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THE PASSION BEHIND A GLASS OF WINE
Five successful business-stories in Villány

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ABSTRACT

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<p>The purpose of the thesis was to outline the secrets of creating and maintaining a successful company within the wine tourism industry and more specifically in the Villány Wine Region in Hungary. The thesis explores future aspects of the wine industry and possible development of services and products provided by the current companies in the target area.</p> <p>The qualitative research method was applied in the thesis. Semi-structured interviews were conducted among wine company owners and experts within the wine industry in Villány. The research took place in Villány, Hungary from the 19th to the 27th of June 2014. Five interviews were conducted and the result of them showed that there were a few factors contributing to a successful company. The interviewees all shared the same values of tradition and authenticity when it came to producing and selling wines, even if modern techniques were in some part implemented. Location is the key when starting up a business and Villány creates the perfect target area for wine business. When it comes to marketing, companies rely on direct marketing and word-of-mouth when gaining new customers. The services around wine businesses are vast, varying from cafés and restaurant to guided tours and festivals. These services all play important roles and add value to the companies. Nevertheless there will be failures along the way, but all companies agreed on the fact that the only way to get through these is to learn from them and always strive for a positive outcome.</p> <p>The future of wine business is bright; however, the industry must live up to the high tech society and realize the advantages that it brings along. Introducing new technical software and virtual aids is the future and can create a new way of exploring wines.</p>		
Key words business, culinary tourism, gastronomy, Hungary, interview, success, Villány, wine tourism		

ABSTRACT

TABLE OF CONTENTS

1 INTRODUCTION	1
2 THE RELATIONSHIP BETWEEN FOOD AND TOURISM.....	3
2.1 Defining gastronomy.....	4
2.2 Culinary Tourism	5
3 ENOTOURISM.....	9
3.1 Wine Tourism in Europe	13
3.2 Hungarian Wine and Food Culture	17
3.3 Hungary as a wine country	20
3.4 Villány Wine Region	23
3.4.1 History and traditions of the region	24
3.4.2 The wines of Villány	25
4 CONDUCTING THE RESEARCH.....	29
4.1 Research methodology.....	29
4.2 Planning the process and target group.....	31
4.3 Interview design and practical execution	33
4.4 Validity, reliability and ethical issues.....	34
5 RESULTS AND ANALYSIS	36
5.1 Location can make an important difference in success	38
5.2 Direct marketing is the backbone to a successful business.....	40
5.3 Strive for a positive outcome when failures take place	41
5.4 The importance of creating the ideal team	42
5.5 Beating competition requires additional products and services	42
6 DISCUSSION AND CONCLUSIONS	44
REFERENCES	49
APPENDIX	

GRAPHS

GRAPH 1. Different types of wine	10
GRAPH 2. Food and Wine pairing methods	12

TABLES

TABLE 1. List of interviewees	32
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1 INTRODUCTION

Egészségedre might be one of the hardest words to pronounce in Hungarian, in English the word simply means cheers. The word can stand as a metaphor for the wine business phenomena, it represents the complexity behind creating a successful business and yet the very simple thought of the passion behind a glass of wine. The wine industry is currently blooming and Hungary has long roots within the wine making industry. The country consists of several renowned wine areas that have produced countless amounts of quality wine for the whole world. Therefore, the writer has chosen to focus on exploring his own home country and the success stories that have created part of the country's prospering wine industry.

Tourist behaviour is getting more and more complex and people are travelling with higher expectations than ever before. Combining interests with travelling is getting common and this opens up a whole new concept to companies all over the world to offer their knowledge and specialties to please the needs of tourists. Yet, the way and thought behind travelling is getting simpler, tourists are looking for authenticity and honest experiences and strive to contribute to smaller, local companies rather than the larger mass industry. This behaviour makes a perfect recipe for the wine industry. Their way of producing and processing wine is still very preserved and almost sacred to some of the oldest, most renowned wine companies. They are reluctant to modernize the way they work and why should they change a winning concept. Their style of producing wine can create many ways for tourists to experience the whole business from picking the grapes to actually tasting the final product; a perfect concept for the modern tourist.

The writer has a strong personal interest in the Hungarian wine industry and the possibilities of combining it with travelling. The opportunity of visiting the wine yards during the research phase of the thesis proved to be a great experience and gave true motivation to be a part of the successful wine business one day. Hungary is a country with rich culture and tradition, which together with its

thriving wine and gastronomic business has the potential to bring many unforgettable experiences to tourists.

As for the structure of the thesis, the theoretical framework includes wine tourism and its definitions are presented. Secondly European countries famous for their wine business, as well as Hungary as a wine country and its specific wine regions, are presented with emphasis on the researched area Villány. The research part of the thesis consists of a qualitative research and five interviews have been conducted together with wine companies and experts within the Hungarian wine industry. The interviews have been analysed and the result is presented in the final chapters.

The main goal with the thesis has always been to explore the wine business and to find secrets behind successful businesses within the Hungarian wine industry. Viniculture has played a significant role for mankind and still continues to fascinate people. However, creating a fine wine is not only based on having good soil or suitable climate, these are simply factors to enhance the chances of making a good wine. To create a truly flourishing wine passion is needed. This can only be found in a few successful entrepreneurs.

2 THE RELATIONSHIP BETWEEN FOOD AND TOURISM

Food has been an element of tourism from the very early stages but it is only now that it has become fully recognised by governments, researchers and by wine, food and tourism industries for the important part it plays in a destination's overall impression. It is an important motivating factor for tourists and a significant component in a destination's image and attractiveness. Food is a part of the local culture, a part of tourism promotion and a potential factor to help develop the local agriculture and economy. (Growing importance 2010; Douglas, Douglas & Derret 2001, 308.)

The relationship of food and tourism is tightly linked with hospitality. According to Travelhoo's description of hospitality, it is the relationship between a guest and his host. It can be explained as the reception when people visit friends and family, staying in a hotel or visiting a restaurant. The word hospitality originates from the Roman culture. In the times of Classical Rome people accommodated strangers in their home with the intention of the strangers becoming guests and eventually friends. They accommodated the strangers together with their family members, had meals together and often celebrated different occasions. This later turned into a habit that became prime focus within Roman culture. Next to this, religion also played an important part in hospitality since certain types of religions required that their community members should provide shelter and food to the less fortunate. The modern concept of hospitality that involves accommodation services, restaurants and bars are also originated from the classical Rome. Nowadays hospitality is a major part of the tourism industry and the services that are provided in hotels, restaurants, and by transportation. The goal is to make the customers satisfied by providing them with quality services whether it comes to food, drinks or entertainment. (Travelhoo 2013.)

Without hospitality, food could not be as significant as it has become in the recent years. The industry and the tourists pay more attention to the correlation between food and tourism and this has created a change in tourist activities. This change has made food a leading factor for travelling and experiencing new destinations.

Tourists are looking for local, original and peculiar food experiences related to the places they visit. Mostly tourists approach a country along its cuisine which they already have an adapted version of. Together with drink, food can offer a memory that lasts for a lifetime and can define a holiday or a complete travel experience. Food offers a gateway into different cultures through taste, eating environments or through the preparation of the food. It also provides a platform for the development of local economy. With local food producers, suppliers, and tourism entrepreneurs, food experiences for tourists can form a vital network. Food experiences help in branding and marketing destinations, as well as supporting local culture which can be engaging for tourists. By integrating food experiences into sustainable tourism development, poverty can be eased in outlying and rural areas. (Hjalager 2012, 13-46.)

2.1 Defining gastronomy

Defining gastronomy is not an easy task. Many dictionaries try to define gastronomy from the original meaning of the word, meanwhile gastronomy has evolved from its original dictionary meaning to the point that it really would be best to study it from the subsets of culture view (Blank 2003).

Considering the historical view of gastronomy the word comes from Ancient Greek words, *gastro* or *γαστήρ* meaning stomach, and *νόμος*, *nómos* meaning laws that govern. Therefore the meaning derived from the Ancient Greek word *gastronomos*, would mean the law that governs the stomach. From another approach gastronomy means delicacy, the art and science of good eating. In wider sense it can also mean gourmet trade or the art of setting the table, serving food and the culture of eating. However, the etymology of the word is commonly connected to the title of an 1801 poem, "Gastronomie" by Joseph Berchoux, a French attorney. According to him a person who is proficient in gastronomy is called a *gastronom* whilst a person who can blend theory with practice becomes the *gourmand*. (Blank 2003.)

However the explanation to gastronomy can be as easy as saying that it is the science of cooking. A form of art when eating food, containing parts such as discovering, tasting, experiencing, researching, understanding and writing about food preparation and the qualities of human nutrition as a whole. It is the practice of cooking, choosing and eating good food and can also be considered as cooking for a particular area. Some chefs prefer to use terms Avant Garde or Modernist cuisine when defining gastronomy. Gastronomy can also be defined by religious factors, dietary types or allergies and intolerances. (Wright 2013.)

New forms of gastronomy can be molecular cuisine. A new style of cuisine where chefs are able to explore new possibilities in ways of cooking and preparing food. They make use of physical and chemical reactions when cooking creating unexpected results. Everything from preparing the meal to serving it up is supposed to be theatrical and designed to stimulate all senses. (Wright 2013.)

The factors that make a good dining experience and reflects on gastronomy are many but the most essential are environment, delivery, presentation and value for money. The key to an enjoyable experience is to adjust the expectation to match the environment. The customer has the right to appreciate a high level of customer service, such as attentiveness, attention to detail, and value for money or treatment. (Wright 2013.)

2.2 Culinary Tourism

As important as sights and sounds are to tourists when exploring a new destination, so is taste. Almost all tourists eat and dine out and dining out has become more of a pleasure than a necessity. Almost 100 percent of the tourists will spend money on food when travelling. Therefore food is a crucial factor and adds to the whole experience of travelling when experiencing a new culture and marketing a destination. Unique local food has a potential to develop both the cultural tourism and sustainable tourism at a destination. It can contribute both economically and by adding more value to the authenticity of the destination. Many

tourists are keen on supporting local businesses and in that way support sustainability and avoid long distance transported products. (Manolis 2013.)

Culinary tourism, also known as food tourism, gastronomic tourism or tasting tourism, is considered to be a subset to cultural tourism since food in a way is unique and creates a part of every culture. It is also closely connected to agricultural tourism, since cuisine often originates from agriculture. It can also be considered as a form of special interest tourism or SIT. The special interest does not have to be restricted to only a few people, it is often an interest for a larger group of tourists. A special interest tourist does not have to devote every minute to the particular activity or interest for the whole vacation. It can simply be an addition to the otherwise conventional vacation. Special interest tourists often show a desire for authenticity and honest experiences that offer them to interact with the host communities without exploiting the destination and its culture. Therefore the companies wishing to establish special interest tourism are often small companies that recognizes the consumers as individuals with individual needs. The companies have a lot of knowledge that they willingly want to share with the consumers. This often provides a trustworthy and honest experience to the consumers and a personal rather than a commercial relationship can develop between the companies and the tourists. In this case SIT refers to a group of tourists with a special interest in travelling to experience food. (Shenoy 2005; Douglas et al. 2001, 9-13.)

The World Food Travel Association defines culinary tourism as “The pursuit and enjoyment of unique and memorable food and drink experiences, both far and near.” (World Food Travel Association 2013.)

You can travel within your own regions or across the country to explore food, the distance is not important when defining food tourism. Food tourism can also refer to trips made to destinations where the food and beverages are considered to be the main target for the travelling. In this case a group of people are willing to travel the world to experience authentic and local cuisines. A concrete example of this is the festivals and events that are put together especially to celebrate a destination’s

special food and tourists travelling to these events travel only on the grounds of gastronomical experiences. (Manolis 2010.)

The tourists travelling with the intention to explore food and wine are called culinary tourists. A culinary tourist is considered a special interest tourist whose main activity at destinations is food-related. Food is important, if not the primary goal when travelling. The World Tourism Organization (UNWTO) defines gastronomical tourists as tourists or visitors who plan their trips partially or totally in order to taste the cuisine of the place or to carry out activities related to gastronomy. Gastronomy is the main motivation when choosing a destination. A gastronomical tourist is attracted to the creation of products, the environment and to the quality of services. For the culinary tourist the cuisine of the destination is of highest importance when it comes to the quality of the holiday experience. (World Tourism Organization 2012.)

Tourists consider food and drinks a vital part of their holiday and many travellers would return to a destination just to experience its cuisine over again, therefore culinary tourism has become more popular in recent years. Food plays an important role when marketing a region and many destinations have set up big marketing campaigns focusing on food as the central part of the tourism product. There are many reasons for destinations to focus on food as a market strategy, for example, the growing welfare among tourists, the ageing population and changes in lifestyle overall when it comes to eating and dining out, has increased the opportunities for food tourism to expand. Tourists are increasingly avoiding industrial and mass produced food and are looking for more authentic experiences. Multiculturalism, globalization, the internet and not to forget TV channels' and magazines' celebrity chefs and experts, are all important factors that have added to the interest in food tourism and made exotic food our first choice when it comes to meals. (Manolis 2013.)

There are several tour operators and companies specializing in creating culinary tours, as well as wine tours. These can roughly be categorized into three types: cooking school holidays, dining at restaurants that are famous for their celebrity chefs or local cuisine, and visiting food producers that are specifically related to

one special product, for example wine, coffee or chocolate. A tour can also be a combination of all three types. Cooking school holidays often include many different parts, such as demonstrations by chefs, tastings and visiting cultural places. The second category can include visits to restaurants, food markets or local food producers. These tours may also include activities such as cycling, hiking or explorations through gourmet regions. The third type focuses on only one product and can include simple tours or the tourist actually taking part in the whole process of making a product. Examples of this is visiting tea plantations and taking part in tea ceremonies or visiting a vineyard and taking part in picking grapes and making wine. (Shenoy 2005.)

An interest in wine and food is now an important component of modern lifestyle. Wine and food are closely linked with a destination's identity and brand. The geographical influence the destination has on the products means they are unique by the place they come from. This means the destinations have opportunities to link themselves with their particular cuisine and are able to market themselves through the country's food culture and in this way can open many doors to food and wine loving tourists.

3 ENOTOURISM

For nearly 70 centuries wine has been an essential part of the human experience. Though the origin of wine is disputed, it has been made and consumed wherever grapes or any varieties of fruits have grown. Wine is the result of processing and fermenting juice from grapes, a natural process that stabilizes the grape juice and allows it to be stored as wine. Over the centuries there have been contrasting opinions about wine among different cultures. Some cultures have considered it to be sinful but many more have considered it to be a healthful beverage often incorporated into religious rites. Nowadays wine still holds an essential role in the world and many times acts as a prime factor when tourists travel and discover new destinations. Many wine regions and tourist destinations have understood that the benefits of wine tourism exceed much further into all areas of the regional economy as well as into the urban areas. Wine, food and tourism are all significant elements and together they create the wine tourism product that tourists seek to experience. (Henderson&Rex 2007, 4-5; Carlsen&Charters 2006, 1-2.)

According to Henderson and Rex (2007), great wines are made from great grapes. To understand where wine tourism originates from one must understand the complicated process of making wine and exploring the different kind of wine types there are. This to create an understanding and fascination that makes wine worth travelling for. In many ways the quality of wine is already set in the vine yard. There are two factors that influence the character of the wine, environmental and cultural. Environmental factors can be soil, climate, drainage or landscape. The cultural factors are more effected by the winery and the wine grower's actions such as pruning, trellising or selection of grapes. (Henderson&Rex 2007, 18-43.)

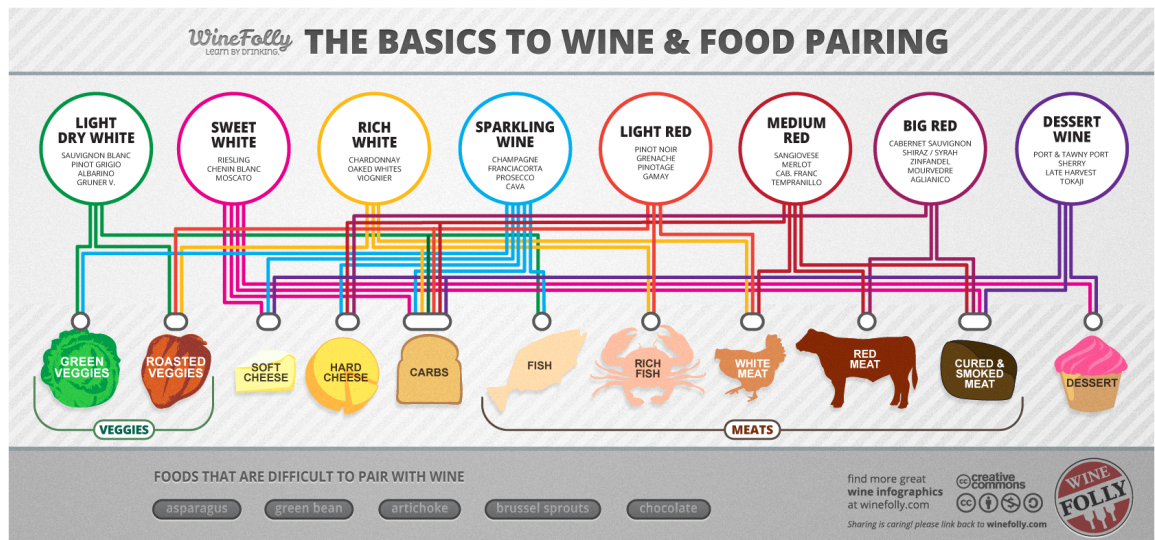
Grapes are mainly the only fruit selected for wine making since it contains all necessary amendments needed for wine making. To other berries and fruits, sugar, water and nutrients always have to be added to be able to make a wine. Grape juice has a high level of sugar and enough nutrients to start yeast growth that is necessary for the fermenting process. There are many species of grapes all over the world but most of them originate from the species *Vitis vinifera*, *Vitis*

Graph 1 visually describes the major types of wine, their style and characteristics. The major categories are red, white, rosé, sparkling and dessert wines. With the help of the graph one can define wines on the basis of tastes, styles and aromas.

When combining food and wine properly the flavours will benefit one and other without any of them taking over. Wine has an ability to effect the flavours of the food and enhance them, giving a richer experience to the meal. A common knowledge is that red wine goes well with meat and white wine with fish, but not surprisingly the subject is much more complicated than what the rule implies. There are a few basic principles when combining food and wine. A sip between food bites will help cleanse the palette and make the senses ready for another bite. Red wines can be well combined with richer tastes such as red meat or cheese while white wine can be served with food with a creamy character, such as avocado. Young, crisp wines also go well together with spicy dishes. Another basic principle is paring textures and bodies of the wine and the food. The flavours and the textures of the two should be somewhat close and remind of each other. For example light food, such as fish and chicken can be paired with light-bodied wines. Alternatively rich food is better combined with heavy meats. Tart wines should not be combined with sweet dessert since the acidity of the wine will make the dessert seem sour, as well as a dry wine should neither be combined with sweet desserts since it will make it taste too sweet. A wine with a higher sugar level will be more suitable with desserts. Sparkling wines have the same characteristics as light-bodied wines and should therefore be combined with light food. (Henderson&Rex 2007, 94-96.)

In many ways the indigenous wines of wine regions are produced to compliment the traditional cuisine of the region. However, combinations over the borders can also make for good experiences such as sushi and champagne. (Henderson&Rex 2007, 94-96.)

Graph 2 visually describes how to combine wine and food in the proper way. The wines are divided into groups starting with light dry white, followed by sweet white, rich white, sparkling white, light red, medium red, big red and dessert wine. The wine groups are paired with the most suitable type of food group.



GRAPH 2. Food and Wine pairing methods (Winefolly.com 2011)

After the explanation of the wine making process and the different types of wines it is easier to get an understanding why wine and food have become motives when travelling. The definition of this is wine tourism, also known as enotourism or vinitourism and refers to tourism with the purpose of tasting, consuming or purchasing wine often at the very location where the product is made. Wine tourism means also wine tastings, visits to vineyards and wineries, wine festivals and other special events, or taking part in the actual making of the wine. It is considered to be a part of food tourism, agro-tourism, eco-tourism and sustainable tourism. (Hall, Sharples, Cambourne & Macionis, 2011, 3.)

Nowadays wine tourism has an important role in the tourism industry but it also plays a significant role in the life of wine industry. Wine and tourism have been going together for decades but it only got recognized lately by governments, researchers and by the industries themselves. Wine is not only an important component but can be a major, motivating factor for visitors. For a long time wine-related travels were only for merchants, but today it is done by the general public to explore regions and their culture behind wine. (Hall et al. 2011, 1-2.)

From the wine industry's point of view, wine tourism is a way of building relationships with customers, so they can experience the product first hand; but for

small wineries it is not only contributing to relationship building but is essential to their business success in the form of direct selling. (Hall et al. 2011, 1-2)

3.1 Wine Tourism in Europe

Countries in the Mediterranean have been associated with the production of wine for decades. However, it is only now that wine and tourism have been utilized as tools for regional development and strategies. All this is due to the significance of global rural restructuring. (Hall & Mitchell 2000.)

Enotourism in certain regions of the world is highly refined and can be as ordinary as a wine shuttle in California or as elaborate as villa renting in south France for a longer time period. Plenty of the famous wine producing regions of the world have been around for centuries so the way how the wine is produced and consumed is well integrated in their culture. Moreover these areas are usually not in the hot-spots that are often visited by tourists but still considerably close, so enotourism can show new and interesting areas to travellers. (Wikitravel 2014.)

Although several definitions exist for wine tourism there is more to it than the dry definition. This form of tourism is becoming more popular and without a doubt getting more and more followers. For a real wine tourist the tasting of local wines is really the last step. The programs available at the destinations other than the tasting add significantly to the overall feeling. These are services such as visiting the wineries, the vineyards and the restaurants which often offer local food and drink specialties; walking through the countryside, getting to know how and from what the nectar is made of which has been present at every important, historical moment; also bringing people closer to nature and to the small things of the surroundings which probably would not even have been noticed by the average tourist. The best and most famous wine-growing areas offer many diverse and complex programs which are ready to be explored by the admirers of wine. In the following section three of Europe's most famous wine-producing countries and their best region will be highlighted. These countries and their regions deliver the world's premier wines. (Origo 2009.)

France is the country that attracts the most tourists annually and the country that is famous for its premier wines. One of its regions alone means everything and represents greatness. Bordeaux is the most powerful and the most important source of complex, first-class wines that use marketing the very best way. It is the biggest vineyard which manufactures fine-wine in the world. The 120,000 hectares of cultivated area that covers more than Germany's all vineyard areas put together, hosts 15,000 growers and they share 7-800 million bottles annually, ranging from dinner or table wines to first-class wines called 'premiere cru', including many of the world's priciest wines. Bordeaux derives from the French expression *au bord de l'eau*, meaning along the waters. Bordeaux lies along three rivers, the Gironde, the Dordogne and the Garonne. The region is crossed by many small streams and is close to the Atlantic Ocean. All these waterways played and still play a critical role in shaping the region and the wines it produces. Bordeaux is a red-wine region, with more than 80% of red wine production. The red wines are made of 5 types of grapes which are most of the time blended together. These are the Cabernet Franc, Cabernet Sauvignon, Malbec, Merlot and Petit Verdot. Out of these, the two most important grapes are the Merlot and the Cabernet sauvignon which give the flesh and the bones to a wine. (MacNeil 2001, 112-121.)

Great wines do not happen everywhere, there are a lot of things that must come together in accordance to produce a great wine. In this region the main ingredient according to locals is 'terroir'. It means that the wines produced here derive their characters from the soil they are planted in and in addition are made with the latest technologies and equipment, and filled in new oak barrels each year. The most famous Bordeaux wines are all 'terroir' wines such as the Château Latour, Château Margaux, Château Pétrus, Château Cheval Blanc and the Château Haut-Brion. These famous wines only represent a small fraction of the overall production of the region. Most of the wines produced here are not wines of 'terroir' nor made by the latest and most expensive technologies. Rather, the majority of wines produced locally are table wines. Despite this, a first-class Bordeaux wine shows something new at each time of consuming, and as a result of this, the Bordeaux wines are among the most prized wines in the world. (MacNeil 2001, 112-121.)

Italy and wine goes together just like eating and breathing. In Italy grapevines grow everywhere, along the country's 20 regions there is an astonishing number of 900,000 registered vineyards. Despite the fact that grapevines grow on every little hill throughout the country, there are only a few regions that are outstanding and can make wine enthusiasts excited. These include Piedmont, Tuscany and the tre Venezie which is a collective name for Friuli-Venezia Giulia, Trentino-Alto Adige and the Veneto. The regions are not only recognized by experts but are indeed known by the general mass around the world. (MacNeil 2001, 316.)

One of Italy's well-known regions is surrounded by the Alps making it unique and perfect for viticulture. Piedmont, meaning the foot of the mountain, is the largest region of the Italian mainland however not the leading producer of wine because of the actual size used for viticulture. Although it is the largest fine-wine producer along with the region Veneto, producing around 17% of all the Denominazione di Origine Controllata (DOC) and Denominazione di Origine Controllata e Garantita (DOCG) wines which means that the wine producers followed the strictest regulations possible to make that wine. The region is the home to two of the most talked about, legendary red wines, to Barolo and to Barbaresco. Asti Spumante or nowadays simply Asti, is also a major wine in Piedmont, a semisweet sparkling wine known for its fruity and musky flavour. The local winemakers are not only serious about winemaking but discreet and persistent as well. If Piedmont could be compared with any of the world's leading wine regions it would not be Tuscany from Italy but Burgundy from France. In both regions wine estates are small, traditions are strictly kept and the belief of great wine is in one single grape type, in this case nebbiolo.

The two, local wines are highly structured, aged for years or even decades just like the infamous French Bordeaux. Nebbiolo, the base for these quality wines is a grape variety hard to grow, extremely site-specific and in terms of winemaking the hardest to master. It is so site-specific that no place has succeeded with the cultivation of this grape type around the world, except Piedmont. The wines made out of this are often massive and tannic enough to need several years of aging, routinely advised minimum of 10 years of aging before drunk. (MacNeil 2001, 324-327.)

In Spain people do not talk about wine producing or manufacturing. There the word *elaborar* is used which means to elaborate. It is said that time, hard labour, nurturance and consciousness is what is needed to elaborate something instead of producing. In Spanish wine production there has been decades of passivity but now a new golden age has begun with a new level of quality.

Spanish wines have been aged for decades in barrels, longer than any other wines in the world. However, modern tastes have changed, and they require younger, fresher wines with more intensive, fruity flavours. According to the Food and Agriculture Organization of the United Nations, Spain is the leading nation with 943.000 hectares of grape plantation in 2012, more than any other nations (FAO 2013.). However, Spain is only the third country with an overall wine production following Italy and France. This is due to vineyards with old vines that have a low yield and planted on dry, infertile land. Spain has more than 800 grape varieties, but only 20 types account for the major percentage of overall production. Surprisingly the white grape type, *airén* is the most widely planted grape, while Spain is the country that is widely associated with red wines. *Airén* is a neutral-tasting wine with no personality. The top white grapes are called *albarino* and *parellada*, and although they have personality they are not the most-loved wines of Spain. The most-prized and best-loved grape is *tempranillo*, a red grape variety which is the source for infamous *Rioja* and *Ribera del Duero* wines. *Tempranillo* is to Spain what *cabernet sauvignon* is to *Bordeaux*. Spain's leading wine regions are *Rioja*, *Ribera del Duero*, *Jerez*, the *Penedés* and *Rías Baixas*. (MacNeil 2001, 410-413.)

Spain's preeminent wine region is considered to be *Rioja*. On the banks of *Ebro*, in the caring arms of mountains, the region of *Rioja* covers an area of almost 50.000 hectares. The region's reputation is built upon *tempranillo* grapes, although white and rosé wines are also made here. The region is also referred to as the Spanish *Bordeaux*. The long aging in barrels made out of oak is considered to be the signature of *Rioja* wines. The region profited well in the 1850s and 1860s when France had difficulties with wine making as a result of *oidium* fungus and *phylloxera*. By cause of this Spanish wine sales boomed and the area grew in a lifetime of a generation with almost 16.000 hectares. By 1901 the boom ended as

a result of the roll-in of phylloxera that has destroyed 70 percent of the vineyards. By the 1960s Rioja started to regain its size and reputation again. The traditions of long aging have been kept, although the length of wine aging became shorter, but still the wines of Rioja are the longest aged wines in the world. While a wine from Rioja is aged from four to ten years in oak barrels, a wine from France is only aged two to three years before hitting the market. Rioja is the only region that has DOC status in the country, it was awarded with it in 1988 and this means that the wines from the region meet the highest standards of production and vinicultural practices. (MacNeil 2001, 414-416.)

3.2 Hungarian Wine and Food Culture

Culture has been defined as the behaviours and beliefs that are characteristic for particular social, ethnic, or age groups. It is built up by many factors and formed during a longer period of time. Particularly in this chapter the focus is on the importance and meaning that food and wine have in a culture and more specifically in the Hungarian culture. Food and wine are essential parts of the Hungarian traditions and these factors can create a brand worth sharing with the rest of the world.

Food is culture that is how Albert Sonnenfeld very simply explains the major role that food plays in a culture. Philosophers have defined the concept of food as a part of a culture, not as a part of nature, simply because of the fact that it belongs to the artificial aspects of life. It is a factor that human itself manages and constructs. Food becomes culture when it is produced, prepared or eaten. Producing food is an attempt to create unique food linked to a specific tradition, not only based on the ingredients available. Preparing food by distinct, developed methods also makes it a part of a culture. When food is eaten it is chosen on the basis of economical or nutritional factors creating an element of human identity and one of the most efficient ways of expressing cultural values. (Montanari 2004.)

Hungarian culture has a fascinating identity by skilfully combining Eastern mystique with traditions from the West. It is a country full of rich and live culture,

tradition and heritage. The Hungarians are proud of their legacy that they have created and formed during many years. In villages and cities the traditions still live on through communities and events throughout the year. Whether it is about architecture, cuisine or folk traditions they all have their own distinctive story to tell about Hungary. (Hungarian Tourism PLC 2012.)

To understand Hungarian cuisine one has to go back in time to see how it was formed by ancient Asiatic components mixed with elements from Germanic, Italian, and Slavic regions. The past of Hungarian cuisine is formed by prominence amounts of meat, mainly pork and beef cooked over open fire. The way of cooking in kettles is typically Hungarian and was introduced by the nomadic Asiatic Magyars. Baking has its roots from Western Europe. New ingredients such as garlic and onion were introduced to the Hungarian kitchen in the 16th century, giving a whole new taste palette to the country. These two ingredients are today obvious parts of Hungarian dishes. Later in history Saxons, Armenians, Italians, Jews and Serbs settled in Hungary and brought along their own recipes that still form a part of the Hungarian cuisine. Turkish tastes were introduced during the Ottoman era and brought along paprika powder as well as sweet cakes and other desserts. Austrian technics and way of cooking has also formed the Hungarian food culture for many years. (Hungarian Tourism Ltd 2012 – 2014.)

Today Hungarians are very attached to their traditional dishes. Some years ago they were asked to name their favourite Hungarian dishes, with no surprise the traditional chicken soup Újházy won the title followed by goulash, fishermans' soup and stuffed cabbage. Some of the most popular desserts were madártej, a vanilla dessert with egg whites, Dobos cake, a sponge cake with whipped cream, and last by not least Hungarian Palacsinta. However, the country is good at rethinking old flavours, today restaurants are pushing boundaries but keeping the Hungarian genuine flavours. The capital Budapest can be proud of having two high-class restaurants with one Michelin star each. Austrian Gault and Millau has also praised the Hungarian cuisine in their guide published 2012. (Hungarian Tourism Ltd 2012 – 2014.)

Hungary shows a great regional variety in its cuisine but the typical recurrent ingredients used in the Hungarian kitchen are often Hungarian red paprika, sour cream, cottage cheese, walnuts and poppy seeds (Hungarian Tourism PLC 2012.). Soup has always been an important element of every meal and the Northern part of Hungary is known for creating the famous goulash soup that cannot be compared to any other kind of goulash soup in the world. It is a rich and spicy soup originally made out of the meat of the Hungarian Grey cattle. (Gergely 2011, 25-27.)

The Northern area has also created Hortobágyi palacsinta, a savoury crêpe filled with veal. Slambuc, also a dish from the North, is made out of potatoes and noodles flavoured with bacon and cooked on open fire. The area has some of the finest plums that can be used for the country's famous spirit, Pálinka. The middle of Hungary, more specifically the area around Lake Balaton is naturally known for its fish dishes and lavender flavoured dishes. The Eastern part of Hungary has many specialities that have spread all over the country. The area is known for some of the finest vegetables as well as the country's two most famous sausage types; Pick szalámi and Gyulai kolbász. It is also said that the best peach pálinka is made in the Eastern part of the country. As for the sweet dishes Hungarians have created kürtőskalács, a chimney baked cake rolled on to a wooden roll, spiced with sugar or cinnamon. Somlói galuska, a dessert served at every Hungarian restaurant is made out of a sponge cake soaked in rum and topped with whipped cream and covered in chocolate sauce. Palacsinta is not to be forgotten, a thin pancake filled with walnut, chocolate powder, jam or vanilla sauce and it is a natural choice for any Hungarian. (Hungarian Tourism Ltd 2012 – 2014, Gergely 2011, 82.)

Accompanied with any good Hungarian meal is a glass of one of the country's many famous wines. The country is known for its sweet wines from Tokaj and rich red wine Bull's Blood from Eger (MacNiel 2001, 589.). To celebrate the rich wine culture festivals and events are arranged all year in the whole country. The wine culture is flourishing and can be experienced in the regions' many vineyards and cellars. Taking part in wine tastings, wine evenings, wine dinners and visiting wine collections are perfect ways for tourists to get a view into the wine making industry.

Moreover the wine culture is not only formed by the flavours but also by travelling and discovering the diversity in the Hungarian nature. (Bor.hu 2012.)

Hungarians are not only famous for their wines, but also for the spirit called Pálinka. Pálinka can only be considered authentic if it is distilled on only Hungarian fruit with an alcohol content of minimum 37.5 percent. The first recorded events with Pálinka goes back to the 15th century, at the time referred to as 'Aqua vitae reginae Hungariae' and was more considered a medicine than a drink. Today Pálinka is served in restaurants and private homes, still considered a medicine in the correct amount, but the drink is more an enjoyment drink. It can be flavoured by any kind of fruit or honey but the more typical types are peach, plum and sour cherry Pálinka. (Hungarian Tourism Ltd 2012 – 2014.)

Hungarians do not take their food easily; it is a cultural heritage that is worth sharing with the rest of the world. Food and wine tourism have become the country's strongest marketing brands around the world. It is an aspiring branch of tourism worth counting on.

3.3 Hungary as a wine country

Hungary has a long and solid wine tradition, as the only Eastern European country producing quality wine it has certainly put its reputation on the international wine map. Of its twenty-two wine regions, seven are considered to be some of the most renowned in the world. During times the country's wine yards have gone from being state controlled to blossoming, private owned wineries. They create distinctive wines that cannot be found anywhere else in the world. For this, Hungary has truly become a country worth visiting for people with an interest in wine and a destination to be counted on in the wine world. (MacNiel 2001, 586-591.)

The Hungarian hot summers and mountainous nature creates a perfect combination for successful wine production. Ever since the Roman times Hungarian vineyards have flourished and still today Hungary ranks eleventh in

wine producing countries worldwide with a worldwide production of approximately 2.7 million hectolitre (Baldi 2012.). Despite its small size, the country has created quite a reputation within the world's wine culture and together with its distinct culinary art it has the ability to give a long lasting memory to tourists. (MacNiel 2001, 586-591.)

As mentioned before the country has twenty-two wine regions and out of these seven are considered to be renowned wine areas. Starting from North East, Tokaj is in many ways the most famous and most interesting wine region, not only for its distinctive dry white wines or sweet Aszú wines but it is also a part of the UNESCO world heritage. Wines containing the most sugar, and wines with the highest alcohol and acid levels are produced in Tokaj. In the middle of the country the regions Badacsony and Somló are found around Lake Balaton, the largest lake in Central Europe. Somló is considered to be one of the smallest and most beautiful regions and has very well preserved traditions and ways of producing wines. In the southern part of the country, the regions Szekszárd and Villány-Siklós are located. Both of the regions are famous for their modern ways of producing wines and each of the regions produce some of the country's finest red wines. Villány is the most southern wine region and is known as the Mediterranean wine region. According to traditions the Hungarian wines are originated from Villány. In the North the two last wine regions, Eger and Mátra, are located. Eger is famous for its dry red wine, Bull's Blood. The Mátra region has reached success through its fruity wines. (MacNiel 2001, 586-591; Hungarian Wine Shop 2008 – 2014; Gergely 2011, 263, 224, 216-217.)

Hungary brings forward an enormous variety of grapes including well-known local tastes as well as worldwide international flavours. One of the world's greatest dessert wines originates from Hungary and more specifically from the Tokaj wine region. The name of the wine is called Aszú and has gained major acknowledgment both nationally and internationally. Some experts even say that Aszú is the specific wine that has created the whole Hungarian wine culture. Together with Aszú, another famous wine is called the Bull's Blood. The wine is a rich red wine produced in the region of Eger. The name of the wine comes from an old legend originating from the mid-1500s when great battles were fought between

the Magyars and the Turks at the fortress of Eger. The legend says that when the Turkish troops encountered the Magyar troops they were frightened by their fighting skills and red-stained beard, fearing that the Magyars possessed powers from the red wine. Other significant indigenous wine varieties are furmint, hárslevelű, kadarka and kékoportó. The more international known wines are sauvignon blanc, pinot gris, pinot noir and cabernet sauvignon. About 70 percent of all the wine produced in Hungary is white, 28 percent is red and only 2 percent rosé. (MacNiel 2001, 586-591, Hungarian Wine Shop 2008 – 2014.)

Up until 1989 all vineyards and wine production in Hungary were controlled by the state. Grapes were only grown on large state-owned land and ruled by firm regulations and laws. The Hungarian wine export was controlled by a state-owned organization and exclusively sold only to the former Soviet Union or to Eastern Germany. (MacNiel 2001, 586-591.) The quality of Hungarian wine has noticeably improved in the past decades and nowadays vineyards operate under free regulations and many family vineries are prospering. This also gives the Hungarian wine tourism a chance to blossom. Especially the wine companies starting up in the beginning of the nineties, in the Villány area, such as Gere Attila, Gere Tamás and Bock József have done a lot to make a significant change in the wine culture today. In the 2000s the market changed and focus was laid on the younger generation that started showing interest in the wine culture. Hungarian wine growers had to adapt to new trends and make changes to create a new Hungarian wine brand worldwide. (Bor.hu 2012.)

The best way to experience the Hungarian wine culture is undeniably by visiting one of the many wine cellars or vineyards in the wine regions. The pure atmosphere has the ability to pull away the attention from the wines and make tourists focus on features such as architecture, folk traditions and culture. In many ways it is possible for tourists to join in on all the stages of wine making, from picking grapes to simply taking part in a wine tasting. Tours are created only for this purpose and tourists can spend weeks learning about the wine making process and experiencing the life as a wine maker hands on. In many ways whole parts of wine regions and villages are built up around the wine culture. Tourists can spend a whole day visiting dozens of wine cellars tasting all the different and

unique flavours of the region. This is a great opportunity for smaller, local vineyards to create a brand for themselves. They are surrounded by larger, more famous vineyards that help attract tourists and in that way they can also have their share of visitors. Vine yards and cellars have responded to the needs of customers and created more products and services around the wine culture. Nowadays it is not unusual that the vine yards offer multiple hospitality services to tourists such as restaurants, accommodation services, cafés and shops. The possibilities are infinite. It is all about creating and marketing a unique brand to the customers and Hungary has all the possibilities to make that happen. (Bor.hu 2012.)

3.4 Villány Wine Region

Villány or Willand in German is a town in Baranya County, Hungary. The Villány Wine Region, formerly known as the Villány-Siklós Wine Region, has played a pioneering role in the revival of Hungarian Wine making. It is considered to be one of the most advanced and one of the most famous wine producing regions in the country. It is not only admired in Hungary but also around Europe and in the whole world. People admire how the environment's and local growers' nature gets concentrated in the locally produced wines. Some say that the success for the region is a result of professionals who learnt how to work together in large-scale production, while some say that the settlement of Germans and their perseverance played a more important role in succeeding. (Dél-dunántúli Borturisztikai Klaszter 2011.)

The Villány Wine Region is the southernmost Hungarian wine region with a cultivation made on 2100 hectares. The Sub-Mediterranean climate provides excellent conditions for wine aging which adds up to the success of the wine region. It is Hungary's warmest and sunniest wine region, with dry summers and long growth period. (Dél-dunántúli Borturisztikai Klaszter 2011.)

The wines of the Villány Wine Region are considered to be wines both of excellent quality and of commercial success by experts, consumers and the Hungarian wine market (Villányiborvidék.hu 2009d).

The region's development is built on a principle; respect for traditions, which is a strong foundation. The protected streets of cellars in Palkonya, Villánykövesd, Villány, Nagyharsány and Kisharsány, the cellars and press houses of Siklós are all treasures of the region and nowadays serve hospitality functions rather than to show the importance of advanced and new technologies. Other than respecting traditions Villány is still able to renew itself over and over again. It can offer a full range of wines with the presence of Kadarka, Portugieser, or Schiller wines. From the point of view of wines, Villány offers a full scale that is almost perfect in its own way. In many wineries the newest and most advanced wine making techniques are used. (Dél-dunántúli Borturisztikai Klaszter 2011, Villányiborvidék.hu 2009c.)

3.4.1 History and traditions of the region

The traditions of viticulture in Villány go back presumably to the Celts but to the Roman times with evidence. In the hills of Szársomlyó a block of stone has been found with writings on it. In this, 50 hectares of vine plantation has been stated for the Villány region. (Dél-dunántúli Borturisztikai Klaszter 2011.)

With the use of the Roman cultivation methods, the Hungarian ancestors continued the crafts of cultivation and the making of wineries. The red wine variety is due to Serbs who were on the run from the Turks. They brought the Kadarka grape variety together with the know-how of red wine making. During the times of the Turkish Occupation, Villány has been completely destroyed but viticulture did not disappear. It was because of the hard work of locals and residents of the neighbouring villages who continued the cultivation during these times. (Dél-dunántúli Borturisztikai Klaszter 2011.)

During the 18th century the locals were replaced with Germans as the majority of them passed away during the hard times of the previous centuries. The German originated people made big changes in viticulture and in the life of local wineries. The Kékoportó (Portugieser) type was introduced which is still one of the main varieties of the region. The Germans established the wine cellars, and the roads connecting the cellars. The wines of Villány were getting more attention throughout

the Monarchy and were important export products. (Dél-dunántúli Borturisztikai Klaszter 2011.)

During the 19th century the phylloxera fungus found its way to Villány and destroyed the vines just like in other parts of Europe. Zsigmond Teleki, a local grape breeder made it possible to renew the local and even the European vines and replace them with more resisting varieties. At this point it can be said that the local, traditional wines were the Kadarka, Kékoportó and Kékfrankos types. After the complete elimination of the phyloxera fungus, French varieties have also been planted such as Cabernet Franc and Sauvignon, Merlot and Pinot Noir. (Dél-dunántúli Borturisztikai Klaszter 2011.)

After successfully ending the large-scale production, in 1980 small growers begun their own wine production. The market-oriented approach and the introduction of world-known varieties have grounded the reputation of Villány. In 1987, Villány was declared the International City of Vine and Wine. (Dél-dunántúli Borturisztikai Klaszter 2011.)

3.4.2 The wines of Villány

The local producers are among the most successful participants in wine exhibitions and contests. Producers from the region have won titles such as “Wine Producer of the Year” or “Wine Cellar of the Year”. The large number of cellars that are run by experts who have technological know-how and the second generation which has grown up alongside the founders of vineyards and cellars all add up to the distinctive feature of the Villány Wine Region. (Villányiborvidék.hu 2009d.)

Other than the success of locals and the dynamic development of the region, one of the recent results was the introduction of a protection system for locally made wines, the Crocus Trademark. The flower Crocus is a unique plant to the region, and grows only on the south slope of Szársomlyó Hill. During spring time this flower comes up first and is also the first to bloom. Similar to the flower, the wines

of Villány are made from the fruits that enjoy the most warmth in Hungary, and grow in the vineyards on the slopes and valleys of the Szársomlyó and Villány Hills. The Crocus flower is a protected plant among the Hungarian flora and similar to that, the area wants to protect the origin and the character of the Villány wines, the treasures of Hungarian viticulture. (Villányborvidék.hu 2009a.)

From the year 2006 onwards, the wine labels are illustrated with a picture of a Crocus flower. It represents that the wine is authentic, made by careful hands, produced according to high standards in controlled conditions and grown in one of the most interesting wine regions of the world. If a wine meets the criteria specified in the regulation of the origin protection of the Villány wine region and is a wine of satisfactory quality then the wine is entitled to bear the Crocus trademark. It is then placed under the categories of either Villány Classicus or Villány Premium. Villány classicus is the category including the majority of the local wines, those which are typical for the region and for the different varieties of wines. The Premium category, Villány Premium, includes wines that meet the criteria set for the other category and have a much more unique character, typical to the individual vineyards and special values of the wine grower. (Dél-dunántúli Borturisztikai Klaszter 2011, Villányborvidék.hu 2009a.)

The wine region's status is secured by its red wines and can offer a full range of them. However the first wines of the region were mainly white wines, but through the centuries it has changed. After the white wines first came rosé and the schiller wine variations and then came the early red wines, followed by fruity red wines and at the end, finally the full-bodied, matured red wines. In the wine region the skills for red wine making are passed on from father to son. The quality and style of wines produced here are affected by the natural qualities of the place of production, by a number of local traditions and of course by the current market and trends. The local red wines include types such as Cabernet Franc, Cabernet Sauvignon, Kadarka, Kékfrankos, Merlot, Pinot Noir, Portugieser, Syrah(Shiraz) and Zweigelt. (Villányborvidék.hu 2009b.)

Cabernet Franc is an elegant and complex wine with rich and long-living, scented spices, and it has a serious structure with taut acids and smooth tannins. The

Cabernet Franc represents flavours of blackthorn, alpine strawberries and plums. It is a velvety wine rich in tannins which reaches its optimum after a maturing period of 10 to 15 years. In France it is mainly blended with other wines while locally, in the Villány Wine Region it is made by itself and gives an excellent result. According to Michael Broadbent who visited the region in 2000, the Cabernet Franc variety has found its natural home in Villány. (Villányiborvidék.hu 2009b.)

Cabernet Sauvignon is a grenadine-red coloured wine, an outstanding mixture of both fragrance and aroma. The wine represents the flavours of black currant, blackberry and eucalyptus and the fragrances of cherry and cedar, with a hint of figs, chocolate and sour cherry. It is rich in tannins like Cabernet Franc, mostly with an alcohol content over 12 percent. In order to reach the best quality it also requires a long maturing period of up to 5 to 10 years. It is often blended with cuvee wines due to its dominant characteristic features and its thickness. (Villányiborvidék.hu 2009b.)

Kadarka is considered a Hungarian grape variety, although it was brought to the country during the Turkish occupation from the neighbouring countries. It is a real companionship wine; it is easy to drink and has a very special complexity of tastes reminiscent of chocolate-cherry and paprika spice. It is very dependent on weather conditions, can have a high yield and is an excellent accompanying wine for the traditional Hungarian cuisine. It has a spicy character with a high acid content and reserved fragrance. (Villányiborvidék.hu 2009b.)

Pinot Noir is a dominant, top quality wine variety produced in Villány. The grape contains less colouring material which makes the wine less rich in colour and tannic acids. Even white wine can be made from these grapes. Pinot Noir is usually a ruby red wine with a sense of cherry flavour and an elegant fragrance. It has a high alcohol content and matures slowly meaning that it can be stored for longer times. (Villányiborvidék.hu 2009b.)

Within the Villány wine region, Siklós and its area is the most famous for white wines. The wide selection of available grape varieties and the location of production make it possible to produce a wide variety of white wines. A whole

range of white wines can be found here from dry to full-bodied white wines and also late vintage wines. (Villányiborvidék.hu 2009e.)

The chardonnay grape variety was imported to the region from France by the board of canons of Pécs in the late 19th century. Chardonnay is called the ballerina of the wines for the special and light appearance. The wine made out of this variety has a definitive character, has a distinctive fine fragrance resembling green apple, firestone and smoke and has an aroma of ripe melon and honey. It is a strong, full-bodied white wine often with a velvety, harmonious character and is perfect for long-term maturing. (Villányiborvidék.hu 2009e.)

Hárslevelű meaning Linden leaf, is an ancient Hungarian variety. The grapes ripen by late October and make a strikingly intensive, pleasant aromatic wine. It has a scent reminiscent to linden blossom and usually a mildly sour, full-bodied character with acids. The over-ripened grapes of this variety produce a sweet, delicate wine of high quality with linden and honey fragrances. (Villányiborvidék.hu 2009e.)

Királyleányka meaning King's daughter is originated from Transylvania. Probably it was a result of crossing the Little Girl variety with the Fat Grape variety during the years of World War I. Királyleányka is a softer white wine rich in fruity aromas with an orange blossom scent. It is a very well balanced wine of a very high quality. (Villányiborvidék.hu 2009e.)

Pinot Gris, or Szürkebarát as Hungarians call it, is not an exclusively Hungarian grape, but it grows well in the Hungarian wine regions. It reveals its characteristics as a dry wine although for a long time its semi-sweet and the sweet versions are more familiar. Typically it has herbal notes and a characteristic aroma with peculiar tastes to its location. According to various wine-making techniques, the character of the wine can be different, for example the wine will have a rosé-like colour if the grapes are steeped in their shells. It is an exciting grape type with high future potentials. (Villányiborvidék.hu 2009e.)

4 CONDUCTING THE RESEARCH

This chapter will discuss the research conducted for the thesis. The chapter introduces the choice of research method and includes objects and target group. The planning process is presented together with the practical finishing of the research. To finish off the chapter the researcher examines validity, reliability and ethical issues.

4.1 Research methodology

Research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue (Creswell 2008.).

The research consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question (Creswell 2008.). To be able to decide on which research method will serve the purpose best to the finished outcome the researcher has to have a clear objective and intention about the result. In this case the research objective is to receive more knowledge on how to start a successful company within the wine industry. Therefore a qualitative research method has been chosen for this thesis and is explained in this chapter.

The qualitative research type is a method which does not provide numerical or quantitative results, but helps to understand the mind-set of the target groups and their expected reactions and actions. The essence of the qualitative method is the characterization of the quality, the records are far-reaching, and their validity is high. (MediaPedia 2013.)

Qualitative researches often tend to be based on the experience of the people personally involved in a particular situation. They are best suited to describe and explain their feelings and experiences in their own words. They have a possibility to speak freely without being overly constrained by the framework created by the researcher. (Veal 2006, 193.) The researcher can develop a closer relationship

with the subject, and also gain insight into areas in which the quantitative research by its nature has no insight. This method does not rigidly follow a pre-made survey structure, it is unstructured and continuous. The disadvantage is that the method's reliability is low, the chances of subjectivity are very high and usually the number of available subjects is low. (MediaPedia 2013.)

The qualitative research method is one of the social research methodologies. The research is not affected by a pre-study hypothesis, nor prejudice. The selection of methods is flexible, reflects on the developed situation at that time. The observer and the observed have constant communication going on and there is an open channel between them. The communication is affected by the researcher later on. The researchers try to fulfil the points of reliability and validity because these have a great influence on the success of the research. There are several types of qualitative research types available to the observers such as field research, experiments, interviews and observation. (MediaPedia 2013.)

Qualitative research can be divided into groups such as the intervening method like interviews meaning in-depth interviews, focus group interviews and semi-structured interviews. Secondly the method is not intervening like observation such as direct observation or participant observation. Another type is the case study and finally analysis of texts.

When it comes to interviews, there are four types. The first one is the in-depth interview or with another name, the unstructured interview or life history interview. In this type the researcher tries to achieve an understanding of the interviewee's point of view or the situation itself like personal experiences or feelings. The aim is to let the interviewee talk completely freely while the researcher asks only as many questions as necessary or possible. This is why this type is called an unstructured interview and has no layout that could be followed. Then there is the structured interview type which is used frequently in market researches. In this the interviewer asks a set of questions and usually marks boxes on a paper according to the answers of the respondent. The questions used or asked during the interview are designed for the current situation by the researcher and put in order. This research is really close to the quantitative research because of the structured

layout and the box-ticking for the answers. The third type is the focus group interview that has the same procedures as an in-depth interview. In this the researcher is interviewing groups which consist of approximately five to twelve people. The researcher gives the topic that will be discussed by the group and also makes a recording of the discussion. Afterwards the interviewer makes a summary with the help of the recording and draws conclusions. (Veal 2006.)

The fourth and last type of interview, and the one selected for this research, is called a semi-structured interview. It is one of the most commonly used types when it comes to theses. For this kind of interview the researcher makes a set of topics that will be discussed with each participant in each interview. The interviewer can also make a list of questions which will help him with the certain topic and also to what kind of question and which topic has already been discussed. During this type of interview the interviewer wants information that could be compared to other interviews later on or on which to draw the final conclusions. It is not as strict as the structured type so the researcher can stay flexible which helps him to gain information that is not said out loud. (Veal 2006.)

4.2 Planning the process and target group

The process of planning a research study is very significant and of high importance. It contains multiple tasks and each has to be well executed for the study to be successful. Choosing the right target group is of great importance and will add quality and validity to the final result.

Once the research method of use has been decided, a target group most suited to answer the question has to be set. The quality of the target group is key when setting the accuracy and validity of the final results. It is of high importance to have an understanding of the objectives in the study. The interviews are only semi-structured and it might be necessary to pursue new lines of relevant information that may occur during the interview. This allows the subjects to expand their answers without the researcher losing sight of the final objectives with the study. (Smith 2010, 110.) The target group for this study was therefore carefully chosen

and researched from successful company owners within the wine industry and professional experts within the field. Five successful company owners and experts within the Villány region were selected and all of them were contacted beforehand. To add to the validity, all interviewees originated from Hungary. The interviews were conducted in Hungary, in the area of Villány. In Table 1 the interviewees are presented by name and title of profession together with the size of cultivation area and the total number of bottles produced each year. The companies tend to use grapes from vineyards other than their own. The first number represents the size of land owned by the winery itself while the second number represents the size of area they buy grape from.

TABLE 1. List of interviewees

Name of interviewee	Title of profession	Area of cultivation in hectares	Total number of yearly produced bottles
Beáta Blum	Owner of Blum Winery	10	~30.000
Patrícia Bock	Managing Director at Bock Winery	80+80	~1.000.000
Zsolt Gere	Co-Owner of Gere Tamás & Zsolt Winery	40+20	~350.000
Gergely Halasi	Founder and owner of Halasi Winery	10,5+10	~75.000
Péter Pohl	Managing Director at Sauska Winery	80	~550.000

Personal interviews are used when the researcher wants to explore issues and aspects in much more depth than can be researched through structured ways. A personal interview allows the person's thoughts to be heard rather than the researcher's. The interviews should be conducted in such settings, in which the subjects feel comfortable. The researcher has to be sensitive to factors such as level of education, maturity, social skills and vocabulary. (Smith 2010, 109-116.) The interviewees were all from different backgrounds and companies, therefore a thorough research about the subjects and their careers was made beforehand to enhance the result of the study.

Developing and following a structured question line is key to ensuring that the information collected is comparable. Knowing exactly what information is needed will help the researcher explore all essential topics while at the same time being

able to take in unexpected but important new information. (Smith 2010, 109-116.) For the question-key, 20 questions were developed, covering everything from background information to future plans for the companies. As long as possible the question-key was followed but the researcher also had the chance to receive answers to questions and phenomena outside the question-key.

4.3 Interview design and practical execution

Personal interviews are significant data collective methods. They provide rich, nuanced thoughts and aspects of personal experience. The quality of the study is not only shaped by the subjects' words but also the researcher's skills as an interviewer. (Smith 2010, 109-116.)

Considering the nature of personal interviews, a meeting between two people, it can mean that many aspects can influence the quality of the information collected. The sources of errors might come from the interviewer or the subject. Some of the factors that the researcher should pay high notice to is departing from interview key, asking too difficult questions, misunderstanding the purpose or having preconceived ideas about the answers. (Smith 2010, 109-116.)

To set out the best outline for successful interviews the subjects were researched on beforehand to give a good picture of the person before meeting each other face-to-face. The researcher had the great opportunity to be able to interview all subjects in their own mother tongue, therefore all questions were translated from English to Hungarian to assure an understanding between the researcher and the subjects. The interviewees had a chance to get acquainted with the questions beforehand and were therefore able to give well thought-through answers.

The questions developed for the interviewees that also can be seen as an appendix; consisted of several themes concerning background information, products and marketing, strategy and future plans. The questions created a broad base to give answers to the objective set in the beginning.

The interviews were conducted face-to-face from the 19th of June until the 27th of June. The method of recording the qualitative data was audio-recording together with taking notes. During the visits to the companies, the researcher also had a chance to get introduced to the facilities of the companies and introduced to the methods hands on. This opportunity has added to the quality and validity of the study.

Once the interviews were conducted the researcher had a chance to be confronted with the task of coding the information collected. To begin coding the interviews shortly after they have been conducted may provide a feeling of being closer to the content of the interview. Each interview conducted created a discussion of approximately 30-45 minutes long. Approximately 6-10 hours were used to transcribe each of the interviews.

4.4 Validity, reliability and ethical issues

Validity and reliability are terms that every researcher comes across when conducting a study. To understand the two different terms they can be defined as follows, validity describes the extent to which the data collected truly reflects the subject studied and reliability describes how reliable the result actually is, in the way that if a similar study would be conducted regarding the same phenomenon, would the two studies show the same result. Ethical issues also affect the outcome of the study and can be seen in matters such as honesty and respect. (Veal 2006; 116.)

For this research a qualitative research method, the semi-structured interview was selected. For the five interviews conducted, the validity is high, meaning that the target group was carefully chosen with the belief that it is the best suited group to give answers to the questions and create an informative result. On the other hand, the reliability can be questioned when it comes to interviews. The subjects only present their own thoughts and opinions and are hardly generalized or comparable to the larger mass. However, personal interviews give richer answers and insight to phenomena that could not be collected from elsewhere.

Many other aspects can also affect the quality of the study such as the skills of the interviewer. An unexperienced interviewer can unconsciously lead the subject onto answering certain questions in certain ways. These risks can indeed be reduced with proper preparation and planning. Smith (2010, 109-116.) also gives the researcher the advice to try to make the subject feel as comfortable as possible in the right environment and avoid reforming questions for the interviewees.

Key words for ethical aspects during interviews are procedure, location, safety, confidentiality and permission. Again choosing a comfortable and safe location is highly significant both for the subject and the researcher. All procedures around the interview should be thoroughly explained before starting. In this specific research all of the interviewees were able to review questions and choose a location of their own choice. Confidentiality is hard to keep in these matters, however if the subject has given specific permission that his or her name can be used in the finished study, no ethical aspects have been violated. In this study all names of the interviewees are public with the permission of the interviewees. (University of Glasgow 2002.)

5 RESULTS AND ANALYSIS

The research was conducted to deepen the knowledge of creating and maintaining a successful company within the Hungarian wine industry, as well as examining future opportunities for the companies to develop their services and products. The interview questions were aimed to investigate the background of the companies, their services and products, the current market, marketing aspects and the representatives' thoughts about success and future plans. The following chapter explains the basic elements of analysing interview data and interpreting the result. It is followed by the researcher's final thoughts of the result and the final outcome for the thesis.

When analysing the result of the interviews the researcher is faced with a large amount of richly detailed data. The process of analysing and interpreting the data is fluid, giving the researcher a chance to move back and forth between the steps. From the five interviews that were conducted for this thesis, 30 pages of text were transcribed. Since the interviews were conducted in Hungarian the transcribed text is also in Hungarian. This can be seen as an advantage for the researcher, since the researcher is originally from Hungary and can therefore analyse the text in his own mother tongue. However, this can also be considered a slight obstacle since translating and analysing a text in a different language than the thesis itself, can give a slight confusion and demand the researcher to be sharp and focused on the text. The writer must fully understand the whole meaning of the text to be able to look at it objectively and understand it as a whole. To relieve this difficulty the researcher chose not to translate the whole text into English but to add in helpful keywords in English while interpreting and analysing the text. (Taylor-Powell&Renner 2003.)

Analysing the data can mainly be divided into five steps. The first step is to get to know the data. A good analysis is always based on the researcher understanding the collected material. Listening through the interviews several times and transcribing the hearing will help the researcher understand the text. Writing down personal impressions and thoughts during the listening and reading will help

analyse the data as a whole. These small notes may be very useful later to remember one's own thoughts behind the subject. The researcher should also consider the quality of the collected data. Sometimes the provided information does not add meaning or value to the result and may not give the answer to the question at issue. Understanding the limitations of the collected data is important to the final outcome. The researcher can in these cases avoid taking up themes that do not provide valuable information neither for the reader or the case. (Taylor-Powell&Renner 2003.)

Step two is focusing on the analysis. Rethink the aim and purpose of the thesis and research. Which questions are the data going to answer? By writing down a few key words or highlighting some question it can help the researcher find focus in the large data collection. These key words can change during the process, but will help the researcher get started with the analysis. The researcher can choose to focus by question, topic, time period or event or lay focus on case, individual or group. In this case the researcher focuses on question and topic. In this approach, the focus of analysis lies on how each individual responded to each topic or question. This way the researcher can identify similarities and differences in the respondents' answers. (Taylor-Powell&Renner 2003.)

Step three is categorizing the information. This step refers to coding the data, which means identifying themes or patterns and organizing them into coherent categories. Themes or patterns may be common occurring phrases, terminology, ideas, behaviours, concepts, interactions or incidents. By organizing these factors into similar categories the researcher brings meaning to the text. This is the critical part of the research and also quite labour intense. The researcher can place words or phrases next to the themes in the transcribed text; this will organize the data into categories. The researcher can choose by starting with a ready list of themes and search for them in the text or read through the text to find recurring themes. (Taylor-Powell&Renner 2003.)

Step four is identifying patterns and connections between the categories. As the data is organized into categories, patterns and connections will begin to appear. These patterns can be used to answer many small questions or larger ideas. It is

up to the researcher to choose the width of the final result. (Taylor-Powell&Renner 2003.)

Step number five is about interpreting the data to create a result, bringing it all together. The researcher uses themes and questions to explain findings from the interviews, this is called interpreting the data and provides meaning and significances to the analysis. Last but not least, an outline is developed for presenting the result. This often includes quotes and descriptive examples to illustrate points and bring the data to life. (Taylor-Powell&Renner 2003.)

Considering the validity and reliability of the research, one can see that valuable information was collected through careful consideration of the questions. Many questions were asked but all of them had a purpose creating the final result. The interviewees were given the possibility to answer the questions freely due to the form of semi structured interviews. They had a chance to express their thought and opinions to provide a rich answer. The reliability in the interviews is in some parts lacking. As an unexperienced interviewer it is common to make mistakes such as interrupting the interviewee, leading the answers with word choices or forgetting to ask details. Still these can be considered to be insignificant flaws without any real effect on the result of the final outcome.

From the interviews five main themes have been chosen to represent the final result. Accordingly to the interviewees these themes all play an important role when maintaining a successful business. First of all choosing the location is of high importance, as well as choosing the right marketing tools. It is important to recognize failures and learn from them, however choosing the right employees is crucial for the future and overall success of the company. Creating services and products other than wine can have a positive outcome for the life of a business.

5.1 Location can make an important difference in success

Whether you are starting up a restaurant or planning to build your own house the right location is the key in success and being satisfied with your choice. Choosing

the right location includes a number of factors that have to be taken into account. Location decisions have a big impact on costs and revenues, it is therefore a key whether succeeding and making profit or just staying afloat. These factors are grouped around customers, whether it is convenient for them to reach the business; grouped around staff, whether the right number of employees are available at the spot with the right skills and for the right wage; and also grouped around support services, infrastructure and the cost of premises. Edge-on-town premises are usually more affordable than prime locations within the centre. (BBC 2014.)

While analysing the interviews the writer came across similarities and differences connected to the location. The question divided the interviewees into two groups. Companies that have been in the business for longer time mentioned that Villány as a location for their premises was based on either financial decisions or family-connected situations. Some of them are born in Villány or in its administrative area while some had inherited potential plots and lands for viniculture. The other part of the companies based their location decision upon the name and fame of the Villány area. The area has been a potential place for viniculture for hundreds of years but got its outstanding name only during the past decade. The Villány area is not only the southernmost wine region but the only one that has a unique climate perfect for viniculture.

According to Péter Pohl, the Villány Wine Region has a huge advantage compared to other wine regions in the country. The city of Villány is the centre for everything; all the famous wineries are located along the main road together with tremendous amounts of hospitality services and restaurants. On the other hand, the wine region itself is not only a main road in the city of Villány, but is a vast area that cannot be understood by a laic, everyday person. It covers an approximate of 2100 hectares and includes many other cities and villages. If someone decides to spend a long weekend or just a Saturday afternoon in Villány there is no need to go anywhere else because everything can be found locally. The variety spans from affordable rooms to spa hotels with exceptional amenities together with choices from local or international fine dining experiences topped off with the best wines available. (Pohl 2014.)

5.2 Direct marketing is the backbone to a successful business

Another important factor in a life of a business is maintaining good marketing. After the writer listened to each of the interviewees and analysed their answers an interesting and surprising result occurred. Each of the interviewees had made the decision that the best way to market their products is through direct marketing. Marketing is the backbone of any business, but its effectiveness determines if the company thrives or not. Without implementing successful marketing techniques, companies will not sell products. Direct marketing involves a form of direct contact with potential customers. It can be communication through phone calls, e-mails or as it is in this case through actual verbal communication that occurs at wine-related festivals or exhibitions. There are some advantages to direct marketing campaigns. It is beneficial to test consumer responses with a small campaign before scaling up; and direct marketing also builds brand loyalty as some customers enjoy receiving information on deals and happenings. With these the customers easily become repeat customers meaning that the word-of-mouth effect takes a lead. Traditional forms of marketing are still ongoing in the lives of the wineries, however printed advertisement in newspapers and magazines, appearance on billboards are relegated to second place over electronic and direct marketing. Electronic marketing can be updated and changed regularly on a short basis; it is the fastest form of communicating possible changes in programs or their starting times. The interviewees mentioned they still use some form of traditional marketing to some extent but try to cut expenses on these and approach customers in an inexpensive electronic way or in a direct way during festivals.

According to Patrícia Bock, carrying out direct marketing requires a careful pre-selection of the right locals market or festivals. Some festivals and locals market are not advertised in a way that would attract the adequate number of people nor potential customers for the wineries. Sometimes the value of the marketing does not weigh up to the actual costs of relocation. However these festivals are not about income, but are for reaching out to the customers, explaining wine variations and answering occurring questions. (Bock 2014.) Direct marketing at festivals is a positive, rewarding way of marketing resulting in direct feedback. The customer

can taste the product and give personal opinions and at the same time have a conversation with a business representative. This would never be possible in an everyday situation where customers buy the product from the shelves of supermarkets. Direct feedback is only possible through direct marketing. (Halasi 2014.)

5.3 Strive for a positive outcome when failures take place

In the world of business failure happens. It is unavoidable. It can happen while starting up or maintaining a business. Failure is usually not a result of economic climate or the industry itself. Common reasons for businesses facing problems lie in lack of planning, lacking knowledge in pricing or emotional pricing and weak management. Becoming great at something does not necessarily come naturally to all businesses but usually after a failure in business life. The critical turning point is whether the person or business can stand up after a failure, learn from it and move on. Accepting that failure happens and focusing and dealing with it have a positive outcome. Failing is the first step towards succeeding because without failure there is no progress, no learning and no development of skills.

According to Beáta Blum, persistence is the key while facing failure. It is important to maintain a normal business picture and avoid making drastic changes. Failure can influence the overall image and production of the company but not letting this happen helps keep up the good spirit and makes moving on easier. (Blum 2014.)

Patrícia Bock emphasizes the importance of knowing your company and all the processes behind it. Not knowing it at the beginning may not be a problem but as time goes by life and first-hand experiences will teach you or make you learn about your own company. The knowledge of all activity and overall picture of your company will help avoiding larger failures. (Bock 2014.)

5.4 The importance of creating the ideal team

The interviewees all agreed on the fact that the right employees are key in succeeding but there are contrary opinions whether these people are needed from the start of the business or can be employed later.

According to Patrícia Bock, the right employee is important to be successful but not in the first round. Somewhere the business owner has to start and be good at what he is doing. However, keeping the business at a level of success will require the right employee and not only the business owner. Especially within the hospitality area key employees are more than important when receiving guests and leading wine-tasting tours. There have to be clearly outlined expectations from the side of the owner regarding employee qualifications so the right employees can be hired. (Bock 2014.)

The importance of financial backgrounds cannot be denied, however creating the ideal team with skilful professionals will help your company reach its full potential. Finding the right people who can give an image to the company and its products, who can cultivate the vine and lands, who can prepare and make the final product in the highest quality will all add professionalism and are all necessary to the success of the company. The person behind the idea of the business has to be able to reach out to the right people and professionals. Something valuable has to be offered that will motivate even the wealthiest to join the team. For the professionals the motivational factor is something else than actual, fast-coming money. Their motivation usually lies on a psychological level in which they are willing to join the team and contribute to the company because they know that their services will pay off in fame and recognition of the products and services. In this way they can say that they have contributed to the success of the company. (Pohl 2014.)

5.5 Beating competition requires additional products and services

Having additional products and services other than wine proved to be rewarding on a long-term basis, according to the interviews conducted. Each of the

companies offers more than just a range of wines. They have built inns, smaller hotels, they run high-class restaurants and arrange events ranging from business meetings to weddings with 200 guests.

Zsolt Gere's way of thinking is very modern and represents the values of today. Choosing these products and services must be done in a way that they stand out from the average and make it memorable and worth returning for. Serving a breakfast in a hotel is evident but offering home-made, local, carefully-chosen and high quality products will impress the guests. This effort will not only make the guests return but also help reaching new customers. Zsolt Gere also points out the importance of standing behind your decisions and ideas. The winery has the intention of excluding mass produced products that could please a larger crowd and instead focus on products that they are proud to offer. In this way, by carefully choosing your products you can reach out to a certain group of people who share the same values. This group will be loyal to the company and will most likely adapt successfully to other upcoming services and products. (Gere 2014.)

In recent years EU funds have made it possible to build up bike roads connecting smaller areas to Villány. Many companies have taken advantage of this and offer bike rental to locals and tourists. Gere Tamás & Zsolt Winery also offers this service but has adapted it to their way of thinking in such way that guests who stay for two or more nights can enjoy the rental of bikes free of charge. This can be seen as an investment for the future of the company in the way of satisfied and returning customers. This is a good example of their strategy, taking a service that anyone can offer and making it unique to the company. (Gere 2014.)

The winery has taken into account that current trends change as well as the climate. Climate is a very important factor, if not the most important, when cultivating vine. By seeing and accepting the change of climate and getting prepared for it by already now crossing grape variations for a dryer climate can place the company ahead of the competition. (Gere 2014.)

6 DISCUSSION AND CONCLUSIONS

To finish off the thesis this conclusion presents an overview of the specific results from the research and describes interesting findings in a transparent and accurate way. Future aspects for the industry from the researcher's point of view are discussed and possible development ideas for the wine business are presented. The researcher shares thoughts around obtaining the main goal of the thesis and the process around creating framework, choosing research methods and analysing results.

The wine industry plays a strong role in Hungary and therefore it served a perfect platform as a target area for the thesis. The writer is personally interested in the wine industry and also originates from Hungary therefore these two factors are important aspects. After exploring the possibilities of subject and potential research method, the writer came to the conclusion that interviewing experts and wine business owners would be the perfect way to find out exactly what is needed on today's market to succeed in the wine industry. A commissioner would maybe have led the subject on a too narrow point of view and not have given the possibility to research several areas of the business. The writer now had the chance to get many points of views from the leading companies in the region and create an honest and subjective point of view from the material. Since the writer is also interested to pursue a career in the field in the future it is yet more important that the industry could be explored single-handed without guidelines from a specific direction. Moreover, this way of formulating a comprehensive thesis created a broad understanding for the field in the particular region and sparked the interest for the field further.

The choice of research method has given valuable experience. Firstly the contact and meetings with stakeholders of the industry is in itself a vast reward, getting personal inputs and thoughts from the experts gave a point of view that would otherwise have been hard to obtain and quite a rare opportunity. It taught personal knowledge and how important it is to respond accordingly to the person you meet, how to adjust factors such as way of language and way of behaviour. On the other

hand, as an unexperienced interviewer it is hard to have a successful first time. Some problems occurred during the interviews that can be acknowledged when transcribing and re-listening to the interviews. Many times it seems to be hard for the interviewee to focus on the question only and give a straight answer. Of course that is the case with many of the asked questions, there is no simple short answer. Everyone has their own story to tell and their own subjective point of view about things. However, many times the interviewee would easily drift off to another subject and then it would have been good to have more experience in interviewing technique to help lead the respondent on the right track again. On the other hand, this is the advantage of semi-structured interviews; the writer can get a rich, nuanced material and knowledge in matters that were never even meant to be asked about. A face-to-face interviewing technique is by all means the best, meeting the people and getting acquainted with the company facilities gives a broader perspective on the whole situation. The writer was offered private tours down to the wine cellars and got to listen to off record stories about the wines and the history behind them. This was an unforgettable experience that has given more meaning to the thesis work and an affirmation that the writer chose the right subject for the thesis.

Most of the visited wine companies in the Villány region agree to that a traditional way of making and producing wine is the best in the long run. This is a very clever value in today's mass-produced market. As mentioned many times before in this thesis, people are changing their behaviour and are longing back for genuine services and products, we want to know where things originate from and how they are produced before reaching our hands. We prefer the fair way where everyone gets the share that they deserve. In this way we can all enjoy the product or service with a good conscience. To stay modernized on the market the companies have to stay updated with techniques and ways of producing large numbers of bottles in a short time to meet the demand. The wines can be considered mass-produced at some level but not in the way that machine has taken over the work of human. Vineyards in the Villány region are built up from people and the culture around it. The production can be referred to as a refined mass-production with still a large part of tradition. The wine business is considered a seasonal business and the work around creating a fine wine is more complex than what any machine

could produce throughout the year. The grapes still have to be picked at a certain time and wines have to mature to reach their fullest taste, this is nothing that can be hastened or manipulated, therefore it remains a strong tradition. Some of the premium wines are still today made from the best handpicked grapes, pressed with the best technique and matured for many years before they reach the market.

However, the traditional and old-fashioned way of producing wines seems to have lingered on to the way of reaching new markets for the wine companies. In this part many improvements could be done to reach more publicity especially to the young, modernized people. When investigating the companies for the interviews, the writer came across quite deficient homepages and lacking information in English. The companies have a traditional way of marketing through direct marketing and rely heavily on word-of-mouth. This works to some extent and gives a loyal, solid clientele, but is quite slow and inefficient when it comes to expanding to new markets and finding new target groups. Today we live in a society that relies on the internet and marketing through social media, and nothing is more social than sharing a glass of wine surrounded by a good company of people. Marketing a wine should stay on a personalized level without being pushed on to people but still being able to reach a vast majority of the market easily and fairly inexpensively. Making sure that the homepage is updated and in English will already lift the status of the company, it shows willingness to inform a broader audience. Getting your wine online will create a buzz that is necessary today, you want people talking and writing about your product, more or less through a form of an online word-of-mouth. Getting your wine mentioned in famous food blogs will create a name for the wine and make it a topic subject in the right circles. For example Bock Winery, one of the interviewed companies, recently was mentioned in the Gault&Millau guide online. This is a great achievement and is sure to provide good marketing for the company.

A relatively new innovative way of making a name for your products or services is through different apps. An app is a piece of software designed to fulfil a purpose. Nowadays the internet and smartphones are offered a wide variety of apps for basically every purpose you can imagine and even more. However, it is still a quite interesting way of finding new target groups and strengthening the company

name. There are several ways of implementing apps for customers. An already existing app is called Vivino, with its over six million users it reaches quite the market. Vivino is considered being the number one app when it comes to wines and wine reviews. It simply works so that the user uploads a wine label and is able to immediately get information about the wine, origin, price, reviews and rankings. The user can then upload a ranking for the wine and add comments that later the rest of the six million users can read. For the companies this equals minimum amount of work but maximum visibility. All that the companies must do is make sure that their wines are available in the database. As of now, a very slight percentage of the Villány wines can be found from the app.

Thinking out of the bottle, a more innovative and daring way of introducing new technology in the wine business is through an informative app developed only for a specific company or wine region. This method is not yet highly developed but could and most likely will be a future idea for companies to develop and apply to their business. Imagine walking through wine fields with or without a guide. It would be interesting to know exactly which grapes varieties are planted and where, what characteristics they have and what wines they are used for. Such an app would show the customers the wine area and pin point the different grape areas and at the same time provide information about what wine they make and for example which food it goes well with. It could show you the structure of grapes and explain the stages from harvest to tasting the wines and even show short movie clips from every process of wine making; creating an overall picture and explaining how it is unique to every vineyard. A presentation of the wines made in the region is crucial for the app and also for the marketing aspect, in the end that is what you want to show the customers. The app could easily connect to social media and the users could share their thoughts of the wines with other people. Even connecting to existing search engines such as Trip advisor or booking.com would give endless possibilities to reach out to the larger mass. This technology would demand an investment financially from the companies but moreover it could be seen as an investment for the future.

Lastly, the process around the thesis work has been rewarding and meaningful. It was very satisfying working around a subject that kept my interest from the

beginning to the end. The main goal and purpose for the thesis was very well executed. Working independently with only the writer's own goals in mind and analysing results that can be implemented and used for his own future plans was very fulfilling. Even if there were minor obstacles around the thesis process and while implementing the research method, the process has been smooth and educational. Wine is not like a cup of tea leaving traces in the bottom of the glass telling about the future but it is fairly easy to say that the future for wine tourism is bright. There are no larger threats for the business and the uniqueness of the business makes it possible for it to live on through its traditional ways. However, we are today living in a high tech society and also wine companies should recognize the huge potential it brings. On the Finnish market the Hungarian wines have yet to break through, as of today there are only a handful of wines from Hungary on the Finnish market. Furthermore, this thesis gave insight in the fact of potentially marketing the wines for a broader market and even potentially working as a marketing person for a wine business and promotion companies aiming at future markets. Developing and planning a technology attribute such as an app would be a great way of implementing the things that were learned during the thesis process. Even planning wine trips to wine regions and in that way collaborating with the wine companies could be a great plan for the future.

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Interview plan for bachelor's thesis	Company:	Interviewee:	Interviewer: Bálint Dániel Ilk balint.ilk@cou.fi	Date:
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<p>Part I. –</p> <p>Interviewee as an entrepreneur, starting times, origin of idea</p>	<ul style="list-style-type: none"> - Reason behind the idea of starting the business - idea or concept for the business - Becoming an entrepreneur, reasons - Date of starting the company - Difficulties at the beginning - Running strategy of the company - Important things to know when having a company - Satisfaction with the idea, its implementation - Attraction to wine - Learning process 			
<p>Part II. –</p> <p>Current situation at the company, Success rate, average day</p>	<ul style="list-style-type: none"> - Current situation of the company - Successful or not - Comparison with other companies on the same field/region/country - Location of the business - Daily procedures 			
<p>Part III. –</p> <p>Future of the company and the interviewee as an entrepreneur, business form future</p>	<ul style="list-style-type: none"> - Development ideas for the future - Future of the company - Continuing or not as an entrepreneur - Plans on buying, selling wine/yards/cellars - Ideas to share when starting a company - Exact plans or going with the wind 			

Notes, additional information	
Part I.	
Part II.	
Part III.	