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INTEGRATING RISK MANAGEMENT INTO QUALITY SYSTEMS FOR SUSTAINABLE WINE TOURISM DESTINATIONS: A STRATEGIC MODEL FOR ROMANIA

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Abstract: Sustainable development is essential nowadays. Climatic instability or the irresponsible use of natural resources indicate the need to adopt an efficient destination management system. Successful wine tourism destinations have demonstrated that by integrating quality, innovation and risk management, sustainable and competitive brands can be created. Romania has not yet become a recognized wine tourism destination. This study analyzes data from tourism reports, Romanian National Institute of Statistics and websites of local businesses to assess the importance of integrating risk and quality management for Romanian wine tourism destinations. Statistical, Swot and multicriterial analysis were performed. Findings show that Dealu Mare region leads with strong quality systems, Târnave region has a low exposure for climatic risks and Murfatlar region it's prone for meteorological hazards. A model of resilience for Romania as wine tourism destination was proposed.

Key words: enotourism, quality management, resilience, risk integration, sustainable rural development, Romania

• Introduction

Wine tourism has become a strategic management instrument for rural development and regional branding. In Romania the performance of destinations remains uneven, influenced also by natural conditions, wine quality and ability to manage risks that affect production and tourism flows. Climate instability, limited digitalization and inconsistent service quality increase vulnerability and reduce destination resilience. A framework for integrating quality and risk management was proposed which is organized around five important themes: quality, innovation, digitalization, sustainability and risk.



• Material and method

Comparative, multicriterial, SWOT and statistical analysis were used to evaluate the resilience, development potential and quality performance of the selected Romanian wine destinations. Statistical analysis was applied to better understand the relationships between tourism activity, economic indicators, winery development and climatic conditions. A Risk-Quality Matrix was developed and applied to evaluate the resilience of three Romanian wine destinations: Dealu Mare, Târnave and Murfatlar.

• Results and discussions

The study presents the results of comparative and statistical analysis which showed that Dealu Mare has a strong quality system, but faces higher climate related risks. Târnave has the most stable climate conditions out of the three analysed regions. Murfatlar received the lowest resilience score due to the fact that is more prone to meteorological hazards, especially drought and heat stress, which affect both vineyards and tourism seasonality.



• Conclusions

This study assesses the resilience and development potential of three Romanian wine destinations. Despite clear differences in infrastructure, promotion and climate exposure, all regions demonstrated measurable potential for sustainable growth. Dealu Mare showed the highest quality and tourism performance, Târnave benefits from stable climatic conditions, while Murfatlar remains vulnerable but offers considerable room for improvement. The proposed Risk-Quality Matrix provides a practical tool for destination managers, demonstrating that competitive and resilient wine tourism can be achieved when investment, promotion and quality systems are aligned with regional characteristics.