

RESEARCH ON STAKEHOLDER ENGAGEMENT IN PROTECTING THE LOCAL BRAND AS A SUSTAINABLE DESTINATION

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Abstract

The main objective of the research is to identify the degree of involvement of several interested parties in protecting the local brand. In sustainable rural development, as well as in place branding, a challenge is the involvement of multiple stakeholders, especially the "unusual suspects". During the research, numerous other secondary objectives were achieved, and starting hypotheses were established, which are verified at the end of the article. Establishing the objective of the research falls within the current guidelines of the CAP in the agri-food sector, which aims to increase productivity from farm to fork. The study was carried out between March 2022 and October 2023, with questions regarding the involvement of interested parties (producers, local authorities, distributors, etc.) in protecting the local Măcin brand as a sustainable destination. The total sample was 93 interviewees, from which 15 resident specialists of the Dobrogea area, Măcin, Tulcea county were selected to answer the final objective of the study. This exploratory study addresses knowledge gaps through in-depth interviews with key professionals in Tulcea. The results suggest that the potential of the Crama Măcin brand of the destination can be negatively affected by a concentration of restrictive thinking, which prevents the introduction of innovation in the management of the place. Further quantitative research is needed to elaborate these findings in other cities to improve understanding of the uses and interpretations of local branding among stakeholders.

Key words: branding, wine, rural development, Măcin, marketing local

INTRODUCTION

The concept of branding has advanced more and more as a way of application from commercial centers, to areas, regions, and states. Practice has shown that the implementation of a brand requires multidisciplinary on the part of specialists. For example, when we talk about the marking of products and services in parallel, it appears with the marking of producers, of the areas of origin [10], [8] of local tourism [16], [9], of the cities in the vicinity of the areas [5], [2]. In recent years, branding as a discipline has evolved in terms of communication and implementation, evidenced by an evolution of knowledge at different levels [11], [1] local authorities, tourism organizations, and the media.

Local marketing has evolved from what it means to the reputation of the area, to a strategic vision and focused product promotion [6], [7] [17]. Moreover, as the concept of "entrepreneurship" evolved into a business approach, branding emerged in terms of business perceptions and attitudes [12], based on people's experience of places [15], regardless of whether they were referring to an entire city or smaller areas [3].

Recently, branding experts have argued that there are parallels and gaps between brand management and destination management [19] [15].

These have been studied in his previous research [21] [22] which states that this multidisciplinary can be developed through the establishment of public-private

partnerships and a more balanced approach to the management of a destination [14].

This study also follows research [23] on the management of a future tourist destination, regarding the links between local branding and regional planning for building a local brand, with a focus on professionals involved in managing partnerships.

The starting point of this study is the connections of recent works (Fig. 1) that trace the link between stakeholder theory and place branding [18] for creating destination brands using qualitative methods of target branding strategy, in creating a target image and a branding model. More and more cities and destinations see the importance of involving residents, business owners, and other important stakeholders; however, it is not always easy to execute and often the same people (the usual suspects) participate in participatory activities and take ownership of initiatives and projects, excluding others from doing the same [4].

As entrepreneurship emerged from the background of business management, so did place management marketing, so locality branding originally emerged from business branding [24].

The main objective of the article consists of identifying the degree of involvement of entrepreneurs in protecting the local Măcin brand as a sustainable destination. To achieve this objective, it is necessary to survey to identify the willingness of agricultural and food producers to form short chains, which is the main objective of the survey[8]. Along with this, the research aims at several objectives, presented below, in the form of O1-05.

O1 Determining the degree of involvement of entrepreneurs in the sustainable development of the community (questions 7, 13);

O2 Determining the availability of partners to develop wine businesses with the partner in the Măcin brand area (question 8);

O3 Determining the reasons why the partners choose to get involved in the development of the vineyard area (question 9, 12);

O4 Identification of partners' willingness to raise awareness of the qualities of the local

brand and the wine-growing area (question 10, 14);

O5 Determining the reasons why partners recognize that a certain entrepreneurial and local culture can influence the consumption of certain brand products (question 11)

The assumptions from which the research started are presented for each objective and are established based on previous studies, specialist reports, or empirical.

11. Objective 1, Determining the degree of involvement of entrepreneurs in the sustainable development of the community (questions 7, 13), starts from the hypothesis that 4,558 new jobs were created in the non-agricultural sector in the rural environment, considering the results of some previous research showing that 36% of them are women [6]. At the same time, if we analyze the PNDR support measures, it is found that in the last seven years, more than 3,800 small and medium-sized enterprises (SMEs) that developed non-agricultural investments in the countryside, 1,484 activities related to services, 876 agro-pensions and other 128 projects for craft activities.

12. Objective 2, Determining the willingness of the partners to develop wine businesses with the partner in the Măcin brand area (question 8), starts from the hypothesis that an irrigation system is being implemented for 80 hectares of the 300 that the Măcin Winery has, said Corina Moroianu, marketing director, Vinuri de Măcin and there is a need for promotion for new markets[9].

13. Objective 3, Determining the reasons why partners choose to get involved in the development of the wine area (questions 9, 12), starts from the assumption that 50% of the respondents have applied to quality schemes or systems, given that, at the national level, 0.2% of Romanian farmers registered their products in such quality systems, which are voluntary.

According to EU statistics, there are 10 million agricultural holdings in Europe, employing more than 22 million people. According to the EU's operating principle, there is a concern for the promotion and export of traditional products from all member states. EU reports show that in 2017

PGI/STG sales were 77.1 billion euros (74.8 billion euros excluding STG) of which wines represent 51%, agri-food products 35%, spirits 13%, and 0.1% flavoured wines. The countries whose GI product sales exceeded €5 billion each are France, Italy, Germany, the United Kingdom, and Spain[13]. The logos used as EU symbols to identify protected names prompted the analysis of the impact of identifying these products on the market related to the "country of origin". According to Eurobarometer (2019) it shows that 18% of EU consumers know the PDO and PGI logos and 15% the STG logo, less than 5% know the meaning of PDO in Denmark, Malta, Romania, and the United Kingdom, while 45% of consumers in France know the meaning PDO products [20].

14. Objective 4, Identifying the availability of partners to raise awareness of the quality of the local brand and the wine-growing area (question 10, 14), starts from the hypothesis that the availability of producers to certify products depends on age, education, specialization in production, form of organization, area, owning animals. This hypothesis has been established empirically.

In scientific research, highlight that the acquisition and marketing of traditional products have a very important economic impact in many regions of the EU, contributing to the preservation of local traditions. Studying the perception of consumers towards the "traditional" concept shows that it is perceived as having to do with customs, special occasions, heritage (transmitted from one generation to another), making products in a specific way, sensory properties, simplicity, and a certain origin. In addition to the seven connecting factors, three more elements are associated with traditional food products, such as health (positive and negative aspects), marketing, and a variety of agri-food products.

15. Objective 5, Determining the reasons why partners recognize that a certain entrepreneurial and local culture can influence the consumption of certain branded products (question 11), starts from the assumption that the main reasons why producers will register food in quality schemes or systems are to

preserve the transmission a tradition from one generation to another, the promotion of the local gastronomic and cultural heritage, the VAT rate reduced to 5%. This hypothesis has been established empirically.

MATERIALS AND METHODS

To achieve this goal, the focus of the research focused on exploring the interpretations and use of place branding by place management professionals from Tulcea County and the area. This was done using in-depth, semi-structured interviews to encourage 'interviewees to respond freely within their frame of reference. The interviewees were selected by adopting snowball sampling, a type of non-probability procedure that provides a comprehensive (though not generalizable) characterization of the place branding process [11].

Interviewees were initially approached via email, which briefly outlined the aims of the study and invited them to participate. Respondents who agreed to participate were then emailed a second time and submitted an informed consent form that outlined the objectives of the research and offered respondents anonymity in exchange for their participation.

Question 1. Which is your job field? The answer to this question are presented below in Fig. 1.

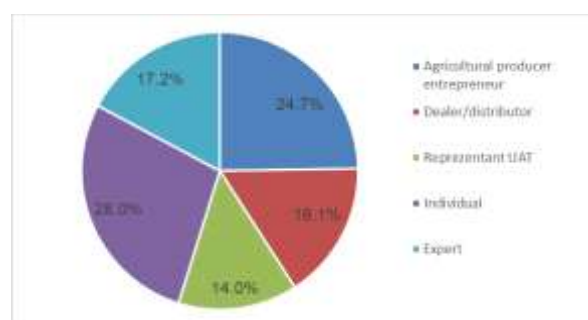


Fig. 1. Graphic representation of respondents' answers to question 1.

Source: own processing based on the investigation.

Most of the respondents work as a producer/entrepreneurs (24.75%), 16.1% as distributors, and 28.0% as individuals, the difference up to 100%, experts in the field of

marketing (consultants, employees, civil servants) (Figure 1).

Question 2. From your point of view, what is your relationship with SC ALCOVIN's partner, Crama Măcin?

The largest share of residents and other stakeholders are little involved in actions to develop the local brand or are too late in such initiatives. In the brand under study, they considered that they were invited too late to offer contributions on the one hand, and on the other hand, they were not asked to offer ideas to the already developed solutions and ideas. In our study, the partners faced challenges in the field of tourism, mostly centered on technology and environmental sustainability, and at the center of attention were issues of sustainable lighting, and green energy (Figure 2).

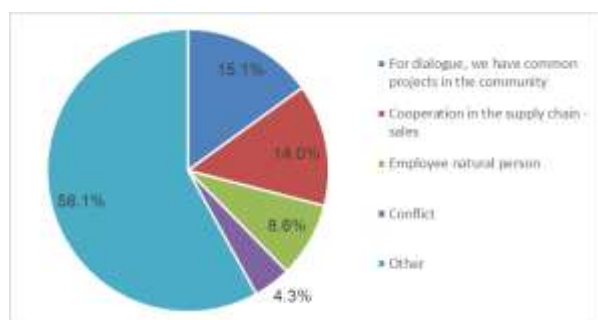


Fig. 2. Graphic representation of respondents' answers to question 2

Source: own processing based on the investigation.

Question 3. In the wine products sector, you are positioned as?

Regarding the position in the product chain, we find 35% suppliers, followed by 25% traders (online store) and only 6% processors (Figure 3).

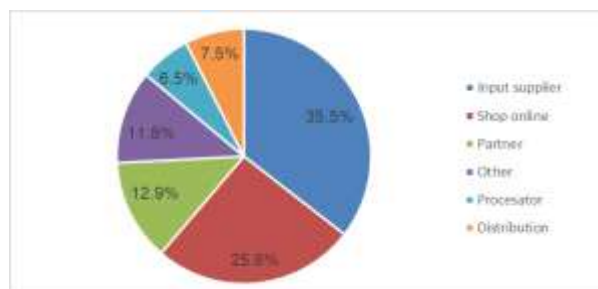


Fig. 3. Graphic representation of respondents' answers to questions 3

Source: own processing based on the investigation.

The wine industry in the Măcin area has certain specific requirements that are influenced by the climatic conditions, the soil, and the local viticulture traditions. Here are some specific aspects of this industry in this region:

Climate and soil: The Măcin area benefits from a temperate-continental climate, favorable for the cultivation of vines. The soils are varied, but in general, they have good characteristics for viticulture, with reddish-brown, loamy-sandy, and loamy soils. Grape species are grown: A variety of grape varieties are grown in this area, including Fetească Neagră, Merlot, Cabernet Sauvignon, Chardonnay, and others. The selection of varieties is important according to market requirements and their adaptability to local conditions.

Cultivation Techniques: By tradition, many of the lives in the area are cultivated in traditional ways, but there is also the adoption of modern techniques to increase the efficiency and quality of production. These techniques include irrigation systems, optimal nutrient management, and grape harvesting and processing practices.

Harvesting and processing: The grapes are harvested at the optimal times for each variety, to obtain the optimal quality of the grapes. Further processing is crucial and can involve pressing, fermenting, and bottling the wines.

Specific legislation: There are strict rules and regulations regarding wine production, labeling, marketing, and export. The producers must comply with the rules imposed by the authorities to sell the wines on the market.

Product promotion: In addition to the production itself, wine promotion and marketing are essential to reach consumers in the local and international markets. Participating in specialized fairs, and organizing tastings or collaborations with restaurants and specialized stores are common strategies for promoting wine products.

Adapting to local requirements, combining tradition with modern technologies, and respecting the rules and standards imposed, are essential for success in this industry.

RESULTS AND DISCUSSIONS

The collection of data used for the research was done by designing a survey form.

The answers received from the respondents concern the study of the involvement of natural and legal partners in protecting the local Măcin brand as a sustainable destination, as well as the trends of partners and specialists regarding this subject. Participation in the questionnaire was voluntary, the recorded data are confidential and are used strictly for research purposes, respecting ethical recommendations and confidentiality.

In the following, the results obtained for questions 4-14 of the questionnaire presented in the annex are presented, as well as the graphical representation of the results.

Question 4. *As a local partner, how far (km) are you from Crama Măcin?*

Proximity and distance from the partner are presented in Figure 4: most of the respondents 33% operate at a distance greater than 50 km, 31% below 20 km, and a percentage of 5.5% are between 20 -50 km. The arguments of the company around which we are studying the issue of the Măcin brand were that they are constantly looking for cooperation opportunities. In our experience, projects related to the development of interesting and innovative travel products (often funded by the EU) have strong potential but ultimately fail to penetrate the market. We help our customers and partners master all the steps: market research and potential assessment, development and implementation, marketing and sales.

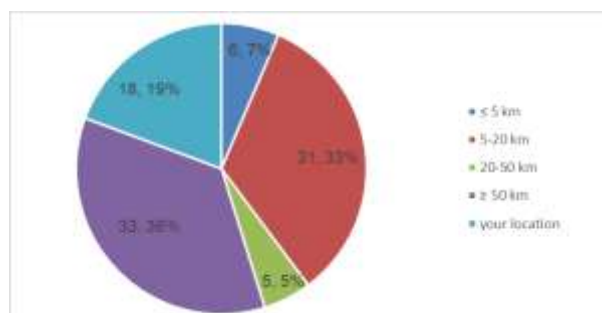


Fig. 4. Graphic representation of respondents' answers to question 4

Source: own processing based on the investigation.

We also constantly promote and train local partners in ideas and innovations for sustainable development goals through workshops, and expert talks and also introduce them to products and services that help them set their agenda towards sustainable operations.

It can be found from the analysis of the questionnaire that respondents who are positioned closer to the key partner, both in the area of distribution and marketing thus participating in a short chain, the product reaching from the producer to the consumer through a small number of intermediaries. The Măcin Winery Park as a local brand (label) could provide exposure to producers, and participants in the value chain and serve as a reference point for all those who want to develop a business or experience new values.

Question 5. *Specify (from your point of view) the suggestive traditional element of the products of the Măcin Winery present on the market?*

It is well known that the development of ecotourism projects would be an opportunity for cooperation with partners in the area. From the reports of the partner Alcovin, the projects related to the development of interesting and innovative wine tourism products have a strong potential but fail to penetrate the domestic and international markets. Our interviewees (Figure 5), the local partners, recognize the notoriety of the Măcin varieties (64.3%). There are over 20% of collaborators from the Măcin area introduced wines into the tourist circuit and associated them with regional gastronomic packages.

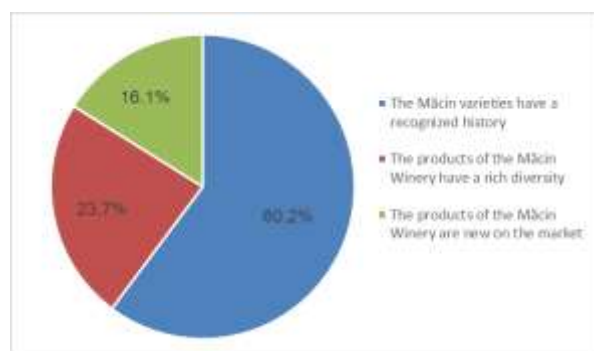


Fig. 5. Graphic representation of respondents' answers to question 5

Source: own processing based on the investigation.

Question 6. When you want a get away, where do you want to spend your free time?

Most of the respondents (34%) when they want a getaway appreciate that the Măcin Winery is located near some tourist attractions, and the notoriety of the area attracts them to choose the destination. 3.2% do not know or are undecided when faced with a choice for getaway tourism in the area. Hiking in the Măcin Mountains is attractive to tourists because the area offers beautiful mountain trails for hiking, trekking, and exploring unique natural landscapes. Horseback or bicycle tours can be arranged to discover the beauty of the mountains and countryside.

Winery visits and wine tastings: Wineries in the Măcin area offer the opportunity to visit vineyards, learn about the wine production process, and participate in local wine tastings. This provides an insight into wine culture and local traditions.

Relaxation in nature: The Măcin area is ideal for relaxation and recovery. Quiet places, such as the banks of the Danube or the nearby forests, are perfect for walks, picnics or simply spending time in the middle of nature.

Exploring nature reserves: There are nature reserves in the area that are worth exploring to admire the biodiversity and natural beauty. The Măcin Mountains Nature Reserve is famous for its rare species of plants and animals.

Attending traditional events: Depending on when you visit, it may be possible to attend local festivals, traditional fairs, or other cultural events that celebrate the customs and traditions specific to the area (Figure 6).

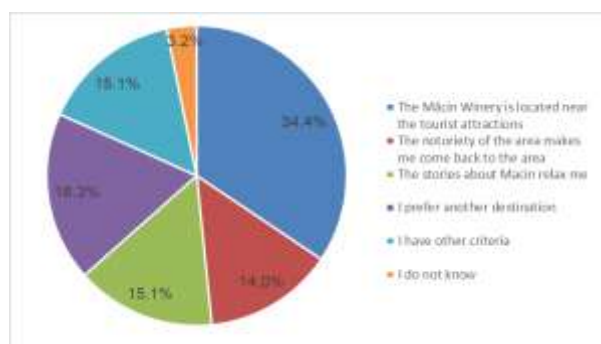


Fig. 6. Graphic representation of respondents' answers to question 6.

Source: own processing based on the investigation.

These suggestions can provide a varied experience for those who want to spend their free time in the Măcin area, allowing them to enjoy the natural beauty, the wine culture, and the authentic atmosphere of the region.

Question 7. The community development process around the Măcin Winery as a local brand was influenced by?

The answers to question 7 were related to how the community development process around the Măcin Winery as a local brand was influenced and can be seen in Figure 7.

The history of the place, of area, had a positive impact on wine tourism consumers, as can be seen in Figure 7. The marketing approach depends on the tourist who visits us, SC Alcovin's marketing specialist told us. For example, an exercise in educating the tourism consumer would be the idea of the Măcin Winery Park. At this moment, most of the interviewees are in the middle segment to the highest level and, therefore, to reach the luxury segment and it is a target that we want to reach, to arouse interest and involvement for future partners in tourism and services. Collaboration with regional and national tourism agencies has led to the development and consolidation of sustainability as a wine tourism destination.

Hiking in the Măcin Mountains: This area offers beautiful mountain trails for hiking, trekking, and exploring unique natural landscapes. Horseback or bicycle tours can be arranged to discover the beauty of the mountains and countryside.

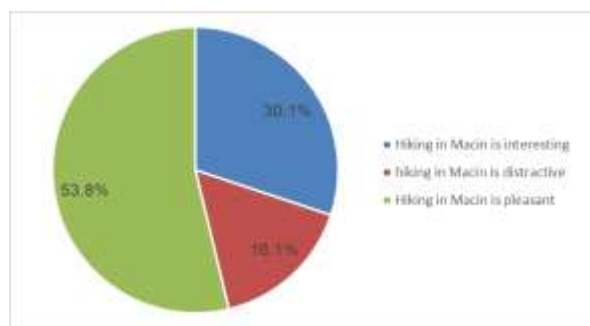


Fig. 7. Graphic representation of respondents' answers to question 7

Source: own processing based on the investigation.

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These suggestions can provide a varied experience for those who want to spend their free time in the Măcin area, allowing them to enjoy the natural beauty, the wine culture, and the authentic atmosphere of the region.

Question 8. *How did you find out or how were you attracted to participate as a partner in the viticultural activities of the area?*

The answers showed that a lot of tourists (consumers) can be attracted through social networks, at the same time the interviewees are also familiar with the company's website (15%).

Partnerships in viticultural activities or any other economic field can be initiated or attracted in several ways:

Interest and expertise: If there is interest and expertise in the wine industry or the field of business related to viticulture and winemaking, this can be a solid basis for seeking partnerships or collaborations in the Măcin region (Figure 8).

Communication and networking: Participation in wine events, fairs, or exhibitions can facilitate getting to know other players in the industry and the possibility of establishing contacts and partnerships with wineries or local producers in the Măcin area.

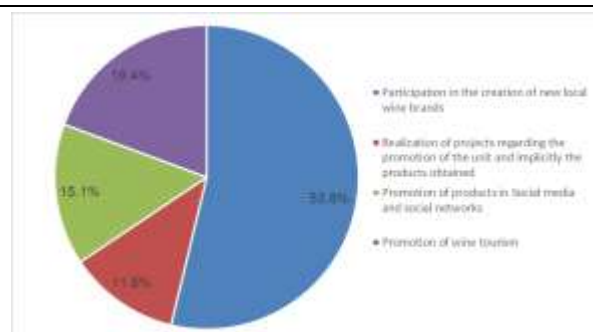


Fig. 8. Graphic representation of respondents' answers to question 8

Source: own processing based on the investigation.

Seeking opportunities: Identifying opportunities for collaboration in the viticulture field may involve researching and evaluating wineries or other actors involved in wine production in the area to find potential partnerships or collaborations within specific projects.

Supporting local development: If there is an interest in supporting the local community and the wine industry in the area, this can be a motivation to look for partnership opportunities that contribute to the sustainable development and growth of this industry.

In general, partnerships in viticulture or other economic fields are often established following a proactive-passive approach, involving research, networking, and identifying opportunities for collaboration that bring mutual benefits to both partners and the community.

Question 9. *Which was your strongest contribution to the development of other economic activities in the area in the last 5 years?*

One of the strongest contributions to the development of other economic activities in the Măcin area can be linked to the wine and wine industry. This industry has the potential to influence and stimulate other economic sectors in the region in several ways (Figure 9).

Tourism: The wine industry and the existence of local wineries and vineyards can attract tourists and wine lovers to the Măcin area. Tourists come to visit wineries, participate in wine tastings, and learn about the wine production process, thus contributing to the growth of local tourism.

Services and hospitality: The development of the wine industry can lead to increased demand for hospitality services such as restaurants, hotels, or rural guesthouses. This provides opportunities for local entrepreneurs to develop businesses that meet the needs of tourists visiting the area.

Local and regional trade: The production and sale of local wines can help increase local and regional trade. Wineries or wine producers can collaborate with other local businesses to promote and sell their products, creating a network effect that supports the local economy.

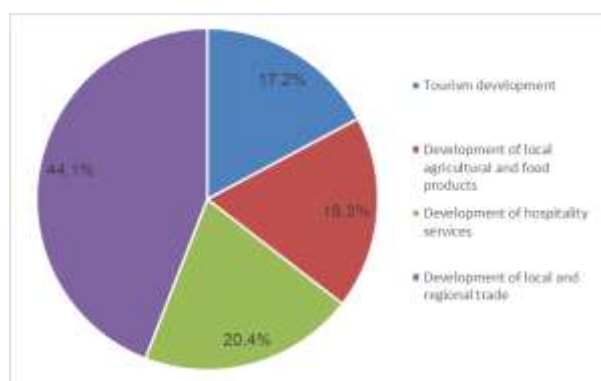


Fig. 9. Graphic representation of respondents' answers to question 9

Source: own processing based on the investigation.

Agriculture and food industry: The wine industry can have a pull effect on the agricultural sector, such as the production of grapes and other related crops. It can also stimulate the development of the local food industry, such as the production of cheeses, bakery products, or other complementary food goods.

Culture and the arts: The wine industry and events associated with it, such as wine festivals or food events, can help promote local culture and the arts by drawing attention to the area's unique traditions and customs.

Question 10. *Your attention for the Măcin area in general is characterized?*

How partners can be attracted to the area is mentioned by the weights obtained by the interviewees, as follows (Figure 10):

The Măcin area is recognized for its natural landscapes, including the Măcin Mountains, the oldest mountain region in Romania, and nature reserves rich in biodiversity. Attention

to this area often focuses on the conservation and protection of this unique natural heritage.

Culture and tradition: There is an interest in preserving and promoting local culture and traditions specific to the Măcin area. Cultural events, traditional festivals, and local crafts are valued and supported to preserve the authenticity and cultural identity of the region.

Viticulture and gastronomy: The Măcin area is known for its quality wine production and specific gastronomy. This aspect draws attention to local wineries and producers, as well as traditional food, being promoted to highlight the unique tastes of the region.

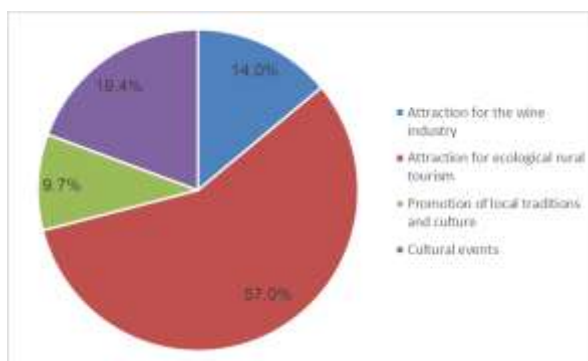


Fig. 10. Graphic representation of respondents' answers to question 10

Source: own processing based on the investigation.

Question 11. *What activities/events related to tradition in the Măcin area are present in your and your family's memory?*

The answers showed that the respondents recognize the importance of participating in activities in the area, they are part of the category of consumers who appreciate local products, fairs, and festivals, and there are no big differences between them when we talk about choosing one category or another.

In summary, the interviewees stated that in the Măcin area and Tulcea county in general, there are a series of specific cultural traditions and events, which are important for the local community and which were part of their and their families' memory.

Religious holidays: Every year, religious holidays such as Easter and Christmas are particularly important times for the local community. Attending religious services and observing the traditions specific to these holidays is an essential aspect of family life.

Local festivals: The Măcin area hosts various festivals and cultural events throughout the year. Food festivals, folk art exhibitions, or traditional fairs are occasions where the community gathers to celebrate local traditions, traditional food, and traditional crafts.

Specific customs and traditions: There are certain traditions and customs specific to the Măcin area that are passed down from generation to generation. These may include traditional dances, folk songs, local crafts, and stories or legends specific to the area.

Local Folklore: Local tales and stories, traditional songs, and folk dances are an integral part of the culture and traditions of the area. These are often transmitted through cultural events or informal meetings between community members.

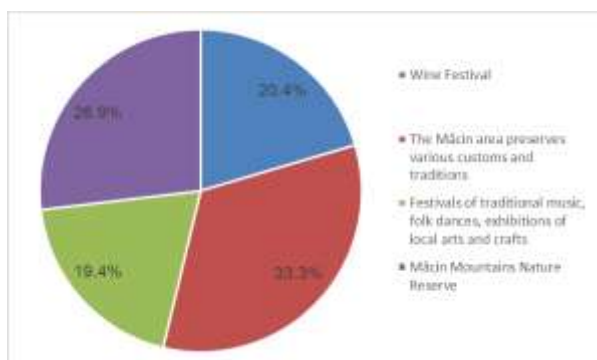


Fig. 11. Graphic representation of respondents' answers to question 11

Source: own processing based on the investigation.

Traditions related to nature: Since the area of Măcin is surrounded by a beautiful natural area, there are traditions and customs related to nature. These include celebrating certain times of the year according to natural cycles or celebrating the harvest and natural resources.

In their families, many of these traditions have been preserved through participation in religious celebrations, involvement in local festival activities, preservation of traditional crafts, and preservation and transmission of folk tales and songs (Figure 11). These elements have contributed to our cultural identity and our strong connection with the Măcin area and its traditions.

Question 12. How do you rate the level of involvement in the community of the Crama Măcin brand?

CramaMăcin was perceived as a recognized brand in its area, both for the quality of the wines produced and for its involvement in the local community.

The interviewed respondents and specialists appreciate that the Măcin Winery Brand had a series of initiatives that supported the local community (Figure 12). These include:

Job creation: Through its operations, CramaMăcin has contributed to the creation of jobs in the area, thus providing economic support to the local community.

Promotion of local tourism: Through events such as wine festivals or other activities held within the winery, this brand has contributed to the promotion of tourism in the area, thus drawing attention to the Măcin region and its products.

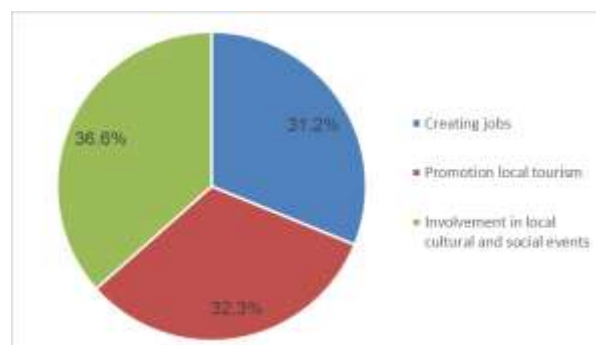


Fig. 12. Graphic representation of respondents' answers to question 12

Source: own processing based on the investigation.

Involvement in local cultural and social events: CramaMăcin has often shown its support for local cultural or social events, either through sponsorship, active participation, or organization.

Question 13. What is your vision as a short- and medium-term partner towards the sustainability of the Măcin community?

Most of the respondents (Figure 13) appreciate that encouraging and supporting small businesses, local producers, and sustainable agriculture can strengthen the local economy and create jobs in the Măcin community. Thus, one can contribute to the maintenance of local identity and traditions.

Promoting responsible tourism: Encouraging tourism in the area, but responsibly and sustainably, can bring benefits to the community. This may involve tourism education to respect the environment, local cultures, and natural resources (Figure 13).

Supporting sustainable agricultural practices: Offering support and resources for sustainable agriculture, such as organic farming techniques or farmer education programs on responsible resource use, can improve food security and protect the environment. Developing sustainable infrastructure: Investments in green infrastructure, such as waste management systems, renewable energy sources, or water conservation projects, can bring long-term benefits to the community and the environment.

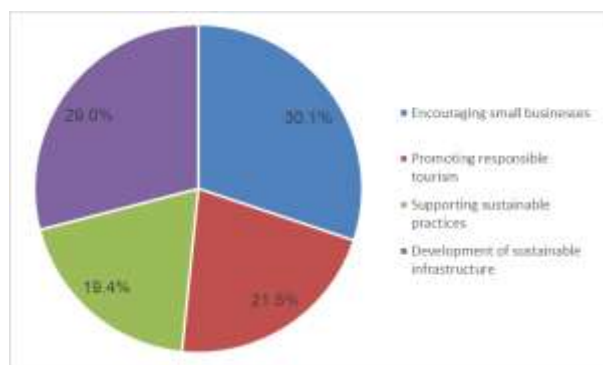


Fig. 13. Graphic representation of respondents' answers to question 13

Source: own processing based on the investigation.

Question 14. Does the image conveyed by the product of the Măcin Winery wine range tell the story of the place?

The products of the Măcin Winery range of wines tend to convey a story related to the place where they come from, that is, the Măcin area in Romania (Figure 14). These wines are often associated with the tradition, specific terroir, and history of the area, incorporating elements that reflect the authenticity and specific characteristics of this wine region.

Through its wines, CramaMăcin tries to offer consumers an experience that allows them to discover the essence and identity of this region.

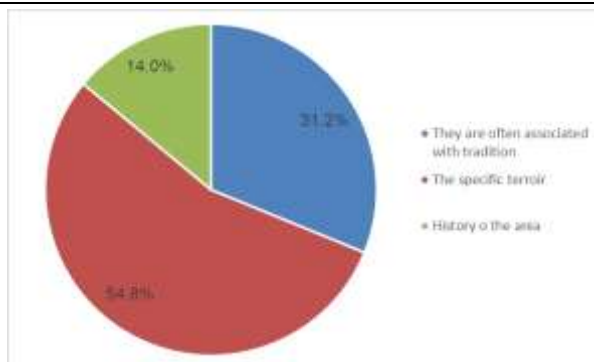


Fig. 14. Graphic representation of respondents' answers to question 14

Source: own processing based on the investigation.

Thus, the image conveyed by the wine ranges can include the following elements:

Reflection of the terroir: Wines can be created to authentically express the characteristics of the soil, climate, and other factors specific to the Măcin region. The aromas, bouquets, and taste profile of these wines can convey a unique balance between local conditions and the production process.

Preservation of traditions: The Măcin Winery could orientate its production towards respecting the traditional methods of wine production or the use of autochthonous varieties specific to the area, thus contributing to the preservation and promotion of the local viticultural heritage.

The connection with nature: The wines could emphasize the close connection between viticulture and the natural environment of the Măcin region. Labels, descriptions, and marketing could highlight the beauty of the landscape, biodiversity, and respect for the environment.

History and cultural heritage: Through wines, CramaMăcin could share the stories and historical traditions of the place, bringing to the fore cultural and historical aspects that give character and depth to the product range.

CONCLUSIONS

Sustainable development: In recent years, the concern for sustainable development has become increasingly visible in the Măcin area, with an emphasis on sustainable agricultural practices, environmental conservation, and supporting the local community to maintain a

balance between economic growth and the protection of natural resources. The existence of impressive natural landscapes and activities related to rural tourism, which include hiking, nature tours, and authentic experiences in local communities, attract the attention of those interested in eco-tourism and discovering authentic and authentic destinations.

These characteristics reflect a varied and comprehensive interest in the Măcin area, highlighting the multiple aspects that make this region so special and attractive to people from various fields of interest: from nature conservation and culture to gastronomy and tourism.

Some wine producers, including wineries, have shown an interest in sustainable agricultural practices or environmental conservation, which can help improve the quality of life in the community.

It's important to note that the level of community engagement can vary over time and depending on each brand's strategy and priorities. Crama Măcin or other wineries in the area may be involved in more community development initiatives or may have plans to expand their activities in support of the community, but this information may depend on their further development, as of my knowledge date (January 2022). The recommendation is to check the current information and news to have an up-to-date and accurate perspective on the involvement of the Măcin Winery in the local community.

Sustaining local culture and traditions: Promoting and preserving local culture and traditions is an essential aspect of a community's sustainability. Organizing cultural events, and supporting local craftsmen and artists can contribute to preserving the cultural identity of the area.

Partnerships and collaborations: Collaboration with non-governmental organizations, educational institutions, local authorities, and other entities can create strong synergies to implement and support sustainable development projects in the Măcin community.

These actions could contribute to strengthening and improving the sustainability

of the Măcin community, aiming to combine economic prosperity, social equity, and environmental protection in a way that provides long-term benefits for the inhabitants and the environment of this region.

In essence, the image conveyed by the Măcin Winery's wine ranges is that of an authentic connection with the region and the local community, offering consumers not only a product but also an experience that introduces them to the cultural, natural, and viticultural universe of the Măcin area.

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