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DOES CRAFT BEER TOURISM HAVE A FUTURE IN ROMANIA?

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Abstract: *This paper examines the prospects for craft beer tourism in Romania through a qualitative desk study of published research and selected brewery offers in Bucharest. We compared information on tours, taprooms and food partnerships, using a SWOT analysis to discuss development possibilities and constraints. The reviewed websites show that brewery visits and branded hospitality venues already provide ways for people to engage with local beer. Anagram links production tours with taprooms and events, while Hop Hooligans and Zăganu publish visitor and booking information. The findings support developing coordinated visitor experiences. Demand and commercial viability require direct evidence from operators and visitors.*

Introduction

Craft beer tourism allows visitors to learn about brewing and meet local producers through tours and taproom visits. Research on brewery visitors identifies the brewery experience and socialising among the reasons for a visit [4].

In Romania, the question is how existing beer venues can form part of a destination experience. A brewery tour, a city taproom and a restaurant partnership provide different settings for visitors. Visitor information needs to explain the activity and how to reach or book it.

This paper examines selected public offers in Romania. It considers the experiences described by operators and their links with food and events. The aim is to identify practical directions for product development and the operating conditions that need attention.



Figure 1. Hop Hooligans craft brewery, located in Bucharest

Material and method

We used desk research to review published work on beer tourism and examine the official visitor pages of Anagram Brewery, Hop Hooligans and Zăganu. The cases allowed a comparison of different craft beer offers in Bucharest.

For each example, we recorded the advertised activity, visitor location and booking or contact information. We also noted food partnerships and events. Production tours, taprooms and branded bars were considered separately because they offer different kinds of visit.

We compared the material by theme and used a SWOT structure to discuss strengths and development possibilities. Questions about demand, operating capacity and commercial performance were kept separate from the published offers. The findings describe the selected cases. They do not estimate the size of Romania’s beer tourism market.

Results and discussions

The reviewed websites describe brewery tours, taprooms and food partnerships. Public booking and contact information gives visitors a way to arrange a visit.

Example	Published visitor offer
Anagram Brewery [1]	Brewer-led production tours, taprooms and public events. Its downtown taproom is hosted through a restaurant partnership.
Hop Hooligans [2]	A central Bucharest taproom with a beer menu, a table-booking option and published opening hours.
Zăganu [3]	Branded craft beer venues in Bucharest, including a bar and bistro and an Obor taproom. Telephone reservations are advertised.

Existing tours and branded taprooms are strengths in the SWOT assessment. The restaurant partnership shows an opportunity to combine beer with food.

Descriptions vary across the reviewed pages, making experiences harder to compare. Joint promotion and a shared itinerary offer further development options. Changes in demand and operating costs are possible threats requiring operator evidence. The findings concern advertised offers. Visitor numbers and profitability were not measured.

Conclusions

Documented tours and taprooms give Romania a starting point for craft beer tourism. Coordinated itineraries and food partnerships can make the offer easier to plan. Further expansion needs evidence of visitor demand and the capacity to host guests reliably.