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## "Enorecreation" as a New Perspective in Enotourism – Theoretical and Practical Reflections

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**Abstract:**

**Purpose:** The aim of this article is to attempt to define the concept of “enorecreation” as a key element of wine tourism and leisure activities, addressing a significant research gap in the existing literature. The study identifies and discusses recreational offerings broadly related to wine. Additionally, the article attempts to typologize “enorecreation” based on selected criteria, enabling the systematization of this phenomenon in the context of managing such offerings.

**Design/Methodology/Approach:** The study employs the desk research method, including literature analysis in the fields of tourism economics (including wine tourism) and recreation. A qualitative approach was also applied using data triangulation, ensuring reliable results through diverse sources. Techniques such as virtual ethnography and participant, unstructured observation gathered information from both online and direct interaction with «enorecreation»al offerings. This combination provided a comprehensive view of the “enorecreation” al offerings and identified key trends in wine tourism.

**Findings:** The qualitative research findings show that “enorecreation” offerings are exceptionally broad and diverse. Within the typologization of “enorecreation”, the following criteria can be listed: motive for participation, level of physical activity, emotional intensity, form of implementation, number of participants, cost, place of implementation.

**Practical Implications:** This article provides practical guidelines for wine tourism organizers, enhancing their understanding of participants' needs and expectations in “enorecreation”. The research findings can support the creation of more diversified and tailored recreational offerings that respond to the growing interest in wine culture.

**Originality/value:** The article significantly contributes to the development of “enorecreation” by proposing a new approach to classifying this phenomenon, which has been underexplored in existing literature.

**Keywords:** Enotourism, wine tourism, recreation, “enorecreation” wine recreation, offer management.

**JEL classification:** I31, L82, L83, Z32.

**Paper Type:** Research article.

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## 1. Introduction

Wine tourism, as a dynamically growing segment of tourism, combines the theme of wine with recreation, offering tourists unique experiences. Among the various forms of activity in this field emerges the concept of “enorecreation” (wine-based recreation), which, despite growing interest, remains under-researched. «enorecreation» integrates recreational activities related to wine in both tourism and everyday leisure, forming a key element of wine tourism offerings.

The purpose of this article is to define “enorecreation” as a key aspect of wine tourism and leisure activity, addressing a significant research gap. The study identifies and discusses recreational offerings related to wine. Additionally, it attempts to typologize “enorecreation” based on selected criteria, facilitating the systematic understanding of this phenomenon in the context of offer management.

To achieve its objectives, the study employs qualitative methods, including data triangulation for reliable and valid results. Techniques such as virtual ethnography and participant, unstructured observation were used to collect data from online spaces and direct interactions with “enorecreation” offerings. This approach enabled a comprehensive understanding of “enorecreation” offerings and identified key trends in wine tourism.

## 2. Literature Review

To accurately define the concept of "enorecreation" as part of enotourism, it is essential to begin the scientific discussion by exploring the theoretical foundations of tourism in connection with recreation. This allows situating the concept within the broader context of academic literature and defining the research framework.

Tourism, as an interdisciplinary and complex phenomenon, is studied from the perspectives of many academic disciplines, resulting in numerous, often diverse definitions, with no universally accepted concept. According to W. Hunziker's classic definition, tourism encompasses all relationships and phenomena arising from the travel and stay of visitors, provided there is no residence or paid employment involved (Hunziker, 1951; Przećławski, 1996).

W. Alejziak describes tourism as all the phenomena associated with the travel and stay of people staying temporarily and voluntarily outside their daily environment,

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including in particular the economic and social interactions between tour operators, direct service providers, local people and tourists themselves, provided their main purpose trips are not paid for in the town you are visiting (Alejziak, 2000).

L. Tuross adds that tourism is a conscious, voluntary, individual or group, non-professional activity undertaken during leisure time, organized or spontaneous, aimed at fulfilling cognitive interests and gaining aesthetic, recreational, and intellectual experiences derived from regions, sites, and human environments (Tuross, 2003). The UNWTO (United Nations World Tourism Organization) defines tourism as encompassing all activities of individuals traveling for leisure, business, or other purposes, not exceeding one year, outside their daily environment, excluding activities primarily aimed at earning income in the destination (UNWTO, 2024). To summarize, tourism includes not only travel but also recreational activities, integral to its purpose and function.

In contrast, recreation broadly refers to any form of regeneration of human energy. It is a comprehensive term embedded in the notion of free time but broader than the concept of outdoor leisure. Recreation also includes activities conducted actively or passively at home or nearby spaces. Notably, recreation does not necessarily require travel; it can occur without spatial displacement, such as at home or the workplace (Bachvarov and Dziegieć, 2005).

Recreation involves activities outside professional, familial, or social obligations aimed at relaxation, entertainment, and psychosocial development (Toczek-Werner, 2005). These activities, undertaken voluntarily for pleasure, foster personal development and physical-psychological renewal (Wolańska, 1997).

In summary, while tourism and recreation are often treated as separate domains, they represent interrelated areas shaping leisure and activity experiences. Both are integral dimensions of free time, with participation in tourism and recreation being forms of its use (Panasiuk, 2011).

This relationship also extends to wine tourism and "«enorecreation»," though the latter has not yet been thoroughly established or defined in the literature.

Wine tourism, or "enotourism", is understood as a type of tourism where the main motivation is visiting vineyards and wine production sites or participating in wine-related festivities to taste wine or explore wine regions (Carlsen, 2004; Głąbiński, 2018). However, the literature related to wine tourism most frequently quotes the definition of Hall: visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors (Hall, 2002).

Carmichael emphasises strong links between wine tourism and rural areas: wine tourism is an example of rural tourism in which production and consumption come

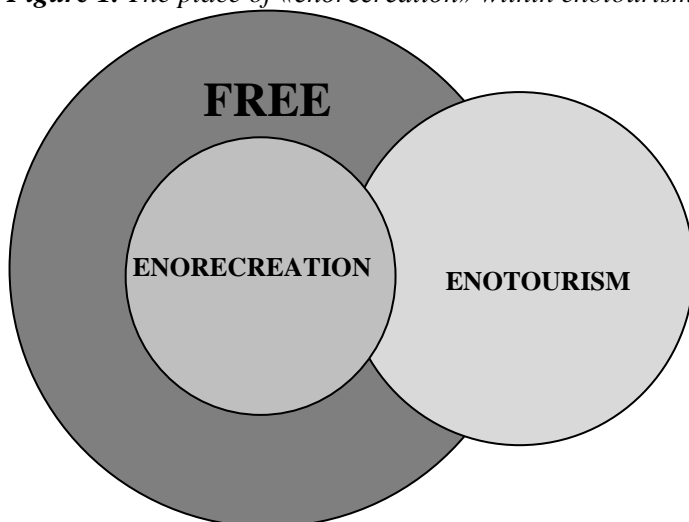
together to benefit both rural operators and visitors. Furthermore, wine tourism is a type of agri-tourism which is rapidly growing in popularity in many areas with favourable growing and marketing conditions (Carmichael, 2005; Głabiński, 2023).

It is now the fastest growing branch of the global tourism industry (Vukovic *et al.*, 2020; Santos *et al.*, 2021; Torres *et al.*, 2021). Its development can benefit not only the vineyard owners, but also the entire area where the vine crops are located.

Based on this terminological discourse, an attempt has been made to define "enorecreation," or recreation based on wine-related activities "enorecreation" refers to recreation based on activities directly or indirectly connected to wine, including leisure-time activities that serve to regenerate psychophysical energy, relaxation, entertainment, and psychosocial development.

It caters to tourists seeking unique experiences in wine regions and residents wishing to enrich their daily lives with wine culture elements. Figure 1 presents the place of «enorecreation» in connection with enotourism and leisure.

**Figure 1.** The place of «enorecreation» within enotourism and free time



*Source:* Own elaboration based on: Kurek, (2007).

The empirical section of this study will present examples of “enorecreation” offerings, followed by a discussion on the typology of this form of recreation.

### 3. Methodology

To achieve the aim of this study, qualitative research methods were applied. To ensure the reliability, validity of conclusions, and verification of previously gathered data, the research adopted a data triangulation approach. This method involved

utilizing data from various sources (e.g., collected at different times, from different locations, or from different recipients) (Stolecka-Makowska, 2016). The following techniques were used for gathering secondary research data:

- **Virtual Ethnography:** This method involves studying social media platforms, blogs, websites, forums, and other forms of online social activity (Siuda and Grębosz-Krawczyk, 2018). For this study, data was gathered from websites and social media accounts of “enorecreation” service providers;
- **Participant, Unstructured Observation:** This method involved the observation of selected wine tourism offerings with actively participating in them (Glinka and Czakon, 2021). Observations were conducted in various locations to ensure the research's comprehensiveness.

Each of the data collection techniques provided unique and complementary insights. Virtual ethnography allowed the researcher to gather information on the types of «enorecreation» offerings. Observation allowed a comparison between the online descriptions of offerings and their actual realization in practice. The analysis of data from various online sources enabled the identification of a full range of experiences offered by organizers, along with the key trends in the industry.

#### 4. Research Results and Discussion

The empirical section of this article focuses on the identification and qualitative analysis of «enorecreation» offerings, which are a key element of enotourism, blending recreational aspects with the theme of wine. Based on the data gathered, the “enorecreational” offerings have been classified into various types, which are presented in Table 1. This table includes their characteristics and examples of the providers offering these activities. This analysis highlights how different forms of wine-related recreational activities contribute to enriching tourists' experiences.

**Table 1.** Types and characteristics of “enorecreational” offerings

<b>ENORECREATIONAL OFFERINGS – TYPES AND CHARACTERISTICS</b>
<b>WINE THERAPY</b>
<p><b>Characteristics:</b> vinotherapy is a form of relaxing and nurturing SPA treatments that take advantage of the properties of grapes, wine and related products such as grape seed oil. Treatments can include massages, wine baths, scrubs, body and face masks, and aromatherapy. A key element is the wealth of antioxidants in grapes, which have a nourishing, regenerative and anti-aging effect on the skin. From a recreational angle, vinotherapy offers a unique way to relax and regenerate. Participants can enjoy not only the benefits for the body, but also a relaxing atmosphere, often in a vineyard or elegant SPA setting. Combining care with wine tasting or a visit to a vineyard makes for a comprehensive experience that combines relaxation, sensory experiences and an opportunity to get away from everyday life.</p> <p><b>Examples of places providing this type of offer:</b></p> <ul style="list-style-type: none"> <li>• <i>Douro Royal Valley Hotel &amp; Spa</i> (Portugal),</li> <li>• <i>GardenSpa Boutique Hotel</i> (Northern Macedonia),</li> <li>• <i>Głębozec Vine Resort &amp; SPA</i> (Poland).</li> </ul>

#### WINE PAINTING

**Characteristics:** Wine painting classes are a form of creative recreation that combines art with relaxation over a glass of wine. Participants, often under the guidance of an instructor, create their own paintings using art materials such as canvases, paints and brushes, which are provided on site. While painting, different types of wines are served for participants to taste, which promotes a relaxed, enjoyable atmosphere. The classes are recreational in that they combine creative expression with relaxation and social integration. No prior artistic skills are required, making them accessible to anyone who wants to try something new and take a break from everyday life. Wine tasting promotes inspiration and adds to the unique atmosphere of the meeting, making it both a relaxing and entertaining way to spend leisure time.

**Examples of service providers providing this type of offer:**

- *Wino Grono Art* (Poland),
- *Wine&Paint* (Poland),
- *Winem malowane* (Poland).

#### WINE KNOWLEDGE COURSES – IN-PERSON AND ONLINE

**Characteristics:** The wine knowledge course is an educational program designed to introduce participants to various aspects of enology, such as the history of wine, the process of wine production, the characteristics of grape varieties, tasting techniques and the principles of pairing wine with food. Often conducted in an intimate and relaxed atmosphere, the course allows participants to gain knowledge in a relaxed manner combined with hands-on experiences, such as tastings of different types of wine. Such classes offer not only education, but also the pleasure of interacting with wine culture, discovering new flavors together and exchanging experiences with other enthusiasts. In addition, learning the principles of composing wine with food can inspire you to organize your own tastings and culinary experiments, making the course a great way to combine education with recreational activities. Wine knowledge courses can be taken onsite or remotely.

**Example of a global organization which arranges courses and exams in the fields of wine:**

- *Wine & Spirit Education Trust* (WSET).

#### RUNNING EVENTS IN THE VINEYARDS

**Characteristics:** Wine-related running events are a specific type of sporting event, combining physical activity with elements of enotourism and recreational and entertainment aspects. Participants run a designated route, often through vineyards or other scenic areas, with stops where tastings of local wines and snacks are offered. The nature of these runs is usually recreational, with an emphasis on a pleasant atmosphere and the integration of participants, rather than athletic competition. Many events are themed - participants are encouraged to dress in costume, and additional activities such as concerts, festivals and picnics add to the overall experience. Along the route, along with traditional water points, there are places offering wines from local vineyards, further emphasizing the regional dimension of the event.

**Examples of wine-related running events:**

- *Marathon du Vignoble d'Alsace* (France),
- *Marathon des châteaux du Médoc* (France),
- *Lubuski Maraton Wina i Miodu* (Poland).

#### UNDERWATER WINE BOTTLE DIVING

**Characteristics:** Diving for bottles of wine aged underwater is a unique attraction that combines exploration of the underwater world with a passion for wine. It involves diving into a body of water to retrieve bottles of wine that have been stored there for maturation. Underwater conditions, such as constant temperature, pressure and lack of light, promote a unique aging process, which gives the liquors a unique character. From a recreational angle, the attraction offers an exciting experience for wine and diving enthusiasts. It combines physical activity and adventure with cognitive elements and a unique finale in the form of tasting wine extracted by hand. Participants can enjoy an unforgettable experience, admire the underwater landscape, and relax during the subsequent tasting, making the experience both exclusive and full of pleasure.

**Examples of places providing this type of offer:**

- *Edivo Vina* (Croatia) - wine stored in clay amphorae is aged for two years underwater at a depth of 20 meters. Guests can dive to see this unusual winery and then taste the wine

<p>accompanied by local specialties,</p> <ul style="list-style-type: none"> <li>• <i>Crusoe Treasure</i> (Spain) - is an underwater cellar where you can taste wines aged in the ocean and experience diving into their unique ecosystem.</li> </ul>
<b>WINE TASTINGS - ONSITE AND ONLINE</b>
<p><b>Characteristics of a stationary wine tasting:</b> a stationary wine tasting is an event where participants sample different types of wines in one place, usually under the guidance of a sommelier or expert. In a recreational context, the tasting is an opportunity to relax, spend time in a relaxed atmosphere and explore flavors and aromas in an informal, fun way. Participants have the opportunity to learn about the history and peculiarities of wines, such as grape variety, region of origin or production methods, making the event both entertaining and educational. In addition, the tasting often takes place in beautifully arranged interiors or atmospheric vineyards, which promotes integration and gives a sense of detachment from everyday life. The experience becomes a form of recreation that combines sensory experiences with a moment of respite and the building of new culinary experiences.</p> <p><b>Characteristics of an online wine tasting:</b> an online wine tasting is an event that takes place remotely, allowing participants to learn about and sample different wines at home. Prior to the meeting, participants receive tasting samples containing selected wines, sometimes accompanied by snacks or educational materials. The meeting takes place on online platforms and is hosted by a sommelier or wine expert, who discusses each of the wines sampled, their characteristics, history and how they pair with food. In a recreational context, online tasting is a form of relaxation and entertainment that allows one to enjoy the atmosphere of the event in a comfortable environment. Participants can invite family or friends to sample together, making the event also an opportunity to build relationships. The combination of learning about wine with a pleasant, informal atmosphere and the opportunity to discover new flavors make online wine tasting an ideal way to relax and have an interesting time.</p> <p><b>Examples of places providing this type of offer::</b></p> <ul style="list-style-type: none"> <li>• vineyards,</li> <li>• specialty wine stores,</li> <li>• restaurants,</li> <li>• wine bars.</li> </ul>
<b>TASTING DINNERS</b>
<p><b>Characteristics:</b> Wine tasting dinners are culinary events that involve the harmonious pairing of selected dishes with appropriate wines. At such a dinner, each dish is carefully matched with a wine that enhances its flavor and aroma. Sommeliers or wine experts often lead the event, explaining the selection of liquors, their characteristics and how they harmonize with the dishes served. The purpose of such dinners is not only culinary pleasure, but also education - participants can learn the principles of pairing wine with food, understand the differences between grape varieties, and discover new flavors and aromas in a professional context.</p> <p><b>Examples of places providing this type of offer:</b></p> <ul style="list-style-type: none"> <li>• restaurants, especially those of an exclusive nature,</li> <li>• vineyards,</li> <li>• culinary festivals, including wine festivals.</li> </ul>
<b>WINE LITERATURE</b>
<p><b>Characteristics:</b> A wide range of wine-related publications is present on the publishing market, including both guidebooks and fiction in which wine is a central thematic motif. Such literature contributes to the development of knowledge about wine and its culture, acting as an educational tool, and can also serve as a source of inspiration for future wine-related activities.</p> <p><b>Examples of titles of wine publications:</b></p> <ul style="list-style-type: none"> <li>• „Winne szlaki. 52 weekendy w najlepszych winnicach świata” (2017) – author: collective work,</li> <li>• „Wino po ludzku” (2024) – author: I. Świerblewski,</li> <li>• „Gruzińska uczta. Podróż do kraju wina, biesiad i toastów” (2019) – author: P. Apostolidis.</li> </ul>
<b>GAMES WITH A WINE THEME</b>
<p><b>Characteristics:</b> The recreation of playing wine-themed games involves engaging in games and gameplay that relate to the theme of wine, both in an educational and entertaining form. These games</p>

<p>develop wine knowledge, strategy and logical thinking skills. On the market of games in the subject area you can find card games, board games, as well as computer games. All these forms of entertainment combine educational elements with relaxation and social interaction.</p> <p><b>Example of a card game with a wine theme:</b> “Wine IQ” - the game consists of cards with 400 multiple-choice questions on wine facts;</p> <p><b>Example of a board game with a wine theme:</b> “Viticulture” - a game in which participants manage a vineyard, from planting vines to producing and selling wine;</p> <p><b>Example of a wine-themed computer game:</b> “Hundred Days: Winemaking Simulator” - a vineyard management simulation game that allows players to learn about the entire wine production process, from vine growing to marketing and distribution.</p>
<p style="text-align: center;"><b>FILMS, SERIES AND REPORTS ON WINE THEMES</b></p>
<p><b>Characteristics:</b> The recreation of watching films, series and reports about wine in the broadest sense is to engage with visual media that portray wine themes. Such productions often depict stories related to wine production, enological culture, vineyard travel, and the lives of sommeliers and winemakers. Many of these films and series aim to educate viewers about wines, wine regions, and production processes. Such recreational viewing can also inspire wine tasting, expand one's knowledge of different types of liquor or plan wine trips.</p> <p><b>Examples of titles of films, series or reports on wine:</b></p> <ul style="list-style-type: none"><li>• movie “Sideways” (dir. A. Payne, 2004),</li><li>• series “Drops of God” (dir. O. Ruskin, 2023),</li><li>• reportage “Somm” (dir. J. Wise, 2012).</li></ul>
<p style="text-align: center;"><b>CONCERTS IN THE VINEYARD</b></p>
<p><b>Characteristics:</b> A concert in a vineyard is an event that combines live music with the unique atmosphere of a vineyard venue. Participants have the opportunity to enjoy performances by artists, often surrounded by picturesque landscapes, while sampling local wines and snacks. Such concerts can take place outdoors, among rows of vines, or in atmospheric wine cellars, which adds a unique charm to the event. From a recreational angle, concerts in vineyards offer the opportunity to relax in a peaceful and natural setting, where music and wine form a harmonious whole. These events promote relaxation, integration with other music and wine lovers, and allow participants to feel the unique atmosphere of the wine region. It's a great way to get away from everyday life and combine culture with leisure.</p> <p><b>Examples of concerts in the vineyard:</b></p> <ul style="list-style-type: none"><li>• world-famous artist Sting - concert in the vineyard “Tenuta il Palagio” (Italian vineyard located in Tuscany) on 12.08.2024,</li><li>• polish artist Grzegorz Turnau - concert at the “Turnau” vineyard (the largest winery in Poland) on 01.12.2023.</li></ul>

**Source:** *Own elaboration based on: (Pobiegli szlakiem wina i miodu, 2013; Empik.com, 2024; Marathon des châteaux du Médoc, 2024; Viticulture, 2024; Encyklopedia gier, 2024; Bards & Cards, 2024; First underwater winery in the world - Crusoe Treasure, 2024; Douro Royal Valley Hotel & Spa, 2024; GardenSpa Boutique Hotel, 2024; Głębozec Vine Resort & SPA, 2024; Wino Grono Art, 2024; Wine&Paint, 2024; Winem malowane, 2024; Winnica Turnau, 2024; Tenuta il Palagio, 2024; Marathon du Vignoble d'Alsace, 2024; Wine & Spirit Education Trust (WSET), 2024; Andrukajtis, 2017; Matera, 2017; Piotrowski, 2018).*

Table 1 demonstrates how various recreational activities connected to wine are integrated with additional attractions, enriching the tourist experience and addressing the needs of modern consumers.

In the discussion section, based on the examples of «enorecreation» offerings, different typologies of «enorecreation» can be identified. These typologies are distinguished based on various criteria. The identified criteria include:

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- Motivation for participation:
    - health-oriented «enorecreation»: participation in activities aimed at improving physical or mental health (e.g., experiencing wine therapy treatments),
    - sport and physical activity-based «enorecreation»: participation in recreational activities requiring physical effort (e.g., taking part in a wine marathon),
    - educational «enorecreation»: participation in activities that enhance knowledge or skills (e.g., attending a wine knowledge course),
    - creative «enorecreation»: participation in activities related to creative expression and creation (e.g., engaging in wine painting),
    - experiential (hedonistic) «enorecreation»: participation in activities focused on sensory, emotional, and unique experiences (e.g., diving for wine bottles stored underwater).
  - Physical activity level:
    - active «enorecreation»: involves physical movement (e.g., underwater wine bottle diving),
    - passive «enorecreation»: does not require physical activity (e.g., participating in a wine painting workshop).
  - Emotional intensity level:
    - intensive emotional «enorecreation»: involves activities that provide strong sensations and exceptional sensory or emotional experiences (e.g., underwater wine diving),
    - relaxing «enorecreation»: involves activities aimed at relaxation, regeneration, and enjoying wine culture in a calm and peaceful manner (e.g., wine therapy treatments).
  - Mode of delivery:
    - in-person «enorecreation»: activities conducted in physical locations (e.g., attending a wine tasting at a wine bar),
    - remote (virtual) «enorecreation»: activities conducted in a digital environment (e.g., participating in an online wine tasting or e-learning wine knowledge course).
  - Number of participants:
    - individual «enorecreation»: activities undertaken alone (e.g., reading wine-related literature),
    - group «enorecreation»: activities involving other participants (e.g., playing a wine-themed board game).
  - Location of activity:
    - home-based «enorecreation»: activities conducted in a private space (e.g., reading wine literature at home),
    - outdoor «enorecreation»: activities conducted outside the home (e.g., taking part in a wine marathon in a vineyard).
  - Cost criteria:

- low-cost «enorecreation»: requires minimal financial investment (e.g., reading wine literature at home),
- high-cost «enorecreation»: requires significant financial investment (e.g., attending a wine tasting dinner at an exclusive restaurant).

The presented analytical and discussion content forms the basis for further reflection on the potential and future directions of «enorecreation» as an interdisciplinary phenomenon at the intersection of tourism, recreation, and the broader field of wine.

## **5. Conclusions**

This article focuses on the phenomenon of «enorecreation», understood as recreation related to the wine sector, and distinguishes recreational offers from strictly tourism-based offers. Since the concept of wine recreation is underexplored as a distinct research area, an attempt was made to define the term "enorecreation." «enorecreation», as an element of wine tourism and a form of leisure activity, combines wine-related recreational activities, offering both tourists and residents unique experiences that go beyond traditional relaxation and leisure activities.

The presented qualitative research findings show that the “enorecreational” offering is exceptionally broad and diverse. It includes not only wine tastings but also a wide range of activities that integrate the theme of wine with other areas such as health, education, art, and gastronomy. This integration enables the creation of comprehensive experiences that attract various target groups seeking not only wine-related experiences but also added value in the form of education about wine, creative artistic experiences, or sports activities.

The development prospects of «enorecreation» in the context of wine tourism are promising, especially in light of the growing interest among tourists and residents looking for authentic and diversified experiences. Key to this is the creative integration of winemaking with other fields, enabling the creation of more sustainable, educational, and health-oriented tourism offerings.

Further research in this area will not only allow for a better understanding of the potential of «enorecreation» but also for the development of effective management strategies that support the growth of this tourism segment.

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