

MOTIVATION OF TRAVELERS FOR PARTICIPATION IN WINE TOURISM IN SERBIA

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Summary

The aim of this paper is to investigate the motives of tourists for participating in wine tourism in Serbia. The research was conducted using the survey method. From the total number of sent questionnaires, there was received 160 fully completed ones. Results of the research show that the most important motives for the inclusion of tourists to the wine tourism are: wine tasting, trying different sorts of wines, visiting wineries, getting information about wine and its production and organization of the trip. Wine tourists showed a high degree of readiness to visit wineries that produce their favorite wine. Secondary motives of wine tourists are: participating in the production of wine, visiting shops that sell local products and meeting people with similar interests. Motivation of tourists is the driving force that affects their intention to visit a wine destination and take part in wine tourism. On the other hand, barriers such as free time, distance of wine regions and financial expenditure do not significantly affect the motivation and future behavior of wine tourists.

Keywords: *motivation, wine tourism, wine roads, barriers.*

JEL: *D12, M21, Q13, L83*

Introduction

According to data of the WTTC (World Travel & Tourism Council), direct contribution of tourism to the Gross Domestic Product (GDP) of Serbia in 2014 was 78.5 billions of RSD, which is 2.1% of the total GDP. Also, the report says that tourism will grow

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5.2% yearly in period 2015-2025, so in 2025 direct contribution of tourism to the GDP in Serbia will be 131.2 billions of RSD, that is 2.5% of the total GDP (WTTC, Travel & Tourism Economic Impact 2015, Serbia).

Having in mind that tourism, besides direct impact, has also an indirect impact on the overall economy, the total contribution of tourism to the GDP in 2014 was 231.7 billions of RSD (6.1% BDP-a) with forecast that until 2025 it will reach 373.8 billions of RSD (7.2% BDP-a).

In the tourism sector there is directly employed 35,000 workers (2.6% of total employment), and it is expected that in the next ten years this number will grow to 42,000 employees (3.2% of the total number of employees). Taking into account the indirect impact of tourism, the total number of employees in tourism and supporting activities amounts to 87,500 employees (6.4% of total employment), and expectations are that by 2025 the number of employees in these industries will amount to 100,000, which is 7.5 % of the total number of employees in Serbia.

In 2014, the foreign currency inflow was recorded in the amount of 117.4 billion dinars (6.5% of total exports) with the estimate that 2025 it will amount to 208.1 billion dinars (7% of total exports).

According to these data, Serbia occupies the 108th place out of 184 countries ranked by their contribution to the tourism development of the entire economy. However, looking at the long-term rate of growth of tourism, Serbia is on the 60th place in the world.

In 2015, Serbia was visited by 2.43 million tourists, out of which 53.5% were domestic and 46.5% foreign tourists. They have made 6.65 million overnight stays, which is 9.3% more than in 2014. The average length of stay of tourists in Serbia amounted to 2.73 days in 2015. The largest number of overnight stays was recorded in Belgrade, followed by spas (Vrnjačka Banja, Sokobanja, Selters Banja, Banja Koviljača) and mountain resorts (Zlatibor, Kopaonik, Tara, Divčibare). The largest number of tourists, in addition to the countries of former Yugoslavia (Bosnia and Herzegovina, Montenegro, Croatia, Slovenia), came from the Russian Federation, Germany, Bulgaria, Turkey, Italy, Romania and Greece (Ministry of Trade, Tourism and Telecommunications, 2015).

Wine production in Serbia varies from year to year depending on climatic conditions. According to the data of the Statistical Office of Serbia, in 2014/2015, there was total production of 198 million liters of wine. The total wine consumption in 2013 amounted to 18.2 million liters. The data of wineries existing in the Wine register show lower production, as a certain amount of wine is reserved for their own needs. In Serbia there are 369 registered wine producers that are market-oriented, while there are about 80,000 producers engaged in the production of grapes. The largest number of wine producers are small wineries with less than 10 employees which number 191. In 2014, there was imported 31.7 million liters of wine were exports count 11.9 million liters (Wine Atlas, 2015).

In addition to very favorable conditions for viticulture, wine production in Serbia is

considerably lower than in countries with similar natural conditions. Serbia has very favorable natural and other resources for reaching much larger, more stable, higher quality, structurally more adequate and better suited to market wine production (Petrovic et al., 2015)

Based on these data, it can be said that Serbia has great potential for the development of different forms of tourism. In this paper, there were investigated the motives of tourists for participation in wine tourism in Serbia.

Research methodology

For collecting the primary data in this research was used a survey method, precisely e-mail survey. The questionnaire consisted of three groups of questions, which were designed as the basis of previous empirical studies (Bruwer, 2003; Bruwer 2004; Brown et al., 2006; Marzo-Navarro and Pedraja-Iglesias, 2009; Alonso, 2009; Marzo-Navarro and Pedraja-Iglesias, 2010; Grybovyeh et al., 2013).

The first group of questions includes 12 statements relating to the motive of tourists for participation in wine tourism. The respondents were evaluating these statements on the seven-level scale from 1 to 7, where the score 1 means “absolutely irrelevant” and 7 “absolutely important”.

The second group of questions involves two statements concerning the intention of tourists to visit a wine destination, and be active participants in the wine tourism. Respondents evaluated these statements on a scale from 1 (strongly disagree) to 7 (strongly agree).

The third group of questions is defined by 3 statements relating to restrictions on participation in wine tourism. These restrictions are related to the time required for participation in wine tourism, distance and inaccessibility of destination of wine tourism and wine tourism costs.

In addition to these issues questionnaire also included questions related to the demographic characteristics of the respondents (gender, age and education).

Reliability and consistency of the statements was measured through Cronbach’s alpha coefficient, which value for the whole model is 0.806. Hair et al. (2013) suggest that the value of the coefficient of reliability Cronbach’s alpha needs to cross the threshold of 0.7, although in research can be used models where this coefficient is 0.6.

Wine tourism

Modern tourists look for authenticity and a unique experience while visiting a certain tourist destination. Visits of destinations where grapes are grown and wine produced, in addition to the consumption of wine, visitors can learn about the cultural and historical heritage of a given area, meet people with similar preferences and interests and participate in additional activities related to wine tourism.

Viticulture has a long tradition on the territory of Serbia. Roots of growing vines is connected to the Roman Emperor Probus who, in the year 232, allowed growing vines also out of the territory of present-day Italy. The first plants of vines sprout on Fruška Gora. The tradition continued and the first Serbian rulers who prescribe the quality of the wine. Czar Dušan built a 25 km long wine pipe, through which the wine was transferred from his vineyard to Prizren, then the capital of Serbia (Rabotić, 2012).

There are many different regions in which wine is produced, which seek to attract tourists and become a recognizable destination of wine tourism. In tourism wine can be a very important component for attracting tourists to a specific destination, and even the main motivation for tourists (Hall et al., 2000).

Wine tourism is an important channel for attracting tourists and developing rural areas. This type of tourism is located outside city centers, so it has a positive effect on the economic development of rural areas which are involved in the production of wine. Thus, in these areas increases employment of local population, investments grow, wineries operate with profits, and rises income from sale of other products and services related to wine tourism (Marzo-Navarro, Pedraja-Iglesias, 2009). It is therefore necessary to develop a commercial strategy for wine tourism, oriented towards the market, including wineries, cultural institutions, as well as the population that depends on the wine industry, and all those entities and subjects that can contribute to the creation of supply in accordance with the wishes and expectations of potential tourists (Getz, 2000).

Getz believes that wine producers, tourist agencies that promoting wine destination, and tourists-consumers are the three main pillars of wine tourism and many underdeveloped countries have started the development of wine tourism in which they see a chance for renewal of vineyards and the improvement of the economic situation of these areas. In fact, he proposes thesis based on mutual benefit and mutual interaction that is reflected in the increase in wine sales, education of tourists, valorization of other natural and cultural values, while in the destination increases the number of visitors, a new image of the destination is developing and ultimately revenues increase (Razović, 2015).

In the literature it can found different definitions of wine tourism. Johnson (1997) believes that wine tourism means visiting vineyards, wineries, wine festivals and exhibitions organized for recreation. Dowling (1998) defines wine tourism as “experiential tourism occurring within wine regions, providing a unique experience that includes wine, gastronomy, culture, arts, education and travel.” Getz et al. (1999) believe that wine tourism is “a form of consumer behaviour based on the appeal of wine and wine regions, and the development of marketing strategies for the wine industry and destinations in which the wineries and the experiences related to wine are the main attractions”. Hall et al. (2000) point out that wine tourism is a “visitation to vineyards, wineries, wine festivals and wine shows, for which grape wine tasting and or experiencing the attributes of a grape and wine region are the primary motivations for the visitor”. Dubrule (2007) defines wine tourism as “all the activities for the tourists

in the wine-growing regions: visiting wine cellars, wine-tasting tour, accommodation, restaurants and activities related to the wine products of “terroir” and local traditions”. Cohen and Ben-Nun (2009) point out that wine tourism refers not only to the experience of visiting wineries and tasting wine, but also includes other experiences such as visits to local destinations around the winery.

Rabotić (2012) points out that “wine tourism is a specific type of holiday that combines wine tasting of a specific wine-growing region with natural beauty, tradition and cultural - historical monuments of the area. Because the vineyards are characteristic of the rural environment, wine tourism is a segment of rural tourism. However, wine tourists can be found in urban areas, since various wine events are organized, and some wineries have been held in the metropolitan area”. Pivac (2012) points out that wine tourism should be defined as a visit to wineries and wine events with the main motive of wine-tasting and enjoying the home produced foods and specialties. Škrbić et al (2015) state that “wine tourism is widely recognized as a unique tourism product for visitors who are seeking authentic multi-dimensional experience, but at the same time it represents an innovative business opportunity for small-scale wine producers who wish to expand their wine production and meet the international demand”.

Getz and Brown (2006) analyzed the factors that influence the attractiveness of the destination of wine tourism. The authors identified three key aspects of wine tourism:

- 1) the wine product - includes full service in wineries and wine-related events. This includes an offer in the area such as restaurants, hotels, shops and festivals;
- 2) the appeal of the destination - includes natural beauty, climate, rural environment;
- 3) the cultural product - includes culture and heritage in a specific destination.

The development of wine tourism offer involves close cooperation between the two sectors – viticulture and tourism, both at macro and micro level. Manila (2012) distinguishes several categories of wine tourism products as shown in Table 1.

Table 1. The typology of wine tourism products

The wine tourism products	What are these products
Wine Road	Marked itineraries in wine-growing regions for the discovery of the vineyards, wine, cellar;
Hiking in the vineyards	Marked itineraries enabling discovery of the vineyards in a ride;
Organized tours and stays in the vineyards	Packages including accommodation, catering and transport, with a variable duration, in which they are proposed activities of the discovery of the vineyards in one or more components (oenological, gastronomical, cultural, technical, formal dinner);
Oenology internships	Courses more or less detailed allowing for a better knowledge of the product marketing and all that is reported (culture, tradition, technical production etc);

Wine cellar visits	Visiting the cellars; wine producers are known their wine cellars;
Museums of wines	Places of culture with the goal of presenting the world wine and transmitting a “savoir-faire” and ancestral traditions;
Holidays and festivals	Events aimed at keeping local traditions, encourage the promotion of wine and animate the territory; Ex: at European level, The Days of Wine Tourism; at the local level, the International Festival of Vine and Wine Bacchus, in Focșani;
Professional salons, local fairs, wine actions	These groupings have as their purpose the presentation of products in a strictly commercial. Ex: International Salon of Vinvest Wines.

Source: Manila, 2012

Wine tourism includes not only visit to wineries and purchase of wines, but also a unique experience in the wine region that includes the environment, culture, food and ambiance (Grybovych et al., 2013).

Wine routs in Serbia

Formal link between tourism and wine occurs through the creation of wine routes in the first half of the twentieth century. With the increasing number of tourists who visited destinations in which wineries were located and wine produced, the generation of new forms of tourism was developed – the wine tourism (Brown, Getz, 2005).

The first wine road “the grands crus road” was created in 1934 through the “Côte de Nuits” wine-growing region in Bourgogne (France). Then, in 1935 in Germany wine road was created (Deutsche Weinstrasse) as a help to wine producers in region of Palatinate. Later, in 1953 other wine roads have been designated in Champagne and Alsace. In 1987 in Italy, 1994 in Spain and in 1997 in France wine touristic towns were joined to form a network in their country. They are called “citta del vino” in Italy, ACEVIN (Association of Spanish wines) in Spain and RAVIVIN (associative network of wine cities) in France. Later, European Union countries are forming an association called VINTUR (The European Space of Wine Tourism) to present on the international market. These associations connect wine cities and regions through unique strategy of wine tourism development, by focusing on product quality, sustainable development, protection of viticulture, culture of production and the natural environment of each region (Manila, 2012).

Based on data from the Census of Agriculture 2012 in Serbia without Kosovo, 22,150 hectares are under grapevine, out of which 17,118 is in Central Serbia, and 5,032 hectares in Vojvodina. Wine-growing region of Central Serbia covers 13 districts: Pocerško-valjevski, Negotin Krajina, Knjaževački, Mlavski, Toplički, Niški, Nišavski, Leskovački, Vranjski, Čačansko-kraljevački, Tri Morave, Beogradski and Šumadijski. Vojvodina Region includes: Srem district, Subotički, Potiski, Banatski, Južnobanatski, Bački and Telački. The most common sorts of white wines that are grown in Serbia are international sorts: Riesling Italico, Riesling, Chardonnay, Sauvignon blanc, and to

a lesser extent are represented the domestic sorts Smederevka, Župljanka and others. Regarding colored wine, dominate sorts are Cabernet Sauvignon, Prokupac, Merlot, Pinot Noir. The most common table sorts are Muscat de Hambourg and the Cardinal (Wine Atlas, 2015).

For the development of wine tourism very important is the existence of well-defined wine roads. In 2011, the Ministry of Economy has initiated a project that has defined nine wine roads of Serbia: Palić - known for wines from sand, Fruška gora - the authentic wine of this region - bermet, Vršac, Šumadija - Oplenac wine road, where is located the winery of king Aleksandar Karadjordjevic, Smederevo and Belgrade, Negotin - known for Rajačke pinnice complex of wine cellars of the eighteenth century build of stone, Župa, Niš and Kragujevac, Kosovo and Metohija.

The goal was the mapping of small wineries, cellars and wine producers in these destinations, in order to create a unified register. In addition, on these roads is built a tourist traffic signalling for marking these wine regions.

A large number of events related to wine is organized in Serbia. These events are an ideal opportunity to attract tourists and develop wine tourism. Tourist Organization of Smederevo organizes “Smederevo Autumn”, which is the largest and oldest event of this kind in the region. In Subotica there are organized “Vintage Days” to mark the completion of the work in the vineyards. Vintage days known as “Grape ball” have a long tradition in Vršac, where the tavern “At the two keys” held the first exhibition of wine in 1857. “Župska vintage” which is held in Aleksandrovac is known for its “Fountain of wine” which is located on the central city square in the famous “Wine Street”. In Irig are held “Pudars days” which are named in the honor guard Pudar vineyards. In addition to these, other significant events are “Oplenac vintage” in Topola, “Karlovac vintage” in Karlovac, “The Day of the young wine” in Novi Sad, the “Festival of wine and brandy” in Belgrade.

In addition to the large wineries such as Rubin, Navip and VINO Župa, Serbia has a large number of small wineries. The most famous small wineries are: Radovanović, Kovačević, Aleksandrović, Zvonko Bogdan, Jelić, Matalj, Mačkov Podrum, Jović, Milosavljević, Minić, Spasić, To the end of world, Pinnica Perić and many others.

Some of these wineries produce the best Serbian wines marked with a purple tag that is used for labeling high quality wines with controlled and guaranteed geographical origin and quality. Examples of such wines are: Sauvignon Blanc – wineries Zvonko Bogdan, then Chardonnay – Jović, Harizma and Trijumf – Aleksandrović, Chardonnay – Radovanović, Tamjanika – Spasić (Ministry of Agriculture and Environmental Protection, 2015).

Motives of wine tourists

To understand wine tourism, it is important to define the wine tourist. Some studies point out that not only the visitors of wineries are wine tourists, but it may also be other visitors of a particular region, who reside in it from different motives such as holiday, entertainment, visit family or friends.

Characteristics of wine tourists differ from one region to another and depend on demographic, environmental, production factors specific to the wine region (Alonso et al., 2008). In the literature one can find different classifications of wine tourists, the “wine connoisseurs”, who are interested in education about grapes and wines, to “mobile drunks” who visit the winery in order to drink rather than learn.

Hall (1996) identifies three groups of wine tourists: wine lovers, wine-interested, wine-curious. Johnson (1998) makes a distinction between “specialist” whose main motives for traveling are visiting the vineyards, wineries, wine festivals and “generalist” whose motives for visit are other reasons. Brown et al. (2006) distinguish between: demanding gourmet, hedonic aficionados, prudent enthusiast and functional differentiator. Marzo-Navarro and Pedraja-Iglesias (2010) have identified three groups: non-wine tourists, curious and interested.

In a survey conducted in South Africa, Tassiopolous et al., (2004) defined wine tourists as professional females with no children age 25-40 years old. Carmichael (2005) found most Canadian wine tourists are mature and senior couples, as well as affluent young singles, couples and families. Mitchell and Hall (2006) indicates that a typical wine tourist is between 30 and 50 years old, highly educated, who have moderately high levels of income, consume wine regularly, have an intermediate to high level of knowledge about wine and living in close to the wine region.

Motivation refers to propelling a consumer under the influence of certain external and internal factors in the process of purchasing products and services. Internal factors are personal needs and emotions of the individual, while external motives are the result of action of an external influence. This is the mental state of the personality, or the invisible inner strength that organizes human energy and directs it toward a certain goal (Maričić, 2011).

Motivation of wine tourists is a very important aspect of understanding the expectations and wishes of visitors of wineries and wine destinations (Charters and Ali-Knight, 2002). Motivations of wine tourists explain needs, wants, expectations and behaviors, and thus should form an integral part of the marketing mix and a sound, long term marketing strategy for those businesses involved in wine tourism development (Bruwer, 2003).

Hall et al. (2000) identified the primary motivations of wine tourists as sampling and buying wine and secondary motivations are socializing, learning about wine, entertainment, etc. Similarly, Bruwer (2004) distinguish between two categories of motivation factors – primary and secondary. Primary factors are: taste wine, have a nice tasting experience, buy wine, enjoy different wines, find a unique wine, find interesting and special wines, while secondary factors refer to: find information, experience the atmosphere, have a day out, learn about wine, socialize, meet the wine maker, rural setting, eat at the winery, entertain, winery tour and picnic/BBQ. Alonso (2009) mentions the most important reasons for visiting wineries on New Zealand: drink wines, socialize, eat, indulge/spoil myself once in a while, buy wines, learn about wines, make a stop en route to another destination, wineries’ image.

Vlahović et al. (2012), in a survey conducted in Serbia found that 83% of respondents consume wine. Most of the respondents drink wine once or several times a week. The most important motive for buying wine is its quality, then the brand name, price and packaging.

Motivation of people to visit the wine region depends on the age, interests and even nationality. However, one can allocate 10 main reasons why tourists visit wine regions: to taste wine; to gain knowledge about wine; to experience the city itself; to be in a rural setting; to learn how to combine food and wine; to entertain; to enjoy the culture of wine; appreciate architecture and art; want to learn about the green aspects of eco-tourism and enjoy the health aspects of wine (Pivac, 2012).

In addition to the motivation of tourists, the analysis of the development of wine tourism should include the factors that may represent potential barriers to the inclusion of tourists in any kind of tourism, particularly in wine tourism. These barriers are mostly related to leisure time, traveling distance, financial reasons, the influence of the season and the like (Crawford et al., 1991), and they can be divided into structural, inter-personal and intra-personal barriers (Sparks 2007).

Given that there are different types of wine tourists and motives to visit wine destinations, it can be said that there is no single stereotype of wine tourists and that there are differences in wine visitors between regions and countries (Grybovych et al., 2013). The main reason for this are the differences between regions and countries that are based on the structure of the wine industry, resources, socio-cultural characteristics and level of development of wine tourism (Marzo-Navarro, Pedraja-Iglesias, 2010).

Results and Discussion

The survey was conducted in July-August 2016. Of the total number of sent questionnaires, 160 fully completed questionnaires were received. Of the total number of respondents, a slightly higher proportion are females (50.6%) compared to males (49.4%). Looking at the age structure, the largest share of the respondents are between 35 and 44 years old (40.8%), followed by respondents between 25-34 years old (40.3%). The smallest share represent people older than 55 (3.8%). The share of younger than 25 was 7.0%, and a group between 45-54% represents 8.1% of the sample. Regarding the educational structure, the largest number of respondents have university degree (65.4%), while the high school degree respondents occupy 25.8%, and respondents with secondary education form 8.8% of the sample.

The results of descriptive analysis show the average value of respondent's attitude on all the above statements, which describes the motivation of tourists for participation in wine tourism, future behavior and barriers for participation in wine tourism (Table 2).

Table 2. Means and standard deviations of the items

<i>Motives for participation in wine tourism</i>	Mean	St. dev
Visit wineries	6.05	1.34
Tasting wine	6.25	1.23
Buying wine	5.09	1.54
Trying out different types of wine	6.06	1.29
Meeting wine producers	5.53	1.58
Obtaining information about wine and its production	5.92	1.43
Participation in wine production	3.95	1.72
Tasting local food	5.38	1.38
The existence of work with local agricultural and craft products	4.81	1.74
Possibility for recreation and relaxation	5.46	1.40
Meeting people with similar interest	4.94	1.50
Organisation of the trip (transport, accommodation, activities)	5.68	1.39
<i>Future behavior</i>	Mean	St. dev.
I would like to visit a winery where is produced the wine I like to drink	6.39	1.01
I would like to participate in wine tourism in the future	5.81	1.25
<i>Barriers</i>	Mean	St. dev
Costs of wine tourism are high	4.66	1.35
Wine destinations in Serbia are distant and inaccessible	3.73	1.67
Wine tourism takes long time	3.63	1.50

Source: Authors research

The research results indicate that the “tasting wine” (6.25), “trying out different types of wine” (6.06), “visit wineries” (6.05), “obtaining information about wine” (5.92) and “organization of the trip” (5.68) are the most important motives for participation of tourists in wine tourism. On the other hand, with the lowest scores were evaluated statements relating to “participate in the production of wine” (3.95), “the existence of shops with local products” (4.81) and “meet people with similar interests” (4.94), indicating that these are not the primary motives for participation in wine tourism. Also, respondents showed a high degree of readiness to visit wineries that produce wine that they like to drink (6.39). Looking at the findings relating to the barrier to participation in wine tourism, we note that the respondents rated very low statements relating to “wine tourism takes long time” (3.63), “wine destination is distant and inaccessible” (3.73), and a slightly higher the statement “the cost of wine tourism are high” (4.66).

By dividing the respondents according to gender, it was found that the most important motives for visiting wine destinations for men were: “wine tasting” (6.43), “visit the winery” (6.28), “try different wines” (6.28), and “obtaining information about wine

and its production” (6.08). Male respondents lowest scores refer to claims “wine destinations are distant and inaccessible” (3.46), “wine tourism takes long time” (3.64), “participation in the production of wine” (3.82).

On the other hand, female respondents assessed with the highest grade the statement “I would like to visit a winery that produces a wine that I like to drink” (6.50) and showed a greater readiness compared to men (6.27). The most important motives for female respondents were: “wine tasting” (6.07), “try different wines” (5.85), “organisation of travel” (5.78) and “try local food” (5.50), while the lowest estimated were “wine tourism takes long time” (3.62), “wine destinations in Serbia are distant and inaccessible” (4.00), and “participation in wine production” (4.07).

The *t-test* showed that there is a statistically significant difference in the attitudes of men and women regarding to the claim “meeting wine producers” ($t = 2.392$, $p = 0.019$). Men have evaluated with a higher grade (5.95) interest in meeting the wine producers than women (5.13).

Based on the value of the Pearson coefficient determined is the degree of correlation level between the variables in the model. The results of correlation analysis are shown in Table 3. Intercorrelation matrix testifies about significant Pearson’s coefficient values at a significance level of 0.01. The results of correlation analysis showed a significant correlation between motivation of tourists and their future behavior (0.522, $p = 0.000$). On the other hand, there is no statistically significant correlation between motivation and barriers (0.126, $p = 0.276$), and the future behavior and barriers (0.082, $p = 0.473$)

Table 3. Intercorrelation matrix.

Correlation matrix		Motivation	Behavior	Barriers
Motivation	Pearson Correlation	1	0,522**	0,126
	Sig. (2-tailed)		0,000	0,267
Behavior	Pearson Correlation	,522**	1	0,082
	Sig. (2-tailed)	0,000		0,473
Barriers	Pearson Correlation	0,126	0,082	1
	Sig. (2-tailed)	0,267	0,473	

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

Source: Authors research

Using regression analysis the hypothesis on the relationship of defined concepts were tested.

H-1: Motivation of tourists influence their future behavior.

H-2: Barriers have no impact on the motivation of tourists.

H-3: Barriers have no impact on the future behavior.

The results of testing the first hypothesis about the impact of tourist motivations of their future behavior, or intention to visit the winery where the wine they like to drink is produced and take part in wine tourism in the future show that the motivation of tourists significantly affects their future behavior ($\beta=0,522$, $t=5,369$, $p=0,000<0,01$).

Testing the second hypothesis it was found that barriers to participation in wine tourism relating to leisure, traveling distance and cost have no significant impact on the motivation of wine tourists ($\beta=0,126$, $t=1,119$, $p=0,267>0,01$).

Based on the results of testing the third hypothesis ($\beta = 0.082$, $t = 0.721$, $p = 0.473 > 0.01$), we can conclude that barriers to participation in wine tourism have a significant impact on the future behavior of wine tourists.

Conclusion

Wine tourism is an important channel for attracting tourists and development of rural areas. Wine tourism can be defined as visitation to vineyards, wineries, wine festivals and wine shows, for which grape, wine tasting and experiencing the wine region are the primary motivations for the visitor. In Serbia viticulture and wine production has a long tradition. Although the development of this industry is at a significantly lower level compared to countries with similar climatic and natural conditions, the potentials for the development of wine tourism are great. The increase in the number of tourists visiting Serbia represents a good basis for further development and improvement of wine tourism.

Characteristics of wine tourists differ from one region to another and depend on demographic, environmental, production factors specific to the wine region. Results of the research show that the most important motives for the inclusion of tourists to the wine tourism are: wine tasting, try different wines, visit a winery, getting information about wine and its production and organization of the trip.

Wine tourists showed a high degree of readiness to visit wineries that produce their favorite wine and take part in wine tourism in the future. Looking at the findings relating to the barrier to participation in wine tourism, we note that the respondents rated very low claims related to the time, distance of wine destinations and financial expenditure for the wine tourism.

Motivation of tourists is the driving force that affects their intention to visit the winery and wine destinations in which the wine they like to drink is produced, as well as intention to participate in wine tourism in the future. On the other hand, barriers such as leisure, distance of wine regions and the cost of participation in wine tourism do not impact significantly on the motivation and the future behavior of wine tourists. Having this in mind, it can be concluded that the application of appropriate marketing tools can motivate tourists and move towards wine destinations in Serbia.

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MOTIVACIJA TURISTA ZA UČESTVOVANJE U VINSKOM TURIZMU U SRBIJI

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Rezime

Cilj rada je da istraži koji su motivi pokretači turista za učestvovanje u vinskom turizmu u Srbiji. Istraživanje je sprovedeno primenom anketnog metoda. Od ukupnog broja poslatah upitnika pristigao je 160 potpuno popunjen upitnik. Rezultati sprovedenog istraživanja pokazuju da najznačajniji motivi za uključivanje turista u vinski turizam su: degustacija vina, isprobavanje različitih vrsta vina, poseta vinarija, dobijanje informacija o vinu i njegovoj proizvodnji i organizacija putovanja. Vinski turisti su pokazali visok stepen spremnosti da posete vinarije koje proizvode njihovo omiljeno vino. Sekundarni motivi vinskih turista su: učestvovanje u proizvodnji vina, obilazak radnji koje prodaju lokalne proizvode i upoznavanje ljudi sa sličnim interesovanjima. Motivacija turista je pokretačka snaga koja utiče na njihovu nameru da posete vinske destinacije i učestvuju u vinskom turizmu. S druge strane, barijere kao što su slobodno vreme, udaljenost vinskih regiona i finansijski izdaci ne utiču značajno na motivaciju i buduće ponašanje vinskih turista.

Ključne reči: *motivacija, vinski turizam, vinski putevi, barijere.*

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