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Abstract

Tourism refers to the science, art and business of attracting and transporting visitors, providing them with services and catering to their needs and wants. However, the intense touristic development of an area can lead to alteration and significant degradation of the natural environment. In recent years, there has been a significant shift towards alternative forms of tourism focused on the environment and culture. Cultural routes focus on highlighting the cultural heritage of an area, while at the same time, they can ensure the protection and preservation of the natural environment while boosting

local tourism. Cultural routes can be differentiated based on their thematic content. In vineyards and wine production areas wine routes are established. Wine routes are marked routes, along which there are cultural and environmental attractions, vineyards and wineries open to the public. Both the cultural and the wine routes belong to the alternative forms of tourism and specifically to the agrotourism category. Agrotourism contributes decisively to the economic, social and environmental development of a region, in absolute balance with the principles of "sustainable development".

