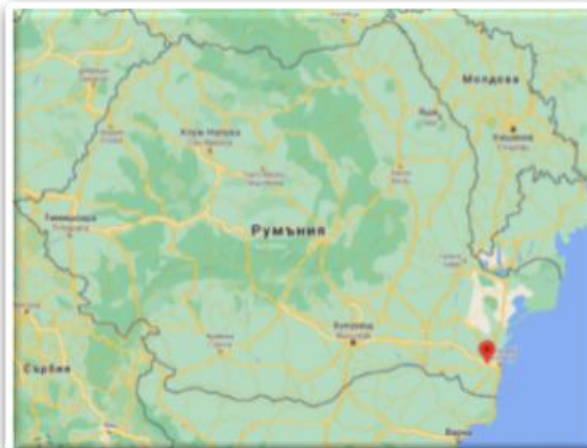




MURFATLAR RESORT'S TOURS AND TASTINGS

Location: Murfatlar, Romania

Key words: wine tours and tastings, cultural heritage



Romania's wine culture has a long history. Today, the country is the 13th largest wine producer worldwide and the 6th largest in Europe. The country is home to more than 250 wine cellars, but only 140 of them produce and sell bottled wine.

The Murfatlar Resort's history begins in 1907 when the first experimental plantations were established in the Murfatlar Nursery. For a short time, between 1939 and 1942, the Nursery became Via Regala. In 1942, the Murfatlar Experimental Viticulture Resort was founded, subordinated to the Romanian Institute of Agronomic Research. Since 2002 and until now, the Resort operates under the Academy of Agricultural and Forestry Sciences 'George Ionescu Sisesti' - Bucharest (ASAS), under the current name: Murfatlar Research-Development Station for Viticulture and Vinification, administering 108.34 hectares of land owned by ASAS and 81.86 hectares of land owned by the state. Among the creations of the Resort, we mention the varieties Columna, Mamaia - for wine and Aurana - for the table, as well as the numerous quality clones.

The Murfatlar Vineyard Resort is one of the famous and largest winery producers. Driven by the tourist interest it included wine tasting and wine selling services in its portfolio. There are 2 wine tasting options: *Standard* and *Premium* offering tasting of more than 5 wines and a gift bottle ((s). A walk through the winery is also included.

Marketing approach

Marketing approach that came out to be most successful for promoting wine tasting activities is networking with local tour operators and tour guides. Often tourists are interested in such tours but are challenged to find appropriate itinerary and transport, so including the on-the spot tasting as part of specialized tours became most suitable way for the

developing this type of activity.

Financial situation

The Murfatlar Vineyard Resort's key activities are related to the development and production of different wine types. That is financed through the ASAS' budget and guarantees its sustainability. The wine tasting is a supporting activity that does not require allocation of

financial resources and/or staff.

Key success factors and challenges

Key factors for success came out to be the networking with partners and diversity of tours offered.

Plans for future development

The future development refers to attracting visitors from new territories.



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GALLERY:



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