

# **TRANSYLVANIA'S WINE TOURISM**

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Cultural tourism is an important segment in the development of world tourism. Wine tourism is a small, but highly important division of this type of tourism. It is defined as the type of tourism focused on viticulture and wine-making.

The study is structured in seven chapters, with a Foreword and an additional chapter presenting the results of the research and case-studies. The paper also has a Bibliography with 102 titles and an Appendix with the two survey models used and nine maps.

The first chapter discusses the aim of the research and the structure of the whole work. The chapter features the research hypotheses discussed across the whole study. These hypotheses discuss touristic market, the grape growing and wine-making potential, cultural resources, touristic infrastructure, but also proposals for future development of wine-tourism in Transylvania.

The second chapter is focused on the importance of grape-growing and wine-making in everyday life. It presents the history of viticulture and wine-making with more detailed references to Transylvania. The chapter stresses the importance of wine in everyday life, featuring also an analysis on consumption and tourists' knowledge in the fields of grape-growing and wine-making. During the research, persons of different ages and professions and both genders were surveyed. The questionnaire indexed the favourite type of drink, the preferred type of wine and the person's knowledge on vineyards. The results are presented in four tables and six graphs. This whole chapter studies the geographical influences on wine consumption. The investigated parameters on the development of vine were the climate – with its components: heat quantity, luminosity, sunny days/year, precipitations, humidity, wind, climatic repartition per season, annual average temperature – terrain features – protected exposure, soil inclination, soil composition and physical chemical and geo-morphological features.

The third chapter presents the characteristics of Transylvania's vineyards, with a special focus on wine-tourism. It shows socio-economic aspects, the natural environment, livestock, population and available workforce for seven vineyards in Transylvania. These are: Târnava Mică, Târnava Mare, Alba Iulia, Aiud, Lechința, Sebeș-Apold and Turda. The natural environment contains the terrain and the climate. This chapter also identifies all the places with a grape-growing and wine-making potential. The socio-economic aspects taken into account are the administrative placement and the agricultural real-estate. The sub-chapter Population and Workforce presents the number of inhabitants and their education, the economic units connected with grape-growing and wine-making from the analysed vineyards.

The fourth chapter discusses the development resources for the wine tourism in Transylvania. Among these resources are listed those pertaining to rural tourism, those resources and

attractions like buildings and objects linked with the wine production technology, traditional observances and customs, food resources and all elements related with wine consumption. The chapter contains the plans of a wine-cellar from Bucurdea Vinoasă, typical for the studied vineyards. A few observances and forgotten customs are noted. For assessing the efficiency of wine tourism development in different settlements, a research methodology was designed, illustrated by a series of diagrams: the competitiveness diagram and the competitiveness differentiation diagram. Both theoretical models are followed by case-studies. For developing a durable tourism in the studied vineyards, the research focused on the accommodation capacity of the settlements around the vineyards. In the case of wine consumption-centred resources, the study presented the grape varieties, the wine varieties and how wine can be classified. The classification included the wine-type and the way wines are analysed. The prizes acquired at different wine exhibitions emphasize the quality of Transylvania's wines. From the Târnava vineyard 18 types of wine are presented and other 3 mentioned. From Alba Iulia vineyard two types of wine are presented, from Lechința vineyard, three, from Aiud vineyard seven types are presented and other six mentioned, and from the Sebeș-Apold only one type of wine is presented. At the end of the chapter a presentation on how to select wine is offered, with the required recommendations.

The fifth chapter features the specific infrastructure for Transylvania's tourism connected to vineyards. It presents the alimentation units from the vineyards and some tourism statistics. The fortresses and castles from the vineyards are also presented from both historical and sightseeing point of view: Cetatea de Baltă, in the settlement with the same name, Daniel manor from Gănești, Bethlen castle from Criș, the Citadel from Alba Iulia, the Teleki manor from Țelna, Bethlen Gabor College from Aiud, Kemeny manor from Ciumbrud, the citadel from Călnic, Gravs' Fortress from Gârbova. A presentation of all the alimentation units from vineyards in Transylvania is made, updated until 2010. This chapter also contain the number of tourists that visited the above mentioned vineyards in the previous ten years.

The sixth chapter is centred on studying the accommodations in Transylvania's vineyards. The main features quantified are: the number of accommodations, their quality, the variation of their occupation in the previous ten years. Only authorized accommodations were taken into account. The tables contain the number of rooms, the number of accommodations, category and type of accommodation. The overnight stays are represented in a different graph for every vineyard, settlement in the previous 10 years.

The seventh chapter shows the competitiveness of Transylvania's vineyards from the guests-receiving point of view. From the number of tourists' arrivals the efficiency of vineyard tourism can be shown. This chapter contains also a presentation on the efficiency of vineyards in wine tourism. For a better view on tourists' arrivals, the numbers were illustrated in a graph. The analysis of the touristic products is based on the themed attractions and on the events centred on wine tourism. The best known events are: Strugurele de aur, Târgul gustos de Alba, Ziua cetății Alba Iulia, Apulum Agraria, Bogățiile toamnei Blaj. The presence of wineries and of the themed routes connecting the wineries and the analysed vineyards are also

presented in this chapter. Among the wineries, best known are those from Aiud and Țelna. From the wine-themed routes, the only one in Transylvania is the one from Alba County.

The eighth chapter is an analysis on the direction for developing wine tourism in Transylvania. The main tourist interest areas in the case of wine tourism are recreation, wine-themed routes, health and events. In the case of recreation, the study focused on the communication between tourist and animator. In this sub-chapter two case-studies are presented. The proposal for a wine-themed route discusses aspects of geographical coverage, means and ways of transportation and touristic supra-structure from the analysed vineyards. The proposal ends with two case-studies. Health discussion is centred on the therapeutic and wellness components. The study features a table with wine recommendations for different diseases. The sub-chapter is followed by an actual proposal on wine tourism. In the case of the events, the paper analyses the types of events that can be organized in the case of wine tourism, the places where these events can be organized and the way they should be made. The study ends with a case-study of a wine presentation.

The ninth chapter is dedicated to the conclusions in Transylvania's wine tourism. This chapter presents the answer to some of the hypotheses formulated at the beginning of the study. The interest towards wine consumption was proven. The research showed that the knowledge on wine is minimal among the surveyed persons. The touristic products connected to wine-making are not very fashionable. Transylvania's vineyards have the advantage of a natural environment ideal for the production of high quality wine. The vineyards also have many cultural resources useful in developing wine tourism. The analysis showed deficiencies in the touristic infrastructure of the studied vineyards. They are not prepared for the qualitative leap necessary for the development of a real wine tourism.

The appendix contains the models of the surveys used and the touristic maps of the discussed vineyards. Each vineyard is presented on a different map. The maps show the position of the vineyards relative to settlements and the access routes, and places with grape-growing and wine-making potential. There are also presented the grapes' manufacturing units and the wine-cellar. For attracting more tourists, the maps also show the touristic infrastructure. On the last map, a wine-themed route for wine-tourism is proposed and illustrated.

### **Keywords:**

Tourism infrastructure – all built structures used in tourism activities

Vineyard – extended region with large vine plantations

Wine-tourism - all sightseeing activities related to grape cultivation and wine manufacturing

Grape growing and winemaking – A branch of Agriculture dealing with vine-growing and wine production

Wine – alcoholic beverage obtained by fermenting grape must

## Contents

<b>Introduction .....</b>	<b>6</b>
1.1. Research Motivation.....	6
1.2. Research projects and formulated hypotheses.....	7
<b>2. The Importance of Grape Growing and Winemaking in Everyday Life .....</b>	<b>8</b>
2.1. A Short History of Grape Growing and Winemaking.....	8
2.2. The wine in daily life.....	12
2.3. Tourists'knowledge on Grape Growing and Wine making.....	13
2.3.1. Types of wines preferred by tourists .....	14
2.3.2. The Favourite Wine-type.....	21
2.3.3. The fame of Romania's Vineyards.....	25
2.4. Geographic Influences on Wine Consumption.....	30
2.4.1.Climature influence on grape production .....	30
2.4.2. The Soils.....	32
<b>3. The Characteristics of Transylvania's vineyards with regard to wine-tourism .....</b>	<b>36</b>
3.1 Târnaveilor vineyard .....	36
3.1.1. Natural environment.....	36
3.1.2. Socio-economic Aspects .....	38
3.1.3. Livestock .....	44
3.1.4. Population and Workforce.....	44
3.2. Alba vineyard .....	50
3.2.1. Natural environment.....	50
3.2.2.Wine-making areas.....	51
3.2.3. Socio-economic Aspects .....	51
3.2.4. Livestock .....	54
3.2.5. Population and Workforce.....	54
3.2.6. Education, Culture, Lifecare .....	55

3.2.7. Production units centered on wine making and the Touristic infrastructure.....	55
3.3. Sebeş-Apold vineyard .....	57
3.3.1. Natural environment.....	57
3.3.2. Socio-economic Aspects .....	59
3.3.3. Livestock .....	61
3.3.4. Population and Workforce.....	61
3.3.5. Education, Culture, Lifecare .....	62
3.3.6. Production units centered on wine making and the Touristic infrastructure.....	63
3.4. Aiud vineyard.....	63
3.4.1. Natural environment.....	63
3.4.2. Grape-growing areas .....	65
3.4.3. Socio-economic Aspects .....	65
3.4.4. Livestock .....	68
3.4.5. Population and Workforce.....	68
3.4.6. Education, Culture, Lifecare .....	69
3.4.7. Unități axate pe producția vinicolă și societăți economice legate de infrastructura turistică	70
3.5. Podgoria Lechința.....	71
3.5.1. Natural environment.....	71
3.5.2. Grape-growing areas .....	72
3.5.3. Socio-economic Aspects .....	72
3.5.4. Livestock .....	75
3.5.5. Population and Workforce.....	75
3.5.6. Education, Culture, Lifecare .....	75
3.5.7. Production units centered on wine making and the Touristic infrastructure.....	76
3.6. Podgoria Turda .....	77
3.6.1. Natural environment.....	77
3.6.2. Socio-economic Aspects .....	79
3.6.3. Livestock .....	81

3.6.4. Population and Workforce.....	81
3.6.5. Education, Culture, Lifecare .....	82
3.6.6. Production units centered on wine making and the Touristic infrastructure.....	83
<b>4. Resources for Wine tourism development in Transylvania.....</b>	<b>85</b>
4.1. Resources connected to rural tourism.....	85
4.1.1. Resources and attractions – monuments and objects .....	85
4.1.2. Traditional Customs and Observances in Vineyards.....	96
4.1.3. Gastronomical Resources.....	96
4.2. Resources based on wine consumption (wine attractions) .....	100
4.2.1. Wine Grapes Varieties and Wines’ Characteristics.....	100
4.2.2. Wine Classification .....	101
4.2.3. Clasificarea vinurilor din România .....	105
4.3. Wine Classification in Transylvania .....	109
4.3.1. Târnava Vineyard.....	110
4.3.2. Alba Vineyard .....	123
4.3.3. Lechința-Bistrița Vineyard.....	125
4.3.4. Aiud Vineyard.....	127
4.3.5. Sebeș-Apold Vineyard .....	132
4.3.6. New Grape Varieties in Transylvania .....	133
4.3. Resources for Wine-themed Events .....	134
4.3.1. Wine Selection .....	134
4.3.2. Wine Presentation .....	136
4.3.3. Serving Wine at events and Assorting Wine to Food-types.....	137
<b>5. The Particularities of Transylvania’s Infrastructure linked with the Vineyards.....</b>	<b>139</b>
5.1. Alimentation Units from Târnave vineyard and Statistics on Tourism.....	139
5.1.1. Fortresses, Castles and Manors relevant for Wine-Tourism .....	139
5.1.2. Authorized alimentation Units form the Târnave Vineyard.....	146
5.1.3. Visitors in the Târnave vineyard .....	148

5.2. Alimentation points from the Lechința-Bistrița-Teaca vineyard and Statistics on Tourism .....	149
5.2.1. Fortresses, Castles and Manors fitted for accomodating tourists in the Lechința – Bistrița – Teaca vineyard .....	149
5.2.2. Fortresses, Castles with potential for arranging wine-serving facilities from Lechința – Bistrița – Teaca vineyard.....	149
5.2.3. Authorized Alimentation Units in Lechința – Bistrița – Teaca vineyard .....	150
5.2.4. Tourists at Lechința - Bistrița – Teaca vineyard .....	150
5.3. The Alimentation System from Alba Vineyard and Statistics on Tourism.....	151
5.3.1. Fortresses, Castles and Manors fitted for accomodating tourists in the Alba vineyard ....	151
5.3.2. Locations suited to be arranged for wine-tourism in Alba vineyard.....	156
5.3.3. Authorized Alimentation Units in Alba vineyard .....	157
5.3.4. Touristic Arrivals at Alba vineyard.....	158
5.4. The status of the Alimentation Units from the Aiud vineyard and Statistics on Tourism.....	159
5.4.1. Fortresses, Castles, Manors and Colleges fitted for accomodating tourists in the Aiud vineyard.....	159
5.4.2. Locations suited to be arranged for tourism in Aiud vineyard.....	162
5.4.3. Authorized Alimentation Units in Aiud vineyard .....	162
5.4.4. Tourists' Arrivals in Aiud vineyard .....	163
5.5. The network of Alimentation Units in the Sebeș-Apold vineyard and Statistics on Tourism....	164
5.5.1. Locations suited to be arranged for wine tourism in Sebeș-Apold vineyard.....	164
5.5.2. Authorized Alimentation Units in Sebeș-Apold vineyard.....	166
5.5.3. Tourists' Arrivals in Sebeș-Apold vineyard.....	166
<b>6. Accomodation Units in the Vineyards of Transylvania .....</b>	<b>169</b>
6.1. Accomodations in Târnavă Vineyard.....	169
6.2. Accomodations' situation in Lechința – Bistrița – Teaca Vineyard.....	175
6.3. Accomodation Units in Alba vineyard.....	178
6.4. Accomodation Units in Aiud vineyard.....	181
6.5. Accomodation Units in Sebeș-Apold Vineyard .....	184
<b>7. The competition in Transylvania's vineyards on tourists' accomodation.....</b>	<b>187</b>

7.1. Tourism statistics.....	187
7.2. The Efficiency of Vineyards in Wine-tourism .....	189
7.3. The situation of grape growing – wine-making Touristic products .....	190
7.3.1. Themed tourist attractions and events in Transylvania specific to wine-tourism .....	190
7.3.2. The Wineries from the Vineyards .....	193
7.3.3. Mass touristic Products .....	195
7.4. Wine Consumption.....	195
<b>8. Developing areas and new products in Transylvania’s wine-tourism.Proposals .....</b>	<b>196</b>
8.1 Recreation and the wine-tourism.....	196
8.2. Wine routes in Transilvania .....	199
8.2.1. Geographical Coverage .....	199
8.2.2. Themed Approach .....	200
8.2.3. Means of travelling.....	200
8.2.4. The Primary Touristic Suprastructure .....	201
8.3. Wine in Health-tourism .....	207
8.4. Events influencing wine-tourism.....	215
<b>9. Conclusion.....</b>	<b>221</b>
<b>Bibliography .....</b>	<b>228</b>
<b>APPENDICES .....</b>	<b>234</b>