

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

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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

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1. INTRODUCTION

The visits to vineyards became a component of the travel destinations in the middle of nature (Hudelson, 2014) since back to the second half of the 19th century when the beginnings of wine tourism occurred. Wine tourism is the result of the interrelationship between wine region attributes, including culture, heritage, food and natural scenery (Charters & Knight, 2002). Moreover, wine tourism can be considered a means for fulfilling hedonic needs (Alant & Bruwer, 2004).

Wine tourism has been identified as a form of special interest tourism (Hall et al., 2000) that comprise visits to vineyards, wineries, wine festivals in wine tourism destinations (Hall & Macionis, 1998). The consumers named wine tourists are predominantly experiencing a "need to 'connect' with the origin of the product through visitation of the wine region where wine is produced" (Bruwer & Rueger-Muck, 2019, p. 489). To market services to wine tourists, it is very important to understand what drives and motivates tourists to travel to a region, but also what the response to their experiences are, and how these can be managed in future wine tourism marketing to ensure long-term business growth and increase of the region attractiveness (Alant & Bruwer, 2004). For the wine regions, the motivation often includes the desire to experience wine-related activities, such as tasting wine, learning about wine, meeting winemakers and be introduced more the regions' local lifestyle (Bruwer & Rueger-Muck, 2019; Kim & Bonn, 2015). Getz and Brown (2006, p. 147), emphasize that this tourism activity can be considered simultaneously "a form of consumer behaviour, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate, and to sell their products, directly to consumers".

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In the last years, the researchers looked into the experiential dimension of wine tourism (e.g., Carmichael, 2005; Cohen & Ben-Nun, 2009; Pikkemaat, Peters, Boksberger, & Secco, 2009; Quadri-Felitti & Fiore, 2012). The visit of a wine region is a multi-sensory experience that engages all five of our senses (Delwiche, 2004, Brochado et al., 2019). The tourists start to make associations between the sensory attributes and the destinations they like the most, which will impact their expectations, enjoyment, and it will determine how memorable the experience becomes. Thus, in order that a destination experience to become memorable, it is necessary that a combination of sensations and emotions by engaging with a place to happen (Güzel, 2013). The multisensory experience within wine regions have influence on the overall experience of a wine tourist (Heide & Grønhaug, 2006) that can provide memorable experiences that differentiates the provenance of one wine region from another (Brochado et al., 2021).

Romania has more than 250 wine cellars, of which only approximately 200 produce bottled wine, also it has 180,000 hectares with vineyards, and it ranks 5th in Europe in terms of cultivated area. Wine tourism in Romania is ascertained by the wine heritage and the viticulture development from the past few years. There are many vineyards and wineries such as Lacerta, Ceptura, Tohani, Serve, Budureasca etc. Also, the Romanian wine map outlines as wine regions Dobrogea County with Alira, Sarica Niculitel, Rasova etc., Moldova area with Cotnari, Panciu or Girboiu Wine cellars; Transylvania – Jidvei and Banat – Recas (Pop et al., 2023).

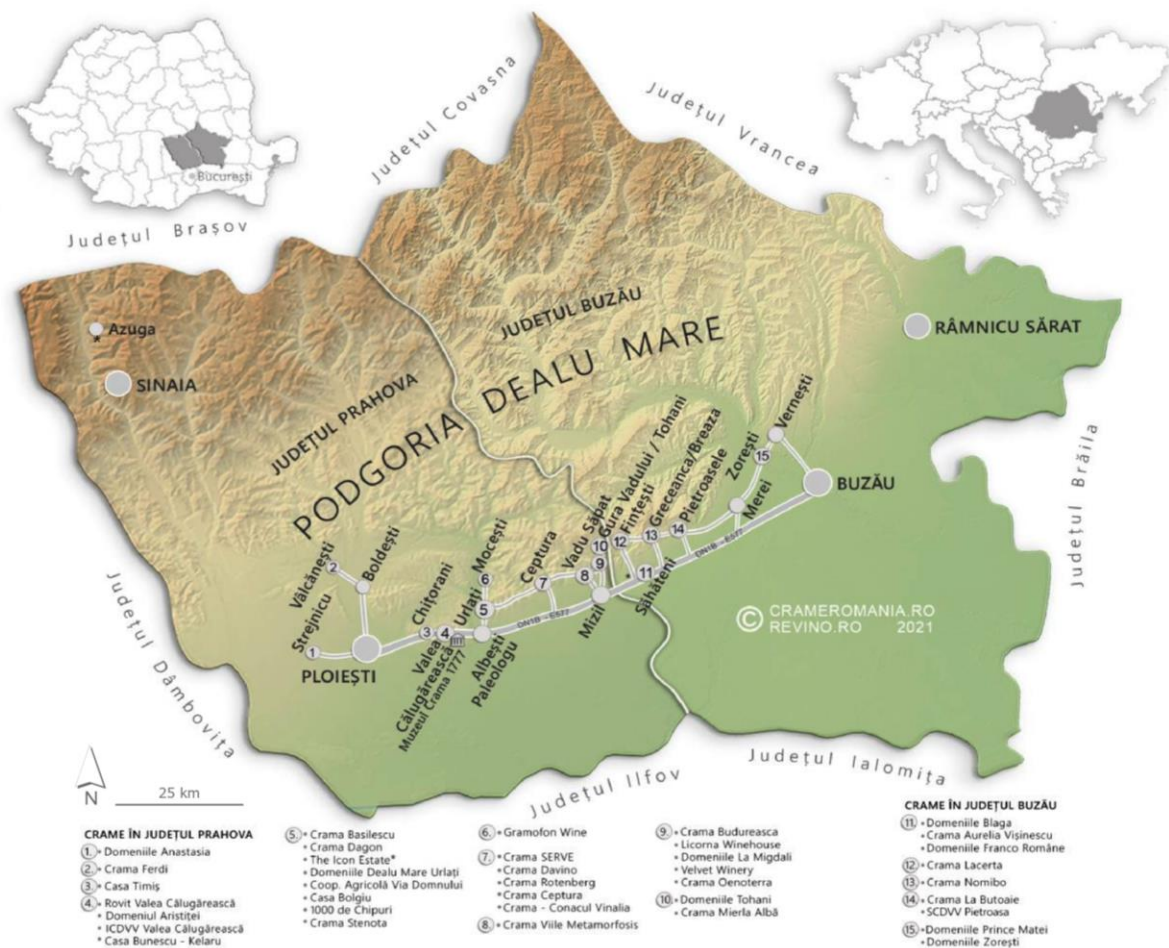


Figure 1. Dealu Mare vineyard, Prahova, Romania.

Source: <https://revino.ro/regiuni-viticole-harti/>

Dealu Mare vineyard region is recognized as “red wine country” that has a great potential to become a leading wine area in Central and Eastern Europe for its wine tourism potential. It is worthy to note the fact that the region, is on the same parallel as Tuscany and Bordeaux wine regions and it has all the natural factors to approach the best practice for this type of tourism (Nedelcu et al., 2018). In 2004 the

tourists look for authentic experiences they can personally relate to and stand out as unique from alternatives. Charters (2006, p. 214) points out that wine tourists seek an experience that “is a complex interaction of natural setting, wine, food, cultural, and historical inputs and above all, the people who service them.” Wine routes have been a significant tourist activity since the 1920s in Germany (on the slopes of the Rhine Valley with spectacular views over the vineyards and the wine-growing villages), in France (Alsace, Burgundy and Champagne), and later in California (The Napa Valley Wine Train), South Africa (Stellenbosch Wine Routes) or Australia (Tamar Valley Wine Route) (Manila, 2012).

The motivations of the wine tourists refer to having the opportunity to taste the wine, experience the attributes of a wine region, to have the opportunity to meet the producer, dine in the local restaurant, socialize with family or friends, attend wine festivals or events or buy quality wines (Charters, 2006). Moreover, wine tourists use their past experiences to make choices about where they travel and the activities they do. A research on the profile and the motivations of European wine tourists on the Sherry Wine Route from Spain emphasize that the tourists are very satisfied with the visits to the wineries, the relationship between the wine, the local cuisine and the growing interest of tourists related to the wine culture being identified (López-Guzmán et al., 2015). Coros et al., (2019) analysed in another study how the vineyards and the wine cellars from the old wine region (Transylvania), crossed by an attractive wine route can approach a sustainable development.

There are studies (Alebaki & Iakovidou, 2011; Atkin et al., 2007) that have found that women are more inclined to use more sources of information than men when making the decision to buy wine. Another study conducted in British Columbia, Canada (Barber, 2009) showed that wine tourists who visit vineyards were more active and engaged than other tourists. The wine tourist was initially defined as someone who has a desire to taste wine and experience the geographic space where the wine is produced (Bruwer & Alant, 2009; Bruwer & Lesschaeve, 2012). Winery tourists were found to consider the setting of the winery, presence of knowledgeable staff, and the taste of the wine as the most important elements (Charters & Ali-Knight, 2002). In another study, the top five features were found to be: “the wineries are visitor friendly; there is a lot to see and do; attractive scenery; winery staff are knowledgeable about wine; and group tours of the wineries are offered” (Getz & Brown, 2006, p. 152). In order that a winery to be successful, is better that the wines produced find a sustainable and fair market. Hence, large wineries need to attract customers through the special experiences they can offer, meanwhile smaller wineries need to demonstrate hospitality and local affiliation (Frost et al., 2020).

The concept of “winescape”, introduced for the first time by Peters (1997), it is represented by the features of a wine region offered by the presence of vineyards, the wine production activity and the wineries where the wine is produced and stored (Nedelcu, 2014). The winescape outlined by the cultural, environmental, and human improvements of the wine landscape, reflects wine tourists' esthetic motivation (Bruwer & Alant, 2009; Carmichael, 2005; Soare et al., 2010). The understanding of benefits of a winescape pull a tourist to visit, revisit, recommend the destination to others being a fundamental element of developing successful destination marketing strategies for wine regions (Chen & Tsai, 2007).

The basis of wine culture development is given by the territory with its features or “le terroir” (French term used to describe the pedoclimatic conditions where the wines grow in a certain wine region).

The wine tourists are a specific part of population that present motivation to visit different wineries and their motivation might differ by education, income, interests (Hall, 1996), hence a renown classification of Charters and Ali-Knight (2002) distinguishes wine lovers (which they have strong knowledge about wine), wine connoisseurs (they have deep knowledge in wine), wine interested (their main motivation is to visit a wine cellar), wine novices (their main motivation is to taste wine) and the hanger one (they visit a wine cellar as a part of a group, with not specific interest in wine tourism).

3. RESEARCH METHODS

Data were collected from Dealu Mare winery visitors using an online structured questionnaire. The survey questionnaire was developed based on tourists' experience after their visit in the winery. The most common questions were related to the behavior of visitation in a winery and how often they drink wine, their preferences in terms of internal or abroad experience in which relates wine tourism experience and their perception regarding the wine regions of Romania and the attractiveness of it. Hence, an overall of 600 participants have responded and the average age was between 20 and 42 years. Among the

participants, 39% were identified as male, while the remaining 61% identified as female. The questionnaire has been applied in April 2021.

Questionnaire survey research is a method for gathering information about the characteristics, behaviours of a population by administering a standardized set of questions to a sample of individuals (Clifford et al., 2010). The content of questions can range from simple questions that ask people to provide information, to opinion questions that assess attitudes. The questions should be addressed in order to find out accurate information and anticipate how the study population will interpret particular questions, the questions are open-ended and fixed-response type, the latter providing data on the demographic and household characteristic, while the first type offered insights more about life circumstances. Several advantages deserve to be outlined for the fixed-responses, such acting as a guide for respondents, making it easier for them to answer questions, being more easier to analyse and interpret it because they fall into a limited set of categories (Fink and Kosecoff, 1998).

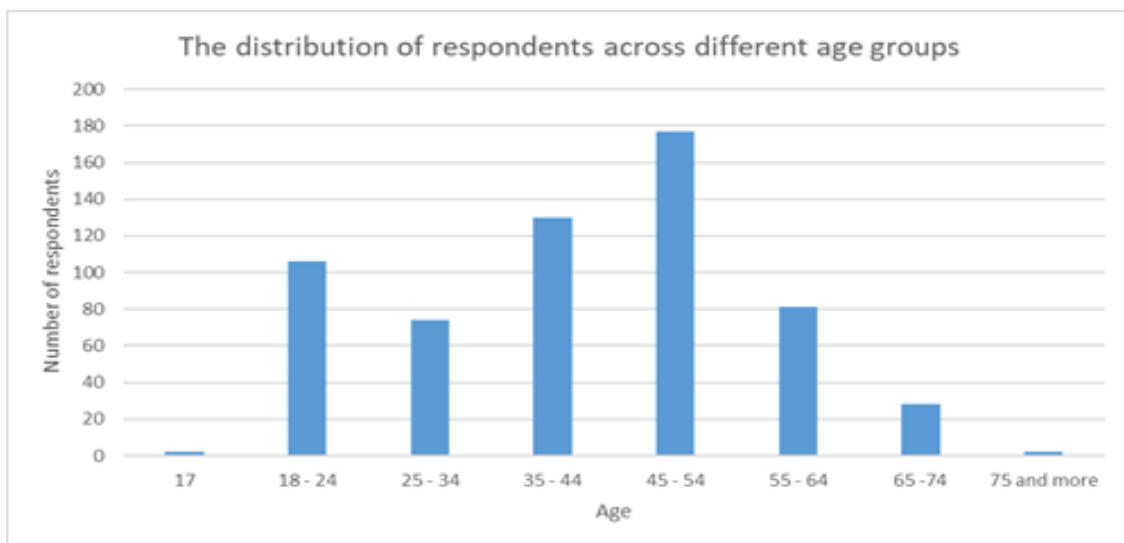


Figure 3. The distribution of respondents across different age groups.

The average age of the participants was found to be 42 years, which suggests a diverse range of age groups were represented in the survey. The data reveals interesting patterns and trends within the surveyed population. Among the respondents, the age group 18-24 had the highest representation, with 106 participants, comprising 17.7% of the total respondents. This suggests a significant presence of young adults in the survey. Following closely behind, the age groups 35-44 and 45-54 had substantial participation rates, with 130 and 177 respondents respectively. They represented 21.7% and 29.5% of the total respondents, highlighting a strong presence of individuals in their thirties, forties, and fifties. The age group 25-34 also had a considerable representation, with 74 participants, making up 12.3% of the total respondents. This indicates the involvement of individuals in their late twenties and early thirties. In contrast, the age groups 55-64 and 65-74 had lower but still notable participation rates. They had 81 and 28 respondents respectively, accounting for 13.5% and 4.7% of the total respondents. This suggests the inclusion of individuals in their fifties, sixties, and seventies, indicating a diverse age range. The age groups 17 and 75 and more had the lowest representation, with only 2 respondents each, constituting 0.3% of the total respondents. This suggests that the survey may have had limited reach among teenagers and individuals above the age of 75. Overall, this survey encompassed a balanced gender representation, with a larger number of female respondents. The average age of 42 years indicates a diverse age range, providing a comprehensive view of the data collected.

These data provide valuable insights into the geographical distribution of respondents, highlighting the concentrations of participants in Ploiești (37.8%), Bucharest (13.8%), and Oradea (5.1%) - Figure 4. Together, these three localities account for over 56% of all respondents, indicating significant participation from these areas. Furthermore, the data showcases the significant presence of participants from the Moldova region, with Iași (4.5%), Suceava (4.1%), and Galați (3.8%) leading the way. These

percentages underscore the active involvement of respondents from the Moldova region, emphasizing their contribution to the survey results.

The subsequent positions are occupied by Timișoara (3.1%), Brașov (3%), Craiova (2.9%), and Constanța (2.2%). These locations also display notable participation rates, further diversifying the geographical representation of the respondents. It is worth noting that the remaining respondents come from various localities in Romania or the Republic of Moldova, although their numbers were not large enough to be individually represented in this analysis. Collectively, these other locations account for 19.7% of the total number of survey participants.

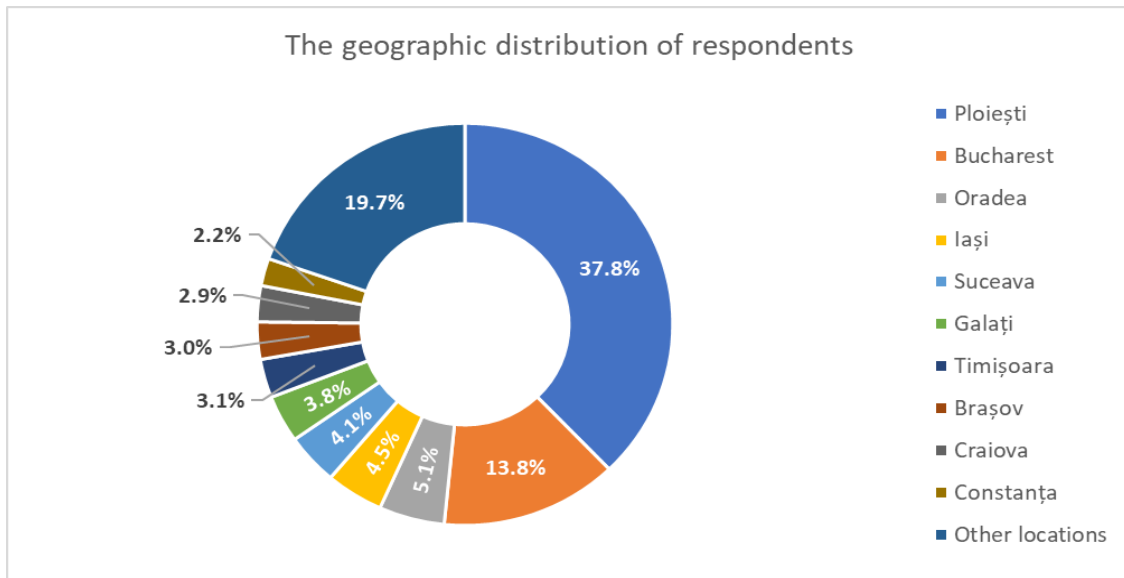


Figure 4. The distribution of respondents across different age groups.

This highlights the diverse range of participants and their contributions across different parts of the country. Overall, the data presents a comprehensive picture of the geographical distribution of respondents, with notable concentrations in certain cities and regions. It underscores the importance of considering the diverse perspectives and contributions from various localities in understanding the survey results.

4. RESULTS AND DISCUSSION

The results emphasize the tourist behavior in which relates their experience in different wine regions of Romania, but mainly in Dealu mare region of Muntenia. Thus, it has been identified their preferences regarding the consumption of wine and their perception of wine tourism form in general.

When queried about their wine consumption habits, respondents were presented with seven options. It is noteworthy to observe that there is a range of wine consumption habits among the respondents. Only a small percentage, 0.5%, reported consuming wine several times a day, suggesting a relatively rare occurrence. A slightly higher proportion, 6.3%, indicated a daily wine consumption habit, implying a more regular indulgence. Once a week, wine consumption becomes more prevalent, with 26.5% of respondents reporting this frequency. Similarly, 16.2% of participants revealed consuming wine several times in a month, demonstrating a moderate level of wine consumption. 11.8% of respondents stated that they drink wine once a month, indicating a less frequent engagement with wine consumption. A significant proportion, 32.8%, claimed to consume wine less often, suggesting occasional or infrequent enjoyment (Figure 5).



Figure 5. Tourists wine consumption habits.

Lastly, a small percentage of 5.8% reported never drinking wine, indicating a preference for other beverages or a lack of interest in wine consumption. Overall, these findings demonstrate a diverse range of wine consumption patterns among the surveyed individuals, with varying degrees of frequency and preference.

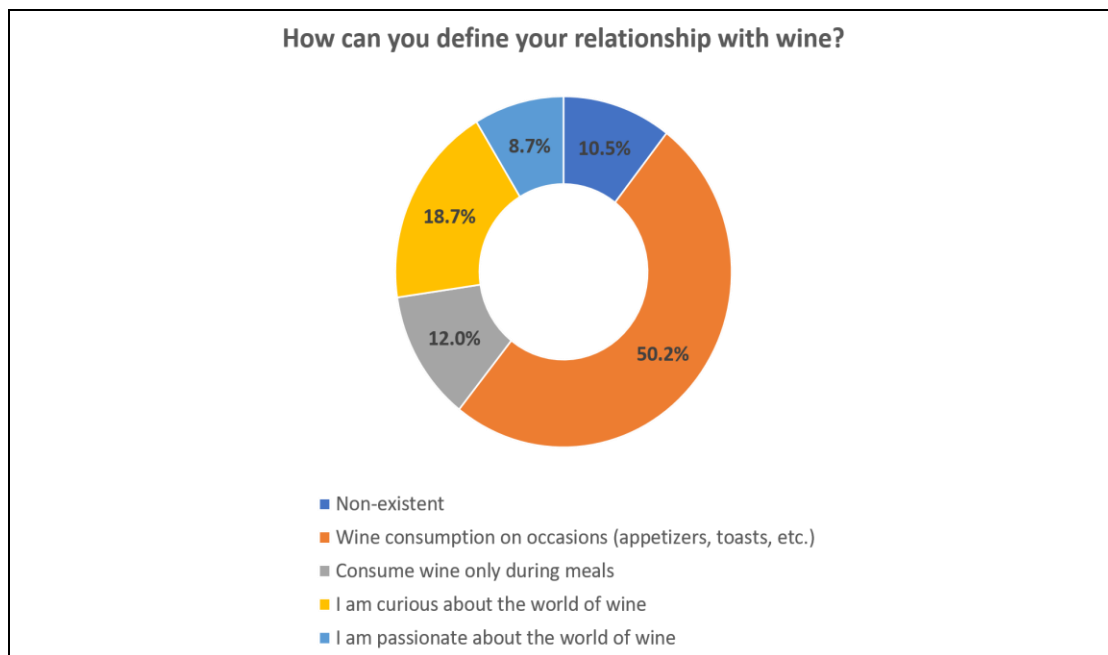


Figure 6. Tourists' behavior in which relates the consumption of wine.

The respondents' perspectives and attitudes towards wine can be summarized as follows: 10.5% (63 individuals) indicated no relationship with wine, suggesting little to no consumption or interest in it. The most common response, chosen by 50.2% (301 individuals), revealed that wine is associated with specific occasions like appetizers and toasts, indicating it is primarily reserved for special events and social gatherings; 12.0% (72 individuals) reported consuming wine exclusively during meals, viewing it as a complementary beverage to enjoy alongside food; 18.7% (112 individuals) expressed curiosity about the world of wine, showcasing an interest in learning more and expanding their knowledge and appreciation; 8.7% (52 individuals) demonstrated a passionate attachment to the world of wine, actively pursuing knowledge and participating in wine-related activities such as tastings or collecting (Figure 6).

These findings highlight a diverse range of relationships with wine, spanning from disinterest and occasional consumption to wine as a mealtime accompaniment, curiosity, and passionate engagement. It underscores the variety of perspectives and levels of involvement individuals have with wine in their lives.

The frequency of winery visitation for tourism or holidays represents a spectrum of engagement. The data reveals diverse patterns among the respondents: 47.3% (284 individuals) have not visited wineries, indicating a lack of opportunity or interest; 34.7% (208 individuals) visit wineries once a year, suggesting a moderate level of engagement and potentially incorporating winery visits into their vacation plans; 14.8% (89 individuals) visit wineries more than once a year, demonstrating a higher level of interest and enthusiasm; 1.5% (9 individuals) visit wineries once a month, indicating a more frequent involvement, potentially driven by passion for wine or local wine regions (Figure 7). Only 1.7% (10 individuals) visit wineries several times a month, showcasing a high level of dedication and likely including wine enthusiasts, professionals, or those in close proximity to wine regions. Overall, the data showcases a range of winery visitation frequencies, reflecting diverse preferences and interests among respondents in the context of winery tourism and holiday experiences.

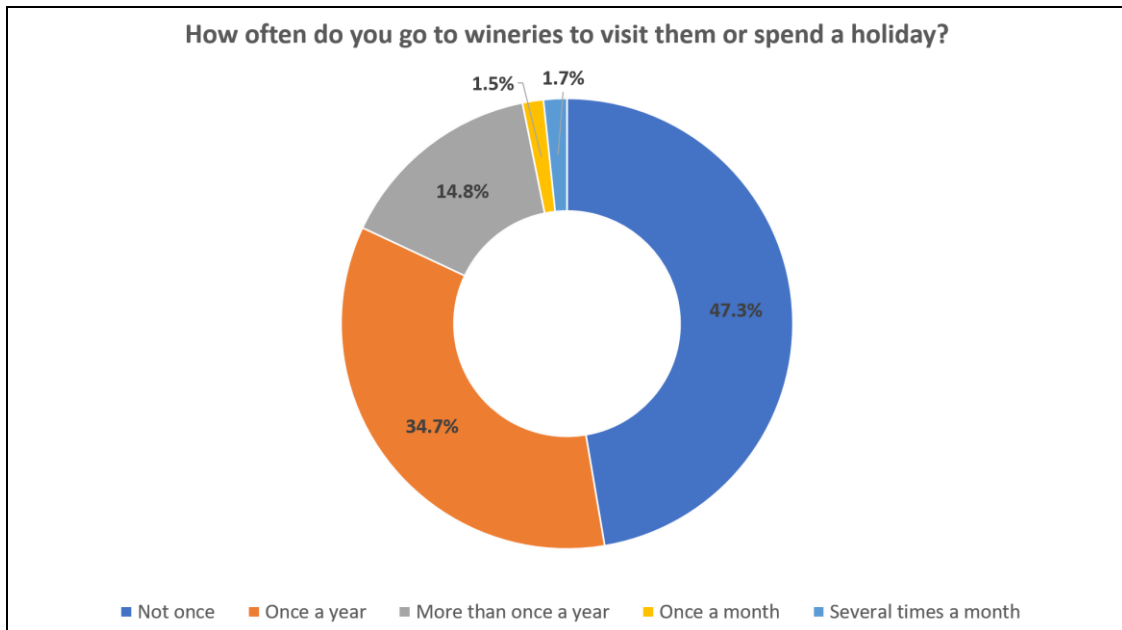


Figure 7. Tourists' preferences in which relates their visit in a winery.

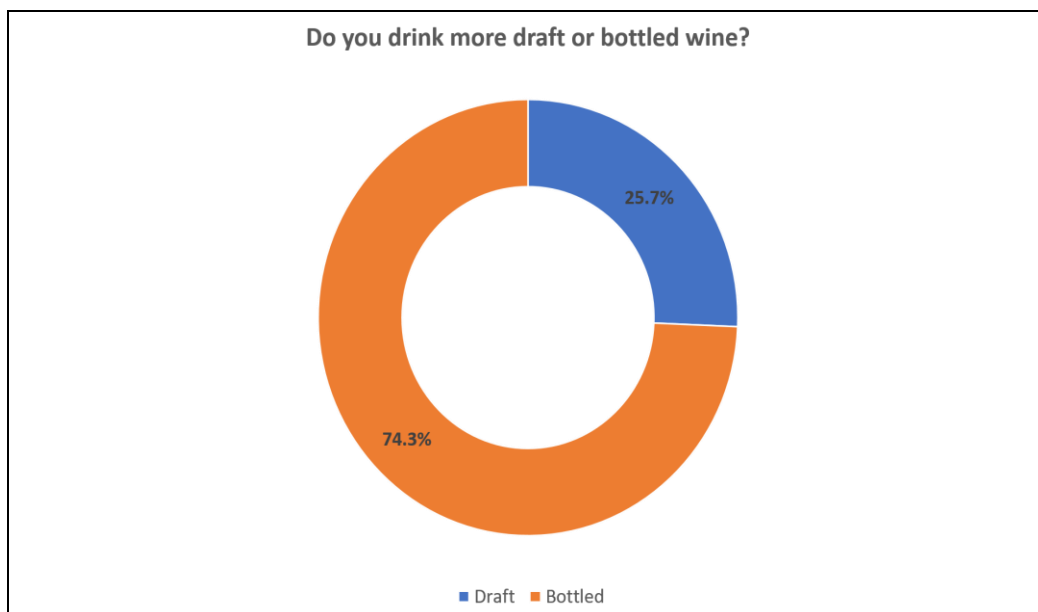


Figure 8. Tourists' preferences in which relates the consumption of draft or bottled wine.

In response to the question regarding the preference for draft or bottled wine, the data reveals a clear inclination towards bottled wine among the respondents. Approximately 74.3% of participants indicated a preference for bottled wine, with 446 individuals selecting this option (Figure 8). This suggests

a predominant preference for wines that come in bottled form, which could be attributed to factors such as perceived quality, convenience, or personal taste preferences. On the other hand, a smaller proportion of respondents, 25.7% (154 individuals), expressed a preference for draft wine. This indicates a comparatively lesser preference for wines served on tap, which could be due to various reasons such as limited availability, perceived freshness, or specific cultural or regional preferences. Overall, the majority of respondents favor bottled wine over draft wine, highlighting a notable preference for wines packaged in bottles.

Question number 7 delves into the typical arrangements individuals make when visiting a wine area. The data sheds light on the various preferences and practices among the respondents: a majority, 70.5% (423 individuals), indicated that they always return home during the day after visiting the wine area. This suggests a preference for day trips, where individuals reside elsewhere and commute to the wine region for the visit, allowing them to return home by the end of the day; 10.7% (64 individuals) reported making advance reservations for on-site accommodation (Figure 9). This implies a proactive approach to securing accommodation within the wine area, ensuring a convenient and immersive experience. 8.2% (49 individuals) expressed their intention to seek on-site accommodation but hadn't made reservations yet. This group demonstrates a desire to stay within the wine area but may be more flexible in their arrangements or still exploring options. Merely 1.8% (11 individuals) stated that they always stay overnight in the wine area. This suggests a preference for fully immersing themselves in the wine region, allowing for more extensive exploration and potentially experiencing the local hospitality.

8.8% (53 individuals) chose the option "all of the above options apply to me." This indicates a diverse range of arrangements depending on the specific visit, with some individuals opting for day trips, while others choose to stay overnight or book accommodations as needed. Overall, the data reveals a variety of approaches when it comes to arranging accommodations during visits to wine areas, ranging from day trips to on-site stays. These findings highlight the diverse preferences and flexibility individuals have in tailoring their arrangements to suit their specific needs and interests.

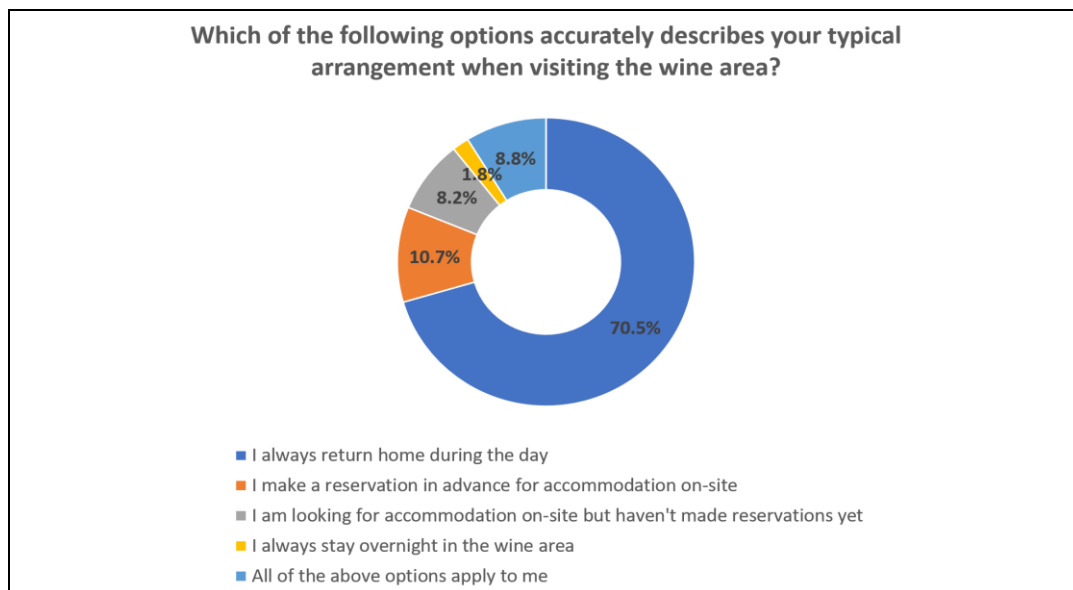


Figure 9. Typical arrangements tourists make when visiting a wine area.

Question number 8 explores the travel patterns of individuals when it comes to visiting cellars/wineries. The answers offer insights into the primary focus of their viticultural explorations: The majority, 85.8% (515 individuals), reported primarily visiting cellars/wineries in their country of residence (Figure 10). This indicates a preference for exploring and experiencing the offerings of their local wine regions, suggesting a strong connection and interest in the wines produced within their own country. A significant proportion, 14.2% (85 individuals), expressed that they frequently travel to other countries specifically for viticultural reasons. This group demonstrates a higher level of enthusiasm and curiosity, actively seeking out wine-related experiences and opportunities in different countries, showcasing a desire to explore the viticultural offerings beyond their own national borders. The data showcases a clear inclination towards visiting cellars/wineries in one's own country of residence, with a

smaller yet significant portion of respondents actively engaging in wine-related travel abroad. This highlights the diverse travel preferences and interests of individuals when it comes to viticultural experiences, ranging from local explorations to international wine journeys.

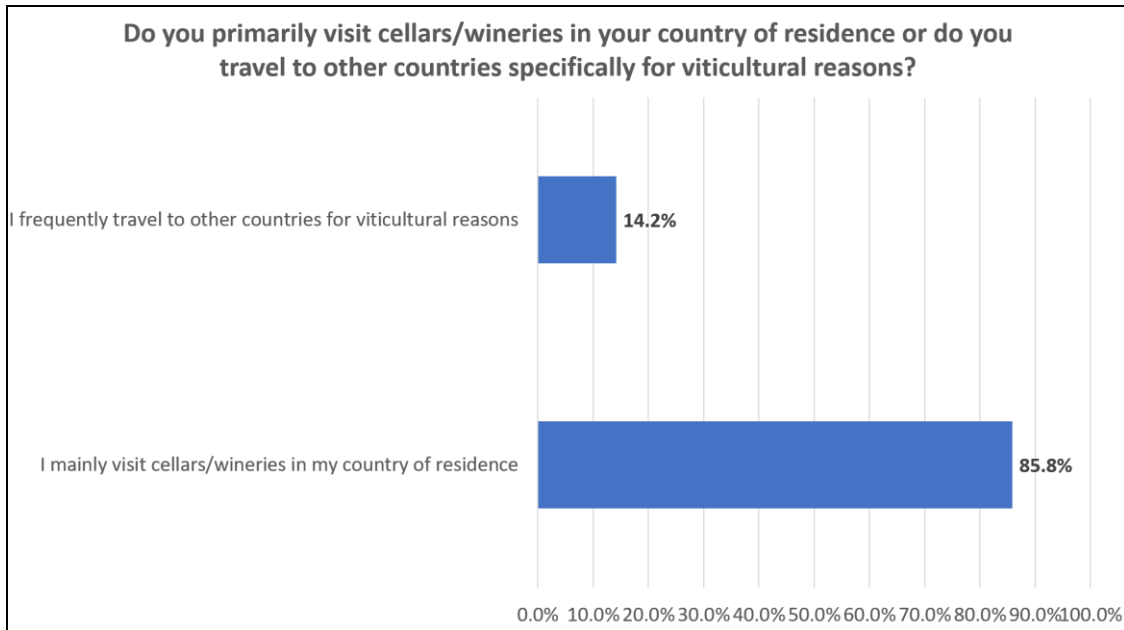


Figure 10. Tourists motivation to visit wineries in their country of residence versus other ones.

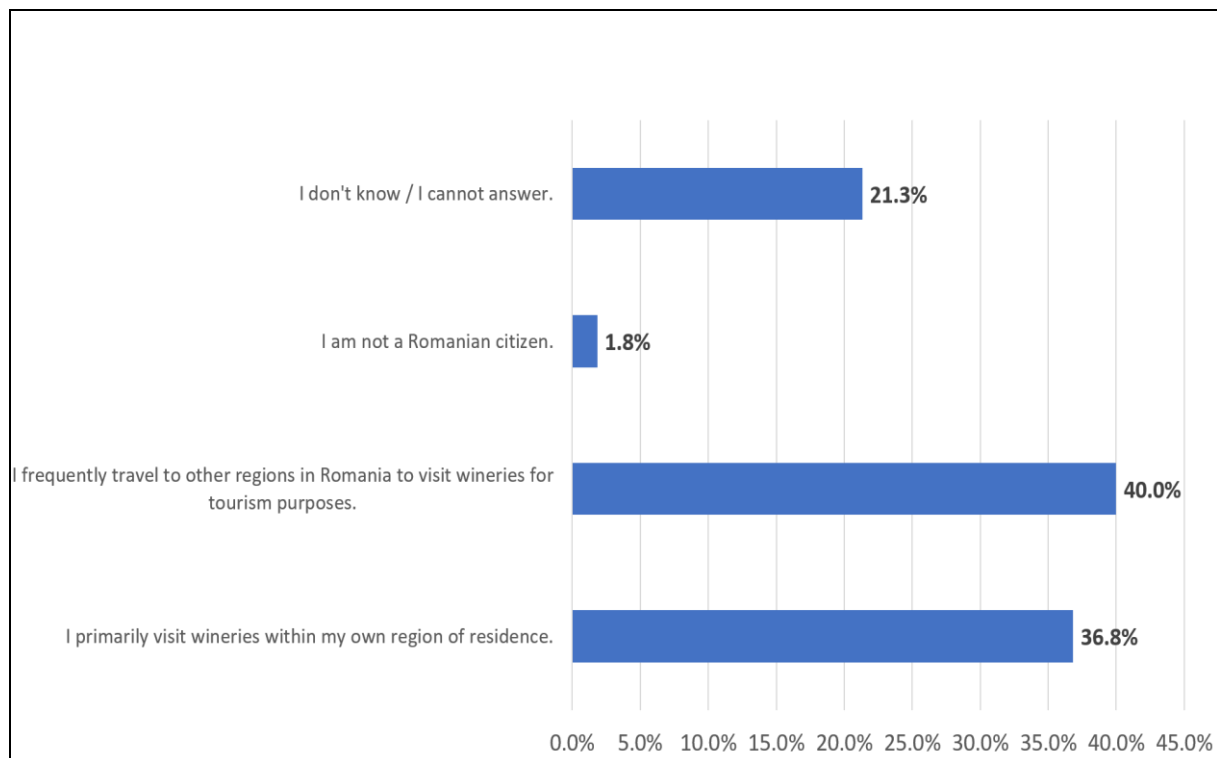


Figure 11. Tourists' preference in which relates the region they visit.

Question number 9 delves into the preferences of Romanian citizens when it comes to visiting wineries within their own region of residence or exploring wineries in other regions for tourism purposes. The data offers insights into the respondents' tendencies: 36.8% (221 individuals) indicated that they primarily visit wineries within their own region of residence (Figure 11). This suggests a preference for exploring and experiencing the wineries located closer to their home, potentially driven by convenience, familiarity, or a desire to support local wine producers; 40.0% (240 individuals) reported frequently traveling to other regions in Romania to visit wineries for tourism purposes. This group showcases a

higher level of enthusiasm for wine tourism, actively seeking out different wine regions within Romania to explore and discover the diverse offerings of the country. A small percentage, 1.8% (11 individuals), mentioned not being Romanian citizens. This indicates that they may not have the same regional preferences as Romanian citizens when it comes to winery visitation: 21.3% (128 individuals) responded with "I don't know" or "I cannot answer," suggesting a lack of knowledge or uncertainty regarding their preferences for visiting wineries within their own region or other regions in Romania. Overall, the data reveals a relatively balanced distribution between those who primarily visit wineries within their region of residence and those who actively travel to other regions in Romania for wine tourism. This highlights the diverse preferences and interests of respondents when it comes to exploring wineries within Romania, with a significant portion demonstrating a willingness to travel for wine-related experiences.

Question number 10 explores the perceptions of respondents regarding the most attractive wine regions in Romania for wine tourism. The data reveals the following preferences among the respondents: The Dealu Mare vineyard garnered the highest preference, with 31.3% of respondents choosing it as the most attractive wine region for tourism (Figure 10). This region's reputation for producing high-quality wines and its proximity to major cities could contribute to its popularity. 24.3% of respondents considered the wine-growing region of the Moldavian Hills to be the most attractive for wine tourism. This region likely captures their attention due to its specific terroir, wine varieties, or cultural and historical significance. 8.5% of respondents favored the wine-growing region of the Transylvanian plateau. This region's unique characteristics, such as its elevation and climate, may contribute to its appeal for wine tourism. Other wine-growing regions, including the Banat Hills, Crișana and Maramureș, and the Danube terraces, received lower percentages of preference, ranging from 1.5% to 10.5%. These regions may have distinct qualities that appeal to specific respondents, such as unique grape varieties or scenic landscapes.

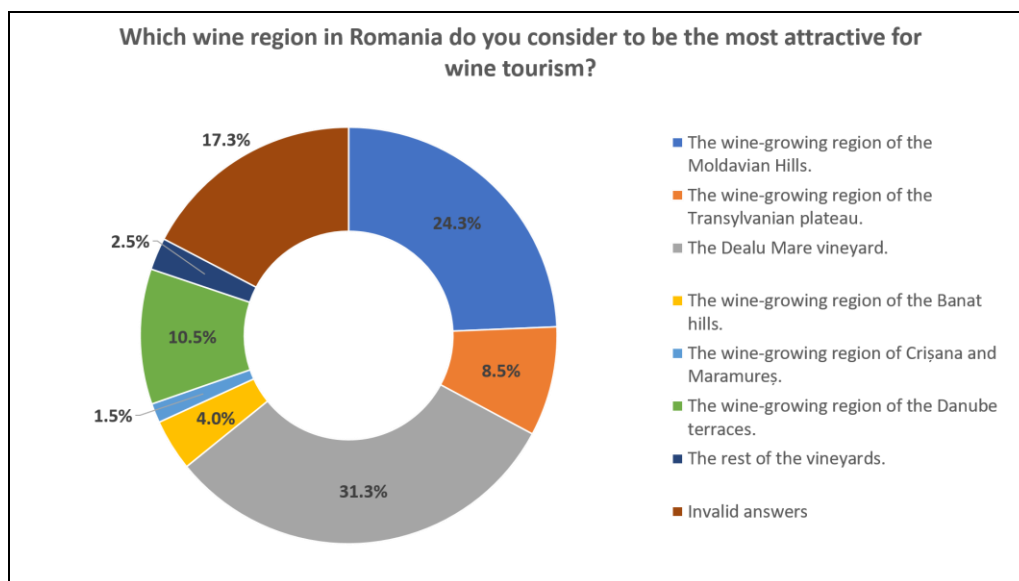


Figure 12. Tourists' preferences regarding their visit in different wine regions of Romania.

A small percentage, 2.5% expressed a preference for "the rest of the vineyards," indicating an appreciation for wine regions outside of the listed options (Figure 12); 17.3% of the responses were deemed invalid, possibly indicating confusion or uncertainty regarding the most attractive wine region for wine tourism. The data highlights a range of preferences among respondents for different wine regions in Romania, with the Dealu Mare vineyard, the Moldavian Hills, and the Transylvanian plateau standing out as popular choices. These preferences may be influenced by factors such as reputation, wine quality, accessibility, and personal experiences.

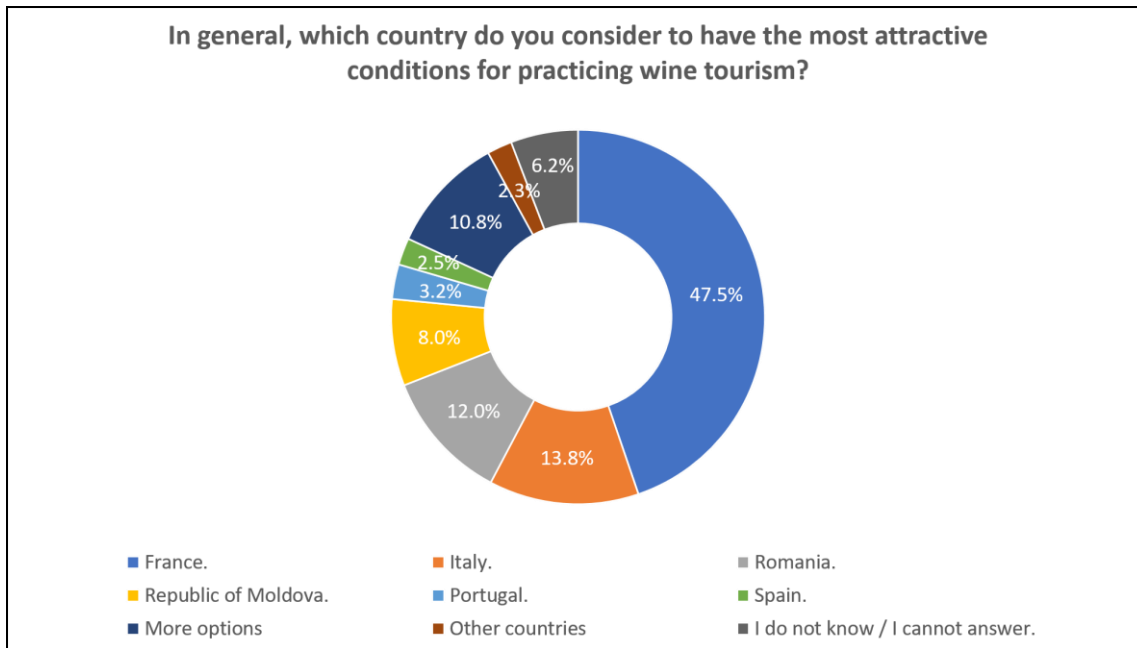


Figure 13. Tourists perception about wine tourism potential of some European countries.

Question number 11 explores the respondents' perceptions regarding the country with the most attractive conditions for practicing wine tourism. The data provided reveals the following preferences: the majority 47.5% of respondents considered France to have the most attractive conditions for wine tourism (Figure 13). France's renowned wine regions, rich history, diverse terroirs, and established wine tourism infrastructure likely contribute to its strong association with wine tourism. Italy garnered 13.8% of the preferences, highlighting its allure as a wine tourism destination, and its diverse wine regions, cultural heritage and culinary traditions make it an appealing choice for wine enthusiasts. 12.0% of respondents indicated Romania as the country with the most attractive conditions for wine tourism. This suggests a recognition of the potential and appeal of Romania's wine regions, which offer unique grape varieties, scenic landscapes and a growing wine tourism industry. The Republic of Moldova received 8.0% of the preferences, showcasing the recognition of its wine tourism potential and its reputation as an emerging wine destination. Portugal and Spain garnered 3.2% and 2.5% of the preferences, respectively, reflecting their standing as established wine countries with captivating wine regions; 10.8% of respondents expressed a desire for more options, indicating the presence of additional countries they consider attractive for wine tourism. A small percentage, 2.3%, selected "other countries," suggesting the presence of alternative wine tourism destinations that were not listed in the options. 6.2% of respondents responded with "I do not know" or "I cannot answer," possibly indicating a lack of knowledge or uncertainty regarding the most attractive country for wine tourism. The data highlights the strong association of France with wine tourism, while also recognizing the appeal of other countries such as Italy and Romania. It reflects also the diverse preferences and perceptions of respondents regarding countries with attractive conditions for wine tourism, taking into account factors such as wine regions, heritage, infrastructure, and personal experiences.

The paper has limitations in which relates the study area, giving the fact that only one wine region has been analysed and the other on the application of the questionnaire, as this was applied only for a limited number of participants.

6. CONCLUSIONS

Dealu Mare region has a great potential in which relates the agriculture and the wine tourism mixed, but also a viable solution for local and regional sustainable development. Tourists present their preferences regarding the wine tourism regions of Romania, particularly on the Dealu Mare region which has tourism assets to attract more tourists from our country and abroad. The results emphasize the tourists' behavior on practicing wine tourism as an overall experience and especially in some regions of Romania. During the last years, wine tourism represented a niche tourism that developed in an increased

manner in our country and became an opportunity for the agrotourism to be distinguished as an attractive type of tourism form. Despite of the wine tourism potential that Dealu mare region has, other specific products from agrotourism such as meat, milk, cheese, honey are local products that tourists taste and experience during their visit in Pravova county.

The development of agrotourism in this area represents a great benefit for the local community due to the fact that it might brings new chances to increase the citizenship quality of life, by increasing business competitiveness, preserving the cultural heritage and the natural environment.

The results of the paper reveals that wine tourist consumption habits emphasize their preferences in terms of draft or bottled wine, whether they visit frequently a winery or not, typical arrangements that tourists make when visiting a wine area, tourists' preferences regarding their visit in different wine regions of Romania and tourists motivation to visit wineries in their country of residence versus other ones. However, they present interest in the wine tourism form developed in other European countries except Romania, but also on the ones of Romania as Banat, Crisana, Transylvania, Muntenia.

Overall, Dealu Mare wine region situated on the Southern Subcarpathian Hills offer a great natural and cultural tourism heritage by the presence of 8 representative wine centers (Dealu Mare – Boldesti, Dealu Mare - Valea Calugareasca, Dealu Mare – Urlati, Dealu Mare – Ceptura, Dealu Mare – Tohani, Dealu Mare – Breaza, Dealu Mare – Meri and Dealu Mare – Zoresti). There are also some tourist attractions in the area such as „The Wine Cellar 1777” Museum, „Bellu Mansion” Museum, Sculpture camp of Naeni, The Stone church and the The Small Mud Volcanoes and also accommodation as Jardine Hills and Dacilor Farm. Dealu Mare region benefit from strong positive assets in which relates the climate conditions that foster touristic activities, the proximity of large urban centers Bucharest, Brașov, Ploiești, Buzău, Galați or Brăila), adventures on the cycling route from Dealu Mare (Nedelcu et al., 2018).

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