

**University of Pécs
Faculty of Sciences
Doctoral School of Earth Sciences**

PhD thesis abstract

**Evaluation of the „Pannon Wine Region” From the Point
of View of Agricultural Geography and Wine Tourism**

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I. INTRODUCTION, AIMS

In 2001, Hungary possessed – based on the grape and orchard plantation draft of the CSO – 92000 ha of grape lands showing a 14000 ha decrease (13%) since the change of the regime. Based on the Austrian Wine Marketing Service however in 2005 there was only 83000 ha of grape lands in Hungary divided to 22 wine districts. The area of the wine districts continuously decreases, the plantations are frittered, their majority grew old or lie fallow. The spatial decrease is also demonstrated in the amount of wine production. General production is between 3,5 – 4,5 million hl which is strongly affected by weather conditions. The amount of the export wine depends on the annual wine consumption (26-30 l/person/year) of the country. After the change of the regime due to privatisation and restitution, family farms began to develop, by the appearance of the foreign capital the socialist large scale mills were modernised while grape cultivation still belongs to those agrarian sectors in need of great manual workforce.

Due to the overproduction crisis of the international market it is more and more complicated to find export-market to the Hungarian wines. The European Union is presently working on the project to prepare the sector to the challenges of the wine market and make it competitive. Among the proposals of the EU we find the stimulation of cutting off grape yards and its financial support as well. This future can have a negative effect on the decreasing domestic vineyards as well.

The relation between the wine districts and tourism development and rural development is of highlighted importance since it handles agrarian, food industry and tourism products at the same time and so claims for productive, processing and service infrastructure. The success of the sector is the success of the region as well so its marketing value is of great importance to the region and its settlements as well.

Taking into consideration all these procedures I executed the agricultural geography and wine tourism evaluation of the four wine districts (Szekszárd, Tolna, Villány, Pécs) of South Transdanubia. Choosing the aim area of the researches I was dealing with the following dilemma: I either analyse the wine districts (Szekszárd, Tolna, Villány, Pécs, Balatonboglár) of the planning-statistical region of South Transdanubia or the wine districts (Szekszárd, Tolna, Villány, Pécs) of a newly formed producer based initiation, the so called “Pannon wine region”. Finally I chose the latter due to its novelty but thanks to the lack of formation of the wine region I use this concept in quotation marks in the headline and in my research I evaluate the *raison d’être* of the wine region. The term wine region is more widely used that is also why I consider it important to interpret it. Within the researched topics I highlight the case of the Szekszárd wine district by case studies evaluating the unique development of the wine district and its role in the “Pannon wine region”.

A summarizing aim of my thesis to provide a complex geographical evaluation on the position of the four wine districts of South Transdanubia (Szekszárd, Tolna, Villány, Pécs) during which I demonstrate the correspondence and differences between the wine districts. Based on the upper mentioned my aims are the following:

- In the cognition of the agricultural, tourism and social geography methods compiling a viewpoint system with which the complex geographical analysis of a wine region can be formed.

- Defining the concept of wine region and its raison d'être: Is the Pannon wine region existing at all, do we need a Pannon wine region, as another level of spatial unit.
- To evaluate the natural and human geographical features of the terroir, the pistil area and the timely, spatial and structural and the quantitative and qualitative change of the wine districts' grape yards.
- Taking into consideration the results of the statistical data, questionnaires and interviews evaluate the employment features and works structure of viticulture and viniculture.
- The analysis of the increasing importance of wine tourism and the evaluation of attractions from the point of view of wine tourism. As a case study, evaluating the relation of the population of Tolna county and the self governments to wine tourism.

II. RESEARCH METHODS

According to the upper mentioned aims I reviewed the literature of the topic, evaluated the available statistical data, carried out questionnaires and interviews and field trips.

1. Questionnaire survey

In the organisation of the Spatial and Settlement Development Centre of the University of Pécs, Illyés Gyula Faculty of Education there has been a complete self governmental and representative population questionnaire carried out in 2004 in Tolna county. Within that we elaborated questionnaires related to complex regional development topics. Besides the elaboration of the wine tourism concerns of the questionnaire I had the task to edit and compile the complete survey and coordinate the work of the participating researchers. For the technical transaction we impressed the guidance of the Tolna County Directorate of the CSO.

During the survey for the self governmental questionnaire we chose all the 108 settlements of Tolna county, and for the population survey we chose 500 persons representing the population structure of Tolna county concerning gender, age and settlement size. Due to the elaborate preparations the survey was very successful, responding was 100%. The data and calculated results of the questionnaire survey related to tourism and wine tourism was elaborated in the case studies of the thesis. During the evaluation I applied numerous representational methods, summarizing tables and different types of diagrams clearly showing the different opinions of the self governments and the population about tourism and wine tourism.

2. Interviews

The subjects of the interviews in the thesis: wine experts, fellow workers of vineyards, wine route managers, and professionals of agriculture (hill parish, AMC) and tourism (Tourinform bureau). Since I highlighted the Szekszárd wine district in my thesis the majority of the interviews were carried out in this wine district.

3. SWOT analysis

With the method of SWOT analysis we can carry out the complete evaluation of a given settlement's or region's strengths, weaknesses, opportunities and threats. The thematic SWOT analysis was convenient to carry out the comprehensive survey of the wine districts by determined aspects (e.g. natural features, social factors, infrastructure, producing features, institutional system, wine tourism supply, marketing, financing, judicial regulation) from which I could draw conclusions on the present state of the wine districts and their future development. This partly gives answers to or against the existence and *raison d'être* of the "Pannon wine region".

4. Attraction survey

The attraction survey is on the one hand the whole of the attractions determined on spatial basis and by different reach (international, national, regional, local) and on the other hand is the whole of attractions by thematic aspects. The first national attraction survey was carried out in 1997 trying to sum up and qualify the domestic attraction supply. (It was also accessible on the Internet.) Although a lot of critique no renewed version was yet carried out afterwards. The attraction survey has to be refreshed continuously since the state of the attractions change year by year, we can find new ones or experience their fall, so their tourism utilisation can provisionally or permanently cease. In the thesis I value the attractions from the point of view of wine tourism and as a sample area I chose the Szekszárd wine district.

5. Statistical data

The census data, tourism statistics, agricultural surveys of the Central Statistical Office are of decisive importance in terms of processing the research topic. With the help of the statistical data the spatial works structure change of the wine districts can be proved, also the social and agriculture employment situation and the infrastructural background of wine tourism of the researched area can be evaluated. In the thesis I worked with the wine district and wine region data calculated from the settlement data where it was possible. I was not utilising the micro regional data since the borders of the wine districts are not the same with the micro regional borders but I could only work with the county data at many cases since no relevant data was available on smaller units.

6. Judicial background: laws, regulations

At the analysis of the wine districts and wine regions we have to take into consideration the forming of the judicial background, since they determine the basic concepts of viticulture and viniculture and from 1893 the spatial impoundment, denomination, the grape types, the applicable technologies, selling and support of wine districts. During the last 100 years more and more regulations were created connected to the sector, so the producers have to fit themselves to more and more rules, even some of which are altering year to year. From the joining of the European Union the regulations of the union are also prevailing in the domestic viticulture and viniculture.

III. RESULTS

1. The relation of the analysis of the wine region with the disciplines of geography and the view point system of agricultural geography

- With the help of physical geography I evaluate the natural basics of viticulture and viniculture with a special emphasis on the relief, climatic and soil circumstances which mostly can influence the quantitative and qualitative parameters of production and also its uniqueness.
- In my research I emphasized the agricultural geographical analyses, in which apart from the agricultural production I included the food industry activities as well, since viticulture is agricultural, wine production is food industry activity, so their superimposition is fundamental and cannot be disassociated. Agricultural geography however part from the general and fundamental natural and economic features does not or hardly evaluate numerous important factors. Such elements are the human resources of the wine region and its wine tourism evaluation, which I consider very important in my researches (*Table 1.*)
- With the help of the population and settlement geography I researched the social structure, employment structure (with a special emphasis on the agrarian population) and the unique settlement structure (cellar villages) connected to wine production.
- The geography of tourism has a more and more highlighted role within economic geography as the economic importance of tourism is growing. I handle the wine region not only as a land producing agrarian products but as a destination, so utilisable for tourism since wine districts are beloved attractions and a certain part of the agrarian population are involved in tourism service activities as well. The unique settlement structure forms connected to viticulture and viniculture such as the cellar villages, press houses, the hostels for tourists and the agricultural roads for water runoff can be popular targets for visitors. The meeting of the agrarian activity and tourism can provide a new future for the population of the wine region.
- Viticulture and viniculture only appears as a narrow part of agrarian production in the regional geographical works. The majority of the separate works introducing the wine districts are more historical than geographical usually surveying the area's development of viticulture and viniculture till the beginning or middle of the 20th century.

Agriculture is of strategic importance even if its role is decreasing in employment or GDP share. That is why there is a great need to follow and evaluate the changes in agriculture. According to my opinion there is a *need for the renewal of agricultural geography* to occupy again its adequate place. For this there is a need to widen the analysis methods and also their renewal. The descriptive methods should be completed by sector specific analyses, empirical analyses and the methods of tourism geography and social geography. From the point of view of the future of agricultural geography I consider it very important to create a tight relationship with the geography of tourism (*Table 1*).

Table 1. The relation between agricultural geography and wine region analysis (ed. MÁTÉ, A.)

	Agricultural geography	Agricultural geography of wine region research
Methods	<ul style="list-style-type: none"> • descriptive • demonstrating statistical data 	<ul style="list-style-type: none"> • sector specific analysis • building up geography of tourism and social geographical methods • empirical researches • interviews • questionnaire survey
Human resources	<ul style="list-style-type: none"> • quantitative change of agricultural employment • under presented research of agrarian population 	<ul style="list-style-type: none"> • quality change of agricultural employment • knowledge, sense of taste, personal preparedness and passion of the wine expert to the wine • emotional relation • employment anomalies (seasonality, hand force, black economy) • cultural roots • population observing force
Sectoral resources, instruments	<ul style="list-style-type: none"> • features of agricultural lands • description of productive areas • amount of harvest • mean harvest • description of technology • works structure • ownership relations • selling • export – import • system of supports 	<ul style="list-style-type: none"> • evaluation of terroir / productive area • revealing the reasons for change • choosing grape types • wine quality • product restriction • formation of the ratio of traditional and modern technology • successes of family farms • economic models • wine marketing (channels of selling, methods, consuming habits, price/value ratio)
Supplementary activity		<ul style="list-style-type: none"> • significance of wine tourism • gastronomy • housing/accommodation • supplementary services (festivals, activity)
Institutional system, regional development	<ul style="list-style-type: none"> • EU regulation • EU wine reform intention • FVM orders, laws • Agrarian and rural development strategy 	<ul style="list-style-type: none"> • The role of civilian organisations • Organisational configuration of the wine region • Regional development ideas • International cooperation • Wine and tourism development strategy

2. Explanation of the wine region, the evaluation of the raison d'être of the Pannon wine region

- Taking into consideration the features of the *geographical region* wine region presently cannot be defined as geographical region since it does not form a natural unit, has not natural borders with which it can be differentiated from the neighbouring areas and it is even problematic that maybe its future should be dealt with the Balatonboglár and Hajós-Baja wine districts as well. Its community

formed in the historical past has some common features but regional identity is missing.

- Based on the 2004. XVIII. Act which conceptualised the wine region they can be realized as *agricultural regions*. When the regulation of the Pannon Wine District Wine Region will be varied out in 2007/2008 than it will be such an economic district which involves the economic relationship system of the viticulture and viniculture. In geography nevertheless only on sectoral basis a region cannot be defined.
- Taking into consideration the aims of the Pannon Wine Region Association I think that the wine region should be defined as formal cultural region which is a territorial unit with unique natural, agricultural and wine cultural features which borders can hardly be determined.

Arguments for the raison d'être of the Pannon wine region:

- A great possibility from the point of view of wine tourism and wine marketing
- A bottom-up initiation
- Internal relation creation already was formed due to the Pannon Wine Region Association
- Wine routes are the strongest spatial converging elements of the wine region
- Strong civilian initiations and support is featuring the four wine districts
- The wine routes realised several successful tenders together
- Based on the view point system of the terroir it can be stated that the area is complex based on its natural and social capabilities
- The extension of the wine production claims the greater spatial/territorial thinking
- The regional specialities that can strengthen the identity (wine producers of the year, unique products: Szekszárdi Bikavér, Szekszárdi Kadarka, Pécsi Cirflandi, Villányi Portugieser)

Arguments against the raison d'être of the Pannon wine region:

- A strong territorial seclusion among the wine districts
- Dissension within the wine districts
- The wine region has no sense of identity
- There is no uniform, organic area
- There is no centre
- A sectoral region can not be considered as geographical region
- Huge differences and anomalies within the wine region (species structure, production, tourism capacities)
- The wine region was not developed in organic frameworks
- Viticulture does not reason in wine region

3. The terroir's, so the productive area's physical geographical features, the quantitative and qualitative changes of the grape areas in the wine districts, the timely and structural changes of viticulture and viniculture

Within agricultural geography I elaborated suggestions to the research of viticulture and viniculture since the complete alteration and fast development requires the change of approach. According to my opinion it is necessary for agricultural geography to

interpret and apply the *term terroir* (*productive area*) as a complex geographical spatial category and utilize its connected analysis method, so apart from the physical basics of viticulture and viniculture one has to research the historical, social, economic and tourism background as well. The terroir is the totality and interface of several factors: soil, climate, wine, wine culture, history and the vine-dresser, so it is the common concept of viticulture and viniculture and also geography and agricultural geography. The complexity of the term terroir is valid to research the wine districts based on its meanings and also interpret the correspondences and differences:

- The microclimatic (precipitation, temperature) and soil features are nearly alike.
- The productive areas decreased in spite of the fact that the number settlements belonging to the wine districts continuously grew. (*Figure 1., 2., 3.*).
- In terms of exposure the features of the Tolna wine district are the most unfavourable, since the ratio of plains is very significant (22%).
- The exposure of the plantations is the most favourable at the Villány and Szekszárd wine districts, while it is the most unfavourable at the Tolna wine district.
- From the point of view of soil erosion the most hazardous areas are the Szekszárd and Tolna wine districts (Tolnai-Hegyhát) and the Versend area of the Pécs wine region.
- Basically the Szekszárd and Villány wine district is adequate to produce brae selected wines and to form origin safeguard based on the braes.

Analysing the wine production of Tolna and Baranya counties it can be clearly seen how unbalanced the wine production of the region which is caused by the upper mentioned. Out of the reasons we have to highlight the versatility of the climate causing significant differences year to year. The wine production between 1965 and 2004 on the whole shows a decreasing tendency which is also connected to the decrease of grape areas, but the decrease of the harvest is smaller than the spatial decrease. (*Figure 1.*)

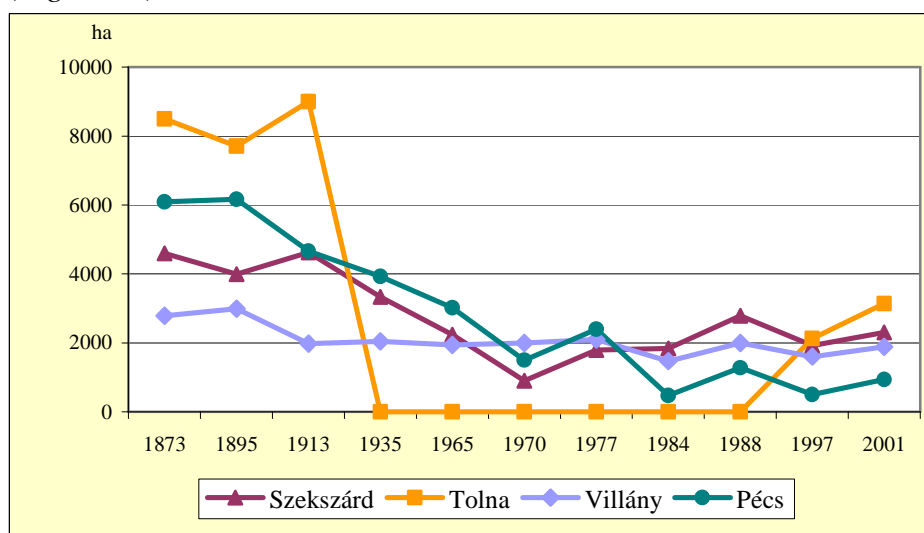


Figure 1. Territorial change of the wine districts between 1873 and 2001 (ha) (ed. MÁTÉ, A.)
 (Grape production. Settlement series data 1873-1965; Based on CSEPREGI, P. – ZILAI, J. 1973, TÖRÖK, S. 1978; CSEPREGI, P. – ZILAI, J. 1988; HERPAY, B.-NÉ 1998; PINTÉR, L.ed. 2002a)

Note: The territorial data of the Tolna wine district can not be interpreted between 1935-1988, since due to the judicial regulation a part of its area belonged to other wine districts or lost its wine district rank until 1997.

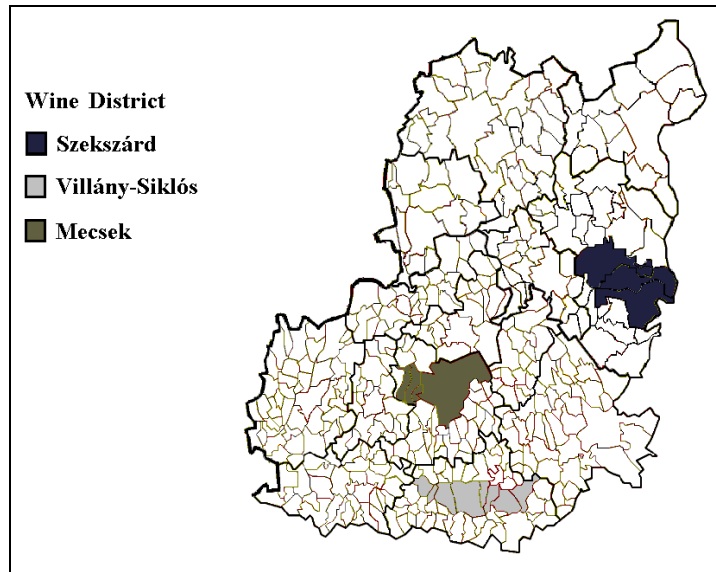


Figure 2. The settlements of the wine districts in 1936 (Based on 70000/1936. FM regulation ed. MÁTÉ, A.)

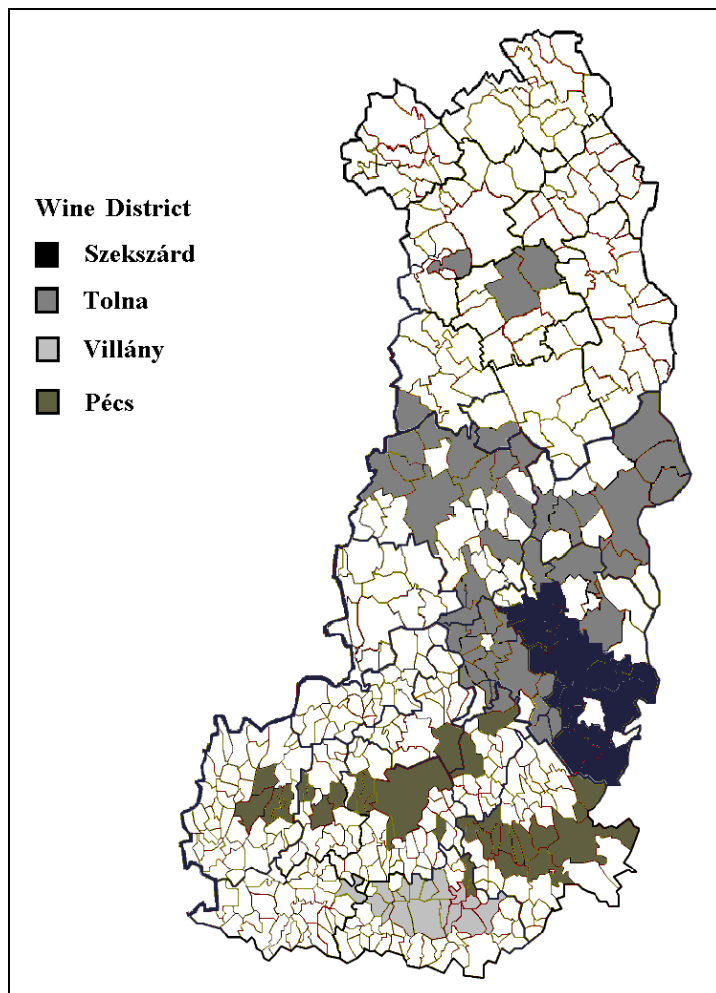


Figure 3. The settlements of the wine districts in 2006 (Based on 9/2006. FVM regulation ed. MÁTÉ, A.)

The advantage of the Tolna and Szekszárd wine district is that there was such a professional specialists educated in the socialist era's state farms and collective farms who could create their own individual enterprises after the change of the regime and those great works were able to be privatised. In the *Villány wine district* at the end of

the 1980's the initiations of the enterprises appeared of today's most well known wine specialists (e.g. first bottled wines). These wine specialists at the time of the start of restitution and privatisation had a purposeful future picture, they know which areas should be purchased and were open to adapt modern viticulture technologies. Besides this I think that the German (Krauts) origins also have a decisive factor in the presence of the greater entrepreneur spirits, but also the German relations and experiences inspired the early wine tourism. In the Szekszárd wine district this procedure only started in the beginning of the 1990's that is also why the purchase of the advantageous areas has been extended causing the rise and dissection of the plantations. It seems that they realise the perspectives of viticulture after 1993 when Ferenc Vesztergombi became the "wine producer of the year." The producers of the Szekszárd wine district belong to the top of the grape and wine production but they have significant fallback concerning wine tourism services. A huge luck of the two wine districts is that both the international and later the domestic wine consumption habits altered to preferring red wines so there was and still is a greater and greater demand for quality red wines on the market.

A great disadvantage of the *Tolna and Pécs wine districts* is that for centuries they were producing in the shade of the Szekszárd and Villány wine districts (subordinated to champagne production or great scale works) and there was no such state farm was created there during the socialism which could have colligate their production and even they were disassembled to hobby gardens. On the other hand they have no determined identity (changing of names, the uncertainty of territorial expansion). They see the red wine wine districts as samples since there is no successful white wine producing wine districts apart from Tokaj, but the experiences can not be completely adapted. To my opinion for that very reason it would be a false strategy to forced plantations of blue grapes, following the momentary fashions. It should particularly be considered in the Pécs wine district since the small area is not worth disassembling by more and more types of grapes. In the Tolna wine region such a species structure should be formed which is adequate to the capabilities with no dominance of blue grapes. With the lack of the adequate quantity and quality of wine the wine tourism of the Tolna and Pécs wine districts can only be developed in a restricted way.

The execution of the state supported third grape reconstruction would be extremely important in the Tolna and Pécs wine regions since there are the greatest fallbacks in the modernisation of the plantations. The renewal of the grapes of the Villány and Szekszárd wine districts started from own and by tender sources in the 1990's, but those developments took only partial and not complete results. The grape reconstruction can speed up this procedure and would increase competitiveness. Facing with the grape cutting policy of the European Union I consider it necessary to maintain and modernise the grape lands.

4. *The terroir, so the social features of the producing lands, the evaluation of the features of agricultural employment and the viticulture and viniculture works structure*

The human resources of the personal farms show a complete aging structure, and also their competitiveness is very weak due to their low education level. In the economic activity within the family members the wife and the grandparents are involved.

There is only a few among the younger generation becoming private farmers they rather leave agriculture because of the low incomes, but as a family workforce they help their parents also indirectly with their other profession (economy, law etc.). The majority of those young adults who join the family entrepreneurship as a full time occupation received a middle or high education or educate themselves to this profession. I think that in connection with the ageing generation the number of private farms will decrease and the young ones will rather sell the lands or phase the out from cultivation since the European Union supports it with considerable amount of financial aids (1450–12300 €/ha). At those farms where there will be such a young generation who would kindly like to receive the functioning, the education level of farmers will improve since they have to make their enterprise more competitive in the long haul with a modern approach.

Table 1. Number, area and mean size of grape producing farms, 2003 (ed. MÁTÉ, A.)

Territorial unit	Economic organisations			Private farms		
	number (piece)	territory (ha)	mean size (ha)	number (piece)	territory (ha)	mean size (ha)
Baranya county	63	1246	19	11193	2159	0,2
Tolna county	52	1375	26	11456	3170	0,28

Source: PINTÉR, L. ed. 2004.

0,5% of the grape producing economies is economic organisation and 99,5% private (Table 2.) The economic organisations own one third of the grape lands. Although the private farms cultivate two thirds of the grape lands, their mean size is very small so their effectiveness is very low they rather are hobby gardens. So about 2% of the farmlands produce economic profit for agriculture on half of the region's grape lands.

5. *Evaluation of the connection of wine tourism and wine routes taking into consideration the population and self governmental questionnaires of Tolna county*

In the case of the wine districts and wine regions *wine tourism* is the area where the connection between agricultural production and tourism can be valued and their successful cooperation can contribute to the population retaining factor of rural areas, the sustainability of traditions and their economic development. Wine tourism can satisfy all the seven level of motivation on the (Maslow pyramid, with the affix of Mill-Morrison) *necessity pyramid* so is able to match to the new trend of tourism which favours apart from mass tourism the new, active tourism products satisfying individual needs. The data base ordering and evaluation of attractions mean the basis for creating product packages and to determine future development tasks. The so called “BOR-KUL-TÚRA” /WINE-CUL-TURE inventory is able to collect the wine tourism attractions which can be grouped to the topics of wine, culture and activity

(Table 3.) The wine tourism inventory has to be refreshed regularly so that the actual changes can be followed.

Table 3. The wine tourism attraction inventory: „BOR-KUL-TÚRA” /WINE –CUL-TURE inventory

Wine	Culture	Activity (Tour, hiking)
wine-district, growing area relief, exposure; climate; grape-plantation; grape genus; mood	cities history; mood; entertainment facilities	nature hiking protected areas; study trails; established hiking trails
wine industry fame; accessibility; cellar villages, traditional cellars, wine press houses; newly built wine houses, spectacle cellars; wine industry technology; personnel; capability for visitor reception	villages relaxed environment; rural hostelry; traditions; folk art values	cycling cycling routes parking lots, rental
	museum, exhibition, country house multimedia technology; visitor friendly, multi lingual	equestrian, horse coaching horse stables, horse schools, coach
wine expert fame; personality	gastronomy land-specific food; local products	golf golf courses
wine product quality, wine trademarks; results of wine competitions; selection; uniqueness; price	event, festival folklore, ethnic; harvest fairs, conference; gastronomy; musical, art	health and experience spas health service, cures diverse experience elements
wine route quality; selection; programme packages; receiving environment, receiving capacity; accessibility	historical monuments fortress, castle; churches	water sports yacht ports; water tour rest places
	handcraft exhibition workhouse	amusement parks children-centred entertainment
	legends; famous persons	other hobby activities fishing, hunting

- The cooperation of the wine routes is the strongest regional cooperation.
- The tender cooperation of South Transdanubian wine routes strengthens the wine regional intentions.
- The cooperation among the wine routes is much stronger as among the wine districts.
- There are significant regional differences among the content of the members of the four wine routes and the quantity and quality of the services.
- The Villány-Siklós wine route is the most prepared to receive wine tourists (most quality service supplier, diverse services) (Figure 4.)
- In the last six years the Szekszárd wine route closed up the most to the Villány-Siklós wine route during which it strengthened its gastronomy the most but it is still lacking accommodation development.
- The development of the Mohács-Bóly white wine route was pulled up, its services were narrowed.
- The membership of the Tolna wine route is the smallest, although it is the biggest wine district of the region. In the last years its supply gradually was broadened and

developed, the most prominent results were peculiarly received in accommodation development.

- The different capacity structure of the Szekszárd and Tolna wine route can well complement each other since their cooperation will be materialized.

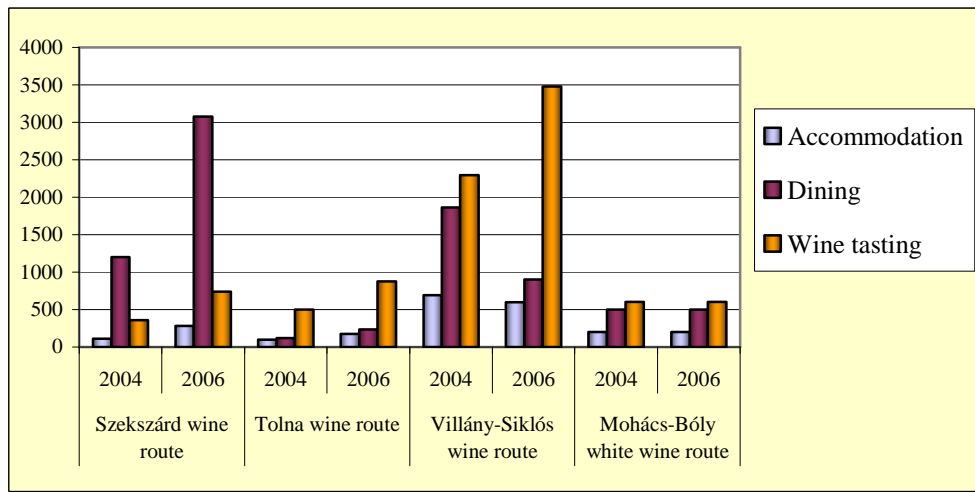


Figure 1. The capacity of wine route services between 2004 and 2006 (ed. MÁTÉ, A.) (Source: Borúti menedzserek)

6. The state and development questions of wine tourism based on the population and self governmental questionnaire survey of Tolna county

From the answers of the population it turns out that only a few utilised wine route services that is why they are not aware of the majority of the services (40-70 %), or have not even heard about them (20-40 %). So a significant part of the population does not know the activities of the wine routes but they upgrade their significance as they reckon it as of international importance. The negative factors are further strengthened by that the population does not even know the local wine routes (Szekszárd, Tolna) and so they will not recommend their experiences to friends and acquaintances. The local population as marketing mediator source is utilized only at a very low extent (Figure 5.).

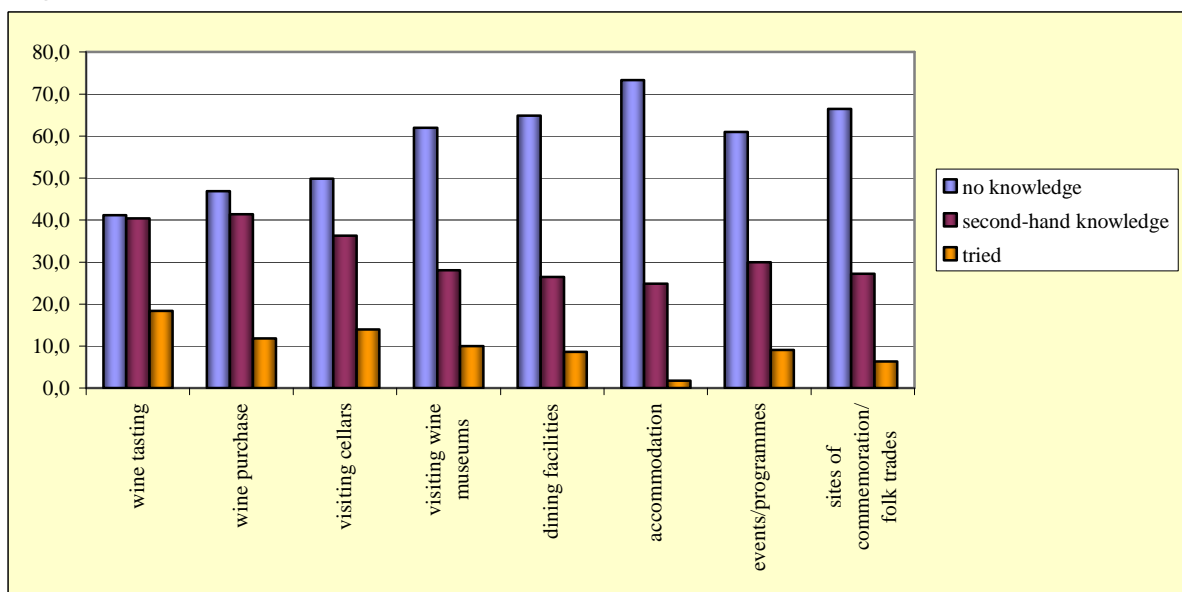


Figure 2. The knowledge of the population about the wine route services of Tolna county (%) (ed. MÁTÉ, A.)

In the case of the self governments it can be stated that in the development documents wine tourism only rarely appears but they handle it with a highlighted importance. They created only a few cooperation with those organisations which can promote the development of wine tourism. The promotion of wine tourism is visualised with festival organisation, publications and marketing activity in spite of the fact that in improving the state of wine tourism they highlighted that the settlement façade and the better accessibility of the suppliers should be improved and developed. The marketing activity of the self governments is losing its effectiveness if the cooperation with the civilian and entrepreneur sphere and the information change is missing. The majority of the self governments have not even cleared up of what role they would play in financial and organisational terms in developing wine tourism (*Figure 6.*).

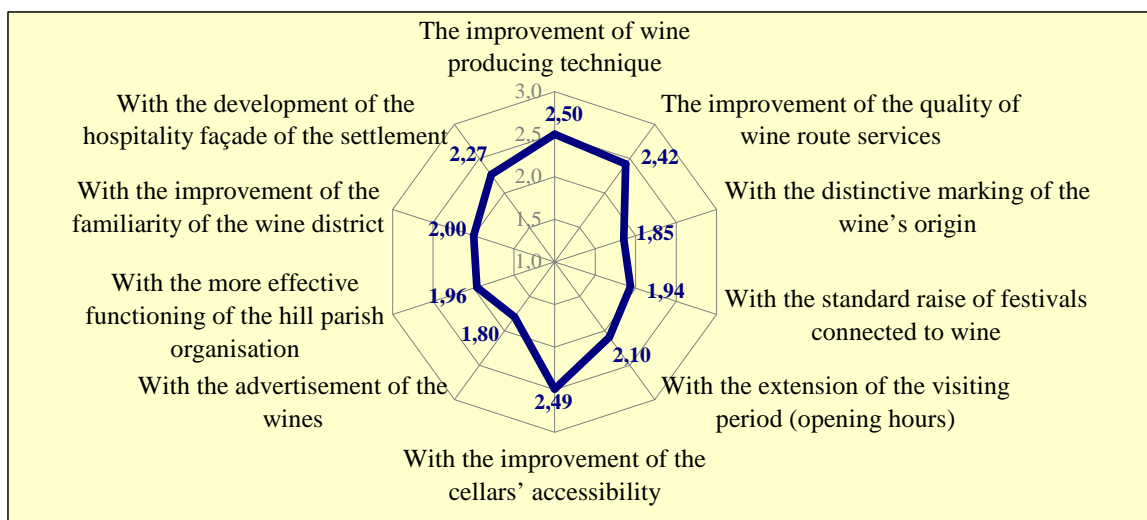


Figure 3. The opinion of the self governments about the possibilities of improving wine tourism (ed. MÁTÉ, A.)

7. The summary of the SWOT analysis of the Pannon wine region

I summarized the present state and future situation of the Pannon wine region in a SWOT analysis. On the basis of the *situation analysis* it can be seen that a determining strength of the Pannon wine region is its natural features which justify the capability for renewal (thousand year old wine culture, keeping and renewing traditions, the viniculture successes for centuries). However numerous social, political and economic weaknesses and threats make the future of the wine region questionable. The basis for production is uncertain, the state of the plantations and structure is dated, the grape and wine producing technology is deficient, the economic policy is incalculable. For all these we also have to take into consideration the changing preparedness of the human resources and the low contractor spirit and a great scale of mistrust.

However the future is univocal: the creation of the wine region at the earliest convenience, increase of its competitiveness and the development of its viniculture and wine tourism potential. In order to gain economic success there is a need for the spatial cooperation of wine economy and tourism. The basic strategy should be built on the three pillars of quality, marketing and partnership and the development aims should be

created accordingly. The *development tasks* can be summarized in the following points:

- *Viticulture, viniculture and wine tourism developments in order to improve quality.* A planned realization of the third grape reconstruction is needed and also the extension of origin safeguard in order to assure quality production. The improvement of the state of settlements, cellar villages and accommodation capability is very important and also the development of accessibility and infrastructure. The broadening of wine route services, the spreading of a uniform wine tourism quality system and the building of a tourism information sign system could be the guarantee for reliability in the wine region. There is also a need to improve in quality the accommodation capacity and the complementary services of the wine districts. The tourism, linguistic and marketing education of the guest caterer wine experts and vineyards is also advisable. (MÜLLER I. [szerk.] 1997, 2003). The creation of a guaranteed, regular wine route tourism package and the quality development of the festivals could be able to broaden the visitors and the season as well.
- *The realisation of a marketing activity.* Wine means a lot more than an alcoholic beverage or comestible since today the consumers connect it with lifestyle, hobby, emotional values and experiences. The image building of the wine region and its wines should be created by taking all these into consideration. (HAJDU I.-né [szerk.] 2004, 2005) There is a need to improve the quality of the publications, the Internet accessibility of wine routes, vineyards and suppliers and the continuous freshening of the contents. It is also an important task to broaden the knowledge of the local population about wine culture and wine route services and their involvement in the wine route programs and festivals.
- *Partnership building.* For the successful realisation of developments the effective cooperation of the civilian, entrepreneur and self government spheres is needed and also the receiving promptitude of the local population. Creating the community marketing activity and winning domestic and international tender sources the different interests should be harmonized.

IV. FURTHER RESEARCHES

Fur further researches of the topic we can determine three levels occluding and complementing each other:

1. The first is *the level of local analyses* during which a more detailed analysis of the wine districts can be carried out highlighting the following aspects:
 - The research of the development and differentiation of viniculture works structure with the help of the surveys and deep interviews of the wine districts' vineyards.
 - Tracing the effects of the EU'S wine reform in the wine districts.
 - Evaluating the relation between wine tourism and the local population, the measurement of wine tourism flow in the wine districts. With the help of questionnaire surveys the quantity and quality features of the wine tourism visitors and the (wine) tourism interest and awareness of the local population can be analysed.
 - Following with attention the wine tourism development plans and their realisation connected to European Union and domestic sources. Apart from tracing the product developments it is an important aspect to evaluate the role of the self governments in the (wine) tourism developments and the analysis of the connected tender and marketing activity as well.
2. The second is *the level of regional researches* during which the analysis of the manageability of the Pannon wine region and the evaluation of the innovations and adaptations within the wine region come to the front.
 - Numerous innovative solutions have been elaborated and realised (qualification system, origin safeguard, cellar building styles, wine brands, firm types) in the wine region which could and can provide a standard for the developments in the Pannon wine region. Hence besides demonstrating the successful examples it is also very important to trace the standard transmission and changes. The evaluation and possible adaptation of experiences of the origin safeguard in Villány is especially worth considering.
 - The analysis of the Pannon Wine Route Wine Region's regulations and operability. After the judicial regulation the evaluation of the wine region's production, development, tourism cooperation and their practical realisation. Analysis of the domestic wine regions' operational experiences.
3. The third is the *methodology level* in which the further development of the research methodology of agricultural geography and wine tourism comes after by utilising foreign examples and with the strengthening of the international scene.
 - The analysis of the taking over of the terroir approach in the wine regions, in the geographical analyses and development programs.

V. LIST OF PUBLICATIONS AND CONFERENCE PRESENTATIONS

1. Published literature related to PhD topic

- MÁTÉ A.** 2007: A „Pannon borrhíó” borútjainak összehasonlító értékelése. *Modern Geográfia* (4) pp. 1-15.
- MÁTÉ, A.** 2007: Wine tourism and wine routes in Tolna County. *Interdisciplinary Management Research III.*
- MÁTÉ, A.** 2007: The situation of wine tourism in Tolna County. In: PAP, N. (ed.): *Tolna – a rural area in Central-Europe. Regional and local development in Tolna County, Hungary.* Lomart Publisher, Pécs, pp. 123-132.
- MÁTÉ A.** 2007: A borturizmus szerepe Tolna megye turizmusában. In: GUBÁN P. – MELLES HAGOS T. – PAPP L. (szerk.): *Turizmus a nemzetgazdaságban.* PTE IGYFK, Szekszárd, pp. 52-68.
- MÁTÉ A.** 2004: Tolna megye szőlő- és bortermelése Keleti Károly szőlészeti statisztikája alapján. *Pécsi Tudományegyetem Illyés Gyula Főiskolai Kar Tudományos Közleményei* 6. pp. 91-115.
- MÁTÉ A.** 2003: A Bikavér legendája. *Rubicon* 14. (1-2) pp. 40-41.
- MÁTÉ A.** 2003: Adalékok a Szekszárdi borvidék történeti földrajzához. In: FRISNYÁK S. – TÓTH J. (szerk.): *A Dunántúl és a Kisalföld történeti földrajza.* PTE FI - NYF FT, Nyíregyháza-Pécs, pp. 226-237.
- MÁTÉ A.** 2002: Segédanyagok a Dél-Dunántúli Régió borvidékeinek gazdaságföldrajzi vizsgálatához. *Data Geographica* 8. pp. 22-29.
- MÁTÉ A.** 2002: Az egyházi birtokok jelentősége Szekszárd életében a XVIII. században. In: KOVARSZKI A. – LÁSZLÓ M. – TÓTH J. (szerk.): *Múlt, jelen, jövő – A településügy térben és időben.* Tiszteletkötet Kőszegfalvi György Professzor Úr 70. születésnapjára. PTE TTK Földrajzi Intézet, Pécs, pp. 82-90.
- MÁTÉ A.** 2002: A filoxéra megjelenése és hatása a Szekszárdi történelmi borvidékre. *Kutatási Füzetek. Európa és a magyarság a 18-20. században* 9. pp. 53-69.
- MÁTÉ A.** 2001: A Szekszárdi borvidék kialakulását befolyásoló természetföldrajzi tényezők. In: KOVÁCS J. – LÓCZY D. (szerk.): *Vizek és az Ember.* Tiszteletkötet Lovász György Professzor Úr 70. születésnapjára. PTE TTK Földrajzi Intézet, Pécs, pp. 235-245.
- MÁTÉ A.** 2000: A természeti adottságok szerepe a Szekszárdi borvidék kialakulásában. In: CSOMA ZS. – BALOGH I. (szerk.): 2000. *Millenniumi szőlős-boroskönyv.* A szőlő és bor Magyarországon. Agroinform, Budapest, pp. 55-62.
- MÁTÉ A.** 2000: A Szekszárdi borvidék fejlődése a II. világháború végétől napjainkig. In: GODÓ N. – TÓTH J. (szerk.): *Földrajzi tanulmányok a pécsi doktoriskolából II.* PTE TTK Földrajzi Intézet, Pécs, pp. 199-220.

Publication published in conference proceedings

- MÁTÉ A.** 2006: A borturizmus helyzete Tolna megyében. In: AUBERT A. (szerk.): *Fejlesztés és képzés a turizmusban*. II. Országos Turisztikai Konferencia tudományos közleményei. PTE TTK FI, Pécs, pp. 278-288.
- MÁTÉ A.** 2006: A harmadik szőlőrekonstrukció létjogosultsága a Szekszárdi borvidéken. In: SZENTMARJAY D. – TÓTH J. (szerk.): *Geográfus Doktoranduszok VI. Országos Konferenciája*. PTE TTK FI, Pécs, pp. 93-105.
- MÁTÉ A.** 2001: A Szekszárdi borvidék rendszerváltozás utáni gazdasági helyzete. In: RAKONCZAI J. (szerk.): *Magyar Földrajzi Konferencia 2001*. SZTE TTK Természetföldrajzi Tanszék, Szeged, pp. 1-6.
- MÁTÉ A.** 2000: A rendszerváltozás gazdasági hatásai a Szekszárdi borvidékre. In: FÜLEKY GY. (szerk.): „A táj változásai a Kárpát-medencében a történelmi események hatására.” III. Nemzetközi Tudományos Konferencia, Budapest-Gödöllő, pp. 238-242.

2. Conference presentations related to PhD topic without published proceedings

- MÁTÉ A.** 2007: A „Pannon borrhíó” borturizmusa. *I. Magyar Turizmusföldrajzi Szimpózium*, Kodolányi János Főiskola Budapesti Oktatási Központ, 2007. 09. 07.
- MÁTÉ, A.** 2007: The relationship between wine tourism along the Lower-Danube and the „Pannon wine region”. „*Danube - Area Cohesion*” I. EU Interregional International Scientific Conference, College of Dunaújváros, Dunaújváros, 4-5. 07. 2007.
- MÁTÉ A.** 2005: A szőlőtermelés, borkészítés hatása a Szekszárdi borvidékre, mint termőtájjra. *MTA Tájföldrajzi Albizottság Szimpózium*, Szekszárd 2005. 05. 06.
- MÁTÉ A.** 2004: A turizmus fejlesztése a Tolna megyei szőlő és bor kapcsán. „*Magyarország 2004 után: Kihívások a terület- és településfejlesztésben*” Nemzetközi Konferencia, PTE, Szekszárd, 2004. 09. 23-25.
- MÁTÉ A.** 2004: Borturizmus Tolna megyében. *Tudomány Napja 2004 Konferencia*, PTE IGYFK, Szekszárd, 2004. 11. 8.

3. Other publications

- MÁTÉ A.** – PAP N. 2007: Tematikus utak szerepe a terület- és településfejlesztésben. In: PAP N. (szerk.): *Területfejlesztés a gyakorlatban*. Lomart Kiadó és a PTE TTK FI Politikai Földrajzi és Területfejlesztési Tanszék, Pécs, pp. 169-190.
- MÁTÉ A.** – MOHOS M. 2003: *Borvidék a Fertő partján*. kézirat, MTA Veszprémi Területi Bizottság pályamű, 75 p.
- MÁTÉ A.** 2002: Az ökoturizmus jelentősége és hatása a Duna-Dráva Nemzeti Parkra és vonzáskörzetére. In: AUBERT A. (szerk.): *Kutatás a turizmusban. A turizmus aktuális kérdései Magyarországon*. Országos Turisztikai Konferencia 2002, PTE TTK Földrajzi Intézet Turizmus Tanszék, Pécs, pp. 254-265.
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