

ATTEMPTS OF REVIVING THE 4000 YEARS OF HISTORY OF WINEMAKING IN THE ANCIENT CITY OF CNIDUS AND BRINGING IT INTO GASTRONOMY TOURISM

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Abstract

This study investigated the activities and contributions in tourism in the region by Datça Vineyard and Winery Company, which has been operating as a producer of grapes and wines in Datça since 2012 and is a pioneer in the revelation of the wine tourism potential of the region. The business' activities towards production and marketing of wines are important, because they contribute to the increase in the tourism income of the region and our country, increase in the economic value of grape which is a significant agricultural product in the region, and development of sustainable tourism activities. The study firstly described the relationship between wine and tourism, and then provided information on the vineyard and winemaking history of the Cnidus area in Datça. Later, with the approach of case study, information was provided regarding the activities of the business in question towards marketing of wines and wine tourism, as well as development of these as an alternate type of tourism. In this scope, the method of interview and observation was used to collect data. According to the results of the study, it was found that Datça Vineyard and Winery started to become an important attraction for tourists in Datça, which previously had almost no share in wine tourism. Additionally, it may be argued that the wine, produced with the method of boutique production, is an important step in branding for Datça.

Keywords: Wine Tourism, Gastronomy, DatçaCnidus, Local Wine Produce, Wine Culture

INTRODUCTION

Considering the developments in the world regarding tourism, it may be seen that “gastronomy” has a significant role in marketing touristic destinations (Gonce, 2009; Seyitoğlu and Çalışkan, 2014). A country’s gastronomy is one of its most fundamental cultural values. Culture, historical heritage and art contribute a lot to touristic destinations. Therefore, it is possible to say that gastronomy is an important driving force in domestic and international tourism movements (Altinel, 2011). According to Hall and Mitchell (2001), gastronomy, whose purpose is travelling to places such as primary and secondary producers of food, food festivals, restaurants and specific locations such as special food production regions, has become a significant issue considered by both destination managers and food and drinks businesses (Bekar and Kılıç, 2014).

Gastronomy plays an important role in selection of countries as touristic destinations. The interest shown in “fine dining” in Europe has turned into a movement recently, and “gourmet tours” or “gastronomy tours” joined by intellectual tourists with high income have become some of the most sold tourism products (Gonca, 2009; Altinel, 2011). Considering these gastronomy tours in general, among the most preferred products are local or regional ones like cheese, olive oil, mushroom and wines (www.cellartours.com). It is known that the land in Turkey is one of the oldest winery regions in the world. The origins of words like vin, vino, wine to describe wine in Western languages reach back to Anatolia and the Hittite language. Hittites in Anatolia and Egyptians in Egypt are societies that started the culture of winery. It was reported that wine and winery later spread to Greece, Italy, France and Spain from Aegean coasts (Akar, 2011).

Although Cnidus, with a rich winery culture, was one of the most significant wine production centers of the ancient times, it is seen that this value is lost today. In 2012, Datça Vineyard and Winery Establishment moved from Tirilye in the Mudanya district of Bursa to the Datça Peninsula, with the aim of reviving the 4000 years old history of winemaking in Cnidus. It first started professionally producing wine in the Tirilye area with the name of Bakus Winery. In 2012, it changed both its location and its name and started to consistently produce wine in Datça. Datça Vineyard and Winery Establishment aims to resurface the culture of vineyards and winery that has been forgotten in time, use wine tourism as an alternate source of income in the region, popularize vineyards in the region again, and make the region an attractive and popular destination for domestic and international tourists.

The purpose of this study is to introduce the activities and establishment of Datça Vineyard and Winery which aims to reveal the potential of wine tourism as a special interest tourism other than the sea-sand-sun in the Cnidus region by reviving the vineyard and winery culture the region had for centuries but forgot in time, and is a pioneering establishment for

usage of this value as an attraction for the region. Therefore, it is aimed that wine tourism as an alternate type of tourism is improved, income of the region and the country increases and sustainable tourism activities are developed, and the economic value of grape as a significant agricultural product is increased. It is also considered that this study will contribute to the action plan of the Ministry of Culture and Tourism for introducing wine as a touristic product.

LITERATURE REVIEW

Wine Tourism

Wine is an alcoholic drink produced by leaving partly or entirely crushed fresh grapes or series of grapes for ethanol fermentation. The raw material of wine is grape. Grape is the fruit of the vine known with the genus name *Vitis* in botany. *Vitis vinifera* is the most frequently used one among *Vitis* types for wine production. Anatolia and Caucasus are homelands of *Vitis vinifera*, while the international wine industry has been built on *Vitis vinifera* (Blouin and Peynaud, 2001; Ribereau-Gayon et al., 2000). It is possible to say there is a relationship between wine and tourism. However, the extent of this relationship has been studied by researchers only recently. Wine is a significant attraction and motivation for visiting touristic regions (Hall, Gary ve diğerleri, 2002a Akt. Kılıçhan ve Birdir, 2014; Kivela ve Crofts, 2006). According to the Winemakers' Federation of Australia (2005) and Spark (2007), wine tourism is described as "visiting wine production locations with the purpose of experiencing daily or longer tours of activities like wine tasting, food and wine, geographical formations, cultural activities of the region" (Hojman and Hunter-Jones, 2012).

Although Turkey is a country with natural conditions suitable for wine production and it has high levels of grape production, a very small part of the grapes by about 2% is used in wine production. This ratio is 85% in European Union countries and around 80% in other countries that take part in winery (Akar, 2011). It may be seen that fresh grapes in Turkey are used for drying by 40%, in meals by 35%, and for production of products like fruit leather, molasses, and vinegar by 23%. Turkey has a 28% share in the world's grape production. However, in economic terms, it may be seen that raisin prices have not changed for 60 years and stayed at 1 American Dollars. Therefore, its added value in Turkey's economy is low (Turkish Grand National Assembly Committee for Vineyards and Alcoholic Beverages Report, 2005 cited by Akar, 2011). According to the report of the Turkish Grand National Assembly Committee for Vineyards and Alcoholic Beverages, it is possible to have more than 100% extra profitability and added value by producing wine from fresh grapes, instead of selling raisins or fresh grapes by itself (cited by Akar, 2011). The added value of wine is much higher than fresh or dried grapes (Strategy Development Directorate of the Ministry of Food, Agriculture and Livestock, 2005 cited

by Akar, 2011). Besides this economic benefit of improving the Turkish winery sector, it is also considered as an opportunity to promote the country internationally, due to the cultural importance paid to winemaking in the world. While Turkey has a large potential in wine production which has high added value with its broad vineyard lands, ecological suitability, low cost of labor and especially its leadership in grape production, it still does not have a wine market that is ready for competition due to various reasons. However, especially our process of accession to the EU necessitates getting ready for this competition. In this framework, the developments in the world should be followed and international cooperation should be made to improve the market by receiving technical support (Karaoğlu, 2007).

The sector of wine tourism has a higher potential for growth than other types of tourism sector due to its infrastructure and attractions. Besides, wine contributes not only to the improvement of the region's image, but also in making the region a center for touristic interest. There are world-famous wine tourism regions such as Champagne, Burgundy and Bordeaux in France, Toscana in Italy, Paarl, Stellenbosh and Franschoek in South Africa, Napa and Sonoma Valleys in the US, and Hawk Bay in New Zealand. These touristic regions are rapidly developing regions due to wine tourism, as well as combining wine with food, accommodation, other activities, attractions, the history of the region and magnificent natural views (Beames, 2003). For example, the Napa Valley with only a population of 150 thousand and more than 200 wineries, is the second most popular touristic destination in the West coast of the US after Disney Land (Altunel, 2011). The ancient city of Cnidus in Turkey also has all of these characteristics.

Wine is internationally traded by globalized economies and not only the wines, but also their combinations with the brand and image of regions take part in such trade (Hall and Richard, 2001). According to the South Australian Tourism Commission, a wine tourist is defined as an older than middle-aged tourist with high disposable income and level of education, who travels based on the fundamental attractiveness of wine and the region of wine, and looking for service, recreation and leisure in changing amounts. In general, the most important motivation for a wine tourist in preference of a tourism region is the high-quality wines produced there (<http://www.tourism.sa.gov.au>).

Cnidus

The peninsula, known as Datça or Reşadiye Peninsula today, but called Cnidus Peninsula in ancient times, is located about 18 km west of Marmaris, and separated by an about 2-km-wide neck between the Bordont Bay in the north and Hisarönü in the south. The long peninsula which starts from this neck and reaches about 63 km to the tip of the lands of Cnidus, Kap Krio, is

surrounded by Gökova Bay and Bodrum Peninsula in the north, Kos in the west, and ‘the Archipelago’ containing islands like Rhodes and Symi in the south (Büyüközer, 2012). Cnidus was first established in the Burgaz region 2 km east of the Datça city center. In the 4th century BCE, it was moved to the Cape of Tekir, where the Aegean and Mediterranean meets, because of commercial reasons (www.Datça.gov.tr).

Cnidus was known as a city that developed a lot in science, architecture, trade and art. The great astronomer and mathematician Eudoksus, doctor Euryphon, famous painter Polygnotos and the architect of the Pharos of Alexandria, known to be one of the seven wonders of the world, Sostratos lived here. Doctor Euryphon and his students founded the second greatest school of medicine of their time in Cnidus. The sundial developed by Eudoksus as an important discovery of the time still stands in the archeological site for visitors to behold (<http://tr.wikipedia.org>).

Cnidus is important as a significant wine and amphora producer of the times in the Aegean and Southwest Anatolian coasts (Alkaç, 2014). In the ancient times, the places where the grapes were grown, pressed and packaged, and the places where amphoras were produced were in the same location. The accumulation of the most important wine production centers around the coasts of the Aegean and Western Mediterranean indicates the existence of a deep-rooted wine culture. The wine production in these regions exceeded other products in those times (<http://karya.mu.edu.tr/>). Amphoras are at the top of the ceramic product used as transportation storage in overseas trade. It was found that amphoras were used to carry primarily wine, olive oil and fish products (Alkaç, 2014).

People of Cnidus became significant producers in the world’s wine production of the ancient times in a short time starting with the mid-fourth century BCE. People of Cnidus had a 40% share in the wine trade of Mediterranean countries. Starting with late-fourth century BCE, Cnidus amphoras were sealed and entered into markets, and proven to be the desired products of the ancient times. According to the amphora handles found in the top centers of consumption in the ancient times such as Athens, Alexandria and Delos, it was seen that Cnidus wines had a significant market share in the 3rd-1st century BCE. During the ancient period, starting with the 4th century BCE, Cnidus played an important role in wine production and exports. It is known that Cnidus wines were sold to large centers of the market in the Eastern Mediterranean and the Black Sea areas (Tuna, 2012).

Winery was a profession that was inherited in those periods. Studies have reported that Aristocles and his son Democrates transferred this business to their sons. While they were from Rhodes, they visited Cnidus, saw its productive vineyards and delicious wine, and decided to settle in Cnidus Peninsula. In excavations, it is still possible to reach the remains of diverse

amphoras carrying different names and symbols belonging to various producers (Sönmez, 2007).

Geological and archeological evidence shows that the city of Cnidus was affected by at least two seismic events. After these earthquakes, surface ruptures appeared on the Cnidus fault line. Archeological evidence shows that the city was completely destroyed by another earthquake in the year 459 (Altunel et al., 2003). As a result of big earthquakes in the region and Arab invasions in the 7th century, Cnidus was destroyed in large amounts and abandoned (www.Datça.gov.tr). After some time, vineyards and winery were forgotten by the people of the region due to certain reasons. Datça Vineyard and Winery Establishment took the first steps in 2012 to revive the Cnidus wines of 4000 years (Çil, 2014; <http://Datçasarap.com>).

While there are relationships among various sectors in the economy, tourism and agriculture are two highly complementary sectors. This is because tourism is a sector where basic foods and drinks, fruits, vegetables, wines, etc. are consumed intensively (Akar, 2011). Agriculture and tourism are composed of different methods, and one of these combinations is the rural and/or wine tourism. Wine tourism has gained popularity in the last 10 years (Alonso and Liu, 2012). According to the Winemakers' Federation of Australia, wine tourism is described as "visiting wine production locations with the purpose of experiencing daily or longer tours of activities like wine tasting, food and wine, geographical formations, cultural activities of the region" (Kılıçhan and Birdir, 2014). According to Hall and Richard (2001), wine plays an important part for touristic regions in promotion of tourism sector, sale of product and reaching broader markets. Wine is internationally traded by globalized economies and not only the wines, but also their combinations with the brand and image of regions take part in such trade (cited by Kılıçhan and Birdir, 2014).

RESEARCH METHOD

According to the April 2015 data of the Food, Agriculture and Livestock District Directorate of Datça, there is one establishment in the Datça region with a license to produce wine. This establishment is the one continuing operation with the name Datça Vineyard and Winery in 2012 after overtaking Bakus Winery in the Değirmenaltı neighborhood of the Kızlan village of Datça in 2011. Datça Vineyard and Winery is an establishment founded with the aim of living the culture of vineyard and winery, where different wines are produced, training on grape and wine production is provided, and information regarding wine tasting is shared with the aim of reviving the lost culture of 4000 years of vineyards and winery in the region. Its Director of Production and Factory is the professional wine producer Melih Karaer. The establishment is owned by Hasan and Meltem İşleyici.

Case study analysis was used in the study, as the source of the data was limited to one business. According to Coşkun et al. (2015), case study is described as a detailed set of studies on one or few subjects, where detailed information can be gathered about a person, a group or an organization by extensive investigation. In this context, interviews and systematic observations were used as data collection tools. The reason for choosing the method of interview was that the source of data was limited, and there was a need to gather deeper, more detailed information about the business in question. In the interview process, a semi-structured interview form was used for data collection. The semi-structure interview form (Appendix 1), was developed after the researchers reviewed the relevant studies (Erkul et al., 2014; Kılıçhan and Birdir, 2014; Alebaki and Iakovidou, 2011; Özdemir, 2010; Kivela and Crofts, 2006) and expert opinions were taken. Thus, comments that developed were added during the interview were also included in the study.

In order to make a deep and detailed investigation regarding the case study on Datça Vineyard and Winery, the method of systematic observation was also used between the dates of September 2014 and April 2015. Observations were made both before and after the interviews. With the help of the systematic observations, it was possible to observe how the establishment practiced some issues mentioned during the interviews in a natural environment. Notes were taken during the observations, wine trainings of the establishment were attended in person, and photos were taken in the parts of the establishment such as the vineyard, production area, cellar and sales point.

Additionally, the study also utilized brochures related to promotion of the business, wine menu cards taken from the establishment, and information and material on the establishment's website.

Before going into the data collection stage in the study, an appointment was made with the business' owner and manager, and then the interview was initiated. The interview was conducted on 16 April 2015 with one of the owners of the business Meltem İşleyici and the business manager Melih Karaer. The interview with Mr. Karaer lasted about 60 minutes, while the interview with Mrs. İşleyici lasted about 15 minutes.

During the interviews with authorized persons, the audio was recorded by taking the permission, and notes were also taken by the researcher. The audio recording was then transcribed. Descriptive analysis method was used in the analysis of the data. Additionally, some information received during the interview was represented in the text as it was. Thus, the data were summarized and interpreted under previously determined titles. The names of the interviewees were also used in the study by their consent.

ANALYSIS AND DISCUSSION OF FINDINGS

The data obtained from the interviews and observations on the establishment Datça Vineyard and Winery which is pioneering the development of the region in scope of wine tourism; general information regarding the business, information about customers visiting the business, its activities regarding wine tourism and promotion.

General Information Regarding The Business

The establishment studied here started professional wine production first in the year 2002 as Bakus Winery in the Tirilye region of the Mudanya district of Bursa. In 2011, a collaboration was made with the İşleyici family, and Bakus Winery was moved to the Cnidus region in 2012. The business took the name Datça Vineyard and Winery and continued boutique wine production in its new location. The most important purpose of the business is to bring back the old days of DatçaCnidus, which used to be the wine production center of the ancient world, and bring the activities in this scope into tourism. One of the owners, Mrs. İşleyici, stated that the reason for choosing this region was that it was a significant wine production center in the ancient times. Considering the cultural value of wine in the international market, promotion of the country and revelation of the alternate tourism resources of the region will be possible with wine. Therefore, with wine tourism, not only will the region gain a new identity, but also contributions will be made for Datça to receive a larger slice of the tourism in the region by making it a focus point of touristic attraction.

In Beames's study (2003) on wine tourism in Australia, it was reported that the wine tourism sector grows faster than other sectors because of its benefits regarding infrastructure and attractions. Moreover, Getz (1998) stated that there are some conditions necessary for considering a touristic region as a region for wine tourism, and listed these conditions as; soil, climate, humidity and drainage, grape production, winemaking, accessibility of wineries and wines, with an addition of conditions for basic visitor services as; transportation, specialized accommodation and food/drinks, information and infrastructure. In this study, Mrs. İşleyici also stated that Datça has a deep history of wine culture, accommodation and dining establishments are sufficient as it is a touristic region, and additionally, new investments are being made towards the accommodation and dining sectors. Mr. Karaer also stated that they are continuing their work to increase the accommodation capacity in their own vineyard lands and keep harvesting activities up to date.

There are 7 personnel employed by the establishment, including ones who speak German, English and French. While the business' registered wine production capacity is 60 ton/year, its actual production level is 45 ton/year. In the production of its wines, the

establishment uses öküzgözü, boğazkere, sultaniye among local varieties of grapes, and cabernet sauvignon, merlot, syrah, chardonnay and sauvignon blanc among foreign varieties. The business has a total of 115 decares of vineyard land. The regions these lands are located are Datça, Denizli and Mudanya. The establishment produces in a boutique way a total of 8 types of wines including five red, two white and one rosé (Table 1). In addition to these, they produced the special wine named Grand Reserve which is blended of 2011's öküzgözü, boğazkere, merlot and cabernet sauvignon grapes last May 2016. Furthermore, Mr. Karaer also stated that they will soon release the special Datça Blend wines that are made out of grapes grown only in the Datça region and currently in the floating stage.

Table 1. Products of Datça Vineyard and Winery and Their Characteristics

Product Group	Silenus		Cnidus			Blend		
Product Name	Blush	Chardonnay	Öküzgözü Boğazkere	Syrah	Cabernet Sauvignon	Red	Barik-Red	White
Type	Rosé	White	Red	Red	Red	Red	Red	White
Grape Variety Used	Öküzgözü	Chardonnay	Öküzgözü Boğazkere	Syrah	Cabernet Sauvignon	Boğazkere, Merlot, Cabernet Sauvignon	Boğazkere, Merlot, Cabernet Sauvignon	Sauvignon Blanc, Sultaniye

Information About Customers Visiting The Business

As Datça is a holiday resort, the business experiences its most silent periods in the months of January-February, and most crowded periods in the months of July-August. The business is visited mainly by domestic tourists in July and August and by international tourists in May and September. International tourists mostly come from European countries such as Germany, England, the Netherlands and France. There are 300-400 daily visitors in the most crowded days. Mr. Karaer described their customers' profile as; 'individuals over the age of 50 with a medium to high income level, high educational level.' Additionally, he emphasized that there are visitors coming with a purpose other than wine tourism, and these visitors arrive to take photographs of their establishment which has a genuine structure. Independent groups also visit the establishment. International visitors are helped by personnel who can speak English, German and French. In addition to tourists and regular customers, students of some Vocational Schools and Tourism Faculties also visit the establishment in scope of technical tours.

In other studies, it has been reported that the tourists included in the tourism variation based on special interest are generally highly educated, have high income levels and they are mostly over middle ages. While O'Neill and Palmer (2004) and Dodd (1995) reported that wine tourists generally have good jobs and high levels of education, Lopze-Guzman et al. (2008) described wine tourists are generally over middle aged tourists with medium or high levels of income. Accordingly, Datça is one of significant attractions with its natural and cultural richness. In order to attract the highly-educated tourist profile with high income with the aim of increasing tourism income and achieving sustainability, it is crucial to improve wine tourism.

The officials of the establishment list the reasons of visits by their customers generally as; liking wine, being curious about wine production, having seen wineries in other countries and being impressed, and wanting to re-live the pleasure they had there and make comparison. The business manager Mr. Karaer, said that they have become the only wine and winery of the region, and described how their business became a center of interest for the region with the following words:

“Both our quality and price led to preference of our products. People liked both our wines and our prices. This is an important issue. You can have good wines with bad prices, or vice versa. Our balance of quality and price came to a satisfactory point at the end of our first year. Another issue is that, our winery and mill have become a ‘point of interest’ in Datça as it is described in English. Why? The structure is pleasant, there are opportunities for tasting, service, the location is beautiful, the sea, the vineyards, we are surrounded by an olive grove, we have a panoramic view, we smile at people, we are hospitable. Our guests liked this. There are more wine-lovers in Datça than there can ever be in anywhere else in Turkey. This is why we have become a frequently visited location.”

Hall and Mitchel (2002) stated that distinctive characteristics of a destination for wine tourists are the region's physical, cultural and natural beauties. O'Neill and Palmer (2004) indicated that wine tourism emerged as a strong option in special interest tourism and it is an important element of tourism for wine-producing countries. Beames (2003) reported that destinations in the world known for their wines develop very rapidly in terms of the wine sector, in addition to being places where wine is combined with food, accommodation, other activities, attractions, the region's history and magnificent natural views. Mr. Karaer also stated that the location of their business, Datça was the most important wine production center of the ancient age and thus has a deep-rooted wine culture, and the amphoras still being found in the excavations in the region are indicators of this culture. Mrs. İşleyici suggested that the wineries revealed after these excavations should be made a part of these tours, especially in scope of wine tourism. Moreover, Mr. Karaer, reminding about the words of famous historian Strabon

'*God would send his beloved servants to Datça to live longer,*' emphasized the attractive characteristics of Datça as it is located at the point the Aegean and the Mediterranean meets and therefore a genuinely beautiful touristic spot with its sand, sun and nature. Thus, bringing different destinations into tourism by effectively emphasizing touristic attractions of existing regions, will not only create awareness by increasing diversity in the region, but also produce new sources of income.

Activities of The Business Regarding Wine Tourism And Promotion

In Datça Vineyard and Winery, there are 9 different areas consisting of; the vinery, the section for pretreatment of grapes (removing stems, pressing), the section for wine production (fermentation section, tartaric stabilization section, storage tank section), laboratory section, wine filling and labelling section, storage section for products that are not wine, cellar tasting section and the area for sales, and the section where the customers receive service.

One may summarize the activities conducted by the business since its establishment as the following. Firstly, after the customers are greeted at the area where tasting and sales take place, the customers are informed about both the business and wines following two different methods: In the first method; after providing brief information on types of wine to the customer, they are invited for tasting, and then given a tour of the vineyards and the wine production area based on their choice, where information is provided about the journey of grapes while becoming wine, and differences in production of red and white wines. After the tour, customers are brought to the cellar and informed about storage conditions of wine and the factors influential in its quality. The customers may then consume the wines they like within the establishment or leave the establishment after purchasing. The sales area, in addition to wines, sells products like sommelier knives, corks and protectors.

In the second method; the customers are first given a tour of the vineyards and the wine production area and provided with information on wine production, and then brought to the cellar for information about storage conditions of wine and the factors influential in its quality. After the cellar, the customers are taken to the sales and tasting area and tasting takes place for customers who prefer to do so. Mr. Karaer, emphasizing that wine-tasting would be imperfect without cheese, stated that they also provide carefully selected plates of local and foreign cheeses and selections of cold meats that would reveal the striking taste of their wines. Again, Mr. Karaer said that they provide opportunities for customers who bring their own material to have barbecue events with a stunning view of the sea in the establishment with genuine characteristics, and therefore do their best to provide their guests with a better experience.

The establishment DatçaVineyard and Winery stated that they secured agreements for the 2015 season with some agents, tourism guides in Marmaris, and firms operating blue cruises. In this context, it is planned to make Datça Vineyard and Winery an important place of visits in scope of Datça tours organized by these firms for domestic and international tourists. Datça Vineyard and Winery provides training services regarding issues such as the history of wine, wine production, characteristics of wines they produce, wine-food matching, as well as wine tasting and serving for both students visiting them as parts of technical tours and customers buying their products, especially business owners operating in the tourism sector such as restaurants and hotels, business managers, and service personnel. In these trainings, it is aimed to increase awareness of wine culture, make wine consumption more responsible, reach more people about the deep-rooted wine history of the region, find out which wine can be the most suitable one for an individual's taste, and contribute to development of wine tourism as an alternate type of tourism.

When asked about future plans for activities as the only wine production center of the region, Mr. Karaer responded that they have the goal to implement the methods followed by countries which are very advanced in wine tourism such as the United States, Italy and Spain in time. Mr. Karaer, who reminded that wine tourism is operated alongside accommodation by countries that are advanced in this business, said that they want to provide accommodation for more people by increasing their current capacity of accommodation as a priority. He expressed that the business started the work to increase this capacity. He stated that, especially in the harvesting period which is the first stage of wine production, by organizing various activities such as competitions about grapes and vine-harvest with music and by achieving active participation of their customers accommodated in the establishment, they want to be intermediaries leading people to a different and pleasant experience. Additionally, Mr. Karaer said the following regarding other activities they are thinking of:

'Tourism of happy days is also tourism. We started with brides and grooms who wanted to take photos in our establishment. They first came to our place from Fethiye only to take photos. We had a couple who got married in our cellar. We want to provide people with tourism opportunities in their happy days and private meetings, too.'

De Witt (2006), in the study on key factors for the success of wedding tourism in South Africa, stated that wedding tourism has become very popular in recent years and vineyards, mountains, deserts or coasts with fine views are mostly preferred for weddings. Business manager Mr. Karaer stated they want to host special occasions (weddings, birthdays, celebrations, etc.), they took the first steps for this and will continue to work for the continuity of such events.

Regarding the national and international promotion of the establishment Datça Vineyard and Winery, Mr. Karaer said; they are using social media intensively, and utilizing the method of word-of-mouth marketing in terms of the endorsements of their customers for marketing of their business and products. Additionally, he stated that some magazines and papers published in Datça reached them for interviews and included them in the print media. In addition to these, he also stated that gourmet columnists who visited and tasted their wines share their views on newspaper pages and create the opportunity to reach many people.

For example, the wine expert gourmet Yalçın (2015), working as a columnist for the daily Milliyet, mentioned Datça Vineyard and Winery in one piece as the following:

'Datça wine? How can wine be made in a place like Muğla that gets hellish hot? This is the first reaction of anyone who knows something about wine after seeing the writing Datça Vineyards on the bottle. The opinions change right away after opening the bottle and tasting the wine. The wines are as balanced as ones coming from moderate climates, neither a high alcohol content disturbing the throat, nor extensive amount of tannin. The founders of the firm enlighten us about how such a balance can be achieved in such a warm climate: "Datça is open to strong winds. The vineyards are on lands receiving the most wind. Hence, vines are colled and grapes can ripen slowly without being roasted in the sun."

The most interesting method for marketing their brand and products abroad was shared by the business manager Mr. Karaer said they participate in competitions abroad as they want to see the place their wines take among other world wines. He added that they contribute to promotion of both their product and the Datça region abroad with the help of these competitions. Mr. Karaer, who stated that Cnidus Rezerve Öküzgözü & Boğazkere 2011, Cnidus Rezerve Cabernet Saugnon 2012 and Silenus Chardonnay 2013 wines received awards in the Tasted 100% Blind 2014 competition held in France where the best wines of the world are chosen by the method of blind tasting, added that their wine Cnidus Rezerve Öküzgözü & Boğazkere came out in the top three among the participating 100 wines from around the world. In the International Wine & Spirit Competition (IWSC) 2015 held in the United Kingdom, Datça Cnidus Cabernet Sauvignon Rezerve 2012 got the silver medal, and the Datça Syrah Rezerve 2012 and Datça Blend Barik 2012 wines got the bronze medal (www.iwsc.net). Regarding the competitions, Mr. Karaer shared that they pay great importance to such international wine competitions for the aim of seeing how they stand among other wines of the world.

Regarding the wine-city image of Datça and wine tourism, Mr. Karaer and Mrs. İşleyici expressed the following:

Mr. Karaer: *"City of wine would be a highly ambitious term. This dimension is a dimension that may be a bit hard to reveal. I think, more than one, not even 2-3, but many wineries should be*

here, and vineyards should be everywhere like in the past. There may only then be wine tourism on the level of Bozcaada. This is not so possible with a single winery. The more historical work is done here and the more historical artifacts are revealed, the better it is for us. Every excavation here reveals remains related to wines. One of the reasons why the Cappadocia region is so popular is its history about wine. There were so many vineyards and cellars that it contributed to many things. This is how wine tourism developed there. Here, if we include history, not only the tourism in the region will attract more people, but also there will be increases in wine tourism.”

Mrs. İşleyici: “Primarily, it should be told to the entire nation that wine is a healthy drink. It has been used as remedy in the past. Even now, many experts recommend that women should have a glass and men should have two glasses of red wine every day. Hence, the people should be informed about wine. For Datça to be known as a region of wine tourism, the fact that this used to be one of the oldest centers of wine production should be communicated with promotions. Additionally, the remains of wineries revealed after excavations should be visited and the coming tourists should be informed about the rich history of wines in the regions.”

Beames (2003), in the study on development of wine tourism in Australia, reported that the history and culture of the region was effective in the development of wine tourism. Likewise, the interviewees also thought that the rich wine history of CnidusDatça region should be included in wine tourism activities. As understood from the interviews conducted, promoting the Datça region as an area of wine tourism will not only bring an alternate type of tourism into the region, but also bring back an old tradition of culture to the region and the residents of the region. Additionally, it will make it possible for the region to get a bigger size of tourism, and provide the residents with additional employment. The point most emphasized by the interviewees was that it is necessary to revive the deep-rooted wine culture the region has and its history, as well as communicating this cultural value to masses as large as possible.

CONCLUSION AND RECOMMENDATIONS

Wine is among the most utilized products in scope of gastronomy tours, which became highly popular in recent years. The number of tourists who travel to discover a seasoned wine and a delicious meal and pay high amounts for this is increasing daily. While the number of studies on wine tourism in the literature is rapidly increasing, there are not many conducted in Turkey. According to the literature review, it may be argued that any region where wine is produced has a potential for wine tourism. It is known that the lands in Turkey are some of the first winery regions in the world. One of the most significant wine production centers of the ancient times with a deep-rooted wine culture is the DatçaCnidus region located on the Aegean costs of

Turkey. Vineyards and winery have been forgotten in time, while almond and olive trees took their place. Thus, the most important contribution of this study is to reveal the activities of Datça Vineyard and Winery establishment which took the first steps to revive the forgotten vineyards and wineries and the wine tourism potential of the Cnidus region, as an alternate type of tourism other than sea-sand-sun tourism, and utilize these values of the region as an element of attraction in tourism, therefore contributing to making wine tourism as an alternate source of income.

The findings of the study obtained as a result of this study which was conducted with the aim of revealing the potential of Datça for wine tourism among popular types of tourism, may be interpreted as the following:

Datça Vineyard and Winery, where it is aimed to further the wine tourism potential of the region, training is provided about grape and wine production and information is given about wine tasting, was established for the purpose of taking the first steps in reviving and promoting the culture of vineyards and winery. While 7 people are employed in the establishment, its yearly production capacity is 60 tons. The grape varieties they produce in their vineyards are; öküzgözü, boğazkere, sultaniye, cabernet sauvignon, merlot, syrah, chardonnay and sauvignon blanc.

During the interviews, the officials described their customers as individuals older than 50 who have high levels of education and medium to high levels of income, while they listed the reasons for visits by their customers as; liking wine, being curious about wine production, having seen wineries in other countries and being impressed, and wanting to re-live the pleasure they had there and make comparison. In addition to these they said university students also visit their business in scope of technical tours.

One of the most frequently emphasized points by the officials was that they value education a lot. In this scope, they provide training on issues such as the history of wine, wine production, characteristics of their wines, wine-food matching, wine tasting and service for their customers and students coming for technical visits. In the training event, it is aimed to increase the cultural awareness of visitors on wine, making wine consumption more responsible, making the deep-rooted wine culture of the region known to more people, and develop wine tourism as an alternate type of tourism in the region.

The business official stated that they valued international wine competitions a lot for promotion of their wines as well as the region. Therefore, he stated that they participated in competitions in France and the United Kingdom in 2014 and 2015, and their wines were awarded with gold, silver and bronze medals. Again, the official said that their vineyards and establishments are in a special location and have genuine architecture, adding that they are

hosting events for special occasions (wedding, birthdays, celebrations, etc.), first occasions were successfully hosted and they are continuing their work to achieve the continued hosting of such events. The officials especially emphasized the importance of including the rich wine history of the Datça region in wine tourism activities for prioritizing the wine tourism potential of the area.

It is known with the help of wineries and amphoras revealed in the excavation work in the Datça Peninsula that the region was one of the most significant wine production centers of the ancient era. It may be argued that a rich wine culture will contribute to the tourism activities of the region, creation of alternatives to local sources of tourism, achieving added value for the ingenuity of the region, and support sustainable tourism by strengthening the local economy in terms of tourism and agriculture.

In the light of data obtained from the interviews conducted with business managers, review of the literature and the observations made in person, the following recommendations may be presented regarding the matter of developing the region's wine tourism potential as an element of attraction in marketing tourism in the area:

- It should be ensured that travel agencies and tour guides bringing tourists to Datça know about the old history and culture of wines in Datça and they communicate this information to tourists during their tours.
- Wine routes or wine roads should be created for the region.
- The region's wines should be promoted as touristic products.
- Usable resources regarding wine tourism in Datça such as remains of wineries, vineyards and determination of local foods compatible with local wines should be improved.
- Information should be provided about the rich wine history and culture of the region in international promotional events about Datça.
- For protection of the historical, natural and cultural structure, various projects may be developed towards protecting winery remains, amphoras, and vineyards.
- As stated in the Vineyards and Winery report published in 2011 by the Southern Aegean Development Agency, the added value of wine is much higher than those of grapes or raisins. A very small part of grapes produced in Turkey, by 2%, are used in wine production. In terms of increasing the added value provided to Turkish economy by grapes even more and getting a bigger slice of total wine tourism in the world, wine producers and farmers working with vineyards should be supported.

- In order to achieve more investment on wine production and encourage producers, it may be considered to be useful to ease the tax burden on grape producers and farmers working with vineyards, in addition to wine producers.

SCOPE FOR FURTHER RESEARCH

Regarding further research, the literature base of wine tourism in Turkey is limited and more research is needed to improve the quality of information. Although Datça/Turkey has a well established wine tourism industry it is advisable to conduct research in terms of international wine tour products, in order for to be globally competitive as a gastronomy tourism destination.

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