

Wine – a Road That Connects the Counties of the South-Muntenia Development Region, Romania

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Abstract. *Wine is not just a drink that people consume on the occasion of holidays or important events in their lives, but it is truly a resource that generates income and, certainly, tourists. To the extent that there is a specific material basis for tourism, tourist attractions and wine-growing resources, wine roads can be created. So far, it has not been proposed a wine road that would pass through all the counties in the South-Muntenia Development Region, given that in each county there is at least one wine-growing center. The purpose of this study is to inventory the tourist resources (areas cultivated with vines of fruit, tourist attractions in wine centers, accommodation units in wine centers) of the South-Muntenia Development Region, in order to propose a “South-Muntenian Wine Road”. Thus, the areas cultivated with vines of fruit tend to decrease at the level of the South-Muntenia Development Region, and the “South-Muntenian wine road” could total approximately 876 kilometers. The development and promotion of a wine road that includes tourist objectives from all counties in the South-Muntenia Development Region could be the best opportunity for the creation of collaborations between counties, so that the attractiveness of the area increases. Thus, with the development of the wine road at regional level, new food units and new accommodation units will appear, which represent sources of generating new jobs. In essence, the viticultural resources, more precisely the vines of fruit and the tourist objectives from the South-Muntenia Development Region are suitable for the practice of wine tourism.*

Keywords: fruit vine, wine tourism, South-Muntenian wine road, South-Muntenia Development Region, Romania.

Introduction

By the nature of its activities, tourism also generates advantages for certain related fields, not only for tourism service providers. The elements of attractiveness have a special importance in the development of tourist activities. In the present case, the elements of attractiveness studied are vines of fruit, tourist attractions and accommodation units, and the link between these elements is the wine.

Wine is a product with a long history and should not be seen as just a drink as producers believe that the motivation for wine consumption should be influenced by cultural, traditional and

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civilization aspects (Epuran et al. 2018). Thus, based on these considerations it can be admitted that wine can be a component part of the tourist product, having the ability to highlight the socio-cultural characteristics of a nation. Regarding the wine tourism product, Mitchell and Hall (2006) consider that its main elements are vineyards and wineries, but which are supported by other local or regional tourist attraction. In this sens, the South-Muntenia Development Region of Romania has tourist attractions that could support the capitalization of the wine tourism product, such as the Carpathian Mountains, the Danube river or various anthropic attractions. Moreover, the vine of fruit, tourist attractions and accommodation units in the wine regions can be capitalized by setting up wine roads. This study started from the fact that so far no wine road has been built for the South-Muntenia Deveopment Region. Also, to achieve the purpose of this study, we started from the premise that to practice wine tourism, two conditions are essential:

1. existence of viticultural resources, more precisely of areas cultivated with vines of fruit and
2. existence of tourist attractions and accommodation units in the wine centers.

Literature review

Wine tourism

Wine is a drink with a long history and many connotations. According to Anderson et al. (2003) the first vineyards that aimed to produce wine appeared in the southern Black Sea and southern Caspian Sea at least 6000 years ago. Thus, from antiquity to the present, many generations have enjoyed this wonderful liqueur. Originally, the word wine means “desire or love” (Duțu, 2014). Since ancient times, the status of wine has been different from the status of other beverages, because wine was considered an important binder in the human-divinity relationship (Duțu, 2014). The religious connotation of wine is still present among Christian people, the wine being considered the blood of Jesus Christ. Another connotation of wine, very debated, is about the benefits of wine consumption. Most experts recommend moderate consumption of this drink and show that moderation in consumption brings benefits in the fight against heart disease (Chistol et al. 2019). Obviously, consumption in large quantities, as in the case of any alcoholic beverage, leads to the appearance of various diseases on the human body. Overall, it is interesting that wine can be viewed religiously and scientifically.

Geographically, it can be assumed that the wine comes from two worlds, in the sense that there are countries with a long tradition in terms of vine cultivation and wine production, including France, Italy, Spain, Portugal, Greece, Bulgaria, Hungary and Romania, which Anderson et al. (2003) call the “Old World of Wine” and there are countries with a less long tradition of vine cultivation and wine production, including Argentina, Chile, South Africa, New Zealand and the United States, which Anderson et al. (2003) call the “New World of Wine”. In Romania, the occupation of wine production is a legacy from the Dacians. There is numerous evidence, tools and inscriptions, according to which the Dacians cultivated vines near the settlements (Regep & Tutilă, 2010). According to Petrică (2018), the history of wine in Romania is at least 6000 years old. Currently, in Romania, most wine producers do not have legal personality (Petrică, 2018), although the areas cultivated with vines are significant. This denotes the fact that Romanians cultivate vines for personal consumption and less to start a business whose object of activity is the production and marketing of wine. On the other hand, wine can also enter the sphere of action of tourism through what is called wine tourism.

Like any other form of tourism, wine tourism can become an important source of income for local communities, but is not a simple form of tourism. Wine tourism is more than just a form of tourism, because it can be seen as a type of behaviour of wine consumers, as a way of developing wine destinations, as a form of education for wineries and as a way for wineries to

sell the products (Getz & Brown, 2006). Wine tourism is a special form of tourism, because it has gastronomic and educational-cultural values (Colesnicova & Iașișin, 2014). The valences attributed to wine tourism are justified from all points of view, in the sense that wine is considered by many specialists as a food, especially since it is associated with various culinary preparations. In addition, due to its antiquity, wine is carried by tourists and tasters through different historical epochs.

Ramos et al. (2018) claim that wine tourism is an activity related to the heritage and culture of wine, aiming to provoke pleasant sensations in such a way that the tourist becomes an ambassador of the wine region he visited. In order to achieve this goal of wine tourism, the quality of wines is of particular importance. In developed countries with a long tradition of vine cultivation, such as France, wine tourism can be a viable alternative to urban tourism, especially if the safety of tourists is taken into account, knowing that, at least in France, there is a direct link proportional to wine tourism and terrorist attacks (Song et al. 2019). The name of this country is also related to the appearance of the first wine road, which means that the existence and delimitation of a tourist route within an area with viticultural potential and which also has tourist objectives, which tourists can visit (Colesnicova & Iașișin, 2014). Thus, it can be deduced that wine tourism is not only dependent on the existence of vineyards and wineries, but is also dependent on other tourist attractions. Thus, according to Festa et al. (2020) the most important role in the development of wine tourism is that of the territory, making the analogy with the hardware system that can include vineyards and wineries and the software system that can include tourist services and utilities. Moreover, wine destinations are characterized by several cultural and natural elements, which related to the accessibility and the infrastructure of the destination/region and which Hall and Mitchell (2002) identify by the term tourist terroir. Accessibility and infrastructure of the destination are important factors in terms of visiting a particular destinations. Moreover, there are other factors that can generate and strengthen the motivation of tourists to practice wine tourism, including recommendations from friends, recommendations of travel agencies, the attractiveness of travel services and information found on the Internet (Torres et al. 2020). In other words, it is not enough to have vineyards, wineries and tourist attractions in a certain area with viticultural potential if there is no proper promotion. It should be noted that the promotion must be in line with the strengths of the area and the purpose of wine tourism, namely to highlight the wine production process and the traditions of the area (Colesnicova & Iașișin, 2014). Thus, the goal further strengthens the values attributed to wine tourism.

According to Olaru (2012), wine tourism involves: the visit of vineyards by consumers and wine's connoisseurs, with commercial or scientific purposes, visits in order to taste and understand the process of wine production and wine routes. Some studies have shown that tourists who have visited different wine regions, such as Spain, have higher education and income, being largely interested in learning about wines, having fun, consuming local dishes and drinks, tasting wines, relaxing and buying wine from the wineries they visit (Lopez-Guzman et al. 2014). Based on the reasons listed above, the cultural side of wine tourism is confirmed, because the main reason to visit a winery is to learn about wines. Also, given the tourist demand, Mitchell and Hall (2003) showed that wine tourism is influenced by seasonality to a large extent, tourist preferring the summer months to practice wine tourism. In fact, the motivation to visit an area with viticultural potential differs from one area to another and from one tourist to another. Alebaki et al. (2015) showed that, at least for a wine-growing area of Greece, the main reasons for wine tourism are related to the elimination of the daily routine, wine tasting and gaining knowledge about wines. American tourists who practice wine tourism are especially from the

millennial generation, most of them women, and among the reasons for practicing wine tourism are participating in activities that involve food and wine, participation in various and authentic activities (Garibaldi et al. 2017). In Hall's (1996) view, wine tasting and the characteristics of a wine-growing area are the main reasons why that area should be visited. According to another view, the reasons or factors underlying a tourist's motivation to visit a wine-growing area may be divided into internal factors, including wine tasting, notions about the wine production process, the desire of tourists to have fun, the desire of tourists to benefit from restaurants, and there might be also external factors including the appearance of wineries, professionalism of winery workers, tourist infrastructure and tourist information (Toncev et al. 2016). The diversity of the listed factors highlight the needs or expectations that tourists have when practicing wine tourism. Thus, wineries and their representatives must meet these expectations. If expectations are met by solutions, the benefits of wine tourism will not be long in coming. Hall et al. (in Kirkman et al. 2013) mentions that wine tourism involves a number of advantages such as: "increasing the interaction between tourists and the wine product and facilitating the tasting activity; increasing the notoriety of wine brands and facilitating the relationship between producer and consumer; it involves the elimination of intermediaries, which means a higher profit for the producer; stimulates creation of points of sale among wineries; through tastings it becomes an instant method of collecting feedback; allows the creation of databases with clients and the practice of direct marketing; facilitates the education of wine consumers and increases wine consumption". In other words, wine tourism brings advantages both wine producers and tourists and wine consumers, being a way of connecting the wine industry and the tourism industry.

The concept of Wine Road and vineyards of the South-Muntenia Development Region

Using wine as the main attraction and other categories of tourist attractions as secondary attractions began to shape the wine routes or roads. A wine road is not only represented by a road that connects two or more localities, but is also represented by local food, historical and cultural attractions, natural attractions, but also services offered to tourists (Darii & Sverdluc, 2010). In this sense, a road/wine route is in itself a tourist product. According to another view, the wine road is a form of organization of wine tourism and includes wineries and the possibility for tourists to visit wine museums, see different grape varieties and understand the characteristics of the wine area (Ungureanu, 2015). According to these visions, the wine road is more than just a visit to different wineries. More precisely, it represents an incursion of viticultural tourist objectives, general tourist objectives and tourist services of accommodation, food and leisure.

It is noteworthy that the wine routes have expanded in countries with a viticultural tradition, such as Italy. Also, in Italy, the importance of the existence of wine roads is recorded by tourist providers, because 84% of them consider that wine roads contribute to the good development of wine tourism, by residents on the territory of wine roads, because 64% of them consider wine roads contributes to the good development of wine tourism (Festa et al. 2020). There are states, such as North Carolina in the United States, where residents believe that wine roads have contributed to increased concern for the natural environment and cultural integrity, but have not contributed to increasing the quality of life (Xu et al. 2016). This indicates that wine tourism can have a different impact on local communities. The interest for the creation of wine roads for different regions of Romania, such as Dobrogea, was also shown by other authors (Popescu & Gruia, 2017), given that wine tourism generates benefits for stakeholders. In the South-Muntenia Development Region, Romania, there is a wine road in Prahova County, but there is no wine road that includes all the wine centers.

According to law 315/2004, Romania consists of eight development regions. One of the eight regions is the South-Muntenia Development Region, which is composed of the counties of Argeş, Călăraşi, Dâmboviţa, Giurgiu, Ialomiţa, Prahova and Teleorman (Parliament of Romania, 2004). According to the methodological norms for the application of law 164/2015, the wine region is a large area that is distinguished based on the following considerations: geographical position, ecological conditions, varieties of grapes, the technologies used, the level of production and the quality of the products obtained (Government of Romania, 2016). According to the order of the Minister of Agriculture, number 1205/2018, the South-Muntenia Development Region has several vineyards and wine centers included in wine regions and are presented in Table 1.

Table 1. Vineyards and wine centers in the South-Muntenia Development Region

County	The wine region	Vineyard	The wine center
Prahova	The hills of Muntenia and Oltenia	Dealul Mare	Boldeşti
			Valea Călugărească
			Urlati-Ceptura
			Tohani
			Cricov
Arges	The hills of Muntenia and Oltenia	Dealul Mare	Costeşti
		Ştefăneşti	Ştefăneşti
			Topoloveni
Dambovita	The hills of Muntenia and Oltenia	Bucşani Valea Voievozilor	
		Ştefăneşti	Valea Mare
Giurgiu	The routes of the Danube	Greaca	Greaca
		Giurgiu	
Teleorman	The routes of the Danube	Zimnicea	
	Sands and other favorable lands in the South of the country	Furculeşti Mavrodin Alexandria	
Ialomiţa	The routes of the Danube	Feteşti	
	Sands and other favorable lands in the South of the country	Urziceni Suditi	
Calarasi	Sands and other favorable lands in the South of the country	Ulmu	

Source: Adapted according to order no. 1205/2018 (<https://www.onvpv.ro/sites/default/files/ordinul-1205-2018-m-of-527-din-27-iun-2018.pdf>, Accessed on 5 March, 2021).

Based on Table 1, it is found that on the territory of the South-Muntenia Development Region there are 3 wine regions, 3 vineyards and 21 wine centers. In this sense, the region has viticultural resources that could be exploited through wine tourism.

Methodology

Through this study we aim to inventory the tourist resources in the South-Muntenia Development Region, more precisely the areas cultivated with vines on fruit, the tourist objectives in the wine centers, and the accommodation units, so as to propose a wine road for the analyzed region. Also, the following questions were developed for this purpose: 1. Are there tourist attractions in each wine center in the South-Muntenia Development Region? 2. Are there accommodation units in each wine center in South-Muntenia Development Region? 3. Is wine tourism promoted by local and county authorities in the South-Muntenia Development Region?. Thus, in order to achieve

the goal and to find the answers to the previous questions, the areas cultivated with vines on fruit were analyzed from a statistical point of view, the identification of the tourist objectives was made by consulting the websites of the County Councils and the websites of the mayoralties to which the wine centers belong, and the statistical data on the accommodation units in the analyzed region were taken from the website of the National Institute of Statistics (<http://statistici.insse.ro:8077/tempo-online/>). Also, the statistical data on the areas cultivated with vines on fruit were taken from the website of the National Institute of Statistics for the period 2000-2019.

Table 2. Viticultural resources in Romania, respectively the South-Muntenia Development Region

Years	Vine of fruit in Romania (hectares)	Average grape production in Romania (kilograms/hectare)	Vine of fruit in the South-Muntenia Development Region (hectares)	Average grape production in the South Muntenia Development Region (kilograms/hectare)
2000	247536	5233	44489	3954
2001	244431	4589	43619	3851
2002	242850	4434	42904	3255
2003	233316	4620	38403	3333
2004	205381	5991	27582	4818
2005	190606	2654	28662	1560
2006	190542	4788	29872	3930
2007	187629	4654	29356	3409
2008	183971	5360	29499	4770
2009	184439	5369	29429	4317
2010	176991	4182	27449	3116
2011	176616	4980	27858	3856
2012	178654	4178	28208	3430
2013	178378	5559	29341	5021
2014	176675	4436	28607	3446
2015	178118	4484	28373	3630
2016	178151	4136	27376	3099
2017	177255	6020	27326	5333
2018	177497	6447	27046	4755
2019	178230	5486	26199	3933

Source: National Institute of Statistics (<http://statistici.insse.ro:8077/tempo-online/>, Accessed on February 25, 2021).

For the statistical analysis of the areas cultivated with vines on fruit, statistical indicators of dynamics average indicators (Anghelache & Manole, 2012) and the average increase method (Anghelache et al. 2012) were used. More precisely, the evolution of the vine of fruit in the South-Muntenia Development Region was analyzed based on the average, the absolute change, average index, the average rhythm and the medium increase method. For some calculations the Excel calculation program was used.

Results and discussions

From a probabilistic point of view, based on the figures from the analyzed period (2000-2019), there is a 65% probability that the area of vine of fruit in Romania will decrease in the coming years and there is only a 35% chance that it will increase (Table 2). This could also lead to a decrease in the number of tourists visiting areas with tourist potential. Moreover, according to the figures from the analyzed period, there is a 45% probability that the average grape production per hectare in Romania will decrease in the coming years and there is a 55% chance that it will

increase (Table 2). This indicates the fact that Romanian viticulturists are more focused on production per hectare and less on cultivated areas. At the level of the South-Muntenia Development Region, according to the data from the analyzed period (2000-2019), there is a 55% chance that the area of vine of fruit will decrease in the next few years and a 45% chance that it will increase. There is also a 50% chance that the average grape production will decrease in the coming years and a 50% chance that it will increase (Table 2).

During the analyzed period, 2000-2019, the area of vines of fruit in the South-Muntenia Development Region, compared to the area of vines of fruit in Romania, registered small fluctuations ranging between 13% and 18%.

The statistical evolution of the area of vines per fruit at the level of the South-Muntenia Development Region is presented in Table 3.

Table 3. Evolution of vines of fruit in the South-Muntenia Development Region

Years	Area of vines by fruit in the South – Muntenia Development Region – x (hectares)	Absolute indicators		Relative indicators			
				Indices of dynamics		Rhythms%	
		Fixed base $x_n - x_1$	Chain base $x_n - (x_{n-1})$	Fixed base x_n / x_1	Chain base x_n / x_{n-1}	Fixed base	Chain base
2000	44489	0	0	1	0	0	0
2001	43619	-870	-870	0.98	0.98	-2	-2
2002	42904	-1585	-715	0.96	0.98	-4	-2
2003	38403	-6086	-4501	0.86	0.90	-14	-10
2004	27582	-16907	-10821	0.62	0.72	-38	-28
2005	28662	-15827	1080	0.64	1.04	-36	4
2006	29872	-14617	1210	0.67	1.04	-33	4
2007	29356	-15133	-516	0.66	0.98	-34	-2
2008	29499	-14990	143	0.66	1.00	-34	0
2009	29429	-15060	-70	0.66	1.00	-34	0
2010	27449	-17040	-1980	0.62	0.93	-38	-7
2011	27858	-16631	409	0.63	1.01	-37	1
2012	28208	-16281	350	0.63	1.01	-37	1
2013	29341	-15148	1133	0.66	1.04	-34	4
2014	28607	-15882	-734	0.64	0.97	-34	-3
2015	28373	-16116	-234	0.64	0.99	-36	-1
2016	27376	-17113	-997	0.62	0.96	-38	-4
2017	27326	-17163	-50	0.61	1.00	-39	0
2018	27046	-17443	-280	0.61	0.99	-39	-1
2019	26199	-18290	-847	0.59	0.97	-41	-3

Source: Authors' own research.

Based on Table 3, it is found that the largest decrease in the area cultivated with vines per fruit, in the analyzed period, is registered in 2019 compared to 2000, the decrease being about 18290 hectares. Thus, the area cultivated with vines per fruit decreased 0.59 times, which means a decrease of 41%. This can be based on a multitude of factors, starting with climate change and ending with the migration of young people to urban areas. Also, in the analyzed period, increases of the cultivated area with vines per fruit are identified, and the largest increase is registered in 2006 compared to 2005, the increase being by 1210 hectares. Thus, the area cultivated with vines increased 1.04 times, which means an increase of 4%.

The average indicators considered are: the average, the absolute change, the average index and the average rhythm.

The average of the data series is calculated using the following formula (Anghelache and Manole, 2012):

$$A = \frac{\sum x}{n}, \text{ where:}$$

A – average; $\sum x$ – the sum of hectares cultivated with vines per fruit in the period 2000–2019;
n – number of years

$$\text{So, } A = \frac{\sum x}{n} = \frac{621598}{20} = 31079.9 \text{ ha}$$

The absolute change is calculated using the following formula (Anghelache and Manole, 2012):

$$\Delta = \frac{x_n - x_1}{n-1}, \text{ where:}$$

Δ – absolute average change; x_n – the area of vines per fruit from 2019; x_1 – the area of vines per fruit since 2000

$$\text{So, } \Delta = \frac{x_n - x_1}{n-1} = \frac{26199 - 44489}{20-1} = \frac{-18290}{19} = -962.63 \text{ ha}$$

The average index is calculated using the following formula (Anghelache and Manole, 2012):

$$I = \sqrt[n-1]{\frac{x_n}{x_1}}$$

$$\text{So, } I = \sqrt[n-1]{\frac{x_n}{x_1}} = \sqrt[20-1]{\frac{26199}{44489}} = \sqrt[19]{\frac{26199}{44489}} = 0.9725$$

The average rhythm is calculated using the following formula (Anghelache and Manole, 2012):

$$R = (I-1) * 100$$

$$\text{So, } R = (I-1) * 100 = (0.9725-1) * 100 = -2.75 \%$$

Based on the above indicators, it is found that the area of vines per fruit, in the period analyzed in the South-Muntenia Development Region, decreased on average annually with 962.63 hectares per year, representing an average decrease of 2.75%, the decrease being 0.9725 times given that the average area each year is around 31079.9 hectares. Even if the average annual decrease is 2.5%, the effects will not be long in coming, in the sense that the production of grapes and wine will decrease. This decrease will not only affect the incomes of wine producers in the South-Muntenia Development Region, but also the incomes of people who worked as seasonal workers, in the sense that with the decrease of the area cultivated with vines could decrease the need for labor seasonal. Given these considerations, the forecast of the area under vines per fruit in the South-Muntenia Development Region for 2021 and 2022 is presented in Table 4. The forecast, more precisely the adjustment of the series, was made by using the medium increase method.

Table 4. Area of fruit vineyards in the South-Muntenia Development Region for the years 2021 and 2022

Years	Time (t)	Area of vines per fruit in the South-Muntenia Development Region – x (hectares)	Medium increase method $y_t = x_1 + \Delta (t - 1)$
2000	1	44489	$44489 + ((-962.63) * 1 - 1) = 44489$
2001	2	43619	$44489 + ((-962.63) * 2 - 1) = 43526.37$
2002	3	42904	$44489 + ((-962.63) * 3 - 1) = 42563.74$
2003	4	38403	$44489 + ((-962.63) * 4 - 1) = 41601.11$
2004	5	27582	$44489 + ((-962.63) * 5 - 1) = 40638.48$

Years	Time (t)	Area of vines per fruit in the South-Muntenia Development Region – x (hectares)	Medium increase method $y_t = x_1 + \Delta (t - 1)$
2005	6	28662	$44489 + ((-962.63) * 6 - 1) = 39675.85$
2006	7	29872	$44489 + ((-962.63) * 7 - 1) = 38707.28$
2007	8	29356	$44489 + ((-962.63) * 8 - 1) = 37750.59$
2008	9	29499	$44489 + ((-962.63) * 9 - 1) = 36787.96$
2009	10	29429	$44489 + ((-962.63) * 10 - 1) = 35825.33$
2010	11	27449	$44489 + ((-962.63) * 11 - 1) = 34862.7$
2011	12	27858	$44489 + ((-962.63) * 12 - 1) = 33900.07$
2012	13	28208	$44489 + ((-962.63) * 13 - 1) = 32937.44$
2013	14	29341	$44489 + ((-962.63) * 14 - 1) = 31974.81$
2014	15	28607	$44489 + ((-962.63) * 15 - 1) = 31012.18$
2015	16	28373	$44489 + ((-962.63) * 16 - 1) = 30049.55$
2016	17	27376	$44489 + ((-962.63) * 17 - 1) = 29086.92$
2017	18	27326	$44489 + ((-962.63) * 18 - 1) = 28124.29$
2018	19	27046	$44489 + ((-962.63) * 19 - 1) = 27161.66$
2019	20	26199	$44489 + ((-962.63) * 20 - 1) = 26199.03$
2021	22	–	$44489 + ((-962.63) * 22 - 1) = 24273.77$
2022	23	–	$44489 + ((-962.63) * 23 - 1) = 23311.14$

Source: Authors' own research.

The medium increase method highlighted the fact that the area cultivated with vines per fruit in the South-Muntenia Development Region is in a continuous decrease. This is also supported from a probabilistic point of view. In the context of wine tourism, the decrease in areas cultivated with vines can be a disadvantage, as tourists are interested in tasting activities, educational activities on wine production and as the areas cultivated with vines decrease, it will decrease the amount of wine. Usually, the quantity and rarity of a wine production give a higher value to the vineyard and its products.

A very important component for each region or tourist destination are the tourist attractions. Thus, the main tourist attractions within the wine centers in the South-Muntenia Development Region are presented in Table 5.

Table 5. The tourist attractions from the South-Muntenia Wine Centers

County	Wine center	Tourist attractions	Source
Arges	Costești	„Holy Prophet Elijah” Cathedral, Ethnographic Museum in Costesti	(Costești City Hall) https://primariacostestiag.ro/
	Ștefănești	Golești Museum of Viticulture and Fruit Growing; Goleșcu family Mansion; Goleșcu Winery from Viișoara, „Liviu Rebreanu” House from Valea-Mare Podgoria	(Ștefănești City Hall) https://www.stefanesti-arges.ro/obiective-turistice-si-monumente-istorice-in-stefanesti/
	Topoloveni	„St.Gheorghe's” Cathedral, Botârcani Winery, Mărășoii Winery, „Carpathians” International Folklore Festival	(National Center for Tourist Information and Promotion) http://orasultopoloveni.ro/topoloveni_resurse_turistice.html
Calarasi	Ulmu	The archeological site from Ulmu commune, The archeological site from	(Ministry of Culture) http://ran.cimec.ro/sel.asp (Agro Business)

County	Wine center	Tourist attractions	Source
		Căscioarele, Coconi Winery	https://www.agro-business.ro/cum-a-relansat-familia-neagu-vinul-de-coconi/2015/11/05/
Dâmbovită	Bucșani	–	–
	Valea Voievozilor	Gorgota Monastery from Răzvad commune	(Răzvad City Hall) http://comunarazvad.ro/comuna-razvad-2/turism/
	Valea Mare	„Izvorul Tămădurii” Cave Church	(Roturism) http://www.roturism-info.ro/orase/judetul-argh-es/obiective-turistice-valea-mare.html
Giurgiu	Greaca	Greaca winery/domain	(Greaca City Hall) https://www.primariagreaca.ro/turism
	Giurgiu	Heroes' Mausoleum, The Guard Camp	(Giurgiu City Hall) http://www.primariagiurgiu.ro/portal/giurgiu/primarie/portal.nsf/AllByUNID/3579322B19FB7B4042257995003E4180?OpenDocument (National Office for the Cult of Heroes) https://once.mapn.ro/pages/view/128
Ialomița	Fetești	Fetești Winery (Agrofam)	(Ialomița Agenda, 2015) https://www.agendaialomiteana.ro/actualitate/traditia-vinului-se-mai-respecta-doar-la-fetesti/
	Urziceni	Hagianoff Mansion in Manasia commune	(Roturism) http://www.roturism-info.ro/orase/judetul-ialomita/obiective-turistice-urziceni-ialomita.html
	Suditi	–	–
Prahova	Boldești	Seciu Winery, Bucov Zoo	(Prahova County Council) http://www.visitprahova.ro/
	Valea Călugărească	Matac Mansion and Crama Museum 1777 from Valea Călugărească	(Prahova County Council)
	Urlati-Ceptura	Ceptura Winery, Ceptura Monastery	(Prahova County Council)
	Cricov	Verbila Monastery, Jercălăi Monastery	(Prahova County Council)
	Tohani	Tohani Winery, Tohani Rock Botanical Reserve	(Prahova County Council)
Teleorman	Zimnicea	„Zarezan” vine and wine festival, Zimnicea Winery Center	(Infoteleorman, 2010) https://www.infoteleorman.ro/interagro-va-inaugura-centru-de-vinificatie/ (Zimnicea City Hall) https://orasulzimnicea.ro/evenimente/
	Furculești	–	–
	Mavrodin	–	–
	Alexandria	County History Museum, Lake Suhaia	(Teleorman County Council) http://www.cjteleorman.ro/

Source: Authors' own research.

Most of the tourist attractions in the South-Muntenia wine area are part of the category of anthropic tourist attractions, more precisely churches and monasteries, wineries, museums, memorial houses and various festivals. The answer to the first research question is that there are

wine centers that do not have tourist attractions. Also, there are wine centers that have tourist attractions, but their capitalization is not appropriate.

Following the consultation of the websites of the County Councils, it was discovered that only the Prahova County Council mentions about the wine tourism and promotes this form of tourism on the territory of the county. At the same time, information on the Ștefănești vineyard appears on the website of the Argeș County Council (Table 6). Also, on the website of the town hall of Ștefănești commune from Argeș county there is useful information regarding the Ștefănești vineyard, and on the website of Greaca town hall from Giurgiu county there is information about the winery within the Greaca Domain. The other town halls from the analyzed viticultural centers do not provide on the site information about the viticultural activity or about the viticultural tourism. Thus, the answer to the third research questions is that most County Council and most town halls in wine centers do not promote wine tourism.

Table 6. Promotion of tourism and wine tourism by the County Councils

County	Is there a section dedicated to tourism on the website?	Is wine tourism promoted on the website?	County Council website
Arges	Yes	Yes	https://www.cjarges.ro/en
Calarasi	Yes	No	https://www.calarasi.ro/
Dambovita	–	–	–
Giurgiu	No	No	http://www.cjgiurgiu.ro/
Ialomița	No	No	http://cjialomita.ro/
Prahova	Yes	Yes	https://www.cjph.ro/
Teleorman	Yes	No	http://www.cjteleorman.ro/

Source: Authors' own research.

However, this does not mean that at the local level, County Councils are not involved in tourism activities. Thus, according to the Romanian Ministry of Economy, Entrepreneurship and Tourism, several County Councils are involved in the development of cultural tourism routes. For example, the Dâmbovița County Council is involved in the development of the following cultural-tourist routes: "The route of Dâmbovița County secrets to the Bucegi Mountains, the route from the heart of Bucharest to the Bucegi Mountains, the route of the Wallachian princely and boyar courts and the Brâncoveanu Road Rute from Bucharest to Sâmbăta Sus and Făgăraș", and the Ialomița County Council is involved in the development of the following cultural-tourist routes: „Route of wooden churches in Romania; Historical, spa and cultural-tourist route; Route Medieval localities bordering the Borcea arm; The route castles, mansions and history in Ialomița and the Geto-Dacian Route from Piscul Crăsani” (Ministry of Economy, Entrepreneurship and Tourism, 2021). These routes are recognized by the Romanian Ministry of Economy, Entrepreneurship and Tourism. Some County Councils in the South-Muntenia Development Region admit that the tourist potential is weak or insufficiently exploited. In this sense, the local authorities can choose between the option of getting involved in the appropriate capitalization of the tourist potential, even if it is reduced, and the option of not getting involved in the capitalization of the tourism potential.

Another very important component for each region or tourist destination are the accommodation units. Thus, the distribution of accommodation units from the last five years within the wine centers in the South-Muntenia Development Region are presented in Figure 1.

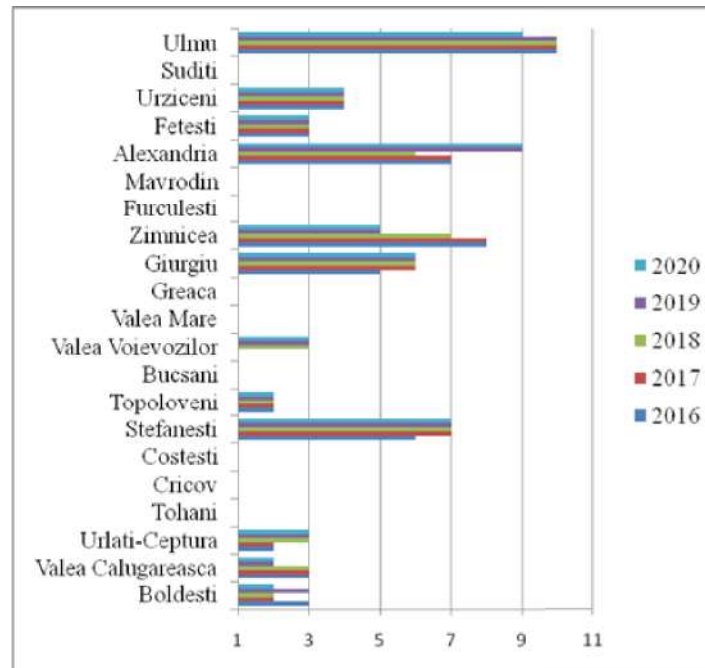


Figure 1. Accommodation units within wine centers

Source: Authors' own research.

It is observed that the number of accommodation units is quite small. Accommodation units are more numerous near cities and municipalities. The small number and lack of accommodation units in some wine centers is a disadvantage for wine tourism. The answer to the second research question is that there are no accommodation units in every wine center in the South-Muntenia Development Region. However, considering that the wine tourism presupposes both the existence of some viticultural resources (vines of fruit) and the existence of other tourist resources (tourist attractions), a map was elaborated (Figure 2).

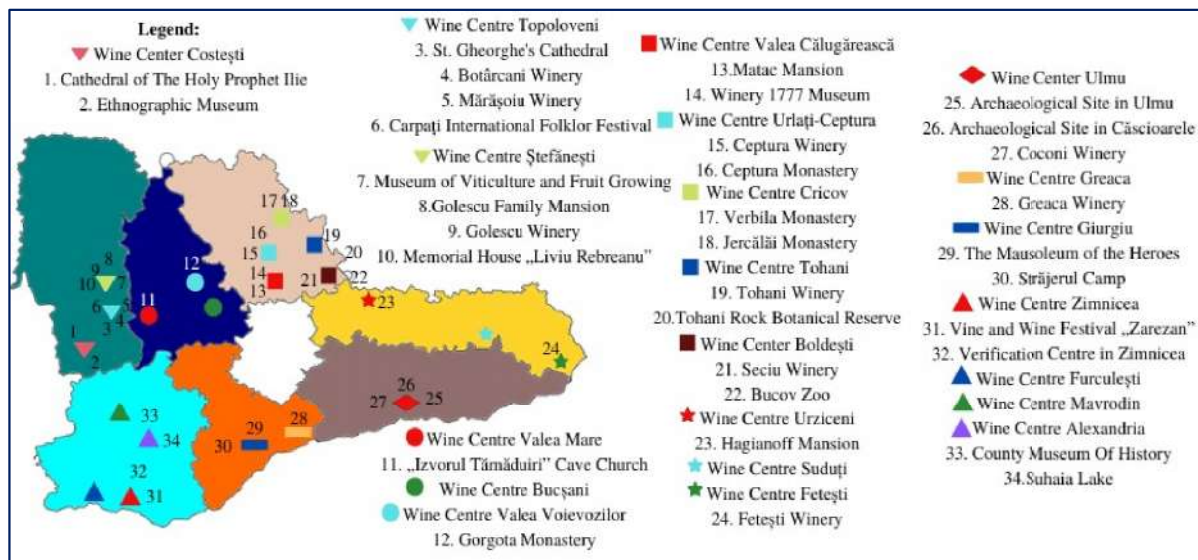


Figure 2. “South-Muntenian wine road”

Source: Authors' own research.

The counties from the South-Muntenia Development Region can be interconnected through the wine centers. Thus, we can propose the following wine route for the South-Muntenia Development Region: Costești – Topoloveni – Ștefănești – Valea Mare – Tohani – Boldești – Urziceni – Fetești – Ulmu – Greaca – Giurgiu – Zimnicea – Alexandria. By road, the length of the “South-Muntenian wine road” would be about 876 kilometers. Based on this wine route, partnerships can be created between counties, and wine tourism could become one of the main forms of tourism in the region.

The novelty of the study is given by the fact that the South-Muntenia Development Region was approached in terms of viticultural resources, in the sense that not a single vineyard in the development region was approached, but also by the fact that a wine route specific to this region was proposed.

Conclusion

Accommodation units, vineyards and natural and anthropic tourist attractions are indispensable elements for the practice and the development of wine tourism. This form of tourism is an important way of economic development of wine-growing areas. The viticultural potential of the South-Muntenia Development Region can be capitalized through wine tourism, provided that: the vineyard areas to be preserved; accommodation units to meet the needs of tourists, both quantitatively and qualitatively; tourist attractions to be promoted. The decrease of cultivated areas with vines and the small number of accommodation units in the South-Muntenia Development Region could be an obstacle in the development of wine tourism in the region. It was also found that there are no tourist attractions and accommodation units in every wine center in the South-Muntenia Development Region and that some local or county authorities do not promote wine tourism through their own websites.

The weak involvement of local authorities has led to insufficient capitalization from a tourist point of view of the wine centers in these vineyards, although some wine centers have tourist attractions that could be part of a possible tourist circuit, especially since the tourist attractions are diversified. We consider that the South-Muntenia Development Region has a tourist and viticultural potential, which is suitable for wine tourism, but which is poorly exploited. Thus, the „South-Muntenian wine road” was proposed with the hope that the local authorities will find the necessary resources for the development and promotion of wine tourism in the South-Muntenia Development Region and that by implementing and developing this wine road. Thus, new jobs will be created locally and regionally, local and regional gastronomy will be promoted, local crafts and traditions will be developed and promoted and, implicitly, the notoriety of local tourist attractions will increase.

The main limits of the study are related to the fact that wine cellars and possible wine tourism-specific activities that may exist in the region under review are not analysed, but these limits may be a starting point for future research.

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