

WP4

‘Enhancing Area’s Wine ID - From Production to Tourism - Shaping Area’s Profile’

Deliverable: D4.1

**‘The Wine Trails of Dionysos: Designing and Preparing trilingual
Winetourism Guide in digital and conventional form’**

Description: “Technical staff responsible for providing expertise on the GR vineyard”

**Agricultural University of Athens - Department of Food Science &
Human Nutrition - Special Account for Research Funds**

Project entitled: “Developing Identity ON Yield, SOil and Site”

Acronym: ‘DIONYSOS’ / MIS CODE: 5016090

*Project co-funded by European Union, European Regional Development
Funds (E.R.D.F.) and by National Funds of Greece and Bulgaria*

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ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

*Agricultural University of Athens -Department of Food Science &
Human Nutrition - Special Account for Research Funds*

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I. Introduction of the Project 'DIONYSOS'

Co-funded Projects enable EU to demonstrate in a practical way how the EU impacts on the everyday lives of its citizens. The Project entitled "Developing Identity ON Yield SOil and Site" (MIS CODE: 5016090) using as acronym the name of the ancient God of Wine: "DIONYSOS", is funded by the Cooperation Programme INTERREG V-A "GREECE-BULGARIA 2014-2020" (co-funded by the ERDF and national funds of the participating countries) by 735.778,70 € (ERDF: 625.411,90 € and National Funds: 110.366,81 €). The project officially started on November 1st, 2017 and is expected to end by October the 31st, 2019.

DIONYSOS Project is implemented under the Priority axis [2] - A Sustainable and Climate adaptable Cross-Border area, under the Investment priority: [6c] - Conserving, protecting, promoting and developing natural and cultural heritage and the Intervention fields: [091]: Development and promotion of the tourism potential of natural areas and [094]: Protection, development and promotion of public cultural and heritage assets. It was submitted under the 2nd Call for proposals under priority axes 2 & 4.

The Project's main objective is to preserve the local biodiversity (more specifically the indigenous wine varieties) and at the same time to valorize the area's aspect as the oldest wine-producing area in Europe for the development of oenotourism. The Partnership of the Project consists of the following beneficiaries:

1. LB: Agricultural University of Athens, Department of Food Science & Human Nutrition / Special Account for Research Funds
2. Institute of Viticulture and Enology
3. University of Plovdiv "Paisii Hilendarski" , Faculty of Economics and Social Sciences
4. Kavala Development Agency - Local Authorities Enterprise
5. Federation of Professional, Crafts and Trade Associations of Evros
6. Agency for Transnational Training and Development
7. Municipality of Kirkovo
8. Haskovo Chamber of Commerce and Industry

Target area of the project is the wine-producing areas of East Macedonia and Thrace in Greece and of Haskovo-Kardjali areas respectively in Bulgaria which directly falls into the Thracian Valley, historically connected with the Dionysos Cult. Given that, DIONYSOS project aims at valorizing the specific aspect as a natural and cultural asset for developing oenotourism, so as to increasing area's attractiveness while enhancing preservation of the local landscape and biodiversity. As such, the project enforces the cultivation of the old local vine varieties, highlights the local productive identity and applies integrated approaches to promoting the area as an oenotourism destination by redesigning the current conventional vinicultural and wine producing model by enhancing cultivation of the old authentic grapes as the area's differentiating element and its comparative advantage.

The local terroir, the wider micro flora and fauna, the main factor providing the special characteristics of topology and origin on the organoleptic and the other significant parameters of wine, is emphasized. Scientific researches in both countries, under a common methodology, are carried out for the identification-phylogenetic analysis of local varieties, for the isolation and identification of yeasts. A digital map for the area's vineyard, a plan for wine roads, placement of identification signposts with QR Codes, pilot interventions to improving the aesthetic image of settlements, an internet platform for promoting the vineyard are implemented to raising area's local identity. Awareness raising actions contribute for local communities to become conscious of their local natural asset along with the area's oenotourism value, while other actions support its placement on the market. Pilot actions are planned in the wider areas of Paggaion (Kavala), Soufli (Evros), Kirkovo and Haskovo.

Bodies with complementary status and thematic specialization, as e.g. research institutes specialized in the wine sector, actors experienced in tourism development, actors representing local enterprises and Local Authorities as main actors in development planning are involved in this cooperation looking forward to the synthesis of their experience to actively develop their area's attractiveness and enforce the role of the relevant enterprises.

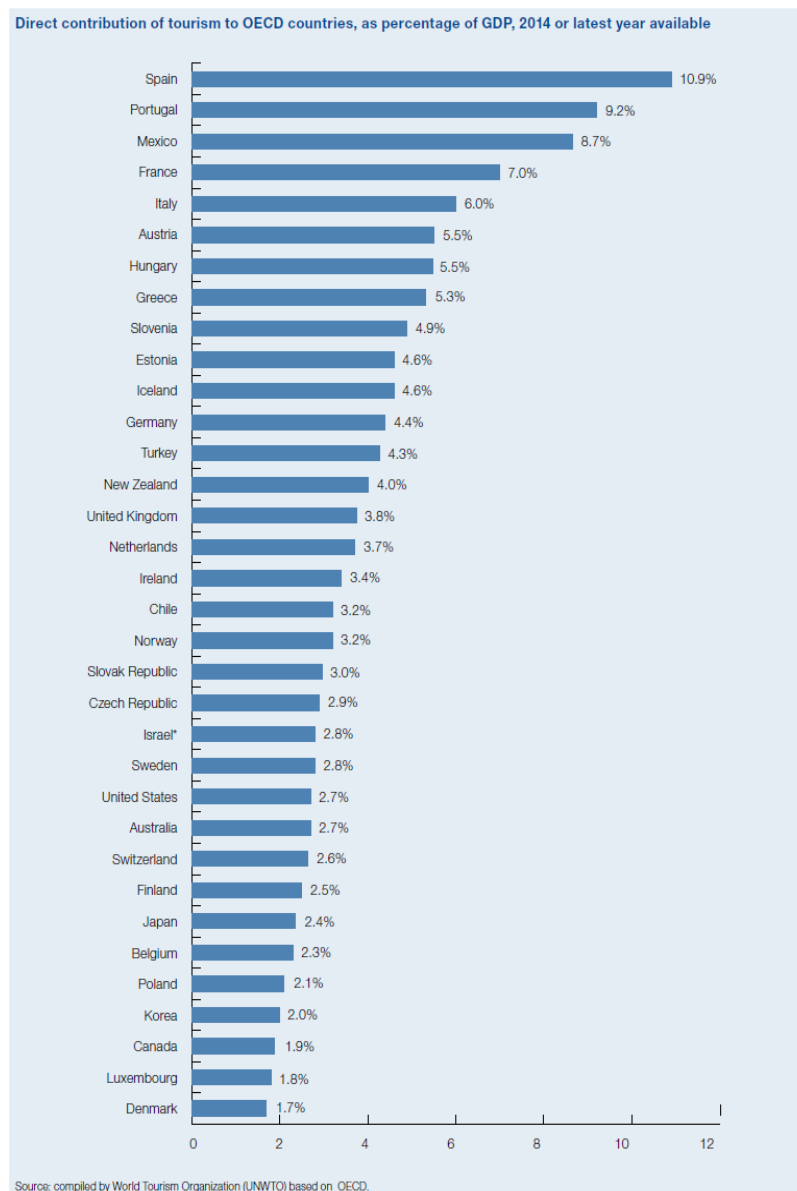
II. Wine and Wine Tourism in EU

In recent years there has been a constant need and consequent trend to diversify tourist products more and more. Wine-tourism (or Oenotourism) is one of the special types of tourism, identified as a subcategory of spatially localised tourism in rural areas, and it is treated as a way to modify their economic structure based on agriculture. In Greece, wine tourism business counts only few years of life. Thus, considering the successful European best practices and success stories and bearing in mind that the number of wine tourists and incomes from wine tourism globally are continuously growing, it seems that many regions have serious prospects of developing wine tourism as a special type of tourism.

The 'Wine' itself is the most essential component for the development of wine tourism, since a set of tourism attracting enterprises can be built around it, since as already mentioned above, Wine tourism is a form of special interest tourism combining cultural and rural (also several other) activities. Wine tourists are seeking a holistic experience focused not only on degustation and purchasing, but also on educational, recreational and escapist experience. In a fast growing experience economy, customers are looking for a memorable experience, with both utilitarian and hedonic components, involving them emotionally, physically and intellectually. Wine tourism experience is traditionally grounded on the authentic atmosphere of a winery, vineyards and heritage sites visits. In academic level, scientists began to focus on the wine tourism mainly after the year 1995.

According to European Commission's data, EU is the world leading producer of wine. Between 2009 and 2014, the average annual production was 167 million hectolitres. It accounts for 45% of world wine-growing areas, 65% of production, 57% of global consumption and 70% of exports in global terms. Several regions, mainly in the South of Europe, depend on the direct and indirect economic activity, linked to winemaking, the commercialisation of wine and are also taking advantage of every potential activity linked direct or indirect with it. Since the introduction of the common market organisation (CMO), the wine market has developed considerably.

The latest wine reform adopted by the EU in 2008 and included in the 2013 single common market organisation had the following goals: a) making EU wine producers even more competitive - enhancing the reputation of European wines and regaining market share both in the EU and outside, b) making the market-management rules simpler, clearer and more effective – to achieve a better balance between supply and demand, c) preserving the best traditions of European wine growing and boosting its social and environmental role in rural areas. On the other hand and in regard to tourism according to the UNWTO (EU Tourism Trends/Market Intelligence and Competitiveness) Europe is the most visited tourism region in the world, and within it the European Union (EU) welcomes just under half of total international arrivals. Yet, as a result of rising tourism in many fast-growing economies, Europe is gradually losing market share in global tourism. The template below shows the direct contribution of the tourism to OECD countries, as percentage of their GDP.



III. Project's Fourth Working Package [WP4]

Main Objective and Expected Outputs/Results

WP4 as officially is described within the AF, focuses to the **highlighting of the local productive identity** and more specifically to the **wine ID of the area** by designing and editing area's wine-trails, by upgrading the landscape (placing information signposts with QR-Codes, digital reading via mobile phone), by creating the corresponded digital platform, by upgrading the settlements (with interventions in the aesthetic image of the villages) and also by raising and promoting the local cuisine and producing Dionysos' Project Wine.

WP4: Main Deliverables and Pilot Activities

Main deliverables under Working Package No4 (WP4), do concern the following:

- A (1) common digital map for the area's vineyard to contribute to area's Wine-ID
- A (1) Wine-Tourism Guide, presenting vineyard biodiversity & Area's Wine-Trails
- Placement of identification (60) signposts with QR Codes
- Pilot interventions in the aesthetic image of four (4) areas
- Ten plus Ten (10GR + 10BG) recipes based on indigenous Wine Varieties
- Production of (3000 bottles) of Dionysos Wine
- A (1) Digital Platform for the Vineyard Area to contribute in enhancing & raising area's Wine-ID.

The pilot activities of WP4 will be implemented in the area of **Paggaios** (Regional Unit of Kavala) and **Soufli** (Regional Unit of Evros) within the Region of East Macedonia and Thrace. The vineyard of Kavala is concentrated in Paggaios wider area, the known as "Golden Mountain" with rich history, since it was for many years the source of precious metals, especially of gold, also the site of Mythical God Dionysos and later, in the modern wine history, became synonymous to high quality grape crop. Today, most of the wineries located in Paggaios are open to visitors. The development opportunities for organised wine tourism in Paggaios are huge. On the other hand, the major part of Evros vineyard and one of the greatest interests for wine is found in the area of Soufli, where viticulture and wine production was famous from 1870 to the early 20th Century.

As far as the other side of the border is concerned, the pilot activities of WP4 will be located in the area of **Kardzali** (Region of Kardzali) and **Haskovo** (Region of Haskovo). Both areas are found within the Bulgarian Thracian Valley Wine Region famous for its tradition in wine making going back as many as 3000 years ago.

Involved partners (PBs) & Definition of Roles

The Project Beneficiary No3 (**PB3**) **Plovdiv University/Faculty of Economics and Social Sciences**) is the overall responsible for WP4 and undertakes the preparation of area's Wine-Trails, the application studies (&specifications) for upgrading the landscape and the settlements for the Bulgarian Pilot Areas to be used by the responsible PBs as found in the next paragraph. On the other hand, **PB6: Agency for Transnational Training and Development** undertakes the responsibility to prepare the application studies/specifications for upgrading the landscape and the settlements for the Greek Pilot Areas, also the digital platform (the same applies for PB6 and the responsible PBs for the respective activities).

PB4: Kavala Development Agency, **PB5:** Federation of Professional, Crafts and Trade Associations of Evros, **PB7:** Municipality of Kirkovo and **PB8:** Haskovo Chamber of Commerce and Industry undertake the responsibility for the placement of the signposts and the aesthetic interventions in the respective areas. Preparing the recipes, based on local wine varieties, is undertaken by **PB3:** Plovdiv University/Faculty of Economics and Social Sciences and **PB6:** Agency for Transnational Training and Development. Last but not least, and the producing of wine bottles is undertaken by **PB5:** Federation of Professional, Crafts and Trade Associations of Evros.

Involved PBs and Definition of Roles in WP4/D4.1: [The Wine Trails of Dionysos: Designing & Preparing trilingual Winetourism Guide in digital & conventional form]

The deliverable under the specific Activity (D4.1) do concern a Trilingual Guide (EL, EN, BG) on Wine Tourism in the Project Area in Digital and Conventional (printed) Form. The beneficiaries to be involved are the following: **LB, PB2, PB3 and PB4**

- **PB3:** is the overall responsible for the specific deliverable and will prepare the specifications for the rest of the PBs to be involved. PB3 will also prepare the Guide in a conventional (printed) form (2500 copies)

- **LB, PB2:** will provide expertise on the GR and the BG vineyard respectively
- **PB4:** will provide data of the Greek vineyard and will prepare the guide in a digital form.

The action is scheduled to be implemented from **June 2018 to September 2018**

Consistency with other Work Packages

Within the WP4 are found activities which are directly interconnected with the WP2:[Designing Communication Policy] as for instance is the placing of signs with QR-Codes (applicable for digital reading via smartphone), the production of information material, the digital media portal for vineyard which indeed will indeed have impact on the awareness of the local businesses, the visibility and accessibility of the wine producing units, the historical attractions connected to the wine-narrative (myth, culture, tradition) of the area. Also, the WineTourism-Guide to be produced in 2500 copies (and will also be available in a digital form) will disseminate the local “wine-capital” to the tourists and will also attract potential tourists. This will undoubtedly be of the value of the local vineyards (varieties, biodiversity and landscape) and of the local economy. The ten plus ten (10+10) Recipes based in Local Vinous Varieties are also connected to the WP2 and the promotion of the culinary culture of the area. Last but not least, a tour (fam-trip) of fifteen (15) journalists in the regional vineyard is foreseen towards achieving multiplier impact of the project activities.

IV. Creating Wine ID in the Target-Area

Tourists increasingly seek to engage in more authentic experiences, which have given rise to a growing interest in alternative forms of tourism. As most wineries are located in rural, agricultural areas, wine tourism often falls under the umbrellas of both rural tourism and agritourism and frequently also falls into the sustainable, green, eco, and slow tourism categories. Wine tourism has been part of both the wine and tourism industries for many years, and has become a major source of revenue for both. In particular, wine tourism is also increasingly being linked to gastronomy or culinary tourism, with the UNWTO defining wine tourism as “a fundamental part of Gastronomy Tourism”. It could be mentioned that as wine tourism expands beyond just wine, a more fitting definition might be that wine tourism includes a particular destination, site, or event that is related to wine.

Today, wine tourists have been shown to desire more from their winery experience than simply the tasting and purchasing of wine, they desire options such as food, accommodation, recreational activities, cultural attractions, and an enjoyable rural landscape. The explanation is rather simple: Wine is considered to be a lifestyle product, a consumer choice rather than a necessity, with its consumption regarded as experiential. Wine tourists often enjoy beautiful rural landscapes and, besides the experiential nature of tasting or drinking wine, frequently get to see the vineyards and production process, and converse with the a winemaker. Those experiences are distinct from both goods and services. Such experiential components are sought by consumers in order to differentiate otherwise similar choices. It is proven that wine-tourism is a ‘complex’ economic activity combining all three (3) sectors of the economy: a) primary sector (through cultivation of vine) b) secondary sector (by processing of vine to wine) c) tertiary sector (by offering a number of services - e.g. touristic activities, tours, wine-tasting etc). Through this experiential experience, the visitor develops a special relationship with the culture of the region and tries to gain experience (aesthetics, flavors, knowledge), also to explore / discover and learn, by engaging in the daily routine of the destination (Niche marketing).

A key-element to the wine tourism experience is the ‘authenticity’ and the ‘narrative’ which more or less do create the so called ‘Wine-ID’. Local/Traditional

food made by local products may enhance the authenticity of the visitor experience by connecting the consumer to the region, the culture and the heritage (myth/narrative) as those core-elements enrich both the tourist experience and satisfaction.

The core idea while preparing DIONYSOS proposal was the utilization of the natural and the cultural advantage of the targeted-area for the development of the wine tourism in the CB area, while ensuring at the same time the conservation of the natural landscape and the existing biodiversity. Bearing in mind that the targeted area is probably the oldest wine producing region of Europe (4000 BC), the overall concept focused to the need of a project aiming at reviving the vine biodiversity and wine-tradition in the Cross-Border area, as a vital priority for the local economy. The CB area of Greece-Bulgaria is struggling to enter the wine market during the last 25 years (luck of local 'brand' – Luck of Wine ID) and the above mentioned 'strengths' form an asset which has not yet been valorized, while on the other hand the local grape varieties have almost extinct. The strengths of the area which give a positive potential for the specific field are found below:

- The touristic identity of the Target Area is Not yet developed (recent DMOs, lack of Strategy) and this is indeed easier to create a 'Wine ID' of the area from the very beginning than if the area had already been linked to one or more brands.
- It is a Wine-Producing Area (existing vine cultivation, existing wine producers and infrastructure)
- The climate conditions and the soil/relief (Terroir) are excellent
- The existence of the Myth/Culture of Dionysus, of Homeric Cyclops, etc

According to Kapfere (1991), **identity** is a concept with transmission properties and the **image** is a concept with absorption properties. In order to create an ID, we must focus (with targeted actions) on the visitor's attention to be concentrated around this element (before and during his visit), thus projecting the 'area' as a place worth visiting for the "wine-vine" dipole. In that way the visitor will be aware that:

- This place has been associated with wine production for centuries (tradition, myth, narrative)
- There are available services in wine-producing units & vineyards (tours, excursions to wine-monuments)

- There are many combined services that are affordable / accessible (MMMs, e-platforms)

In this regard, the targeted-area has to offer the Myth of Dionysus and the Cyclop Polyphemus by the Homeric Odyssey), the historical facts about the very early wine production, the modern wine-producing activity and the will of the local actors towards valorization of the above mentioned parameters.

According to Harrington (2008), identity is a success factor for wine tourism, with the introduction of differentiation features and added value, such as history, narrative and authenticity, tradition, as well as the creation of a collaborative relationship that maximizes the level of 'consumer satisfaction'. What Project DIONYSOS does in this direction:

- It shapes the landscape: by putting information signs in the area (in the vineyards) and in the settlements that inform / guide the visitor for this thematic field (anything related to vine and wine production, historical & modern)
- It aesthetically / visually intervenes in the settlements by giving them the wine-making color: it places barrels, plants vines, puts plates, exploits anything that is historically relevant
- It gathers information and makes practical recommendations for the reformation of settlements
- It educates: Wine growers, people involved in catering and hospitality, tourism professionals (tour operators, accommodation owners, tour guides, restaurateurs, traders etc) Training/Skills development
- It also Intervenes in the local cuisine: creates recipes at the base of local wine, etc.
- It Helps to combine the "wine~vineyard" resource locally, with events, information, local wine festivals, etc. by local residents.
- It displays the area as a wine-tourism area: with relative digital tools (platforms, wine-tourism maps, tours with attractive projection material
- It helps wine producers and other stakeholders/end-beneficiaries be part of this effort

V. The Greek Vineyard / Target Area

It has been well established by the previous chapters that tourists visiting wine regions are interested in more than just tasting wine. They want to experience regional history and values and they also want to feel how the wine reflects its natural and cultural place of origin. In other words, they simply want to come away with a greater understanding and appreciation for winemaking and viticulture of the visited region, to receive an authentic experience which will be memorable long after the wine has been tasted. To that end, the overall concept of the guide should focus on those elements by being also user-friendly and attractive.

The Concept of the Guide:

The Graphic concept should concern: an attractive and user-friendly design, with a youthful feeling. Also should include an Interlacement of different symbolic features characteristic of the cross-border region - capitals, bridges, Maritza River (Evros), ethnographic motifs from costumes, symbolism of silk and silk production. The available content should begin the general characteristics of region; geographic, climatic and soil specifics to define the terroir conditions for growing grapes and making wine. A specification of the Greek and Bulgarian vines should follow as well as of the wine cellars in general, with a focus on the cellars, opened for visits to tourists. Tourist attractions related to the wine should follow including the historical heritage of the wider area. The culinary culture of the region should close the guide and a special chapter with touristic services should be available to the user. Maps of the CB area should be also available as part of the guide.

The Content of the Guide

A desirable content of the Guide should include the following sections:

1. **The area:** Most representative and interesting elements of the target-area in brief. This section should definitely include historical data concerning the wine production, information concerning the cultural and traditional heritage of the area. Climate, Relief and soil information could also be given.
2. **Definition of the Wine Tourism:** The Wine-Tourism as capital and its perspectives for the CB area should be defined in simple words, in brief and in connection to

the target area vineyard along with the most representative indigenous sorts and popular brands of red and white wine.

3. **Wineries:** The main part of the Guide should of course concern the wineries and the most valuable (also attractive) information about them. Available services (accessibility, wine-tasting, vineyard tours, etc) should be given as well as contact details. Cultural attractions around them should be an attractive element for the Guide-user.
4. **Local culinary and Other Activities:** Traditional dishes and most representative products of the area should be mentioned as well as potential activities to be taken advantage by the potential visitor. Across the region, selected guesthouses and hotels, restaurants and shops could be stated.
5. **Photographic and cartographic material:** Rich and attractive photographic material should frame the WineTourism-Guide. A useful map of the target CB area with visible symbols of the above mentioned elements (Wineries, Attractions, etc) should be also available.

Works and Technical Specifications of the WineTourism-Guide

The specifications concerning the Deliverable under WP4/D4.1: [The Wine Trails of Dionysos: Designing & Preparing trilingual Winetourism Guide] in the conventional form (hard-copy) are the following: The works concern the following distinct stages: a) Writing texts, b) Layout, c) Printing and d) Distribution.

The technical specifications are as follows:

- Language GR, BG, EN
- Pages: 44 pages (without the cover)
- Pieces: 2500 pieces
- Dimensions: 21X29cm closed side
- Paper: 320 gr cover and 150 gr inside
- Printing: 4 colors
- Finish: Protective varnish
- Binding: Binding: seamless + glued