

WINE AND WINE PRODUCTS IN A FUNCTION OF TOURISM DEVELOPMENT IN REPUBLIC OF MACEDONIA⁶⁴

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ABSTRACT

The study analyzes the current condition of the viticulture and winemaking in the Republic of Macedonia in comparison to the World's and Europe's condition, the wine and wine products production and their supply to the domestic and foreign wine markets. Moreover, there is an analysis provided of the supply, capacity and the markets of the Macedonian wineries, as well as weather they (wineries) together with the relevant national authorities are working on creation and establishment of fame and quality of the Macedonian wines and wine products. In the end, there is a research conducted of the wine culture of the employees in the catering and commercial unites in the Ohrid region and their familiarity to the wines which are in their offer.

Key words: Macedonian wine and wine products, wine tourism, fame, traditional manufacturing.

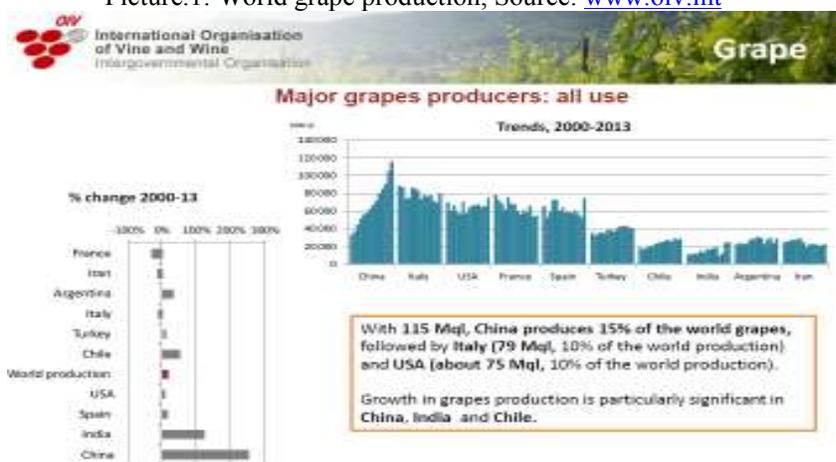
INTRODUCTION

Looking back in the past, but also if one looks in the near and far future, it is evident that the Republic of Macedonia is investing and working a lot in the field of tourism development, in order for the country to attract as many tourists as possible, but also to satisfy all of their needs and requests, hence ensuring their return in the country in the future, too. In short, the country

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has been working hard and is still investing a lot into development of distinctive, unique and competitive image in the vast World's touristic market. Furthermore, the touristic offer of the Republic of Macedonia represents a mix of natural and cultural rich heritage. Due to its favorable natural (terrestrial, soil and climate conditions), the Republic of Macedonia is famous for cultivation of renowned grape varieties which on the other hand contribute a lot into the production of high quality wine and wine products. These facts are more than sufficient to declare that the wine and wine products, as an only one segment of the touristic offer of the country with its distinctiveness and quality are able to attract tourists, while through their traditional mode of manufacturing and the contribution of such production in the tourism, they eventually enable the development of the wine tourism within the rural tourism and eco-tourism through the organic production of the wine grape and wine.

Picture.1: World grape production, Source: www.oiv.int



The viticulture and winemaking as important industrial branches and the wines and wine products have substantial contribution in the creation of the touristic offer of the Republic of Macedonia. In fact, they are much more important than it is thought they are. The country is aspiring to building of an image of recognition as an important European destination. Through its touristic offer which is an actual combination of natural and cultural heritage, it can be concluded that the Republic of Macedonia is attaining this goal. The wine tourism in Macedonia is still in its beginning and it is divided and classified as a special type of tourism which derivative is the wine

product, and it is to be recognize as a constitution part of the rural tourism, too.

Picture 2: World wine production, Source: www.oiv.int



Table 1: Wine production (excluding juice and must) (t)

country	2013					2014/2013		Ranking
	2010	2011	2012	Provisional	Forecast	Variation in volume	Variation in %	
France	44 381	50 757	41 548	42 004	46 151	4347	10%	1
Italy	48 525	42 772	45 616	52 429	44 424	-8005	-15%	2
Spain	38 353	35 387	31 125	40 850	37 000	-3850	-10%	3
United States (2)	20 995	19 140	21 740	22 500	22 500	-1050	-4%	4
Argentina	16 250	15 473	11 780	14 564	15 200	216	1%	5
Australia	11 420	11 280	12 250	12 310	12 560	250	2%	6
China (3)	13000	13200	13810	13780	12760	0	0%	7
South Africa	9 327	9 725	10 566	10 560	11 420	480	4%	8
Chile	8844	10464	12504	12 846	10 028	-2817	-22%	9
Germany	8 506	3 152	3 012	3 409	3 725	1316	16%	10
Portugal	7 148	5 622	6 327	6 238	5886	-352	-6%	11
Romania	3 287	4 058	3 211	5 113	4 059	-1020	-20%	12
New Zealand	3 900	2 390	1940	2 480	3 200	720	29%	13
Greece	2 650	2 750	1 115	3 343	2 900	-443	-13%	14
Brazil	2 450	3 460	2 967	2 710	2810	100	4%	15
Hungary	1 762	2 750	1 770	2 666	2 754	68	3%	16
Austria	1 737	2 814	1 125	2 302	2 250	-362	-6%	17
Bulgaria	1 124	1 237	1 442	1 755	1 229	-526	-30%	18
Switzerland	1 050	1 120	1 000	840	300	80	7%	19
Croatia	1 433	1 409	1 291	1 249	874	-375	-30%	20
OIV World Total(4)	264 372	267 243	256 222	287 606	276 864	-16 736	-6%	

The Republic of Macedonia is characterized by excellent climate and soil condition for cultivation of grape, hence the manufacturing of highly quality wine. In Macedonia there are cultivate special grape varieties which are used for the wine production (for instance, Stanushina and Vranec), which on the other hand are unknown to the rest of the world and that is why they are quite attractive for the already saturated world's wine market. Therefore, above all it is necessary to increase the interest of the domestic demand of the wine (more for the bottled than the bulk wine), and then through promotional activities to expect an increase of the interest of the world's market, too.

Table 1: Grape production in RM in the period 2007-2012 (in tons), Source: State Statistical Office of RM

Year	Production of grape (in tones)		
	agricultural cooperatives and other enterprises	individual farms	Total
2007	46.400	163.301	209.701
2008	43.072	193.761	236.834
2009	48.110	205.346	253.456
2010	48.525	204.847	253.372
2011	52.815	182.289	235.104
2012	49.891	190.570	240.461

As far as the wineries in Macedonia are considered, most of them offer wine tasting of their own produced wine, tours through their wineries, traditional catering services, opportunities and offers to purchase locally produced wine, yet only few of them offer accommodation to visitors and organized wine visits and excursions which would allow for a full realization of the wine tourism, as well as realization of wine and wine products as options and/or factors for tourism development in the country.

The wine tourism whose main derivative is the wine and wine products, is a selective type of tourism and it can exist in the mentioned circumstances, since Macedonia is rich with all resources and opportunities within the attractive-receptive area which would fully satisfy the sophisticated, differentiated and special tourists needs and requests of the visitors. As a selective form, the wine tourism should fully address the specific needs of tourists (2).

Table 2: Wine production in RM in the period 2007-2012 (in million liters), Source: State Statistical Office of RM

Year	Wine production in million liters
2007	91.1
2008	92.4
2009	95.5
2010	89.2
2011	82.3
2012	94.1
2013	117.1

Research Objectives

The practical purpose of the research

The practical goals of the research comprise:

- Analysis of the mode in which the catering staff gains wine knowledge,
- Analysis of the involvement of the hotels and restaurants in the creation of a solid image of the Macedonian wine,
- Understanding how and what kind of cooperation exists between the Macedonian wineries and Catering Sector in Ohrid.

In order to realize the level of practicality of wine culture in Macedonia, especially the way in which catering employees obtain their wine knowledge, it needs steady cooperation between national wineries and catering facilities, to learn the views and opinions of catering staff towards

raising wine culture here, as well the development of the wine tourism. Field research was conducted in 23 restaurants in Ohrid (total 16 hotels and 7 restaurants) in June 2015. The survey was conducted using a standardized interviewing techniques and with the conversation made up by the managers and their staff, they gave their answers and opinions to this topic.

CATERING FACILITIES IN WHICH THEY SERVE WINE AND WINE PRODUCTS

Wine culture is part of the general culture of every human being that requires knowledge, either the way how is served, or how to drink. Actually, the main part is how to enjoy drinking wine, which is acquired gradually. Wine culture covers knowledge of the characteristics of wines, their history, production, knowledge of the grapes, wine and wine products, the method of storing the wine, a division of the wine quality, serving the wine, reading the label, knowledge of the temperature at which is kept and served the wine, the connection between food and wine, related knowledge and aesthetics, art and wine, wine and health and especially the ritual how to drink wine. Wine culture actually covers knowledge of viticulture, wine and hospitality. It is cultivated, refined and civilized wine consumption (4). This includes vocabulary for describing the characteristics of the wine and knowledge of the beneficial properties of wine that makes positive role in the business world. Wine culture in countries with developed viticulture and enology is satisfactory, here, little attention is paid to this culture.

The survey was conducted in the restaurants of Ohrid region that exists for decades, with the exception of some newly opened facilities, which means, that most of them have a long tradition and solid experience, so it was expected from them to show greater respect for the wine and professionalism in this field. Those facilities are quite big, employing over ten catering workers.

Wine list is an integral part of every modern catering facility. Because choosing the wine is very complex act, the wine list should mitigate and facilitate it. Here, due to insufficient knowledge of wine and the absence of a wine culture that is part of a general culture of every person, many restaurants have inadequate and extensive wine list, meaning the list is either incomplete or incorrectly created.

All the hotels and restaurants included in the research have the wine list made up by the manager of the restaurant / hotel but in cooperation with experts from the wineries which they cooperate with. Often wine list is part of the menu (that is the case of hotel "Belvedere" hotel "Millennium" restaurant "Ohrid trout" restaurant "Damar" hotel "Riviera" restaurant

"Belvedere"-center, restaurant "Dalga"). During the survey, a separate wine list was noticed in the hotels "Garden", Hotel "Royal", pizza - restaurant "Alexandria", Tavern "Momir", restaurant "St. Sofia", hotel "Tino"-center, hotel "Tino" -Sv.Stefan, while in the hotels "Metropol", "Bellevue", "InexGorica", "Silex", "Two pearls" and "City palace" besides the wine list other alcoholic and non-alcoholic drinks were offered too. Wine list usually contains the price of the wine in general. Only hotels like "Metropol", "Bellevue", "Tino"-center and "Tino" – Sv.Stefan had bilingual Wine lists-Macedonian and English. The wine list in these hotels shows only the main features of the wines, including proposal of meals that are in harmony with the appropriate wines. As a rule, wine list should be separate as a special offer of the restaurant / hotel, and should not be mixed with other alcoholic and non-alcoholic beverages. If the wine list is made up this way, then the catering facilities should demonstrate more serious approach to their work, because that way the guests will have a clear picture of what kind of wine is offered to them, the choice to order a wine will be much easy to made, so they will leave the catering facility satisfied. Majority of respondents on their wine list did not offer indigenous variety of wine from our micro region such as Ohrid red wine, Ohrid white wine, Kratoshija wine, only small portion of them are offered. The same condition applies for the supply of bulk wine or HOUSE WINE. If this special selection of wine from our micro region is included in the wine list of the Ohrid catering facilities then for sure we will promote not only the traditionalism and the quality of our wine, but in the same time we will provide authenticity and unique experience for the tourists who will drink this special variety of wine.

How should the wine card look, or how the wines should be properly arranged in it? The wine is arranged according to their quality, ranging from high-top, followed by quality wines, table wines with geographic origin, and at the bottom of the wine list are placed wines without geographical origin. If wines are not distributed like this, then we can immediately conclude that in this catering facility workers do not have enough sufficient knowledge of wine and therefore the consumer can be easily manipulated about the quality of the wine.

By Professor of FTU Angela Krstanoski -Vasileska and Tony Pavlovski graduated manager in hotel restaurant operations have been designed particular wine card for catering facility. According to them, the wine list should be a blend of three components: food, wine and history. At the same time, the wine should contain important characteristics to be interesting and attractive to the visitor's incentive for guests to order wine in the restaurants. The most important issue here is wine to be graphically displayed on the wine list with their characteristics, taste and temperature. One part should be

devoted to which wines pairs good with which food, but also one part should attract attention to historical moments of our country. The subordination of the wines in the wine card stand out as: first, sort the white wines, then red wines, then rosé wines and in the end sparkling or bubbly wines. As for the arrangement of the wines by places of origin, first on the wine list should stand wines from local wineries, followed by the wines from regional, national and finally wines that are produced outside of the country.

Picture 3: Design solution for wine list (Vasileska, Pavloski)



The common mistake that caterers are making when classifying wines in the wine list is when they select the bottle by beauty or by the size of it. The important information should be obtained from the wine list for each wine is the alcohol content: strong wines contain more than 100 gr. alcohol per liter, average wines contain strengths of 80 to 100 gr. per liter and light wines contain less than 80 gr. alcohol per liter. In good wine, effects of the alcohol are much less. Besides the strength, here also need to be mentioned the region or sub-region where grapes were cultivated from which the wine is made, then, manufacturer of the wine (the wine list is advisable to have the fact "original filled in a bottle") then followed by the year of harvest.

If the guest is knowledgeable, he/she will reveal whether the year was good, very good or excellent for growing grapes for wine, or whether it was raining or with more sunny days. In the end the price should be visible for each bottle of wine. Speaking about the price, one should never choose wine

at the highest price, because the price is not always the benchmark for quality.

The wine price in catering facilities is much higher than the retail price. This is because of the act of how the wine is served, procedure that is not characteristic for other drinks. Catering worker is the detrimental factor here that affects successful presentation and serving the wine to the consumers who meets their sophisticated needs. Through the knowledge of the general characteristics of wines, coupled with mastery of the wine list and pairing the wine with food, there is no doubt that they can sell wine with great success.

Connoisseurs will choose the wine they know the best and they will pair the same wine with most appropriate dish. The wine complements and enhances the quality of the food. Having knowledge of ways to properly pair wine with your food can truly intensify the enjoyment of the connoisseurs. If the client cannot decide what kind of wine to consume, he/she will leave to the choice of the catering worker.

The most pressing issue catering workers experiencing by guests in the catering facilities is: "What wine would you recommend to us?" The question can be answered only by the restaurant worker who is well appointed with the wines on the wine list. A good waiter/sommelier will primarily offer better wines and would warn their price, as previously stated, not always the most expensive wines are the best. Here the waiter knows little of what to recommend and usually he/she recommends the most selling wine, or the wine with the highest price. In our restaurants rarely there are specialized people-sommeliers who know virtually everything about wine so that consumer can freely rely on them when choosing a wine. The fundamental rule in a combination of wine with food is: first select food, then wine (9). Not every food corresponds well with each wine, or more wines, but there are those few wines that go well with almost all dishes, and those are wines from the New World, such as wines from Australia and Chile. The choice of wine has been selected by a guest, then the waiter brings the wine and glasses that corresponds for serving of selected wine. Show the guest who ordered the wine the bottle and read the vineyard, varietal and year. Wait for the guest to confirm that it is what they ordered. Open the bottle in front of the guests and once the cork is out, place it next to the guest who ordered the wine. If the cork has strange odor, guest is fully entitled to return the bottle of wine, but only if there is good reason for it. A pour of approximately one ounce should be poured in the glass of the guest who ordered the bottle. Return the bottle to the presentation position and wait for the rest of them to taste the wine and approve the bottle. Pour the wine for the other guests at the table beginning with the women, then the

men and finally the person who ordered the bottle of wine. Catering worker is obligated to return the bottle if it does not meet the characteristics of selected wine. Here an important point is to make which fairly applied for rest of the world but forgotten in our country is the wine "BY THE GLASS". If someone does not want to drink a whole bottle of wine, or wants to test different types of wines, or he is not satisfied with the choices offered to him, he has to feel free not to pay for the whole bottle, because his needs and expectations were not satisfied (12).

Catering workers often recommend wines from the national wineries, but only small proportion are recommended / consumed from the local wines, while foreign wines are insufficient, but they are in high demand by foreign tourists. Perhaps it is the fault of caterer workers, because some of the foreign tourists are feeling skeptical in tasting our national wine, so in the wine list of Ohrid catering facilities should include some of the foreign wines that are popular in the world, but at affordable price. That is how the employee is enabling to meet the demands of foreign tourists who wants to try foreign wines, and which will be available for both, domestic tourists and all of the tourists with lower purchasing power. Very seldom expensive wines are offered in Ohrid restaurants and hotels, and that is wrong, because there are individuals out there who would pay more, just to taste wine with specific and clear differentiated features, but our caterers are opting not to offer expensive foreign wines because they are afraid that they will not be required. Overall in Ohrid restaurants, guests consume wines at a lower price. The red house wines which are usually required and consumed are: Alexandria, Longing for the South, Vranac, Merlot, Cabernet Sauvignon, then Bar, Dishan, red wine Calais Winery "Skovin" as well as wine from the winery Alexander "Bovin". From the whites commonly consumed are: Temjanika, Traminec, Alexandria and Alexandria couvin Classic, Chardonnay, Sauvignon Blanc, Muscat Ottonel then, White water produced in the winery of Tikves and Riesling. Most rosé wines are: Rose winery, Alexandria couvin Anna Maria Rose Trollinger, Stanushina and San Dzhoveze. According to the previous experience of the Ohrid catering workers usually guest consume wine at a lower price, but very rarely at the higher price.

Of all of hotels and restaurants in Ohrid and surrounding area that were involved in the interviewing process for sommelier-wine expert with appropriate certificate, half of the respondents answered positively and half negatively. Positive answers with certificate received those catering workers who conducted training by the wineries that cooperate with catering facilities in which they work. Restaurant workers with such a certificate are placed at: Hotel "Granit" restaurant "Damar" hotel "Tino" Center Hotel "Royal View"

tavern "Momir" restaurant "Dalga" restaurant "St. Sofia" hotel " Tino "- Sv.Stefan restaurant" Ohrid trout "pizza - restaurant" Alexandria "restaurant" Belvedere "Center hotel" City palace ". None of the catering facilities included in the survey have permanently employed sommelier, but if the event of higher rank is scheduled, then the sommelier will be called upon their duty.

Catering workers among us are not educated. They do not know all type of wines and their characteristics, they are not familiar with the wine products, they do not know harmonization of food with wine, simply pointed out adversely affected the development of the Macedonian wine culture, thus increasing the marketing problem for manufacturers. There is insufficient knowledge of wine among the customers too due to absence of wine culture. It happens most of the time wine not to meet the expectation of the consumer, but it is consumed anyway just in case not to be charged at double price.

Most of the catering workers employed in Ohrid restaurants have average knowledge of wine or their characteristics, and only few of them pleaded to have excellent knowledge of both domestic and foreign wines. Although spectrum of supply the wines in catering facility in which they work is very small, usually they cooperate with up to three wineries, which are not thoroughly familiar with the characteristics of wine and how to make pairing with adequate food, besides the fact they were attend wine workshops organized by the wineries that cooperates with catering facilities in which they are employed.

CONCLUSION

About the ideas, recommendations and comments of the representatives of the catering facilities who were included in the survey about which future steps needs to be taken to raise the education of the catering staff and general elevation of the wine culture in Macedonia, respondents gave the following opinions and recommendations:

- Organizing more workshops on wine by wineries in order to increase and improve the education of the catering staff in the field of wine sector.
- For every novelty (new wine produced at the winery or withdrawal of old) in timely manner notify the caterers to withdraw the wine, or to sample the new wine with proper food item from the menu, first by the catering staff, and then suggest the same combination to the guests;
- First managers of the catering facilities should be interested in visiting more wine workshops in the future, then, the remaining staff, which

would be stimulated in a certain way (by increasing the salary) to tell of new varieties of wines, and the very same to be recommend to the guests.

After the interview was conducted by the representatives of the Ohrid catering facilities some of them were not sufficiently open for cooperation, but anyway they made the following conclusions:

Although catering facilities who offer wine list the same one it is not properly made by today standards, suggests ignorance and disrespect for wine according to data provided by the respondents, which is made in collaboration with experts from the wineries that cooperates. Narrow is the choice of wine in most restaurants, on the other side, they required wide range of wines that will meet the sophisticated needs of wine lovers. Unserious approach to wine and the low level of wine culture from the catering workers are perceived by the lack of wine expert in catering facilities and insufficient number of hospitality workers with appropriate certificate for wine which justifies its acquisition. Here we should mention that just because they lack desire, catering workers need to be familiar with characteristics of all types of wine from the wine list in the facility they work, and to constantly upgrade and monitor all the innovations for wine. They are saying that they would do it only if guest want it, on the contrary, they will be highly motivated if they receive higher financial rewards to correlate with their efficiency. Knowing how to present and serve a bottle of wine with their characteristics is imperative to make the jump to higher reward by guests who are wine connoisseurs, as well of those who are lot less good. Usually their knowledge of wine is general, leaving a negative impression towards guests and unconsciously making negative advertising of wine from our national wineries that have a long tradition and quality. Also catering workers have basic knowledge of how to combine food and wine from the appropriate menu and they are not sufficiently interested to educate themselves at how to harmonize these two components. Insufficient care or improperly storage at the certain temperature especially the red wine is the biggest headache for poorly educated worker.

All this indicates the low level of wine culture of catering workers, but also among the guests too, because both sides are not well informed about the wine in general. This is the reason for the lack of courtesy that seems to have befallen the Macedonian wine, which in return it will prevent the development of wine tourism not only in Ohrid and surrounding area but at national level too. To achieve a higher level of wine culture, there must be a mutual cooperation between wineries and catering facilities by organizing more wine workshops in order to improve the education of catering workers.

Because this is the inadequate situation in Ohrid restaurants and hotels I would say it is very true even at the level of our national country, every

tourist facility that serves wine, should have wide range of products for each of them to know at least the basic features, and that would be a sign of excellent work, good image of the company and the country in general.

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