

Creating Marketing Strategies for Development of the Wine Tourism

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Abstract *The development of the wine tourism every day is meaningful on a global level. This fact makes the paper to draw attention on the creation of marketing strategies in order to increase the visibility of our country worldwide. Today to gain the trust and the loyalty of the consumers is very difficult; it should be accessed new, specific spaces as well as new ways of a presentation of the tourism products. This paper outlines the creation of effective strategies to achieve competitive advantage in the global wine tourism market. In the paper are set out the conditions and prospects of the wine tourism of Republic of Macedonia through proper analysis. Based on the presented results measures are proposed to create a successful strategy for the development of the wine tourism, which will improve the competitive position.*

Key words Competitive advantage, wine tourism, SWOT analysis, customer loyalty

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1. Introduction

Tourism is extremely important to each country among which is the Republic of Macedonia. Nowadays the modern tourist is a fastidious. Their claims are directed to selected programs that meet their closest travel needs. Tourism markets of Europe and the world are full of stereotyped and viewed programs that have not changed for years. That is why in order to succeed and win more consumers; we should be addressed new, specific spaces as well as new ways of presentation of the tourism products. In the last ten years the world tourism bid the wine segment which has proved very successful. Wine tourism is present in the most famous wine-growing regions such as Tuscany and Piedmont in Italy, Burgundy and Bordeaux in France, the Rhineland in Germany, Gradiska in Austria, California, and USA etc. (Kunc, 2010). Worldwide, the wine is increasingly treated as a lifestyle, a compulsory part of the style. Wine is an inspiration for discovering new territories to visit the renowned cellars, to search for new producers, the introduction of other cuisines, customs, habits and events. The area of Macedonia has settled and has stable vineyards with significant vineyard-wine production. Worldwide experiences show that these traditional wine-growing large complexes may be subject to the tourist demand. Past experiences show that few of our vineyards are known to the foreign tourists, primarily due to inadequate strategy that will encompass promotion of the elements of the integrated tourism product, or their attractiveness. The basic assumption of this paper is to find appropriate marketing strategies to enhance the attractiveness of the wine tourism. Indeed the ultimate goal is the desire the wine tourism to have a leadership position in a particular type of tourism or to achieve a stable position in the tourism market. The way to achieve the objectives referred to strategy and it is not anything else but a means by which is achieved the desired state. To be achieved the increasing of the attractiveness of this type of tourism and an important factor for success is to be undertaken the promotional activities and that finally understands that the customer satisfaction is the most important for success in each segment. The application of an appropriate strategy, allow to the wine tourism (Mozaheb *et al.*, 2015):

- To set aside from the competition (in other countries);
- To take the attention of the target audience with its own message;
- To create their own credibility;

- Affect the emotions of the user;
- To gain the trust of the user.

So, the main goal is to apply the appropriate strategy to promote the region that will increase its attractiveness, or rather it would conquer the target groups.

The main goal is to attract tourists and to meet their expectations. To achieve this goal first the wine tourism should be well developed, and then to make it available to the target groups. This will be achieved by applying the appropriate strategic approach. Therefore the purposes of this research are:

- Understand the importance of wine tourism to achieve competitive advantage in the tourism market;
- To highlight the role of quality as one of the key factors in the achieving of the strategic position in the tourism market;
- Creation of effective marketing strategies;
- Prospects for the development of the wine tourism.

What is common in all aspects is the fact that we live in a time of globalization where is more apparent the competition. It is in these conditions that we can succeed in this market it is necessary to differentiate from the rest. Differentiation can be achieved by increasing of the attractiveness of the regions for the development of the wine tourism. Yet this work is not so simple and requires little effort and time resources.

First you need to approach the consideration of the state of wine tourism in the country, and then to find ways to boost wine tourism in order to enable it to become more attractive in the following period.

2. Literature review

Creating successful strategies

The creation of successful strategies represents a long-term plan for effective management of the internal and external environmental factors. The successful strategy is the key to overcoming competition and creating customer loyalty to a particular product or service (Czarniewski, 2014). It is not a matter of chance but a matter of careful decisions, observations of competitors and thinking about their core business principles, mission and ethics (Malthouse *et al.*, 2004). Creating and maintaining consumer confidence and loyalty is more difficult than ever (Descotes and Delassus, 2015). Because of this fact this paper will pay special attention to the elements which are extremely important in the process of creating of a successful strategy (Czarniewski, 2014).

The concept of the strategy is similar to the concept of war (Ahmad and Othman, 2013). The strategy, as an area of strategic management, refers to determining the general guidelines and development policy of the country (Papasolomou and Yioula, 2012). All marketing strategies are built on the concept of segmentation, targeting and positioning (Coviello *et al.*, 2006).

First, companies reveal the different needs of the customers of the marketing market, target groups and their position and offer products on the market, so that the targeted groups will get familiar with the integrated tourism product (Tascioglu and Rehman, 2016).

The strategy has several features that are worth mentioning (Chattopadhyay *et al.*, 2005):

- The process of formulating the strategy did not result in immediate action. It establishes a general direction in which the country will grow and develop;
- The strategy is the one that allows you to find specific opportunities;
- The strategy and objectives are similar, yet different. Different due to the fact that the objectives represent the end that the company is trying to reach, while the strategy is a mean of achieving this end. So the strategy that is valid for a specific set of targets may lose their validity when the goals will dramatically change.

Nowadays, competition in the global market is more pronounced. The sole purpose of every country is to create a competitive advantage over the others. The hyper competitive markets are characterized by rapid and sharp competitive moves. Competitors must be swiftly moving, constantly trying to eliminate the competitive advantages of their rivals in order to stay ahead of them. In these dynamic economic conditions and competitive environment comes to shortening of the life cycle of the products. We should

know that when the market choice increasing, the consumers prefer well-known countries, companies and brands because they do not have to waste time on research and less exposed and at a risk.

Today to succeed you need to be one step ahead of the competition. One way is to constantly innovate products and services and thus realize their importance and relevance.

Porter generic strategies for competitive advantage (Movaghar *et al.*, 2012):

- Lower Cost;
- Differentiation;
- Spread of competitiveness;
- Target market;
- Leadership cost (cost) - is not viable in the wineries in Macedonia;
- Differentiation wine production in Macedonia is small but individuals are trying to expand the target group using different tourist activities - halls for conferences, the opportunity to participate in the harvesting, wine making and so on;
- Mass market;
- Focus on cost/price - cheaper wines on trade in the supermarkets;
- Strategy differentiation - the smaller wineries have to offer something after which they will differ.

Wine tourism

Wine tourism is more popular in recent times, because the tourism market has emerged a new kind of tourists, who circumvent of the wine regions became their primary reason for visit and retention certain tourism area (Wolf *et al.*, 2007). This kind of tourism unites wine unique cultural region "of the tree through the cellar to the glass" all aspects of the tourism industry (Paschen *et al.*, 2007). Visitors are given a unique sensory experience with the opportunity to meet and present to the designated wine area and its features.

Wine tourism is mentioned in the context of the wine routes aimed representation of the regions with particularly wine production, protected and specific grape varieties, as well as offer that enables display and tasting of wine (Getz and Brown, 2006). We can rightly say that between wine and tourism there is a long relation. This relationship is recognized by the government, researchers and of their industry. For the tourism industry, wine is an important component of the attractiveness of the destination and can be a major motivational factor for visitors. Is it important to know what includes wine tourism? This issue includes a wide range of experiences to the visitor, the winery and the wine country. We may want to emphasize (Presenza *et al.*, 2010):

- Tasting wine;
- Food;
- Enjoying the environment;
- Extended lounge or recreation;
- Many complementary cultural, natural and other activities that are available in the wine region.

We can say that wine tourism provides many economic and social benefits such as:

- Increased number of visitors (domestic and foreign) and return visits;
- Prolonged length of stay and higher spending visitors;
- Increased satisfaction of the visitors due to increased hospitality of the tourists;
- Increased demand for sales of wine "from the cellar".

A number of countries have large foreign currency inflow of the wine tourism as a result of the fastest growing global industry. Wine tourism is present in the world's most famous wine-growing regions in Italy, France, Germany, Austria, and California (Getz *et al.*, 1999). Certainly not to be dispensed with Australia and New Zealand in the last fifteen years have developed remarkable wine tourism. Most countries in our environment have succeeded in their environment to successfully resolve, stimulate and organize so-called "wine tourism", it is time for us to pay attention of the development of the wine tourism through the creation of successful strategies.

The result of the wine tourism is increasing the number of tourists, hence it is connected with the needs of those tourists for good infrastructure, accommodation, shops, cultural heritage. Macedonia is a country which has extremely favourable climatic conditions for growing renowned grape varieties for

winemaking. This fact gives us the opportunity to approach to creating a successful marketing strategy that will be an important prerequisite for the development of the wine tourism.

European Union and the wine tourism

Tourism is an area of great economic importance for the European Union (EU). Tourism is responsible for 5.5% of the total household income for a year, about 5% of the profits earned by exports and over 6% of all deals. Although the European Parliament was rather slow in establishing the policy of tourism in relation to other economic, social work and care for the environment, the extent of participation of the European Union in tourism today has become an important part of the planning and policy of the European Union for various reasons (Hall, 2005):

- Tourism is now recognized as an important economic activity;
- The international character of some tourist things led to the necessity of the development of the European policy system;
- The cultural impact of tourism has raised the interest of preserving cultural identity while at the same time attempts to promote the idea of Europe;
- Interest in the social dimensions of poverty and unemployment, especially in rural regions at a disadvantage, which gave a boost to tourism be used as a means of employment generation and economic development at regional level.

There are a number of projects of the European Union that are made to help the wine regions and wine tourism directly through improved tourism and development of viticulture. For example, many Portuguese entrepreneurs in the wine tourism are supported by the European Fund in an effort to improve the infrastructure and competition in tourism in Portugal, which is an important sector of its economy. An example of a project of cooperation and wine tourism which is supported by the European Regional Development Fund of the EU (ERDF-European Regional Development Fund) is WINTRANET, and is applied in certain regions of Greece, Italy, Portugal and Germany. The project aims to preserve the tradition of wine production as an important part of European culture. According ERDF "wine production is an important economic activity that gives unique identity of the regions in which the prevailing identity which is shared areas dealing with the cultivation of wine across Europe. The only wine culture can be used to strengthen regional and European identity, to develop cultural tourism and educational purposes. Application of the project covers the following activities:

- Setting the network, including the organization of a data bank;
- Selection and renovation of traditional wineries for the spotlight to be put on a "living museum" of winemaking;
- Establishing a European festival tradition of wine production, which would be hosted in all Member States during the grape harvest and not free of cultural exchange events between groups and regions;
- Introduction of different events, e.g. seminars on wine tasting and evaluation, through exhibitions, wine tours throughout the year in every area related to interpretation and evaluation of the tradition of wine production, with a view to stimulating entertainment and cultural tourism in each area.

3. Situation and Prospects of the wine tourism Republic of Macedonia and proposed measures for improvement

Republic of Macedonia has a higher predisposition to develop the potentials of the wine tourism according to the potential that the country possesses, but Republic of Macedonia is not attractive enough for the foreign tourists. According to the data of the State Statistical Office the number of the foreign tourists who came to the Republic of Macedonia in these regions which e relatively small (20.34%) compared to the other visits by the tourists in the resorts in the country. Only in the City the number of visitors is 40.66% of the total number of the visit of the foreign tourists.

According to the State Statistical Office, the number of tourists in the regions of wine tourism in 2015 amounted to 183,354, of which 24,308 have visited Vardar region, 25,907 visited the Eastern region, and 133,328 visited the Southeast region. Based on the data the most visited region is the Southeast. In 2014

the number of tourists was 165,409, of which 20,667 have visited Vardar region, 20,035 visited the Eastern region, and 124,707 visited the Southeast. These data are shown in the following table:

Table 1. Number of foreign tourists in 2015

Number of foreign tourists	2014	2015
Vardar region	20 667	24 308
East region	20 035	25 907
Southeast region	124 707	133 328
Total	165 409	183 354

Source: State Statistical Office, Republic of Macedonia

According to the data in the table it can be seen that the total number of the foreign tourists who have visited these regions in 2015 compared to the previous years according to the statistics, it indicates that is increased by 10.8% more than in the previous year. Yet this percentage is not satisfactory and it is necessary to be paid attention in the increasing of the attractiveness of the wine tourism in Republic of Macedonia, by creating the effective marketing strategies for appropriate promotion that will increase the number of the domestic tourists, especially the foreign tourists, bearing in mind that Republic of Macedonia is a small country.

Based on the analyzes that were made we can conclude that the current situation and the trends in the wine tourism in Macedonia meet: weak and still unorganized visit of tourists, both domestic and foreign, lack of funds and stimulation, weak technological equipping of the wineries, inadequate space to receive the visitors, inadequate service, and poor tourism infrastructure.

According to the analyses that were made we can make the following conclusion:

Table 2. SWOT analysis of wine tourism in Macedonia

<p>Strengths:</p> <ul style="list-style-type: none"> - Treasure of complementary natural values, - Wealth of historical sites, - Events dedicated to wine and grapes, - Warmth, kindness and hospitality of the population, - A healthy and varied food-Macedonian specialties - Indigenous varieties of grapes, - A long history of the development of viticulture, - A wide assortment and offering high quality wines with limited production, 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - Bad roads - Insufficient and poor-quality accommodation basis (recipes) - Lack of promotional material, - Lack of marketing, management and information system, - Lack of information boards, road signs for wineries and wine roads, - Lack of funding for individual producers, - Insufficient rationalization of the content of stay,
<p>Possibilities:</p> <ul style="list-style-type: none"> - Construction of regional programming packages in order to achieve the arrival of more tourists, continuing their retention and incentive programs that influence the amount of money spent, - Making development plans and feasibility studies, - Increased interest in domestic and foreign circles for wine tourism, - Investment promotion - Common market, fairs, - Improving production technologies - Creation of short circular walking tours around existing tours, - Identify and equip a resorts, - Enabling a vineyard houses. 	<p>Threats:</p> <ul style="list-style-type: none"> - Slow development of the infrastructure, - Insufficient openness of the country abroad, - Lack of incentives by the government.

Based on the SWOT analysis we give suggestions and possible reactions:

Table 3. Proposed measures to improve wine tourism

<p>Proposed measures for better utilization of the potentials:</p> <ul style="list-style-type: none"> - The formation of a single product, - Creation of a wide range of tourist programs (wine programs) - Using natural and anthropogenic values and their inclusion in the offer (a complex product)-hunting, fishing, cultural tourism etc., - To promote the image (positive image for wine regions) - Creating better websites, travel films ... - Better regulation of the wine cellars (Tourist trim) - Creating a pleasant setting, - The toll free to share prospectuses, - Brochures related to the wine roads - Promotion of wine roads of domestic and international tourism fairs, - Linking tourism organizations, travel agencies producers of wine. 	<p>Proposed measures depending on weaknesses:</p> <ul style="list-style-type: none"> - Education for wine producers (organizing seminars, debates) - Enabling winery to give and placement services, private accommodation, - Giving certain incentives to winemakers who want to develop wine tourism.
<p>Proposed measures depending on the possibilities:</p> <ul style="list-style-type: none"> - Cooperation between local government and tourism entrepreneurs, - Development of tourist guides, - Maximum advantage of the opportunities provided by the Internet (making web sites) - Organizing professional tours, - Organizing seminars and conferences. 	<p>Proposed measures depending on the threats:</p> <ul style="list-style-type: none"> - Highlighting the importance of the infrastructure development, lobbying, - Better cooperation among individual producers with officials from the government.

With the SWOT analysis of the wine tourism is focused attention on the strong and weak points, as well as the chances and the threats from the environment. All the analysed wine regions must take better advantage of their strengths and opportunities that gives environment to boost wine tourism to a higher level and to be able to measure with other European and world cities. Also, all vulnerabilities and threats need in the shortest period of time to eliminate and overcome. SWOT analysis is a time dimension, or whenever it is possible, it is useful to compare and monitor SWOT analysis, or to monitor the changes in the situation.

4. Conclusions

Wine tourism in Macedonia is in development and it faces with many problems, and solving it requires time, financial resources and the adaptive strategy for development that will take care of the environment and will require strengthening the competitiveness and progress in all areas of activities, from education to organization and market development. The not enough time to "settle" the situation in this area, and the rules of the game dictate the processes of globalization and the requirements set by the European Union whose membership are preparing, and which has been specifically on the sector of production, distribution and consumption of wine products of wine. Rapid changes in society, the progress of science and technology and integration processes affecting rapid and major changes in the wine tourism in Macedonia. The basis for the proposed strategy for the development of wine tourism in Macedonia is: possess good climatic conditions for producing very high quality wines worldwide, in power greater interest of growers to engage in wine tourism and wine roads and approaches to improve the economic, technological situation of growers.

The strategy for development of tourism in Macedonia, wine tourism is separated, but trends in tourism show that this kind of tourism occupies a more important place in tourism movements. National Strategy for Wine Tourism must strive to promote understanding between the industries and nurture efficient and sustainable linkages between the sector and the government, in an attempt at the same time

to coordinate the policies of the national wine tourism and to deliver the message of tourism wine in a unique way. National Strategy of the Wine Tourism should provide guidance which would require a full legal effect of such difficulties must be examined and adapted to the context of the wine tourism. Tourism strategy must provide the foundation for the development of sustainable tourism. National strategy for wine tourism should show leadership so that will provide a framework for the development of national and regional agencies and wine tourism alliance to their level of deposits and assets. In particular it should focus on reducing the critical issues such as:

- Lack of information and research relating to wine tourism and wine tourists;
- Raising awareness and understanding of the tourism industry of the wine and vice versa;
- Establishing standards for the industry of wine tourism, raising the skill level of employees in the wine tourism;
- Improving the relationship between wine, food and lifestyle.

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