

SINGIDUNUM UNIVERSITY

Department for Postgraduate Studies and International Cooperation

MASTER THESIS

**Opportunities for development of wine
tourism in the region of Fruska Gora**

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Index no: 405431/2012

Belgrade, October 2015

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INTRODUCTION

The demand for tourism has become globalized very much in the past few decades as a result of improved technologies, better transportation and liberalization of international borders. The traditional forms of tourism are facing more competitive environment and other forms of tourism are emerging. For example, wine tourism has been developing rapidly since mid-1990s. There has been much research done on various aspects of the linkage between tourism and wine, potential benefits and costs of wine tourism. There is also versatile literature that considers wine routes (Preston-Whyte, 2000; Telfer, 2000), wine regions (Getz, 2000; Davies and Brown, 2000), wine festivals and events, and business dimensions of wine tourism including small family owned wineries (Getz, 2004) and businesses in food and wine tourism (Hall, 2004).

The goal of this thesis is to present all the ways that make this form of tourism a specific one. Theoretical foundation of the research paper is based on previous research and existing theoretical knowledge that describe given phenomenon with its abstract terms.

Wine route is defined as a touring route including several wine cellars, which are open to public for wine tasting and the sale of wine. The empirical foundation of the research paper is the transformation of the theoretical suggestions into the “practical” level. Given that the theoretical foundation of the research paper is abstract, it should be transformed into something more concrete in order to explore it empirically. This is being done through the process of concretization.

Sustainability is the capacity to endure. The history of wine production and appreciation dates back thousands of years. The romantic picture of traditional wine harvesting and production might be one of the strongest appeals that attract tourists to visit wineries of the “new and old” wine worlds. Nowadays, being sustainable means being eco-friendly and ensuring an organic way of growing vines and producing wine – it means acting responsible towards the environment and the community in the global process.

Tourism has long been regarded as having the potential to contribute to regional development. However, in recent years, the desire to develop tourism products and attractions has had an increased sense of urgency in many countries, and in rural areas in particular, as the changing global economy has led to a range of measures of economic restructuring. Wine and tourism industries are very important components of the complex process of regional change, rural diversification and development of industries is important at both the regional and individual business levels.

General hypothesis of this research paper are:

- ❖ *Wine tourism as a growing part of tourism industry, which is important for development of wine regions, as well as wine and tourism industries.*
- ❖ *Long term sustainability is important for development of wine tourism from the point of three important aspects – environmental, economic and social.*
- ❖ *Fruska Gora region has great potential to be one of the leading wine destinations in the region.*

Main hypothesis is thoroughly explained by six specific hypotheses:

- A typical wine tourist is defined by same specific features.
- Specific ways of promotional activities are necessary in order to communicate with the specific kind of tourist.
- Sustainability is important for preservation of environment.
- Economic sustainability is necessary in order to have competitive wine tourism product.
- Sustainability has a great impact on social development.

This research paper is based on descriptive research which includes exploratory, causal, comparative, evaluative and predictable approaches. Method which was used during data collection is analysis of the document content on three levels:

- original data sources
- secondary analysis of previous studies and adequate literature
- data collected by conducting a survey.

Structure of the thesis:

Besides introduction and conclusion part of the thesis, there are six more parts.

- Part I – wine and tourism industry acting together
- Part II – features of a wine route tourist
- Part III – Creating the wine tourism product and promotional activities
- Part IV – sustainability of wine tourism, elements of sustainability, strategies and frameworks for sustainable development
- Part V – examples of sustainable wine regions in the world
- Part VI – Wine tourism in Serbia, in particular region of Fruska Gora Mountain.

In the first part of this research paper I will give you an insight on what the wine tourism is all about, what are the benefits for the wineries if they take part in wine route as

well as benefits for the region in which the wine route is created.

Second part will give you a full profile of wine tourist, their features, likes and interests, which is important in order to make a good marketing mix for promotional activities of the given wine route.

In the third part I will try to illustrate the process of organizing a wine route as a tourist attraction and promotional activities thereof.

Fourth part of this thesis I will give you an insight on what the sustainability of wine tourism is all about and what are the benefits for the wine regions that choose to develop with sustainability in mind.

In fifth part I will give examples of some sustainable wine regions in the world, with all costs and benefits that they gained with sustainable development.

Sixth part is about wine tourism in Serbia, in particular wine region of Fruska Gora. In this part I will analyze what is done here in the terms of promotion and development of wine tourism, analyze results of the survey that I conducted with wineries from this region and give an overview of the SWOT analysis.

Theoretical foundation of the research paper is based on previous research and existing theoretical knowledge that describe given phenomenon with its abstract terms.

The empirical foundation of the research paper is the transformation of the theoretical suggestions into the “practical” level. Given that the theoretical foundation of the research paper is abstract, it should be transformed into something more concrete in order to explore it empirically. This is being done through the process of concretization.

Literature consists of works of world’s leading economists who have studied and researched wine tourism, of great importance were also numerous articles and internet presentations for finishing this work with the most current data.

I Wine and tourism acting together

Wine production and tourism are essentially at opposite ends of industry spectrum. At one end we have wine production as a primary activity which is being characterized as supply-led, price-taking, producing a standardized and homogeneous product, as well as intending to minimize costs to create wealth. Wine industry is subject to seasonal, temporal, global, technical and agricultural factors that set the supply of grapes and wine. The price of wine is determined by wine producers, global wine prices and prices of other alcoholic beverages. Wine producers tend to achieve highest quality products and at the same time seek more efficient and innovative production methods that will minimize costs. As far as the wealth goes they create it through capital growth in value of land and buildings in the long-term.

On the other end is tourism which is part of service industry that is demand driven, that takes prices as they are and produces products-services in order to maximize profit and create wealth. Tourism industry is subject of economic, consumption-led, competitive and demographic forces that determine demand for wine tourism. That is why it is a price-making industry. Price range is determined by nature of products/services offered, seasonal demand and value added to experience. As for products there is a range of options and offerings which are presented through an extensive marketing in order to maximize profit and wealth.

In order to fully understand how wine and tourism work together we have to see it through two lenses – one is consumer-based and the other is product-based. There is also a range of factors – economic, technical, cultural, geographic and vocational, that are encouraging these two completely different industries to participate together in the market.

As a result of that we have a new form of tourism which has been developing over the past decade and it has been recognized by governments, researchers and by the industries as well. For the tourism industry wine is important because it can contribute to the attractiveness of the destination and can be a major motivator for the potential visitors. On the other hand, wine industry can benefit from tourism in a way that the new form of relationship can be made with consumers who can experience the production of the wine, and often selling wine to the visitors directly is essential for business success.

Visits to the vineyards have been part of the organized travel since the ancient Greece and Rome, but only in mid-nineteenth century wine became a special kind of travel interest. With the transport revolution which enabled easier access to the desired region and social revolution - when the middle class was starting to emerge and seek quality wine along with the aristocracy, wine, wine regions and travel for wine tasting has become more

popular.

So what is wine tourism?

Wine tourism is defined as *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* (C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, *Wine Tourism Around the World*, p. 3).

Donald Getz defines wine tourism as having three major characteristics, including the regional destination, the wineries and tourists. He also states that wine tourism is shaped by nature as well as human-made destination environment, the suppliers of the wine and tourism products, and the visitors who consume these products.

Apart from these two definitions of wine tourism there is also one that suggests that wine tourism is simultaneously:

- a strategy in which destinations develop and market wine-related attractions and imagery;
- a form of consumer behavior in which wine-lovers and those interested in wine regions travel to preferred destinations; and
- an opportunity for wineries and wine vendor to educate, and to sell their products directly to consumers.

Bearing this in mind, wine tourism should be developed through combined efforts of wineries and destination marketing organizations to create supply-attractions including wineries and all around them in order to attract preferred tourist segments.

Wine tourism is a concept and product that is still developing. The term wine tourism embraces two industries which each have substantial implications for regional economics, environments and lifestyles and which have been entwined. However, there are many misunderstandings over how tourism and wine can provide positive contributions to each other and to the regions within which they coexist.

We should note that while much wine tourism occurs in a winescape, some wine-motivated travel (wine and food festivals) will occur in urban areas, while in various parts of the world we also find wineries and even vineyards that are surrounded by suburbs and urban sprawl.

1. Wine and other types of tourism

1.1 Wine and cultural tourism

Wine and other forms of cultural tourism occur with or without interpretation, however educational opportunities greatly enhance experience.

Cultural tourism products can take three basic forms (Munsters 1996). As applied to wine, they are:

- the infrastructure of wineries and wine-themed events or facilities,
- packages featuring wine destination and
- tours.

All three must be developed for a complete wine tourism destination. Cultural tourists might be interested in the relationship between the locals and wine production, as well as gastronomy and authentic traditions. Other cultural themes also included in wine tourism are architecture of wineries and heritage conservation, as well as wine festivals where local customs can be seen.

1.2 Wine and rural tourism

Johnson (1998) points out the relevance of the wine region to wine tourism, the attractions of a rural region where the vineyard is located and the fact that wine tourism is often a form of rural tourism. Rural tourism is a broad concept that also includes wine tourism.

Australia's National Rural Tourism Strategy defines rural tourism as the "country experience" which consists of a wide range of attractions and activities that take place in agricultural or non-urban areas. Main characteristics of rural tourism are open spaces, low level of tourism development and opportunities for visitors to directly experience agricultural and natural environment. In this context, wine regions offer a very unique and appealing rural experience, combining viticulture landscapes that make attractive scenery, access to the means of wine production, the architecture associated with wineries and small villages and a range of outdoor leisure activities.

Certain trends were recognized in the National Rural Tourism Strategy that reflects specific appeal of wine tourism:

- higher levels of education result in more special-interest tourism;
- rising interest in "green" issues and ecotourism with rural holidays being

perceived as wholesome, especially if they provide education and insight in sustainable practices;

- a growing interest in food and beverages;
- the search for authenticity, including contact with rural people;
- the need for peace and tranquility;
- growing REAL travel (Rewarding, Enriching, Adventurous and a Learning experience) (Commonwealth Department of Tourism 1994).

Apart from these authors, Page and Getz, who discussed major issues and possible solutions affecting the development of rural tourism that are likely to apply to the wine tourism sector:

- Accessibility can be difficult – touring routes like wine trails are a good way to organize and encourage rural tourism;
- In rural areas many land users compete against each other, or must find ways to co-exist;
- Too much tourism development can threaten the rural tourism experience through overcrowding, or destroy the resource base through pollution, erosion or loss of open space – traffic must be managed and higher income rather than higher volume of tourist should be encouraged
- Seasonality of demand can cause business inefficiencies and higher risks of failure – multiple niche markets must be pursued;
- Rural infrastructure is often substandard or in short supply – roads, water, sewerage, electricity and technology must be developed;
- Information for tourists is extremely important – informational centers must be established
- Costs are much higher in rural tourism businesses – government support might be required;
- A skilled workforce can be difficult to retain, and special skills are required for many forms of rural tourism – wine related specialists must be taught locally; and
- Many governments fail to develop policies or support mechanism for rural tourism.

One of the main issues is preservation of essential viticulture resources and rural character, as well as environmental management to ensure that the resources are not polluted and that wine-related activities do not harm the ecosystem.

1.3 Wine and urban tourism

When we think about wine tourism we usually think about rural form of tourism, but wine tourism is frequently tied to urban tourism as well. Most international travelers use urban getaways to visit wine regions, so visitor information in getaway cities are very important, as is the opportunity to enjoy local cuisine and wine in city restaurants and hotels. Visitors from the city can be lured into the countryside through organized wine tours. Many wine tourism destinations are very dependent on demand gathered from urban populations, we have an example of Napa Valley in California and Hunter Valley in Australia that have a large-scale of visitors that come from nearby cities.

1.4 Wine and industrial tourism

What industrial tourism focuses on is the visit and interpretation of production process with an emphasis on heritage sites. Bearing in mind that wineries offer their visitors an insight in the wine production they can be considered to be one form of industrial tourism. The manufacturer of wine hopes for a direct sale of his wine to the visitors, but more important is the creation of product awareness and creating brand loyalty in visitors.

2. The supply of wine tourism

The supply of wine tourism includes all kinds of resources that businesses use for production and tourists buy as a wine tourism product. Resources from wine industry include:

- wineries;
- vineyards;
- festival and
- shows.

Tourism industry includes:

- wine tours;
- accommodation;
- restaurants and
- hospitality sector (C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, *Wine Tourism Around the World*; p. 3).

Also the important sector is human resources that include wine producers and all workers involved in providing service to tourists. The surrounding environment includes:

- infrastructure;
- physical environment;
- scenery;
- regional cuisine and
- social and cultural components of the wine region (C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, *Wine Tourism Around the World*; p. 3).

The institutional arrangements which affect wine tourism include not only all the levels of the government but also legislation, regulations and planning framework.

The wine industry's involvement in tourism can be referred to as difference between business and working in the industry of tourism. The business is considered an organization which is defined by customer groups with which it deals, whereas an industry is a group of organizations which are related in the business field and that use common technologies.

Wine tourism can be the core of business for many small wineries, but for others wine tourism may be a secondary part of their business, enabling direct sale to tourists, or a form of promotional channels, and/or means of educating the customers. Therefore, wine tourism is important for creating successful marketing and selling mix for wineries.

Many newly established, smaller wineries sell most of their wine at the cellar door and develop a mail-order list, and earn a substantial profit at these early stages of development. For established wineries this form of relationship formed between wineries and its customers can be a test for new products.

3. The benefits of the tourism for the wineries

Based on a study of Texas wineries Dodd and Bigotte pinpointed various advantages and disadvantages of tourism for the wineries.

Advantages that affect profitability:

- Customers have an opportunity to directly sample the product at the winery.
- Strong connection between customer and wine producer can be established, which will lead to **brand loyalty**.

- Winemakers have an opportunity to ***sell their products directly to customers***, which also means that the ***costs of distributors are avoided***.
- For smaller wineries that can't guarantee a certain supply volume to distributors, tourism enables them to have an ***additional sales channel***.
- ***Opportunity to collect useful marketing data*** directly from the customers that come to visit a winery.
- ***Creating a customer database*** by adding visitors to mailing lists that can later be used to inform customers.
- ***Opportunity to educate visitors that come to visit and taste wine at the winery.*** This way awareness and interest for wine industry can be created which will ultimately lead to increased consumption.

Disadvantages:

- ***Additional costs.*** Management of a testing room can require additional spendings in the form of employing staff that will work in these venues and even though profitability is higher when there is a direct sale to the customer, if wineries don't charge for tastings profit may be lower.
- Many wineries don't have suitable facilities that can be turned into tasting rooms so, they either have to be built or a part of winery has to be adapted to this meet this need. And all this ***requires a certain amount of available capital***.
- Since wineries have a limited number of visitors they can attract, they cannot sell all products in stock so they need to use other distribution and sale channels, which means that they are unable to ***substantially increase sales***.

In many smaller wineries in Canada Australia, New Zealand, choice of lifestyle is important element in developing wineries and vineyards. Business strategies are not focused on reaching a certain volume of output, but are more concentrated on maintaining the volume of production of high quality wine and also following chosen lifestyle and business attributes.

Wine and food festivals also offer similar benefits to those provided by visits to wineries (Campbell 1996; Pratt 1994):

- Wineries gain a cheap (and sometimes profitable) way to promote
- Wine regions establish a clearer and stronger identity.
- Wine producers get the opportunity to interact with their customers and gain feedback from them.
- Wine shows, perhaps more than any form of wine tourism, give wine producers

access to ‘targeted, qualified buyers’, or customers with an interest in the products displayed and a desire to purchase them (Snow 1997). (C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, Wine Tourism Around the World, 2004; Page 3)

Both the wine and tourism industries rely on regional branding for market leverage and promotion (Fuller 1997; Hall and Macionis 1998; Hall 1998). Tourism is fundamentally about the difference of place (Relph 1996), while wine is “one of those rare commodities which is branded on the basis of its geographical origin” (Merret and Whitwell 1994).

In describing the importance of tourism place and wine appellation of regions, Hall (1996) said “there is a direct impact on tourism in the identification of wine regions because of the inter-relationships that may exist in the overlap of wine and destination region promotion and the accompanying set of economic and social linkages” (C. Michael Hall, Liz Sharples, Brock Cambourne and Niki Macionis, Wine Tourism Around the World; p. 18).

4. Wine tourism in Europe

Wine tourism and its active development are still at its beginnings, even in the countries with a long established wine-producing history. Even though visits to vineyards have been part of organized travel since at least the time of the Grand Tour and that wine routes have been the component of German tourism industry since 1920s, European wine tourism is still an emerging tourism product.

Mallon (1996) notes that wine tourism only began to gain momentum in France during 1980s, as a result of declining rural economic conditions that led many wine-growers to consider direct sales to tourists in order to expand and diversify farm incomes.

There are three key wine tourism organizations:

- The European Council of Wine Regions;
- Dionysus multimedia network of European wine-producing regions and
- RECEVIN – a network of wine-producing towns, which aims to improve the standard of living of residents of these towns by promoting wine culture and developing wine tourism.

Wine tourism in Europe has largely been developed in the form of official **wine roads** or **wine routes**.

4.1. Wine routes

Centre National des Ressources du Tourisme en Espace Rural defined the “wine route” as a sign-posted itinerary, through a limited area (region, province, denomination area) whose aim is the discovery of the wine(s) product(s) in the region and the activities which are associated with it. This discovering is carried out directly in the farms (enabling the traveler to meet the producer) and/or in the spaces specifically organized around the wine produced (wine tasting centers or wine museums). (Typical and traditional production: Rural effect and agro-industrial problems seminar in Parma; S. Gatti,, F. Incerti, The Wine Routes as an Instrument for the Valorisation of Typical Products and Rural Areas; p. 219)

The itinerary involves a couple of stages:

- visiting a winery, with or without a wine tasting;
- exploration of the chosen vineyard;
- visiting a museum or wine tasting room;
- opportunity to make wine purchase;
- tasting of the culinary specialties of the chosen region and
- Accommodation.

The wine route, as a cultural itinerary as it is, plays a crucial role in an overall tourism development strategy of the region. Wine route has to correspond to a real or abstract path that goes through a region and connects all the elements, specific heritage, that creates the identity of a certain geographical region. By following one wine route a visitor can discover some other cultural and natural resources of the region besides wineries. This is why it is important to create a network of versatile itineraries that complement each other and offer visitors a diverse set of attractions and activities on the destination.

Every itinerary has to have a brochure and a map of the route and this is really important because these are mostly the factors that motivate tourists to visit a particular destination/wine route.

These wine routes can be a product of a public body involved in tourism, or as joined efforts of wine producers and professional associations

In order to support further development of wine tourism and expansion of wine routes in Europe the AREV (*Assembila das Regiones Europeas Viticolas*) has developed *A methodological guide to wine routes*, which provides operational tools that assist individual

wine route ‘actors’ to maximize their participation on route.

The European Council of Wine Roads has directed its focus in five key developmental areas:

- conduct of an inventory of existing wine routes and trails in Europe;
- development of standardized representation of wine routes and their components across countries and regions;
- development of wine route standards and accreditation requirements;
- facilitation of further wine route and trail development;
- marketing of wine tourism via wine trail guides, internet presentations, which will allow thorough information exchange amongst wine route participants.

This guide is divided into five important sectors:

- Wine Travelers – sector that points out basic features of wine tourists, their motivation and needs, and gives generic survey instruments to help wine route participants to further investigate their markets.
- Wine Routes – which provides details of minimum requirements or standards expected of wine routes and individual wine route participants. It also discusses successful case studies of wine route development, highlighting complementary product packaging opportunities.
- Wine Route Supports – this sector documents and discusses regulatory requirements involved in rural development, including transport, building, trade, tourism and environmental issues. This section also covers a range of tools that can assist wine tourism participants in developing their activities and businesses, and cover skills such as management, accountancy and marketing, as well as identifying communication and promotional opportunities.
- Wine Route Actors – this part of the guide identifies all the various wine route actors or participants, highlights their roles, responsibilities and training needs as well as assistance available to various sectors. Wine route “actors” include:
 - wineries,
 - public bodies,
 - agrotourism enterprises,
 - restaurateurs,
 - hoteliers and caterers,
 - tour operators and travel agencies,
 - specialty product distributors,
 - tourist, recreation, cultural, environmental, sports, nature, gastronomy

- and other associations,
- schools and other teaching establishments,
- complementary service providers.
- Marketing – This provides assistance with wine tourism marketing activities, gives details of distribution and communication tools, as well as information relating to marketing strategies and joint or partnership marketing opportunities.
(Brock Cambourne and Niki Macionis)

Wine routes are the best framework for cooperative work between government, private businesses and associations, the tourism industry, wine and the local council in encouraging regional development and job creation.

4.2. Wine routes through Europe

4.2.1. France

Wine tourism began to grow in 1980s when “economic constraints led many wine growers to consider direct sales and the development of visitor facilities at many vineyards” (Mallon 1996). Since then there has been a continual increase in number of vineyards open to the public, wine routes and the level of tourist infrastructure. This growth has mostly been supported by private and public investment as the potential of wine tourism has been acknowledged, keeping in mind that there was a lack of cooperation between wine producers and tourism developers. However, examination of wine producers throughout the France found that there were too many strategies for attracting tourists and developing tourism infrastructure. There has been substantial investment by individual wine producers in tourist infrastructure such as wine museums, research centers, art galleries, wine routes, restaurants and accommodation. Also informal networks were formed in form of associations and clubs, such as the Great Wine Club of the *Cheateaux de Languedoc*, or the Association of Young Wine Professionals of Beaune, which work together to develop tourism and jointly market their products to tourists.

The development of tourist routes has become increasingly popular as a tourism promotional tool in France since the mid-1980s, with over 100 terroirs recorded over the country. A "terroir" can be defined as a group of vineyards (or even vines) from the same region, sharing the same name and same type of soil, weather conditions, grapes and winemaking practice, and all these features contribute to a specific nature of the wine.

The wine routes encountered in France can be quite varied: in the case of Alsace (which has 12,000 ha of vineyards), visitors have the opportunity to visit more than 185

winemakers and twelve wine museums.

In Burgundy (which has 21,000 ha of vineyards), the regional tourism committee has persuaded 200 winemakers and wine tourism-related operators to sign a welcome charter named *Bourgogne de'couverte: de vignes en caves* (Discovery of Burgundy: from vines to cellars) and provides them with customer care training courses. Created in 1991, this scheme is promoted via a free guide that lists the addresses of the wine-makers and the types of wines which can be bought. The winemakers joining the charter undertake to provide a warm and personalized welcome to visitors, adhere to the opening times which have been indicated, improve their foreign languages skills and offer at least one wine for tasting free of charge. Each winemaker also displays and provides information on the Burgundy region as well as offering a guided visit of their cellar/winery if requested. This Burgundy wine route has been organized by the *Chambre de Commerce de Dijon* in cooperation with corporate sponsors such as EDF and GDF (the national electricity and gas organizations), while a European Union grant has provided further funding.

The first step in organizing the wine route was the design and deployment of road signs. In the longer term it is planned to illuminate monuments (with the help of EDF) and create self-guided information panels in participating vineyards. The *Bourgogne de'couverte: de vignes en caves* route has also been promoted via the staging of a marathon in the vineyards, the *Marathon des Grands Crus*, in the autumn every year. The local villages located along the wine (and marathon) route contribute by improving the appearance of their village including providing flowers, making the local population aware of the project and providing lighting in the evening.

In Bordeaux, the largest French wine region (with 115,000 ha of vineyards), wine tourism is also booming. Of all French regions, Bordeaux, with its world-renowned chateaux, remains one of the most popular destinations for wine travelers because of the reputation of its wines and its close proximity to the sandy Atlantic beaches. The Loire Valley is also well known due to the extent of its vineyards and its vast range of impressive historical chateaux. The synergy that exists between these assets contributes substantially to the region's success in the tourism market. It is also interesting to note that the simplicity of some of its wines can also represent another recognized strength.

Champagne has four different wine routes of between 70 and 120 km. These routes are detailed in a leaflet which, beyond the wine-related information, also notes all the historical and natural sites of the region, as well as numerous cultural events, national parks and footpaths. The champagne route groups 75 winemakers who, like Burgundy producers,

subscribe to a welcome charter, and compete for the award of the *Bouchon d'Or* (the golden cork). This is awarded to properties with outstanding hospitality skills, well maintained buildings, and which incorporate educational qualities in their wine tourism product. It should also be noted that the larger Champagne businesses (*Les Grandes Maisons*) have developed their properties to offer well-organized visits and very professional services which obtain high satisfaction levels among visitors.

4.2.2. Italy

Italy is the world's largest producer of wine, yet prior to 1993 the majority of Italian wine producers failed to realize the tourism potential of the wine industry, and the Italian public did not consider wineries as a tourist attraction. However, in 1993 the Italian Wine Tourism Association (*Movimiento del Turismo del Vino-MTV*) was founded with the aim of increasing visitation to wine-producing areas with the help of slogan 'see what you drink' and the belief that wine cellars can be attractive to tourists as well as museums. The MTV is a non-profit tourism organization in charge of the activities mainly focused on marketing, such as:

- organization of the Open Cellars Festival (largest festival in the world)
- production of marketing collateral (including internet catalogues of wineries)
- the development of wine routes
- research
- development of 'merit requirements' for cellar door operations.

The MTV notes that wine tourism can be a powerful instrument for diversifying regional economies and increasing the reputation, image and marketing of wine regions and regional wines. Wine tourism can provide the opportunity to increase the commercial possibilities of wineries through direct sale as well as using other distribution channels. Wine tourism also contributes to region through adding value to regional landscapes, foods and cultures.

The creation of wine route packages in Italy has also emerged over the past decade with a national aim to share the winegrowing experience and both cultural and natural resources. Approximately 139 wine routes exist in Italy today, with a concentration in Veneto and Tuscany (Asero and Patti, 2009). In addition to these routes, annual wine festivals are also large tourist attractions, such as the *Open Cellars* event, drawing in over one million tourists in the spring season (*Movimento Turismo del Vino*, 2012).

Strada del vino Franciacorta is situated in Lombardy in Northern Italy and it is one of 9 wine routes in this region. It has been established in 2000, and only a year later over 90

participants have gathered and formed very successful network. This network consists of wineries, hotels, restaurants, agro tourism facilities, incoming travel agencies, municipalities and agricultural and tourism associations.

The *Franciacorta* festival is organized annually in order to promote knowledge of *Franciacorta*, both wines and destination, to promote local gastronomy, help visitors find hidden places. This festival is also very important for creating and maintaining cooperation among local operators which will result in increased tourism flow. There is also a training program for all participants in wine route, which provides information about geology of *Franciacorta* land, technical aspects of wine production, as well as some managing advices on how to talk and welcome visitors to wineries and how to provide information to tourists.

METAFACILE is the first virtual guide for palmtop that is trademark of *Franciacorta* wine route. Main goals that can be achieved with this virtual guide are to offer better tourist service, to better welcome tourists to *Franciacorta*, to improve the experience of the destination and increase the flow of tourists in *Franciacorta*.

Without a doubt, wine tourism in Italy has growing significance to the wine and tourism industry and it is essential element in protecting the environment and rural lifestyles, but also a genuine opportunity for employment and new enterprises.

II Features of a wine route tourist

Nowadays we come across a very well educated tourist that knows how to use the internet and other sources of information in order to learn more about wine and how to recognize and buy quality. More and more people are interested in a origin of their food and drink, so when it come to wine they are even more interested in knowing the origin, production process and even the winemaker himself. We can almost say that every bottle is unique and holds specific features of a region it came from.

Today tourists seek a fast and impulsive experience on their holiday, but at the same time they want a bit of relaxation, silence and authenticity. Hence, tourism industry has some new challenges to face, since customers want a multi-optional offer which will give them excitement but in a authentic and comfortable ambience.

If we understand consumer behavior and their needs well, it will give us the opportunity to develop the best marketing strategy that will successfully promote and ultimately increase the sales of products and services. Consumer behavior is *“the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs”* (Wine Tourism Around the World; *Wine tourism and consumer behaviour*, Mitchael, Hall and McIntosh; p. 115). Decision making is highly influenced by many internal and external factors.

In wine tourism research and understanding of consumer behavior is very important for stakeholders, because it gives them crucial information on who the wine tourist really is, what is their main motivation to visit a particular winery or attend a wine festival. All this is particularly valuable for marketing and managing team and allows them to adequately target and expand market.

Wine tourist is defined as *a visitor to vineyard, wineries, wine festivals, and wine shows for the purpose of recreation* (Wine Tourism Around the World; *Wine tourism and consumer behaviour*, Mitchael, Hall and McIntosh; p. 119). According to some studies wine tourism is mostly popular among couples, 30-50 years of age with no children, with higher education, moderate to high income and live close by the selected wine region.

1. Demographic profile

Details such as gender, age, income and origin can provide very useful information about wine tourist. Wine tourists are mainly 30-50 years of age, have moderate to high income and come from within or in the close proximity to the particular wine region. It is important that marketing and managing team understand that there are significant differences in winery visitors between regions and between countries. So it doesn't

necessarily mean that profile of wine tourist from one country is the same as in another.

2. Psychographic profile

While demographic can provide the basis for simple segmentation of wine tourists market, psychographic data gives the researcher more details for the profile of wine tourist that demographic can't give.

Wine lifestyle gives an insight into the wine interests of the winery visitor. Information gathered based on wine lifestyle reveals that typically winery visitors are regular consumers of wine; they have an intermediate to advanced knowledge of wine and visit wineries or wine regions several times a year.

Establishing the level of interest in wine of winery visitors is extremely important in terms of educating the consumer, Wine tasting, wine festivals, guided tours and visits to the cellar door are all part of means by which people encounter and learn about wine in a friendly, social and unthreatening atmosphere. From an industry perspective, wine education plays a fundamental role in the growth of the wine industry, because educated and well informed consumer leads to a better sale of premium wine.

A lifestyle approach has been adopted in many wine countries, amongst them Italy. *Movimiento del Turismo del Vino* gave four types of wine tourist:

- *The Professional*- 30-45 years old, knowledgeable wine aficionado; this type of person can discuss with the winemaker all the aspects of wine, including the possibilities of completely judging a wine's virtues and faults. They are interested in new things, and also they are always ready to spend considerable time and energy to discovery new products;
- *The Impassioned Neophyte*- 25-30 years old, this type of person likes wines and sees them as means of spending good time, making and strengthening old friendships, and at the same time enjoying food and pleasant time in countryside. Usually they travel with friends, ready to learn about new products, but are not so serious about wine like the Professional;
- *The Hanger-On*- 40-50 years old, wealthy. He is interested in knowing just the basic things about wines, usually prefers famous brands, and sometimes asks for discount.
- *The Drinker*- 50-60 years old,; type of visitor that is usually interested to visit wineries in a group, for instance on Sundays. For them, wineries are alternative to bars, they drink a lot of wine and ask for more, they also want to buy in bulk

(Wine Tourism Around the World; *Wine tourism and consumer behavior*, Mitchael, Hall and McIntosh; p. 125).

Another way to learn about the lifestyle choice of winery visitors, their interests and hobbies, in particular, is to examine the type of popular literature that they regularly read. Cuisine and wine literature is significant, as well as travel and entertainment magazines. This suggests that experiential aspects of lifestyle are likely to be significant and that materialistic aspects might be less important.

3. Motivation

Motives are internal factors that arouse, direct and integrate a person's behavior such as:

- Learning about wine
- A day out
- Relaxation
- Meeting winemaker
- Socializing.

There are also external factors known as "pull-factors", which draw the winery visitor to the winery:

- Tasting wine
- Buying wine
- Winery tour
- Eating at winery
- Rural setting.

Some studies suggest that for many *tasting wine* and *meeting winemaker* is a way to minimize risk when purchasing wine. Examination of a *day out* and *relaxation* as motives reveals a need to escape from everyday life.

On the basis of motivation, Johnson (1998) gives two basic types of wine tourist - *Specialist* and *General* wine tourist.

General wine tourist is one who visits a vineyard, winery, wine show or festival just for the purpose of recreation, while specialist wine tourist is one who visits vineyard, winery, wine festival or show with a specific interest in grape wine or grape wine-related experience.

The hedonistic nature of purchases of many goods and services results in an "experiential view". The "experiential view" recognizes the special nature of products and services that have a hedonistic component, such as wine, leisure activities and pleasure travel. When purchasing these products decision-making is not based on problem-solving, decisions are often based on fun, amusement and enjoyment.

While much of the consumer research into wine tourism is based on elementary aspects of consumer behavior and the "information processing model", studies advocating "experiential view" are emerging in wine tourism literature. Dodd and Gustafson have advocated the use of an experiential approach to the study of wine tourism. While their work has applied some of the principals of an experiential approach, and does provide some useful information on the attributes of the winery visitor and how the wineries and its staff may influence behavior. But they have largely ignored the role of the individual tourist in shaping their own experience.

Descriptions of the winery experience can be found throughout popular cuisine and travel literature. Most explore not only the sensuous nature of wine, but also its romantic and lascivious nature. This may suggest that there is more to wine and wine tourism than the simple consumption of a beverage, or that this experience is limited to the senses and emotions associated with the wine alone.

4. Wine tourism experience

Wine tourism experience is a combination of the personal characteristics of the individual, wine tasting and interaction with the winery personnel, the ambience in which they occur, along with other elements of the experience such as food, accommodation and other visitors.

There have been a lot of studies about experience, but there are still some areas of experiential research that have not been researched on empirical level. Experimental studies have been limited by both in their temporal and spatial extent. One of the most significant parts of studies that is not researched enough, or is partially researched, is the fact that tourism experience has five stages. In addition, it is identified that the tourism experience is not limited to a particular site or attraction, yet other on-site experiences will have impact on the whole experience.

The issue of the temporal and spatial part of experiential studies is particularly important to wine tourism. Wine, noted for its attachment to place, is also a tangible, transportable and durable product that can be experienced in number of locations before, during and after

on-site winery experience. Wine tourism, therefore, provides an excellent opportunity to study the on-site tourist experience within a wider context, both from the points of time (pre- and post-visit) and space (the experience at home and at the wine region).

III Creating the wine tourism product and promotional activities

Wine tourism is dependent on the successful integration of consumers, suppliers and destination, as illustrated in the model of wine tourism system (Figure 1). Today tourists strive towards intensive and rich experiences to fulfill their fast and impulsive way of living. But, at the same time they seek relaxation, authenticity and educational tourism experiences. So, it is more than evident that tourism industry has some new challenges to face in order to meet all the needs that one modern tourist might have - rich experience in a comfortable and relaxing atmosphere.

Wine tourism is a particular segment of tourism industry that has a high potential to meet these new requirements of a modern tourist successfully. Wine producers intentionally use services that they provide as a stage and goods that they produce as props in order to engage a customer and create a memorable event. It is really challenging for entrepreneurs and wine producers of a region to set up and organize multi-optional attractions, and to create unique experiences for their guests. There are not many researches done in a field of wine tourism experiences, but some that were conducted give as the following views. It is established that wine tourism experience a combination of environment - natural resources and quality of service provided on the site. Wine tourism enables tourists to engage all their senses, so it can be described as a “soft attraction” that has cultural and high emotional value.

1. Developing the successful wine destination

If we look more closely at one of the world's most developed wine destinations – Napa Valley in California – a number of important observations can be made about success factors and the related problems it faces. Napa is within easy driving range of millions of Bay-area residents, and these people have a very high level of disposable income. The climate is favorable to all-year visitation and California in general is a very popular tourist destination. Add beautiful scenery, high quality, award winning wines, substantial advertising budgets and a long history of winery involvement with visitors, and you obtain high levels of visitation.

Napa also has problems – with congestion, urban encroachment, high costs and a gradual diminishment of authentic ruralness.

Not all wine regions are necessarily for mass tourism and there is often a lack of cooperation between wine producers and tourism developers.

There are some core elements that need to be in place in order for wine tourism to develop and flourish:

- A suitable resource base, including climate, soil, moisture and drainage;
- Grape production;
- Winemaking;
- Accessibility to the region and its wineries/wines; and
- Essential visitor services: transport, accommodation, dining, information.

In addition, there are several elements that attractively argument the basic product. These are:

- Interpretation of the region, winemaking and the wines;
- Tours to and within the region;
- Festivals and special events with a wine theme;
- Recreational and special activities to expand the visitor's choices;
- Shopping, both at wineries and throughout the area;
- Authentic regional architecture and heritage attractions, and;
- Access to other aspects of the local culture/lifestyle.

It is useful to conceptualize wine tourism as a value chain in which each stage adds greater economic value (Figure 2). Viticulture adds value to the region's resource base, but the production and export of wine adds much more. By adding tourism to the chain many new opportunities for adding value are presented, so that a wine region can diversify and grow its economy.

Wine tourism also reinforces wine exports, as consumer educated and experienced in a wine producing region are more likely to become loyal customers and to spread positive word about the wines. On the other hand, travel to wine regions is in part motivated by the consumption of wines leading to a desire to visit the producing areas to learn more, and by the favorable image good wines create of the origin region. In this way wine production and tourism are synergic, yielding more than the mere sum of their parts.

2. Developing the successful winery attraction

Services that one vineyard experience includes are:

- the vineyard,
- wine and food,

- surrounding environment and architecture,
- employees and visitors,
- festivals and events.

All these components, goods and services, with wine as a main reason for the visit of a particular wine region or vineyard, create the ideal value chain of wine tourism product.

There are many choices available to wineries when it comes to attracting and serving visitors. Some are so small that visitors literally enter the winery itself and meet the owners or winemaker in a very minimal facility and this has considerable appeal to many wine-lovers. Others incorporate cafes, restaurants, museums, galleries, retail facilities and the overnight accommodation to create major tourist focal points.

With his guidebook *Wine country: California's Napa and Sonoma valleys*, John Doerper gave an insight to the rewarding winery visit. He values the attractive rural setting, good signposting and ease of access, and relaxing tasting rooms. He suggests they should be designed to introduce novices to the pleasures of wines as well as to give the chance to expand knowledge of wine enthusiasts.

Nowadays it is no longer enough to simply greet customers and pour the wine, people have become more wine-savvy and often demand know-how from tasting room staff. More innovative wineries are using their vineyards as educational and selling features, while others add gardens to stress the food and wine connections.

Very little research has been done on creating a successful visitor attraction or experience at wineries, but the work of Dodd and Bigotte (1997) is very instructive. These researches tested winery visitors on the importance of environmental and service attributes in their decisions about purchasing wine. The most important environmental factor was found to be cleanliness, especially among older visitors, while the most important service attributes were service provided, and friendly, knowledgeable and courteous staff.

Location is certainly a key factor, along with shortness of drive, restaurants, and special features of the wineries, festivals, accommodation, other tourist activities and other retail opportunities like crafts. Visitors also found knowledgeable staff, tasting at no cost, lower prices than retail, the presence of winemakers, and unique surrounding as highly valuable factors for their experience.

3. Marketing and promotional activities – Web marketing

For experienced based-travel such as wine tourism, market power lies in using information technologies to satisfy guests' knowledge-based needs. Experiential branding in tourism – linking specific pleasurable experiences with a brand –extends to wine tourism as well as to the online environment. Websites and e-mail offer serious wine tourists another tool for their knowledge quest, and offer wineries another opportunity to position their brand experience and promote their wine sales (Richardson, 2002).

Specific website features and e-mail policies should help wineries improve their online marketing via repeat customers, increased sales and stronger brand recognition. Using those features effectively, and ensuring proper e-mail replies, should satisfy guests' knowledge-based needs and complement the company's' experiential branding.

3.1 Website popularity and visibility

First, websites should be easy to find via search engine rankings and links to the site. Research suggests a direct relationship between search engine visibility and site visits (Drèze and Zufryden, 2004). Furthermore, links to a site increase site traffic, which then builds brand equity. Google search toolbar (<http://www.toolbar.google.com/>) provides reliable and valid measures of a site's popularity and visibility. Google rank, a proxy for search engine visibility, ranges from zero to a maximum of ten. The higher the site's Google rank, the higher the site's listing on a Google search.

3.2 Website features

Wine tourism operators choose from an ocean of possible features for their website and research suggests that websites evolve over three stages in their features and functionality.

Firstly websites provide basic information such as wines varieties and the physical address. Next, websites add interactive features such as newsletter subscriptions and downloadable brochures. Finally, sites add features related to processing and personalization via online sales and bookings.

The staged model of website usage helped classify these features into eight categories:

- basic information;
- visual information;
- societal information;

- virtual information;
- trust information;
- website navigation;
- customer relations; and
- sales (Global wine tourism: Research, management and marketing; *J. Carlsen and S. Charters*; p. 112).

Five of those categories relate to the first stage, providing information. Website navigation falls between the provision of information and the provision of interactivity. The final two categories, customer relationships and sales, fall between providing interactivity and personalization/processing.

Given information's importance in tourism, online tourism and wine tourism used five information categories. Basic and visual information includes winery awards and pictures. Visual cues such as pictures help overcome the Internet's lack of touch and feel (Nielsen, 2000; Veen, 2000). Societal information acknowledges community and environmental concerns; the latter extends globally thanks to the Internet. Virtual information leverages the Internet's multimedia characteristics such as through videos and virtual tours.

Finally, trust-related information helps minimize consumer fears of the online environment. External links, copyrights and last updated information reflect confidence in the site (Nielsen, 2000). Branding is important to wine tourism, and branded domain names – such as the hypothetical winetourism.com.au, rather than telstra.bigpond.com.au/users/~wine_tourism – build brand equity and trust.

It does little good to provide information without providing easy website navigation; confused customers may never find the information or return to the website. Furthermore, ease of navigation can relate positively to attitudes towards the site and towards the brand. To improve navigation, authors recommend including two static navigational features, sitemaps and Frequently Asked Questions (FAQs), and an interactive search function (Nielsen, 2000).

Given that visitors find and navigate their website, wineries should focus on customer relationships. Offline, good customer relationships increase wine consumption and seize market share from other retailers. Newsletters are a good way to keep customers in contact with the winery and promote customer relationships (O'Neill and Charters, 2000). Other possible customer relationship features include wine clubs, as well as downloadable forms and brochures. Depending upon the sophistication, sales features fall between the

interactive and processing/personalization stages. A shopping cart – visitors add or subtract items to a real-time purchase – reflects processing/ personalization; online order forms reflect interactivity.

3.3 E-mail response criteria

Despite its simplicity and spontaneity, organizations must treat email as a business communication and sales tool. Compared to clicking through a website, e-mail provides a more personalized interaction with guests. Similar to the tourism industry using mystery shoppers to test product and service quality anonymously, researchers pose as customers to test email service quality. Their research suggests that tourism operations fail to treat email communication as business communication. Following their mystery shopper methodology, a standard e-mail asked each winery about buying their wines in a nearby suburb. A follow-up e-mail explained the study and shared the mystery shopping results with the six wineries as shown in Table 1.

Similar to listing a telephone number in advertisement but not answering telephone calls, two wineries never replied to the inquiry about purchasing wine in a certain suburb. The remaining six wineries replied within two working days and five of the six replied promptly, within the recommended 24 hours.

Just two wineries opened their e-mail politely, with ‘Dear/Dearest’, and only three wineries thanked the recipient for their interest. Four wineries used the word ‘please’ and all six authors closed politely with ‘Best regards’ or ‘Yours sincerely’. All wineries personalized their replies by greeting the recipient by name and closing with their own name, but only one sender included their job title. The six wineries also replied professionally, answering the question and using proper grammar.

The wineries fared worse promoting themselves. Six wineries had branded website addresses but two wineries replied with a non-branded email address. As branded e-mail addresses are usually part of the Internet service provider’s hosting package, wineries should investigate their branded e-mail address options. Just two wineries included their winery name and contact details in the reply and only one winery included the company slogan.

Two wineries also used a plain text format, which reduces the size of email in kilobytes and increases accessibility for users with older e-mail software, slower Internet connections and mobile devices such as cell phones or personal digital assistants. One winery included an attachment, which gives more information but balloons the number of kilobytes and requires the recipient to open another application. One winery included a

formal disclaimer.

Finally, authors recommend using the second person 'you' more often than the first person I/my/we/our in direct marketing, web pages and emails. The focus should be on the customer, not on the company. Four of the six wineries used the second person more often. As these e-mail and website results demonstrate, there are myriad ways for operators to ameliorate their online presence.

3.4 Implications for wine tourism

A successful wine tourism website should provide online avenues such as wine clubs to maintain customer relations and methods to promote sales such as online order forms. Sites should also increase trust, which is important for customer relations, repeat visits and online sales. Trust features include branded domain names, providing reliable and updated information and including contact information. Adding a sitemap and downloadable brochures is inexpensive and an easy step for wineries to distance the competition. Also adding a few other inexpensive features that merit consideration, such as:

- pages noting environmental or community concerns;
- copyrights;
- date of last update;
- wine clubs; and
- retail store locations.

Wineries should understand that email communication is business communication and perhaps a customer's first impression of the winery. This example illustrates that wineries can gain an immediate competitive advantage with proper e-mail replies. Two wineries failed to respond and, of those that replied, most failed to respond politely or promotionally. Management should train their staff to answer emails politely and, given the poor promotional results, wineries should add signature files to their outgoing e-mails. This one-time process ensures that every email includes contact details, the employee's title and a promotional slogan. Finally, given that the winery has a branded domain name, wineries should extend this branding to their email addresses.

4. Goals for developing and marketing wine tourism

In order to successfully develop a wine tourism destination and have success in marketing it we have to determine goals that will help us in achieving successful development.

These goals are:

- Attracting high yield special interest wine tourists to stay multiple nights in wine regions;
- Generate cellar door and ancillary sales for wineries;
- Developing accommodation and dining services and visitor services with wine as the theme or core product;
- Give a theme to the destination based on wine and related products;
- Achieving brand name recognition for the wine region
- Establishment of well signposted wine tour routes;
- Provision of adequate information and education for visitors.

To support these goals the following actions are required:

- Partnership between the wine industry, destination marketing organizations and suppliers of essential visitor services;
- Leadership in planning, product development and marketing;
- Conservation of natural resource base and rural ambience, and;
- A comprehensive and sustained research program.

Wine tourism has tremendous potential to give a strong competitive advantage to regions that produce grape and have wine industry, and to set up profitable business for wineries and other wine-related products and services. Based on thorough research and wise resource planning, wine tourism can be very sustainable form of rural and cultural tourism, complementing other forms of travel.

Figure 1: THE WINE TOURISM SYSTEM



Figure 2: THE WINE TOURISM VALUE CHAIN



Table 1. Wine tourism e-mail analysis

	Winery 1	Winery 2	Winery 3	Winery 4	Winery 5	Winery 6
Prompt						
Working days to reply	2 days	1 day	same day	same day	1 day	same day
Hours and minutes to reply	48h 13m	19h 23m	7h 48m	6h 39m	22h 59m	4h 16m
Polite						
Opened with 'Dear/Dearest'			✓			✓
Thanked recipient for their interest		✓	✓			✓
Used 'please'			✓	✓	✓	✓
Closed with 'Best regards/Yours sincerely'	✓	✓	✓	✓	✓	✓
Personal						
Greeted recipient by name	✓	✓	✓	✓	✓	✓
Closed with sender's name	✓	✓	✓	✓	✓	✓
Included sender's title			✓			
Professional						
Answered the question	✓	✓	✓	✓	✓	✓
Used proper English	✓	✓	✓	✓	✓	✓
Promotional (included)						
Winery name				✓		✓
Winery website address				✓		✓
Winery physical address				✓		✓
Phone and fax numbers				✓		✓
Slogan or other promotional messages						✓
Branded e-mail address	✓	✓	✓			✓
Technical						
Used plain text e-mail			✓		✓	
Included attachment				✓		
Total e-mail size	4kb	6kb	3kb	156kb	4kb	13kb
Total attachment size				112kb		
Disclaimer						✓
Copy						
Use of first person	0	6	3	2	4	2
Use of second person	0	8	3	3	2	3
Ratio of second to first person		1.33	1	1.5	0.5	1.5

Table 1 Carlsen and Charters *Global wine Tourism: Research, Management and Marketing*,
2006

IV Sustainability of wine tourism, its elements, strategies and framework

1. Sustainability of wine tourism and its elements

The world is changing and experiencing different social values that affect the way we act as individuals, businesses and governments. Great part of these changes is the fact that some of our past growth and development had a serious negative impacts to the environment. Some have been highly visible, such as shrinking water supplies, and others like global warming, the depletion of ozone layer and the loss of biodiversity that are not visible but have great consequences.

Sustainable development is a form of human development in which use of resources aims to meet human needs, but at the same keep the natural system and environment undisturbed, so that these resources can be used by both present and future generations. The term 'sustainable development' was defined by the UN in 1987 as *a development that meets the needs of the present without compromising the ability of future generations to meet their own needs*

(http://www.un.org/wcm/webdav/site/climatechange/shared/gsp/docs/GSP1_Background%20on%20Sustainable%20Devt.pdf).

Many marketing principles and practices of sustainable development are already applied in many different settings of tourism, but what is really important and necessary is that these principles are adjusted for specific forms of tourism such as wine tourism.

Since wine regions can get really involved and dependant on wine tourism and its development, there is an increasing need to sustain tourism as a valuable economic resource.

Sustainable development of wine tourism is based on a three pillar approach:

- Economic
- environmental and
- social.

Wine tourism is mostly found in rural areas, so all strategies that we have for a particular wine region are also strategies for a sustainable rural tourism. Besides conservation of nature of the specified region, these strategies must cover these important aspects as well:

- the tradition and nature of the locals,
- natural environment
- the local (usually agricultural) economy (Journal of sustainable tourism; L.

Poitras and D. Getz; p. 426).

In order to have a successful and sustainable development of the region and wine tourism products, there has to be created a strong collaboration between all participants of the industry. Sustainable wine tourism depends on:

- identifying and managing unique problems that refer to the resources that were used (land, water, labor, infrastructure),
- development of specific forms necessary for wine tourism (visitor facilities at wineries, information centers, wine museums, wine tours),
- and the specific impacts that wine tourism has on a region (problems with traffic on local roads, building of different facilities according to tourists' needs etc.)

1.1. Environmental sustainability of wine tourism

Every element of wine tourism development, from wine growing, infrastructure development to specific activities that are offered to tourist, has a significant ecological impact. Main challenge here is to preserve and improve natural resources that are important for sustainable development, such as soil, land for wineries and vineyards and irrigation water. There is also a big issue that is a result of monoculture growing (only growing grapes on a selected area), and an impact of wine tourism on “ruralness” of region, which can be either positive or negative.

Marketing and promotion of wine destinations has changed focus from wine production to promoting experience. Basically, accent on the promotion of wine regions is put on leisure and outdoor activities, food and wine, and scenery. There are three ways in which wine tourism development impacts a rural region:

- physically, in form of land that is designed for vineyards;
- socially, in form of large number of tourists that come to wineries; and
- culturally, by commercializing cultural resources.

Development is a result of a need to attract more tourists in rural areas, but beside that there is also a need to preserve traditional lifestyle of the region, production of agricultural goods and landscape.

The wine industry and grape producers are conscious of the environmental, social and other issues that surround wine and wine tourism, especially in highly populated regions. *The Code of Sustainable Wine Growing*, developed by the California-based Wine Institute in 2002, includes a *Values Statement* that puts an accent on production of quality

wines, as well as:

- protecting in some cases - conserving natural resources;
- preserving important resources, such as agricultural lands, in the long term period;
- supporting the economic and social benefits of employees;
- working on improving communication among neighbors and community members, and helping local communities by creating job opportunities, supporting local business, and actively working on important community issues (Journal of sustainable tourism; *L. Poitras and D. Getz*; p. 428).

1.2. Economic sustainability of wine tourism

There are few factors of sustainability that must be analysed, most importantly viability of wine and wine tourism businesses over a long period of time, effects of the market changes and distribution of costs and benefits. Main concern here is what can be done to protect winemakers against negative trends in wine sale, if we know that there is a difference between demand for wine tourism experience from the demand for wine as a product.

There is also another key factor that is really important to consider, and that is competition. If there is a competition for the wine tourist growth within the same region or between regions, there is a big chance that the smaller wineries will be threatened, especially their economic sustainability. This threat can only be overcome by producing a quality product, with unique branding and positioning on the market, and most importantly good marketing segmentation and implementation of promotional strategy.

The noticeable seasonal character of wine tourism can be a difficult problem for wineries to overcome. Whether there is an overwhelming number of visitors in the peak season, especially in villages and along wine trails, or in the slow season when there is a lack of visitors which can be a big problem and financial stress on businesses.

1.3. Sociocultural sustainability of wine tourism

Sustainability is a very comprehensive concept, which recognizes:

- sociocultural questions,
- questions relating business and economy,
- protection of environment and accessibility,
- management considerations (Journal of sustainable tourism; *L. Poitras and D.*

Getz; p. 429).

Most important factor for sustainable development to work is to have a community-based approach, which means that the partnership between businesses and community.

To secure community and government support, this type of tourism must present its positive effects and costs with potentially negative effects on the community of the region. There are various impacts on locals that have been identified in the literature on wine tourism, such as:

- problems with traffic along local roads, especially in the case of small towns or villages, big tour coaches can make a lot of problems on rural roads;
- different type of complaints arising from viticulture and winemaking processes;
- wineries and competitive relationship with local businesses (producers of food, providers of entertainment, hotels and other types of accommodation);
- a perception of inappropriate types or scale of development (in the case of large wineries) (*Journal of sustainable tourism*; L. Poitras and D. Getz; p. 429).

Local residents should have a priority when it comes to employment, and they should be provided with appropriate trainings for the new services and winery-specific positions. A problem with this might come up in a form of non-locals coming to work in the wineries or some of the wineries might be small, family operated businesses. As well, locals might not usually be content if only low-paying service sector jobs are available, such as seasonal or part-time jobs.

Sustainable wine tourism requires careful planning and management that involves all interested stakeholders, including governments on all levels, local providers of tourism and other services, and most importantly the locals who will be faced with the environmental, social, economic and other types of problems that wine tourism can cause.

2. Wine events and their role in sustainability of wine tourism

Since the wine tourism is all about visiting vineyards, wineries, wine festivals and wine shows in order to taste and enjoy wine, it is crucial to explore the impact of these wine related events on sustainable development of a specific wine tourism region.

Getz (2008) proposed a classification of different events as a function of their attractiveness to consumers, by proposing a sort of pyramid: on the top of the pyramid lies

the trademark which “describes an event that possesses such significance, in terms of tradition, attractiveness, quality or publicity, that the events provides the host venue, community, or destination with a competitive advantage” (The Role of Wine Events in Sustainability of Wine Sector; G. Benedetto and G.L. Corinto; p. 4). Even considering only these few references it is possible to look at the events as strictly linked to the local culture and being strong expressions of local identities. In fact, the close connection with social and cultural values, with a sense of belonging and local identity, is a constant if not in the definition of event in its characterization. Precisely because they represent cultural constructs, performing different meanings in different countries and places, they fall within a multitude of studies that refer to the term Festival in a broad sense (Getz, 2010).

Food and Wine Events, sometimes referred to Special Events, are a special form of events in which the food and wine is celebrated. In the literature they were defined as: “fairs, festivals, expositions, cultural, consumer and industry events which are held on either a regular or one-off basis” (The Role of Wine Events in Sustainability of Wine Sector; G. Benedetto and G.L. Corinto; p. 4).

Just as Events in general, also the *Food and Wine Events* produce potential positive and negative impacts.

There are many positive impacts:

- Social - promotional benefits for long-term, increase employment opportunities, promotion of community development and increase of civic pride;
- Environmental - increase of sensitivity to environmental issues, helping maintain areas for a long period;
- Economical – production of additional trades and businesses; developing the marketing function, that has the purpose of providing products, sponsors, host communities and other stakeholders with an opportunity to secure leading place in the marketplace, while also adding brand value and building customer and consumer relationships.

Among the negative impacts we are coming across:

- within social ones, the destruction of lifestyle, community apathy, antagonism and unequal distribution of wealth;
- within environmental ones, waste and pollution, noise pollution, increase in energy demands and other natural resources;
- within economic ones, cost of event failure to local economy, inflated price of

products, services and amenities.

In the case of *Food and Wine Events* these different impacts are clearly broadened by the strong connection between food and places of production, including a number of other economic, political and social concerns connected to:

- the nature of modern agricultural systems;
- protection of rural landscapes;
- preservation of rural lifestyles and communities,
- and food quality.

So Food Events are differently and strongly connected to senses of place and community pride in the products they produce (Hall, Sharples, 2008, p.5).

There are at least two strictly intertwined reasons that deal with Wine Events sustainability. The first is related to the essential characteristics of any event as a communication tool between producers and consumers. The second one deals with the social impact of events which give a strong social support.

The Wine Event, as a communication tool, aims at promoting both the territory and the food and wine products. Moreover, it performs also as internal communication tool, which can spread and share common values among involved actors, contributing to the increase of sense of belonging (Benedetto, 2008). Since the events encourage the construction or strengthening of social capital, the link between different actors involved in the organization, amongst which is the community building, they are actually instruments of sustainability.

3. Managing the development of sustainable wine tourism

First step towards being a successful sustainable business is embracing the fact that sustainability is important and beneficial for both businesses and locals of the wine region. Sustainable approach of doing business recognizes the limitations in the use of available resources, and helps to work within these limitations, which will eventually result in a long term success of wine tourism destination and preservation of the social, cultural and natural environment of wine region.

Once the first step has been taken and it has been decided to commit to sustainable tourism, a community-based vision must be formulated, with goals and strategies to follow. The vision is preferred to be realistic and practical for specific tourism operations.

Embracing sustainability as a part of social responsibility of a winery and communicating commitment to staff, suppliers, customers and local community is very important.

The most important strategic step of sustainable wine tourism development is developing a community-based plan that has to include other planning functions such as agriculture, development of local economy, and wine industry and tourism of the region. To apply this plan to a complex tourism system, extensive and organized efforts must be put into creating it, given the impact that tourism development has on wine region and its built and authentic resources. The plan should recognize existing opportunities and weaknesses of the given wine region, but at the same time focus on preserving natural resources and also monitor the impact that wine tourism development has on a local population.

3.1. Environmental management

It is really important to assess environmental impact on the rural area of wine region, both short and long term effects of the development. Since resources of the region are limited it is highly recommended that the impact of wine industry and tourism are assessed as well.

Limited resources are the key issue here and their use must be monitored and evaluated constantly, especially agricultural land, to sustain grape production and prevent conflict between grape and other fruit production; and to preserve the rural character of the particular region. By organizing farm tours and demonstration gardens locals and tourists are thought about the importance of agriculture.

Strategic steps for successful environmental management are:

- Monitoring and evaluation of increasing ecological impacts
- Monitoring and evaluation of noise and air pollution, due to increased traffic
- Conservation of rural lifestyle – farming practices, peace and quiet.

Goals for environmental development of wine tourism are:

- Protection of the natural resources, especially water
- Preservation of agricultural land
- Sustaining the rural atmosphere
- sustaining resources for future generations (Journal of sustainable tourism; L. Poitras and D. Getz; p. 445, Figure 3).

3.2. Infrastructure development

One of the most important parts of a tourism region is, besides the main attraction, the infrastructure, from proper roads, signage, sewer and water systems. Besides these essential infrastructure elements, every tourism destination is due to have other facilities and spaces, such as recreational centers, parking and museums that will meet the needs of seasonal increase of tourist population. Development of such facilities aims to improve the region and particular destination for both tourists and locals.

Infrastructure development can be achieved by implementing following strategies:

- Drawing investment by presenting sustainable plan for development,
- Ensuring that new infrastructure benefits locals as well as business
- Establishing a sustainable water supply and
- Regulating traffic.

3.3. Tourism development

The priority is to create a detailed wine tourism strategy for the selected destination. While there are wineries that are the main attractions of the selected area, other attractions are necessary in order to balance a tourist's day and extend the amount of time spent on the destination. These attractions are: restaurants, cafes, pubs, galleries, stores, and accommodation, entertainment and recreation facilities. Recreation activities could be for example vineyard cycling tours, or wine and golf weekends. One of the efforts to attract more tourists in low season could be, researching if organizing new festivals and wine related events are interesting enough to result in increased tourist visitations to the destination. Many wine tourism destinations have a great potential for combining wine and agricultural products of the region into a unique culinary experience, which can be developed into cooking classes.

For attracting business tourists, hotels and accommodation facilities have to have conference halls and rooms. Various types of accommodation should be available, no matter if there are mostly high-class tourists that visit the destination, some of them might prefer a farmhouse or a simple bed and breakfast over a five star hotel.

By following the general sustainability principle, development of new tourism facilities and services on the destination should benefit both locals and tourists, and this can only be achieved by creating those facilities that meet the needs of the local residents.

3.4. Wine and wine tourism marketing

One of the requirements of sustainable tourism is attracting the most suitable tourists which will result in increased visitor satisfaction. Participants in the wine tourism supply chain should be educated about the goals of attracting high-yield, dedicated wine tourists and avoiding mass tourism, also, it is important to limit and adjusting the development to preserve rural atmosphere, and to prevent possible negative impacts.

As for wine marketing, the movement of sustainable viticulture practices has begun in early 2000, and it has been recognized that this practice has benefits for both winemakers and the community. Some of the benefits of the sustainable viticulture program are:

- raising a sense of responsibility among local grape producers;
- production of high-quality wine using techniques that minimize the negative effects on soil and water supply;
- saving energy and
- waste management (Journal of sustainable tourism; *L. Poitras and D. Getz*; p. 442).

Furthermore, by adopting sustainable viticulture practices promotion of a chosen destination is much more easy, since tourists are becoming more socially and environmentally aware.

3.5. Implementation

Only through collaboration and engagement of all sectors can a sustainable strategy for wine tourism be planned and put into action. Collaboration means that the main concept of wine tourism has to be accepted by all stakeholders, which means that they have to participate together and for mutual benefit, while forgetting personal wishes and needs.

Methods and tools for putting sustainable tourism strategies into action can be similar to growth management strategies that involve both direct and indirect approaches. Ownership by stakeholders is essential, government agencies should be involved in controlling land use and environment, and private and public sector should be encouraging to cooperate in investing for developing necessary infrastructure.

Certain research should be conducted in order to establish the key indicators of sustainability. To be able to apply these indicators of sustainable development to wine tourism, first general indicators should be identified for the destination in question, so more

specific indicators could be established for wine and wine tourism.

There are few frameworks for developing these indicators, which can and sometimes must be combined for growth management strategies:

- “Domain-based” frameworks cover wine tourism performances, such as number of jobs that are being created, size of the production, or number and type of tourists that visit wine destination.
- “Goal-based” frameworks concentrate on indicators connected with specific sustainable development goals for wine tourism, for instance, using a measure of water consumption as an indicator of sustainability.
- “Sectoral” frameworks are connected with agencies or other actors, and those indicators can be used by stakeholders, such as producers in wine industry, government in local community and environmental managers. Each of these subjects should know about the process of monitoring and measuring the indicators of sustainability, and will have to create an appropriate system of reporting.
- An “issue-based” framework would covers key issues, for instance, visitor traffic issue or conversion of orchards to vineyards,
- “Causal” frameworks include measure of condition, problems and response, like those connected with increased visitor traffic and a negative effect it has on farmers, and how well it is measured (Journal of sustainable tourism; *L. Poitras and D. Getz*; p. 444)

V Examples of sustainable wine regions in the world

After getting to know what sustainable wine tourism means, and what is necessary for sustainable development, it is only appropriate to see how it looks like in practice. Here are some of the wine industry's best examples of sustainable wine tourism destinations.

First of all, if one vineyard is practicing 'sustainable' planting and vine growing, it is favorable for the farmer to have a certain certificate for it. It is really important to define standards for sustainability certification programs, but it is not easy. If the standards are too high not many vineyards would be able to participate, but if they are set too low than everyone will participate and it wouldn't make any difference to what is going on in the vineyard. So there has to be a balance between maximum number of participants and a significant difference in vineyard practice. Here are some good examples of this practice.

1. Oregon

Today certified sustainable programs are offered in many wine areas around the world. A very good example of a certified program is the Oregon Certified Sustainable Wine (OCSW). In this case, various certifying bodies come together under one name (LIVE [low-input viticulture and enology], Oregon Tilth Certified Organic, Demeter Certified Biodynamic and Salmon Safe) to form a unique sustainability brand that can be easily presented to consumers. It is important to educate consumers about what sustainable means, so they would be prepared to pay that extra cost for the product that is included in OCSW program/brand. So, if the consumers are recognizing the efforts put into viticulture, the growers would be encouraged to increase resources in order to go sustainable.

Oregon LIVE is a good example of a certification program for winegrowers that is scientifically credible. Ted Casteel is one of the creators of this program, and this is what he pinpointed as the goals of the program:

- Reduction and, if possible, elimination of out-of-farm inputs.
- Avoiding monoculture - biodiversity
- Seeing farm as an individual ecosystem that interacts with itself
- Certifying the whole wine industry
- Currently, about half of wine industry in the region is certificated by LIVE (7224 acres of vineyards).

2. South Africa

For over 15 years South African wine producers have been verifying sustainability by getting certificate from an organization called Integrated Production of Wine (IPW). This

environmental sustainability program is voluntary and it consists of a set of guidelines. That means that program defines good practices of grape production and other aspects of wine production such as, winemaking and bottling. A self-evaluation questionnaire is used for evaluation, and this is then independently reviewed through spot checks. Certification is then managed by the Wine and Spirit Board.

These guidelines are listed on a score sheet, and in the case of environmentally friendly practices producers will have more points and a certain score is needed to be certified. There are some examples of these guidelines.

- At least one person from the cellar (or farm) has to go through a specific training program (IPW)
- Each cellar (or farm) should have a plan for preserving natural resources, and an environment management plan for cultivated areas.
- The use of cover crops is encouraged in order to reduce the use of herbicides and possibilities of erosion.
- For controlling disease, only registered chemicals can be used, and only if it is necessary.
- There are guidelines on how to control various vineyard pests.
- There are guidelines that cover waste management at the winery, as well as the greenhouse gas emission and necessary steps that need to be taken to reduce these.

3. Sustainable viticulture of the Douro Valley

The Douro Valley is located in the northern part of Portugal, and it is considered one of the most spectacular wine regions in the world. About two-thirds of vineyards of this region (28 000 hectares out of a total of 39 000) are planted on steep hillsides, with over 30% gradient. Main part of these vineyards has been proclaimed a UNESCO World Heritage site.

In 2009, Fladgate Partnership and its project 'A New Model for Viticulture in the Douro Region' were awarded with the prestigious Banco Espírito Santo Biodiversity Prize. This annual prize is awarded for innovative projects in the fields of research, preservation and management of biodiversity in Portugal.

The Fladgate Partnership owns over 500 hectares of vineyards in the Douro Valley, and mostly produces Port, from three historic Port houses: Taylor, Fonseca and Croft. For the past 10 years their investment in the Valley exceeded 27 million Euros, and all the work

has been concentrated on replanting the vineyards, following the principles of sustainable development.

Since this terrain is very specific, with its steep slopes, the only way to plant grape vine in the past was to build walled terraces, which were necessary for supporting the soil and to prevent erosion. In the 1970s and 1980s, they started using bulldozers to carve out wide terraces from the schist, called patamares, on which two rows of grapevines could be planted.

Even though these terraces were convenient because they are so easily built, they had two flaws. First, the ‘walls’ of the terraces were not supported and there was a risk of erosion due to winter rains. Second, since the inner rows of vines were so near the edges of these terraces mechanical cultivation of weed was impossible, so the only way to control it was by using herbicides.

The Fladgate Partnership invented a new and improved model for planting grape vine that is based on a single narrow terrace with only one row of vines. These terraces are built by using cutting edge technology - a laser-guided earth-moving equipment, that makes terraces inclined just a little bit, so the topsoil erosion is avoided.

Mechanical control of weed is now enabled since there is only one row of vines, so the use of herbicides is eliminated completely. Cover crops are planted on the terraces, in order to prevent erosion and protect the vines and ultimately, when mown they serve as soil fertilizers. Other practices that are implemented in this wine region is planting olive trees on the steep slopes along the borders of the vineyard and planting the right vine sort in the right place, in order to prevent and avoid disease and pests.

The Fladgate Partnership initiative is not a part of any certification program, but similar initiatives are applied widely, are helping to ensure the sustainability of these amazing Douro vineyards.

VI Wine tourism in Fruska Gora region

1. Basic features of wine tourism in Serbia

One of the longest traditions in Serbia is certainly wine production, and it has been successful for more than a millennium. Since the 6th century BC when Roman emperor Marcus Aurelius put an end to his monopoly over wine growing and making, independent wine production began in this region.

Wine production in Serbia dates back to 8th and 9th century, when first serious production of wine began, but reached more serious level when the Nemanjic dynasty began to rule in 11th century. Every ruler paid major attention to the cultivation of grapevines, because back then wine was very valuable. With the arrival of the Turks the wine production changed and the manufacture of wine was fully stopped, but was continued after the liberation. Modern times bring changes in the modern way of production and the crucial changes happened with the arrival of King Peter I of Karadjordjević dynasty. He owned a huge amount of grapevines near Oplenac.

The wine production is mostly related to the nature and the natural environment and this is very suitable for the development of some types of tourism and tourist services, especially agricultural tourism. More and more people are looking for getaways so they can escape from stress and noise of big cities, and are willing to explore rural destinations. Even though it is in a rural setting, wine tourism can be classified as an elite tourism, considering that most of the tourists that go on wine routes are often wealthy.

On the other hand, wine tourism in Serbia has only just begun to develop. Nine wine routes were established, from Palic to Kosovo and Metohija, wineries were mapped and the larger ones have their coordinates determined so the tourists can easily find them with their navigation system. First and most important step for developing wine routes in Serbia were made by Tourism organization of Serbia (TOS). In cooperation with tourism agencies, leading wineries and wine cellars TOS develop nine wine routes throughout Serbia.

These nine routes are:

- Wine Route Negotin
- Wine Route Knjaževac
- Wine Route Župa
- Wine Route Smederevo
- Wine Route Oplenac
- Wine Route Fruška Gora

- Wine Route Vršac
- Wine Route Palić
- Wine Route Kosovo and Metohija.

For this occasion special publication was made named “Wine routes of Serbia”, as well as the internet presentation, which contain all the information about this specific tourism product. Wine lovers have the opportunity to go on an organized tour, or make an individual visit to the largest and most important wineries and wine cellars, get acquainted with the process of wine production, learn about rich tradition of viticulture and winemaking, and visit historical sites along the way.

The most important part of the program is wine tasting, usually in the wine cellars where wine is produced, or at the appropriate areas like wine shops, hotels or showrooms. Visitors have the opportunity of tasting 3-5 different sorts of wine, and VIP guests are offered 1-2 wines from the special series. Wine tasting is often accompanied with lunch or some snacks that are appropriate for wine tasting.

The duration of these tours can last from one hour to several days, and it covers visitation of 42 wine cellars. Wine cellars are adapted for visitation from 20 to several hundred visitors. In addition, there is a complete infrastructure that accompanies these programs: accommodation, restaurants, transport.

Apart from wineries which have achieved the fastest and easiest level of organization, there is a great deal to be done in order to incorporate wine routes as a tourist product in the offer of tourist agencies. Although very small number of agencies sells wine routes tours, brochures issued by TOS are aimed at helping individual visitors.

Some owners and employees at the wineries have a long term experience with visitors who come to taste their wine. Most visitors come during the wine and other local festivals, but many individual visits are carried out throughout the year. Organized visits with agencies are rare, and the number of visitors is insignificant. Many foreign visitors are delighted with quality and selection of our local wine sorts.

Both TOS and wine industry participants are strong believers in wine tourism improvement. They are giving their best in their efforts to offer the best quality wines as well as other important elements of wine routes, such as adequate facilities for a reception of a large number of visitors, associated catering and hotel support, knowledgeable staff speaking foreign languages, and all extra services. So far only five routes have full traffic

signalization, and the other four are underway.

2. Evaluation of achieved level of development of wine tourism in Fruska Gora region

Fruska Gora has been a National Park since 1960, because of its natural resources and beauty. Fruska Gora is an isolated, narrow, island mountain in Pannonia plain. Location, specific geological history and various micro-climate conditions make this mountain very attractive and important for scientific research.



Picture 1 Map of Fruska Gora region

Main feature of this region is a huge number of endangered, rare and protected animals and plants. Lower parts of the mountain are covered with wide fields of vineyards and orchards, while areas that are 300 meters above sea level are covered with thick forest.

The Srem region is considered to have one of the longest and oldest wine growing traditions in Europe. The first grapevines were planted by Roman Emperor Probus at Sirmium, and since that time grapes have been cultivated on Mountain Fruska Gora for over 1700 years. During the period of the Ottoman Turks, Srem's viticulture was almost destroyed completely, only to be gradually renewed at the time of Austro-Hungarian rule. Wines from the region of Sremski Karlovci have been appreciated all over Europe, exported for many centuries even to Poland in the 15th century.

"Bermet" is the region's very famous and authentic wine, it was exported not just to European countries, but also to the United States even 150 years ago, and there are even some documents that indicate that it was also included on the wine list of the Titanic. This is a special type of dessert wine similar to Italian Vermouth, but with different production process that includes maceration of 20 different spices and herbs.

In the region of Fruska Gora, vineyards cover the slanting fields and slopes of Mountain Fruska Gora and because the Danube is so near, it is really beneficial for the vines and grape. Mild climate allows an extended growing season (seven months) and a five-month long winter dormancy for the region's grape vines. Vranac is the most important native grapevine variety grown on the mountain.

Because of its geographic position, closeness to the Danube river and light that reflects from it, grapes ripen earlier and they have a higher sugar level, up to 2%, than any other wine region else in the Vojvodina. Due to the winds that blow in the winter, grapes are protected from freezing. This particular region is famous for Italian Riesling. According to some experts, it is actually the birthplace of the renowned Italian variety, and it's cultivated in more than half of local vineyards. The region's best known wines are Fruska Gora Riesling, Italian Riesling, Rhine Riesling, Zupljanka, Traminac, Bouvier, Frankovka, Plemenka (Chasselas), Silvanac Zeleni (Grüner Silvaner), Portuguiser, and the unique and aromatic Bermet.

Bermet is still produced in Sremski Karlovci, where some wineries offer wine tasting with a sweet pie, a traditional dish. Other products of Vojvodina, ham, kulen (smoked hot-flavoured sausage) and Srem cheese are best consumed in combination with white wines such as Italian Riesling, Zupljanka or Rosé. Vranac, Gamay, and red Burgundy go well with meat dishes, while Ruzica, a light red wine goes well with fish.

2.1. Development of traffic infrastructure and transportation to Fruska Gora region

Complex work of creating wine routes in this region started in 2010. And after only two years the results were showing. Almost all wine regions in Serbia had been marked with special signage including wine region of Fruska Gora. On the marked wine routes (or trails) have been marked wineries, wine cellars and associations of winemakers, thematic museums and info centers of Wine roads of Serbia. After placing the traffic signage that marked wine routes and oases, there were also made tourist guides and flyers. This important step in development of wine tourism in this particular region was very useful for travel agencies that now had the opportunity to create packet arrangements for tourists that want to visit this region with a guide.

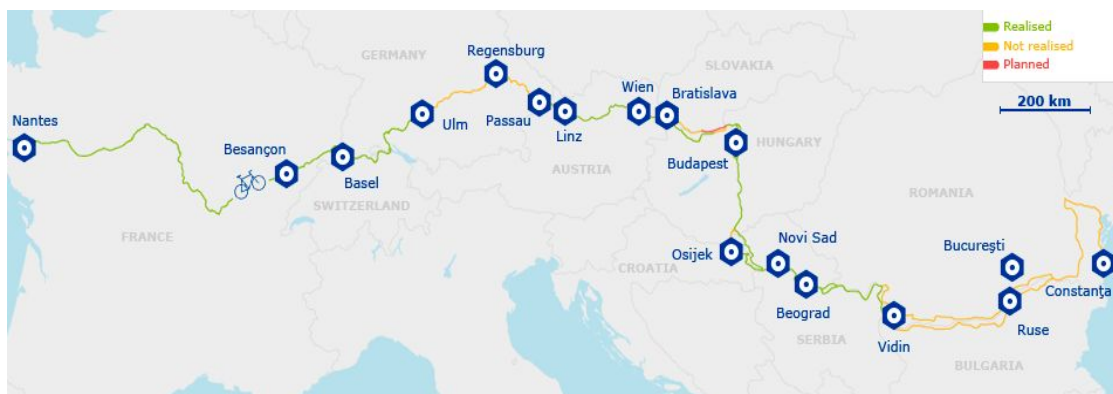
Main advantage when it comes to getting to this region is the vicinity of airport. Airport Nikola Tesla is some 15 km from Belgrade and 81 km from Novi Sad. So the foreign tourist that decides to come and visit wine region of Fruska Gora, can come by plane and then transfer to Novi Sad by shuttle buses, train, or car rental. There are a lot of privately owned companies that offer transfer from airport to Novi Sad, or other way round.

Whether the tourist come to this region as part of an organized travel group or as individuals, this region is easily reached from airport and the bus ride takes only an hour.

Transportation is very organized and guests can come to Vojvodine by bus, car or train from Belgrade. Usually tourists would arrive by plane to Belgrade, and from there they can take a bus which leaves for Novi Sad every hour and has a stop in Sremski Karlovci. There are two ways to get to Sremski Karlovci by car, either by the road from Belgrade, or by highroad from the direction of Subotica. There is also a regular train line that goes from Belgrade to Novi Sad, and from May to October there is a tourist train called "Romantika" that goes from Belgrade to Sremski Karlovci.

2.2. EuroVelo

In 2013 Serbia received a financial help from EU for a project entitled “Establishing a regional cycling route Srem”. The project included creation of technical documentation and case study of the potentials of this route. This project was finished in September of 2013 and now Fruska Gora region is part of the route Eurovelo 6, also called “Danube route”, which goes from Atlantic ocean, through France, Switzerland, Germany, Austria, Slovakia, Hungary, Croatia, Serbia and Romania to Black Sea.



Picture 2 Map of EuroVelo cycling route

This route is interesting because it goes through the region of Fruska Gora and passes by the monasteries that this area is most famous for, but also connects the lakes and wineries that are located here.

The length of the route in Serbia is 142 km, and it has the entire necessary infrastructure, rest areas and alternative routes.

2.3. Attractions of Fruska Gora region

2.3.1. Hiking trails

Fruska Gora region is primarily suited for hiking and nature excursions. Longest trail that passes through many villages and where there are almost all mountain lodges is the path of marathon.

2.3.2. Monasteries

Special attraction in Fruska Gora are monasteries, big complexes fenced with walls, with church in the middle.

Monastery Vrdnik is located at the entrance to the village of the same name. It is dedicated to the celebration of the Ascension of Christ. It consists of three wings of the church and living quarters, and is surrounded by a wall. In seventeenth century the name of this monastery was first mentioned in written documents. It has been repeatedly devastated and rebuilt.

Monastery Hopovo - now a church dedicated to St. Nicholas was built in 1576. The frescoes on the walls were painted in mid-seventeenth century, by Teodor Craciun. In this monastery for a time lived educator Dositej Obradovic. After the October Revolution, the Russian nuns come to this monastery and remained there until 1943, when the monastery was abandoned. It was restored after the Second World War.

Jazak Monastery was founded in the sixteenth century, but the construction of the buildings inside the monastery complex started at the beginning of the 18th century. The monastery holds relics of Serbian Tsar Uros, who lived in the 14th century. The monastery was rebuilt after World War II. Located in the village Jazak, which is only 10km far from the town Vrdnik. In this town there is a thermal spa with hotel where guest can enjoy wellness and spa treatments.

2.3.3. Picnic sites

The most famous destinations are Stražilovo (at Sremski Karlovci), then Testera (near the village Cerevic) and Popovic.

Popovic is a picnic site with a small lake and several mountain huts.

Iriski Venac is located only 15km from Novi Sad and 68 km from Belgrade. On this site there is a restaurant and an old hotel. Taking the road to Cortanovci the monument to the

veterans of World War II can be seen.

Zmajevac resort is located beside the road that connects Iriski venac and Novi Sad. There is a lookout from which you can see a large part of Srem and ruins of Vrdnik towers.

In this area there are also traditional country houses of this region that offer bed and breakfast, as well as lunch and dinner accompanied with traditional orchestra. There is Perkov Salas in Irig, Salas 137, Salas 84 and Salas Cveja near Novi Sad.

There are also other attractions - cities that are situated near mountain Fruska Gora. Sremski Karlovci is a city that holds many Serbian cultural and religious heritages. It is one of the most famous European cities, and it can be described as an open-air museum. The center includes many historical buildings interesting because of their architectural beauty and historical importance. Every year in late September, there is a festival called the Grozdenbal, dedicated to harvesting and wine.

Not far from Sremski Karlovci is capital of Vojvodina - Novi Sad. The city is full of different cultural and historical sites, including Catholic cathedral from the 18th century, the Orthodox St. George cathedral and beautiful the bishop's court, old houses from the 19th century in Dunavska Street, and the Petrovaradin Fortress. This fortress is a host of Exit festival which is held here every year, with lots of musical, cultural and educational content.

2.3.4. Wineries and wine cellars

Mountain Fruska Gora is well known for its wines, that can be tasted in one of 60 privately-owned wine cellars. The famous are: Bermet and Ausbruch, sweet sort of wine and really aromatic. Neoplanta, is another authentic aromatic wine of the region, and it can be tasted in the Čerević Cellar. Other interesting wine cellars and wineries can be found in the nearby villages of Neštin, Banoštor, Erdevik and Irig.

The most prominent wineries and wine cellars that are located in Sremski Karlovci are:

- Winery Vinum - Winery "Vinum" was founded with the idea that the rich experience and winemaking tradition connects with the current styles in wine production and the available scientific achievements. Careful choice of certified grape vines, careful selection of fruit in the vineyard and appropriate technological procedures of processing are set as the basis for achieving high quality wines. Best known wine of this winery is Franconia Gold Italian Riesling and they also produce Pannon bitter, special kind of alcoholic drink.

- Cellar “Kis” - Winery Kish is one of the most deserving wineries in Sremski Karlovci when it comes to promotion of Bermet, the authentic wine of this region. The beginnings of this winery go back to 1830. When all they had was a small piece of land. As the years went by new generations started expanding the land and the quantity but also invested a lot in the quality of wine production. Besides wine growing and wine production this winery is also part of wine tourism in this region. It has venue for wine tasting that can welcome up to 30 people.
- Cellar “Dulka” - One of the most famous wine families of this region is the Dulka family that has been growing and making wine since 1920. Today Dulka family owns 8 acre vineyard, 10 acres of orchards and a cellar capacity of 80.000 liters of wine and 10.000 liters of rakija. This winery produces italian riesling, zupljanka, cabernet sauvignon, roze, white and red bermet and varieties of rakija made from peach, plum and apple.
- Cellar “Kosovic” - This winery is a family business that is run by three generations. They are proud of the quality wine they grow on a 3h vineyard, which makes high quality wine. This winery also has an underground wine cellar that can welcome 60 visitors. In this cellar they organize lectures and wine and rakija degustation, accompanied by appetizers from domestic products.
- Cellar “Zivanovic” - This winery has many awards for the quality of special sorts of wines such as ausbruch and bermet. But they also make rakija and honey products. On the family estate there are two wine cellars. The old legume was built in XVIII century and now it serves for production and storage of wine. The other one has the capacity of 80 persons and degustation of wine, rakija and honey are organized here, accompanied with traditional countryside dishes.

There are other wine cellars in this region that are listed on the website of Tourism Organisation of Sremski Karlovci and they are:

- Cellar “Bajilo“
- Cellar „Benišek-Veselinović“
- Experimental Field for Viticulture (Department for Viticulture, Fruit Growing, Horticulture and Landscape Architecture)
- Kurjak Winery
- Kosović Family Winery
- Petrović Cellar
- Mrdanin Winery
- Đurđić Winery
- Došen Winery
- Veritas Winery

- Aleks Winery
- “Probus Cellar“ Winery
- Patriarchy Estate – Patriarchy Cellar.

2.3.5. Accommodation

There is a lot of accommodation options. In centre of Sremski Karlovci is one of the Best Western hotels called Premier Prezident which has a unique architecture and attracts attention of pedestrians. There is also hotel Danube and Vila Prezident and a variety of privately owned accommodations, such as apartments Karlovci, Belilo 69, Strazilovo, Somin Lagum, which are close to Sremski Karlovci. Many of these apartments are authentic houses from the Srem, there are also bungalows, eco-friendly cottages and they all contribute to the whole experience of this region.

There are also hotels in Banja Vrdnik, this spa is located in Fruska Gora region only and there are two hotels for tourists to choose from. One hotel is called Termal Vrdnik, 24 km from Novi Sad and it's a special hospital like hotel where guests have health treatments depending on their problems and the other one is a five star hotel Premier Aqua. This other hotel is luxurious and it is located close to Fruska Gora National park. Guests that want to stay at this hotel can also choose some of the spa packages that this hotel has to offer.

Tourists that come to visit this wine region can also choose from 17 hotels that are located in Novi Sad. The hotels here are mostly with three stars and are located in the town center, but there are also hotels that have five stars.

Hotel Leopold in Novi Sad is located at Petrovaradin fortress with wonderful view on Danube. It is a luxurious 5 star hotel in Novi Sad that was completely renovated and decorated in the spirit of late Renaissance.

Hotel President is a 4 star hotel located in the centre of Novi Sad, 200 meters from Novi Sad's Fair. It has luxury equipped rooms, pleasant and helpful personal, Wellness and Spa Center, room service, parking, rent-a- car, car wash and many more.

The hotel “Centar” is a bed and breakfast hotel, situated in downtown Novi Sad, near the central pedestrian zone and most of the city sights. Hotel is basically surrounded many cultural, historical, business and commercial contents.

2.4. The role of travel agencies

There are a few travel agencies that have developed a specific product, visitation to wineries in this particular region accompanied by a certified guide. These arrangements usually include transportation, visitation to wineries and some attractions of this region, and a guide. For example, travel agency Magelan from Novi Sad has three different wine tours. All of these three tours are exclusively oriented to wine tasting and every tour includes visitation to three different wineries. This is the only travel agency that has tours to this particular region of Fruska Gora.

In fact travel agencies play a major role when it comes to promotion of this type of tourism. First of all for many foreign tourists the internet is the first source of information that they turn to when they plan a holiday. These agencies have everything planned and organized, from transportation to organizing the visits of wineries; they also provide information about wineries included in the tour, and a licensed guide who is also a wine expert.

In the survey I conducted for this thesis, most of the tourists that came to these wineries were part of an organized group. So this is the strongest evidence that agencies are still the ones that arrange for the offer and demand to meet.

So to summarize, their role is informative, because they provide all the necessary information that a tourist might need, and they also mediate between tourists that are interested in wine tourism destination and wineries that are being visited.

2.5. Evaluation of web marketing

While I researched for this thesis I came across a few travel agencies that through their web sites offer visitation to certain wine routes of Serbia.

First thing that is important in order to determine the popularity of a web page (in this case web site of travel agencies) is to look at the page rank. Page rank is a numerical value given to each website, and the scale is from 0 to 10.

All of the websites that I found had really good page ranking. Their pagerank was 4 out of 10. This means that the quality of these websites is really good. From marketing point of view this is excellent because these agencies are the first to appear when someone is searching for wine tours in Serbia.

Magelan Corporation from Novi Sad (<http://www.magelan.rs>) has a really good

website. They have wine tourism offers for domestic tourist as well as for foreigners. The whole website is well organized, with lots of useful information for tourists. There are also guaranteed tours such as “Serbian wine tour along the Danube” which is for individual tourists but groups are accepted as well. This web page is in English so foreign tourists can find all the necessary information. This agency also has Facebook profile which is good for promoting current offers and creating good relationship with their customers.

Serbian private tours agency (<http://www.serbianprivatetours.com/>) is focusing on bringing the most of tourist attraction and they only cater to small groups of up to 8 people. On their website they offer lots of different tours throughout Serbia, and one of them is the wine tour. On this specific page they give basic information related to wine tours in Serbia, they have pictures as part of visual information, and they provide their e-mail address for inquiries of specific wine tour. Website navigation is pretty simple with clearly defined tabs. Their customer relations are maintained through contact form, that tourists can use in order to get detailed information about specific tour. This agency also has Facebook and Twitter profile, which is really important nowadays since everyone is using social media. They also have NEWS tab on the website, where they post articles related to certain tours, and there is also one related to wine routes in Fruska Gora in particular.

Another example of good web marketing of wine tours and routes in Serbia is PanaComp incoming travel agency (<http://www.panacomp.net/>). This agency is mostly focusing on creating tours for foreign tourists. In my opinion, out of all the websites I have seen while doing this research this particular travel agency has the best website. Apart from having great page rank, which means good quality website, it also has all necessary features-basic information, visual information. Website navigation is simple, and they also listed recommendations from tourists that travelled with this agency. This is an important feature of one website, also called trust information, which gives the potential tourists the opportunity to read about experiences of previous tourist.

Overall impression is that all of the agencies that have wine tours as part of their offer are really paying attention on importance of web marketing. Web marketing of these agencies is heading in the right direction, but they are still not so involved in it as in general marketing, in form of TV or printed advertisements. This form of marketing-digital marketing will have more success as society gets more educated about the benefits of web, as primary source of information when it comes to choosing a wine tour or any other holiday. As far as their role in attracting foreign tourist, I think that these particular agencies have good prospects for that, being able to provide all the necessary information that one

tourist might need in order to decide on whether to choose a particular tour.

2.6. Results of the research

Research method that I used for my master thesis is survey. The survey consists of 10 questions, and I surveyed owners or managers of wineries that are located in the region of Fruska Gora.

1) Number of visitors that your winery greets over the year?

This information varies from winery to winery it goes from few hundred to almost several thousands.

2) Are the visitors mainly foreign or domestic?

Visitors that go to these wineries are mostly domestic tourists. Some wineries only have foreign tourists.

3) Do these tourists come as individuals or they are part of organized groups?

Answers to this question are almost uniform. All of the visitors are part of some organized groups. These organized visits can be a product of some travel agency or company that organized business trip.

4) Do you have a restaurant or provide accommodation, and if not do you plan to provide these services in the future?

Most of the wineries that I surveyed only provide lunch and dinner, or refreshments during wine tasting. None of these wineries provide accommodation, or even plan to in the future.

5) How many employees are in your winery?

This number varies from one, in most of the wineries there is only one person employed, to seventeen.

6) Do you have any awards or certificates?

None of the wineries have certificates but almost all of them have some awards. These awards are usually from wine fairs and competitions and they received these awards

for the quality of their wine.

- 7) Are your business and wine production based on principles of sustainable development?

All of the wineries are following the principles of responsible business and wine growing as well as sustainable development.

- 8) What are your basic sales channels?

Here I found that all of the wineries sell their wine directly to visitors that come to the winery, but also they distribute their wine to restaurants, hotels and cafés.

- 9) How do you promote your winery as part of wine tourism in this region?

This was the most important question for my research and none of the wineries did anything to promote or incorporate their product in wine tourism of this region.

- 10) Do you participate in any events and manifestations related to wine tourism (fairs, shows, traditional grape harvests etc..) and how do you estimate their impact on sales of your product?

They usually participate in these kinds of events but they have noticed that the impact on sales of their products is insignificant.

3. Prospects for further development

Based on the results of the survey I found that most of the wineries and their owners are not so involved in wine tourism of the area that I chose for my research. This fact is appalling considering that our country and the Fruska Gora region have so much to offer.

Bearing in mind that this particular region has all the basic necessities for developing into an attractive and prosperous wine tourism destination, all that has to be done is to encourage all the participants in the wine industry to be more proactive when it comes to promotion and participation in developing this region and making it recognizable not just for the wine but also for the cultural, natural and historical resources. It is important to equally engage private and public sector in terms of promotional activities and education of employees. This collaboration would be beneficial equally for winery owners, restaurateurs, hotels, and to locals that produce meat products and cheese, usually served at wine cellars.

Provided that all these activities have been adequately performed, the most important task of attracting tourists still stays with travel agencies. They are the ones that are present all over the world through their web sites offering all the necessary information and advice to potential tourists interested in visiting the particular region. Incoming travel agencies are the ones that have to be included in promotional activities of the region. The ones that I found capable of performing good practices when it comes to promotion and creation of interesting and quality tours are Magelan and PanaComp from Novi Sad and Be in Serbia from Belgrade. These incoming agencies are good starting point in terms of promoting their own country, but we also have to encourage foreign agencies to include wine routes in Serbia into their programs.

As far as digital (web) marketing is concerned, good practice of web promotion here would give results. Digital marketing is actually marketing strategy where marketer searches for, in this case, travel related blogs, websites and pages, even better if they refer to wine tourism, and suggest to administrators of these web sites and blogs to write about wine tourism in Serbia. It is important to find blogs and websites that are popular among travelers so that the article, for example about Fruska Gora wine region will be read by a lot of people. In my opinion this type of promotion is very good, because it is practically free but the audience that is built this way is enormous.

3.1. SWOT analysis

In addition to the survey I also wanted to evaluate this region by conducting SWOT analysis.

- Strength

This particular area of northern Serbia has many strengths, among which are the most beautiful national park in the region – Fruska Gora, towns like Novi Sad and Sremski Karlovci with all the interesting sites that can be seen there, traditional restaurants/lodges Salasi. This region is part of EuroVelo a global cycling network that connects countries throughout Europe, making Serbia more available to those tourists that ride bicycles. Other thing that is a major strength of this region is vicinity of the airport and Belgrade, capital of Serbia. There are buses that go from Belgrade to Novi Sad on daily basis so it is really easy and fast to get to this region.

Another great strength of this particular region is authentic “Bermet” wine; wine that is produced only in this region.

- Weaknesses

Weakness would be the fact that wineries that are located here have their own agenda when it comes to promotion and participation in wine tourism. Unfortunately there is a small percentage of those that are involved in promotional activities and further development of wine tourism in this region.

- Threats

Main threats are other wine regions in the countries surrounding our country. There are many wine destinations in Croatia, Hungary that have higher income of tourists visiting these particular destinations.

- Opportunities

This region has many opportunities to be one of the best wine destinations in the region. For that goal we have to engage our tourism organizations to put some effort in promoting this region as tourist destination. Firstly the whole region has to undergo major adjustments, concerning traffic and tourism infrastructure and organizing local guides who would inform and motivate tourists to come to this region. Wineries and other suppliers should organize education for their employees, but the locals should also be educated on benefits of developing wine tourism destination.

CONCLUSION

Wine tourism is a developing concept which has become increasingly significant in wine regions around the world, and has wide range of different elements that are important for the development of both wine and tourism industries. Various wineries and wine businesses utilize wine tourism as a strategy for sales, consumer education, brand development and building positive customer relationships. Despite wine tourism's growing economic and social importance there has been relatively little methodical theoretical and practical research of its development, of the way in which it is managed and promoted, and of the visitors who visit wine regions and experience the wine specific product. Such a situation is not just an academic issue as it undermines the basis on which businesses make decisions about their future development and the possibilities which new entrants into the wine and tourism industries identify.

As mentioned in the second part of this research paper wine tourists are wealthy, very well educated, literate, hedonists and adventurers, mostly couples without children and above all wine lovers who don't miss the opportunity to buy wine at the local winery. Their lifestyle is different from a lifestyle of a common tourist so that makes them specific. By understanding the nature of winery tourists or visitors and recognizing the broad and multifaceted motivations for engaging in wine tourism, wine regions and individual wineries will be better able to develop and market their destination and wine tourism products. Also, by examining their entire market portfolios, rather than focusing on newly defined, single market profiles wine regions can take steps to cultivate new markets, facilitating their evolution through both the destination and market life cycle, thus ensuring that their wine tourism product is both sustainable and profitable.

Wine tourism is particularly important in the case of smaller wineries around the world because of the opportunity it provides for direct sales. In many cases it is wine tourism which helps sustain innovation and the developments which keeps wine regions alive. This is not to romanticize wine tourism as, like any other kind of product, there are both advantages and disadvantages in its development depending on the overall goals for individual businesses and regions. Nevertheless, the fact that wine businesses of all sizes are using visitation and possibilities of making direct contact with customer for making stronger customer relationships, and also for educating the visitors, taking their opinion about new products, creating good and strong brands and images and, of course, selling wine, indicates just how important it is.

As much wine and tourism marketing and promotion would seem to testify, when people purchase wine they are buying not just a physical product, they are buying experience, lifestyles, images and scenery, what we would more poetically describe as the 'romance of the vine'. When people visit winescapes, and interact with their components,

such as the wineries, and purchase wine, they are taking their memories home in a bottle - and they can keep doing so for many years to come every time they purchase, even though they may never come into physical contact with that place again. This finding can prove my main hypothesis that wine routes and wine tourism are in fact a special kind of tourism. When people go on regular package tours they usually take photos as a reminder of their holiday, while on wine route they get their memories “bottled”.

Therefore, it is vital that the wine and tourism industries work together to understand the motivations of the visitor and what they bring to wine regions as well as gaining a better understanding of their product and the relationship that they have with their customers.

All this mentioned above proves my general hypothesis that wine tourism plays big part in development of not only wineries, but also greatly contributes to the development and promotion of the region and the whole tourism industry.

Wine tourism has great economic, social and environmental impact and it is very important to practice sustainable development of this industry, which is recognized by literature on wine tourism as one of the most important issues.

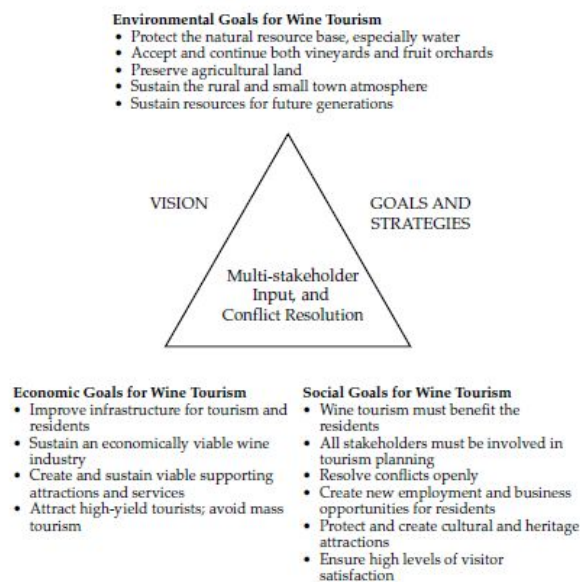


Figure 3 Frameworks for sustainable wine tourism

Figure 3 summarizes the general three-pillar approach (adapted from Hall, 2000) to sustainable tourism and breaks down the main goals for development of wine tourism.

First of all vision and goals must be defined so the wine-specific issues are recognized and appropriate strategies are developed. It has been recognized that wine tourism has many potentials such as attracting investments, creating jobs and wealth, and providing opportunities for local community through business ventures.

There are also some negative aspects of sustainable development of wine tourism such as conflicts between rural folk and regional governments, wine industry and other agriculture practices, the stakeholders in tourist industry and locals, and between those who see threats and others that only look for benefits. Therefore, essential part of integrated planning process is recognizing conflict resolution mechanisms.

Future researches are suggested. It will be beneficial to have more systematic comparison of wine regions and local communities in order to identify other issues and strategies for sustainable wine tourism development. Undoubtedly, the culture, economy and specific environment of different regions will have impact on different issues and their resolutions. Main priority should be evaluation of processes and strategies that work for the local community.

Second hypothesis can be proved by going back to the three-pillar approach, we get the clear idea what are the three main aspects that need to be considered first and foremost in order to have a sustainably developed wine region, that will ultimately lead to a long term sustainable wine tourism.

While I was doing the research for this thesis I came across some important facts about this wine region of Fruska Gora. First of all this region is home for over 60 wineries that produce really quality wine, wine that has won many awards for its quality on domestic but also international fairs and competitions. This region is also birthplace of the wine that was served on Titanic over 100 years ago, famous Bermet. This region is so full of history, there are over 15 monasteries all around Fruska Gora and each and every one tells a story. Since last year this region is part of EuroVelo, international cycling network that connects countries all over the Europe. Natural resources are abundant; there are lakes and thermo mineral springs, hiking trails and picnic sites.

Considering all these attractions of the region, I think that there are so many possibilities and opportunities to develop a unique and authentic wine tourism destination. All that has to be done is for private and public sectors to become aware of benefits of collaborating and cooperating. They need to focus on promotional activities of the region as much as they focus on the promotion of their products, so this wine region becomes highly competitive and included in the map of must see wine regions in Europe.

The third general hypothesis can be proven by all mentioned in above, but also by looking at the SWOT analysis especially at the “strength” part. We can see that this region has so many things to offer besides excellent wine. It would be the shame to waste such good resources that this region has. Instead, it would be highly advisable to engage all the actors both in tourism and wine industry and motivate them to continue practicing

sustainable production (of wine) and development (of tourism) so that not only they can savor the fruits of their labor, but the generations to come.

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