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# OPINION OF CONSUMERS IN SERBIA ON WINES FROM IRIG

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## Abstract

*Municipality of Irig is situated on Fruška gora, one of the greatest wine regions in Serbia. Irig is one of the most important places in Fruška gora and has got a long and rich tradition in viticulture. Furthermore, fame of its wines and wineries is related to its reputation as a touristic destination.*

*This research identifies what are the main criteria when consumers in Serbia decide to choose certain wine and examines how they perceive wines made by wineries situated in the municipality of Irig. It also points what are the directions for development for wineries from Irig in order to improve the reputation of Irig as a wine destination.*

Key Words: *wine tourism, winery, Fruška gora, Irig, consumer opinion*

JEL classification: *M31, Q13, Z32*

## Introduction

Much public and private attention has been directed to tourism's economic potential. In the current global environment, the relationship between gastronomy and tourism therefore represents a significant opportunity product development as well as a means to rural diversification (Hall et al, 2003).

Motives of modern tourists shift away from classic sun-sand-sea concept towards a totally different set of needs: excitement, intensive vacation, activities with focus not so much on the location and standard set of touristic products but on experience, discoveries of new places, new contents. Therefore segments of tourism that are boosting are those

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related to cultural heritage, city breaks, sport, fitness and wellness and gastronomic tourism, i.e. food and cuisine (Ministry of trade, tourism and telecommunications, 2016; Bessi re, 1998).

A number of authors agree that food, cuisine and wine have an important role in forming tourist experience, image and satisfaction with the destination they visited. Experiencing them enhances their identification with or strong attachment to destinations (Tsai, 2016). Galvez et al (2017) in their research proved that gastronomy is a factor that contributes and conditions the experience and, therefore, tourist satisfaction. Bjork & Kauppinen-Raisanen (2016) in their study identified three types of travellers among tourists, depending on their perception of food – survivors, enjoyers and experiencers. For the most passionate ones, experiencers, the food-related offer is essential for destination choice. The uniqueness of the local food i.e. cuisine market links to the local area, and therefore is part of the local culture and its history. Cultural heritage is one of the most important elements of a touristic destination.

Wine tourism, an integral part of gastronomic tourism, is a segment that although is rather young (it started to develop in the 20th century), became very important for those countries and regions who have natural preconditions to grow vine. Wine industry forms various important aspects of a national economy. Some countries that used to be typically rural or have got a significant share of rural areas, have managed to achieve impressive economic growth by becoming important participants of worldwide wine industry (Cvijanovi c et al, 2017).

For those regions, it is very important whether there are any wineries and vineyards, and how they are positioning and communicating their location and their origin within their business model. The reputation of the wineries and quality of their wines transfers to the reputation of the destination. In this article, we will analyse what is the perception of wines from Irig, how it affects Irig as a touristic destination and give recommendations for enhancement and improvement of touristic activities in Irig.

### **Literature review**

There are numerous researchers exploring the motivation of wine consumers, discovering which factors trigger a decision to purchase certain wine. Although there are differences related to the specifics of the

local market and culture, most of them have rather similar conclusions. Ginon et al (2014) conducted research in Burgundy, France, and identified that three most important factors for wine purchase were price, production region and production year. Gluckman (1986) analysed what British consumers take into consideration when they chose wine, dividing these factors into explicit and implicit ones. Explicit considerations are familiarity, price, quality, taste and suitability, while implicit ones are packaging appearance and country of origin. The region, or the country of origin, turned out to be the most important factor for the respondents in research in Northern Ireland conducted by Keown & Casey (1995), along with grape variety, price and recommendation of a friend. Sanchez & Gil (1998) tried to identify what motivates Spanish wine consumers and found out that the most important factors are price, origin and vintage year. For consumers in Greece these factors are taste, clarity and aroma, appellation of origin, and label (Tzimitra-Kalogianni et al, 1999). Lee et al (2005) conducted a research on a Korea market and came to the conclusion that the most important factors are flavour and taste, and price, while appellation of origin and wine brand and reputation have medium importance. Barber et al (2006) were analysing how gender, income and age influence wine selection in the context of front label information in Connecticut, USA. Also, in this case, it turned out that the country / region of origin played the most important role. Hall et al (2001) concluded that Australian consumers take into account price, wine brand, label – packaging, region of production, taste and type of wine as the most important factors when choosing the wine, whatever the occasion for its consumption it is.

### **Irig as a wine destination: natural preconditions, tradition and contemporary wine industry**

Irig (population: 10,000) is situated in the Province of Vojvodina in Northern Serbia, in Srem County, on Fruška gora mountain. It is situated on the 45° of Northern latitude. This is also the position of some worldwide famous wine regions, French Bordeaux and Rhone and Italian South Tirol, which proves that there are natural (climatic) preconditions for producing world class wines.

The territory of Irig is vertically quite diversified, its highest point has an altitude of 522m, and the lowest point 104m. It has surface of 226 km<sup>2</sup> and is one of the smallest municipalities in Vojvodina (Davidović & Miljković, 1995).

The constitution of the relief is related to the long process of disappearance of Pannonian Sea and constitution of Fruška gora. Today there are two main geomorphological parts: southern sub-forest of Fruška gora, and flat plateau under Fruška gora. The structure of the soil differs from clay and loam to sand. The climate is moderate continental, and in these conditions vegetation of vine lasts up to 7 months and winter dormancy up to 5 months. The average annual temperature of air is 10.6°C, with the warmest month being August, with average temperature of 21.0°C, and the coldest one January with an average temperature of -0.8°C (Davidović & Miljković, 1995). Due to these conditions, the grapes in Irig mature earlier and contain 1-2% more sugar than in other wine regions in Vojvodina (Pivac, 2012).

The vine is a plant that is imminent to Fruška gora just like other flora present in this area. Archaeologists found few objects from Bronze and Iron Age which were probably used for wine consumption. What we can be sure of is that in Roman Empire, after the eruption of Etna and destruction of Pompeii, enormous amount of vineyards in Apennine peninsula were destroyed, hence Romans started fostering vine planting in provinces, too. This led to mass production of wine, and eventually, wine became cheaper than bread. Emperor Domitian in 92 AC decided to ban growing vine outside Apennine peninsula. It is in 276. AC that emperor Marcus Aurelius Probus, who was born in Sirmium (today city of Sremska Mitrovica), allowed growing vine in provinces, too and it is since this date that we have firm proofs of wine production on Fruška gora mountain (Pilipović, 2013).

Irig has got long and rich tradition. It was first mentioned in 1225 (Varga, 2001). In Middle Ages, it was trade centre and the most important settlement in Srem. It is the first city in Srem that has obtained the right to organise two fairs per year, by Austrian Emperor Leopold in 1760. At that time it had more inhabitants than today's Belgrade, but the big plague in the 18<sup>th</sup> century stopped the growth and flourishing of Irig. Over time, however, Irig recovered and has become increasingly important spiritual, educational and cultural center. In 1829 "Podluško-sremska Library" was founded, one of the oldest Serbian libraries. From a total of 16 monasteries of Fruška gora, half are located in the municipality Irig: Novo Hopovo, Grgeteg, Krušedol, Sremska Ravanica, Velika Remeta, Mala Remeta, Jazak, Staro Hopovo. In 1926 "Fruit and Wine Cooperative of Fruška gora" was established, which after outgrew in the very famous "Iriški podrum", the winery that was one of the most popular wineries in

ex-Yugoslavia. In 18<sup>th</sup> century wine was one of the most important products of locals, who used to export it to Wien, Austria, Budapest, Hungary and Krakow, Poland. There is a difference in varieties that used to be planted in this area and those that are planted now, due to a number of reasons – negligence, a systematic organisation in ex-Yugoslavia which was in favour of international ones, market trends etc. Varieties that can be considered as old ones are: Graševina, Sremska zelenika, Volujarka, Tamjanika, Slankamenka, Smederevka, Frankovka, Portugizer, Drenak, Dinka, Skadarka. Varieties that we can mostly find today are: Sauvignon blanc, Chardonnay, Rhine Riesling, Gewürztraminer, Pinot Noir, Merlot, Cabernet Franc, Cabernet Sauvignon (Lazić, 1982; Cindrić et al, 2000).

As of 2018, there are 9 wineries that are registered in the official register of the Ministry of Agriculture of the Republic of Serbia, that are fulfilling all the requirements for production and sale of wine. They are (in alphabetical order):

#### 1. Deurić

Situated in the village of Mala Remeta, with 14 hectares of vineyards situated on an altitude of 250m, with oenologists from France. Established in 2013 by Deurić family. Besides the production facility there is a facility that can host tourists, and offer wine tastings but also lodging. Varieties: Sauvignon Blanc, Chardonnay, Gewürztraminer, Pinot Noir, Merlot, Marselan (Vinarija Deurić, 2018).

#### 2. Hopovo – Zarić

Vineyards planted in 2009 on almost 6 hectares, which consist of Folle Blanche, Ugni Blanc, Colombard, Clairette, Muscat Frontignan, Pinot Noir, Merlot, Cabernet Franc, Cabernet Sauvignon. Their main product is Armagnac (Vinarija Hopovo, 2018).

#### 3. Mačkov podrum

A family-owned winery with the tradition that dates six generations back. Today this winery has got 32 hectares of vineyards, with the following varieties: Sauvignon Blanc, Chardonnay, Rhine Riesling, Gewürztraminer, Portugizer, Pinot Noir, Merlot, Cabernet Franc. This winery also can host tourists for tastings, dinners and events. Specific for restoring forgotten indigenous variety of Portugizer (Mačkov podrum, 2018).

#### 4. KM

This winery is run by the two brothers, who started production for own needs in 1975, and became professional winery in 2016. Planted

varieties are Chardonnay, Rhine Riesling, Hamburg, Frankovka, Merlot (Vinarija KM, 2018).

5. Komuna

A family-run winery, established in 2013. They have Chardonnay, and Merlot and can host tourists for wine tastings (Vinarija Komuna, 2018).

6. Kovačević

The largest and the most famous winery and one of the two wineries with the longest tradition in Irig. Varieties are Sauvignon Blanc, Graševina, Chardonnay, Gewürztraminer, Muscat Ottonel, Rhine Riesling, Pinot Noir, Hamburg, Merlot, Cabernet Sauvignon. This winery has got a large restaurant as well as lodging offer (Vinarija Kovačević, 2018).

7. Odrovački

Family-run winery, established in 1998, with 2.5 hectares of vineyards, and varieties Cabernet Sauvignon, Hamburg, Graševina and Vranac (Vinarija Odrovački, 2018).

8. Sovilj

This winery was established in 2010 but so far it didn't have any relevant activities on the market.

9. Veranda

This winery is the youngest in Irig, with 8.5 hectares of planted vine: Sauvignon Blanc, Chardonnay and Merlot (Vinarija Veranda, 2018).

The goal of this paper is to conduct a market research regarding opinion of wine consumers on wines from Irig and explore possible connections with Irig as a touristic destination, and in relation to this we set the following hypothesis:

H-1: Wine region is significant criteria for choosing wine.

H-2: Consumers have good opinion on Irig as a wine region.

H-3: Wine region is more important to people who consume wine more often.

### **Research methodology**

We conducted a research using a questionnaire divided into parts related to demographic and social characteristics of respondents, wine consumption habits, importance of specific wine characteristics, opinion on the wines coming from Irig region, and interest in wine tourism

activities. A self-administered questionnaire was used, with closed-end and five-point Likert-type scale questions.

The research has been conducted during January 2018 using online survey. Total of 160 answers has been obtained however due to incomplete answers, 151 of questionnaires have been used for the research.

Questionnaires have been analysed using statistical software IBM SPSS – Statistical Package for Social Science (version 20.0). Other than statistical methods, we also used other methodologies typical for social sciences: inductive, synthetic and historical methods (Pejanović & Vujić, 2016).

Table 1: *Demographic profile of sample (n = 150)*

<b>Variable</b>	<b>Categories</b>	<b>Frequency (valid %)</b>
Gender	Female	57.6
	Male	42.4
Age	18-29 years	19.9
	30-39 years	24.5
	40-49 years	40.4
	50-59 years	9.9
	60 + years	5.3
Education	Elementary or high school	16.6
	Bachelor degree	57.6
	M.Sc, PhD	25.8
Territory	Vojvodina	37.7
	Central Serbia and Kosovo and Metohija	62.3

Source: *Authors' calculation*

As represented in Table 1, there were more women (57.6%) than men (42.4%) in the sample. As regards to the age structure, the largest share belongs to those who belong to the group of 40-49 years (40.4%), then to those age 30-39 (24.5%), or to those age 18-29 (19.9%), while smaller share belongs to people over 50 years (15.2% in total). Majority of respondents (82.4% in total) hold either Bachelor or higher degree (57.6% hold Bachelor degree and 25.8% hold Master of Science, Philosophiae Doctor or similar degree). Also, the majority of respondents live in Central Serbia and Kosovo and Metohija (62.3%) whereas 37.7% live in

Vojvodina. Similar results as regards the gender, age and education in the sample structure were obtained in researches alike (Gluckman 1986, Ginon et al, 2014, Keown & Casey 1995, Sanchez & Gil 1988, Tzimitra-Kalogianni et al 1999, Lee et al 2005, Barber et al 2006, Hall et al 2001).

Regarding the wine consumption habits, the majority of respondents consume wine once or more times per week (38.4%), followed by those who consume it once or few times per month (35.1%). 11.3% of respondents declared to consume wine once or few times per year, 8.6% of respondents declared that they consume wine every day and only 6.6% consume it less than once a year, or never.

When asked whether they are likely to pay a visit to some of the wineries from Irig, 92.1% of respondents answered affirmatively. When asked whether they were aware that certain wineries are situated in the region of Irig, the majority knew this information for the two wineries: Mačkov podrum and Kovačević (90.1% and 82.8%, respectively). This is expected as these are the two oldest wineries from Irig. The level of recognition of other wineries was below 40%, and respondents who live in Vojvodina were more likely to recognise the wineries of Irig. Quite similar results were obtained by Vujko et al (2017) in their research regarding the development of wine tourism in Irig.

Before analysing part related to the importance of certain characteristics of wine and the grade given to wines of Irig for each of these characteristics, we performed scale reliability analysis using Cronbach's Alpha coefficient (DeVellis, 2003). Ideally, this coefficient should be above 0.7. In our example Cronbach's Alpha was 0.77 which implies acceptable scale for factors influencing wine choice and 0.88 implies very good scale for the opinion of wines from Irig.

Table 2 shows how respondents valued certain characteristics of wine as a motive to decide to consume it. The most important characteristic turned out to be flavour and accompanying organoleptic characteristics of wine, with 70.2% respondents giving it the highest important level. This one is followed by the reputation of the winery (or wine maker), with mean of 3.48. Wine region where the wine comes from has got a slightly lower mean, 3.32. The appearance of the bottle and its label got an average level of importance of 3.28, price 3.23, availability in restaurants and markets 3.10. The lowest importance when choosing the wine was given to advertising, with the mean of 2.38.

Table 2: *Importance of factors when choosing wine*

Characteristic of wine	1 - Not important				5 - Very important		Mean	Median	Mode	Std.
	at all	2	3	4						
Flavour, colour, smell (organoleptics)	3.3%	2.0%	6.6%	17.9%	<b>70.2%</b>	4.50	5.00	5	0.951	
Price	9.9%	11.9%	<b>40.4%</b>	21.2%	16.6%	3.23	3.00	3	1.161	
Appearance, label, bottle cue	7.9%	14.6%	<b>33.1%</b>	30.5%	13.9%	3.28	3.00	3	1.120	
Wine region it comes from	12.6%	13.2%	<b>27.8%</b>	22.5%	23.8%	3.32	3.00	3	1.313	
Reputation of the winery / wine maker	6.6%	17.9%	19.9%	<b>31.8%</b>	23.8%	3.48	4.00	4	1.221	
Availability in restaurants and markets	11.3%	21.9%	<b>29.1%</b>	21.2%	16.6%	3.10	3.00	3	1.242	
Advertising, promotions (communication)	32.5%	22.5%	<b>25.8%</b>	12.6%	6.6%	2.38	2.00	1	1.243	

Source: *Authors' calculation*

When asked to grade how satisfied they are with the wines produced in Irig (Table 3), the respondents turned out to be the most satisfied with the flavour of the wine, giving it average grade of 4.03 and the region the wine is coming from with the average grade of 4.02. The reputation of the winery and wine maker follows with the average grade of 3.91, furthermore there is appearance of the bottle with 3.72, the price with 3.58, availability in the restaurants with 3.43 and the least satisfying characteristic of wines coming from Irig is advertising with mean of 2.99.

Table 3: *How satisfied respondents were with wines from Irig*

Opinion on wines from Irig	1 - Very bad				5 - Excellent		Mean	Median	Mode	Std.
	bad	2	3	4						
Flavour, colour, smell (organoleptics)	2.0%	1.3%	19.9%	<b>45.0%</b>	31.8%	4.03	4.00	4	0.867	
Price	1.3%	6.0%	39.1%	<b>41.1%</b>	12.6%	3.58	4.00	4	0.836	
Appearance, label, bottle cue	2.6%	2.6%	34.4%	<b>41.1%</b>	19.2%	3.72	4.00	4	0.897	
Wine region it comes from	1.3%	5.3%	21.9%	33.1%	<b>38.4%</b>	4.02	4.00	5	0.969	
Reputation of the winery / wine maker	1.3%	3.3%	26.5%	<b>40.4%</b>	28.5%	3.91	4.00	4	0.894	
Availability in restaurants and markets	3.3%	9.9%	36.4%	<b>41.1%</b>	9.3%	3.43	4.00	4	0.913	
Advertising, promotions (communication)	10.6%	15.2%	<b>45.0%</b>	22.5%	6.6%	2.99	3.00	3	1.036	

Source: *Authors' calculation*

The tables 2 and 3 imply one more important information: the wines from Irig have got higher grades than the grade of importance of these attributes (with the exception of organoleptic characteristics of wine), which indicates that consumers in general have very good perception on wines coming from Irig.

Further on, we analysed differences between groups in the sample regarding certain characteristics. More precisely, we analysed whether the groups of respondents which are different in terms of age, education and

frequency of consumption have statistically significant different views on the characteristics of wine, using one-way ANOVA for different groups, and we used T-test of independent samples to analyse statistically significant difference between male and female respondents. We concluded that there were no statistically significant and scientifically meaningful differences between these groups. An additional analysis consisted of correlation tests. We identified that there is statistically significant correlation between frequency of wine consumption and recognition of wineries from Irig. Coefficient of Pearson linear correlation showed negative correlation,  $r = -0.418$ ,  $n = 151$ ,  $p < 0.05$ , meaning that consumers that drink wine more often recognised more wineries from Irig, than those who drink wine rarely.

Table 4: Results of T-test of independent samples

		Independent Samples Test									
		Levene's Test for Equality of Variances				t-Test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper		
Zaradaj opaznostke izobražena vina	Equal variances assumed	.51404	.4900	7.004	149	.000	2.331	.264	1.509	2.554	
	Equal variances not assumed			6.996	8.200	.000	2.331	.385	.756	3.305	
Zaradaj cena kod izbora vina	Equal variances assumed	1.282	.259	1.496	149	.136	.882	.379	-.186	1.319	
	Equal variances not assumed			1.226	8.639	.248	.882	.458	-.462	1.886	
Zaradaj izpolnil kod izbora vina	Equal variances assumed	2.216	.139	1.401	149	.162	.812	.366	-.210	1.234	
	Equal variances not assumed			1.027	8.768	.308	.812	.479	-.852	1.679	
Zaradaj vrednoga kod izbora vina	Equal variances assumed	.343	.557	1.200	149	.232	.983	.424	-.146	1.620	
	Equal variances not assumed			2.114	10.059	.050	.983	.485	-.052	2.318	
Zaradaj vrhota kod izbora vina	Equal variances assumed	.001	.977	1.046	149	.307	.732	.388	-.052	1.519	
	Equal variances not assumed			1.708	10.066	.118	.732	.429	-.222	1.895	
Zaradaj dostopnosti kod izbora vina	Equal variances assumed	3.409	.067	1.957	149	.056	.749	.461	-.049	1.548	
	Equal variances not assumed			1.471	8.761	.172	.749	.556	-.369	1.887	
Zaradaj redarstva kod izbora vina	Equal variances assumed	.466	.493	-.304	149	.761	-.124	.408	-.930	.682	
	Equal variances not assumed			-.267	8.968	.795	-.124	.468	-1.161	.613	
Kakva je opaznostke iz Iriga	Equal variances assumed	2.408	.123	1.302	149	.014	.571	.381	.016	1.128	
	Equal variances not assumed			1.505	8.643	.104	.571	.378	-.278	1.420	
Kakva je cena vina iz Iriga	Equal variances assumed	.750	.379	1.081	149	.281	.288	.273	-.245	.839	
	Equal variances not assumed			.793	8.634	.447	.288	.373	-.540	1.131	
Kakva je izpolnil vina iz Iriga	Equal variances assumed	.456	.501	1.521	149	.130	.445	.242	-.123	1.022	
	Equal variances not assumed			1.189	8.738	.283	.445	.374	-.392	1.281	
Kakva je vrednoga iz Iriga	Equal variances assumed	3.405	.067	1.957	149	.056	.749	.461	-.049	1.548	
	Equal variances not assumed			1.470	8.612	.172	.749	.434	-.308	1.638	
Kakva je redarstva vrhota iz Iriga	Equal variances assumed	2.901	.091	1.716	149	.024	.857	.368	.007	1.228	
	Equal variances not assumed			1.634	8.801	.135	.857	.402	-.244	1.559	
Kakva je dostopnost vrhota iz Iriga	Equal variances assumed	.116	.731	1.550	149	.123	.481	.287	-.127	1.049	
	Equal variances not assumed			1.149	8.852	.276	.481	.401	-.438	1.383	
Kakva je redarstva iz Iriga	Equal variances assumed	.005	.940	.294	149	.769	.190	.340	-.572	.772	
	Equal variances not assumed			.279	10.162	.788	.190	.368	-.698	.898	

Source: *Authors' calculation*

For more in-depth analysis we split the sample into two groups, those who consume wine once per year or less often, and all the others. By analysing these two groups with T-test of independent samples we identified statistically significant differences in their perception of certain wine characteristics and in their appreciation of wines from Irig. The details are given in Table 4.

Table 4 represents that there is important difference between the two groups of consumers – those who drink wine less than once per year, and all the others, in how they value the following:

- Importance of organoleptic characteristics when choosing wine (moderate to strong influence)
- Importance of wine region when choosing wine (moderate influence)
- How good are organoleptic characteristics of wines from Irig (small to moderate influence)
- How good is Irig as wine region (small to moderate influence)
- How good is the reputation of wineries and wine makers from Irig (small to moderate influence)

Finally, when asked which type of wine Irig is the most suited for, 32.5% answered it is the most suited for white wines, 4.6% chose rose wines, 9.9% chose red wines, 24.5% believes it is suited for all wines equally, and 28.5% had no opinion.

## **Results and discussion**

Given the survey results, we can bring the following conclusions regarding our hypothesis:

H-1: Wine region is significant criteria for choosing wine.

Wine region was rated as the 3<sup>rd</sup> important motive for choosing wine, with the average importance of 3.32, therefore, we can consider that we proved hypothesis 1.

H-2: Consumers have a good opinion on Irig as a wine region.

Irig as a wine region obtained an average grade of 4.02, just after the organoleptic characteristics of wine, so we can conclude that we proved this hypothesis.

H-3: Wine region is more important to people who consume wine more often.

With the T-test of independent samples we proved that there is moderate influence of frequency of wine consumption on perception of importance of wine region when choosing wine.

It is worth underlining that the research didn't identify any significant differences between men and women, between people of different age, less or more educated. It proved the difference between those who live in Vojvodina and in the rest of Serbia, as well as between those who consume wine at least on an annual basis and those who consume it less frequently.

It is also important that almost all respondents (92.1%) said they would like to visit some winery in Irig, which showcases great interest and a great potential for wine tourism.

Generally, there is very good perception of wines from Irig and of Irig as a wine region, which is also valuable information from the wine tourism point of view.

## **Conclusions**

Knowledge of wines in Serbia is still not a general matter, but is narrowed to those who drink wine and show interest in it. Wine culture is important element of education in contemporary era and represents civilizational reach of a nation, and represents an area in which people in Serbia still need to work on.

The research showed how good image of Irig consumers have and how willing they are to visit Irig wineries. Nine official commercial wineries, and a large number of home-estate wineries make Irig a truly unique place in Serbia. Besides that, one of the most popular spas in Serbia, Vrdnik, is situated in Irig municipality. It is very well connected (11km from railway Belgrade – Zagreb, 50km from Surčin airport, and not more than one-hour drive from two most important emitting centres in Serbia, i.e. Novi Sad and Belgrade), it has got very rich cultural heritage (monasteries, tower of Vrdnik etc.), natural resources (National park of Fruška gora). All the above proves that Irig has got enormous potential for developing wine tourism and for positioning itself as an exclusive touristic destination.

This paper is significant for a number of parties and can give directions and information for each of them:

- Local policy makers should understand potential and importance of tourism development in Irig.
- State policy makers should understand potential of wine tourism in wine regions of Serbia. Wine tourism should have important role in national tourism of developing countries such as Serbia (Jojić Novaković & Cvijanović, 2017). The places that have potential of development of wine tourism should be priorities for investment of State (Vujko & Gajić, 2014).
- Wineries from Irig should put effort on improving their image outside of Vojvodina.
- Touristic agencies should focus more on wine tourism and create more tours that include visit to wineries.
- All relevant institutions, wine makers, associations etc. should continue to work on elevating the level of wine culture in Serbia, and make it an issue of national importance, not only an issue important to small circles of wine lovers.
- Irig is underestimated as a region suitable for red wines. Back in 1820 however, according to Schams, there were quite few vineyards with white grapes in Srem, as people believed that this region is not suitable for white varieties.

Limitations of the study may be related to the fact that survey was conducted via the Internet and that maybe different results would have been obtained if it was realised in a direct contact with respondents.

Further study may be related to other wine regions in Serbia such as Župa, Šumadija, Negotinska krajina etc. and to explore their potential for wine tourism development.

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