



DUNICOP

Deepening UNiversity Cooperation Osijek-Pécs

ASPECTS OF LOCAL AND REGIONAL DEVELOPMENT

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Wine roads without borders

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Project is co-financed by European Union



- EU single market, regional unity, better recognition of Osijek-Baranja County in Croatia and Baranya counties in Hungary
- Croatian and Hungarian connecting the "green and blue"
- **WINE ROUTES WITHOUT BORDERS**





- map of Baranya / Baranja region -



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- WHITE, RED, ROSE, DRY, SWEET, DESSERT ...
- Wine – the most noble and healthy of all drinks, a bond of generous nature and hard labour, as old as the history itself
- While monitoring viti- and viniculture, the County has been proclaiming tourist-wine roads since 2009.





- Tourist-wine road
- Kneževi Vinogradi-Kotlina-Kamenac, Zmajevac and Tourist-wine road Suza in the municipality of Kneževi Vinogradi, Tourist-wine road of North Baranja, Tourist-wine road Martinovo Brdo and Tourist-wine road Vinska cesta Batina in the municipality of Draž, Tourist-wine road Zlatno brdo in the municipality of Popovac, Tourist-wine road Sveti Martin in the City of Beli Manastir, Tourist-wine road Erdut in the municipality of Erdut, Tourist-wine road Mandićevac in the municipality of Drenje, Tourist-wine road Zlatarevac in the municipality of Trnava and Tourist-wine road Frankovka in the municipality of Feričanci.





- The wine route concept
- The concept of a bounded space is vital to the idea of a wine route since it defines, for its wine-producing members, an identity that proclaims unique attributes for their wines and cultural heritage.
- As a defining framework for this study, a wine route is defined as basically a tourist route that connects several wine estates (Baranja in Croatia and Hungary), and wineries in a given area (German: 'weinstrasse').





- One of these factors is the proximity of a destination to the generating region. In considering the question of proximity, the following factors may be taken into account:
- Geographical distance between the generating region and the tourist destination
- Travel time needed to cover the geographical distance
- Amount of money required by the tourist to cover the geographical distance
- Cognitive distance between the generating region and the destination.





SWOT ANALYSIS OF THE WINE SECTOR



Strength	Weaknesses
<ul style="list-style-type: none"> -significant local wine market and consumption through tourism -a rich offer of authentic wine sorts -Possible offer of wine through rural tourism and wine routes -experience and tradition of grape and wine production 	<ul style="list-style-type: none"> -a large number of small manufacturers which are not well technologically equipped -usage of dated production technology -weak education of manufacturers -high wine prices on the market
Opportunities	Threats
<ul style="list-style-type: none"> -to modernize the current winery capacities -to empower small manufacturers -to increase competitiveness of wine production -decreasing the costs of production by modernizing the wineries -decreasing the price of wine on the market -increasing employment 	<ul style="list-style-type: none"> -creating large wine supplies -an increase in the import of cheap wine of the same quality compared with wine export -the wines are not cost-competitive on the international market -a large number of small manufactures that can't compete with large manufacturers on the market because of the high production costs



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- The age of vineyards, the fragmentation of the area and the number of wine sorts are the features of Croatian vineyards and wine making
- Modernizing the technology of wine production, the cost of the manufacture would decrease, as well as the prices of wine on the market, which would attract more visitors to family businesses, and contribute to an increase in rural tourism in the Republic of Croatia.





THANK YOU FOR YOUR ATTENTION!

It is up to you now to try it because – the truth is
in wine. “In vino veritas”



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