

ENOTOURISM ON PODKARPACIE

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Abstract:

Enotourism is defined as a traveling to the regions where it is possible to visit places associated with the production of wine, such as wineries. It is also possible to take part in the social activities, associated with wine tasting or wine festivals .

Podkarpacie is currently the leading wine-producing region in Poland. New vineyards are created every year, manufacturers demonstrated new wines regularly, that well-deserved popularity gain. In Podkarpacie region about 150 wineries operate. They have a total area of approximately 100 hectares. The beauty of the Podkarpacie region promotes the development of enotourism, as well as a large number of vineyards increases the attractiveness of this region.

The aim of this study was to determine what is the current state of the enotourism in Podkarpacie region.

INTRODUCTION

Wine tourism, which is also called Enotourism, is defined as travel to regions where ecotourists visit places associated with the production of wine, such as wineries, or take part in social activities such as wine tastings, wine festivals. This model of tourism occurs mainly in Southern European countries such as France, Austria, Spain, Italy, Portugal, and Hungary. These countries are characterized by highly developed tradition of manufacturing and drinking wine [5, 7].

The extraordinary popularity of enotourism allows to distinguish it as a separate form of cultural tourism. For several years it becomes trendy and very fast evolving sector of the tourism industry. It refers to an important aspect of human life: preparing and savoring the " liquor of gods", which is the wine. According to the winemakers, prerequisite for the development of people enotourism is open to people and gaining knowledge on wine, wine production, as well as a broad culture of wine. In this way we can eliminate the potential participants, for whom tasting, or staying on the wine farms is not associated with the expansion of interests and knowledge on this subject. It is worth to note that the organizers of wine meetings and winemakers themselves should have a similar opinion, and have hope in the development of cultural and educational enotourism [7].

Enoturism, in contrast to classical leisure tourism, characterized by lower seasonal. Traveling to wine regions frequently are planned in spring and autumn. It also happens that a tourist visits a wine farm in the winter, for example, while skiing in the Alps. Trips are organized mostly on the weekends, the place, which is not far away and are repeated several times throughout the year [5].

An enotourist is a person who is interested in wine, and has knowledge of this subject, taken from various sources. Such a person, in addition to wine tasting, is happy to gain information on local winemaking traditions, historical collections and the history of wine production. Wine tasting is usually offered before choosing the right wine or as an additional offer

for tourists, for example: when they stay on a farm engaged in viticulture. Enotourist expect not only explore the flavours of wine and a good time off. But more than half of the tourists buy at least one bottle of wine. Depending on experience elevated from the visited places, there is a chance that the tourist will come back and will buy more wine [2, 5, 7, 20].

Creating wine routes is recognized as a form of development and promotion of rural areas. It is most useful in the development of the regions where viticulture and wine production play an important role, and at the same time experiencing difficulties such as: difficulties associated with the overproduction of wine and a shortage in the market outlets. Besides organizing and operating the wine routes may be associated with activation of rural tourism [6].

In Poland, for several years there has been a marked increase in interest in the culture of drinking wine, viticulture, and Enoturism. From year to year more and more vineyards are open. They are arranged in majority of provinces, and most of them can be found in the provinces such as Małopolskie, Podkarpackie and Lubuskie. It all promotes the development in these regions, especially the traveling through the wine routes [1, 7].

Wine can be a great part of diversifying the offer on farms involved in agritourism. These offers are extended winery tour and tasting of its products. In regions where the states favorable conditions for wine production enoturism is an excellent way to develop tourism. Small farms are becoming an integral part of the current landscape. It has been noted that there is a great interest in creationing of the Wine Routes, for example: "Lublin Wine and Honey Trail", "Podkarpackie Vineyards", "Podkarpacki Wine Route", or "Malopolska's Wine Track". These routes connect wineries and other facilities, institutions related to viticulture, the stories of the region [7].

In July 2008, a wine Act was enacted, the act allows the legal sale of products by local producers. Under current law it is possible to produce wines from their own crops and sell them [3, 15, 21].

Podkarpackie province became the most attractive region in Poland with regard to the development of wine tourism. Podkarpackie province is a beautiful foothill area with gentle slopes. There are also hot summers, sunny autumns and snowy winters. In this area, from year to year, an increasing number of households having their own vineyards. The development of wine tourism is largely associated with the agro-tourism, which is in the Podkarpackie province developed very well. The Podkarpackie region, which is currently around 150, distinguished vineyard "Golesz" in Jaslo and vineyard "Jesiel" Jareniówce have excellent conditions for the development of wine tourism [4, 7].

The aim of the study was to determine what is the current state of development of tourism in the Podkarpackie region.

MATERIAL AND METHOD

Materials were websites, brochures and other promotional materials Podkarpackie producers wine.

The study was used literature available in the field of the analyzed subject. The data presented relate only to issues of general issues in the field of winemaking, conduct vineyards, winemaking and growing enoturystyki on the Carpathian mountains. The work was used descriptive method, comparative aspects of aspects. Due to the limited access to information on the development of wine tourism, the analysis of the research problem was difficult.

RESULTS

In 2006, the province was founded Podkarpackie Sommelier Association. Podkarpackie Sommelier Association currently, association unites 120 members. It is the largest and fastest-acting organization of winemaking in Poland. In Poland, there is the largest and the best oper-

ating winemaking organization. In the Podkarpacie region here are many established vineyards. Despite the high costs associated with establishing a vineyard and commissioning of processing, as well as existing legal impediments they been founded. The way to achieve success in this area is to develop enotourism. Creating wine routes is not only the way to get an additional source of income for small farms, but also commonly used method to promote the region [15].

As a part of the Association some projects have been completed "Podkarpacie vineyards", "The wine trails Podkarpacie region", "Carpathians region vineyard trail". There are also organize some annual events, drawing on other countries wine. Namely, it is the Internationals Days of Wine, held in Jaslo, and Hungarian Wine Festival them. W. Portius in Krosno. During the meetings wine regions and several European countries are presented. Shall also offers specialized equipment for the wine. In addition to this you can taste wines in a circle of friends, talking with winemakers and enjoy the exhibition of the painting. In addition to the Festival, you can taste wines of Hungarian wines Polish. Also some special offers for wine equipment are presented painting exhibition. Moreover, the most important role in the promotion of wine from the Podkarpacie region plays media. From the very beginning they followed the development of wine tourism with great interest and kindness [15, 16].

Wine Podkarpacie province currently has about 150 wineries, representing a total area of approximately 100 hectares. Most farms are 20-30 lorries, but there are also dealing with 2-3 hectares of plantings. The largest number of vineyards was located in a strip Foothills Śródkowobeskie, which main advantage is the location of the land, conducive to the cultivation of vines. Fewer clusters of vineyards can be seen in the south of Podkarpacie region, where we can distinguish micro-Wine. The first of these extends around Jasła and the other in the vicinity of Rzeszow. Another can be distinguished in the southern Foothills Dynowskie in the vicinity of Krosno. Smaller clusters of wineries in the valley of the San (from Sanok after Jarosław) and around Debica [15].

Although the small area, Podkarpacie province reached a large number of vineyards trustworthy and emerging good quality wines. This provides a stable outlook for the development of wine tourism. Many winemakers over the years and in as experience is gained expanding its plantations, enabling commercial production of wine. It is estimated that in the next few years, will rise and develop more and more vineyards and there will be more remarkable wines.

Among the 200 cultivated grape varieties in the Subcarpathian region the most important are:

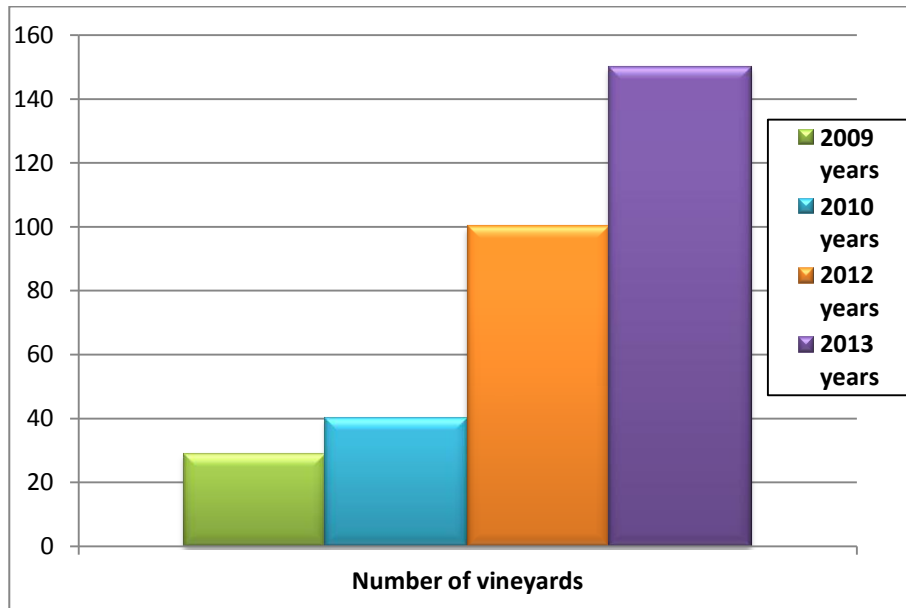
- the white wines: Aurora, Bianca, Hiberna, Jutrzenka, La Crescent, Merzling, Muskał Odeski, Prairie Star, Saint Pepin, Seyval Blanc, Sibera, Solaris;
- the red wines - Cabernet Corlis, Cascade, Frontenac, Heridon, Leon Millot, Marechal Foch, Marquette, Regent, Rando, Triumf Alzacji, Wiszniowyj Rannij, Zwiegelt;
- the dessert wines - Agat Doński, Alden, Arkadia, Einset Seedless, Kodrianka, Kristaly, Nero, Palatina, Perła Zali, Schuyler, Swenson Red, V 680211 [15].

Podkarpacie Sommelier Association has its own web page, where you can find valuable information about the organization, and above all about the vineyards. Advertising information about the vineyards and the wine trail are available and disseminated in the network and various magazines [15].

DISCUSSION

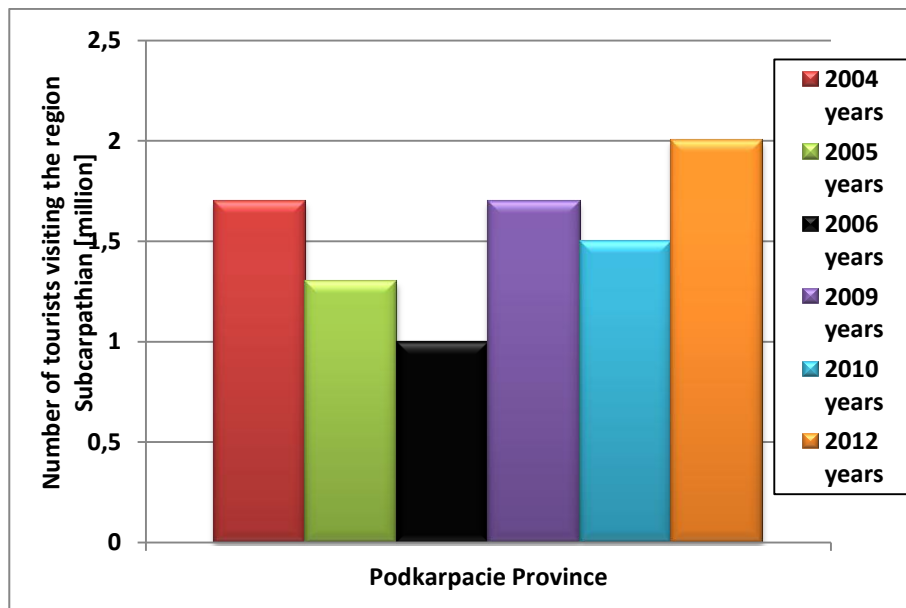
For several years in Poland appears to be a marked increase in interest in the culture of drinking wine, viticulture, and enoturystyką. From year to year more and more vineyards [Graph 1]. They are arranged in most provinces, and most of them can be found in the prov-

inces Malopolskie, Podkarpackie and Lubuskie. All this favors the development in these regions, wine tourism, especially the so-called traveling. Wine routes [7].



Graph 1. Number of vineyards in the Podkarpackie region in the years 2009 - 2013

Source: Own calculations based on random <http://www.winiarze.zgora.pl/>, www.winiarzepodkarpacia.pl, <http://www.aktynywypoczynek.info/index.php/7-artykuly/201-enoturystyka>, www.podkarpackiszlakwin.pl

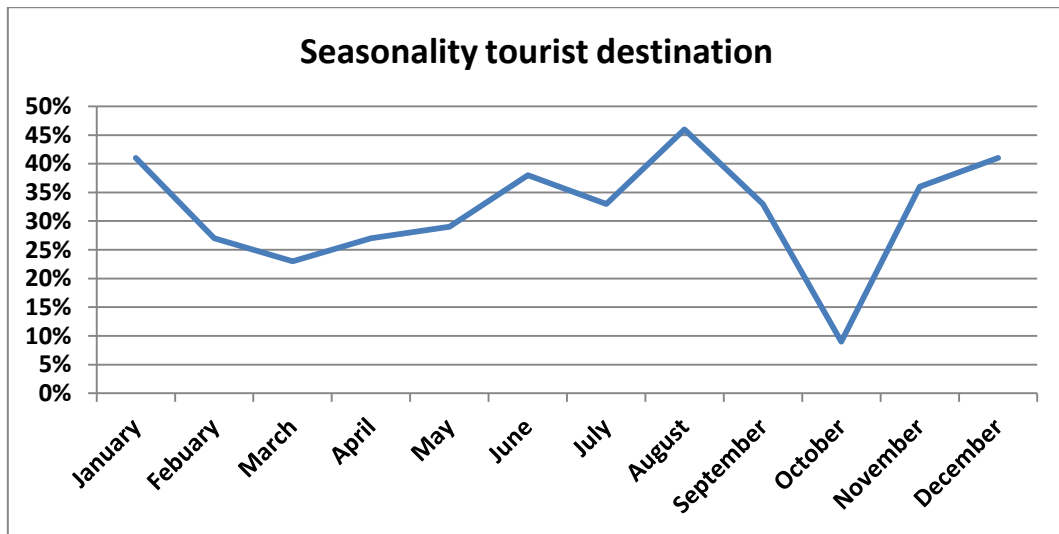


Graph 2. Number of tourists visiting the region Podkarpackie [in millions]

Source: Compiled on the basis of a report from the study of tourists in terms of their expectations of the services related to the tourism sector in the province Podkarpacki, http://www.benchtour.eu/wp/wp-content/uploads/2010/02/benchtour_tourismdeterminats.pdf

The graph 1 shows the data refer to the number of vineyards arising Carpathian mountains. Over the subsequent years will see their marked increase, which indicates a thriving wine industry in the Carpathian mountains. Establishing a vineyard is often combined with wine tourism.

The graph 2 shows the number of visitors Podkarpacie province. The lowest number of tourists was observed in 2006. The highest turnout among visitors Podkarpacie was recorded in 2012.



Graph 3. Seasonality of trips made by Poles in 2010

Source: http://www.benchtour.eu/wp/wp-content/uploads/2010/02/benchtour_tourismdeterminats.pdf

The graph 3 shows the seasonality of trips made by Poles. August was the month in which there was the greatest number of organized trips, to a lesser extent, in December, January and June. Lowest seasonality occurred in October and March.

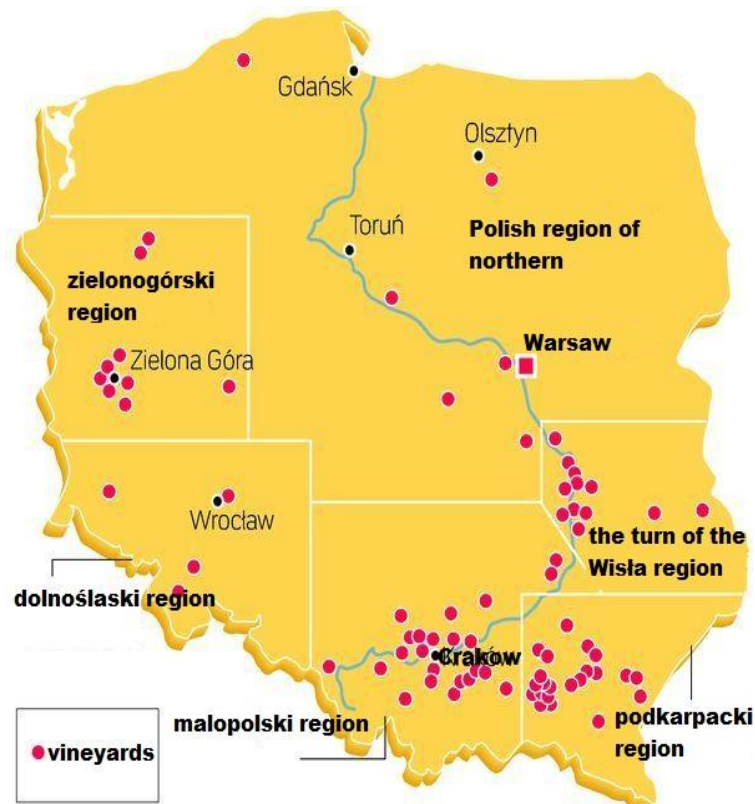


Figure 1. Map of Polish vineyards in 2008

Source: <http://www.rp.pl/artykul/186666.html>

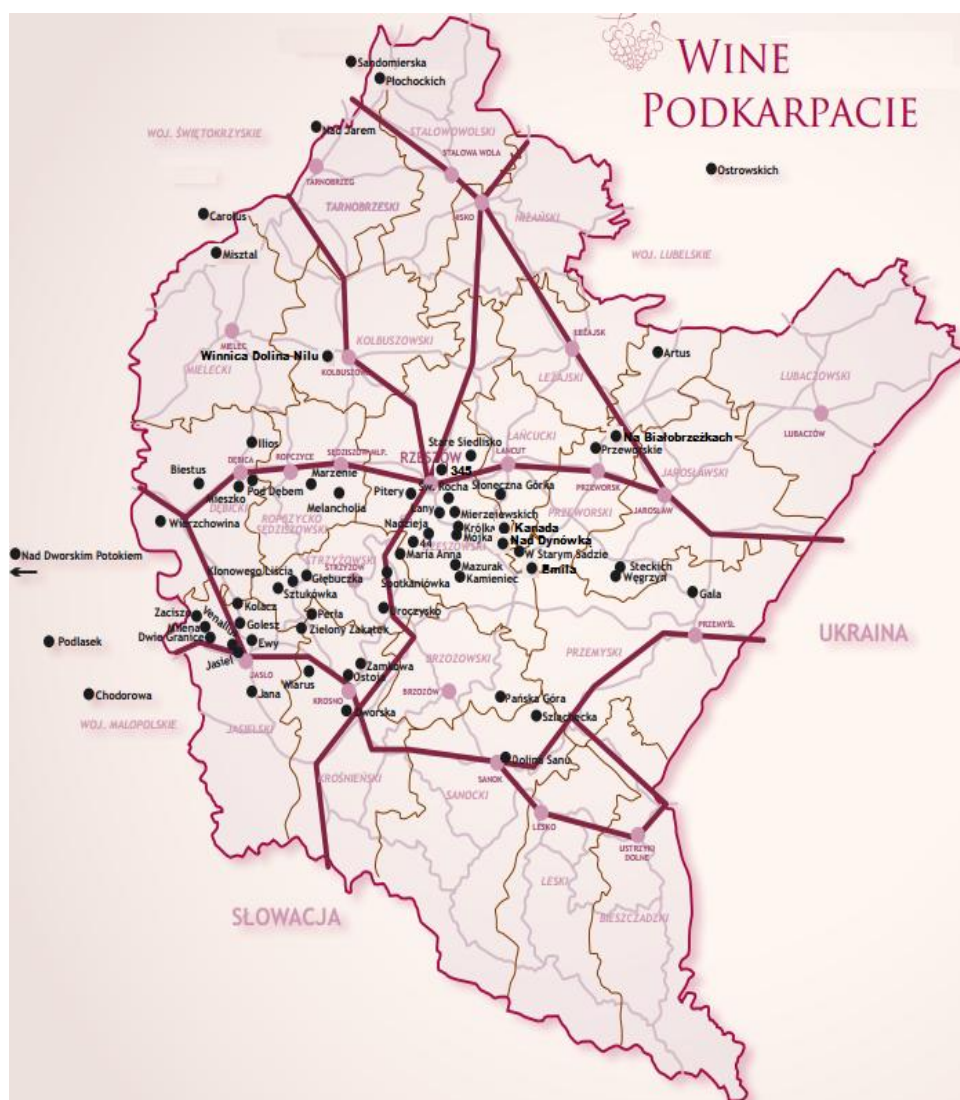


Figure 2. Map of the extension amounts of vineyards in the Podkarpacie region
 Source: Prepared based on the book "Vineyards Podkarpacie"

Examples of well-developed wine tourism, are selected vineyards acting dynamically on the Podkarpacie region, which can be a role model for the Polish winemakers.

Anna Maria Vineyard is located in the Wyżne (20 kilometer from Rzeszów), which owner is Paul Kobacz. Vineyard was established in 2003. Among the cultivated strains are: for red wines - Cabernet Dorsa, Acolon, Regent, Pinot Noir, for white wines - Chardonnay, Muscat, Bianca Ortega. The vineyard Enotourist can see vineyards, visit the cellar and taste the wines during the tasting. Apart from sightseeing, you can also very good to eat in the restaurant. Serves traditional, very well combining with the wines. The offer is also the possibility of organizing company meetings, integration and training, banquets, conferences, fun outdoor activities and events. Additional attractions: fish pond, massage (therapeutic, oriental, Ayurvedic). On request are organized: hiking, biking, kayaking, horse riding, quad bike rides, jeep, sightseeing tours, comprehensive services for foreign groups, activities for children and green school, vintage, plein-air painting and photography. This place is visited by enoturystów also winter. On the farm complex is open ski lifts, illuminated route and equipment rental. Also in the nearby woods are built cottages for visiting tourists. You should also see the ruins of a medieval castle in Czudcu (5 kilometer from the vineyard) [23, 10].

Vineyard "Golesz" is the longest- thriving vineyard in the Carpathian mountains. It was founded in 1984. This year is considered the symbolic beginning of the modern home wine-

making areas Podkarpacie region. It is located on the route Jasło - Pilzno. The founder of the winery is Mr. Roman fighter, who proved that in our country can grow vines and produce high quality wine grapes. Today, the vineyard leads Mr. Bartholomew fighter, and Mr Roman fighter took a transfer of acquired knowledge, advice on running your own winery, training. The specialty of the winery is the production of liqueur wines. The offer enotourism a winery tour, gaining valuable information on viticulture and wine cellar tour and wine tasting. You should also see the ruins of the castle Golez [10].

Jasiel Winery was founded in 2001. It is located in the town of Jareniówka, 2 km from the center of Jasła. The founders and owners of the winery you are Elvira and Victor Starling. Grow there m.ni.: Aurora, Dawn, Muscat, Ortega, Rondo, Regent, Johanniter, Siegerrebe, Solaris, Regent, Rondo, Cabernet Dorsa, Cabernet Cortis and Seyval Blanc. Starling you operate enotourism connected with the sale of wine. A wide range is created for tourists and for people interested in starting their own winery. Additionally, you can learn about viticulture, winemaking, organized commented wine tasting, as well as the use of professional advice. Vineyard gives you the possibility of fishing in the ponds on its territory. The offer is also possible to use the property for 2 - 4 people. It offers guests have a suite with a kitchenette, a bedroom, a bathroom and a tasting room. Vineyard also sells its own seedlings. This year, there are four types of wine : white wine - Rezeda (Siegerrebe, Solaris, Muskaris), Robinia (Siegerrebe, Muskat), Malva (Ortega, Aurora), as well as wine - red Peony (Rondo, Regent, Cabernet Dorsa). You should also see a trail of wooden architecture on which are valuable objects include Catholic and Orthodox churches, teams building small-town, the spa, museums, open-air museums. By district Jasielski run two routes: No. 4 - Sanocko Czechoslovakia (on the route you can see the churches of Krempna, Kotani, Pilgrimage, witnesses the Great, Little Worlds), No. 8 - Jasielsko - Dębicko - Ropczycka (on the route were wooden churches in Osiek Jasielski, Trzecinica, Załęże, Szebnie, Święcany) [10].

Venellus Vineyard is located in the town of Jareniówka, 1 km from Jasła. The owners of the winery you are Barbara and Mariusz wait. It was founded in 2005. On 30 ares grow following strains Rondo, Regent, Cabernet Cortis (red grapes), Solaris, Muskat (white grapes). Tourists are offered a guided tour of the winery, cellar tour and commented tasting of its wines with a cheese board as well as podkarpackimi regional products (cheese lump or proziaki). Mrs. Wait also specializes in the production of very good tinctures. Shall be adopted in both groups and individual tourists. In addition, the winery runs about 2 km walking route former Junction, 30 min walk to a secluded spot among the greenery. The area also offers fishing for trout, grayling, pike. You should also see the top Liwocz, which according to legend was the sacred place of the Gentiles. From the observation deck at the top you can see the valley Wisłoka, Jasło and with good visibility Tatra Babia, Holy Cross Mountains, Formula [10].

Vineyard Old Habitat is located in the Stary Borek, which is owned by Mr. Richard Janda. It was founded in 2004. On 76 ares growing Regent, Marechal Foch, Muskat Odessa, Dornfelder, Gruner Veltliner, Bianca, Seyval Blanc. Currently on offer enotourism a winery tour, wine cellar, tasting of its wines and the meal of regional dishes that match the wine. Arises farm enotourism that in the near future will be housed 60 people. Also arises Vintner's Cottage where you can see the production of wine. Worth seeing Team Palace in Borek Stary, surrounded by a park, which dates back to the eighteenth century [10].

Spotkaniówka Vineyard is located in the flames. The owners of the winery are Krzysztof Kotowicz and wife Mrs. Grazyna Barc. Vineyard was established in 2006. Cultivated are four types of vine on white wine -Bianca and Hiberna, wine red - Dawn, Muscat, Seyval Blanc. This is one of the most beautiful vineyards in the Carpathian mountains. Impressed with acacia wood pergola entwined with vine shoots and amazing views of the valley Foot-hills Strzyżowsko - Dynowskie. The offer is a tour of the vineyard, cellar, wine tasting and

overnight accommodation in a house equipped with a four- bedroom, kitchen and bathroom. Worth seeing Church. Santa Claus, a museum in Połomia [22, 10].

Enoturism in the Podkarpacie region enjoys a growing interest among visitors to the region. On the basis of collected data sampling last year chose this form of tourism 2 thousand tourists (Graph 2). There is growing vineyards that you can visit (Graph 1). There is growing vineyards that you can visit. They allow to get knowledge of viticulture, wine production, and provide an opportunity for tasting. They also offer to their visitors the opportunity to rate, try regional dishes, try the food in the farms [7, 11, 12].

CONCLUSIONS

1. Enoturism in Podkarpacie enjoys growing interest from tourists visiting the region. This is due to the increasing number of emerging vineyards and the people engaged in the production of quality wines,
2. The future development of wine tourism is dependent on tourism. Usually tourists looking for a relaxing break from the desire to choose places that are surrounded by beautiful countryside, with numerous monuments,
3. Podkarpacie becomes an alternative to traditional tourism, is a new, more interesting way to spend your free time, combining excellent education and recreation,
4. Podkarpacie region has suitable conditions for vine growing and wine tourism development,
5. It has been noted that there is a great interest in creationing of the Wine Routes, for example: "Lublin Wine and Honey Trail", "Podkarpacie Vineyards", "Sub-Carpathian Wine Route", or "Malopolska's Wine Track",
6. Enoturism requires promotion through publicity in the media and on the Internet. It is very important to create a positive corporate image, for example through seminars, trade shows, events, and demonstrations.

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