



From Wine Production to Wine Tourism Experience: the Case of Anatolia, Turkey

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Abstract

Wine tourism was virtually unknown in Turkey until the beginning of the 2000's. Over the last five years there has been a growing interest in wine tourism at wine regions and among the wine lovers and wine producers. Already famous for its antiquities, including many of civilization's most important archaeological sites, the addition of an ancient tradition of wine making enhances Turkey's appeal as an international tourism destination. To better define the Turkish wine industry, it is necessary to consider the characteristics of wine areas in Anatolia, identified by its labels, the amount of quality wine produced, the amount of wineries and the total vine extension. This paper examines the wine regions, development of wine tourism, wine tourism and wine routes in Turkey. Turkish wine production highlights a predominant role played by the Aegean and Thrace regions. Different wine routes seemed to appear with the objective of promoting wine regions, and of offering other options to the traditional sun tourism in the Aegean coast. This paper also emphasizes how the wine regions and wine tourism can be promoted throughout the creation of thematic itineraries that ensures the quality tourism experiences in Turkey and determines the issues on the creation of wine tourism destination image.

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