

ISCTBL

INTERNATIONAL SCIENTIFIC CONFERENCE ON
TOURISM AND BUSINESS LOGISTICS – GEVGELIA



GOCE DELCEV UNIVERSITY OF STIP
FACULTY OF TOURISM AND BUSINESS LOGISTICS

P R O C E E D I N G S

THE 2ND INTERNATIONAL SCIENTIFIC
**CHALLENGES OF TOURISM
AND BUSINESS LOGISTICS IN
THE 21ST CENTURY**

Stip, September 13th, 2019

North Macedonia



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Publisher:

Faculty of Tourism and Business logistics

Goce Delcev University of Stip

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www.ftbl.ugd.edu.mk

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CIP - Каталогизација во публикација

Национална и универзитетска библиотека Св. „Климент Охридски“, Скопје

338.48(062)

INTERNATIONAL scientific conference "Challenges of tourism and business logistics in the 21st century, ISCTBL (2 ; 2019 ; Stip)

Proceedings / Second international scientific conference "Challenges of tourism and business logistics in 21st century, ISCTBL, Stip, September 13th, 2019. – Shtip: University "Goce Delcev" - Shtip, Faculty of tourism and business logistics - Gevgelija, 2019. - 358 илустр. ; 25 см

Фусноти кон текстот. - Библиографија кон трудовите

ISBN 978-608-244-693-6

а) Туризам - Собири

COBISS.MK-ID 111863818

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Stip, September 13th, 2019

PREFACE

The Faculty of Tourism and Business Logistics in Gevgelia, at the Goce Delcev University of Stip, hosted the Second International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 13 September 2019 in Stip, with 35 works of 62 authors from Serbia, Croatian, Montenegro, Bulgaria, Kosovo and Macedonia that were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public. In this way, we want to promote the Faculty of Tourism and Business Logistics, promote Stip as the most visited settlement in the eastern part of Macedonia.

Stip,
September, 13th, 2019

Editor
Nikola V. Dimitrov, Ph.D. *Dean*

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WINE TOURISM AS FACTOR IN THE DEVELOPMENT OF RURAL AREAS

*Julijana Sazdova*¹; *Goran Antonievski*²; *Aco Kuzelov*³

Abstract

The rural tourism can be defined as an activity or a movement in which the human from an urban environment goes back to nature. This tourism enables the tourists to relax in nature and to avoid stress that is present in the urban environments. The rural tourism is a broad term that encompasses all the tourist services available in the total areas such as: hunting, fishing, gastro and wine tourism, eco-tourism, health services etc.

Wine and tourism have been connected for a long time. The wine tourism can be defined as a process of visiting of vine plantations, vineyards, wine festivals etc.

The wine tourism is a characteristic type of rural tourism that is connected to wine and depended on the wine, the production process and the wine-growing. This type of tourism is concentrated on the wine, but it also means experiencing the area that is being visited. There are vineyards for this particular aim, which have a specific way of offering elements interrelated to the wine.

Key Words: *vine plantations, wine, vineyards*

JEL classification: *L66, L83, Z32*

Introduction

The story of Macedonian wine is a story of countless characters, tastes and secrets of recipes that have traditionally been passed down from generation to generation. **"It's a story that doesn't know the beginning and the end."** In Republic of North Macedonia, Wine is one of the symbols of the earth along with the Sun, food and endless natural beauty. According to old storytellers that you can meet at the vineyard plantation, the biggest secret of Wine tastes in the Republic of North Macedonia is the Sun that in the regions of central Macedonia gives its specificity to each grape.

When you travel from Veles to Kavadarci, Negotino, Demir Kapija and all the way to Gevgelija, you are surrounded by vineyards and large and small wineries that tell the Macedonian wine a story in a very authentic way their architecture.

In Republic of North Macedonia, in the last ten years, the Wine Tourism has also been developing intensively with the small Wineries that bring you back to the past and the tradition of enjoying the wine story through its original atmosphere. From the capital city Skopje to the South of the country, real small oases with wine houses, wineries and wonderful multi-day offerings for lovers of Wine and Wine Tasting and authentic Macedonian food are already in function.

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General facts about alternative (wine and rural) tourism

Wine tourism is that part of tourism that involves visiting wineries, consuming wine, tasting cheese, as one of the dishes that is characteristic and intertwined with wine. The Republic of North Macedonia is a country with great potential for development of this type of tourism. Some of the Macedonian wineries are working intensively in this direction. The wineries in their offer include accommodation in their facilities in order to attract tourists who would like to experience something different. While staying in one of the wineries' apartments, almost every part that is involved with wine production, grape growing, packaging, sorting, etc. is within reach of tourists and can fully understand the process of making new wine. Some of the Macedonian wineries have a rich and long history. From that point, you can really experience something different than the usual routine vacation that includes beach and lake / sea. The Republic of North Macedonia as a mountainous country with numerous villages, with mild climate characteristics, rich in forests, excellent landscape values, rich hydrography and traditional gastronomic offer has a great potential for development of rural tourism as part of alternative tourism.

Historical development of wine tourism

Since the mid-19th century, wine has emerged as a specific tourist motivator when Grand Tour travelers visit vineyards and taste wine. Then there was the revolution of discovering several factors of travel: the revolution of the means of transport (railway development), the social revolution (middle-aged people looking for quality wines). In 1855, a Gironde wine classification was issued that gives wine and wine regions the identity of a tourist attraction for the first time. In the modern era, wine routes have appeared in the German tourism industry since the 1930s and have developed in other countries in Europe (Rozovic 2015). In the Republic of North Macedonia, wine history dates back to ancient times. The wine in this area was among the favorite beverages of the ancient king Philip II and his son Alexander the Great. There are written facts in history that describe these kings as great wine-lovers. Later in the history the Macedonian wine region is one of the most important for the Roman Empire, where the wine is a particularly valuable drink. With the advent of Christianity in these areas and the symbolic presentation of wine as the "blood of God" wine becomes perhaps the most famous drink at the time. From then on, in Republic of North Macedonia wine has been one of the most produced beverages, and recently wine production has been experiencing a real revival.

Wine tourism in the Republic of North Macedonia has been developing since 2005 when the Tikvesh Wine Route Foundation also started. Wine and rural tourism are closely linked. In the tourism industry wine is an important element for discovering destinations. Wine tourism is about building a connection with visitors during one-day trips or longer visits to one place.

Defining a tourist destination (wine and rural tourism)

A tourist destination is a geographical area in which there are all elements relevant to a vacation (landscape, flora, fauna, climatic conditions, attractions, accommodation facilities, entertainment facilities). Due to this mix of different elements, the traveler selects the tourist destination for his vacation and at the same time the destination is marketed by travel agencies or tour operators. Definition and concept of wine tourism is not available for single access. Most definitions refer to opportunity to experience and motivate tourists. Wine tourism can be as attractive as visiting vineyards, wineries, wine festivals.

Wine tourism is based on wine-related interests, while tourists can be motivated by destination (wine environment) or activity (wine tasting). This type of tourism involves short vacations or outings which are very important for winemakers as it is one of the ways they directly link their products.

According to Getzu (2000) wine tourism, besides wine tasting, also includes vineyards, wineries, wine cellars, participation in wine production, and acquaintance with the cultural and historical customs of the area. Such activities give tourists a certain experience. Wine tourism also complements other forms of tourism offered at a destination.

Wine tourism besides the wine itself includes the experience of the nature alongside its various natural, social and cultural elements. Preserved and beautiful vineyards, natural geographical elements, various wine-related manifestations as a continuation of the tradition that had been held in ancient Macedonia since ancient times, when "Dionysius Days" were held in honor of Dionysus, the god of wine, and the vine, which is an integral part of wine tourism. This type of tourism also includes the senses of: taste (wine), smell (grapes, fresh peasants, village dwellings, restaurants, flowers, etc.), touch (the practical experience of wine production, bottles, glasses, cooking with wine, grape harvesting), type (wine color, traditional festivals, vineyards, local population processing vineyards, etc.) and hearing (bottling wine, glass pouring, wine making equipment). All this affects the development of complementary forms and forms of selective tourism (cultural, rural, etc.).

Rural tourism has various names: eco-tourism, rural tourism, agro-tourism, eco-rural tourism and so on. Rural tourism is a concept of tourism in rural households, which is based on the use of rural space in the context of tourist offers. It is outside urban areas and has no mass form. Rural tourism implies encouraging the development of new tourist destinations. It takes place in rural farms whose livelihoods are based on agriculture, and the surplus of their products is marketed through the new sales channel - tourism.

Wine regions in the Republic of North Macedonia

Wine is one of the most popular drinks in the world and one of the most important ingredients in European and Mediterranean cuisine.

According to the EU climate characteristics and classification, the Republic of North Macedonia is considered as a III-C-b wine-growing zone and has adopted the oenological rules applicable to this zone. The main feature of this zone is that the wines may have acidification but not to be enriched, which corresponds to the legislation and current wine production practice in the country.

In the Republic of North Macedonia there is one vineyard region, which can be geographically divided into three regions:

- 1) Vardar Valley, i.e. in the Central region (former Povardarie Vineyard region) - covers about 83% of total production,
- 2) Western region (former Pelagonia-Polog vine region) - covers 13% of production and
- 3) Eastern region (former Pcinja-Osogovo vineyard region) - covers for 4% of total production.

The three regions are divided into 16 sub-regions (wineries) that are characterized by different production conditions and different production intensities. The largest production of wine

grapes and wine takes place in the Tikvesh region. Tikvesh covers all areas suitable for wine grape cultivation in the municipalities of Kavadarci, Negotino and Demir Kapija, as well as parts of the municipalities of Prilep and Veles. Climate conditions in the region enable successful cultivation of different varieties of wine grapes with all stages of ripening of grapes. The main varieties grown in the region are red Vranec, Merlot, Cabernet Sauvignon, Pinot Noir, Kadarka, white Chardonnay, Bellan, Muscat, Riesling, Sauvignon Blanc, Semilon, Smederevka, Rkatsiteli, Muscat Otonel, Temjanika, Zilavka and Rose Stanusina. The Macedonian wine region has very favorable conditions for growing grapes for wine production, considering that these regions are affected by the Continental and Mediterranean climate.

There are more than 80 registered wineries in the Republic of North Macedonia today.

Opportunities for development of wine and rural tourism

Wine tourism is a characteristic form of rural tourism that is interconnected and dependent on wine, wine production and vineyards. From here the wine tourism infrastructure is of particular importance for the development of wine tourism. Although this type of tourism is concentrated around the wine, it also involves a complex experience of the place to visit. For this purpose, a Wine Route has been established which offers all the attractive elements in an organized way where the wine is the center of attention.

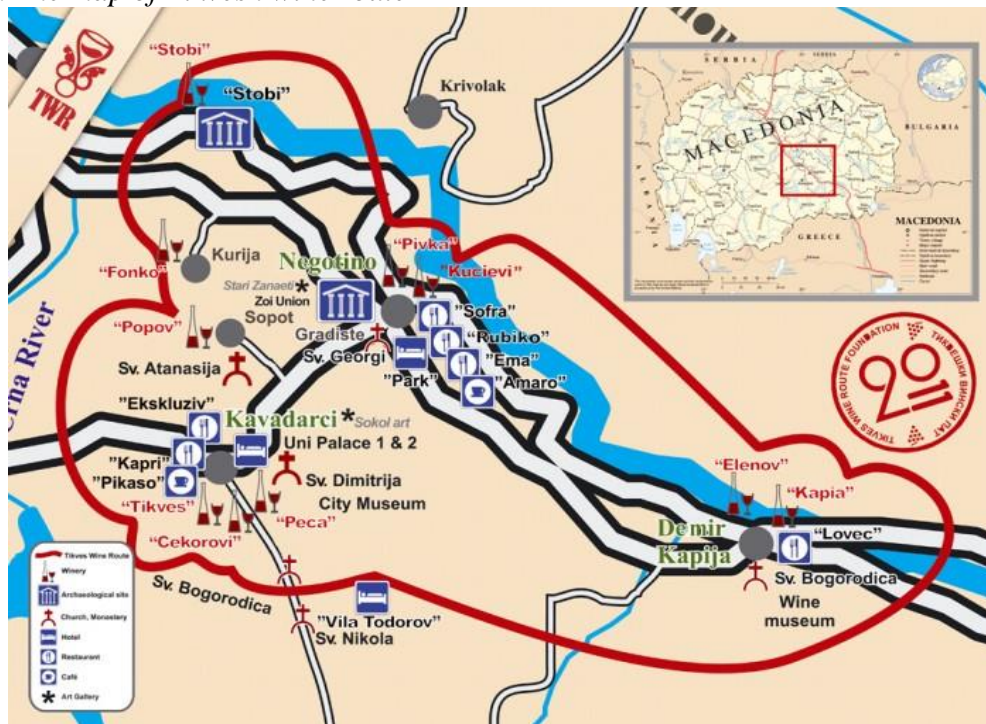
The wine route in the Republic of North Macedonia is established with one purpose and it is the best way to get to know the Macedonian wines. This tour allows tourists to get acquainted with the five Macedonian wineries. In addition to visiting the winery and the farm, they will have the opportunity to taste some of the better wines and be offered traditional food. The first one is the Grkov winery, located in the village of Krnevo, one of the latest wineries in the Republic of North Macedonia. Here tourists have the opportunity to visit the nearby monastery. Before visiting the next winery, tourists have the opportunity to take a short break to visit the Museum of Wine History.

Visitors to the Elenov Winery in Demir Kapija, as well as the Popova Kula Winery, have the opportunity to follow the wine making process. Here tourists have the opportunity to visit the ancient city of Stobi. This city was on the territory of the old Macedonian tribe Paionci, and in the time of Philip II, it was part of the Macedonian state. Then tourists visit the Bovin winery where tourists have the opportunity to taste some of the award-winning wines from Bovin Winery.

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The wine road ends with a visit to the Tikves winery. At the attractive authentic restaurant, along with the Tikvesh finest wines, tourists can taste specialties from traditional Macedonian cuisine as well as amazing international specialties.

Figure1: *The map of Tikvesh wine route*



The wine path comprises the natural beauties and the special space through which it passes; the culture and historical sites, the tradition and the specialties of the wine regions.

Other wine related events are organized, and they are linked to the wine route:

1. Wine Festival - held in Skopje where tasting of several products is possible and simultaneous comparison of quality and taste. The most famous varieties of grapes are presented, the wine categories and their order of service, the correct way of opening the bottles, the wine service protocol and the appropriate combination of certain types of wine and food. Apart from wineries, there are also dairy and meat producers. Visitors also receive a free glass of wine with each ticket purchased. Traditionally this event is held in two periods of winter and summer and is always organized at different locations in the city.
2. Veles Pie and Wine Festival - Traditionally held in Veles municipality every year in October
3. Vinidonia Wine Fair - held annually at the Marriott Hotel in Skopje, organized by the Sommelier Association of the Republic of North Macedonia.
4. Wine Trainings - Established Academy of Wine and Strong Spirits of the Republic of North Macedonia where wine expert organizes lectures in a wine salon. Here tourists will get information about our wines and our wine industry. This is a part of the strategy that the Academy needs to help promoting Macedonian wines and the Macedonian wine region.
5. Promotion of Macedonian wines - The wine in the Republic of North Macedonia has a long tradition and history. Foreign and domestic tourists taste quality wines, promotional material is needed to highlight the characteristics of the Macedonian wine and at the same time the beauties of the Republic of North Macedonia as a tourist destination. All wineries invest in all aspects of the marketing mix and, together with the Government of the Republic of North Macedonia, try to promote Macedonian wine.

6. Organizing workshops - trainings for the local population on how to use their own resources for tourism development and businesses within the project "Enogastronomic Route through Tikvesh" implemented by the Tikvesh Wine Route Foundation with the support of the Ministry of Economy.
7. Tikvesh Vintage, organized by the Local Self-Government of the Municipality of Kavadarci - it is a continuation of a long and rich tradition that was held in these areas since ancient Macedonia, when "Dionysians" were held in honor of the god of wine Dionysus and the vine days". These celebrations lasted for several days and were attended by the entire population (both free citizens and slaves). The ancient Macedonians cultivated and nurtured this culture with great skill and love, as evidenced by the numerous tombstones, mosaics and reliefs at the numerous archaeological sites in Tikvesh. In the Middle Ages, viticulture continued to be nurtured in these areas, with its main centers being church and monastery estates, where the most beautiful wine was produced. With the arrival of the Turks its production stagnated, since the use of alcoholic beverages was forbidden by the Koran. Each year representatives of the vintage are elected: the king, queen and their companions.

The defile is enriched every year by guests: ensembles and art companies from our Republic, the former Yugoslav countries, neighboring countries, Romania, Brazil ... In the evening there are a number of concerts held by famous bands and performers from the Republic of North Macedonia and the Balkans.

Macedonia is a country with great potential for development of this type of tourism. Some of the Macedonian wineries have a rich and long history. From this point of view, you can experience something different than the usual routine vacation which includes beach and lake / sea. Based on the fact that it has ideal climatic and soil conditions, excellent vineyards that produce high quality varieties of grapes and at the same time has investment and private initiative, this enables Macedonian wine to become recognizable and sought after by consumers wine all over the world.

Tourism activities in rural areas for development of wine tourism

The tourist offer of the local population from the rural areas consists of providing the following services:

- Accommodating guests on their own farm
- Offering custom products
- Offering meals from their own kitchen
- Offering drinks from their own cellar
- Food tasting and wine tasting
- Organizing outings in the surrounding area
- Vintage
- Photo safari
- Horse for riding
- Renting bicycles and more.

The most important feature is that food and drinks are produced in a classic and traditional way, and thus the trends for a healthy diet can be followed. The advantage in rural tourism is that local people make a living in their own backyards, where the whole family is actively involved.

SWOT ANALYSIS for wine tourism as a factor for development of rural areas

The SWOT analysis gives an overview of the main points that influence wine tourism as a factor for rural development. It contains four factors:

- The strengths of wine tourism as a factor for rural development are the short distance between different destinations and attractions.
- Weaknesses and disadvantages appear at certain points such as: still relatively unknown tourist destination, weak organizational structure below national level, limited number of accommodation facilities, poor development of tourism products at regional / local level due to lack of knowledge and financial resources, lack of co-ordination of various tourism-related activities at national, regional and local level, no subsidy program for accommodation facilities or tourist attractions.
- Opportunities that will deliver better results First of all, weaknesses and limitations need to be eliminated.
- Threats that may prevent the development and improvement of wine tourism as a factor for the development of rural areas

Table 1: *Swot analysis for wine tourism*

advantages	disadvantages
- You can travel all year round - Short distance between different destinations and attractions, - Organizing trainings for the local population, - Offering rest and relaxation in order to avoid the demands of everyday life - Replenishment of the longer main holiday with the so-called wine tours - Increased leisure time for older "mature" people gives them the opportunity to use this type of tourism and be involved in the process of offering this type of tourism.	Lack of projects that would move wine tourism forward as a factor for rural tourism development, - Insufficient affirmation (ads, flyers, etc.)
opportunities	threats
growing interest in individual travel, - benefits from transit tourists passing through the Republic of North Macedonia, - financing of various projects related to the development of wine and rural tourism, - granting subsidies if certain pre-defined package conditions are met,	- economic instability, - uncoordinated development,

- alternative ways to spend time and money constantly competing with the holidays,	
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The SWOT analysis is designed to show the advantages and disadvantages of wine tourism as a factor for the development of rural areas. Hence, we can see not only the points that we can boast of, but also the critical points that need to be changed in future.

Conclusion

Due to its geographical location and favorable climate conditions, the Republic of North Macedonia has a long history of wine production. The landscape is attractive and can offer new tourist products, most of which will be included in one-day excursions due to lack of accommodation. Wine tourism as a factor for rural development is at an early stage of development. The Ministry of Economy (Tourism Sector), HOTAM and ATAM, the Agency for Promotion and Support of Tourism and the Chamber of Commerce of Tourism should continue financing and developing projects and strategies related to the development of wine and rural tourism.

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