

Initiatives towards wine tourism development in Greece

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Abstract

For many years, wine has been highly associated with tourism, as in several cases it has become a motive for visiting a wine region. Realizing the multiple benefits that can be achieved via such linkages, many wine regions both in Europe and in the New World countries have encouraged the creation of synergies between the wine and the tourism industry. This mutual cooperation falls under the rubric of a growing form of leisure in wine regions, namely wine tourism. Gradually, over the last decades, wine tourism has been firmly established, not only in traditional wine producing countries, but in emerging ones as well, with great success. As far as Greece is concerned, although winemaking has a long history that dates back to the ancient times, wine tourism is still a recent phenomenon. Within this context, we endeavour in this paper to add to the limited data of the newly established wine tourism concept in Greece. In terms of tourism, the most important initiatives towards the promotion of the wine regions have a regional character. In particular, the study provides a review of the gradual evolution of wine tourism across several wine regions, which has been almost completely driven by the development of wine routes. Finally, data regarding the structure and the characteristics of the wine tourism market are also incorporated.

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Keywords: wine tourism, routes.

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