MASTER THESIS

WINE TOURISM PRODUCT PROPOSAL "ZEN LIFE IN MAS ZENITUDE"

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ABSTRACT

Wine tourism can be considered as the mix product of wine and tourism and absolutely a great approach for bringing wineries closer to their customers. Through tours that wineries can share and inspire their philosophy and real activities in the vineyard, in the wineries to customers.

During the time, the author takes internship in Mas Zenitude winery which is a Natural – Organic – Biodynamic wine domain established in 2006 with the vision is to produce the cleanest, honest wines which can express the taste and the aromas of the terroir and moreover, the winery also aims to inspire Zen meaning into real life that the author is extremely impressed and wants to introduce the winery to everyone in the world. Therefore, the author comes to think about the wine tourism approach for Mas Zenitude and prepare a product proposal is specifically mentioned in this report.

It is expected that this suggested product is feasible for applying and then the author highly recommends the winery should apply it soon in order to get Mas Zenitude closer to the customers.

Keywords: Natural wine, Organic, Biodynamic, Nature, Zen, Languedoc, Wine tourism

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CHAPTER ONE: INTRODUCTION

1. Problem Statement

Mas Zenitude is a Natural – Organic – Biodynamic wine domain. Established in 2006 with the vision is to produce the cleanest, honest wines which can express the taste and the aromas of the terroir and the philosophy of "Work with the natural energies as the way to create and maintain life."

Pursuing natural wine production is very challenging for every winery and not exception to Mas Zenitude because of many requirements that the winery must commit to produce this kind of wine and be absolutely friendly with the environment along the way. The work is extremely hard but the return seems to be limited not only because the volume is low and the cost is high but also the natural wine is still new to most of the customers. During the time the author is taking an internship in the winery, the author really respects all the effort that the winery is dedicated to develop this kind of product and would also think that the winery should be known by everyone.

After much consideration about the potential of the winery and the fast-developing life that we are living in which modern life always push us into working very hard in order to survive, to earn more money to take care of our family, this situation, inadvertently, made us easily forget all about the good thing in life, not enjoy life and almost forget about the beautiful and peaceful of nature that the author decides to offer the project of "The Zen life in Mas Zenitude". The project is considered as a wine tourism product which aims to connect people into nature, forget about all the busy, crazy life and to feel nature at the same time as well as help Mas Zenitude to have a brand-new product and a new way to approach customers who love nature, the philosophy of Zen in life.

2. Research Questions

This project is to answer the questions of "What is the Zen life, Zen life is only for monks?" - "What Mas Zenitude should do to create a brand-new wine tourism experience based on nature?" Would it be possible to expand and create a new way to approach tourists from around the world?

3. Scope of the Study

This study is focusing on developing the new wine tourism experience based on the personal ideas and creations of the author and the special assistant of the owner. The data included in this project come from the author's observation, wine tourism research, internet, online articles, magazines and books.

CHAPTER TWO: LITERATURE REVIEW

1. Wine tourism

Nowadays, wine tourism is becoming more familiar to everyone than ever before - There are definitions regarding wine tourism to be concerned as:

Wine tourism or Oenotourism "refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source." (UNWTO). Wine tourism can also be concerned as a branch-type of "Gastronomy tourism" which is a type of tourism activity linked with food and some other related products, activities, experiences, "along with authentic, traditional, and/or innovative culinary experiences." (UNWTO). Wine tourism is a combination of two different industries "wine" and "tourism", which means that the product being brought and present to the consumer is multifaceted and has both intangible and tangible elements. This sector is considered as a niche market in tourism which is related to "agritourism, ecotourism, culinary or gastronomy tourism" and others (Kevin, 2017) The concept of wine tourism has been cultivated and become important from the middle of 90s (Carrà et al, 2016). After a long period of development since then, it is nowadays a "widespread trend" and plays an important role in the tourism sector (Carrà et al, 2016) especially in relation with rural tourism (Kunc, 2010). "*Value of uniqueness, customization and personalization"* (Hebert, 2018) to attract and retain their customers

Wine tourism is important not only for sales, which referred to direct sales from cellar to visitors but also for marketing in the current crowded and competitive market (Veseth, 2018).

Given the above information that wine tourism can be considered as the mix product of wine and tourism. It can be a great approach for bringing the winery brand closer to customers, or helping wineries to increase sell volume while offering additional destinations for the tourism industry enriching portfolios for this kind of service. Besides that, wine tourism is also a good way for promoting sustainable development by getting visitors to see or experience real activities in the vineyard to learn more about in what way the wineries respect nature and work hard in order to protect the soil, climate while growing vines and making wines.

2. Wine tourism in France and Languedoc

Wine tourism in France Wine tourism in France

Wine tourism is a new category in the wine and tourism aspect in the last period of time. Furthermore, wine tourism is growing and becoming a very powerful tool to do marketing and increase the profit of the winery beside the old-style way – direct sale or wholesale. The wine-tourism is more blossoming in

the new world of wine (Glennen, 2018), the old world has been joining the train in recent years. In Europe nowadays, Oenotourism has been developed in many countries such as France, Spain, Portugal, … The tourism industry plays an important role in the economies of France and to the world with the total contribution to GDP in 2018 with 9.5% and 10.4% respectively (World Travel & Tourism Council, 2019) and the increasing and bright future of Wine tourism in France is illustrated in annexe

In 2016, France received 10 million wine tourists, when in 2009 there were only 7.5 million people who came to explore France's wine regions, vineyards, ... An offer that attracts both French (58%) and foreign visitors (42%); among them the Belgians 27% and the British 21% make up nearly half of the international visitors, followed by the Germans 15%, the Dutch 11% and the Americans 4% (Editions Atout France "Tourisme et Vin" 2010). Furthermore, in 2016, France welcomed 1/3 more wine tourists since 2009. A dynamic sector, wine tourism is growing year on year with 67 destinations being approved the "Vignobles et Découverte" label that increasing foreign customers to visit spectacularly: +40% since 2009, compared to +29% for French customers as illustrated in annexe….

In France, the wine-growing regions are major tourist destinations that offer a variety of products related to vines and wine (cellar visits, wine tasting, bottle sales...). In order to better promote this tourism offer, a label Vignobles & découvertes, attesting to the quality of the tourism offer, has been set up for 67 destinations, including more than 4,000 professionals working in a network.

Languedoc - The real south of France

The Languedoc is very beautiful - perhaps one of the most beautiful regions in the world. Like Tuscany and Provence, the Mediterranean landscape is vast and unspoilt, with hills covered with carpets and 'local' vineyards - an aromatic scrub, rosemary, lavender and other plants in dry weather - dotted with olive trees, Mediterranean oaks, almond and cherry trees and, of course, 'Platinum' or a powerful plane. Their wine section is growing day by day - thanks to the flourishing "wine tourism" industry in the Languedoc. To say that wine dominates the Languedoc is no exaggeration. Once the largest wine region in the world, the Languedoc has recently traded quantity for quality, and is now the 'wild south' of Europe - with winemakers from all over the world coming here to experiment with everything from rare grape varieties to the complete burial of cow horns, manure under the vines, Thanks to the natural weather condition, a lot of sunshine hours every year, dry and good enough amount of rain, the Organic and Biodynamic farming had growing very fast. With the aim of producing some of the best and most interesting wines in France, improve the image of the old low quality "Vin de Pays d'Oc" in consumers' minds. In addition to giving a good overview of the wine world here, the wine section here in Languedoc also provides the best places to do wine tastings, lists wine tours and courses, and even lists the wineries where you can stay and see wine production first hand.

CHAPTER THREE: EMPIRICAL STUDY

1. Mas Zenitude introduction

About the domain

Mas Zenitude is a Natural – Organic – Biodynamic wine domain. Established in 2006 with the vision is to produce the cleanest, honest wines which can express the taste and the aromas of the terroir.

Mas Zenitude produces Ecocert certified organic and natural wines: Solstice, Zizanie, Roze, Equinox, Audace, and Vent d''Anges. They proudly practice a low intervention style of winemaking and are part of the Vinnatur movement that is introducing a new generation of enthusiasts to the time-honoured tradition of natural wines.

Their wines are artisanal, fermented with indigenous yeasts and not filtered or fined. The results are exquisitely vibrant, aromatic, and distinctive wines that defy the shortcomings of modern assembly line wine production. These are, in short, wines as they were always meant to be.

The philosophy that guides Mas Zenitude is simple: "Work with the natural energies as the way to create and maintain life." We treat the soil as a living organism, one that we nourish, indulge, and support in supreme harmony with organic and biodynamic viticulture practices:

- ✔ No pesticides or artificial fertilizers
- ✔ Traditional harvesting - Hand Picked grapes, sent to fermentation tanks by simple gravity and pressed according to traditional methods
- ✔ No additives or SO2 (sulfur dioxide) are ever used

Grape varieties

Currently, the following grapes are planted in the vineyard:

- ✔ Merlot: 0.9 ha
- ✔ Syrah de Sylvestre: 1 ha
- ✔ Syrah de Lagamas: 1 ha
- ✔ Grenache Noir: 1 ha (new vineyard, on the way to convert to Organic)
- ✔ Cinsault: 1 ha
- ✔ Carignan: 2 ha (50% of the Carignan is Old vine, average 80 years old)
- ✔ Grenache blanc: 0.6 ha
- ✔ Clairette: 0.4 ha

Mr Erik Gabrielson, the owner of Mas Zenitude comes from Sweden, he is currently a lawyer from Sweden. He fell in love with the world of Natural wine years ago and decided to go abroad like a true

Viking to look for a beautiful area where he will write his own wine story - the "cleanest juice" in the world.

Philosophy

Mas Zenitude is certified Organic but Biodynamic treating method is used in winemaking:

- No pesticides or artificial fertilizer
- No SO_2 added during the making process
- No Active Dry Yeast, only use Native yeasts with 100% spontaneous fermentation
- No oak for red wine, all the wines are fermented and matured in cement and amphora - "Grapes come from vines which growing by the soils, energies and natural environment, so, I would like to bring it back to the soils that are why I love and choose amphoras" said Erik Gabrielson
- No filtered or fined
- Nothing more than just healthy grapes

About the region

Mas Zenitude is located in Terrasses du Larzac AOC area – Languedoc region in the south of France. This region is well known for a very unique climate with cool air from the high Larzac plateau, symbolized by Mount Baudile which peaks at 850m, day/night temperature variations happen occasionally as wide as 20°C in summer. Naturally, the grapes mature slowly and steadily, bringing the wines' freshness and aromatic complexity. Although most of the wines in Terrasses du Larzac are commonly produced as AOC wine, wines of Mas Zenitude are Vin de France.

What does the "ZEN" in Mas Zenitude mean?

The "Zen" in Mas Zenitude is to inspire meaning of peaceful life showing life cycle and the respect of what nature has given to human life.

2. Review external factors

a) Wine culture

The history of France wine dates back to 6th century BC, this long history made a strong culture on drinking and consuming wine in France, with many successful periods of making high-quality wine, French are proud to present their liquid gold culture to the world.

Organic and Biodynamic wines

Despite the long history of winemaking, Organic and Biodynamic farming is still considered as a new and special way to cultivate vines, especially the Biodynamic method and philosophy. So what are Organic and Biodynamic wines?

- **Organic wines**

Organic viticulture pays special attention to protect the natural balance of the vineyard and its surrounding environment while producing grapes. Maintaining soil fertility is an essential condition. Organic wines are wines made from 100% organically grown, free from the use of chemicals. Natural and mainly closed biological processes are encouraged. In particular, no pesticides, herbicides, fungicides, insecticides or chemical fertilizers can be used. Instead, natural methods of combating vineyard pests are used. In other words, the goal is to develop monoculture of the vineyard into a polyculture by promoting biodiversity.

- **Biodynamic wines**

Biodynamic agriculture and farming was introduced in 1924 by Rudolf Joseph Lorenz Steiner was an Austrian philosopher, social reformer, architect, esotericist, and clairvoyant (Wikipedia). Biodynamic concept the basics of this concept encompass the sustainable agriculture and organic principles above and use special preparations made from natural resources to control pests, weeds and diseases, and to feed the vines and soil (Sales & Service for wine professional, fourth edition, Brian K Julyan) Vineyards management are based on the cycle of the moon, sun, planet… it is sound very weird by many way but the moon is able to control the ebb and flow of the seas of the world twice a day, the planet is having more gravitation when the moon comes closer to the earth and on the way round and it effects the life cycle of the vines and other agriculture vegetative. Human beings are increasingly divorce and cut off from nature, we forget the life cycle or "Zen", the rhythms in nature, so biodynamics is simply trying to put your farm, your mindset back to the natural energetical rhythm that is happening outside. Trying to help the grapes to express where they are growing more than with conventional farming. Help with translating the essential of the area to the grapes.

b) Natural wines and the new trend

What is natural wine?

Natural wine is a wine which is made by 100% grape from clean vineyards (usually organic vineyards), wine has to fermented spontaneously by natural yeast, without any additional products such as ADY (active dry yeast), nitrogen, acid tartaric, sugar, tannin powder, … The wines are not going under heavy filtration or fining before bottling, producers are allowed to use a small amount of SO_2 before bottling to protect the wines. Total SO_2 should be under 30mg/L.

The new trend

Natural wine becomes a new trend around the world despite different criticals on the making process. On one hand, this new wave inspires a lot of consumers around the earth, they are always looking for the producers and how they make their wine. On the other hand, there are a lot of bad natural wine domains, who have no idea on the technique from the vineyard to the wine. The true natural winemakers

always cultivate their vineyards in organic and biodynamic ways which allow the vines to grow in good environmental conditions and respect nature as much as possible.

Nowadays, there's a lot of prestige natural wine fair around the world with very high reputation such as "RAW wine" by Isabelle Legeron Master of wine, the first and only female Master of wine in France until now, she is also one of the person who help to spread the natural wines around and bring it to the whole new level and more information. The book had been translated into a lot of different languages and been spread out around the world. "VinNatur wine fair" by Angiolino Maule since 2006, the most prestigious natural wine fair in Italy and other countries, to be a member of this fair and association, producers need to follow a lot of strict rules which are really natural and respect the environment.

Mas Zenitude reputation in the world of natural wine

With the early establishment, since 2006, and the clear way to develop the organic, biodynamic and natural wine producing, through the time, Mas Zenitude gains a lot of good reputation and respect from this special category. Their wines appear in "The natural wine - an introduction to organic and biodynamic wines made naturally" by Isabelle Legeron MW on 2 different parts, one of them was in the "Recommended wine growers". Moreover, Mas Zenitude is also a member of "Vinnatur", a very highly appreciated natural wine association in Italy, owned by Angiolo Maule. In February 2020, they got the invitation to attend another exclusive wine fair named "Wine without borders" in Montalcino, Italy. Besides, Erik Gabrielson attended a lot of different natural wine newspapers and other platforms. Mas Zenitude and Erik Gabrielson got a very high reputation and recognition not only in France but also around the world.

c) Tourism attraction around the Mas

<u>Grotte de Clamouse - 10 minutes by car from Mas Zenitude</u>

Grotte de Clamouse is a very famous cave close to Saint Jean de Fos, Herault, France. The Clamouse Cave has kept its secret for millennia. It was only in 1945 that a group of cave clubs visiting Montpellier discovered this underground world.

The Clamouse cave gallery opens a few hundred metres from the Pont du Diable, on the edge of the Hérault Gorges. It is tacit that the slow work of water continues to beautify itself for several million years. It owes its reputation to the beauty, diversity, richness and rarity of its concretions.

The cave is classified by ecology and developed as a picturesque and scientific site. In order to respect and protect its fragile environment, the Clamouse cave replaced its lighting system in 2010 with low-energy lamps (LED). The cave also proudly got 3 stars and was marked at "Highly recommended" on Michelin travel website.

Pont du Diable - 10 minutes by car from Mas Zenitude

The Pont du Diable or Pont de l'Hérault is a Romanesque architectural construction located on the Hérault River, between the communes of Aniane and Saint-Jean-de-Fos, in the Hérault department in France. With more than a thousand years of existence, it is located at the end of the Hérault gorges, in a place suitable for swimming, where it attracts many visitors every year in summer.

Saint Guilhem le Desert - 15 minutes by car from Mas Zenitude

Saint-Guilhem-le-Désert in Languedoc-Roussillon, Occitanie region, is a commune located in the Hérault department in Languedoc-Roussillon. Stopover on the way to Compostela, Saint-Guilhem-le-Désert and its church, a jewel of Languedoc Romanesque art, occupy a wild site at the entrance to the Verdus gorges and the Infernet circus. From the Place de la Liberté and its imposing 150-year-old plane tree, the village unfolds its narrow streets where you can still admire Renaissance mullioned windows, geminated bays and Gothic lintels. The village has been classified as "Les plus beaux villages de France" - "The most beautiful villages of France"

Lac du Salagou - 30 minutes by car from Mas Zenitude

Lac du Salagou is an artificial lake that was created at the end of the 1960s to irrigate the surrounding crops. It also regulates the floods of the Lergue and Hérault rivers. In a vast expanse of water amidst hills of arid red rocks, the Salagou lake offers an extraordinary palette of colours, combinations of several geological phenomena: the brick red of the "ruffes" (clayey sediments loaded with iron oxide) competes with the black of the basalt, of volcanic origin, and blends perfectly with the blues of the sky and the waves.

d) Key competitor analysis

There are hotels which are located right in the vineyards and some wineries which offer accommodation inside the winery for visitors as the followings:

- Les Sources de Caudalie - 5 star hotel, Pessac-Léognan, France

  Château Smith Haut Laffite in Pessac-Léognan, Bordeaux, France has a luxury hotel "Les Sources de Caudalie" right next to their winery for the very obvious purpose of targeting high-class tourists willing to spend to have a great experience. They also organize winery visits and wine tasting or even private picnics in the forest which is right in front of the hotel.

- La Coquillade - Luberon, Provence, France

  La Coquillade offers 5-star accommodation in a 13th century wine village – Luberon - surrounded by nearly 90 hectares of vineyards and lavender fields. It is truly a luxury getaway

and would appear on any reasonable list of the best hotels in Provence. The hotel provides up to 63 rooms with modern, comfortable facilities. They had an outdoor swimming pool, garden, restaurant and cavist. There is also a spa, gym and fitness center and an indoor swimming pool. Besides, La Coquillade provides some other wine tourism products such as wine tasting, educational vineyard visiting.

- Domaine de Gressac - Auvergne-Rhône-Alpes, France

  Domaine de Gressac is a luxury organic agri-tourism vineyard hotel/farm near Avignon in the South of France, which is one part winery and another part horse breeding farm. The accommodation is in the form of luxury, old stone cottages, the property, both inside and out, and is surrounded by a full 120 ha estate combining vineyards, forest and a river beach.

  They have a lovely outdoor swimming pool surrounded by an organic garden and horse breeding farm. Domaine de Gressac produces a big range of organic wines including red, rose and white. There is also a cellar on site at the domaine. The whole process is done on the site and you can organize tours and taste vineyards, wine cellars and wine cellars.

Those three competitors are considered as the biggest ones of Mas Zenitude in the field of wine tourism products. They offer the best quality of accommodation with the beautiful landscape and the customers surely see and feel the importance of nature during the time they are there.

CHAPTER FOUR: PROJECT PROPOSAL - "ZEN LIFE IN MAS ZENITUDE"

1. Project Introduction

About the project's name

Mas Zenitude is the winery aiming to produce wine friendly to the environment and promote the life-style of Zen which inspires the author so much to create the idea of a very special wine tourism product which provides an unique experience based on nature and the universe in the Mas Zenitude in order to introduce and bring philosophy of the winery to be closer to everyone and encourage them to be a part of such kind of inspirational philosophy and the project is named "Zen life in Mas Zenitude" .

The name of the project aims to focus on the meaning of "Zen" - a round and complete life cycle in a human being's life. Based on the zen monk Thich Nhat Hanh - a very famous Vietnamese monk who always inspires people to live peacefully, appreciate what we have, environmentally, mentally and

physically and believe in a life cycle. “We have more possibilities available in each moment than we realize.” – Thich Nhat Hanh

Advantages to run the project

There are advantages of Mas Zenitude that will support very well for this kind of product which are analysed as below.

Mas Zenitude is a natural, Organic with Biodynamic philosophy wine producer. For them, nature and the environment are very important, that’s why they always appreciate it. With intervention to cultivate vines and making wines, they only use a minimum of chemicals with non-pesticides viticulture which protect their product and their surrounding ambiance.

Besides that, Mas Zenitude is located in a very quiet area and really deep into nature, surrounded by vineyards, mountains, rivers, the closest village is Saint Jean de Fos 2 km away and it’s just a small town with around 1000 inhabitants.

Mas Zenitude has a big house with 4 bedrooms which can host visitors in the very high quality, a non-clore swimming pool, barbecue area and open air kitchen, plus the organic fruit garden where they use to provide their meal every day.

Last but not least, there is a clean small cellar and quality tasting room where they can do the visit and tasting, a domain’s car which can ride people around the area and do sightseeing, ...

Mas Zenitude facilities

Accommodation facilities

3 double - bedrooms full furniture

- Queen bed
- Coffee machine
- Private toilet with floor heating system
- Room’s heating system
- 1 closet

1 mini individual apartment full furniture (2 floors)

- 1 queen bed
- 3 single bed
- 1 private toilet with floor heating system
- 1 living room
- Coffee machine

- 2 closets

1 private mazet - small Provençal house (future project)

Individual small mazet in the middle of the forest which provide a private experience and create a peaceful environment for customers. The house is located right into the Mas Zenitude area, 5 minutes by walk from the mazet to the mas.

Others facilities

Kitchen

- 1 full equipment indoor kitchen
- 1 full equipment outdoor kitchen and BBQ area, including 1 pizza oven and 1 BBQ machine

Dining

- 1 indoor dining table for 6 persons
- 1 outdoor dining table for 8 persons
- 1 outdoor dining table for 2 persons

1 fireplace area with 1 fire machine and 8 chairs

1 outdoor swimming pool with heating system

Private parking area

2. Target customers

The target customers are young, high income couples or small families from big cities such as Paris, Lyon, London, Barcelona, Madrid, Ho Chi Minh - Vietnam, Beijing - China, … people who live and work for their entire life and stay busy all the time.

It is believed that those people who live and work in such a big and busy city are not easy as the competition there is very high and people always need to work 200% effort to be able to earn money to provide themselves or their family. This kind of life now creates a very stifling feeling and makes members' relationship of the family not close as it should be. Every member is too stressed with her or his daily stuff and has no time for taking care of the family.

For such problems, there will be a good way to relieve stress, enjoy time with each other to help everyone in the family get close to each other is to stay away from work and be back to the beauty of nature, vineyards and the peacefulness of the countryside through rural tourism. Tourism focuses on experiencing real life in vineyards but still there will be time for visitors to go sightseeing, enjoy food and wine together and surely offer visitors private time besides group schedule is supposed to be suitable for young, high income couples or small families from big cities as they have financial conditions to spend for this kind of costly tour and they are young enough to still like exploring new things and deserve to get chances to be back to the nature through such real activities.

3. Product proposal

"Zen life at Mas Zenitude" experience will have a length of 3 days and 2 nights on the weekend. The visitors need to book at least 2 weeks in advance so that the winery can check the weather and other conditions to see if everything is ready for welcoming the guests. The wine and tourism operates in Spring, Summer and Autumn (should be from March to October) and we cannot open the tours in Winter time as the weather tends to be too cold and hazy.

Positioning

While the key competitors of Mas do not provide a complete tour with nature-related experiences and wine-related activities along the way but only provide a perfect place with several additional options besides mainly offering accommodation such as winery visit, tasting, educational vineyards tour etc.…, this suggested product is the combination of experiences.

The product offers the package of 3 days 2 nights for couples, small families staying at Mas Zenitude together with the experience associated with wine, cuisine, nature, ... With the experience of the interesting things of organic wine, Biodynamic philosophy and natural winemaking technique in Mas Zenitude will ideally give customers a new look about the current wine trend in the world. Show customers the respect for nature, vineyards, grapes and batches of Mas Zenitude through the way the winery takes care of every factor of producing carefully and respectfully as well as bring the meaning of "Zen" to our life closely to visitors. Vegan and vegetarian friendly, Mas Zenitude produces natural wine without using any chemical and fining agent, their product can be used by vegan people. At the Mas there is also an organic garden which grows all the vegetables in the green way that can provide fresh fruit and ingredients for vegetarian and vegan customers.

To sum up that the product aims to highlight the importance of respecting nature and enjoying what nature provides to human life and learning to respect nature as well as help members to get closer and understand each other more through real activities they will join together in the vineyard, in the winery. Bring the wine tourism into another level, combining rural tourism, ecotourism and wine tourism together in a natural way.

Duration

The tour is held in 3 days 2 nights during the weekend break so that the customers do not need to take any day off from their job for their vacation which is more affordable and easier for customers to make a decision.

- The tour is expected to start from Friday night until Sunday afternoon. Mas Zenitude is 45 minutes away from Montpellier, where they have an international airport "**Montpellier–**

Méditerranée Airport", 2 train stations - **"Montpellier Saint-Roch"** and **"Montpellier Sud de France"** and a bus station **"Les Sabines"**, which help Mas Zenitude become an easily accessible location.

+ Paris - Montpellier by TGV - 3h30 direct, price can start from 10€
+ Paris - Montpellier by air flight - 1h30 direct, price can start from 50€

Tour capacity

With the special product, treatment and accommodation, the winery will only serve maximum 6 customers per weekend (equivalent with maximum 3 couples…) in order to bring the quality and experience of the tour to the best.

General schedule: (for more detail and seasonal schedule please find in Annexe)

Day 1 - Welcome day

- Welcoming guests and have a cosy dinner at the terrace

Day 2 - Into to the natural - Finding your Zen

- Morning - Have breakfast at the swimming pool with the view toward vineyard
- After breakfast - Visit vineyards, cellar and join wine tasting
- Lunch - Have a light lunch as a picnic in the middle of the vineyard
- Afternoon - Walk into the forest to find wild asparagus, mushroom (depend in the season)
- Before dinner time - Do yoga at the terrace with the sunset
- Dinner - Have dinner at the Mas
- Back to the Mas - Enjoy seeing the night sky and stars

Day 3

- Morning - Watch the sunrise
- Brunch - Have brunch at the terrace with all the used ingredient coming from organic garden and morning market at the village
- Afternoon - Say goodbye

Project Operation

Human resources

To be able to develop and run this project, Mas Zenitude needs a good small team which is able to take care of customers. Fortunately, they already have stable staffs who already work a long time here and really understand winery to be expectedly essential parts of running the project:

- 1 house-keeping - already work at Mas Zenitude
- 1 exclusive chef - the wife of the owner (she has been working a period of time in small restaurant in Italy before coming to Mas Zenitude)

- 1 wine guide - Erik Gabrielson, the owner and also the chief winemaker

Marketing and Promotion

Marketing and promotion play a crucial role and have a strong impact on wine tourism results. Through marketing and promotion activities, the customers easily find out information regarding the suggested tour and help them learn more about the benefits of the tour and motivate them to come to join the winery's activities. In the Internet age, online marketing and promotion platforms are more important than ever to deploy with other offline activities. In addition, working with others to provide mutually beneficial cooperation in marketing and promotion campaigns is another option that can be considered. As the tour information can be mentioned in the travel profile, ... These activities will be presented in the following sections with a summary at the end of the section.

The first and one of the most important platforms is the Mas Zenitude website to provide information, news and updates on everything related to wine, environment, nature and activities in the Mas. Good communication is not only about disseminating information, but also about showing the level of professionalism and reliability that people are looking for in everything. Their website, until now, is clear, beautiful but basic and not up to date. So, the first thing to do is to update and post more information, pictures and videos around the Mas, to show the reality and the amazing landscape of the area. As this wine tourism product relates a lot in nature and landscape, the website should provide more pictures and information to the searchers.

Besides, social media nowadays is a very strong tool to communicate with people around the world and social media has also changed the way companies doing marketing (Carnoy, 2017). Nowadays, visitors always look at what people are saying about a place via sharing-posts of those who have visited the place on social media such as Facebook or Instagram or other online platforms. Hence, being active in social media sites is another effective way to promote the wine tourism offers.

- Facebook - Mas Zenitude Facebook fan page was created in 2010 with 585 followers. Currently, the Facebook content is mostly focusing on products and natural steps of making wine and not sharing more about winery nature and landscape. In order to promote the new product, the winery should provide more pictures and videos around/in the winery and share more about the philosophy of Mas Zenitude and the “Zen life in Mas Zenitude - a new approach to wine and wine tourism” available on Facebook in order to increase the interaction between the Mas and visitors through the beauty of the area. Lastly, the Facebook page needs to be posted frequently and on schedule and at the right moment.

- Instagram - Created in 2015, now their Instagram account has 1008 followers and 232 posts, focused more in the winemaking process and nature landscape. To improve the connection

between Facebook and Instagram accounts, they should link and consist of the content in both 2 social media platforms. Shows to the customers the main idea and the philosophy of Mas Zenitude. Using hashtag to spread out the name and the pictures of the domain.

- In order to reach more people and interact more easily, for both of those social media platforms, the marketing team of Mas Zenitude (currently the owner is in charge this role) should schedule the posting time and build up a consistency content regarding the products, the biodynamic philosophy, the idea of "Zen", … Additionally, choosing the right moment to post to be able to connect with more people, for example: 7.30 to 8.30 AM in the morning (before they go to work) or 4PM in the afternoon (normal break time) every 2 days. To work effectively, the one taking care of these social accounts needs to keep them active by always providing information, updating any news of the wine-tourism and actively interacting with the customers. Doing that correctly will keep Mas Zenitude enotourism offers being talked about and shared on the social media as a reference for the online community where potential visitors are expectedly looking for information.

Another way to do marketing is to use the name of the owner, take advantage of the reputation of Mas Zenitude in the natural wine world and "Erik Gabrielson", promote the new wine tourism product which uses the same idea of natural wine - protect and appreciate nature.

Start working with natural wine magazines and books to communicate with potential customers about the wine-tourism offers at Mas Zenitude. As well, collaboration with famous and influential writers and authors in these fields is another approach to spread the news that Mas Zenitude is now offering a brand-new wine-tourism experience, based on the same idea of natural wine and biodynamic philosophy and what the customers can expect to get once going there. For example, Pipette magazine, a new famous magazine which is focused on natural wine, provides a lot of information on this new trend and activities around this. Or Alice Feiring, she is the very famous natural wine writer, author of "Natural wine for the people", "Dirty guide to wine", … This can also apply for social media by contacting influencer people on these platforms and offering a visit and then to review their real experiences during the tour on their own page which has thousands or even million followers who trust the page's owner. Information spreads out in very fast pace on the internet so leveraging this strength of the internet era by cooperating with famous people to make the news get further to a larger group of audiences.

4. Investment, Cost and Margin

- Investment cost

Take the advantage of all the facilities that Mas Zenitude had before the "Zen life in Mas Zenitude" product, the initial investment is quite close to zero, the Mas had the renovation only 6 years ago, that is also mean that all the house, cellar, tasting room, room, … are all new and in the perfect condition.

- Operation cost

With the importance of the marketing tool, it is obvious to invest more money in that field to get more reputation and customers. And to make sure that all the facilities of the Mas are always in the perfect condition throughout the year, the maintaining cost is also very important.

Operation cost

Number	Service	Cost per year
1	Marketing and Promotion	€4.000
2	Facilities maintaining	€4.000
3	Others	€1.000
	Total	**€9.000**

Table 1 - Operation cost

- Product cost

Product cost and margin

Zen life at Mas Zenitude

Detail - Cost for 1 couple per tour (3 days and 2 nights)

Number	Service	Cost	Quantity	Amount	Detail	Notes
1	Room	€200,00	2	€400,00	Double room with pool and vineyard view	(per night, including breakfast)
2	Wine tasting (per wine)	€3,00	5	€15,00	Wine tasting on day 2	5 wines of Mas Zenitude (personal selection) - per couple
3	Dinner	€60,00	2	€120,00	3 courses dinner for 1 couple, including wine	
4	Sunday brunch	€40,00	1	€40,00	Full brunch per couple	
5	Organic lunch picnic basket	€40,00	1	€40,00	Salad, fruits, 3 kinds of cheese, cold cuts and breads and 1 bottle of wine	Depend on season
6	Yoga	€50,00	1	€50,00	1 hour with personal coach for 1 couple	Yoga trainer from the village
7	Room cleaning service	€20,00	4	€80,00	Weekend salary for cleaning lady: 20€ / hour	
8	Electricity per night	€3,00	1	€3,00	Including internet service	
9	Water	€0,00	1	€0,00	Natural water source	
	Total cost			**€748,00**		
	Product price			**€1.500,00**	**Margin is double from the cost for this special product**	

Price and margin have been approved by mr.Erik Gabrielson - Owner of Mas Zenitude

Table 2 - Product cost and margin

Revenue estimation of "Zen life in Mas Zenitude" wine tourism product

Revenue (before tax)			
No	**Name**	**Total**	**Note**
1	Price per tour	$1.500,00	Per couple
2	Revenue per week	$4.500,00	3 couple per weekend
3	Revenue per month	$18.000,00	4 weekends per month
4	**Revenue per year**	**$144.000,00**	Receive customers only in 8 months from March to October

Table 3 - Product revenue

Profit forecast of 'Zen life in Mas Zenitude' wine tourism product in 1 year		
No	**Name**	**Total**
1	Initial investment	€0,00
2	Operation cost	€9.000,00
3	Revenue per year	€144.000,00
4	Tax *	41%
		€59.040,00
5	Profit after tax	€84.960,00

* 41% Tax: base on percentage of tax in France 2019 for Income between €74.518 - €157.806

Table 4 - Profit forecast per year of "Zen life in Mas Zenitude" product

In ideal condition, when Mas Zenitude is able to welcome 3 couples per weekend, the maximum profit from this new product can reach to €84.960,00 per year.

CHAPTER FIVE: CONCLUSION

Wine tourism is one of the extremely interesting and new areas of tourism, with the combination of the essence of wine and the excitement of the tourism industry, wine tourism always brings the most interesting experiences to the customers. Furthermore, wine tourism is also a strong point to mark the difference between wineries. Therefore, wine tourism is absolutely a strong and effective marketing tool for wineries, especially the small family winery like Mas Zenitude.

With all the potential that the author saw in this Mas, the author came up with this brand-new wine tourism product of combining all the beauty and pristine nature with wine in a new approach named "Zen Life at Mas Zenitude". As Mas Zenitude is a winery with the ideology and philosophy of living

and making wine according to Organic and Biodynamic Agriculture, they always defend as much as possible the spirit of nature respect. Attending an internship here that the author deeply understands the importance of nature, life is intrinsically a complete circle of what people treat and give, nature will bring even better things than that. As well as, the author is also inspired by the “Zen” philosophy and believes it and is eager to bring this philosophy to the new product "Zen Life at Mas Zenitude" with the belief that it is a wonderful, refreshing and a quintessence product combination of wine, nature and human-being. With the dedication of Erik Gabrielson - the owner of the Mas Zenitude and his family, it is believed that customers will have memorable weekends.

With all of the above, the author hopes that this product will be applied in the near future and will receive much support from customers around the world.

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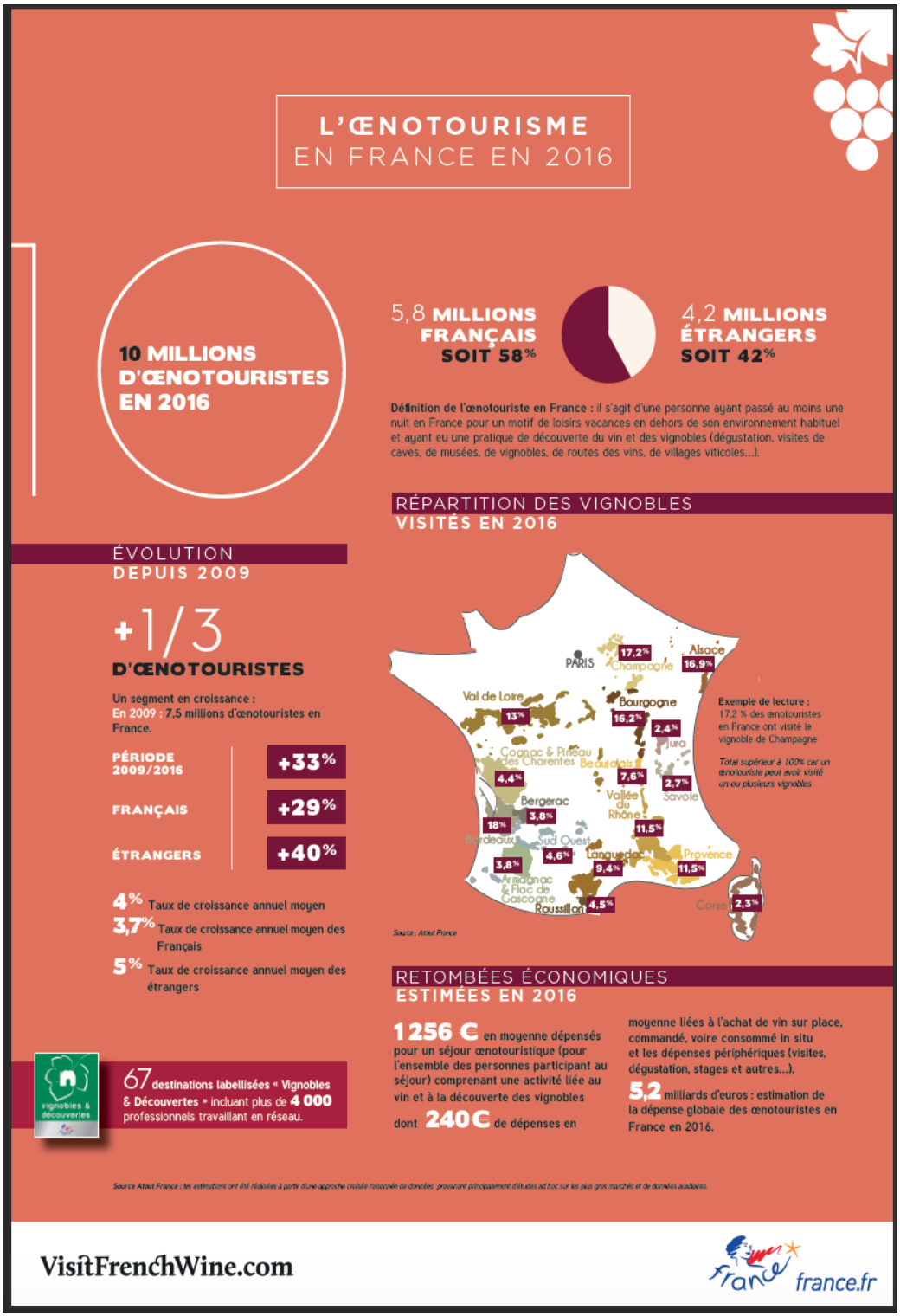
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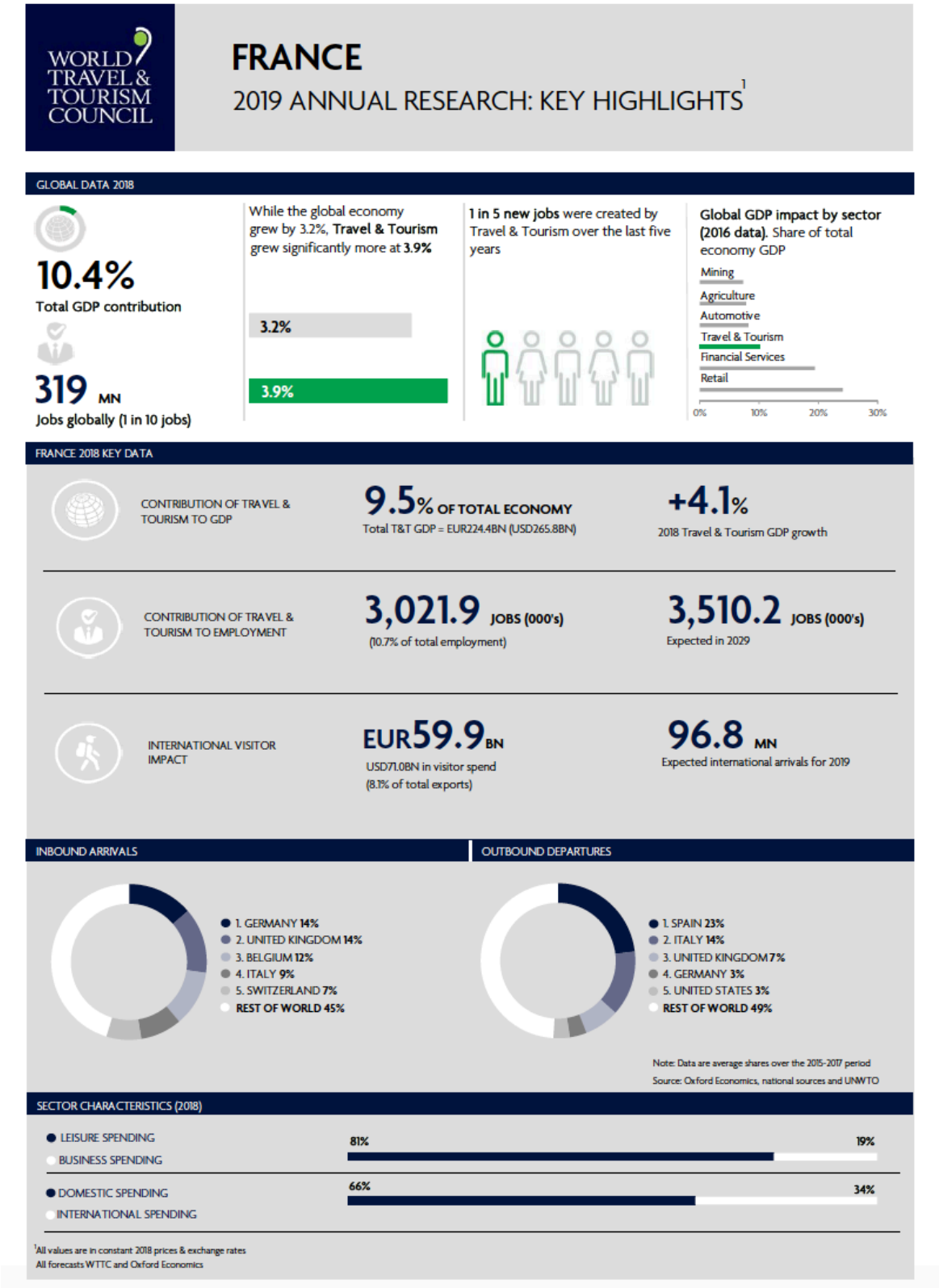
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ANNEXES

A1. Wine tourism in France in 2016

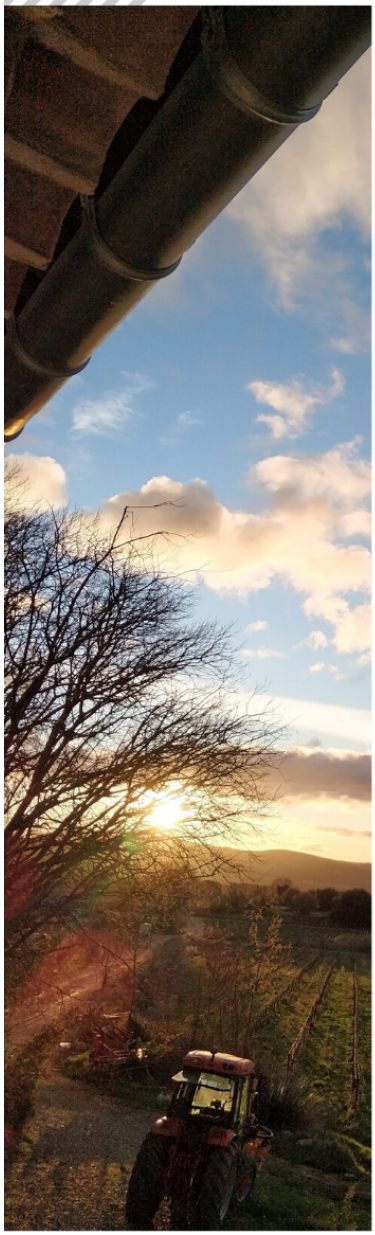


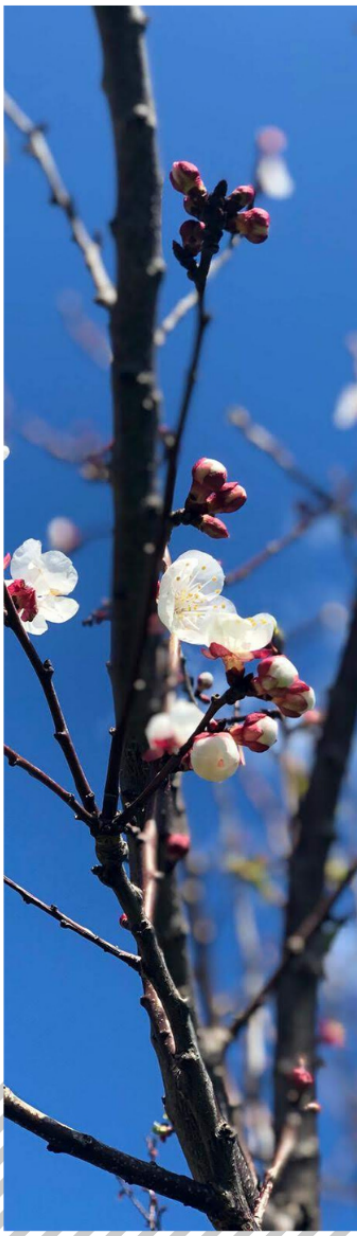
A2. Annual research key highlights 2019 in France



A3. Product brochures by season

LIFE IS SHORT
TAKE THIS TRIP



ZEN LIFE IN MAS ZENITUDE

Spring blooming

Day 1
Welcome to Zen life

ZENITUDE

Welcome to Mas Zenitude

After the arrival

Guest welcoming by a glass of rose "Ziggy" made by natural process at the terrace



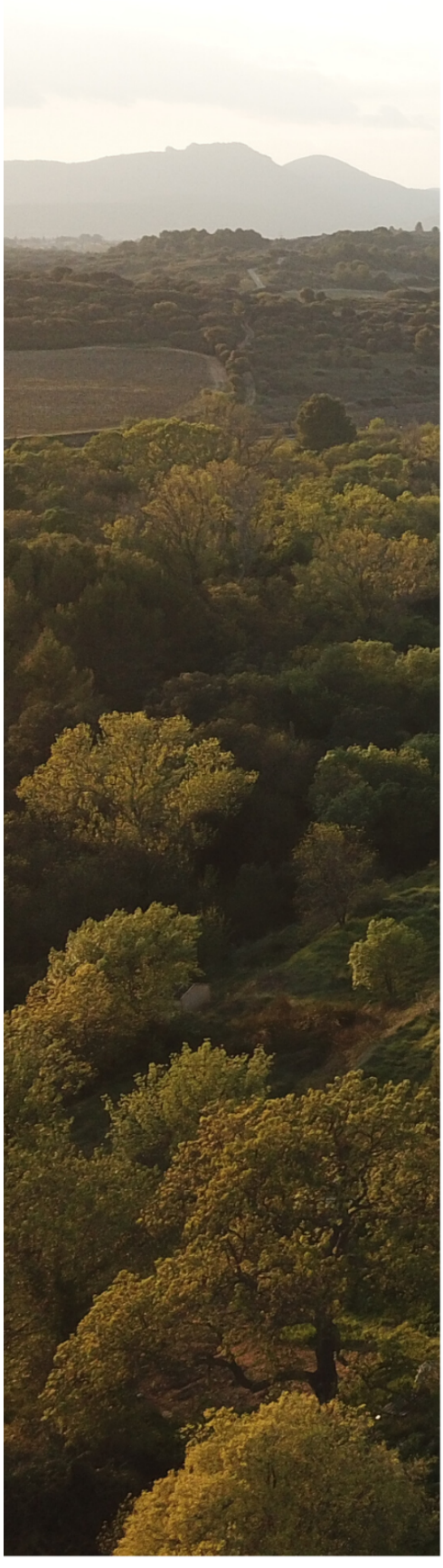


Check in and Dinner

Room checking and Dinner made by Erik's wife by using the fresh , organic ingredients from his garden

Stars watching

Lying down n the middle of the vineyard with a big blanket, a glass of wine end watch the gorgeous sky and stars



Day 2
Into to the nature
Finding your Zen

8am - 9am

breakfast at the swimming pool with the view toward vineyard

9am - 12pm

Erik will show you the beauty of his vineyards, the land and the philosophy of Mas Zenitude, along with the explanation of Organic and Biodynamic farming
Wine tasting at the vineyard (1 white, 1 rose and 1 red)

12pm - 2pm

A light lunch picnic basket including vegetable from his organic garden, bread, cheese and cold cut and a bottle of Mas Zenitude wine

2pm - 8pm



Your time to relax, to feeling the peace of the nature, we are surrounding by rivers, vineyards, vegetable garden,..
Our suggests: swimming, biking around, read a book by the swimming pool, listen to the nature - birds singing ,... you can also order a bottle of wine and drink by the pool

8pm - 8.30pm

Yoga time (optional) with the sunset, please book in advance

from 8.30pm

Apéro by the fire
Option for dinner: at the Mas by our exclusive chef or at the local restaurant

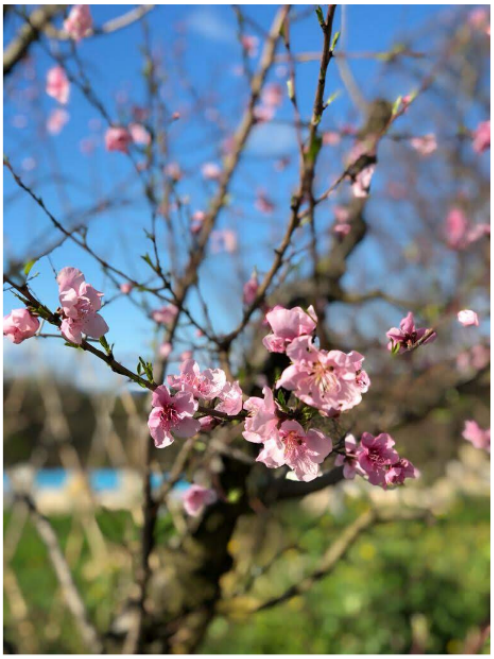




Organic garden at Mas Zenitude which provide fresh vegetables and fruits all year long (seasoning)



Peach flower close to the vineyard



Apricot flower in front of the cellar door

Life is a complete cycle, you appreciate the nature, they will give you back the great things

Day 3
Bring your Zen home!



6.30 - 8am

Sunrise catching with your lover, spend a very peaceful Sunday morning to listen to the morning vibe, the moment that you'll never can find in the big cities life. Take a morning walk into the forest and around the area and feel the beauty of a quiet morning

Spring is also a very beautiful moment in the year to see almond and peach blossom. Around the mas, you can find a lot of almond and peach, apricot trees - time to catch this wonderful moment

Wild vegetable finding: early spring wild asparagus, wild leek, violet, thyme, rosemary, ...





8am - 10am

Local market (at Saint Jean de Fos) by bicycle , and bring back some fresh bread, cheese,... for brunch

10am - 12pm

Long lazy brunch at the terrace under the light Spring's sun with a bottle of wine, listen to the nature's sound

Check - out and end the Zen experience

Saying goodbye and bring your Zen spirit home!



ZEN LIFE
IN MAS ZENITUDE

SUMMER BREEZE - ENJOYING THE SUN ABOVE



LIFE IS SHORT. TAKE THAT TRIP.

DAY 1
WELCOME TO ZEN LIFE

ZENITUDE

Welcome to Mas Zenitude



After the arrival

Guest welcoming by a glass of rose wine "Ziggy" made by natural process at the terrace



Room check-in and dinner

Room checking and dining outside at the terrace,the meal will be prepared by erik's wife , home chef, by using the fresh , organic ingredients from his garden

Stars watching

Lying down in the middle of the vineyard with a glass of wine and watch the gorgeous summer sky and stars,
enjoying your private couple time, listening to each other





Sunrise at Mas Zenitude, a peaceful morning which you only can find here, in the middle on the nature. Let your soul clear and peace just like our sky

DAY 3
BRING YOUR ZEN HOME!

6.00 - 8am

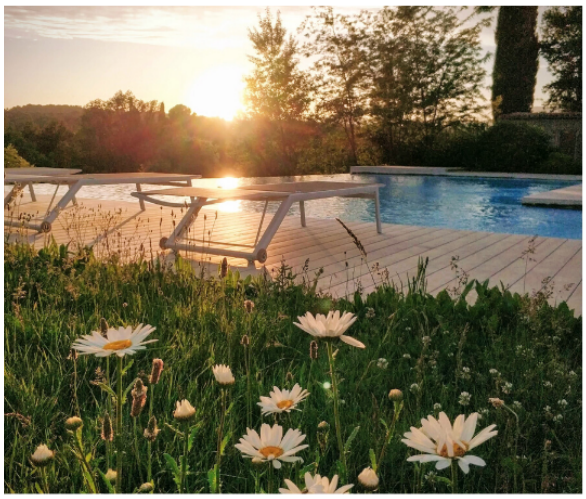
Sunrise catching with your lover, spend a very peaceful Sunday morning to listen to the morning vibe, the moment that you'll never can find in the big cities life. Take a morning walk into the forest and around the area and feel the beauty of a quiet morning
Summer fruit picking: apricot, peach, wild strawberry....

8am - 10am

Local market (at Saint Jean de Fos) by bicycle , and bring back some fresh bread, cheese,... for brunch

10am - 12pm

Long lazy brunch at the terrace under the Summer sun with a bottle of wine, listen to the nature's sound



Check - out and end the Zen experience

Saying goodbye and bring your Zen spirit home!



ZEN LIFE IN MAS ZENITUDE

Color of autumn

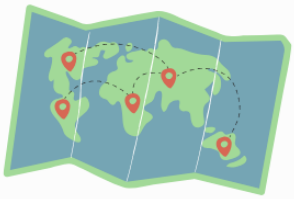


AUTUMN'S LIFE AND LIGHT

Autumn is like a peaceful warm sunset. When we are tired after trying so hard to be perfect everyday, we tend to seek for a place where we can find calm and peace. Same as Autum, the shades of endless vineyards in the last few months of ending year, which carry out a feeling of gentle and comfort. It's the time of the year that brings out all the warmest shades of colours that you can ever imagine.



DAY 1 - WELCOME TO ZEN LIFE



Welcome to Mas Zenitude

After the arrival

GUEST WELCOMING BY A GLASS OF ROSE WINE "ZIGGY" MADE BY NATURAL PROCESS AT THE TERRACE

Room check-in and dinner

ROOM CHECKING AND DINING OUTSIDE AT THE TERRACE,THE MEAL WILL BE PREPARED BY ERIK'S WIFE , HOME CHEF, BY USING THE FRESH , ORGANIC INGREDIENTS FROM HIS GARDEN

Sky watching

LYING DOWN IN THE MIDDLE OF THE VINEYARD WITH A GLASS OF WINE END WATCH THE GORGEOUS SKY AND STARS, ENJOYING YOUR PRIVATE COUPLE TIME, LISTENING TO EACH OTHER





morning light and sunset

DAY 2
INTO TO THE NATURE - FINDING YOUR ZEN



8am - 9am

BREAKFAST AT THE SWIMMING POOL WITH THE VIEW TOWARD VINEYARD

9am - 12pm

ERIK WILL SHOWS YOU THE BEAUTY OF HIS VINEYARDS, THE LAND AND THE PHILOSOPHY OF MAS ZENITUDE, ALONG WITH THE EXPLANATION OF ORGANIC AND BIODYNAMIC FARMING
WINE TASTING AT THE VINEYARD (1 WHITE, 1 ROSE AND 1 RED)

12pm - 2pm

A LIGHT LUNCH PICNIC BASKET INCLUDING VEGETABLE FROM HIS ORGANIC GARDEN, BREAD, CHEESE AND COLD CUT AND A BOTTLE OF MAS ZENITUDE WINE

2pm - 8pm



YOUR TIME TO RELAX, TO FEELING THE PEACE OF THE NATURE, WE ARE SURROUNDING BY RIVERS, VINEYARDS, VEGETABLE GARDEN,..
OUR SUGGESTS: SWIMMING, BIKING AROUND, READ A BOOK BY THE SWIMMING POOL, LISTEN TO THE NATURE - BIRDS SINGING ,... YOU CAN ALSO ORDER A BOTTLE OF WINE AND DRINK BY THE POOL
BIKE TO PONT DU DIABLE (15 MIN BY BIKE) AND TAKE A SWIM UNDER THE FRESH WATER

8pm - 8.30pm

YOGA TIME (OPTIONAL) WITH THE SUNSET, PLEASE BOOK IN ADVANCE OR SELF MEDITATION WITH THE SILENCE OF THE NATURE

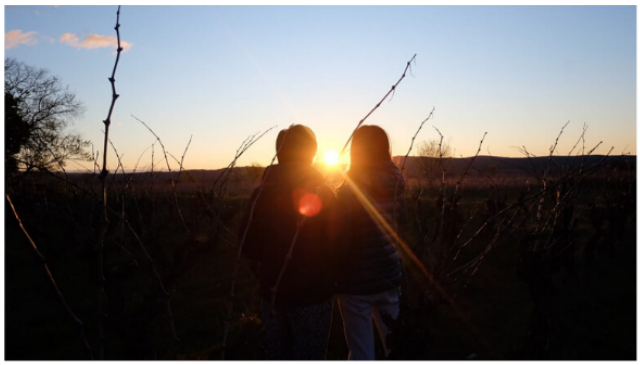
from 8.30pm

APÉRO WITH THE SUNSET - TAKE A GLASS OF WINE AND ENJOYING THE BREAKING DAWN AND THE SMELL OF SUMMER
OPTION FOR DINNER: AT THE MAS BY OUR EXCLUSIVE CHEF OR AT THE LOCAL RESTAURANT











DAY 3 - BRING YOUR ZEN HOME!

7.30am - 9am

SUNRISE CATCHING WITH YOUR LOVER, SPEND A VERY PEACEFUL SUNDAY MORNING TO LISTEN TO THE MORNING VIBE, THE MOMENT THAT YOU'LL NEVER CAN FIND IN THE BIG CITIES LIFE. TAKE A MORNING WALK INTO THE FOREST AND AROUND THE AREA AND FEEL THE BEAUTY OF A QUIET MORNING

9am - 10.30am

LOCAL MARKET (AT SAINT JEAN DE FOS) BY BICYCLE , AND BRING BACK SOME FRESH BREAD, CHEESE,... FOR BRUNCH

10.30am - 12pm

LONG LAZY BRUNCH AT THE TERRACE UNDER THE SUMMER SUN WITH A BOTTLE OF WINE, LISTEN TO THE NATURE'S SOUND

Check - out and End the Zen experience

SAYING GOODBYE AND BRING YOUR ZEN SPIRIT HOME!

