

PUSH AND PULL FACTORS DETERMINING WINE TOURISM DEVELOPMENT IN THE „TRI MORAVE“ SUB-REGION

*Melita Jovanović Tončev*¹, *Danijela Jovanović*², *Marko Malićanin*³,
*Bojan Dimitrijević*⁴

Summary

The subject of this paper are the factors affecting the decision of wine tourists to take a trip to a particular destination. These factors can be divided into internal (push) and external (pull) factors. The purpose of this study is to determine the development potential as well as the factors that influence participation in wine tourism in Tri Morave sub-region. In order to do that, two researches were conducted: one on the offer side and another on the demand side. Based on the results of the survey on the offer side, one can conclude that Tri Morave sub-region abounds in natural and anthropological resources that should be turned into an integrated wine product. On the other hand, research concerning tourist demand was conducted by polling winery visitors. The obtained data confirms assumptions about the appearance of modern tourists seeking authentic experience, satisfaction of hedonistic needs, and enjoyment of high-quality wine and food. Based on the results of the survey, the purchase of wine and wine tasting are the highest ranked benefits that tourists expect from visits to wineries. The application of Spearman's correlation coefficient points to statistically significant correlation between respondents, who referred to tasting, wine purchase, and authentic tourist experience as the basic motives of their visit, and future behavior of tourists in terms of revisiting and recommendations of the given wine destination to friends.

Key words: *wine tourism, motives for participation in wine tourism, wine tourist profile, pull and push factors, “Tri Morave” sub-region.*

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- 1 Melita Jovanović Tončev, M.A., Coordinator of joint study program Singidunum and Lincoln University, Danijelova Street no. 32, 11000 Belgrade, Serbia, Phone: +381 63 727 34 92, Email: melita.jovanovic@lincolnuca.edu
- 2 Danijela Jovanović, MBA, Head of Marketing, Vital AD, Aleksandra Dubčeka Street no. 14, 11080 Belgrade, Serbia, Phone: +381 65 220 02 26, danijelajovanovic.link@gmail.com
- 3 Marko Malićanin, Ph.D., Head of Development, Rubin AD, Nade Marković 52, 37000 Krusevac, Serbia, Phone: +381 37 412 745, marko.malicanin@rubin.rs
- 4 Bojan Dimitrijević, Ph.D., Assistant Professor, University of Belgrade, Faculty of Agriculture, Nemanjina Street no. 6, 11080, Republic of Serbia, Belgrade, Phone: +381 11 44 13 336, E-mail: bojandi@agrif.bg.ac.rs

Introduction

Under the influence of globalization trends, causing intense development of production forces and directly affecting the rising living standard of the population, an excess of free time, and the fragmentation of holidays, changes in tourism demand occurred, in the form of a modern tourist, characterized by increased tourist experience, striving for authentic experience, demand for products of higher quality, and the delivery of value for money. This gave rise to new forms of tourism and the creation of new, different tourism products to meet the demands of tourists who increasingly strive for hedonistic satisfaction (Bruwer, Alant, 2009) of their own needs. Formulation of wine tourism product and intensive development of wine tourism are phenomena that characterize tourism industry of the 21st century. Despite the fact that wine tours and visits to wineries date from the Middle Ages, tourism product, organized and shaped in this way, is characteristic of the last two decades.

Tourists' desire to become familiar with new types of wine, learn about the technology of production and aging of wine products, and enjoy different wine and food taste, as well as the response by the tourism offer, aimed at meeting the said demand, selling products without distribution costs, and building customer loyalty, have made the supply and demand coincide with the organization of visits to wineries with wine and food tasting and buying products at affordable prices. Basic wine tourism product, which includes visits to vineyards and wineries, is enriched with modern content, which allows tourists, in addition to wine tasting and buying, to spend time in the unpolluted natural environment and enjoy local tradition and culture, and visit cultural and historical attractions and wine events (Bruwer, Lesschaevé, 2012).

Methodology and data sources used

To fully answer the requirements and objectives of this study, two analyses were carried out: the first one focused on examining the wine tourism offer, and the second one on analyzing wine tourism demand. The aim of these analyses was to determine the development potential as well as the factors that influence participation in wine tourism.

Research on the side of the tourist offer was conducted by sending a questionnaire to managers and owners of wineries in the "Tri Morave" sub-region. The questionnaire consisted of 20 questions of open and closed type. The main objective of this study was to find the resources for the development of wine tourism in the "Tri Morave" sub-region, in terms of determining the size of the area under vineyards, annual output and sales of wine, capacity of tasting facilities, ways of organizing wine tourists' visits (independently or with the help of tourist agencies) number of labels in the offer, types and quantities of wines offered to visitors during the tasting, participation in wine fairs.

This study focused on tourists visiting wine destinations in Serbia, and examined their demographic and psychological profile, motives and expectations from the visit to the destination. The study included 160 respondents, wine tourism participants. Of the total number, valid responses of 150 respondents were analyzed. In order to ensure the

validity and credibility of the questions, the pilot research was organized first, which involved eight members of the focus group. Their answers to the questions pointed to certain ambiguities in formulating questions, which were promptly corrected. The questionnaire which analyzed the motives, characteristics, and attitudes of respondents on the demand side was highly structured, consisting of 14 mainly closed-type questions. It consisted of three parts, which studied:

- Basic demographic data on respondents (gender, age, educational structure, income structure, and geographical origin);
- Benefits which they, in their opinion, have from the visit to the winery;
- Their future behavior as wine tourists (revisit to a wine destination, the recommendation to friends) (Byrd, Canziani, Hsieh, Debbage, Sonmez, 2016).

Wine tourism

The most commonly cited literary definition of wine tourism was proposed by Hall et al., 2000, as part of the study *Wine Tourism around the World*, which reads: “Wine tourism includes visitation to vineyard, wineries, wine festivals, and wine shows, for which wine tasting and/or experiencing the attributes of a wine region are the prime motivating factors for visitors”. For the development of wine tourism, winescape is very important, which means vineyards, landscape, tasting rooms, and tourists facilities (Johnson, Bruwer, 2007). The conducted research indicates that winescape is the deciding factor for tourists when choosing a wine tourism destination (Bruwer, Alant, 2009). Wine, as a basic product of wine tourism, “was one of the first products of agricultural origin to develop a close and distinct relationship with its geographic place of origin, at first in European countries dating way back to the 15th century” (Bruwer, Lesschaeve, (2012). Therefore, quality of wine is associated with its geographical origin, so that it is very important to brand the region or country where the wine originates.

“Wine tourism could be defined as visits to wineries and wine events with the basic motive – wine tasting and enjoying the local food and specialties” (Pivac, 2012). Thus, as can be inferred from the given definitions, the basic products in wine tourism are wine and visits to wineries. However, additional content that can enrich the primary product includes enjoying the environment, physical activities in nature, food tasting, as well as supplementing offer with complementary products (cultural goods) that are available near wineries. Upon integrating a large number of secondary motives with the visit to wineries, which together with the primary products make “total wine experience” (Pivac, 2012), it can be concluded that it includes:

- Wine tasting and buying,
- Socializing with friends,
- Enjoying the day outdoors,
- Enjoying the rural environment and vineyards,

- Becoming familiar with wine production,
- Learning about wine,
- Wine tasting in restaurants,
- Tour of the winery,
- Visit or experience of other attractions and activities,
- Relaxation (Pivac, 2012).

Wine tourist profile

The emergence of tourists whose main motive of stay in a particular area is the vineyard tour and wine tasting has given rise to numerous studies dealing with the demographic structure and the psychological characteristics of these visitors. Rapid pace of life and work, characteristic of the late 20th and early 21st century, has caused a growing tourist demand for destinations and products offering relaxation, escape from the urban environment, stay in unpolluted natural environment, wine tasting and gaining experience on the local tradition and the culture of local people. First research defined wine tourist as someone who has the desire to try wine and experience the geographic area in which the wine is produced (Bruwer, Lesschaeve, 2012; Bruwer, Alant, 2009). Later definitions gave a broader description of a tourist as the one who wants a much broader set of wine experience and products (Bruwer, 2013).

Depending on the motives for the visit to the winery, according to some studies (Hall, 1996; Pivac, 2012), tourists who visit wineries can be divided into three categories:

- Accidental or curious wine tourists – For these tourists, winery is just another tourist destination; they visit it with friends and collect information in a fun and informal way.
- Interested wine tourists – These tourists gather more information on wine and production technology; they are casual wine buyers; they want to get acquainted with the varieties and quality of wine, because wineries can provide more information about that than the local liquor store.
- Lovers of wine tourism – They collect more information on the wine production technology and characteristics than the interested wine tourists; the winery is the sole reason for the visit to the destination; these are regular buyers of wine and wine and food magazines; they are usually employed in the wine or the food industry; they practice visiting wineries.

Analyzing the demographic characteristics of the wine tourist, certain studies have come to the conclusion that wine tourism participants are visitors between the age of 40 and 50, who have great knowledge on wine and the process of wine production (Heaney, 2003). Some other studies have shown that the basic difference between winery visitors can be made on the basis of the income structure, and that these are usually tourists

with higher income. However, other authors (Bruwer, Alant, 2009) indicate that it is impossible to make a precise segmentation with specifically determined characteristics of wine tourists. Despite this, the most widely accepted classification in literature is the one given by Hall in 1996, who divided wine tourists into wine lovers, wine interested tourists, and wine curious tourists.

Some other studies have been conducted in order to categorize wine tourists on the basis of psychological characteristics (Corigliano, 1996; Di-Gregorio, Licari, 2006; Italian Wine Tourism Association). Based on the results of their analysis, winery visitors can be classified as follows:

- An expert (professional) – These are tourists, aged between 30 and 35; they are good wine connoisseurs; they are able to establish communication on the technological characteristics of wine production; they are very interested in novelties and are willing to devote the necessary time to get familiar with them.
- A passionate lover – These are tourists aged between 25 and 35 with high purchasing power; they usually travel with friends; they love gastronomy and discovering new destinations; when choosing wine, they usually consult guides; they like to learn about wine, but less than professionals.
- A follower – These are usually tourists aged between 40 and 50 with high income; they are attracted by wine and know the technology of wine production; they are impressed by famous trendy wine.
- Drinker – These tourists are aged between 50 and 60; going to the winery is for them a substitute for going to a bar; they usually visit the winery on Sundays; during a tour of the winery, they continuously sip wine; they buy wine in huge quantities.

Despite the fact that the wine industry is most developed in Europe, most research on the behavior of wine tourists, motives for visits, and characteristics of visitors was conducted in Australia, New Zealand, and the United States. According to the 2025 Strategy, which was published in Australia, the Australian wine industry will by 2015 thrive, become a leader in the tourism industry, the consumers will be of higher payment capacity, and a new generation of women aged 18 to 35 will become new wine experts (Hall, Sharples, Cambourne, Macionis, 2000).

Push and pull factors that influence the decision to visit a wine destination

In order for a wine destination to successfully target a specific market segment, the destination management must determine factors affecting the specific behavior of tourists. Factors affecting the decision of wine tourists to take a trip to a particular destination can be divided into internal (push) and external (pull) factors. Internal factors pushing visitor to the destination are mainly related to wine tasting, learning about the technological processes of production and aging of wine, tours of wineries and their natural environment, stay in a rural setting, learning about food and wine, entertainment, and enjoying good restaurants and wine destination architecture that is

usually lively and rustic. In recent years, increasing focus is placed on motives such as participation in eco-tourism and health aspects of wine.

External factors arise from wineries and wine tourism destination that must form such a wine tourism product that will satisfy the high demand of modern wine tourists. Destination management and management of the winery must understand the demographic and psychological profile of visitors, as well as the motives of their arrival. On the basis of the research, it is necessary to make a segmentation of the market and design products that will meet their needs and wishes. They must be aware that wine tourists do not come to the destination just looking for wine, and that the whole ambience of the destination and winery needs to be designed and organized in order to attract tourists. Great importance should be given to the physical appearance of the winery, design and capacity of tasting rooms, wine quality, education level and professionalism of staff, as well as supporting amenities (transport and tourism infrastructure, access to the winery, promotional material with very detailed instructions on the product quality and price, and so on).

The experience that tourists will take with themselves when leaving the winery will not refer solely to wine tasted or purchased, but the overall experience that helped them escape from everyday stress, offered relaxation and enjoyment of the natural setting, food, wine, architecture, and culture.

Based on the foregoing, one can conclude that there are different motivational factors influencing visit to a certain destination, and that, consequently, winery management should shape an integrated wine tourism product that “represents a whole system of products and services that are more or less based on or related to winemaking, and the function of meeting the needs of tourism. That is why it incorporates wine, wineries with sampling option, events, wine routes, souvenirs, educational courses and workshops, gastronomy, etc.” (Škrbić, Jegdić, Milošević, Tomka, 2015).

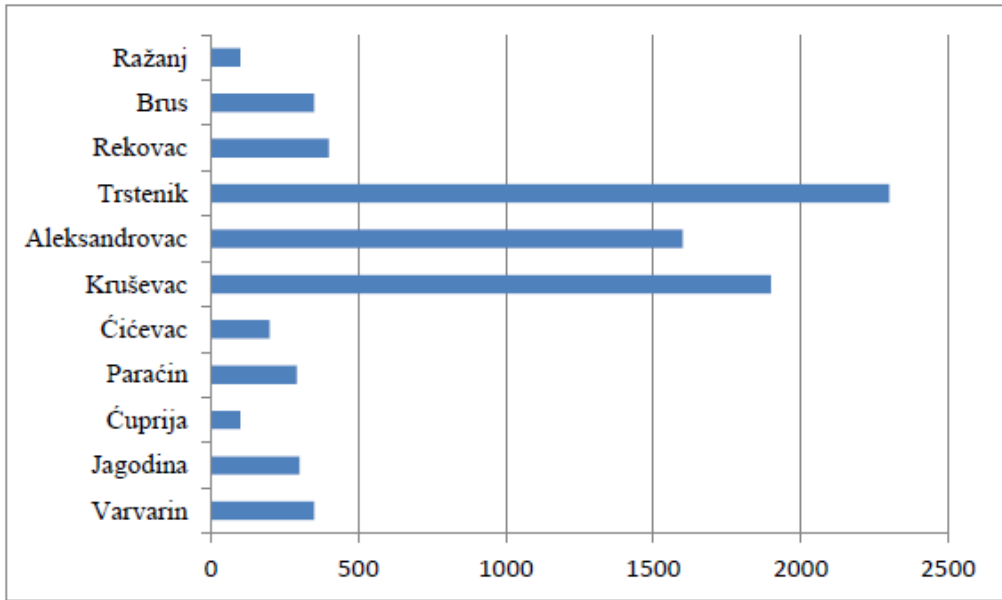
Resources for the development of wine tourism in the “Tri Morave” sub-region

Of the total area of the territory of the Republic of Serbia, it is considered that 25,000 ha is under vine. According to the Statistical Office of the Republic of Serbia, of the said area, 17,118 ha belong to the region of Central Serbia. “Tri Morave” sub-region is located in the specified region, and covers 7528.76 hectares of vineyards, of which 6161.22 ha with wine varieties. It is located in the valleys of the Great, South, and West Morava and their tributaries, surrounded by Bešnjaja, Gledičke, Goč, Željcin, Kopaonik, Jastrebac, Beljanica, Kučajske, Rtanj, and Ozren mountains, characterized by temperature and air flow suitable for growing grapes. The vineyards are situated on moderately steep to gentle slopes, at an altitude of 200 to 350 m, except for Župa vineyards, located at higher altitudes (Ivanišević, Jakšić, Korać, 2015)..

The “Tri Morave” sub-region includes nine vineyards: Paraćin, Jagodina, Jovac, Levač, Temnić, Trstenik, Kruševac, Župa, and Ražanj vineyards. Graph 1 shows the areas under arable vineyards. The largest arable land is located in the vineyards of Trstenik

and Aleksandrovac, while the smallest areas under vine are in the vineyards of Ražanj and Čuprija.

Graph 1. Area in the “Tri Morave” sub-region under arable vineyards in hectares



Source: Ivanišević, Jakšić, Korać, (2015);

18,129 households are engaged in viticulture, representing about 33.16% of the total number of farms in this sub-region (Ivanišević, Jakšić, Korać, 2015). Wine production in more than 70 market-oriented wineries is the most extensive wine production in Serbia (Jakšić, Ivanišević, Đokić, Brbaklić-Tepavac, 2015). Commercial wineries are mainly concentrated in Župa vineyard, Kruševac, near Jagodina, Rekovac, and Trstenik, while small traditional wineries are found in all areas of the sub-region. White, red, and rosé wines are produced in almost equal quantities.

The sub-region can offer a wide selection of wines, which is, in addition to monovarietal wine, made of autochthonous grape varieties Prokupac and Tamjanika, dominated by monovarietal wines of the world famous varieties, Sauvignon Blanc, Chardonnay, Rhine Riesling, Italian Riesling, Cabernet Sauvignon, Merlot, and Pinot Noir, as well as wine blends, obtained from the above grape varieties.

As for the wine events and festivals on the territory of the “Tri Morave” sub-region, Župa Grape Harvest and Wine Day are traditionally held. Župa Grape Harvest, as the most famous commercial and tourist event in this part of Serbia, is traditionally held in Aleksandrovac every September starting from 1963, to honor the beginning of the grape harvest. Wine Day is a festival of Serbian wines of relatively recent date, which is, starting from 2008, every year traditionally held in Kruševac on the eve of St. Vitus Day, and brings together the best Serbian winemakers.

To better analyze the internal and external opportunities, as well as threats for the development of wine tourism in this sub-region, SWOT matrix will be used, which shows strengths, weaknesses, opportunities, and threats.

Table 1. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Large areas under vine - Monovarietal wines of domestic and foreign varieties - A wealth of cultural, historical, and religious goods - A wealth of rural tourism products 	<ul style="list-style-type: none"> - Poor transport infrastructure - Inadequate tourism infrastructure - Poorly designed wine tourism product - Insufficient promotion of wine tourism product
Opportunities	Threats
<ul style="list-style-type: none"> - Formulating complex wine products - Joint appearance of several wineries on the wine market - Organizing various wine events - Organizing wine tours 	<ul style="list-style-type: none"> - Winery competition from other regions - Winery competition from neighboring countries - Vaguely formulated wine tourism development strategy - Insufficient support from the Government

Source: Authors' analysis;

The above-mentioned analysis has shown that the “Tri Morave” sub-region possesses natural and anthropological resources for the development of wine tourism. The diversity of grape varieties and wine offer of varying quality, taste, and price could attract tourists of different educational and income profiles. The main obstacle to faster development of wine tourism in this area is inadequately designed wine tourism product and underdeveloped tourism infrastructure, as well as insufficient investment in the promotion of this product.

Along with the design of an integrated wine product, which could, in addition to wine purchase and tasting, include tourism products of cultural, historical, and religious nature, as well as the offer of rural tourism products and adequate promotion, the “Tri Morave” sub-region could use the existing natural and anthropological resources to create new chances and opportunities that would imply appearance and recognition on the European wine market. Offer of quality and complex products would result in attracting new visitors, and create loyalty with existing ones, because it would guarantee the delivery of value for money.

Research questions and hypotheses

In the course of the research on the offer side, the following basic hypothesis was established:

H0: The “Tri Morave” sub-region possesses natural resources for the development of wine tourism.

In addition, several specific hypotheses were established, to test the basic hypothesis:

H1: In the “Tri Morave” sub-region, there are large areas under vineyards.

H2: The “Tri Morave” sub-region can offer tourists a variety of autochthonous varieties of wine.

H3: In the “Tri Morave” sub-region, visits to wineries and wine tasting are organized.

In the course of the research on the tourism demand, the factors affecting the decision to visit a wine destination were analyzed. The main purpose of this research was to analyze the factors and motives that affect the visit to the wine area and the behavior of tourists during and after visiting the wineries.

For the purpose of operationalization of the above analyses, the following research questions were set:

- 1) Does the Tri Morave region have sufficient resources for shaping a recognizable wine tourism product?
- 2) Do differences in demographic characteristics influence the decision on participation in the wine tourism?
- 3) What are the main motivating factors affecting participation in wine tourism?
- 4) What are the future intentions of wine tourists (revisit and recommendation to friends)?

Research and research questions on the demand side are set on the basis of the literature review and previous studies (Bruwer, Lesschaeve, 2012; Bruwer, 2004; Bruwer, Alant, 2009; Alebaki, Iakovidou, 2010; Ivkov et al., 2015; Byrd, Canziani, Hsieh, Debbage, Sonmez, 2016).

At the start of the study, the hypotheses were set and tested using SPSS 20 software package, customized to the analysis of statistical data in social sciences. Using descriptive statistical analysis of data collected and Spearman’s correlation coefficient, the basic correlation between the defined variables was determined.

The basic hypothesis is:

H0: Different factors affect the decision on visiting a wine destination.

This hypothesis was operationalized by the following specific hypotheses:

H1: Tourists who are distinguished by different demographic factors make the decision to visit a destination in a different way.

This specific hypothesis was tested using the following individual hypotheses:

H11: There is the statistically significant correlation between the age of respondents and visits to wineries.

H12: There is the statistically significant correlation between tourists' income and visits to wineries.

Another specific hypothesis was set, which reads:

H2: The expected benefits from visits to wineries affect the decision to visit a winery.

The above hypothesis was tested using the following individual hypotheses:

H21: Buying and tasting of quality wines are the main motives for the visit to the wine destination.

H22: The emergence of sophisticated tourists and their tendency towards hedonism and gaining new experience affects the visit to wineries.

The third specific hypothesis examined the correlation between the motives for the visit to wineries and tourists' revisits:

H3: The motives for the visit to wineries will affect the future behavior of wine tourists in terms of revisits and recommendations to friends.

The above specific hypothesis was tested using the following individual hypotheses:

H31: There is the statistically significant correlation between the motives for buying and tasting wine and revisits.

H32: There is the statistically significant correlation between the motives of modern tourists to gain authentic experience and revisits to winery and recommendations to friends.

In trying to verify the set hypotheses, the arithmetic mean and standard deviation of the defined variables were first calculated (Table 1), followed by the identification of the measures of elongation and flatness (Table 1). In order to assess whether the data obtained belong to the normal distribution or deviate from it, which is very important in order to know whether the proposed hypotheses are to be tested using parametric or non-parametric tests, the Kolmogorov-Smirnov test was applied, for the purpose of assessment of data distribution, based on a sample of more than 50 respondents, presenting the data collected in histograms, normal Q-Q graphs and detrended charts. It was concluded that the collected data does not follow a normal distribution, and that non-parametric tests had to be applied.

The research results on the tourist offer side

By analyzing the responses of owners and managers of 28 wineries located in the area of the "Tri Morave" sub-region, it can be concluded that the "Tri Morave" sub-region has a long tradition of growing grapes and producing different types of wine. On the territory of this sub-region, there are some of the oldest wineries in Serbia, such as

Rubin AD, founded in 1955, as well as some of new ones, such as Čaša vina i priča (A Glass of Wine and a Story), established in 2014.

Area under vine ranges from about 0.5 ha, within the winery Rajković in the village of Gornje Zleginje – Aleksandrovac, 20 ha in the winery Temet from Lozovik near Jagodina, 12 ha in the winery Enocentrik from Lozovik, up to 1000 hectares, planted within Rubin plantations. The largest quantity of wine a year in this region is produced by the winery Rubin (10,000,000 l), and the lowest production is recorded by the winery in the village Pretrkovac (4000 l per year). The highest number of labels is offered by Rubin (50), then VINO Župa Aleksandrovac (20), as well as the winery of the high school Sveti Trifun (8).

Of the total number of surveyed wineries, 50% gave answers that their offer included wine tourism products. Of the total number of wineries involved in wine tourism, 71% said that they organized wine tours independently, while 4 wineries decided to hire travel agencies that could help with the organization of wine tourism. When asked how long they have been engaged in wine tourism, only 7% of wineries responded that they have been dealing with it for 10 years, while others said that they have been organizing this type of tourism between 3 and 5 years. When organizing visits to the wineries, 67% of wineries include educational content in the form of enologist's lectures, as well as various lectures by technologists, talking about the process of production and aging of wine.

By analyzing the quantity of wine that is sold as a result of wine tourism, it can be concluded that this percentage ranges between 1% (Rubin) and 40% (Nikolić Vineyards). In other wineries, this percentage is in the range from 3 to 5%. When asked about the goal of organizing tourist visits to the winery, the largest number of respondents answered that it is the promotion of the winery and direct sales of wine to consumers.

As for the tourist infrastructure which would enable the reception and stay of guests, the capacity of tasting area ranges from 20 to 80 seats. The vast majority of wineries have no accommodation facilities for a longer stay, except for the Nikolić winery, which can accommodate 9 visitors.

The management and owners of wineries in this sub-region often participate in wine trade fairs, exhibitions, and local events, in order to promote the winery and establish direct relationships with customers and partners. Most of the respondents participate in events such as Beo Wine Fair, Vinosaur Banja Luka, and the Wine Salon in Hyatt.

Comparing the obtained data from the “Tri Morave” sub-region with the data of the Statistical Office of the Republic of Serbia on 17,118 hectares of vineyards in the region of Central Serbia (77.3% of the total area under vineyards in Serbia), one can conclude that the major part is in the “Tri Morave” sub-region, 7,528,76 ha, which represents 33.99% of the total area under vine in Serbia. Of this area, 81.84% are table varieties. Wineries that participated in the study (28 of them) have 1150.2 hectares under vine, which represents a very significant part of total wine-growing area.

Based on the foregoing, one can conclude that in the sub-region of “Tri Morave”, there are large areas of vineyards, that this sub-region can offer tourists a variety of autochthonous varieties of wine, that wineries involved in wine tourism have tasting rooms of significant capacity, but without the possibility of a longer stay of guests, and that there are possibilities of organizing tours of the winery and wine tasting. This confirmed specific hypotheses on the basis of which a conclusion can be made that the “Tri Morave” sub-region has vast natural resources for the development of wine tourism, which confirmed the null hypothesis of the research conducted on the side of the wine tourism offer.

The research results on the tourist demand side

Table 2. Demographic profile of tourist respondents

Variables		Frequency	Shares	Mean	Standard deviation	Skewness	Kurtosis
Gender	- Male	77	51.3	1,49	.501	.054	-2.024
	- Female	73	48.7				
Age	a) 15-25	2	1.3	2.99	.843	.570	.427
	b) 26-35	38	25.3				
	c) 36-45	80	53.3				
	d) 46-60	20	13.3				
	e) 60 and older	10	6.7				
Income structure	a) 150-300 e	30	20	2.33	.981	.368	-.838
	b) 310-500 e	65	43.3				
	c) 510-700 e	30	20				
	d) More than 700e.	20	16.7				
Education structure	- High school	43	28.7	2.42	1.051	-.102	-.967
	-Higher school	20	13.3				
	- Faculty	70	46.7				
	- Master	15	10.0				
	- PhD	2	1.3				
First time in the winery	- Yes	85	56.7	1.43	.497	.272	-1.952
	- No	65	43.3				
City of residence	- Belgrade	81	54.0	2.09	1.439	.998	-.485
	- Niš	23	15.3				
	- Kragujevac	15	10.0				
	- Smederevo	13	8.7				
	- Vranje	18	12.0				

Source: Authors' calculation based on the survey data;

According to data in Table 2, one can conclude that the total number of respondents included about the same number of male and female respondents, which means that women are equally interested participants in wine tourism as well as men. The largest

number of respondents, 53.3% of them, was between 36 and 44 years of age, mainly with monthly income of 310-500 euros. Nearly half of the survey participants (46.7% of them) had university education and came from Belgrade (54%). Of the total number of respondents, 56.7% said that it was their first time in the winery; while 43.3% gave an answer that they had already visited some of the wineries. Based on this data, one can conclude that wine tourism attracts new tourists and those who are willing to repeat the experience gained from wine tourism. However, using the Spearman's correlation coefficient, no statistically significant correlation was identified between the respondents' gender and the decision on participation in wine tourism.

In order to check the first and second individual hypothesis on the correlation between the respondents' age and social status, i.e. their monthly income, Spearman's correlation coefficient was used. Since the value of the Spearman's correlation coefficient was in both cases .000, which is less than 0.005 (limit when determining statistical significance), it can be concluded that there is the statistically significant correlation between age and income structure of respondents and the decision to visit wineries. This confirms the first hypothesis, based on the proven individual hypotheses.

After completing the first part of the analysis of the collected demographic data, the focus shifted to the analysis of the collected responses on the motives and expected benefits from visits to wineries. The assumed benefits were grouped into three categories (purchase, education, and entertainment). The alternatives were ranked based on a five-point Likert scale (5 – very important, 4 – important, 3 – neither important nor unimportant, 2 – slightly important, 1 – unimportant). For the purposes of assessing the most frequent answers to the question on the importance of the offered items about the expected benefits, the arithmetic mean and standard deviation were calculated.

Table 3. Expected benefits from visits to wineries

Grouped benefits	Items	Mean	Standard deviation	Frequency	Percent
Purchase	- Purchase of high-quality wine	4.77	.497	3-5	33.0
				4-25	16.7
				5-120	80
	- Purchase of wine at lowered prices	3.93	.575	3-30	20.0
				4-100	66.7
				5-20	13.3
	- Purchase of souvenirs and gifts	2.67	.598	1-10	6.7
				2-30	20.0
				3-110	73.3
	- Purchase of organic food	2.45	.774	1-26	17.3
				2-30	20.0
				3-94	73.3

Grouped benefits	Items	Mean	Standard deviation	Frequency	Percent	
Education	- Knowledge of wine and production processes	3.59	.493	3-61	40.7	
				4-89	59.3	
	- Technologists' and enologists' advice	2.61	1.197	1-49	33.0	
				3-61	40.3	
	- Visit to cultural and historical monuments	2.33	1.191	4-40	26.7	
				1-63	42.0	
	- Participation in eco-tourism	2.05	1.573	3-61	40.7	
				4-26	17.3	
	Entertainment	- Wine tasting	4.77	.497	1-102	68.0
					3-5	3.3
4-25					16.7	
- Rest and relaxation		4.53	.501	5-120	80.0	
				4-70	46.7	
- Socializing with friends		4.18	.898	5-80	53.3	
				3-49	32.0	
- Gaining authentic tourist experience		4.95	.268	4-25	16.7	
				5-76	50.3	
				3-2	1.3	
- Enjoying food and wine	4.46	1.030	4-3	2.0		
			5-145	96.7		
			1-8	5.3		
			3-12	8.0		
- Stay in unpolluted nature	3.91	1.622	4-25	16.7		
			5-105	70.0		
			1-33	22.0		
			3-5	3.3		
				4-21	14.0	
				5-91	60.7	

Source: Authors' calculation based on the survey data;

Based on the data shown in Table 3, one can conclude that the purchase of wine and wine tasting are the highest ranked benefits that tourists expect from visits to wineries (arithmetic means have the same value of 4.77). Similar data was obtained by Byrd,

Canziani, Hsieh, Debbage, Sonmez, (2016), when ranking the benefits that tourists have from the visits to wine destinations. This supports previous work suggesting that wine itself and tasting it are core benefits of winery visits (Byrd, Canziani, Hsieh, Debbage, Sonmez, (2016). However, among the given answers concerning the benefits from winery visits, the item Gaining authentic tourist experience has the highest value of the arithmetic mean in this research. The obtained data confirms assumptions about the appearance of modern tourists seeking authentic experience, satisfaction of hedonistic needs, and enjoyment of high-quality wine and food. The obtained data confirms the second specific hypothesis, based on which wine purchase and wine tasting are the most important motives for tourist visits to wineries. Observed by groups (purchase, education, and entertainment), the lowest value was given to a group referring to education. This shows that the participation in eco-tourism and visits to cultural and historical monuments are the least important to winery visitors. The conducted research confirmed the second specific hypothesis, as well as individual hypotheses that helped its confirmation.

In order to further study the correlation between the expectations of tourists from the wine tourism product and future intentions, the arithmetic means of responses to the question about the probability of revisits and recommendations to friends were calculated first. The alternatives were ranked on a five-point Likert scale (5 – certainly, 4 – very likely, 3 – neither likely nor unlikely, 2 – unlikely, 1 – impossible). The data obtained is shown in Table 3. It can be concluded that it is more than likely that tourists will revisit the wineries, and recommend them to friends.

Table 4. Feedback from winery visitors

Future intentions	Mean
Revisit	4.25
Recommendation to friends	4.39

Source: Authors' calculation based on the survey data;

Testing the correlation between the expected benefits from visits to wine destinations and the future behavior of wine tourists was carried out by using the Spearman's correlation coefficient. While the results of previously conducted research (Byrd, Canziani, Hsieh, Debbage, Sonmez, 2016) showed very strong correlation between the motives for wine purchase and revisits and recommendation to friends, this study found stronger correlation between some other motives and future behavior of tourists.

Table 5. Correlation among motives for the visit and future intentions

Motives for the visit	Revisit to wineries	Recommendation to friends
- Purchase of high-quality wine	Spearman correlation .329 Sig. (two-tailed) .000	Spearman correlation .564 Sig. (two-tailed) .000
- Wine purchase at lowered prices	Spearman correlation .436 Sig. (two-tailed) .000	Spearman correlation .567 Sig. (two-tailed) .000
- Purchase of souvenirs and gifts related to a wine destination	Spearman correlation .304 Sig. (two-tailed) .000	Spearman correlation .415 Sig. (two-tailed) .000
- Knowledge of wine and production processes	Spearman correlation .622 Sig. (two-tailed) .000	Spearman correlation .161 Sig. (two-tailed) .000
- Visit to cultural and historical monuments near the winery	Spearman correlation .311 Sig. (two-tailed) .000	Spearman correlation .139 Sig. (two-tailed) .000
- Technologists' and enologists' advice	Spearman correlation .601 Sig. (two-tailed) .000	Spearman correlation -.248 Sig. (two-tailed) .000
- Participation in eco-tourism	Spearman correlation -.290 Sig. (two-tailed) .000	Spearman correlation -.449 Sig. (two-tailed) .000
- Wine tasting	Spearman correlation .329 Sig. (two-tailed) .000	Spearman correlation -.177 Sig. (two-tailed) .000
- Rest and relaxation	Spearman correlation .329 Sig. (two-tailed) .000	Spearman correlation .564 Sig. (two-tailed) .000
- Socializing with friends	Spearman correlation .808 Sig. (two-tailed) .000	Spearman correlation .070 Sig. (two-tailed) .000
- Gaining authentic tourist experience	Spearman correlation .973 Sig. (two-tailed) .000	Spearman correlation .109 Sig. (two-tailed) .000
- Enjoying food and drink in the winery	Spearman correlation .262 Sig. (two-tailed) .000	Spearman correlation .306 Sig. (two-tailed) .000
- Stay in unpolluted nature	Spearman correlation .019 Sig. (two-tailed) .000	Spearman correlation .901 Sig. (two-tailed) .000

Source: Authors' calculation based on the survey data;

Note: Correlation is significant at the 0.01 level (2-tailed).

Specifically, as shown by data in Table 5, there is the statistically significant correlation between the tourists' motives to learn something new about the wine and production processes and their intention to revisit the winery and recommend it to friends. There is also the statistically significant correlation between the motives related to socializing with friends and gaining authentic experience and revisiting wineries. So, tourists whose main motives are spending free time in wineries and socializing with friends, as well as gaining authentic experience, show tendency to revisit wineries. The least statistically significant correlation was found between staying in unpolluted nature and participation in eco-tourism and future revisits to wineries. The said tests confirmed the third specific hypothesis, which reads: the motives for visit to wineries affect the future

behavior of wine tourists in terms of revisits and recommendations to friends. The data obtained on revisits and recommendations to friends relating to tourists whose main motive for visits to wineries are wine purchase and wine tasting, as well as the gaining of authentic experience and socializing with friends, confirm this.

Practical implications, research limitations, and further research

Based on the analysis of the motives for the visit, as well as expectations of tourists from visits to the winery, guidelines to be suggested to the winery management in the sub-region “Tri Morave” relate to the necessity of differentiation compared to other wineries in the region, by offering wider range of products, organizing food tasting and wine tasting, and organizing transport of tourists to the winery.

Research limitations are reflected in the inability of application of research results in all wineries in Serbia, because the management and owners of the wineries in the sub-region “Tri Morave” were surveyed. The following limitation can be attributed to the period of data collection. Respondents were interviewed in the period from 15 November 2015 to 25 November 2015, which is not the period when the majority of tourists visit wineries.

Further research could be used for the purpose of analysis of secondary, complementary products that could enrich the basic wine product (wine tasting and tour of the winery). By designing a complex product, which would involve rural and spa tourism products and visiting cultural, historical, and religious monuments, wine tourism would attract market segments which are not the most frequent participants of wine tourism. Further formulation of an integrated product to be offered to the younger population, in the form of organization of entertainment parks for children in the winery yard while their parents taste wine, could attract couples with children. A wine product could also be enriched with the organization of activities in which the whole family could enjoy, by spending a weekend in a natural, unpolluted environment, tasting healthy food and wine.

Conclusion

The “Tri Morave” sub-region possesses natural and anthropological resources for the development of wine tourism. Huge areas under vineyards, production of autochthonous varieties of wine, organization of visits to vineyards and wineries, and wine tasting and sales are just part of the tourism product that the wineries in the mentioned sub-region can offer to their tourists. By overcoming the obstacles, such as inadequate transport and tourism infrastructure, and by organized and promoted wine tours, the “Tri Morave” sub-region can achieve a competitive advantage in relation to the wineries in the region.

Formulating an integrated tourism product, which will offer the sophisticated tourists, apart from enjoying quality wine, to stay in unpolluted natural environment, socialize with friends, escape from everyday stress and chaotic urban lifestyle, visit cultural, historical, and religious monuments, and enjoy rural tourism products, the vineyard “Tri Morave” sub-region can become the leader of wine tourism of Serbia and achieve recognition and marketing visibility on the European wine market.

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PUSH I PULL FAKTORI KOJI UTIČU NA RAZVOJ VINSKOG TURIZMA REJONA TRI MORAVE

*Melita Jovanović Tončev⁵, Danijela Jovanović⁶, Marko Malićanin⁷,
Bojan Dimitrijević⁸*

Predmet ovog rada predstavljaju push i pull faktori koji utiču na odluku vinskog turista o preduzimanju putovanja u određenu destinaciju. Ovi faktori mogu biti podeljeni na interne (pull) i eksterne (push) faktore. Cilj rada je da se utvrdi razvojni potencijal, kao i faktori koji utiču na učesnike vinskog turizma u rejonu Tri Morave. U tu svrhu sprovedena su dva istraživanja: jedno na strani ponude, a drugo na strani tražnje. Na osnovu rezultata istraživanja na strani ponude, može se zaključiti da rejon Tri Morave obiluje prirodnim i antropogenim resursima koji bi trebalo biti oblikovani u integrisani vinski proizvod. Na drugoj strani, istraživanje koje se tiče turističke tražnje je sprovedeno ispitivanjem posetilaca vinarija. Prikupljeni oidaci potvrđuju pretpostavke o pojavi modernog turista u potrazi za autentičnim iskustvom, zadovoljenjem hedonističkih potreba i uživanjem u kvalitetnom vinu i hrani. Na osnovu rezultata istraživanja, kupovina i degustacija vina su najviše rangirane koristi koje turisti očekuju od posete vinarijama. Primenom Spearmanovog koeficijenta korelacije je utvrđeno da postoji statistički značajna veza između ispitanika koji su kao osnovne motive svoje posete naveli degustaciju, kupovinu vina i sticanje autentičnog turističkog doživljaja i budućeg ponašanja turista u smislu ponovne posete i preporuke prijateljima date vinske destinacije.

Ključne reči: vinski turizam, motivi učestvovanja u vinskom turizmu, profil vinskog turista, pull i push faktori, rejon Tri Morave.

5 Melita Jovanović Tončev, MA, koordinator zajedničkog programa Singidunum i Linkoln Univerziteta, Danijelova Ulica br. 32, 11000 Beograd, Srbija, Telefon: +381 63 727 34 92, Email: melita.jovanovic@lincolnuca.edu

6 Mr Danijela Jovanović, MBA, Rukovodilac marketinga, Vital AD, Aleksandra Dubčeka br. 14, 11080 Beograd, Srbija, Phone: +381 65 220 02 26, danijelajovanovic.link@gmail.com

7 Dr Marko Malićanin, Šef razvoja, Rubin AD, Nade Marković 52, 37000 Krusevac, Srbija, Telefon: +381 37 412 745, marko.malicinan@rubin.rs

8 Docent, dr Bojan Dimitrijević, Univerzitet u Beogradu, Poljoprivredni fakultet, Nemanjina ulica br. 6, 11080, Beograd, Srbija, Telefon: +381 11 44 13 336, E-mail: bojandi@agrif.bg.ac.rs