

## RESEARCHES REGARDING WINE AS AGROTOURISTIC RESOURCE CASE STUDY: "BUDUREASCA"

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### Abstract

*In regions that today form the Romanian space, vines grew wild thousands of years ago. Vitis Silvestris, native Carpathian oak forests, was the basis of the famous Dacian vines. In Prahova, wine road reissuing older segment of the wine road used by the Romans, which traversed Europe. It goes through the famous vineyards of the county and includes stops at the mansion, court and monasteries. The road passes through villages: Filipeștii Fair, Băicoi, Boldești, Bucov, pleasant Valley Călugărească, Iordăcheanu, Uralati, Ceptura, Fântânele Tohani, Gura Vad, and to exploit fully, liquid gold, it was introduced tourist circuit wine cellars from Urlați and Azuga which are offered for tasting exceptional wines and sparkling wines, with traditional rustic menu.*

**Key words:** agro touristic resources, vine, vineyard, tourism potential

### INTRODUCTION

History Gustave Glotz noted since 1925, the book "Civilisation Egeenne": "Long before it was consecrated by Dionysos, vines formed joy prehistoric peoples." even the ancient Greek mythological traditions attributed Thracians and Pelasgians introduction of vines in Hellada. "Greek warriors went into Thrace to find wine," reads a line from Homer's Iliad. Later, the Latin poet Ovid describes how the Dacians practiced viticulture and wine freeze concentration, achieving what today is called cognac.

Vineyard „Big Hill" called: „Red Wines Patria" vineyard in Curvature Carpathians is the Romanian wine rennet space with climatic conditions very similar to those from the Bordeaux region because it is on the same latitude. Vineyard vines centers of Great Hill are: Boldești, Valley Călugărească, Uralati-Ceptura, Tohani-Mizil, Cricov. Birth, growth and education in the seven wine cellar is located in the vineyard „Big Hill " from Păulești, Valley Călugărească to Tohani. (Honțuș A., 2005).

### MATERIALS AND METHODS

The paper describes Budureasca Vineyard based on the information collected directly

from its book-keeping and also from the company managers. The presentation reflects the authors' opinion regarding the potential of the vineyard as an agrotouristic resource.

### RESULTS AND DISCUSSIONS

In areas of „Big Hill" vineyard, one can practice a special type of tourism, including visits to vineyards and orchards, as well as assisting at grape processing into wines (Tindeche C., 2004).

**Big Hill.** The Wine Road, an oasis of calm, sunny hills' of vineyard rises Hill Great historical source of exceptional wines. In this area blessed - a microclimate similar to the well-known Bordeaux wine-growing areas, our specialists have chosen to put into work mastery grape-growers and wine producers and vineyard already succeeded: in just two years these hills have proven to be worth the reputation. They skilfully exceptional wines that, although young, have won over 10 medals in national and international competitions in the field.

Grapes are taken from the 300 hectares of own vineyard, planted with varieties of grape vines selected, which allows very strict control on quality (Bran, 2005).



Fig.1. Prahova County map

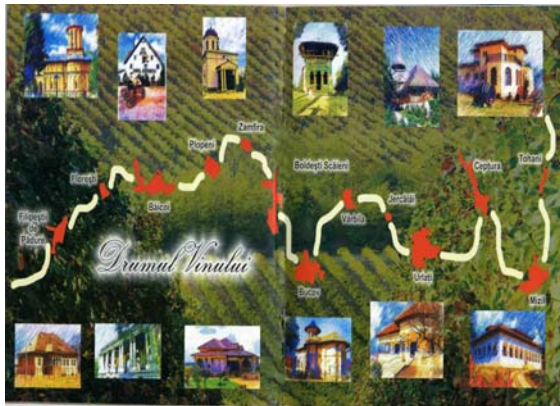


Fig. 2. Wine Road

Our wines are targeted to both connoisseurs and collectors, and those who want to drink good wine at a fair price, balanced, both in the domestic and foreign markets.

**Vineyard Budureasca.** With its location on the parallel 45°3' and 38 km to east longitude meridian, it has a temperate continental climate with an average annual temperature of 10.6 degrees C (Creţu R., 2012).

Sunshine duration is 15 h 23', at the summer solstice and 8 h 49' at the winter solstice. The amount of active ranks vegetation period is 3318. The landscape is generally flat, with an elevation ranging from 100 to 417.3 m long and exhibition southern slopes with inclination of 15 to 25%. Groundwater level is between 10 to 12 m, at the foot of the slope and 50-60 m, on top of it. All this combined with rainfall of 524 mm and leached chernozem soils, pseudorendzine and rendzine explain why *Dealul Mare* has wines of exceptional quality, get rewarded with dozens of medals in competitions both national and international ones (Antonoaie, 2002).

**Wine as lifestyle.** Magic potion is more than natural companion to food lunch, dinner and libations of any kind, either diurnal or nocturnal. Wine is a true way of life, a philosophy in itself. Self-esteem and aspiration to better intervene when you want a high quality wine, not a spirit impersonal that can be achieved with any wine, in most cases of questionable quality and origin. One of the secrets of a bon viveur is the quality of ingredients that make up a happy epicurean existence. We of *Dealul Mare* vineyards *Budureasca* strongly believe in the triumph of quality over quantity.

#### Competitive advantages

“We are a small producer, but with a well diversified portfolio. Our range includes wines for all tastes and this is where our competitive advantage. We put our heart and passion in wine, which leads us to maintain a high quality standard extreme. We have full control of the grapes used in the wine. Our philosophy is to limit and control the amount of quality in order to obtain the guarantee of a superior wine quality. Bottles coming off the production line in glasses bring our customers the best wines in price and quality and experience and passion that brings oenologist our place in the production process are found in the superior quality of each assortment of brand *Origini* and *Budureasca*.”



Fig.3. Budureasca Wine

#### Budureasca Cellar

Currently underway is the construction of a new winery project with hotel service, in which you will be able to stay and taste those wines. Also in the near future will be a launch of a new brand, namely 101-102.

Wines *Budureasca* addresses both audiences connoisseur, passionate blend of cuisine and fine wines, and those who want to have a

table wine with which to spoil your senses. We recommend joining a wine but foods like beans with sausage, tripe soup or cabbage. The combination of wine and food is purely subjective and you taste. A good fit would be one in which both highlighted the nuances that favor food and wine. It is recommended wine pairing light with light dishes and those with strong foods with the same type of character. Such light wine pairing should be done with food cooked by boiling and those with a high alcohol content and dry to cooked dishes from the grill. Also in a preferred serving wine tasting is a low alcohol and sweet, before those with high alcohol content and therefore a stronger taste. As recommended food to be served with a good wine, the category of the *Budureasca*, we can mention: steak, Rolls, spaghetti, pizza, hamburgers, chili, pork chops, beef kebab, etc.

#### **Budureasca Company-Breif presentation**

*SC Budureasca LLC* was bought by Rotherfield Jersey Properties Ltd - United Kingdom, which started business in Romania in 1995. By the time of acquisition, the company has vinified for another company owned by the same group of shareholders who bought the company under the name of Rotherfield Properties Romania SRL.

Takeover was retained as employees, with about 20 specialists and the winemaker Stephen Donnelly, who has already shown that it is an inspired winemaker in full international consecration. Initial investment of over 1 million and were added and others (currently reaching over 6 million euro), such as increased storage capacity, allowing storage of larger batches of wine and new bottling lines bottles of 75 cl. and Bag-in-Box system.

The tourism potential of the area and the unique beauty of places led naturally to the project of building a resort in the middle of the vineyard. With a suitable design - respect for the history of the area, it will be the destination for those wishing to taste fine wines (Ștefan P., 2012).

Table 1. Undertakings with the unique identifier 12647770

<b>Payer name:</b>	<b>BUDUREASCA</b>
Address	472 Gura Vadului
County	PRAHOVA
Number in the commercial register	J29 /1123 /2001
Authorization	-
Zip Code	-
Phone	0244253299
Fax	0244253321
Society condition:	REGISTERED dated December 17, 2001
Remarks concerning the company	-
Date of last statements ( * )	April 18, 2012
Last processing ( ** )	April 23, 2012
Income tax ( date of registration )	01-01-2008
Microenterprise income tax (date of registration )	NOT
Excise (date of registration )	01-02-2004
Value added tax (date of registration )	08-02-2000
Social insurance contribution (date of registration )	01-01-2008
The contribution of insurance for work accidents and occupational diseases caused by the employer (date of registration) :	-
Unemployment insurance contribution (date of registration)	01-01-2008
Employer's contribution to the Guarantee Fund for the payment of social debts -date of registration	01-01-2008
Contribution for health insurance (date of registration )	01-01-2008
Contributions Medical leave from natural or legal persons (date of registration )	01-01-2008
Gambling tax (date of registration)	NOT
Tax on income from wages and salaries equivalent (date of registration )	01-01-2008
Tax on oil and natural gas from domestic production (date of registration )	NOT
Mining royalties / revenues from concessions and leases (date of registration )	NOT
Petroleum Royalties (date of registration )	NOT

Table 2. Indicators in the annual financial statements at December 31, 2011 filed with the local offices of the Ministry of Finance cf. Order no. 52/2012

Indicators	
Balance Sheet	LEI
Assets - Total	5389499
Current Assets- Total, of which	8654638
Stocks (Materials, production in progress, semi-products, finished goods, goods etc)	4840068
Claims	2977970
Cash and Bank Deposits	836600
Prepaid Expenses	10543
Liabilities - Total	10800837
Deferred Revenue	-
Provisions	-
Equity- Total, of which:	3253843
Capital paid	1908000
Patrimony	-
Public domain	-
Profit and Loss	
Net Turnover	8101072
Total Income	8570402
Total Expenses	8493854
Gross profit or Loss	
-Profit	76548
-Loss	0
-Net profit or loss for the financial year	
-Profit	50415
-Loss	0
Indicators from the information data	
Average number of employees	33
Type of activity, according to CAEN classification	Manufacture of wine from grapes



Fig.4. Vineyard Budureasca



Fig.5. Vineyard Budureasca



Fig.6. Honors and Awards



Fig.7. Honors and Awards

## CONCLUSIONS

Romania was and it still is a country with a strong tradition of vine growing and wine producing the highest class.

Romanian wines have competed successfully compete with the famous vineyards of Bordeaux wines, Madeira, Tokai to. Unfortunately after 1989, both quantitatively and qualitatively, the wine sector in Romania has suffered a strong decline (Tindeche C., 2004).



Fig.8. Budureasca Cellar

The tourism potential of the area and the unique beauty of places led naturally to the project of building a resort in the middle of the vineyard (Crețu, 2005).

With a suitable design - respect for the history of the area, it will be the destination for those wishing tastings of fine wines accompanied by feasts as.

In this area blessed - a microclimate similar to the well-known Bordeaux wine-growing areas, have chosen to display their work specialists mastery grape- growers and wine producers and vineyard already succeeded: in just 2 years proved all these hills deserves reputation (Crețu, 2012).

They skilfully exceptional wines that, although young, have won over 10 medals in national and international competitions in the field.

This paper has proposed to bring before the public the immense treasure of Romanian vineyards and come up with a modest contribution in the field of wine as a resource to recover agritourism, proposing several service packages that starting this fall, I will try to personal experience by working with a travel agency in Bucharest.

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