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Sector
"Study for the Local Quality Pact"***

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Този документ е създаден в рамките на проект „Разработване на идентичност на добива, почвите и местностите“/ДИОНИСОС, Договор за субсидиране В2.6с.04/01.11.2017 който се осъществява с финансовата подкрепа на подкрепа на Програма за трансгранично сътрудничество ИНТЕРРЕГ V-A Гърция-България 2014-2020, съфинансирана от Европейския фонд за регионално развитие и от националните фондове на страните Гърция и България. Отговорността за съдържанието на документа се носи от Институт по лозарство и винарство-Плевен и при никакви обстоятелства не може да се счита, че този документ отразява официалното становище на Европейския съюз и Управляващия орган.

Contents

A. NATURE AND SPECIFICS OF WINE TOURISM	4
1. WHAT IS A WINE TOURISM	4
2. ADVANTAGES OF WINE TOURISM	4
3. PRODUCT OF WINE TOURISM.....	4
4. PRODUCT OF WINE TOURISM TO THE DIONYSOS PROJECT	5
5. TERRITORIAL SCOPE OF THE DIONYSOS PROJECT	6
B. DIONYSOS PROJECT QUALITY PACT	6
1. OBJECTIVE OF THE QUALITY PACT IN THE FOOD, TOURISM AND TRADE SECTORS.....	7
2. PARTICIPANTS IN THE QUALITY PACT	8
3. CONTENT OF THE QUALITY PACT	8
C. LOCAL PRODUCT OF WINE TOURISM.....	15
1. QUALITY PARAMETERS OF THE WINE TOURISM PRODUCT WITHIN THE SCOPE OF THE DIONYSOS PROJECT	15
2. IMPORTANT ELEMENTS OF THE LOCAL WINE TOURISM PRODUCT	21
3. DIVERSIFICATION BETWEEN THE PRODUCT OF WINE TOURISM AND OTHER TYPES OF TOURISM	24
D. OBJECTIVES AND STRATEGIES FOR THE DEVELOPMENT OF A WINE TOURISM DESTINATION IN THE CROSS-BORDER REGION OF NORTHERN GREECE AND SOUTHERN BULGARIA.....	25
BIBLIOGRAPHY	28

Methodology

According to the goals set in the DIONYSOS project, namely building the identity of the wine-growing regions in the cross-border region of Bulgaria and Greece, an important part is offering a quality product of wine tourism. After a careful and thorough analysis performed on the previous activities of the project, the most important elements of the product of wine tourism are outlined. The main goal of this study is to focus on the quality parameters of the product of wine tourism, specified according to the characteristics and needs of the region. In the structure of the product of wine tourism, determining the quality of the destination are the construction of adequate infrastructure and superstructure for welcoming guests; service; establishing partnerships between business entities; introduction of "green" (eco) standards; diversification of the tourist offer; offering local delicacies; promotion of crafts; maintenance of cultural and natural landmarks and so on.

This document is in four parts. The first part concerns the nature and specifics of wine tourism and its scope, in accordance with the objectives of the DIONISOS project in the districts of Haskovo and Kardzhali. The second part reveals the objectives, participants and content of the Quality Pact. The third part formulates some qualitative parameters and criteria of the wine tourism destination, with a scope of all interrelated activities. The fourth part proposes some goals and strategies in the field of viticulture, wine production and tourism, which can improve the quality of the destination in cross-border areas.

The sources of information are conversations with managers of wineries in Haskovo district, scientific literature, regional and municipal strategies for tourism development, Law on Wine and Spirits, Law on Tourism of the Republic of Bulgaria.

This document does not claim to be comprehensive and fully covering all activities information related to the possibilities of wine tourism in the border areas of Haskovo and Kardzhali districts. On the contrary, the activities under the DIONYSOS project and the research show that there is a need to deepen and expand research towards a sustainable future of the wine sector and the transformation of the cross-border region of Bulgaria and Greece into an interesting and attractive destination.

A. Nature and specifics of wine tourism

1. What is a wine tourism

Wine tourism is a type of tourism in which wine and related activities - viticulture, grape processing, wine production related to history, architecture, cuisine, culture, etc., are the motive to visit a wine destination.

- The product of wine tourism is complex, ie. it can be combined with various forms of tourism - culinary, eco, rural, etc.
- It can be practiced by different age groups - from the youngest to the oldest people, from wine lovers to tourists who have no knowledge of wine.
- It can be offer company products with different content and duration of and services that tourists may enjoy.

2. Advantages of wine tourism

- Creation of new specialized wine products;
- Creation of a qualitatively new type of specialized tourist products;
- Increase in sales of wine and other products;
- Higher value added;
- Synergies, resulting from combining the wine tourism product with other products and services;
- Improving the quality of the offered products and services;
- Increasing the range of tourist products and services in the territory where it is offered;
- Better interaction between business and stakeholders in the development of wine tourism;
- Better image both for the individual companies that offer it and for the whole area;
- Diversification and at the same time specialization of individual products and services;
- Creating new jobs;
- Social, economic and environmental sustainability.

3. Product of wine tourism

Viticulture and winemaking is the thematic axis of the product of wine tourism. Therefore, it includes all those elements, products, services, attractiveness and recreation that can

attract tourists. ***The product of wine tourism is composed mainly of mixing the wine industry with tourism.*** The main activities and services that can be offered to visitors are:

- ✓ walk in vineyards, where tourists can get acquainted with the terroir and the way of growing different local and introduced varieties;
- ✓ picnic or outdoor tasting among the vineyards;
- ✓ "adoption of vines" - growing your own vines and making wine from them;
- ✓ visiting wineries and getting to know the whole technological process - from harvesting and processing of grapes to wine production, techniques for aging, bottling and storage;
- ✓ wine tastings with local food and delicacies;
- ✓ organization of "Open Day", family and company celebrations, traditional holidays and customs;
- ✓ accommodation in three or four star hotels, guest houses;
- ✓ visiting landmarks near the cellars - natural phenomena, cultural and historical heritage, architecture, museums, etc.;
- ✓ local holidays, festivals, fairs, etc. events;
- ✓ • transport.

4. Product of wine tourism to the DIONYSOS project

The DIONYSOS project aims to identify all the strengths of the wine sector in the study region, emphasizing in the first place the historical development of viticulture and the ancient traditions and customs of the local population. The implementation of the project is expected to contribute to closer cooperation between stakeholders in the development of wine tourism in the cross-border region between Northern Greece and Southern Bulgaria. To offer a unique combination of products and services, providing a wider choice of visitors. To outline areas and routes covering as many tourist sites and settlements as possible. Finally - an opportunity to promote and advertise to a larger audience the conditions available to the territory in the field of wine tourism.

5. Territorial scope of the DIONYSOS project

The DIONYSOS project is a cross-border project covering the territory of Northern Greece from the Kavala region to the Maritsa River and from Southern Bulgaria the territories of the Haskovo and Kardzhali districts.

Scope of the product of wine tourism in Haskovo region, where most of the wineries are located

The product of wine tourism in Haskovo district extends throughout the district, especially in the wine-growing regions of Haskovo, Dimitrovgrad, Madjarovo, Harmanli, Lyubimets, Svilengrad, Stambolovo, Haskovo Mineral Baths, Ivaylovgrad, Svilengrad and Simeonovgrad.

All interested local individuals, legal entities, public institutions, local authorities, professional organizations, NGOs, etc., through which joint public-private partnerships can be established are the driving forces. The aim of these partnerships is to create an attractive and sustainable wine tourism destination in which to offer quality and authentic local products and services. Strengthening links between winegrowers, wine producers, related ancillary industries, food producers, tourism companies and other related businesses, public and government institutions support the creation of joint products and services. Thus created conditions for expanding the range of supply, for increasing the value added and the realization of synergistic effects for the social and economic development of the region. Together, they have a mutual interest and contribute to the development and dissemination of viticulture culture, turning the Haskovo region into a sustainable wine tourism destination.

B. DIONYSOS Project Quality Pact

The **Quality Pact** aims to unite local businesses in the wine, tourism, food, trade, transport, etc. sectors in their efforts to achieve concrete business, social and environmental results, practices, initiatives and policies. In this way to improve and promote the identity and culture of local wine tourism in terms of improving the quality of products and services. In terms of quality improvement, it does not mean generally accepted quality practice, as described in the text, which is already considered if the business wants to be competitive, and quality in relation to local wine tourism - an identity that will help the region and its businesses to differentiate the market and therefore to better sell local products and services, and to promote the area as a whole. The quality pact under the DIONYSOS project aims to shape and

establish the identity of the wine-growing regions in the cross-border area between Bulgaria and Greece, as a tourist destination.

1. Objective of the Quality Pact in the food, tourism and trade sectors

The purpose of the Quality Pact is to mobilize business, NGOs, Local Action Groups, associations, local authorities and others entities from the above sectors to cooperate, and through their mutual commitment will contribute to the formation of a "quality identity" of the tourism product in their area.

For the DIONYSOS project, due to the nature of the project, the tourist product of the region is a **product of wine tourism**. This product contains the following important areas:

- preservation of the local wine-growing traditions by maintaining local grape varieties and producing from them specific and unique in taste wines;
- preservation and development of the local culture related to viticulture;
- protection of the specific ecology and biodiversity, covering the territory of almost all of Northern Greece and part of Southern Bulgaria. Most of the vineyards fall or are border areas in the scope of NATURA 2000;
- improving existing tourism products and services and creating new ones;
- acquaintance with cuisine and local specialties that can only be tasted in this cross-border area;
- preservation of material heritage, including numerous remains of fortresses, settlements, mounds, sanctuaries, etc. from the epochs of the ancient Greeks, Thracians, Byzantium, Bulgaria and the Ottoman Empire, unique architecture of buildings, etc .;
- preservation of intangible heritage and folklore;
- organizing local holidays, festivals and fairs;
- strengthening the links between business, NGOs, public and public institutions, branch associations, etc.

2. Participants in the Quality Pact

The following entities may participate in the Quality Pact:

- Viticultural farms;
- Wine companies;
- Tourist agencies and tour operators;
- Tourist information centers;
- Accommodation - hotels, motels, guest houses, etc.;
- Restaurants, taverns, bars and more;
- Producers of local products from the food and processing industry;
- Traders;
- Craftsmen;
- Museums;
- Transport companies;
- Associations and other forms of association;
- Municipalities and local authorities;
- NGOs;
- Educational and scientific organizations.

3. Content of the Quality Pact

With the signing of the Quality Pact in the food, tourism and trade sector - under the initiative of the project “**Developing Identity ON Yield, SOil and Site**”(DIONYSOS) we are committed to joint efforts and future initiatives to cooperate together in the field of wine tourism to build a quality destination for wine regions in the districts of Haskovo and Kardzhali. Our goal is to unite joint efforts to contribute to building the image of the wine-growing regions within the cross-border area between Northern Greece and Southern Bulgaria in a "quality destination for wine tourism".

A **quality wine tourism destination** means offering quality tourism products and services, as well as offering other products and services, mainly produced in the area, which on the one hand will

attract tourists and on the other hand will generate social, economic and environmental benefits for the region. The involvement of local producers will not only contribute to maintaining a wide range of quality products and services, but will deepen and open new public-private partnerships and business relationships, both within individual economic sectors and at cross-sectoral level. This has been proven to increase the quality of the destination, create additional products and services, create new jobs and make the destination much more popular and preferred. At the same time, local businesses, NGOs, industry associations, local authorities and local communities will be directly involved in working together to build a wine tourism destination offering unique tourism products and services.

The Quality Pact will provide an opportunity to strengthen business cooperation, to modernize production facilities, to implement new products, services, to optimize supply chains, to expand supply, to develop specialization and diversification processes.

All members of the Quality Pact believe that improving the competitiveness and sustainability of the wine tourism product in all parts of the cross-border area covered by the DIONYSOS project requires improving the quality of urban and rural infrastructure, nature in municipalities, transport, public services, expansion of existing and introduction of new tourism products and services.

The Quality Pact seeks to create uniform approaches and action programs and their quality implementation by strengthening cross-sectoral cooperation in the near future. This close cooperation should lead to the implementation of future joint projects in order to make the cross-border region a sustainable tourist destination and the most efficient use of resources.

All participants, both Greek and Bulgarian, are aware that so far not enough compact, voluminous and lasting business, social and cultural ties have been established in the cross-border region of Greece and Bulgaria, and such joint cooperation will further engage more economic and social initiatives.

The benefits of improving the overall tourist infrastructure, tourist products and services will be not only for business but also for the local population. The hospitality and good attitude of the people from the region towards the tourists is essential for building a culture of service and quality of services, hence the formation of a quality tourist destination. Therefore, the

involvement of local authorities, NGOs, civil society organizations and others. representatives of the local population is a vital and necessary part of the Quality Pact.

The Quality Pact is aimed at the following areas:

- ✓ Improving the quality of the wine-growing destination in the cross-border area;
- ✓ Increasing and expanding the tourist offer with more products and services;
- ✓ Strengthening local initiative;
- ✓ Increasing value added;
- ✓ Effective use of local natural, anthropogenic, cultural and tourist resources;
- ✓ The products and services that will be offered will meet the requirements for quality and standards in production, according to the laws of the Republic of Bulgaria, the Republic of Greece and EU directives;
- ✓ Products and services should be mainly locally produced. This not only gives preference to local producers, but also maintains the image of the destination as a destination of authentic local products and services;
- ✓ Grape and wine producers use environmentally friendly agricultural techniques and technologies. Our mission is not only to offer high quality products, but also to protect nature for future generations;
- ✓ Production of organic products;
- ✓ The wines offered for tasting are of good quality with the PDO and PGI mark. If possible, the wines that will be offered to our customers should be made from local grape varieties. Thus, we will offer some of the most authentic wines produced in the traditional way for the region and one of the oldest way for Europe;
- ✓ Wine producers are committed to offering food and other goods and services produced by local companies and organizations. In this way they help local production;
- ✓ Restaurateurs and hoteliers are committed to offering wines, produced by local winemakers. Thus, they will have a direct role in the realization of local wines, and on the other hand will maintain direct contact with wine producers;

- ✓ Wine producers are committed to recommending and promoting, to their customers dining and accommodation places, with certificate of quality;
- ✓ Wine producers offer their customers souvenirs and handicraft products from local artisans in case they have a specialized shop for sales in their wineries. If not, they can recommend shops and malls;
- ✓ Wine producers, if possible, to demonstrate local traditions, customs and way of life related to viticulture and winemaking that can not be seen by visitors anywhere else;
- ✓ Outside the wineries to offer routes including local natural, architectural and cultural-historical landmarks, museums, etc., as well as places for eating, recreation, trade and entertainment;
- ✓ Local tour operators and travel agents are committed to offering and promoting wine tourism in the area. At the same time, tour operators and travel agents will receive discounts from local businesses;
- ✓ Local authorities assist wine producers, the tourism sector and trade to hold an annual meeting in order to create conditions for business cooperation, monitoring the destination, activity planning, media information, marketing, PR, etc.;
- ✓ Local authorities maintain the tourist and road infrastructure, cleanliness, information boards, transport, tourist information centers, etc.;
- ✓ Local authorities maintain a safe environment, order and law and order near the places and sights visited by tourists;
- ✓ Local authorities, business, public sector (museums, cultural centers), NGOs, Local Action Groups, etc. are committed to providing actual and correct information, as well as to promote everything related to wine, food and tourism;
- ✓ In case of interest on the part of clients in other forms of tourism, landmarks, places for trade, recreation, entertainment, etc., to provide accurate and clear information, including contact details;
- ✓ The staff engaged in serving tourists to be friendly, responsive and at the request of customers to provide information and recommendations on other tourism products and services offered in the area;

- ✓ As part of the cultural identity of the destination it is necessary to organize various events (fairs, festivals, "open day"), related to wine, food, crafts and folklore;
- ✓ Introduction of know-how - selection of vines; improvement of agrotechnics in vine growing; introduction of precision agriculture; organic production; introduction of good practices, etc.;
- ✓ Professional training by specialists in the field of viticulture, wine production, tourism, hotels and restaurants in order to improve the quality of products and services;
- ✓ Organizing forums, seminars and joint participation in specialized trade fairs and exhibitions;
- ✓ Creation of common products and services in the form of wine roads and wine routes;

The Quality Pact must bring together the following elements::

- **Quality tourist destination** - Modern tourist destinations offer increasing quality and diversification of the tourist offer. Therefore, quality products and services will be offered by all members of the Pact. Tourists are looking for opportunities to try local wines, foods, traditions and way of life, ie. to become part of the local culture. For example, this could be a walk among the vineyards, a visit to a winery and getting acquainted with the winemaking process, living in a rural environment, tasting good wine in a tavern and buying typical products in a specialty store. These are some of the experiences that the wine destination can offer to its visitors. At the same time, part of the experiences of tourists is the local nature, cultural and historical heritage, participation in holidays, etc.
- **Complex product of wine tourism** - It is a product of the whole wine-growing community and tourist activities, as well as ancillary productions and activities. Technically, this product is the result of interconnected individual products and services, cooperation between business, public and non-governmental organizations. Therefore, the product of wine tourism with its material base needs management and planning, quality control and marketing research, introduction of good practices and know-how;

- **Formally**, the Quality Pact must provide technical solutions for offering quality products and services on the territory of the wine-growing zones falling within the scope of the DIONYSOS project;
- **Cooperation** in the form of public-private partnership is expected to prepare and create good conditions for the establishment and development of aggregate tourism products and networks in the form of "Wine Routes" and "Wine Roads".

For more than 20 years, many countries with developed viticulture and winemaking have been aware of the benefits of wine tourism. Gradually, most local producers and authorities have combined their products and efforts in the form of a "wine road", thus increasing attendance, sales and creating many jobs. There are still no such networks in Bulgaria and Greece, and there are already enough indications from both business and local authorities that it is time to do so.

What is the Wine Road:

- ✓ It is a cluster, association, network between business, public and non-governmental organizations, which together offer products and services of wine tourism, specific to a given area. Combined together, they can offer more diversity under one brand and create more value added and synergies;
- ✓ The location and scope of "Wine Roads" depend on the geographical location of the region; the number of cluster members; the specialization of the participating companies; tourist infrastructure (hotels and restaurants); presence of natural and cultural landmarks; attractions; and other factors that play a key role in inviting tourists;
- ✓ Several "Wine Roads" can be created in one region - this depends on the number (concentration) of the wineries, which are the main sites to be visited, the main and additional tourist products and services that can be offered.

Benefits of the tourist product "Wine Road"

- ✓ Greater opportunities are created for combining tourism products and implementing new ones – diversification;
- ✓ Integration and specialization between individual products and services;

- ✓ The individual competitive advantages of one company can be beneficial for another;
- ✓ Cost and risk sharing;
- ✓ Exchange of experience and information between participants;
- ✓ Increased competitiveness in a region with such a functioning network compared to another where there is no such network;
- ✓ Financing through own funds, national programs and under EU operational programs;
- ✓ Organizing joint holidays and festivals of wine that is beyond the means and financial capabilities of only one company;
- ✓ Public-private partnership between wineries; tourist companies; NGOs and municipalities;
- ✓ Creating a common brand "Wine Road", which advertises each participant. And each participant advertising the brand advertises the other partners;
- ✓ Joint business initiatives in the promotion and advertising of their own products under the brand "Wine Road";
- ✓ Creating uniform rules and quality standards for products and services within the network;
- ✓ Joint marketing research;
- ✓ Public interest on the part of the state at the level of municipalities; government organizations, ministries that cannot support individual company products, but can support and promote larger destinations, such as Wine Roads;

In summary, the creation of such an integrated system as the Wine Route aims not only to increase the individual competitiveness of economic entities, but also to make the region a quality and attractive tourist destination. Diversifying the offered tourist products and services in accordance with the quality standards in the region can improve the promotion of the destination. In this way, greater socio-economic efficiency can be ensured and sustainability can be achieved, both for the individual members of the cluster and for the whole territory - greater attendance; increase in income; job creation; investments; preservation of tangible and intangible heritage.

The ultimate goal of the Quality Pact in the food, tourism and trade sectors is to prepare and unite all stakeholders in the cross-border region in the creation of joint tourism products and routes based on viticulture, wine production and tourism. Wine and its cultural incarnations, together with local resources and tourist resources are connecting components in the cultural identity of the wine destination. Wine tourism combines well with other forms of tourism and is an additional option for pleasant experiences and emotions for tourists who have chosen another type of tourism. Therefore, membership of the Pact can improve links and cooperation both at cross-sectoral level and in identifying leading links in cross-border tourism and linking them to wine tourism. This will lead to the formation and implementation of new and quality products and services.

C. Local product of wine tourism

1. Quality parameters of the wine tourism product within the scope of the DIONYSOS project

The quality parameters and criteria of the wine tourism product are recommended for all legal entities and individuals who sign this pact. The product of wine tourism is composed of diverse products and services (by production, type, consumption, price, market, etc.), which must have certain quality standards, according to the regulatory system and regulation in Greece, Bulgaria and the EU. The aim is to maintain a level of quality, and by offering quality products and services to attract more tourists, to meet their expectations and at the same time to achieve greater satisfaction of visitors. The table offers quality parameters and criteria of some basic products and services within the wine destination. In addition, a certain role is offered to the various branches and local authorities in the maintenance of the destination, as well as the areas of interaction between the individual partners.

Table 1: Quality parameters and criteria of the wine tourist destination

Economic activities (sectors)	Specifics of the offered products and services	Quality standards and regulations
<i>Viticulture and wine production</i>		
Grape production	Varietal composition Authorized varieties for production of quality wines with PDO and PGI	According to the Law on Wine and Spirits, EAVW regulations: - local grapevine varieties

		<p>Dimyat, Pamid, Misket cherven, Tamyanka, Gamza, Mavrud;</p> <p>- grapevine varieties selected in Bulgaria Melnik 55, Rubin;</p> <p>- introduced grapevine varieties Sauvignon blanc, Chardonnay Blanc, Rkatsiteli, Merlot, Cabernet Sauvignon</p>
	Vine growing technology	According to the specifications of the EAVW for eligible agro-technical measures for growing vineyards with PDO and PGI
	Yield and quality of grapes	According to the specifications of the EAVW for eligible agro-technical measures for growing vineyards with PDO and PGI
Wine production	Processing facilities	
	Processing grapes for the production of wines with the PDO and PGI	According to the Law on Wine and Spirits of the Republic of Bulgaria and the Republic of Greece
	Production of quality wines with PDO and PGI	According to the Law on Wine and Spirits of the Republic of Bulgaria and the Republic of Greece
	Production of organic wines	According to Ordinance on the application of the rules of organic production
	Aging, bottling and labeling	According to the Law on Wine and Spirits of the Republic of Bulgaria and the Republic of Greece and EU Directives on labeling of wines and spirits
Wine production company offering wine tourism		
Layout and adaptation of the base for welcoming tourists	Infrastructure	Providing a road to the wineries. Access in all weather conditions throughout the year.
		Parking

		Maintained alleys, gardens, facades of buildings, lighting.
		Cleanliness
		Information boards in Bulgarian, Greek and English
		Place to relax
	Superstructure	Maintenance of buildings and cleanliness.
	Easy access for tourists in the premises where they will stay.	
	Enoteca - enough space and light.	
	Tasting halls - equipped with a minimum of 40 seats, space, light, air conditioning.	
	Preparatory rooms (kitchens) for tastings. Maintaining room hygiene.	
	Service rooms and a room with the necessary medical materials for first aid. Service rooms with the possibility of serving people with disabilities	
Places for rest and recreation (barbecue, bar, restaurant, swimming pool, sports facilities) - well maintained and clean according to regulations and categorization.		
Wine and souvenir shop - if possible to offer advertising materials and information about other wineries and opportunities for tourism in the area.		
Guided tours	Guided tours	Oenologist or trained wine tourism specialist.
		Knowledge in foreign languages (mostly English). Extensive knowledge not only in the field of viticulture, but also in history, culture, landmarks

		and tourism in the areas near the winery.
		Communication skills.
	Wine tasting	Offering only quality wines with PDO and PGI.
		If possible, the wines offered for tasting can be purchased.
		Purchased wines from customers should have the same organoleptic characteristics as at the wine tasting.
		The price of the wine tasting should correspond to the quality of the wines.
		Before the visit, the price for wine tasting is agreed for a certain number of wines and delicacies.
		Only predefined wines are offered at the wine tasting.
		Tables, tablecloths, cups, etc. to be clean and unworn.
		The appetizers provided are of good quality and fresh.
	It is recommended that the appetizers (cheese, yellow cheese, bread, salami, etc.) be from local producers.	
Information about tourism in the region, where the winery is located	Offering other types of tourism.	Information about attractive places to visit.
	Recommendations for visiting other wineries.	Information and contacts of other wineries.
	Places for recreation and accommodation.	Information about hotels, restaurants, bars, trade, etc.
<i>Tourism</i>		
Accommodation services	Hotels, motels, guest houses	To meet the requirements for categorization according to the Law on Tourism.
		3, 4 and 5 star hotels are recommended.
		Information on visits to wineries, restaurants and tourism should be offered at the accommodation establishments.
		To offer mostly local wines.

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		They can make wine tastings in the hotel together with wineries.
Food and beverage serving services	Restaurants, taverns, bars	To meet the requirements for categorization according to the Law on Tourism.
		To include in the menu quality local wines.
		To offer local specialties that can be combined with local wines.
		To offer information about visiting wineries, accommodation establishment and tourism in the area.
Tourism companies	Tourist bureaus, travel agencies and tour operators	They offer and advertise wine tourism.
		Discounts are available from winemakers, hoteliers and restaurateurs.
		Visits, number of visitors, prices of products and services are agreed in advance.
		Wine producers and other partners notify tour operators and travel agents of changes in prices, products, services, working hours, etc., in the event that this in any way changes the original price arrangements for products and services.
		Travel agencies and tour operators use their professional experience and technical assistance to winemakers and other partners to improve the quality of products and services.
<i>Transport</i>		
Transport services	Licensed carriers	According to the regulatory framework for the transport of passengers and goods.

		Technically sound vehicles - cars; cars for rent; buses, etc.
	Transport companies	Taxi companies, car rental, municipal public transport lines, etc.
<i>Other industries</i>		
Crafts, art, museums, folklore formations, sports and health centers	Craftsmen and art workshops	Development of products and services for the tourism sector.
		Objects of cultural and artistic value.
		Arts emphasizing the uniqueness of the local territory.
Food industry	Production of fruits, vegetables, meat, aquaculture, sausages, cheeses, bakery products, confectionery, soft drinks, etc.	Offering quality and authentic food products, typical for the territory.
<i>Local authorities</i>		
	Municipalities and town halls	Maintain the infrastructure near and around the tourist sites.
		The tourist information centers provide information on wine tourism and other types of tourism.
		Maintain cleanliness and order around the places to visit.
		They put up information boards in Bulgarian and English next to the places to visit.
		Organized jointly with the tourism industry, business etc. thematic wine and other holidays and festivals.
		Organized jointly with the tourism industry, business and others advertising campaigns and participation in tourist fairs, etc.

2. Important elements of the local wine tourism product

The place and role of the wine industry, the tourism sector, local business and public organizations in offering wine tourism depends on understanding its importance for both local business and the local economy and the benefits that will contribute to social and economic development of the cross-border region. That is why some basic directions need to be selected, developed and planned, to include some of those products and services that will be leading in the destination covering the territory of Northern Greece from Kavala to the Maritsa River (Evros) and from Bulgaria - the districts of Haskovo and Kardzhali. These are:

✓ ***Terroir and micro-regions for grape and wine production.***

Terroir includes specific soil and climatic conditions, water, terrain, exposure, specific landscape, natural formations, flora and fauna. The micro-regions with their terroir and the permitted local and introduced grapevine varieties for the production of quality wines with the PDO and PGI.

✓ ***Varietal structure of vineyards for the production of quality wines.***

The varietal structure of the vineyards, and in particular the cultivation of local grapevine varieties for the production of quality wines, is one of the most important elements for the identity of the local product of wine tourism. Wines of local grapevine varieties are different in organoleptic characteristics from wines, produced from introduced grapevine varieties, which contributes to the development of a new market niche. There is an opportunity for diversification of the local wine sector - offering new, unknown wines to foreign markets and attracting tourists to local wines because of the different and unique taste. In addition to the varietal composition, it is important to demonstrate the basic elements of agricultural technology, related to the protection of soil fertility, pruning operations and specific techniques in the production of grapes for quality wines.

✓ ***Organic production of grapes and wine***

For centuries, the wine sector has played a key role in the livelihood of the local population. Many grape and wine producers are aware of the need to use gentle techniques and technologies in order to protect nature and biodiversity. In this part of Europe, nature is especially beautiful and rich in plant and animal species, some of which are included in the National Red Data Book and European Red Lists of Protected Species.

Demand for organic products is constantly growing due to the perceived benefits of consumers, including wine consumers, mainly for health effects and environmental safety. The offer of organic wines has the potential to attract adherents of environmentally friendly lifestyles, clean nature and healthy eating.

✓ ***Guided tour, presentation of the wine region***

Leading organized groups of tour operators requires prior training for guides. A schedule should be developed for visiting and touring a site if possible including all local wine resources (vineyards, roads, landscape); wine techniques and technologies (specific techniques and applied technologies); building architecture; nearest landmarks, etc. Guides should be well acquainted with the history, traditions and culture of the local community. It is good to include local stories and legends, related to the region, as well as the viticulture and wine production. If the visit is not organized by a group, led by a tour operator, and winery has its own guide, he should be well prepared and pleasant as an interlocutor. Of interest to visitors are local traditions, which can not be seen anywhere else. Demonstration of vineyards, local varieties, specific cultivation techniques, old vessels, used by generations, photos, paintings, architecture, panoramic views and more, are among the visual perceptions of visitors that have an impact and emphasize local culture.

✓ ***Wine tasting***

Wine tasting is the most important and interesting attraction of the product presentation. The following elements need to be provided:

- *Tasting hall* - next to the production premises or separate outside the production premises (depending on the decision of the owners).

Quality requirements - Tasting hall to be spacious, bright and beautifully arranged. To be equipped with tables and chairs for at least 40 people. The tables should be covered with white tablecloths. Sufficient glasses for wine, water and other tasting utensils should be assured. The wines for tasting must be of good quality with the PDO and PGI.

- *Preparatory room* (kitchen) - this room is necessary for the preparation of wines (cooling) and other food for wine tasting, as well as a room for serving and cleaning after customers leave.

Quality requirements - This type of premises must be equipped with stoves, refrigerators and dishwashers in which food and beverages are prepared and stored. They must meet sanitary and hygienic standards.

- *Enoteca* - bottled wine storage room. The wine collections are an attraction for visitors.

- *Restaurant* - some winery owners have realized the benefits of wine tourism and have invested in a restaurant. In this way, they offer in addition to tasting and meals, as well as the opportunity to organize celebrations and gatherings on various occasions. The specialties they offer are mostly local and emphasize the gastronomic advantages of the region. On the other hand, most tourists prefer to try local specialties that they have never tried.

Quality requirements - Food and specialties should be mostly local. Food and hygiene to meet national requirements.

- *Barbecue* - in modern wine tourism, many wineries around the world offer special rooms and terraces with barbecue, where local specialties are prepared in front of tourists. In this way there is an attractive element. The tasting takes place outdoors and if possible with beautiful views of the vineyards and the local landscape.

Quality requirements - Food and specialties should be mostly local. Food and hygiene to meet national requirements.

✓ ***Animation and entertainment***

Walking and entertainment programs can be organized. Some wineries offer their guests sports facilities (swimming pools, tennis courts), playgrounds, dance parties and cocktails, bars and cafes and more. The animation can include tours of vineyards, "make your own wine", cycling routes, horseback riding and horseback riding, car safaris, photo safaris, eco-trails, etc.

✓ ***Wine-SPA***

Grape and wine products for the pharmaceutical and cosmetic industries are becoming more and more modern and sought after. Wine-SPA complexes are among the best and healthiest services offered on the tourist market, especially in SPA and Wellness tourism. This niche market is relatively new for Greece and Bulgaria. There are already wineries that have invested in this type of complexes, and the products they use are grape extracts, grape seed oil, marc, wine, honey, herbal extracts and many other ingredients that are mostly locally produced.

As we have already emphasized so far in our research within the DIONYSOS project – ***local grapevine varieties also have a cultural identity***. The areas, covered by the project, are among the oldest wine regions in the world, where vines and wine have not only been cultivated and traded for millennia, but have also been raised in a religious cult by the Thracians and ancient Greeks. This is evidenced by the hundreds of artifacts, found in the territories of the two countries. An important part of offering the product of wine tourism is the organization of routes passing through vineyards with local grapevine varieties and showing the specific terroir and agro-technical activities in the cultivation of vines.

✓ - ***Visiting natural and cultural landmarks***

The region of Northern Greece and Southern Bulgaria is located at the crossroads between Europe and Asia and has played an important role in the historical development of modern European civilization and culture. In these places there are many very well preserved monuments, the imprint of several ethnic cultures. This favors the development of cultural and historical tourism. The climate, the relief, the waters, the Rhodope and Sakar mountains, the outlet of the White Sea, favor the development of sea, eco-, rural, mountain, hunting tourism in these places.

✓ ***Rural and urban tourism***

The villages and towns in the area of the DIONYSOS project have their own charm, architectural style, way of life of the local population, traditions and holidays. Usually tourists are looking to buy something for souvenirs (souvenirs, jewelry, clothes, etc.) from the places visited, which stimulates the activities of local merchants and craftsmen. Clean streets, maintained buildings, local landmarks, shops, malls, cafes, restaurants, bars - are part of the diversity of the local environment, but also part of the tourist product.

3. Diversification between the product of wine tourism and other types of tourism

The multi-layered aspects of the product of wine tourism make possible the collaboration between viticulture and wine production and other tourist activities. The different types of tourism that are offered in these places enrich the tourist offer and attract more and more tourists - from Bulgaria and abroad.

Sea tourism - Undoubtedly among the leading types of tourism is sea tourism on the shores of the Aegean Sea. In recent years, the border crossings between Greece and Bulgaria have become increasingly busy, indicating an increase in tourist travel in both directions. Culinary specialties - Balkan cuisine, seafood, etc., served with wine are among the products that tourists try. Organizing wine tours can diversify a holiday at sea.

Eco-tourism - The beautiful nature and the mild climate allow the area to be practiced all year round. The Eastern Rhodopes and Sakar Mountains are picturesque mountains, with convenient roads and trails passing through various natural landmarks, national parks, archeological monuments, ancient cult complexes, settlements and many others. Placing signs on eco routes, with information about wine tourism and accommodation, are among the opportunities to attract visitors. Wineries and local communities can together offer different options for routes along vineyards, cellars and settlements.

Cultural and historical tourism - The cross-border area has many cultural and historical sites from different eras. Remains of fortresses, cult complexes of Greeks and Thracians, religious temples and monasteries, old buildings are among the most visited sites. The vine and the wine and the thousands of artifacts found in these places emphasize the importance they have had for thousands of years in these places. They are not only part of the national cultural heritage of Greece and Bulgaria, but are also part of the European cultural heritage. Many historians claim that the cult of Dionysius first originated here in these lands, and then was transferred to the rest of Europe. Visits to tourist attractions, combined with food and wine is among the great prospects for the development of the restaurant and wine business.

Mineral springs and SPA tourism - Haskovo Mineral Baths and Merichleri are developing more and more successfully as centers for treatment with mineral water. 3 and 4 star hotels and guest houses were built. The number of tourists, mainly from Bulgaria, Greece and Turkey, is growing. Organizing tastings and holidays related to food and wine can expand the scope of the tourist product in these places. The quality cooperation partnership in the framework of the Quality Pact can to create and develop wine and spa centers, forming local specialized products and services.

D. Objectives and strategies for the development of a wine tourism destination in the cross-border region of Northern Greece and Southern Bulgaria

The analysis, based on the research included in Package 3 of the DIONYSOS project, the meeting we held with owners of wineries from the region of Haskovo and Kardzhali regions, showed that the wine areas in the mentioned cross-border region have significant potential for development as a sustainable wine tourism destination. It is necessary to determine the main products, activities and services that will be leading in the offers of tourist products. This can be done through specific development strategies. Based on **Quality Pact for Food**,

Tourism and Trade, we bring to the attention of local businesses, local authorities, organizations and citizens the following main goals and strategies for achieving them:

Viticulture

Goal 1: Sustainable viticulture

Strategy: Preservation and stabilization of viticulture as a source of income for local farmers and wine producers.

Goal 2: Preservation of local grapevine varieties and variety diversity

Strategy: Preservation and expansion of the areas of local grapevine varieties for wine production with unique taste and quality.

Goal 3: Organic production of grapes and wine

Strategy: Planting of grapevine varieties - resistant to diseases and climate change and their cultivation by the methods of organic grape production.

Wine industry

Goal 1: Preservation of existing processing methods and buildings for wine production enterprises.

Strategy: Renovation of existing old buildings and architecture, provision of processing facilities and at the same time modernization of production.

Goal 2: Production of quality wines, mainly from local grapevine varieties

Strategy: Establishing wines made from local grapevine varieties on the domestic and international market

Goal 3: Diversification of wine production

Strategy: Increasing the product range and variety of wines and other products made from grapes and wine.

Tourism

Goal 1: Improving existing road infrastructure

Strategy: Local authorities and municipalities maintain the road infrastructure to and around all tourist sites

Goal 2: Information infrastructure

Strategy : Placing information boards, inscriptions, markings, internet access.

Goal 3: Adapt the infrastructure of the winery to welcome guests

Strategy: Investments in adjacent infrastructure, wine production facilities, tasting rooms, wine cellars, shop, restaurant, hotel / guest house / bungalows, sports facilities, etc.

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Goal 4: Places for recreation

Strategy: Establishment of recreation areas, parking lots, camping sites, seating areas, picnic areas.

Goal 5: Attracting middle and high income tourists

Strategy: Investments in a quality tourist base for accommodation with categories 3, 4 and 5 stars.

Food industry

Goal 1: Production of local foods and delicacies

Strategy: Offering a wider range of quality and delicious local food.

Goal 2: Preservation of local culinary traditions

Strategy: Local restaurants, bars, pizzerias, etc. employed in the restaurant business offer quality dishes, wines and drinks mostly locally produced.

Trade

Goal 1: Improving the quality of service

Strategy: Sales of quality goods and services mainly locally produced.

Goal 2: Crafts and arts

Strategy: Offering goods and objects produced by local artisans and specific only to this region.

Wine tourism

Goal 1: Increasing the popularity of the region as a quality destination for wine tourism

Strategy: Increasing the variety of quality wines and foods.

Goal 2: Defining the leading company products and services

Strategy: Using the existing base to offer and bring out the best practices in the field.

Goal 3: Identification of interesting and attractive places for tourism

Strategy: Formulation of a diverse and attractive tourist offer.

Goal 4: Create an attractive image of the destination

Strategy: Continuous renewal and inclusion of new tourism products.

Strategy: Creating an image based on history, traditions, folklore related to viticulture and winemaking.

Strategy: Organizing festivals, holidays, open doors, etc. related to wine and food.

Coordination, communication and information

Goal 1: Success depends on common work and common cause

Strategy: Improving coordination, communication and exchange of information between individual members

Strategy: Partnerships for create more and bigger initiatives

Marketing, promotion and advertising

Goal 1: Study of the domestic and international market

Strategy: Analysis of the local tourist potential and opportunities for imposing products and services on the domestic and international market.

Goal 2: Improve distribution channels and expand sales

Strategy: Offering products and services from the region through food chains, retail chains (supermarkets, hypermarkets), wholesalers and retailers, tour operators, travel agents, etc.

Goal 3: Advertising and promotion of products and services in the region related to wine tourism

Strategy: Joint participation in specialized exhibitions, fairs and conferences in the country and abroad.

Strategy: Creation of Internet sites advertising wineries and all entities related to wine tourism in the region.

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