

The development of wine tourist experience in Dealu Mare region, Romania

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Received: 20 May 2023; Revised: 13 June 2023; Accepted: 20 June 2023; Published online: 23 June 2023

ABSTRACT: The wine tourism developed in a growing manner in the last years contributing to the economic development of the wine regions of the world. The so called wine tourists seek for an authentic experience in the wineries based on the activities they develop during their visit and given by the region attributes. This research aims to emphasize the tourists' experience in which relates the wine region of Dealu Mare, Prahova county and identifies the main advantages that this tourist area has regarding the agrotourism potential. The data were collected by applying a questionnaire (n=600) and the results were displayed using charts that show the behavior and activities undertaken by tourists during their visit in the wineries. Hence, the tourist' behavior in which relates wine consumption and winery visitation has been outlined, also their preferences in terms of wine regions of Romania and abroad. The paper presents also some limitations in which relates the study area and the number of the respondents.

KEYWORDS: wine tourism, Dealu Mare, tourists'satisfaction, tourist experience, agrotourism

TO CITE THIS ARTICLE: Lupu, C., & Ganușceac, A. (2023). The development of wine tourist experience in Dealu Mare region, Romania. *Central European Journal of Geography and Sustainable Development*, 5(1), 18-31. <https://doi.org/10.47246/CEJGSD.2023.5.1.2>

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