

# Study on the perception of the oenological tourism potential of the Moldavian Region, Romania

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**ABSTRACT:** This study aims to evaluate the perception of the potential tourists on wine tourism in Moldavia region. The area under study represents Romania's largest wine region, concentrating about 38% of the total area covered by vineyards and about 47% of the area under grafted bearing vineyards. Similarly, the counties comprised within the wine region of the Moldavian Hills supply 40% of the total quantity of grapes and 38% of the quantity of wine grapes produced in Romania. The importance of the region is underlined by the existence of 12 vineyards and 55 wine centres; thus, for the recognition of the quality and particularities of their wines, there are several Controlled Designation of Origin/CDO. The main objective of this paper is to evaluate the perception of a random sample, consisting of 140 people from different regions of Romania (and the Republic of Moldova), on the importance of the wine potential and the tourist capitalization of the oenological patrimony of the region. It was found that most respondents practised wine tourism both in the country and in other states, some of them even visiting Moldavia region. Most of the respondents fall into the category of young people, which led to different perceptions of wine tourism and to various expectations related to its practice in Moldavia region, especially when compared to other categories of tourists. The personal experience of practicing this type of tourism has led to answers based on the reality perceived by the respondents, both with the advantages of Moldavia and with the issues inherent in a developing region, especially those related to the promotion and capitalization of the wine tourism potential. Respondents also provided solutions to reduce problems in the region's development and suggested that institutions be involved in achieving them.

**KEY WORDS:** wine tourism, vineyards, promotion, opportunities, survey, Moldavia.

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## 1. Introduction

The particular importance of the wine region of Moldavia is underlined by the fact that it includes some of the oldest vineyards at national level, such as Iași (SCDVV Iași, 2021), as well as

numerous internationally recognized vineyards. The study starts from the presentation of the most important aspects related to the oenological tourism heritage of the Moldavian Region and especially aims to analyze the level of knowledge and perception of potential tourists in Romania regarding the oenological tourism in the study area. An important aspect of the regional analysis derives just from the age of the vineyards and the quality of the wines, as well as from the various possibilities of correlating the oenological tourism with the capitalization of other types of existing natural and anthropic resources.

Oenological tourism is framed by many researchers as part of rural tourism, which combines the elements of gastronomic, wine and cultural tourism (Mauracher et al., 2016). This type of tourism is important for the wine industry, for the local communities, because it can contribute to the economic development of a region and of small wineries, having the ability to attract labor and tourists and, last but not least, for the academic sphere (Dodd, 1995; Carlsen, 2004; Jaffe and Pasternak, 2004; Cohen and Ben-Nun, 2009). In the field literature that analyzes the perceptions on the oenological heritage (Getz and Brown, 2006; Asero and Patti, 2011; Alebaki et al., 2015; Afonso, 2017; Batista de Freitas et al., 2017; Bonn et al., 2018; Schaefer et al., 2018; Sigala and Robinson, 2019) the emphasis is on visitation reasons, the socio-demographic, psychographic profiles and their relationship with the lifestyle of tourists, as well as on understanding their profile and behavior, analyzing mainly the tourists' experience regarding wine, perceived value and quality of services offered in the vineyards. Another component targeted by the literature refers to post-visit behaviors.

The main motivations of tourists are to visit wineries, vineyards, to participate in exhibitions and festivals that involve wine tasting (related to traditional dishes), as well as activities specific of the area (Hall, 1996; Hall and Macionis, 1998; Carlsen, 2004; Cohen and Ben-Nun, 2009). An important role in choosing the destination has the overall image of the winescape, which can positively influence the tourists' perceptions (Scorrano et al., 2018). Although multiple studies have been conducted to understand the profile of tourists, researchers confirm that there is a multitude of aspects that can influence the motivations for visiting wineries (Alebaki et al., 2015; Gómez et al., 2015; Molina et al., 2015). The literature has established the existence of some main motivations that imply tasting and purchasing of some wine-based products (Alant and Bruwer, 2004; Charters and Ali-Knight, 2002) and others that refer to many aspects, such as social interaction, entertainment, information about the wine tradition, and recreation (Carlsen, 2004; Carmichael, 2005; Getz and Brown, 2006).

Past experiences of tourists regarding the wine tourism can positively influence current behavior and motivations, leading to revisit of wine regions or the acquisition of favorite products (Alant and Bruwer, 2004, 2010; Marzo-Navarro and Pedraja-Iglesias, 2012). Tourists' behaviour can be different on the socio-demographic profile, not only on age, education or income, but also depending on the lifestyle or perceptions related to wine (Bruwer, 2003; Galloway et al., 2008; Asero and Patti, 2011).

Numerous studies also analyze producers' perceptions of wine tourism, which can be influenced by a number of factors, including the size of the winery (Getz, 2000; Sevil and Yüncü, 2009). According to Sevil and Yüncü (2009) medium or small-size wineries are based on direct cooperation with tourists and consumers, while large ones allocate more funds for the promotion of wine, retail sales capacity is high and exported in to a large extent.

This study had as main objective the evaluation of the tourists' perception regarding the oenological potential and its capitalization in the Moldavian Region (Romania). Thus, through the applied questionnaire, information was requested on the most important elements perceived in

relation to the tourism potential of Moldavia. The initial objectives were to highlight and analyze the tourist elements that are considered to have high attractive, capitalizing on the tourist potential, the positive elements that benefit the region, but also the negative ones that can improve and how it can be solved and the degree of involvement of local authorities in development. The survey questions are based on literature, but they were adapted to the study area, in order to understand the ways in which the socio-demographic profile influences the tourists' perceptions, or what are their reasons and interests. Following these analyzes, it was highlighted that respondents' perceptions are largely depending on demographic profiles, mainly age, education, often even income, these connections being presented in the result section. A large part of the respondents visited at least one wine region, which led to a higher level of experience and high expectations for the Moldavian Region.

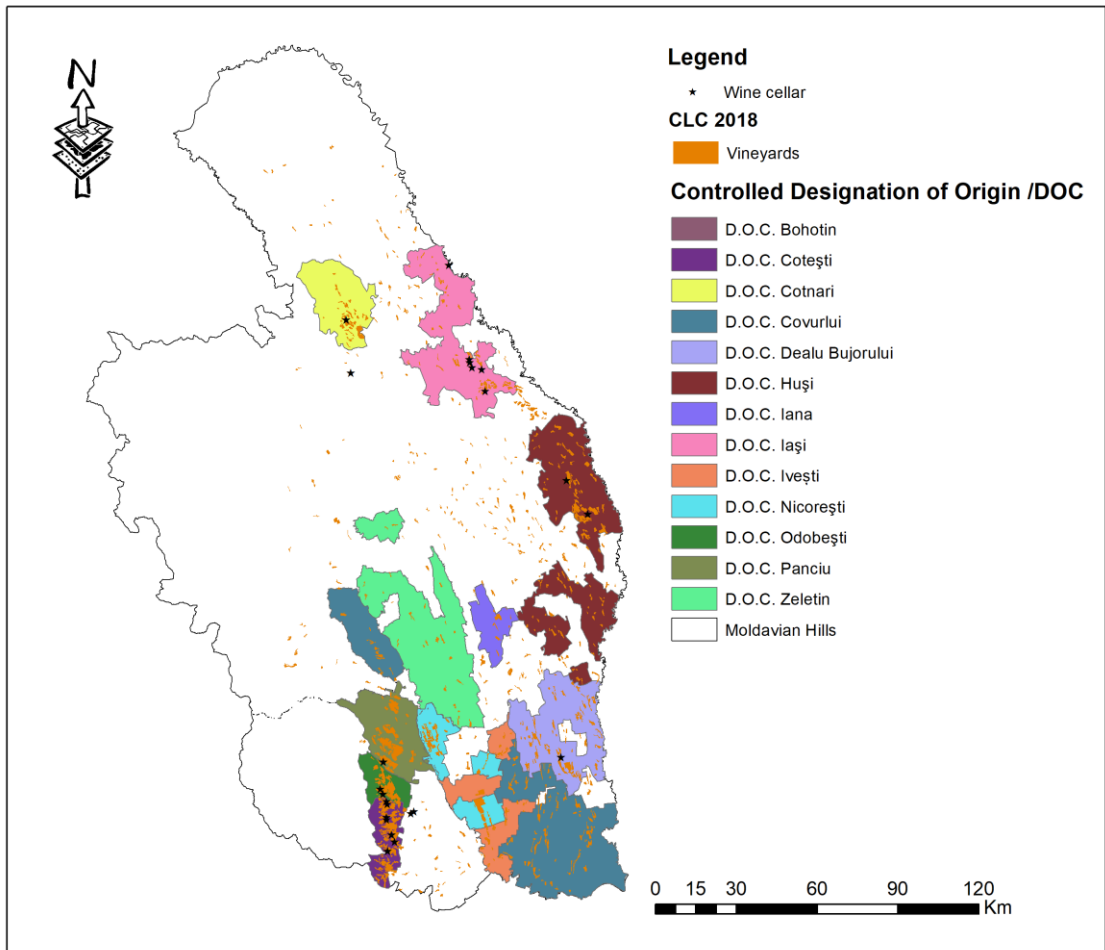
## 2. Study area

The wine region of Moldavia extends from Botoșani County, starting from Hlipiceni to Smârdan in Galați county, within this area being included Vrancea County, according to the delimitation made by Order no. 1205/2018. The region with the geographical indication "Moldavian Hills" is located in eastern Romania, and its high latitudinal development determines the increase of terroir diversity, which is reflected in the quantity and quality of wine products. The Moldavian Hills have an area of 68,485 ha (NIS, 2019), being the largest wine-growing area in Romania, the region having in its composition 12 vineyards, namely: Cotnari, Iași, Huși, Odobești, Panciu, Cotești, Nicorești, Zeletin, Bujorului Hills, Tutovei Hills, Ivești, Covurlui (Figure 1).

Although some documents mention that the vineyards in the study region have been cultivated since the time of the Geto-Dacians, the first attestations of their antiquity date from the 14<sup>th</sup>-15<sup>th</sup> centuries, many of them being under of Romanian rulers (SCDVV Iași, 2021). Some of the oldest vineyards are Cotnari (14<sup>th</sup>-15<sup>th</sup> centuries- SCDVV Iași (2021)), Huși (15<sup>th</sup> century - SCDVV Iași (2021)), Iași (16<sup>th</sup>-17<sup>th</sup> centuries- SCDVV Iași (2021)), Odobești (17<sup>th</sup> century - Colțișor de România (2021)). The quality of Moldavian wines is recognized through awards, diplomas and medals obtained over time at various national and international competitions (some of the most recent competitions: *Povești cu vinuri românești* 2021, *Concursul Național Vin Bag-in-Box* 2021, *Vinarium* 2021, *Concurs Mondial Brussels* 2019, *Berliner Wein Trophy* 2018, *Portugal Wine Trophy* 2018 etc.). A relevant example is the Cotnari wine, which has won numerous awards both in the country (*BRD* 2001, *Romexpo* 2000, *Expo Drink* 2002 etc.) and abroad (Brussels 2019, Sofia 2019, Paris 2018, Budapest 2018, Brussels 2018, Ljubljana 2018 etc.), being recognized as the most appreciated Romanian wine brand, a statement made by Nielsen Company based on data from the retail audit service conducted for the categories of Still Wine (RO *Vin liniștit*) for 2019 ([www.cotnari.ro](http://www.cotnari.ro)). The first competition in which Cotnari wines took part was in Paris, during the reign of Alexandru Ioan Cuza, where he obtained the supreme distinction for *Grasa de Cotnari* (Ibidem).

Within the Moldavian Region there are 26 important wineries (Revino Romania) in which various oenological products are capitalized, mainly wines and wine-based products, such as: white, red, rosé, sparkling wines, *vinars* (brandy), cocktails, flavored drinks, brandy, liqueur and *horinca*. The valorization of the oenological patrimony is achieved by visiting the cellars, the winery, the vineyards, the wine cellars, organizing team-building sessions, tastings and corporate parties, cycling in the vineyards, festivals, sports competitions etc. and, in some wineries, the spaces of

the accommodation facilities are arranged with references to the landscape and oenological products (an example is Vingex Winery, which has accommodation units in the form of barrel houses).



**Figure 1** Vineyards and areas occupied by vines in the Moldavian Region (Sources: ONVPV (2021a), ONVPV (2021b), CLMS (2018), Geo-spatial.org).

### 3. Methods

In this paper, for the perception analysis of the oenological potential of the Moldavian Region, a questionnaire was developed out and addressed to certain inhabitants of Romania, who were selected based on age, i.e. the category 16-64 years. The questionnaire was distributed to inhabitants aged 16-64 years old because they are the potential tourists who could visit the Region of Moldova, having financial possibilities.

The questionnaire (completed in Google form) was constituted of two sections with 25 answer items, of which 14 were closed-ended questions - used to make quick selections and analyzes -

and 11 were open-ended items - added in order to enable respondents to provide more detailed information. The former section included 7 items referred to demographic data (gender, age, domicile, education, occupation etc.), and the latter included 18 questions on perceptions of wine tourism in the Moldavian Region, and also on its importance in the national context. The questionnaire was distributed to a sample of 140 people from both Romania and the Republic of Moldova via social media and the snowball method was applied, i.e. the questionnaire was shared by the initial respondents. This questionnaire was distributed to residents during October 2020 and March 2021. After processing, the values related to the answers obtained were summarized in tabular form and the cartographic elements that support the paper were achieved in GIS environment. In order to carry out this work, the international specialized literature in the oenological field and the official websites of the specialized institutions at the level of Romania and of the study region were consulted, such as the National Office of Vine and Wine Products (ONVPV), Revino Romania, Crame Romania, Basf Agricultural Solutions Romania and the official websites of a number of 26 wineries representative for the region, based on information provided by Revino Romania.

#### 4. Results and discussion

The results regarding the demographic profile of the respondents highlight the predominance of the female population, respectively of 64% (Table 1) and of those who are part of the category of persons aged between 19-30 years (79%). An important aspect that influenced the results of this study is the absence of respondents over the age of 65. Whereas, on the one hand, specialized studies (Alebaki et al., 2015; Afonso, 2017) place this demographic category among wine tourism practitioners who are generally organized into groups and motivated by visiting wine-growing areas, in connection with other local cultural objectives, and, on the other hand, the motivations, expectations and perception of the elements of attraction differ from one age category to another, we can appreciate that the absence of elderly respondents caused a relative imbalance in the results of the questionnaire.

The respondents' education was largely based on higher studies, starting with bachelor studies, this being the best represented category (42%), and most of them are students (63%), and a significant percentage it also noted among teachers (14%). Regarding the average monthly income per family member, the category with the highest values is the one with incomes between 1001 and 2000 RON (30% of the respondents), but also the one with incomes of over 3000 RON (28%). These percentages highlight the fact that wine tourism is practiced by respondents who have a high level of education or studies in this sphere and a developed general culture, and their income allows the practice of this type of tourism, because wine cellars offer is adapted to all types of income. Regarding the residence of the respondents, most of them come from the southwest and northwest of the country, partly in the east, center and south, noting the low number of respondents in the study region (Figure 2).

Tourism is practiced by respondents more than twice a year (73%), which mostly means during the annual holidays (Easter, summer and winter), because tourists spend more time visiting destinations, or during weekends; only 27% (Table 2) practice tourism once a year, the reasons being different: lack of financial resources, lack of time, lack of a car etc. At the level of respondents, the dominant type of tourism is represented by recreation and leisure (62%) because they prefer to relax in quieter areas outside the cities and they can participate in various

socio-cultural or sports activities. Cultural tourism is also regularly practiced by 22% of respondents, in recent years there has been an increase of younger tourists (pupils or students) organized in groups (together with a coordinator or teacher) to visit different cultural objectives from cities near home. Religious, business, balneary and wine tourism are less practised (less than 6% each category) addressed only to certain categories of tourists (for example, balneary tourism is mainly for tourists in need of therapeutic treatments), except wine tourism that addresses to tourists with passion or interest in this sphere. Although wine tourism is not often practised because it is less known by respondents (1%), more than half of them experienced it (57%), visiting many wineries in the regions of Moldavia (Panciu, Cotnari, Huși), Oltenia (Corcova, Segarcea, Drăgășani), Muntenia (Lacerta, Aurelia Vișinescu, Pietroasa), Dobrogea (Murfatlar, Viișoara), Transylvania (Jidvei), Banat (Recaș), but also from neighboring states, such as the Republic of Moldova (Mileștii Mici, Cricova), and Bulgaria (Veliko Tarnovo, Melnik and the Struma valley).

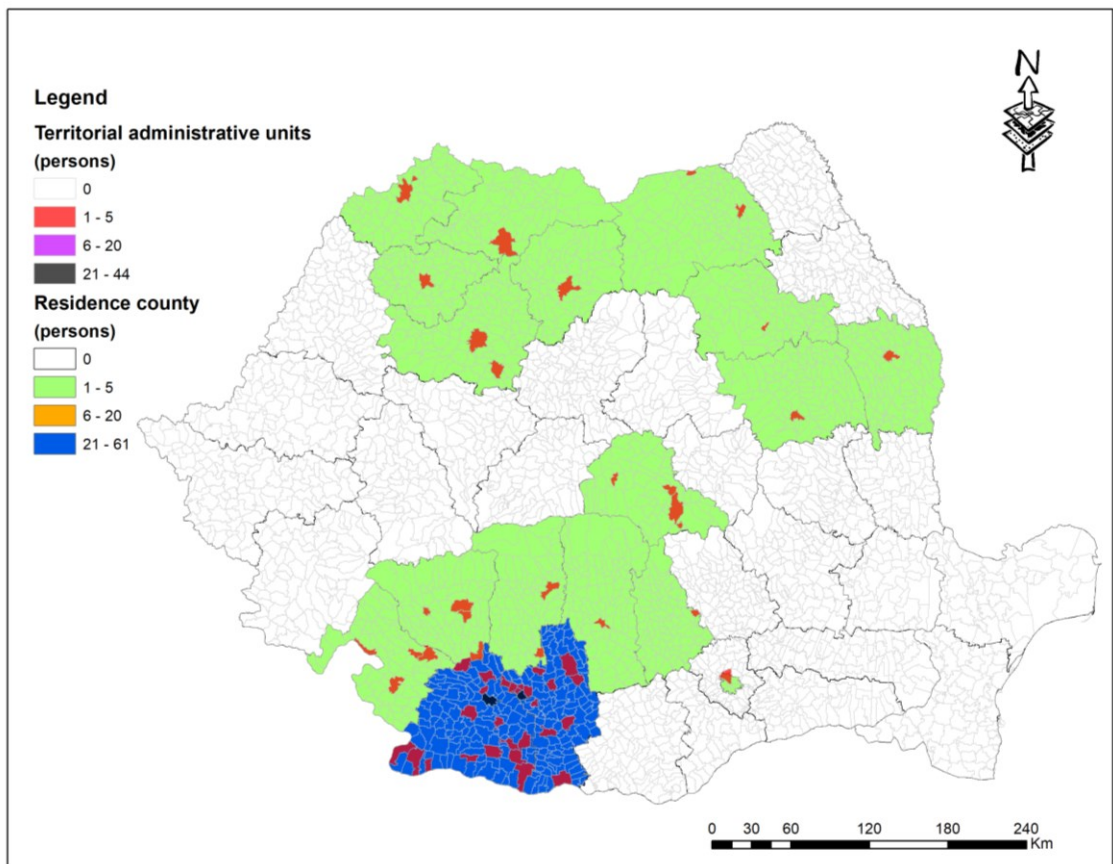
**Table 1** Socio-demographic profile of respondents.

	<b>Answer options</b>	<b>%</b>
Gender	Male	36
	Female	64
Age	< 18 years	4
	19-30 years	79
	31-45 years	11
	46-64 years	6
Education (the last level graduated)	Primary / secondary education	0
	High school	29
	Bachelor studies	42
	Masteral studies	19
	Doctoral studies	10
	Without studies	0
Occupation	Pupil	4
	Student	63
	Professor/lawyer/doctor	14
	Public servant	5
	Self employed	6
	Employees in various fields	6
	Scientific research	2
Average monthly income/ family member	< 1000 lei	18
	1001 – 2000 lei	30
	2001 – 3000 lei	24
	> 3000 lei	28

A relatively high percentage of respondents have never practised wine tourism (38%) because they encountered many obstacles, the most common being related to lack of time, lack of financial resources and a personal vehicle, very long distance from home, high prices for the stay, the occurrence of the Covid-19 pandemic. There were other reasons why respondents did not practice this type of tourism, related to the promotion of the region in a national context, which

would be possible through all means of communication (social networks, media, Internet), stating that they do not have access to enough information about wine tourism, and for respondents who do not have a high level of education there is a lack of interest or information.

The higher education of most respondents reflects the level of information and knowledge of the largest wine regions in Romania in terms of area, considering Moldavian Hills as the largest (35% of respondents), which is highlighted in the area that occupies 68,485 ha, followed by the Oltenia and Muntenia Hills (19% of respondents), with an area of 55,765 ha (NIS, 2019). The Dobrogea Hills have an area of 13,282 ha (NIS, 2019), which is also reflected in the respondents' answers as the third region by area in the country (Table 2).



**Figure 2** The residence of the respondents at county and LAU level - Eurostat (Source: author's processing based on the answers in the questionnaire).

Most of the respondents (83%) would like to visit the Moldavian Region (Table 2) and the main expectations are related to the characteristics of tourist destinations (tourist infrastructure developed with high quality standards, professional guides and oenologists to present in an interesting way the story of wines, to make group trips by travel agencies to this region, the promotion should be carried out appropriately and as diversified as possible) and the characteristics of the vineyard and wine (large areas occupied by vines, gastronomy to be associated with viticulture, to offer a refined and memorable experience, combining wine tasting

and presenting the process of producing it with local traditions). These respondents established some particular elements that would lead them to visit the region, among the most important being the wine landscapes and vineyards (24%), which is a special attraction for many tourists; wines, their quality and tradition (24%) especially for wine lovers who want to gather information about wine, its tasting and production; vine varieties, wineries and international recognition would have a smaller role (less than 8% each), and 10% of respondents would visit Moldavia out of curiosity, to find out information about the process of grape harvesting and obtaining of wine, wine tastings associated with traditional dishes or to make wine tours.

The highlighting, by the respondents, of the most famous vineyards in the Moldavian Region places Cotnari (30%), Huși (10%), Panciu (7%), Odobești (6%), Iași (6%) in the first places, secondary being mentioned Hârlău, Bohotin, Bucium, Zeletin, Tutovei Hills (Table 2). The subject of this item put in difficulty some of the respondents because they confused the Moldavian Region of Romania with the Republic of Moldova and listed some of the vineyards in the neighboring country: Purcari (6%), Cricova (5%), Mileștii Mici (2%), Bălți area (3%) and Codru (3%).

**Table 2** Processing the answers provided by the respondents.

	<b>Answer options</b>	<b>%</b>
How often do you practice tourism?	Once a year	27
	2-3 times a year	42
	More than 3 times a year	31
What type of tourism do you practice most often?	-recreational and leisure tourism	62
	-cultural tourism	22
	-wine tourism	1
	-religious tourism	5
	-balneary tourism	6
	-business tourism	4
Do you consider wine tourism a strong point for Romania?	Yes	69
	No	15
	I do not know this type of tourism	13
How important do you consider wine tourism in the general context of tourism?	-it can attract a large number of local and international tourists	24
	-it can record high profits	13
	-the connection between the tourism sector and the wine sector can be established	26
	-international promotion of a region as a wine destination	22
	-finding new partners and new markets for wine production	15
Have you practiced wine tourism so far?	Yes	57
	No	38
	I do not know this type of tourism	5



**Table 2 (continued)** Processing the answers provided by the respondents.

	<b>Answer options</b>	<b>%</b>
What do you think are the most important wine regions in Romania in terms of area?	Moldavian Hills	35
	The Transylvanian Plateau	11
	Dobrogea Hills	16
	Oltenia and Muntenia Hills	19
	The Sands of the South of the country	3
	Danube Teraces	4
	Banat Hills	7
	Crişana and Maramureş Hills	5
Do you want to visit the wine region of Moldavia?	Yes	83
	No	6
	I do not know	11
Give two examples of Moldavian vineyards that you know.	Cotnari	30
	Huşi	10
	Iaşi	6
	Panciu	7
	Odobesti	6
	Purcari	6
	Cricova	5
Do you consider that the oenological potential of the Moldavian Region is sufficiently exploited?	Yes	13
	No	71
	I do not know	16
In the current context of the Covid-19 pandemic, do you think it could appear obstacles to the development of this type of tourism in the Moldavian Region?	Yes	78
	No	14
	I do not know	8
Who should be more involved in the development of wine tourism in the Moldavian Region?	Government	33
	Local public authorities	30
	Owners of vineyards	32
	All of the above	5

The wine region of Moldavia differs from the other areas of Romania by numerous elements, and those listed by the respondents differ depending on their level of knowledge. From the perspective of the respondents, the most important elements that highlight the differences between Moldavia and other regions of the country are the history and local tradition (12%), grape varieties (9%), wine types and their quality (9%), soil type (8%), large areas with vines (8%), geographical location (6%) and climate (6%). Respondents who are part of the age groups over 30 years and with a high level of education pay special attention to wines and their quality, but also to grape varieties and soil types on which they are grown, being experienced people who have visited many regions of the country and have identified these elements that make them different.

Young people prefer the elements with a special look, mainly the wine landscapes, the large number of vineyards and wine cellars, but also the promotion in the media, which is one of the most important aspects, the standards of quality accommodation and service in the wine fields.

An item was included in the questionnaire through which the respondents had to mention what are they considering to be attractive elements in the Moldavian Region. The expectations of this item did not switch, for mostly, with the answers received because it referred to the elements that are not in the wine-growing sphere, but to those natural or anthropogenic objectives that are of tourist interest (churches and monasteries, fortresses, castles, museums, natural monuments, parks, historical buildings etc.). Thus, only 9% of the respondents mentioned the tourist objectives that are not part of the oenological sphere and the others considered as main attractions vineyards (16%), wine cellars (12%), landscapes (11%), wine and long tradition of it (16%).

According to the answers received from respondents (71%), the oenological potential of the Moldavian Region is not sufficiently capitalized (Table 2). The main cause is the weak promotion both online and offline, 37% of respondents believe that the region needs to develop appropriate marketing strategies, making advertisements and relevant information on social networks, which will attract potential tourists and investments from different companies or institutions. Other points that require special attention to become opportunities for the development of the region are the transport infrastructure, which is less developed, except for the railway infrastructure which in some areas has a relatively high quality (12%), lack of investment or funds from various institutional actors (9%), lack of involvement of authorities (5%), poorly developed tourism infrastructure (3%).

The analysis of the official websites, including the offers of the most important wine cellars in the region, revealed that out of a total of 26 domains, four have no official sites, being the family-owned domains, of small dimensions, recently appeared on the wine market. Regarding the services offered by them, only five wine cellars promote wine tourism out of the 26 (visits to wine cellars, vineyards, cellars, accommodation, various recreational and leisure activities), and the others have as activity the sale of wine-based products.

The wine region of Moldavia has been affected by the Covid-19 pandemic (78% of respondents confirmed this statement), leading to a decrease in sales at wine cellars, as traffic restrictions have been imposed and tourists are reluctant when it comes to traveling during the pandemic. However, in the current context, the solution offered by the wine cellars was to organize online tasting or visits in small groups and the possibility to represent a point of attraction for local tourists. In the case of the authorities that need to be involved in the development of the wine region of Moldavia, most of the respondents consider that it is the duty of the government (33%), but an efficient development could be achieved through a partnership between several institutions (government, local public authorities and owners of vineyards, possibly the local community by making traditional products).

Regarding the elements that need to be improved for the development of wine tourism in the Moldavian Region, the respondents considered that the promotion of vineyards is the most important aspect, the owners being able to develop marketing strategies to promote them (52%), transport infrastructure which is of such low quality at present (13%), but also the tourist one that could be developed by creating accommodation units within the vineyards (4%) and allocating investments for its development and maintenance (3%).

Following this questionnaire applied to the respondents regarding the wine tourism in the Moldavian Region, some of its strengths and weaknesses were found. The main advantages of the questionnaire were the preponderance of respondents in the age category 19-30 years, with a higher level of education that was reflected in the answers provided in the items, questioning 139 people living in Romania and one person from the Republic of Moldova, and most respondents visited at least one wine region in the country. The confusion of the Moldavian Region with the Republic of Moldova can be mitigated by actively promoting relevant information that highlights the location of vineyards and the services they provide, but also diversified by which socio-economic benefits can be provided.

Following the answers received during the survey, it was found that wine tourism has become a regular practice by the young population, which travels more often and is able to allocate larger budgets for wine destinations, but they do not refer to accommodation or food; this demographic segment spends higher amounts on entertainment, leisure activities, additional trips or renting means of transport. Young people practice this type of tourism to discover new places, they want to visit the wine cellars and vineyards of Moldova, being an opportunity to be disconnected from the hustle and bustle of big cities.

The level of knowledge and perception of the tourist potential differs depending on the socio-demographic structure, mainly age and level of education. Respondents with a higher level of education are informed about the exploitation of the oenological potential of the region, recognize which are the most important elements that contribute to its development and which are the priority areas where improvements could be made, and those who have a special interest in this type of tourism often document themselves and participate enthusiastically in discussions when visiting the wine fields.

In the post-visit stage, the behavior of tourists can be positive or negative. The positive behaviors, also acquired by the respondents, are to recommend other people to visit the wine field or to buy wines produced by it, to give reviews on their websites or social networks and the possibility to visit the location again. Negative behaviors can be manifested by tourists' dissatisfaction with the services offered in the wine cellars, influencing other people and very little chance of visiting them again. At some of the most important wine cellars (Cotnari, Hermeziu, Strunga, Averești, Bujoru) tourists show positive behaviors, are satisfied with the services offered and their staff who provide them with various information, but also with the wines they buy, considering that they have superior quality. Such behaviors are also shown by the sampled respondents who want to return to visit the wine cellars and recommend the products they offer to friends and family.

## 5. Conclusion

Wine tourism in the Moldavian Region has a significant potential, which can be exploited in various forms, as it has many elements that favor both the practice of viticulture and the specific type of tourism, correlated with natural and anthropogenic objectives that contribute to its national and international recognition.

This study could be interesting for local authorities and owners of vineyards, as a starting point, which could analyze the weak points of the region and improve them taking into account the aspects that respondents want to find in another form. The paper can be addressed to tourists

who want to practice wine tourism in the Moldavian Region or to enthusiasts in this sphere to find out about the elements that benefit from it, but can also contribute to the literature in which the perception of wine tourism is analyzed.

Wine tourism in the Moldavian Region could become known by several categories of tourists through advertising campaigns in the online environment (through social networks most often used by the population, the Internet, blogs etc.) or offline (street posters, promotion through partners), because the present study underlined the existence of respondents who stated that they are not informed about them, don't know what services they offer and what amounts should be allocated. Testimonials from tourists who have visited the site could also be provided to try to improve the perceptions of other visitors (not to misunderstand the concept of wine tourism, not to confuse regions, not to be reluctant to travel, not to have a wrong perception about the budget allocated to a stay etc.). Within the region, the vineyards could adapt to the development of international wine cellars that cater to certain categories of tourists. A model for Moldavia can be represented by the Saint-Émilion region of Bordeaux (France), where there are tiny homes premium accommodation units (small wooden houses equipped with the necessary elements, which work with the help of solar panels, ensuring an environment ecological) located in the vine, being intended for young tourists to provide them with comfort and a lower level of interaction between them.

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