

Yashil IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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No 8

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POTENTIAL OF VINEYARD TOURISM IN CAPPADOCIA REGION

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Abstract: Viticulture is in an important position for the agricultural sector in Turkey. The historical background of viticulture in Anatolian and the fact that Anatolian lands have ecologically suitable conditions for viticulture play a major role in the formation of this situation. It is possible to come across various types of grapes in almost every region of Turkey. The quality of these grapes has been approved not only at the national level but also in international competitions. The Cappadocia Region in Turkey has an important position and potential in terms of viticulture and vineyard tourism. In this context, this study aims to reveal the strengths, weaknesses, opportunities and threats of the vineyard tourism potential of the Cappadocia Region. As a result of the study, suggestions were made for the effective use of the vineyard tourism potential in the region.

Key words: Viticulture, vineyard tourism, Cappadocia.

Annotatsiya: Uzumchilik Turkiyada qishloq xo'jaligi sektori uchun muhim o'rin tutadi. Anadoluda uzumchilikning tarixiy kelib chiqishi va Anadolu yerlarining uzumchilik uchun ekologik jihatdan qulay sharoitga ega bo'lishi bu holatning shakllanishida katta rol o'ynaydi. Turkiyaning deyarli har bir mintaqasida turli xil uzum turlarini uchratish mumkin. Bu uzumlarning sifati nafaqat respublika miqyosida, balki xalqaro tanlovlarda ham tasdiqlangan. Turkiyaning Kappadokiya mintaqasi uzumchilik va uzumchilik turizmi nuqtai nazaridan muhim mavqe va salohiyatga ega. Shu nuqtai nazardan, ushbu tadqiqot Kappadokiya mintaqasining uzumzor turizm salohiyatining kuchli, zaif tomonlari, imkoniyatlari va tahdidlarini ochib berishga qaratilgan. O'rganishlar natijasida viloyatdagi tokzor turizm salohiyatidan samarali foydalanish bo'yicha takliflar berildi.

Kalit so'zlar: Uzumchilik, uzumzor turizmi, Kappadokiya.

Аннотация: Виноградарство занимает важное место в сельскохозяйственном секторе Турции. Историческое происхождение виноградарства в Анатолии и тот факт, что анатолийские земли имеют экологически подходящие условия для виноградарства, играют важную роль в формировании этой ситуации. Практически в каждом регионе Турции можно встретить различные сорта винограда. Качество этого винограда было одобрено не только на национальном уровне, но и на международных конкурсах. Регион Каппадокия в Турции занимает важное место и имеет потенциал с точки зрения виноградарства и виноградарского туризма. В этом контексте данное исследование направлено на выявление сильных и слабых сторон, возможностей и угроз виноградарского туристического потенциала региона Каппадокия. В результате исследования были сделаны предложения по эффективному использованию виноградарского туристического потенциала в регионе.

Ключевые слова: Виноградарство, виноградарский туризм, Каппадокия.

INTRODUCTION

In world history, viticulture as an agricultural activity and grapes as a fruit have always been a subject of careful attention. It is possible to see this situation clearly in the works that have survived from ancient times to the present day. In this context, Turkey has been one of the countries where vineyard and grape cultivation have been widespread for centuries with its historical, cultural and geographical characteristics. Viticulture activities have become one of the important issues for every society that has established civilization in Anatolia. Grapes grown in the fertile lands of Anatolia have made a name for themselves throughout history and this situation has been frequently discussed in ancient works. Therefore, it would not be wrong to say that the relationship between Anatolia and viticulture is connected to each other with deep ties. Especially the Cappadocia Region is a region that has frequently made a name for itself with viticulture activities in world history. In addition, the fact that the region has fertile soil for viticulture increases the quality of the grapes grown in the region. The rich accumulation of the Cappadocia Region in terms of viticulture should be used effectively. In recent years, with the increasing interest and curiosity in gastronomy tourism, one of the prominent tourism types has been vineyard tourism. There are studies in the literature that evaluate the Cappadocia Region within the scope of vineyard tourism.



LITERATURE REVIEW

The foundation of viticulture, which is cultivated in a wide geography around the world, is based on vine cultivation. Although it is not known exactly in which period of history mankind began vine cultivation, researchers have a common view about the homeland of the vine. Researchers point to the Caucasus, the south of the Caspian Sea and the Northeastern Anatolia region as the homeland of the vine. In Anatolia, which is considered the homeland of vine culture, the history of viticulture dates back to 10,000 BC. In archaeological excavations carried out in Anatolia, grape seeds from press residue dating back to approximately 10,000 BC were found. These findings showed researchers that viticulture culture in Anatolia has a deep-rooted history and that viticulture in Anatolia is as old as human history. Viticulture is intertwined with the civilizations that have reigned in Anatolia. Every civilization that has reigned in the fertile lands of Anatolia has made significant contributions to the development of viticulture. However, the Hittite period had a great impact on the development of viticulture in Anatolia. The Hittites, who have an important place in Anatolian history, came to Anatolia in 2000 BC and established a great civilization that lasted for approximately 600 years. ¹The Hittites left behind archaeological remains and artifacts that show how much importance they gave to viticulture during their existence on the world stage. Among these remains and artifacts; rock paintings and sculptures symbolizing grapes and wine, laws and provisions regarding the protection of vineyards and products obtained from vineyards, as well as tablets containing methods for drying grapes. All remains and artifacts show that viticulture was an important value in Anatolia during the Hittite period. This situation continues today. Viticulture has an important position in the field of agriculture in Turkey. Turkey, which is among the top five in the world in terms of viticulture production, is among the countries that have a say in the world viticulture market. The fact that Anatolian lands have ecologically favorable conditions for viticulture plays a major role in the formation of this situation. Within the scope of these favorable conditions, viticulture ranks second after cereal agriculture in Turkey's agricultural volume. Turkey's highly productive vineyard regions are distributed almost throughout Turkey. ² In this context, Anatolia, which is considered one of the homelands of viticulture, hosts approximately more than 120 grape varieties.

Table 1. Provinces with the largest share in grape production in Turkey.³

Province	Percentage
Mersin	13.4
Manisa	12.5
Denizli	10.3
Mardin	6.5
Gaziantep	5
Diyarbakir	4
Nevsehir	3.6
Hatay	3.4
Konya	3.2
Elazig	2.8

In Turkey, approximately 4.2 million tons of fresh grapes were produced in an area of 3.9 million acres in the 2020/2021 production period. Approximately 2 million tons of these grapes were used for table, 1.5 million tons for drying, and 450 thousand tons for wine. The provinces with the largest share in grape production in Turkey in the relevant production year are listed in Table 1.

Vineyard Tourism

Vineyard tourism, also known as wine tourism in the literature, is the name given to touristic activities that include visiting vineyards, wine production activities, and wineries where wines are produced and cellars where they are stored. Tourists participating in this type of tourism are called vineyard tourists or wine tourists. According to Küçükaltan and Yıldız, vineyard tourists are defined as individuals who are looking for an authentic experience related to vineyards and wine, who are interested in and actively participate in events organized in

1 Akar, Y. (2011). TR3 düzey ve TR2 düzey Bölgesinde Bağcılık ve Şarap İmalatı. T.C. Güney Ege Kalkınma Ajansı, Denizli.

2 Akdağ, G. (2015). Trakya bağ rotasını takip eden yerli turistlerin şarap turizmi deneyimleri. Journal of Tourism and Gastronomy Studies, 3(4), 3-11.

3 Akşit, İ. (1981). Hititler. Türkiye'nin tarih hazineleri orta anadolu uygarlığı. İstanbul: Sandoz Yayınları. Albayrak, A. (2013). Alternatif turizm. Ankara: Detay Yayıncılık.



this regard. Vineyard tourists are classified by Pratt under four main categories according to their motivation and interest in vineyard tourism. The first of these categories is called vineyard and wine lovers. Tourists in this category are individuals who are very interested in vineyards and wine, and who have detailed information about the stages of vineyard and wine production as well as their consumption.⁴ The second category of vineyard tourists are tourists interested in vineyards and wine. Although these tourists are not as knowledgeable as vineyard and wine lovers, they have general knowledge about vineyards and winemaking. Wine enthusiasts who do not prioritize vineyard and wine activities within tourism mobility but participate in such activities constitute the third vineyard tourist category. The last vineyard tourist category is low-interest/disinterested vineyard tourists. Tourists in this category are individuals with low interest and knowledge about vineyard and wine. There are different views on the content and scope of vineyard tourism in the existing literature. According to Hall et al., vineyard tourism is a tourism mobility that falls within the scope of special interest tourism. Küçükaltan and Yıldız emphasize that vineyard tourism develops on the axis of cultural tourism and is associated with sub-tourism types such as agro tourism, eco tourism, special interest tourism as well as gastronomy tourism. On the other hand, Albayrak emphasizes that vineyard tourism should be examined under gastronomy tourism rather than a tourism type, while Plummer et al. and Kraftchick et al. stated that gastronomy tourism is very broad in scope and therefore should be examined under beverage tourism in order to examine vineyard tourism more comprehensively.⁵ As can be seen from the opinions in the literature, vineyard tourism is a type of tourism on which researchers have not reached a consensus regarding its purpose, scope and content. However, one of the issues on which researchers have reached a consensus within the scope of vineyard tourism is the contribution of vineyard tourism to the development of regional tourism. Vineyard tourism has the following contributions to regional tourism:

- By reviving local and traditional production methods within the scope of viticulture, it can provide demand for original quality and natural products.
- Vineyard tourism can ensure the preservation and revival of forgotten traditional wine production techniques, local cuisine, wine and wine-related attitudes and culture of the region, rituals related to viticulture, and natural and cultural heritage such as rural areas.
- Vineyard tourism can provide additional economic resources to the local people through local resource use, events and festivals.

Vineyard tourism has certain economic and cultural contributions to the regions where it takes place. In order to spread tourism to twelve months, as an alternative to sea, sand and sun tourism, tourists coming to regions that stand out with vineyard tourism outside of the summer months can make significant contributions to the recognition of the local people and the destination. In addition to these contributions, vineyard tourism activities can be an alternative to tourism activities carried out in the region and thus can be an effective instrument in increasing the length of stay of tourists coming to the region. In addition, vineyard tourism contributes to the environmental dimensions of the region when considered within the scope of sustainable tourism.

Potential for Vineyard Tourism in Cappadocia Region

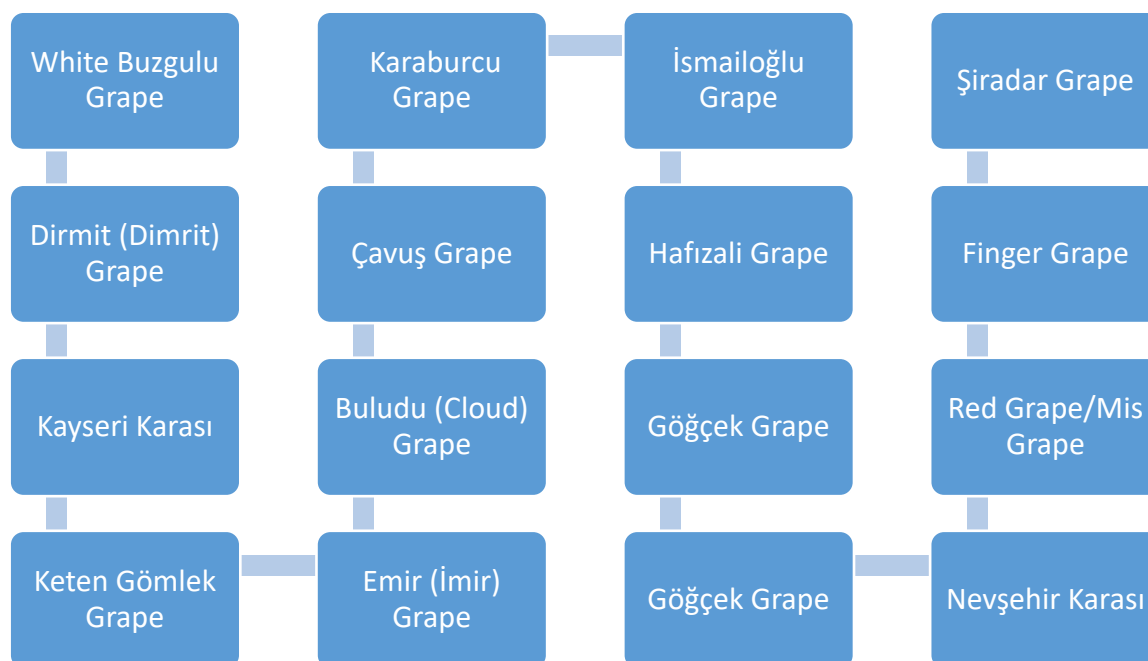
Although the concept of vineyard tourism has been pushed to the background in Turkey, it is a type of tourism that cannot be ignored with the historical background and production capacity of Turkey in the field of viticulture. Especially when the claim that the first vineyards in the world were established in Turkey, the contributions of the civilizations that Turkey hosted centuries ago in terms of viticulture and the variety of grapes are taken into consideration, Turkey has the potential to reach important positions in the world in terms of vineyard tourism. It is possible to come across various types of grapes in almost every region of Turkey. The quality of these grapes has been confirmed not only at the national level but also in international competitions.⁶ At this point, the Cappadocia Region in Turkey has an important position in terms of viticulture and vineyard tourism and a great potential for the future.

Cappadocia Region is a tourism destination with rare natural beauties in the world as well as cultural attractions and historical richness. In addition to the cultural tourism that dominates the region, it also has gastronomic elements (wine producers and vineyards, geographically indicated products, local flavors, etc.). Due to all these features, Cappadocia Region receives intense tourist visits throughout the year. Viticulture has an important place for Cappadocia Region throughout history. The lava remnants, tuffaceous soils and soft rocks that surround the region, have grown quality grapes in the region throughout history.

4 Carlsen, J., & Dowling, R. (1998). Wine tourism marketing issues in Australia. *International Journal of Wine Marketing*, 10(3), 23-32. <https://doi.org/10.1108/eb008684> Correia, R., & Brito, C. (2016). Wine tourism and regional development

5 Helms, M.M., & Nixon, J. (2010). Exploring SWOT analysis – where are we now? A review of academic research from the last decade. *Journal of Strategy and Management*, 3(3), 215-251. <https://doi.org/10.1108/17554251011064837>

6 Çalkan Sağlam, Ö., & Sağlam, H. (2018). İnsanlık tarihinde üzümün önemi. *Journal of Agriculture*, 1(2), 1 10.

Table 2. Grape species grown in Cappadocia Region⁷.


METHODOLOGY

The methodology of this study is to evaluate the potential of vineyard tourism in the Cappadocia Region. In order to make this assessment, the SWOT analysis technique was used in the study. SWOT analysis technique consists of the first letters of the English words “Strengths, Weaknesses, Opportunities and Threats”. SWOT analysis technique is a technique that aims to determine the strengths and weaknesses of the country, region, sector and company’s unique characteristics and the opportunities and threats arising from environmental factors that can or cannot be controlled for the future. SWOT analysis helps organizations to have an idea about strategic plans and decision-making by analyzing their resources and environmental environment within the scope of four regions. In order to evaluate the vineyard tourism of the Cappadocia Region, support was obtained from the literature review and the strengths, weaknesses, opportunities and threats of the region in terms of vineyard tourism were revealed.

Table 3. Strengths of Cappadocia Region in Vineyard Tourism⁸.

- Cappadocia Region has a worldwide reputation for viticulture in terms of history.
- The continuation of active viticulture and wine production.
- The existence of caves used as natural cellars in the past.
- Cappadocia Region is an important tourism destination both domestically and internationally and the number of tourists is high throughout the year.
- The region’s soil structure is suitable for high-quality grape cultivation.

Table 4. Weaknesses of Cappadocia Region in Vineyard Tourism⁹.

- The lack of support for viticulture activities in the region in general, and therefore the decrease in interest in viticulture.
- It will support vineyard tourism in Cappadocia Region
- The region’s vineyard tourism potential is not fully understood by stakeholders.
- Religious sensitivity towards wine production in the region.
- Insufficient and limited activities within the scope of vineyard tourism in t Cappadocia Region.

⁷ Rueda-Armengot, C. (Ed.). Wine and Tourism içinde (27-39). Cham: Springer. Cham. https://doi.org/10.1007/978-3-319-18857-7_3
⁸ Plummer, R., Telfer, D., Hoshimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo Wellington ale trail. Tourism Management, 26(3),447-458.
⁹ Plummer, R., Telfer, D., Hoshimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo Wellington ale trail. Tourism Management, 26(3),447-458.

Table 5. Opportunities in Vineyard Tourism in Cappadocia Region¹⁰.

- The increasing interest in gastronomy tourism and vineyard tourism in recent years.
- The integration of vineyard tourism into cultural tourism in the region.
- The motivation of vineyard tourism tourists to spend more.
- The fact that vineyard tourism will support rural tourism and has a developing feature.
- Vineyard tourism can enable the development of the local people in the region by supporting local and traditional production.
- The potential of vineyard tourism activities to contribute to the national and international recognition of the region.

Table 6. Threats to Vineyard Tourism in Cappadocia Region¹¹.

- The possibility of damage to vineyards and increased environmental pollution if vineyard tourism becomes popular.
- The possibility of local people opposing vineyard tourism.
- Opening of vineyard areas to settlement.
- Viticulture not being supported by local governments.
- The possibility of producers turning to different lines of business instead of viticulture as a result of viticulture not being encouraged.

RESULT AND DISCUSSION

Cappadocia Region currently has a developed tourism movement in the axis of cultural tourism. In this context, vineyard tourism can be used effectively to support cultural tourism in the region and increase the duration of tourists' stay. In addition, it is believed that gastronomic activities, which are seen as a deficiency in the region, will be filled to some extent with vineyard tourism activities. In the light of the findings obtained in the study, the following suggestions have been developed in order to increase the vineyard tourism potential in the region:

- In order for the Cappadocia Region to benefit effectively from vineyard tourism, it is recommended that vineyard route studies be carried out first. In this context, business organizations that can be subject to vineyard tourism should be determined and they should work for a common ground.
- Institutions and organizations, especially local people engaged in vineyard tourism in the region, should be supported by the state and turned into sustainable businesses.
- The number and scope of events (vineyard harvest, vineyard tours, workshops, tasting events, etc.) and festivals related to vineyard tourism in the region should be increased.
- Travel agencies and professional tourist guides in the region can add vineyard tours, wine production facilities, tasting places, etc. related to vineyard tourism to their tour plans.
- Vineyard tourism should be emphasized in the promotions of the Cappadocia Region in the national and international tourism market, and vineyard tourists should be attracted to the region.
- A viticulture museum can be established in the region in order to exhibit the historical richness and accumulation of the region in terms of viticulture.
- Higher education institutions operating in the region can contribute to the academic infrastructure of the region's vineyard tourism potential by organizing panels, interviews, congresses and academic publications within the scope of vineyard tourism in the Cappadocia Region.
- Naturally formed caves and fairy chimneys in the region can be transformed into venues where vineyard products are sold, exhibited or tasted.

CONCLUSION

Cappadocia Region is a destination with a special value in the world tourism geography. The natural, cultural and historical riches of the region are visited by millions of tourists throughout the year. One of the values of Cappadocia Region is the viticulture activities that date back thousands of years. Viticulture and the grapes grown in these vineyards are important facts in the historical process of the region. In addition, the fact that the ecology of the region is suitable for viticulture and the characteristic differences and diversity of the grapes grown in the region increase the importance of viticulture activities in the region. In this study, the viticulture

10 Plummer, R., Telfer, D., Hoshimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo Wellington ale trail. *Tourism Management*, 26(3), 447-458.

11 Plummer, R., Telfer, D., Hoshimoto, A., & Summers, R. (2005). Beer tourism in Canada along the Waterloo Wellington ale trail. *Tourism Management*, 26(3), 447-458.



tourism potential of Cappadocia Region was evaluated using SWOT analysis. Within the scope of the study, the strengths, weaknesses, opportunities and threats of the viticulture tourism potential of the Cappadocia Region were revealed. As a result of the evaluation of the viticulture tourism potential of Cappadocia Region with SWOT analysis, it is possible to say that the region has a high viticulture tourism potential. This view is supported by the fact that the region has hosted viticulture and wine production that has been going on for years and that it has an infrastructure and opportunities that are extremely suitable for viticulture tourism.

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