

COMPOSITION OF GRAPE VARIETIES OF THE PLANTATION AREAS AND GUEST NIGHTS IN COMMERCIAL ACCOMMODATION ESTABLISHMENTS IN WINE REGIONS

EDIT PALLÁS

Eszterházy Károly University, Gyöngyös Károly Róbert Campus, Gyöngyös, Mátrai út 36.
pallas.edit@uni-eszterhazy.hu

ABSTRACT

Hungary is one of Europe's traditional wine-producing countries. The grape and wine industry has a significant role in rural areas in culture, gastronomy, tourism and social life. Hungary has 22 wine regions in seven distinct regions. The main data on the wine regions, the grape varieties of the plantation areas as well as the guest nights in commercial accommodation establishments will be presented.

The diverse and varied state of wine regions has been formulated by varied topography, soil and weather conditions, different crop production methods as well as by the local possibilities. The composition of grape varieties in a given region is significantly heterogeneous, which makes integrated action towards purchasers rather difficult.

It would be advisable to select and promote a desirable type or types of wine for each wine region since it would greatly support sales and marketing activities.

The grape and wine sector is among the strategic areas for improvement in Hungary. It is important to emphasize that the future of the wine sector cannot be achieved without cooperation, the potentials of which will be referred to. I am convinced that this analysis will help assess wine regions and determine viable development options.

Keywords: wine region, composition of grape varieties, tourism, accommodation establishments, clusters

INTRODUCTION

Despite its good potentials Hungary is not ranked among the world's leading wine producers. In our country 22 wine regions can be found on a relatively small area. It results in lack of wineries of great volume, standard quality and continuous supply. However, wine regions cover larger areas so it is interesting to examine what grape varieties dominate in the wine region concerned. The market opportunities of the wine regions that act unanimously can significantly increase for a single variety when compared to the current situation.

MATERIAL AND METHOD

Data on the National Council of Wine Communities collected by the Central Statistical Office (CSO) in 2013 are summarised to present the grape varieties of the wine regions. Similarly, by summarising the data of the wine regions the number of guest nights spent in the commercial accommodation facilities of the wine regions is presented. On the basis of these numbers comparisons are made and conclusions are drawn.

Data of wine regions

a.) Balaton wine region

This wine region includes six sub-wine regions. In the wine regions more than ten thousand farmers cultivate an area of 7 576 hectares. Data on grape varieties are summarised by *Figure 1*.

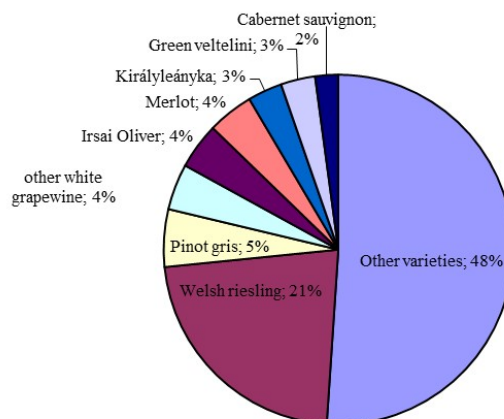


Figure 1. Composition of the plantation area of Balaton wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The number of guest nights spent in commercial accommodation facilities also refers to the volume of possible wine consumption (*Table 1*).

Table 1. The number of guest nights spent in commercial accommodation facilities in the Lake Balaton region, 2014

Name	Number of guests	Number of guest nights
hotel	736 904	2 551 096
pension	53 540	150 358
holiday home	69 877	252 445
community accommodation	78 487	246 550
camp site	144 626	585 141
Total	1 083 434	3 785 590

Source: author's own editing based on CSO data

- b.) The Danube wine region is made up by three sub-wine regions. It is the largest wine region of the county in terms of both its area and yield. The main varieties of the wine region are presented by *Figure 2*.

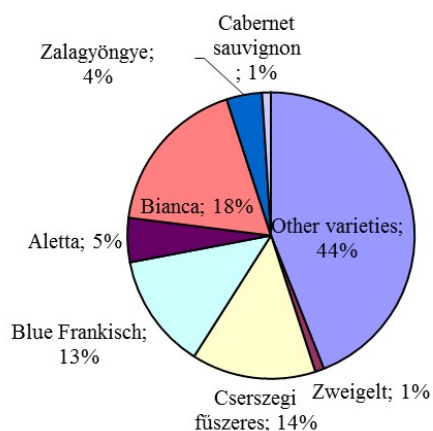


Figure 2. Composition of the plantation area of the Danube wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The number of guest nights spent in commercial accommodation facilities in the region is presented by *Table 2*.

Table 2. The number of guest nights spent in commercial accommodation facilities in the Danube region, 2014

Name	Number of guests	Number of guest nights
hotel	352 710	733 244
pension	54 619	109 794
holiday home	36 616	90 114
community accommodation	29 475	75 827
camp site	33 477	131 390
Total	506 897	1 140 369

Source: author's own editing based on CSO data

- c.) The Eger wine region also consists of three sub-wine regions. Half a million hectolitres of wine is produced on approximately 11 thousand hectares. *Figure 3* presents the main grape varieties of the wine region.

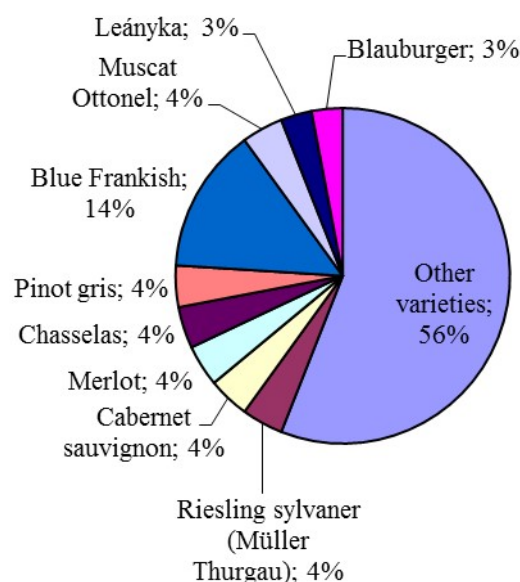


Figure 2. Composition of the plantation area of the Eger wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

More than half a million guests stay in the commercial accommodation facilities of the region (*Table 3*).

Table 3. The number of guest nights spent in commercial accommodation facilities in the Eger region, 2014

Name	Number of guests	Number of guest nights
hotel	442 302	983 643
pension	54 089	126 779
holiday home	24 239	67 952
community accommodation	59 300	135 857
camp site	24 142	61 321
Total	604 072	1 375 552

Source: author's own editing based on CSO data

- d.) The North Transdanubia wine region is made up by four wine regions. It has a relatively small area with a wide range of choice. The composition of varieties is illustrated by *Figure 4*.

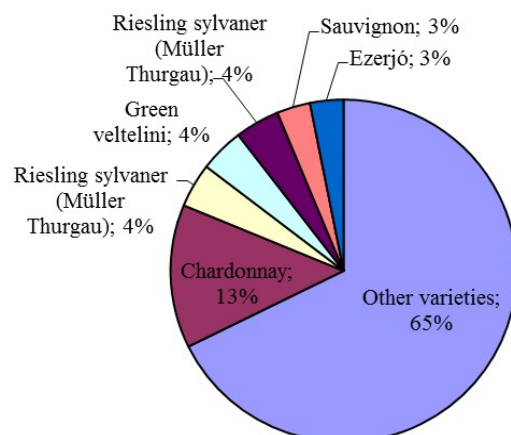


Figure 3. Composition of the plantation area of the North Transdanubia wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The information on guest nights in the commercial accommodation facilities can be found in *Table 4*.

Table 4. The number of guest nights spent in commercial accommodation facilities in the North Transdanubia region, 2014

Name	Number of guests	Number of guest nights
hotel	270 677	565 768
pension	43 901	92 096
holiday home	18 055	50 069
community accommodation	19 104	46 389
camp site	11 937	26 029
Total	363 674	780 351

Source: author's own editing based on CSO data

- e.) The Pannon wine region includes the areas of South Transdanubia. It is famous for its excellent red wines. The main varieties are presented by *Figure 5*.

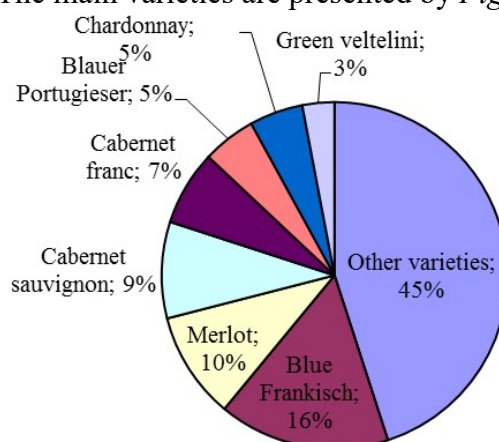


Figure 5. Composition of the plantation area of the Pannon wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The information on guest nights in the commercial accommodation facilities can be found in *Table 5*.

Table 5. The number of guest nights spent in commercial accommodation facilities in the Pannon wine region, 2014

Name	Number of guests	Number of guest nights
hotel	184 013	420 161
pension	33 642	64 379
holiday home	8 753	21 761
community accommodation	16 802	34 383
camp site	7 213	22 257
Total	250 423	562 941

Source: author's own editing based on CSO data

- f.) The Sopron wine region is the same as the smaller unit of Sopron wine region. It is dominated by Blue Frankisch (*Figure 6*).

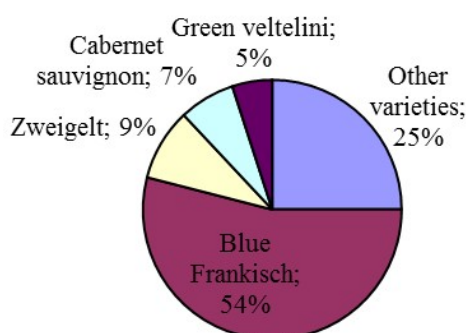


Figure 6. Composition of the plantation area of the Sopron wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The number of guest nights in the commercial accommodation facilities is significant (*Table 6*).

Table 6. The number of guest nights spent in commercial accommodation facilities in the Sopron wine region, 2014

Name	Number of guests	Number of guest nights
hotel	146 222	356 306
pension	33 486	66 313
holiday home	1 798	4 011
community accommodation	1 357	3 867
camp site	129	332
Total	182 992	430 829

Source: author's own editing based on CSO data

- g.) In the Tokaj wine region internationally acknowledged wines can be found. The composition of varieties is illustrated by *Figure 7*.

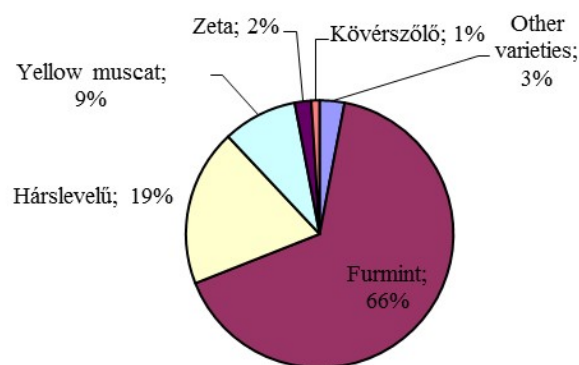


Figure 7. Composition of the plantation area of the Tokaj wine region per grape varieties grown, 2013

* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The number of guest nights in the commercial accommodation facilities is slight if compared to the reputation of the wine region (*Table 7*).

Table 7. The number of guest nights spent in commercial accommodation facilities in the Tokaj wine region, 2014

Name	Number of guests	Number of guest nights
hotel	32 923	61 148
pension	10 059	21 187
holiday home	14 213	38 575
community accommodation	3 084	10 563
camp site	14 215	35 097
Total	74 494	166 570

Source: author's own editing based on CSO data

CONCLUSIONS

The grape varieties of the wine regions are extremely heterogeneous. The regional specialisation of wine production is typical of the industry and greatly depends on production factors so creating clusters and networks is possible (SZABÓ, 2006).

The Hungarian wineries have made some results but the overall situation is not favourable (BÉLÁDI AND SZILI, 2015). Regarding grape production and viticulture mainly the Balaton wine region, the Danube wine region, the Eger wine region and the Tokaj wine region can be promising. It would be practical to form clusters in the regions and request support with a well-established concept for development (MARSELEK ET AL., 2014). However, at present its implementation is dubious.

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