



Master 1 Ethnologie – Parcours Professionnel

REINVENTING THE VINEYARD

Wine Tourism and Heritage in Centre-Val de Loire

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Abstract

In Loire Valley wine is not the main gateway for tourists, yet it is a valuable asset for the regional tourism industry, when meticulously and diligently utilized. Centre-Val de Loire is a vast region with many appellations, grape varieties and diverse regional identities among different wine growing areas. There is a network of professional organizations and regional associations behind all activities related to wine and tourism. This makes it difficult to create a common identity for the regional wine. However, there are opportunities to build a tourist imaginary by strengthening the connections between wine and the tourism flagships of the region: castles and the Loire River. This research explores the possibility of creating this tourist imaginary with the recurrent cultural and natural resources, and in so doing to “re-invent” through tourism the image of Centre Val de Loire vineyards.

Keywords : Centre-Val de Loire Region, Wine Tourism, Heritage

Résumé

Le vin n'est pas la première porte d'entrée pour les touristes qui visitent le Val de Loire, le vin est néanmoins un atout précieux pour le tourisme régionale, à condition qu'il soit bien mis en valeur. Le Centre-Val de Loire est une vaste région avec de nombreuses appellations et des identités variées, réparties entre une multitude de régions viticoles. La viticulture est une activité emblématique de la région. Il existe un important réseau d'organisations professionnelles et d'institutions derrière toutes les activités liées au vin et au tourisme, ce qui peut rendre difficile l'émergence d'une identité commune pour les vins régionaux. Il est toutefois possible de construire un imaginaire touristique commun entre les domaines viticoles et les principaux marqueurs touristique de la région, à savoir les Châteaux et la Loire. Cette recherche examine la possibilité de créer cet imaginaire touristique autour des ressources culturelles et naturelles, et ainsi de « réinventer » par le tourisme l'image des vignobles du Val de Loire.

Mots-clefs : Centre Val de Loire, Œnotourisme, Patrimoine

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Acronyms

BIVC: Bureau Interprofessionnel des Vins de Centre Loire

AOC : Appellation d'Origine Contrôlée

IGP : Indication Géographique Protégée

AOP : Appellation d'Origine Protégée

CRT : Comité Régional du Tourisme

ADT : Agences Développementale du Touristique

UNESCO : United Nations Educational, Scientific and Cultural Organisation

INAO : Institut National de l'Origine et de la Qualité

CVVL : Confédération des Vignerons du Val de Loire

UMVL : L'Union des Maisons et des marques des Vins de Loire

ARFV : Association Régionale Filière Vin

INTRODUCTION

In an article published in *Le Monde* on 28th February 2017, the journalist Ophelie Neiman claims that the Loire Valley is the 'new far west of wine'. Her assumption is based on the observation that many new winemakers were coming to the region to propose new wine concept (bio, natural, bio dynamic wines) out of the appellation with their own name, new grape varieties or ancient varieties. These innovations come for a reason, Loire Valley is a vastly extended, diverse region with many small appellations or vineyards that are underdeveloped. The land is cheaper, therefore, it is easier to purchase land for new wine growers. This makes it a land of opportunities for newcomers. This situation creates some challenges for the Loire Valley vineyards as a whole. Lack of common identity and the extreme diversity of wine makes it less visible and readable for consumers. This diversity also resonates within the institutions with the proliferation of wine unions, professional organizations, and regional organizations. It is difficult to unify vineyards that spread from source of the Loire in Auvergne to its end in the Atlantic Ocean in Nantes, land of the Muscadet.

This diversity resonates in the wine tourism offers. The large variety of products and offers makes it interesting for tourists, at the same time it is also confusing for them. Unlike in Bordeaux, Champagne and Bourgogne most tourists do not come to Loire Valley for its wine. Their point of entries are the Renaissance castles, Loire River, natural landscapes, and the gardens. The touristic patchwork is also very rich and fragmented. Wine tourism, therefore, is integrated into this tourist landscape, which makes it difficult to recite. In this dissertation, we will consider wine tourism as an illustration of this great diversity. But also as an instrument to transform both the identity of wines and the regional identity.

Research Context

In this research I am exploring the social structure behind the construction of French wine heritage in the region of Centre-Val de Loire and how the regional administrative authorities, wine associations and the actors of the tourism actors partake in creating a tourism product. Especially study the mechanism behind wine tourism and the practices connected to the concept.

French Wines through south Asian eyes

As a foreign student who arrived in France last September, I am an amateur in the field of wine and an outsider to the French culture. This has been a challenge to me as I had to learn everything from the scratch starting from the name of the most basic grape varieties. I had no clue about the concept of *Appellation d'Origine Contrôlée* and all the subtleties of wine tasting. The sophisticated combination of food and wine. This was sometimes a burden when accessing the field work, negotiating interviews and especially situating myself in the wine setting. The world of wine amplified the sense of alienation, as the world of wine is known to be emblematic of social distinction and French identity. But on the other side, my strangeness to this domain allowed me to take a fresh look at it. Virgin of preconceived notions as any ethnographer should have. In a way coming from Sri Lanka I was in a bit similar position as a western anthropologist who travels to the southern hemisphere to study an unknown tribe. This position was also used to build an analysis from the point of view of an amateur wine tourist. Wine tourism actors can hopefully benefit from this point of view.

Through the study, I took the liberty of satiating my passion for 'wine' and amalgamating it with my fields of study tourism and Anthropology. With my internship position in Intelligence des Patrimoines, Tours as '*Chargée d'étude œnotourisme*' I got the opportunity to center my research on a prestigious wine manufacturing region with

a rich heritage. Loire Valley is a renowned region for tourism for its magnificent castles and natural beauty. Not forgetting that it is the third largest wine manufacturing region in France and also the largest site to be classified as a world heritage site by UNESCO. However due to the immensity of the territory of Loire Valley I had to marginalize the study only around the Centre-Val de Loire region.

During my fieldwork I noticed that many wine growers and wine professionals had a hard time simplifying their discourse on wine because they often have a little perspective on their role and their own identities. They are so infused with the wine culture and its complexities. Their knowledge is so much attached to their identity that they seem reluctant to adapt to a tourist discourse. As if they were selling out their soul while entertaining clueless tourists. The concept of authenticity is key in the anthropological study of tourism. Staged authenticity in tourism is often a synonym of fake authenticity. Dean MacCannell evokes this in his article "Staged Authenticity: Arrangements of Social Space in Tourist Settings". He uses the front-back dichotomy of Goffman, how touristic places play with the ambiguity of front place and back place. Make the tourists feel like they see something that others don't. "It is always possible that what is taken to be an entry into a back region is really an entry into a front region that has been totally set up in advance for touristic visitation (MacCannell, 1973, p. 10). For example in an ancient winery dust and cobwebs are left to give the impression that it is an antique place. Same with the wine cellars that are sprayed with wine to give the odor of wine for the visitors. In France, I sometimes had the impression that wine tourism is considered as a threat to authenticity, precisely because wine tourism is a form of commoditization of wine culture and identity. This negative impression and anti-tourist ideology prevent many winemakers from proposing wine tourism products. The business dimension of wine tourism products are often dissimulated and in France, it is often conceptualized as a form of direct-sales with an extra cost. In the New World, wine tourism is a full economic activity per say, and wine actors have fewer problems considering it as such. This is why wine tourism has actually been developed mostly in

regions such as South Africa, California, and Chile etc. This is because they knew perfectly that tourists were not connoisseurs of wine and were looking for wine tourism experiences, not only to buy but also to enrich their knowledge in this elite product. Besides, new world winemakers have had to use much more direct marketing strategies to conquer new clients. Unlike in France, new world wine actors have less social and cultural constraints to invest in wine tourism. As for me, being a stranger in France allowed me to consider two sides of this question.

Problem Statement

How is the wine tourism imaginary built? This was the first question that came to my mind when approaching the subject matter. Many believe that the 'imaginary' is an expression of the natural attributes. Yet it is only a social construction or else it is built on the social and political interests of the specific moment (Cousin, 2013). For example, before arriving in Paris, I had a different image of the city on my mind, as the 'city of love', with its Romantic setting and elegance. This is the imaginary built through the media, films, literature, and music.

Castles and wines, an impossible equation?

For the Centre-Val de Loire region the castles, landscape, Gardens and the River Loire are the main attributes that draw many visitors. In other words, the region is symbolized by these above natural and cultural heritage resources, especially the Castles. Even though wine is a large part of the regional heritage it is not one of the main elements that attract tourists to the region. However, wine plays an important role in the construction of the tourist imaginary. The imaginary around the rural landscape with vineyards, the splendid castle, and the beautiful garden create a Romantic setting in the minds of the tourist. Eventually, tourists think that the wine should have a connection with the castles and wine. To the surprise of these tourists and even mine, there are very less tourism offers linked with castles and wine. Being an enthusiast of

the picturesque Loire Valley castles I was disappointed, as I was really looking forward to seeing the re-appropriation of the combination of these two elements of the regional heritage.

History is not a tourist fairy tale, as it goes beyond one's imaginary and it is not what we always expect. Many people associate wine to be an object of elegance, yet from the period of Roman Empire it has always been a popular drink among the peasants or ordinary people (Dion, 2011 and Leturcq, 2017). Therefore historical relations between the two elements are more complex and problematic than I expected. This historical reason could be the reason for the difficulty of this heritage re-appropriation. Maybe the Loire Valley royal castles were never involved in wine growing as it was a chore of the peasant community. It is challenging to plunge to this subject as very less research and academic studies have been carried in relation to this topic.

Another hypothesis I have for this problem is the geographical constraints in the castle landscapes of the Centre-Val de Loire region. François Legouy (2013) delves deep into this missing heritage re-appropriation of castles and wine. He mentions that the relationship with the wine and castles marks a heritage and territorial identity because the Vineyards are not only a form of decoration but gives a prestigious touch to the castle. Yet in the most famous castles of the region such as Chambord, Chenonceau, Blois, Ussé we do not see vineyards within their domain or neither within the landscape. Phillipe Roudié sheds more light in to this subject denying any relationship within the famous Loire Valley castles and wine, His argument is that wine yards are not a part of the geographical setting or the landscape of the castles. This could be the second hypothesis of the castle landscape of the Centre-Val de Loire castles.

Combining Centre-Val de Loire wine tourism and Loire River: opportunities and challenges

The second problem was the re-appropriation of Loire River, a key element of the region's natural heritage. The river was one of the main reason for the region to be

declared as a UNESCO world heritage site in 2000. Symbolically the river is a structuring element that holds the region together. In her booklet '*Regards sur la Loire, la vision d'une anthropologue*' Saskia Cousin (2014) plunges into the symbolic of the Loire River. In terms of tourist imaginary, it would make total sense to connect the aesthetics of the river with the aesthetic of wine. Tourist guidebooks glorify the river stating that it is a masterpiece that reflects the beauty of the region. During the field research, we saw that there had been some initial connections with the Loire

River and wine, through day wine cruises on board of a traditional "Gabare" (a flat bottom boat used for centuries to navigate on the Loire) for instance, but these connections remained, scarce, and inconsistent. While examining the situation, I identified two reasons behind the difficulty to re-connect these two components. Similar to the castles and wine, Loire River also has problematic historical and geographical links with wine.

The Loire has long been a hostile and hazardous place. Navigating through the Loire has always been uneasy due to its natural unpredictability and low stream. Before the development of the railway, rivers and horses were the main mode of transport to transfer goods between cities and regions in France Centre-Val de Loire, but not all wines were transported by the river. In the Orleanais, wines were more frequently transported by horses in the direction to Paris, the main consumer market, whereas the Loire vineyards of Angers (Pays de la Loire) could easily transport wine through the ships, being closer to the Atlantic Ocean (Roger Dion, 2011). Apart from the natural difficulties, there were also political and economic wines (Lammoglia and Leturcq, 2017), especially because of the customs barriers of Ingrandes, which separated the territory of France and of Brittany until the French Revolution (end of XVIII century). Therefore we see that Loire River had frail connections with the wine of the Centre-Val de Loire region. In the end of the 19th century with the construction of the railways, economic value of the river declined progressively. Eventually, when the economic function of the river faded, it became a natural place or an object of desire. In the last

decades, this deserted river converted to a leisure amenity for tourists for boat trip, fishing excursions, water sports etc.

The Identity of the river and the vineyards do not exist due to the history of the landscape. For those who have navigated in the certain parts of the river, have you ever seen vineyards on the river banks? The main reason for this is that today, most wine estates are situated in higher elevation from the river banks. This has not always been the case: until the XIX century, the bottom of the valley was used for all kinds of crops, including vineyards. But these lowland vineyards disappeared in the XX century at the expanse of urbanization.

Even though the historical and geographical connection is weak, tourism can be used as a tool to strengthen the link between these two components. Since the clients come especially to visit castles, river and landscapes it is important to connect wine with these elements to create a promising tourism product. At the end this sends us back to the initial question of 'how to articulate wine with Tourism'? The main problem we are tackling in the research is the same problem the region is facing. How to connect the regional culture of wine with the two main regional assets: the castles and the Loire River?

Another reason is the administrative fragmentation of the region and its vineyard. The Loire being spread among many different administrative regions and municipalities, this creates a friction between the different tourism authorities and organizations associated with wine and tourism¹. Especially in the wine regions, there is a '*millefeuille*' administrative system. Sometimes the regional tourism offices also have clashes and have a difficulty in collaborating.

¹ Au-delà de ce morcellement géographique, se pose également, pour l'accès à l'information, la question des liens entre les différentes institutions et opérateurs. Rapport d'Imagitour, Cousin, S.

It is very difficult to come to common terms when the governance is shared among many.

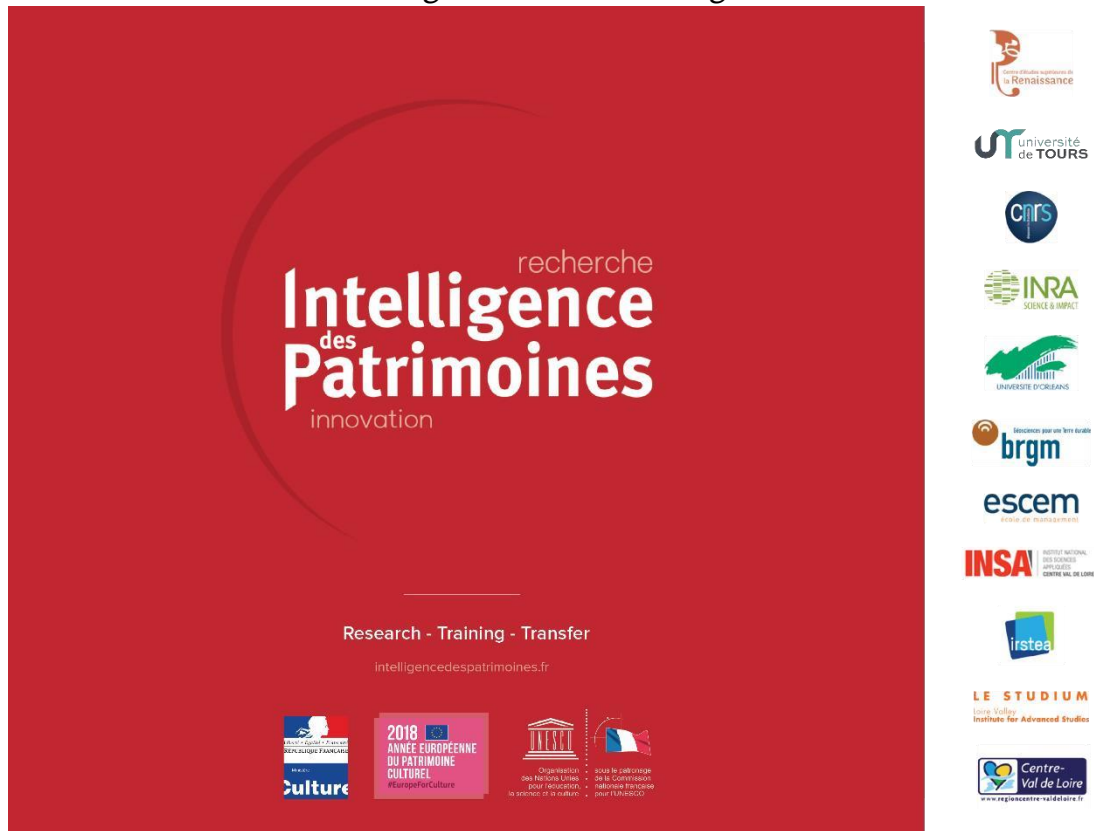
Too many cooks will spoil the soup

This is one of the most confusing areas that I encountered during my research. It is putting together all the administrative fragmentations and the large bundle of national, professional, regional and local organizations involved in wine and tourism sectors. In my point of view this created a complex situation, mostly a disintegration of authorities. Not to forget that the region of Centre-Val de Loire is vast and the authorities are struggling to manage the span of the territory. There are large number of organizations involved with wine. Such as Interprofessional Organizations, *Confédération des Vignerons de Val de Loire*, Wine Unions, *Union des Maisons du Val de Loire* etc. I have used a full detailed illustration of all the national and departmental organizations associated with wine and this image XX shows in arrows the flow of the connection. Unfortunately during my research I could not investigate all these organizations. Due to the shortage of time we could only contact the major parties that are really involved with wine tourism and the wine heritage. Just as the regional authorities these organizations also have complications. There are some AOCs that do not belong to any interprofessional organizations by their will, such as Bourgeuil, Fiefs Vendéens, Cheverny and Montlouis. Some AOCs like Valançay cannot determine the interprofessional organisation they belong to, as they are in between the territories of Interloire and BIVC. Another complication is AOC Pouilly Fumé falls within the geographical territory of Bourgogne but belongs to the Centre-Val de Loire "*Vins du Centre*". As per the personnel in-charge of wine tourism in the Interprofessional organisation, *Bureau Interprofessionnel des Vins de Centre Loire* this creates a complexity in terms of administration. On top of it each of these organizations have difficulty in coordinating with each other. Even to create a tourist imaginary, a common identity or a tourist product is difficult when there are so many governing bodies

involved. As mentioned by Saskia Cousin on her report on the project *Imagitour* this challenges the creation of a global tourism vision for the region. This problem arises during events such as 'Loire à Vélo' that goes through the region of the Loire Valley. Each region has made their own circuit with their own vision. Thus making it difficult for the tourists to follow the route in a fluid manner, especially for the foreign tourists and French tourists who come from other regions. This is the main reason for the difficulty behind constructing wine routes attaching several regions. In her *Imagitour* report, Saskia Cousin mentions that each tourism office of Amboise, Azay le Rideau, Sologne, Loire et Cher, West Touraine, Loiret et Vendome have created their own mobile applications using Mobitour. During online research and field visits we found that there are many different mobile applications for wine appellations as well such as AOC Cheverny and Cour-Cheverny, AOC Touraine and AOC Sancerre. She insists on the importance of creating a more coherent and concrete ground to connect these different parties in Tourism. This is a difficult task for wine tourism considering the fact that the offers are spread as a cluster. Even some *Appellations* and regions are building or have already built their own identity which makes it harder to merge in to a common identity. Again resonates the final question how to bring a common tourist vision, bypassing the administrative fragmentation and integrating different tourism offers across the region and administrative territories?

My internship at Intelligence des Patrimoines, Tours (February – June 2018)

Illustration 1 : Founding members of Intelligence des Patrimoines



Source: Intelligence des Patrimoines

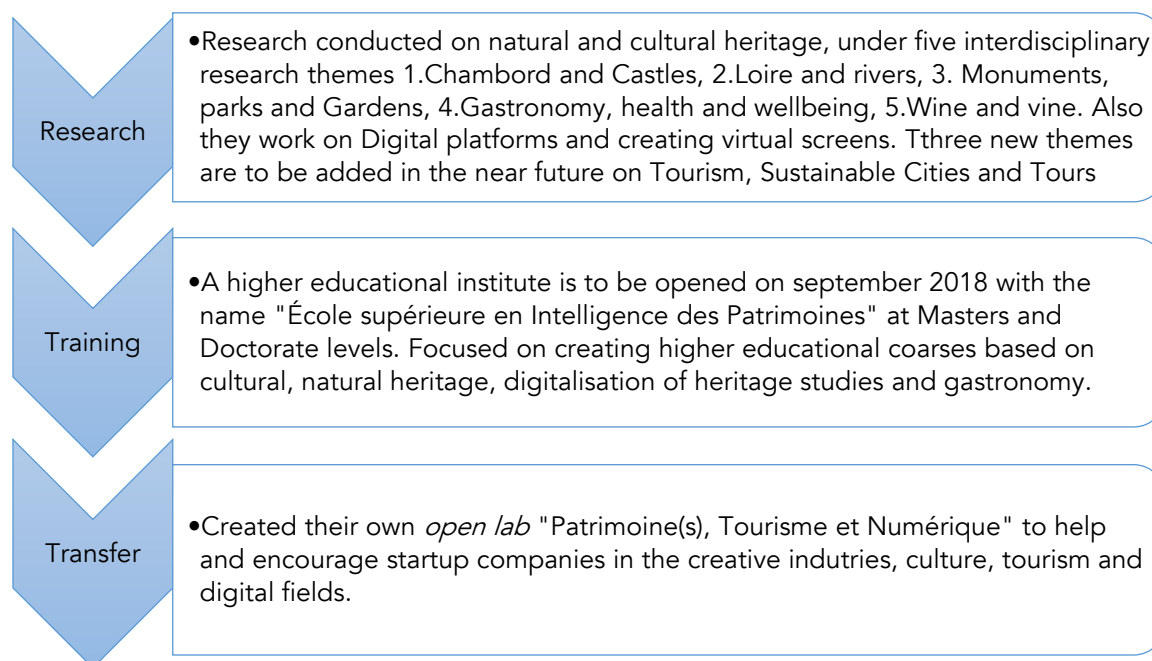
Intelligence des Patrimoines is a research and innovation program (part of the Ambition Research-Development call - ARD) funded by the Centre-Val de Loire region, carried by the

Centre d'Etudes Supérieures de la Renaissance, based in the University of Tours. This 6 year program (2014-2020) is affiliated with University of Tours and other higher educational institutes of the Centre-Val de Loire Region. The illustration 1 shows the logos of the partnering organizations and institutes such as University of Orléans, CNRS (The National Centre for Scientific Research), INRA (The National Institute for Agricultural Research), IRSTEA (The National Research Institute of Science and Technology for Environment and Agriculture), INSA (The National Institute of Applied Sciences), BRGM (The French National Institute for Research on Earth and Environment Sciences) and ESCM (Business School). The program gathers no less than 34

laboratories and 360 researchers in Tours and Orleans regions. It is an innovative program focused on scientific outreach and training in the field of natural and cultural heritage, developing digital strategies for heritage studies. They have a digital platform called 'Heritages' ambitioning to centralize all heritage data in the Loire Valley.

There are three main functions carried out by the *Intelligence des Patrimoines*

Figure 2: the three main functions of Intelligence des Patrimoines



My role in Intelligence des Patrimoines

The post of my internship is '*Chargée d'étude œnotourisme*', in-charge of a wine tourism study. I worked for the project wine and vine under the supervision of the project coordinator, Tristan Loloum, a PhD in Social Anthropology specialized in tourism studies. During the internship, I had three major areas of focus. The first was to conduct an inspection of the actual situation of wine tourism in the Loire Valley region. This included observing and examining the role taken by winemakers and other tourism actors in the domain of wine tourism. Especially to observe how these two different

parties collaborate together. This also included the cohesion between the different governmental and non-governmental association affiliated with tourism and wine. It was a challenge to search for the network between all these parties and sector. Not only the links, I also had to observe the functions and the projects carried by these organizations and their role in the field of wine tourism. We arranged few meetings with several representatives of the most important organizations to get a clear idea of their role in the field. Loire Valley region is a vast territory with a large number of *Appellations d'Origine Contrôlée*, IGP and also Vins de Pays. Hence there are large number of winemakers and tourism actors participating in tourism to create products. Mostly these parties are re-connected with tourism labels and interactive maps. Not to forget that wine industry has many associations such as wine unions, interprofessional organizations and other regional and national level organizations. These organizations have to co-operate with regional tourism organizations such as *Comité Régional du Tourisme*, Agence Départementale du Tourisme, and local tourism offices. Therefore it was crucial to identify the connection between the wine growers, tourism actors, tourism authorities, and wine associations.

Then I examined the statistics given by the Interprofessional organisation, Interloire's 'Observatoire de l'Énotourisme' to evaluate the data such as participation of wine tourism by region, international tourist arrivals in the domains, exportations, etc. To analyze the frequentation of tourists and their circulation, *Imagitour* data was used. And few other statistics reports done by the Centre-Val de Loire region and regional tourism offices. These reports helped to analyze the international tourist arrivals, the circulation among different attractions, types of activities the visitors participated in and their purpose of visit. TripAdvisor and other social media were used to analyze the types and profiles of the tourists that engage in wine tourism activities. This was to recognize general details such as the type of the visit, main language spoken, the period of the visit etc.

The second main task was to identify the potentials of strengthening tourism offers and seeking the opportunities to develop the wine heritage of the region. This was done by creating a SWOT analysis to recognize the opportunities and challenges of wine tourism. I had to follow these areas aligning with our project 'Wine and Vine' and, especially follow the different approaches for development of wine heritage in the region.

The final mission was to work together with the project Co-ordinator and assist him in several ventures, which included joining the field visits to gather information for observation purposes and data collection, conducting interviews with necessary parties, preparation of necessary documents such as PowerPoint presentations, data logs, inventories etc. Also participating in relevant events under the theme wine, heritage, gastronomy and tourism that aligns with our project. Finally to provide assistance for event organization for example Program workshop '*Reunion de Chantier Vigne et Vin*' held at Villa Rabelais.

Why does Intelligence des Patrimoines focus on this field?

First of all, wine composes of a large part of the regional heritage, yet there is very less interest on wine studies among academics and researchers, university students and other educational and research institutes. Especially wine studies are a new area for the university. The main purpose of this project is to shed light on the thematic of wine heritage in the Loire Valley and to develop university studies on the field of wine, develop educational programs and training, encourage students and young researchers to invest more on this topic. Strengthen the links between the university and the professional world. To develop outreach projects in partnership with the digital development team, develop scientific based digital tools for heritage sites, virtual screens etc.

Within this specific context wine tourism is a key activity for both as a potential tool for scientific outreach and as an object of research. Wine tourism is a dynamic sector in current France with a very intensive growth in almost all regions and in the change of paradigm in the wine sector, as more and more wine growers start to invest in wine tourism as a full-blown economic asset. Strong relations are built within the wine and tourist sector but the link between wine and major heritage sites are still to be improved.

Methodology

This dissertation is based on primary and secondary data sources. Both these sources are necessary for my field of study, as there is both practical and theoretical side to it. Furthermore, there was some information difficult to gain without involving myself in the field.

Primary data

Collected through field visits and observations conducted with Tristan Loloum. This includes interviews with certain personnel involved in the domain. All these were semi-structured interviews as we had the questions prepared in prior to the interviews, in some instances we sent the questions by mail to the interviewees so that they can prepare the content. Interviews conducted with Mr Christian Vital, personnel in-charge of Communication and wine tourism in Interloire Interprofessional Organizations, Emmanuelle Schlienger, the director of the wine union in Chinon, Catherine Cros in-charge of Communication and wine tourism in *Comité Régional de Tourisme*, Fanny Gigan personnel in-charge of Communication and wine tourism in *Bureau Interprofessionnel des Vins du Centre*, Celia Couderc in-charge of the house of wine in Cheverny, Fanny Dondon in-charge of Tour de Pouilly Fumé and Marie-José Marionnet from 'Le Domaine Charmoise'. These interviews were very effective to glean

information for certain areas of the study such as their functioning and areas of interest. Especially to observe the cohesion between different organizations, as all of these interviewees are representatives of interprofessional or other organizations associated with wine and/or tourism. Discussions with these individuals opened doors to many parts in the study and also raised new questions. Out of these names, Madam Marionnet was a different profile. She is the wife of Henry Marionnet, a renowned winemaker of Soings-en Sologne, who used pre-phylloxera grape varieties. Unfortunately we could not meet with Henry Marionnet himself. Yet his spouse was helpful in providing a great deal about this grape variety, its history and heritage. Few of these interviews were conducted during several field visits to wine regions such as Chinon, Cheverny/Chambord, Sologne, Sancerre, Pouilly Fumé and Orléans. The main intention of the visits was to collect data through observation, visitations and participating in certain activities, which includes all the qualitative data used to construct the thesis. The visits included wine museums, tourism offices, houses of wines, wine estates involving in tourism and events such as wine fairs (wine fair of Chinon, wine fair of Bourgueil wines held in Tours city centre). These visits permitted to interact with different actors in the tourism industry and share their thoughts and a piece of mind, which is impossible or difficult gain through secondary resources.

Secondary data

Being a beginner in the field of wine and a newcomer to the region of Centre-Val de Loire I had to start by referring many literature sources to gain a general idea of the subject and build the basis of the study. These literature resources included books, published research articles, online journals, tourism and other regional reports and development plans published by authorities, as well as tourist guidebooks and tourism flyers. I reviewed many online sources such as websites of regional organizations, official websites of tourist sites, websites of tour operators and travel agencies involved in wine tourism. Online platforms such as trip advisor were frequently used to collect

quantitative data on visitor frequentation and circulation. All these secondary data was important as it helped to gather a large amount of information and analyse data. More quantitative data was collected from the regional reports and researches conducted by tourism authorities and also studies and reports conducted by other organisation, for example '*Observatoire de l'Énotourisme*' the annual report of Interloire.

CHAPTER 1 - WINE TOURISM IN CENTRE-VAL DE LOIRE

1.1 Introduction to Centre-Val de Loire region

Illustration 3: Map of the Centre-Val de Loire region



Source : <http://quitterlautoroute.com/quitter-lautoroute/regions/centre-val-de-loire/>

Taking a look at the span of the Centre-Val de Loire territory there are vast number of attractions for visitors and various options depending on their interests. Could be history lovers, nature enthusiasts, adventurers, fans of gastronomy and wine, the region has to offer each and every one. In this chapter, I would like to present my area of study and its current situation of wine tourism. Due to the vastness of the Loire Valley region, it is complicated to study about wine tourism of the whole region. Hence a geographical delimitation is necessary. The main reason for choosing Centre-Val de Loire region is the density of recurrent tourist attractions and œnotourism offers, the potential for wine tourism activities. Mainly being located in Tours region in Indre-et-Loire during the research makes it easy to access information and conduct necessary field research. Before approaching wine tourism it is essential to observe and analyze the region as a whole and its infrastructure, tourism offers, and organizations affiliated with the industry.

1.1.1 Territorial description of the six departments in Centre-Val de Loire

According to the regional website www.regioncentre-valdeloire.fr Centre-Val de Loire region constitutes of 40,000km², 102 cantons, 1811 municipalities and 2.56 million residents (2013 census). Whole region consists of six main departments Indre-et-Loire, Loiret-Cher, Eure-et-Loir, Loiret, Cher. Each of these departments have a capital district, for example Tours is the main district in Indre et Loire. In each of these departments there are several municipalities that are recognized for their rich cultural and natural heritage. These include Amboise, Chinon, Azay le Rideau, Bourgueil, Vouvray, Loches in Indre et Loire. Tours is the capital of the of this department thus functioning as a hub for tourists arriving in the Centre-Val de Loire region as main high speed train (TGV) station and the stands of other transport lines are positioned here. From Tours the visitors have easy access through the regional train (TER). This region is abundant with numerous heritage sites such as castles example Rivau castle, the Azay-le-Rideau castle,

the Ussé castle, Castle Langeais, ancient cities such as Chinon, Amboise and Loches with significant monuments and museums. Not forgetting the Rabelais museum, the Seuilly abbey and the Fontevraud abbey etc. The most important factor is that this is the region with the highest number of AOCs like Chinon, Bourgueil, Saint-Nicolas-de-Bourgueil, Vouvray, Azay-le-rideau, Touraine, Touraine Amboise, Coteaux du Loir et Montlouis-sur-Loire. According to the DRAAF document done by French agricultural ministry AOC Touraine, Chinon and Vouvray are the areas with the highest harvest per hectare. As stated in a research done by CRT and departmental observatories Indre-et-Loire is the region with the highest participation rate of 44% in wine tourism. This is the most visited region by tourists for wine tastings and other œnotouristic activities. Concerning other departments there are several outstanding heritage sites such as city of Blois, Chambord castle which is the most famous tourist attraction in Centre-Val de Loire, Chenonceau, Chaumont sur Loire, Cheverny castle, Bourges, Vendome, Orleans etc. These cities are composed of Castles, historic monuments, museums, cathedrals, Abbeys and host several events such as *Printemps des Bourges*, *fetes des jardins* in Chaumont sur Loire, *fetes de l'eau* etc. Some famous appellations outside Indre-et-Loire are Cheverny and Sancerre. The natural resources in the area are also important for tourism as the majority of the clients who visits the region appreciates environment and nature. 57% of the clients visit parks and gardens (CRT report, P.. 7, 2014). Loire River provides a base for many activities such as boat trips, kayaking, canoeing, fishing etc.

In terms of accessibility in Centre-Val de Loire, there are direct high speed train functioning from Paris to Saint Pierre des corps station in Tours. From Tours there are regional trains (TER²) to most cities in the Centre-Val de Loire region. This is the most

² Transport Express Régional (brand name used by the SNCF, the French national railway company, to denote rail service run by the regional councils of France, specifically their organized transport authorities. The network serves twenty French regions, en.wikipedia.org)

efficient mode of transport. There is *OUIbus* service and *FLEXI* bus operating to Tours from several regions such as Paris, Bordeaux, Rennes etc, which is cheaper than the train but longer in duration. The regional bus service is Fil Vert (www.remi-centrevaldeloire.fr) which operates to most cities including the ones that cannot be accessed by regional train. Unlike the trains these buses only function on specific schedule times. The SNCF website has the option of changing languages on the contrary website remi-centrevaldeloire does not have this option. Hence it will not be accessible to non-French speakers who visit the Centre-Val de Loire region. This bus service is not very effective as a mode of transport. Although it is very cheaper compared to the regional train, there are no direct buses to many main touristic destinations. The travelers will have to change buses several time and there is a waiting time in between intersections. During weekends and holidays there are less buses functioning. The agent in remi information stand near the Tours train station is unable to provide any information or bus scheduled time. Surprisingly he claimed that he does not have information about the bus arrival times or any schedules and he directed us to the SNCF information centre inside the train station, whereas Remi regional buses were not at all managed by the SNCF. However there are many car rental services stations in the main cities such as Tours and Orleans who give the options to rent a car or book with a chauffeur. There are online websites such as <http://www.rentalcars.com> that allows travelers to rent vehicles all around the world. Depending on the seasonal events such as Loire à Vélo, the organizing party accustoms several adaptations to facilitate the mobility of the participants. This year Interloire has arranged for the visitors participating in the event to bring their bicycle for free by train between mid-June to mid-September. They have arranged an all “equipped cars on Interloire-trains**” between Orléans and Le Croisic, the Centre and Pays de la Loire Regions.

1.1.2 Vineyards of the Loire Valley

Loire Valley is declared as a heritage site by UNESCO for its rich cultural and natural heritage marked by the majestic castles and Loire River. According to the *Communiqué de presse – InterLoire Janvier 2016* article Loire Valley is the largest world heritage site in France.

"Le Val de Loire est inscrit sur la Liste du patrimoine mondial de l'UNESCO depuis le 30 novembre 2000 au titre des «Paysages culturels vivants »" (Dubrule, 2007, p. 90).

« La vigne dans la région s'était donc étendue très largement dans le Val de Loire, plaine inondable du fleuve, à la faveur d'une viticulture paysanne. Une viticulture qui a été complètement occultée par le modèle paysager du Val de Loire : « identité paysagère du site Unesco » où la vigne sur les plateaux apparaît comme l'identité originelle avant dégradation par l'action et les aménagements humains » (Legouy, 2012, p. 8).

Therefore the vineyards in the region plays a major role in giving a social and cultural importance as well as enhancing the attractiveness of the area.

According to a project report, Loire Valley is the third largest wine growing region in France (Biagioli, Prats et Bender, p. 4). « The land area of the wine yards in Loire Valley covers up to 70 000 hectares which are 52 000 hectares in VQPRD³ (AOC et AOVDQS⁴), there are three main administrative regions in Loire Valley Region; Val de Loire, Pays de la Loire et Auvergne. These three regions divide further into 14 administrative departments such as Indre

³ Vinhos de Qualidade Produzidos em Regiao Determinada (Vins de Quality Produits dans des Régions Déterminées), means certified wine falling in to common gradation depending on the region of origin. (<http://www.wines.com/wiki/vqprd/>)

⁴ There are 4 main categories of wine in France. Les AOVDQS (appellation d'origine vin délimité de qualité supérieure), Les VDP (vin de pays), Les VDT (vin de table) <http://www.larvf.com/,aoc-aovdqs-vdp-la-jungle-des-appellations,10355,1104935.asp>

Loire, Cher, Loiret etc. There are few historic and natural areas such as Touraine, Anjou Saumur, Beaune, Berry, and Vallée. As per the Interloire website, starting from the Atlantic Ocean to Auvergne "The Loire Valley Wine Route is the longest in France – 800 km winding through the Loire Valley vineyards – making this a prime wine-tourism destination". The area has diverse geographical features depending on the region as per soils and micro-climate ranging from "oceanic to continental influence". This variation in soil and climate evokes the importance of the concept terroir. The history of Loire Valley wine yards dates back to the 5th century. According to www.vinsvaldeloire.fr, it has a history of 2000 years. The wine was planted by Romans at first. As per the blog winefolly "They recognized the climate and soil were perfect for vines and that the river made a convenient "roadway" to move goods throughout the empire". As mentioned in both *Vins du Val de Loire* website and Wine folly blog, initially Loire Valley was a wine-growing region occupied by Roman invaders and then in later in the middle ages, it was managed by the clergy (the Abbayes). During the Renaissance period, the aristocracy used Loire Valley as a "summer retreat" which lead to the construction of the magnificent castles "further popularizing the local wines" (reference?). There was a downfall in the Loire Valley wine industry during the French revolution as a result of wars of the Vendée. The development of railroads made cheaper and exotic wines from regions such as Bordeaux and Burgundy accessible to people. After introducing "appellation" in 1936 Loire Valley also received "Appellations d'Origine Contrôlée⁵ (AOC)". Plus UNESCO including Loire Valley to world heritage sites were two marked events that uplifted the brand Loire Valley wine and the region.

⁵ L'appellation d'origine contrôlée (AOC) désigne un label officiel français (existant aussi dans d'autres pays comme la Suisse ou le Maroc) visant à protéger un produit en raison de son origine géographique et de l'usage de certaines pratiques de fabrication.

According to press article (January 2017, p. 3-6), Loire Valley produces 35% white wine, 30% rosé, 20% red wine and 15% sparkling wine. There are 12 different grape varieties "cépages" but the main four are "Chenin, Melon de Bourgogne, Sauvignon and Cabernet franc". The main regions have their own specialty, for example, Nantes is specialized for Muscadet wine which is made from melon de Bourgogne. Chenin sec, Cabernet franc, and chardonnay from Anjou Saumur district. According to a project report written in 2013, about the wine sector in Loire Valley, there are 68 different appellations, out of which Sancerre, Vouvray, Chinon, Bourgueil and Touraine are the most famous. (Association régionale filière vin centre val de Loire, 2013, p.19).

Marking of these *appellations*⁶ is very important for wine manufacturers as it symbolizes their regional product and enhances the strength of the brand.

"The relationship with heritage is especially closer when wine and typical products are identified by quality labels and brands that protect their identity and are attributed to those products whose characteristics depend on the territory in which they are produced" (Asero & Patti, 2009).

In her article about Bordeaux winemakers, Erica A. Farmer defines the concept *Appellation d'Origine Contrôlée* (AOC) saying that *usages locaux, loyaux et constants* (local, loyal and constant usages) is the heart of the AOC system for wine regulation. "Serving as both legal balancing test and an approximation of untranslated sociocultural values and *je ne sais quoi*, this set of linked factors serves to connect geography, notoriety, and tradition..." (Farmer, 2013, p. 145)

Illustration 4 : Logo of the Vouvray region

⁶ Protected name under which a wine may be sold, indicating that the grapes used are of a specific kind from a specific district www.thefreedictionary.com



Source : www.vouvray37.fr

“Vineyards are a major element that aided the region of Loire Valley to be registered under the list of world heritage sites of UNESCO” (Morlat et al., 20012 ; Yengué & Chaballier, 2013), because wine plays an important role in the construction of heritage in the region. As per the landscapes are concerned, the wine

estates add value to the rural territories mostly through the tourism industry. With the urbanisation people yearn for the serenity and tranquillity in the rural landscapes.

“People in the Industrializing states of the 18th and 19th centuries (many of whom were no longer personally involved in agricultural production) romanticised the rural and glorified aspects of country living” (Claval, 2005; Vos & Meekes, 1999). Until the 20th century vineyards were only agricultural plantations. Jean-louis Yengé and Amelie Roberts state that the vineyards reached high in value as a place with a heritage value and landscape value with the new social modifications and environmental engagements⁷. Illustration 1 is the logo of Vouvray region with vineyards, this is an excellent example as to how the wine industry creates an identity for a region. Most of the regions in the Centre-Val de Loire such as Chinon, Vouvray, Bourgueil, Cheverny, and Sancerre are highlighted by their production of wine. We can see that for these regions the AOC has the same name as the region. Which eventually gives more visibility to the region in terms of tourism.

⁷ Il a été propulsé au rang d’espace à forte valeur patrimoniale et paysagère, en raison de nouvelles attentes sociétales et de la montée des préoccupations environnementales

1.2 Wine Tourism in Centre-Val de Loire

1.2.1 What is wine tourism?

In a simpler definition, "wine tourism" refers to the habit of traveling to winemaking regions to visit vineyards, wineries, cellars and participating in aligning events such as wine tasting sessions, festivals and wine shows. The same idea is explained in a broad manner by Galloway et al. (2008), Hall et al. (2009), and Charters & Ali-Knight (2002) who define wine tourism as:

"travel to and through wine regions with the aim to taste wines and enjoy wine landscapes, including highly ceremonialized gastronomic events like picnics in the vineyard, the visit of wineries and often also the acquisition of wine transported back home"

It could be a recreational activity or even an educational visit depending on the types of the tourists. Some may be wine connoisseurs, or else individuals particularly interested in learning about wine. On the other hand some visit only for pleasure and enjoyment. Even this category of recreational visitors does not have to be necessarily wine enthusiasts. In the article "Who is a wine tourist?", the author mentions that wine tourism is a *"form of consumer behavior in which wine lovers and those interested in wine regions travel to preferred destinations"* (Charters, 2002, p. 2). Paul Dubrule mentions in his extract of *"Lettre de Vitisphère"* January 2007 edition that wine tourism can be defined by the adjoining suppliers during the visit or the stay of the tourists such as caves, wine tastings, products of the *terroir*⁸ and regional traditions (Dubrule, 2007, p. 6).

⁸ Vitivinicultural terroir is a concept which refers to an area in which collective knowledge of the interactions between the identifiable physical and biological environment and applied vitivinicultural practices develops, providing distinctive characteristics for the products originating from the area. Terroir

In an essay written by Picard and al. (in press), the authors reinforce the same idea stating that wine tourism is not homogenous but a mixture of several sectors and services. It is not only just tasting wine and visiting wineries but an agglomeration of numerous activities and stakeholders.

“Visitation to vineyards, wineries, wine festivals and wine shows for which grape wine regions are the main motivating factor for visitors”. There are several activities that comes under wine tourism, including wine routes, visits to wineries, tracks and paths through vineyards, tours or stays organized in the vineyard, educational courses about wine, wine musea, “Maisons du Vin” a more interactive type of museum, wine fetes, festivals and fairs, exhibitions and auctions”. (Hall and Macionis 1998, 1997)

Wine tourism refers to both tangible and intangible heritage. When wine becomes the tangible product, the cultivation, harvesting, the vinification process, conservation in caves, all these activities and festivals associated with the wine industry become parts of intangible heritage. Formerly, the concept of cultural tourism was visiting monuments and historical sites. In the present cultural tourism is more about *folk heritage, gastronomic production, learning about different communities, traditions, and way of life* (Croce & Perri, 2017, p. 10). As much as wine, visitors are also attracted to the culture surrounding wine. Wine is more of a cultural object rather than a gastronomic object, « *Le vin est un produit culturel autant qu'un produit alimentaire* » (Dubrule, 2007, p. 25). Wine is viewed as a luxury product that enhances a person's social status. Hence consuming wine or either having a sound knowledge about different wines is considered « classy » in the Anglo-Saxon societies whereas in European countries like France, Italy it is a day to day object. Marion Demossier quotes from a collection of historical essays « *Mythologies*, 1970 » written by Roland Barthes

includes specific soil, topography, climate, landscape characteristics and biodiversity features. Organisation internationale de la vigne et du vin.

about French popular culture, which defines wine as a “*boisson-totem*”⁹, an alimentary sign of *Frenchness*” (Demossier, 2001, p. 3).

1.2.2 Current place of tourism in Centre-Val de Loire

Loire Valley is an attractive tourist destination due to its rich cultural and natural heritage. From the Renaissance period till the present it is functioning as an ideal holiday retreat for any kind of visitor. The Renaissance castles, the beautiful Loire River that runs till the Atlantic Ocean, gastronomy and wine and the natural environment are the main attractions. Press pack prepared by the *Comité régional de Tourisme* in 2016 “Experience the Loire Valley” mentions that “Val de Loire is an area that boasts many of France’s assets”. A press article of *nouvelle république* mentions that the castles of Loire Valley are more like an emblem that represents the region. It creates a brand image for the visitors. “*Une stratégie de séduction et de fidélisation par marque, Les « châteaux de la Loire » est la marque qui possède la plus forte notoriété, à l’échelle mondiale, sur la majorité des marchés*” (La nouvelle république, 2011, P. 61 – 64).

Loire River functions as the main hub for all activities as it brings life to agricultural activities, fishing, tourism etc. The river is defined by artists as « *difficile à peindre du fait de la lumière fluctuante et irisée qui le baigne* » (Loire Valley development Plan, UNESCO, 2012, p. 18). As it offers a large perspective in term of the totality and immensity. As per the UNESCO development plan for Loire Valley region, the river is responsible for diversifying the landscapes and creating a rich vegetation and bio-diversity. The travel guide 2018 for Region Saumur further

⁹ An object, usually a plant or animal that serves as an emblem of a family, clan, or other group. Any revered symbol, emblem, or insignia www.alphadictionary.com

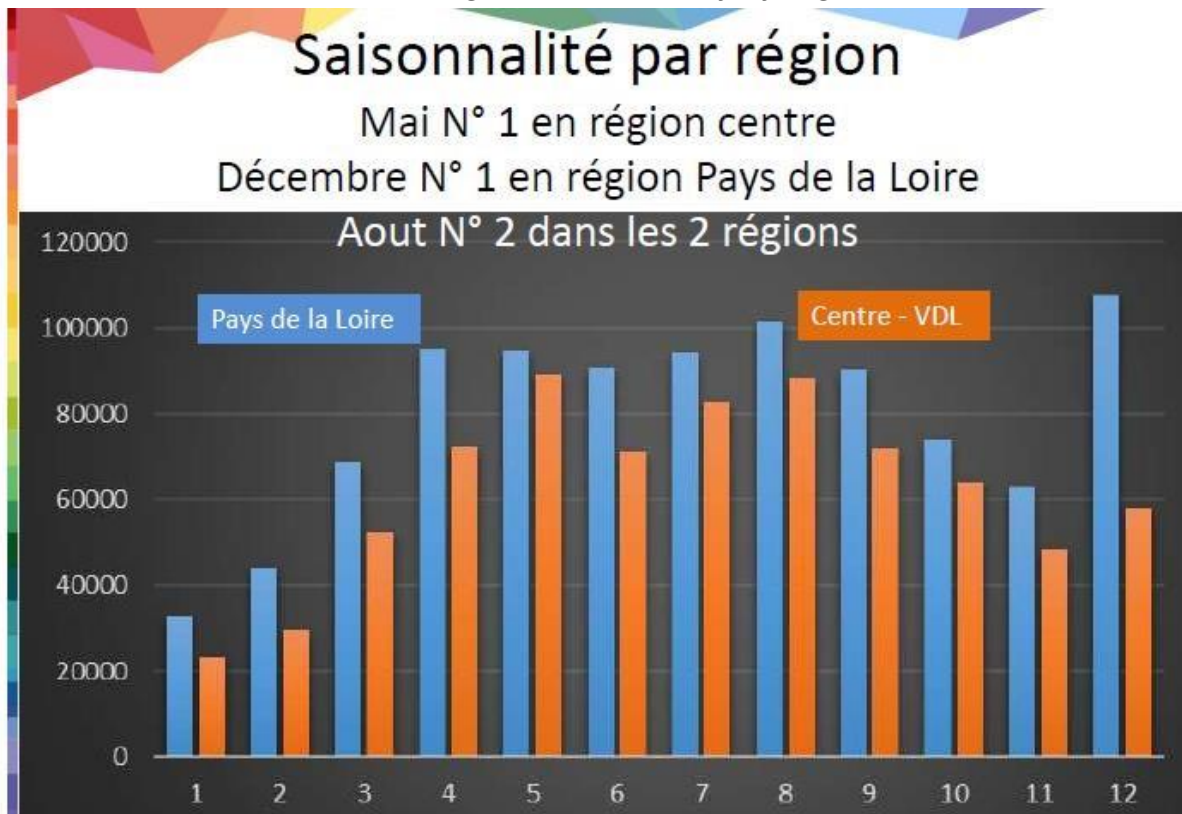
elaborates this point stating that “it is like a giant mirror that reflects beauty for nearly 30 km. The Loire glides past religious jewels, ports, tuffeau¹⁰ cliff sides and a multitude of protected bird islands. The term masterpiece is none too strong for this UNESCO world heritage”. There are many tourism activities proposed based on the river such as cruise trips, boat trip in a traditional 18th-century barge, kayaking and canoeing, fishing etc.

These boat trip include activities such as wine tasting, gastronomic meals or else picnics aboard.

Considering visitor frequentation the Tourism project development 2016 – 2021 report states that « *Séjournent en moyenne 5,6 nuits et dépensent 65€/j/pers (78€ pour les étrangers et 59€ pour les Français)* ». According to a press article in 2017 around 2 million tourists have visited the region in 2015, which is 11% more than the year 2014. With a turnover of 80 million euros, which is also 12% more than the year 2014. 9 visitors out of 10 are French clients. The below figure is taken from the 2016 report *observatoire de l'aenotourisme* prepared by Interloire. It shows the repartition of clients by region. We see that Pays de la Loire region is leading with more clients than the Centre-Val de Loire. The first two months January and February appear to be quite timid, later after March it gradually increases with a slight drop in June.

¹⁰ In the Saumurois and Touraine, the subsoil is made up of tuffeau limestone, sand and siliceous clay from the Paris Basin. The terraces bordering the Loire and the Vienne comprise sand and pebbles, smoothed to roundness by the action of the water and deposited here over the years <https://www.vinsvaldeLoire.fr/en/quiz>

Figure 5: Seasonality by region



Source: Observatoire de l'œnotourisme 2016, Interloire

1.2.3 Wine tourism in the Loire Valley

The practice of wine tourism is still at a fresh start for the region. Some winegrowers are already in an advanced state with their offers while some are at the beginning of the edge of the ladder. After a research on Vouvray and Bourgueil wine region, Jean-Louis Yengué and Amelie Roberts (2017), claim that most of the questioned parties understood the value of tourism and that many winegrowers are willing to develop wine tourism offers. However during my visit to the wine fair in Bourgueil, I found otherwise, some winemakers that I met did not have a positive attitude towards wine tourism. Some have engaged in wine tourism in the past and eventually had to stop due to lack of time and trained human resources to manage the tourists such as welcoming guests at the domain and hospitality services etc. Their attitude is that the tourists engage in wine tourism activities are high-end clients. Therefore all the amenities at the domain

and services should be of high standard and class. Some are reluctant to displease these clients thinking that their offers will be below the expectations of the clients. I consider this as a dilemma between the winemakers that prevents them from partaking in wine tourism.

As per my short encounters with the wine growers, they took great pride in being a winegrower. Than any other agricultural product wine estates had their prestigious status. This reminded me of the tea plantation owners of my country Sri Lanka, who were in a similar prestigious status. What the winegrowers should understand is that wine tourism adds more value to the profession of winemaking, the emergence of the concept of wine tourism has basically redefined the profession, made it more visible in the business world and created more opportunities for the wine growers. Boosts the local development as it creates more opportunities tourism actors in the region such as restaurants, accommodation sector and entertainment and leisure activities.

“La mise en scène de la vigne et du vin (ronds-points aménagés sur le thème de la vigne, mobilier urbain qui rappelle le vin, manifestations diverses, etc.). Elle a aussi des conséquences sociales, par la redéfinition du métier de vigneron. Il est désormais aussi un commercial (participation à des salons, mise en place d’outils marketing, etc.), un acteur du tourisme (organisation de dégustation, accueil dans les caves, chambres d’hôtes, etc.) et il devient ainsi un maillon essentiel du développement local (mise en place de connexions en lien avec d’autres activités économiques”. (Yengué & Roberts, 2017)

Loire Valley is the third largest winegrowing region in France. It is also renowned as a wine tourism destination for clients who are more sensitive about culture, traditions, classical landscapes and nature. As per the diagnostic report of *Association régionale filière vin centre val de Loire* “La clientèle est particulièrement sensible au patrimoine historique, naturel et gastronomique de la région. Les éléments de l’offre centrée autour du vin (visite de la cave, dégustation...) constituent les premières raisons de choix du lieu visité” (2013, p. 45). The same report indicates that from an average

budget of 1050 euros per trip the same visitors would spend 20% for wine and wine-related touristic activities. Wine and the culture surrounding the industry is an added advantage for the Loire Valley region. Unlike regions like Bordeaux and Burgundy wine tourism is not operating yet on a large scale. As the territory is vast and the stakeholders and suppliers are dispersed around the region it is difficult to manage as a whole. It is difficult to unite the whole area as one because each region has their own traditions and cultural identity.

Cellar visits are a highlight in wine tourism not only among wine enthusiasts but it is a common practice for many tourists visiting wine growing regions. According to tourism de Val de Loire website there are "*350 domaines viticoles labellisés*". There is a network of wine cellars that have received a label '*caves touristiques*' from Interloire. These wine domains engage in direct sales at their property. They are following a quality standard (*une charte de qualité*) for Hospitality and welcoming guests. They have to respect 10 criteria to propose a quality wine tourism product. Each of these domains are audited every three years. Interloire, CRT, ADT of Touraine and Loire du Cher act as steering committees to manage this network.

The wine tourists are expecting to have a taste of the authentic local experience. For the Loire Valley "*le vin s'affirme comme un marqueur identitaire aussi fort que les châteaux de la Loire*" (Bonnaud, 2012, p. 19). Unlike regions like Bordeaux where wine tourism is functioning in large-scale Loire Valley wine tourism activities are functioning in small-scale or more as a family business. Perhaps the Loire Valley region can develop in this sense without reaching towards the commercialized side.

What Loire Valley needs is coordination among the tourism actors, which is a challenge due to the immensity of the area. "*La performance d'une destination touristique dépend de sa capacité à mettre en réseau, faire coopérer les forces vives du territoire, et mobiliser l'intelligence collective pour atteindre l'objectif*" (Stratégie régionale du tourisme et des loisirs 2016 – 2021, p. 46). Interloire has already launched

an interactive map to facilitate the visit of the Loire Valley wine route. The tourists can log on to the site and through the interactive map, they can easily find the nearby wine cellars, vineyards, wine shops, restaurants or hotels depending on their needs.

“Ce module, développé en partenariat avec les institutions du tourisme Centre-Val de Loire et Pays-de-la-Loire est connecté aux logiciels touristiques. Il permet aux informations des domaines, en une seule saisie, d’être diffusées à l’ensemble des sites touristiques à vocation locale, nationale et internationale” (Communiqué de presse, 2017, p. 1).

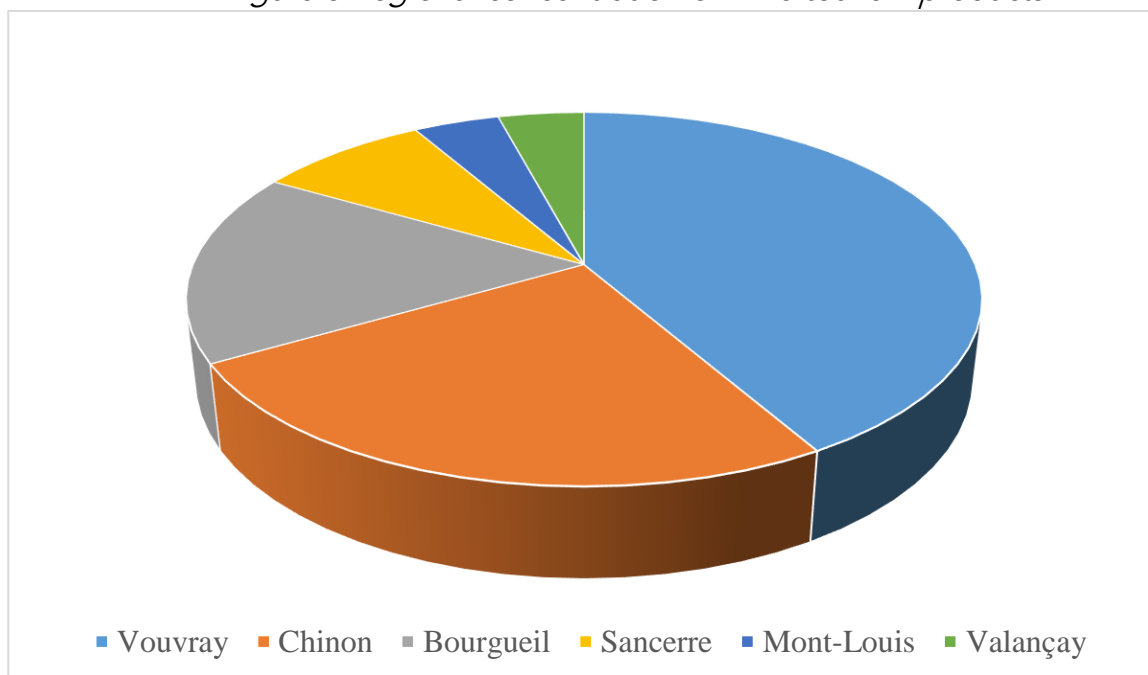
In terms of accommodation, the concept of homestays ‘gîte’ should be encouraged among tourism actors. According to press article of Interloire, January 2016 20% of wine cellars ‘cave touristiques’ are proposing accommodation for visitors.

“Qui mieux que les habitants peuvent faire découvrir et vivre le territoire de l’intérieur de façon authentique et sans « filtre » : Ainsi, les formes de tourisme collaboratif ou participatif qui permettent de créer un lien direct avec l’habitant ou d’impliquer les visiteurs à la vie locale du territoire visité” (Stratégie régionale du tourisme et des loisirs 2016 – 2021, p. 47).

1.3 Overview and assessment of the wine tourism offers

During the research I prepared an inventory of tourism offers in the Centre-Val de Loire region. I included the some of the paid circuits and products proposed by travel agencies, winegrowers and other associations that I came across on the internet and trip advisor. (See the excel document attached in **Annex** for more details). The below figure 6 is prepared from the data collected from the inventory. It shows the highest representing regions in the travel agency offers and tourism products as per the inventory.

Figure 6: regional concentration of wine tourism products



Source: adapted from the inventory of tourism offers in Centre-Val de Loire

It is important to note that I did not repeat similar kind of offers, for example many wine domains are proposing wine tasting and there are large number of travel agencies proposing similar circuits combining a castle, garden visit, wine tasting including a gastronomic meal or tasting local products such as cheese. Most are day tours or maximum three to five days longer. If longer, accommodation is proposed in a Renaissance castle styled hotel or a lodge situated in the middle of wine estates. This is the classic type of tour organized by most tour agencies and tour operators. Most travel agencies are on the regional level or local level and a very few international travel agencies. There is an interesting remark about the pricing of the travel packages. The offers that appear on the google search under English language option are far more expensive than ones that appear when I change the language to French. This shows that the travel agency wine tours are mainly targeting high-end clients. Depending on the situation in the Centre-Val de Loire region, the most convenient way for the non-French speaking tourists to engage in wine tourism activities is to book a tour with a travel agency. The main problem is accessibility to wine domains, most wine cellars and domains are situated far from the main city center. In some cases it would be even 20

km distance. With no public transport lines functioning, a private vehicle is necessary to move around.

1.3.1 Case studies

I would like to present few offers in the four regions that we visited for the field research, which are Chinon, Cheverny / Chambord, Sancerre and Pouilly Fumé. We specially selected these regions for their strong involvement in wine tourism and the regional heritage re-appropriation such as wine and castles. During the meeting with Emmanuelle Schlienger from wine union of Chinon we got information about a list of wine growers proposing very interesting, diverse offers.

- Domaine de Noiré (organic wine yard) - offer many activities such as guided tours of the winery, balade en bateau, pique-nique, apéro-concert with several music bands and a tasting of local products held on three days of the year
- Art gallery and escape game organized in Pierre and Bertrand Couly (which we visited later)
- "Balade dans le parc du Château et le vignoble de La Grille" included with a wine tasting. Also includes historical explanations of the domain and vinification.
- "Repas dans un habitat troglodyte », organised by Cave du coteau de Sonnay. Meal and a tasting in a troglodyte cave
- "Château de Petit Thouars" - have their own lodge with 4 bedrooms, organise a picnic after a visit of the winery and the domain, 'Balade gourmande' boat tour tasting local products.
- "Cave touristique de Panzoult" is more like a house of wine run by few winemakers of the area. They do collective sales. Wine tastings, There is a hike organised with an association of ecotourism for groups, Not only wine they have local products of the terroir such as Poirées tapés etc. They are organising 'Festivini' a wine fair with several entertainment events. There are two more similar establishments in AOC

Chinon functioning in the same way, such Cave Monplaisir and *Maison des vins de Veron*.

The Couly property: a modern-style winery in Chinon

On the way to the city centre a modern red architectural piece in the middle of a wine estate caught our eyes. Therefore on the way back we decided to set foot. This is domain Pierre and Bertrand Couly situated at the entrance of Chinon. They are one of the prestigious families of winemakers in the Chinon AOC. Their family name is even mentioned in the articles of Marie France Garcia-Parpet, written about the Chinon AOC.

“Les Couly se présentaient comme une dynastie, adoptant ainsi les valeurs du monde viticole qui énonce la tradition familiale comme un élément clef de la réussite et ils affichaient les photos des cinq générations qui ont contribué à la mise en valeur des vins de Chinon”. (Parpet, 2009, p. 12)

We had the opportunity to discuss with Bernard Couly and he accompanied us on a visit of the domain and later on a wine tasting of his products.

The below photo shows the modern building made following a new architectural trend. This reminded me of the wineries in Australia and Napa valley, which are also constructed using modern architecture and very bright colours. Inside the building was also well prepared as welcoming space and the place for wine tasting. The space was adequate for around 20 to 30 visitors at the same time. See image 7 below. There was a small art gallery on one side of the wall with contemporary art. Bertrand Couly said once in a while they welcome a different artist at the domain to display her or his work. His son is organising escape games in the domain once a while as an activity for the whole family. According to Bertrand Couly the domain has been in the family since the 15th century. Being originated from the Chinon region he was very well aware of the heritage of the region, especially of Rabelais.

Illustration 7: Their modern architectural piece for welcoming clients



Source: <http://www.loireavelo.fr/organiser-sejour-loire-velo/que-faire/chai-pierre-et-bertrand-couly-chinon>

Illustration 8: Welcoming Space at domain Pierre & Bertrand Couly



Source: Tristan Loloum, 2018

A popular wine museum in Chinon

While walking in the Chinon city centre we encountered an unusual tourist attraction. I would consider it as more of a trap rather than an attraction. It is *Le musée animé du vin et de la tonnellerie » de Dédé la Boulange*. A small private museum with their restaurant promoting local products of the *terroir* such as *fouées*, *rillettes* and Chinon wine. The place had a unique setting with colorful decorations. The owner seem to be trying to create a vintage setting and failed. My internship supervisor Tristan Loloum was shocked to see the place, whereas I was amused seeing such a disorderly place. We did the museum visit out of curiosity. The entrance was 4.5 euros including tasting of one wine. The museum was situated in the cellar underneath the restaurant. There was a very strong odour of moisture. The place was not well maintained. The bad lightening and decaying mannequins with fingers cut created a scary atmosphere. There was an audio description, with a strong patois accent playing on the background. Later when we came to the restaurant for the wine tasting we were surprised to see the owner's pet iguana in the middle of the restaurant hanging on the wine glass rack. I was closely examining at thinking it was a decoration when its eyes rolled to look at me I jumped back.

However we were surprised to see the string of positive comments on tripadvisor and *petitfuté* for this place. Seems like some clients prefer atypical decor and settings as such. Not to forget that the restaurant is situated in a very convenient place in the center of the city hub. Any tourist visiting the fortress would pass through this place. It desacralize the wine industry making it accessible for amateurs.

Illustration 9: Restaurant of the Musée de Tonnellerie



Source :Tristan Loloum, 2018

Château de l'Aulée: A Bordeaux-style castle in Azay

On the way back from Chinon we stopped in front of the domain situated just on the road side. Since they are an active participant in wine tourism (online visibility as well) we decided to take a quick peek. The neatly arranged welcome space is on the side of the small castle. The wine tourism part is handled by Nathalie Masson, the sister of the domain owner. She seems very friendly and welcoming, she speaks several other languages apart from French such as English and Italian. According to her they are one of the precursors of wine tourism in the region. The location is convenient as it is on the road side and it is located not far from the castle Azay le Rideau, which is famous tourist attraction in the region. They have a number of wine tourist activities such as visiting the wine estate in Segway / Giropode. A diaporama show with simple explanations to explain the role of the winemakers. Also visiting the traditional winery. They have also

partnered with a few local travel agencies and international tour operators. They also have a high standing lodge for client accommodation. Nathalie Masson stated that 30% of the clientele are foreign tourists including British, American, Belgium, Netherlands, also Japanese and Koreans. Which is a unique factor compared with other tourist domains who rarely receive Asian clientele.

It is very interesting to remark that L'Aulée castle was constructed by a family of Bordeaux wine merchant family in 1856. May be this is the reason for its similarity with the model

'Chateau viticole Bordelais' as defined by François Legouy. The current owner, originally from Champagne, is the third party to own the castle. It is important to note that the owners have taken the profession of wine making after purchasing the property. Therefore it is interesting to note how a new comer and an outsider to the region had prospered in the field of wine tourism proposing a range of diverse products to the clients.

Illustration 10 : Front of the Domain Château de l'Aulée



Source: <http://www.laulee.com>

House of Wines in Cheverny

During the second day on the field we drove towards Cheverny. We already had a scheduled interview with Celia Couderc, the personnel in-charge of the House of wine with AOC Cheverny and Cour-Cheverny. It is situated in an ideal location just in front of the castle where the visitors of the castle cannot miss. The castle receives around 350,000 visitors a year, whereas the house of wine receives around 80,000 visitors annually, as per the count taken by automatic doors that notes the number of visitors per day. House of Wine was formed following the suggestion of some winemakers, as a common place to promote their wines. It is association formed with 32 wine producers. It was opened in 2008. There is another *Maison des Vins* in front of Castle Chambord managed by Cheverny and Cour Cheverny AOC. The place was built with modern architecture. Below is the image of the wine distributors with '*Bec de dégustations*'. This distributor was specially created for the house of wine in Cheverny. There is a mobile application accompanying with this tasting for the clients allowing to get information about the wine they are tasting.

(<http://www.maisondesvinsdecheverny.fr/application>).

Illustration 11: Wine tasting distributors that function with an electronic chip on the glass



Source: Akila Karunathilake, 2018

According to Celia Couderc, the House of Wine serves a dual purpose. One is for the tourists to discover their AOCs. She stated that the sale of bottles increased after the opening of the House of Wine. The second purpose is the link it creates among the winemakers. According to the Saskia Cousin Tourism is necessary for the locals as much as for tourists, In a way it creates a healthy strong connections between different parties of the locality, enhance the knowledge about their region and enhances patriotic feelings and pride and mostly sense of belonging to something important as Tourism can bring value to a certain area, region, monument or even a person dead or alive. Maison des Vins in Cheverny is an excellent example. It is a major platform to promote regional wine to tourists, on the other hand it is also a place that connects all the winemakers associated with the house of wine. They would gather around taste each other's wines and share knowledge in the field. Sometimes they organize blind tastings for the winemakers to try each other's products.

House of Wines in Chambord

It is a huge success for this AOC to have another house of wine just in front of the Castle, as Chambord is one of the most visited places in France. There was the same wine distribution apparatus similar to House of Wine in Cheverny. There was an exceptional decor where you can step on the glass with numerous wine bottles underneath. In the below photo we can see this arrangement of bottles under the glass surface.

This a sensible subject in relation to the replantation of Chambord's own wine estate. The new harvest is scheduled for the next year. Since the request for the new AOC Chambord was refused by INAO they were obliged to integrate the AOC Cour-Cheverny. Which is also a tedious procedure.

Will the Chambord wine be sold in this *Maison des Vins* in Chambord under AOC Cour-Cheverny? The question will remain till next year!

Illustration 12: Localisation of the Maison des Vins in the Domain Chambord



Source: Tristan Loloum, 2018

Illustration 13: Inside the House of Wine in Chambord



Source: Akila Karunathilake, 2018

Sancerre and Pouilly-sur Loire

Next day after travelling for more than 200 km we finally arrived in Sancerre city center. While approaching the Region we could not help but notice how the sceneries changed to beautiful hilly landscapes covered with vineyards. This is the main specificity of the Sancerre region. In other wine regions that we visited such as Chinon and Cheverny the vineyards are not always visible from the roadside as they are situated in a higher elevation. The landscapes of Sancerre reminded me of the hill country of my homeland, with green tea plantations on the road side extending to infinity. City center is on the peak of the hill with breath taking view on the surrounding mountains and the wine estates.

Illustration 14: View of the Vineyards from the city top



Source: Akila Karunathilake, 2018

During the visit in the city I noticed that there were many wine shops run by winemakers for direct sales and sometimes for wine tastings. The unique point is that each of these shops belonged to individual winemakers selling their wine directly in the city centre. Other than house of wine of Sancerre there were no common wine cellars in the city. We visited *Maison de Sancerre* and *Tour de Pouilly Fumé*, interpretation centres for their regional wine.

Illustration 15: Wine shop in the city center belonging to a wine grower

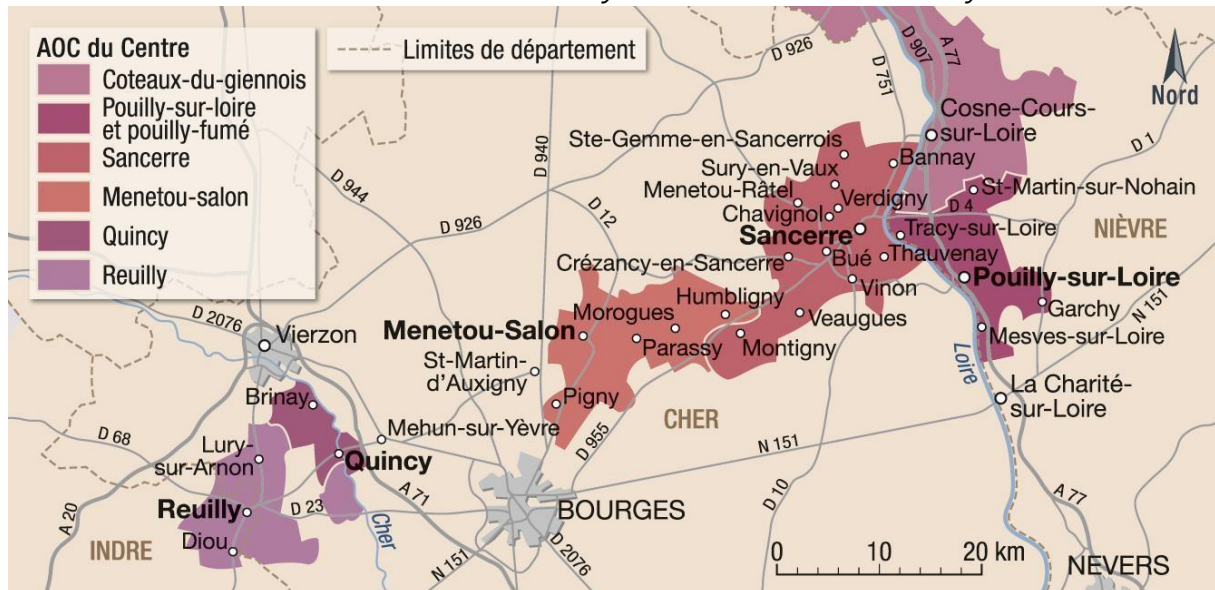


Source: Tristan Loloum, 2018

Maison des Vins de Sancerre had a small wine distribution system similar to *Maison des Vins de Cheverny*. They have are showing a 4D film with special effects about the wine production and the Sancerre appellation. They have a small wine garden with the different wine plant varieties of the region. At the end the scenographic experience visitors can enjoy a wine tastings from the distributor. It is located in a hilly location and they have a terrace to enjoy the wine tastings with the view of the beautiful landscapes. Tour de Pouilly Fumé serves as a house of wine for the region Pouilly-sur Loire. The building is combined with the regional Tourism office. We had arranged a meeting with Fanny Dondon, the personnel in-charge of Pouilly Fumé Tower. Even though Sancerre and Pouilly-sur loire are both in the central region almost next to each other (see image 16) there are few different geographical and social characteristics. Sancerre is more dominant with beautiful hilly landscapes, whereas Pouilly-sur Loire is situated on the

lower banks of the Loire River. At the same time Sancerre has the upper hand as a financially strong region than Pouilly. As Fanny Dondon stated, the label 'Vignobles et Découvertes' is enabling a link with the Sancerre region. Sancerre, Pouilly, Giennois are aligned as a labelled destination. At the same time Sancerre is a big competitor for Pouilly-sur Loire, in terms of drawing clients.

Illustration 16 : Territory of the Centre-Loire vineyards



Source : <https://www.hachette-vins.com>

Pouilly Fumé tower is an excellent example of the re-use of old heritage sites. According to Fanny Dondon the building used to be an old wine press dating back to the 16th century. They are providing a very innovative wine tourism experience to the clients with a multi-sensorial guided tour on the wine production and the region. The film is made using the narratives of real winemakers of the region. The *Cave aux arômes* is also a great activity to re-kindle our visual and olfactory senses. The visitors can try different odours such and at the end they have to guess the odour in the covered glass bowl.

Illustration 17 : Cave aux arômes in Tour de Pouilly Fumé



Source : Tristan Loloum, 2018

1.4 The Internationalization of wine tourism in Loire Valley

The international tourists are very important as they could have an impact on the exportation and global sales of Loire Wines. This is why Interloire is very concerned about collecting the statistics of international tourist arrivals from wine cellars. To recognize the wine growers who provide the client statistics Interloire is giving the label '*Cave d'excellence*'. This is done in a way to encourage and motivate other wine cellars and domains to keep the collection of data on the visitors. During the interview we had with Christian Vital, the mission head of wine tourism and communication in Interloire, it is very hard to collect this information from the winemakers. In a way they are reluctant as it takes a lot of time and effort. Some winemakers are still using the traditional billing

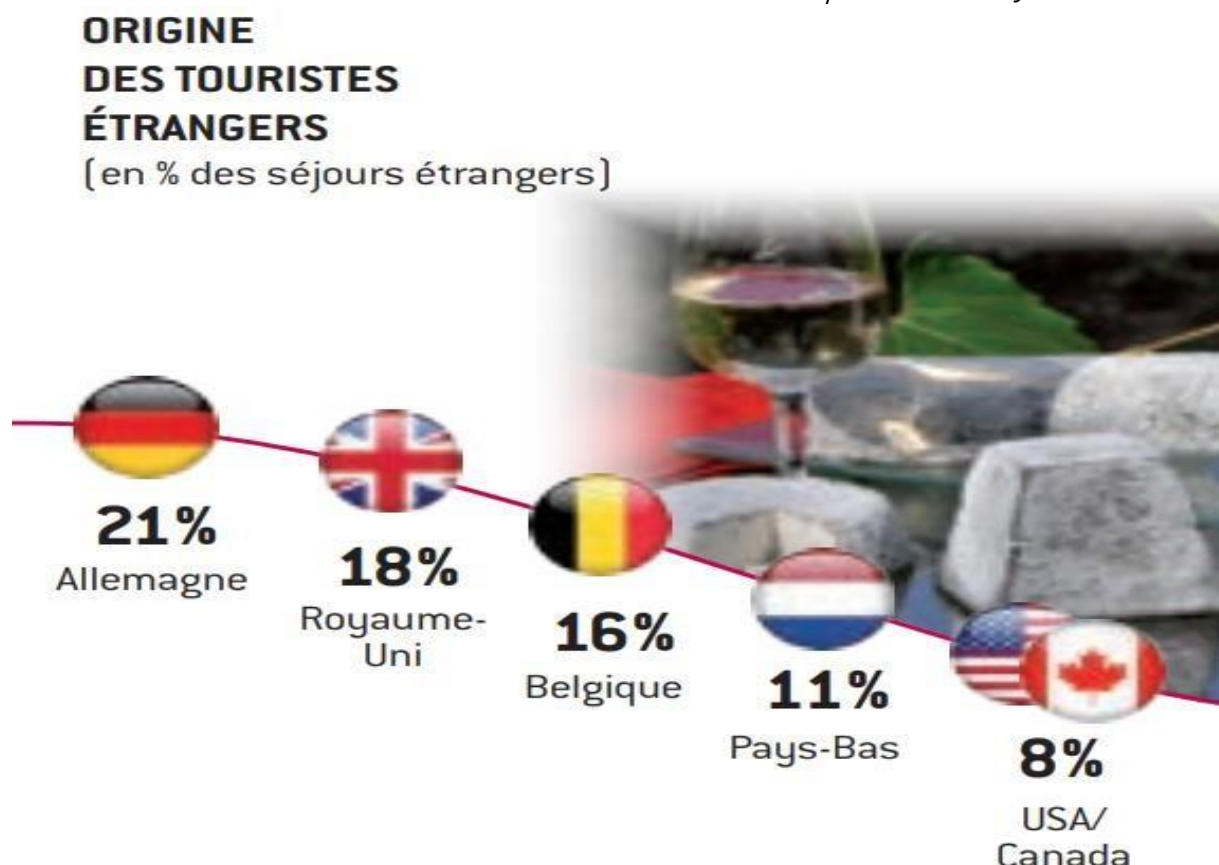
methods instead of using new data entry methods. Wine tourist profiling based on the country is done to organize the exportation distribution channels and create promotional strategies. So that the tourists can find the same wine that they tasted in the domain back in their country. Some of the leading exporters in the Centre-Val de Loire are Sancerre and Bourgueil. Fanny Gigan, the in-charge of wine tourism and communication of BIVC claimed that Sancerre exportation percentage is between 50% to 60%. United States is their main exporting country. During my visit to the Bourgueil wine fair, many winemakers stated that they export around 50% of their wine to England, Germany, Netherlands, Belgium and United States. As per the Interloire press article of 2017, United States is the biggest buyer of bottles¹¹. In the year 2017, 65 million bottles were sold over the world with a turnover of 275 million euros. Rarely these AOCs of the Loire region went out to conquer new markets due to the challenge of internationalization of wine and the cost to conquer new markets and make new distribution channels.

1.4.1 International tourist arrival numbers

Loire Valley region is renowned among international tourists for its remarkable cultural and natural heritage. Yet it is not one of the main worldwide wine tourism destination, unlike Bordeaux and Champagne. According to a study carried out by CRT of Centre-Val de Loire with departmental observatory of tourism in 2014, 33% of the visitors are international tourists. The below image is an indicator of the percentage international tourists who have visited the region in year 2014.

¹¹ Les Etats-Unis constituent le 1^{er} marché export en valeur et en volume. C'est sur ce marché qu'ils détiennent leur plus forte part de marché volume (8,9%) au sein des vins français exportés, quasi deux fois supérieure à leur moyenne sur les autres marchés. Communiqué de presse, 25 septembre 2017, Interloire

Illustration 18: International tourist arrivals per nationality

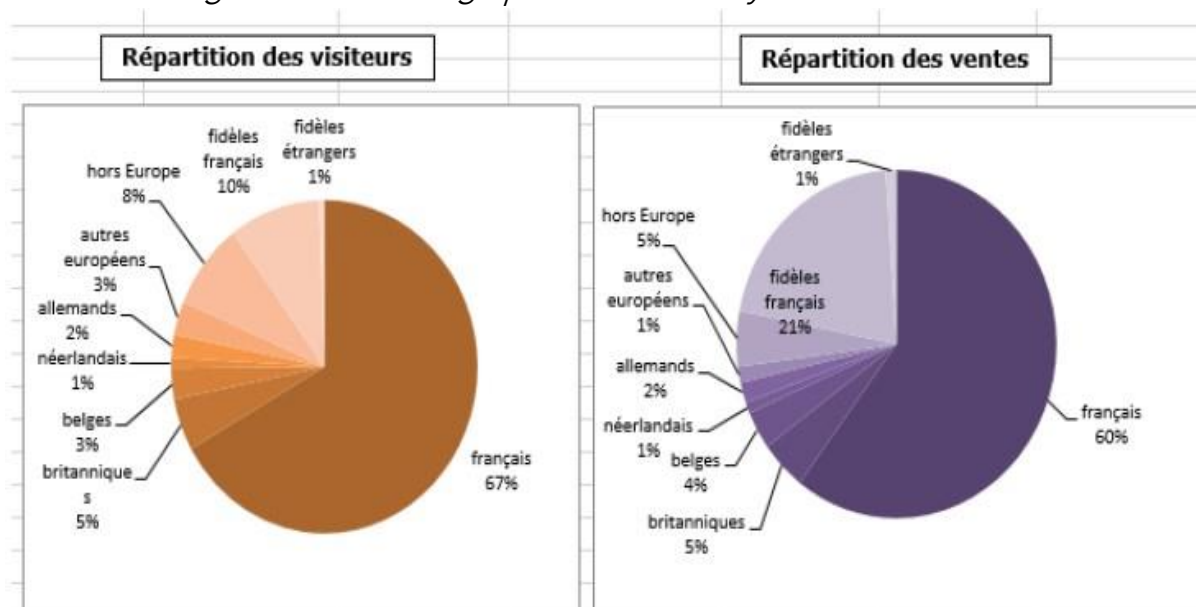


Source : Enquête 4V/Comité Régional du Tourisme Centre-Val de Loire, 2014

According to this graph, European clientele seems to be the highest number, before the United States and Canada. The same source mentions that purchasing rate is high among British tourists. In his doctoral thesis Nicolas Raduget states how Prince Charles highly spoke of Chinon and Saint Nicolas de Bourgueil Wine, as a favorite among the British¹². Furthermore according to many winemakers that were interviewed during wine fairs in Bourgueil and Chinon most of their international clients come from Britain, Germany, Belgium and Netherlands. Yet the Observatory study on wine tourism done by Interloire about the clientele visiting cellars of the '*Réseau des Caves Touristiques*' shows otherwise.

¹² Le prince Charles a récemment montré, en recevant à Paris le prix François Rabelais, que la réputation des vins de Chinon et de Saint-Nicolas-de-Bourgueil n'a pas échappé aux plus hautes instances du Royaume (Raduget, 2016, p. 4)

Figure 19: Percentage per the nationality of the clients at the cellars



Source: Observatoire de l'Œnotourisme 2016, Interloire

Non-European countries are the highest in the rank with 8% and then comes Britain, Germany, Belgium and Netherlands. The graph is created based on the statistics provided by few wine cellars in the group '*Reseau des Caves Touristiques*'. This number is calculated with the statistics from 166 different wine cellars. Unfortunately no information on the non-European nationalities are given. Same study indicates the total number of foreign travelers who passed by the wine cellars to 210,000 (12%) in compared with French visitors. The study indicates that most cellars are less responsive in terms of visitor statistics and very less number of cellars take down proper statistics. Mr. Christian Vital mentioned the same issue during the interview. He indicated that only less wine cellars have computerized systems to notify the purchases made and only few have an information system to input visitor data. Therefore they fail to keep a proper track of the international clientele. 2014 l'Observatoire de l'Œnotourisme study indicates that only 3% of the wine cellars give statistics of the tourist arrivals by their nationality. Which is a very little percentage to calculate the foreign client arrivals. Luckily, around 21% provide a semi-detailed report stating if the visitors are French or non-French and loyal clients etc. The other 76% is only providing the CA and number of visitors.

1.4.2 Reaching new markets

Apart from the west European countries and North America there are no information showing present or future measures or plans to develop other markets especially the BRICS¹³, the five major countries with emerging economies. The strategic development plan for 2016-2020 slightly discusses about developing the Chinese market by responding to their expectation by creating the image of romanticism, grandeur of the castles and wine tourism which is a part of the French life style. They only mention about launching a regional product to attract the Chinese clientele. They are one of the leading markets among non-European clients when it comes to castles and historical monuments. In the research done by CRT about the Centre-Val de Loire clientele the statistics do not include the non-English speaking clients due to the issue of communication.

¹³ Brazil, Russia, India, China and South Africa

Synopsys

Situated in the heart of France Loire valley is a bassinette full of natural and cultural resources, with so much to offer for the Tourism Industry. Due to the vast territory, the whole region cannot be included in a single research. Which is the main reason I had to only focus on the Centre-Val de Loire region. Comparing with the actual capacity, the region's wine heritage is unfortunately less visible in tourism industry. In comparison with other pioneers in wine tourism such as Bordeaux, Bourgogne, Alsace, Centre-Val de Loire is at an infant stage. The region is so vast and the current prevailing wine tourism offers are clustered all over the place. Bringing all these offers together and constructing a common identity is a challenge, because of the diversity of the landscapes, the grape varieties, and lack of cohesions between different wine regions etc. Not to forget that the Centre-Val de Loire is a very traditional region who is proud of their '*ligerien*' origin. Therefore a bit hesitant to take a step forward towards the 'new world'. I came to this conclusion considering the negative attitude most wine makers and authorities have towards 'cité du vin' in Bordeaux: "Oh no, we are not going to create small Gallic villages to sell our heritage in mass volume!!!"

CHAPTER 2 - REGIONAL ORGANIZATIONS INVOLVED IN WINE AND TOURISM

2. 1. Comité Régional du Tourisme (CRT)

The Regional Committee of Tourism (CRT) is the main governmental organization that handles Tourism in the Centre-Val de Loire region. They participate heavily in the development and the durability of the tourism industry in the area. The main objectives of the organization are executing strategic plans, implementing marketing strategies, conducting training programs and skill development for the actors in tourism industry and the individuals interested in the industry, directing research or funding projects and many more. We arranged a meeting with Catherine Cros, personnel in-charge of communication, marketing (especially international) and wine tourism to get a more clear idea about the organization and its role in wine tourism.

During the interview she related a great deal of information about the involvement of CRT in local and international promotional activities and their involvement in wine tourism domain. She stated that Centre-Val de Loire region took a firm step towards wine tourism in year 2000. Her department is mainly handling the international communication and marketing for England, Germany, Belgium, Netherlands and United States. Since these countries are already the highest represented among the international tourists I had to ask the reason for not promoting other newly emerging countries such as BRICS. Her answer was the budgetary limitations and lack of time and resources. However she mentioned of a budget allocation agreement with *France Agrimer* to develop promotion in China. She mentioned of welcoming two famous American travel bloggers to write a cover story on the Centre-Val de Loire wine trail. Accommodation and traveling expenses are

covered by CRT. She believes this would create more awareness about the region among the international tourists, especially the United States clientele. They participate in International Tourism fairs such as 'Salon Mondial du Tourisme' in Berlin. She mentioned that last year, in this fair, a wine tasting of regional wine was organized to promote their wine. There are two other major local tourism fairs destined for Tour operators 'Rendez-Vous en France' and 'Destination Vignobles'¹⁴. 'Destination Vignobles', organized by ATOUT France is in the only tourism fair specifically under the theme 'wine tourism'. This is organized every two years to promote the wine regions in France and connect with international and local tour operators and agencies. These events were represented by a group consisting of several tourism actors of the Centre-Val de Loire region in the same stand. It is CRT that takes the initiative in connecting with these actors and exposing to the local and international prospects.

CRT was a main participant in this initial linking with interprofessional organizations and the tourism actors. Since one and half years ago CRT had to take the position of the regional advisor for the label as ATOUT France did not want to continue. Therefore they are the ones managing the labelled destinations of '*Vignobles et Découvertes*' in the Centre-Val de Loire region, which includes the quality of the products proposed by the participating tourism actors and following the inventories and especially acting as an interconnector for the regional tourism offices and other regional organizations. As

¹⁴ « Destination Vignobles » est une manifestation professionnelle destinée à promouvoir les vignobles français auprès des professionnels étrangers du Tourisme, organisée par Atout France. Elle s'inscrit dans un programme promotionnel destiné à accroître la mise en marché de la «France des vignobles et des vins ».

<https://www.destinationvignobles.org/fr>

¹⁵ Plus la taille de collectivité locale est grande, plus ses acteurs touristiques et politiques affirment regretter ce qu'ils considèrent au mieux, comme un manque de coordination (Cousin, S. 2013, p. 136)

per the strategic report they also do promotions for the sites and events that come under the label '*Vignobles et Découvertes*' and the events which are '*Maison des Sancerre*', '*Villa Quincy*', '*Maison des Vins de Cheverny and Cour-Cheverny*', '*Vignes Vins Randos*', '*salons des vins et de la gastronomie (Bourges, Chartres, Châteauroux, Orléans, Romorantin Lanthenay, Tours*', '*Vitiloire*' à Tours, Sancerre wine festival'. Catherine Cros evokes that the most difficult task is bringing the local and departmental organizations together as one area covered in the label contains few regions, for example 'Chinon-Bourgeuil-Azay'. Therefore, not only the tourist actors but the regional tourism offices also have to unite. In her book 'Miroirs du Tourisme' Saskia Cousin (2011) states that larger territories struggle with problems of co-ordination¹⁵. Catherine Cros indicated 'Amboise and Chenonceaux' could not stay in the label 'Vignobles et Découvertes' for a longer period due to their inability to come to common terms with different actors and organizations in their territory.

They act as the link between the regional tourism actors and national organizations such as 'Interprofession Nationale du Vin' as well. CRT is using the budget put together by Interloire and BIVC for the promotion of the appellations. She clearly stated they do not promote or give priority to the AOCs that do not belong to any interprofessional organization such as Bourgeuil, Mont Louis etc. Anyhow these AOCs are indirectly benefiting from the promotions done regionally and nationally.

The CRT and their regional strategic plan (2016-2021)

It is important to discuss about the regional strategic plan as it devotes a large area for wine tourism, categorized as a part of life style, skills, traditions and cultural heritage. They are focusing on making œnotourisme the engine for promoting the product 'l'art de vivre'. Secondly they plan to combine the 'life style' in to elements such as castles, vineyard and local

products. In order to execute this plan interprofessional organizations BIVC and Interloire have started branding cellars under several quality levels as 'cave labélisées'. As per the strategic report there were only 222 caves open for visitors in 2011.

According to a monitoring report Observatoire de l'œnotourisme done by Interloire in 2016, 1.7 million guests have visited the caves. Also it mentions that there are 350 caves labélisées in the present and with increase in visitors the revenue has increased up to 76 million euros with an average single purchase going up to 91 euros. This shows that there was an increase in vineyard estates or cellars accessible to tourists. They planned to connect all actors such as winemakers, sommeliers and restaurant owners to create an effective diverse product.

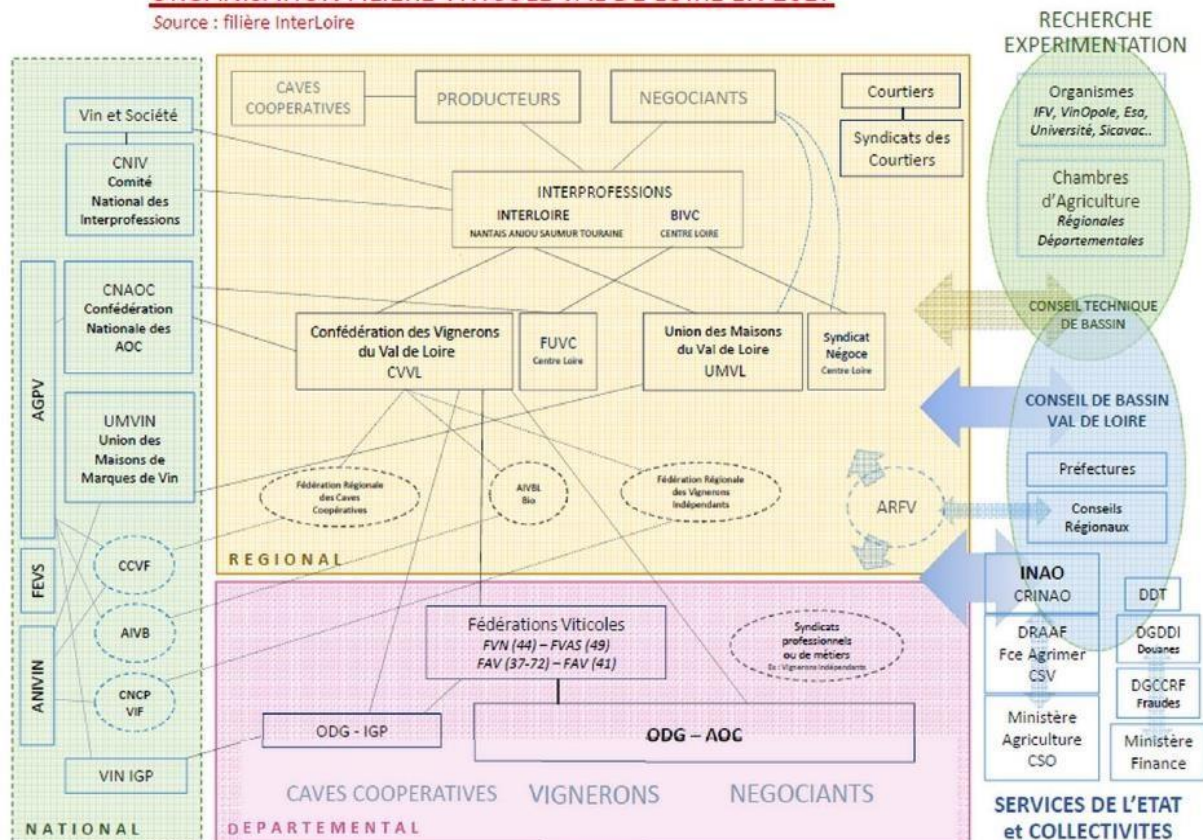
2.2 Professional organizations and wine tourism

Interloire and BIVC are the two main *Interprofessions* involved with wine industry and œnotourism in the Loire Valley region. These two organizations are in-charge of monitoring the wine tourism activities and checking the progress. Apart from these there are several other number of organizations such as wine unions, confederations, unions and regional associations. The below is an image 20 clearly depicts the organizational ladder in the Loire Valley. As mentioned in the beginning of this paragraph '*Interprofessions*' are the top associations working with CRT in wine tourism development strategies and projects.

Illustration 20: Channels between the institutional sector of wine in Loire Valley

ORGANISATION FILIERE VITICOLE VAL DE LOIRE EN 2017

Source : filière InterLoire



Source: info.vinsdenantes.com

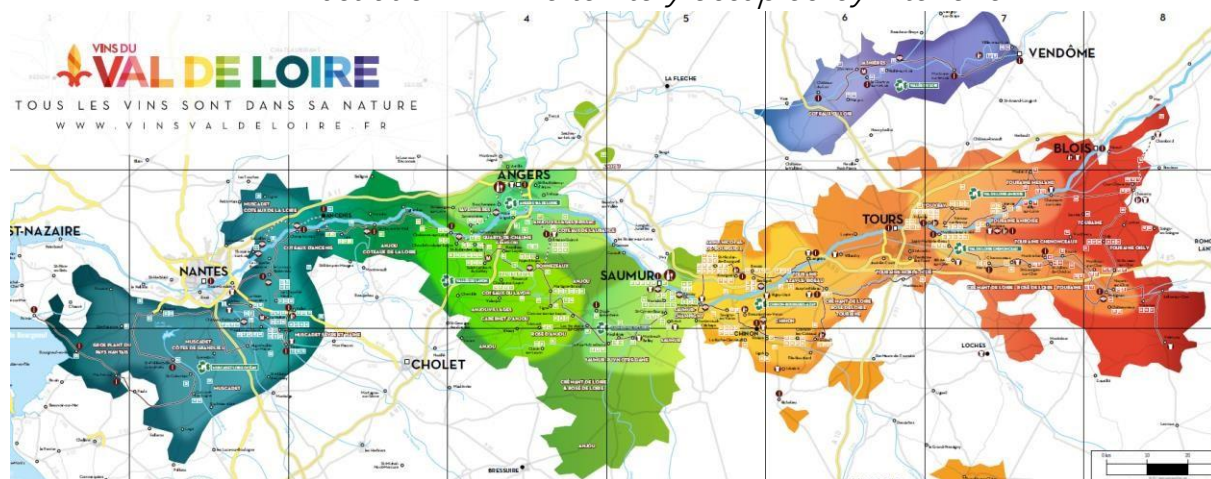
In this section, I would like to discuss how professional organizations deal with wine tourism, How they use wine tourism as a marketing strategy or identity-building tool while supporting wine growers in their tourism strategies. For my research I had to include both Interloire and BIVC professional organizations as they had each of their territories in the Centre-Val de Loire region.

2.3 Interloire, a new interprofessional organisation looking for a common identity

As per the official website Interloire occupies 14 departments and covers the area from Vendée to Puy-de-Dôme, see image 21 below. It is a very young organization, formed in year 2000 merging together with CIVT (*Comité interprofessionnel des vins de Touraine*) and CIVAS (*Comité interprofessionnel des Vins de l'Anjou Saumur*), later in 2007 CIVN (*Comité interprofessionnel des vins de Nantes*). The president of the

Interloire defines the main role of the organization which is to know the production and markets, to follow up with the research studies on viticulture and oenology, to coordinate the sector of wine¹⁵. They take the whole Loire Valley wines as a collective global entity. Any appellations are not given more priority than another.

Illustration 21: The territory occupied by Interloire



Source: carte-route-vignoble-vinsvalde Loire, Interloire, 2017

We arranged a meeting with Christian Vital, the mission head of wine tourism and communication of Interloire. During the session he clearly defined the organization and their tasks. He stated that *Interprofession* is a very French system even though they are less visible in other European countries. It is the reunion between wine producers and wine dealers/traders¹⁶. There are 50 *appellations* under Interloire. This a very large number of AOCs compared to BIVC who has only 8 appellations. There are three *appellations* Mont-Louis, Bourgeuil and Fief-Vendéen that does not belong to Interloire. These appellations have been functioning independently even before Interloire started. There are various situations, even though some AOCs are not under

¹⁵ Les missions d'Interloire sont de connaître la production et les marchés, de soutenir la recherche en viticulture et oenologie, d'animer la filière mais aussi de communiquer, Jean-Martin Dutour (<https://info.vinsdenantes.com/la-fili%C3%A8re-viticole-%C3%A0-l'-%C3%A9chelle-du-val-de-loire-qui-faitquoi-8403fcd3860>)

¹⁶ Interprofession en deux mots ; c'est la réunion des producteurs et les négociants. (Vital C, 2018, February 15).

Interloire few winemakers will pay the quota for Interloire to benefit from marketing, promotion or visibility for their estate. As per Celia Couderc the in-charge of House of wine in Cheverny, their two AOCs don't work with Interloire but only the winemakers who make the *Crément de Loire* wine has joined them. This comment was unexpected as this territory is considered under Interloire. Anyhow the real territory of this organization is unclear, because the site mentions their area ends in Puy-de-Dôme in Grenoble, which is a region of Auvergne that does not belong to any interprofessional organization.

2.3.1 Interloire and wine tourism

When wine tourism area is concerned, Interloire have taken substantial measures to develop the field. In fact they are a major player in most tourism campaigns and operations. One of their key projects is establishing "*Réseau des Caves Touristiques*". This project was a great initiative to expand wine tourism sector and create quality products. According to Christian Vital, many winemakers in the Loire Valley are not aware of the real concept behind wine tourism. They believe that wine tourism means simply selling wine bottles at their vineyard or the cellar. The main objective of establishing the brand is to develop a more dynamic product surrounding the theme of 'wine'¹⁷. This is a successful tenure as per the strategic report of CRT which mentions an increase of 128 domains from year 2011 to 2017. The participants have to respect a list of rules and regulations to be labeled. Interloire is inspecting whether they are abiding by the rules at least up to 80%. The focal element is being the channel between wine industry and tourism industry. They include CRT, ADT and regional tourism offices

¹⁷ On dit aux vignerons, si vous voulez vraiment développer œnotourisme ce n'est pas forcément pour faire la vente directe. C'est pour développer aussi une autre chose, faire les portes ouverts, les animations, organiser les prestations etc. Donc c'est cette étape là qu'on a amorcé quand on est en train de continuer à développer passer un vignoble à une vente caveau. Un vignoble qui s'investi dans l'œnotourisme. C'est avec cette notion on a créé les cave touristiques labellisés. (Vital C, 2018, February 15).

that falls under '*Vignobles & Découvertes*', wine unions and wine federations of the concerning regions.

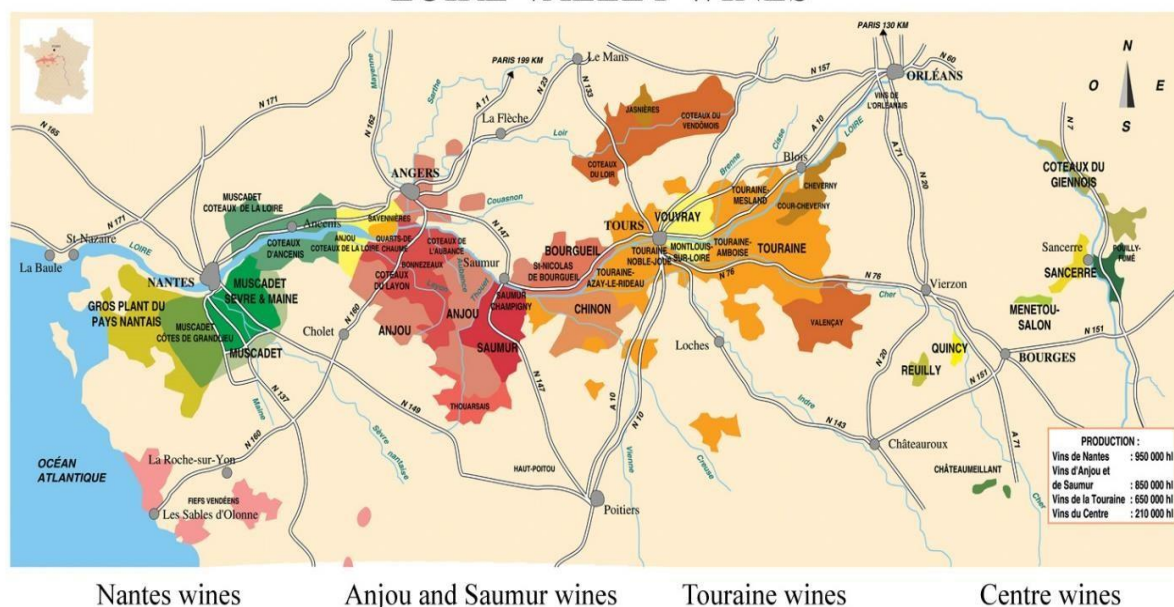
The launching of virtual map '*Route des Vins*' is a huge step for the region as it enables the visitors to easily access the nearby attractions and infrastructure <https://www.vinsvaldeLoire.fr/fr/route-des-vins-de-Loire/fr>. The map is specially made to facilitate the traveling experience of the clients with each region in different colors. All type of information is present such as nearby restaurants, lodges, camping cars and even labelled destination accessible for handicapped visitors. They have the mobile version as well, which is convenient for travelers. However the site only have English and French language options. The following image 21 shows the 800 km wine route of Loire Valley beginning from the Nantes and ending in Sancerre. It is important to note that the interactive map on the vin de Val de Loire site does not include the regions that fall under BIVC such as Sancerre, Pouilly Fumé etc.

According to the book '*Les Miroirs du Tourisme*' written by Saskia Cousin (2011), tourist maps play an important role in the tourism industry. As it enables the clients to locate a specific location as well as locate other places that are connected with the region¹⁸.

¹⁸ Les cartes touristiques jouent une fonction essentielle : elles permettent de situer la commune/la région concernée au centre de l'image et de dessiner un réseau partant de ce qui est alors présenté comme un nœud de communication, quelle que soit l'échelle. (Cousin, S. 2011, pg 41)

Illustration 22: Map of the Centre-Val de Loire wine regions

LOIRE VALLEY WINES



Source : Figure 3 hk.asiatatler.com

According to visitor frequentation researches, most tourists come to Loire Valley for short stays rather than long stays, not more than five or six days. During the interview Christian Vital raises the question about the 800 km wine trail 'who is going to do an 800 km wine route?'. Therefore what the region needs is structured short wine trails as proposed by Bordeaux region. In the present *la route du vin* is changed to *les routes des vins*. As noted in the above image 22 each regions are noted in different color combinations to mark different itineraries. No detailed description of the itineraries separately apart from the color differentiation. The Vins de Val de Loire site operated by Interloire gives direct access to the interactive map. This map does not divide to the sub routes. Making short wine routes is difficult, as we have to reconnect different actors and organizations from several regions. Main issue is the lack of cohesion between regional tourism offices and other authorities. This is the same problem that arises with events such as "Loire à Vélo".

2.3.2 Building an international image for Loire Valley wines

Interloire participated for Food and Wine festival in San Diego which was attended by around 400 professionals and 5500 wine enthusiasts. Event was followed by several seminars and tastings for the public. They represented the event wine riot in Chicago focused on both entertainment and also learning about wine world-wide. "Spring to Loire" is one of the main events organized by Interloire specifically to promote Loire Valley Wines. Wine tastings are organized in New York, Chicago, San Francisco and Huston. These is the 5th edition of the event focused on professionals and also amateurs. Few crash courses are available to expand the knowledge about Loire Valley wines. Having a tasting event specially dedicated to Loire Valley region is a huge step ahead to develop the North American tourism market.

Canada is a slowly growing market with around 7% increase in volume. During the interview with Christian Vital he specially mentioned that Canada is one of the markets that they want to expand. The region had an excellent opportunity with the filming of Quebecoise television program "*Curieux Begin*" broadcasted in Quebec. This is a culinary television program conducted by Christian Begin. Each program would explore the gastronomy of a particular region. Last year he visited the Loire Valley region to discover the regional products, especially the regional wine.

The document 'Rapport des activités 2016' of Interloire mentions that they participated for an event called « La Loire en Couleurs » in Montréal in November 2016. The same document mentions about participating in many other international events in United Kingdom and Europe. United Kindom "London Wine week" where Loire Valley wines were the headline partner, "Tasty 2016" culinary salon organized in Netherlands which included a wine tasting with 6 wines and 2 wines for masterclass from Loire Valley wines and "Les Bulles à la mer" is an event held in a seaside area in Belgium with sea food and sparkling wine. The Interloire document states that 7000 glasses of sparkling wine from the Loire Valley region was sold at the event. It is clear that the interprofessional

organisation Interloire and other organizations connected with wine are taking excellent measures to develop the North American and European markets, are already making a progress.

Illustration 23: Photo of the “spring to Loire” taken from the original website of the event



Source: <http://springtoLoire.com/>

2.4 Le Bureau Interprofessionnel des Vins du Centre Loire (BIVC)

We arranged a meeting with the personnel in-charge of Communication, marketing and wine tourism in BIVC, Fanny Gigan. According to Fanny Gigan the landscape is one of the main factors that attract tourists, as there are no major man made heritage sites such as monuments or famous castle such as other regions in Centre-Val de Loire. The territory used the brand name “*La Route Touristique des Vignobles du Cœur de France*”. The area proposes 7 different hikes under different themes with sign boards

to direct the hikers. Two destinations Berry centre with Menetou-Salon, Quincy and Reuilly and Sancerre, Pouilly sur Loire, Cote du

Giennois have the label 'Vignobles & Découvertes'. Interprofession of the region Bureau Interprofessionnel des Vins de Centre is handling these two projects. It is one of the main objectives of an interprofessional organisation to give visibility to their region and promote their appellations. By integrating this quality label to the region they can directly gain more recognition among tourists. Fanny Gigan stated that there are over 200 participants in the accommodation sector, food and beverages, wine industry and leisure activities. They are responsible for connecting all these actors and participants including the regional tourism offices as well.

BIVC occupies the region of Sancerre, Menetou-Salon, Quincy, Chateaumeillant, Pouilly-sur-Loire. The region of BIVC is quite smaller than the region under Interloire with only 8 AOPs and 2 IGP. However it was started in 1994, much earlier than Interloire. Fanny Gigan presented the main role of the association as an administrative body representing and promoting the appellations of the region. There is another technical part called SICAVAC that occupies the part of viticulture and oenology, and accompanies the wine growers throughout the technical process. BIVC is directly working with the wine union of Sancerre as it is them who decided to form an interprofessional organization. They collaborate for marketing the AOCs and promotion of the AOCs and the administrative section which concerns the statistics on the sales, import, export and harvesting. The cohesion between the three parties interprofessional association, the wine union and the wine growers was a complication to me. Fanny Gigan explained that wine growers are directly attached to the interprofessional association. They pay separate quotas for the BIVC and the wine union. It is the next part that was in-coherent, even though the wine growers are directly attached to the interprofessional organization it is the wine union that decides if their AOC belongs to the interprofessional organization or not. If the wine union decides to adhere to the interprofession the wine growers should pay the quota for both. This

quota payment is essential, as a wine grower who refuses to pay his quota to the interprofession can lose the appellation. Due to the vast territory of Centre-Val de Loire even the interprofession has difficulty in tracking down if all the AOC are in the BIVC. Gigan stated that all the AOCs that are geographically close to Sancerre belong to BIVC. For an example Valançay does not belong to any interprofession. This is more a question of the geographical location as the region is situated between the territory of Interloire and BIVC. There is also the question of the wine yards in Auvergne. This region belongs to Loire Valley region yet it is not at all connected with any Interloire or BIVC in the area. They only possess few wine unions to manage their appellations. When considering the territorial span of BIVC it goes beyond periphery of Centre-Val de Loire. This is a unique characteristic, as the AOC Pouilly Fumé region falls under the territory of Burgundy. Yet the AOC does not match with the regional wine of Burgundy, but resembles the central region more with almost 100% sauvignon blanc grape variety. Apparently there are historical, geological and analeptic links between the AOC Pouilly Fumé and Centre-Val de Loire. As per Fanny Gigan this situation creates many administrative complications and especially launching new regional projects. However she did not explain these difficulties in detail.

The other unique characteristic in Sancerre is their distribution model of wine. Usually in a wine region the model consist of the wine growers, cooperatives cellars and wine merchants. In this central Loire region there are very less cooperative cellars and merchants. Wine growers represent a higher percentage than merchants, and even they have more power over the wine merchants. Here the wine growers and merchants are the same party as they engage in both activities. Most wine merchants have a part of production too. Hence there is a healthy connection between the buying price and selling price. According to Fanny Gigan this is one of the secrets of the success of Sancerre wine industry.

Sancerre is the strongest in terms of exportation with 50 to 60% in United States. She could not explain the reason behind United States being the top country. Pouilly Fumé comes second with Menetou-Salon in the 3rd place. Export depends on the strength of the AOCs and capacity to deliver through international links. Out of the 8 appellations Sancerre appears as the more visible and the leading AOC.

Even though the BIVC is not focused mainly on tourism they have greatly contributed to the development of wine tourism. Apart from managing the two projects for the two destinations in 'Vignobles et Découvertes', they have initiated an interactive map¹⁹ with the contacts of wineries, accommodation, restaurants and attractions. Furthermore they have a mobile application on the play store called Vins du Centre-Loire. This enables the visitors to organize their own itineraries. The application is updated on a daily basis with the new information concerning nearby events, activities etc. More than an interactive map this application is more customer friendly as it even allows the users to save contacts in their address book, add places to their favorites. The users can directly contact the suppliers on the site through a mail. For an alternative for the label of Interloire 'Caves Touristiques', they have their own quality chart put upon the wine growers participating in œnotourism to measure the quality of their services.

There are already around fifty wine growers who have registered to the 'Charte d'accueil'. BIVC acts as a link in connecting the regional tourism offices of Sancerre (occupies 30 different communes) and Pouilly Fumé and other community committees especially when it comes to projects such as 'Vignobles et Découvertes' and 'trail de Sancerre'. Like most other wine regions the main international clientele consist of British, German, Belgium, Netherland and American clients. Fanny Gigan stated that the region is visited by a lot of international visited as they are situated on the trail of

¹⁹ <https://www.vins-centre-Loire.com/fr/map>

'Loire à Vélo' and also the high way to south of France goes between the Central region. In the present the central region is more of a transit point and the tourists only stay for a shorter period less than 3 to 4 days, therefore the tourism actors such as the accommodation sector, restauration, wine estates have lesser opportunities to promote their products which eventually causes a threat to the quality of services as well. Therefore the CRT and ADT with the help of tourism offices and the regional authorities are trying to increase the visibility of the region. The region Sancerre and the vineyards have registered to the UNESCO world heritage list, and currently in the waiting list. Gigan stated that there is a particular association formed with the wine union, tourist actors and regional authorities for this project. Already the Cathedral of Bourges, in the central region is classified as a world heritage site.

2.5 Other organizations

There are many other different organizations associated with the wine industry such as la Confédération des Vignerons du Val de Loire (CVVL), L'Union des Maisons et des marques des Vins de Loire (UMVL), Association Régionale Filière Vin (ARFV) and wine unions (syndicats des vins) etc. The website Vins de Nantes gives brief description of all these organizations involved with the wine industry. All of these organizations are focused on the same objectives and responsibilities such as representing the *appellations* and the wine producers of the region, defending the participants of the industry at regional level, boost economic development, develop wine tourism activities in collaboration with Interloire or other regional tourism offices and finally to reduce the environmental impact. They would give technical support, more visibility for winemakers and crisis management. As per the image 19 these associations are laid on an organisational ladder. Each organisation is representing different areas of wine industry. Such as each are connected with the other Fédération Régionale des Caves

Coopératives²⁰ du Val de Loire representing co-operatives wine cellars, 'L'Union des Maisons et 'des Marques des Vins de Loire' representing wine traders. In the next section I would like to present one wine union to describe how this association works aligned with the Interprofessional organisation and the winemakers.

2.6 Wine Union of Chinon, building a Rabelaisian identity among wine growers

I had the opportunity to visit Chinon twice for my field visits. Once for a wine fair and second time to meet with the director of the wine union of Chinon, Emmanuelle Schlienger. This AOC caught our attention from the beginning of the research, for its active participation in wine tourism and evocation of philosopher François Rabelais's heritage in their wine. This meeting with Emmanuelle Schlienger was arranged to get a clear idea of the functions and the role of a wine union in an AOC. 180 winemakers except a single one are members of the union.

Their main activities are organizing training programs for the winemakers, communication and promotional activities and constructing a common project to safeguarding the identity of Chinon wine, which is the heritage of Rabelais and his humanism. Other minor activities include active participation in social media to give more visibility to AOC Chinon, collaborate with Interloire for the organization of major annual event « Vignes, Vins, Randos », Organization of "Festival des Nourritures Élémentaire", an event organized every year to commemorate Rabelais, the wine union intervenes to keep a catalogue of the wine cellars in AOC Chinon with the label 'Caves Touristiques'. This is mainly done for the label '*Vignobles & Découvertes*' for Chinon-Bourgueil-Azay. Only the wine estates and cellars who already have the label 'Cave

²⁰ Les caves coopératives sont des acteurs du développement local. Le mouvement coopératif intervient dans l'ensemble des appellations de la région Centre. Sa diversité de structure induit une présence économique qui en fait un acteur économique de premier plan pour certaines appellations (Sancerre, Montlouis sur Loire, Vouvray,...) (Diagnostic de la filière vin en région centre, jan 2013, p. 38)

Touristiques' can have the label '*Vignobles et Découvertes*'. According to Schlienger the most important part of this label is the network that it creates among the tourism actors of the area. Apart from this the union is executing research time to time to detect the situation of the wine industry in the AOC. Schlienger handed us a summary of the previous research and data collection executed in 2014. There are two main points to retain, first point is that the AOC Chinon gives importance to direct sales at the domain, with statistics of 9/10. This is a particularity for an appellation, that they do the selling part themselves. According to Schlienger, there are almost no wine traders in the Appellation or even cooperative cellars except Cave SICA, which is also a very small-scaled one. Selling wine at the premises indicate that most domains are accustomed to welcome guests at their estate. The second important point in the statistics report is that ¼ of the domains have the 'Cave Touristique' label. The wine union is aware of the situation of wine tourism in the region as Schlienger related names of prominent participants and their activities proposed. As per our notes she described around 9 to 10 different wine domains.

Even though Schlienger claims that that developing wine tourism or encouraging the winemakers towards it are not on their bucket list, wine union does in-directly. For example they print the annual Guide of their AOC « **Vin et Tourisme 2018** » which notes all the main events taking place in the region of Chinon and the list of domains proposing wine tourism or leisure activities. Caves Painctes, the troglodyte caves under the fortress managed by the union opens for tourists only on July and august. The entrance is for a small price of 3 euros as the main objective is not to make money but for the tourists to discover the site and the AOC. Seems like they do not want to make the place a tourist attraction as there is no wine shop in the premises. This sends me back to Marie France Garcia Parpet's article on Chinon, the strongly embedded notion on Rabelais's Humanism shared between the winemakers and not just prone to commercialization and making money as the Bordeaux winemakers. As per the

implications put by Schlienger Chinon AOC is not oriented towards mass commercialization. As there are no collective selling places or cooperative cellars or either House of wines except two small house of wines Caves Panzoult and Maison des vins de Veron, established by the partnership of few winemakers. The main house of wine in the city centre is not open for tourists. It is only accessible for wine growers of the Chinon AOC and the confrerie 'Bons Entonneurs Rabelaisiens'. It serves as a collective space for them to meet and exchange, therefore more like a house for wine growers rather than a 'Maison des Vins'.

As I mentioned before Chinon AOC dwells on the heritage of Rabelais. Most of his writings has references to wine. The famous saying of Rabelais "*Buvez toujours, ne mourrez jamais*" definitely relates to wine. The imaginary land created in his famous book "*Gargantua et Pantagruel*" is based on the real sceneries of Chinon, his birthplace. Guide de Gallimard « **Voyage en Rabelaisie** » is one of the first guide books to be made on an imaginary country. It has a chapter dedicated to wine. This guide book is unique because the interest of the tourists or outside visitors are put in the second place, as it serves more for the local community in the area, bringing more awareness about the proud heritage of Rabelais and boosting the local pride of their territory. According to Schlienger, most wine growers of the region brings up the heritage of Rabelais and his connection to wine at some point. As for the winemakers it is also to generate common knowledge on Rabelais's heritage and create an identity for their AOC²¹. Saskia Cousin (2011) writes how tourism can not only benefit the tourists but also the locals of the

²¹ « L'objectif premier de ce guide était de susciter la fierté des vignerons par rapport à leur territoire et créer un socle de connaissances commun (autour de Rabelais, de l'identité de l'AOC)... permettre aux vignerons de se réapproprier l'héritage rabelaisien. *Pantagruel & Gargantua* se déroule sur le territoire de Chinon... L'intérêt touristique ne vient qu'en second lieu, c'est surtout un dommage collatéral positif » Schlienger E, 2018, May 2.

area. Guide books and tourist brochures can also serve to create awareness about their own culture and traditions, as well as regenerate pride on one's heritage.

As mentioned below the wine union of Chinon plays an active role in promoting the AOC Chinon by even acting as a link connecting tourism actors. Especially by promoting the regional wine, they are promoting the territory as well. This is common for most appellation that has the name of the city such as Bordeaux, Bourgeuil, Chinon etc. Wine becomes a key element that attracts tourists to the region. The bottles with the name of the region on the etiquette acts as a outil in promoting the territory worldwide. Chinon wine union plays a major role in creating an identity and image for the Chinon wine. When observing the situation of Chinon we can see how tourism can play a major role in constructing the identity of an AOC.

2.6.1 Wine Brotherhood and Rabelais's Heritage

Illustration 24: Few members of the confrrie at the Chinon wine fair



Source: Akila Karunathilake, 2018

Brotherhood or in french, *Confrérie* is an association of wine enthusiasts. In France, there are many region based fraternities. "Their primary aim was one of fraternity in order to promote, in a collective effort, wines of their own area and France in general" (Frochot, 2015, p. 2). They are open to tourists to their events and festivities. Rather than a formal association, they are more friendly and welcoming towards the outside parties to all the Chinon wine lovers. "*La Confrérie des Entonneurs Rabelaisiens*" is one of the main brotherhoods in Centre-Val de Loire representing the AOC Chinon. They have adapted the image created by the French writer and philosopher François Rabelais.

"cette image populaire des vins de Chinon vers une image alliant « authenticité » et « humanisme » qui va permettre de faire connaître ceux-ci bien au-delà de la région et d'augmenter ainsi la vente de bouteilles" (Parpet, 2009, p. 11)

I had the opportunity to meet few members of the *confrerie* at the Chinon wine fair. They were easily recognized with their bright red cloaks and the head gear, see image 24. During my discussion with Mr Andre-Henri, one of the members, he stated that the costume is adapted from Rabelais's outfit of the period. This confrérie was created in 1962 by the wine lovers and enthusiasts of Chinon wine. I had to mention about the brotherhood together with the wine union because of their close connection. Both parties are acts in the re-creation of Rabelais's heritage and promotion of the AOC Chinon. They both share the same place 'cave peintes' the large troglodyte cave under the Chinon Fortress. According to Andre-Henri the cave can accommodate around 300 people during events of the brotherhood. The difference of the Brotherhood from a professional wine organization is that they are more open and friendly to the public who is outside the professions of wine, such as wine growers. It is open to all the followers of Chinon wine to share the delight of the regional wine and the concept of 'Humanisme'. During my small discussion with Andre-Henri he specially mentioned the link Rabelais had with wine. It is not only his evocation to Chinon wine in the famous

Gargantua and Pontugral, but also Rabelais comes from a family of wine growers. He was himself an enthusiast of Chinon wine. *Cave Painctes* was a place he usually came for tastings. Marie France Garcia Parpet quotes Rabelais's words describing the Caves Painctes.

"Les caves Painctes, c'est impressionnant, j'ai rencontré des gens! Une gentillesse! Ce ne sont pas des vendeurs, c'est différent des Bordelais. À Chinon tout est à goûter, rien à acheter. Il y a une entrée en apparat, les intronisés ont leur médaille"(Parpet, 2009, p. 16)

The brotherhood is like any other club with the grand master for a president and head personnel taking charge of different areas such as Finance, the events, meals etc. They organised "*chapitres*" which are more like reunions to celebrate the Chinon wine and commemorate Rabelais's Heritage. They organize two types of chapters. *Chapitres exceptionnels* that take place 15 to 20 times an year with entertainment events (limited to a certain audience as the meal plan is more than 80 euros at the events). *Grands Chapitres* included four events Bourgeon, Vendanges, Diane and St-Vincent. Emmanuelle Schlienger stated that the confrérie is invited by other *Confrerie Bachiques* to represent the region Chinon, which means they act as ambassadors to the AOC.

Synopsys

The complex organizational frame work behind regional wine industry was a challenge for the research. The short period of four months in field, was not enough to study all the organizations and the actors. Therefore I had to select the most active characters in the wine tourism industry such as the Interprofessional organizations and wine unions. Both of the below mentioned organizations dedicate their resources to develop wine tourism with the designation of labels such as 'Caves Touristiques' and research study 'Observatoire de l'Oenotourism' to collect data. Even though wine tourism is not one of their areas of focus some wine unions indirectly contribute to it. For example wine union of Chinon creating a common identity for the regional wine together with the Brotherhood 'La Confrérie des Entonneurs Rabelaisiens'.

CHAPTER 3. EVENTS AND LABELS, CREATING A WINE TOURISM NETWORK

There are certain instances that brings all these clustered organizations and actors together. This includes the implementation of several projects and events aligning with wine tourism. For Example the labels such as *Vignobles et Découvertes* and *Réseau des Caves Touristiques* and events such as *Vignes, Vins, Randos*, international tourism fairs and wine festivals etc. These projects are mainly run by Interloire and CRT but however ADT, OT and wine unions also participate for the annual meetings.

3.1 Vignes, Vins, Randos

As per the press release of September 2017 of Interloire the 14th edition of '*Vignes, Vins, Randos*' was a success with 12,000 participants, 20 appellations and 400 winemakers. The 14 years of continuous success of this project is an excellent example of Loire Valley's potential as a wine tourism destination. This year they have put 15 different itineraries to choose under several categories such as family trail, cycle trail, handicap trail. Among the regions in Centre-Val de Loire trails in Chinon, Vouvray, Jasnières et coteaux du loir, Touraine-Mesland, Bourgueil are proposed. These are trails destined to every time of participant as they are 8 to 8.5 km. During a trail the participants have the opportunity to taste the appellations specialized to each region with some local finger food, visit one or two cellars and learn about the local regional culture. For example in region chinonais will present the legend of the French philosopher François Rabelais, as it is his birth place. At the end of the trails live bands and entertainment events are organized for the participants. Every group is directed by a winemakers representing the appellations of the region. The whole event is an excellent tenure exchange the natural and cultural heritage surrounding wine. Some trails have the both French and English language options but some are only done in

French. In a conference²² held at Villa Rabelais, Tours, Dominique Berdon, in-charge of sustainable development in Amboise stated that *Vignes, Vins, Randos* is an activity that creates social links, also it helps to pass the know-how of French wine heritage. The most important thing is that this activity brings together the CRT, Interloire, the wine unions, wine growers and the other regional tourism actors.

3.2 Label 'Vignobles & Découvertes'

In her Master thesis²³ Audrey Delas (n.d.) defines the qualities of a label as below. A label reconnects with a certain know-how. It is a simple instrument of promotion and does not engage with the promotional mix, have common values and standards for everyone and there are certain objective criteria to follow to bear the label.

There are four wine growing areas in Centre-Val de Loire region that fall under the label '*Vignobles & Découvertes*'²⁴, created by ATOUT²⁵ France. To be given this title wine growing estates or wine cellars engaged in tourism have to comply with certain criteria and quality standards.

"La marque distingue les destinations proposant une offre complète, correspondant à une pratique de court séjour, pertinente sur la thématique du vignoble, et de qualité. Les candidats doivent assembler de l'hébergement, de la restauration, des activités de découverte des caves, des visites de sites culturels, des découvertes d'espaces naturels, de savoir-faire locaux, des

²² De la graine à l'assiette : la patrimonialisation de l'alimentation, colloque international à Villa Rabelais, Tours

²³ Valorisation et structuration de l'œnotourisme bordelais par les démarches qualité - Audrey DELAS

²⁴ Le label Vignobles & Découvertes a été lancé en 2009 pour promouvoir le tourisme sur le thème du vin et de la vigne. Il est attribué pour trois ans par les ministres du Tourisme et de l'Agriculture après recommandation du Conseil Supérieur de l'Œnotourisme. Il s'appuie sur les zones touristiques mais aussi sur les secteurs d'appellation viticole (la nouvelle république, 2013)

²⁵ Agence de développement touristique de la France

activités de loisirs, des événements, des structures réceptives répondant aux exigences du règlement d'usage et engagés dans la démarche” <http://atout-france.fr/services/le-label-vignobles-decouvertes>

Main purpose of this mark is to recognize potential destination, give more visibility to that destination and develop quality wine tourism products that suits the visitor expectations. The label is given to the particular destination and the participating actors of the wine tourism industry.

3.2.1 Gaining eligibility for the label

As per the document proposed by ATOUT ‘Annexe-2 conditions for elibility of the mark’ (*Conditions d’eligibilité à la marque Vignobles & Decouvertes*) the perimeter of the land should consist of a sufficient network of suppliers and stakeholders, the name of the candidate destination should include the name of the wine growing area or the tourist zone, having clear designated roles for partner suppliers or other adjoining actors and have an effective communication tool for promotion and marketing. Each actors have different conditions for example it is a restaurant it has to promote the regional products and the AOC/P or IGP of the area etc, if it is a cave they should have a quality approach for welcoming guests, has to be open on public holidays as Easter and Toussaint, etc, if it is accommodation a hotel, home stay or vacation rental it has to be fully equipped according to tourism standards, situated in a vineyard or in an eye catching environment etc. Likewise all actors concerned in wine tourism have a list of conditions to be fulfilled. Even the tourism offices in the destinations fall under the label.

3.2.2 Four labelled regions in Centre-Val de Loire

Having the label is a huge success for the regions as it helps to create a network among the tourism actors that are dispersed around the territory and even increase cohesion between the administration sectors such as the Tourism Offices and CRT and ADTs.

Catherine Cros, stated that the label permits CRT to connect with participants of tourism as well as wine tourism in both local and departmental levels. Label brings the regional 'Offices du tourisme' together with other departmental organizations such as CRT. This label is only valid for a three year period and after this period it has to be renewed by ATOUT France.

Chinon, Bourgueil, Azay gained the label in year 2010. There are total of 43 domains associated with œnotourism in the region. The most active with many offers are *appellations* St. Nicolas de Bourgueil and Chinon. Emmanuelle Schlienger indicated that the label is an excellent apparatus to reconnect all the actors participating in the tourism industry and create more visibility for them. According to her the label serves more for restaurants, accommodation sector and organizers of leisure activities, as the label reconnects the wine tourism clients with other tourism actors.

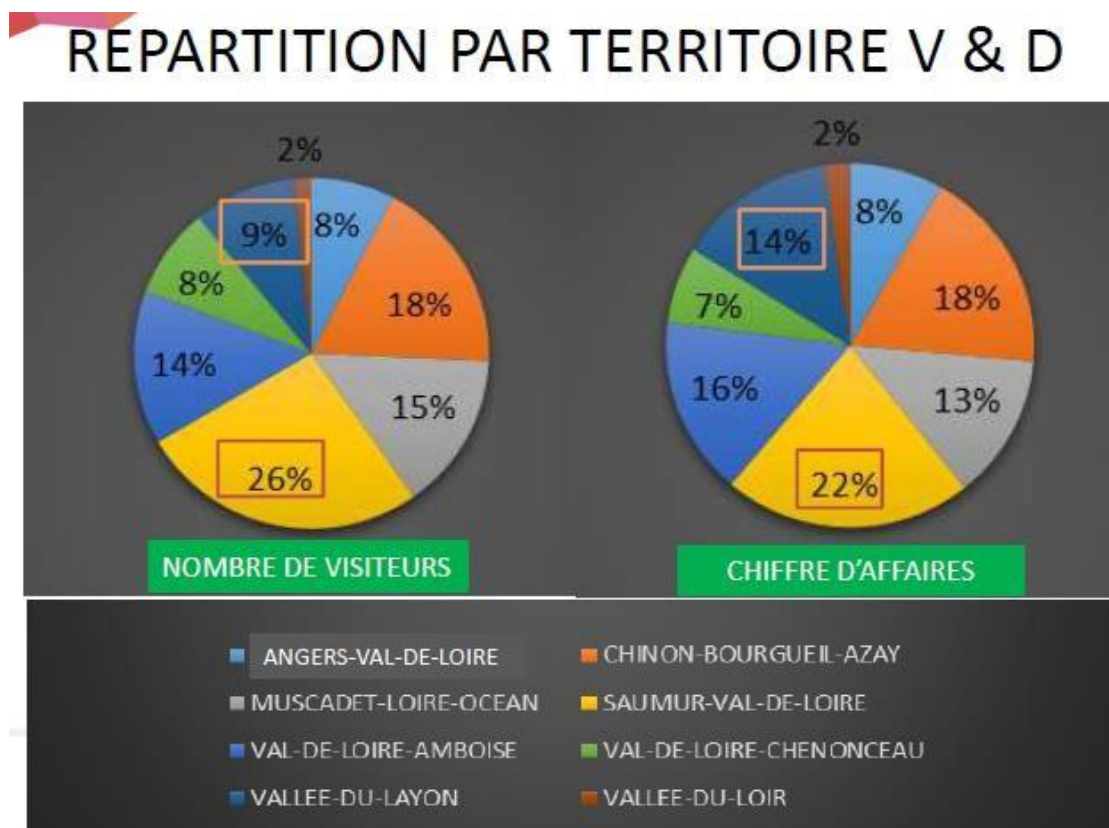
Second destination is Vallée du Loir which consists of Vendôme, Loir-et-Cher and Sarthe. They received the label in year 2013. The website of Vallée du Loir presents the region well with all the attractions and possible tour itineraries. They present two different wine routes possible in bicycle. One is 16.2 km for duration of 1h30 minutes along the vineyards of Jasnières. The second one is a 52 km long route for 4 h along Ruillé-sur-Loir, Poncé-sur-le-Loir or through Chahaignes. This one is proposed for clients coming in vehicles due to the length of the route. There is a website link to a mapping application of play store. The clients who have the application can directly follow the detailed map. If not the website also directly connects to google maps.

Third is Centre-Loire (regions of Amboise and Chenonceaux was added in 2011. This is a region with large number of heritage sites such as Amboise castle, Chaumont sur Loire, Chenonceaux, Clos Lucé as well as large number of famous *appellations* Vouvray, Touraine and Montlouis. There are large number of wine domains open to clients. Unfortunately they did not renew the license for the label. According to Catherine Cros

there was a political conflict between the regional tourism offices involved in the destination label.

Fourth is Sancerre, Pouilly, and Giennois which is wine destination with a very long history even though they obtained the label of '*Vignobles & Découvertes*' in year 2016. It is an area known for its unique slightly hilly rural landscapes.

Figure 25: Number of visitors in the destinations labelled by '*Vignoble et Découvertes*'



Source: Observatoire de l'œnotourisme 2016, Interloire

3.3 Label 'Vigneron Independent'

*Vigneron Independent*²⁶ is a label granted for independent winemakers that do the cultivation, vinification, vending and even sometimes welcoming the clients to the domain. According to the official website of this mark, signifies the authenticity of the product and personal touch given to it from the manufacturer. The label is given by the confederation of independent winemakers in France. This is an internationally recognized label classed in the 33rd place among the other liquor labels and wines. The other important factor is that it is a collective brand that brings together similar enterprises and assist them in all the operations such as productions, selling, distribution etc. The confederation organizes wine fairs "*salons des vins des Vignerons Indépendants*" in different regions to give more visibility to their members and promote their products. They have their own online platform called Plugwine (<https://www.pluginwine.com/>) to sell the bottles of the label holders. Furthermore they accompany the members through the process of exportation inside and outside Europe. The organisation promotes the mark on the media, social networks, and large distribution networks such as Carrefour.

3.3.1 Their role in wine tourism

The area that connects with wine tourism, is their role in promoting the profession of 'wine making'. They organize the competition "*Concours des vins des Vignerons Indépendants*" which include the opinions of the regular consumers and not only wine tasting professionals. This is the only wine competition in France that allows the consumers to express the taste. Including regular consumers bring more

²⁶ A ce logo nous y avons associé la signature « des vins et des personnalités authentiques » qui représentent toute la diversité des femmes et des hommes, passionnés par leur métier dans toutes les régions de France. Les vins ressemblent aux vigneron indépendants qui les élaborent de la vigne, à la mise en bouteille en passant par la vinification et l'élevage. (<https://www.vigneron-independant.com>)

recognition and visibility to the bearers of the label. The slogan of the label is the wine and the authentic personalities, "*des Vins et des personnalités authentiques*". This sends us back to the conditions for the ownership of the label, cultivating wine respecting the *terroir*, producing the wine in his own winery and selling in his domain while sharing the passion of the "profession of wine making". Sharing of passion relates to opening the doors for customers, not only to just sell bottles but to connect and share with them. The official website of vigneron independent website defines wine tourism as a beautiful way of connecting with the winemakers and his wine. It is the opportunity for the wine producer to share his passion, philosophy and way of life. Recreate and relive emotions and create unforgettable memories.

3.3.2 Small Wine Growers and the Search for an "Authentic Experience"

In her article²⁷ on Grands crus of Burgundy Marion Demossier states, "the world relies on the connections made between different imaginative discourses and experiences, which promote place, producers, and consumers" (Demossier, 2013, p.188). Demossier writes in the same article about the way which all wine lovers around the world expects to taste their 'object of desire'. The experience of wine tasting is not only about tasting different wines it all about sharing a part of the wine growers experience. Visiting the cellar, connecting with the winemakers where he will share knowledge about the *terroir*, grape varieties, the wine making process, his routine, meeting with the family. It is a gustative, sensorial and an emotional experience for the tourists. This is a distinctive 'social experience' desired by most wine lovers. Phillippe Blanck, the vice president of vigneron independent in France and also the in-charge of wine tourism supports this phrase with his statement "we cannot imagine to what extend the people who come to visit our domains want to relive the emotions, experience the authenticity, share and

²⁷Grands Crus: Global Markets, Transnational Histories and Wine, Marion Demossier

exchange. This is what fulfills their purchasing. So that they do not only leave with a bottle but with a part of the domain²⁸. The visitors access the intimate space of the winemakers, it is this human relationship that helps to enter the universe of the wine grower. When visiting family run estates the visitors get the opportunity to meet the family and share part of their life in the estate. Sometimes you even get to connect with an unusual yet special person. During our visit to Domaine Pierre and Bertrand Couly in Chinon we met Mr Bertrand Couly's loyal canine companion Yqwen. He was very friendly with strangers and accompanied us during the wine tasting.

3.3.3 Vignerons Indépendants in Centre-Val de Loire Region

According to the official website of *vignerons indépendants* their label holders play a major role in œnotourism in France. Among all the members of the mark 82.2% welcome clients in their domain and participate in wine fairs to exchange with the professional and the general public. "*pique-nique chez un vigneron indépendant*", one of the major events organized by the movement is to be held this year on the 19th, 20th May and the 21st Monday following the Pentecost holiday. The participants are to bring their own picnic lunch. Different winemakers are organizing various activities for the picnickers. I checked online the activities proposed by the members in the Centre-Val de Loire region. There was a variety of activities proposed by wine growers from all areas; such as walk in the vineyard, visit of the winery with a tour of the domain, visiting the troglodyte caves, tasting of local products of the territory, quiz followed with entertainment activities and the participants are asked to come dressed in 19th century costumes. Some winemakers have Tambolas, inflatable castles for kids and

²⁸ « On n'imagine pas à quel point les personnes qui viennent sur nos domaines ont besoin de vivre des émotions. Elles réclament de l'authenticité, des échanges, du partage. C'est tout cet ensemble qui donne du sens à leur achat. Elles ne repartent pas seulement avec nos bouteilles, mais avec un bout du domaine. » Phillippe Blanck, <https://www.vigneron-independant.com/œnotourisme-tourisme-viticole-definition>

other entertainment games such as Pétanque. This event helps to promote the domains to the general public and draw in more visitors. The targeted public is moreover the local residents. Therefore the winemakers are competing with each other trying to propose more innovative and diverse activities to attract clients to their domain. The website shows that 32 domains from Loire region are participating to the event. This proves the willingness of the winemakers to participate in œnotourism. Apart from this event there are many other events proposed on regional level such as 'Art & Vin dans le Var, vendangeur d'un jour en Alsace, les jeudis dégustation, vignes en toques à Saint-Pourçain, Tempo 'vignes au cœur d'Angers etc'. I have encountered few label bearers in the Centre-Val de Loire region such as Chateau de Valmer, Chateau L'Aulée who are also very active participants in wine tourism. During my field visit in Sancerre we passed many wine domains with the label on the welcome board with the name of the domain. As mentioned above wine tourism clients seek for the authentic experience of connecting with the product, producer and his terroir. Hence small independent properties are ideal for visitors as they can reach the 'imaginary' associated with wine.

"Mass commodities are uninteresting to consumers. Local wines being accompanied by a personal and local touch makes it an interesting commodity for consumers as a product, which in the case of tourism, attracts many visitors to wine producing areas.

Association of wine to a specific area and the wine growers deep connection with the product makes" (Ulin, 2013, p. 80)

In the same article he mentions that "wine tied to particular places or terrains and their producers allow us to participate in both the imagined sensorial and artisan qualities of wine production and consumption". Wine is always an object with a cultural base. "The symbolic and cultural associations of wine makes it a commodity somewhat distinct from others" (Ulin, 2013, P. 80). The wine grower is an important part in creating this image as the presence of the grower adds more value to the bottle. Demossier (2013)

draws an excellent example to prove this statement in her article on *grands crus* of Burgundy. She speaks of an organic wine grower in Burgundy who decided to go to United States to sell her wine as she had a poor harvest. At the end she succeeded to sell all her bottles for double the price. This shows that the originality of the model is that it puts emphasis on drawing back the consumers to the grower.

The independent winemakers are a crucial part of wine tourism, especially in the Centre-Val de Loire region. In Bordeaux, wine growers sell wine in bulks to wine traders who bottle them and sell in massive quantities to clients hence the large scaled trading co-operations are very powerful. Whereas in Centre-Val de Loire most wine growers are the traders as well. There are very less number of *négociants*. During the interview with Emmanuelle Schlienger, the director of wine union of Chinon she mentioned that in the region there are almost no wine traders or even a less number of cooperative caves. As the most wine growers sell their wine in their own domain or through their distribution channels. In Sancerre also most wine growers are wine traders as well, which brings a prestigious status to them.

3.4 National and International Events

Centre-Val de Loire wine represents themselves in a number of international events and fairs. Usually CRT and the interprofessional organizations take the lead in organizing and managing the stall and bringing the regional participants together. Following the interviews we had with the representatives of CRT and the interprofessional organizations they have participated in a large number of national and international events. These include tourism fairs such as *Salon Mondial du Tourisme* in Berlin, *Rendez-vous en France* a travel fair for international tour operators and International wine trade fair *Prowein* in Dusseldorf, Germany etc. Also grand events such as Spring to Loire in United States, London wine week in London and *Loire en couleurs* in

Montréal. While creating international visibility for regional wine and tourism products these events are also an excellent opportunity for the different actors to re-connect.

Illustration 26: One of the stalls representing Loire Valley wines at the Prowein event 2017



Source : <https://www.vinsvaldeloire.fr/en/news/join-us-prowein>.

Synopsys

The key purpose of the labels such as Vignobles et Découvertes is to create more visibility for the wine tourism sector and promote recurring offers to the outsiders. However a label serves more than promotion and visibility, it is the network it creates among the different actors involved in the field. For a region like Centre-Val de Loire this is the most needed factor. International and local events such as wine fairs, wine festivals and other events enable to present before a large audience, hence create global visibility for the tourism offers and products. Plus these events bring different actors together in one place, creating a moment to re-connect with one another.

CHAPTER 4. WINES AND CASTLES: CONNECTIONS IN PROGRESS

Castles are a marvel that attract many visitors to the Centre-Val de Loire region. The castle of Chambord stands among the 30th famous cultural sites in France²⁹. As per the research on the clientele conducted by CRT³⁰, Castles are one of the main reasons most travelers visit the region, compared with wine tourism activities that stands in the 3rd place. 96% of the tourists visit castles and monuments and 27% engage in activities connected with wine. These two elements have one thing in common that is the image of elegance, romanticism, grandeur which are the main the main features expected by tourists visiting the region. The castles symbolize the elegance and grandeur that satisfies the nostalgia for the Renaissance and the royal history of France and the wine symbolize an important element of French '*Art de vivre*'.

After examining tourism products of the region I realized that there are less combinations with castles and wine, despite the high potential. François Legouy, is a geographer who is keen on this subject matter. He is one of the few scholars to conduct research on the relation between Castles and wine in Centre-Val de Loire. For my research I incorporated his two articles written about the relation between the regional wine domains and the castles³¹ and the article on the landscape heritage of the wine yards in Loire Valley from Orleans to Tours³². These two articles evoke the historical

²⁹ www.tourisme.gouv.fr

³⁰ Enquête 4V/Comité Régional du Tourisme Centre-Val de Loire, 2014

³¹ Les Appellations d'Origine Contrôlée (AOC) viticoles dans la région Centre-Val de Loire et les châteaux : une impossible équation? Legouy, F. 2013

³² Les héritages paysagers de la viticulture dans le Val de Loire d'Orléans à Tours et ses abords périphériques, Legouy, F. 2012

importance as well as the authenticity of the castles of Centre-Val de Loire in comparison to other castles in France.

4.1 Wine landscapes and the altering of history

In most landscape cross sections representing the Loire Valley region, vineyards are often represented on the hill side of the valley. In his analysis on old maps, Roger Dion (2011) shows that wine was actually located everywhere. In and around the Loire Valley. That vineyard has shrunk and almost disappeared from the bottom of the valley. As the consumption of wine decreased the quality of wine improved and urbanization sprawled over the "sub urban vineyards" (Jean-Louis Yengué and Amélie Roberts, n.d.). He also mentions the social history of the vineyards stating again according in accordance with Roger Dion (2011) that the Loire Valley wine gained their prestige through the royal crown and are the noble families established in the region during the medieval and the renaissance times. These good quality wines produced in the vicinity of the castle eventually disappeared as the royal courts moved to Versailles with the courtiers and the lords. After that wine developed in other areas such as the bottom of the valley like the alluvial plain in replacement of low value crops. From noble vines produced under the care of the lords the Loire Valley, vines became popular and peasant wines with variable qualities.

"Les rois de France ont largement favorisé, par leur présence avec la Cour dans les nombreux châteaux du Val de Loire et ses abords immédiats, au développement du vignoble du Val de Loire. Le vin de la région était originellement un vin de qualité dont la réputation s'est ensuite propagée à Paris et dans les provinces françaises. Mais cette réputation existait tant que les vignobles étaient aux mains des châteaux, des abbayes et des bourgeois des villes. Elle fut ternie à partir du XVI^e siècle lorsqu'elle fut peu à peu prise en main par la paysannerie". (Legouy, 2012, p. 7)

This peasant viticulture formally located in the alluvial plain has been forgotten in the current landscape identity of the UNESCO sites. This is also why the wine properties in the Loire Valley are called 'domains' and not 'châteaux' like in Bordeaux. In his article Legouy explains reason behind the strong connection between the castles and wine in Bordeaux. The castles in bordelaise region are simply noble residencies. The term '*Château*' is simply applied to define an aristocratic household with a wine estate³³. In Bordeaux the noble mansion in the wine estate creates an imaginary territory that emphasizes wine as a symbol of luxury and elegance.

It is a different story according the regional strategic plan of CRT most castles are linked with the historical notion of "gardens of France" which goes back to the identity of a regional vineyard. « La plupart des châteaux de la Loire sont liés à la notion historique de « Jardin de la

France » et renvoient à des appellations viticoles (par le nom, la proximité ou l'histoire du domaine)» (p. 38). ». Best example is the AOC Cheverny. Phillipe Roudié (2000) states that Loire Valley has incorporated or imitated the style of 'Châteaux viticoles' in Bordeaux. Furthermore to support his argument he denotes that the three landscape types of the Loire castles does not leave any place for vineyards.

« Les fameux châteaux de la Loire soit urbains (Blois, Amboise...) ou champêtres et forestiers (Chambord, Chenonceau...) ou décor de théâtre et jardin (Villandry, Cheverny...) où la vigne n'a jamais eu sa place ». Vous avez dit « château ? Essai sémantique d'un modèle viticole venu du bordelais, Roudié, P., 2000

One can notice today that many castles are using the vineyards as a display for their crop for their garden. As in Saumur and Amboise, Chinon, and more recently Chambord.

³³ « Le terme de château est devenu une appellation qui ne représente plus nécessairement une construction castrale mais un domaine viticole » (Legouy, F. 2013, p. 3)

Legouy (2012) notes that these castle landscapers have gone against the natural flow of the natural flow of the history " the abandonment of the vineyards".

"Les paysagistes des châteaux de Saumur et d'Amboise sont donc allés à contre-courant du sens de l'histoire : l'abandon progressif des vignes par les châtelains. Vouloir les représenter à nouveau au pied du château relève du mythe et du modèle bordelais..., beaucoup moins de la réalité du Val de Loire. Du reste, dans le Val de Loire et sa région proche, il n'est pas question de « château » mais davantage de « domaine » pour exprimer la réalité des exploitations viticoles. Dans le paysage « réel », les vignes d'Amboise sont situées au-delà de la périphérie urbaine sur le plateau et non sur son rebord en position de domination de la vallée de la Loire".(Legouy, 2012, p. 15)

It is not the real image as in reality the vineyards should be more far away. When talking with historians and academics and also some tourists we often hear the arguments that reintroducing vineyards around the castles as a 'display crop' is counter-historical, is therefore ethically wrong. These opinions are based on an objectivist conception of heritage. As if heritage should necessarily be the exact expression of a historical reality. As a fake heritage. A constructivist definition of heritage would consider that heritage is always a social construct. If one considers the current context of global market competition of wine and the lack of identity in Loire Valley wine it makes perfect sense that Loire Valley wine factors would want to reconnect the image of Loire Valley wines with the prestigious imaginaries of renaissance castles and their royal origin. Saskia Cousin (2011) writes about this staging ('mise en scene') of tourism and authenticity to sell as product to tourists. Her research based on the heritage of the Touraine region explores the creation of the 'image' that gives an identity to the region in the eyes of the tourists. Literature and institutional documents, guide books, brochures, internet sites, slogans, tourism offices, monuments and museums, norms of protection and conservation, festivals, even local social organizations, individual memory and heroes are all 'techniques of local production'(Appudurai, 2001), to create an image unique to

a certain region³⁴. Just like in Bordeaux winemakers use the term chateaux or constructed the image of the chateau to ennoble their wines and make it more visible and make them visible in the globalization of wines or distinguishable in the global environment.

4.2 "Chateaux viticoles", an adaptation from the Bordelais ?

In his article Legouy (2012) mentions that the information provided from Interprofessional organizations in Centre-Val de Loire estimates around 25 "chateaux viticoles" in the region in 2012. My curiosity is that if these were originally "chateaux viticoles" or only fabricated adapting the Bordeaux model.

Illustration 27: Domain Chateau de Valmar



Source : Château de Valmer

³⁴ Derrière les images de l'identité locale, l'invention de territoires, la création de héros ou la production de traditions impliquent une conception parfois dynamique et relationnelle de l'identité collective, fruit d'appropriations et de réinventions permanentes. (Cousin, S. 2011, p. 25)

During the research, I encountered few family run small-scale castles in the Centre-Val de Loire region that have wine estates, for example Chateau de Valmer, Chateau Coulaine, Chateau de l'Aulée and Chateau de Selles sur Cher etc. There could be more similar locations that are less visible on the internet or either not functioning as tourist attractions. All these castles mentioned above have the landscape of "chateaux viticoles" as defined by Legouy (2012). Some official websites of the domains state that they were cultivating wine since long time back even from 1300. Chateau Valmer is a family run aristocratic mansion that is open for tourists, especially beautifully maintained garden surrounding the castle and the vineyards surrounding the garden. It is these two elements that enhances the value of the domain. It dates from the 16th/17th century. Unfortunately in the present it is only a partition that remains after a fire destroyed the castle in 1948. The image 26 shows a part of the castle domain. In the picture we see the wine yard behind the buildings. The domain belongs to the Vouvray appellation. As per the website they have a personal in-charge of wine tourism in the domain which indicates that they are an active participant in œnotourisme. They have 4.0 rating on Tripadvisor. Not to forget that the domain is labelled as a historical monument, has received the label 'romantic gardens', 'quality tourism' handed by ATOUT France.

Chateau de l'Aulée of Azay le Rideau and Chateau Coulaine are of similar landscape, with a noble mansion surrounded by garden and vineyard. I had the opportunity of visiting Chateau de l'Aulée domain on the way to Chinon. Currently the domain belong to the wife of mayor of Azay le Rideau, who purchased the property from the previous owners. As per the discussion with the sister of the owner Nathalie Masson, they claim to be precursors of wine tourism in the area. The whole domain is well oriented towards tourism even with a lodge for tourists. They have conserved the traditional winery for the clients to visit beside the modern winery. In the traditional winery they put up slide shows explaining the winemaking method in simple steps.

They organize activities such as wine estate visits in Segway³⁵.

The story of Chateau de Selles sur Cher is somewhat different. As they started cultivating wine around the domain in year 2016. According to the official website of the castle the winery has existed since the 13th century and there were vineyards surrounding in the castle domain. Hence they are only re-introducing wine plantation to the domain. Appropriating wine with the castle is an excellent tentative to enhance the value of the site. It is also a way to re-animate a part of the heritage surrounding the connection between the castle and the vineyard. As per the website they were to propose wine tastings in the castle from last year. However there are no client comments on Tripadvisor about wine tastings in the castle, as they are new.

4.3 Symbiotic relationship between wine and castles

Recently with the introduction of AOC the wine producers started using the image of the castle on their labels. For example most of the winemakers under AOC Cheverny and Cour-Cheverny use the image of the castle on the bottle label as per shown in image 27. As per the interview we had with the Celia Couderc at 'Maison des Vins de Cherverny' Marquis de Cheverny has de allowed the winemakers to use the picture of the castle for their label as it promotes the castle among potential visitors. Also it adds a signature mark for the winemakers of the region. *Maison des Vins de Cheverny* is situated next to the castle therefore it is an accessible place to all the visitors of the castle. Most winemakers of the AOC Valançay uses the image of the castle on the label. Other than this re-appropriation, there is no other connection mentioned on the main website of the Valançay castle for the presence of wine tastings or other wine related activities.

³⁵ The Segway is a two-wheeled, self-balancing, battery-powered electric vehicle

Illustration 28: AOC Valençay and AOC Cheverny bottle etiquettes with their castles



Source: Vins-sinson.com

<https://www.1001vins.inf>

As for Chinon, it was not very clear if the winemakers of the AOC use the image of the fortress as any images of the bottle labels consisting the fortress could not be found on the internet. Yet there is a strong connection between the fortress and the wine tourism industry, as it is an essential part of their visit to Chinon. During our meeting with the wine maker Bertrand Couly revealed that the Fortress is a tourist landmark for visitors. Sales at the property dropped to 50% during the period the Chinon fortress was closed for construction. Emmanuelle Schlienger, the president of wine union of Chinon stated that annually Wine tastings are held every Thursday in the Chinon fortress from July 14 to December 15, organized by several winemakers. The Fortress is surrounded by wine yards that belongs to domain Couly Dutheil. Even though the vineyard and the fortress is not in the same estate, it surely adds more aesthetic value to the castle premises. When you look out from the *tour d'horloge* and *Tour des Chiens* you can see the beautifully prepped landscape of vineyards that stretch out faraway. Can these be the vineyards cultivated for the decoration of the Fortress premises? Or were they historically the vineyards of the castle?

Illustration 29: View of the Couly Dutheil vineyards from the Chinon Fortress



Source: Akila Karunathilake, 2018

During my visit to Chenonceau Castle, I came across the wine cellar on the left side of the domain. Before visiting the castle I had no prior knowledge of any wine tourism offers or either the domain produced their own wine. Apparently the domain produced their own wine and sold at the premises. However vineyards were not a part of the castle landscape, they were out of the castle domain situated before the entrance. There is no historical information to prove that the domain was producing wine. Yet the staging of this setting is a good combination for the visitors to conduct wine tastings in the castle premises. Unfortunately, I could not speak with the person in-charge of the cellar as she was expecting a large group at the cellar. One thing in particular is that I noticed is that the domain does not use the picture of the castle on the etiquette. This would have been a great marketing strategy for AOC Touraine-Chenonceaux helping to promote the castle and the wine both locally and internationally. I was surprised when Marie-Jose Marionnet said that the current owners of the castle the Ménier family does not allow even other wine producers of the same AOC to use the picture of the castle on the etiquette. The domain used an orthographic distinction 'Chenonceau' without the X to differ from the name of the village and the Appellation name.

Illustration 30: Wine cellars in the Chenonceau Castle domain



Source: Akila Karunathilake, 2018

4.3 The “vineyard of Chambord”: recreating the legend of Romorantin, the royal grape variety of François the 1st

Illustration 31: cultivation of Romorantin grape variety on the Chambord premises



Source: Tristan Loloum, 2018

The national domain of Chambord is taking a huge turn by recreating the history of the ancient grape variety 'Romarantin' that is said to be planted under the order of King François the 1st in 1519. According to the <http://www.culture41.fr> website the plantation was started in 2015 with two hectares of Romarantin and four hectares of Pinot noir. In 2016 two hectares of Romarantin pré-phylloxéric, three and a half hectares of non-grafted³⁶ Romarantin and a half hectare of Gamay were added. The website states that the first harvest is expected in 2019 on the anniversary date of the construction of the castle. This is a project launched by Jean d'Haussonville the current director of the Chambord domain with the approval of former president François Holland. The plantation is in l'Ormetrou, less than a kilometer away from the castle.

Illustration 32: Picture of a plant named after its sponsor



Source: Tristan Loloum, 2018

As per the site vin.lefigaro.fr this is the exact location where 10 hectares of Napoleon's vineyards were present. The domain is already a world renowned tourist attraction. Same site mentions that every year 1.5 million tourists visit the castle. This will be a huge success in terms of tourism to affiliate this historical grape variety with the castle. Re-planting the vineyards is like re-creating a lost landscape in the domain. Especially the re-planting of a forgotten grape variety is adding more value to the tourist attraction. This is the re-invention of the tourist's

³⁶ Wine that is not grafted. Ungrafted wine

imaginary with the majestic renaissance castle and the historical *cépage*. In 2019 50,000 to 60,000 wine bottles with the Chambord castle label are to be sold. The profit of this sale is to be used for the annual reconstruction of the wall around the castle. There are numerous individuals and parties sponsoring plants and one third of the production will go to these sponsors. As per Marie-José Marionnet each vine costs 1000 euros and the sponsors can grave their name to their plant. She stated that already most vines have sponsors both national and international. The link between the castles and wine can be heterogenous. As it is more than a re-appropriation of heritage or a creation of a tourist product. This project was mostly introduced to increase the income of the castle to cover the renovation expenses. Marie-José stats that the castle was at a docile state, « *Chambord endormi* » with poorly maintained gardens and interior until 2012, the appointment of a new director. This project of the plantation of wine estate is supposed to renew the castle's financial revenue. Historians such as Henri Galinié (2017) denounced this re-appropriation of this legend. His idea is that Romarantin, also known as "plants de Beaune" is none other than the grape variety pinot noir. Marie-José's argument is that why would the king re-introduce another new red wine grape variety when the region already had theirs.

4.3.1 Family Marionnet, the legendary winemakers of Soign-en-Sologne

When relating the story of the re-introduction of the Romarantin Cépage it is a must to mention The Marionnet family, as they play a great role in this endeavor. Henry Marionnet of domain Charmoise in Soings-en-solognes is the legendary winemakers who re-created this ancient grape variety. He purchased a part of a pre-phyllloxerique vineyard with the Romarantin cépage. For a miraculous reason this part of the land resisted the disease which enabled to preserve traces of this historical grape variety. We had the opportunity to visit their unique domain with my internship supervisor. It could be considered as unique because there are the only winemakers to make non-grafted wine with Romarantin grape variety. We came across some white wine with the

Romorantin cépage from winemakers of AOC Cour-Cheverny the only difference is that it is grafted wine. As for an amateur in wine unfortunately I could not separate the taste difference from the grafted and non-grafted wine. It is the risk that makes the non-graft wine so special, as the vines are very vulnerable to diseases caused by insects such as Phylloxera. Marie-José was very passionate about the heritage behind the grape variety Romarantin.

4.3.2 Chambord liquor or Chambord wine?

Apparently, the developers of the vineyards have tried to create their own AOC, but the INAO rejected the proposal. Being situated in the territory of AOC Cour Cheverny the domain eventually falls under AOC Cour Cheverny. Since the AOC Cour-Cheverny already have the Romarantin grape variety, the only way to promote the Chambord wine will be to use the domain name or the image of the castle on the etiquette. Unfortunately using the name has already brought a legal conflict with a multinational company, for the ownership of the name 'Chambord'.

Illustration 33: image of the bottle Chambord liqueur



Source <https://www.chambordliqueur.com>

There is a law suit filed against using the brand name 'Chambord'. As an American whisky company, Brown Forman cooperation that produces the famous brand 'Jack

Daniels' already have a raspberry liqueur called Chambord liqueur. The brand name Chambord is not just used in vain, there is an interesting story for the adaptation of this name. As per the website description "this black raspberry liqueur is crafted in

the province of Chambord, at the site of a real French château, with the finest ingredients. And some do say that it was inspired by French royalty's chosen tipple when they visited the Loire Valley". The production of the liqueur is connected to the Chambord Domain and it is produced to match a model of a liqueur produced in the region of Chambord during the 17th century³⁷. *Nouvelle republique* states that it was one of the favorite liqueurs of King Louis the 14th. The way the bottle is presented and the legend behind the creation of the brand give out an image of royalty and nobility. Especially the unique shape of the bottle adopting the *globus cruciger*³⁸. Even if this judiciary issue prohibits to use the name Chambord on the etiquette of the bottle, it would not pose a heavy threat to the project. There is no current information about the wine tourism activities on the premises. If a wine cellar is constructed on the premises they can glean a huge profit by selling bottles at the Domain. After studying the inventory of tourism offers and packages proposed by travel agencies and tour operators in the Loire Valley region, most are combination of castle visits, garden and a wine tasting. Having a vineyard belonging to the Chambord domain will be a plus point for tourism as all these 3 elements are present in the same place. Even the rural landscape of the vineyards that is desired by most visitors. The wine cellar with the vineyard will be more "authentic" for the visitors as they could see where the wine come from. The question is will this become a challenge for the house of wine belonging to AOC Cheverny and Cour-Cheverny just in front of the castle?

³⁷ In the time of King Lois XIV the nobility of France entertained with feasts in their vast chateaux that were invariably concluded with liqueurs. It is in this tradition Chambord has been created. Chambord comes packaged in a spherical bottle with gold plastic lettered "belt". The bottle is modeled after a Globus cruciger in order to reflect the liqueurs royal connection. <https://www.nicks.com.au/chambord-raspberry-liqueur-500ml>

³⁸ Latin for "cross-bearing orb". It has been a Christian symbol of authority since the Middle Ages, used on coins, in iconography, and with a sceptre as royal regalia. https://en.wikipedia.org/wiki/Globus_cruciger

Synopsys

Creating a history or legends is part of Tourism. It is done to create a tourist imaginary, which is far from reality. The real history does not always matter, as the authenticity lies in the eyes of the tourist. It is ok to be accused for imitating the "chateaux viticoles" model of the Bordelais, as we have to give what the clients desire. Re-animation of the legend 'Romorantin' in the Chambord domain is a project that can have a massive impact. As it is 'wine and castle heritage' combination happening in mega scale! At the same time this project is an example for the difficulty of the re-appropriation of Castles with wine.

CHAPTER 5. THE LOIRE RIVER, A STRUCTURING ELEMENT FOR LOIRE WINES?

Considering the great heterogeneity of the Loire vineyards as a whole, it is difficult to find a common identity. Interloire has been looking to embody a common identity for a long time. They have been changing their slogans in the past years, hesitating between the identity based on the valley and the river, '*Vins du Val de Loire: un fleuve pour terroir*'. Its natural heritage '*tous les vins sont dans la nature*' and its diversity as a wine region '*Vignobles de la diversité*'. For a region that has much to offer, it is no wonder that the Interprofessional organizations are struggling with the choice of slogans. Especially because the slogans reflect the identity of the region. During our exchange with Christian Vital, from Interloire he referred to the Loire River as the umbilical cord and the main thread of the region. He reconnects the two elements figuratively with a slight joke at the end.

*"Finalement, la Loire c'est un peu notre « **cordon ombilical** ». On est tous placé en bord de Loire, c'est notre **fil conducteur**. Sur la campagne, on voit un verre du vin et sur la surface du verre on a un paysage de Loire, car il y avait **le liquide** qui était dedans. Bord de Loire avec les images Loire sauvage annonce les couleurs et lumière propre a Loire. Donc qui était valorisé au-dessus. Après on ne fait pas d'action particulière fleuve et vin. Mets de l'eau dans son vin n'est pas toujours une plaisanterie!" (Vital, 2018)*

It is however still problematic to refer to Loire River as the common determinant for Loire Valley wines. As Saskia Cousin evokes the imaginary of the Loire is ambiguous, the Loire is both a frontier and a connector.

"In the national imaginary, the Loire just like the Seine, are central rivers. Centre of history, centre of power and centre of the nation. More than any other river the Loire talks about the foundations of the national territory, its coherence, its vibrant identity and till today it is at the heart of the national identity. Royal heritage, cradle of the French, French art de vivre and "the good life", gardens of France, holy places chosen by the kings, in other words Loire has become the

river of the 'old', if not the 'real' France. When going through its river banks one understands that this imaginary was also built on the sound and fury of its' past. The Loire Valley has played a major role as a natural frontier in battle fields against the Vikings, the British and other foreign invaders. In the French imaginary Loire is the frontier that separates southern and northern France"(Cousin, 2013).

Even though the river is an element that symbolize the region, wine has little to do with this construction of the symbol because of the geographical positioning.

5.1. River Landscape and Wine

Vineyards are not a part of the river landscape. Geographically, the regional vineyards are situated in higher elevation. There are other geographical delimitations as some appellations are even very far away from the river for example Fiefs Vendéens and Haut Poitou. Coteaux-du Vendômois and Jasnières are located in the Loir valley and not the Loire Valley. It is not an easy place as the river is a very sensitive place for environmental reasons bio-diversity, landscape, wilderness, safety reasons erosions, floods and pollution.

In his article about Landscape inheritance of the viticulture in the Val de Loire Legouy (2012) says that according to the landscape model of the region the vineyards are supposed to be in the hillsides, yet in the past there were vineyards on the river banks, which were eventually destroyed for modern constructions. Illustration 34 and 35 shows the river banks of Vienne, a branch of Loire. We can see that constructions are built on the alluvial plains.

Illustration 34: Vienne River banks, a branch of Loire River



Source Tristan Loloum, 2018

He analyses the evolution of landscapes and vineyards, through the representations of the Val de Loire region. He confronts the landscape model promoted by the UNESCO's Mission Val de Loire and the reality of the landscape and vineyard locations through history. Based on the work of historian and geographer Roger Dion (1959), Legouy questions whatever Eva Bigando (2006) called the landscape the landscape 'synecdoche': meaning by that the "gap between the reality of the vineyard region characterized by the variety and complexity of its landscape, and the reduction or the simplification to one's simplistic representation" In other words the landscape model or archetype of landscape promoted by the archetype of landscapes presented by mission, Val de Loire UNESCO to describe today's landscape does not consider the complexity of the historical evolution of the vineyards. François Legouy (2012) notes that there are still remains of bottom valley viticulture wine growing in the form of wine cabins "old functional shelters used to keep tools or rest" during the day. In the form of wine cabins urban ornamental wine and other features of urban decorations "statues", "roundabouts" evoking the wine landscapes etc. There are some wine plots

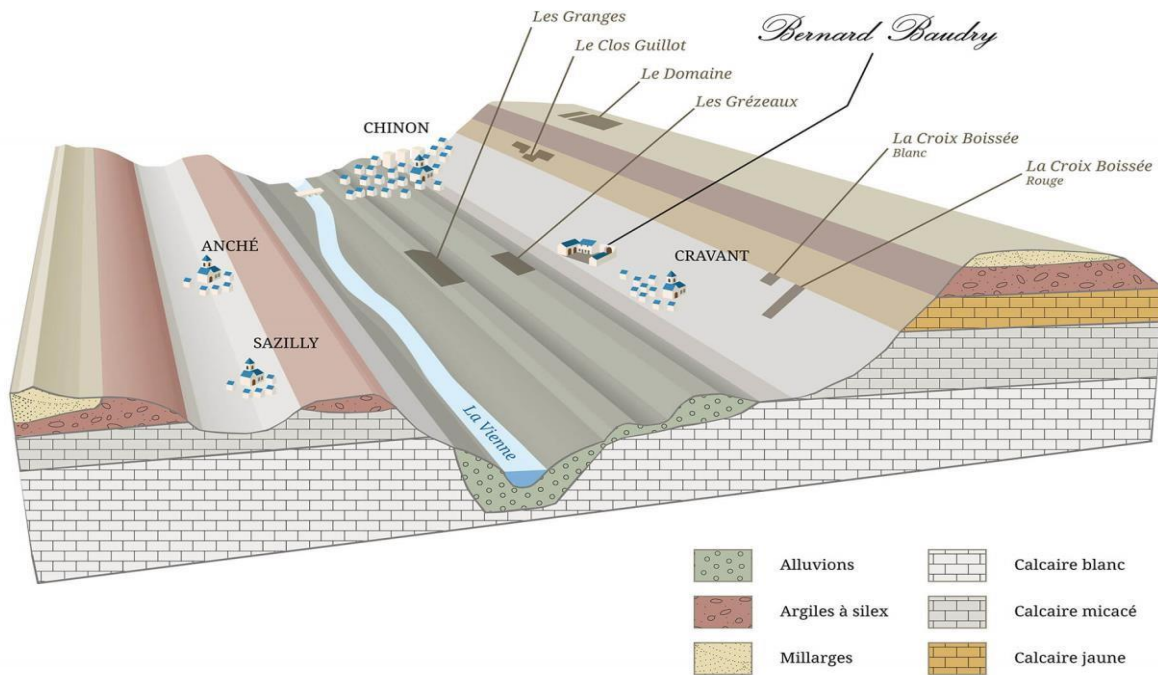
that are still located in the alluvial plains given light and fruity wines. Typical of the “terroir de graves”. These historical remains of the peasant vineyards are interesting elements of heritage.

Illustration 35: View of the River from the top of the Chinon Fortress



Source Akila Karunathilake, 2018

Illustration 36: geological cross section of wine domain in Chinon



Source : <https://bernardbaudry.com/le-domaine/>

This illustration 36 is the cross section of a wine property in Chinon situated next to the Vienne, an affluent of the Loire Valley River. This illustration is taken from the official website of Domain Bernard Boudry. They have two wine types cultivated on the lower alluvial plain. This proves the argument of François Legouy that all vine yards are 'not' on higher elevation, these estates have moved to higher elevations with the contemporary landscape modifications.

5.2. The Loire and wine tourism

Loire River is a strong element in the region, therefore many tourism actors are trying to propose packagers and products associating the river with wine such as wine tastings in the boat. This the usual product offered by many tour agencies and winemakers. The Domain Chateau Gaudrelle is a leading participant in wine tourism from the Vouvray

AOC. Below is the description of his product offer combining a wine tasting and boat ride in the river :

“Moment inoubliable sur le fleuve royal et embarquez pour un voyage mêlant sensation et émotion. Nous vous proposons de découvrir la faune et la flore du dernier fleuve sauvage d’Europe inscrit au patrimoine mondial de l’UNESCO, tout en dégustant les vins de Château Gaudrelle, accompagnés de spécialités régionales” <http://www.chateaugaudrelle.com/fr>.

The specialty of these activities is that most boat rides are done in traditional boats, some are in the style of a fleet. There are no tours in larger cruise boats such as in the Gironde of Bordeaux. Perhaps the reason could be that the river around Tours is not accustomed to larger boats. Anyhow this is a positive point as it creates less negative effects on the bio-diversity and the environment. Most of these offers are made accentuating the wilderness of the river, mentioning about the bio-diversity and the natural environment surrounding the river. Adding the tasting of local cuisine and local wines will make the experience more authentic in the eyes of the visitors.

Illustration 37 is an image taken from the website *Rendez-Vous dans Les Vignes* travel agency.

The package name is ‘*Balade Gourmande*’. The clients will take a boat ride from Chaumonsur-Loire or Amboise, on one of these traditional boats and bark on an island in the middle of the river for a picnic lunch with 5 different wine varieties from the central region.

Illustration 37: Shows the traditional barques used for the boat rides



Source <https://www.rdvdanslesvignes.com/balades-degustations-oenologiques-insolites/>

« Une expérience originale, authentique et unique, un moment magique et inoubliable », says in the description of the activity. Both these activities proposed by Château Gaudrelle and *Rendez-vous dans les vignes* are good examples for the re-appropriation of the natural heritage of the river with local products, in our case “wine”.

5.2.1 Boat ride in a luxury cruise ship

Le Boat is a UK based British tour operator specialised in cruise tours. The organise a boat trip through the canal lateral à Loire travelling through famous wine regions in the Centre-Loire Sancerre and Pouilly-sur Loire. The specialty of the tour is that all the clients can select their boats depending on the facilities they need, and all the boats are cabin cruisers with all modern facilities, see below image 37. This is the only tour offer that I encountered with modern cruisers in the Centre-Val de Loire region. The activity includes wine tastings with AOC Sancerre and Pouilly Fumé and a cruise trip that surpasses a time period of 24 hours with 133 km distance. The itinerary flow is not

precisely mentioned in the website. Depending on the comfort of the tours the prices are in very high range. These tours are specifically targeted to the high-end clientele. We noticed that Sancerre is a wine region specially targeting the luxury clientele. In relation with other regions the tourism offers in the Centre-Loire region are pricier.

Illustration 38: cabin cruiser used by British travel agency "Le Boat" in Pouilly-Fumé



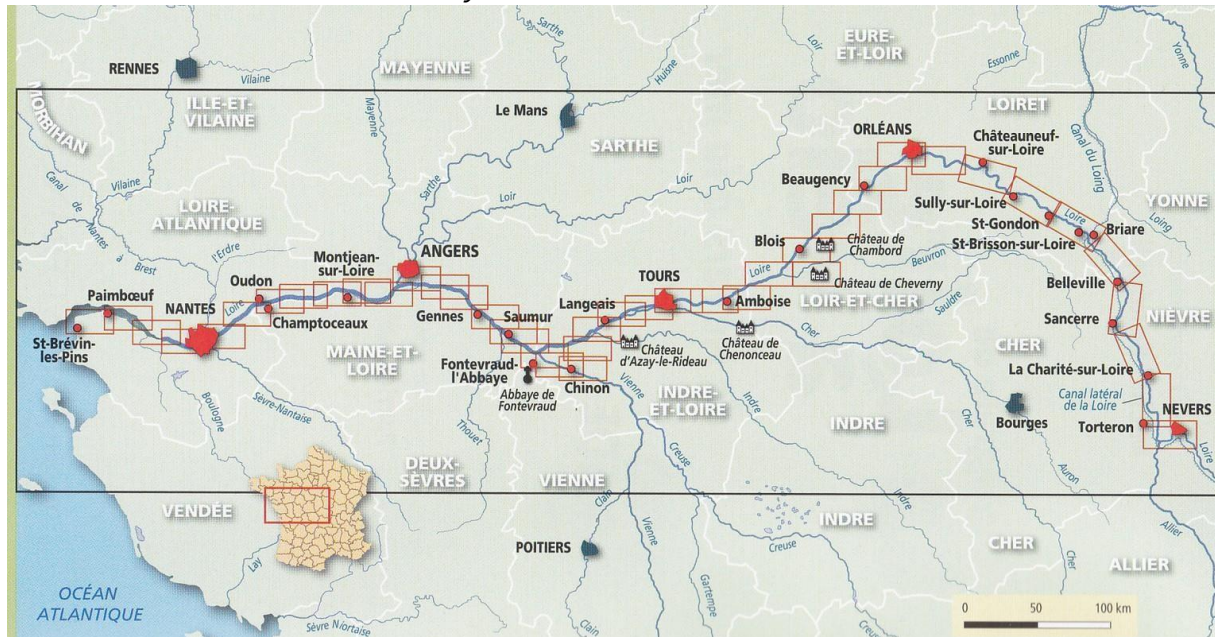
Source: <https://www.leboat.com/boats/elegance>

5.2.2 Loire à Vélo and Wine, another impossible equation?

Loire à Vélo is the biggest tourism activity organized by the Loire Valley region with 800 km. The event draws around 1 million, cyclists for a year during the period of the event with one third of international participants. The main website for the event states that even cyclists from far away countries such as United States, Australia, Canada, Japan participate for this event. It is an important occasion that promotes the cultural heritage as well as the natural heritage in the region such as the Loire River and the landscapes. This event is closely related with the river as the rally follows the flow of the river. With all the events and festivals taking place in the Centre-Val de Loire region there are very

less events combining the Loire River with wine heritage. Is it due to the same reason of the lack of historical and geographical positioning of the vineyards? Or the lack of interest among the local authorities and the tourism actors to combine River festivals with wine, such as Festival de Loire in Orléans. I was interested in examining the possibilities of combining wine tourism activities with Loire à Vélo.

Illustration 39: cycle route of the Centre-Val de Loire



Source : <https://www.cartovelo.fr>

The above image is a screen shot taken of the route map of Loire à Vélo. I used this to identify points where the cyclists would cross vineyard landscapes or wine estates.. Unfortunately, I was only able to identify the wine domains on the Interloire territory, because I used the interactive map of Interloire to identify wine domains. Perhaps there could be few areas in Pouilly-sur Loire, where the participants would cross vineyards, as their wine yards are situated on a low surface, rather than the high lands. Interloire is already taking an effective measure to connect their interactive map for the wine route with Loire à Vélo, by indicating the wine domains that welcome the cyclists. By examining the wine route map I found that very few wine growers and cavists under the label 'Reseau Caves Touristiques' are open for cyclists, with only 13 domains out of 162 cellars in the Centre-Val de Loire (only up to Vallée du Loir, excluding the region of

Centre-Loire belonging to BIVC). The calculation cannot be taken as 100% practical, as there are some appellations such as Bourgeuil that are not under Interloire and most wine cellars of Cheverny and Cour Cheverny AOC are not under Interloire, therefore their domains will not be marked on the wine route or the interactive map.

During our discourse with Christian Vital, he emphasize that most wine makers are reluctant to welcome the cyclists during the rally because they do not purchase bottles. He also stated that some wine growers have arranged to deliver the bottles to the hotel or camping cars of the clients. Another reason for their lack of participation, could be that their domains or caves are not on the cycle route or situated in areas non-accessible during the tour. As I have indicated in the image 39 the participants are crossing very few areas with vineyards during the rally. They have mentioned few wine cellars under the section of Activities on the interactive map of the Loire à Vélo official site. However it is not very visible and hard to recognize wine domains from other activities. As wine is an important part of the regional heritage the interactive map should definitely add a sub section for wine. Then the participants can easily find the wine estates or cellars nearby their route. Interloire could also indicate properly and effectively the Loire à Vélo route on their interactive map, this way they can give more visibility to the 'Caves Touristiques'.

Synopsys

A Valley is defined “elongated depression between uplands, hills, or mountains, especially one following the course of a stream” (<http://www.dictionary.com>). A valley landscape is usually defined by the mighty river. The best example is the Loire River, which holds great importance for the region. It is considered as the life of the region or the cord that holds the region together. Even though Loire River is not very accustomed to leisure industry such as the Garonne in Bordeaux as the river is difficult to navigate in certain places, we could use its wild nature and the unique landscape to better use. The simple Gabarés can give a more local or authentic experience to the tourists, than the large cruise ships. However with agencies such as Le Boat, who use modern cabin cruisers for their boat tours, we can see that there are certain places in the river that can accommodate larger boats such as cruisers.

Historical and Geographical limitations should not be considered as barriers when combining the River with wine, as tourism sometimes gives the possibility to go beyond the reality. Therefore the creation of the imaginary is at the hand of the regional authorities and the tourism actors.

CONCLUSIONS AND COURSES OF ACTION

Wine Tourism has taken huge leap within the few last decades. Original believe was that wine tourism means simply selling bottles directly at the domain. Yet with the progress in tourism industry and the evolution of new tourism trends, wine tourism concept had to leave from its shell. Wine tourism is a complex venture, as both tangible and intangible elements are associated with it. We cannot marginalize wine tourism to direct sales at the domain and wine tastings because the expectations of the clients go further than just tasting wines at the domain. It is the intangible part of wine tourism that is more complex. This intangible part involves the sharing of '*savoir-faire*', the close contact with the wine grower and the culture surrounding the product 'wine'.

Wine Tourism of Yesterday and Today

Wine tourism is a concept that has come a long way. This was a common practice in France and in Loire Valley, mostly embedded in the French life style. From the earlier times the wine consumers took the pleasure in discovering the 'world of wine', referring to the origin of the product and the artist behind it. Therefore the people travelled to where their favorite wine came from to learn about the vinification methods and the *savoir-faire* surrounding wine. With the time the same concept became more elaborated, with diverse entertainment and leisure activities around wine. In the present there are even novel concepts such as vinotherapy, using the medicinal qualities of wine and using in baths, body treatments, ointments etc.

In the past wine tourism was created by wine growers as a tentative to promote direct sales at the domain. In the present wine tourism is more like a complement added to direct sales. This complement is the additional activities included such as informative wine tastings, entertainment activities such as treasure hunts and escape games, art galleries, musical shows, cooking demonstrations, gastronomic meals with local

products etc. It is more of a choice taken by wine growers. When some invest more in allocation of space to welcome guests and develop tourist amenities, some may develop the domain and invest more on the infrastructure and technology for production. These choices depend on the personality and the interests of the wine growers. Most of the modernized offers are promoted in the domains run by the young inheritors of wine estates, meaning the children of the winemakers come with novel ideas. For example the escape game offered in Domain Pierre & Bertrand Couly is an idea of his son.

In famous appellations such as Chinon, we saw that the winemakers are competing with each other with their offers and products. Domains are investing in tourist infrastructure such as welcome space, restaurants, architecture, accommodation, landscape pruning and even providing accommodation in their domains as homestays or lodges (*gîtes*). Even some domains are adopting landscape models of the vineyards in other wine regions such as Bordeaux to promote a unique product to their clients. For most prestigious and renowned wine domains wine tourism is a way to distinguish themselves among other competitors and maintain their image as leaders in the AOC. This is common among most independent winemakers who do the cultivation, vinification and selling by themselves. Whereas in regions such as Medoc, where 90% of the sales are done by wine merchants and they use wine tourism only as a marketing tool, especially targeting on reaching high numbers on sales. It is difficult to buy wine at the domains of the wine growers.

For the Loire Valley region these independent winemakers are a strength. We can use their concept to democratize the wine product, put away the whole idea of 'direct sales of bottles' behind and orient towards a new clientele passionate about discovering the mysteries of wine. These novel wine tourism offers can directly generate money even though the winemakers do not sell the desired amount of bottles. This new

desacralization comes from the New World of wine (South Africa, Australia, California, Chile etc.) They are practicing wine tourism as a way of earning revenues but in a less complex manner, targeting the amateurs of wine with the subtleties of the world of wine. The main motive of wine tourism should not be direct sales. It should be considered as an in-direct outcome. It would be a bit difficult to embed this idea in the minds of wine growers as they are expecting to cover the estimated number of sales. A good example is the winemakers being hesitant to open their domains for the activity *Loire à Vélo* as clients will not purchase bottles since they are participating in the bicycle rally. Not all the winemakers have the same attitude. As per Christian Vital, some wine growers have arranged delivery system. So that the clients can choose which bottles they need and the domain will deliver the bottles to the hotel they stay, as the clients cannot carry weight during the cycle rally.

Wine and Tourism in the Loire Valley : a search for a common imaginary

The difference between Loire Valley and other wine regions such as Burgundy, Champagne Bordeaux is that the tourists do not visit the region only for wine. The Loire Valley wines do not possess the same international reputation as of the castles and the Loire River which are main engines of the regional Tourism. Even the regional wines do not possess grand names such as *Romanée-Conti*, *Lafite-Rotschild*, *Moet & Chandon* and *Hennessy* etc. Therefore the only hope lies with the major tourist attractions such as castles, Loire River and landscapes. In other words the most effective way of promoting the regional wines is to combine it with other natural and cultural elements of the region. As most tourists expect an imaginary built around an idealistic setting. During the research we saw that there are several efforts taken by tourism actors and other responsible parties to combine these elements. When some efforts have become successful others remained in a complex state, as the replantation of wine yards in the Chambord domain. This diversity of the *ligerian* heritage can be a strength as well as a

weakness, as it could make the tourism offers more complex and unclear for visitors. Furthermore it would require an external effort to integrate these elements. The complex hierarchization of tourism actors and regional organizations makes it even difficult and tedious. We discussed about the multifaceted cluster of actors in the tourism industry and wine industry. We can create an imaginary combining wine and other elements of the heritage such as castles and Loire River. Yet the difficult part is bringing this imaginary to life. Let us discuss the material part of this planning that re-animates this imaginary, which includes integrating tourist routes, signalization, retouching the tourist infrastructure, documentation work and the intangible link created between the common relevant parties and project mobilizers or the intangible link between tourism and heritage. Furthermore the historical and geographical relations between regional wine, castle and Loire are not running smoothly. Therefore even if we try to sew this patchwork of the Loire Valley landscapes together, there are many obstacles and impairments lying ahead.

Loire à Vélo, Loire à vignoble ?

Enlisted under the list of world heritage sites under UNESCO since the year 2000, Loire Valley is like a mirror of the French identity, with its natural heritages such as landscapes and the River and man-made heritage sites such as castles, gardens and the cultural elements as the local products and gastronomy etc. We are spontaneously tempted to associate the Loire River with wine despite the agrological barriers and the complex commercial transportation history of the river.

Loire à Vélo is an activity that annually brings around one million cyclists to the region. Since we speak about 'wines of the Loire', the participants cycling on the '*Loire à Vélo*' route are surely waiting to cross picturesque vineyards during trip. Yet the story of the Loire Valley wine yards are more complex. The vineyards situated on the river banks of

the region has eventually disappeared, remaining only the wine estates situated in the upper elevation, as these were considered as quality wine due to the soil characteristics. The wine cultivated in the alluvial plane tend to be considered wines of ordinary use, due to their lower quality in terms of the soil characteristics. During the periods of rapid spread of urbanization, the land areas occupying wine yards were slowly disappearing due to the construction of buildings. With the drop of wine consummation at the same time, the wine yards on the lower river banks became victim to urbanisation. Surely different geographers and historians have different theories and ideas regarding this. In his article about « *Héritages Paysagers de la Viticulture en Val de Loire* » François Legouy (2012) states that it depends on the different regions of the Loire and we cannot just use this theory in general. He claims that from Tours to Orléans the river was a transport supply chain for Paris, whereas from Anjou to Nantes the river was waterway transport to the international waters. The end of the story is that during most of the route the by cyclists cannot access the wine yards when they are cycling in the region as they are far on the hills or the wine estates on the banks were simply replaced by constructions. Not only cyclists even when we were driving on the road we did not see vineyards beside the roads, except in some places such as Chinon and Sologne. Only the landscapes of Sancerre were exceptional with panoramic view of vineyards while driving.

Courses of action: First of all we have to create awareness among the participants about the geographical locations of the vineyards and their existence, perhaps indicate in their maps so that they can visit depending on the accessibility. Not to forget that the participants should be provided with didactic content regarding the landscape heritage, without just indicating the localization of vineyards. Many researches have proven that the tourists who visit the region are very sensitive to nature, culture and heritage. Most tourists are interesting in knowing the story behind the geographical localization of regional vineyards. This was one of the first questions I asked my

internship supervisor during the field visits, “why aren’t the vineyards visible to the road side?”

We can integrate circuit tours to discover the vineyards along the hill sides and not only on the river banks. Then the whole concept of the rally will deviate a bit as there will be focus on circuits in the vineyards as well. The itineraries will also have to be changed to integrate these new circuits to the route. All this depends on the organizing parties and other authorities involved in the activity. It will be a difficult challenge to implement, as all the different parties involved should agree on it and provide necessary support.

Wine Heritage in the City

Urbanization has devoured parts of the vineyard landscapes. Yet there are traces such as roundabouts, plaquettes, sign boards, names of the streets, statues remaining in certain city centres. Sometimes, even old wine presses and caves are preserved as parts of their urban-heritage. Even though these heritage of the wine is disappeared on the urban areas there are ways to re-animate this lost heritage and recreate the under-valued identity. For example this could be done by putting up a wine museum to honour the wine heritage of the region. It is heart breaking that the wine museum in Tours city centre do not function anymore, because it could have been an excellent place to re-connect the lost wine yard landscapes and heritage with the urbanised city. Number of AOCs and interprofessional organizations organising wine fairs and wine festivals in the city centres as an effort to bring the lost heritage to the urban dwellings. Unfortunately at the end they become simple commercial and marketing actions.

Courses of action: Several initiatives were taken in the last few years to re-connect the wine heritage with Tours city. One was integrating the vineyards to design the public gardens in the city centre as decoration under the project ‘*vignes en ville*’. This will be an excellent tentative to remind the local city inhabitants about their prestigious

regional wine heritage. The tourists visiting the city centre and its attractions will also be acknowledged about the wine heritage in the region. The second are the wine fairs and festivals held in Tours. For an example the wine fair representing the AOC Bourgeuil and St.Nicolas de Bourgeuil held in the Heurteloup Boulevard of the Tours city centre. As mentioned before these are mostly focused on the commercial side rather than promoting the regional wine heritage. The Vitilore Festival is an excellent initiative taken by the Tours city authorities to promote the wine heritage as it is not focused on selling wine bottles as other usual wine fairs, mainly because the event is not organised by the interprofessional organizations or other associations of winemakers. They organise a number of diverse entertainment activities and projects around wine heritage. This year the festival was represented by large number of wine growers from the Loire Valley region. Apart from the wine stalls, there were master class wine tastings, oenological games, photography exhibition, workshops. There were also marathons and bicycle races organised from the city centre to wine regions such as Vouvray. Urban city areas need similar events to make the public aware of their wine heritage.

Another suggestion is to dedicate a museum space or a place reserved for the wine heritage and culture. Not to go to higher lengths as *Cité du Vin* in Bordeaux, as it is a complex tenure that requires infrastructure, time, financial resources and playing the organisational politics. It is even better if the Centre-Val de Loire could create such an advanced urban space to promote their wine heritage. For a start a simple place the other wine tourism actors to assemble a common product to propose will be adequate. This place should not only focus on wine as a tangible element, but also consider its intangible aspects such as the historical imaginary and the culture surrounding wine.

Royal Wines or Peasant Wines? Reconstructing a social and Historical Imaginary around Wine

Wine yards of the Central-Loire Valley region has a complicated history. As it is a like a labyrinthine mixed and twisted with several narratives of migrations, religious communities such as Abbeys, story of the aristocracy and royalty, crown of France, peasants and farmers, evolution of the transport systems, the landscapes, wine consumption, commercialisation and shipping of wine and use of soil etc. Following these complications the region is struggling to find a common icon to symbolise the regional wine heritage. The diversity and the heterogeneity of the wines in the region is also posing another threat, on top of the complex historical background. This makes it difficult to be visible to the international markets, unlike regions such as Champagne who has a common identity and a homogenous product.

At present many initiatives have been taken to animate this link between wine, castles and the Loire River. Re-appropriation of the heritage wine and castles is meant to ennoble the image of regional wine. Chambord, Valençay, Chenonceau, Cheverny et Selles-sur-Cher are the icons of this image recreation, targeted to amplify the visibility of the Loire Valley wine among the International Tourists. However this heritage association is relatively superficial as the real story behind the *chateaux viticoles* or the historical link between the castles and wine is less known. At this point region's wine history reconnects wine with the peasants, merchants or ordinary people rather than the aristocracy and the royals.

Courses of action: The best way to overcome this complication, is to delve deep in to this historical subject. The problem is that there are very less researches and studies done about the social and political history of Loire Valley wines. The academic researchers and students in the fields of History, Sociology, Geography, Heritage Tourism, Anthropology, Biology and other relevant fields should be encouraged to

conduct studies on this subject. Some topic suggestions are history of local grape varieties, historical links among the castles and wine, or the existence of royal wine yards and the landscapes of Loire Valley vineyards, Ampelography and the plant genetics of vines. Later the results of these studies can be utilised to create a more genuine product with the assistance of quality tourism. Quality of the information provided to visitors is very important, as it guaranties the originality of the product or the offer and adds an economic value.

Organic, Biodynamic and "Natural" Wines: Promoting New Trends of Wines

Through Tourism

According to the article of Paul Cohen, there is a culture building around 'natural and organic wine'. Natural wines are promoted in wine shops, restaurants, wine bars (especially in Paris), wine festivals and blogs centred on wine. According to the website <https://laleveedelaloire.com> in the year 2015, 68 565 hectares of land belonging to 5176 organic wine estates are identified. End of the same year 8.69% of national wine estates are converted to organic wine estates. In the Loire valley region 416 wine estates are recognized as organic producers. In term of surface, 9.05% (6, 4% in 2011) represents organic wine. There is a clear increase compared to 2011 statistics. The reason is the new trend of environmental and organic foods. To be on the tourism market Loire Valley region also have to follow the "current consumer commercial and consumption practices".

During one of his visits to Bordeaux, My internship supervisor Tristan Loloum has visited wine domain, Chateau de la Dauphine who won the God award in 'Best of wine tourism' under the category promoting environmental practices, "*valorisation des pratiques environnementales*". According to the owner; following the media coverage they received after the award, the visitor statistics and media coverage have doubled. This

is an excellent example for the growing concern among consumers and tourists for products made respecting the environment.

CRT takes an effort to promote wine tourism activities associated with the theme 'organic wine'. Create opportunity for organic wine producers, restaurants who use organic wine and also cellars and shops that sell it. There is an Interprofessional organization only for organic wines, *Interprofession des Vins Biologique du Val de Loire*. Unfortunately, I could not locate an official website to gather more information. According to Christian Vital organic wine is a delicate subject matter, by highlighting organic wine they will be eventually demeaning the value of wine prepared by conventional methods.

"C'est un sujet très tendu. On ne peut pas rentrer dedans. Si on mentionne dans le site il y a les gens qui vont dire « vous parlez pour tout le monde » alors on ne peut pas consacrer une partie au bio..... En admettant d'avoir le bio dans la région, ça dévalorise automatiquement les vins qui ne sont pas bio ou conventionnel" (Vital C, 2018, February 15).

As an Interprofessional Organisation who represents all the appellations in general, they cannot glorify few organic wine growers. Hence their involvement is ceased by this constraint.

Courses of action: The method of vinification and production is chosen by wine makers. We cannot interfere with their work or intimidate them to change to organic farming, respecting environmental practices. What we can do is assist the organic and bio-dynamic wine growers to create tourism offers to promote the clientele who are interested in this topic. I have encountered several organic and bio-dynamic wine growers who have open their domain to clients. Some even propose activities such as ride on a horse chariot in the vineyards.

Encourage travel agencies and tour operators promote tour packages and activities that dwells around organic and biodynamic wine. It would be beneficial for the travel agencies as well since there are lack of similar offers in the region. Surely many clients will be interested in discovering organic and biodynamic cultivation practices and methods.

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APPENDIX

SWOT Analysis of Wine Tourism in Centre-Val de Loire

Strengths	Weakness
<ul style="list-style-type: none"> ○ Loire valley is known as the third largest wine making region in France. ○ The largest cultural site in France under the UNESCO list. ○ Key attractions of renaissance castles, rich natural resources and the Loire river ○ Renowned tourist destination for local and foreign tourists. ○ Up to date website for regions of <i>centre val de Loire</i>, it is the most used mode of information by travelers, ex: https://www.touraineloirevalley.com/ ○ The clientele visiting Loire valley region is recognized to be sensible about culture, heritage and gastronomy ○ Have 12 different grape varieties and 68 AOC ○ <i>Loire à Vélo</i> and <i>Vingtes, Vins, Randos</i> that attract large number of visitors. ○ 350 vineyards in the region recognized as “<i>Caves Touristiques</i>” ○ 3 regions in Central Loire valley branded under the label “Vignobles et Découvertes” by ATOUT France <ul style="list-style-type: none"> - Chinon, Bourgueil, Azay - Vallée du Loir (area of Vendôme, Loir-et-Cher and Sarthe) - Sancerre, Pouilly, Giennois ○ Creation of <i>route des vins</i>, interactive map. ○ Having several homestays and vacation rentals operated by wine makers in their estate 	<ul style="list-style-type: none"> ○ Due to the vast territory it is difficult to create a solid network among the stakeholders and suppliers. ○ Lack of knowledge in tourism among wine makers, ex: thinking that selling wine on the property is the goal of wine tourism (following the interview with Mr. Christian Vital, in-charge of wine tourism, Interloire). ○ Wine makers not keeping proper statistics and numbers of visitors and client arrivals ○ Lack of new technology in the Wine Tourism industry in compared to other regions. Compared with Bordeaux who uses electrical cars for vineyard visits with GPS. ○ Lack of interest among the winemakers to engage in the Tourism industry. Following the face to face interviews with winemakers in <i>Fetes des Vins de Bourgueil</i>. Discussion with Amelie Robert, geographer who studies about wine and <i>terroir</i>. During her field research several winemakers have claimed that tourist visits in the vineyards will interrupt their daily busy schedules. ○ Lack of trained staff or human resources in the wine industry to propose activities to clients. ○ Inability to entertain non-English speaking clients such as the Russian market, Chinese and Japanese clients due to the language barrier. ○ When government and professional organizations are concerned, no proper training

<ul style="list-style-type: none"> ○ Already captured high end markets such as Great Britain and USA. ○ Preferred wine destinations among other west European countries such as Germany, Belgium and Netherlands. ○ Large number of travel agents proposing wine tours to the local and international clients. ○ Large variety of products proposed to clients by travel agents such as cooking workshops with wine tasting, vintage car tours in the wine regions, boat excursion with wine tasting, etc. ○ Suppliers with excellent online reviews on travel forums such as trip advisor ex: Chateau Gaudrelle, travel agency tasting room enlisted under best wine tours by Tripadvisor. ○ Having enough resources to combine with travel packages ex: castles, zoo beauval, river cruises etc. ○ Stratégie Régionale du Tourisme (2016-2020) has a part focusing on wine tourism. 	<ul style="list-style-type: none"> ○ programs, nor workshops organized to train potential participants of the wine industry. ○ Lack of empowerment and from government and non-governmental organizations affiliated with the Tourism Industry. They do not provide enough awareness about wine tourism and it's important to individuals engage in the wine making industry. ○ Not creating sub routes under the main Loire valley wine tourism route such as Bordeaux which has 6 different wine routes. ○ The sites such as Loirevalleywines.com only being available in English and French, whereas VinsdeBordeaux site has several language options German, Flemish, Chinese and Japanese. ○ Not combining potential elements such as wine and castles together, as done in regions such as Bordeaux. ○ Less entertainment options for families, create fun activities for children while parents are engaged in wine tourism activities. ○ Not having original or extraordinary visits such as <i>Cité du vin</i> in Bordeaux and Hameau Duboeuf in Beaujolais.
Opportunities	Threats
<ul style="list-style-type: none"> ○ Strengthen links and tourism circuits between Loire à Vélo, Castles and wine domains. ○ Being closer to the capital city Paris, which is the main tourist hub in France. ○ Development of new transport lines for cheaper prices such as OUIGO, Ouibus. 	<ul style="list-style-type: none"> ○ Very competitive environment for wines. ○ Most vineyards are small scale family run estates hence they do not have enough time to spend for touristic activities.

<ul style="list-style-type: none"> ○ Airport of Tours with direct flights between England. ○ Functioning of different accommodations options such as hotels, homestays, vacation rentals, camping sites, holiday camps etc ○ Already few homestays functioning in wine estates. ○ As small scale vineyards, they can focus on customized and personalized visits and activities for smaller groups such as FIT. ○ Potential destination for visitors seeking for an authentic experience as the region is not yet fallen under 'Mass tourism'. ○ Most travel agencies proposing Loire valley organize small group tours for wine tourists (max 8) unlike other activities such as castle visits etc. Therefore wine estates do not really have the problem with managing space. ○ Transport service proposing bus services for low prices between departments in Centre val de Loire (Website RemicentrevaldeLoire). ○ Mobile application Blois Chambord Tour. 	<ul style="list-style-type: none"> ○ Comparing with <i>Maisons des Champagnes</i> in Champagne the wine estates in Centre-Val de Loire lack adequate infrastructure to host guests. ○ Lack of capacity to welcome large groups. ○ Having less international flights from Tours airport. ○ Concerning accommodation not enough homestays in vineyards to host guests. ○ Competition from other similar destinations such as Bordeaux, Bourgogne, Alsace etc. ○ <i>Cité du Vin</i> à Bordeaux functioning as a hub for all wine tourism activities in the region. ○ Wine tourism activities are highly expensive if booked through a travel agency, especially for English speaking tourists or non-French speakers. ○ Since it is difficult to access necessary information during the trip the non-French speakers are obliged to book through travel agencies or tour operators. This can be a main reason controlling the foreign tourist participation in wine tourism activities. ○ The image of the region is only marginalized to castles whereas there are other major sites and visits to do in the region.
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Inventory of the Wine Tourism offer in Centre-Val de Loire

Name of the Enterprise	Product name and Type	Type de produit (Itinerary, paid tasting, package, festival, workshop, fair etc)	Description	Price	Depart ement	Appellati on
Château Gaudrelle Alexandre Monmousseau	Wine tasting in the Cellar	Paid wine tasting	Wine tasting and then discover the vinication methods	3.50 € 2 à 50/PP	37	Vouvray
	Boat trip and wine tasting in Loire	Package with boat tour and wine tasting in the Loire river (private tour)	Boat ride on the Loire river, with a wine tasting and local products			
	œnologique game	Educational game	An educational game to test your knowledge in wine included with wine tasting and Cheese	25 € /PP et 5.00 € pour supplement for tasting		
	Workshop with the winemaker	Workshop	Gastronomny workshop with a chef and a wine tasting of AOC Vouvray	215 à 105 €/PP		
Loire Breaks travel agency	fully-escorted wine tours in the heart of the Loire Valley/ 4 days and 3 nights Classic Tour	Tour package	travel across the Loire to the medieval town of Chinon animated wine museum and the hilltop château, market town of Bourgueil, château and military riding school, Saumur Champigny region, which produces high-quality red wines and troglodyte caves,	630 € /PP	37 + 49	Chinon
The tasting room travel agency (have good comments on tripadvisor and under the list of best wine tours)	Loire Valley discovery tour	Tour package	We run through the basics of tasting technique, discuss the geography of the region and unravel the mysteries of French wine labelling. 3 course home-cooked lunch, guided winery visit	175 € /PP	37	
	Secrets of river wine tour	Tour package	Tutored tasting in English, 3 course lunch with wine, boat trip on the river Loire	210 € /PP	37	
	Loire Epicurean Experience / 2 days & 3 nights	Tour package	2 winery visits with a focus on red wine in the appellations of Chinon, Bourgueil, St Nicolas de Bourgueil or Saumur Champigny, 3 course lunch with wine at a beautiful restaurant in the heart fo the vineyards	650€ pp (Mon-Fri) 700€ pp (Sat-Sun)	37 + 49	
	Grapes and Oranges	Degustation payante	tutored tasting of 6 wines, home-made 3 course lunch with wine in our old barrel maturation cellar beneath the house, home to the world's most famous orange liqueur, Cointreau	190 PP		

Loire secret travel agency	LOIRE VALLEY WINE TOURS	tour package	Custom made wine tours according to the wine preference of the clients, private tours			
	LOIRE VALLEY WINE PAIRING COOKING CLASS, 1/2 day	tour package	dry, sparkling and vintages white wines, your immersion starts in the domain's troglodyte caves, culinary workshop (cooking class)		37	Vouvray
	LOIRE VALLEY WINE DISCOVERY, full day	tour package	tutored tasting of 6 Loire Valley wines, andlelit cellar for a delicious home-made 3 course lunch with wine in their old barrel maturation cellar beneath the house		37	
	A FULL DAY PRIVATE WINE EXPERIENCE IN LOIRE VALLEY	tour package	full day private wine guided tour, visit to an authentic family-run wine estate in Vouvray, Chinon. Here you will be welcomed in a Chateau estate by the Count for an exclusive visit. You will enjoy a walk in the vines, tour the cellar and finish with a gourmet picnic lunch with wine in the park of the Chateau Chatelain. visit to another winery in Chinon		37	Vouvray & Chinon
	CASTLE AND WINE EXPERIENCE	tour package	Visit Chambord then Chenonceau Castle, visit to an authentic family-run wine estate in Vouvray famous wine region. The cellar visit will be followed by a wine tasting from the estate accompanied by regional specialties, also some Chinon wine			Vouvray & Chinon
	VISIT SOME GREAT ORGANIC VINEYARDS 8 days & 7 nights	tour package	Savennières and Layon, near Angers to Sancerre passing by Saumur, Chinon, Bourgueil, Vouvray, Montlouis, Cheverny			
Loire Valley wine tour	Touraine-Chenonceau Day Tour	Tour package	Chenonceaux castle visit, AOC Touraine-Chenonceau wines can be tasted	320 € /PP	37	Touraine
	Best Reds Day Tour	tour package	Lunch is taken in the medieval city of Chinon after a stroll through its ancient streets. A guided tour of a local chateau - Chinon, Langeais, Azay-le-Rideau or Villandry - is an optional extra.	320 € /PP		Chinon, Bourgueil and Saint Nicolas de
	Central Loire Day Tour	tour package	visits vineyards from the eastern edge of the Touraine, along the river Cher and heading in the direction of Sancerre.	350 € /PP	36	Valencay
	Two-day Loire Experience Tour	tour package	down the Loire to the western vineyards of Chinon and Bourgueil, Chinon, Bourgueil, Touraine, Touraine Amboise, Touraine Chenonceaux, Montlouis sur Loire, Vouvray	640 € /PP		Chinon & Bourgueil
	Sancerre Tour	tour package	Wine tasting and winery visit, possible to visit Pouilly-Fumé too	360 € /PP	18	Sancerre
	Sparkling wine Day Tour	Tasting tour	Vouvray and Montlouis-sur-Loire, Crémant de Loire	350 € /PP		Vouvray
	Grape Harvest Tour / September and October	tour package	Witnessing the grape harvest or vendanges	320 € /PP		

Wine tour in France	Vouvray vintage & da vinci	tour package	enter the story of leonardo da vinci, a visit to his house, followed by a tasting of vouvray vintage wine & cheese		37	Vouvray
Vino Trip travel agency	Sancerre wine tour 2 days and 1 night	tour package	Sancerre vineyard tour, overnight accomodation and cellar in Pouilly Fumé	150 € /PP	18	sancerre
	Romantic wine escape in Loire	tour package	settling in at the Château de Chissay, Ballooning above the Loire Valley vineyard and the Château de Chenonceau, a private flight for 2 people (optionnal), Château Gaudrelle in Rochecorbon, a family estate which has been producing Vouvray for several generations. Caves du Père Auguste with a family of pasionate winemakers who has been working since 5 generations in Civray de Touraine: historic limestone cellar tour and tasting of the new AOC Touraine-Chenonceau, visit chenonceau castle	310 € /PP	37	Vouvray
	Touraine vineyard break / 3 days & 2 nights	tour package	Course on the Loire Valley in a classic car, Chinon Discover the “Domaine de la Noblaie” and its organic farming, through a visit of its vineyards and tasting of its wines, Château du Rivau”, Rochecorbon to take part in a visit and to participate to a tasting of Vouvray at the famous “Domaine Brédif, visit and a tasting of surrounding wines at “La Cave du Pays de Bourgueil	295 € /PP	37	Touraine
Wine passeport travel agency	PETITE ESCAPADE OENOLOGIQUE EN VAL DE LOIRE 2 jours/1 nuits	tour package	Visit a wine cellar by bycicle and enjoy a wine tasting, later a night in a lodge situated in the middle of a wine estate	149 € /PP		
Tours Val de Loire, Office de Tourisme Tours Val de Loire	BALADES GUIDÉES AU COEUR DU VIGNOBLE ET DEGUSTATION	Organised Activity	Half day in the vineyard to discover the professional of winemaking, visits to a trogdolyte cave, treasure hunting games for childeren	àpd 29 € /PP	37	Vouvray
	Vignes, vin et rando à Azay-le-Rideau / 2 jours et 1 nuit	Organised Activity	Walk in the vineyard with wine growers to discover the appellation Touraine –Azay-le-Rideau	99 € /PP		Touraine
Château de l'Aulée Domaine privée	AU CŒUR DU VIN	Winery visit	Visit of the ancient winery and learn the method of wine making through a diaporama with a wine tasting(45 min, hors dégustation)	5€ p	37	Azay
	LE SENTIER VITICOLE	Visit	Discover the steps of wine making	3 € par MP3		
Château Valmer Domaine privée			Montgolfière & hélicoptère, Photoshoots, they have a chargée d’oenotourisme, cave visits and tastings Have a facebook page Château de Valmer - Vins et Jardins		37	Vouvray
Mont Louis cave des producteurs		Wine tasting	Visit with an audion-video guide (french, english, german, italian and spanish)	4 € 50 PP	37	Mont Louis

Vignobles Feray	Château Moncontour, Coudray montpensier	Wine tastings and wine museum in Moncontour			37	Vouvray / Chinon
Musée de Rabelais	VISITES À DÉGUSTER	Paid wine tasting	The musuem visit is included with a wine tasting of the AOC Chinon	8,50€/pp		
River Loire / Luxury Tours France	Full wine tour, 8 days / 7 nights or 4 days / 3 night	tour package	starting in Angers and ending in Sancerre (Anjou, chinon, Bourgueil,vouvray & Sancerre and Pouilly. Spcl Women's day - visiting chenonceau and ladies wine of Sancerre and Pouilly	4267 € / PP		
	Gourmet tour / 6 days / 5 nights	tour package	Visiting the impressive castles and chateaux of the region will make dining like kings and queens a true reality. Not only will you experience magnificent tastes at the hand of Michelin star chefs, but get to touch, smell and use the finest ingredients the area has to offer, in a private master class. Wine tasting Vouvrau and cheverny	€ 3 590 / p		
VitiLoire	VITILLOIRE, FÊTE DES VINS DU VAL DE LOIRE	Fete du vin	Wine festival with sevaral entertainment events in city center of Tours. en plein cœur de Tours. with local artists, local products, workshops, activities such as oenologic games	gratuit	37	
	La Fête des Vins du Val de Loire à Bourgueil	Fete du vin 1 journée	Discover the Bourgueil Appellation and Saint-Nicolas de Bourgueil, wine tasting	Free	37	Bourgueil
Ministère de la Culture et de la Communication, IEHCA et al.	Fête de la gastronomie	Festival	Confrérie des Tire-Douzils de la grande Bosse organise the festival to promote the local products and especially the appellation Cabernet de Touraine	N.D.	37	

Déclaration d'originalité

ENGAGEMENT DE NON PLAGIAT (à insérer dans chaque mémoire)

Afin de valoriser le travail personnel, l'équité, la propriété intellectuelle et le droit d'auteur, il est rappelé que le plagiat, qui consiste à « s'approprier les mots ou les idées de quelqu'un d'autre et de les présenter comme siens », est interdit.

Quelques exemples de plagiat :

- copier le passage d'un livre, d'une revue ou d'une page WEB ou encore du mémoire ou du rapport de stage sans le mettre entre guillemets et /ou sans en mentionner la source ;
- résumer les mêmes types de document sans mentionner la source ;
- insérer dans un travail des données, des graphiques, des images en provenance de sources extérieures non identifiées, non citées ;
- traduire partiellement ou totalement un texte ou réutiliser un travail produit, sans avoir obtenu au préalable l'accord de son auteur ;

Ce qu'il est possible de faire :

- il est possible de reprendre ponctuellement les idées d'un auteur (y compris d'un autre étudiant) ou ses travaux mais il est obligatoire d'indiquer les références utilisées ;
- emprunter textuellement aux autres est possible, sous réserve de placer les citations ou les extraits de textes « entre guillemets » et d'en mentionner la provenance de manière précise y compris pour les images, les tableaux et schémas. Les citations et emprunts doivent être de longueur raisonnable et adaptée aux propos du travail personnel.

Je, soussigné(e) Akila Karunathilake

atteste avoir pris connaissance du contenu de cet engagement de « non-plagiat » et déclare m'y conformer dans le cadre de la rédaction de ce mémoire. Je déclare sur l'honneur que le contenu du présent mémoire est original et reflète mon travail personnel. J'atteste que les citations sont correctement signalées par des guillemets et que les sources de tous les emprunts ponctuels à d'autres auteur-e-s, textuels ou non textuels, sont indiquées.

Le non respect de cet engagement m'exposerait à des sanctions.

Signature, précédée de la mention « lu et approuvé ».

lu et approuvé

