

MONTENEGRIN WINE TOURISM WITH EXAMPLES OF GOOD PRACTICE FROM AROUND THE WORLD

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Abstract Montenegro has a long tradition of winemaking, and it is based on local varieties such as Vranac and Kratosija. In this chapter, market analysis of Montenegrin wine tourism in the frame of the bilateral project BI-ME_21-22-020, is presented. There are 15 wine cellars in Podgorica and beyond and Montenegro's largest wine company is "13 jul Plantaže". In the research, we examined wine routes and wine fountains in Montenegro, and focused on good practices in wine tourism in Slovenia and around the world.

Keywords:

Montenegro,
wine,
wine tourism,
wine routes,
rural areas

1 Introduction

Montenegro is a small Balkan country in the central Mediterranean in the Southern Europe (Davidović, 2022), bordering Serbia, Kosovo, Albania, Italy, Croatia and Bosnia and Herzegovina (Premović & Doderović, 2020; Montenegro, n. d). It is considered a relatively new tourism destination - with the official slogan Wild Beauty, and also a destination with many resources for further tourism development. It was self-proclaimed Ecological State in 1991 (Vitic & Ringer, 2008; balkaninsight.com), and in 2020 it was listed 74th, based on the Environmental Performance Index (total-montenegro-news.com). Before the COVID pandemic, the number of tourists visiting Montenegro reached 2,645,217 in the year 2019 (Monstat, 2020). The majority of tourists arrive in the period from May to October (Bulatović & Strančević, 2018). Food production and agriculture have an important role in the economic development of the country, generating more than 8% of the total GDP in 2010. According to the Monstat (2011), agricultural area in Montenegro covers 38% of the total surface area. Montenegrin coast has two separate units: the immediate basin of the Adriatic Sea and the area of the River Bojana (Barovic, Vujacic & Spalevic, 2021). Montenegrin Coast, Budva, Bar, and the Ulcinj Riviera are known for bathing tourism. They have potential for tourism development thanks to cultural heritage and natural attractions. But the potential is not only in the coastal areas, but also in the rural areas that are particularly suitable for the development of sustainable, responsible and the so-called slow tourism. Some improvements in tourism development were made during the second half of the twentieth century (Ratković, Rađenović, Zečević & Jablan, 2021), and some Montenegrin destinations have become very popular. Kotor, significantly marked by cruise tourism, is definitely among them (Kotor can be seen in Figure 1, view of Kotor in figure 2 and a part of the fortress of Kotor in figure 3).

Montenegro is also an old European and Mediterranean grape-growing country, covering only 2,700 hectares (National Bureau of Statistics, 2014). After World War II, Montenegro, as a Yugoslav republic, was classified as an Adriatic grape-growing region, with two sub-regions – the **Montenegrin coast** and the **area of Lake Skadar** (Ulićević, 1959). The Montenegrin wine region consists of two principal regions, one lying around the basin of Lake Skadar and the other along the coastal area on the Adriatic Sea. The majority of Montenegrin vineyards (almost 90%) are located in the Podgorica district (in figure 4 the capital city of Montenegro -

Podgorica can be seen), in the basin of the Skadar Lake (Monstat, 2013). In this chapter, Montenegrin winemaking is in the foreground and we analyze, according to the goals of the bilateral project between Montenegro and Slovenia, what role it plays in Montenegrin tourism. Attention is paid to wine tourism and to wine routes as tools of destination marketing and branding.



Figure 1: Kotor in Montenegro

Source: own source



Figure 2: View of Kotor

Source: own source



Figure 3: A part of the fortress of Kotor

Source: own source



Figure 4: Podgorica
Source: own source

2 Winemaking in Montenegro

Once again it should be emphasized that vine growing and wine production have a very long tradition in Montenegro. It goes back before the Roman period and is mainly based on autochthonous grapevine varieties such as: Vranac, Kratošija, Krstač and Žižak. (Maraš et al., 2014, 2020). Until World War II, the vineyard area

in Montenegro was 1.145 ha (Pejović, 1988). The most significant increase in the vineyard area in Montenegro was in the period from 1977 to 1982, with new plantations of 1.500 hectares within the project "Ćemovsko polje", property of the company "13.jul-Plantaže". In the last decade, also the vineyard areas and the number of grape and wine producers have increased. Law on wine, published in 2007, and other government measures, aimed to promote viticulture and wine production, particularly contributed to this trend. In the period between 2007 and 2012 the vineyard areas were increased by 287 ha. During this period, 505 grape producers were registered (Monstat, 2013).

In several studies it is reported that winemaking is traditionally based on local varieties such as Vranac and Kratošija (Bulić, 1949; Ulićević, 1959, 1966; Nastev, 1967; Četković, 1978; Zirojević, 1979; Avramov, 1988; Pejović, 1988; Cindrić, 1994, 2000; Burić, 1995). Those two are also cultivated in Macedonia, Bosnia and Herzegovina, Croatia and Serbia and are considered as indigenous varieties of the Western Balkan countries. The winegrowing areas in Montenegro are increasing and Vranac is the dominant grape among red grapes (Pajovic et al., 2011). This is probably due to the trends in wine production. These local cultivars have considerable importance for the wine regions of the Western Balkan countries (Božinović, 2005).

The study conducted by Đorđević et al. (2017) took samples of the selected red wine varieties grown in Montenegro (Merlot, Cabernet Sauvignon and Vranac; vintages 2010–2012) and compared them. The study has shown that the quality of the Merlot wine is the best, and that all three varieties may be used as safe and health-promoting nutritional products.

3 Wine tourism in Montenegro

Wine tourism is becoming a popular trend in Montenegrin wine regions. It is only one of the types of tourism based on the typical products and culinary tradition that has recently been extensively developed. This type of tourist offer has positive effects not only on the production of certain products, but also on the whole range of elements such as the production of grapes, wineries, restaurants, travel agencies and food sector as a whole (Di Gregorio & Licari, 2006). The development of wine tourism in Montenegro officially started only in mid-2007 through the projects and

initiatives launched by the National Association of growers and winemakers of Montenegro. Also these projects of Wine roads of Montenegro are divided into two already mentioned regions: Coastal Region and Region Skadar Lake basin (Jahić, 2016).

In the literature review on wine tourism in Montenegro, altogether 17 studies of wine tourism were found. Most of them were published around the year 2017 and are related to the chemical composition of vine and grapes. We did not find any foreign research on wine tourism in Montenegro - all currently found authors are domestic researchers. Studies on wine in Montenegro are shown in table 1.

Table 1: Studies about wine in Montenegro

	Title	Authors	Year of publication	About the study
1.	Comparative analytical study of the selected wine varieties grown in Montenegro	Đorđević, N. O., Novaković, M. M., Pejin, B., Mutić, J. J., Vajs, V. E., Pajović, S. B., & Tešević, V. V.	2017	This work aimed to evaluate the phenolic profile, total phenolic content, anti-DPPH radical activity of the wine samples made of three different vine varieties, namely Vranac, Merlot and Cabernet Sauvignon (grown in Montenegro; vintages 2010–2012), aiming both to check their quality and estimate the most promising one.
2.	The role and challenges of rural tourism development in transition countries: Montenegro experiences. <i>Turizam</i> , 17(2), 84-95.	Moric, I.	2013	This paper throws light on this process in Montenegro, setting out the main components and issues involved and providing guidance and ideas based on the data about current situation in rural areas and rural tourism in Montenegro
3.	Influence of Travel Agencies on Selective Tourism Development in Montenegro	Vucetic, A.	2009	A significant number of travel agencies in Montenegro are specialized and that it influences development of selective tourism in a

	Title	Authors	Year of publication	About the study
				destination, while the agencies are dominantly focused on development of selective tourism types based on natural potentials and on anthropogenic resources of the destination.
4.	The efficiency of the tourism industry in the Balkans. Proceedings of the Faculty of Economics in East Sarajevo-Journal of Economics and Business.	Cvetkoska, V., & Barisic,	2017	According to the obtained results it was determined that there was no country in the Balkans that had an efficient tourism industry in every year in every window. The most efficient country in the period of six years (from 2010 to 2015) was Albania, followed by Croatia, Romania, and Turkey, while the least efficient countries were Montenegro, Serbia, and Bosnia and Herzegovina. The overall efficiency of the tourism industry was the highest in 2013, while 2011 saw the lowest efficiency results achieved. Based on the presented results of overall efficiency (by years) it has been found that 7 out of 11 countries show efficiency results over 95%, while Montenegro and Serbia show efficiency results lower than 80%.
5.	Polyphenolic characterisation of Vranac, Kratosija and Cabernet Sauvignon (<i>Vitis vinifera</i> L. cv.) grapes and wines from different vineyard locations in Montenegro. South African Journal of	Pajovic, R., Raicevic, D., Popovic, T., Sivilotti, P., Lisjak, K., & Vanzo, A.	2014	The aim of this study therefore was to characterise Vranac, Kratosija and Cabernet Sauvignon grapes from representative Montenegrin vineyard locations according to the extractable polyphenol content and polyphenol

	Title	Authors	Year of publication	About the study
	Enology and Viticulture, 35(1), 139-148.			distribution between the skin and the seeds of the grape berries
6.	Chemical composition and sensory properties of wine Vranac in the Skadar Lake basin (Montenegro). 7.Poljoprivreda i Sumarstvo, 59(1), 183.	Pajovic, R., Milasevic, I., Nikcevic, A., Krstic, M., & Popovic, T.	(2013)	In the period of research of the Vranac wine produced from grapes harvested in 2008, 2009 and 2010, the climatic conditions in the viticulture region of the Skadar Lake basin were quite balanced and favourable for achieving good ripening of grapes.
7.	Identification of phenolic compounds in grape must and wine of red grape varieties grown in Montenegro. In Proceedings book: Developments in science and engineering education. Second International Mediterranean Congress on Natural Sciences and Engineering MENSEC June (pp. 26-29).	Radonjić, S., Košmerl, T., Maraš, V., Demšar, L., & Polak, T.	2018	Vranac and Kratošija had higher content of flavonols and stilbenes, comparing to Cabernet Sauvignon grape must which had the highest content of flavan-3-ols
8.	Wine quality in Montenegro. Poljoprivreda i Sumarstvo, 62(3), 223.	Pajovic-Scepanovic, R., Krstic, M., Savkovic, S., Raicevic, D., & Popovic, T.	2016	This paper presents results of Montenegrin wine quality analyses in the period from 2007.to 2014. Chemical analyzes were carried out in oenological laboratories of Biotechnical Faculty, as an integral part of the analysis for the market release of wines. Still, dry wines; red, white and rose were analysed.
9.	Clonal selection of autochthonous grape variety Vranac in Montenegro. In <i>CMBEBIH 2017</i> (pp. 787-790). Springer, Singapore.	MARAŠ, V., KODŽULOVIĆ, V., MUGOŠA, M., RAIČEVIĆ, J., GAZIVODA, A., ŠUČUR, S., & PERIŠIĆ, M.	2017	Paper presents agro-biological, economic and technological features of Vranac clones comparing to population of variety.

	Title	Authors	Year of publication	About the study
10.	Origin and characterization of Montenegrin grapevine varieties. VITIS- Journal of Grapevine Research, 54, 135-137.	Maraš, V., Popović, T., Gazivoda, A., Raičević, J., Kodžulović, V., Mugoša, M., & Šučur, S.	2015	According to the literature and to the exploration in vine growing regions, it can be concluded that Montenegro has a very rich grapevine germplasm, yet not investigated enough. Further works on Montenegrin germplasm will contribute to the better evaluation of the grapevine genetic resources of Montenegro, and, therefore, to the enrichment of grapevine diversity in Europe.
11.	The state of agricultural plant genetic resources in Montenegro. Poljoprivreda i Sumarstvo, 57(1), 33.	Jovovic, Z., Cizmovic, M., Lazovic, B., Maras, V., Bozovic, D., Popovic, T., ... & Velimirovic, A.	2011	This paper represents the status of plant genetic resources in Montenegro and the activities carried out in order to preserve them
12.	Suitability of flavan-3-ol analysis to differentiate grapes from Vranac, Kratošija and Cabernet Sauvignon (<i>Vitis vinifera</i> L.) grown in Montenegro. Australian Journal of Grape and Wine Research, 25(4), 376-383.	Pajović-Šćepanović, R., Wendelin, S., Forneck, A., & Eder, R.	2019	In contrast to popular cultivars, little is known about their chemical composition, especially in Montenegro. Many important characteristics of red wines are related to phenolic substances. Therefore, it is imperative to determine the phenolic composition of these cultivars.
13.	CLONAL SELECTION AND ESTABLISHMENT OF MOTHER PLANTATIONS OF VRANAC VARIETY. In International Symposium for Agriculture and Food, XXXVII Faculty-Economy Meeting, IV Macedonian Symposium for Viticulture and Wine Production, VII	Maraš, V., Tomić, M., Kodžulović, V., Raičević, J., & Šučur, S.	2012	Bearing in mind the importance of vranac variety for the Montenegrin viticulture, work on clonal selection of this variety has started in 2004 year.

	Title	Authors	Year of publication	About the study
	Symposium for Vegetables and Flower Production, Skopje, Macedonia, 12-14 December 2012 (pp. 145-149). Faculty of Agricultural Sciences and Food, University" Ss Cyril and Methodius".			
14.	Viticulture Zoning in Montenegro. Bull. UASVM Hortic, 75, 1-14.	Savić, S., & Vukotić, M.	2018	This research identified the climatic parameters for the Montenegrin viticulture area, the phenology of the most widespread Montenegrin indigenous grapevine variety – Vranac, and the chemical characteristics of Vranac wine. According to the data, Vranac varieties respond well to lower altitudes and sunny slopes. At higher altitudes there is less vegetative growth, and more acids accumulate in the grape, making the wine insufficiently harmonious. At these locations, the vine should not be burdened with a larger number of fruiting canes and yield.
15.	Identification of phenolic compounds in grape must and wine of red grape varieties grown in Montenegro. In Proceedings book: Developments in science and engineering education. Second International Mediterranean Congress on Natural Sciences and Engineering MENSEC June (pp. 26-29).	Radonjić, S., Košmerl, T., Maraš, V., Demšar, L., & Polak, T.	2018	The results from this study provide valuable information about the phenolic compounds in varietal Montenegrin grape must and wines.

	Title	Authors	Year of publication	About the study
16.	Analysis of the grapevine genetic diversity existing in Montenegro using ICVV-SNP and VIVC databases.	Maraš, V., Tello, J., Gazivoda, A., Mugoša, M., Perišić, M., Raičević, J., ... & Ibáñez Marcos, J.	2020	They performed prospection of grapevine genetic resources, which involved the collection of 419 grapevine leaf samples from old vines found in traditional vineyards across the different viticulture regions of the country.
17	Research of origin and work on clonal selection of Montenigrin grapevine varieties cv. vranac and cv. kratosija. <i>Агрознање</i> , 13(1), 103-112.	Maras, V., Tomic, M., Kodzulovic, V., Sucur, S., Raicevic, J., Raicevic, D., & Cizmovic, M.	2012	The research results about the origin of Vranac variety are shown in this paper

3.1 Company "13. Jul – Plantaže"

In the 1960s, farms in the area of Podgorica, Danilovgrad and Virpazar were joined in Agrocombinat "13. jul", which later developed into a company called "13. Jul – Plantaže". Today the company has three wine cellars: Lješkopolje, Ćemovsko polje and Šipčanik. Lješkopolje is the oldest one and Šipčanik was a military airport before it has been transformed. The basement is positioned at an average depth of over 30 meters below ground. In the form of a spiral tunnel, 356 meters long, with an average width of 13.5 meters and height of 7 meters, it extends to over 7000 square meters. The temperature is almost constant and is between 17 and 19 degrees, while humidity is 80%. Their wines have won more the 800 awards on international competitions and exhibitions. Nowadays, Plantaže produces around 22 million kilos of grapes every year, and they sell more than 16 million bottles over 40 countries in the world (Plantaže, n. d.). In the frame of the project, a visit to the cellar was organized, as shown in Figure 5. In figure 6 Plantaže's wine bottle Vranac can be seen.



Figure 5: Wine cellar 13. Jul – Plantaže

Source: own source



Figure 6: Wine Vranac from 13. Jul Plantaže

Source: own source

3.2 Winemakers in Montenegro

Market analysis has shown that the wine cellars are in the capital city or in its surroundings and the surroundings of the Skadar Lake, as it can be seen in Figure 7.

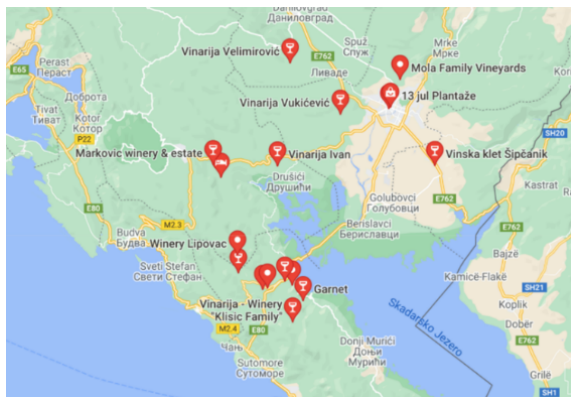


Figure 7: Wine cellars around the capital city of Podgorica

Source: Google maps, n. d.

Besides the Montenegro's largest wine company – “13 jul Plantaže”, the analysis showed that there are additional fourteen bigger wine cellars in Montenegro: “Cemovsko Field”, “Mola Family Vineyards”, Radevik Estate”, “Vinarija Bogojević” (Figure 8), “Castel Savina”, “Milović Winery”, “Winery Mašanović”, “The Sjekloća Estate”, “Rupice Winery”, “Vinska klet Šipčanik”, Country House Buk Vinarija”, “Vinarija Četković”, “ZENTA Vinarija Vučinić” and “Vinarija Vukićević”. There are many other smaller winemakers in the region that were not covered by our analysis due to the small size or lack of information.



Figure 8: Wine Aria from winemaker Bogojević

Source: own source

4 Wine routes and wine roads

In Europe, wine tourism has largely been developed in the form of official wine roads or wine routes. Wine route is defined as basically a tourist route that connects several wine estates and wineries in a given area. Route is characterized by natural attractions (mountains and other scenery), physical attractions (facilities such as wineries on wine estates), vineyards, and roads and markers (signposts) directing the tourist to the individual wine route estate enterprises (Hall et al., 2000). The term wine route has been defined and analyzed in many ways. According to Bruwer (2003), a wine route is a tourist route that connects several wine estates and wineries in a given area. A wine route allows the tourist to engage with the diversity of the natural and cultural features of the landscape. In figure 9, the interior of one of the wine cellars is pictured.



Figure 9: The wine cellar

Source: own source

In the frame of the bilateral project between Slovenia and Montenegro, the wine route Crmnica (Winetourism.com, 2021) was visited. Crmnica is a small region in Montenegro, located in the hilly area between the mountains and the coast, within the territory of the Municipality of Bar. Placed between the Paštrovići tribe and the Skadar Lake, this territorial community of 7 tribes is surrounded by the mountains of Sutorman and Rumija. Crmnica is considered to be one of the most fertile regions of Montenegro. Apart from the variety of fruit being cultivated here, the region of Crmnica is famous for vineyards and wine production (Savić, 2014; My guide, 2021). We visited winemakers and took tours in their vineyards, example of one of them is shown in figure 10. Designing tourist products that would include a tour of vineyards and wine cellars in connection to other attractions is an idea that, in our opinion, has real chances of success in Montenegro.



Figure 10: The vineyard

Source: own source

4.1 Iter Vitis Route

Montenegro is one of the partners of Iter Vitis Route, which is a cultural Route of the Council of Europe, certified in 2009. Tourists can discover Western European vineyards, learn about cultivation techniques, vinification, storage and transport, and become familiar with the viticultural myths and symbols. Both Slovenia and Montenegro are members of this route (Concil of Europe, 2020), which is an important form of promotion of the whole countries and their attractions. It is good example of how countries and destinations can start cooperation on a common theme, leading towards mutual goals.

Wine roads are a popular form of promoting wine estates and products and consequently, they can be found at every famous wine destination. Further on, only a few of the most famous examples from around the world are presented. The first one is from the USA, the Napa Valley. Two roads run along the Napa Valley, beginning in the town of Napa. Many small country roads intersect the Valley. These are roads with views of the vineyards (Wine country getaways, 2021). The Valley is about 29 miles long, running from Napa in the south to Calistoga in the north. Our analysis showed that there is an interesting trend regarding vehicles between vineyards in the Napa Valley - they offer a limousine ride or some luxurious cars in the vineyards. This trend cannot be considered a sustainable practice. If compared to European wine destinations, off-road vehicles and cycling among vineyards predominate.

When discussing wine routes, its promotion and success, France is among the leading destinations. Due to space limitations only a few are mentioned in this chapter. The Alsatian Wine Route, officially launched in 1953, is running through the region of Alsace from the north to the south (around 170 km) and it includes almost one thousand wine producers (Wineroute.Alsace, 2022). Among the most popular examples of wine routes from France are also the Burgundy Wine Trail (around 220 km), the Champagne Route (around 700 km), the Loire Valley Wine Route (around 800 km), the Bordeaux Wine Trail (around 80 km), the Languedoc Wine Trail, the Beaujolais Wine Trail, the Ile-de-France Wine Trail and the Savoy Wine Trail (Vinotrip, 2021). Content analysis of the routes in France shows that the tourism product of wine routes is well developed, also in terms of connecting with other tourism stakeholders. Based on the analysis it is also possible to conclude that

wine routes in France are used as effective destination marketing and branding tools and tools for promoting and preserving heritage.

Wine roads can also be found in Slovenia which has only become a wine destination in recent years, so wine tourism products are not at the level of the most developed wine destinations. Among the most famous wine roads are: Bizeljsko-Sremiška wine road, Podgorjanska wine road, Haloze wine road, Bela krajina wine road, Goriška brda wine route, Istrian wine road, Central Slovenian-Gorski Kotar wine road, Gornja Slovenskogoriška wine road, Maribor wine tourist road and Jerusalem Wine Road (Dnevnik, 2009). All the wine growing regions have wine routes with marked signs directing tourists to numerous wine cellars, as well as vineyards and tourist farms (Vinske poti v Sloveniji, 2010). In figure 11 the interior of the Brda wine cellar can be seen and in figure 12 the process of wine making in the wine cellar of Brda is shown.



Figure 11: The wine cellar of cellar Brda

Source: own source



Figure 12: Process of wine making in wine cellar Brda

Source: own source

The vineyard that surrounds the road that is shaped as a heart is owned by the Šerbinek Winery, and the heart itself is visible from the courtyard of the Dreisiebner winery. One of the most famous vineyards (due to the heart shape) lies on the border with neighboring Austria, in Špičnik, in Svečina (Turistične kmetije, 2021; Municipality of Kungota, 2021). The heart among the vineyards on Špičnik (as it can be seen in Figure 13) has recently attracted a lot of attention for several reasons. One of them was because the French advertised their vineyards with it. In the tourist brochure, which presented the wine region of Alsace, the local wine-growing hills were illustrated using a Slovenian wine attraction.



Figure 13: The heart among the vineyards on Špičnik

Source: own source

5 Wine fountains

One of the wine tourism attractions are wine fountains. Our research showed that there are none Montenegro, but a couple of them exist in Slovenia. They are mentioned because they can represent a good practice of how to promote destinations and wine tourism. In Slovenia, four wine fountains exist at the time of the research: Wine fountain Marezige (Figure 14), Wine fountain Vondole, the source of the Cviček and Wine fountain Kapela.

One of the goals of the project was to search for good practices in wine tourism around wine countries and wine destinations to find possible ideas for future further development of wine tourism in Montenegro and in Slovenia. One of the possible ideas for developing a tourism product in Slovenian and Montenegrin vineyards is organizing a picnic and lunch or dinner in the vineyard. Picnics are organized by »Jacob's Creek Gourmet Picnic« and by »Picnic in the Uruguayan Vineyards« (Winepaths.com, n. d.). The idea of a dinner among the vineyards comes from Italy, Tuscany. It is called "Dine in the Vineyard among the Rows" (Checkintuscany, 2020). A similar offer for fine dining in the vineyard can also be found in Hungary (Hungarianwines, n. d.). And in Slovenia, for example, they offer a culinary experience of a dinner in the Castle Vineyard (Kaval group, 2020).



Figure 14: Wine fountain Marezige

Source: own source

6 Conclusion

The examples of the best wine destinations in the world show that wine tourism in destinations that have the conditions for its development is a good opportunity for the development of sustainable forms of tourism. One of the purpose of the bilateral project between Montenegro and Slovenia was to analyze the state of wine tourism in Montenegro and to offer guidelines for its further development. Research work during the bilateral project confirmed that Montenegro is a destination that faces excessive tourism, even overtourism in the coastal areas, while the other parts are unknown to tourists because they are not promoted to a sufficient extent or because the offer of these areas does not reach a level that would be suitable for a larger visit by tourists. Despite the undeniable fact that Montenegro is a wine destination, the analysis of various databases found few studies on wine tourism in Montenegro (17 altogether). Field work, however, confirmed that the locals who were involved in the bilateral project, believe that further developing of wine tourism has potential. The development of wine tourism in the surroundings of Podgorica and the Skadar Lake could partially solve the problem of overtourism in coastal areas of Montenegro (Kotor, Budva).

In the chapter, it is emphasized that wine routes are among the most popular tourism products related to wine growing and wine production. In addition, some examples of good practices from around the world are listed as possible ideas for future development of wine tourism in Montenegro and in Slovenia. The research confirmed that, on the one hand, the destination of Montenegro has developed wine tourism, and, on the other hand, many possibilities for further development of new tourism products exist, also in connection with other tourism stakeholders and mutual cooperation of wine producers and winemakers. Significant contributions could be made by internationally recognized winemakers from Montenegro, among them the most important is the biggest wine cellar of Montenegro – "13. Jul Plantaže".

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