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PREFACE

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

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia 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, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
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POSSIBILITIES FOR SUSTAINABLE DEVELOPMENT OF WINE TOURISM IN DEMIR KAPIJA AND FLORINA

Naume Marinovski¹; Sasho Korunovski²; Michael Risteski³

Abstract

This paper examines the current situation and the possibilities for developing sustainable wine tourism in the region of Demir Kapija and Florina. Because these two regions are in close proximity to each other it is possible to create interesting and mutual products related to wine tourism. Three different types of wine tourism products are examined. Because sustainable development of wine tourism depends on a site's location characteristics there are differences in the types of products that can be developed in these two regions. The conducted research takes into account the comparative analysis of connectivity, accessibility and developmental characteristics of these two regions. The goal of this paper is to propose recommendations for undertaking in the future. The reason for conducting this research was the current state of affairs in these two regions related to wine tourism which shows a relatively low usage of the overall existing potentials.

Key Words: *wine tourism, sustainability, development, connectivity, accessibility*

Introduction

In the context of determining the opportunities for sustainable development of wine tourism it is necessary to conduct a tourist valorization of the natural and cultural heritage of the municipalities of Demir Kapija and Florina as basis for creating the tourist offer which will match the demand. Therefore, the creation of wine and package tours will show how the core components can fit in a specific tourism product. Core components in a tourist product can be the attractive natural and cultural values, catering facilities, communal organization of space, wineries, events and so on. This arranged relationship leads towards the situation the specific products to be used by the trip organizers or to serve as an idea in the self-creation within their own tourist offer. This means that travel agencies will use these created

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arrangements and under this model they will be able to create similar new content by combining and creating their own offer.

Wine tourism as a sustainable category of development is based on viticulture. Viticulture is a privilege of certain areas. Vineyards in the Tikvesh region and Demir Kapija as well as in the territories of Pelagonija and the vicinity of the municipality of Florina represent the result of the features and traditional values. Sustainable development of wine tourism involves integrative relations that include all components with natural and cultural character, and which should be evaluated in determining the tourism policy (Korunovski, 2008). Creating wine tourism products involves using available resources and determining the roles and responsibilities of the participants in such activities.

Methodology of research on sustainable development of wine tourism

Sustainable tourism development should be defined as an improvement of the results of the developing activities within it, while the economic and social outcomes have positive features and the processes that are created not affect the environment, but it is protected and promoted. That implies that the sustainable development of tourism represents an activity that has expressive humanistic characteristics, as in the fields of economy and the social sphere, as well as in the ecological stability of the elements of the region. The approach towards maximum use of resources for the purpose of sustainable development should be present in all selective types of tourism. Through this it is possible to accomplish an optimum both in terms of the factors that affect, so in the functions it performs. Accordingly, wine tourism is a type of tourism that has strong sustainable properties (Carlsen, Charters, 2006). Sustainability of the development of wine tourism includes activities that are closely related to the natural relations of a region and activities that rely on different heterogeneous varieties of traditional and contemporary character. In practice, wine tourism should be understood as pursuit and aiming for producing of organic wine, organic products and farming of recognizable types of grapes, typical for this area. Organic production is one of the strongest arguments for the sustainable development of wine tourism in the world. Wine tourism means focusing on the use of organic production, and supporting the creation and development of small traditional wineries in rural forms.

The definition of wine tourism finds its basis in the universal definition of tourism. This means that: *Wine tourism should be understood as the sum of the phenomena and relations related to the travel and stay of tourists outside their place of residence and it does not include conducting professional activities, while their needs which are based on the values of wine, are met in the environments in which the wine itself has recognizable features* (Marinoski, 2015).

Wine tourism can be specified as (Marinoski, 2012):

- *Typical,*
- *Inter-typical and*
- *Programmatic form.*

As a *typical type* wine tourism finds its criteria basis in the gastronomic value and attractiveness contained in its curiosity elements, through its uniqueness deriving from its geographical origin, the taste as a sense of comfort, the beauty of its color and the monumentality as a "gift from the gods", the myths, legends and historical events in which it exists. The curiosity characteristics mean that wine can not be found everywhere in the world but can be produced only in certain regions such as the municipalities Demir Kapija and Florina. Also, curiosity characteristics have specific types of wine that exist as indigenous for their quality and long tradition. Geographical origin means the regional location of wine according to soil, climate and hydrographic features. Taste is a sensorial reflection of the quality of wine and is specific in one region relative to another geographical environment. The aesthetics is a mixture of visual and auditory components, enjoying the harmony of colors and shapes and the sound produced during the processes of production, serving and consumption of wine. Monumentality represents the ancient connection of wine and man through all beliefs and religions. Its importance is related to the creating of deities based on wine and its role in human spiritual and physical cleansing. The attractive basis of wine tourism is contained in the recreational characteristics which the activities have that are related to viticulture and the preparation and production of wine. Wine is attractive because of the refreshing effect and the feeling of enjoyment and for its healthy and nutritional properties. Healthy properties mean the positive effects on human health and the nutritional properties of high content of biologically active substances that contribute to the overall psychological health of the human body. Having in regard the criteria for attractiveness wine tourism is defined as a typical individuality and recognition. Tourism in the systematics of the tourism types has a place as a core category that is based on attractiveness as a criterion (Marinoski, Angelevska-Najdeska, 2012). Wine as a typical category is followed by other types of tourism and tourist activities. Tourist offer of wine tourism should include all the attractive features mentioned above. They are particularly important to be highlighted in the promotional activities on the tourism market.

The *inter-typical type* of wine tourism derives from its familiarity, or even belonging to other typical forms. Thus, wine tourism can be defined as a form which belongs to agro-tourism, given that viticulture is an agricultural branch, and wine is its most important product. In this sense, there is a mutual affiliation between wine and agro-tourism. Similar are the inter-typical features of wine and rural tourism. As an inter-typical category of rural tourism, wine tourism is included in the traditional way of growing vines, traditional wine production, the use of bottles and packaging for consumption, the rural elements of the region where wine is being enjoyed or drunk, as well as the traditional food, customs and rituals used. This leads to the view that if in an environment we are determined to develop rural tourism, wine tourism will be an integral component of the tourism offer and rural development. Wine tourism can be put in the context of cultural tourism, with emphasis on cultural elements of wine tourism. A typical example is the event "Days of tradition" in Demir Kapija where wine tourism is part of a cultural event (Marinoski, Korunovski, 2008). Gastronomic tourism is essentially related to wine tourism, because wine is

used in the preparation of special dishes, and it is an essential element of the gastronomic tourism offer.

The *programmatic types* of wine tourism are very different, given the wide range of possible elements, which are the components in the combining of this offer. Programs or package tours of wine tourism besides wine activities and attractive-receptive values may also include an offer which is not always related to wine. For example, wine routes that are traced through a region is spanning through a range of environments in which there are attractions such as river or coastal values, types of tourism related to the values of the foot of the mountains, mountain activities, fishing and hunting and so on.

Sustainable development of wine tourism is tightly related to the environmental features of a given region. Through their determining it is possible to specify the characteristics of this type of tourism in sustainable terms. Characteristics of a location represent geographic origin of a region as well as the characteristics of the land or soil that is used for grape production. After determining the site's characteristics it is needed to define the distinctiveness (Korunovski, 2008). This is possible through determining the characteristics that a specific location has over other wine regions such as the Povardarie region or the peripheral regions of Pelagonija in comparison with other wine regions. Sustainable development of wine tourism largely depends on the contactibility and connectivity of the resources that are available in the attractive-receptive sphere with the dispersive sphere, from which the arrival of tourists is expected (Marinoski, Korunovski, 2012). This means that wine tourism depends on the relations between different regional entities and spaces, as well as the connection of this region that provides services with the sphere where the tourists come from. Connectivity can be perceived in terms of road connections, air-links, rail links as well as the frequency of important transversals through which tourists are traveling. In order to approach towards the understanding of the overall assumptions for sustainable development of wine tourism, it is necessary to review the current development features. Thus, this space will create the basis for the projection of the development in the context of municipal policy determinations that the municipalities of Demir Kapija and Florina have.

Results and discussion of the research

Sustainable development of wine tourism depends on a site's location characteristics (Bramwell and Lane, 1993). Location characteristics mean spatial natural and cultural values that enable the production of quality wine and performing activities related to wine. Generally, quality wine can be produced at any location where there are facilities for production, fermentation and storage of wine. In order to realize this production it is necessary to provide favorable conditions for the transport of grapes from the vineyards to such locations (Marinoski et al., 2012). In these wine centers wine tourism can be organized in the forms of wine tasting activities and as part of the gastronomic offer. But they are not the optimal location conditions for wine tourism. This means that, in those wineries located in other locations that are distant from the vineyards there is the possibility to produce wine, but they are not the optimal solution for the development of wine tourism.

Location optimality means that if viticulture and wine producing exist in a common location framework, or are in the same region. Such is the case with Demir Kapija and the region of Florina. These conditions allow wine and viticulture to complement. In favor of such site conditions stands also the tradition. It is present in the cultivation of grapes, the ways of processing and consuming of wine. Also, in these locations it is possible to create other specific grape products. They represent an unavoidable part of the tradition, and thus the tourist offer. The quality of wine has location basis. Thus, the quality of the soil is a branding feature of the wine. Also, a brand represents the geographical origin. It has a promotional value because it indicates that the wine belongs to a site's soil conditions of petrographic-mineralogical, climatic and morphological-configuration character (Hall, 2003). The closeness of viticulture, grapes and wine in these environments has millennial character. This means that the tradition of all the activities surrounding wine touches deep in the past. Thus, location conditions not only determine the quality of the wine, but also mark the tradition and lifestyle. Wine and wine products, grape and grape specialties at the same time are the effect of a site's conditions and a characteristic of the region they belong. Demir Kapija and Florina as a result to their location conditions have created their wine tradition that should be part of the tourist offer of wine tourism.

Connectivity and accessibility

Sustainable development of wine tourism is closely related to the character that the attractive and receptive values possess. Also, it should be noted that the attractiveness and receptivity are conditioned by connectivity and accessibility that the region in which they are located has. In this sense, there are some important features which must be taken into account. Connectivity and accessibility are determined by mathematical parameters, physical-geographical and spatial-geographical location and the functional characteristics the municipalities Demir Kapija and Florina possess.

As mathematical parameters for the location of the municipality of Demir Kapija the parameters for geographical width and length can be taken. The municipality is located between $41^{\circ} 15'$ and $41^{\circ} 30'$ North latitude and $22^{\circ} 30'$ Eastern longitude. The average elevation measures 94.30 m above sea level. It is located 95 kilometers from Skopje, from Thessaloniki 103.3 km, or 120 km travel distance.

In physical-geographical sense, the municipality is located in two morphological units: Tikvesh valley and Demir Kapija gorge. It is characteristic that it is a part of the composite valley of the river Vardar. Composite means that in this region exists a broad valley as well as a tight valley of the type of gorge or canyon. This morphology is very attractive because of the contradiction that exists, and the contrasting elements in this region.

From a spatial point of view, Demir Kapija is located in the central direction of tourist movements in Macedonia and has excellent mutual relations with the surrounding regions because it takes the central position in the Balkan Peninsula and also links to the other parts of the Republic of Macedonia and Greece.

In functional terms, connectivity and accessibility is expressed with the highest degree transit characteristics. Transit characteristics are contained in the fact that it is located on one of the most important routes in Europe with remarkable natural predispositions of space that allows controlling the movements from Europe to the Middle East. This means that there are conditions for retaining a large number of passengers passing through this space.

Significant value in this context is the presence of communications from different character. The Skopje Airport is located 81 km from this area and from the airport in Thessaloniki the municipality is about 135 km away. This allows accessibility of foreign tourists from Europe and the World. However, for sustainable development of wine tourism of utmost importance is the connection and contactibility through road communications. The E-75 highway is the main road artery in our country. It provides outstanding connectivity with Greece. It is followed by the communication lines to Prilep, Bitola and Ohrid in the western part of Macedonia; Stip, Kocani, Delcevo to Blagoevgrad in Bulgaria, or Strumica above Novo Selo, also to Bulgaria. The connectivity of Demir Kapija with Western Europe and Greece is accomplished also by rail which highlights connectivity as a value.

The above mentioned characteristics represent sustainable basis for wine tourism from several aspects. Through this it is allowed an accessibility of tourists from the nearby neighborhood, the Republic of Macedonia and abroad, to the attractions and facilities that are part of the tourism offer within wine tourism. Connectivity allows establishing catering facilities with viticulture and wine offer, immediately next to the communications. The movement of passengers represents a favorable circumstance for the sale of wine in specialized stores, through which quality wine is directly sold. This sale has souvenir character and is an important component in the sustainable development of wine tourism. In this function it is needed to determine the nearby locations to the communications, the E-75 highway in order to realize the selling of wine and wine products. Such functionality of the region represents a great opportunity to promote wine tourism in Demir Kapija through billboards and signposts next to the road communications.

From the above mentioned it can be concluded that wine tourism is closely related to transit tourism and represents an inter-typical form connected to the communications that pass through this region. As mathematical parameters also for the position of the municipality of Florina the parameters of geographical width and length are taken. It is located at 40°50' north latitude and 21°50' east longitude, and has an average altitude of 650 m above sea level.

The municipality of Florina is open towards Lake Prespa and with the modernization of the road system also towards the old city of Kastoria. In terms of its physical – geographical position, the municipality is located west of Edessa, northwest of Kozani and northeast of Ioannina and Kastoria. From an international aspect it is characterized by a favorable position because it is located in a relatively proximity of Korca in Albania and Bitola in the Republic of Macedonia. The nearest airport is located in the eastern direction, or towards the airport “Macedonia” in Thessaloniki.

Accessibility and connectivity of the municipality Florina is relatively favourable because it has a good road communication with then Republic of

Macedonia with the road E-65 and through the regional road E-86 Florina is connected to Kastoria. With the communication E-86 Florina binds to the Via Egnatia communication road towards Thessaloniki. To Igoumenitsa it is connected via Kozani. The nearest international airport is the airport of Thessaloniki. It is located 135 km away, which means it is about the same distance of Demir Kapija from Thessaloniki. Also, Florina is well connected by rail communication with Thessaloniki and other major cities in the Republic of Greece. Florina owes its relatively good connection to the regional roads GR-2 (Prespa Lake - Edessa) and GR-3 (E-65) which connects Kozani, Florina, Niki and Bitola. The new road communication towards Bitola is planned to be built eastwards of the municipality of Florina.

Current state and development characteristics

Viticulture and wine represent an iconic image of the municipality of Demir Kapija. In the past the rudimentary production has been exchanged with advanced and standardized production. In the region of Tikvesh the leading role has the winery "Tikvesh" which tradition originates from the mid-nineteenth century. In Demir Kapija in this sense the vineyards and winery built by the royal family Karadjordjevic, in 1930, represent the foundation of modern production. The winery "Villa Maria" through nurturing the traditions in quality production has established a relationship with the monumental features of the region. This refers to the interest by the royal dynasty for production of grape and wine in the region. During the last decade, the number of wineries has notably increased in this area. This tendency should positively reflect on encouraging the development of tourism. Positive examples in this sense are the wineries "Popova Kula", "Kapija" and "Tikvesh Sun".

Characteristic of the wine production in the past was the sale of wine in glasses or wine tanks. It seems disparaging of the labor and creativity that has been invested in a product that anywhere in the world has the characteristic of uniqueness and nobility. In modern conditions increasingly the system of final product is being applied such as bottled wine. In addition it takes into account not only the quality, selectivity and adaptability to the wine lovers with different retail packages, but also for different recognizable types of bottles which are being used. Labels and outer packaging more and more include luxury features and promotional text content. These trends have positively been reflected in the use of wine as tourist souvenir. In the hospitality industry the luxury packaging meets the satisfaction of the visitors. It is very important to use this bottled wine in different animation forms of wine tastings. But even though the tradition of grape production, wine and wine products exist for several centuries, some wineries date back to the XIX and XX century, the tourist and catering offer, as part of wine tourism has its roots set only in recent years. In the hospitality industry, the restaurant services can be found in wineries as the mentioned: "Villa Maria", "Tikvesh" and "Popova Kula". Some of these wineries as in the example of "Popova Kula" have orientated themselves into offering highly classified hotel services. That is in a direct function of the stay of tourists from the country and abroad in the municipality of Demir Kapija. In the tourism industry the first professional advances have been made by the "Wine routes Foundation".

Prevalence of expertise and enthusiasm contributed to establishing international cooperation in creating and tracing the wine routes. With this, the wine tourism in Tikves region and Demir Kapija got recognizable features. These are also the first initiatives on this plan in the whole territory of the Republic of Macedonia. The developmental states of wine tourism in rural regions have only initiative features. Social conditions and emerging tourism trends are the cause for the increased engagement in tourism activities. It involves placing the excess of housing space, which the population has in the function of accepting tourists as guests. But in this processes there are many problems that need to be resolved. In this regard, the development of wine tourism should be seen in the direction of establishing relatively small, family-operated and individual wineries. The analysis of the situation shows weak representation of this segment in the production of wine. Also, absent are small and specialized wine restaurants in which as part of the offer should be the serving of own wine and own food associated with it. The existing hotel facilities in the municipality of Demir Kapija and the close region represent only the first accommodation capacities of this kind, which are specialized for wine tourism (Winery "Popova Kula") and should be aimed at the development of future hospitality offer of this nature. The situations related to accommodation facilities show weak expression of household supply. This implies a situation of not being able to conduct a categorization and standardization in accordance with the prescribed norms. It is necessary through education and popularization of wine tourism to encourage the individual households to adjust their capabilities for including the tourist offer in wine tourism. In order to ensure the promotion of development situations it is necessary to eliminate existing prejudices, to create positive attitudes which will be transformed in habits in the domains of accepting tourists as guests. The situations that arise in the creation of package tours with wine and viticulture contents are not on a desirable level that may encourage the development of selective types of tourism. It is necessary the travel agencies to be encouraged in order to create appropriate package tours based on the values of wine tourism. Therefore, it is necessary to improve the knowledge and culture in this area, which will allow optimal attitude towards wine tourism. Networking, which is a prerequisite for any tourism development should be directed towards the goals and objectives of CENET (Center for Education and Networking in Tourism) because it will connect all stakeholders in the network services.

The above mentioned characteristics are related to the municipality of Demir Kapija, but it should be noted that the municipality of Florina also possesses outstanding values and promising opportunities for the development of wine tourism. The soil in the municipality of Florina is mostly sandy, with a relatively good permeability and is PH neutral. The microclimatic conditions in this region are mostly characterized by cold winters and hot summers with low humidity. Therefore the region of Florina is characterized with outstanding opportunities for grape growing and wine growing. The dominant place in the development of wine tourism in this area takes the "Wine route of lakes" which is located in the region of Western Macedonia in Greece. Specifically, in the region of Florina it is centralized around the Amindeo vineyards, where the same called quality wine is being produced. The rosé and red types of wine are produced from the dark blue (Ksinomavro) grapes.

Additionally the white wines are very popular for the municipality. In the surrounding region of Amindeo, there are the places of interest which include the lakes Vegoritida and Petres, the prehistoric settlement St. Panteleimon and the village Nymphéo with its rich wildlife. The leading role of the wineries in the region of Florina has the winery "Pavlou" which produces several red, white and rosé wines of high-quality. The winery has won several international awards, and production is mostly organic. There are no accommodation facilities within the winery. In the town of Florina there exist about 10 smaller hotels that allow using of catering services. Important to mention are "Veltsi" "Lingos", "Pheidon", "Pliades", "La Moara" "King Alexander", "Nives Nymphéo" "Antigone" and others.

Recommendations for sustainable development of wine tourism

In order to ensure optimality in sustainable development of wine tourism it is necessary to include relevant factors primarily from the local government, state structures, NGOs and economic sector. In this sense, sustainable development should focus on the following specific activities:

- establishment of a coordinating body within the local government that will enable the stimulating of sustainable development of wine tourism. Members of the coordinating body should be representatives from the state government, the local government and the economic sector;
- adoption of an act for recording the interested participants in wine tourism;
- education of all stakeholders of wine tourism by CENET;
- mapping of suitable locations for sustainable development of viticulture and wine tourism;
- determining priority activities for improving the connectivity of sites designated for development of wine tourism;
- adoption of a program for signaling and marking the locations and facilities;
- making decisions and solutions to encourage the development of individual wineries and vineyards;
- encouraging organic production of grapes and other agricultural products;
- encouraging the use of renewable energy sources (solar, wind) and determining the processes for recycling of waste materials;
- using materials and technologies that are suitable for the environment;
- expanding the wine paths in the Povardarie region of Florina and creating common tourist products between Demir Kapija and Florina;
- encouraging the travel agencies' operations for establishing sustainable package tours in the field of wine tourism; and
- networking of stakeholders within CENET

Conclusion

Wine tourism has emerged only recently and has been developed into a distinctive type of tourism activity which is very attractive to tourists. The regions of Demir Kapija and Florina both are characterized by important features which

allow combining different activities and services into new interesting types of wine tourism. It is important to mention that the development of any type of tourism should closely be related to the concept of sustainability. In this research the main distinctive characteristics of wine tourism offer in the separate regions are explored through a comparative analysis. The two regions also have their own weaknesses which are presented in the paper as recommendations for improvement of the current situation. Only by combining the efforts of the state, private, business and NGO sector will allow for the development of attractive wine tourism types with sustainable characteristics which will be competitive on the wider tourism market.

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