

# THEMATIC ROUTES – WINE ROUTES

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A BORKULTÚRA KÖZPONT KIADVÁNYAI

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## 1. INTRODUCTION

The present teaching material has been created with the aim of presenting alternative forms of tourism. It is possible to develop and operate thematic routes with relatively little investment. Current trends in tourism call for the identification of the possibilities inherent in cultural heritage and the creation of heritage-based tourism products.

The objective of the course is to make students understand, both through theory and practice, that thematic routes based on cultural values make possible the marriage and cooperation of the cultural and tourism sectors. As a tourism product, the thematic route has the potential to diversify, both in time and space, demand for tourism. Furthermore, it motivates efforts to make use of unexploited resources, and has the potential to attract new audiences to culture, heritage and wine tourism.

The various features of thematic routes are assets that can be exploited skilfully in tourism development. Cultural and heritage routes can counteract some of the problems present in a region's tourism (seasonality, spacial concentration of the demand etc.).

A tourism product based on a carefully selected theme strengthens cultural identity in a given region.

Northern Hungary is an extensive wine-producing area that offers a wide range of culinary experiences. A growing number of people both from Hungary and from other countries visit the area in order to taste its special wines. Northern Hungary has four wine routes: the Eger, the Mátraalja, the Bükkalja and the Tokaj-Hegyalja Wine Route. From the Bikavér (Bull's Blood) to the Tokaji Aszú we can taste special wines in the wine cellars of the region. Wine producers offer special regional dishes to be tasted along with the wines. Hungarian dishes and wines are a part of our cultural heritage. There are various services linked to the programmes which are offered on wine routes: village tourism, walks in nature, cycling, horse riding, local events, festivals etc.

## 2. SOME CURRENT CONCERNS OF TOURISM RESEARCH

Today, cultural tourism plays an important role in the travel decisions of both domestic and foreign tourists. Cultural tourism is a branch of tourism where cultural motivation comes first. Cultural tourism prolongs the tourist season and helps reduce the spatial concentration of tourism. By uncovering local cultural values, it helps maintain traditions and contributes to the promotion and dissemination of culture.

In the last few decades of the 20th century, tourism has received a growing research interest, both in Hungary and abroad. The most important concern of those involved has been the exploration of its social, economic and cultural impact. All forms of tourism have by now become an integral part of ordinary life: weekends, days off and bank holidays all make both short and long trips possible.

In anthropological research, the focus tends to be on the tourist, the self-motivated individual who leaves his/her place of residence and visits unknown places in his/her own country or abroad. The research also focuses on the social and communicative relations of tourists and local residents.

Anthropology considers tourism a modern rite (Graburn, 1983). From the world of work, the tourist enters (travels or escapes to) the world of fun, the world of unknown things. Structurally, this process can be divided into three phases. The person who wishes to travel begins by making the necessary preparations and travelling to the destination of his/her choice. In the second phase he/she has experiences, either good or bad, makes new friends or acquaintances, and finally, in the last phase, he/she returns home, resuming his/her ordinary routine.

Modern tourism enables us to take part in different rites. The festivals in our calendar such as Christmas or Easter make recreation possible. Journeys with a transitory character are made at different stages of our lives – they include entering adulthood, marriage, divorce or mourning.

*Tourism is a freetime rite which enables us to get away from it all and which involves travel. To the concept of tourism as a ritual are linked various other concepts such as health, freedom, nature and self-actualisation.*

The so-called Manila Declaration on World Tourism, issued in 1980 by the World Tourism Organisation (WTO), established a new direction of development for tourism. Apart from its economic role, the document emphasises the political, social, cultural and natural impacts of tourism. Tourism plays an important role in augmenting the number of cultural opportunities. Travel helps people to know and understand the culture of other nations and to respect cultural heritage. The Manila Declaration was ratified at the World Tourism Conference, held at Manila, the Philippines, in 1980 and convened by the World Tourism Organisation. The declaration considers tourism an activity which is essential to the life of nations. It highlights the many-sidedness of tourism and emphasises the role of domestic tourism. Apart from highlighting its economic role, it emphasises its cultural, political, social and environmental significance, as well as its impact on the quality of life. The Manila Declaration motivated the research conducted in the eighties, initiated and coordinated by WTO.

The best-known international associations that study tourism include Aiest (International Association of Scientific Experts in Tourism), IAST (International Academy for the Study of Tourism) and TTRA (Travel and Tourism Research Association). Although they all operate on a membership basis, they differ significantly as far as their composition and research orientation are concerned. While Aiest and IAST are academic in nature, TTRA is more market-oriented, promoting the direct application of the research in the travel and tourism industry.

Besides the above-mentioned associations, the research group working within the framework of IGU (International Geographical Union), and IIPT (International Institute for Peace through Tourism) also deserve mention, due to both their theoretical and practical achievements. The group within IGU is concerned with issues of sustainable development in tourism from the perspective of geography. The latter, in promoting a vision of tourism as a global peace industry, studies its potential in conflict resolution and the reduction of social inequality.

The study of phenomena related to travel and tourism is, to this day, surrounded by doubts and misconceptions. A large number of experts consider tourism – due to its relatedness to the enjoyment of leisure time and the role it plays in mass culture – a “frivolous” field of study that no serious scholar would ever engage in (Matthews, 1983; Dann – Nash – Pearce, 1988; Nunez, 1989; Lanfant, 1993).

Fortunately, the understanding of tourism as a camping activity of backpackers is now less typical, and a growing number of disciplines engage in the study of the complex phenomena of tourism. Despite the fact that tourism as an independent field of knowledge is taught at numerous universities of the world, its treatment as an academic discipline by the international academia does not appear to be unequivocal. There is a lot of uncertainty surrounding the place and role of the research – often major academics in the field are not fully aware of the significance of the knowledge to be attained through study.

Tourists show an increasing interest in cultural heritages. A heritage can be conceived as one piece of a society's cultural tradition. Cultural tourism relies on heritage and the aesthetic power of art. In the focus of cultural tourism is a different understanding of the past.

At the end of the 20th century people are trying to find alternative ways of communicating with the past. Cultural tourism creates a link with the past – in the process, tourists embrace traditional social values. This phenomenon suggests that there is a search for originality and identity. Global culture enables large numbers of people to travel and talk to one another. There exists the possibility of complex interactions between national, regional and local cultures, both in space and time. (Kalocsai, 1998, p.197).

*In the process of European integration, it is the duty of local communities to preserve their cultural identity, moulded for centuries. To do this they take stock of all the values that the community has ever created for themselves or for other communities. Local cultures are necessary for the preservation of communal identity.*

The leading trend in modern tourism is the satisfaction of the demand for culture-seeking experiences and the acquisition of complex holiday experiences that associate knowledge and entertainment. One can evaluate cultural tourism by studying demand and supply, and by exploring theory and practice. Statistics give no indication as to how many people visit a certain destination with a cultural purpose.

Cultural heritage includes natural and built environments, the products of art, archeological findings as well as all the remnants of intellectual and spiritual culture. Some may be of international, some of national significance, while some may be important for the local community. The past constitutes a part of our lives which we can be proud of, and the knowledge and preservation of which is vital.

The preservation and maintenance of cultural heritage demands financial sacrifice at every level of human community (state, region, settlement, family). This sacrifice, which has returns only in the long run, provides an opportunity to create harmony between nature and the human community.

### 3. INTERNATIONAL TRENDS IN WORLD TOURISM

In the past few decades, the role of tourism has come to be considered more significant. Except for a few shorter periods characterised by economic and political crises, it has shown a steady growth. Largely due to the elimination of border controls and to telephone and internet communications, a growing number of countries and regions all over the world have become accessible tourist destinations.

As regards the environment of tourism, the most significant trends are related to issues in demography, the environment, the macro-economy, politics, culture and security.

Demographic trends show that in the field of tourism there is a growing demand for travel out of the main season, for services which provide multiple experiences, for cultural sights and for convenient shopping facilities. Demographic figures which indicate the ageing of the population are very important. In Europe, in the short and long run, the number of elderly people is increasing, and in the long run a reduction in the real value of pensions as well as a rise in pension age limits can be expected. Besides the elderly, young people must also be considered. The younger generation represents one fifth of the tourism demand. The role of the younger generation in the developing countries outside Europe is significant. In these countries, young people constitute the larger percentage of the population (China, India, Russia). [www.etc-corporate.org]

Traditional household structures are changing, with an increase in the number of one-person households. As a result of globalisation, families move to other countries, which results in visits of friends or relatives becoming popular.

The amount of free time is increasing globally, but in the case of certain groups of key importance, especially in the case of rich people, it is less and less typical. In Europe tourists travel with more frequency, but for shorter periods. Those who are short of time prefer arrangements that make their lives easier, such as all-inclusive options.

Increased health awareness leads to an increased demand in the field of health tourism. With young people, active holidays are becoming increasingly popular.

The world over, host destinations have to prepare for the reception of more and more experienced, educated and demanding tourists. Now travel is a need – it is becoming less and less of a luxury, the privilege of a few. Along with the decline of organised package tours, the number of individual or small-group, much more flexible forms of travel, designed to meet special, individual needs, is on the increase. Tourists, who tend to be more and more experienced, become familiar with the culture of the destination they visit. The relationship between host and guest is changing, travellers aspire to deeper and more meaningful experiences. Travel experiences also promote respect for other cultures, tolerance and the acceptance of cultural differences.

As a result of environmental changes, security and crisis resolution are now of greater importance. Climate change and extreme weather conditions lead to an increased popularity of out-of-season travel. Destinations built around natural resources (beaches, ski resorts) have high maintenance costs. Of all tourism products, the demand for eco-tourism and nature tourism is bound to increase. Keeping in touch with friends and relatives is now made easier and simpler by internet and telephone communications. International networks enable visitors to enquire about prices, products and services.

The range of product information accessible through global distribution channels is becoming wider. These channels, by providing ample information, facilitate accommodation decision-making and enable users to make the right choices.

Travel and communication have become cheaper, motivating the rapid development of tourism. With the help of the various GPS navigation systems and other new technologies, service providers can follow travellers' spacial and temporal movements, which assists them in measuring PR effectiveness and in becoming familiar with consumer habits. [www.etc-corporate.org]

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Cultural heritage includes natural and built environments, the products of art, archeological findings as well as all the remnants of intellectual and spiritual culture. Some may be of international,

some of national significance, while some may be important for the local community. The past constitutes a part of our lives which we can be proud of, and the knowledge and preservation of which is vital.

The preservation and maintenance of cultural heritage demands financial sacrifice at every level of human community (state, region, settlement, family). This sacrifice, which has returns only in the long run, provides an opportunity to create harmony between nature and the human community.

## 4. THE THEMATIC ROUTE. CONCEPT AND DEFINITION

This chapter deals with the concept and definition of the thematic route in culture tourism. We lay special emphasis on the wine route, which is based on the tradition of grape cultivation and wine production.

Today routes developed around various themes can be found in almost every country in the world. Some of these routes permit self-guided tours, while in protected areas only organised and professionally guided tours are possible.

### 4.1 CLASSIFICATION OF THEMATIC ROUTES

We cite international examples to explain what is meant by *thematic route*, and to describe the types of routes developed around various geographical, cultural and religious themes. Thematic routes are attractions which can be linked to particular locations, countries or regions, and which have been developed along real, existing routes. In this case, product development does not mean planning and creating the route itself but rather integrating thematically suitable attractions and services, to be found along the route, into a network, and ensuring their cooperation.

Examples include the historical pilgrimage routes (the best-known are the routes leading to Santiago de Compostela, forming a network across Europe), the old commercial routes (e.g. the Silk Road or the Ivy Road), and the routes delineated by structures constructed along empirical borders (e.g. the Great Wall of China, Hadrian's Wall in England etc.) In the case of these routes, the dominant attraction is the journey itself and the emotions involved. The destination itself and the complementary attractions along the route are only of secondary importance.

To a separate category belong the routes which have been created by deliberately interconnecting otherwise geographically separate attractions. As an example, let us cite the European paper route, whose various locations are thematically linked by the heritage of the paper industry. The attraction is not a real route – it is only the common heritage of the locations which makes it one, and the locations are physically connected by the visitors who go from place to place. In this case it is the theme and the attractions illustrating it that play a dominant role in the product. Therefore, the emphasis is not on covering the route physically but on visiting a given destination.

The central component of the culture route as a tourism product is the common image around which the product, in its physical form (that is, the sum of the attractions and services demanded by the visitors), is created. Therefore, its coherence is ensured by the common cultural identity. (Rácz-Puczkó, 2002)

In tourism, the exploitation of cultural values in the form of thematic routes and the building and operation of networks of cooperation require uninterrupted communication between the partners, the confrontation of conflicting interests and values, the achievement of common solutions, and the creation and implementation of shared action programmes – therefore, it is a dynamic process. The creation of thematic routes must result in a shared cultural image, one which tourists find attractive, and with which every participant can identify. The central element of the culture route as a tourism product is this common image around which the product, in its physical form (that is, the sum of the attractions and services demanded by the visitors), is created. Therefore, its coherence is ensured by the common cultural identity.

It is possible for the individual partners to connect tightly or loosely to the central theme: for example, on a wine route, it is the wine cellars, the people and the equipment unique to a particular location that represent the primary attraction. The complexity of the experience provided resides in the various culinary options offered by the restaurants, the social-historical heritage of the region, as well as the forts, churches and the natural surroundings.

### 4.2 THE DEVELOPMENT OF THEMATIC ROUTES IN HUNGARY

Today routes developed around various themes can be found in almost every country in the world. Some of these routes permit self-guided tours, while in protected areas only organised and professionally guided tours are possible.

Experts began defining thematic routes in the 1970s. By the 90s, relatively accurate definitions were born. According to these definitions

“Thematic routes are integrated, environmentally sensitive, sustainable and relevant interpretations of a given theme, offered to visitors through the adequate development of services as well as PR. Thematic routes have a positive impact on the economy, society and culture –the needs of visitors and local people as well as environmental considerations are taken into account.”[Silbergh et al., 1994]

“Thematic routes group natural and man-made attractions accessible by various forms of transport around a given theme. The itineraries, while respecting the principles of sustainability, offer educational as well as recreational possibilities all at the same time.” [Puczko-Rätz, 2000, 92.]

The various features of thematic routes are assets that can be exploited skilfully in tourism development. Cultural and heritage routes can counteract some of the problems present in a region's tourism (seasonality, spacial concentration of the demand etc.).

A product based on a carefully selected theme strengthens cultural identity in a given region.

In tourism, the heritage route can be regarded as a tourism product and a visitor management tool, with which it is possible to influence the movement of visitors. The heritage route is an element of a region's marketing strategy, as well as a tool of interpretation. In less frequently visited areas, it can promote familiarity with the region, and can cause an increase in the number of visitors. [Puczko-Rätz, 1999]

The development of a thematic or cultural route is an opportunity to connect to existing European routes. Interconnecting more- and lesser-known attractions and integrating them into a single thematic route can help reduce the spacial concentration of the demand in tourism. With appropriate marketing strategies tourists abroad receive, in advance, more and better-structured information, with the help of which they are able to plan longer stays.

Man-made attractions, created with the express purpose of providing freetime enjoyment or encouraging consumption, tend to play a more considerable role in today's tourism supply.

In line with international trends, the number of developments in the field of thematic routes have recently increased in Hungary. One big achievement of the past few years is that in the north of Hungary, the development of thematic routes has become possible. Thematic routes are tourist options that offer educational and recreational possibilities at one and the same time.

### **4.3 RELATIONSHIP BETWEEN THEMATIC ROUTES AND A REGION'S TOURISM**

Northern Hungary boasts numerous natural values, built heritages (forts, castles and museums) as well as festivals, which provide varied year-round programmes in all three counties. The Zemplén Culture Days, the Hegyalja Festival, the Miskolc Opera Festival, the Agria Summer Plays and the Salgótarján International Dixieland Festival offer varied recreational possibilities.

Its geographical and natural features make northern Hungary one of the most colourful regions. It has a significant ecological potential, its natural resources including medicinal, thermal and mineral water sources. 13% of its territory is a protected nature reserve – it makes up 22% of the country's overall protected areas. The region is linked, through its geography, history and culture, to Slovakia. As far as its economy is concerned, the heavy industry and mining used to be constitutive, due to its natural features and historical traditions. After the structural changes these industries declined.

Of all the region's attractions, three have been designated as World Heritage Sites: Hollókő and its environs were put on the World Heritage List in 1987, the caves of Aggtelek in 1995 and the historical wine region of Tokaj in 2002.

As World Heritage Sites, all three of them must meet some basic requirements: they must be easily accessible, they must provide high standards of service, and they must be capable of offering, all year round, a wide range of programmes.

In the region, thematic routes are a proof that culture and tourism can be easily married. Heritage tourism does not necessarily involve the exploration of built values – it can equally involve the exploration of routes which showcase geographically interconnected natural values. A particular cultural heritage can have a series of thematically related events connected to it, for example castle events, dinner feasts, or wine tours. (Tóthné Igó Zs. 2009)

It is the long-term interest of northern Hungary to attract attention by being creative in the field of culture tourism.

Among the thematic routes one can find the Route of Iron Culture, which focuses on industrial technological values, and the Baroque Route, whose focus is on art historical heritage.

The Tradition Preservation Routes in Nógrád county make visitors familiar with local village traditions, folk customs, folk costumes, gastronomy and architecture. The most spectacular instance of the marriage of tradition and tourism in the region is the Palóc thematic route. In its focus stands the preservation and passing on of folk art values and the presentation of the village lifestyle.

To develop the Palóc Route, cooperation between Nógrád and Heves counties was needed. It all began in the 1990s. The Tourism Development Strategy of Heves County (1997) established the principles which promoted the development of the economy. Emphasis was laid on the development of four-season tourism and on reducing seasonality. The participation of smaller settlements made possible the reduction of spacial concentration and an increase in the number of guest nights.

Within the framework of the programme INTERREG, a project of cooperation with Slovakia was realised in order to extend the Palóc Route (Füleke, Losonc, Kalonda).

#### **4.3.1 The Palóc Route**

The most spectacular instance of the marriage of tradition and tourism in the region is the Palóc thematic route. In its focus stands the preservation and passing on of folk art values and the presentation of the village lifestyle.

*The achievement of goals is dependent upon good marketing strategies for tourism, product development, a good pricing policy, public relations and sales promotion. The tourism development programme (1998) is a planned project. The culture tourism programme of the Thematic Operational Programme put forward a recommendation that the values and traditions of the Palóc ethnic group be elaborated. The creation of the Palóc Route (2003) makes it possible for the different supply components to form a complex product. The project involved taking stock of Palóc values, making agreements with service providers and the different settlements in question.*

*During the year 2004 preparatory consultations began between Nógrád and Heves county concerning the proposed Palóc Route. In the same year, a preliminary study was prepared as part of the preparations. On 11th March 2005, the Palóc Route Association was established in Parád, with 38 founding members including local governments, associations for preserving tradition, a village tourism association, an amuseum association, restaurants and folk artists. The association is open, it admits new members, primarily private individuals who are able to provide various services (crafts, folk art, village restaurants etc.).*

*Through the joint effort of the villages involved, the different supply components were harmonised, the programmes organised, and the services expanded. Funding was acquired through competitive grants. Significant sums of money were granted for development projects through competitions announced by the Ministry of National Cultural Heritage, the Ministry of Finance, the Hungarian Tourism Office and the National Office for Regional Development. (Kiss János, 2005)*

*Advertising the project was successful both at domestic and international fairs. At the Travel Fairs of 2005 and 2006, a separate Palóc stall was set up. The thematic route was given publicity through presentations of the various crafts, music and dance shows, and degustation opportunities. In Decrecen, Szeged and Kecskemét the fair had a considerable degree of success.*

Potential target groups of the Palóc Route are:

- young people (class trips): For them, the Palóc Route is a living museum. During the trip, they become familiar with Palóc culture.
- senior people
- families
- Hungarians living abroad and trying to find their roots
- professional groups – ethnographers, cultural managers, sociologists, teachers, artists

The villages on the Palóc Route offer programmes, linked to significant days in the calendar, for the preservation of traditions all year round (the carnival season, Easter, Lent, grape harvest).

With a view to further expanding the Palóc Route, the local government of Nógrád county is planning a project of cooperation with Slovakia, within the framework of the programme INTERREG. Project development is also made possible by the competitions of the initiative LEADER+. An excellent example for cooperation is provided by six settlements in Heves county (Recsk, Sirok, Mátraderecske, Bodony, Parád, Mátraballa), which participate jointly.

Of the settlements of Nógrád county, Kazár, Terény, Herencsény, Rimóc, Hollókő and Buják have joined the initiative. The aim of the participation is for the settlements on the Palóc Route to realise developments which benefit the whole thematic route, and which help expand tourism options by promoting Palóc values and folk traditions. (Palóc Út Hírlevél I.)

The institutional infrastructure of the Palóc Route includes local governments, tourist information offices and the Palóc Út Tourism and Information Centre in Mátraderecske. The centre began its work in May 2005. Its functions are to provide information about tourism options, to answer phone calls and e-mails, to advertise programmes, to maintain contact with members of the association and to update the tourism database.

In the region, thematic routes are a proof that culture and tourism can be easily married. Heritage tourism does not necessarily involve the exploration of built values – it can equally involve the exploration of routes which showcase geographically interconnected natural values. A particular cultural heritage can have a series of thematically related events connected to it, for example castle games, dinner feasts, or wine tours.

In the north of Hungary we can find various themes which make possible the creation of heritage or culture routes and which provide an opportunity to connect to already existing European routes. Interconnecting more- and lesser-known attractions and integrating them into a single thematic route can help reduce the spacial concentration of the demand in tourism. With appropriate marketing strategies tourists abroad receive, in advance, more and better-structured information, with the help of which they are able to plan longer stays.

In the region, among the themes to be developed are village tourism, wine routes and castle routes. There are several advantages to these forms of travel. One is that visitors do not come in large numbers. Motivations for travel include interest in the natural and cultural features of a given area, respect for tradition, interest in folk architecture, and a desire for good wines, good food, peace and quiet, and clean air. Quality precedes quantity, growth replaces development as an object of travel - there is increased emphasis on the different values of the chosen destination. (Tóthné Igó Zs. 2009)

## **5. WINE TOURISM**

Wine tourism occupies a distinguished place within tourism. Wine was a fashionable commodity centuries ago, and its consumption is still in vogue today. In the different historical periods, different wine drinking habits can be observed. Today wine consumption does not demonstrate a uniform character, either – the way people consume wine depends on their tastes.

International trends show that wine production in the world tends to prioritise quality production. Besides the traditional European wine-producing regions Australia, South-Africa and South-America, for example, now also compete for greater share of the wine market.

The wine region of every country has its own speciality, its characteristic grape variety, which made it famous. Among the motivations of today's tourists we find the desire to taste the wine of a particular region.

France is famous for its Bordeaux and Burgundy wines. The French wine-making tradition is a cultural product, its history has been shaped by important historical and economic factors. Burgundy wine became known in the Middle Ages. The industry of quality wines emerged in the 17th and 18th centuries, due to economic reasons. One result was the differentiation of Burgundy wine. Various nineteenth- and twentieth-century processes (the wine certification process of 1855 or the regulations of the 1920s and 1930s) have helped the brand to become even more distinctive – its role in shaping taste is unquestionable. (Ulin, 2001)

The geographical location of Italy favours grape cultivation. Of the wines of Tuscany the best-known is the Brunello di Montalcino. For the wine, the big breakthrough was the 1960s, which is due to the strict regulations. Production in a closed wine region, two-year ageing in oak, and quality control before putting the wine on the market, all ensure its lasting good name.

There is a wide selection of Austrian wines, ranging from the light, dry white wine to the bodied, spicy red wine. Austria is a country of white wines, its leading wine being the Green Veltelini. As regards quality, the Austrian Riesling wines (Wachau, Kremstal) rank high among the world's wines. Styria's characteristic wine is the Sauvignon Blanc.

An important German wine is the Rhine Riesling, and Portugal has become famous for its wines produced in the Douro Valley, situated south of the town of Porto.

Of the twenty-two wine regions of Hungary, some are worldfamous. The wine region of Sopron is made famous by its red wines, the region of Badacsony the szürkebarát (Pinot Gris), Villány-Siklós its red wines, Tokaj-Hegyalja the Tokaji Aszú, and the Eger region the Bikavér (Bull's Blood).

A prerequisite for wine tourism is for wine regions to create the necessary facilities. The concerted effort of service providers is needed for the maintenance of wine cellars, accommodation, eating and wine tasting facilities, which help popularise polite ways of consuming wine.

In the past few years, wine tourism has come to occupy an important place among tourism options. It is fashionable and attractive to deal with wine, it is a pleasant pastime and freetime activity. Wine tourism serves to extend tourism options. Wine is an elegant present.

Wine is the product of European civilisation that has the richest traditions. Wine regions as tourist destinations are now present in the tourism market, both on the demand and on the supply side.

### **5.1 THE ECONOMIC IMPACT OF WINE TOURISM**

Tourism is a source of income for the entrepreneur, who develops his/her enterprise by reinvesting the profits. Wine tourism provides good publicity for the region's wines, and helps increase demand both at home and abroad. Via increased incomes, local purchasing power is also increased. The success of tourism makes local residents realise that it is worth investing in tourism.

### **5.2 THE WINE ROUTE AS A TOURISM PRODUCT BECOMES A SIGNIFICANT FACTOR IN TOURISM WHICH GENERATES INCOME**

- new workplaces, enterprise development, increasing the potential to generate income, reducing migration

- increasing the general potential of the region to generate income, mobilisation of capital in the region, the involvement of investors
- realisation of the potential and values resident in the cooperation of local governments and local people
- the improvement of accessibility and infrastructure
- the improvement of the quality of service of restaurants: seating capacity, additional services, improved services
- improvement of information networks, the creation of a guest-friendly regional image
- observing market possibilities, segmenting the market, selecting target markets, conquering new markets and new clients
- effective communal marketing for broadening the clientele, prolonging periods of stay
- enhanced PR and media communications
- creation of the system of trademarked local products

## 6. WINE ROUTES

In the case of wine routes, the programme centres around local viti- and viniculture, vine hills, cellars, wine bottling facilities and restaurants.

Thematic routes play an important part in today's tourism. Centred around wine, champagne, cognac, castles, baths, cheese or monuments, they provide a wide range of experiences to be had in natural surroundings.

Partnership in EU projects and the subsidy granted by Phare in 1994 for the development of wine routes, were important steps in the creation of the Villány-Siklós Wine Route Association, which has since been an excellent example for domestic wine tourism.

Now there is a wine route association in every Hungarian wine region. Between 1998 and 2000, on the initiative of the Villány-Siklós Wine Route Association, six wine route associations were formed in southern Transdanubia. The development of wine tourism in Hungary typically happens through associations. Naturally, as elsewhere, there are exceptions here as well: in the wine region of Sopron, for example, a public benefit corporation was created by the agents and the local government.

In the last decade, customers made careful decisions about which product, which tourist destination to choose. It is primarily the specialities that can offer tourists something new, unforgettable, and unique. Wine is not an ordinary product. It is an important constituent of a region's identity. In wine-producing regions or in their vicinity, it is possible to organise thematic programmes which provide opportunities, apart from tasting and selling wine, for getting a taste of both local cuisine and that of local culture. Wine is not an ordinary product. A wine's place of production, the grape varieties used in its making, its bottling and labelling, its producer and distributor are all very important. A lot of complementary services are connected to the drinking of wine, which generates added value. It is possible to sell the wine at a higher price, employment figures are improved, the development of related industries are promoted, and consequently, the output of the national economy is increased. (Forman, 2009)

A wine route is a complex tourism product which offers tourism options unique to it, which operates as an organised whole, whose market presence is made possible by communal marketing, and whose services are tested for quality and which also conform to international standards [Sarkadi-Szabó-Urbán, 2000]. Apart from wine as an agricultural product, a wine route must comprise cultural components and make them into a tourism product.

### 6.1 WINE ROUTES IN EUROPE

Between 1992 and 1997, the European Union funded three related wine tourism projects (Dionysos, Reset, Ruraltour), which were realised by the French, Italian and Spanish wine producing regions.

Dionysos Project: it was launched to encourage cooperation between the European wine producing regions. Partners included Alejanto, Norte, Andalusia, Catalonia, Sicily, Lombardy, Burgundy, Poitou-Carentes, Corse and Languedoc-Roussillon. The budget of the project was 2.2 million ECU for three years. Its objectives included the promotion of the poor wine-producing regions and stimulating viticulture, the exploitation of expert knowledge, the promotion of wine tourism, the presentation of promotion tools, the development of wine routes, the creation of quality services and the promotion of marketing activities. The European Conference of Wine Producing Regions was organised. The Council for European Wine Routes was created, whose first session was held in Santiago de Compostela. Greece, Spain, Italy, Hungary and Slovenia also entered into the partnership.

Reset Project: it was launched in 1994 on the initiative of Alejanto and Sicily. Two counties in Hungary, Baranya and Tolna, also joined the project. The University of Pécs developed the Villány-Siklós Wine Route, and, in 1996, it organised a grape and wine rally, published a wine route guide, and organised an exhibition.

Ruraltour Project: it was launched in 1996 with the aim of creating the Cultural Wine Route programme of five Moldavian regions. (Bodnár, 2002)

The three projects helped increase new market demand. The wine route project boosted the tourism market, reduced differences in degrees of development, and motivated regional cooperation in the field of tourism. An increase in the number of private enterprises was advantageous and generated profit.

### **6.1.1 Types of European wine routes proposed by the European Council of Wine Routes**

An open wine route is a loose network of wine-tasting and catering facilities in a tourism region.

On a thematic wine route, wine-tasting facilities offer special programmes for visitors. Most often they are connected with culture, nature or gastronomy.

Classical wine routes, following the example of the Alsatian Wine Route, are specific itineraries which represent organised and unified systems of tourist offers. Wine-tasting facilities and places of sale, as well as restaurants and accommodation facilities welcome tourists all year round. Visitors are directed to certified services by brochures and information boards. [Sarkadi-Szabó-Urbán, 2000]

In the European Union, wine routes have a long-standing tradition. In Alsace for more than 40 years, in Rhine-Pfalz for 60 years, tourists have had the opportunity to enjoy the services of wine routes, and the local population reap its economic benefits. In Portugal, since the middle of the nineties, laws have supported the creation of wine routes. Wine is made and sold, and the complementary services are provided by family enterprises. Local governments ensure the infrastructural background and implement laws and regulations to support enterprises. A separate office or institution is responsible for the cooperation and communal marketing of wine routes, in close cooperation with local governments and the settlements involved.

EU member states have a developed economy, their societies are characterised by high living standards and a love of quality. Members of society spend more on luxury articles and they aspire to a high-level satisfaction of their needs. They want to be familiar with other cultures, during their trips they do their best to find opportunities to enjoy local gastronomy, including wine.

## **6.2 WINE ROUTES OUTSIDE EUROPE**

The market share of American wines is becoming significant, which means competition with European wine producers. The wine export of the United States, according to 2004 data, has increased by 28%. Nearly 60% of exported wine was purchased by Europeans. The United Kingdom, Germany, Switzerland, Denmark, Holland, Belgium, Canada and Japan constitute important markets for American wines. (cavineclub.com 2005)

Of the American wine regions, that of California is the motor of growth: 90% of the wine produced comes from this state.

Nowadays wines from Africa are also much sought after. South African wines are bodied, spicy, their alcoholic strengths at least 1% bigger than those of Hungarian red wines.

The region of Stellenbosch is one of the best-known wine-producing regions in South Africa, producing the highest-quality wine. It borders on Helderberg and Simonsberg. The most important wines of South Africa are the so-called Big Six: Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Merlot, Syrah and Pinotage.

Cape Town is one of the most popular tourist destinations in the world. The province of Western Cape attracts visitors by offering high-quality services -luxury hotels, wellness facilities, golf courses, guest houses and restaurants. Wine routes help to increase familiarity with natural and cultural heritage.

South African wine began conquering world markets after the democratic change of 1994. In the replanted wine regions the blue grape variety was the favoured one. The climate of South Africa suits the needs of red wine. The proximity of the Atlantic and the Indian Oceans make the climate ideal for growing grapes.

Cape winemakers have expert knowledge of modern wine-making technologies, which enhances the international reputation of South African wines.

### 6.3 WINE ROUTES IN HUNGARY

A thematic wine route in Hungary is a cluster of wine-related attractions in a given region. These attractions include outstanding features of the landscape and particular settlements. In the case of wine routes, the local forms of viti- and viniculture, ranging from vineyards through cellars and bottling facilities to catering facilities, constitute the axis of the programme. By touring along these routes, visitors can become familiar with the different phases of wine production, they can taste wines and they can become familiar with the historical and cultural background of viniculture. During the related festivals (grape harvests, wine auctions, wine festivals, ceremonies of wine knighthoods) they can share in the local traditions. Various types of accommodation services, diverse forms of active recreation and various forms of catering services characteristic of a particular region make up the programme.

Wine tourism is a form of agricultural tourism. To wine-producers it primarily means sales on the site. Visitors' needs and expectations give impetus to the development of wine industry. Wine tourism is a factor in image building: it enhances the reputation of the whole region, of a given product, of wine. (Szabó, 2000)

Wine tourism gives tourists opportunities to get to know wine, its producer, the area where it is produced, and the local traditions.

Wine is a quality product, a product of trust. Wine tasting is a good opportunity to gain customer confidence through discussions about wines. Providing information about wine and the traditions related to it is one way to foster confidence.

Wine tourism involves talking about wines, degustation, hospitality, and perhaps sales. Wine plays the major role, gastronomy the minor one.

A wine route is a thematic route based on a local product. It informs visitors about the region's natural values, its monuments, local traditions and local culture. On a wine route visitors and local people meet and talk – therefore, it helps to strengthen ties.

A wine route showcases the attractions of a particular wine region. It makes possible longer stays, and the acquisition of a complex tourist experience.

In Hungary, due to a recession at the beginning of the nineties resulting from market losses, a restructuring of the wine industry was necessary. Luckily, this resulted, due to the creation of its legal and regulatory framework, in a significant improvement in the quality of the wines produced (Hill Settlement Law, Wine Law).

Wine production can generate significant additional profit if producers and service providers develop wine production, local gastronomy, hospitality, historical, cultural and folk traditions or simply accommodation options, into a tourism product.

In Hungary, the eighties and nineties saw a specialisation in tourism. In the different regions, wine came to occupy a major role. In line with recent trends, it became an important theme in tourism.

In this respect, the region of Siklós-Villány is exemplary. In 1992 and 1993, under the influence of traditions of hospitality and that of German family ties, and as an outcome of the initiative of the wine producers, a process of self-organisation began.

Several positive aspects of the region's wine industry and tourism promoted the development of the wine route, in which five private entrepreneurs were involved. Their wines are quality ones – they had considerable success at domestic and international fairs. These entrepreneurs played a major role in enhancing the reputation of the Villány wines. (Szabó, 2000)

There is a steady demand for the wines of the region. Individual holidaymakers, groups of visitors and business tourists regularly visit the wine region.

The Villány-Siklós Wine Region is member of the Pannon Wine Region, together with the regions of Pécs, Szekszárd and Tolna.

Hungary's seven wine regions are comprised of twenty-two subregions.

The definition of *wine region* was first formulated in Article XVIII. / 2004. According to the definition, a wine region is "a specific terroir, the association of subregions with similar natural features and traditions or of subregions constituting a geographical unity or situated in each other's proximity, which enables the distribution of high-quality wine, in accordance with regulations. Legislation concerning wine regions is issued by the minister of farming and rural development, on the initiative of the wine regions concerned."

## 7. WINE REGIONS IN THE NORTH OF HUNGARY

In the north of Hungary there are two wine regions. The Eger Wine Region is made up of the Bükk, the Eger and the Mátra subregions, and the Tokaj Wine Region consists of the Tokaj subregion.

A wine region takes centuries to develop. It comprises terroirs with the best features. Its vine plantation is continuous and extends over the public administration area of several neighbouring settlements. It is characterised by specific climatic, relief and terrain features. Its grape varieties and methods of cultivation are typical of the region in which it is located. In a wine region, there are long-standing traditions of viti- and viticulture. The aroma of the grapes and wines allows them to be distinguished from the grapes and wines of other regions. (Sahin-Tóth, 2002)

In the Bükk Wine Region, on the edge of settlements one is sure to find a row of cellars. In some places, there may be several rows.

The Bükk Wine Region is situated in north-Hungarian wine region. It is one of the youngest wine regions in Hungary, and extends from the borders of the Eger region to Miskolc. Although its territory measures only 1100 hectares, it extends over a large area, due to the big distance between the plantations.

The Bükk Hills affect its climate in great measure, since it shelters the plantations on the southern and south-eastern slopes from the cold north winds. Here there is less precipitation than in the other north-Hungarian districts – annual rainfall is between 550 and 600 mm. The slopes allow only medium sun exposure, but fortunately frost injury is rare. The soil is composed mostly of Chernozem brown forest soil formed mostly on rhyolite and rhyolite tuff, and on loess and humus.

We do not know for certain when grape cultivation began in the area. The first mention of such activity dates from 1313. At the beginning of the 16th century, a decree was issued according to which the importation and sale of wine originating from other areas was forbidden. This regulation shows how valuable wine was considered at that time. For centuries, wine was a primary source of income for the town, which, similarly to Tokaj wine, was matured in cellars covered by mold. At that time, the network of cellars in Miskolc was one of the biggest in Europe, and large amounts of must were transported here from other Hungarian wine regions, among them Tokaj, most which, after maturing into wine, was sold abroad.

Due to the high acidic content of the wines of the area, the cultivation of grapes destined for producing champagne base wine began in the 19th century. For this purpose, Italian Riesling and Furmint were used. Today, the use of the Hárslevelű, Furmint and other Pontus varieties is discontinued. They have been replaced by the Italian Riesling, Leányka, Green Veltelini and Rizlingszilváni varieties and the more recent varieties Chardonnay, Zenit, Zengő and Cserszegi fűszeres.

Although of the Bükk Wine Region the cultivation of white-wine grape varieties is typical, the number of red-wine grape varieties has grown recently. Among them, the variety Kékfrankos is now dominant. Given that it is a young wine region, it has not yet come into its own. It is possible that within a few decades it will, in the fashion of the Eger region, become one of the leading wine-producing areas in Hungary. Signs of development are already visible in the area, which received wine region status in 1970. There are plans to renovate the wine cellars on Ávas Hill, which, at one time, accommodated more than a thousand cellars. If the development remains uninterrupted, the area might become one of the wine regions producing high-quality wines, comparable in their acidity to those produced in the Rhine region.

The aim of the Szent Martin Order of Wine Knights in Bogács is to popularise wine by cultivating local traditions. Their main objectives include the collection and storage of wines from various vintages and the preservation of local traditions related to wine. Other objectives include raising the standards of the Bükkalja Wine Festival, fostering international relations, disseminating the natural values of the landscape, and emphasising the relatedness of wine and gastronomy, wine-making and art. Among the Bükkalja festivals, the Bükkalja Wine Festival, the International Wine Competition and the festivities of St Martin's Day are the most notable.

The Eger Wine Region is perhaps the best-known of all the wine regions of Hungary. Eger and wine are inseparable. Since the town also boasts a college, very shortly wine and the college will also

be inseparable. Let us note here that the college won 1.904.000 forints in the competition "The chemistry of grapes and wine, chapters in the history of wine culture".

Abroad, this old Baroque town is known primarily for its wine. Despite the fact that environmental conditions favour the cultivation of white grapes, it is the Egri Bikavér (Bull's Blood of Eger) that has made the town and its environs famous. Underneath the town there is a huge system of caves. Because these caves are interconnected, they enable the visitor to walk the whole width of the town. Some of the caves are naturally formed, while most of them are man-made, and decorated with carvings.

The Eger Wine Region is situated in the north Hungarian wine region. It is an old and famous region whose wines, especially the Egri Bikavér (Bull's Blood of Eger), are well known all over the world. Its plantations extend over an area of some 4900 hectares.

The Eger Wine Region is one of the driest and coolest wine regions in Hungary. Average annual temperatures are around 10 degrees centigrade and dry periods are not infrequent. Despite this, the plantations in the eastern part and the district of Debrő often suffer ice storms. Sun exposure is not the best, either, but the Bükk and Mátra Hills provide favourable micro-climatic conditions for the cultivation of grapes.

On the basis of its natural features and its viticulture, the district can be divided into two smaller districts: that of Eger and that of Debrő. The composition of their soils is equally different. While in the Eger district clay and Chernozem brown forest soils are typical, the Debrő district is characterised by brown forest soils and sandy soils containing humus.

Eger and its environs were inhabited quite early on. Our first king, Saint Stephen, founded one of the first bishoprics here. Eger played an important role in the development of northern Hungary. Due to the presence of the Church, the significance of grape cultivation and wine making increased. The cave system under the town was created in the Middle Ages. Its total length came to 140 kilometres. It was the Rác fleeing from the Turks who brought the first red-wine variety, Kadarka, to the region. This variety was, for a long time, the most important grape variety. In 1596 the fort of Eger was captured by the Turks, but this did not affect grape cultivation, since already, the wine produced here constituted an excellent source of income.

The most famous wine of the region is the Egri Bikavér (Bull's Blood of Eger), which is the first of Hungary's origin protected wines. As regards composition and quality, this wine must comply with strict quality standards. It is an important requirement that it must contain at least three wines included in the list issued by the hill settlement. These wines all have to be dry. Kadarka used to be the most important component of the Bikavér. Today, it is the Kékfrankos (Blaufrankisch).

The people who visit the Eger region should not miss, after visiting the sights, the various wine cellars carved into the rhyolite tuff, to be found in the rows of Nagykőporos, Kőlyuk and Verőszala. After this, they are advised to visit the Szépasszony Valley, find a wine-drinking facility with a nice atmosphere, and enjoy the elegance and special aroma of the wines.

The Mátra Wine Region is the biggest upland wine region, where they produce high-quality white wine. Here the hill slopes enjoy protection from the north wind - most of the vineyards are situated amidst the forests. It is an area where past and present live in harmony: modern wine-making technologies co-exist peacefully with old vintage traditions. Several wine cellars originating from the Middle Ages can be found in the area.

The Wine Region of Mátraalja is located in the north Hungarian wine-producing region. It is the largest wine region in Hungary, with a fixed soil. Its present territorial size exceeds 6000 hectares. In the vineyards sheltered by the hill ranges, grapes are grown in favourable micro-climatic conditions. Compared to the other plantations situated in the north, they are more exposed to the sun, which affects favourably the ripening of the grapes. Long, mild winters with low precipitation characterise the region. Most of the 600 mm of annual rainfall occurs at the beginning of summer.

The cultivation of table grapes used to be characteristic of the region, but by now it has decreased in importance, in contrast to grafting. It has remained important, though - plantations of Chasselas can still be found in the vicinity of Domoszló and Kiszána.

The ecological features of the Mátraalja Wine Region make it ideal for the cultivation of high sugar content grapes, which are used to make white wines rich in aromas, with good acidity and high

alcoholic strength. A large number of wine cellars provide opportunities to taste these wines. On your way to Mátrafüred, for example, you should not miss the famous press house and cellars in Farkasmály. The Haller Cellar in Gyöngyöstarján and the cellars of Gyöngyöspata are also worth a visit.

The wines with the highest alcoholic strength and the highest sugar and acid content are produced in Tokaj-Hegyalja. The secret of these wines is to be found not in climatic or soil conditions alone, but in their combined effects. Long, humid and sunny autumns favour the shrivelling and drying up of the ripened grape-berries.

Maturation and storage also have their part to play in the attainment of quality. The system of caves carved in the rhyolite tuff is optimal as well – annual fluctuation in temperature is between 1 and 2 degrees, which has beneficial effects upon the wine. For the maintenance of proper humidity levels, the mold called *Cladosporium cellare* is responsible, which thickly covers the walls, and preserves the bottles sometimes for decades. The fungus called *Botrytis cinerea* covers the grapes, causing the grape skins to thin, thereby assisting the perfect harmony of acid and sugar.

The Tokaj-Hegyalja Wine Region is comprised of the triangular territory between Abaújszántó, Tokaj and Sátoraljaújhely, that is, the southern part of the Zemplén Hills. The district, which is 55 km long and which covers a territory of 275 square kilometres, lies in the northernmost zone of European viticulture. Its present territory, which now includes 28 settlements, was created by the wine law of 1908.

The territorial delineation of Tokaj-Hegyalja kept changing during the centuries. The oldest and perhaps most authentic act of delineation dates from 1641, when representatives of the towns created, in Mád, a law regulating the planting of grapes.

The question arises: why was Tokaj chosen as a name for the wine region? Why is “tokaji” (of Tokaj) the name of this special wine? The reason simply is that from the original settlement of Hungary to the construction of the railway lines, Tokaj was the most important centre of transport and commerce in the whole region.

When the cultivation of grapes began in the region, only archeology could tell us. Similarly to other locations in the world, grape leaf fossils have been found in Hungary, too. Naturally, they are not remains of today’s noble grapes, but their predecessors. It is generally believed that in Hungary, grapes were first planted by the Romans. However, we know that in Pannonia, the Celts also cultivated grapes. First mention of grapes in Hungary can be found in the foundation chart of the Abbey of Saint Martin in Pannonhalma, in which Saint Stephen donated vineyards, grape cultivators and the right to collect wine tax to the abbey.

The wine regions in the north of Hungary have a large number of attractions. Among them are viti- and viniculture, gastronomy, traditions, rural surroundings, peace and quiet, active recreation options and sports programmes.

## **7.1 ASSOCIATIONAL BACKGROUND**

Altogether, there are 35 wine route associations in the 22 wine regions. Therefore, a minimum of 700 service providers can engage in wine tourism. According to estimates, wine tourism makes up 1 or 2 % of the total of domestic tourism – this percentage is higher every year.

In the north Hungarian region, a desire for cooperation led to the creation of the Wine Route Association of Northern Hungary.

Each of the four wine regions has created its own association, whose objective is to promote cooperation between wine producers and enterprises. The four associations are: Tokaj-Hegyalja Wine Route Association, Bükkalja Wine Route Association, Eger Wine Route Association, and Mátraalja Wine Route Association. The associations were created at the end of the 1990s.

The Tokaj-Hegyalja Wine Association was created in 1997. Initially, there were 76 members. The founding members included 13 local governments, 7 hill settlements, 27 firms and businesses and 29 private individuals. The strategic programme of the association was formulated. The quality assurance programme was launched in 2001. On the wine route, 16 accommodation options, 22 wine processing options and 24 wine tasting options are offered to tourists.

For the coordination of the activity of the different wine regions, the Association of Hungarian Wine Routes was created in 2003. Its objectives are

- to represent the interests of those involved in wine tourism
- to enhance the attractiveness of Hungarian wine tourism
- to promote the professional development of those involved in wine tourism, in order to ensure quality services
- to create a unified national and European quality assurance system
- to improve the country's image through presentation of its wine culture, gastronomy, as well as its historical and cultural traditions
- to develop an educational programme for the promotion of wine tourism
- to provide opportunities for the exchange of ideas at the national and international levels

Further objectives are to develop the wine routes into complex tourism services, and to give gastronomy and wine more prominence in the tourism supply.

In order to protect the good name of Hungarian wine, the Agricultural Marketing Centre (AMC) only displays bottled wine at its own international exhibitions, and from its partners it only accepts products with the highest possible level of processing, in order to avoid imitation and loss of prestige. The Agricultural Marketing Centre supports the use of motifs, on the packaging, that have a local character.

In the UK, the Hungarian Wine Office has been in operation since 2003. The office observes the market of Hungarian wines in the UK, and takes a role in shaping wine exports into Britain. Since the establishment of the office, Hungarian wine export to Britain has doubled – at present it amounts to 162.000 hl. It is notable that the export of quality products is gradually causing the export of cheaper wines to recede. Among exporters to Britain, Hungary now comes fourth.

## **7.2 QUALITY ASSURANCE**

Wine tourism is a freetime activity whose objective is to make people familiar with wine-making processes and to give them opportunities to taste wine. By touring along wine routes, tourists can visit the most important settlements of a particular region. At the stops, a variety of programmes await visitors, such as degustation and visits to cellars, wine museums, vintage and vintage festivities, wine auctions and wine festivals. Additional options can include sightseeing tours, walks, horse riding and hiking.

The central attraction of wine routes is the rich culture of wine. As wine is a high-quality product, tourism can only enhance its reputation and position it successfully in the market if it offers quality services along with it.

If a product is new, it can only be positioned well in the tourism market if it complies with high quality standards. Wine route developments should only be implemented if such standards are observed through a strict quality assurance system.

The quality assurance system of the Villány-Siklós Wine Route, the first to be created for a wine route in Hungary, can provide the basis for the creation of similar systems for the other wine routes. However, in defining quality parameters, the individual character of the different regions will have to be respected. The quality assurance measures to be drafted will have to include elements common to all the routes, e.g. the regulations concerning spheres of activity or observing standards for the provision of minimal services. At the same time, each region's quality assurance programme should be formulated with respect to the particularities of each region – different regional emphases might dictate different solutions. For example, the different wine regions have different architectural traditions and different traditions of hospitality.

Wine tourism is not designed for the satisfaction of mass needs – it is a branch of tourism which meets the needs of tourists who seek unique experiences, as well as those of wine producers and tourism businesses.

Wine tours are of several types. They can be individual or organised. They can be short, offering one or two programmes on a weekend, or they can offer a rich selection of programmes. Wine tours are generally not intended for experts but for interested people with relatively little knowledge of wine. Therefore, the programmes on offer must be interesting enough for an audience with varying

amounts of knowledge. Professional wine tours also play an important part in promoting supply. Such tours may occasion expert discussions on questions such, for example, as wine analysis or different ways of cultivating grapes.

Wine tourism is a special product because the customer purchases quality services. The special character of wine tourism results from the combination of several factors. The most important factor is attractiveness, which in itself is a complex thing, because tourists travel for different reasons.

*The attraction is not only the wine but the things connected with it: the participants' need for culture and sport also have to be met. Ways of transport are equally peculiar. Options include the bus or the bicycle, or, if the distances are not too great, walking. The development of infrastructure means that accommodation options also have to be made available. Luxury hotels are not always a good idea. Instead, family inns or rentable private houses suit more the purposes of this kind of tourism. It is essential that cellars be in a good state of repair, and that there be good and accessible roads. In order to fully meet customer needs, promoting familiarity with local traditions, apart from wines, is also a recommendation, as is the provision of shopping facilities. Visitors to a region like to buy souvenirs specific to a particular wine region, such as wine, postcards, models or books. And lastly, hospitality is very important. Visitors like to receive a warm, familial welcome. They can be involved in various rural activities by offering them opportunities to participate in grape harvest or various crafts activities.*

Wine routes are systems of destinations where wine tasting provides a pretext for acquainting visitors with the natural, historical, cultural and gastronomic heritage of a particular region. Wine tourism helps preserve local communal traditions and promotes active recreation, and it has long-term beneficial effects upon the economy, society and the environment. (Taschner, 2005) The most important task is to create the financial, personal and professional background. A wine route's market positioning can only be successful if the necessary conditions exist. To maintain high standards, it is necessary to adopt a unified quality assurance programme.

The main objectives of quality assurance are

- quality wine production
- high standards of services
- definition of minimum level of service
- flexibility, variability, openness
- emphasis on the values of local gastronomy
- reliability
- complementary services, exchange of ideas
- control
- market position
- trademarking, issuing qualification wall plaques and quality certificates

Wine, together with its place of production, the various wine-tasting facilities and places of sale constitute the backbone of the tourism supply of wine routes. Upon these are built the services providing various accommodation and catering options as well as programmes. There are two types of service.

One is the product chain based on wine. In this case, the various services (degustation, sale of wine, hospitality, programmes) are centred around the wine produced by the wine-maker. Winemakers and accommodation providers may offer different services, but these services are invariably based on good wine produced on the site.

High quality and historical traditions are the pillars upon which the image of Hungarian wines is built. PR is important in image building. Among the target markets the domestic market features in the first place. Protecting it from foreign competition and strengthening the patriotism of Hungarian wine consumers is considered of great importance. To do this, good marketing strategies are needed.

Countrywide, road shows must popularise the wines produced in the different regions, with the participation of the various service providers, and wine-related events should be made part of popular regional events.

Opinion shapers have to be influenced, and the possibilities inherent in tourism have to be exploited. It must be ensured that excellent domestic wines, brochures and souvenirs are available in the hotels and restaurants of frequented tourist destinations, which promote the reputation of the Hungarian wine regions.

The role of the media in enhancing reputation is unquestionable. Permanent communications with both the printed and the electronic media constitute the most important marketing activity. Press conferences must be held, and press tours must be organised to the wine regions. The press must be kept informed, all year round, of a particular wine region, its producers and its wine. Articles that deal with wine regions and wine businesses must be published on a regular basis.

The services belonging to the second type do not form a vertical chain but are present in the market with products which link horizontally to the supply. Here, wine does not figure, but the tourist supply is enriched with catering and accommodation options, various programmes and shopping facilities. (Taschner, 2003)

A quality assurance programme can be created by the experts working on a particular wine route alone, but we recommend that existing programmes be consulted (e.g. that of the Villány-Siklós Wine Route, the accommodation quality assurance programme created by the Association of Hungarian Village Tourism, the data provided by the Inspectorate for the Protection of Monuments, or the quality assurance programme of the Hill Settlements). Implementation of the quality assurance programme ensures that the services of organised wine tourism comply with the general quality standards of a particular wine region.

The primary economic achievement of the EU has been the creation of a unified internal market through the abolition of barriers that stifled free trade. One means of achieving the single market has been the creation of a community trademark system whose aim was to abolish the differences that existed between the protection systems of EU member states, differences which obstructed the free flow of goods and services, and to ensure unified trademark protection at the community level. A community trademark is the primary identifier of a product – it ensures the free flow of goods and services.

As Hungary is also member of the EU, community trademark holders equally enjoy protection in its territory. It can happen that a community trademark conflicts with a trademark registered previously in Hungary. If a trademark was registered six months prior to accession, Hungarian enterprises can raise objections – especially if they already know of potential conflicts – to the introduction of the trademark in Hungary. The enterprises involved are advised to acquire information about the characteristics of trademarks registered in similar fields, and to take action to protect the EU validity of their own trademarks.

### **7.3 SERVICES**

Basic services in wine tourism include accommodation, catering and programme offers.

#### **7.3.1 Services related to viti- and viniculture**

- Sale of wine – wine shops, wine cellars
- Degustation – pubs, cellars
- Wine and gastronomy – pubs, restaurants
- Holiday in a wine producer's place
- Visits to vineyards and wine factories – with introduction to grape cultivation and wine-production
- Vinoteques, involving degustation (wine tasting sessions) and sale
- Wine houses – events, making business contracts, hospitality
- Wine museums, cellar museums

#### **7.4 OTHER OPTIONS RELATED TO WINE ON WINE ROUTES**

- Cultural programmes for the preservation of traditions

- Monuments, historical memorial places
- Freetime activities
- Sport, cycling, horse riding, hunting, fishing
- Health tourism offers
- Events
- Shops (for the sale of local products)

The list is not complete, since the range of tourism products and related services change from region to region. Legislation specifies the characteristics, classification and quality standards of the products listed above, with the exception of vinoteques, wine houses and festival halls. Regulations equally apply to the services provided by these, but their wine-related content needs to be specified with regard to the particularities of the individual wine regions.

Systematic control and feedback are essential. Quality assurance and quality control have to be implemented with the help of independent experts, along with adequate publicity: quality assurance principles should be written down and shared with those involved. In this way, everyone will know what standards are to be met in the qualification process. Quality must be ensured through systematic control, so that standards should not go down and that improvements can be made. Quality assurance and quality control should be realised at the local level, with the help of experts and the representatives of local interest groups.

In Hungary, there is a growing need and a stronger expectation for the introduction of such quality assurance programmes, to be formulated in standards and acts of legislation. The different service branches are compelled by law to create and implement quality assurance programmes, but not all of them.

The need for quality assurance is also evident in the field of tourism, and so in wine tourism. The variety of the services provided in the different wine regions is often baffling for the tourist. Choice is certainly made easier by quality assurance. The unification of quality standards has begun, in the Balaton Wine Region, and the Eger and Tokaj regions.

A unified quality assurance programme for the European wine routes is now drafted. System ratings range from grades 1 to 3. Grades are represented by the graphic sign of the grape, one, two or three: the one-grape service rating indicates basic standards of service, while the three-grape rating shows the highest standards.

The Vintour Project, supported by the EU, and overseen by the South Transdanubian Development Agency, was launched in 2005, with the participation of five south Transdanubian wine routes. Besides the Hungarian wine routes, three Italian and one Spanish wine route also participated, the result of which is the European Wine Route Quality Assurance System.

They began implementing the programme in Baranya county. The certification process includes a review of several service components such as atmosphere (ambiance), facilities for the disabled, and the selection of programmes (dance, music, gastronomy etc.).

In Villány, of the 56 undertakings, 46 met the required standards – three of them received a one-grape rating, ten of them a two-grape rating, while the others received a three-grape rating (2009).

## **7.5 WINE-TASTING ACCESSORIES**

### **7.5.1 Wine talks to us**

Tasting wine teaches us to give quality priority over quantity. Wine-tasting is an enjoyment – it affects all of our senses – our, hearing, our sight, smell, taste and touch.

The pleasure of tasting wine lies in the analysis of a wine's colour, smell and aroma. Tasting wine is like analysing a work of art. The identification of a particular taste, or the identification of a wine's style provides an enjoyment which is no longer purely physical but also spiritual.

Eating and drinking are basic needs. The role of wine in quenching thirst has declined. Today, drinking wine is a culinary enjoyment. In various cultures healing power is attributed to wine - it is said that its euphoric effect makes life more pleasurable. (Casamayor, 2002).

Grapes and wine have always been much liked as nourishment. Today, they are integral parts of our diets. Wine does not feature as a nutrient and source of energy in our diets – it is a good diet complement. Polite wine drinking means harmonising food and drink – it is a gastronomical pleasure.

Wine is a cultural product, nature's beauty made into a consumptible product.

The rich vocabulary of the Hungarian language can adequately render the sense perceptions that arise in the wine-tasting process. It is possible, in Hungarian, to describe, in a sensual manner, the different characteristics of a wine.

Visual perceptions relate to the colour and clarity of the wine. When pouring wine, its degree of mobility can be observed. Light wines pour more thinly, aszú wines more thickly and slowly. A delight to the eye are the wine's jewels, the ring that it forms on the brink of the glass, and its "crown", which pours down the inside of the glass in streaks when we swirl the wine. (Csávossy, 2006)

The colour of wine is an aesthetic experience – it tells of the age, way of making, varietal and state of health of the wine.

The colour of young white wines is greenish white (Chardonnay, Zöld szilváni, Green Veltelini, Királyleányka). Older wines are greenish yellow in colour (Italian Riesling, Ottonel muskotály, Furmint, Cserszegi fűszeres). Aszú wines are brownish yellow or the colour of ivy.

Young rosé wines are pink. When they are older, they are a mixture of pink and cream.

The colour of red wines varies according to methods of processing and ageing, and according to their actual age.

The clarity of wine is indicative of its health, its degree of maturation and the way it was stored. Filtered or defecated wines are crystal clear.

When we smell wine, we perceive its array of fragrance. A fragrance is either pleasant or unpleasant. If it is unpleasant, the wine is faulty. When we talk about a wine's fragrance, we characterise its strength. To identify a wine's fragrance, we use our memories – we try to recall fragrances perceived in nature, those of fruit or flowers.

When tasting wine, we perceive its array of taste. We test the balance of tastes, experience the three stages of taste, the initial, the middle range and the final stage. We perceive the basic tastes, we perceive the tannins, and we feel the warmth of alcohol.

Harmony in wine is the balance of sweet, acidic and bitter tastes. When we taste wine, we drink a few sips of it, take a deep breath and let the wine become a little warmer. At this stage, we experience some initial sensations.

Let us roll the wine around our mouths. In a few seconds, we perceive its temperature and acidity. We can now test its density and harmony. This is the middle range phase.

The aftertaste in the final phase tells everything about the structure of the wine, which is harmonious only if it is not too aggressive. When we taste a top wine, the flavour persists even after we have swallowed it or spat it out. A lengthy persistence of flavour in the mouth is indicative of good quality.

### **7.5.2 Methods of wine tasting**

Practically everyone who comes into contact with wine evaluates it. It is evaluated by

- the producer while he is making and handling it, since without doing so he would not be able to make decisions about the timing and method of the necessary treatments,
- the tradesman, who decides whether to buy the product in question or not,
- the restaurant owner and staff, who control the quality of the wine to be offered to customers, and who decide whether the wine in question suits the occasion or a particular dish,
- the customer while consuming it, and
- experts when assessing wine or during wine competitions.

Wine evaluation has different levels:

The most common and informal level is when, at a party, a group of people has drinks of wine, and appreciate it in the process.

A more formal level is wine tasting and wine presentation. In this case, a leading person provides information about the wine being served. The order in which the wines follow is not arbitrary: a tasting order for the wines must be observed. On such occasions, only the wines are discussed.

The most formal level of evaluation is the wine testing session or the wine competition. It is usually done by qualified wine tasters.

## **7.6 MATERIAL CONDITIONS**

### **7.6.1 The tasting glass**

#### *The parametres of tasting glasses in general*

The tasting glass is made from a thin weight of glass. Its stem is the thickness of pencil, its base is round. Tasters should be able to hold the stem comfortably, and the hand should be positioned away from the cup's opening so that it will not interfere with smelling. The glass should rest firmly on its base.

#### *Main glass shapes for the tasting of wines and alcoholic drinks made from wine*

##### **White and rosé wines**

Smell and colour are important characteristics to test. Therefore, the cup resembles a blooming tulip: widest at the bottom, and gradually narrowing toward the opening. The convex part at the bottom allows us to evaluate the wine's colour –the drink can be easily swirled in it, and the narrowing opening allows the concentration of smells. The glass should be held either on the stem or on the base.

##### **Red wines**

In the case of red wines, we attribute more importance to colour than fragrance. The reason for this is that in the production of red wines, oxidation causes most of the primary aromas to dissipate. The glass is round in shape, so the wine forms a "lens" in the bottom of the cup, and the wine can be tested for its colour. Less spread out, a darker wine is difficult to test.

Wines aged in oxidative conditions are placed in a highly reductive environment when bottled. It needs to be aerated a little so that the original balance is resumed, and so that its real values can be appreciated. To do this, we need a glass whose cup is on the bigger side, with an opening which only slightly narrows. The glass should be held on the stem or on the base.

It is difficult to evaluate the colour of red wines in glasses made of glass. Tilting the glass in front of a white background, we can only judge the colour in a thin streak, because the layer of liquid is either too thin or too thick. Therefore, the red wine tasting cup is used instead. This is a flat, wide metal cup (preferably made of silver) which has lumps on the inside. The thickness of the layer of the wine poured into the cup will thus be variable, and it will also make the judging of its colour easier because light permeates it through and through.

##### **Liqueur wines**

Most liquor wines are spiced, which means that they have a fairly strong and intense fragrance. Their colours are created during the wine-making process. The glass, in this case, serves to deconcentrate the smells. Therefore, the glass needs to be shallow, with sides a little curved, its cup wide. The glass should be held on the stem or on the base.

##### **Dessert wines**

Dessert wines from the south are often tested using a glass whose cup narrows dynamically, and whose opening is constituted by a narrow section with parallel sides. Using this glass will make the concentration of smells even more effective. The glass should be held on the stem or on the base.

### **7.6.2 Filling the glass - quantities for tasting**

In most cases the liquid poured into the glass should come to the widest point of the cup. That is when we can expect the biggest array of smells to be revealed without our swirling the wine, about 50 ml.

### **7.6.3 Tasting temperatures**

Old, matured, bodied and scented wines are tasted and consumed at a higher temperature (towards the top of the scale).

The different acid level of wines are best discerned at different temperatures. In red wines the tannins dominate, in white wines the organic acids. This difference is also reflected in tasting temperatures.

Red wines are tasted at a temperature of 14 to 18 degrees, white wines at a temperature of 10 to 12, and rosé wines at a temperature of 8 to 10. Warmer wines are perceived to be more acidic and richer in alcohol. Overchilled wine does not allow us to fully appreciate its aromas.

### **7.6.4 Tasting wine**

When we come into contact with wine, we begin by using our sense of sight. We observe a wine's colour, foam and mobility while pouring it. We can only assess the colour of a wine correctly in a glass held against a white background. Apart from this, we can also assess its clarity if we look through the wine toward the light. If, after swirling the wine, we can detect transparent streaks (glycerin), then we say that the wine "has a crown". This indicates that the wine is bodied.

We "sniff" the wine by taking short, quick breaths. Most of the fragrances leave sensations on the mucous membrane inside the nose, so a small sniff is enough. In fact, taking big breaths dries the membrane, so it loses some of its sensitivity. Do not sniff wine for more than 20 seconds without stopping because your nose will "get tired". First sensations are the strongest. If, however, you have to keep sniffing for longer than this, you are advised to keep a short break (at least 30 seconds).

During wine tasting, you are advised to take, if possible, equal amounts of wine into your mouth. A small amount of wine is diluted faster by the saliva. Consequently, you will experience the taste of the wine differently. The different parts of the mouth and the pharynx are sensitive to different tastes. The tip of the tongue is sensitive to sweet and salty tastes, its sides to sour and salty tastes, and its root to bitter tastes. The tip of the tongue has the fastest rate of sense perception, but this perception will not last. At the root of the tongue, sensations arise more slowly but are more permanent. Aftertastes are produced here.

Of the four basic tastes, we are the most sensitive to bitter, then to sweet and sour, and lastly, to salty tastes. Temperature increases, up to 30 degrees, then decreases taste sensitivity. The persistence of sensations increases in the following order: salty, sweet, sour, bitter. Some tastes leave contrary aftertastes – for example, after a bitter taste we experience a sweet aftertaste. As for wine, we discern mold, sulphur hydroxide, cork, mouse and metal as aftertaste. Some tastes subdue one another.

In sweet wine, high acidity is less discernible. Sweet taste is the most aggressive, subduing other tastes, while salty taste gives prominence to other tastes, for example sour taste. You should hold the wine in your mouth for up to 30 seconds. That is the amount of time you need to experience tastes, but after that, sense perception becomes weaker.

First, we determine whether the wine is healthy or faulty. We do not continue tasting faulty wine.

In the case of healthy wines, we first assess their components and balance, then we make guesses about the wine's degree of maturation and its varietal and finally, we get an overall impression of them. Therefore, we first use an analytic, then a synthetic method. This order is observed in the use of each of our senses and finally, we sum up and comment on all of our sense perceptions.

### **7.6.5 Tasting order**

White wines, scented wines, rosé and stiller wines, red wines, the wine specialities of Tokaj, other wine specialities, liquor wines, champagnes

### **7.6.6 The cellars of Eger**

Apart from grape variety, climate and soil, and modern technologies, wine quality is dependent upon storage.

Different ways of storage affect wine differently – the best way is to store wine in a cellar. In Europe, most cellars are situated under private residences, castles, forts or restaurants, and may have been built together with them.

Besides using hollows carved into soft stone for living in and for keeping animals, humans used them for storing wine. This was so in Eger, too. The advantage of such hollows is that they allow wine to be kept at 10 to 15 degrees in such a way that these temperatures remain permanent all year round.

Besides, cellars, with the help of molds and so with the help of noble rot, have unique atmospheres – their pleasant smells also promote wine maturation and help create a wine's aromas.

Some of the several hundred cellars to be found in Eger are situated on the territory of the town which already existed in the Middle Ages, some others are situated on its edge. Naturally, due to economic and social differences, the cellars also differ one from the other.

The cellars owned by town dwellers, by those cultivating less extended vineyards and by owners of large landed estates mainly differ in their sizes, and their shapes and decorations are also different.

Wine storages facilities in Eger are located mostly outside the town. In the 16th century, and under Turkish rule, most of the settlements in the town's neighbourhood disappeared, their populations either migrated to other places or merged into that of Eger.

The old cellars are used for purposes of hospitality – this enables tourists to visit them.

The reputation of Eger wine was, in centuries past, closely linked to the Szépasszony Valley. This area, which comprises 100 to 150 cellars, and which lies outside the old town walls, differs from other areas in that its origin and time of development can be determined with accuracy.

Works on the two parts of the oldest continuous row of cellars, the Old Row, began in the 1770s, with the participation of stone carvers also working on the stone buildings in Eger. At least, this is what the carvings to be found in some of the caves suggest.

Cellar building was given even more importance by the economic policy of Bishop Barkóczy, which encouraged wine production and the creation of a market for wine.

Our history of the Szépasszony Valley would not be complete if we did not mention the lesser-known cellars that come after those of the Old Row, but which probably preceded them in time.

One peculiarity of the cellars of Eger and generally of those which are carved into tuff stone is that their branches were built first, and the wine houses in front of them were only built later.

In some cases, the wine house is also carved into the stone, not just the branch. The shapes and sizes of the caves display great variety, depending on their degree of completion: they range from the very simple hollow through the carved cave, the carved winehouse, the built winehouse, the cave with several branches to the multi-storied cave.

### **7.6.7 Serving wine in a restaurant**

If possible, a wine bottle, stored in a reclining position, should be carried up from the cellar to the place of consumption without being shaken, because stirring affects unfavourably any type of wine. An old, matured wine has sediment. This is not a fault, but customers usually do not wish to consume it, so the bottle should be served in the same reclining position. To do this, we can use small decanting baskets, which allow the bottle to be placed on a table in a reclining position.

An old bottle should not be cleaned from the outside. A relatively young wine, however, should be served only if its bottle has been cleaned because dust on the outside of the bottle suggests that the cave is not clean.

The waiter gives a presentation of the wine. He talks about its place of production, its varietal, the traditions connected with it, the technologies used in its making, as well as its unique features. While he does this, he shows customers the label.

If the cork is covered by a lead or a foil capsule or by wax, then the waiter cuts it below the second lip the bottle with a knife used for this purpose or with a tool specially designed for removing capsules. In this way, it is possible to reveal the cork in a tasteful manner. This way of removing the capsule also ensures that the wine does not come into contact with it. Some capsules have a bandon them which makes their removal easier.

The waiter wipes the cork and the lip with a clean cloth napkin. When driving the corkscrew in, care must be taken not to bore it through the cork because a stray piece of cork might find its way into the wine. Naturally, some corkscrews will not allow us to observe this, but the design of most corkscrews enable the effortless removal of the cork. When the cork is almost removed, you are advised to finish opening the bottle with your hands, in order to avoid making a popping sound when the cork escapes.

The waiter wipes the lip of the bottle again. If a stray piece did find its way into the bottle, he removes it, with a determined movement of his hand, by pouring some wine into a so-called cork glass. He then proceeds to smell the cork, because an unpleasant cork smell may indicate that the wine is faulty. In such a case, he tastes the wine discreetly, and, if necessary, he brings another bottle. If the cork is found to be all right, he presents it to the host to be tested. If the host is satisfied, he nods his head.

If the wine is old and has sediment, the waiter decants it. He pours the wine into a decanter over candlelight without making splashing noises. By holding the bottle over candlelight he makes sure that the sediment is left unstirred on the underside of the bottle. To do this, he has to completely remove the wrapping which covers the bottle's neck. Wine is then served from the decanter.

The waiter first pours a small taste of the wine into the glass of the host. He tests the wine and if he is satisfied, it can be served.

During the testing process, the waiter waits discreetly, several minutes if necessary. The host may permit, with a nod of his head, the wine to be served to the other customers. If it is a small company, he starts with the honorable guest. He then continues with the other members of the company. He starts with the oldest women, then the younger women, then the oldest men, then the younger men, ending with the host. In the case of bigger companies, wine is served with the waiter moving around the table, away from the host, usually clockwise, ending with the host. Wine must be poured from behind the customer, with one's right hand, from the right. The waiter must make sure that the label faces outward.

The bottle must be held so that the index finger, pressed firmly on the flat side, points toward the lip. When pouring wine, the bottle must not knock against the glass. When tilting the bottle upright, the waiter twists it slightly to avoid dripping. It is customary to make the bottle a "collar" using a white cloth napkin to catch dripping or for waiters to wipe the lip of the bottle to do the same.

### **7.6.8 The etiquette of wine tasting**

It often happens that a wine producer invites a company of people to a wine-tasting session, which can have an excellent atmosphere.

The custom is that the host presents the wines in the usual order for the tasting of the different wine varieties. At the end, the "blessing of St John" (farewell glass) follows. Everyone can have an extra glass of one of the samples presented during the session. This custom is connected with the blessing of the wine by Saint John. In wine tasting events, the last glass of wine is drunk in honour of the worker who cultivates grapes and produces wine and to thank the host for his hospitality. The toast usually rounds off the programme.

### **7.6.9 It is polite to observe some rules while tasting wine**

- Do not smoke or chew a gum during the wine tasting session, wherever it should be.
- You must not taste the wine which has just been poured until the presenter calls upon you to do so.
- Always leave a taste of wine in your glass while the wine is being discussed because someone might make a comment which might prompt you to taste it again.
- Never give the wine poured for us to anyone else. Pour it into the decanter if you do not wish to drink it.
- Do not attempt to drink the wine in the decanter. It is as if you wanted to eat from the rubbish bin.
- It is rude to refuse wine. You should tell your host in advance if for some reason you do not wish to drink wine, or accept a small taste and then pour it into the decanter. Naturally, you should examine its colour and smell it before you do so.

- Do not clink glasses before the farewell glass.
- Always pay attention to the person talking about the wine.
- Always have a word or two to say after you have tasted the wine. Wine demands to be talked about, but even if you say nothing, it is polite to glance approvingly at your host to indicate that you appreciate the wine. It is considered extremely rude not to show any sign of appreciation.
- Whatever the wine's taste, it is polite to find some quality to approve and to mention it. Problems should be discussed only if your host is disposed to do so.
- With your farewell glass, compliment your host and thank him for his hospitality.
- Do not eat your own snacks. You should only eat the food served by your host.
- Do not knock on the barrels in the cellar. It is as if you wanted to size up the jars in your host's larder or as if you counted the money in his purse. It is considered extremely rude.
- When eating food with your wine, do not litter or leave crumbs behind because they might cause harmful microorganisms to proliferate, which might cause problems in the cellar.

#### **7.6.10 People and wine**

We drink wine when we are happy, we drink wine when we are sad. Wine is the drink of friendship. Wine is the secret of happy life.

When drinking wine, temperance must be shown. To drink wisely is to drink with moderation. A single taste of wine yields as much delight as a carafe.



## 8. CULTURAL HERITAGE AND WINE ROUTES

Today the concept of culture has grown to include popular culture (film, music, sport) intended for mass consumption. In Central and Eastern Europe and Asia, new sender markets are emerging. In Europe, the expansion of cultural tourism can be predicted. This expansion is motivated, besides an increasing popularity of particular cultural tourist destinations, by a rise in levels of education.

The number of people who find cultural sightseeing attractive is on the increase. Tourists tend to be motivated for travel less to satisfy special needs but to satisfy their cultural interests. This strengthens the links between cultural tourism and other tourism products.

Today's tourists are motivated for travel by their desire to gain familiarity with cultural values, and by their desire to have a complex set of experiences which include both entertainment and the acquisition of knowledge.

Cultural heritage embodies the unique spirit of a nation. Cultural heritage includes the material and spiritual heritage of different ages.

Tourists show a growing interest in cultural heritage. Cultural tourism relies on heritage and the aesthetics of art. In the focus of cultural tourism is a different understanding of the past. At the end of the 20th century, people try to find new ways of communicating with their past. Cultural tourism makes communication with the past possible for the tourist. Tourists embrace traditional social values. This phenomenon indicates that there is a search for originality and identity. Global culture enables large numbers of people to travel and talk to one another. There is the possibility of complex movements between national, regional and local cultures, both in space and time. (Kalocsai, 1998, p. 197).

The relationship between the global and the local is often seen as uneven. Experts in tourism have highlighted the role that local specialities and organisations play in global processes. In an era of rapid globalisation, culture is a means of emphasising local differences. It is globalisation that made it necessary, in the different countries, for tourism to specialise according to local characteristics. For instance, England is specialised for heritage tourism, Switzerland for mountaineering, and Thailand for sex tourism. (Kalocsai, 1998, p. 198)

As a form of meeting strangers, tourism enables the penetration of strangers into one's sphere of life. When people travel, they leave their daily routines behind. After they have returned home, the trip fades into a memory – therefore they consider it important to record the experience. Tourism is made up of a multitude of human activities, but is embedded in the context of consumption, so it is also a business. Tourism today is motivated by people's collective memory and by cultural heritage. Travel and souvenirs are closely related. Art in tourism can be defined as the art of the souvenir. In the context of tourism, designations such as 'original', 'imitation', 'old', or 'new' have less meaning. A souvenir is both more and less than collective memory, exactly because of its subjective nature.

Global changes affect a community's relationship with their own customs and traditions. Today, communities who give their own traditions priority over global cultural developments are relatively rare to find.

*The revival of traditions has an important part to play in the development of wine tourism. Wine tourism can become an important factor in raising the value of local traditions. Wine tourism makes marketable, in a contemporary setting, the different manifestations of historical folklore.*

Although wine tourism has appropriated historical folklore, folk art and traditional folk culture, it is not the same as ethnography. It is true that accommodation options in wine tourism include facilities offered by peasant households in villages. However, motivation for wine tourism is varied, ranging from a love of nature through interest in health tourism options and the rural lifestyle to folklore. Village tourism is a complex product whose components include accommodation facilities, natural heritage, closeness to nature, peace and quiet, clean air, rural culture, jobs around the house and in the fields, village traditions and sporting options – therefore, the range of complementary attractions is really wide.

We can speak of tourism only if a particular location possesses some basic attractions. In the case of wine tourism, it can be peace and quiet, the natural surroundings, traditional rural life, folk traditions, wine, cuisine, or various events.

The attractions and programmes on offer usually include the different components of rural life, which for local people constitute the daily routine, but which for the tourist are merely entertainment options.

The main function of wine tourism is to cultivate the village lifestyle (including folk architecture, folk art, customs and traditions). It helps improve living conditions, promotes infrastructure, helps preserve historical sites and various traditions including folk arts and crafts. It improves local people's environmental awareness, promotes regional developments and prevents migration away from rural locations.

Wine tourism provides an opportunity for people working in the hospitality services to organise village tourism. The traditions of wine tourism reflect the varied nature of rural tourism.

Northern Hungary boasts numerous natural values, built heritages (forts, castles and museums) as well as festivals, which provide varied year-round programmes in all three counties. The Zemplén Culture Days, the Hegyalja Festival, the Miskolc Opera Festival, the Agria Summer Plays and the Salgótarján International Dixieland Festival offer varied recreational possibilities.

Its geographical and natural features make northern Hungary one of the most colourful regions. It has a significant ecological potential, its natural resources including medical, thermal and medicinal water sources. 13% of its territory is a protected nature reserve – it makes up 22% of the country's overall protected areas. The region is linked, through its geography, history and culture, to Slovakia. As far as its economy is concerned, the heavy industry and mining used to be constitutive, due to its natural features and historical traditions. After the structural changes these industries declined.

Of all the region's attractions, three have been designated as World Heritage Sites: Hollókő and its environs were put on the World Heritage List in 1987, the caves of Aggtelek in 1995 and the historical wine region of Tokaj in 2002.

As a result, tourism in the region has gained impetus. To meet the growing demand, an overall development strategy has been created.

As World Heritage Sites, all three of them must meet some basic requirements: they must be easily accessible, they must provide high standards of service, and they must be capable of offering, all year round, a wide range of programmes.

The natural values, from the Zemplén to the Cserhát Hills, from Hollóháza to Hollókő, and from Telkibánya to Ipolytarnóc, present a varied picture of the region. In the Middle Ages, Telkibánya was made famous by its gold mines. Ipolytarnóc gained its reputation through its fossils, between 17 and 23 million years old. A volcanic eruption destroyed the settlement, but the volcanic ashes preserved the fossils.

The Mátra Hills provide visitors a varied and unique experience. In this region, several sacred sites are to be found. However, not only monuments such as churches, crosses or the statues of saints are considered sacred but also natural formations associated with some legend. They can be natural beauties, hills, rocks, sources, streams or shrines visited by thousands of people on significant days. The most reputed shrine is to be found in Máriaverebély- Szentkút. Tradition has it that the source sprang from the impression made by the hooves of King Saint Ladislaus's horse in 1092. According to folk tradition, whoever drinks from the water will be cured.

Places of pilgrimage attract people from other parts of the country, too. One peculiarity of the religion of the Palóc group is the cult of Mary. This ethnic group considers that Mary and Jesus possess the same godly qualities, that Mary is of the quality of God. (LENGYEL-LIMBACHER, 1997)

One advantage of cultural tourism is that it prolongs the tourist season. The two main seasons of cultural tourism are spring and summer.

Cultural tourism also affects hotel occupancy in a favourable manner. Hotels enjoy higher rates during events and festivals. For example, if, in Budapest, there is a cultural event of some kind, visitors are likely to stay not only for the duration of the event but extend their stay by a couple of days, visiting sights.

Cultural tourism also benefits the economy, because people spend more money when they are on holiday. As for Hungary, spendings by foreign visitors are much higher than spendings by Hungarian people abroad. According to Márton Lengyel, "tourism is one of the internationally competitive sectors because there is permanent demand for its products, and because the county's features enable the creation of these products." (Puczkó-Rátz, 2002, p.53.)

In 2008, the Hungarian National Tourist Office conducted a survey on the travel habits of Hungarian people. An important aim of the survey was to gain some information about the frequency and characteristics of domestic travel.

In 64 % of the cases, the people already knew, before setting off, what cultural activities they were going to do. In 19.7% of the cases, decisions were made during the journey. It was found that the most common activities on a cultural trip were visits to monuments, castles, forts, mansions, churches and other ecclesiastical monuments. This means that people primarily visited built heritage.

As opposed to this, on trips that did not have a cultural purpose, the participants characteristically paid visits to historical baths, and enjoyed views and gastronomical options. Therefore, they were not so much interested in culture but more in enjoying themselves.

Two thirds (69.4%) of those who took trips of a cultural nature, looked up programmes and sights to see in advance. The source of information was typically the internet, which was used by 63.8% of the tourists. During the journey, most people got information from posters (50.4%), brochures (46.7%) and signs (38.2%). And lastly, we must not forget to mention information gained from acquaintances, since it also influences people to a great extent.

In Hungary, many interesting events and festivals are held. There is general agreement that Hungary is rich in cultural traditions, and that its outstanding values include folk customs and traditions, rural heritage, the varied offers of the different regions and lastly, religious monuments.

Researchers were also interested in identifying the factors which made a particular cultural sight or programme attractive.

Three factors proved to be especially important: clean toilets (4.60%), attractive natural surroundings (4.47%) and friendly staff (4.42%). Somewhat less important were the existence of a visitor centre (3.30%), professional guidance (3.25%), programmes for children (3.18%), trendiness (3.05%) and the existence nearby of accommodation facilities of a high standard (2.86%). No importance was attributed to facilities for practising religion (2.69%) or the existence of interactive games (2.61%).

To conclude we can say that the selection of cultural tourism options is varied. The most common type of activity on culture tours is visiting monuments, castles, forts, mansions, churches and other religious monuments. Almost of equal importance are museum exhibitions, festivals, theatre performances and concerts.

Cultural events have the benefit of helping settlements and small regions join the tourism industry, and they offer visitors meaningful and exciting recreational opportunities.

The research conducted by the Hungarian National Tourist Office indicates that one third of those who opt for culture tours take both one-day and longer trips, 23.5 % only take one-day trips and 43.4% only take longer trips which last several days. Nowadays, people prefer to go away only at long weekends, making use of their prolonged free time. Festivals which are held at the weekend have the advantage that people do not have to take a holiday if they wish to visit them, which, however, has for result that few people spend an extra day before or after a festival at a particular destination.

One type of cultural tourism is cultural event tourism, which needs a proper institutional background. It is impossible to attract tourists to a theatre performance if there are no theatres around. In Budapest, visitors sometimes stay for as long as eight days if there are theatre performances or concerts to attend - the Spring Festival is a good example.

Tourist destinations must take care not to have too many offers. It is true, though, that people never get bored of festivals.

Cultural events have an impact on local people's lives. According to József Tasnádi, "When organising a cultural festival, it is important that local people identify with its objectives, that its organisation be a cause common to all. Its 'motor' is the desire for action, desire which arises out of the patriotism of the local community, the pride they take in their local values and lastly, out of the sense of strong cultural identity which they all share. Cultural events change local people's behaviour and way of thinking and enhance their ability to participate in domestic and international social networks." (Tasnádi, 2002, p. 85)

Cultural events promote friendship and good relations. They induce people to show kindness, be polite and be helpful, and they induce them to improve their hospitality. Unfortunately, in some cases tourists and local people still feel some antipathy one toward the other.

Cultural events also help promote good relations and cooperation between neighbouring settlements and regions.

In the region, thematic routes are a proof that culture and tourism can be easily married. Heritage tourism does not necessarily involve the exploration of built values – it can equally involve the exploration of routes which showcase geographically interconnected natural values. A particular cultural heritage can have a series of thematically related events connected to it, for example castle games, dinner feasts, or wine tours.

The Tokaj-Hegyalja cultural heritage site comprises altogether 27 settlements, among them the most outstanding vineyards of Tokaj, Bodrogkeresztúr, Bodrogkisfalud, Mád, Mezőzombor, Rátka, Szegi, Tarcál and Tállya, but it also comprises the Ungvár Cellar Row in Sátoraljaújhely, the Rákóczi Cellar in Sárospatak, the Kőporos and Gomboshely Cellars in Herceghát and the Oremus and the Wine Museum Cellars in Tolcsva. Tokaj-Hegyalja is characterised by a unique relationship between and an equally unique interdependence of the natural surroundings, the ecosystem, human culture and traditions, and it is everybody's best interest to conserve and show it.

In the Bükk Wine Region, a number of cellars mature, at permanent temperatures, the wines of Bükkalja, with their pleasant acidity. The wine region extends from Mezőkövesd to Miskolc, to the neighbourhood of Edelény and Szikszó. Service providers in the region endeavour to acquaint visitors with folk traditions, the cellars unique to their region and with the polite way of consuming wine.

The 6040 hectare Eger Wine Region extends over the southern slopes of the Bükk Hills. The region is divided into two smaller origin protection districts, that of Eger and Debrő. It comprises Eger as well as the following 19 settlements: Andornaktálya, Demjén, Egerbakta, Egerszalók, Egerszólát, Felsőtárkány, Kerecsend, Maklár, Nagytálya, Noszvaj, Novaj, Ostoros and Szomolya in the Eger district, and Aldebrő, Feldebrő, Tófalu, Verpelét, Kompolt and Tarnaszentmária in the Debrő district.

The Mátra Wine Region is the most important exporter of barrel and bottle wine in the country. Its vineyards are protected by the hill range of Mátra. Compared to other northern regions, there is more sunshine, winters are mild and there is little precipitation. The Mátra Hills were once raised out of the sea by volcanic forces, and its rock, together with the sedimentary soils deposited on it, are excellently suited to grape cultivation. The Wine Route Association, formed in 1998, created the Mátra Wine Route, with Gyöngyös as its centre.

## 9. WINE TOURISM AND RURAL DEVELOPMENT

With the slogan “Adventure with You”, the Year of festivals was officially launched on 20th January 2010.

Since 2006, the Hungarian National Tourist Office has placed a central theme in the centre of its marketing communications every year. It has been found that by concentrating financial resources on a selected theme, domestic tourism can be promoted more effectively. Accordingly, 2006 was dedicated to wine and gastronomy, 2007 to green tourism, 2008 was the Year of Waters, 2009 the Year of Cultural Tourism and lastly, 2010 the Year of Festivals.

One objective of the Year of Festivals is to encourage tourists to prolong their stay, to visit sights and to pay further visits to the settlement or region after the festival is over.

Other objectives include the promotion of Hungary’s diverse festival scene, with special emphasis on the programme series “Pécs 2010 – Cultural Capital of Europe”, and the promotion of Hungary’s cultural heritage and the tourism based upon it.

Festival tourism is gaining popularity in Hungary. The festival scene ranges from amateur and professional festivals through gastronomical to green events.

In Hungary, more than 3.000 festivals are staged annually, which represent a significant tourist attraction.

“A festival is a series of officially announced events – cultural, artistic, gastronomical, sport or other - centred around one or several themes and staged regularly, on one or more sites, whose aim is to provide a communal experience of a high standard, by transmitting knowledge as well as providing entertainment.“ (Hungarian Festival Association)

A festival can be local, regional, national or international. According to Getz, “from the point of view of tourism, only festivals which attract people from other locations and which induce people to have at least a one-night stay are of any significance.” *Turizmus Bulletin*, XIII. évf. 3.sz. p.4)

A festival can last one or several days, one week or in some cases several months.

The regularity with which a festival is staged is also important: there are festivals which are only staged once and there are festivals which recur regularly. The latter are significant because recurring events can have a significant impact upon brand development, and after a while, they might recur annually. I believe that this is true for the Sziget Festival, since by now it has grown to mobilise large numbers of people.

It must be kept in mind that festivals are staged primarily for the purpose of transmitting culture and entertaining audiences.

Festivals promote the economy. In the staging of festivals, besides local governments and insitutions and non-governmental organisations (foundations, societies of public benefit, associations) private businesses also take part, but the contribution of local governments is the most considerable.

In many regions, tourism constitutes the most important economic activity. In more backward regions, it provides a good opportunity to promote the economy. Tourism can play an important part in regional development.

With the help of tourism, resources with little economic yield can be made good use of. In such cases, tourism becomes a factor in the development of settlements. Tourism is related to the various forms of agriculture – thus, it constitutes an additional activity for local people (village tourism, horse riding, hunting, fishing). It improves employment figures, creates new workplaces. It enhances the importance of education for the people involved in tourism. It promotes the revival and preservation of traditions (crafts, customs, folk songs, folk dances). It improves local people’s living conditions. It promotes the development of infrastructure, which primarily serves local people. And lastly, tourism may expand the range of services available. (Lengyel, 1999)

Changes in Hungarian tourism are in line with changes in tourism the world over.

There are several factors which impact on travel habits. One segment of the population is interested in travel abroad and has sufficient income to cover travel costs. Another, the greater segment, is interested in domestic travel. A third group is comprised of people who are not able to travel because they do not have sufficient income to do so.

The Hungarian market is becoming increasingly segmented. Holiday travel is greatly affected by fashions. Here, beach holidays and holidays in the mountains are at the top of the list. Fewer people

are interested in exotic holidays. Hungarian travellers can also afford to go away on holiday several times a year, for shorter periods. Besides holiday travel, the number of trips in business and professional tourism is on the increase. There is a growing interest in village tourism, wine tourism and nature tourism.

Tourism is an important branch of the economy in Central and Eastern Europe, but it needs to be further developed and adapted to the needs of visitors from Western Europe.

Wine tourism is often considered an option which promotes the economic development of more backward regions.

One peculiarity of wine tourism is that the wide range of natural and man-made attractions on which it relies enables tourists to enjoy an equally wide and varied range of tourism options, from grape cultivation through to the purchase of bottle wine. Fundamentally, the appeal of wine tourism – both as part of gastro tourism and as an independent tourism product - lies in the consumption of wine in an authentic environment. Today wine culture, which is several thousand years old, proves, in many countries of the world, to be a marketable tourist attraction (Cey-Bert R. 2002). Wines whose brand names have their towns' or regions' names incorporated into them (Marsala, Burgundia) have been long sought after.

In Hungary, tourism became a market-based activity only after the change of regime in 1989.

In previous years, the overrepresentation of Tokaj wine characterised Hungary. Now 500 wine varieties originating from 22 wine regions await wine enthusiasts around the country.

There is much more to wine tourism than wine consumption in cellars. It is a gastro-cultural interpretation that takes adherents from the vintage to the sales. The events related to wine range from wine festival through wine competitions to wine knighthood inauguration ceremonies.

A wine route enhances the reputation of wine. Apart from helping to create a region's own style, it is part of its marketing policy, which contributes to the successful realisation of the goals set for its tourism. A wine route allows the purity of nature and the unique character of the land to be experienced by the tourist. I find it important to note that a wine route can offer programmes all year round, and therefore, can reduce seasonality. Even in bad weather, wine tours can be organised.

Wine tourism is a possible means of regional development, which contributes to the improvement of local people's living conditions. From a business perspective, the objective of wine tourism is to enhance the reputation of local products and to promote sales.

In conclusion, the axis of wine tourism as a thematic offer is wine culture, which includes the values of traditional production methods passed down from generation to generation, local cuisine and the rural lifestyle.

## **9.1 RURAL DEVELOPMENT**

Wine tourism in Hungary is relatively young as compared to its old traditions of viti- and viniculture. The vineyards of Hungary make up 1.7% of the world's vineyards. In Hungary, grape is cultivated on only 2.2% of the land suitable for agriculture, that is, on 130. 000 hectares.

As export markets are narrowing, wine tourism is becoming an important source of income for wine producers because we see a growing number of them sell their own products directly to the customer as products peculiar to their own region.

Winemakers of some renown offer high standards of service. In Hungary, wine tourism is usually no more than attending wine tasting sessions. In more developed western European countries, tourism of this kind includes a variety of different services, ranging from accommodation, food, leisure activities, the sale of souvenirs and the provision of information.

Since the change of regime some improvements have been made, but we are really only at the beginning.

In order to develop, wine producers must join forces.

The most important objective of regional development strategies is to increase a region's ability to retain its population, and to preserve the values inherent in rural life.

Through wine tourism, it is possible to show a region's local traditions and natural and historical values. Today's trends in tourism prioritise unique tourism options, and emphasise the necessity of showing a region's traditions and the beauty of its natural environment.

In countries with significant winemaking traditions, it has been recognised that wine tourism gives good publicity to wine producing regions, that it increases the reputation of the wines and the regions themselves, and that it increases consumer demand both at home and abroad.

Conducive to the development of Hungarian wine tourism is the fact that from the 1990s onward a growing number of wine producers have appeared in public. Wineries are becoming increasingly popular with consumers, an increased interest in visiting wine cellars can be attested. When visiting a cellar, tourists can become familiar with winemaking and the different wine varieties, which can lead to increased wine consumption. Wine producers have recognised the potential of cellar visits – therefore, developments are more frequently on the agenda (and so is the widening of the range of different services). Domestic wine tourism is also promoted by legislation: since September 2000 wine producers have been officially allowed to sell their wines on the production site. At the end of December 2003, there were 2180 wine sales countrywide, 11.2% more than a year earlier, primarily in regions where wine tourism is more active (for example the Balaton Uplands, Somló and Northern Hungary).

## **9.2 SUBSIDIES**

Within the framework of the Agricultural and Regional Development Operative Programme (AVOP), wine regions had the opportunity to submit subsidy requests for the organisation of wine tours, wine shows, the installation of signs, the development of homepages, the creation of brochures, the creation of multimedia marketing instruments and for participation in professional exhibitions. The projects were supported by the EU and the Hungarian government within the framework of the national development programme.

In 2009, within the framework of the New Hungary Rural Development Programme (ÚMVP), it was possible to submit subsidy requests for the development of wine tourism. Applications were accepted from local governments, economic entities, churches, civil organisations and private legal entities, but only settlements with a population of less than five thousand were invited to apply.

Within the framework of the national rural development scheme, subsidy requests could be submitted for the development of services in wine tourism, for the creation of cellar spaces suitable for hosting guests, for the modernisation of infrastructure suitable for promoting familiarity with local wines, for expanding and publicising services and for developments to promote employment. In the case of wine tourism, the financial support utilised amounted to 25 million forints. Non-refundable support made up 60% of the total costs, and, in the case of more disadvantaged settlements, 65%.

Subsidy opportunities in the grape and wine sector are specified, with five-year intervals, by the National Programme of Hungary.

For a better understanding of what is meant by successful rural development, I wish to present the case of Kozárd to show what a small village can do to preserve its cultural heritage. In the preparation of the case study, I received help from Professor dr. Hajas Pál and his wife, dr. Hajasné Manos Márta, the mayor of the settlement.

Following the change of regime of 1989, Kozárd was threatened with dissolution, ageing and migration: employment decreased, young people moved from the village to find work elsewhere. However, from the year 1996, things began to change. In place of the cooperative, family farms grew up. A water reservoir and a fruit freezing facility were set up. Tourism was given a boost and a local rural development office was set up. All this was followed by the election of a new body of representatives in 2002, who decided to revitalise the settlement.

A more dynamic development began in 2004, when, with the support of the SAPARD and AVOP rural development programmes, a sewerage system was built, the chapel was redone and the village community house was built.

Tourism development was also started. Today, there are six guest houses with 50 beds, among them the Napfény and Csipke Guest Houses, which offer holiday programmes of agricultural and hunting tourism, as well as village tourism.

In 2005, Kozár joined the Dél-Cserhát LEADER+ Action Group as a founding member, and submitted several subsidy requests with LEADER+, for the construction of the pens of the indigenous animal park, the playground, the open-air theatre and the creation of the educational paths. The restaurant and pension house Vadvirág was opened in 2005. As a result of tourist developments,

unemployment ended. In fact, young families came to live in the village, and property prices tripled. In the period 2002 to 2006, thirty new workplaces were created, so today the village receives working force from Pásztó, Salgótarján, Ecseg, Csécse, Hollókő, Mátraszőlős, Alsótold and Buják. Further development in the village is expected to lead to the creation of further employment opportunities, for 10 to 15 families.

For the development of agriculture, an orchard extending over 120 hectares was planted, with apple, pear, almond, cherry, plum and apricot trees. The development plan further includes the establishment of a small fruit juice factory, since the sale of apples is becoming more and more of a problem.

The mangalitsa pig breeding farm was created in 2000. Initially there were twenty pigs, but their number is growing. The mangalitsa pig has become the village's main tourist and gastronomic "attraction". In the village, high-quality fruit is made into high-quality spirits. Specialities include the jams of the series "Palóc Tastes", which are the products of Kozárd jam manufacture. There are also plans to process rose hips, bunchberries and sloe berries.

Within the Slow Food movement, the convivium "Palóc Tastes" was founded, which participates in the world movement of small producers. Original products made from mangalitsa pork are gaining popularity: ham, smoked bacon, sausage, salami, cracklings and mangalitsa fat. To establish a factory for the processing of mangalitsa pork and another factory for the processing of game, they are trying to find investors and a financing bank. Other plans include, for example, the creation of a small-capacity "pálinka" distillery.

There are various events and festivals awaiting visitors to Kozárd. On the last Saturday of April or the first Saturday of May every year, the Apple Blossom Festival is staged – it includes music, dance, local foods and drinks. In the Kozárd Apple Valley, thousands of visitors are welcomed by local farmers, craftsmen, artists and cooks. At the beginning of July every year, the concert "The Forest Makes Music" is staged, while in mid-September, the fruit and gastronomy festival "Hungarian Tastes – Hungarian Colours" is organised. There is a wide selection of jams and other products to buy, such as cherry, plum, apple and red current jams, honey with coned and dried fruits, mangalitsa salami and sausage, bacon, sheep cheese, wines and "pálinka".

The successful development of Kozárd is exemplary. In 2005, it received the OMÉK prize, awarded annually by the Ministry of Rural Development and the Centre of Agricultural Marketing. In 2007 it was chosen the favourite tourist destination on the Kossuth Radio Channel. In 2006, the farmers of Kozárd received an invitation to participate in the exhibition "Tastes of Europe", organised in Rome, and in 2007, they were invited to Sicily within the framework of the Eurocitizen programme. In 2008, Kozárd took part in the Conference of European Village Renewal. The same year, it was awarded the prize "Village with the most flowers". Restaurant Vadvirág received an award of excellence in tourism.

Kozárd, within the framework of the rural development programme, has joined the Palóc Route. In the summer of 2009, it was included in the Mary's Pilgrimage Route going from Mariazell in Austria to Csíksomlyó in Transylvania, Romania. In August the statue of the Virgin Mary was consecrated. It is the work of artists István Demeter (Székelyudvarhely) and László Koltay (Püspökhatvan).

In acknowledgement of its outstanding achievements, the Ministry of Local Government and Rural Development included the settlement in the programme Best European Practices, and, within its framework, mayors from home and abroad, as well as experts and ministers arrive for study visits.

Euragro, which is an agricultural and rural development consulting firm, and the Centre for Agricultural Sciences of Debrecen are partners in the European Network of Rural Development, an EU rural development initiative. Euragro is member of other EU consortia as well and delegates experts for the implementation of EU development assistance programmes outside Europe.

The Centre for Agricultural Sciences of Debrecen, the Szent István University of Gödöllő, the Károly Róbert College of Gyöngyös and the Eszterházy Károly College of Eger, as well as the Pannon University of Keszthely, all send trainees in rural development to Kozárd on a regular basis.

In autumn 2009, Kozárd hosted the European LEADER conference. This year, the settlement has already hosted a conference of European nature reserves, a work meeting of the Carpathian Euroregion, welcomed a Japanese delegation who came to study village renewal, and the agricultural ministry of Turkmenistan is also sending a delegation to the village.

## 10. CASE STUDIES

### 10.1 WINE DRINKING HABITS IN HUNGARY

When talking about wine tourism, the results of surveys conducted on wine drinking habits should also be considered. Similar surveys can help improve the market position of wine tourism and wine routes. Without such survey findings, it is not possible to talk in realistic terms about wine tourism.

In 2008, within the framework of the National Wine Marketing Programme, the Gfk Market Research Institute conducted a survey on the wine drinking habits of Hungarian people. According to the survey, 52% of Hungarian households are to be considered wine consumers. However, this figure can be misleading because the only criterion for being included in this category was buying wine at least once a year. It has been found that on average, households buy wine eleven times in one year. On one occasion, between 1.5 and 2 litres of wine (2 or 3 bottles) is bought. In general, people pay about 800 forints for a bottle of wine.

It is also interesting to consider that customer decisions vary according to whether the wine is destined to be consumed in the home or intended as a present. In both cases, the colour, varietal, price, its being dry or sweet and the region of its production are important considerations. When purchasing the wine as a present for a formal occasion, we tend to attribute more importance to the winery, the label and the shape of the bottle. If the customer purchases wine with the aim of drinking it at home, he/she often chooses wine in the lower price category. Hungarian customers buy wine in hypermarkets and discount stores with growing frequency.

Hungarian people mostly choose to drink red wines. This varietal is favoured by 47% of the population. White wines are favoured by only 30%, blush wines only 8%. 25% of the population opt for sweet wines, 21% for demi-sweet, 12% for demi-dry, while 20% for dry wines. A clean 77% of the population consume wine, but 31% of the people questioned answered that they drank wine mixed with water, and 24% said they drank wine mixed with coke. The above numbers within one category are not representative, the people questioned were allowed to opt in several categories.

The people questioned said they most often consumed wine on holidays or when receiving guests. It appears that fewer people drink wine when they are at home (by themselves or in close family circles), at a pub or when they are having a meal at a restaurant.

43% of the people who do not drink wine do not like its taste. 37% said they were against drinking alcohol, 21% said they did not drink wine for health reasons, 7% said they preferred other types of alcohol, 3% found it too expensive, 1% said they did not drink wine either because they were pregnant or because they had a small baby, and 6% gave some other reasons.

On the basis of their wine drinking habits, the survey set up the following categories of people:

18% To the gourmet category belong people in managerial positions, intellectuals living in small towns and self-employed intellectuals, mostly men. They visit specialised shops to purchase wine. They refuse to buy wine in supermarkets. On average, they are between 40 and 49 years old. They are typically highly critical.

25% More exacting wine consumers have above average incomes, but some skilled workers also belong in this category. The category includes mainly men and women living in Budapest. A growing number of people enter this category when they grow older. They usually compare prices in specialised shops with prices in hypermarkets, that is how they make their purchase decisions. They are attracted by events attended by large numbers of people, for example wine festivals, and they consider it important to select wine to suit the occasion.

32% Average wine drinkers belong to a heterogeneous, feminine group. They rarely consume wine, and when they do so, they select the wine routinely, which means that they opt for the brands they are already familiar with.

25% It is characteristic of this apathetic group to substitute beverages with higher alcoholic content for wine. Questioning them has yielded fewer results.

People who drink wine more than once a week logically belong to the gourmet category. Exacting and average wine drinkers typically buy wine every two weeks, while people in the apathetic category drink wine more rarely than this.

There is an increase in frequency of wine drinking with age.

As for age, about 60% of the people who drink wine are above 40, 23% are between 18 and 29 and about 16% are between 20 and 39. Regular wine drinkers are mostly above 40.

In Hungary, people in general have little knowledge of wine. Only in recent years have a more conscious and more critical group of wine consumers emerged.

It is mostly young intellectuals who are interested in wine - they are regular audiences of wine festivals, wine universities and wine courses. Attachment to wine in their case can be explained by their family environments. They have a stable knowledge of wines and characteristically consume the products of wineries which have a good reputation. For some of these people, their relationship with wine is part of their national identity. Wine-related activities are fashionable among young people – visiting wine festivals and wine cellars or other events related to wine. Of the people questioned in the survey, only a small percentage said they had been to wine-related events: 10.7% said they had already been to a vintage festivity, 3.7% said they had been to a wine festival, 4.1% said they had attended a wine tasting session and 2.1% said they had visited a wine-related exhibition or fair.

People also demonstrate a varying ability to assess the quality of wines. For want of information, they find neither the labels nor prices a good guide. People who regret most the absence of information are those who are fond of drinking but who have no expert knowledge. For these people prices are not a good guide, and the bad news in the different media only add to their uncertainty. They do not attach great importance to visiting reputed wineries – they are just as disposed to buy wine from lesser-known producers.

In general, to wine consumers wine quality is guaranteed primarily by its place of production, followed by the varietal, the producer, the brand, the label and the price, and lastly, the year of the vintage.

It has been found that people generally associate positive things with the drinking of wine, such as festivals and merrymaking. The wine itself has been found to have positive things associated with it (for example nice colour, nice aroma, a noble, fine drink etc.). As for cuisine, wine appears to be present both in the preparation and the consumption of food in everyday life. The people questioned considered wine –especially red wine – to be healthy. The important role of tradition is evident in expressions such as “truth is in wine”. Wine is tradition, wine is history, part of a country’s image.

The majority of people is not disposed to try new tastes – they prefer familiar brands both as presents and for consumption in the home. Most people choose wines according to regions – they usually have a preference for Eger, Tokaj and Villány.

Fashion is an important factor in shaping consumer culture: besides quality considerations, insistence on certain varietals and wine producers is also characteristic. The role of fashion is also evident in that consumption mostly occurs in restaurants and in the company of friends.

## **10.2 CASE STUDY OF WINE TOURISM**

In the focus of the case studies is wine tourism. In the studies, the following themes are given prominence: the geographical, social, economic and cultural environment, possibilities for cooperation, the relationship between caterers, wine producers and tourists, the acquisition and utilisation of financial resources necessary for the development of wine tourism, and the impact of wine tourism on the environment.

### **10.2.1 The Egri Bikavér (Bull’s Blood of Eger) Festival**

It is one of the most important wine festivals in the wine district. In 2011, it was staged for the fifteenth time. The festival is held on Dobó Square. It displays the wines of some thirty wineries. Each winery presents its products in cooperation with a restaurant located in Eger. These restaurants offer fine foods which are suited to the wines. The festival programme is made diverse by various concerts and cultural events.

This year, a competition for fashion designers has been announced with the slogan “We’ll make wine fashionable!” The task is to design and create evening dresses related to the theme of grape and wine.

### **10.2.2 Consecration of wine on St. John's Day in the Basilica**

The consecration of wine is among the traditional winter festivals. On 27th December every year, which is the feast day of Saint John the Apostle, the wines originating from the Eger Wine Region are consecrated. At quarter to ten a procession of the wine knightships, the various producers and representatives of the hill settlements move into the church. Then, at ten o'clock, the traditional consecration ceremony begins with a mass. After the wines have been consecrated, the procession moves to the College, where leaders of the Hill Settlement Council of the Eger Wine Region make official announcements related to vintage.

### **10.2.3 Eger Wine Salon**

In 2010, the event was organised for the tenth time. The organisers brought back the atmosphere of the 1920s. Wine producers brought their best wines.

## **10.3 WINE ROUTES IN TOKAJ-HEGYALJA**

The creation of cultural routes is a giant step in the revitalisation of a region. Cultural routes allow Hungarian people to discover their own country and it equally allows foreigners to become familiar with its treasures. Cultural attractions, however, need publicity. Cooperation between the various attractions is vital, for their existence and their future depend upon it. They can only remain competitive if they manage to preserve their unique character and if they constantly improve their services.

### **10.3.1 The wine route scheme**

Wine tourism can be excellently fitted into rural development schemes. The wine routes in countries with long-standing traditions of viticulture, which have been in existence for several decades, are a good proof of this. The idea of the wine route originates from France, where the first wine routes were created around 1950. The tourist columns of French magazines published invitations from farmers, and special signs were placed, which made it easier for the tourist to locate sites. Linking viticulture and winemaking with traditional tourism, the wine regions created services which provided unique opportunities to promote the region's economy.

### **10.3.2 The wine route of Tokaj-Hegyalja**

The Tokaj-Hegyalja Wine Route Association was formed in Tarcsl in 21st May, with the aim of creating market opportunities for high-quality wines. Other aims included the protection of the landscape together with its cultural, architectural etc. values and the promotion of tourism, including hospitality, gastronomy, holiday activities and cultural events.

At present, the Association is comprised of 15 local governments, 3 hill settlements, the Hill Settlement Council of the Tokaj-Hegyalja Wine District, 32 private businesses, 5 non-governmental organisations and 51 private legal entities. The wine route itself passes through 27 settlements, joining the wineries involved in the production of Tokaj wines, the restaurants serving local specialities, high-standard accommodation facilities, tourism service providers and the various sights of the region. The wine route comprises four itineraries, named after the different grape varieties:

1. Route Furmint: Tokaj, Tarcsl, Bodrogkeresztúr
2. Route Hárslevelű: Tokaj, Tarcsl, Mád, Rátka, Tállya, Abaújszántó, Golop, Monok, Legyesbénye, Bekecs, Szerencs
3. Route Sárga-muskotály: Tokaj, Bodrogkeresztúr, Bodrogkisfalud, Szegi, Szegilong, Olaszliszka, Vámosújfalú, Tolcsva, Erdőhorváti, Erdőbénye
4. Route Zéta: Tokaj, Bodrogkeresztúr, Bodrogkisfalud, Szegi, Szegilong, Vámosújfalú, Sározsádány, Bodrogolaszi, Herceggút, Sárospatak, Sátorlajújhely

The existence of a quality assurance programme is foundational to wine routes. Components of the programme should include, on the one hand, the assessment of wine producers and their cellars, as well as other places of hospitality they might own. In this case, wine producers and their facilities are

tested for accessibility, the existence of parking facilities, cellar furnishings, wine-tasting accessories beginning with glasses and candles, the selection of certified wines, the existence of an operation permit and a price list, information brochures, knowledge of languages, hospitality and readiness to provide information. Another component of the quality assurance programme is the testing of catering facilities. In this case, the assessment constituents include accessibility, parking facilities, harmony with the environment, cuisine and quality of food, the existence of local specialities, cleanliness, clean toilets, knowledge of languages, polite waiter service, and the existence of separate wine lists where the characteristics of the different wines are included. A third component is the testing of accommodation providers and accommodation facilities. Among the things assessed are cleanliness, number of beds, parking facilities, toilets, telephone, eating facilities, knowledge of languages, readiness to provide information, whether the service provider has wines of his own and what programmes he offers. Those who have met the required standards receive a trademark and a certificate.

In locating wine routes, information signs play an important role. Signs can be of different kinds. Signs are placed at important junctions to mark the wine route as a tourism product. Signs are placed in the wine region to display the wine routes, their components, the programmes and the roads leading to them. Signs mark settlements, displaying texts and pictograms to inform of services and programmes. Signs provide information about tourist attractions embedded in a particular wine route. Signs must have a uniform appearance in a particular wine region. They must also harmonise with their environment and must attract attention, so they must be placed accordingly.

So far, the wine routes in Tokaj-Hegyalja have not gone too far in promoting wine tourism in the region. In order for this to happen, joint action must be taken. Programme details have not been worked out. The main reason for this is the lack of proper funding. A complex information system will also have to be created, consisting, on the one hand, of an information system of wine routes - information signposts, information centres, interactive information points - and, on the other hand, of a regional information system. A quality assurance programme will also have to be worked out.

A well-functioning wine route has many positive features. The range of services should be wide and segmented. The services provided in each segment should be made to harmonise, as much as possible, with the category of the wine. It is a big problem if the complementary services fail to come up to the quality of the wine.

In northern Hungary, there already exist cultural routes, but we have at present very little information about them at our disposal. I do not, at the present moment, know of any documents which provide information about tourist projects and their implementation in the region.

In the descriptions that follow, I have used as a guide a study prepared by the Tourist Destination Management Association of Tokaj-Hegyalja, Taktaköz and the Valley of Hernád, and published on the internet in 2009. The routes described below provide Tokaj-Hegyalja the opportunity to show its treasures, including wine.

### **10.3.3 Historical wine routes**

The aim of the Association is to revive and preserve the tradition of the historical wine route of Tállya, to promote wine tourism and through it, to promote familiarity with the unique character of the historical wine region of Tokaj-Hegyalja, and lastly, to help preserve the local traditions of Hungarian wine culture, more than a thousand years old.

The Association also aims to promote quality wine production, to preserve the region's, but most particularly Tállya's unique landscape, to increase the market sales of the wines produced in Tállya, and to protect the artistic, cultural, monumental, architectural and ecological values of the region. (tokaj.hu)

### **10.3.4 Northern Castle Route**

As a regional initiative, the Association of the Forts of Upper Hungary was created in 2003 by representatives of the forts of Boldogkőváralja, Cserépváralja, Diósgyőr, Eger, Füzér, Hollókő, Kislán, Ónod, Regéc, Salgótarján, Sárospatak, Sirok, Somoskő and Szerencs, the Treasury Property Directorate, the Eger and Environs Local Government Association for Regional Development, the

North Hungarian Regional Tourism Committee and the North Hungarian Regional Marketing Directorate of the Hungarian National Tourist Office. The association was created with the aim of representing and harmonising the interests of those responsible for the maintenance and operation of the forts in Borsod-Abaúj-Zemplén, Heves and Nógrád counties. High-priority tasks include preservation, reconstruction, maintenance and development, shared marketing communications, professional support and participation in research programmes. ([www.tokaj.hu](http://www.tokaj.hu))

### **10.3.5 Festivals in Tokaj**

Two festivals destined to strengthen the spirit of wine and to celebrate traditions are staged in the town every year. One is the Festival of Tokaj Wines, staged on the last weekend of May, and the vintage festivity held at the beginning of October, which is the biggest event related to wine culture. The programme series Open Cellars was launched by the Bacchus Arts Studio in 1996. Its basic objective is to promote the region's budding wine tourism. During the three days of the festival, visitors may become familiar with the wide choice of Tokaj wines. The programmes, which also include concerts, serve to make the stays of wine enthusiasts a highly enjoyable experience.

The number of Open Cellars keeps growing, because people are beginning to realise that one way to get people to like good wine is to make them familiar with the environment in which they are made, that the experiences visitors gain will induce them to visit the place again and to become wine enthusiasts.

Programmes of cultural and literary interest also abound. The Zemplén festival with Sárospatak as its centre offers a variety of culture options ranging from concerts through theatre and dance to gastronomy. The so-called Tokaj Writers' Camp is organised in August every year.

### **10.3.6 Vintage festivities in Tokaj-Hegyalja Bacchus /Dionysos, the god of wine**

In Ancient Greece, vintage festivities were called Lesser Dionysia. They were held in the villages of Attica after the grape harvest, at the beginning of winter, around December. The festival was characterised by boisterous merrymaking, with funny games and processions accompanied by music, during which a phallus was carried around, a symbol of fertility. As the celebration was held so late, it is probable that the vintage was put off until so late on purpose, so that the grapes could be harvested as sweet as possible.

Belated harvests allowed the grapes to dry up and become very sweet. It appears that people in ancient Greece already had the technology to make them into a sweet liquid with big alcoholic strength, similar to our modern aszú wine.

### **10.3.7 The legend of the golden vine**

Harvest has always been associated with abundance and prosperity. In Hungary, a tale came to be widely circulated in the 15th century that in certain places grapevines bore golden branches and golden clusters of grapes. Galeotto Marzio was the first person to write about vines in Tokaj-Hegyalja that bore gold. In Europe, this legend was spread by the humanist scholars of King Matthias, and the idea of gold growing on grapevines soon became accepted as a scientific truth.

In Tokaj-Hegyalja, the ancient cult of Bacchus has survived to this day, albeit in a popular form. The classical figure of the Roman god is transformed into the popular figure of "Fellow Baksus", dressed as a hussar and sitting on a barrel, holding a glass in one hand and a calabash in the other. During the annual harvest parade, this figure is carried around. What is more, it assumes a dramatic function: it becomes the central figure of the celebrations. The golden vine, together with the figure of Bacchus, have come to symbolise the fertility of Tokaj-Hegyalja. Both having become great symbols of civilisation, they allow this region of Hungary to share in the intellectual tradition of Europe – and, more narrowly, in that of antiquity. (Pap, 1985)

## **10.4 VINTAGE TRADITIONS**

In the 16th and 17th centuries, grape harvest was considered a real "tent" celebration, to which even soldiers hastened home. During grape harvest, even legislation was suspended. The hills and vineyards resounded with the singing and laughter of the harvesters. In the tents or at the tables set up in the open

air, the people were served lamb stew and beef goulash and with it, wine. After dinner, the gypsies played music and merrymaking began, which lasted until midnight. At a meeting held on 7th November 1864, the wine-producing association of Hegyalja stipulated that farmers were to agree on the timing of the annual grape harvest. However, after the phylloxera epidemic, decisions were made individually, and harvesting usually began earlier. The traditional starting date of 28th October has been kept to this day. In the vintage tradition, therefore, the day of Simon and Judah is significant. (Balassa, 1991)

In 1822, a cooper moved from Igló to Erdőbénye. Here, this person introduced the copper dance as the traditional dance of the copper trade. Since then, the copper dance has been passed down from generation to generation and is danced by young people at the annual copper balls. The dance became known in wider circles in the 1930s, when it featured on the programme of the Tokaj Vintage Weeks festival, staged with the aim of popularising Tokaj wine. (Balassa, 1991)

## **10.5 GRAPE HARVEST TODAY**

The first vintage festivity organised with a tourist purpose was held in 1932. The idea came from member of Parliament Miklós Lázár. Up until the beginning of the 1990s, the Vintage Festival had been staged every two years. But, from a tourist perspective, this did not prove to be profitable, so in 1994 a decision was made to stage the festival every year, on the first weekend of October. In a few years, the numbers of visitors grew significantly, and has kept growing ever since.

The three-day festival allows the most important wineries of the region and the most important groups for the preservation of traditions to make themselves known. The programme series culminates in the Vintage Parade, whose most important participants are:

- wind ensemble
- crier, coats of arms of Hegyalja
- wine knighthoods
- grape crown and grape wreath carriers
- groups symbolising the various phases of grape cultivation
- coaches, carriages
- statue of Bacchus
- groups for the preservation of traditions
- various installations and decorations

However, the festival has by now lost its popular character – quality considerations have gradually come to the forefront. Programme offers are made in the true spirit of Tokaj wine – accessibility and low prices no longer receive priority consideration. In the beginning, the festival was staged on one site only, the main square of Tokaj. Today, several sites offer events simultaneously: Kossuth Square, the Festival Stage, the Cultural and Conference Centre, and the Winery Himesudvar.

### **10.5.1 The significance of the festival**

With the involvement of the Hungarian National Association of Wine Knighthoods and the Tokaj Wine Knighthood, international wine knighthood meetings are organised. The Tokaj-Hegyalja Vintage Festival plays an important role in prolonging the tourist season, in making better use of accommodation options, and in increasing the popularity of polite wine drinking.

One indication of the festival's popularity is the fact that accommodation bookings are made months in advance and accommodation providers frequently receive visitors who come back on a regular basis. The festival complements excellently the region's tourism offers, since it is staged at the end of the tourist season and after the summer festivals it is the last open-air event in the region. Due to favourable media coverage and the positive experiences of visitors, interest in the town remains steady during the autumn and it is to be expected that the number of visitors the following summer will increase. Survey findings show that if there are events of some interest in Tokaj, then tourists feel more disposed to spend several days in the town. The festival attracts people from abroad, too – Germany and lately Poland. It has a good position in the domestic market as well, since people come not only from Budapest but also from Transdanubia. The main target group is the middle stratum of

the adult population, who are able and willing to spend money on high-quality Tokaj wines and who, at the same time, are interested in attending programmes of a high standard.

## 10.6 AN OVERVIEW OF TOURISM IN HEVES COUNTY

The region abounds in natural beauties and minerals, and is well-known for its wine. Therefore, it offers attractive tourism options.

- Heves county has two main holiday districts: the Mátra-Bükk and the Közép-Tiszavidék districts.
- Natural features, holiday destinations: the highest-lying areas are the Bükk and Mátra Hills, the highest point being the summit Kékes in the Mátra Hills; notable holiday and medical destinations include Mátraháza, Mátrafüred, Galyatető and Kékes in the Mátra Hills, and, in the Bükk Hills, Szilvásvár.
- Historical attractions and monuments
- Historical wine regions (wine cellars, vine hills)
- Ethnographic traditions
- The use of thermal water for curative purposes: the sources and baths of Parád, Bükkszék, Egerszalók and Eger
- Equitation: Szilvásvár is the home of the Lippizaner horse, carriage driving and equestrian sports
- Hunting: the forests of the Bükk and Mátra Hills are favourites with hunters; Small game hunting is significant in the Grass Plains of Heves county.
- Eger is in itself a complex tourist attraction
- Enthusiasts of green and sport tourism find favourable conditions all year round.

In the opinion of visitors from other countries, culture, including various events, monuments and folk traditions, is one of the most sought-after tourist attractions of Hungary. Consequently, a careful selection, in Heves county, of the attractions to be offered in cultural and heritage tourism is absolutely necessary. Eger is one of the most pictureque Baroque towns in Hungary. Once an episcopal see, it is now the seat of the Archdiocese of Eger.

It is mostly forts, fort ruins and castles that tell the eventful story of Heves county. The once impressive buildings still fascinate us today, even if they are in ruins.

A great majority of the forts are important from a touristic and artistic point of view. Most of them accommodate festivals, concerts and other events.

In the tourism of Eger, the fort and the historical events associated with it represent one of the most important attractions. The Fort Museum István Dobó is one of the most frequently visited of the country's museums (about 500 thousand visitors annually). The museum provides information, among other things, about the history of the fort, the dungeons and the various methods and tools of torture in the Middle Ages.

A high-priority branch of culture tourism is castle tourism. Castles form part of cultural heritage in every country.

The De la Motte Castle in Noszvaj, built in a late Baroque style, is the smallest castle in Hungary. It is surrounded by a park extending over 3.5 hectares. In Gyöngyös, the Orczy Castle houses the second largest collection of natural history, the Mátra Museum, founded in 1957. The exhibition shows the 300 million year history of the region. It is here that you can see the only surviving mammoth skeleton in Hungary.

Rhyolite tuff in the Bükkaljaregion made possible the development of cave dwellings. These dwellings were once inhabited by poor people. In their present state, they do not constitute tourist attractions, but conscious and complex development can make them into attractions of an international significance. Settlements where cave dwellings can be found are Andornaktálya, Demjén, Eger, Egerszalók, Felsőtárkány, Noszvaj, Ostoros and Sirok. In Egerszalók, plans have been made to reuse the dwellings: out of the twelve dwellings, eight would be placed at the disposal of artists and craftsmen on condition that they used them as places of demonstration. A further four dwellings would be used for purposes of tourism: there are plans to create an open-air museum ("skanzen") to showcase the region's folk traditions, and to set up places where folk crafts activities could be pursued. The

neighbouring county, Borsod-Abaúj-Zemplén, also features several cave dwellings in the following settlements: Bogács, Cserépfalu, Cserépváralja, Kács, Kisgyőr, Miskolc, Sály, Szomolya and Tibolddaróc. The complex development and reuse of rock dwellings for purposes of tourism is also on the agenda here.

At the present moment, traditional crafts only constitute attractions of local significance. This means that they do not generate significant tourism. What they do is offer leisure options to those tourists who are already on the site. At the same time, the development of these attractions would generate tourism supply of regional, national and international significance.

In Heves county, the following crafts are important: pottery in BÉlapátfalva, Palóc folk costume in Boldog, barrel making in Egerszalók, home industry in Heves and felt making in Kishána.

### **10.6.1 Wine and gastronomy**

There exist favourable conditions for wine tourism primarily in the two wine districts of the county, the Eger and Mátraalja Wine Regions. Although wine routes have been officially created, they are as yet in an early stage of development.

The historical wine region of Eger, extending over 5280 hectares, is known primarily for its red wines, and, among them, mainly for the Bikavér (Bull's Blood). Apart from these, its white wines also have a good reputation, of which the best-known is the Egri Leányka. The wines of the region are given publicity by the Vintage Festival staged in September or October.

The historical wine region of Mátraalja is the second largest of the 22 wine regions, and the largest upland wine region with its 7000 officially registered plantations. Mátraalja is known primarily for its white wines, the hárslevelű, the Italian Riesling and the szürkebarát (Pinot Gris). Of the wines, the Riesling varieties predominate, the percentage of blue grapes is smaller (16%). In several settlements, attractive cellars await visitors. The biggest winery of the region is the Vinyard of Nagyréde. The Gyöngyös Vintage Festival has been a recurring event for years, where wine producers have three days to give their wines publicity.

The wine regions are attractions of international significance, while the gastronomic values are to be considered only of local import. One exception is the trout of Szilvásvár as both a regional and a national attraction.

### **10.6.2 Wine-related attractions**

- Eger: Gyertyás House of Wines
- Gyöngyös: Mátraalja House of Wines
- Cellar rows: Apc, near Gyöngyös (Farkasmály), Ecséd, Eger, Andornaktálya, Egerszalók, Feldebrő, Nagyréde (Öreghegyi), Noszvaj, Ostoros, Rózsaszentmárton (the rows of Tardóc and Nagyvölgy), Szücsi, Verpelét
- Nagyréde: Wine Museum
- Noszvaj: Málnás House of Wines (wine tasting), Cellar Thummerer (almost a hundred years old, the complex of cellars extending over 2000 square metres shows traditional and modern technologies of making wine)

### **10.6.3 Wine-related events**

- Eger: Egri Bukavér (Bull's Blood) Festival on St Donatus's Day, Vintage Festival and Bacchus Wine Festival, National Wine Song Competition, Szépasszony Valley Festival, Open Cellars at Lent, Wine Consecration on St. John's Day (27th December), Eger Wine Exhibition (28th and 29th December), Wine Show in the fort of Eger
- Egerszalók: wine competitions
- Gyöngyös: St. Urban's Day Wine Festival (folk artists' fair, display of the wines of Mátraalja, entertainment), Gyöngyös Vintage Festival (display of the wines of Mátraalja, wine tasting, wine and food stalls, cultural events, goulash-making competition, folk craft fair)
- Gyöngyössolymos: Vintage of Solymos (evocation of vintage traditions, vintage parade)

- Kisnána: St. Urban's Day Wine Festival (procession on St. Urban's Day, Book of Vine Shoots, appointment of the wine overseer, wine competition), Festival of the New Wine (tasting of new wines on appointment)
- Nagyréde: Day of Open Cellars (free wine tasting, dishes baked in a brick oven), Vintage Festival, Festival of the New Wine on St. Martin's Day (tasting of new wine, folk music, folk dance)
- Noszvaj: Festival of the New Wine on St. Martin's Day (tasting of new wine, folk music, folk dance), Noszvaj Cellar Festival

#### **10.6.4 Planning educational trips to the region's wine districts**

Visiting wine cellars in Eger on appointment (Szépasszony Valley, István Wine Cellar and National Wine Museum, St. Andrea Vineyard, Thummerer Winery)

Visit to Tokaj-hegyalja (Disznókő, Sárospatak, Sátoraljaújhely)

Wine tasting on the Palóc Route (Eger, Mátraderecske, Gyöngyöspata, Nagyréde)

#### **10.6.5 Wine producers**

A large number of excellent wine producers live and earn their livelihood in the Eger region. Several of them have received the honourable title "Wine Producer of the Year", awarded by the Hungarian Wine Academy.

In this part, the portraits of Eger wine producers will follow. I am personally acquainted with a few of them. They are people who have dedicated their lives to grape and wine. This dedication assists them in producing high-quality wines and in fascinating those to whom they talk about these wines. However, the scope of the present teaching material does not allow me to draw very detailed portraits – I will do this in the seminars, in a cooperative effort with the students.

##### ***Lajos Gál***

He tasted wine when he was a small child, regularly went to the vineyard because his father and grandfather had one where they produced wine for home consumption. The decision to become a wine producer came when he left secondary school. He studied grape cultivation and winemaking at university. At present, he owns his own farm which extends over 8 hectares. Besides this, he buys Italian Riesling from one hectare of land. He grows his own grapes and sells between 25 and 30 000 bottles of wine each year. His role models are wine producers István Szepsy and Vilmos Thummerer. He finds wine competitions important, he regularly acts in them as judge.

##### ***György Lőrincz***

He decided to become a wine producer when he had to decide which university to go on to from secondary school. Therefore, he became a first-generation wine producer in a family of architects. He owns a farm extending over 42 hectares, of which 12 hectares are not as yet active. This size is suitable for the production of 150.000 bottles of wine annually – at present, they produce 100.000 bottles. His role models from Eger are such leading personalities as Tibor Gál and Vilmos Thummerer and, from the neighbouring wine region, István Szepsy. He would like to at least approximate the quality achieved by the Tokaj wine producer. He feels that it is important to reformulate, after a period of much difficulty, what the essence of Eger wine is, that is why he finds it very important to produce original Eger wines. As he puts it, he always aspires for the best. In his view, a good wine provides a complex and exciting experience. Such a wine, he believes, is a real challenge to produce. In his opinion, good wines must be understood, like pieces of classical music.

##### ***István Szepsy***

With the help of written memorabilia, he can trace his ancestors who dealt with grapes and wine back to as early as 1631. It is his father's line, while on his mother's line there were several geologists. Therefore, it is not an accident that among the wine producers of Tokaj, he knows the soils best. In

fact, he carefully selects them – he buys the best fields(e.g. Király, Úrágya, Szent Tamás), but even in their case, he distinguishes the layers below the vines and he does not mix the wines they produce. Szepsy has already worked in the Mád commune, and was one of the founders of the Royal Tokaji Wine Company. Also, he entered into partnership with an investor from Hong Kong to run the Királyudvar Winery. Today, in his own winery extending over 65 hectares of land, he produces his own wines according to his own ideas, some 50.000 bottles annually. He adheres to his own principles of both human conduct and producing wine. There were times when he had to start from scratch but he does not regret this. His wines tell you many things about the grapes, the climate, and the soil – and, naturally, about the human being.

### ***Vilmos Thummerer***

In 1984, he decided to plant grapevines and produce and sell wine. Before that, he had worked on his own for some time. He began cultivating 7 hectares of land – today, he cultivates 90. He is continuously planting grapevines. At first, he planted them so that he could become a market player. Advances in technology compel him to do so. Vilmos Thummerer can make good use of new technologies. He learnt the basics at school, then he travelled abroad to see good practices. He sells between 300 and 350.000 bottles of wine annually, but he would like to increase his sales and be able to sell 400.000. He adjusts his wines to consumer needs: beside high-quality wines, he equally produces wines for everyday consumption. Wine competitions are a good guide to him, they make him think – that is the reason he participates both in domestic and international competitions.

### ***Tamás Pók***

When he was in the lower grades of elementary school, he helped his grandparents harvest grapes, so he had a good relationship with grape and wine at a very early age. He planted his first vineyard in 1984. At present he owns four and a half hectares of land, but not all of the land is grape-bearing, so, on average, he sells between four and six thousand bottles of wine annually. His aim for a distant future is to sell as many as 16.000 bottles. He believes that nature has done a good job for centuries and that this process must not be disturbed. Grape must be planted in places that agree well with it and one must wait patiently for it to ripen and one must process it in a way that as little as possible is spoiled of nature's wonderful gift. He believes that there are certain events in which it is important to take part, in order that the cellar remains in the centre of attention. He does not often take his wines to competitions – he is mostly interested in his customers' feedback, either given in person or via telephone or e-mail.

### ***Tamás Sike***

When he was a child, his father regularly took him to the vineyard of his grandfather in Várköly. He must have been about ten when his parents bought, on the hillside in Sümeg, an estate of 2.5 hectares and created a plantation of grapevines. His fate was then sealed: he became a grape cultivator and wine producer. Then, he moved to Eger because his wife was from here. In 1983, he got his first job with Egervin. Tibor Gál, who was his boss for a while, gave him some good advice and shared his experience. Later, at the same place, György Lőrincz was another influence. In 2001, the life of the Sike Winery began in Egerszólát, with the creation of an eight-hectare plantation. Since 2005, he has owned and cultivated 27 hectares of land as a private entrepreneur. In the beginning, he took part in many wine competitions, but today he carefully considers which competitions to enter. Getting an award is a good feeling, but he knows that judges are not infallible, and that ultimately it is not the judges who decide a wine's quality. He believes that if he has been able to cheer people up with his wines, then he has not lived in vain.

### ***József Simon***

It was while attending secondary school that he came to like work in a vineyard and when he became older, he also came to like wines. Therefore, he continued his studies at the College of Horticulture in Gyöngyös and got a degree as a wine producer. At present, he owns 24 hectares of land, and sells, on average, 150.000 bottles of wine annually. Apart from this, he cultivates a vineyard

extending over 40 hectares because he also sells unbottled wine to restaurants. He maintains that a good terroir is essential to the production of good wine and that wine should be matured slowly in the cellar, because wines that have been allowed a long time to age will be good friends to us in life, friends who we will never forget. Such good friend wines are his cellar's specialities. He used to take part in wine competitions a lot, but today he feels that there, it is mainly the first impressions that count but with some wines, they are misleading. He confides the task of judging a wine to his customers.

Since 1991, the Hungarian Wine Academy has awarded the title "Wine Producer of the Year". The title is given out every year to a wine producer who they think has performed exceptionally well for several years in a row, whose wines permanently represent exceptional quality and whose wines have had considerable successes both at home and abroad. The winner is allowed to wear the title for an indefinite period of time, but after one year, he is obliged to wear it with together with the designation of the year in which the title was awarded.

#### **10.6.6 Titlewinners**

##### ***1991 Ede Tiffán***

Region: Villány-Siklós

His vineyards are located in the Villány-Siklós Wine Region, where he grows the following grape varieties: kékoportó, kékfrankos, cabernet franc and cabernet sauvignon. Up until 1991 he was a small producer, then he started his own business. Success story:

1991: Sunday Times Wine Club: gold medal

Amsterdam 1993: gold medal

1995 Bruxelles Mondial: silver medal

Wines in commercial circulation: Kékfrankos Rosé, Cabernet Franc Rosé, Kékoportó, Kékfrankos Cuvée, Cabernet Franc, Cabernet Sauvignon

##### ***1992 Tibor Báthori***

Region: Etyek-Buda

His vineyards are located in the Etyek wine district, where he grows chardonnay, sauvignon blanc, Pinot Gris and juhfark. In Monaco in 1996, the Planéta Chardonnay was awarded a bronze medal. Wines in commercial circulation: Öreghegyi Chardonnay, Etyeki Cuvée and Sauvignon Blanc. Tibor Báthori had an important role in the Etyek district being officially recognised, in 1989, as a wine region of national importance.

##### ***1993 Ferenc Esztergombi***

Region: Szekszárd

He produces wine in a family enterprise in the environs of Szekszárd, where he cultivates chardonnay, kékfrankos, merlot, cabernet franc and cabernet sauvignon. In 1995, he received a certificate in Bruxelles. Wines in commercial circulation: Chardonnay, Kadarka, Bikavér, Merlot, Cabernet Sauvignon, Kékfrankos, Kékfrankos Rosé.

##### ***1994 Attila Gere***

Region: Villány-Siklós

His vineyards are located in the environs of Villány, where he cultivates Italian Riesling, kékoportó, kékfrankos, cabernet franc, cabernet sauvignon and merlot. In 1996, he received a Champion-award at the exhibition Foodapest. At the wine exhibition Vinitaly, he was awarded a gold medal in 1993, and a bronze medal in 1994 and 1995, respectively. In Bruxelles 1995, he received a silver medal, and, in 1996, a gold and a silver medal. Wines in commercial circulation: Italian Riesling, Kékfrankos Rosé, Kékoportó, Cuvée and Cabernet Sauvignon Barrique.

### ***1995 Vilmos Thummerer***

Region: Eger

His vineyards are located in the Eger wine district. He cultivates chardonnay, leányka, királyleányka, pinot blanc, pinot gris, Italian Riesling, kékfrankos, cabernet sauvignon, kékoportó and merlot, which he matures in a hundred-year-old tuff cellar, in a perfect cellar climate. Wines in commercial circulation: Chardonnay, Leányka, Királyleányka, Olaszrizling, Pinot Blanc, Pinot Gris, Cabernet Sauvignon, Bikavér.

### ***1996 Zoltán Polgár***

Region: Villány-Siklós

In 1990, he established his own enterprise under the name Polgár Pince Kft. (Polgár Cellar Limited Liability Company), whose vineyards are situated in the Villány-Siklós Wine Region, but he also owns vineyards in Szekszárd and Tokaj. He cultivates hárslevelű, Italian Riesling, furmint, chardonnay, ottonel, muskotály, kadarka, kékfrankos, kékoportó, merlot and cabernet sauvignon. At the trade fair Foodapest he was awarded a golden medal in 1992 and 1994, respectively, and, in 1994, he brought home a silver prize from Bordeaux. Distributed wines: Máriagyüdi Chardonnay, Kisharsányi Olaszrizling, Villánysiklósi Cuvée, Villányi Cuvée Elixír and Szekszárdi Kadarka, and the Villány collection: Aranyhárs, Hárslevelű, Olaszrizling, Rosé, Kékoportó, Kékfrankos, Merlot, and Cabernet Sauvignon.

### ***1997 József Bock***

Region: Villány-Siklós

His plantation of 15 hectares is situated in Villány. Since 1992, several of his wines have won awards at domestic and international wine competitions. Besides his Bock Cuvée, Royal Cuvée, Kékoportó and Cabernet Sauvignon, his kékoportó new wine bearing the name of Saint Martin and his oportó-based Remete Cuvée are the favourites of wine enthusiasts.

### ***1998 Tibor Gál***

Region: Eger

Since 1989, he has been winery manager of the firm Ornellaia in Tuscany, in one of the most renowned wine producing regions of Italy. The G.I.A. Limited Liability Company, established in the Eger Wine District, deals with the production and sale of quality wines. His winery in Eger produces Chardonnay, Leányka, Kékfrankos, Cabernet and Bikavér.

### ***1999 Ákos Kamocsay***

Region: Ászár-Neszmély

In England 1997, Ákos Kamocsay received the title "Wine Producer of the Year". Then, a year later, the Cserszegi Fűszeres of Hilltop Neszmély, from the 1997 vintage, proved to be the best at the same place, of 7500 wines. The favourite drink of the Wine Producer of the Year is the sauvignon blanc, which is a fine, fresh wine evoking the scent of elderflower.

### ***2000 Mihály Figula***

Region: Baltonfüred-Csopak

The greatest part of his plantations can be found in Balatonszőlős, a smaller part in Balatonfüred. The cellar was constructed in a traditional way, from an architectural point of view, but in a way that it should comply with the modern technological and infrastructural standards. Of the wine varieties, the Italian Riesling, the most widespread of the region's varieties, is dominant. The Pinot Gris also features as a traditional variety, and the Muscat Ottonel from Balatonszőlős, a dry white wine, has become a speciality. Of the grape varieties fashionable today, their selection includes Chardonnay, Sauvignon Blanc and Semillon, each of which is to be found in areas with good soil features and a favourable situation. Every year they come out with a Cuvée wine that appears to be interesting (Italian Riesling, Sauvignon, Chardonnay, Semillon), or the barrique-ripened variant of some varieties.

### ***2001 István Szepsy***

Region: Tokaj-Hegyalja

István Szepsy has been cultivating grapes on his own plantation since 1993, where he makes his special wines that even wine enthusiasts find unique. István Szepsy focuses exclusively on the type of wine peculiar to the region: the aszú. Quality is a priority at each technological stage of wine production. When asked about the secret of his delicious drinks, he said, 'You must use the best-quality grapes grown in the best fields. Even the grapes giving the base-wine should be sorted by the berry, not only the aszú grapes. This is terribly time-consuming and will only give a very small amount of wine. But that is exactly what I want: I want people to discover the quality of this very small amount, to consider it a rare top wine, which, naturally, will also be reflected in its price.'

### ***2002 Ernő Malya (Etyek-Buda Wine Region)***

Region: Etyek-Buda

It was at the turn of the years 1997 and 1998 that Ernő Malya came upon the property and the cellar belonging to it in the western part of the settlement of Tök. In accordance with the region's traditions, he began growing white grape varieties on the 110 hectares of land lying some 25 kilometres from Budapest. The soil high in calcium and other minerals, the excellently situated slopes, the unique microclimatic conditions and the proper amount of heat, as well as the skilled hands, all of these together helped produce the wines with their fresh flavours- Irsai Olivér, Chardonnay, Pinot Gris and Sauvignon Blanc. Initial successes at home were followed, in 2002, by a London award: at the International Wine Challenge Competition organised by the Wine Magazine, the Budai Sauvignon blanc of the Nyakas Cellar, from the 2001 vintage, received a gold medal.

### ***2003 János Árvai***

Region: Tokaj

He was born in Rátka in 1956. His family, like most families in the neighbourhood, owned a small vineyard and cellar. From the mid-90s, the wines he distributed under his own name have been increasingly successful: they have gradually found their way into reputed wine shops, restaurants and hotels, and have become widely known in other countries, too – in Russia, the USA, Sweden and Italy. His work is hallmarked by successes such as the 1993 vintage aszú "6 puttonyos", which had a real march triumphant in the world: after the gold medal of the Bordeaux Vinexpo, it equally won the 1999 New York Wine Experience Critics Choice Award. Since spring 2000, János Árvai has been working exclusively as manager of his own enterprise, the Árvay Winery. His objective – to the realisation of which he has already found a partner committed to the cause of Tokaj wine – is invariably to promote familiarity with the exceptional endowments of Tokaj-Hegyalja, to improve the standards of grape cultivation and the quality of wine and to promote Tokaj wine. János Árvay is member of the Hungarian Wine Academy and the Pannon Wine Crafting Guild. In 2000, his fellow winemakers and the Hill Settlement members elected him the "Tokaj-Hegyalja Winemaker of the Year". Shortly afterwards, he was granted the Knight's Cross of the Hungarian Republic. In 2003, he was awarded the prize "Hungarians for Europe", and, in that same year, he equally received the title "Wine Producer of the Year".

### ***2004 Ferenc Takler***

Region: Szekszárd

Ferenc Takler and his sons have been working hard for years and have been producing wines of steady quality. The estate is of medium size, and is run by Ferenc Takler and his two sons, András and Ferenc – in other words, the „Takler trio”. They exclusively produce red wines, combining modern technology with the use of big 500l gantry barrels. The use of barrique barrels is not so typical. They have a relatively wide selection of wines: the most important varieties include the Kékfrankos, the Kadarka, the Cabernet Franc and the Merlot. They also have a range of cuvée wines, including the Kékfrankos-based Trio and the wonderfully elegant Bikavér (Bull's Blood). Primarily, this extremely bodied and rich Merlot wine, has been praised by critics in the highest terms. Nothing is a better

testimony of the successes of the Takler Winery than that its wines have, for a long time, featured on the wine lists of several reputed New York restaurants.

### ***2005 Béla Vince***

Region: Eger

Béla Vincze established his own family winery in 1994, after several years of large-scale wine production, during which he gained the necessary experience. The winery possesses all the equipment needed for modern grape-processing and wine production. Besides, the winery lays strong emphasis on preserving the winemaking traditions of Eger, including long and patient maturing of the wine in oak barrels. The wines of the 1994 vintage were the first proof of high standards. The international jury of the wine competition “Challenge International du Vin”, organised in Bordeaux in 1997, prized the Cabernet Franc and Cabernet Sauvignon wines of Béla Vincze with a gold and a bronze medal, respectively. A few years later, the Cabernet Franc from the 2000 vintage had the same success (Challenge International du Vin, 2002, gold medal), and it received the Champion award in the National Wine Competition.

### ***2006 Vencel Garamvári***

Region: Balatonboglár

The Garamvári Vine Estate is a family enterprise which rests on the head of family, Vencel Garamvári's qualification as oenologist and on his long experience in winemaking. Garamvári produces fine white wines with pleasant fragrances and fruity, mild and spicy red wines. Produced with a traditional method and matured in bottles, their champagnes are characterised by fine acidity, an array of savoury, bitter aromas and high carbonic acid content. A novelty for the Mozart anniversary in 2006 was the Don Giovanni.

### ***2007 János Frittmán***

Region: Kunság

This winemaker from the Kunság region figured five times among those who got the most votes from the profession, but this year, he was the one who received the honourable title. In recent years, due, among other things, to the efforts of many talented young people, this wine region has begun producing a growing number of award-winning wines. According to János Frittmán, the extreme weather conditions that have characterised this year compelled one to be an even better winemaker than before. If somebody did something wrong last year, it was not a very big problem, the wines turned out good just the same. This year, however, greater care had to be taken: the proper timing of vintage, the vintage itself and the handling of the must – all of these had to be paid special attention. The Wine Producer of the Year believes that already, the white and blush wines are very nice.

### ***2008 János Konyári***

Region: Balatonboglár

János Konyári graduated from the University of Horticulture in 1974. Then, until 1990, he worked at the Balatonboglár State Farm in various positions. He gained professional experience in Germany, Australia and South Africa. Then he left the farm as chief wine producer and started his own business. In Hungary, he was among the first to apply the barrique barrel maturation method and first appeared in the market with his bottled wines at the beginning of the 1990s. His son Daniel is also a wine producer. Together they cultivate 30 hectares of land in Balatonlelle, and achieve success at wine competitions. Apart from expensive top wines, their wines for everyday consumption are also of a reliable, high quality.

### ***2009 György Lőrincz PhD***

Region: Eger

In 1991, György Lőrincz graduated from the University of Horticulture and Food Industry as a canning industry engineer. He received a PhD degree from the Viniculture Department of the same university. Then, he also received his PhD degree in the chemical sciences. He began his professional career at Egervin. Then, he worked as a shift leader at the Ital Limited Liability Company. Later he worked as a technological and product development manager at the Egervin Winery Incorporated Company. Since 2002, György Lőrincz has been managing the family enterprise St. Andrea Limited Liability Company. In 2007, he received the Knight's Cross of the Hungarian Republic, and was chosen the Wine Producer of Wine Producers, as well as the Eger Wine Producer of the Year.

### ***2010 Ottó Légli***

Region: Balatonboglár

The wine producer has been granted the award because of his outstanding professional performance. Ottó Légli has been running his winery for two decades –producing wine for his own pleasure. In a good vintage year, Légli produces some 150.000 bottles of wine, that is, some 1000 hectolitres, which generates an income of 60 to 80 million forints every year. Ottó Légli has been working independently for 20 years now, and, due to the new plantations carried out at the beginning of the decade, he produces four wine varieties – the “Gesztenyés” Riesling, the “Bányászó” Italian Riesling, the “Landlord” Chardonnay and the “János-hegy” Sauvignon Blanc - all of which feature among the few top white wines in Hungary. The wines are sold primarily within Hungary.

#### **10.6.7 Planning educational trips**

Visiting wine cellars in Eger on appointment (Szépasszony Valley, István Wine Cellar and National Wine Museum, St. Andrea Vinyard, Thummerer Winery)

Visit to Tokaj–hegyalja (Disznókő, Sárospatak, Sátoraljaújhely)

Wine tasting on the Palóc Route (Eger, Mátraderecske, Gyöngyöspata, Nagyréde)

## 11. SUMMARY

In line with international trends, the number of developments in the category of culture routes has grown in the region. “Editing” cultural heritage is a responsible task which demands expert knowledge. It involves taking stock of the various components of local culture, their description and appraisal.

The economic policy strategy of Hungary assigns a prominent role to the promotion of tourism, the implementation of facilitative programmes in the most distressed counties, and the promotion of the more backward areas. Important elements in the funding strategy of the EU are rural and territorial development, the promotion of social and economic cohesion, the improvement of living standards in rural areas, and finding alternative forms of income generation for farmers.

Wine tourism is one possible means of rural development: it is a means of promoting regional tourism and, through it, a means of improving the living standards of the people who live the different wine regions.

A prerequisite of wine tourism is infrastructure – transport, public utilities and communication. When choosing a destination, convenience is also an important consideration. It is a problem if a particular vineyard is not accessible by car or by bus. In this case, there is little chance of its being integrated into a wine route.

Visitors look up information about a wine region before they visit it. The title „Wine Producer of the Year” has made a couple of farmers well-known countrywide – wine enthusiasts do not need any explanation of why a particular winery is good to visit. Media coverage also helps increase popularity. Wine producers regularly appear on television or are interviewed on the radio.

In wine tourism, grape harvest is an attraction which makes possible the most active involvement on the part of tourists. Vintage can also be a village tourism option, but its independent sale is equally required. Naturally, the involvement of tourists in grape harvest is first and foremost a tourism option, without serving wine production interests. In larger estates, it is now acceptable practice to leave a few rows of vine for the tourists to harvest, just for folklore’s sake.

Wine tourism is one of the most rapidly developing branches of domestic tourism. In recent years there arose several opportunities for peopleseeking cultural and culinary experiences that can be combined with wine consumption to become familiar with the wine varieties typical of a particular region. This development in the tourism sector is bound to be even more dynamic.

The north Hungarian region has been particularly distressed in the past few decades – the only way out can be to restructure its economy.

The chambers of commerce and industry assess the actual situation of the economy on a regular basis, and give recommendations for a sustainable course of development.

The economic recession has affected all levels of the economy – therefore, it has affected tourism. In the north Hungarian region, according to data supplied by the Tourinform Office, the summer season saw a reduced number of people who visited the office, but in the month of June Salgótarján and in the month of July Eger had an increased number of visitors.

In the region, sustainable development demands further infrastructural improvements. A joint effort is needed, on the part of the counties located in the region, to secure a firm market position. (GtM, 2009)

In order to maintain cultural diversity, UNESCO and the Council of Europe promote local, regional and minority cultures. They profess to safeguard traditional culture. Every human community has the right to enjoy their own culture. (European Folklore Institute, 2005)

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