

# Wine tourism development: The case of the wine district in Slovenia

## Abstract

*The focus of the analyses is on the determinants in the life-cycle of wine tourist product development and the growth of the wineries entrepreneurship in the Goriška Brda wine district situated on the Slovenian border with Italy. This is one of the fastest growing wine tourism districts in Slovenia. The analysis was based on the in-depth survey of 20 most active family wineries. Almost one-third of them started with wine production before 1991, around half of the wineries inherited the winery from the parents, often husband and wife are full-time self-employed in the winery, and they gain some support from other family members, and sometimes also from non-family members. The importance and growth of wine tourism is quantified by the number of wineries that are open for visits with guided tours and sale of wine in the winery, employment specialization into the wine tourism, specialized tourist products such as local traditional food and accommodation, the increasing importance of the marketing communication tools and promotion methods for visits of the winery, and the increasing revenues from the wine tourism. Relatively high wine prices provide survival opportunities also for smaller wineries, which have made several innovations by the shifts in the growing types of grapes from traditional towards grapes for high quality wine, and improvements in wine making, but the main innovations are in the wineries entrepreneurial efforts for wine sales in the winery and through activities that are related to the wine tourism.*

## Keywords:

*wine; wineries; wine tourism; entrepreneurship; marketing; Goriška Brda; Slovenia*

## Introduction

Wine tourism development in the Goriška Brda wine district in Slovenia is analyzed and compared with similar research on determinants for life-cycle of wine tourist product and growth of wine tourist providers in world class tourism and wine tourism destinations (Macionis, 1996; Hall, & Macionis, 1998; Getz, & Brown, 2006; Bojnec, Jurinčič, & Tomljenović, 2006, 2007; Markočič and Prinčič, 2008). Macionis (1996) introduced life-cycle model of wine tourism product for Australia. In Slovenia, similar stages of development of wine tourist product have been observed. The high quality

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of wine production is an important element for initial, an introductory stage in wine tourism development (Jurinčič, & Bojnec, 2006; Bojnec, & Jurinčič, 2006a, 2006b). In the second stage of development a part of wine production is sold in a bottled form alongside introduction of additional offers, which lead to a shift from traditional winery into an open winery with wine sales. In the third stage, wine quality is improved and thus growth of the winery follow, which requires progress in marketing. This is accompanied with investments into tourism accommodation facilities in the winery which, in addition, requires additional employment of other members of households for tourism related activities. Finally, in the fourth, mature, stage of wine tourism development, tourist activities become the main source of incomes for the winery, which requires establishment of a family or similar run firm, which is engaged in tourism and wine marketing to domestic and international markets. At the same time, wine tourism product supply is becoming more specialized by targeting different segments of wine tourists such as lovers of culture, families, active tourists, cycling, lovers of nature, and similar. The wine tourism product supply is well integrated into a tourism product supply of the tourism destination. This means that from the initial wine farm it becomes one of the important players and innovators of wine tourism product supply in the tourism destination.

This life-cycle of the wine tourism product and growth of wine tourism providers are analyzed in the case of the Goriška Brda wine tourist district in Slovenia. The importance and growth of wine tourism is quantified by the number of wineries and employees in the wine tourism, the number and diversification of the recognized and specialized tourist products in association with the wine tourism supply (e.g. wellness, ecological, and similar tourism), the significance of wine sales in the wineries and wine exports, the use of different marketing tools and the role of the wine consortiums.

### **Life-cycle in wine tourism development**

Wine, tourism and related experiences in several tourism destinations have become integrated into local wineries' business and marketing concepts (Hall, & Macionis, 1998; Getz, & Brown, 2006; Alonso, 2009). Tomljenović (2006) and Tomljenović and Getz (2009) developed a common approach for the life-cycle stages in wine tourism development within different traditional, cultural, and other circumstances facilitating the relationship between the wine product and tourist experience for successful development of a wine tourism market. The base point for the wine tourism development is the high quality of wine production, which is recognized by the awards gained at domestic and international wine competitions. This encouraged wine sale in the winery. At the initial stage this is still no bottled wine. With the wine sale the winery establishes personal contacts with the buyers and tourists who have visited the winery. At this stage, there is still not established cooperation between wine suppliers due to tourism, but membership in the association of grape growers and wine producers due to exchanges of knowledge and experiences about viticulture and wine producing is becoming more numerous (Jurinčič, & Bojnec, 2006; Jurinčič, Bojnec, & Tomljenović, 2006; Bojnec, Jurinčič, & Tomljenović, 2006, 2007).

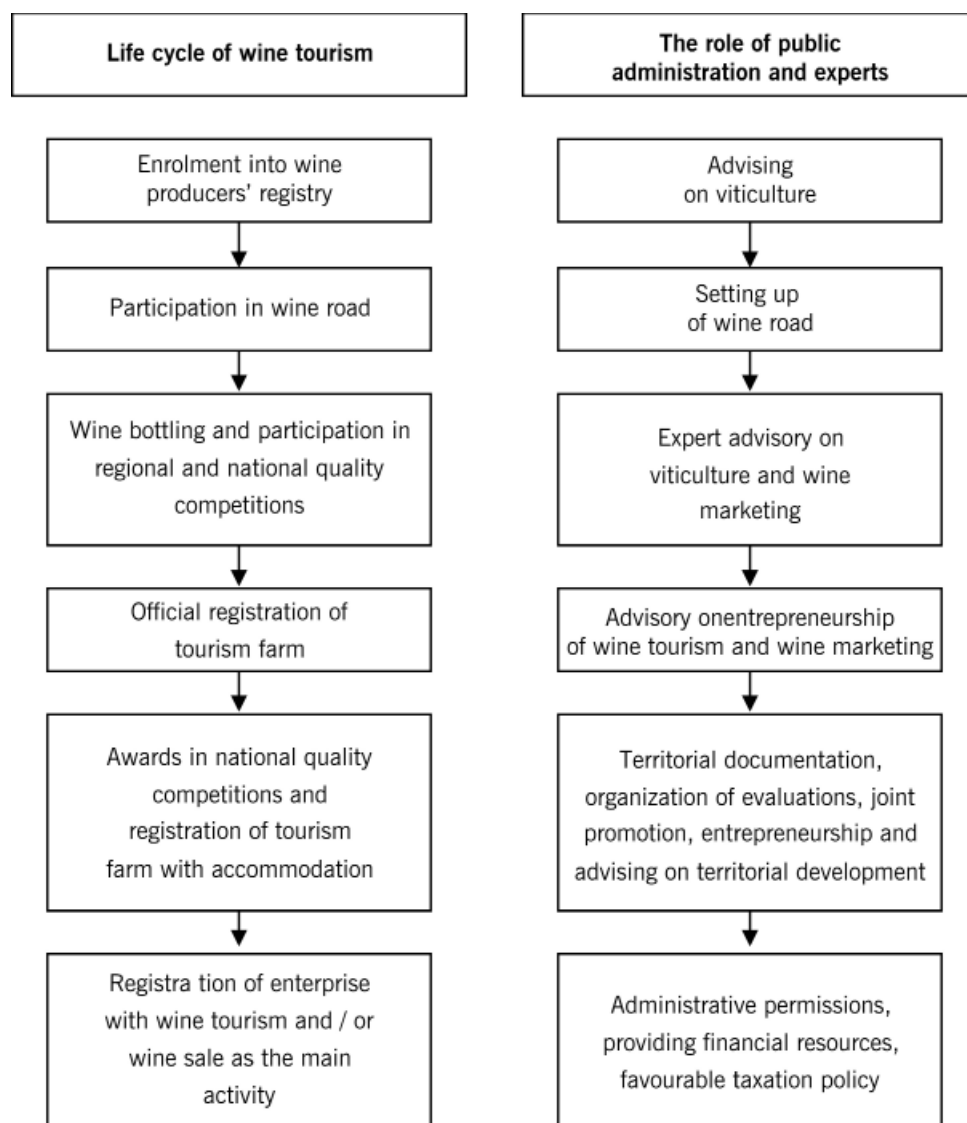
In the next stage, a part of wine production has been bottled and there is emergence of first supplementary activities with transformation from the basic, traditional wine farm into the farm open for visitors or into the wine shop (e.g. Hegarty, & Ruddy, 2004). At least one person on the farm is put in charge of receiving visitors. At the destination level, wine routes are formed, with signage and basic promotion materials, marking more intensive entry of wineries on the market of the tourism destination (Brunori, & Rossi, 2000; Bruwer, 2003).

In the third stage, there is a growth in quantity and quality of wine production, which requires an intensive marketing. The better wine growers start with mutual cooperation within a wine consortium or any other similar association of wine producers to improve/maintain the quality and achieve more successful marketing with an aim to enter into the foreign markets. The wine tourism product supply achieves a recognisable quality level at home or in local food production. This development stage is accompanied with the construction of accommodation capacities at the winery. All these activities require additional efforts from other households' members.

In the maturity stage of wine tourism development the tourist-related activities become, by the revenues and incomes, more important than the initially basic wine production. This requires setting up of an enterprise for tourism and wine marketing also for the foreign markets. At least one employee in the enterprise is engaged exclusively with the tourist activities and/or wine marketing. This is associated with investments into upgrading of accommodation capacities and wine tourism product supply to achieve higher quality of services and products supplied. The introduction of new supply is aimed towards specific segments of wine tourists (lovers of culture, families, active tourists, cycling, lovers of nature, and similar; see also Carlsen, Getz, & Ali-Knight, 2001). The supply of wine tourism becomes integrated into the supply of the tourism destination, where the winery becomes an indispensable co-creator of the wine tourism product supply of the tourism destination.

As it is illustrated in Figure 1, public administration, experts, and advisory services can play an important role in the life-cycle of the wine tourism development. Moreover, Table 1 synthesises a hypothetical wine tourism destination life-cycle in four different development stages and their characteristics. These provides theoretical basis for our empirical investigation in the case of the wine district of Goriška Brda in Slovenia.

Figure 1  
**LIFE CYCLE OF WINE TOURISM AND THE ROLE OF PUBLIC ADMINISTRATION AND EXPERTS**



Source: Bojnec, Jurinčič and Tomljenović (2007)

Table 1  
**HYPOTHETICAL WINE TOURISM DESTINATION LIFE CYCLE**

Four stages and characteristics	1: Incipient wine tourism	2: Developing	3: Maturity	4: Declining
SCALE OF WINE TOURISM	Wineries were mostly established without regard for tourism; Very few wine tourists	Growth in wine tourist volume; New wineries designed for tourism; "Landmark" wineries established	High levels of wine tourism development and competition	Decline in volume of visitors; Some wineries might become unprofitable and disappear

Table 1 CONTINUED

Four stages and characteristics	1: Incipient wine tourism	2: Developing	3: Maturity	4: Declining
IMPORTANCE OF WINE TOURISM TO WINERIES	Tourism is strictly a sideline to most; Many are not involved	A mix of tourist-oriented and export-oriented wineries	Almost all wineries are involved; Some are heavily dependent on cellar door sales	Declining cellar-door and other retail sales; Higher dependence on other distribution modes
IMPORTANCE OF WINE TOURISM TO THE REGION	Perceived to be minor; Some visionaries see the potential	Recognition of potential, based on visible trends; General desire to grow wine tourism	Employment and economic impact of wine tourism is recognized and might be the dominant activity	Declining economic importance of wine tourism might be seen as a regional crisis
STRATEGIES	Encourage and aid entrepreneurship; Attract investment; Set a vision	Branding of the wine tourism destination; Focus on high-yield wine tourists; Integrate wine and other policy domains	Focus on sustainability; Possibly demarcating to reduce mass tourism	Repositioning is needed; Create new selling proposition (uniqueness stressed); Quality of wines stressed

Source: Tomljenović and Getz (2009)

## Methodology

For the purpose of this study, the population was defined as all wineries that meet the criteria of private ownership and family entrepreneurial tradition. This criterion was used due to the relatively small number of wineries which were included into our research. As the method of data collection face-to-face interview was used, based on the structured questionnaire which included set of closed and open ended questions. These questions were related to the history of the winery and the winery entrepreneurial and marketing activities, employment and opening of the winery, current and expected development of wine tourism product supply.

The study was conducted in the wine region of Goriška brda. Slovenia has been traditionally divided into three wine regions: Podravska, Posavska and Primorska wine region. The Goriška Brda wine district is situated on the border with Italy, in the Primorska wine region (Figure 2). In the wine district of Goriška Brda the wine tourism is among the fastest growing and among the most developed within, both, the Primorska wine region and in Slovenia. The wine route of Goriška Brda, which represented the initial stage in wine tourism development, is made up of around 100 wine tourism product suppliers. Moreover, in the Goriška Brda wine district 920 grape producers are registered. They cultivate around 1,816 hectares (ha) of vineyards. The average size of vineyards per farm is 1.97 ha, which is for more than 1.2 ha greater than that of the Slovenian average (0.7 ha).

Figure 2  
**WINE REGIONS IN SLOVENIA AND LOCATION OF  
 THE WINE DISTRICT OF GORIŠKA BRDA**



Source: Krušič et al 1996

The survey was conducted with 20 most active private wine producers in the Goriška wine district in 2007. By gender, among the respondents there were 60% male and 40% female. By age, 45% of the respondents were between 20 and 40 years, while 55% between 41 and 60 years. The great majority of them (90% of the respondents) have lived in the Primorska region since they were born. The other 10% have immigrated into the Primorska region since seven and seventeen years ago, respectively.

## Results and discussion

### ENTREPRENEURIAL TRADITION

Not many private wineries in Slovenia have a long entrepreneurial tradition and this is reflected also in the wineries surveyed (Table 2). During the socialist period, wine was produced mostly by cooperative, with majority of private wine growers selling grapes to their cooperative. The re-emerging development of private wineries has occurred since the Slovenian independence in 1991 that also marked the transition from the socialist system into market economy. Among the fastest growing and advanced have been the private wineries in Goriška Brda wine district, where the wineries have a significant part of their vineyards on the other side of the border in Italy. Due to the relations

with relatives and relatively open cross-border regime between Slovenia and Italy, there has also been rapid and wide transfer of technology and market innovations from the neighbouring very developed wine district Collio in Italy. This is the reason that between the private wineries surveyed there are 30% with the longer tradition and they represent the core of the private family wineries with the higher degree of development of wine tourism in Goriška Brda wine district and in Slovenia.

Table 2  
**WHEN THE WINERY WAS ESTABLISHED**

Period	Number of wineries	%
1700 – 1750	1	5
1751 – 1800	1	5
1801 – 1850	2	10
1851 – 1900	/	/
1901 – 1950	2	10
1951 – 2000	14	70
Total	20	100

Regarding the ownership of the winery, our respondents are the single owners in three wineries (15%), while the remaining 17 wineries (85%) are on family ownership. The family ownership is often inherited from the generation to the generation or from the parents (11 wineries or 55%). In some cases the land was inherited, but later the current owners developed the winery. The most frequent reason for the decision to venture into winery establishment was the opportunity for self-employment. In several cases the young family members are working in the winery, while their parents and other family members are giving an additional support. Therefore, it seems that the most wineries evolved from wine-growing farm to which winery was added. With the recognition of wine tourism potential, wine tasting and wine sale was also added and, finally, accommodation facilities were developed to facilitate overnight stay of visitors.

#### **SIZE AND EMPLOYMENT**

The most frequent size of the wineries in terms of annual wine production is between thirty and fifty thousands litres of wine (45%) (Table 3). All the respondent wineries are included into the network of the wine routes. They are also the members of the wine consortium. The largest wine producers with more than fifty thousands litres of wine annually are those with the longest tradition. They are present and recognized on the international wine markets where they are selling independently under their own brand name. They are also offering accommodation at the farm/winery. Among the most known private family wineries in the Goriška Brda wine district are Movia, Čarga, Ščurek, Simčič, Kabaj Morel and Reya.

Table 3

**QUANTITY OF WINE PRODUCTION IN 2006**

Wine production (in l)	Number of wineries	%
Less than 10.000	1	5
10.001 – 30.000	6	30
30.001 – 50.000	9	45
50.001 – 70.000	2	10
70.001 – 90.000	1	5
90.001 and more	1	5
Total	20	100

Most often up to two family members are full-time employed in the winery (40%), more rarely three (15%) or four family members (5%). Most often this is a husband and wife team. They gain some support from children (45%) and parents (40%). Among others (5%) are most frequently relatives, which provide help when it is necessary or when there is the pick of work at the farm. They are rarely additionally employed, but only provide an occasional help.

**VISITORS OF THE WINERY**

Almost 80% of the wineries in the sample are opened for visitors, which imply that several wineries in the Goriška Brda wine district are engaged in the wine tourism at least as a supplementary activity. The first stage of the wine tourism development represents the introduction into the wine route network, which requires minimal conditions – certain quality of wine and tidy winery. The most rapid development of wineries opening their doors for visitors has started since 1991, more specifically, during the period 1991-2000 (for about 45% of the wineries in the sample) (Table 4). This was the period followed by the Slovenian independence and the introduction of the market economy with the private initiatives.

Table 4

**WHEN THE WINERY WAS OPENED FOR THE VISITORS?**

Period	Number of wineries	%
Before 1980	1	5
1981 – 1990	3	15
1991 – 2000	9	45
2001 – 2007	2	10
Data not available	5	25
Total	20	100

It is interesting to note that the wineries are keeping an official record on the number of winery visitors. About three-quarters of the wineries stated that they are managing an official statistics about the visitors of their wine cellar. At the same time, the wineries are reluctant to make this record public, being worried that the evidence might be used, particularly by the tax agents, against them. They are particularly concerned about possible tax increases for the wineries, which are likely to reduce their profitability, competitiveness and opportunities for survival.



Table 5

**NUMBER OF VISITORS PER WINERY**

Number of visitors per winery	Number of wineries	%
0 – 500	7	35
501 – 1000	2	10
1001 – 2000	2	10
No response	5	25
Not willing to respond	4	20
Total	20	100

The number of visitors per winery is relatively small – most wineries report 500 visitors annually (Table 5). It might be due to the fact that, during the last years, few wineries have introduced additional products and services. However, over the next years, it would be possible to expect an increase in the number of visitors due to the changing preferences by consumers and, particularly, improvements in the wine tourism product supply. In that respect, several farms also intend to invest into farm tourism and, particularly, into the wine tourism development in the wine district of Goriška Brda. Several of them are investing into tourism accommodation.

Most of the visitors in the wineries are from the Slovenia and from the neighbouring countries (Italy and Croatia). However, in spite of wineries claiming to keep an official record on visitor statistics, when it comes to determining visitor origin, they are either uninformed or unwilling to provide answer, as the most frequently on this question there was either no response or they were not willing to respond.

**WINE PRODUCT SUPPLY IN THE WINERY**

At the same time, it is worth mentioning that the average expenditures per visitor in the winery by products are the following: for purchase of none bottled wine 7.5 euros, for purchase of bottled wine 10 euros, for payments of wine testing 5 euros, and for food / meals 10 euros.

The second stage of wine tourism development is also characterised by the deepening of wine tourism product supply in the winery. In that sense, the wineries are offering supply of additional products or services. The single most frequent is still that the wineries promote own tourism activities and supply in wine trade promotion publications (35%), a bit less than one-third (30%) organize private parties, and around 20% have restaurants or sell local produced food products. The remaining 15% of the surveyed wineries offer other services.

The variations in the degree of integration of the wineries into wine tourism product supply are seen from the evidence on the number of days in the week when the wineries are open for visitors. More than a half of the wineries (55%) are opened each day in the week, while 25% are opened only for certain days. Moreover, 15% wineries are opened two days mostly on weekend. Three days for the extended weekend (on Monday shops are closed in the neighbouring Italy) are opened 5% of the wineries, and a similar percent (5%) are opened five days in the week.

## SERVICES TO VISITORS AND MARKETING OF TOURIST PRODUCTS

The ability of winery do dedicate a person to handle visitors can explain the level of tourism business development in the winery. About 65% of the owners of the wineries are of the opinion that visitors should announce their arrival in advance. Only 15% wineries are of the opinion that somebody always has to be available to service visitors. It might happen that during the pick of the seasonal work the owners of the winery are not in position to allocate the time for possible visitors. This can be a reason that tourist will leave the winery with mixed or even bad experiences. This disappointment can happen from time to time. This shortcoming is an additional challenge for the wineries to devote more opening time and efforts toward the availability to be present in the winery for visitors. If the winery owners decide to get involved with visitors, they should be aware that when the visitors arrive it is necessary to devote time to them, while other activities on the farm should be put on hold temporarily. This is also an investment into customer relations building in the future.

The guided tours of the winery are offered by 40% of the wineries. The reason that others are not involved is in a shortage of people employed by winery and, therefore, the lack of time available for hosting visitors. If somebody works in the vineyards he/she cannot be, at the same time, at the farm or in the winery.

In the Goriška Brda wine district, a highest number visitor is recorded in the autumn. Several of them visit the Goriška Brda wine district during the harvest and, even more frequently, on the St. Martin's day. During the summer in the Goriška Brda wine district there are rather high temperatures and due to the hot weather conditions, there is a bit less visitors than during the autumn months. During the spring, the peak of tourist arrivals is recorded in June due to the cherry season and, in particularly, on the traditional cherry date on the first weekend in June when cherry festival is organised in the hills of Goriška Brda. The least tourist arrivals are during the winter months.

Signposting along wine routes and other major roads is rated as the most frequent promotional activity by 60% of wineries surveyed. The winery signposts are erected at the most visible places, usually in front of the wineries, for those wineries included into the network of the wine routes. The publication materials, produced by the wineries, are used by a half (50%) of the surveyed wineries. Available are also promotion materials, which are published by the municipality. According to the responses, some wineries are preparing promotion materials themselves, including catalogues about their activities. The third most popular promotion is through the websites. This way of promotion is used by around 40% of the surveyed wineries, which show improvements in the use of this promotion, communication, marketing, and selling channel.

In attracting visitors, wineries are relying on their own resources, rather than on cooperation. Around 40% of the visits in the wineries are a part of a tourist package or a result of cooperation with tourist agencies. In the Goriška Brda wine district there are severe competitions between the wineries and, for this reason, they should develop more cooperation between themselves, particularly in promotion, marketing and selling. In

addition, there is no specialized tourist agency which would organize and advise visitors in the wine district. There is only a tourist information office, which is not active enough in the marketing activities.

The aims of more efficient integration of wineries into tourism destination development, according to the opinion of respondents should be: to increase direct sale of wine to visitors, to develop list of e-mails and websites for wine sale, to promote the importance of the characters of viticulture in Primorska region as well as in Slovenia in general, and to improve the recognition of the brand names of the wines from the Goriška Brda wine district. The wine producers are aware that an important factor for a business success is a good promotion. These objectives would be easier and faster to achieve if the wine producers would, to a greater extent, cooperate between themselves. The wine consortium has been established, but has not given expected results. It would be possible to achieve better results when the wineries and wine producers become internationally recognized what, for small-scale producers, would be possible only through joint activities. However, this can be difficult to achieve as currently, for example, not all suppliers are present in such activities. However, it would indeed be possible to increase economies of scale, when more producers appear on the wine market jointly. The independent representation represents relatively high costs and there is also possibility that visitors do not recognize such small suppliers.

The share of direct wine sales to winery visitors in the total wine sale revenue varies by the wineries and not all wineries are willing to provide such data. Moreover, the wineries are selling small amount of wine directly to winery visitors, very rarely more than 20% of total wine production. A greater quantity is sold to different larger buyers, regular customers and tourism firms such as inns, restaurants, hotels, and other wine tourist product suppliers.

In spite of the relatively low share of direct sales to winery visitors, sale of wine to visitors has increased during the last three years. This increase, depending on winery, has been between 2 and 20%. Seven wineries were of the opinion that has remained the same. The more optimistic is expectation for the next three years. More than two-thirds of the wineries are of the opinion that the direct sale to visitors in the winery will increase between 5 and 30%, and only one-third of the wineries that it will remain the same.

The one-third of wineries intends to supply some other products or services to visitors in the next three years. Their plans are based on an expectation of greater number of tourist arrivals as every year more and more visitors are recorded in the Goriška Brda wine district. Due to this, the wineries are enthusiastic regarding wine tourism potential and aim to increase, as much as possible, sale of local products and services to offer integrated, authentic experiences to visitors.

The plans for expansion of visitor-related products and services include: two wineries plan to offer accommodation with recreation, two wineries will build new farm tou-

rism activities, a single winery will offer rooms, swimming pool and sauna, a single winery will start to produce and sell domestically processed products (i.e. liker, marmalade, juices and similar) and a single winery will specialize for a guided wine testing. Plans to add accommodation facilities and offer typical food produces are mostly due to the fact that the entire district has a shortage of accommodation and no retail outlets where visitors can buy locally made products.

Among opportunities to increase the number of the visitors in the winery, there is a desire to increase the share of international visitors' to wineries. This might be partly motivated by wineries aim to expand the marketing chain outside Slovenia and, in this respect, foreign visitors are perceived as one of the vehicle towards achieving this aim. For the wineries in the Goriška Brda wine district it is of almost equal importance to increase visits of, both, independent tourists as well as organised tourist groups. Some of wine producers have relatively small wineries. This seems to be a reason that they want to have more individual visitors. The wineries with farm tourism and accommodation facilities consider as very important to have as much as possible organised tourist groups.

Table 6

**OPINIONS ON THE IMPORTANCE OF ACTIVITY**

Important to increase supply of the following activities in the region	Not important		Partly important		Very important	
	Number of answers	%	Number of answers	%	Number of answers	%
Congress activity	2	11.1	10	55.6	6	33.3
Tourist places	1	5.9	5	29.4	11	64.7
Hotels	1	5.6	11	61.1	6	33.3
Accommodations with breakfast	1	5.6	2	11.1	15	83.3
Camps	6	35.3	8	47.1	3	17.6
Special accommodation capacities, which expresses a special regional			7	43.7	9	56.3
Restaurants and inns			5	27.8	13	72.2
Specialized shops, which are selling typical products and goods			5	29.4	12	70.6
Sport halls	2	11.8	10	58.8	5	29.4
Craft workshop	4	23.5	8	47.1	5	29.4
Activities for children	2	11.8	8	47.1	7	41.1
Wine festivals/entertainment	4	23.5	2	11.8	11	64.7
Special events			5	45.5	6	54.5
Other product or activity						
More promotion for your region as a tourist destination			2	11.8	15	88.2
More promotion for your region as a wine tourist destination			1	5.3	18	94.7
More promotion for your wine cellar as a cultural attraction			2	11.1	16	88.9
More promotion for your wine					18	100.0
Legislation, which supports development of entrepreneurship			3	15.8	16	84.2
Financial supports, which support development of entrepreneurship			1	5.6	17	94.4
More favourable use of territory or municipal regulations in the field of			4	23.5	13	76.5
Other					4	100.0

Not: Row % is equal 100%.

In terms of the destination-wide activities that wineries consider important in fostering their own wine tourism product, the most important is the presence of restaurants and inns (Table 6). Some of them can sell wine and have bed and breakfast accommodation. In addition to accommodation, they can offer visits of the winery and in this way can increase sale of wine. For a great proportion of the wine producers it is also very important that in the Goriška Brda wine district specialised shops are set up, dedicated to selling typical local products and agricultural produce. More than half of the surveyed wineries place high importance to wine festivals and entertainments as well as on restructuring of all Goriška Brda wine districts into well integrated tourism destination. For the surveyed wineries the least important are camps, sport halls and craft workshops, where sale of wine is less important. Among other important factors to increase wine tourism supply are long-term development vision, joint presentation consortium, association, and faster resolving permissions for new buildings. Almost for all surveyed wineries the promotion of all kind of financial support to farmers and subsidies to rural areas are very important.

## Conclusion

The Goriška Brda wine district is among the most developed in wine tourism in Slovenia. According to the presented life-cycle development stages, around one-fifth of the analysed wineries are in the initial first development stage, around 35 percent are in the second development stage, around one-fourth are in the third development stage, and around one-fifth are in the mature fourth development stage. Among advantages are family tradition and closeness to the Italian market. Among disadvantages are relatively small-scale private farms and wineries, which call for a greater cooperation and networking between the family wineries.

Among proposals obtained from the surveyed wineries for more efficient development of wine tourism in the Goriška Brda wine district, several activities are necessary: to set up more signposts for the wineries, to increase supply of typical local food, to put more efforts towards joint presentations of the wine producers in wine competitions, greater and more efficient promotion of the Goriška Brda wine district in Slovenia and abroad, better arrangements of the Goriška Brda wine district landscape (infrastructure and similar), more friendly taxation legislation towards farmers and wineries, and subsidised interest rates for credits to farmers. Among proposals for future development are also networking in wine tourism supply with tourist agencies and tourist information centre in Slovenia and abroad; joint promotion in different fair activities by the regional wine, olive oil, and fruit producers as well as presentation of typical local foods; and development of different sport and other activities for tourists.

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Submitted: 01/10/2009

Accepted: 03/24/2010