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Title of the thesis

**Potential, recovery and prospects for development of wine
tourism in Western Moldova**

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Introductory considerations

The research theme is registered in the field of human geography, more exactly in the geography of tourism with interdisciplinary influences. The motivation for the choice of this theme stems from my concern to study the tourism of the Department of Vrancea during my memory of licence and master, where my attention was more focused on the mountainous zone, neglecting the generous wine potential which this county has. Since the Vrancea county vineyards enrolled in the wine region named the hills of Moldova, it was decided to extend the study to the entire region.

Underpinned by a constructive, pragmatic and strategic goal, the project aims to identify, evaluate and use wine tourism resources of the wine region of Western Moldova, taking as a model the Alsatian way to exploit this form of tourism.

The research theme aims to offer a new formula for recovery of moldovan vineyards, a development of the wine potential in clarifying both the phenomenon wine tourism and the resources of this form of tourism in this space.

To better understand the problem and to facilitate the analytical approach it was enumerate a few questions:

- What is wine tourism and what are the prospects of this form of tourism?
- How can be developed relations between the actors of the territory so that the wine tourism becomes an integral part of "the industry" tourism?
- Is wine tourism represents a profitable sector for the wine-growing region of Western Moldova? (when they say profitable, refers not only to the economic part, but also to the overall image of the region, as the image of the tourist destination.
- What are the factors that promote and restrict the application of a model of development of wine tourism following the alsatian experience.

The main objective

The main objective of the study is the identification of potential Western Moldova wine and tourism potential of moldovan vineyards by comparison with the Alsace wine region to propose a model of development of wine tourism (based on the relationship of the actors of the viticulture with the actors in tourism).

Secondary objectives

- Identification of the genesis, evolution and wine tourism issues;
- Deepening at the organizational level (theory, foreign examples) - it will take as examples the states of the new world and old world wine-producing who have experience in the development of this form of tourism to seize the favorable and limiting factors in the application of the wine tourism;
- The creation of a database of the wine tourism products put into the attention of tourists and also the natural and human heritage, accessibility, accommodation;
- Evaluation and perceptions of winemakers vis-à-vis to wine tourism in both regions;
- The implementation of surveys among tourists from these two wine regions.

Methodological guides

For the first stage of research, the method used was bibliographic documentation to deepen the concept of wine tourism and how it developed in the countries already enshrined in this direction. For a comprehensive analysis of a phenomenon, a rigorous documentation is required and allows the updating of existing information on such a phenomenon. Bibliographic documentation was based on a systematic analysis of scientific publications and reports and official documents, with the aim of understanding the concept of wine tourism and its forms of development. The information presented in this work comes from international specialty literature, especially francophone literature, articles downloaded from the indexed database (ISI Thompson, Science Direct, Sage, Elsevier, Springerlink), reports of some institutes such as the Ministry of Agriculture and fisheries of France. It also used specific methods of geography, software for mapping or to make diagrams, for example the Philcarto for cards with vineyards, Adobe Illustrator for the schemas and maps and Excel to the database.

The main method used for this thesis has been the comparative method. Why this method? To see what are the favorable factors and limiting to apply the alsatian wine tourism in Moldova. How will it be implemented? By a comparison between the wine of Western Moldova region and the wine region of Alsace on potential wine regions (the vineyards, wine, grapes, *terroir*, history) and the tourism potential of the vineyards (the vineyard landscape, the road of

wine, the culture of wine, the tourist heritage - museums of wine, wine festivals, exhibitions), tourism infrastructure - accessibility, accommodation, flow of tourists. The objective is to demonstrate if Moldova has the characteristics necessary to develop a wine tourism success model as is the case of Alsace. The other methods are the application of questionnaires to the tourists and wine-growers/producers, scientific observation, interview. The questionnaires with growers and producers have applied face to face during the summer and autumn of 2012 on a sample of 100 winegrowers and alsatian producers and 70 winegrowers and moldovan producers. More questionnaires for tourists have been applied on 100 tourists in Alsace and 100 tourists in Moldova.

The key words used in the search were: wine tourism, tourism, wine, tourism and wine, tourism and vineyards, tourism and viticulture, vineyard landscape, wine heritage, wine route.

The Organization of the study

This work consists of 5 chapters. The sequence of chapters creates a more generic method of work organization, this is the deductive method, from the general to the particular. Thus the first chapter is there enough general, it highlights the main characteristics of what it means the wine tourism, all its subordinate, its offer and its application. This is a true informational background. It was investigated in detail the specialized literature to better understand this form of tourism.

The second chapter is a personal and new analysis for wine tourism in Romania, by regions, to see exactly the place of Moldova among the characteristics of the wine industry and the tourist sector.

Chapter 3 presents itself as a progression through a game of scale of the Romania to Moldova, and has as problematic comparison with Alsace. This comparison helps us to know the stage of development of the wine tourism from Alsace. The comparison is based on information from the literature as well as questionnaires applied to the wine growers of the two regions.

Chapter 4 is dedicated to the wine tourism demand, the study being organized also through comparison of the answers given by the tourists found in Alsace and tourists found in Moldova. Questionnaires are contributing to the clarification of the unknown variables at this time.

Chapter 5 is supported by development strategies that are formed as a result of the study, seeing the weaknesses of the region and this chapter comes with some solutions given not only by the

respondents to the questionnaires but also by us, solutions to exceed a small threshold of underdevelopment. If we began with an introduction where has been questions, issues, goals, we will end with some general conclusions and some recommendations.

Chapter I. The wine tourism market: a conceptual and operational approach in the international context

Wine tourism is an emerging form of tourism, which has developed into wine crisis, due to the wine industry in the countries of the New World (the United States, New - Zealand, Australia) that began to consume priority their own wines. Also, low consumption of wine in the world is another reason why we wanted to create a new form of tourism. Campaigns against alcohol had the effect of reducing the consumption of wine. The consumer has gone from occasional to frequent consumer. Wine tourism has emerged as a center of revitalization, preservation, development of the wine industry. The great handicap in which he confronts is the existence of an offer too complex but difficult to read on the wine product and the tourist offer.

Wine tourism is one of the first methods of valuation of the wine by facilitating the meeting between the producer and the consumer on vacation that is curious, available and responsive, then insider, he is the best Ambassador of the vine (Roumégoux report, 2008).

The European area of wine tourism VINTUR gives a very vague definition regarding this form of tourism as "the wine tourism product is to integrate under one thematic concept existing and potential resources and services of tourist interest in a wine-growing zone. So, the definition is more general, there is a lack of detail as the resources and tourist services of interest or motivation of people interested in this type of tourism, because a this definition must be supported by rigorous fieldwork and a survey of tourists. This definition is intended to define the field of wine tourism without giving its essence, what it is for (Castaing, 2007).

Dubrulle (2007) defines wine tourism as a set of services relating to stays of tourists in the wine-growing regions: visits to wine cellars, tasting, accommodation, catering and activities related to wine, products of local and regional traditions. This definition provides a list of the wine tourism products. However the intangible values and the vineyard landscape are left aside.

In advertising for products wine, wine tourism is defined as: "An Art of living (...), satisfaction and pleasure", an "Art of living that must be privileged".

Wine tourism is all this, but it is also a process where wine is the bearer of images, where the tourist can discover, meet, visit, learn, browse, enjoy, buy... Throughout the approach, the advertising work done by word of mouth, I speak, I come back with friends. There is also a quality approach that doesn't standardize, and that is focused on the enhancement of the profession of winegrower and wine product.

The definition and conceptualization of the wine tourism in terms of marketing chain (marketing) are mainly based on the motivation of the tourist and the experience. By example, (Hall et al. 2000 cited in Getz and Brown, 2006) defines the wine tourism as "all movements in the vineyards, cellars, celebrations wine fairs, where the wine tasting and/or experience of the attributes of the wine region are the main reasons for tourists". Getz (2000) cited in (Getz and Brown, 2006) says that there are three great prospects in the definition of this concept as follows: wine producers, travel agencies and consumers. He argues that wine tourism is "a form of the behaviour of the consumer, a strategy by which the destinations develop and sell their image of wine region and also an opportunity of marketing for wine producers to sell directly to consumers" (Getz, 1998, cited in Chaters and Ali-Knight, 2002). It must be recognized also that wine tourism involves destination planning and strategy of marketing (Getz et al., 1999).

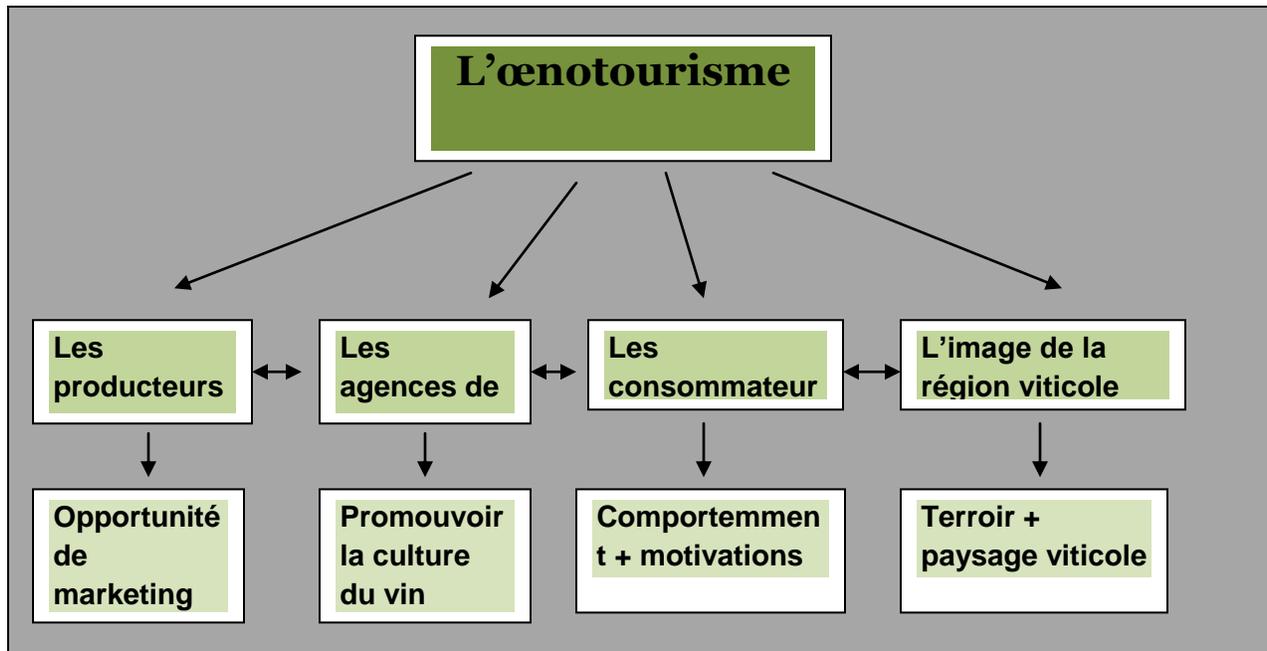
We see therefore a few important elements in the definition of wine tourism in the perspective of the marketing chain: the consumer with motivations and experiences, the image of wine region and the strategy for producers to sell on the spot.

These are the geographers who introduce the dimension of the landscape in the definition of wine tourism and the concept of terroir, both discussed in the wine world. In this sense, it can be cited the Dubrule (Dubrule, 2007) report which focuses on the wine production with a special mention for landscapes.

In concluding on the definitions, wine tourism is therefore a vector to discover wine-growing landscapes, its wine products and wine culture.

To facilitate the understanding of the concept of the wine it was chosen a scheme (fig.1), which concludes the definitions previously presented.

Fig.1 Scheme of wine tourism



Means 'New world' countries specially in the hemisphere of the South, (Argentina, Australia, New Zealand and Chile), but also California, the United States, which had a strong contribution to the development of wine tourism. They are the countries that have raised the wine crisis in Europe, by the consumption of their own wines. The grape varieties are mainly European and the pioneers in this field were often Europeans eager to grow the vine in distant lands. Some growers have felt that they could succeed in breaking into a new market. The traditional vision of the European wine tourism may not be applicable in the 'new world'. As their wines, wine tourism is subject to marketing and no longer meets the same needs.

Some models of the new world of the wine tourism development were analyzed. One of the largest is California, known as the first region of the new world in the development of wine tourism. The County of Napa is the third most visited destination in the United States after the Grand Canyon and the Disney theme parks. The development of wine tourism in Australia is very close to the American. In Australia, the wine tourism is well developed around food, because of the lack of restaurants in the vineyards. Also, the wine tourism offer has been enriched by spas and resorts that allowed inviting tourists for a weekend and compensating the remoteness of the cellars.

The South African Vineyard has the particularity to be considered, despite its relatively old colonial history, as one of these vineyards in the new world (Rouvellac et al, 2011). In South

Africa the situation is a little different. When the apartheid regime was put in place, the producers have suffered the economic embargo. It was necessary to find other channels of distribution on the national market, despite a limited potential customer, limited essentially to the white population. Producers then developed wine roads to promote the sale to the property as part of a varied wine tourism offer.

The development of tourism has also triggered the appearance of new forms of tourism. The wine industry has recently crossed a crisis, linked in particular to the offer of wines from the "new world" (Australia, USA, South America), but also to the emergence of new approaches to tourism and the thousand ways to discover the wine, especially for youth and the female audience. One must understand that the alliance between the wine and tourism always brings good effects, as vine, wine, tourism have always played a very important role in several sectors:

- economic role, at the level of production, of distribution;
- environmental role, by the fact that the vine has profoundly shaped landscapes, but also buildings, furniture, tools;
- cultural role, since in many regions the vine and wine infused lifestyle, the rhythms of the inhabitants, led traditions, local celebrations, events;
- Gourmet role, by the number, diversity and quality of the wines which some have largely contributed to the fame of the various regions abroad.

The development of wine tourism is produced differently in European countries and in the countries of new world. We have seen that Europe, despite its heritage, has a culture of wine which has not yet managed to develop a business, due to lack of funds.

Europe can learn from countries that have invested a lot in this business.

We can enumerate in conclusion a few brakes that prevent the development of wine tourism in Europe according to the models of the new world:

- the difference of culture between the wine world and the world of tourism causes a lack of collaboration and communication between these two types of actors;
- limited offer and not original;
- a limited network of cellars practicing hospitality;
- access to the cellars and signage failing especially for wine routes;
- a chronic shortage of accommodation;
- a low availability of the winemaker (inadequate opening hours)

-a lack of financial resources;

-low professionalisation of the visitor (low mastery of foreign languages)

Therefore, European countries should first overcome these handicaps to then manage to provide a tourism of quality and competitive product.

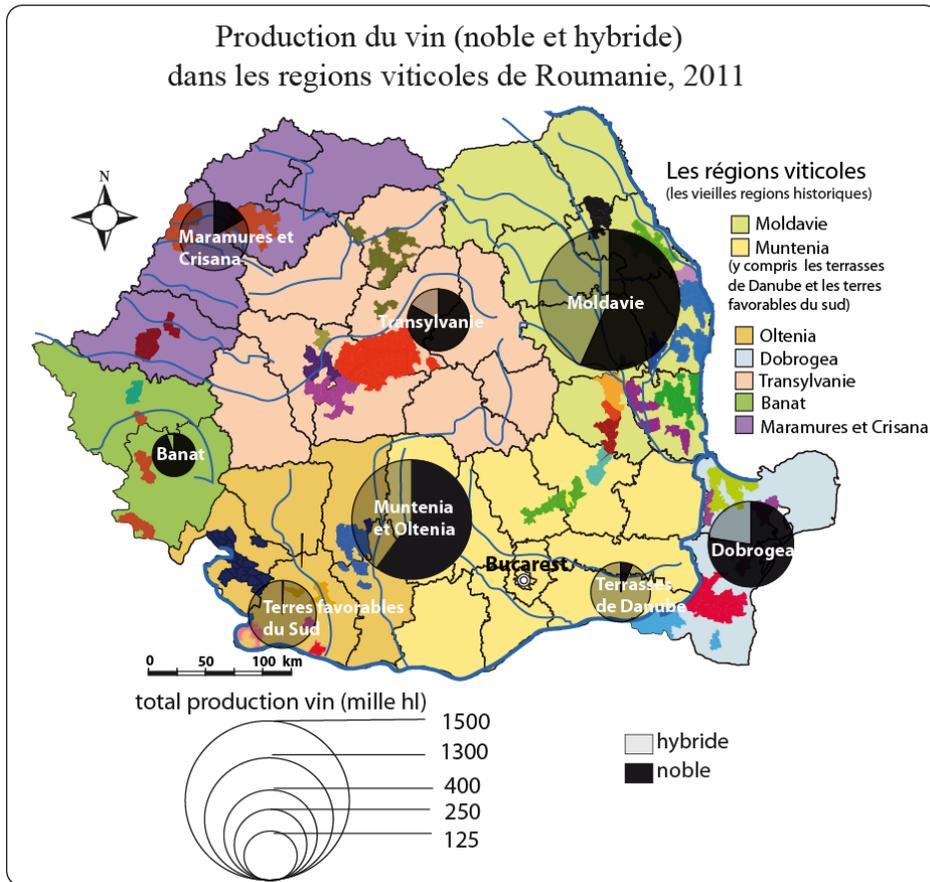
Chapter II. Wine tourism in Romania: the characteristics of the wine and tourism industry

This chapter has the role to present a diagnosis of the wine and tourism situation in Romania, to highlight the place of the wine region of Moldova in a national context. Thus, the chapter is structured in three parts, the first part is devoted to features wine nationally, the second part to the tourism characteristics that at the end are to present the initiatives taken by the institutions and agencies in terms of development of the wine tourism in Romania.

The wine region of Moldova is the largest and most renowned region of the country. Until 1989, this region had 94,000 hectares of vines almost the vineyard surface of the Germany, today the vineyard acreage for wines of 70,000 ha, of a total national 182 000 ha. Moldova is the region with the largest production of wine and with a third of the total area of vines cultivated in Romania.

As can be seen on the map of the regions of the wine production of Romania (fig. 2), the region of Moldova occupies the first position in relation to the noble wine and even hybrids. In 2011, Moldova has produced a total of more than 1 500 000 hl of wine, including 850 000 hl of noble wine and 650,000 hybrid wine. Compared to 2010, production was a little weaker, it is because external factors (climatic conditions) and internal factors (technology), but the situation is not the same for other wine regions. Observed for Moldova and the terraces of the Danube region, wine production in 2011 was lower compared to the year 2010, but the other wine regions are the contrary, the year 2011 in being more effective in the production of wine. The total production of wine in 2011 has been with 23% higher than in 2010. In general, climatic conditions were more favorable for the majority of the wine regions of Romania, the production of grapes for wines in exceeding both qualitatively and quantitatively.

Fig.2 Production of wine in wine regions of Romania

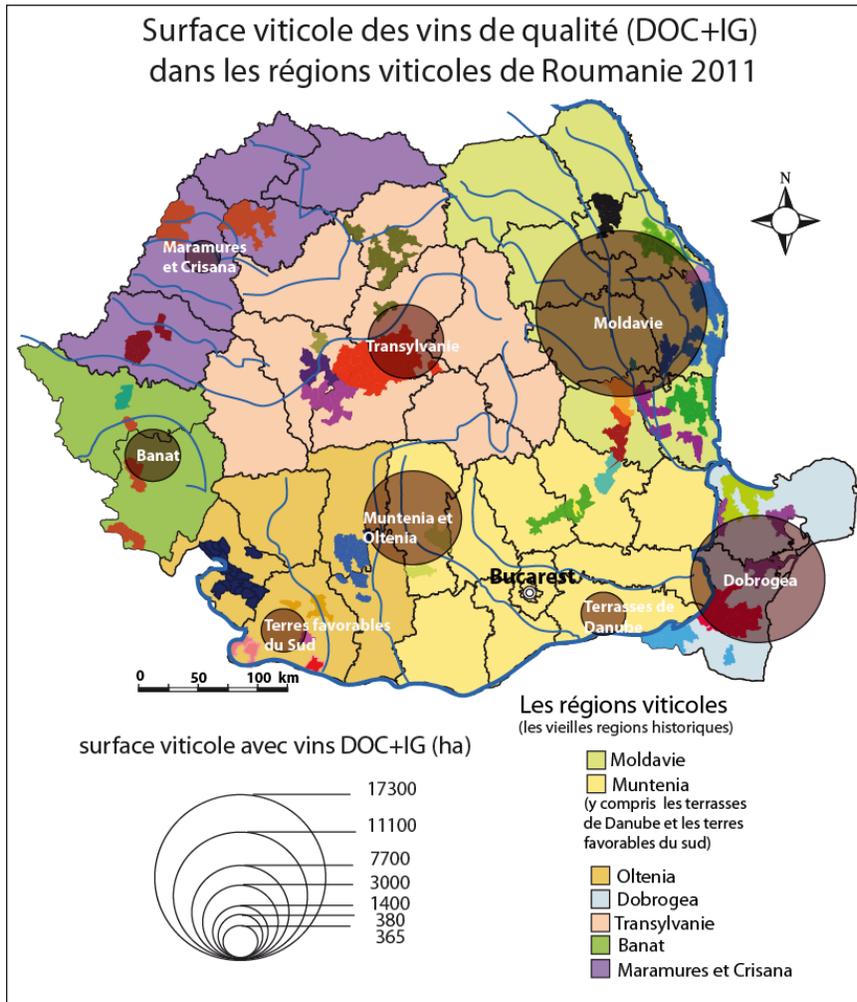


Data sources: ONVV

The main objective is not to expand the vineyard surface, but to apply the restructuring/reconversion program, to replace the hybrid by grapes for noble wines grapes for wines controlled appellation of origin or geographical indication.

We have seen that the wine region of Moldova has the largest production of wine, the largest wine-growing area and of course it is the leader for quality wines, for example denomination of origin control wines (DOC) and geographical indication (GI). We observed that 17300 hectares was cultivated in Moldova for quality wines (fig.3).

Fig.3 Vineyard surface of quality wines in wine regions of Romania



Data sources: ONVV

It is therefore concluded that the wine region of Moldova is really the most important of the Romania concerning the vineyard surface, the production of grapes for quality wine, appellation of origin and geographical indication; It is for this that it is clearer and more rigorous attention to develop alternatives and thus enhance this wine potential at its disposal. And a reliable, strategic and sustainable alternative is wine tourism.

In general the departments that make up the region of Moldova are located on an average position concerning the number of both Romanian and foreign tourists, being necessary the strong promotion of local attractions like the vineyards, to be able to develop and practice with successful wine tourism.

Tourism can become an important component of the national economy, in order to determine significant changes in territories, by contributing to the economic - social growth remained lagging regions or without other resources.

It was concluded that there is a tendency to support the tourism sector in the more developed regions of the country, in observing a lack of interest on the part of the authorities and a lack of investment to the less developed areas.

Chapter III. Wine tourism in Western Moldavia... towards a future Alsace?

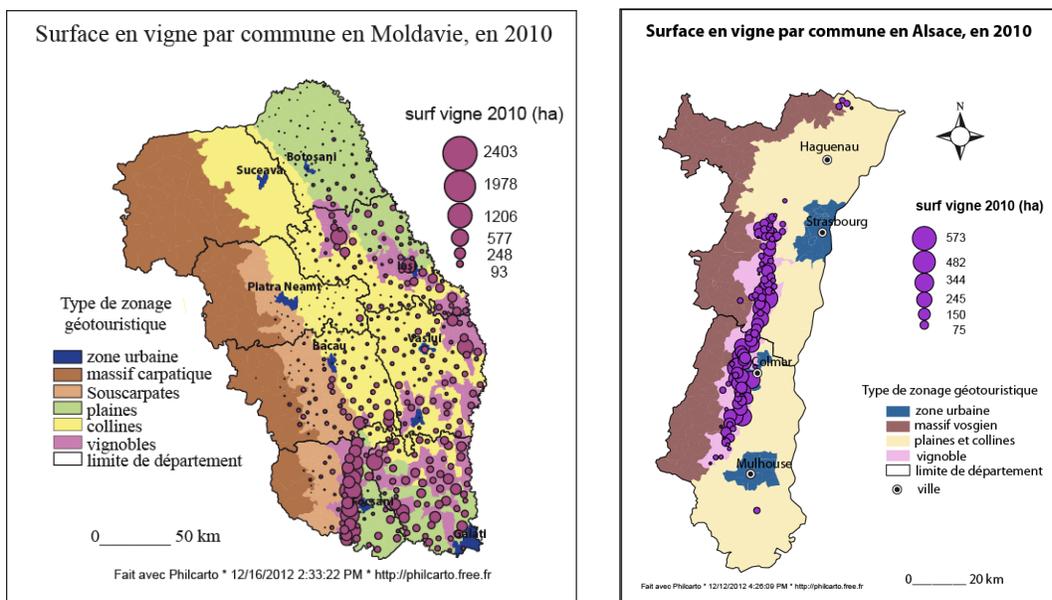
This chapter contains two major parts: the potential wine of Western Moldova - a comparison with the Alsace region and the Moldovan wine - to a tourism offer complete. It is based on the comparison between the two wine regions and having made a diagnosis on the state of Moldovan winemaking over the Alsatian wine, could now give some answers to some questions.

Is Moldova fulfilled the necessary conditions for the development of viticulture and wine tourism implicitly as is the case of Alsace? It has shown up to this point that yes, it has the qualities to arrive at the level of the Alsace because the Romania works on European models, including the French model, given the success of the France on the market in wine. Moldova has need of recognition and awareness on the part of its inhabitants and this started to outline about the specific movements to develop this form of tourism.

We will give a few examples. The two territories have a complex relief available to the morphological units following a similar model, an arrangement in markets, at decreasing elevations (from West to East) and a relative balance between the three main groups of relief, that is to say the mountains, plains and hills. In Moldova as in Alsace, the vines are grown for a long time. Both in Moldova and in Alsace, the climate is favorable for the development of viticulture and that the simple provision of landforms, which is similar to the two regions, offers almost the same weather conditions. Both the Alsatian vineyard that the Moldovan vineyards enjoy a climate to continental trend, with a spring early, but temperamental, subject of late frosts, a summer with frequent thunderstorms of heat, a generally nice and dry autumn but with temperature inversions. In this context, the slow ripening of the grapes preserve the natural

flavors and provides finesse to the wines. With regard to precipitation, (Carpathians in Moldova) and Alsace Vosges mountains play the role of a barrier to the oceanic influences from the West, thus precipitation is 600-700 mm/year in Alsace and 500-600 mm/year in Moldova.

About the vineyard landscape there is a similarity with the alsatian vineyard with regard to the continuity of some vineyards and available at the base of the mountains, the vineyards of slopes, it is the case of the vineyards of the Vrancea county, where the three vineyards (Panciu, Odobești and Cotesti) are arranged as the vineyard of Alsace, at the base of the Vrancea mountains, respectively at the base of the Vosges mountains. Here there are really the best climatic conditions for the wines of good quality.

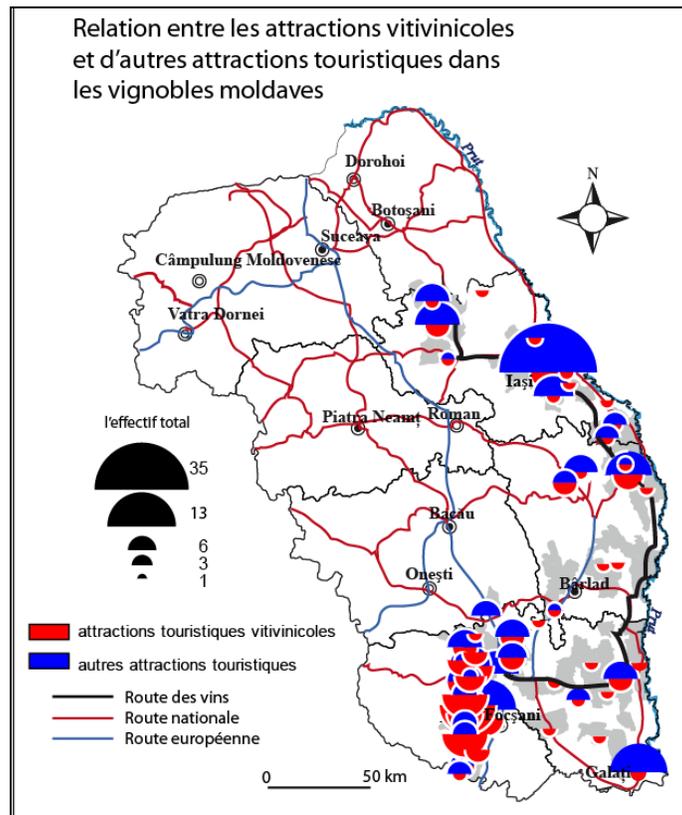


The vine is established in two regions as an ancient and rich resource, which has created landscapes, giving personality to the places and an agricultural and tourist function to villages or even cities. Moldova presents itself as insular areas of viticulture but with a consistency in territory and Alsace has its vineyards longitudinally as in the Vrancea county. Thus, regardless of the vineyard landscape, it creates a typed landscape atmosphere.

We know that today the modern world is facing that it is so-called globalization, but it is necessary to recognize at any moment the difference between places and the people. In this sense, we are aware that it is best to keep the specifics of a wine region (the case of Moldova) but by applying as much as possible a model that has had success but as we said, keeping the point that made the difference because we speak here of a unity in diversity. A unity of Europe,

with the soil at the base of all that stands for viticulture, winemaking, wine tourism, but with specific accents in each region. On how to exploit the grape varieties, Alsace focuses on a few grapes, 7, all being French, so when one speaks of a Rhine Riesling, we know clearly that one speaks of Alsace. Thus, the image of this region overlaps with the wines it produces. Moldova must focus primarily on the indigenous grape varieties, because a Merlot produced here will never be the same as that produced in Bordeaux or a Riesling produced in Vrancea is never identical to that produced in Alsace. It is true that it can be used advanced technologies, but by doing this it changes and the quality is changed. Since the wine tourism is based on the wine route, Alsace has its wine route which passes through 72 of 942 commons and which is well known thanks to its very simple route, along a single axis, a natural route that crosses the Alsace; It allows to discover equally the landscapes of the vineyard; it knew over time enriching his career and diversifying its tourist offer. In Moldova, could not speak of an official wine road that crosses the entire region, but there is a project that was launched at the beginning of this year, the 07.01.2013 called the road of the vineyards of the Vrancea county (Drumul podgoriilor vrancene). As wine Moldova is based on two wine tourism poles, for example Vrancea in the South and Iași in the North, everything that could make this would bind these wine attractions by a wine route that ends not in Adjud, North of Vrancea county, but in Hârlău, North of the Iași county (fig.4).

Fig.4 The relation between wine tourism attractions and the other tourism attraction in moldovan vineyards



Analyzing map it is observed the strong wine character of the Vrancea county, the viticultural attractions being represented by cellars, stations research, production companies and winemaking against the part of the North where there is a concentration greater in tourist attractions of other type (churches, monasteries, palaces, memory houses). So for a completion of the virtual road of the wine of Moldova, this counterweight between the South and the North, offers a complex picture of the region. The city of Iasi offers a wide range of attractions and activities that can be practised. The impressive number of cultural sites with national and European value attracts large numbers of tourists who can complete their visit practicing other forms of tourism, including here the wine. The problem with which Moldova confronts is the lack of accommodation in vineyards. There is an uniform distribution of the units in the part of West of Moldova, the mountainous and sous-montagneuse part dominated by hotels and bed and breakfasts rural due to the high potential of attractiveness. Areas with vineyards are destined for a class of tourists who are a large degree of attractiveness in the wine-growing landscapes and in all activities that can be undertaken: tastings, visits to wine cellars, grapes etc. And since these

wine-growing landscapes are in hilly areas, accommodation in this area is insufficient. The cities are those that hold the largest percentage of capacity, in other words they are also the main centers in transmitting interested tourists in wine tourism. Since the wine tourism is in a low stage of development, the capacity in the vineyards is underdeveloped, those who want to visit the vineyards and taste the wines being dependent on urban centers. This form of tourism should be correlated with other tourist activities that may be undertaken in the context of the vineyards or their proximity for the offers be completed and lead to the satisfaction of the client. In Alsace the situation is different. The concentration of accommodation (and refers to the hotels) is well represented in the alsatian vineyards. Of course, as is happening in Moldova, cities are those that attract the investment in the home (Strasbourg, Mulhouse), while having the advantage of being close to the vineyard or even inside (Colmar). Wine tourism grows and grows well, taking into account the circumstances of any kind. There are differences between the level of development of Moldovan and Alsace winegrowers, between their perception on the development of wine tourism, but these differences can be overcome, they can be mitigated to have a compact region, to give a unit to the region of Moldova. The development of wine tourism is important both for the transmission of the culture of the wine and also for the growth of the entire wine-growing region. In Moldova as in Alsace are developed wine festivals, wine museums, but Moldova is very precarious on the promotion of its wine value, is seen in the small number of wine events. As is the case of Alsace, one needs an organization that deals with the promotion and marketing. In Alsace almost every commune has a festival, fair. Only Kientzheim has in 2012, 18 events around wine, most being populated by the *Confrérie Saint Etienne* (many agreements on food and wine, peered in restaurants and wineries; for example events they are in the city of Iasi in the Good Point shop). By analyzing a few responses on the part of both alsatian and moldovan winemakers regarding the motivations towards the development of wine tourism it is concluded that 70% of Alsace and Moldovan winemakers believe that it is essential to develop wine tourism in their operation and that it is important for the whole of the vineyard. We will record a few explanations given by winemakers regarding the importance of the development of wine tourism for the whole of the vineyards. Thus, it is realized the awareness of what the wine tourism means after the involvement of the alsatian winemakers in action to answer at the simple question 'Why?' (occurred to questions „You think is it essential to develop wine tourism in your operation? If Yes, is it important for the whole of the vineyard?”) and the reluctance on the part

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of Moldovan winemakers. Most often encountered responses among the Alsations have been associated with the development of the wine region and its wines and of course for direct sales:

- "to build customer loyalty and awareness of our region and our products"

- "for tourists" - "it's the challenge of the coming years (the winemaker Jung - town of Barr).

- "to highlight our region. " "to highlight the Alsace wine"; "to promote the region".

- "to sell better and more. " "to sell the wine." "to develop direct sales." "to facilitate the direct sale and human contact".

- "for the reputation of Alsace and its wines.

- "to discover the vineyards. " "to make know the best Alsace wines"

- "for the image", " to improve the image of the region. " "for the reputation of the wines of Alsace".

- "the tourist has need info, more and more precise; It is an added value that cannot relocate (the winemaker Hering - town of Barr)

- "it's a tourist product" (domain Leon Faller)

- "there are always new people who do not know the Alsace wine even in France (due to competition)"

- "to discover the vineyard."

Moldovan winemakers were not very receptive to respond, but the small number who have participated with a response (20%) gave us a chance to see that the reasons for which growers want to develop wine tourism to give importance to the entire region are almost the same:

- "knowledge of the tradition and the art of making a healthy wine." "you want to contribute to the safeguarding and transmission of the ancient tradition that exists in Moldova, concerning the cultivation of the vine and wine production. At the same time we try to contribute to the development of the culture of the wine as it is in other countries with tradition and it deserves to

exist also in Romania. Our desire is to increase the prestige of the Panciu vineyard and highlight its uniqueness"(Daniel Guzu - the House of Panciu);

- "to bring the vineyard where it was."

- "to increase sales. " "to increase the benefit."

- "for a better knowledge of the vineyard and the wine obtained. " "awareness of the process of production."

- "for the promotion." "for the promotion of the wine-growing zone and to understand the motto - the wine begins in the vineyard" (SC Speed Husi - the town of Husi); "to increase the prestige of the vineyard";

- "to better communicate with consumers."

Thus, if everyone pulls in the same direction, we should only expect that time brings us to a point of satisfactory development for all.

Chapter IV. The analysis of the demand – is the Moldovan wine tourism customer profile comparable with that Alsatian?

Because until now we have analyzed the wine tourism offer, in this chapter we will make an analysis of the demand that both moldovan and alsatian wine tourism is supported on the basis of the questionnaires applied to the tourists from Moldova and Alsace. The survey was made in the month of July (for tourists of Alsace) and September - November (for tourists from Moldova) and applied to a strength of 100 tourists interviewed on the Alsace wine route and 100 tourists interviewed in the Moldovan cellars. On the basis of the questionnaires applied to a number of 100 tourists both in Moldova that in Alsace, in this subchapter has been an analysis of the wine tourism customer to establish a few items for example:

- establish the typology of tourists
- to evaluate the perception of tourists to wine tourism
- assess the motivations of tourists to choose the two regions
- assess the knowledge of tourists on Romanian/French wines
- prioritize the importance of sources of information

Questionnaires were applied to the tourists who were either in the cellar tasting of wines, wine festivals. Speaking with the winegrowers who answered questions, the tourist were interviewed.

Respondents have been kind on all sides and facilitated the smooth running of the stage of ground. The questionnaire consists of 34 questions which the 6 first are to identify the profile of the wine tourist, for example socio-demographic dates, 7 questions to form a perception of wine tourism, 12 for shaping the motivation of tourists in the choice of regions, 1 question to see what the image of the two regions seen through the prism of tourists and 1 question for the importance of sources of information. From the same point of view there are 11 dichotomous (with two variants of answer), 9 polyatomiques (it may be chosen more than one or all), 5 open questions and 9 questions with several variants of answer but one choice.

There are differences and similarities between tourists named wine tourists of Alsace and of Moldavia.

The typology of the tourists. The first questions were referred the socio-professional situation to be able to make a typology of tourists who like this form of tourism. Thus, for the two regions we had an almost equal number of women and men, men are more likely than women (58 for Alsace and 64 for Moldova). The age for both situations demonstrated for Moldova that new consumers are young, between 26-35 years and for the Alsace persons increased from the second age (46-65 years). Arguably once again that in Moldova it is a tourism of taste education, awareness of the importance of quality wine, compared to Alsace where it is already visible that this form of tourism has a mature and more experienced people know choose good quality.

The perception of tourists vis-à-vis the wine tourism. The questionnaire included questions to be able to make a conclusion on the vision of the tourists of this form of tourism. So the simple question "Are you wine tourists?" tourists of Alsace had an almost balanced opinion, 44% consider themselves wine tourists; in fact they know very well what the wine tourism means and what it is and 40 percent said they do not feel wine tourists. The fact that they replied 'no' has been positively interpreted, because the choice of the 'no' instead of "I do not know" (16% do not know what this term means) demonstrates that they also know the significance of this form of tourism but they are probably lovers who love wine and love associate it with tourism, but they are not professionals. For Moldova, the percentage was large enough: (59%) for negative responses and only 9% did not know whether or not they are of wine tourists. Thus, Moldova interviewees have understood the purpose of the questionnaire but most prefer to consider themselves mere tourists.

The motivations of tourists to choose the two regions. To discover the motivations of tourists come in both regions, our approach is processed from the general to the particular, for example we went to a general impression on arrival and then questions have been to see the motivations to find farms. With regard to responses to the question 'Why are you came in Alsace/Moldova?', for Alsace is highly visible: half of the respondents came to Alsace to visit the towns and villages, so the first option was represented by anthropogenic tourist attractions; What is very important is that the second position was occupied by vineyards, a percentage of 38% of the tourists who claimed that they came in Alsace for its vines. The first two positions are most interested, because as a tourist goal the vineyard is located on the second place. For Moldova it was received once again balanced responses, but the first position is occupied by the interest of tourists to come to festivals, shows, exhibitions (20%), second place corresponds to the intention to see friends, family (19%), and the vineyard has been assigned the same number as the interest to visit the cities and villages (16%), several times the two responses walking in tandem.

Knowledge of tourists on Romanian/French wines.

Knowledge of tourists on wine are fairly strong in the sense that both in Alsace that in Moldova the respondents said they are aware of the alsatian, moldovan wines, they often consume wines, so they love this food. 86% of Alsace tourists often drink wine and 95% of those interviewed in Moldova said the same thing. Wines are always renewed, annually the production may be better or worse, 93% of respondents from Moldova have confirmed they discovered wines they do not know, in Alsace the percentage is smaller, only 58% have discovered new wines, 42% said that the wines are not new. It's the tourists in Alsace are more experienced in the field of wine, they come for the quality of the wine.

When was an exchange of opinions about knowledge of Romanian wines for tourists of Alsace and French wines to tourists from Moldova, the situation was predictable.

A very small number of Alsatian respondents, only 12 have said they know the Romanian wines. This fact indicates once again the low promotion of Romanian wines in West - European markets. At the request of a name of Romanian wine of those 12 respondents who said 'yes' only a person has known the name of the wine of Cotnari, written by the tourist Kotnari. It was a fact that gave us satisfaction, because indeed the Cotnari wine remains the emblem of the region.

What brought again a more on Romanian wines has been the association of French wines, seen in the thought of alsatian respondents Romanian wine merges with French wine.

In Moldova, the respondents have said 'yes', they know French wines, in a pretty high percentage, 75% versus 12% of Alsace tourists who know the Romanian wines. French wines are well implemented in the likes of the Romanians. They were able to give names, among the most known as were the wines of Bordeaux, Plagnote, Chablis, St - Emilion, Petrus, Sauterres etc.

Thus, a satisfactory aspect is the fact that they combine French wines with Romanian wines - 32%. This is explained by the fact that the technique, methods of wine-making are borrowed, for most, the French or Italians (12%).

The hierarchy of importance of the information sources.

Sources of information are very important to be able to promote a service, for marketing, as it is as well that the product, service arrives to customers.

Today, the most desired form of marketing is the Internet. Internet has become the first link with people, especially young people. We have seen that lovers of the wine from Moldova were generally young and as the graph shows, the most important information source is the Internet. Internet is also valid as a primary source of information for tourists in Alsace, where the average age was 46-65 years. It is normal for the Alsace in particular because almost all the wine producers have a website with the necessary information concerning their products, their cellars, their schedules. The Internet is safer and more useful marketing tool because that it is open to everyone. But Alsace is not based only on the Internet but on advertising (lots of folding of brochures with the wine offerings), on signs on the road (and we saw in the previous chapter the importance of signage for roads of the wine). The word of the mouth was the second option for tourists. The word of mouth advertising is very important. If someone is happy with the quality of services received, it is normal to transmit information to the relatives, friends and return to the groups. The customer satisfaction is therefore always the best modality to publicize an offer.

If one takes into account the classification company Charters S. and Ali - Knight (2002) it draws the conclusion that in Moldova the wine tourists fall generally into two categories: beginners, curios tourists who are more interested in tasting and connoisseurs who are very interested in obtaining information about the entire winemaking process. The Moldavian wine tourist predominate is:

- of masculine gender
- came alone or in couple or in a group
- is young with the age of 26-35 years
- superior intellectual profession
- a chosen region by curiosity and exploitation to tastings

In Alsace the wine tourists are considered to be the wine lovers who have a great interest and understanding of wine education. The alsatian wine tourist predominate is also:

- of masculine gender
- has come as a couple or with friends
- is mature, with the age of 46-65 years old
- is retired
- a selected area for its wines and operation for tasting and for the purchase of wine

Chapter v. Prospects and development of wine tourism strategies in Western Moldova

Chapter V presents the perspectives of wine tourism of Moldova and provides strategies and directions of development of it. The importance of the heraldry of Moldova has been also very well highlighted and the role of wine tourism in border areas. The analysis of the opinions of wine growers concerning the development of wine tourism prospects was another strong.

The image of Moldova and Alsace was justified by the answers given by respondents to the question in the questionnaire: "coming in Moldova/Alsace, what are the three words you associate with this region?" (fig. 5/6). The answers form the image of the two destinations in the perspectives of those interviewed. The first word, the first thought given by the interviewed was "wine" in the two regions.

Fig. 130 L'image de l'Alsace



Fig.131 L'image de la Moldavie



Both Alsace and the Moldavia are seen as two wine destinations, where wine is seen as the first defining element for the regions. According to respondents of Alsace, which defines the Alsace, in addition to wine, is architecture (the alsatian typical houses), stork (the mascot of the region), the gastronomy by choucroute (culinary specialty of Alsace). Those who visit the Alsace so make this choice for wine, for the architecture of the villages for gastronomy (food and wine associations), to landscapes, to the kindness of the people.

Moldova is seen as a region full of spirituality, culture; If respondents were more pragmatic in the sense that they have chosen words specific, palpable in Alsace, in addition to the wine that the great power, in Moldova they chose the monasteries (we saw the importance of these UNESCO monuments in the departments of Suceava and Neamt), culture, traditions, religion and history. Personalities of the region which are the renowned culture were also mentioned, for example Eminescu, Romanian poet who brought glory through borders, Stephen the great, who may be considered a parent of everything means today churches, monasteries, culture of wine. There is a triad in the thought of tourists: it's the strong link between food (culinary specialties: placinte, sarmale, tochitura), wine and spirituality given by religion, monasteries, history.

On the directions of development of wine tourism in border areas the Iași City Hall by the tourist promotion Office and the transboundary Tourism Office has developed the strategy of development of tourism in the area of border Iași - Republic of Moldova based on the concept of sustainable development principle which is at the basis of any economic and social growth, as set out in the strategy regional North - is for the period 2007-2013 Iași county 2007-2013 development strategy and the strategy of sustainable development of tourism in the Republic of Moldova in 2003-2015.

Thus, the wine tourism is an integral part of this strategy, hoping the sustainable development of wine tourism in the border area Iași - Republic of Moldova, through the exploitation of the potential wine tourism, effective cooperation of tourist operators, common marketing activities. Wine tourism will represent an essential factor for the economic development of the region and for the growth of the standard of living of the population that is there implicitly. By this strategy considering the production of a wine route that links the two Moldavies, that is, the route will start from Hârlău - Cotnari - Bucium (Iași) - Nisporeni - Cojușna - Cricova - Mileștii Mici - Cahul.

It is wished to obtain a univocal and recognized identity on the international map in the Iași region-Moldova.

Another project which will have as its development partner is "Black Sea WinExpo - the preparation of conditions for the penetration of the wine of the countries that are part of the basin of the Black Sea on the international market". The project will be rolled out in Romania (the town of Panciu), in Ukraine (Odessa City), Republic of Moldova (Chisinau city), in Greece (the city of Thessaloniki) and Bulgaria (city of Varna). This project continues the establishment of good cooperation in the target regions, for an exchange of knowledge and experience by the advent of digital innovators instruments. You want also the establishment of a common image of the wines of the region of the Black Sea and the creation of a common marketing strategy leading to significant growth in the number of consumers of wines of the regions mentioned targets.

Since the promotion is the main key to the success of a case one needs lot of promotions on various methods so that a form of tourism is visible and well communicated to the target groups. Why this work gave us the idea to implement a web site with all the producers of wine not only in Moldova, but the whole country, with their wines, with an interactive map to select the region, the vineyard, the cellar that interests and with additional information on what means the world of wine and tourism.

The site is called www.pedrumulvinului.ro and promotes all the wine producers with all existing wines on the market so far.

At the end of the doctoral thesis are presented the General conclusions, which synthesize the contributions made and the implications of the completed case study on the development of wine tourism in Western Moldova.

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