

Development of a unique product: Perception of guests in Tourism in vineyard cottages on the local environment

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Abstract

Purpose and Originality: Tourism in vineyard cottages is new, authentic, unique tourism product, which involves the area of wine-growing land Posavje, with districts of Dolenjska (Lower Carniola Region), Bela Krajina and Obsotelje-Kozjansko, where are the wine-growing areas with vineyards and vineyard cottages. Tourists in vineyard cottages bring economic benefits to the local community.

Method: With the research we gained the information, where local residents can see positive and where negative impacts of guests who come to the vineyard cottages. As the part of descriptive approach in our research we used a method of a description about the opinion of local residents on impact of arriving tourists in tourist vineyard cottages on the local environment and the method of a compilation discoveries, observations and results. In the activities of analytical approach we are going on the base about the results of questioning individual cases and conclusion about opinion of local inhabitants in the area of marketing the tourism product Tourism in vineyard cottages.

Results: Considering the results of the research, individual interviews with guests in the area of product Tourism in vineyard cottages and responses in the local environment, we evaluate, that the product has unique, authentic, original and attractive approach with all the possibilities, that it becomes one of the most recognizable, wanted and paraded integral product of Slovenian tourism.

Society: New, innovative, attractive, unique and authentic product Tourism in vineyard cottages, which is developed in the wine-growing region Posavje, it has an extremely great potential, because it is one of the most recognizable forms of tourism in the countryside areas, and it has extra perspective with the creating local stories and connecting into the integral tourism products.

Limitations / further research: It is necessary, that also other owners of the vineyard cottages, who are not included into the product Tourism in vineyard cottages yet, manage their capacities and infrastructure and include into a model of organizing Tourism in vineyard cottages – economically organization, which is dealing with planning, development, organization, implementation, promotion and marketing.

Key words: tourism, vineyard cottages, guests, product, development, local environment.

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Prejeto: 21 november 2017; revidirano: 1. december 2017; sprejeto: 6. december 2017. /

Received: November 21, 2017; revised: December 1, 2017; accepted: December 6, 2017.

1 Introduction

Vineyard cottages were built modestly and intended for production, processing and storing the wine. Attic room was over the basement, where was bed and table for having lunch. Vineyard cottages were blossomed at the time of socialism, when people started to invest their savings in vineyards and started to build vineyard cottages. With the higher standard, they became more beautiful and comfortable, and they presented a symbol of status. Every resident of Dolenjska region had to have his own vineyard and produce the wine, usually Cviček, which is a special wine in Slovenian wine-growing, as it has very low alcohol content and a good effect on health. They also produced some other sorts of wine, such as Dolenjsko white wine, Blue Franconian and others.

People usually gathered in vineyard cottages by doing different winemaking chores as digging, pruning of grapevines, grape harvest etc. All the works in the vineyards were always finished by making »likof«, which meant feast, with homemade culinary delights, playing accordion and singing songs, especially at the time of autumn and spring, when people did most of the work. People also gathered here on different occasions, holidays and celebrations.

With the industrialism and at the end of the 20th century, a lot of vineyards were abandoned and caused visual degradation of cultural landscape. Older generations were unable to maintain this heritage, on the other side younger generations were not enthusiastic for continuing this tradition, because most of work was necessary to do by hand. Because of the jobs, people had less time, and they went to the vineyard cottages only for the necessary works. Vineyard cottages became empty, with the exception on weekends, when the place gathered neighbors and family. Because of the modern equipment, maintaining of cottages became very expensive, so the owners started to think how should this »dead capital« become alive and refine. That is how the idea of a development a unique tourist product Tourism in vineyard cottages was about to arise. One of the main initiators and operators was Tour agency Kompas Novo mesto, which cooperated with municipality of Mirna Peč. In 2009, they started with the founding of Consortium "Turizem v zidanicah", which members were interested in giving their vineyard cottages for a rent. Consortium "Turizem v zidanicah" had more than 100 members, 28 of them got the using permission, which was a term to include in the sales catalog, on the website and in the system of marketing.

Tourism in vineyard cottages has become one of the most recognizable tourist offer in few years. This type of tourism is mostly visited by guests of higher price rank, 85% of tourists come from foreign countries, mostly Germans, French and inhabitants of Benelux. The books of reviews are full of positive comments of offer, which is authentic and unique. There is no other place in the world, where you can rent a house in the middle of the wine hills, get an unique key of the wine cellar, pour your favorite local wine, explore surroundings, local culinary, visit spas, enjoy hiking, cycling, riding and water trails, visit events and experience other supplementary tourist activities. Guests mostly expose 3 elements of offer: cleanliness and orderliness of country, beauty of landscape and hospitality of locals. When the tourists

walk through this wine land it is usual, that they are invited to have a glass of wine, homemade bread, dried cold meat cuts or coffee, with some of the locals, which is really a surprise for them, as they are not used to the hospitality like that and that is how the locals make incredible impression.

Participants in tourism product "Turizem v zidanicah" are finding out, that tourists, who come to the vineyard cottages, are satisfied with the tourism products. Until now, they did not occupy with the parameter of measuring the satisfaction of local inhabitants and that kind of research did not exist until now. That is why the creators of this product, made a research about development of this unique product and perception of guests who come to the vineyard cottages, on the local environment based on available data, information and survey questionnaire with the company Kompas Novo mesto.

2 Case study and hypothesis

Tourism in vineyard cottages is part of wider circle of wine tourism, where we also name tourist roads, wine cellar tourism, wineries, "osmice", vineyard tourist farms and wine-tourist events. Tourism product, which is named as Tourism in vineyard cottages is presenting starting point for developing many other forms of tourism, based on using natural and created social resources, congruity of region development, development of countryside, conservation of material and non-material cultural heritage, which gives us a foundation for forming other integral tourism products and creating positive competition, with the emphasis on increasing complementarity and interactivity between the providers. Vineyard cottages with their contents are enabling interactivity between the providers as a way of synergy, formed tourism products and their characteristics in the local environment, with the arising of perfect satisfaction of guests and profit for offer holders. Of course we have in mind mostly creating different events based on a theme wine, wine tourism and many other forms of tourism (Veljković, Colarič-Jakše, 2014).

Case study is development of a unique product, in which we studied and researched the perception of guests Tourism in vineyard cottages on the local environment. There are currently 40 objects in a register about Tourism in vineyard cottages, dispersed on many wine-growing areas. 85% of guests come from foreign countries. Some of them stay in their rented vineyard cottages. Most of them explore local environment, Slovenia and neighboring countries. Until a while ago, local residents were used to a large number of homeland hikers, but today they can see more and more foreign tourists, which they meet walking, in cars, in local restaurants or bars and by visiting the events. Subject of the research is an opinion of local inhabitants, if there are positive or negative impacts on local environment, when guests arrive to the vineyard cottages.

Base hypothesis: Local residents believe that guests, which come to the vineyard cottages, have positive impacts on the local environment.

3 Purpose, goals and indicators of development of product Tourism in vineyard cottages

Purpose of this research is to gain the information about the opinion of the locals about the impact of guests, which come to the vineyard cottages on the local environment. With the research we gained the information, where local residents can see positive and where negative impacts of guests who come to the vineyard cottages.

Goal of this research is to find out and present opinions of residents about the impact of guests, which come to the vineyard cottages on the local environment. We want to gain the information about what are most of the positive and negative impacts seen by local residents, which will serve as a base for the development of this unique tourism product and direction for all those, who market this product.

Goal of developing tourism product Tourism in vineyard cottages is to become recognizable segment inside the tourist offer in the region and wider. With developed identity of a product Tourism in vineyard cottages is necessary to improve tourist offer on the destination and make it more recognizable and attractive. This product is presenting a possibility of continual development of many other forms of tourism, congruity of region development, countryside development, conservation of cultural heritage, which gives us base for developing other integral tourism products and making healthy competition with the emphasis on increasing stationary tourism (Colarič-Jakše et al., 2010).

There are important goals of quality products, which are by the opinion of author Colarič-Jakše and others:

- Ensure high level of technical and functional quality.
- Ensure services with standard and intense marketing of vineyard cottages in the area of Posavje wine region.
- Envelope development of new products, new lines of quality in wine tourism.

Indicators:

- Recognition of destination.
- Image and cleanliness of destination.
- Economic impacts for individuals and local community.
- Conservation of cultural landscape.
- Selling surplus goods (wine etc.)
- New business opportunities for youth.
- Supply in the destination.
- Waste and noise in the destination.
- Increasing criminal actions.
- Increasing alcoholism.
- Disappearing of the tradition.
- Building up new facilities in the wine growing areas.

4 Theoretical framework

Tourism in the perception of lay public is still a concept, which is based on traditional findings, even if it is changing really fast in the presenting forms (Veljković & Colarič-Jakše, 2014).

Key role in tourism belongs to tourists, who come to the tourist area, to the tourist providers, who pass the tourism products and local residents, who create a climate of tourist space.

Tourist is a person, a traveler, subjective factor of tourism and tour demand and also consumption in tourism (Veljković & Colarič-Jakše, 2014).

In the place of winegrowing region Posavje is developing a new tourism product – Tourism in vineyard cottages. Tourism in vineyard cottages is defined by the Article 14 of the Hospitality Industry Act - Zakon o gostinstvu Ur.L. RS 93/2007, on a way, that municipalities in their space acts, special delays or other acts define an option of room rental in the objects. Proposal of quality tourism in vineyard cottages is trying to reduce the imperfection, of that this type of tourism does not have any legal requirement for minimal standards for objects and equipment. The owners take an example of apartment for their base to equip their vineyard cottages. Tourism in the vineyard cottages has become unique and attractive tourism product of wine tourism intended for shorter stays of tourists, which are looking for authentic experience, peace and relaxation, presenting an added value for countryside. Tourism in vineyard cottages is primary tourism product, it allows accommodation or housing in the winegrowing cultural landscape and it is connected to all the secondary tourism products in the destination. Tourists can prepare themselves a meal in a vineyard cottage (apartment) from the ingredients, which are found in right surroundings, what can really be a challenge for guests. If there is no delight for cooking, the tourists can eat in local restaurants and tourist farms vineyard cottages guests receive a special discount card for local food suppliers, or they have it delivered in their vineyard cottages (catering). The possibility for making caterings is a pleasure for guests and opportunity for providers to estimate their work. Vineyard cottage tourism, as it was named in the strategy of development, is providing all the elements and the assumptions of active tourism in mosaic of several forms of green tourism (Veljković & Colarič-Jakše, 2014).

German sociologist Leopold von Wiese is remarking foreigner as curious traveler, when H.J. Knebel claims that this definition can be changed by the classification of two types: aggressive traveler, which is coming as a conqueror, or more indifferent traveler, which is not connecting with any of locals. It has changed a goal into asset. Indifferent traveler is not interested in any content connections with the locals and he does not want discover the local environment. This is a type of modern tourist, who is connected only with the members of a group, with which is he travelling. Some authors are critically discussing »commercialization of hospitality«, which is changing into the servility, as soon as the guest-local relationship overcomes with an economic motive of profit and the potential friendship is changing into strictly business relation. Global critics of tourism structures come from theories about dependence periphery from high-developed countries, which dominate the periphery, and also establishing the syndrome in dependence. In this case tourism becomes a form of imperialism

and neocolonialism in the several areas. Conflict theories are rejecting myth about tourism as encouraging factor of collaboration, peace and positive values between people and nation, and also warning on cultural paradox, caused by tourist arrivals and tourist development of a destination, fighting of values, destroying social balance (Horvat, 1999, str.: 21-23).

Goffman is analyzing structural division of social institutions on the stage and backstage. In front stage there are meeting a host, waiters and guests, when backstage is a place, where hosts can move to relax and prepare between separate performances. The stage presents a reception, saloons and offices and the backstage is laundry, kitchen, boiler room ... The hosts are working on stage and backstage, guests are only on stage, all the other inhabitants (outsiders) are exposed from both areas. In the backstage, which was closed for visitors and other residents, are hiding several requisites and activities, which could discredit the show, which performing on stage. To ensure higher social security, we need certain mystification. Once the barrier between stage and backstage is established, practically there is no way to go back in the authenticity. Described structure tendencies are valid also for tourist activity. Tourists want to know about life of the locals and even mix with them, but they are also pleased with some non-authentic experience (Maccannell, 1999, str.: 92-93).

Impact of tourism can be really positive and useful, but it can also be very negative and conducted with conflicts. Reasons for conflicts and stress are economic and social. In a lot of countries (for example Hawaii) mass tourism is the main economic activity, which ensures jobs and development. One of the conditions for that activity is involving local organizations and individuals into development of tourism. Mutual conflicts are negligible, when the life standard of destination is comparable to the life standard of guests. Where there are high economic differences and tourists are considered rich just because they can travel, it is common that serious disagreements arise. Problem can also be there, where local inhabitants are abandoning farming, because it is easier to work in tourism, and that is how it consequently causes shortage of local products. On the other side, tourism is frequently seasonable nature, so employees often stay jobless for a shorter or longer period. In the desire of attracting world hotel chains, foreign owners are arriving, which have their main goal for gaining highest profit, and most of all, employing foreign workers, so the local inhabitants are employed only for simple works. That is how the tourism becomes some form of imperialism and it is often developed in neocolonialism. Social distance between tourist and a local exists even for a fact, that a tourist is enjoying his free time and the host has to serve him (even if it is for money). Tourists are usually a blessing for the locals (increased money influx), but they can also become physical and social burden, if their number is too high (Horvat, 1999, str.: 110-111).

World Tourism Organization claims, that benefits from tourism to the local community are:

- Tourism is creating local workplaces and income, not only in the direct tourist companies, but also in farming, fishing, cottage industry, production.
- Tourism is decreasing migration of youth.
- Tourism is stimulating foundation of local tourism companies.
- With the help of new jobs and companies it leads to improvement of local life standard.
- If tourist companies are led by the locals, it is a high possibility that the profit will stay in the home destination.
- Improvement of tourism infrastructure (roads, schools ...) and waste management.
- Tourism workers are meeting with the new technology (computers), which can be also used in other economic activities.
- Tourism is encouraging development of new stores, recreational and cultural possibilities, which can be also used by locals.

Tourism sector is growing extremely fast, after a crisis fall in 2009, and it goes really well with crisis conditions. After 5 years of crisis, tourism improved that it is a part of the most persistent industry branches. Report about competition of world tourism (WEF) is connecting the fact with economic growth and creating new employments. Tourism is one of the main strategic solutions for developing problems in 21th Century, from employing youth to continual development.

Tourism is containing working in hotels, restaurants, tour agencies, airline companies, congress offices, funfairs, destination organizations, government and municipality works. Tourism is also including activities of banks, insurances, stores, marketing agencies, building and traffic sector.

Rush and uncontrolled development of tourism can also have some negative impacts:

- Increasing of traffic.
- Increasing of noise.
- Pollution and destroying vegetation.
- Pollution of drinkable water.
- Disturbing the animal kingdom.

5 Existing researches about the relationships to the tourists

Usually people are more inclined to development of tourism in the city centers, where the migration of people is already traditional, however, things on the countryside are quite different. Tourist arrivals on the countryside mean a fact that people in the area are not alone anymore, and they have to watch themselves for a behavior in front of the guests. There is much more traffic on the roads, the parking places are missing, several areas become more and more crowded, there is also no available tables in the local restaurants. That is the cause for often resistance of tourism in the traditional environments, especially senior citizens, which does not want new activities and changes, distractions of biorhythm, crowd and noise, but they want peace.

The research about tolerance of citizens in different European cities to foreigners was also carried out in Slovenia. According to the Euronews reporting, Ljubljana had excellent results, contrary to Athens, Rome and Valetta and Malta, which are still least kind destinations among European cities for foreigners.

There is an interesting article about subject: Relations of the residents in Slovenian alp tourist places to tourism and their impacts (Cigale, 2009). The purpose of the article was to find out, how the locals are feeling the positive and negative impacts of tourism in Slovenian Alpine region, and how the impacts perception affects on their relation to tourism and tourism development. The research was made in 5 different places, but it showed similar results. Everywhere is overwhelming positive relation to tourism. Most evaluated were economic impacts of tourism, as an employment options, tax effects, personal incomes, life standard and others. Some negative impacts are increasing the prices of properties and real estates, increasing different pressures, diminution of collaboration between people, extinct of local habits, increasing stress full life, changes is family life, increasing criminal actions, pollution, noise, waste, visual degradation of landscape and car pollution. In the conclusion author is finding out, that despite the fact that locals in general agree to positive impacts of tourism, can negative parts of tourist development for several citizens be very disturbing.

There are also interesting results about survey about environmental impacts of tourism in Slovenian tourism destinations, which was carried out inside the broad conceived research (Cigale et al., 2009:171), about environmental impacts of tourism and transport. Survey was made in the areas of Slovenian Alps, Koper costal region and in the area of Rogaška Slatina and Podčetrtek in years 2005 and 2006. First part of survey questionnaire was asking about the most disturbing environment pollution on the specific area, especially after that how and in what dimension does tourism and recreation influence on different environmental impacts in the specific tourist destination and its surroundings. Survey was performed among 3 groups: locals, tourists and the owners of vacation accommodation. Approximately two thirds of the respondents opinion was that influence of tourism on the quality of the local environment is positive, almost 20% answered that there is no influence, only 16,5% of the respondents think that influence is negative. No matter the general supremacy of the positive relation to tourism, there are interesting big differences between the individual areas. That is how the most of the respondents, who did mark impacts on tourism as positive, was defined in Podčetrtek (75%) and Rogaška Slatina (73,8%), and less in Portorož (53,2%) and Izola (57,5%). The biggest part of those, who mark negative impacts of tourism was in Portorož (25,5%) and Bohinj (23,8%). We can find reasons for that kind of result in the type of tourist offer, which is based on thermo mineral waters, what we can connect with specific characteristic of tourist population (seniors), which is with their actions less disturbing for the locals. Especially in a case of Podčetrtek, development of tourism has affected to finding new supplementary sorts of tourist offer, which means dispersed economic impacts of tourism into the wider circle of the locals. Podčetrtek is one of the best examples about collaboration of the health resort and surrounding providers, what is probably a consequence of the fact, that one of the founders of health resort is also non-profitable local tourist association. This action

affects on more positive valuation about tourism. There is a difference in coastal cities, where we are dealing with mostly typical mass tourism. A large number of tourists, which compete for their limited space and resources with the locals, are much more disturbing, especially in the summer time, when the tourism has its high season. Most disturbing influences are connected with traffic (crowded roads, problems with parking), even if on the several tourist areas most of the road traffic is reduced by the locals. As very important influence of tourism, the residents answered better tidiness of a destination.

6 Method

As the part of descriptive approach in our research we used a method of a description about the opinion of local residents on impact of arriving tourists in tourist vineyard cottages on the local environment and the method of a compilation discoveries, observations and results. In the activities of analytical approach we are going on the base about the results of questioning individual cases and conclusion about opinion of local inhabitants in the area of marketing the tourism product Tourism in vineyard cottages.

We gathered the information with the online survey, which was intended for local residents of the areas with developing Tourism in vineyard cottages. We have prepared questions with the grading scale of the Liker type, which also includes a neutral part: non-defined. There are 5 levels (I do not agree at all, I do not agree, non-defined, I agree, I completely agree). All the questions were analyzed, with the presentation of a conclusion at the end of the research.

The results were processed through different evaluation criteria. We were mostly interested in comparison of the results between those who are on any way connected with tourism in vineyard cottages and those, who do not have any connection with the tourism in vineyard cottages. We were also interested in comparing of the results assuming gender, age and education, and also if those who travel more have different relation to the guests of Tourism in vineyard cottages, as those who travel few or not at all.

7 Results

An example includes 110 respondents, from the areas of Tourism in vineyard cottages, who completed website survey, which was carried out on the February 2015. Besides the general questions, we were also interested where the respondents see positive and negative influences of guests, who arrive to the vineyard cottages. Providers of a product Tourism in vineyard cottages will try to direct their activities and adjust their offer in future, based on the results of this research.

Tourism in vineyard cottages has become very recognizable on the local and national level. Only 2% of the respondents answered, that they do not know any provider of Tourism in vineyard cottages, so we abandoned this information and we did not include it into our

analysis. Because of the online (web) questionnaire, the numbers of the answers on some questions are variable for 4 units. Every answer was analyzed by the actual number of answers.

In the next part we are presenting the results of this research.

7.1 What is your connection with tourists in vineyard cottages?

Table 1. Connection with tourists in vineyard cottages

| Answers | Frequency | Percentage |
|---|-----------|------------|
| 1 I am renting a vineyard cottage (the owner) | 37 | 32% |
| 2 I am tourist provider of tourist activities | 19 | 17% |
| 3 I have no business connections, with tourists, who come to the vineyard cottages. | 58 | 51% |
| Total | 114 | 100% |

Those who are renting the vineyard cottages or they are tourist providers, are going to be united in our analysis in one category (56 persons) and the second category is including others, who do not have connections with tourists in vineyard cottages (58 persons).

7.2 How often do you go on a trip, travel or vacation?

Table 2. Frequency of trip, travel or vacation

| Answers | Frequency | Percentage |
|--------------------------------|-----------|------------|
| 1 More than three times a year | 61 | 54% |
| 2 Two times a year | 37 | 33% |
| 3 One time a year | 15 | 13% |
| 4 Never | 0 | 0% |
| Total | 113 | 100% |

Interesting fact is, that more than a half of respondents go for a trip, travel or vacation more than three times a year, two thirds twice a year and only 13% just once. There is no respondent, who would not go a least once a year for a trip, travel or vacation. Those, who travel more are mostly not the owners of vineyard cottages and they do not have catering business. Reasons for that are probably because the owners are too busy to have vacation. Considering achieved formal education, people with university education travel most. Considering age structure, respondents above 61 years of age travel more (71% more than 3 times a year), than respondents between 41 and 60 years of age (56% more than 3 times a year), those who travel less are up to 40 years old (44% more than 3 times a year). We included these questions in our survey, because we were interested if people who travel more have different aspects for arrivals of tourists as those, who travel less.

7.3 Tourists who come to the vineyard cottages are disturbing for the environment and local inhabitants.

Table 3. Disturbing for the environment and local inhabitants

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 70 (62%) | 37 (33%) | 3 (3%) | 1 (1%) | 1 (1%) | 112 (100%) |

Enlightening information is that 95% of locals think that tourists who come to the vineyard cottages are not disturbing for the environment and local community, 3% of the respondents are non-defined, only 2% thinks, that they are disturbing. For the respondents up to 40. years of age, the tourists are not disturbing at all.

The result of the survey confirms a fact, that in Dolenjska region people are gratified for having tourists. This fact is also confirmed in the books of reviews, where guests expose high hospitality level of locals.

There is a difference in some tourist areas, where are, most likely because of the large number of tourists, more reserved or also deniable for tourism. Tourists in vineyard cottages contribute to recognition of destination and region, 2% were non-defined and 2% is not agreeing with the fact. The owners of vineyard cottages and tourist providers believe more than others, that tourists contribute to recognition of the region and entire Slovenia, because it is unique kind of tourist accommodation.

7.4 Tourists in vineyard cottages contribute to recognition of the destination and also recognition of region.

Table 4. Contribution to recognition of the destination and the region

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 0 (0%) | 2 (2%) | 2 (2%) | 35 (31%) | 72 (65%) | 111 (100%) |

96% of the respondents think that tourists in vineyard cottages contribute to the recognition of the destination and region, 2% of the respondents is non-defines and only 2% of them disagree with the fact. The owners of vineyard cottages and tourist providers more than others believe into the recognition of a destination by increasing the arrivals of tourists. We believe that tourists, who come to vineyard cottages, contribute to recognition of a destination, region and also Slovenia, because it is a matter of unique kind of accommodation.

7.5 With the arrival of tourists the concern of cleanliness and tidiness of a destination will increase.

Table 5. The concern of cleanliness and tidiness of a destination

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 1 (1%) | 2 (2%) | 7 (6%) | 65 (59%) | 35 (32%) | 110 (100%) |

More than 90% of respondents think, that with tourist arrivals in vineyard cottages the concern for cleanliness and tidiness will increase, 6% are non-defined, only 3% are disagreeing. These are mostly the respondents above 61 years of age.

We are estimating that wine regions are already clean and tidy at the moment, what is also an inspiration for the guests, which come to vineyard cottages. Increasing arrivals of tourists and increased number of hikers make locals to have more attention to establish and provide clean and tidy environment.

7.6 Tourists in vineyard cottages bring economic benefits to the individuals.

Table 6. Economic benefits to the individuals

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 0 (0%) | 10 (9%) | 7 (6%) | 59 (53%) | 36 (32%) | 112 (100%) |

85% of respondents think, that tourists in vineyard cottages bring economic benefits to the individuals, 6% is non-defined, 9% of them think, that tourists in vineyard cottages do not bring any economic benefits to the individuals. The owners of vineyard cottages believe more in positive economic benefits, which are brought by tourists. This fact is less confirmed from people with primary or middle-school education and inhabitants between 41 and 60 years of age, and most from the respondents till the age of 40. It is an interesting fact that the most agreeing answers were by the respondents, who travel more.

Tourists bring economic benefits to the individuals, which depends on the occupation of specific vineyard cottage. There are some cottages, which are busy for more than three months, more than two months or more than a month. Their owners already carry good economic benefits. As well as some tourism providers, which are very well visited because of growth of tourism, especially in local restaurants and bars, which are often visited by guests who stay in vineyard cottages. Tourists in vineyard cottages bring economic benefits to the local community

7.7 Tourists in vineyard cottages bring economic benefits to the complete local community.

Table 7. Economic benefits to the local community

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 1 (1%) | 1 (1%) | 9 (8%) | 57 (52%) | 42 (38%) | 110 (100%) |

90% of the respondents think, that tourists in vineyard cottages bring economic benefits to the local community, 8% is non-defined, only 2% disagree. The owners of vineyard cottages believe more in positive economic benefits, which are brought by tourists. Most of the respondents who completely agree are up to 40 years of age. Those who disagree are traveling really few. We believe that from arrival of tourists benefits come also to the whole local community, sellers, gastronomy sector, museums, galleries, providers of sport activities, supplementary activities on the farms, municipalities by paying tourist taxes and others.

7.8 Tourists in vineyard cottages are going to contribute for preventing abandoning and overgrowing wine-growing areas.

Table 8. Contribution for preventing abandoning and overgrowing wine-growing areas

| Answers | | | | | |
|----------------|-----------------------|-------------|----------|--------------------|------------|
| I do not agree | I do not agree at all | Non-defined | I agree | I completely agree | Total |
| 1 (1%) | 4 (4%) | 23 (21%) | 54 (49%) | 28 (25%) | 110 (100%) |

Three quarters of the respondents have opinion that tourists, who come to the vineyard cottages, are going to help, that the wine growing areas will not be abandoned and overgrowing. 20% of the respondents think, that the tourists will not have special influence on the case, only 5% of them think, that tourists will not help wine growing areas. That wine growing areas will not be abandoned so much is believed more by women and inhabitants from the age 41 to 60.

Because of the higher taxes and administrative problems more and more people are abandoning their vineyards and they become overgrown. An excitement of youth for working in vineyards and in the sector of wine-growing and wine-making is not present anymore, because it demands a lot of professional knowledge, time, will and belongings. Wine making and maintaining vineyard cottages is also connected with high costs. That is why tourism in vineyard cottages can also be an ideal opportunity for the owners, which can include into integral tourist products with their vineyard cottages and into active system of marketing, so it can bring positive and extra economic impacts.

7.9 Tourists in vineyard cottages are enabling selling surplus goods, wine and other local products.

Table 9. Selling surplus goods, wine and local products

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 1 (1%) | 2 (2%) | 15 (13%) | 61 (55%) | 32 (29%) | 111 (100%) |

84% of respondents think, that the tourists in vineyard cottages will enable selling of surplus goods, wine and other local products, 13% of them is non-defined, only 3% disagree. Into the selling of surplus goods believe more women than man. This fact is mostly believed by people with primary or middle school education, less with higher and university education. Guests who come to the vineyard cottages are presenting an opportunity for selling surplus goods, especially wine, dried meat products, honey, brandies, homemade bread, dried fruits and handmade products.

We are finding out, that there is a lot of law problems in this sector, because the owners must, if they want to sell their own products, complete a lot of the rules, standards and certificates. With the simplicity of this law, we would make a great step to the preserving a tradition and quality of local food, and for the locals this would present important extra source of income, which would cause the increasing of the locals being more attached to the tourists.

7.10 Tourists in vineyard cottages are going to enable new business opportunities for youth.

Table 10. New business opportunities for youth

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 1 (1%) | 2 (2%) | 17 (15%) | 63 (57%) | 27 (25%) | 110 (100%) |

82% of the respondents opinion is that tourism in vineyard cottages also means new business opportunity for youth, 15% of them is non-defined, only 3% disagree. Mostly the owners of the vineyard cottages and tourist providers believe that tourists in vineyard cottages present new business opportunities. Women believe more into the opportunities for youth as men. This forecast is less believed by the residents with primary or middle school education and the respondents between 41 and 60 years of age.

We are evaluating that tourism product Tourism in vineyard cottages is very perspective. The product is now on the beginning of its development, but we believe, that in few years, maybe a decade, it will become one of the most recognizable tourism products of Dolenjska region and also Slovenia. With the increase of visiting vineyard cottages new different opportunities for youth will definitely arise, as well as approaching other forms of tourism.

7.11 Tourists in vineyard cottages will influence on increasing waste in the destination.

Table 11. Influence on increasing waste in the destination

| Answers | | | | | |
|-----------------------|----------------|-------------|----------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 9 (8%) | 30 (27%) | 36 (33%) | 32 (29%) | 3 (3%) | 110 (100%) |

One third of the respondents think that arrivals of tourists in vineyard cottages will not cause increasing of waste in town, one third is non-defined and one third is assuming that arrivals of tourists will also bring more waste into environment. Increasing waste because of the arrivals of tourists is agreed also by the owners of vineyard cottages and tourist providers and university educated respondents. Less danger is seen by the respondents below 40 years of age.

Increased arrivals of tourists also mean increased amount of waste, and it is also a challenge for countryside area, which is still poorly covered with the system of recycling waste. Tourists, who come to the vineyard cottages, usually warn the owners about the problem of recycling.

7.12 Tourists in vineyard cottages will influence on the increase of noise in the destination.

Table 12. Influence on the increase of noise in the destination

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 23 (21%) | 51 (46%) | 24 (22%) | 10 (9%) | 2 (2%) | 110 (100%) |

67% of respondents confirmed the fact, that tourists in vineyard cottages do not influence on increasing noise in destination, 22% is non-defined, 11% of them thinks, that arrival of tourists also mean increase of noise in the destination. Tourist providers and the owners of the vineyard cottages are not considered about increase of noise as much as the others. Those with the university education see more threats in increasing the noise. Less danger is seen by respondents below 40 years of age.

From our findings so far, we can claim that tourists in vineyard cottages definitely do not affect on increasing noise in wine growing areas. In the evening, when they are in their vineyard cottages are quite and calm, but during the day they explore the region or Slovenia. There are plenty of meetings mostly on weekends, including locals organizing celebrations over the vineyard cottages, which usually perform by playing accordion and singing. But this is not a disturbance for tourists; on the contrary, it is a pleasure, as well as the local events, which they love to participate.

7.13 Tourists in vineyard cottages will influence on increase of criminal.

Table 13. Influence on increase of criminal

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 46 (42%) | 54 (50%) | 7 (6%) | 1 (1%) | 1 (1%) | 109 (100%) |

92% of the respondents is an opinion, that arrival of tourists in vineyard cottages is not going to influence to increase of criminal, 6% is non-defined, only 2% think that the arrival of tourists is going to influence on increasing criminal, most of those is above 61 years of age.

We think, that guests in vineyard cottages mean reduction of criminal, and not increasing it. In some wine-growing areas are occasionally appearing some brake-ins into the vineyard cottages, but only into those, which are not occupied. Company Kompas Novo mesto did not mark not even one criminal activity connected to Tourism in vineyard cottages until now.

7.14 Tourists in vineyard cottages will influence on the losing of tradition in wine-growing areas.

Table 14. Influence on the losing of traditional in wine-growing areas

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 49 (44%) | 47 (43%) | 8 (7%) | 5 (5%) | 1 (1%) | 110 (100%) |

87% of the respondents think, that arrival of tourists into the vineyard cottages is not going to influence on losing the tradition in wine regions, 7% of the respondents is non-defined, 6% of them agreed, that tourists in vineyard cottages are going to influence on the tradition in wine regions. The owners of the vineyard cottages and tourist providers are not afraid as much as the others about losing a tradition. Respondents with the university education see less danger in losing a tradition, than less educated, the respondents above 61 years of age see here more danger, than younger.

We believe that the tourist, who arrive to the vineyard cottages are not presenting a threat for losing tradition. Bigger threat is shortage of time, overworking, and commercialization of the goods and consumerism.

7.15 Tourists in vineyard cottages will influence on increasing alcoholism in the destination.

Table 15. Influence on increasing alcoholism in the destination

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 55 (51%) | 45 (42%) | 6 (5%) | 1 (1%) | 1 (1%) | 108 (100%) |

93% of respondents think, that tourists in vineyard cottages are not going to influence to increase of alcoholism in destination, 5% of residents is non-defined, only 2% of them think, that the tourists in the vineyard cottages will approve to the increase of alcoholism in destination.

The results are even more encouraging and optimistic, because of the opponents at the beginning of the project Tourism in vineyard cottages. They presented themselves a product, which will mostly contain organizing tours from cottage to cottage and drinking. So we did take a lot of attention for correcting those wrong perceptions and on all the presentations, web sites, folders and performances emphasized, that it is not about drinking, but that it is about making a special, worldwide unique product form of accommodation, which is very attractive, environment-friendly and it has all the elements of continual and socially responsible development of tourism.

7.16 Tourists in vineyard cottages are going to influence on the building up the wine-growing areas.

Table 16. Influence on the building up the wine-growing areas

| Answers | | | | | |
|-----------------------|----------------|-------------|---------|--------------------|------------|
| I do not agree at all | I do not agree | Non-defined | I agree | I completely agree | Total |
| 25 (23%) | 39 (37%) | 30 (28%) | 10 (9%) | 3 (3%) | 107 (100%) |

60% of the respondents think that tourism in vineyard cottages is not going to influence to the building up in the wine-growing areas, 28% is non-defined, and 12% thinks, that Tourism in vineyard cottages will affect to the building in the wine-growing areas.

The owners of vineyard cottages and tourist providers think, that Tourism in vineyard cottages will not affect on building up the wine-growing areas.

We evaluate, that Tourism in vineyard cottages will not have high impact on building up the wine-growing areas, but it is an excellent opportunity, that the legalization of existing vineyard cottages is finally solved. In the wine-growing region Posavje there is about 15.000 vineyard cottages. Many of them do not have proper documentation. Some of them are built completely without license, and there are many cases, that the owners had building license, but they did not respect it, so they expanded their objects for about 10%. Probably this huge

mass of objects will not be demolished, so it would be really useful, if the government would enable as much simple and favorably price for legalization of this objects, of course only for those, who did not affect too much in the local environment. With this solution, we would finally manage reports, gain property taxes, and enable the owners to participate in the offer of Tourism in vineyard cottages. That step would mean gaining high number of new accommodations without new spatial intervention, and without high finance investment. The owners will enable marketing, local tourist providers will bring new guests, municipality increased income of tourist tax and the country new taxes income, which can lead to the story about success.

In the survey participated 64 men (58%) and 46 women (42%).

Age of the respondents:

- Below 40 years of age: 36 persons (33%).
- 46-60 years of age: 57 persons (52%).
- 61 years of age and above: 17 persons (15%).

Level of education of the respondents:

- Primary and middle school education: 36 persons (33%).
- Post-secondary and college education: 39 persons (35%).
- University education: 35 persons (32%).

7 Discussion

A pattern, which we gathered in our survey is:

- Approximately half of the respondents are the owners of vineyard cottages or other tourist providers, and half of them do not have any connection to the tourism in vineyard cottages.
- 54% of the respondents goes to a trip or a vacation more than three times a year, approximately one third two times a year, and 13% one time a year.
- Age structure for the 50% of the respondents is from 41 to 61 years of age, one third is in the age below 40 years, and 15% of the respondents are above 61 years of age.
- Considering level of education, we notice that education structure is very balanced: one third of the respondents have achieved primary or middle school education, one third post-secondary and college education and one third university education. We would probably gather more respondents with the primary and middle school education, if we would not take online survey. There is also a fact, that most of the owners of vineyard cottages have higher standard and higher level of education or that among the owners of vineyard cottages there is very few working country people.

For the 95% of the respondents, tourists who come to the vineyard cottages are not disturbing for the local environment and the local inhabitants. On the contrary, extremely high percentage, more than 90% of the respondents are evaluating, that the guests, who come to the

vineyard cottages have very positive influence to the local environment. Only 2% of the respondents are disturbed by tourists, who come to the wine-growing areas.

From all the facts, the higher percentage of agreement is in that tourists in vineyard cottages will contribute to better cleanliness and tidiness of destination. As much as many respondents (90%) think, that tourists in vineyard cottages will bring economic impacts to the whole local community. There is an interesting fact that the respondents believe less in bringing economic benefits also to the individuals by the arrival of tourists (85%).

There is very high percentage of those, who think, that tourists in vineyard cottages are not going to impact on the increasing criminal (92%) and increasing alcoholism in the local environment (93%), which means, that the respondents are well informed about the product, with the main purpose for providing unique tourist accommodation, with the wine only as a part of accompanying product. The enquiry about vineyard cottages is also by guests, who do not drink alcohol, but they want to enjoy intact nature and different activities in a region as hiking, cycling, riding horses, boating, swimming, playing tennis, golf and others. Even on the criminal appearing the tourists have more positive than negative impact, because the break-ins usually happen into empty vineyard cottages, criminal actions connected with the tourism in vineyard cottages were not recorded until now.

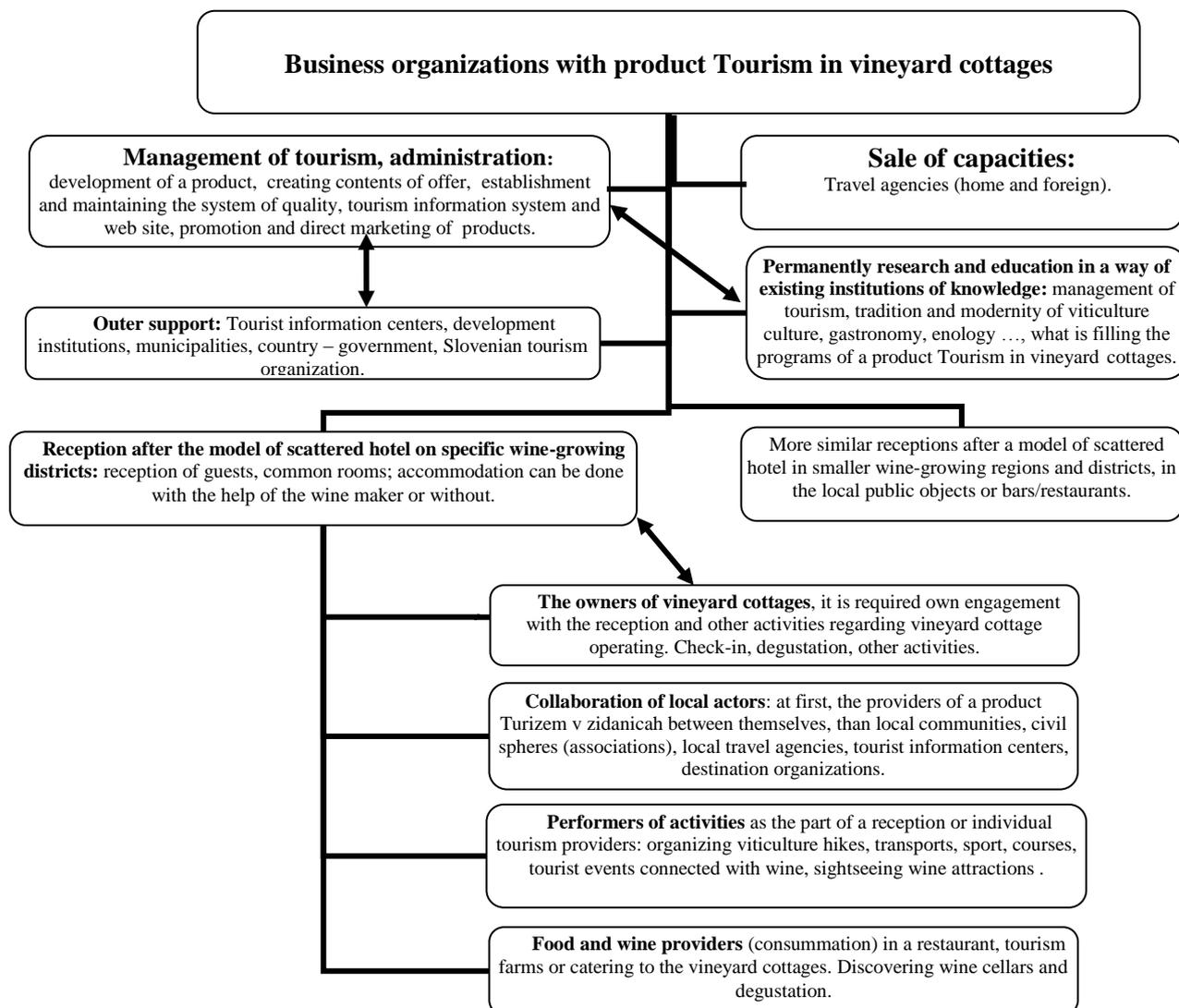
High percentage of the respondents (84%) believes, that tourists in vineyard cottages will influence to the selling of surplus goods and that they will enable new business opportunities for youth (82%). Three quarters of the respondents is agreed with a fact that the tourists in vineyard cottages will aid into the abandoning and overgrowing the wine-growing areas.

Most of the respondents think (87%), that tourists in vineyard cottages will not impact on disappearing the tradition in the wine regions, 60% of the respondents think that because of the tourism in vineyard cottages will not increase building up the wine-growing areas, but here is a lot of non-defined respondents, so the percentage of those, who think that tourism in vineyard cottages will increase building up wine-growing areas is actually only 12%.

In the matter of increasing noise the respondents also do not see special threat (only 11%). The most negative matter, which is agreed by most of the respondents, is increasing waste. This threat is agreed by two thirds of the respondents.

Considering the results of the research, individual interviews with guests in the area of product Tourism in vineyard cottages and responses in the local environment, we evaluate, that the product has unique, authentic, original and attractive approach with all the possibilities, that it becomes one of the most recognizable, wanted and paraded integral product of Slovenian tourism. It is necessary, that also other owners of the vineyard cottages, who are not included into the product Tourism in vineyard cottages yet, manage their capacities and infrastructure and include into a model of organizing Tourism in vineyard cottages – economically organization, which is dealing with planning, development, organization, implementation, promotion and marketing.

In the next part we are presenting a model of development unique product Tourism in vineyard cottages:



Model: Development of a unique product Tourism in vineyard cottages, summarized and adapted by the Center for Entrepreneurship and Tourism Krško (Colarič-Jakše et al., 2010).

8 Conclusion

Tourism is one of the fastest growing activities from the economic aspect. Approximately 7 billion people are travelling today and tourism is creating 1/10 of gross domestic product. Development of tourism is also bringing social, cultural and environmental benefits, so that is why also in the times of lowered economic growth is one of the business opportunities for countries, regions, local communities and companies. Travel has become a part of people's lifestyle and quality of life.

Tourism in vineyard cottages is a travel and temporary accommodation for guests in vineyard cottages in a place, where wine-making and viticulture has rich and diverse heritage, with the purpose of enjoying wine, local culinary delights and the specialties of social and nature environment, what is ensured by accommodation in vineyard cottages. Tourism in vineyard cottages is primary tourist product, which ensures accommodation or stay in viticulture landscape and it is connected on all other secondary tourist products on a destination (Colarič-Jakše et al., 2010).

New, innovative, attractive, unique and authentic product Tourism in vineyard cottages, which is developed in the wine-growing region Posavje, it has an extremely great potential, because it is one of the most recognizable forms of tourism in the countryside areas, and it has extra perspective with the creating local stories and connecting into the integral tourism products. In the times of modern tourists, who are more conscious and informed by an offer in a destination, wanting to experience this unique adventures and emotional connections with the contents of a product and people who offer this product, grow and sell in their natural environment, greenery, peace, personal approach and hospitality. Vineyard cottages, which are part of the stationary offer, are also starting points to discover and experience tourist offer in the environment and other contents in the destination.

On that way it is increasing recognition and image of the tourist area, which can consequently mean a positive influence to the satisfaction and pride of the local inhabitants. Considering perception of guests who come to vineyard cottages we can expect, that development of the attractive product in nature environment is going to continue after the worked-out concept and it is going to become a stimulator for developing integral tourist products and wanted tourist attraction for tourists.

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