in principle, involve agrotourism, outdoor activities, ecotourism, cultural tourism, adventure tourism, excursion tourism and enotourism (wine tourism)[12].

ENOTOURISM

Enotourism as an integral part of rural tourism and alternative tourism is widely recognised as having a strong connection with in the rural landscape[12,13]. Nowadays, wine-related tourism is becoming increasingly important to a number of rural areas around the world[14].

Enotourism has been recognised as a significant component of both the wine and tourism industries[15]. Enotourism is travel based on the desire to visit wine producing regions, or in which travellers are enticed to visit wine producing regions, and wineries in particular, while travelling for other reasons[16]. As Brown and Getz[17] mentioned, enotourism has become an important form of tourism since the mid 90s when one could observe a steady growth of tourists interested in wine who displayed relatively high spending power[18].

Most popular enotourism destinations worldwide can be sorted as Italy (Tuscany), France (Bordeaux), Spain (La Rioja), USA (Napa Valley), Portugal (Douro Valley), Germany (Mosel), South Africa (Cape Town), Argentina and Chile, New Zealand (Otago), Australia (Barossa Valley). Analysing wine tourism development worldwide, it can be determined that the most of the wine-producing countries are European representing over 70% of the world production. Europe has a significant history in comparison with countries in the new world; the vineyard is a very important component of European heritage and enotourism in Europe rests on the development of rural tourism which has experienced growth in the form of wine roads[19].

Anatolia, which has hosted many civilisations for centuries, has great tourism potential with its natural and cultural resource values. Anatolia is attracting the attention of local and foreign tourists not only for general destination tourism but also for alternative tourism. In recent years enotourism is not developed in Turkey but by creating new destinations it has become a new trend for our tourism sector.

The Turkish wine industry lags well behind that of other wine-producing countries around the world despite being in such a productive climate[20]. The history of viticulture in Anatolia goes back to 3500 years B.C. The most important indicators of viticulture in Anatolia are historical artifacts with grape related shapes and reliefs, amphoras used for drinking and storage of wine which are extracted from archaeological excavations at different parts of our country[21].

In Turkey, 49% of the land are used for agricultural purposes and 1.2% of agricultural land – for grape cultivation[22]. Despite this, according to FAO (Food and Agriculture Organisation of the United Nations)[23] 2012 database, Turkey is ranked 6th out of all world countries in the grape production (still maintains this position in 2015) but only 2% of grapes are used for wine production. The contrast between the high grape production results and low wine production is indeed remarkable. Most of the countries use 90% of their total grape production for wine-producing but the Turkish grape crop is used mainly as table grapes or dried as raisins[20].

Turkey consists of seven regions and each of them has their own geographic and climatic characteristics. In almost every region, a total of 18 provinces, various grape species are cultivated and wine production occurs. Turkey has more than 1200–1500 named grape varities of which 800 are genetically different and there are around 30 outstanding wine grape varieties among all these types[24].

The major vineyards of Turkey by regions are: Denizli, Manisa and Izmir in the Aegean region;Tekirdag, Edirne and Canakkale in the Thrace region; Cappadocia in the Central Anatolia region, Diyarbakir in the Southeastern Anatolia region and Elazig in the Eastern Anatolia region. These are followed by Bozcaada, Bursa, Ankara, Malatya, Antalya, Konya, Adapazari and Tokat counties.

In terms of vineyard surface area, the Aegean region is ranked first in Turkey in having 28% of the country total vineyard area. Due to the grape quality and high

value added raisins, the proportion of grapes used in wine production is lower in this region. On the other hand, the Thrace region, which has only 5% of country total vineyard area, is ranked first place in wine production in Turkey. This region can be described as the wine capital of our country because 40% of Turkey wine production occurs here[25].

ENOTOURISM IN THE THRACE REGION

The Thrace region, known as the wine capital of Turkey, constitutes our border with Europe in the far West of our country. Besides having geo-strategic importance, this region has also a wide range of natural and cultural values. Thrace can be defined as a peninsula bounded by three seas: the Black, Marmara and Aegean. Along with the coastline, southern and northern parts of the region have a significant presence of forest. The Black Sea coast in the north, Gulf of Saros in the south and Ganos Mountain stand out as an eco-tourism area.

As well as ecotourism and coastal tourism potential of the area, the Thrace Region has a very rich diversity of tourism facilities like cultural heritage tourism, rural tourism, extreme sports tourism, agrotourism and festival tourism (Kirkpinar Oil Wrestling), etc.

The Thrace region also has a very important agricultural potential and the main source of income is agriculture. This region has major agricultural areas that can grow variety of products due to the variable climate, soil and topographic features. 75% of agricultural income come from crop production[26,27]. Today, the main agricultural products of the region are sunflower, wheat, grapes (for wine-producing), rice and sugar beet. As for the wine grapes which have a significant place among the agricultural products, especially in the province of Tekirdag, production is carried out in an area of 2470 ha (Ref. 28).

Though there is tourism potential in Thrace in addition to the industry and agriculture, tourism in the region has not become a sector as yet. In order to constitute the basis for tourism development in the Thrace region, a Tourism Master Plan was prepared by Trakya development agency. The main purpose of the plan is to provide benefits to rural development of the region by planning different types of tourism. Thus, some strategies and actions have been established for the development of tourism in the region. An Action Plan has been prepared for the region towards the determined goals and strategies. As a result of the review, the attraction components of the region and the types of tourism were determined. Enotourism has emerged as one of them[29].

Basic objectives and strategies established for the medium term development of enotourism with high priority are as follows[29]:

– Establishment of an enotourism platform;
– Determination of ancient wine routes;

– Introducing new wine routes by determining the boutique wineries;

– Development of grape harvesting and wine tasting activities;

– Establishment of wineries and restaurants offering local wines in addition to authentic dishes which cater to the top income group;

– Collaborating with the travel agencies for attracting foreign tourists to the region;

– Effective advertising and information activities.

The Thrace region is trying to come to the fore in enotourism by using its status of wine capital along with its geography and tourism opportunities. Just like the Aegean region, the Thrace region is also an extremely important area for wine producers. Viticulture in Thrace appears mainly in three regions: Kirklareli and its environs, the Tekirdag vineyards between Ucmakdere and Sarkoy, and finally Edirne-Uzunkopru[29].

Thracian wine producers have developed a solution to enhance enotourism activities in the region. Twelve boutique wine producers from Tekirdag, Sarkoy, Kirklareli and Gelibolu gathered together in 2013 to promote a new 'Vineyard Routes Project' with the support of the Thrace Development Agency (TDA) and The Thrace Tourism Association (TTID) (Ref. 30).

The route is an opportunity to visit the wine producers, experience the territory, discover new tastes, and live the natural local village life. The surrounding historical sites, cultural events and the rich nature add another dimension to the Thrace Wine Route. Within the scope of the project the distribution of wineries by region is as follows: 4 wineries from Tekirdag, 3 wineries from Sarkoy, 3 wineries from Kirklareli, and 2 wineries from Galipoli.

EXPERIMENTAL

In the scope of this study, a representative face-to-face survey was done with 'Thrace Tourism Operators Association' member companies at one of their stated meetings in July 2014. The Thrace Wine Route Project aims to merge gastronomy and tourism by determining a route including the vineyards of 12 wine producers. The distribution of the companies of the wine route by counties is as follows: in Tekirdag, there is Umurbey, Chateau Nuzun, Barel and Barbare; in Sarkoy, there is Melen, Gulor and Chateau Kalpak; in Kirklareli, there is Arcadia, Chamlija and Vino Dessera, and in Gelibolu, there is the Gali and Suvla. Beside these, there are an additional 32 companies in the Thrace region.

According to the information obtained from personal interview surveys conducted with the 12 companies, 67% of these companies (3 companies from Tekirdag, 3 from Sarkoy, 1 from Kirklareli and 1 from Gelibolu) have 11–25 ha of vineyards, 17% (Gelibolu (1), Kirklareli (1)] have 51–75 ha, 8% (Kırklareli (1))

have 26–50 ha and 8% (Tekirdag (1)) have less than 10 ha of vineyards. None of these companies that we interviewed have more than 75 ha vineyards.

Cabernet Sauvignon and Merlot are the grapes grown in all of these vineyards. This is followed by Sauvignon Blanc, which is the second type of grape grown 67% of these vineyards and Okuzgozu, Shiraz and Syrah are the third grape types grown in 45% of these vineyards.

Almost all of these companies press 1–250 t of grapes annually with one company pressing 251–1000 t annually. Considering the annual wine production only one company produces 550 t of wine, 4 companies produce 50–100 t and the others produce 25–50 t wine annually. Only three of these companies are making an annual average export of 10 000 Euro, mostly though red, then rose and then white wine production.

According to the information received about the products and services in the area of vineyards, all vineyards have wine sales shops, in 88% of vineyards there are wine tasting opportunities, guided tours in the vineyards, outdoor restaurants which need a special reservation and opportunity of to meet with vineyard owners. In 38% of vineyards there are picnics, various social events, conference facilities and festivals. In 25% of vineyards there are accommodation and educational tours in 13%.

In these companies, an average of 10 people are full-time employed, 3 people are part-time and 15 people are seasonal or temporarily employed. For grape production the average number of full-time employees is 3 people, for wine production the average 3 people, for tourism/accomodation the average is 2 people and for sales the average is 2 people.

Part-time workers are few withan average of 2 workers for the grape production and 1 worker for wine production. Seasonal or temporarily workers are more numerous with for grape production employing anaverage of 12 people and for wine production 3 people.

In some companies, there are employees working part-time or seasonally for tourism/accommodation, working part-time for sales and working full-time or part time as restaurant/cafe staff.

In 78% of the companies, employees are predominantly from the local comminities (76–100%) and the remaining companies (22%) have their employees from the local people with a rate of 51–75%.

The most popular month for tourists to visit the vineyard is August-September-October period with 89% visitation. May-June-July period also experience as small spike in visitor numbers. The lowest number of visitors is in February, March, April (56%) and then November, December January (44%).

Eversole and Martin[31] thought that globalisation progressively threatens traditional agriculture and tourism may become a necessity to support the continuation of traditional production in rural areas[32].

People who tire of daily city life show tendency to visit natural sites. This kind of tourism enables people living in big cities to witness the rural life, to reflect on natural life in their life style, to get to know new customs and local cultures. This type of tourism is known as rural tourism and agro-tourism is a branch of rural tourism[33].

Rural tourism as a selective form of tourism includes a number of activities, primarily various services and additional facilities which are provided by rural population for the purpose of attracting tourists, generating extra revenue on behalf of relating family businesses, raising the standard of living, decreasing the outflow of rural households, all on the principles of sustainable development and preservation of the existing natural resources[12].

Wine tourism has been identified as a particularly appropriate rural tourism product by Van Ausdle[34]. Wine production can help rural areas redesign their economies through job creation for both wine production and the hospitality associated with fine dining[32].

Wine tourism, generally plays a pivotal role in attracting visitors to rural areas which, in turn, benefit local economies and communities[35]. Wine tourism can consist of visits to wineries, vineyards, and restaurants known to offer unique grapeharvesting events, as well as organised wine tours, wine festivals or other special events.

Wine trails have been part of the German tourism industry since the 1920s (Ref. 15). The oldest wine route in the world, the Deutsche Weinstrasse, opened on 19 October 1935 (German Wine Route). Today, Europe (which includes countries such as Spain, Italy, France and Germany) has a large number of wine trails that are organised by various profit and non-profit organisations[36].

In Turkey, the Thrace region is one of the most important region of vineyards. 'The Thrace Wine Route Project' organised by the Thrace Tourism Operators Association is the first one of its kind in Turkey and supported by 12 boutique wine producers. It is an important project to promote vineyards and rural economies. If these type of projects can be completed across the country, it would be an important step in the promotion of other major vine routes of our country and ultimately the development of a thriving enotourism intensity.

The European Union supports wine production in Europe with a budget of EUR 1.3 billion per year, which is about 3% of the total for agriculture[37]. However, our Ministry of Food, Agriculture and Livestock does not currently give any support to the production of wine grapes from its TL 5.4 billion annual support budget.

While wine production in Turkey has been neglected for years for various reasons (primarily religious ones) it can provide a significant contribution to our national economies as it has done in European countries. This can be clearly seen when considering the share of the wine sector in the gross domestic products of major wine producing countries such as Italy, France, Germany, Australia.

France, as one of the biggest wine producers of the World, is a top tourist destination attracting 83 million foreign tourists. 29% of all tourists visit the wine regions of France[38]. The Thrace region is mostly preferred for sea-sun-sand tourism during the high season of summer. Promoting wine tourism sector investments and enotourism opportunities will boost the rural development by making the region much more attractive to tourists throughout the year.

CONCLUSIONS

Enotourism events are seen to assist with social and economic development because it can increase business, income and employment in the region. Enotourism plays an important role to impede migration from the country side by establishing facilities like boutique hotels and restaurants. Regional touristic initiatives will make an important contribution to the solution of social problems associated with workforce development in the region.

Promoting enotourism in our country allows for the demonstration of multiple other local activities. While visiting the vineyards, wine producers allow people to walk through the vineyards, learn about the production process, harvest the grapes, taste wines, attend wine festivals, educational tours and cultural activities and discover the regional delicacies and gastronomy of Turkey. Thus, enotourism is important for the economical development of our country.

All the wine producers that we interviewed, work with local people and communities. This shows the importance of enotourism for regional employment. The development of enotourism is a very important opputunity in terms of the promotion of our cultural values (local architecture, regional foods, pension, agro-tourism, handicrafts, grapeharvesting tours, etc.) and allows local communities not only to earn money but also to exhibit other cultural traditions.

Today, the wine-producing sector in Turkey is troubled because of new regulations and the increase in excise duties on alcoholic drinks. Entrepreneurs who have come into this sector with huge investments can not sell their wines, which they have produced with high effort. It is not permitted to advertise and publicize these products over the internet either. Even those wines that have won medals at international competitions cannot be offered for tasting. Organising grapeharvesting tours has also been banned which had recently become quite popular.

Rural development related to the enotourism in Thrace Region depends on new regulations in development plans, master plans, legislations and an increase in sales and marketing opportunities.

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