

PRACE GEOGRAFICZNE

zeszyt 171, 2023, 83–100

doi: 10.4467/20833113PG.23.010.18110

Instytut Geografii i Gospodarki Przestrzennej UJ

Komisja Geograficzna, Polska Akademia Umiejętności

Wydawnictwo Uniwersytetu Jagiellońskiego

WINE TOURISM – A CHANCE FOR THE DEVELOPMENT OF RURAL REGIONS: A CASE STUDY FROM EASTERN POLAND

Renata Krukowska

Turystyka winiarska szansą na rozwój regionów wiejskich. Przykład z Polski wschodniej

Abstract: European wine tourism has long been carried out in the traditional wine areas of France, Portugal or Germany. In the countries of Central Europe, these traditions also occur, but they have a more local meaning. The article presents one of the wine regions in Eastern Poland – the Lesser Poland Gorge of the Vistula River, where the development of small wineries has been observed for several years. The article’s primary goal is to present vineyards in the Lesser Poland Gorge of the Vistula River concerning the possibilities of development of wine tourism and its impact on the region’s functioning. It seems that the concept of “terroir” can be used by local winemakers to identify the particularities of wines from vineyards. This can be an excellent contribution to the development of wine tourism, considering that nowadays, tourists search for authentic experiences. The production of local grape wine and its promotion may be the basis for rebuilding the region’s wine production tradition, as well as contributing to the region’s development.

Keywords: wine tourism, vineyards, terroir, Lesser Poland Gorge of the Vistula River, Eastern Poland

Zarys treści: Europejska turystyka winiarska od dawna prowadzona jest na tradycyjnych obszarach winiarskich Francji, Portugalii czy Niemiec. W krajach Europy Środkowej również te tradycje występują, ale mają bardziej lokalny wymiar. Artykuł przedstawia jeden z regionów winiarskich w Polsce wschodniej – Małopolski Przełom Wisły, gdzie od kilku lat obserwuje

się rozwój małych winnic. Głównym celem artykułu jest przedstawienie winnic związanych z regionem Małopolskiego Przełomu Wisły z uwzględnieniem możliwości rozwoju turystyki winiarskiej i jej wpływu na funkcjonowanie regionu. Wydaje się, że pojęcie „terroir” może być wykorzystywane przez lokalnych winiarzy do określania specyfiki win pochodzących z winnic. Może to być dobry wkład w rozwój turystyki winiarskiej, biorąc pod uwagę, że obecnie turyści poszukują autentycznych doznań. Produkcja lokalnego wina gronowego i jego promocja mogą być podstawą odbudowy tradycji winiarskich regionu, a także przyczynić się do jego rozwoju.

Słowa kluczowe: turystyka winiarska, winnice, „terroir”, Małopolski Przełom Wisły, Polska wschodnia

Introduction

In recent decades, tourists have often sought unique and creative experiences. The period of mass tourism – having 3S holidays, then of cultural tourism – must-see sights, may not be over, but it has certainly changed a lot. Today, tourism forms that bring unique experiences are on the horizon in the interests of researchers and tourists. With the growth of global tourism and increasing competition between destinations, unique local and regional intangible cultural heritage is becoming an increasingly decisive factor in attracting tourists. In addition, after the COVID-19 pandemic, there is a noticeable increase in interest in sustainable tourism and rural areas away from large population centres.

In recent decades, world wine tourism has grown steadily and significantly as a subject of study. The first scientific studies in geographical research on tourism and its links with wine production appeared in the mid-1980s (Becker 1984; Oettinger 1984) and concerned southern Germany. Within the tourism literature, the concept of wine tourism is defined and qualified in various ways. Wine tourism is often analysed as a form of niche or special interest tourism. It attracts a specific type of tourist who expects a particular activity focused on unique experiences.

The concept of wine tourism is often defined as part of food/gastronomy tourism. In UNWTO definition, wine tourism is considered a sub-type of Gastronomy Tourism, which refers to *tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source*. A quite similar approach is presented by Hall et al. (2000: 3), who define wine tourism as *visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine are the prime motivating factors for visitors*. This approach is mainly based on the type of activities undertaken in the visited town/region and wine-tasting motives.

The basis for developing wine tourism is the cultural heritage related to the region's traditions. Wine tourism is closely associated with the broadly understood culture of the region. It is also culturally important because it allows the tourist to

learn about wine traditions, methods of viticulture and wine production, and various regional customs related to it.

Wine tourism is carried out in a specific place, located in a region with exceptional cultural, social and economic local ties. We can analyse the entire phenomenon from three different perspectives (Getz 2000; Getz, Brown 2006):

1. Wine producers – concerned about selling their wine and educating consumers;
2. Consumers/tourists – interested in wine and visiting wine destinations; looking for new experiences;
3. The destination or “the territory” – possibility to develop wine-related attractions, tourism industry and local entrepreneurship.

First, wineries – the “supply side” of wine tourism, enable dividing wine tourism into four different categories (which helps to be aware of what kind of project is more suitable for winemakers) (Karlsson 2017): “Open Door” wine tourism (wine tastings and cellar visits); “Edutainment” (education and entertainment – blending session, harvest workshop, etc.); “Disneyland” Wine Tourism (large budget projects, often with mixed contents also including other forms of tourism, not directly wine related); “Eventification” (wine festivals, *fête du vin*, etc.)

There are wine tourists on the second – “demand side” of wine tourism. We can find different classifications of their types. Karlsson (2017) divides them into wine geeks (who want to know everything, for them wine is the purpose), gastro-tourists (generally food and wine are an important element of their trips) and passing-by casual wine tourists (visits to a winery are accidental, on the occasion of a visit to the region). But the offering of wine tourism goes quite far beyond just meeting a demand – wine tourism has enormous potential, creating value both for wine producers and the territory.

For the third – destination/territory – wine tourism provides an opportunity to generate income in a wine-producing region while promoting its heritage. This combination is worth remembering because tourism is fundamentally about the difference of place (Relph 1996), and wine is one of those limited commodities branded based on their geographical origin (Merrett, Whitwell 1994).

The history of wine in the world is more than 6–7 thousand years old, and the oldest traces of wine production led to the Caucasus, Georgia and Armenia, where a vineyard was established for the first time. In Areni, the oldest archaeological traces of wine production have been discovered and documented. However, the cult of wine developed on the widest scale only in Ancient Greece, where it was considered the beverage of the gods: wine took on a religious significance, became an integral part of a culture, and was praised by poets: wine consumption was present in all social classes (Hovhannisyan et al. 2015; Poczta, Zagrocka 2016).

Today, wine production is a strong and robust global industry divided into the old and new worlds. In 2021, the total global vineyard area reached 7.3 million

hectares (of which: European Union 3.3 million hectares). Among the countries, Spain (964,000 hectares), France (798,000 hectares), China (est. 783,000 hectares – a significant expansion from 2000 to 2015, in recent years slowing down), and Italy (718,000 hectares) have the largest area in the world covered by vineyards. Global wine production reached 260 million hectolitres [mhl], of which 154 mhl were in the EU. Despite the relative stabilisation in terms of vineyard area, 2021 was exceptional – two biggest figures in history were recorded: exported wine volume of 111.6 million hl (increase by 4%), and export value of 34.3 bn EUR (significant annual growth by 16%) (*State of the World Vine...* 2022).

The wine market and winemaking in Poland

It is in vain to look for Poland in these statistics. But it should be emphasised that in the last several years in Poland, there has been a steady increase in the area of vineyards, the number of wine producers and the production and sale of wine. Currently, in Poland, approximately 620 hectares are under grapevine cultivation, almost 20 thousand hl of wine production, and about 10 thousand hl of sales (Table 1).

The development of winemaking in Poland is reflected in the growing number of research and scientific publications on wine tourism. The first significant publications in this field concerned tourist infrastructure – wine routes (Kowalczyk 2003; Kosmaczewska 2008). Głąbiński (2018) presented a review of the literature on the concepts of wine tourism and ecotourism in the world and in Poland. In terms of defining these terms in Poland, attention should be paid to the publications of Kowalczyk (2010) and Mazurkiewicz-Pizło (2013). To the greatest extent, issues directly related to the development of enotourism in Poland are presented in the studies of Mazurkiewicz-Pizło (2013; 2014) and Mazurkiewicz-Pizło and Pizło (2018). The conducted analyses showed that vineyards and wine tourism in Poland are developing and are part of activities related to the search for new and profitable forms of agriculture in rural areas. The actions taken on the national and international forum allowed Poland to be included in the EU zone as a country with wine potential. Based on the research, it was indicated that an important development factor is, among others, the activities of organizations and associations conducting activities related to the popularization of viticulture and the establishment of vineyards, which leads to an increase in the skills of vineyard owners in the field of viticulture and wine production. An important aspect of their activity is also the promotion of Polish winemaking, including the organization of events, i.e., wine festivals. It was also stressed that vineyard owners engaged in tourism activities should be granted tax breaks or subsidies as they promote their regions and increase local tourism.

Table 1. The wine market in Poland in numbers (data as of August 23, 2022)

Tab. 1. Rynek wina w Polsce w liczbach (dane na 23.08.2022)

Production year Rok gospodarczy	Number of producers (in the records) Liczba producentów (w ewidencji)	Total cultivated area of vines (ha) Uprawiana powierzchnia winorośli ogółem (w ha)	Total grape harvest (in quintals) Zbiory winogron ogółem (w kwintalach)	Wine production volume (in hl) Wielkość produkcji wina (w hl)	Sales (in hl) Sprzedaż (w hl)
2009/2010	21	36.01	598.25	412.49	ND
2010/2011	20	37.02	711.29	437.10	247.88
2011/2012	26	51.28	683.93	428.40	294.42
2012/2013	35	96.87	1,440.07	903.05	276.79
2013/2014	49	99.49	3154.16	1,979.28	802.82
2014/2015	76	134.35	4518.29	2,737.10	1,524.07
2015/2016	103	194.24	8118.14	5,135.35	2,124.82
2016/2017	150	221.23	10894.64	6,993.82	2,990.63
2017/2018	201	331.38	8028.29	5,207.13	3,963.66
2018/2019	230	394.84	18745.8	12,750.48	6,373.40
2019/2020	294	475.35	21,628.25	14,361.34	7,863.97
2020/2021	329	564.34	22,021.89	14,227.90	9,328.17
2021/2022	380	619.42	29,207.32	18,444.79	ND

Source: data from the National Support Centre for Agriculture (KOWR), <http://www.kowr.gov.pl/interwencja/wino> (access: 22.09.2022).

Źródło: dane Krajowego Ośrodka Wsparcia Rolnictwa (KOWR), <http://www.kowr.gov.pl/interwencja/wino> (dostęp: 22.09.2022).

The development of vineyards in Poland and the winemakers' activity in recent years have led to legislative changes – a new Act on Wine Products (Dz.U. 2022 poz. 24) was adopted, which included regulations on the principles of production and labelling fermented wine beverages, as well as rules for conducting business in the wine industry. Although, according to entrepreneurs, not everything has been clarified.

Works on wine regions in Poland are also of significant cognitive importance. In Poland, six wine-producing regions were distinguished on the basis of natural conditions, common wine-making traditions, and administrative borders (*3rd Convention...* 2008). The publications cover mainly areas in western and southern Poland – West Pomerania (Głębiński, Koźmiński 2019), Lubusz Land (Charzyński et al. 2013; Poczta, Zagrocka 2016; Greinert et al. 2019), Lower Silesia (Pijet-Migoń,

Królikowska 2020; 2022). One of the wine-producing regions is the Lesser Poland Gorge of the Vistula River located in Lubelskie Voivodship, Eastern Poland, which was presented in studies by Dudek-Mańkowska and Duda-Gromada (2009) and Włodarczyk (2022).

Research methods

The article's primary goal is to present vineyards in the Lesser Poland Gorge of the Vistula River concerning the possibilities of development of wine tourism and its impact on the region's functioning. The Lesser Poland Gorge of the Vistula River region, as a tourist area, is recognisable mainly through the prism of Kazimierz Dolny town. The importance of Kazimierz Dolny, which belongs to the group of the most popular small tourist towns in Poland, should be particularly emphasised. The town is permanently inhabited by about 2,000 people and visited by more than 1,000,000 tourists a year. For many years, activities have been carried out there to relieve the town and direct tourist traffic to other, also interesting places in the region (e.g., activities related to the Land of Loess Gorges).

The research methods used were documentary methods, fieldwork and interviews. In the first stage of analysis, the documentary method was used. It was based on collecting and analysing the literature on the subject and information obtained from various sources related to viticulture. An important source of statistical data was the National Support Centre for Agriculture (KOWR – a Polish public finance sector institution). In the second stage, the author undertook a field study to identify the winegrowing sites in the Lesser Poland Gorge of the Vistula River. Next, selected interviewees were conducted. Owners of wineries and winemakers affiliated with the Winemakers Association were assumed to be interested in developing and promoting wine tourism in the region. The final stage was phone or personal interviews with members of 'The Association of Winemakers of the Lesser Poland Gorge of the Vistula River'. Personal interviews were conducted during two wine festivals in the region (in May and September). The whole study was undertaken between March and October 2022.

Study area – geographical region of Lesser Poland Gorge of the Vistula River

Lesser Poland Gorge of the Vistula River is one of the mesoregions of the Lublin Upland (Kondracki 2000) located in Eastern Poland (Fig. 1). This is the region where the Vistula River, in its central course, cuts into the Lesser Poland (Małopolska) Uplands, creating a picturesque breakthrough valley between upland areas.

The Gorge of the Vistula River is approximately 80 km long and 1.5–3 km wide. The valley is cut in Upper Mesozoic carbonate and silica-carbonate rocks. The morphology of the valley is generally dependent on the properties of the Upper Cretaceous rocks and the lithological differences and changing susceptibility to mechanical and chemical weathering of the subsoil have determined the diversity of the gorge. The height of the valley slopes in the Vistula River gorge reaches 60 to 80 m. The northern part of the Lesser Poland Gorge of the Vistula River has been prepared in dense rocks – with transitional features between carbonate and silica rocks called opoka-rock. This section shows features of a young, steep-walled gorge, in which the bottom of the valley narrows to 1 km and relative heights reach 100 m. In this part, there is a loess cover with a thickness of up to 20–30 m (Kondracki 2000; Reder 2004).

The geomorphological conditions mentioned above, in addition to the favourable climatic conditions, are favourable for the cultivation of vines. Growing vines at medium latitudes require above all very favourable local climatic conditions. The list of favourable thermal conditions for winegrowing includes the thermal growing season, spring and autumn frost (frost-free period), accumulated heat (SAT) during the growing season, insolation and low winter temperatures and the presence of snow cover. Another element is an appropriate 'terrain configuration to protect the crop from frost, on the one hand, and, on the other hand, to provide the right conditions for the ripening of the grapes – this is the so-called 'warm slope imperative'. The grapevine is not too choosy in terms of soil requirements. Vineyards can be established successfully on weak soils. One of the most important characteristics of the soil is how quickly it heats up under the sun's influence and how it gives off heat at night. Skeletal soils, formed on calcareous rocks, have excellent thermal properties.



Fig. 1. Location of the Lesser Poland Gorge of the Vistula River according to the physico-geographical division of Poland (Kondracki 2000) Ryc. 1. Położenie Małopolskiego Przełomu Wisły według fizyczno-geograficznego podziału Polski (Kondracki 2000)

Source: https://upload.wikimedia.org/wikipedia/commons/0/01/343.11_Ma%C5%82opolski_Prze%C5%82om_Wis%C5%82y.png.

Źródło: https://upload.wikimedia.org/wikipedia/commons/0/01/343.11_Ma%C5%82opolski_Prze%C5%82om_Wis%C5%82y.png.

Winemaking in Lesser Poland Gorge of the Vistula River region – results

All these geographical attributes of the area influenced the fact that in the northern part of the region, on the left bank of the Vistula River, in the 16th century, the Benedictines established the first vineyard in this region (in Góra Jaroszyńska – now Góra Puławska). Numerous villages belonged to the monastery and vineyards were established there as well. Further vineyards were established on the hills of castles located on the Vistula River in Janowiec and Solec. The longest-functioning vineyard was the one located in Janowiec, reconstructed in the early 1930s. After World War II, the plantation became part of the central wine region, with 1.000 hectares of vineyards, but in reality, the planned economy only brought losses, so the vineyard remained here until the 1960s.

At the end of the 20th century, on fields belonging to local farmers, the first vines were planted. The revival of winemaking in this area dates back to the beginning of the 21st century. In 2001, Wojciech Włodarczyk – one of the founders of the Polish Institute of Viticulture and Wine – established a vineyard here, which began the process of creating them. Since then, the emergence of more vineyards has been observed, which has continued until now. These people decided to do more for the region – in 2008 they established an association. ‘The Association of Winemakers of the Lesser Poland Gorge of the Vistula River¹, is a social organisation of winemakers that grow and produce wine in an area that extends across the Vistula Valley. The Association wants to rebuild the tradition of wine production in the area. Its mission is to support the development of vineyards in the area of the Lesser Poland Gorge of the Vistula River (Photo 1) and its vicinity and to promote the production of local wine, according to the principles of the art of winemaking. The Association includes winemakers who produce and sell wine as well as hobby winemakers.

It was assumed that the owners of wineries affiliated with the Association were interested in developing and promoting wine tourism in the region. Therefore, additional, more detailed phone and personal interviews were conducted. The purpose of the interviews was to determine the scope of activities undertaken by vineyard owners and the possibilities of their use in the development of wine tourism in the analysed area. The features that distinguish those vineyards are related to the possibility of offering them to tourists: wine sales², accommodation and the possi-

¹ It should be noted that the wine region covers the geographical region of Lesser Poland Gorge of the Vistula River, its immediate vicinity and reaches east, up to the state border, including other geographical regions (Fig. 2).

² Additionally, it was established that in the analysed area there are 26 vineyards registered in the “Register of Vineyards” kept in accordance with the Act on Wine Products (December 2, 2021). They constitute 6% of all wine producers registered in Poland.



Photo. 1. The view of the Vistula Valley from the Skarpa Dobrska vineyard

Fot. 1. Widok na dolinę Wisły z Winnicy Skarpa Dobrska

Source: <https://www.facebook.com/skarpadobrska/photos> (access: 15.05.2023).

Źródło: <https://www.facebook.com/skarpadobrska/photos> (dostęp: 15.05.2023).

bility of visiting the vineyard (Table 2). Currently, 35 vineyards are members of the Association³ (4 located outside the analysed area). They cover an area of almost 60 hectares⁴. As can be seen, the vineyards in the Lesser Poland Gorge of the Vistula River are rather small (average area of 1.9 ha). More than half of them have an area of less than 1 ha, and only two – larger than 10 ha (Table 2).

In Table 2, vineyards numbered 1–28 are mostly located near the Vistula River and the Lesser Poland Gorge of the Vistula River. Only three of them (Sienkiewicz, Modła and Tomani) are located at a greater distance (Fig. 2).

The analysed vineyards (numbers 1 to 28 in Table 2) are run primarily as family farms (93%), as an additional form of activity. During interviews, owners were said to treat it first as a hobby. They do not consider it as their main source of income. Only six of them treat it as an important additional source of income. Some vineyard owners call themselves wine enthusiasts and wine producers, who have already become professionals.

³ Research conducted in 2009 by S. Dudek-Mańkowska and K. Duda-Gromada (2009) showed 21 vineyards-members.

⁴ It is estimated that all vineyards in the region cover about 100 hectares (Włodarczyk 2022).

Table 2. Vineyards – members of the Association of Winemakers of the Lesser Poland Gorge of the Vistula River (as of 2022)

Tab. 2. Winnice – członkowie Stowarzyszenia Winiarzy Małopolskiego Przełomu Wisły (stan na 2022 r.)

No. Nr	Name Nazwa	Location Położenie	Foundation year Rok założenia	Area Powierzchnia	Wine sale Sprzedaż wina	Accommodation Zakwaterowanie	Visiting Zwiedzanie
1	Pańska Góra	Podgórz	2001	0.3	–	–	+
2	Mały Młynek	Bronowice	2002	0.8	+	–	+
3	Słowicza	Bronowice	2003	0.3	–	–	–
4	Rodzinna Mickiewicz (prev. Solaris)	Opole Lubelskie	2004	3.0	+	–	+
5	Maja	Kowala	2004	0.9	+	–	–
6	Wieczorków	Rzeczyca	2005	2.0	+	+	+
7	Pasjonata	Las Stocki	2005	1.5	+	–	–
8	Rzeczyca	Rzeczyca	2007	2.1	+	–	+
9	Las Stocki	Las Stocki	2008	1.1	+	–	+
10	Małe Dobre	Dobre	2009	1.8	+	–	–
11	Dom Bliskowice	Bliskowice	2009	10.9	+	–	+
12	Rubinowa	Ożarów Pierwszy	2009	2.4	+	–	+
13	Cichunka	Puławy	2009	0.2	–	–	+
14	Modła	Ostrowiec Świętokrzyski	2010	1.1	+	–	+
15	Widok Wojszyn	Wojszyn	2012	1.0	+	–	+
16	Bronowice	Bronowice	2012	0.5	–	–	–
17	Nad Starym Portem	Kazimierz Dolny	2012	0.2	–	+	–
18	Pod Lasem	Rudki	2013	1.5	–	+	+
19	Skarpa Dobrska	Dobre	2014	1.3	+	–	–
20	Janowiec	Janowiec	2014	2.4	+	–	+
21	Giermasińskich	Kazimierz Dolny	2015	0.4	+	–	+
22	Tomani	Kłoczew	2015	0.9	+	–	–
23	Sienkiewicz	Samokłeski	2016	1.7	+	–	+
24	Dwie Rzeki	Podgórz	2016	0.5	–	–	–
25	Celejów	Celejów	2017	0.3	+	–	+
26	Kamil Barcentewicz	Dobre	2017	12.0	+	–	+

No. Nr	Name Nazwa	Location Położenie	Foundation year Rok założenia	Area Powierzchnia	Wine sale Sprzedaż wina	Accommodation Zakwaterowanie	Visiting Zwiedzanie
27	Kazimierskie Wzgórza	Kazimierz Dolny	2018	6.0	+	–	+
28	Dymek	Karmanowice	2018	0.7	+	–	+
29	Górki	Puławy	ND	0.1	ND	ND	ND
30	Kuźnia Wina	Końskowola	ND	0.6	ND	ND	ND
31	Oblaszyskie	Oblaszyskie	ND	0.3	ND	ND	ND
Cooperating vineyards located beyond the region							
32	Dwa Wzgórza	Modliborzycze					
33	Korol	Mielnik					
34	Nowiny-Enklawa	Nowiny					
35	Sucha Dolina	Krzczonów					

Source: elaboration based on Włodarczyk 2022 and individual interviews.

Źródło: opracowanie własne na podstawie Włodarczyk 2022 oraz wywiady indywidualne.

From the statements of the vineyard owners:

KI 1: You can't make a living off of it, it's such a fun, a hobby.

KI 2: *I'm retired, I like to work outdoors, it's a kind of hobby.*

KI 3: *We live and work in Warsaw, and we run a vineyard in our free time, but we don't have much time.*

KI 4: *We live a full-time job. From 6 to 14 full-time work, and then we go to the field.*

Of the analysed vineyards, 21 (75%) sell their wine, but mainly in the vineyards. Some of the local wines are available in the restaurants of Kazimierz Dolny or in the nearest large city – Lublin (Photo 2). Most of them have plans to expand their activities – mainly increasing the area under vines and developing wine production.

It is worth noting that one of the wine producers operating here – Dom Bliskowice – is the first Polish producer to meet the organizers' criteria and participated in the RAW World Natural Wine Festivals. Furthermore, according to experts, it is undoubtedly one of the most interesting and impressive wine projects in Poland, whose hallmark is the individual character of the wines. On the domestic market, they are already “playing” in their own league in terms of marketing, competing rather with recognized foreign producers with their ingenuity (<https://winiacjatywa.pl/dom-bliskowice...>).

The accommodation base is one of the elements of infrastructure that has functioned for a long time in many towns, due to the cultural and natural values that

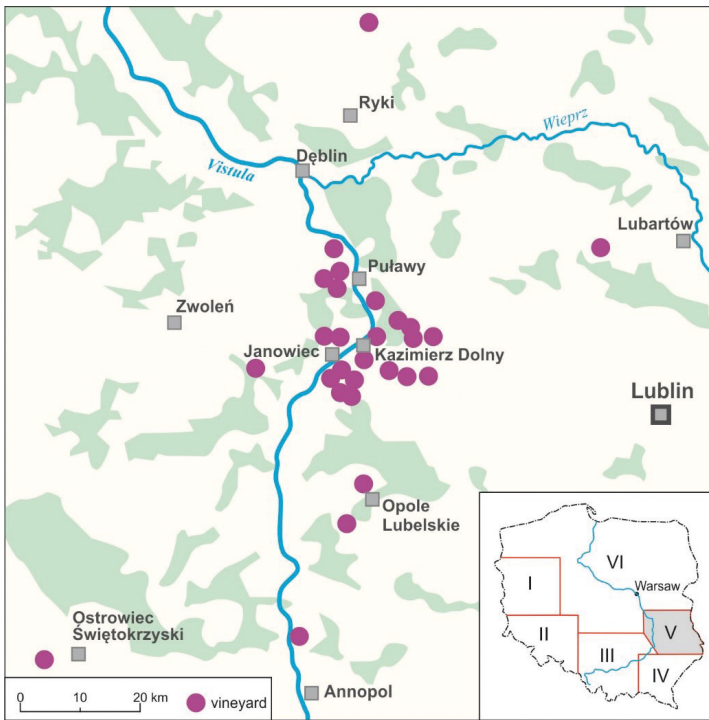


Fig. 2. Location of vineyards – members of The Association of Winemakers of the Lesser Poland Gorge of the Vistula River; Wine regions of Poland (*3rd Convention... 2008*): I – Zielona Góra region, II – Lower Silesia, III – Lesser Poland region, IV – Subcarpathian region, V – Lesser Poland Gorge of the Vistula River (and Lubelskie voivodship), VI – Central and Northern Poland.

Ryc. 2. Lokalizacja winnic należących do Stowarzyszenia Winiarzy Małopolskiego Przełomu Wisły; Regiony winiarskie w Polsce (*3rd Convention... 2008*): I – zielonogórski, II – Dolny Śląsk, III – małopolski, IV – podkarpacki, V – Małopolskiego Przełomu Wisły (z województwem lubelskim), VI – Polska centralna i północna.

occur here. These services, although in small numbers, are also provided in the vineyards belonging to the association. Only three of them offer accommodation in the vineyard. They are not designed to host organised groups, but rather individual tourists. These are three stand-alone wooden houses (including 6 apartments and 5 rooms) located on two adjacent plots of land in Kazimierz Dolny (the Nad Starym Portem vineyard is located next to one of them), agrotourism – a new brick house offering 3 apartments (Pod Lasem Vineyard, which also has horses) and a camping/camping site (next to Wieczorków Vineyard) (Table 2).

Our offer includes wines from the best vineyards in Lublin and Poland. The multitude and variety of their varieties means that everyone can choose something for themselves.

MICKIEWICZ VINEYARD, OPOLE LUBELSKIE ◆	0,15 L	0,75 L
FEELING / JOHANIS	PLN 20	PLN 100
SOUVENIR / CORTEZ / PIKADOR	PLN 20	PLN 100
DYMEK VINEYARD, KARMANOWICE ◆	0,15 L	0,75 L
KARMANO	PLN 22	PLN 110
BARCZENIEWICZ VINEYARD, DOBRE ◆	0,15 L	0,75 L
GEWURZTRAMINER	PLN 28	PLN 140
CHARDONNAY BETON / CHARDONNAY BARRIQUE	PLN 32	PLN 160
GIERMASIŃSKI VINEYARD, KAZIMIERZ DOLNY ◆	0,15 L	0,75 L
BLANC / LACRE	PLN 20	PLN 100
HOUSE WINE	0,15 L	0,75 L
VERDEJO / TEMPRANILLO	PLN 15	PLN 75

◆ UNIQUE, POLISH PRODUCTS, THE DISCOVERY OF WHICH WE HIGHLY RECOMMEND

Photo 2. Part of the Vine Menu in Tinto Restaurant in Lublin

Fot. 2. Część karty win w Restauracji Tinto w Lublinie

In nineteen vineyards (about 67% of operating ones), there is a possibility of visiting the vineyard and tasting the wines. Their owners also recommend tasting other local products such as cheese and bread. Most of them (15 vineyards) offer tours of the vineyard by appointment (mainly by phone; one allows reservation of available dates with an application form). Four vineyards have a permanent enotourism offer with additional services. In two vineyards (Wieczorków, Mały Młynek) it is possible to organize private parties either. In the next one (Sienkiewicz) it is possible to organize workshops and small conferences for up to 40 people (appropriate equipment is available). The Kazimierskie Wzgórza Vineyard has a broad offer – a great event area (1 ha) with a stage, two pavilions (for 20 and 50 people) and the possibility of hosting up to several hundred people at the same time. Both private parties and business and cultural meetings (sessions, paintings, concerts) are organised here. So far, the number of enotourists is not very high – on average, about 100–150 tourists

visit the wineries every year. For those organizing events, it is several times higher (but it depends on the year). Recently, the offer of the vineyards of the Lesser Poland Gorge of the Vistula River has also appeared in nationwide portals as a commercial tourist offer, e.g., as part of different projects, e.g. Mission Wino (under Marek Kondrat's patronage), Eat Polska or WineTourism.com.

Wine producers try to popularize knowledge about local traditions of wine production and to attract tourists to the places where it is being made. Therefore, they cooperate with local authorities and institutions to jointly promote local products and support local entrepreneurship, inter alia, through trade fairs and promotional events. Two significant events, Wine Feasts, are organised – in May in the courtyard of the castle in Janowiec (since 2009, Photo 3), and in September – in the courtyard of the castle in Kazimierz Dolny (since 2016). Each of them has an average of 2–3 thousand visitors. It should be emphasised that these towns belong to the main urban centres of the region. Their essential tourist attractions are the ruins of castles situated picturesquely on the slopes of the Vistula.



Photo. 3. Wine Feast in the courtyard of the castle in Janowiec in 2022

Fot. 3. Święto Wina na dziedzińcu Zamku w Janowcu w 2022 r.

Source: GOK Janowiec.

Źródło: GOK Janowiec.

A new initiative in this area is the project “Conservation and care of greenery in the area of the Castle Museum in Janowiec” developed in 2016, which plans to revitalise the historic vineyard and its gradual expansion. The owner of the area where the ruins of Janowiec Castle are located is the Nadwiślańskie Museum, which is subordinate to the local government. This, at the beginning, an educational project is developing. In May 2022, during the Wine Festival in Janowiec, the first vines were planted on the plot of St. Roch, located next to the Castle, which will ultimately contain 4,000 seedlings. The museum is also working on a project to build the “Polish Wine Centre” in the park, about 300 meters from the castle⁵.

Conclusion

If we apply Butler’s (1980) well-known TALC theory – one of the most popular paradigms used in research on the development of tourist areas and resorts – we find that the analysed region, as a wine tourism region, is in the ‘involvement’ phase. Establishing new wineries maintains a steady, slow growth in their number.

A significant advantage of the region, allowing us to think about the possibilities of further development of the wine tourism offer, is its location in an attractive tourist area. It is also in close proximity to Kazimierz Dolny, a very popular city in Poland. It may be the starting point from which tourists will come to the vineyards. The tourist offer prepared in the vineyards may complement the tourist offers of the city and region. The Association of Winemakers of the Lesser Poland Gorge of the Vistula River undertakes activities aiming to take advantage of the location of the vineyards to promote the tourist and landscape values of the region. An important marketing element of their activity is organizing two large events – Feasts of Wine. They also organize meetings with vineyard presentations in shops, restaurants, and numerous cultural events in neighbouring localities. Members of the Association actively participate in the Polish Winemakers Conventions, trying to be an essential part of a wider community at the national level. The Association has now initiated actions to obtain a ‘designation of origin’ for wines produced in the region. This will entail determining the characteristics of wines originating in that region.

The greatest advantage of the region is its geography, history, and people who are wine enthusiasts. These resources can contribute to the development of tourism related to terroir. The concept of “terroir,” derived from the French word *terre* (land)

⁵ The building would have two floors with a total area of 2.2 thousand sqm. The investment aroused much discussion and controversy ([Dziennik Wschodni.pl](http://Dziennik.Wschodni.pl), Wyborcza.pl). This does not apply to the idea itself, but to its form – the building would be a dominant feature in the Vistula River landscape.

has been used in the industry to denote the unique characteristics of a place that determine the influence of plant genetic on wine, coffee, chocolate, tea, or cheese made from the products grown in that place (Trubek 2008). Local winemakers can use this concept to identify vineyard specificities. This can be an excellent contribution to the wine tourism development, considering that nowadays, tourists search for authentic experiences linked to “terroir”. Some scholars even refer to “terroir tourism” (Marlowe, Baumann 2019). The development of wine tourism is also beneficial for local authorities, which can build the image of the region and the regional identity of the inhabitants, stimulate entrepreneurship, and thus influence its social and economic development.

However, the fundamental element that enables the development of wine tourism, is the creation of appropriate tourism infrastructure. As Kowalczyk (2010) points out, creating tourist infrastructure often takes several years or more. The reason for such a long process is that the wine sector perceives tourism services as secondary (Hall 2005). There is a significant risk of lack of return on capital due to adverse effects related to tourist movement seasonality. It should also be remembered that setting up and running a vineyard is very capital-intensive. The development of vineyard and wine production at a level allowing significant revenues is impossible without large financial outlays. It is difficult for people in this area to achieve.

Literature

- Act on Wine Products, December 2, 2021, Dz.U. 2022 poz. 24.
- Becker C., 1984, *Wine tourism on the Moselle*, *Berichte zur Deutschen Landeskunde*, 58 (2), 381–407.
- Butler R.W., 1980, *The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources*, *Canadian Geographer*, 24 (1), 5–12.
- Charzyński P., Nowak A., Podgórski Z., 2013, *Turystyka winiarska na Ziemi Lubuskiej – historycznie uwarunkowana konieczność czy nowatorskie rozwiązanie?* *Journal of Health Sciences*, 3 (15), 198–216.
- Dudek-Mańkowska S., Duda-Gromada K., 2009, *Region winiarski Małopolskiego Przełomu Wisły jako produkt turystyczny*, [in:] Stasiak A. (ed.), *Kultura i turystyka. Wspólnie zyskać*, Wydawnictwo WSTiH w Łodzi, 189–202.
- Getz D., 2000, *Explore Wine Tourism: Management, Development and Destinations*, New York: Cognizant.
- Getz D., Brown G., 2006, *Critical success factors for wine tourism regions: a demand analysis*, *Tourism Management*, 27 (1), 146–158.
- Głąbiński Z., 2018, *Turystyka winiarska – problemy terminologiczne, konsumenci i możliwości rozwoju*, *Ekonomiczne Problemy Turystyki*, 2 (42), 9–17.
- Głąbiński Z., Koźmiński C., 2019, *Turystyka winiarska jako czynnik lokalnego rozwoju obszarów wiejskich województwa zachodniopomorskiego*, *Folia Turistica*, 53, 263–284.

- Greinert A., Kostecki J., Vystavna Y., 2019, *The history of viticultural land use as a determinant of contemporary regional development in Western Poland*, Land Use Policy, 85, 249–258.
- Hall C.M., 2005, *Rural wine and food tourism cluster and network development*, [in:] D.R. Hall, I. Kirkpatrick, M. Mitchell (ed.), *Rural tourism and sustainable business*. Channel view publications, v. 26, 149–164.
- Hall C.M., Sharples E., Cambourn, B., Macionis N. (eds.), 2000, *Wine Tourism Around the World: Development, Management and Markets*, Oxford: Butterworth-Heinemann.
- Hovhannisyan N., Dallakyan M., Yesayan A., Bagoyan T., Melyan G., 2015, *Gasparyan B., Multidisciplinary investigation of identity of the “Areni” grape variety*, BIO Web of Conferences, 5, 01013.
- Kondracki J., 2000, *Geografia regionalna Polski*, ed. 3, Warszawa: Wydawnictwo Naukowe PWN.
- Kosmaczewska J., 2008, *Szlaki wina w Polsce – perspektywy i bariery rozwoju*, Studia Periegetica, 2, 153–160.
- Kowalczyk A., 2003, *Szlaki wina – nowa forma aktywizacji turystycznej obszarów wiejskich*, Prace i Studia Geograficzne, 32, 69–98.
- Kowalczyk A., 2010, *Turystyka winiarska*, [in:] A. Kowalczyk (ed.), *Turystyka zrównoważona*, Wydawnictwo Naukowe PWN, Warszawa.
- Marlowe B., Bauman M.J., 2019, *Terroir Tourism: Experiences in Organic Vineyards*, Beverages 5 (2), 30, 5020030.
- Mazurkiewicz-Pizło A., 2013, *Enoturystyka jako szansa rozwoju społeczno-ekonomicznego obszarów wiejskich*, Warszawa–Toruń: Dom Organizatora.
- Mazurkiewicz-Pizło A., 2014, *The importance of non-profit organisations in developing wine tourism in Poland*, Journal of Tourism and Cultural Change, 14 (4), 339–49.
- Mazurkiewicz-Pizło A., Pizło W., 2018, *Determinants of the development of vineyards and wine tourism in Poland*, Acta Scientiarum Polonorum Oeconomia, 17 (4), 115–121.
- Merrett D., Whitwell G., 1994, *The empire strikes back: marketing Australian beer and wine in the United Kingdom*, [in:] G. Jones, N.J. Morgan (eds.), *Adding Value: Brands and Marketing in Food and Drink*, Routledge, London and New York, 162–188.
- Oettinger P., 1984, *Die Verflechtung von Fremdenverkehr und Weinbau in Mainfranken (The intertwining of tourism and viticulture in Main-Franconia region)*, Würzburger Geographische Arbeiten, 61, Institut für Geographie und Geologie, Universität Würzburg, pp. 220.
- Pijet-Migoń E., Królikowska K., 2020, *Rebirth of viticulture and associate changes in the rural areas of Lower Silesia, SW Poland*, Geographia Polonica, 93 (3), 321–340.
- Pijet-Migoń E., Królikowska K., 2022, *Turystyka winiarska na Dolnym Śląsku – innowacyjne nawiązanie do tradycji regionalnych*, Turystyka Kulturowa, 1(122), 7–25.
- Poczta J., Zagrocka M., 2016, *Uwarunkowania rozwoju turystyki winiarskiej w Polsce na przykładzie regionu zielonogórskiego*, Turystyka Kulturowa, 5, 115–130.
- Reder J., 2004, *Małopolski Przełom Wisły – geneza i ewolucja*, [in:] R. Dobrowolski, S. Terpiłowski (ed.), *Stan i zmiany środowiska geograficznego wybranych regionów wschodniej Polski*, Lublin: Wydaw. UMCS, 2004, 9–2.

- Rolph E., 1996, *Reflections on Place and Placelessness*, Environmental and Architectural Phenomenology Newsletter, special issue 7 (3), 14–16.
- Trubek A., 2008, *The taste of place: a cultural journey into terroir*, University of California–Berkeley, CA, USA.
- Włodarczyk W., 2022, *Wino znad Wisły. Studia z historii wina w Polsce*, t. 4, Stowarzyszenie Historyków Sztuki, Fundacja Kultura Miejsca, Warszawa.

Online sources

- 3rd Convention of Polish Winemakers, 2008, promotional publication, III Konwent Polskich Winiarzy, <https://tastepoland.pl/2017/06/06/polskiewino/> (access: 2.10.2022).
- Dziennik Wschodni.pl, *To może być nowa atrakcja turystyczna w regionie. Restauracja, winiarnia i muzeum*, 1.06.2022, <https://www.dziennikwschodni.pl/pulawy/to-moze-byc-nowa-atrakcja-turystyczna-w-regionie-restauracja-winiarnia-i-muzeum,n,1000308813.html> (access: 17.09.2022).
- https://upload.wikimedia.org/wikipedia/commons/0/01/343.11_Ma%C5%82opolski_Prze%C5%82om_Wis%C5%82y.png (access: 06.09.2022).
- <https://winiacjatywa.pl/dom-bliskowice-disko21/#> (access: 22.10.2022).
- <https://www.facebook.com/skarpadobrska/photos>. (access: 15.05.2023).
- <http://www.kowr.gov.pl/interwencja/wino> (access: 22.09.2022).
- Karlsson P., 2017, *The Four Successful Types Of Wine Tourism*, Forbes, Jul 21, 2017, <https://www.forbes.com/sites/karlsson/2017/07/21/the-four-successful-types-of-wine-tourism/?sh=2635f38036fa> (access: 26.09.2022).
- National Support Centre for Agriculture, Krajowy Ośrodek Wsparcia Rolnictwa (KOWR), <http://www.kowr.gov.pl/interwencja/wino> (access: 2.10.2022).
- State of the World Vine and Wine Sector 2021, 2022* (April), The International Organisation of Vine and Wine (OIV), https://www.oiv.int/sites/default/files/documents/eng-state-of-the-world-vine-and-wine-sector-april-2022-v6_0.pdf (access: 2.10.2022).
- UNWTO, *Gastronomy and Wine Tourism*, <https://www.unwto.org/gastronomy-wine-tourism> (access: 28.09.2022).
- Wyborcza.pl, *Obok zamku w Janowcu ma powstać centrum winiarstwa. Były konserwator zabytków: „To zbrodnia na krajobrazie”*, 12.07.2022, <https://lublin.wyborcza.pl/lublin/7,48724,28626781,polskie-centrum-winiarstwa-janowiec-nad-wisla.html> (access: 17.09.2022).

Renata Krukowska

Uniwersytet Marii Curie-Skłodowskiej

Katedra Geografii Regionalnej i Turyzmu
al. Kraśnicka 2d, 20-718 Lublin

renata.krukowska@umcs.pl

ORCID: 0000-0003-4429-0022