

# WINEMAKING AND WINE TOURISM IN LUBUSKIE AS A STRATEGY FOR LOCAL REVITALISATION

Jerzy Leszkowicz-Baczyński<sup>1</sup>

## ABSTRACT

The current paper aims to provide a theoretical and conceptual analysis of wine tourism in Lubuskie, Poland, to relate the experiences underlying the current state of the art and to formulate some guidelines for directions for future enotourism development. Lubuskie winemaking was reborn at the beginning of the present century, after half a century of the tradition remaining dormant. The redevelopment of Lubuskie winemaking has been accompanied by numerous manifestations of the development of enotourism and is noticeable in each of the examined cases below. The article is based on the author's research, which includes quality interviews with vineyard owners who state that, in addition to wine production, wine tourism is an equally important trend in their professional lives. Lubuskie's enotourism promotion is consistent with the patterns developed in countries with well-established wine traditions, although it is not as diverse. An important component of Lubuskie's tourism promotion is the reference to its pre-war tradition, combined with an exposition of its material wine heritage. The recommendations for further activities in the field of enotourism are related, on the one hand, to the expansion of the vineyards' enotourism packages and, on the other hand, to the implementation of new concepts for the popularization of Zielona Góra's wine heritage, including the development of the wine route in the city.

Keywords: Winemaking, Wine Tourism, Poland, Lubuskie.

JEL Classification: Z32

*“They [foreign winemakers] look at us somehow strangely in general. I’m not talking about the Hungarians at all, who say: where do you want to plant it? In Poland? Where is it? Over there, on the other side of the mountains? Give it over. By this cold sea? Oh... no. Nothing will come of it!” [Laughs] (RKM 2.5)*

## 1. INTRODUCTION

Poland is the northernmost country in Europe, where after a dormancy of almost half a century, commercial vine growing has been restored. From the perspective of the countries with well-established winemaking traditions, the process of Lubuskie's winemaking revitalization makes an interesting case. Lubuskie is the best-known winegrowing and wine production area in Poland and its main urban centre is Zielona Góra. The specificity of the regional winemaking is based on numerous references to the region's wine history, dating back nearly eight centuries.

The current paper aims to highlight some of the questions that scholars must face when they approach the issue of showing, on the one hand, the contemporary specificity of

<sup>1</sup> Zielona Góra University, Poland (J.Leszkowicz-Baczynski@is.uz.zgora.pl)

Lubuskie winemaking, and on the other, becoming acquainted with Lubuskie winemakers' activities aimed at developing wine tourism in the region. In order to achieve this goal, it will be necessary to answer three research questions. The first one is this: What are the strengths and weaknesses of Lubuskie's winemaking development? The answer will generate the next question: What is the specificity of enotourism promotion in the Lubuskie region? The third question, on the nature of recommendations, is this: What subsequent new actions should be considered as being the most effective for developing regional wine tourism in Lubuskie?

Poland's border changes after the end of the Second World War resulted, among other things, in a shift of Poland's territory to the west, i.e. to land that was previously German territory. The change caused a mass population exchange on Poland's western border. The post-war settlers could not fully utilize the capital inherited from their predecessors because only some of them had the needed skills to grow vineyards. Moreover, the socialist economic policy in the post-war decades did not allow private individual owners to produce and commercially sell wine. In the 1980s, the last vineyard in the city was closed down. The revived Lubuskie winemaking has a short tradition and its foundation is the political transformation of 1989.

The political change meant, on the one hand, the collapse of the non-market socialist economy and the state monopoly in many spheres of production; and on the other hand, it introduced the rules of the free market, liberating it from central economic planning. This made it possible for private owners, who often took up this challenge despite the lack of previous experience, to return to viticulture.

The organisation of the wine market started in Poland with their accession to the European Union in 2004. A year later the European Commission included Poland in its wine-growing zones. It was only in 2009, when the obligation to produce wine from one's own crops in the so-called tax warehouse was abolished, that wine producers started to register their activities. Another facilitation was provided by the Act on Production and Bottling of Wine Products, which passed in 2011. The new regulations, among other things, introduced the notion of a wine producer, which exempted the farmers who produced no more than 100 hectolitres from the obligation to register business activity for wine production, and abolished many earlier formal requirements. Since then, the interest in winemaking has significantly increased, while the acreage and the volume of wine production have increased. The data show strong developmental trends. In the initial period, the area of grape plantations was only 50 ha, but new plantations have been added every year. In the 2018/2019 season, vines in Poland were grown on an area of 394 hectares, and the data for 2019/2020 indicate a chance to increase the area under cultivation to over 460 hectares. Along with the increase in the cultivated area, the volume of wine production also increases. In the first years it amounted to about 200 hectolitres. In 2011 it doubled, and in 2018/2019 it reached over 12 thousand hectolitres. The dynamics of the process is indicated by the fact that 295 domestic vineyards were entered in the register of wine producers for the 2019/2020 marketing year (KOWR, 2019). Today, the landscape of Lubuskie is enriched by 40 vineyards, and their owners are engaged in enotouristic activities—hosting guests who are interested in wine. This type of tourism, as a result of the recent revitalization of winemaking in Lubuskie, is a permanent element of the region's tourist attractions.

## **2. LITERATURE REVIEW**

Wine tourism literature reveals the multiplicity of enotourism's aspects. In its narrowest, basic meaning, according to Brochado, Stoleriu, and Lupu (2019), the source of wine tourism is people's motivation to become acquainted with new types of wine. Bouzdine-Chameeva

(2019) broadens the scope of this notion by claiming that wine tourism makes it possible to come to know the wine on the one hand, and to know the location of its production site on the other. In a larger context, according to Bruwer and Alant (2009) wine tourism can be combined with other types of lifestyles. Looking at the social profile of people practising such activity, one can see that today it is particularly attractive for young people, including more women than men (Bouzdine-Chameeva, 2016). Other approaches underline the fact that the principal factors of visitors' motivation include touring vineyards, wineries, wine festivals, and wine exhibitions, and furthermore, the attributes of the wine region (Getz, 2000; Hall et al., 2000). This optimally assumes the view that wine tourism is an activity of visiting vineyards, wine-growing farms, wine festivals, wine conventions and other events where wine is the main motivating element for participation (cf. Hall, Longo, Mitchell, & Johnson, 2000). Pearce (2005) emphasised the role of three dimensions of motivation functions: novelty, escape/relaxation and relationship strengthening. In this approach, the 'novelty' factor differentiates experiences based on interests and fun, while the 'escape/relaxation' factor refers to a change from one's daily environment, combined with leisure. The third factor, 'relationship strengthening', is based on motivations stemming from desires to share experiences with family and friends.

The common denominator of the analyses devoted to wine tourism is the argument that tourism is a link between agricultural activities and general leisure services (Carmichael, 2005). Thus, enotourism makes it possible for vineyard owners and wine producers, on the one hand, and for companies in the tourism industry—be they involved in hotels, restaurants or transport services—on the other hand, to earn an income. Montella (2017) pointed out such a relationship, recognising that wine events and wine tourism play a key role in local and rural development, (Cavicchi & Santini, 2014). Bruwer and Lesschaeve's (2012) approach highlights the roles of the triad, linking the complex relationship between three operators: a wine region as a tourist destination, the local wineries, and the tourist/consumer.

The issue of wine tourism is also considered in a model context as a construct composed of specific components: theme; concept of staying; visitors; guidance of visitors at the same level; well-being; attractions/activities; and scenery (Mueller & Scheurer, 2004). In turn, Coelho, Gosling and Araújo (2018) created a theoretical framework for tourism experiences with three dimensions: personal, relational and environmental (Santos et al., 2019).

In addition to many approaches to wine tourism, it is interesting to try to interpret this concept by referring to other categories. Brochado, Stoleriu and Lupu (2019) described such a proposal by referring to the 'multisensory experience' in which all human senses are involved. According to this concept, the cognitive perspective, understood as 'viewing', should be complemented by the inclusion of the other human senses. Creating a situation in which enotourists experience a multisensory experience of wine-related places is called multisensory impressions (Heide & Grønhaug, 2006). It does not need to be proved that the view of wine places and facilities should be complemented by taste sensations from wine tasting and accompanying dishes because culinary tasting inevitably triggers a sense of taste and smell. Other important stimuli are the sounds that complement the full sensual experience associated with a vineyard or winery. This last issue, perceived as the audiosphere of the surrounding space, is also the subject of specialist descriptions (Kinal, 2019).

Activities consisting in the multiplication of tourist experiences (stimulating the senses) are supplemented by practices involving participants in trips both in the sensory and cognitive dimensions. Their aim is to acquire knowledge, provide information about the places visited, the culture of the region, and the specifics of wine production (Pine & Gilmore, 1998). This movement of tourism refers to the issue of cognitive needs. The most of the studies on the subject refer to the thesis that wine tours have an important informative function, satisfying the cognitive needs of the tourists.

The scope of knowledge gained at that time is extensive, mainly concerning the wine itself, its taste properties provided by individual grape varieties, as well as other factors such as the influences of climate and soil type. The concept of Terroir Wine Tourism is included in the perspective of objective conditions of winemaking. Terroir is understood as the complete natural environment in which a particular wine is produced (Marlowe & Lee, 2018). Thus, it concerns the natural factors, especially soil, topography, and climate. (Marlowe & Lee, 2018). In addition to the analysis of objective factors, the issues of history, both the vineyard itself and the entire wine region, are also relevant. For many people, especially from abroad, the culture of the region, the customs and habits of its inhabitants, and finally the works of art are also important.

Another thread in the analysis of wine tourism lies in the concept of experience economy, emphasizing the significant impact of impressions that are the result of widely understood consumption, associated with a stay in new vineyards, the purchase of local souvenirs, the tasting of local dishes, and finally the activities undertaken in these places. The range of stimuli that make up these activities can be extremely wide (Mossberg, 2007).

### **3. ENOTOURISM IN POLAND**

Wine in Poland is increasingly fashionable and thus popular. While at the beginning of the present century, Poland was home to only 27 vineyards, the period of the greatest dynamics of their growth was in the years preceding the country's accession to the EU in 2005 and continuing after. The annual increase in the number of vineyards reached over 30 emerging ones at that time (years 2006-2010) (winogrodniczy.pl.) The number of registered vineyards in Poland in 2018/2019 reached 230, the total cultivated area almost 395 hectares, and the wine production reached 12,716 hectolitres (Wine Market, 2019). This trend is supported by the growing number of people who are passionate about vineyards and wine. Their joint activities contributed to the creation of enotourism in Lubuskie, as well as in other parts of the country. This type of tourism activity is also reflected in Polish academic writing (cf. Kosmaczewska, 2006, 2008; Mazurkiewicz-Pizło, 2010, 2012; Majchrzak-Lepczyk, 2012; Olszewski & Drózdź, 2013; Sokół, 2015). The process of enotourism development in Lubuskie has also become the subject of research (Smogór, 2012; Charzyński, Nowak, & Podgórski, 2013; Kopczyńska, 2014; Zagrocka, 2016; Leszkowicz-Baczyński, 2019; Angutek et al., 2019).

Enotourism in Poland is based on patterns and principles developed previously in countries with established wine cultures. The term wine tourism is understood as organised tourism focused on typical wine issues, i.e. visiting vineyards, wineries, tastings, and meetings with the producers, with the possibility of discovering new places, tastes of regional cuisine and monuments. One of the fashionable alternatives of this activity is also travelling along the routes called 'wine trails'. Many such routes have already been established in Poland, among them: Jasielski Wine Trail (16 vineyards), Małopolski Wine Trail (26 vineyards), Podkarpacki Vineyards Trail (40 vineyards), Rostoczański Wine Trail (5 vineyards), Sandomierski Wine Trail (11 vineyards), and Dolnośląski Trail of Beer and Wine (17 vineyards). Now, the first initiative of this kind in the country was created in Lubuskie, and is called Lubuskie Wine and Honey Trail, comprising 33 vineyards and 4 apiaries. As assumed by the authors of this project, the trail is to promote a positive image of Lubuskie and Poland in terms of art, culture, and the protection of Poland's cultural and national heritage (Wine Route, 2019). Another initiative popularising Lubuskie is the Lubuskie Regional Product programme. Its creators assume that the regional products play an important role in tourism development and are a popular form of promoting the region. Moreover, thanks to local entrepreneurship

and economic activities, they improve the quality of life in Poland by generating individual income and creating new jobs.

The opportunities for the development of enotourism in Poland should be seen in the light that they can be implemented not only by large producers, but also on the micro-scale, by small vineyards with limited potential, of which there is a majority in the country. The size of Polish vineyards ranges from a dozen or more acres to a dozen or more hectares, the smaller ones dominating in number.

#### **4. METHODOLOGY**

The main goal of the current research is to understand better the challenges of wine tourism in Lubuskie and to show the background of this sector's development. The empirical material for this study was collected between autumn 2015 and spring 2016 in the area of the Lubuskie vineyards. The sample was made up of vineyard owners from this area who are active in winemaking (viticulture, wine production), and who are also usually involved in promoting enotourism on their farms. The size of the surveyed category is approximately one third of the vineyard owners within Lubuskie. The selection for the survey was deliberate, which was justified by the small size of the surveyed population.

The empirical part of the study was based on the tradition of empirical qualitative analyses. Due to the multi-perspective nature of the subjects, two types of qualitative interview were used. The first one was a thematic interview with elements of a biographical interview, carried out on the basis of a list of instructions. The order of the issues tackled and the emphasis given by the interviewees to particular threads in their statements was different for each of the interviews. This type of interviews was used to obtain statements on current issues, related to the specific conditions of running a vineyard. The second type of interview was a narrative interview (oral history), in which the researcher's role was (seemingly) more limited, because his or her interjections were much less frequent, allowing the interviewees to speak more freely.

#### **5. RESULTS**

Referring to the first of the above questions (What are the strengths and weaknesses of Lubuskie's winemaking development?), it was assumed that the characteristics of conditions supporting the development of Lubuskie winemaking are based on six issues.

The first issue is the region's brand, which is strongly associated with winemaking thanks to its centuries-long history. Documents indicate that grape seedlings were brought to Lubuskie around 1150 by settlers from Flanders (Kres, 1966; Kuleba, 2013). Over the following centuries, the region's brand became established, to which August Grempler, the founder of the wine and champagne factory, contributed spectacularly. In the 1920s in Grempler's Wine Factory, which is famous throughout Germany, 250 thousand bottles of sparkling wine were produced annually, and in the time before the outbreak of World War II, this production reached 800 thousand bottles a year (Palm House, 2016). The pride of Lubuskie winemaking is the modern production of "Grempler Sekt" based on a historical recipe.

The second issue is the important promotional argument in the modern revitalization of winemaking, which was confirmed by the dynamics of creating and reconstructing vineyards. Their presence makes it possible to speak about the return of the old tradition, and the region is unequivocally associated with winemaking in the country.

Third, there will be an important municipal initiative: the creation of a Wine Centre and Local Government Vineyard in Zabór near Zielona Góra, which has a record size of 33 hectares in the country. The centre hosts many events that popularize wine culture, both

in terms of cultural venues and in terms of workshops and scientific seminars (Lubuskie Centrum, 2019). It is the only museum in the country offering the possibility to observe 'live' the process of wine production. The vineyard adjacent to the wine centre (several plots of land leased by the surrounding vineyards' owners) is unique thanks to its function.

Fourth, Lubuskie's climatic and natural conditions are conducive to winemaking, especially the type of soil suitable for vineyards, such as the abundance of terrains with south-oriented slopes. The climate is characterised by balanced annual temperatures, a smaller decline in winter temperatures than in the eastern part of the country and adequate rainfall.

Fifth, the Lubuskie region is traditionally associated with the grape harvest tradition in Zielona Góra. The annual grape harvest festival held at the beginning of September is an event that attracts tens of thousands of tourists from many regions, both domestic and foreign. Presentations of local wine stands and wine tastings are accompanied by numerous cultural events, exhibitions and concerts. An important role is played by the taxiing tourists to individual vineyards for local tastings on 'winebuses' that have been especially prepared for grape harvest by the city transport company.

Sixth, the wine tradition is not only about preserving the view of the vineyards in the local landscape. It is evidenced by the production of local wines. The pre-war achievements of many wineries in Zielona Góra, with August Gremper's leading factory, were continued during the post-war decades by the State Lubuskie Wine Factory, which exported its products also to other countries. Today, however, owners of private vineyards acquire achievements, winning medals and awards at conventions and wine competitions.

The presented factors indicate the consolidation of the development of winemaking in Lubuskie, as well as the grounding of enotourism activities. The picture of conditions, however, needs to be supplemented with a list of blockades to the development of winemaking.

First of all, among the drawbacks, we will include much less favourable—compared with the wine-making areas of southern Europe—natural conditions: climate and weather variations. They pose a threat to the harvest, especially in spring, when frost can destroy vine shoot bundles. Wine production in Lubuskie is, to a large extent, subject to weather conditions.

Second, inter-regional comparisons reveal the small size of Lubuskie vineyards, which determines the relatively lower profitability of wine production. The smaller production scale and the manual grape harvesting have an impact on the price of local wines compared to that of foreign wines, making them relatively expensive. Thus, Lubuskie wines are associated with quite elite products, but at the same time are not treated as a standard choice.

Third, winemaking's development is blocked by the difficulties of obtaining manpower. There is no system of national oenological education and therefore a shortage of people who have knowledge in wine care. Even the labour force in the form of hired employees from Ukraine does not solve the problem because the working conditions in Lubuskie vineyards are not attractive to them.

Fourth, the scale of the additional, regional tourist packages [local events] supporting the marketing of individual vineyards is insufficient. It seems justified to extend the range of attractions that can be provided to enotourists.

The second of the research questions posed in the text concerned the specificity of enotourism promotion in Lubuskie, i.e., What is the specificity of enotourism promotion in the Lubuskie region? The materials from the author's interviews with the owners of Lubuskie vineyards will be used below. The information obtained during research contacts shows that this specificity is based on four main pillars. The first one is the above mentioned, the region's centuries-old wine heritage.

*On the one hand, Germans have contributed to this [vineyard tradition], could convey tradition and inspire...with willingness or reluctance, whatever it is called. (...) It matters, because in the chronicles (...) they write [about it]. One cannot ignore the achievements of the predecessors. Although I am not particularly happy about the fact that the Germans were here and had to leave--we didn't have any influence on it--... But they laid the foundations for what is happening now.... Everyone has made a contribution. One cannot ignore the achievements of the predecessors. [PMM 1,2]*

The influence of the historical wine heritage on enotourism is moderate, as the region lacks many well-preserved monuments of material wine culture. It has been mentioned earlier that almost all historical vineyards were closed down for a time. On the other hand, most of the new vineyards were created in new places or in locations where both the continuity of cultivation and the linearity of the cultural message were broken. All the more valuable, thus, are the vineyards founded on old plantations.

We can try to rebuild certain things historically. Anyway, this fragment, this hectare of vineyard, which I have planted, is on an old hill, where there were vines before the war. And these shrubs are still in Zabór. This is it, and we can use it and it's cool. But to create a market like it was before, I don't think there's a chance. [FCC 2,7]

Pastor Wegener had his property here. He cultivated vines and also vinified wines. No one else was coming to him, but Alexander von Humboldt because they were friends from the university. Together they studied botany in Berlin. (...) Wegener described this in his diaries. It is one hundred metres from here to the left of Pastor Wegener's house. This house is still in the same position. Everything is abandoned there. And there are old, unfortunately already dead shrubs. Perhaps they were grown by him? (KMG 3.5)

Despite the shortage of a material wine heritage, however, the history itself is nevertheless important for the vineyard owners. During tours of their vineyards, they devote a lot of time to describing the old history of the region and its immediate surroundings. They also refer to the original crops. This aspect constitutes the value of Lubuskie, which is not at the disposal of other regions in the country.

Inside the Głogów Silesia borders, these lands were, in a way, part of Austria because before the war for Silesia between Prussia and Austria, which was in 1741, there were marked vineyards to the west of Łaz. Between Łaz and Zabór this large vineyard, where today [the Lubuskie Wine Centre was established] there was also a large vineyard, so we knew where to look for these old shrubs and we found—just west of Łaz, a little bit to the south—old shrubs that were piling up somewhere on the bushes, on the trees in general. We tried to cope with them anyway... to survive..... they are today, listed as natural monuments (FKL 2,7)

The village of Mozów, formerly Mozau, based on an old map from 1858 or 1854. [Our] vineyard is here - Züllichau [shows on map] (PMM 1,2)

The second pillar, after the historical heritage, of the region's enotouristic promotion is the annual grapevine festival, which falls at the beginning of September and lasts over a week. It is the strongest point of the region's image, and the Zielona Góra Wine Festival is widely known in the country. It is important that in the last two decades its formula has gradually changed. In the early 1990s and later, the 'grapevine' was made up of products from abroad, as local winemakers were not able to sell their products due to the lack of

appropriate regulations. Gradually, the festivals began to emphasize the importance of local products, thus directing attention to the Lubuskie vineyard stands surrounding the Zielona Góra Town Hall.

The third pillar is that the essence of Lubuskie winemaker tourism package is the winemakers' readiness to receive tourists and to guide them around the vineyards and wine production facilities. Such meetings have multiple functions: (1) they appeal to tourists' cognitive demands by way of the historical dimension, which is related to the region and its tradition, as well as by way of the aspects of the wine—the knowledge of vineyards and of wines; (2) they appeal to tourists' sensual demands, such as by way of offering wine tastings; (3) and finally, they serve a ludic function by way of offering local cuisine. Following the activities of winemakers from other countries the tasting of various types of wine is accompanied by the offer of such things as locally baked bread, baked ham, local cheeses and cold cuts, as well as grape preserves. Sometimes workshops are organized to educate in selected skills as well.

I have another hobby: I make sausages and cheese. I make sausages less often, but the cheeses also have to be turned over [like turning bottles while aging]. I like doing this. We match wines with cheeses - our wines with our cheeses. And we try to present these to our customers. (YYMM 2.5)

Fourthly, an important role in Lubuskie's enotourism promotion is played by the Lubuskie Wine Centre in Zabór near Zielona Góra, established in 2015 thanks to the efforts of the Marshal's Office. Its main objective is to develop the brand and tourist potential of the Lubuskie Voivodeship, as well as the construction of a regional identity, the integration of wine-growing communities and the reclamation of traditions related to viticulture and wine production in Lubuskie (Centrum Winiarstwa, 2019). The Centre performs numerous functions: representative, tourist, recreational, didactic and museum functions. In previous years it also fulfilled the role of a researching and teaching base, enabling the education of students at the faculty of wine and an advisory centre for winemakers. Thanks to the Conference Room it is possible to conduct wine, sommelier and culinary workshops.

The owners of Lubuskie vineyards do not limit themselves to the production of wine itself. Everyone sees the need to promote their vineyard and their products. They remember that those who manage tourism very often visit those places that offer home wines and products. On their locations they observe the crops, the grape harvest, and the process of wine production, and they have the opportunity to taste beverages, talk to the hosts, and visit the cellars on the farms. In addition, they can purchase bottles of wine and other products related to their own wine-making activities on site.

The interviews revealed that Lubuskie winemakers undertake three main promotional strategies, apart from wine production itself. The first one is participation in the Wine Harvest, through their own wine stands, selling wine. The promotion of the vineyard plays an important role when winemakers host tourists arriving by bus. The crowning element is the participation in the best wine competition.

The second strategy is a promotion directed to wine tourists. Usually, it consists of showing the guests around the vineyard, preparing dinners—including local culinary specialties—and providing the tasting of various types of wine. In Lubuskie, the local specialities include oven-baked bread, baked ham, cheeses and cold cuts. The attraction also lies in the accommodation—allowing the guests longer stays in the vineyard.

I make Koryciński cheese. It's one of the simpler ones, Gouda, Swiss. Gorgonzola, Mascarpone. It depends what I feel like. I buy bacteria in the shop; I get everything there. I do it all by myself. I try to encourage my family, but somehow the family doesn't get to it yet. I make sausages myself too. I make cottage cheese, I smoke



it. (...) There's satisfaction, as you look later... and everything's gone. [Laughs] (RKM 2.5)

The third strategy refers to the cultural aspect. This has a strong reference to the history of the place where the vineyard was established, the knowledge of the history of the region. In practical terms, however, it is about the devotion with which Lubuskie winemakers strive to recreate grape varieties that were locally grown in previous centuries.

Winegrowing and wine production in Lubuskie are always family-based in nature, which means that they involve all adult members of the winemaker's family, even if those members are simultaneously active in other spheres.

It is good that there are my sons... When I tell [one] "go, get it", he will get it. I'll say "go to the field with a tractor", and he will go. Everyone's working. After we finish our work, we'll come home, have dinner, it's 4 - 5 p.m. There are some things you can't do [by yourself]. (JLP 1.5)

My wife also works in the vineyard, although she has very little time. She is the director of the hospital here in [name of the village]. She has little time. But she likes doing it [helping in the vineyard] very much and sometimes when she has that free moment, she helps us.... My daughter also works in the vineyard. She is a psychologist. She works in [name of the village] with difficult youths. And we still have agritourism rooms, which actually my daughter runs. We're holding it up for now. We'll see what happens next. (RKM 2.5).

The short period since the vineyards have been reborn means that the owners are still in the learning stage, gathering experiences related to running the vines and making wine. In this sense, their industry is still innovative.

But for me [vineyards] have unlimited possibilities. I can go for wine-related tourism, I can cook with wine, I can design, I can do workshops. I can go back to my profession—the hinterland is home, in the direction of plein air painting. I can be a nurseryman, which I am. I can sell fresh fruit. I can make wine. I can talk about it. I can design a label. I can do anything that develops me. That somehow gets me excited. (laughs). (RKS 1.5)

The third of the undertaken research questions was this: What subsequent new actions should be considered as being the most effective for developing regional wine tourism in Lubuskie? The presented research material indicates that the Lubuskie vineyard owners fully accept the idea of enotourism, and their promotions are focused on this type of recreational activity. It is interesting to note, though, that only one of the interviewees indicated the option of accepting enotourists travelling in campers. It is worth promoting this option to others. Secondly, it is justified to promote even more the participation of individual wine producers in wine competitions. Two of the vineyard owners said the following about their achievements so far:

The first of such presentations of our wines [competitions] were in Wroclaw, at the Polish wine festival. It was already after the new millennium.... It was the first serious wine fair and evaluation because these usually go hand in hand. Our wines were also evaluated. Awards can be viewed on our website. We received first, second and third prizes. [KMG 7]

[In response to a question about participation in the fair:] Yes. There is a wine fair in Poland, the largest in Poland and most recognized by winemakers in Krakow. And there we try to send wines every year.... In 2014 I probably sent the wine myself. This wine won a silver medal. My friend was also a co-creator

of this wine, and this is our common success.... Once a year we have meetings—a wine convention. (JLP 1.5)

## 6. CONCLUSION

The small size of the vineyards, as well as the limited scale of wine production in Lubuskie, make it incomparable to the traditional wine regions of Europe: Spain, Portugal, Italy and France in terms of area and volume of wine production and the spread of wine tourism. Another constraint results from the fact that enotourism in Lubuskie is at an early stage of development. However, the data from the author's own research document numerous similarities between Lubuskie winemakers and those from southern European regions. The factors that make Lubuskie vineyards similar to those in recognized wine regions include the focus on organic farming and the vineyard owners' ecological lifestyles, the diversification of wine promotion channels, and at the same time the intensive development of wine tourism. The factor that distinguishes Lubuskie from the vineyards of European prestige is the tendency to develop the wine sector significantly, as illustrated by the continuous increase in the number of vineyards and their size.

Lubuskie vineyard owners are following the best practices tested in other countries with rich wine traditions. They organize accommodations, prepare dinners combined with stories about the pre-war fate of the vineyards, and their rebirth at the turn of the last and present century. The menu is the local cuisine, based on local dishes prepared on site.

Wine tourism in Lubuskie is managed in two ways. On the one hand, at the macro-level, Lubuskie's enotourism is run by the vineyard owners, with a focus on promoting their own farms and the surrounding attractions. On the other hand, it is also carried out as part of major local government projects, such as the creation of the Wine Centre and Local Government Vineyard in Zabór. The limitations of wine tourism are noticeable, especially the lack of well-established traditions of wine culture, the relatively high price of local products, and the small number of vineyards in relation to the whole country. At the same time, the last factor is a magnet for regional vineyards.

The strongest factor popularising wine issues in Lubuskie is the annual grape harvest festival in Zielona Góra, an event that promotes local vineyards and their products. The vintage harvest is a combination of a fair and a series of cultural events. The trend of a new, provincial location of the event is important, which year after year accentuates the existence of local vineyards and their products.

An independent promotion strategy of enotourism should be carried out by the city authorities to popularize the wine monuments of Zielona Góra. The buildings of the first sparkling wine factory in Germany (1826), the former August Grempler Wine Factory, have been preserved in the city. The buildings of Heinrich Raetsch's Cognac Brennerei Factory (1886) have been carefully revitalized, and huge wine cellars in many places in the city have been preserved. If this potential is exploited, planning a wine tourist route around the city has a chance to become a stimulus for many enotourists. Internet promotion should be subordinated to this objective.

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