

THE INFLUENCE OF STUDENT ATTITUDES ON DEVELOPMENT OF WINE TOURISM

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Abstract: *Wine tourism refers to tourism that combines degustation of wine, education and different activities around vinery. The main attribute of this type of tourism is the fact that it has no seasonal character. Because of that, this aspect has vast potential in improving the economy of vine regions. This research is based on students familiarity about this kind of tourism. In survey participated 100 students, that are currently studying in Novi Sad. The aim of this paper is to investigate the attitudes, opinions and preferences of students and their understanding of this area. Results of this work show that half of the students never had a chance to visit vinery, but, on the other hand, most of them recognises the economy potential of wine tourism in Vojvodina region. Their main reason for visiting the vinery is wine tasting and relaxation, while they consider marketing to be present to an extent.*

Key words: *wine tourism, students, Vojvodina, vinery*

INTRODUCTION

Tourism evolved with increasing need for tourists to change their permanent residence. Tourism movement and their concentration in particular places, created regions and places that are economically dependent from tourists [7]. Wine tourism is also part of tourism. Wine tourism or enotourism is much more than just a visit to wineries and wine tasting, although that is his basic motive.

Wine tourism is an independent or organized visit to wineries, wine festivals, wine demonstrations with wine tasting and gastronomic specialties, as well as the compulsory acquisition of new knowledge about wine-growing areas, vineyards and wines. [3]

It is important to state that wine tourism does not have a seasonal character unlike conventional tourism and thus can overcome certain problems [7]. The number of tourist destinations is constantly increasing and so are the preferences of consumers [2]. Gastronomy and satisfying senses of taste is becoming an essential item in tourism [4]. More and more tourists are looking for authentic flavors of a particular area [13].

Lately, most tourists have been seeking something new to experience that don't take so much time and money. Much attention is paid to ecotourism and organic production [11]. Because of that many of them find their satisfaction in wine tasting and experiencing ambient of winery and their wine manifestations.

The worldwide development of wine tourism has made it one of the most lucrative businesses today. [8] The number of travelers who visited the Apennine Peninsula in Italy exclusively within wine tourism in 2016. testifies to this – 14.2 million. [14] Maybe not as big European and world wine-growing regions, but Vojvodina has a lot to offer with her very favorable environmental conditions for growing vines and wine production [8]. Of the total wine production in Serbia, 21% is produced in the northern region, or approximately 26 thousand tons of wine per year. [12]

Grapes are very nutrition fruits that contain key elements for human body, starting from vitamins to minerals and etc [15]. The grapes also contain antioxidants from the polyphenols group. They protect the human immune system, protect the heart from heart attack and have an antibacterial and antiviral effect [5]. The fermentation of grapes produces wine [16].

However, the potential we could realize is far greater. Opening "wine roads" and "wine paths" is a great way to motivate the young people, first of all, to be involved in

winegrowing and winemaking. [8] The Government of Serbia and the Government of the Autonomous Province of Vojvodina are making great efforts to stimulate young entrepreneurs (up to 40 years of age) in wine production.

This year 50 million dinars have been earmarked for starting or modernizing the grape processing and wine production facility and all funds are allocated to an appropriate number of economic entities, holdings or cooperatives. [17]

What limits the development of wine tourism is the existence of a large number of unincorporated households with small areas under vines, ranging from 0.3 to 0.7 ha. [12] There are 5.734 wine producers registered on it's territory, most of which are small producers and wineries. [11]

The offer is uneven and there is a lack of sufficient information on the basis of which these activities would develop. [11] There are three wine routes in Vojvodina: Palić, Fruška Gora and Vršac wine route. [10]

Every wine regions of Vojvodina has it's own beauty and micro climate that gives their wine characteristical taste. The gem of Fruska Gora are the vineyards of Karlovac, Karlovac wines are said to have been poured from Vienna to England. Sand, temperate climate and good quality vines characterize the Palić wine region. Growing wine on the slopes of the Vrsac mountains gives top quality to the winemakers of that region [6].

However, more and more people, especially young people, are recognizing wine tourism as a good source of income and an opportunity to improve the economic situation, both for individuals and in the economy of the whole of Vojvodina and the Republic of Serbia. [8]

In recent decades, there has been an increase in migration of young residents to large student centers [1].

The University of Novi Sad enrolls 17% of the total enrollment of students in Serbia [9]. Therefore, it provides a good basis for research on youth preferences and attitudes.

MATERIALS AND METHODS

The data we used in this paper were collected through a questionnaire, conducted on a sample of 100 respondents. The respondents are students of the University of Novi Sad, from the territory of the Autonomous Province of Vojvodina. The study used domestic literary sources and electronic sources of domestic and foreign media and researchers. Through them, we defined the basic concepts related to wine tourism, outlined the current state and prospects of wine production in Vojvodina, and compared concluding considerations of other research works with ours. The descriptive statistics method was used in the data processing, and all results are presented graphically.

RESEARCH RESULTS

1. The structure of the respondents is balanced, with little preference for female respondents (53.7%).

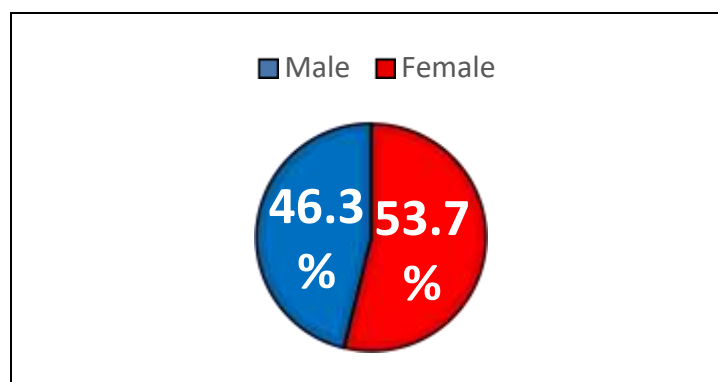


Figure 1. Gender

2. More than half of the respondents are between 21 and 23 years old (67).

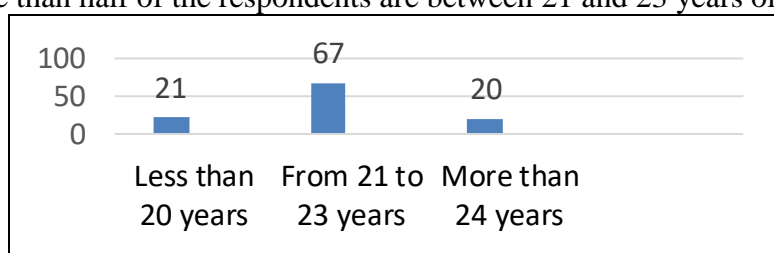


Figure 2. Age

3. The percentage of respondents who are partially familiar (48.1%) with wine tourism and who are completely unfamiliar (40.7%) with it is approximately equal.

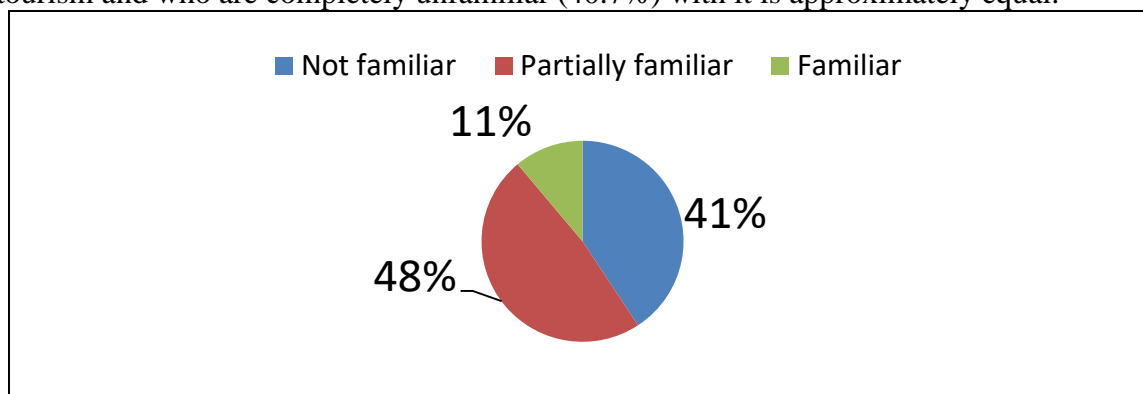


Figure 3. Familiarity with the term “wine tourism”

4. Almost two-thirds of respondents consume wine.

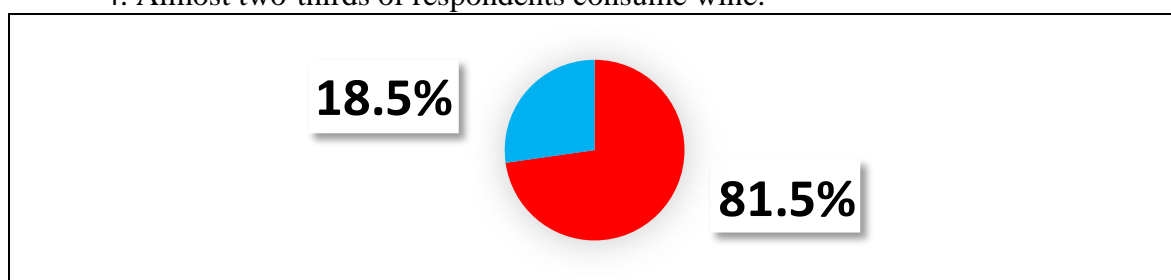


Figure 4. Wine consuming

5. Asked how will they define term “Wine tourism”, respondents answered that they recognize wine tourism as linking wine production and tourism, visiting wineries in

different places with wine tasting, tours of the vineyards, getting acquainted with the process of making wine and and getting closer to the history and culture of the area.

6. Half of the respondents consumed wine once a month, a fifth once a week and a quarter at other time intervals. Two percent of respondents consume wine several times a week, and the same percentage consume it daily.

7. Half of the respondents never visited the winery (55.6%), 13% was in the winery once, a fifth (21.35%) visited two or three times and 10% visited winery more than five times.

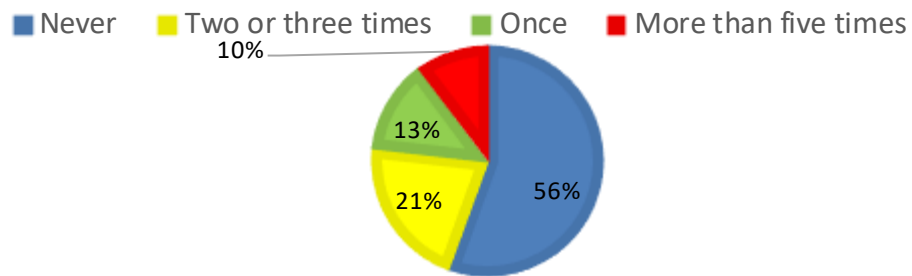


Figure 5. Visits to winery

8. The most visited wineries are the “Kovacević” winery, the “Zvonko Bogdan” winery and “Mačkov podrum” winery.

9. The majority of respondents visited the winery in a group arrangement (47%).

10. The most common motives for visiting a winery are wine tasting (44.1%) and relaxation and rest (39%).

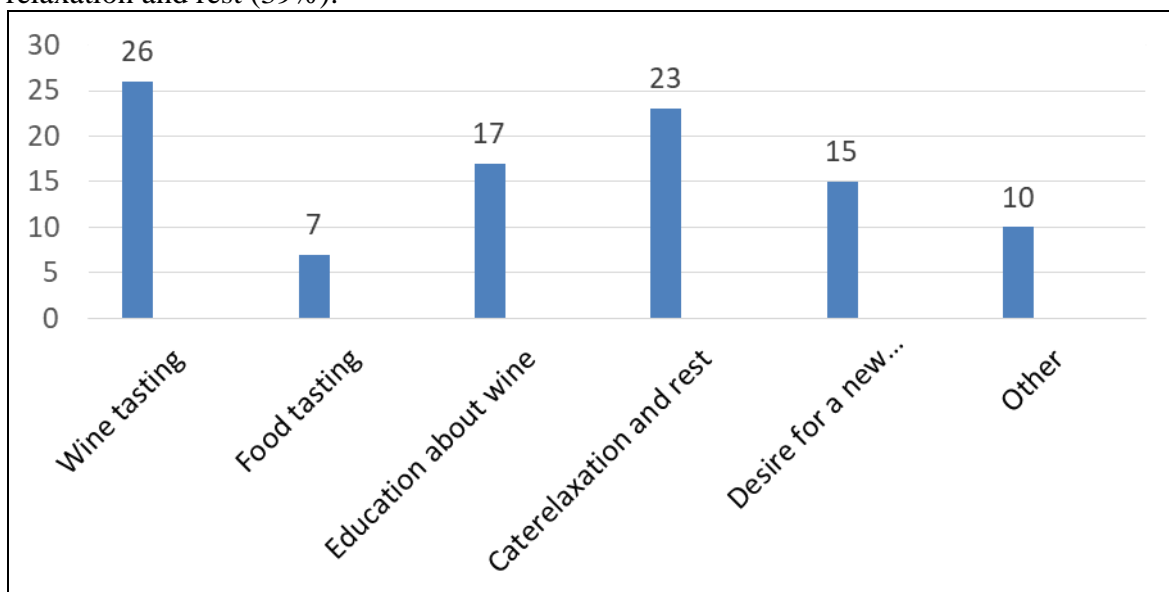


Figure 6. Motives

11. More than half of the respondents think it would take one day for wine tourism (64.8%), and approximately equal number of respondents would take two (17.6%) or more days (17.6%).

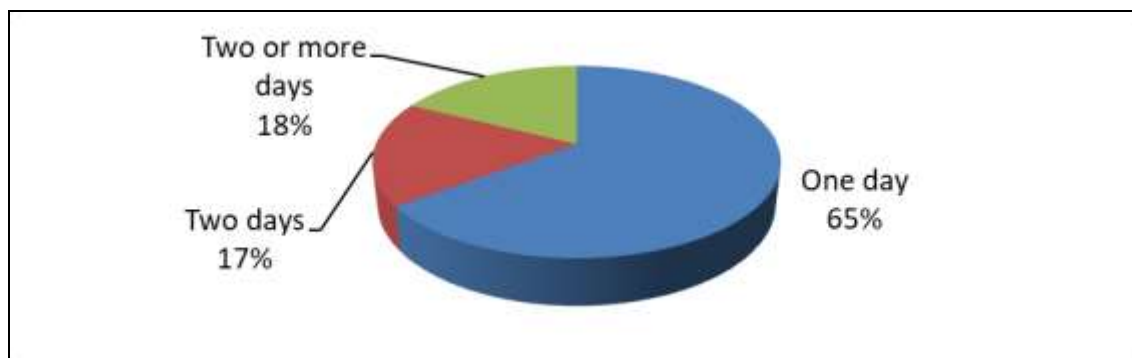


Figure 7. Spare time for visiting wineries

12. Ninety percent of respondents would allocate between one and three thousand dinars for a visit to a winery (approximately 25€).

13. Consumption of food when visiting wineries is partially important for more than half of the respondents (57.4%). To others in the same proportion, food consumption is irrelevant (21.3%) and very important (21.3%).

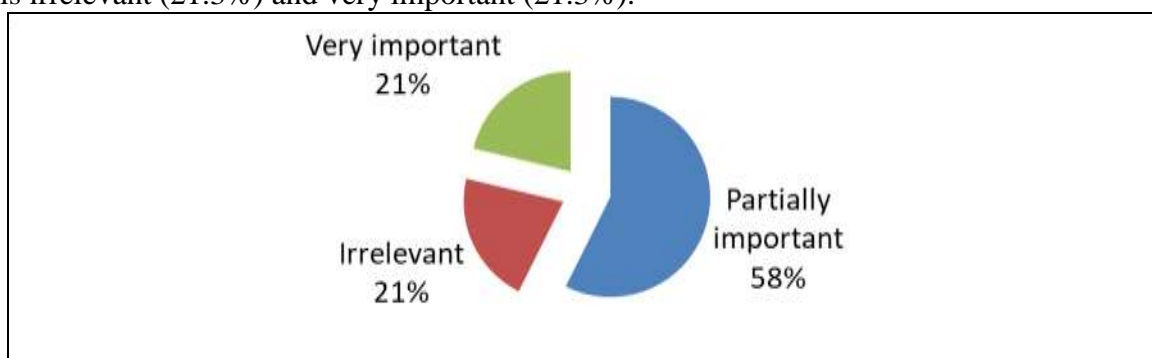


Figure 8. Importance of gastronomy in wine tourism

14. The analysis of the results shows that more than half of the respondents would be happy to participate in the bottling of wine (59.3%), also the vast majority would also be involved in grape harvesting (44.4%). Grape mulching (34.3%) and wine pouring (33.3%) are about equal.

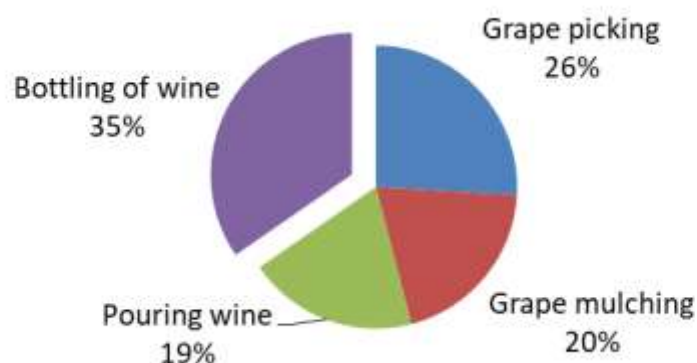


Figure 9. Activities in wine tourism

15. More than half of the respondents said that they heard about the Fruska Gora wine route (52.8%), second most heard wine route is Palic (37%). Last but not least is wine route Vrsac (17.6%). It is important to state that 25.9% of the respondents said that they did not know any of the listed wine routes.

16. A review of the results shows that most have come into contact with wine tourism online (53.7%), on the other hand, radio is the least represented (0.9%). Personal contact is also represented (30.6%), as well as TV(16.7%). Other kind of media are also represented with 27.8% of answers.

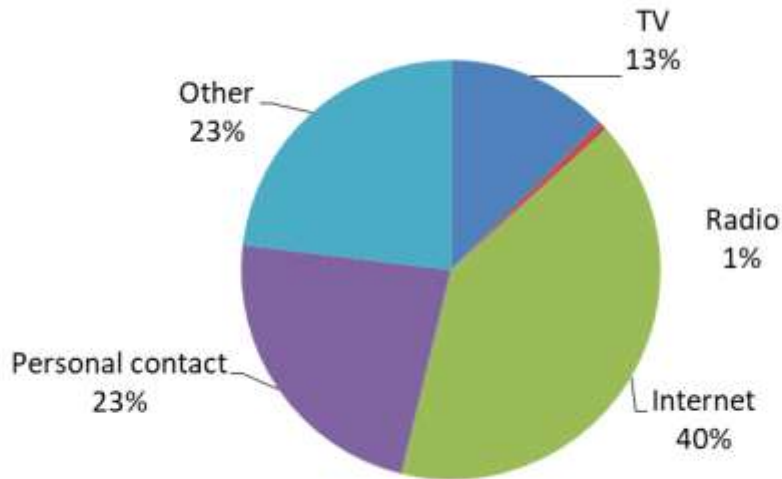


Figure 10. Media

17. The majority of respondents heard about wine manifestation “Karlovačka berba grožđa“ (60.2%). Second most heard manifestation is International wine festival “Interfest” (41.7%), close to Interfest is “Grožebal“ (40.7%) in Vršac. The other manifestations represented are: “Berbanski dani“, Palić (27.8%) and “Pudarski Dani”, Irig (14.8%).

18. Vast majority said that promotion of wine tourism is partially represented (71.6%), on the other hand 27.7% clarified that promotion is not represented in daily life. The least share is occupied by fully representation of wine tourism (1.8%).

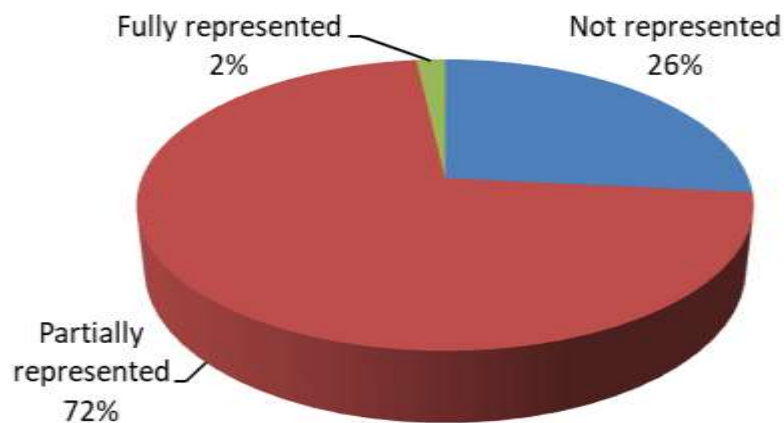


Figure 11. Promotion of wine tourism

19. On the scale of 1-5 how important do you consider wine tourism for the development of the economy of Vojvodina, results show that respondents consider wine tourism important (35.2%) and very important (27.8%). Part of the respondents were indifferent (25.9%) and very small number consider wine tourism unimportant (8.3) and totally unimportant (2.8%).

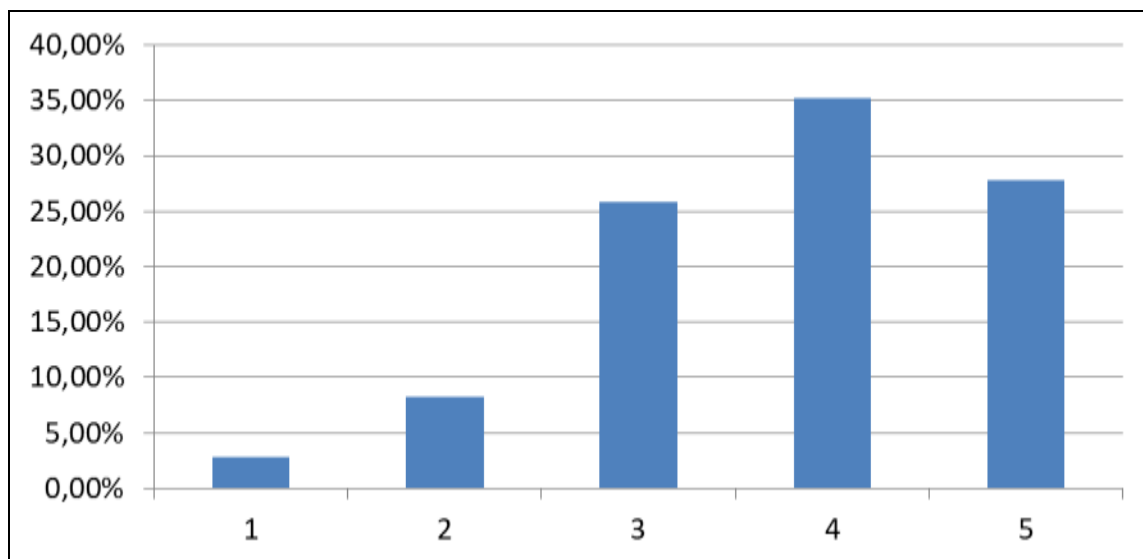


Figure 12. Importance of wine tourism

CONCLUSIONS

The young population is not so familiar with wine tourism, although the vast majority consume wine, but not as often. It is important to state that more than half of the respondents have never been to the winery, and those who visited the winery, came in a group arrangement. Most would spend one day to visit the winery and they would spend about 25€. Food is not so important to them, but they would likely participate in the winery activities. They believe that the promotion of wine tourism is partially represented, but they have heard about the popular wine manifestations. Majority consider wine tourism significant for the economic development of the Vojvodina region.

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