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WINE TOURISM AS FACTOR OF TOURISM POSITIONING IN SERBIA

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Abstract

When visiting the regions where grapevine is grown, tourists gets in touch directly with the culture of the host, and furthermore, they exchange positive experiences with people, get to know cultural attractions and all the values of a tourist destination. The development of wine tourism contributes to the positioning and recognition of a certain tourist region and creates a competitive advantage. As a tourist destination, Serbia definitely has a lot to offer in this field to both native and foreign tourists. The future development of wine tourism and its role in enriching the tourist offer in Serbia is defined in this work. The wine tourist development sets the preconditions for increasing the level of tourist satisfaction and consumption as well as the level of competitiveness in the tourist offer in Serbia. This work defines some enterprising activities of vintners so that they could become a more prominent quality factor in developing wine tourism and the general tourist offer in Serbia.

Key Words: *tourism; tourist offer; wine tourism; Serbia*

JEL classification: *M31, Q13, Z32*

Introduction

Tourism is the key factor in the activation and sustainable development of rural regions that helps the preservation of local identity, tradition and customs, reinforces autochthonous, traditional and environmental food production. Since the very beginning of countryside tourism in Serbia, everybody wanting to start offering tourist services has faced the lack of service and detailed information and knowledge about countryside and rural tourism as a comprehensible concept. Such information (concerning

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commitments, promotions, marketing and many other topics) is needed primarily for those just intending to go into countryside tourism business (Đenadić-Muhi et al., 2016). Ecological crisis, first of all in developed, but also more and more in developing countries, is deeper than it looks at first sight. Such a problem does not exist in the countryside regions of Serbia. (Rudež -Riznić et al., 2015). In the Republic of Serbia, tourism is burdened with the high concentration of tourist flow in summer and winter months. Tourist flow can be boosted by the innovation of tourist offer – by introducing new tourist products. One of the products is wine tourism. Natural conditions and the tradition of grapevine cultivation and wine production create exquisite possibilities for wine tourism development and the enrichment of touristic offer in the territory of the Republic of Serbia.

Among various products that can be sustained as the priorities of Serbian tourism development is definitely wine tourism for a couple of reasons. Firstly, there is a long tradition of grapevine cultivation and wine production in Serbia, which has been increasing lately. In many regions wine is the main source of income for many families, and grapevine cultivation and production of grapes and wine are embedded in the local lifestyle. To preserve local tradition and economic sustainable development is in the interest of tourism. Secondly, winemakers have already invested in the development of basic infrastructure and with a little help of public sector this product can reach high market positions very soon. Thirdly, wine tourism is considered to be a product which is in agreement with the current market demand in the sense that tourists are more and more looking for autochthonous and unique experiences at a tourist destination. Local food and wine create an opportunity for a tourist to meet the people who produce those products. In this way, the tourists' needs for authentic experience are met by experiencing the wine tourism offer. Finally, wine is often connected with special characteristics and taste of a tourist destination, and business activities in wine tourism are preconditions for an attractive image of a destination (Carlsen & Charters, 2006, p.4). The understanding of motivation and enterprising orientation as well as the comprehension of wineries is the first step towards the efficient development of wine tourism strategy.

A wine region is a region where the best wine is made and “they are special, even magic places”, (Getz & Brown, 2006, p.149). A wine region is a region of a rural area and is in a direct connection with visitors – wine consumers, and whose fun, gastronomy, landscape and outdoor activities

are seen as a future development incentive (Williams, 2001, p.48). Getz & Brown (2006) mention that the term “tourist region” is used for a wine region and this term describes the combination of physical, cultural and natural surroundings, which gives every region a certain attractiveness as a destination for wine tourism. The development of wine tourism includes attractions, services, the education of hoteliers, infrastructure, development and marketing plan organizations. The specifics of a wine region contain wine themes for visitors and information centres, wine settlements, wine tours, sightseeing and wine country – the country of wine tours. These “products” are the combination of special development related to wineries or public investments in wine tourism, such as the programme of changing the image and functions of a service centre so that it can become a “wine village” (Getz & Brown, 2006, p.151.; Tomljenović & Getz, 2009, p.7).

Wine tourism

Wine tourism, as a specific tourist product, is taking a more important place in the tourist offer of many tourist destinations and countries. Looking through history, wine tourism dated from the middle of the nineteenth century, when the participants of the Grand Tour journey visited vineyards and tasted wines on their way. Wine and tourism are natural partners. The definition and concept of “wine tourism” is not the result of a unique approach. Most of the “wine tourism” definitions relate to travellers-tourists experiences and motives. So, wine tourism is a visit to vineyards, wineries, wine festivals and exhibitions organized with the purpose of recreation (Johnson, 1997, p.23). Including marketing elements “wine tourism is a travel linked with the attractiveness of wineries and vineyard regions, a kind of marketing niche and an opportunity for a direct sale for wine industry”. Also, Getz implies, through this definition, that many insufficiently developed countries started developing wine tourism because they saw a chance for the renewal of their vineyards and the improvement of the economic situation of grapevine regions (Getz, 2000).

For Hall- Sharples et al. (2000), wine tourism is visiting vineyards, wineries, wine festivals and wine exhibitions, while wine tasting and/or the experience of a vineyard region’s attractions are primary motives for the visit. Another form of a special interest of a wine tourism protagonist is the differentiation of wine regions’ visitors according to which wine and which winery is the central place of their decision where to go

(Charter & Ali-Knight, 2002, p. 314.). In the following table you can see the connection between wine production and tourism linked to wine tourism (Table 1).

Table 1: *Wine tourism research framework*

Primary industry		Secondary industry	Tertiary industry
Wine industry		Tourist industry	
1.	Wine tourism offer is subject to season, global, technical and agricultural factors that set grapes and wine offer	Demand for wine tourism caused by economy and demographic growth and demand for tourism	
2.	Individual wine prices are determined by global wine prices as well as other alcoholic drinks	Price range is determined by the nature of the offered product/service and seasonal demand which affects the additional value of the experience	
3.	Homogeneous products – products of highest quality, standard quality or mixed quality lead to a change in wine production	Heterogeneous products/services enable the development of new products in short time	
4.	Expenses' minimization asks for a more efficient wine production technology in order to maximize the income	Profit's maximization asks for maximum marketing activities, intensifying employers' work and making the offer better without innovation	
5.	Long-term wealth gaining by capital growth in land and buildings	Wealth gaining by profit increase and return on investment in short time	

Source: *Carlsen & Charters, 2006, p.4.*

Actually, there is a both sides benefit and interaction which reflects in the increase of wine sale, visitors' education, attracting new market segments, valorizing of other natural and cultural values, whilst wine tasting increases the number of visitors, develops a new image of a destination and finally makes a profit. The same author puts an emphasis on three major protagonists of wine tourism: the wine maker, the tourist agency (which presents the destination) and the tourist-consumer. At the same time, such a form of wine tourism is a form of the customer-tourist behaviour. A special kind of wine market is made together with the

destination development strategy that has in mind its attractions, all this contributing to the education of wine tourism stakeholders, while the direct sale of their products to consumers-tourists is done on the spot. In many regions, wine tourism has emerged as one of the most important products of rural tourism (Marques, 2006, p.153). For the fear of harmful elements in the form of pesticides and heavy metals, people are willing to pay from 30 to 80% higher price for certified products. In the rural parts of Serbia, they can get them even at a lower price (Pavlović & Ugrinović et al., 2014, p.898.)

Wine tourism development brings numerous advantages to rural destinations at both individual and mutual level, including the increase of wine sale at wineries, improving the image of a destination and increasing the number of tourists (Brunori & Rosi, 2000. p.413.).

Wine tourism depends on the policy and programme of government agencies, destination marketing organizations, tourist organizations and independent enterprising activities (Tomljenović & Getz, 2009, p.14).

Studies show that important elements in wine tourism are the mixture (amalgam) of the basic wine product (the hospitality and heartiness of the winemaker towards visitors, the knowledge of the winery personnel about wine, wine festival), the attractiveness of the destination (attractive landscape and favourable climate conditions, moderate accommodation prices, information availability, well-organized market) and the cultural tourism product (special accommodation with regional characteristics, great restaurants and gastronomy, traditional wine villages).“Wine tourism is travelling related to wineries and wine regions as a form of marketing niche, the destination development and the advantages of the direct sale and marketing as a part of wine industry“ (Getz, 2000, p.5).

Grapevine cultivation and wine production technology are directly connected to culture heritage whereby wine tourism shares similar characteristics with cultural tourism, since "people who take part in wine tourism and gastronomy are basically the protagonists of cultural tourism“ (Williams & Kelly, 2010, p.35.).

The development of wine tourism product includes an immediate cooperation between the protagonists from two sectors: tourism and grape-growing / vintnery. It can be explained by the fact that wine tourism offer has three basic dimensions: wine routes, landscapes and

family heritage. There are three kinds of wine tourism: “wine lovers”, “wine tourism vocation” and “wine tourism enthusiasts”. Wine tourism is a new form of a destination promotion and is based on a sustainable destination development. Wine tourism protagonists have become familiar with the fact that wine tourism is an environment consumer, but they also influence positive changes in the policy of environmental protection at a wine tourism destination.

Wine tourism as a tourist product

Studies about the research done on wine tourism have developed in two directions: a) the attractiveness of a wine tourism destination and the factors modeling it; b) the wine tourist and his/her experience of wine tourism (Getz & Brown, 2006, p.155).

On the wine market, big producers supported (controlled) by equally strong distribution – wholesale network dominate, while many other small vintners stand against them. Small vintners, especially in new, growing regions, need a local market and wine cellar sale, and to develop their brand and increase the sale and the profit of wine sale (Tomljenović, 2006).

Many tourist regions which have already acquired a reputation or the new developing ones, and especially wine cellars and their owners endeavour to repeat the success of well-known wine regions and finally to get certain advantages that future wine tourism development can bring (Tomljenović, 2006).

Table 2: *Wine tourism products typology*

Wine tourism products typology		What are these products?
1.	Wine routes	Signposts at the wine region destination that help find vineyards and wine cellars
2.	Vineyard planning	Marked itineraries that enable finding vineyards while driving
3.	Organized tours and stays in vineyards	Package arrangement of various duration includes accommodation, food and transport, offering activities such as visits to vineyards with wine tasting, gastronomy and wine making presentation

4.	Enology studying	Courses enable a better knowledge of wine tourism marketing, culture, tradition and wine production technology
5.	Visiting wine cellars	Visiting wine cellars where vintners introduce their wine cellars and the process of wine making to the visitors
6.	Wine museums	Cultural places whose aim is to present the tradition and world achievements in wine production
7.	Holidays and festivals	Events with the purpose of preserving local tradition, encouraging wine promotion, improving wine production in new territories e.g. at the European level; Days of wine tourism at local level, International Viticulture and Winery Festival Baccus in Toscani
8.	Expert presentations and wine tasting, local fairs and Showroom wine sales	These groups have the aim to present products for strictly commercial purposes, eg. International Wine Showroom Vinvest

Source: *Manila, 2012, p56.*

Vintnery in Serbia through history

Wine production in Serbia has a long history, over two millennia. The wines made by the tribes who used to live here were improved by cross-breeding with better, Mediterranean sorts of grapevine that had been brought by the Romans at the beginning of the new era. Emperor Prob (276-282), born in Sirmium (today Sremska Mitrovica) abolished the monopoly of Italian vintners and planted first vineyards of cultivated sorts of grapevine on the hills of Fruška Gora. It is interesting that his troops rebelled, among other things, because of the hard work on cleaning the ground up for new vineyards.

After the Barbarians had come, as they mostly drank mead and because of the general instability in the empire, the complicated and hard work of making wine was abandoned in the entire territory of the Balkans for a while. The culture of grapevine was fostered again by the Byzantines with their return to the Peninsula, although the most of Serbia, with the

exception of the coastal area, was poor in vineyards up to the XII century. The glorious days of grapevine cultivation came with the Nemanjić dynasty. St. Sava is believed to have taught his people to grow grapevine. A great number of monasteries and churches asked for a large amount of wine for Communion, so planting vineyards started in the entire territory of the county. The region of Metohija, where big monasteries had villages most of which were primarily engaged in viticulture, stood out immediately. Soon enough wine was drunk by all social layers, and it was made both at royal plantations and in modest country cellars. The whole process of production and sale was regulated by law.

With the coming of the Ottoman Empire and moving the centre of the state to the north, new vineyard regions emerged in the valley of the Morava River and in the hills surrounding the Danube. The areas around the capital towns of Knez Lazar (Kruševac) and Despot Đurađ (Smederevo) inherited their wine tradition from that time. Bertrandon de la Brokier, a knight from Burgundy, a region famous for its wine, was impressed by vineyards in Serbia while travelling to Constantinople. Since Islam as a religion forbids wine consumption, the Ottoman conquests decreased wine production. However, many wine regions such as Sremski Karlovci and the nearby monasteries in Fruška Gora continued to generate income by producing wine.

The Habsburg Monarchy reign revived the interest for wine. The wines of Sremski Karlovci, first of all aromatic bermet, granted privileges to the Serbian people at the Vienna court. Thus, via Vienna, the wine of Fruška Gora became appreciated in Europe, and was exported to all major towns in the XVIII century. Skilled winegrowers from the river Mosel came to Vršac and improved wine production there getting great results in the XIX century.

The terrain rich in sand in the north of Vojvodina, around Subotica and Čoka, was a part of large noblemen's estates that were to be planted with grapevine plantations giving later some of true wine pearls. In liberated Serbia, wine growing was under the auspices of the ruler. Petar I Karađorđević is especially remembered as he, at the beginning of the XX century, had 50 hectares around his endowment in Oplenac planted with grapevine. Today 16 hectares have been revitalized and high-quality wines are still produced there.

Wine routes in Serbia

Wine tourism in Serbia has prospects, but it is necessary that a number of additional things should be done so that this kind of tourism can be exploited to full capacity. For any analysis of wine tourism in Serbia we need exact data, which Serbia does not possess. Apart from the fact that there are 800 wineries in Serbia, there are no other data regarding the number of visits or the number of overnight stays of the tourists visiting Serbia as wine tourism consumers. The state has drawn new tourist maps in the last four years, but it is necessary for a lot of things to be done in the field of education for winemakers and other people dealing with tourism, as well as in standardization. The education is mostly done at a local level while the standardization is related to establishing state regulations, and both are important if we want to know in which way to approach a guest and to promote wine and every other form of tourism.

Environment and its protection represent a significant segment of the business and affect greatly the quality of today's life in general, with a tendency to become more and more significant in future (Rudež - Riznić et al., 2015).

The steps that can be done immediately to help the development of wine tourism include creating a winemakers' association, but also offering other services in the vicinity of wineries, so that a more adequate offer – as adequate as possible – can be made. Creating a Twitter account costs nothing, and Facebook advertising is many times cheaper than putting an ad in a newspaper. Facebook advertising targets a potential customer in advance. For wine tourism development, in the long run, it is necessary that infrastructure should be improved because, first of all, the infrastructure itself is very bad. Take the road from Irig, one of the centres of wine growing in Serbia, to Krušedol monastery for an example – there are parts of it so narrow that two cars cannot pass by each other. Speaking about wine tourism, we can ascertain that a domestic guest is unduly neglected. Foreign tourists come and go, but domestic guests will bring their children with them, who will then grow up and take their friends and later their children to the places they used to visit at an early age. Wine routes, marked on the map of our country by the centuries' tradition of viticulture, are ideal destinations when one wants good wine. Geographical position and climate conditions of Serbia have enabled people from almost all parts of the country to grow grapevine. In Serbia there are about 700 sorts of wine. From Palić, in the northernmost part of

our country, to Metohija in the south, wine routes are marked, the nine of them, treasuring wine cellars with most delicious wines.

Wine route Fruška Gora Historical data say that the first grape stocks in these areas grew on the slopes of this mountain. The Romans were credited for the culture of viticulture, more precisely Marcus Aurelius, who was originally from Srem (then Sirmium). Thanks to him, as the founder, wine started to be produced here a couple of centuries before Christ. On the fruitful slopes of Fruška Gora, there are overspreading vineyards with the sweetest grapes that famous Serbian poets wrote their many poems about. For many centuries, the Fruška Gora wine route has formed around them. The most wanted Fruška Gora wines are: plemenka, Fruška Gora riesling, Italian riesling, bouvet and authentic wine from this region – bermet can be tasted in about 60 wine cellars in Sremski Karlovci and the places surrounding this town, the most famous being Kiš, Živanović, Dulkan, Merc, Došen, Aleks, Kosović. Dessert wine bermet from Sremski Karlovci, unique in the world, enchanted the wine lovers at the most glorious courts of the Middle Ages so much that it was used for bribery. It could not be resisted even on the well-known ship, the tragic “Titanic”. When, 73 years after the “Titanic” had sunk, some bottles with labels from Sremski Karlovci were pulled out from the wreckage many were wondering if it was Bermet. The traditional Grožđebal (Grapes ball) brings joy to Branko Radičević Square in Sremski Karlovci: scents and flavours of bermet and cakes made after secret family recipes, merry songs performed by tamburitza players from Vojvodina and “kolo” – a folk dance – performed by young folklore dancers. The capital of wine is captured by true autumn festivity in the honour of grape-gathering.

Wine route Subotica (Palić) After the withdrawal of the Pannonian sea, the whole area of Subotica was left on sand ground, because of which the wines from this region are also referred to as coming from “vines grown in sand”. Thanks to the sand ground, moderate climate and high-quality sorts of grapevine, these wines are well-known by drinkable flavour of high quality: Italian riesling, cabernet and sauvignon that can be tasted in wineries: Zvonko Bogdan, DiBonis, Kosa and others. Here, the tradition of wine growing has lasted for 2 000 years already, which tells sufficiently about the viticulture. The “Zvonko Bogdan” winery is situated on the east coast of lake Palić. It was built in a traditional Vojvodina style preserved at many farm houses here called “salaši”, but modern technology is used for wine production according to high ecology

standards. The winery has 56 ha of vineyard. It organizes visits for tourist, who can choose one of three different visit types: Basic (a visit to the winery, the vineyard and the wine cellar without wine tasting); Standard (the same as Basic, plus tasting three sorts of wine); Lux (which differs from the first two types in the way it includes tasting 5 sorts of wine).

Wine route Vršac This region has had a special status in the field of viticulture, not only in Yugoslavia but also much earlier in history, in Hungary and ancient Rome. The vineyards of Vršac are most fruitful, they represent a brilliant symbol of ex-Yugoslavia, and its wine cellars are fantastic architectural achievements with a capacity of 3,400 wagons of wine. At the point where the Vršacke mountains and the mild Banat valley meet, there are the vineyards (Vršacki vineyards), whose aromatic fruits and refined flavours were recognized by the ancient Romans, and where the Vršac wine route goes through. Since the ancient times, skilled vintners have been improving wine growing. The most famous wine cellar was built in the shape of letter “Y” (the first and the symbol letter of Yugoslavia), and it is one the three biggest cellars in Europe. The other two are in Spain and France. The results are the most high-quality, delicious and refined “vršacka” wines that one simply must taste. Grapes from Banat vineyards are turned into the best wines from this region: muscat ottonel, chardonnay, pino bianco, Rhine and Italian riesling, Banat riesling, “smederevka”, “župljanka” and “kreaca”. Besides wines from “Vršacki vineyards” the most high-quality wines of this region can be found in cellars: Kostov, Vinik, Nedin, Stojšić, Rab, Gudurička priča, As etc.

Wine route Šumadija Where else can a wine cellar of the royal family Karađorđević be found but in Oplenac, on the Šumadija wine route? Everyone has heard that the wines on the roads that Vožd Karađorđe treaded are among the oldest and most high-quality in Serbia. However, few know that the magic drink made from aromatic grapes from Oplenac got a worldwide recognition and glory. On the slopes of Kosmaj, Rudnik and Venčac, with Prokop and Oplenac, people have been growing autochthonous sorts “prokupac”, “vranac” and “smederevka” since early times. The once first lady of the USA Eleanor Roosevelt enjoyed Šumadija wines, which speaks enough of their prestige and high-quality. The tradition of viticulture in this region has continued for a century and a half, and it is most present around Topola and Oplenac. For full enjoyment there is also beautiful nature and, unavoidably, cheese and other specialties that go perfectly with wine. The most famous are

Oplenac wineries, whose wines were served at European courts. The one credited for the fame of Oplenac wines was King Petar I Karađorđević, who planted vineyards on his estate. The Festival of Šumadija wines is held in the Royal winery in Oplenac in the first half of June. Today, we can taste them in numerous wineries, the most outstanding being Jelić, Aleksandrović and Radovanović.

Wine route Župa Župa (“district” in English), or Serbian Champagne as it was once honoured by French consul Deco, is a region where wines have been produced for more than 3,000 years. Roman emperors, Serbian medieval rulers and noblemen from European courts enjoyed Župa wines. It is situated in the basin of the Zapadna Morava River and its tributaries, in the oval valley among mountains Kopaonik, Željina, Jastrebac and Goč. Wine route Župa is the most famous wine route in the central part of Serbia. The most high-quality wines of Župa region are: “tamjanika”, “prokupac”, chardonnay, Rhine and Italian riesling, rosé is kept by wineries Ivanović, Vinska kuća Minića, Podrumi Radenković, Braća Rajković, Kosta Botunjac and others. It is interesting that wine sort “prokupac” itself is more than 1 000 years old, and if you come to Župa, you must taste the famous monastery wines in the Ljubostinja monastery. “Vinska kuća Minića” has been producing wine since 1930s when it got the license for this business. It is situated in the village of Tržac near Aleksandrovac. The winery owners possess about 5ha of vineyards where grapevine sorts “tamjanika” and “prokupac” are grown and about 35,000 wine bottles are produced a year. Besides wine production, they also deal with wine tourism. They have an ethno settlement, which includes 6 double rooms made out of big barrels and a hall for wine tasting. They also have two wine tasting halls with capacities of 30 and 80 seats.

Wine route Smederevo-Beograd This region is considered to be the one with the most ideal conditions for wine growing. The route is “surrounded” by the Danube and Morava rivers, which even the ancient Romans saw and used, while Vuk Branković expanded the area of vineyards. Grapevine sort “smederevka” is the most fruitful, so the most frequently produced sort of wine in this region is “smederevka”, but there is also Italian riesling, sauvignon, semillon and traminac, which can be tasted in wine cellars Radovanović, Živković and Janko.

Wine route Negotin is the centre of wine tourism in the east part of Serbia - Istočna Srbija. The whole area around Negotin – Negotinska krajina – was famous for its wines as early as during the Austro-

Hungarian empire. Here, grapevine has been grown since the III century, and they are still very strict about quality. There is quite an ordinary place on a hill near Negotin, or so it seems at the first sight. This place is called “Rajačke pimnice” and it is a complex of 270 wine cellars dating from the 18th century – they are stone houses famous for their wine cellars, authentic look, but also for the fact that no one lives there. Actually, there is “somebody” living there: most high-quality wines of specific flavour and aroma, which are believed to have healing properties. These “pimnice” are not built any more, but some wineries have renovated them and here you can taste the wines made from Negotin vineyards: “prokupac”, “bagrina”, “začinak”, “vranac”, “smederevka”, Italian riesling, sauvignon and semillon. “Rajačke pimnice” are everything but an ordinary place.

Wine route Niš-Knjaževac Hot summers, cold winters and a great number of sunny days are suitable for grapevine growing. That is exactly the climate of Knjaževac, around which grapes were planted as early as the Roman time, and nowadays the Niš-Knjaževac wine route has been built along that line. How adored the high-quality wines were in this place is obvious from the fact that the statue of Dionis was found here – this is where Roman legions got refreshed with some wine before they took new campaigns. Knjaževac is well-known for the Festival of Knights’ wines where, every year at the end of January, the best Serbian wineries are presented. In this region, the most widespread sorts are the red ones: red bourgogne, “prokupac”, “plodvina”, Italian riesling and white “smederevka”, and the most recognized cellars are Jović and Isakov.

Wine route Kosovo and Metohija Kosovo and Metohija also have a long and rich tradition in viticulture and wine growing. The ancient viticulture of the south of Serbia was already present in Kosovo and Metohija during the Nemanjićs’ reign. Some of the most high-quality wines in this part of Europe come right from the Serbian southern province. Wine growing was mentioned for the first time in documents of the Hilandar monastery, and there was a chart which Emperor Dušan handed to Hilandar arranging the export of Metohija wines. Wine growing decreased when the Ottomans arrived because of their religious beliefs. However, the fact that the Ottomans themselves soon changed their minds and removed the ban tells us how much these wines are good. Today, the most well-known wineries in this region are Vinica Petrović from Velika Hoča, as well as Antić Winery from Orahovac, producing wines from sorts: Italian riesling, Rhine riesling, red bourgogne, “vranac”, sauvignon, cabernet.

The present situation of wine tourism in Serbia

We can assert that the present situation of tourism in Serbia is characterized by the lack of high-quality offer of receiving capacities in rural areas. Taking the whole tourist offer into consideration, we realize that the development of these capacities can be the feature of creating Serbian specifics. Serbia has all important and relevant preconditions to become a notable tourist destination not only in Europe but worldwide as well, offering small family-type, accommodation capacities. This segment of selective kind of tourism will constantly get stronger due to its flexibility and competitiveness based primarily on a high-quality offer and a personalized attitude towards guests. Anyway, countryside tourism of family type can be one of the main trump-cards of tourism in Serbia in the following years (Rudež & Đenadić, 2017, p.571).

Country family households represent a big chance for the development of tourism in this country and without a lot of concretization they fit into the rural ambience where they are and, more importantly, they have a special, personalized attitude towards tourists. The increasing demand for this kind of services in the world, as well as the fact that tourism in rural family households is expanding in comparison to the stagnating mass tourism, affects significantly the marketing business, so it should be set as one of the most influential factors that will contribute to the development and balancing of the tourist offer of Serbia (Rudež & Đenadić, 2017, p.570).

Well-known wineries in Serbia, as the stakeholders of the wine tourism offer, are mainly family owned and have been formed in the last two or three decades. Most wineries in Serbia manage small production capacities and relatively small financial profit of wine sales.

Since the wineries' founding, the winery owners have mainly invested in planting new grapevines, purchasing winery equipments and expanding the capacity. They have established parallel distribution channels, while their financial capacities have been limited when it comes to furnishing the wineries for visitors – wine tourism. However, involving the winemakers in wine tourism can contribute significantly to their production being valorized better on the market and thus increasing the profit by wine sales, wine tasting and buying wine on the spot – in a winery.

Some indicators point out that the greatest number of wineries in Serbia is visited by up to 1,000 tourists a year. More than a half of them sell less than 20% of their wine production directly to their visitors – tourists. Very few wine tourism subjects offer restaurant service aside from wine tasting, while the wineries possessing ethnographic wine collections are very rare.

Nowadays, many renowned restaurants-wine shops in the world develop the tradition of good cuisine in order to raise the whole quality of service, whether it is the national cuisine or the international specialties. Anyhow, agriculture products, vegetables, fruit as well as drinks (e.g. wine, alcoholic drinks etc. that are regarded as agricultural-food products), must meet certain quality standards but also the modern trends of tourist demands for healthy food (Ćirić - Đenadić et al., 2014).

The bearers of wine tourism in Serbia cooperate with tourist agencies in attracting tourists to wine tasting and sale in their wine cellars. Wine routes have a relatively small role in attracting tourists to the wine cellars of Serbia. Serbian vintners show a low level of interest for the cooperation with hotelier sector. So, it seems that there is almost no cooperation with local hoteliers in promoting local wines. Also, the way waiters recommend local wines is not at a satisfactory level. The wineries in Serbia are exclusively oriented to offering the services of tasting and selling wine. Offering other kinds of tourism (gastronomy, souvenir sale) that are more profitable and an integral part of wine tourism is present only in a minimum number of the wineries. In order to increase entrepreneurship activities in wine tourism we recommend, besides permanent activities in increasing the quality of wine, introducing the education of vintners about wine production and the importance of tourism for the increase of sale via wine tourism.

One of the elementary entrepreneurship activities in wine tourism is increasing the quality of the place and creating the atmosphere of hospitality for tourists' reception, but also improving the organization of wine sale in one's own winery with an emphasis on ethno-gastronomic offer. The experience from other countries points out the necessity of better business connections among wine producers in order to create wine destinations. Entrepreneurship activities in the development of wine tourism in Serbia should focus on making wine become the base of presenting the tourist offer of a destination on tourist market. The example of the most developed countries in terms of wine tourism

underlines the need for a higher level of interconnection between wine production and autochthonous gastronomy offer with the offer being consumed at the places of wine tourism. Wine should become the primary motive for organizing cultural-entertaining manifestations at the destinations of wine tourism and should tend to engage more tourists in these manifestations.

Conclusion

There is an expecting rise of entrepreneurship activities in introducing wine tourism products to less known tourist areas-regions. There is also a need for getting to know the intellectual and psychological sides of this process. Modern tourists have their opinion and attitudes and they do not want to be told what they have to do at a certain tourist destination. This also relates to any wine tourism destination.

The research done in foreign countries in 2011 and 2014 show that family wineries possess certain advantages for the development of wine tourism, because such wineries can enable (create) an intimate family atmosphere and make a personal interaction between tourists and the families of wine makers, which cannot be realized in any big, corporative winery, or with wholesaling. It is recommended that the model of developing wine tourism in Serbia should apply the entrepreneurship activities which link tourists' need for wine tourism with the cultural life of a wine region. Entrepreneurship activities in wine tourism should focus on the experiences and the story of the importance of wine culture, and its contribution, for cultural life in the rural regions in Serbia.

Serbia has its autochthonous life culture, which, among other things, was built upon grapevine growing and wine making, and which should be applied in the model of developing wine as well. The tradition of grapevine growing and wine making is very long on the whole territory of Serbia. Wine and tourism, the two factors of tourist development in Serbia, have stimulated and complemented each other very little so far. Still there are rare examples that wine is a motive for tourist visits and a particular element of tourist offer. Small capacities of wineries in Serbia, an undefined concept in business and in the approach of vintners to tourist market are the reality of wine tourism of Serbia. The experiences of foreign countries show that a considerably higher level of cooperation between wine producers and tourist organization is needed in wine tourism. Also, a stronger cooperation between the stakeholders of wine

tourism and the whole tourist sector is needed in tourist regions. All this is possible only with a higher degree of education for wine producers about the trends in modern tourism in which wine tourism, as tourism of experience, has a special role. Vintners and tourist sector can create a special kind of tourist offer only by working together, which, in its foundation, will have wine as a cultural experience and gastronomic pleasure and an extra motive for tourists to visit Serbia.

It seems that wine tourism can significantly contribute to increasing the competitiveness of Serbia as a tourist destination. Besides, with a better valorization of natural and traditional values of rural Serbia, it can contribute to the solution of the biggest problem today, and that is stopping the emigration of local population from the rural regions of Serbia.

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