

WINE TOURISM AND WINE ROADS IN HERZEGOVINA-NERETVA CANTON - SITUATION AND PROSPECTS

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Herzegovina-Neretva Canton is an area that boasts a tradition of wine growing that last about 2000 years. The best known species in this area are Žilavka (white grape and wine) and Blatina (black grapes and wine) and their supporting varieties. The leading cultivation of grapes in the Herzegovina-Neretva Canton are white grape varieties, primarily Žilavka and Smederevka. From a total of 977,8 hectares of vineyards in the Herzegovina-Neretva Canton under varieties of white grapes is 561.3 ha or 57.4%. Most of the vineyards under is under žilavka, (485,3 ha) and smederevka (76 ha). The varieties of red grapes are under-represented, at 374 hectares, which in relative terms in the total area of vineyards in the Herzegovina-Neretva Canton is 38.2%. Among the red wine grape mostly grown is blatina (316 ha) and vranac (58 ha). These types of wine grapes are the basis for the production of wine, wine cellars and other supporting infrastructure, and ultimately predisposition to the formation of Wine Route of Herzegovina, the main carrier of the development of wine tourism in the Herzegovina-Neretva Canton.

Key words: grapes, wine, wine tourism, Herzegovina-neretva canton, wine routes, wine cellars

INTRODUCTION

Vine in terms of geographical distribution represents a smooth transition and connection between the middle-European and subtropical fruits. It is grown in a climate of 25° to 50° on both earth hemispheres. Within these areas, especially in Europe, the geographical origin has become a traditional way of distinguishing among types of wine. The grapevine is mainly (about 80%) grown in order to obtain wine, but it is not the only product that modern man gets with cultivation of grapes. On the contrary, by growing these plants is possible to obtain many products - food items and products that are used to meet other needs. After vines, there is a production of the grapes, then alcoholic drinks and a variety of other products used in various industrial areas (M. Milosavljevic, S. Jovic, 2004).

„The largest areas of vineyards are located in Europe. World production of grapes is more than 55 million tons. Most of the production is located in Europe, close to 80% of world production. By intensification of viticulture there is a significant growth of wine production. According to UN calculations, this increase amounted to about 3% per year, although it must be noted that the production of wine, in the second half of the ninth decade of the 20th century, began to decline. For example, world wine production in 1982 was about 37 million tons, and by 1990 this amount was reduced to 29 million tons. "(T. Pivac, 2012) When looking at the total world production of grapes and wine significantly it can be noted that, in the last twenty years, main production came from France and Italy. Data on the most important international wine producers and data on wine production in neighboring countries and countries of the region are presented in Table 1.

Table 1: World wine production by selected countries (000 liter)

Rank	Country	2011.	2012.	2013.	2014.	% of world production
WORLD TOTAL		26.543.800	27.629.000	27.885.400	28.230.400	100%
1.	France	4.432.200	5.075.700	4.107.500	4.670.100	16.54%
2.	Italy	4.673.000	4.270.500	5.402.900	4.473.900	15.85%
3.	Spain	3.535.300	3.370.900	3.123.300	3.820.400	13.53%
4.	USA	2.692.400	2.981.100	3.114.600	3.021.400	10.70%
5.	Argentina	1.547.000	1.177.800	1.498.400	1.519.700	5.38%
6.	Australia	1.109.000	1.187.000	1.250.000	1.200.000	4.25%
7.	South Africa	1.046.300	1.055.000	1.097.200	1.131.600	4.01%
8.	China	1.156.900	1.381.600	1.170.000	1.117.800	3.96%
9.	Chile	966.500	1.254.000	1.282.000	1.050.000	3.72%
10.	Germany	697.300	922.300	910.200	849.300	3.01%
...						
13.	Romania	405.800	331.100	331.000	511.300	1.81%
14.	Greece	275.000	311.500	311.500	334.300	1.18%
16.	Hungary	176.200	282.200	224.300	294.400	1.04%
21.	Bulgaria	122.400	144.200	144.100	191.300	0.68%
22.	Croatia	140.000	129.300	147.900	168.000	0.60%
27.	Macedonia	75.000	82.000	85.000	87.000	0.31%
29.	Slovenia	76.000	85.000	64.000	75.000	0.27%
41.	Albania	17.000	17.000	16.500	16.400	0.06%
54.	Bosnia and H.	5.000	5.000	5.000	5.000	0.02%

Source: (3)

Based on the data of California's Wine Institute annually all countries in the world produce about 28.2 billion liters of wine, mostly in France (4.67 billion liters), Italy (4.47 billion liters), Spain (3.82 billion liters) and the United States (3.02 billion liters). These four countries in total world production accounted for 56.6%. From a total of 57 countries that are in this statistic are the biggest producers of wine on Earth, Bosnia and Herzegovina is almost at the bottom of the list, with an average annual production of about 5 million liters of wine, which puts it at 54. place in the world. This quantity of wine represents only 0.02% of the total wine production in the world. It is important to note that the most produced wine products are situated in the Herzegovina-Neretva Canton, and the southern regions of our country, Herzegovina. From neighboring countries best ranked is Republic of Croatia, ranked 22nd, with an annual production of wine around 140 million liters. It is interesting that, according to the same source, Serbia, and Montenegro can be classified into major producers of alcoholic beverages. The most notable country in the region is Romania situated in 13th place (405 million liters), and Greece in 14th place (275 million liters)

An analysis of the total vineyard area includes all countries in the world where is the grown grapes, more precisely them 81. The total area of vineyards in the world is more than 103,000 square kilometers, which is more than twice the area of Bosnia and Herzegovina. When with this aspect of the data analyzed, it can be concluded that, Bosnia and Herzegovina, has a relatively small proportion of participation in a total area of vineyards in the world. Most wine growing areas are situated in Spain (13,500 km²), China (11,400 km²), France (10,800 km²) and Italy (9,800 km²). These four countries in the total area of vineyards in the world accounted for 43.9%. Within the countries of the former Yugoslavia, best situated in the world ranking is Serbia in 27th place (714.2 km²), Croatia on 36th (374.4

km²), Macedonia on 38th (299.5 km²), Slovenia on 43th (230.4 km²) and Montenegro 57th (121 km²). Bosnia and Herzegovina is the worst ranked country from all the above mentioned countries. Estimated total vineyard area in the country is 74.9 square kilometers, which puts our country at the 63rd place in the world. However, with the tourism aspect and tourist valorization of the Herzegovina-Neretva Canton, it is significant to point out that the majority of vineyards are located within researched destinations which is a prerequisite for the development of wine tourism, wine roads and other tourist products related to the cultivation of vines and grapes.

Table 2: Vineyard area by selected countries (in km²)

Rank	Country	2011.	2012.	2013.	2014.	% of world production
World total		100494,7	101111,0	103115,5	103449,6	100%
1.	Spain	13708,8	13420,8	13461,1	13478,4	13,0%
2.	China	8496,0	9475,2	10817,3	11370,2	11,0%
3.	France	10874,9	10828,8	10823,0	10805,8	10,4%
4.	Italy	10212,5	9930,2	9993,6	9820,8	9,5%
5.	Turkey	7228,8	7073,3	7171,2	7142,4	6,9%
6.	USA	5621,8	5863,7	5996,2	5961,6	5,8%
7.	Argentina	3110,4	3150,7	3191,0	3179,5	3,1%
8.	Chile	2931,8	2931,8	2960,6	3001,0	2,9%
9.	Iran	3024,0	3058,6	2954,9	2920,3	2,8%
10.	Portugal	2557,4	2557,4	2557,4	2557,4	2,5%
11.	Romania	2488,3	2511,4	2517,1	2494,1	2,4%
17.	Greece	1468,8	1411,2	1566,7	1566,7	1,5%
20.	Hungary	1054,1	1077,1	1031,0	985,0	1,0%
27.	Serbia	714,2	581,8	714,2	714,2	0,7%
36.	Croatia	460,8	414,7	397,4	374,4	0,4%
38.	Macedonija	288,0	299,5	299,5	299,5	0,3%
43.	Slovenia	230,4	230,4	230,4	230,4	0,2%
57	Montenegro	126,7	121,0	121,0	121,0	0,1%
58.	Albania	126,7	132,5	121,0	121,0	0,1%
63.	B&H	69,1	80,6	74,9	74,9	0,1%

Source: (3)

From the perspective of the proper way of tourist valorization of wine tourism, great importance has the tradition of drinking wine products in the daily life of the local population and the origins of potential wine tourists. Unlike the quantities of wine, or the total vineyard area, where leading France, Spain or Italy, in the amount of consumption of wine per person leading a very different countries and areas. According to the amount consumed wine per capita, leading the smallest country in the world, Vatican City. This is perhaps to be expected when considering that the wine used in certain religious rites of the Roman Catholic Church. On an annual basis, per person, Vatican consumed 54.26 liters of wine. Elsewhere in the world there is another tiny European countries Andorra, where citizen consumed 46.26 liters of alcoholic beverage per capita during the year. Of great importance for the subsequent development of wine tourism in the Herzegovina-Neretva Canton has the fact that on the third and fourth in the world are Croatia and Slovenia, whose citizens, as already stated in previous chapters, a tourist group of foreign tourists who often visit tourist destination in Herzegovina-Neretva Canton. Significantly, among the ten largest of customer wines in the world are mainly citizens of European countries, of which three

states are from former Yugoslavia. These countries are the most important areas of potential outcomes of wine tourists. Taking into account the huge comparative advantages for the development of wine tourism in the Herzegovina-Neretva Canton, expressed through favorable climate conditions, the noble varieties of grapes and a long tradition of wine production, there are a large potential for the development of wine roads and other tourist products related to the winery, grape vines and production of alcoholic beverages.

Table 3: Consumption of wine per capita by selected countries in the world in 2014.

Rank	Country	Population	Total consumption of winw (in 1000 l)	Liters per capita
1.	Vatican	836	45	54.26
2.	Andora	85,082	3,936	46.26
3.	Croatia	4,480,043	198,000	44.20
4.	Slovenia	1,996,617	88,000	44.07
5.	France	65,630,692	2,790,000	42.51
6.	Portugal	10,781,459	450,000	41.74
7.	Switzerland	7,655,628	310,000	40.49
8.	Macedonija	2,082,370	84,146	40.41
9.	Moldavia	3,656,843	125,000	34.18
10.	Italy	61,261,254	2,040,000	33.30
43.	Serbia	7,276,604	105,000	14.43
52.	B&H	4,622,292	50,000	10.82
132.	Montenegro	657,394	442	0.67
169.	Kosovo	1,836,529	270	0.15

Source: (3)

WORLDWIDE WINE TOURSIM

Wine tourism is only one of many different forms 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 a whole range of accompanying elements such as the production of grapes, wineries, restaurants, travel agencies and food sector as a whole (D. Di Gregorio, E. Licari, 2006). As a special type of tourism activities wine tourism only recently occupying the attention of experts in tourism, and therefore there is no single definition of this kind of tourist activities. Today it is often said that the definition presented by C. M. Hall and N. Macionis 1996 that wine tourism referred to as "visiting vineyards, wineries, wine festivals and wine exhibition, with wine tasting and / or experience related to the characteristics of the main wine-growing regions motivating factors for a visit." (C.M. Hall et al, 2000) in addition to the wine, wine tourism involves experiencing space through its various natural, social and cultural elements. Preservation and beauty of the wine-growing landscape attribute natural geographic features such as geo-morphological elements and climate are among the destinations of wine tourism. The definition and concept of wine tourism, as noted, is not the result of a unified approach. Most of the definitions of "wine tourism" refers to the experiences and motives of passengers-tourists. Thus, according to G. Johnson, in addition to wine, in the center of tourist demand is recreation, which states that "wine tourism consists of visits to vineyards, wineries, wine festivals and exhibitions that are organized

with the purpose of recreation." (G. Johnson, 1997.). As another form of special interest tourists-participants of wine tourism - said that wine tourists differ in the fact that wine and the winery is the central place of their decision to travel. (S. Charters, J. Ali-Knight, 2002). From the multitude of definitions is important to emphasize the definition, which is the economic aspect presented by D. Getz 2000, which states that the wine tourism is "travel associated with the attraction of winery and vineyard areas, types of marketing niches and opportunities for direct sales for the wine industry." Getz through this definition indicates that many underdeveloped countries launched the development of wine tourism in which they saw a chance to restore their vineyards and improving the economic situation of wine-growing areas. (D. Getz, 2000) Proper tourist evaluation, no matter which of the above is taken into account, must proceed from the fact that the cultivation of grapes and wine production does not in itself constitute a tourist attraction. Noble grape varieties, quality wines must be accompanied by other elements of the tourist offer, such as wine cellars, wine tasting room, restaurants with a wide gastronomic offer local specialties, decorated road communication, good traffic and tourist signs, and preservation of the environment and aesthetic uniqueness of the landscape. Without all these components quality tourist valorizations of viticulture areas are missing.

A visit to the vineyards is part of an organized trip, probably date from the time of the Great trip (Grand Tour) and is very similar to journeys in the time of ancient Rome and Greece. In mid-nineteenth century appears passenger interest and desire to learn about wine. Several factors appeared together at the time. First, the revolution in transport and development of the railways. Second, the social revolution and the development of a new middle class that was looking for quality wines with the aristocracy. Finally, the publication "Classification of wine in the Gironde" (1855) for the first time clearly and officially presented wines and wine the regions, and destination identity (C. M. Hall et al, 2000).

The most popular form of valorization of wines, wine cellars and vineyards in the world are called. wine routes and wine roads, concerning the offer of wine in the wine cellars of a limited geographic area. Wine Route is synonymous with visits to wine cellars with wine tasting and enjoying the cuisine of local specialties. In addition to the wine roads, in order to promote the culture of wine and the development of wine tourism in general in an area, develop wine centers or wine museums as educational, informational, sales and tourist point in the wine-growing area. Wine Road is a special form of sales of wine, catering, tourism and agricultural produce of a winemaking region. Wine ceset ".. natural beauty, the specifics of the environment through which it passes, cultural and historical monuments, traditions and specialty wine-growing region. Growing area includes the number of wine producers, as well as those who are engaged in viticulture, wine production and other specialties of the region. Winegrowing area's existing and potential growing area which goes Wine Trail. "(T. Pivac, 2012) Winegrowing area, in addition to the tourist attractions related to wine and wine growing, must include other tourist attractions of the order and the natural and social tourist attraction. Planning and construction of the wine road includes a range of activities from the definition of catering services to the wine route, defining the route of the wine road, editing space for the guests, garden decoration, signposting, promotion, extension of the tourist offer and others.

According to the French National Centre for tourism resources in rural areas (Centre National des Ressources en Espace du Tourisme Rural) itinerary of tourist movements wine roads involves several stages:

- Visits to vineyards with or without wine tasting;
- A tour of the vineyard;
- Visits to wine museums or wine centers with wine tasting;
- An opportunity to tourists to buy wine;
- Phase "refresh", which allows tourists to taste the local gastronomic specialties;
- Accommodation (N. Charvet, B. L. Desplats, 1996)

Wine tourism in Europe actually started with wine roads at the beginning of the last century in Germany. Some wine routes, such as those in the valley of the Rhine, is more than sixty years old. This wine road, called Rhineland-Palatinate is one of the oldest wine routes in Europe, with a total length of 85 km. Vineyard production area gravitating towards this road stretch over more than 27,000 hectares. All vineyards are interconnected with high quality communications with excellent developed complex of tourist facilities and events. Each site of wine production in the region or wine cellar organizes one or more wine-growing celebrations throughout the year, accompanied with local food specialties, with a special entertainment program. The entire length of the wine roads provides the attribute social elements of the geographic environment (castles, castles, old towns, cultural and historical monuments, etc.) That complements and extends the tourist offer of wine-growing region. Wine roads were developed in most European wine-making countries. Their construction is generally driven by a desire to protect the income and standard of living "small" wine-makers. The development of wine times the best way to take advantage of local resources (natural and social), and not to destroy the environment. Among the most famous European wine routes include: Wine Road of Crete, Wine Road Santorini (Greece) Wine road of Alsace, Provence, Burgundy, Champagne-Ardenne, the Rhone Valley (France), Wine roads of Tuscany, Piedmont (Italy) Wine roads of Alentejo, Valley Dura (Portugal) Lavaux terraced vineyards (Switzerland), Wine road of Catalonia (Spain) and others. Wine tourism and the development of the wine road is intense and in neighboring countries, such as Republic of Croatia. Croatian Wine roads are divided into regions, where stands nine regional wine roads: Slavonia, Central Croatia, Zagreb, Istria, Kvarner, Dalmatia-Zadar, Dalmatia-Sibenik, Dalmatia-Split-Dalmatia and Dubrovnik. According to the Ministry of Economy of the Republic of Serbia in the country exists nine wine road: Palic, Fruska Gora, Vrsac, Šumadija, Smederevo-Belgrade, Negotin, Župa, Nis-Kragujevac and Kosovo. 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 Montenegro. These projects of Wine roads of Montenegro are divided into two regions: Coastal Region and Region Skadar Lake basin.

WINE ROUTES OF HERZEGOVINA

Unlike most countries of the European Union and the neighboring countries in Bosnia and Herzegovina exists only one wine road, known as the Wine Route of Herzegovina. Although there are no official figures on the number of households with vineyards, agricultural land under vine, and it can be determined that the largest number of vineyards, vines, wine cellars and wine museum located on the territory of the tourist destinations of the Herzegovina-Neretva Canton.

Southern regions of Bosnia and Herzegovina have excellent predisposition in the field of production of grapes and wine, based primarily on the natural conditions for growing

grapes, and then on the centuries old tradition of grape growing and wine production in this region. Wine Route in administrative and territorial jurisdiction extends through the area of both entities. This is also one of the few projects in the tourism sector which included successful entity cooperation. Wine Road Herzegovina in the Federation of Bosnia and Herzegovina extends through the territory of two cantons: Herzegovina-Neretva and West-Herzegovina, while parts of Wine roads pass through the Republic of Srpska in municipality of Trebinje.

With comparative analysis of tables 2 and 3 it can be noted inconsistency of data when it comes to areas under vines in Bosnia and Herzegovina. Table 2 presents the data of the Wine Institute of California for the whole world, while others rely on FAO data sources, which rely on the institutions in Bosnia and Herzegovina, before on the data of the Federal Agro-Mediterranean Institute based in Mostar. Due to these facts, the data in Table 3 can be seen as relevant. According to the data of Bosnia and Herzegovina under the vineyards is just over 34 square kilometers. Based on these data, when it comes to wine tourism, may best be seen comparative advantages of Herzegovina-Neretva Canton in relation to other parts of Bosnia and Herzegovina. The totals of 34.26 km² vineyards in Bosnia and Herzegovina are situated in the Herzegovina-Neretva Canton. Under this agricultural culture is 25,94 km² or 75.7%. In other words, three-quarters of the total vineyard area in Bosnia and Herzegovina are situated in the Herzegovina-Neretva Canton.

Big problems in the correct analysis of the tourist attractiveness of vineyards, wine cellars, vine cultivation and wine tourism in general are the lack of non-compliance statistics. As a striking example can be served the statistical data of the Agency for Statistics of Bosnia and Herzegovina and the Federal Agro-Mediterranean Institute tied to the vineyards, grape and wine production and the amount of yield. Comparative data of the two institutions are shown in Table 5.

Table 4: Agricultural areas under vines and the number of vineyard plots in municipalities in Bosnia and Herzegovina

Municipality	Municipality area (ha)	Vineyards area (ha)	% areas under vineyards in total area	Average area of parcel under vineyard (ha)	Total number of parcels
Mostar	115.764	1.073,57	0,93	0,50	2.147
Ravno	32.673	42,27	0,13	0,19	222
Stolac	29.176	328,55	1,13	0,25	1.307
Čapljina	25.164	350	1,39	0,50	700
Neum	24.343	30	0,12	0,09	333
Čitluk	17.863	770	4,31	0,23	3.403
HNK total	440.100	2.594,39	0,59	0,29	8.112
Trebinje	85.963	270	0,35	0,18	1.667
Posušje	44.579	3,53	0,01	0,05	66
Široki Brijeg	37.958	101	0,27	0,09	1.177
Ljubuški	29.798	372	1,25	0,18	2.123
Grude	21.937	85,9	0,39	0,08	1.063
BiH total	5.112.900	3.426,82	0,07	0,24	14.208

Source: (10)

Table 5: Comparative statistics on the cultivation of grapes and wine production in Bosnia and Herzegovina

	Agency for statistics of Bosnia and Herzegovina	Federal Agro-Mediterranean Institute
Vineyards (ha)	5.000	3.457
Grape production (kg)	19.800.000	13.828.000
Yield (kg/ha)	3.960	7.000
Wine production (l)	12.870.000	15.730.000
Wine yield per kg of grapes	0,65	0,65

Source: (14; 11)

Based on these facts, there is the question of using individual sources. According to the recommendations of the FAO and the United Nations as relevant in professional considerations, there is usage of the data of the Federal Agro-Mediterranean Institute. In addition it is important to note that the statistical sources to be no published data on the production of wine by the cantons, the number of wine cellars, the amount of white, black or table wine, this is a relatively precise information had come indirectly, using other sources, and spatial analysis cadastral particles with the aid of ortho-photo images, and with the technical assistance tools ArcGIS software. Data obtained in this way cannot be seen with absolute certainty, but for the purposes of considering the wine tourism in the Herzegovina-Neretva Canton, can be used as a fully valid. Data on vineyards and the total production of grapes in the Herzegovina-Neretva Canton are presented in Table 6.

Table 6: Area under vineyards, grape and wine production in the Herzegovina-neretva canton

Vineyard area (ha)	2594
Yield (kg/ha)*	7000
Grape total production (kg)	18.158.000
Vineyards of red grapes (ha)	1103
Total production of red grapes (kg)	7.721.000
Vineyards of white grapes (ha)	1491
Total production of white grapes (kg)	10.437.000

* - estimated yield in kg/ha by Federal Agro-Mediterranean Institute

According to the data obtained in this way it is estimated that the total grape production in the Herzegovina-Neretva Canton is 18158 tons of grapes, from which it produces 7,721 tons of red grapes or 42.5% and 10,437 tons of white grapes, or 57.5%. From the aspect of wine tourism is important to note that there is a distinction between wine and table grapes. In other words, for the purposes of wine tourism is far greater importance are the varieties of wine grapes and especially precious varieties of this species. According to estimates by FAO for the whole of Bosnia and Herzegovina, table grapes are planted only on 260 hectares, the total area of vineyards accounted for only 7.4%. If this information is taken as valid and the Herzegovina-Neretva Canton, it can be said planted wine grapes occupy about 2400 ha. Based on this we can conclude that Herzegovina-Neretva Canton annually produce 16,800 tons of grapes. It can be determined that the annual production of wine in the Herzegovina-Neretva Canton is 10.9 million liters.

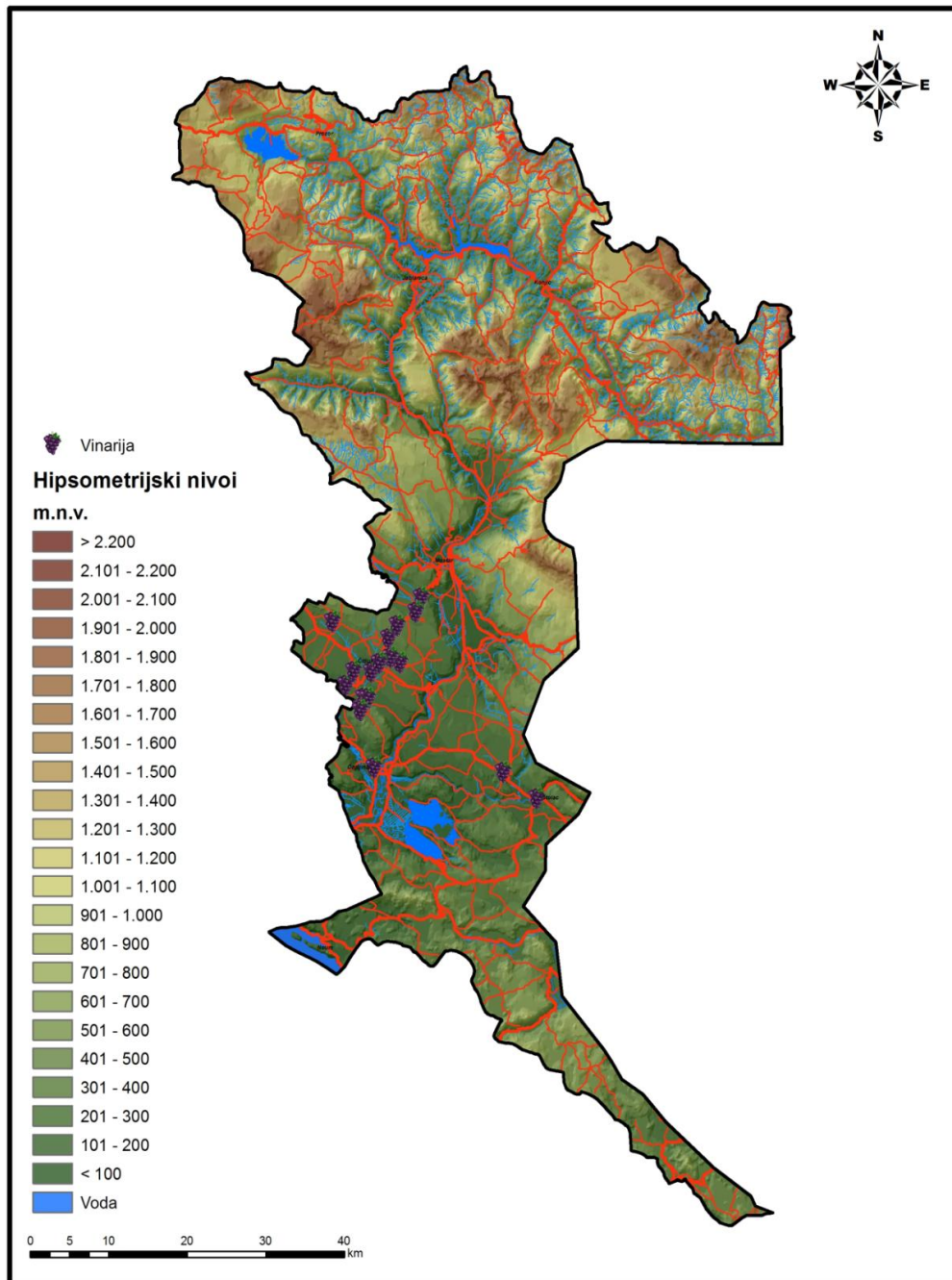


Fig. 1: Map of Wine Routes of Herzegovina and wine cellars in the territory of Herzegovina-neretva Canton.

WINE TOURISM IN THE HERZEGOVINA-NERETVA CANTON

A relatively large amount of wine produced in the Herzegovina-Neretva Canton, aesthetic uniqueness of space, a wealth of cultural and historical monuments is a remarkable tourist potential for the development of wine tourism. However, much of the wine produced in the Herzegovina-Neretva Canton are products of unregistered private wineries, and as such it cannot be included in the tourist trade, at least when it comes to wine tourism. The backbone of the development of wine tourism in the Herzegovina-Neretva Canton form wineries and wine cellars registered as a limited liability company (Ltd.), or the wineries involved in the only valid project for the development of wine tourism in Bosnia and Herzegovina - Wine roads Herzegovina. The list of companies with limited liability, the total area of vineyards and the most important grape variety in Bosnia and Herzegovina-Neretva Canton are presented in Table 7.

Wine production Bosnia and Herzegovina today is limited to the catchment areas of the rivers Neretva and Trebišnjica, and Herzegovinian Wine-growing region with Mostars, Jablanicas Listicas vineyards. Herzegovinian winemakers today want to be identified by their Žilavka and Blatina as unique varieties in the wine world, and present themselves to the world through this wine. Therefore, in cooperation with the socio-political community it is initiated and established Wine Route of Herzegovina in 2007. According to available literature dealing with this issue in the world, any wine road, thus Herzegovina Wine Route, must meet certain criteria in order to make better able to evaluate the cultivation of grapes and wine production for the development of wine tourism. Wine roads must contain the following criteria:

- Must pass through the wine-growing area;
- Must be spread on the field at least of one vineyard;
- Must have production and offer wine, and offer of other products made from grape and wine;
- Must have at least five rural family farms, which offer services of consumption own wine, of which at least one of the controlled denomination of origin and brandy own production;
- Must have at least two family farms or restaurants that offer meals with wine, particularly local gastronomic specialties;
- There must be a legal person to represent the wine road;
- Must pass through naturally beautiful and preserved environment;
- Must have a developed road network that provides a tour of all the points of tourist offer, and the ability to connect with car roads of higher rank, with the following types of code:
 - A special character to the wine route (logo in accordance with the law);
 - Information and Direction of signs leading to the area wine roads;
 - Signs that leads within the area of the wine road;
 - Names of the individual points of the tourist offer;
 - Marking a legal person representing the wine road;
- Must have the information and promotional material on the wine road, which will be available to tourists; (C. M. Hall et al, 2000 .; A. Alonso et al, 2006 .; J. Bruwer, 2003).

Table 7: Registered commercial winery and production of wine and table grapes in Bosnia and Herzegovina and Herzegovina-neretva canton

	Vineyards (ha)					Total wine grapes (ha)	Total table grape (ha)	Total (ha)
	Blatina	Vranac	Žilavka	Šmedere-vka	Others			
AGROHERZ-Čapljina	35	8	78	0	2	123	50	173
Winery Čitluk	21,5	0	112	0	16,5	150	0	150
Hercegovina vino Čitluk	31	25	30	0	5	91	9	100
HEPOK Mostar	200	10	200	0	10	420	0	420
Vino Domanovići Čapljina	10	0	14,8	0	0	24,8	0	24,8
Stolac wine cellars	0	5	30	70	5	110	6	116
Vinoplod Mostar	5	5	5	0	0	15	0	15
Wine cellar Andrija Čitluk	1	0	1	0	0	2	0	2
Wine cellar Odak Čitluk	1	0	1	0	0	2	0	2
AG Međugorje Čitluk	4	0	6	1	0	11	1	12
HP Investing Mostar	2,5	0	2,5	0	0	5	8	13
Revitaplant Mostar	0	0	0	0	0	0	100	100
Jaffa Commerce Mostar	0	0	0	0	0	0	30	30
Sabahudin Hasić Mostar	0	0	0	0	0	0	55	55
Other unregistered wineries (total 25)	5	5	5	5	4	24	1	25
Total HNK	316	58	485,3	76	42,5	977,8	260	1237,8
Winery Ljubuški	84	12	21	0	5	122	0	122
Catena Ljubuški	4	0	1,7	0	0	5,7	0	5,7
Nuić Ljubuški	10	10	10	0	0	30	0	30
Winery Vukoje Trebinje	0	8	8	0	6	22	0	22
Komrad Trebinje	0	5	5	1	0	11	0	11
Podrumi Tvrdoš Trebinje	0	80	5	30	35	150	0	150
Others Total	98	115	50,7	31	46	340,7	0	340,7
Total BIH	414	173	536	107	88,5	1318,5	260	1578,5

Source: (10)

Project Wine Route of Herzegovina, is a relatively young type of tourist valorization of space Herzegovina and Herzegovina-Neretva Canton set up in 2007 under the slogan "With wine through time." In the beginning of its creation Herzegovina Wine Route, uniting the 22 wineries and wine cellars from the municipalities of Ljubuški, Čitluk, Mostar, Capljina, Stolac and Trebinje. At a later stage of its development project includes nine wineries and wine cellars so that the number of wineries involved in the project expanded to 31. When it comes to the Wine Road Herzegovina that passes through the territory of Herzegovina-Neretva Canton, it is important to note that there is room for expansion of the project, if we

take into account the large areas planted with vines in the municipalities of Ravno and Neum. So far, unfortunately, none of the wine cellar and winery from these municipalities is not included in the project Wine Roads Herzegovina.

Table 8: Wineries and wine cellars involved in the project of Wine routes of Herzegovina

Winery	Municipality and address	Vineyards area (m ²)	Capacity of tasting rooms	Accommodation	Wines	Other products
AG Medugorje	Put za Križevac bb, Medugorje, Čitluk	20.000	35 persons	Wine hotel Cesarica	Žilavka 0,2 l i 0,75 l, Blatina 0,2 l i 0,75 l, Blatina barrique 0,75 l, Rosse	Lozovača, orahovača, medovača i pomegranate liqueur
Andrija	Paoča bb, Čitluk	800.000	60 persons	-	Žilavka Andrija, Blatina Andrija od 0,2 l i 0,75 l, Žilavka Barique, Rosse Barique, Blatina Barique od 0,75 l. Žilavka, Blatina, Rosse od 0,75 l	Lozovača Andrija 0,75 i 1 l; Wine liqueur Andrija 0,375 l
Brkić	Kralja Tvrtka 9, Čitluk	5.000	30 persons	-	Žilavka, Blatina, Žilavka barique, Blatina barique, Žilavka sur lie, 0,75 l i 0,2 l	Lozovača, Travarica, Orahovača, Medovača, Kostilovača
Buntić	Miletina bb, Medugorje, Čitluk	15.000	-	-	Žilavka, Blatina, 0,75 l	lozovača, travarica, orahovača i višnjevača
Hercegovina-Produkt	Tromeda bb, Čitluk	2.000.000	100 persons		Žilavka, Blatina, Charisma Žilavka, Charisma Blatina, Vranac, 0,75 l	Lozovača, Orahovača, Viljamovka, Trešnjevača, Travarica
Marijanović	Služanj bb, Čitluk	25.000	30 persons	-	Žilavka, Blatina, Syrah, Cabernet Sauvignon, 0,75	Lozovača, Dunjevača, Višnjevača
Ostojić, Monaco 2000	Potpolje 51, Čitluk	35.000	120 persons	Motel Monaco 2000; Hotel Monaco	Žilavka, Blatina, 0,75 l i 0,2 l	Lozovača, Travarica, Orahovača, Extra Lozovača
Prskalo	Paoča bb,	12.000	15	-	Žilavka Paoča,	Lozovača

	Čitluk		persons		Blatina Paoča, 0,75 i 0,375 l	Paoča
Sivrić	Međugorje, Čitluk	25.000	150 persons	Pansion Sivrić	Žilavka Vukoje, Vranac Vukoje, Tribunia Vukoje chardonnay. Tribunia Vukoje rose, Tribunia Vukoje cabernet, Tribunia Vukoje merlot, Tribunia Vukoje pinot noir, Vukoje 30- syrah, Vranac	Lozovača, Travarica, Cherry, Orahovača, Travarica s medom
Stankela	Vasilji bb, Međugorje, Čitluk	20.000	50 persons	Pansion Stankela	Žilavka, Blatina, 0,75 l	Extra lozovača
Stojić-Matić Žarko	Donji Hamzići bb, Čitluk	20.000	50 persons	-	Žilavka 0,2 l i 0,75l, Blatina 0,2 l i 0,75 l, Blatina Barrique 0,75 l, Chardonnay 0,75l, Cabernet souvignon barrique 0,75 l	Lozovača, Travarica, Orahovača, Extra Lozovača, Višnjevača
Čitluk	Kralja Tomislava 28, Čitluk	4.000.000	100 persons	-	Wines category: barrique (5 sorts) premium wines (8 sorts), quality vines (7 sorts) i table wines (4 sorts). Kameno (white, dry) i Blatina de Broto	Fruit juices
Rebac	Trebižat bb, Čapljina	20.000	50 persons	-	Žilavka, Blatina i Chardonnay 0,2 l, 0,75, 1,0 l	-
Zadro	Domanovići bb, Čapljina	400.000	100 persons	-	Blatina Crnjac and Zadro, Žilavka Crnjac and Zadro, Carbnet Sauvignon, Blatina,	Travarica, Lozovača

					Žilavka, Vranac, Šampanjac Domano	
Vilinka	Sretnice bb, Mostar	17.000	50 persons	-	Žilavka, Blatina i Blatina Barrique	Lozovača, Višnjevača, Orahovača
Rozić	Selišta bb, Mostar	20.000	20 persons	-	Žilavka i Blatina	-
Stolački podrumi	Hrvatskih branitelja bb, Stolac	1.400.000	U izgradnji	-	Žilavka, Blatina, Merlot, Vranac, Samotok, Dalmatino	Lozovača, Travarica
UKUPNO HNK: 17 VINSKIH PODRUMA						
Begić	Prolog 38, Ljubuški	13.000	60 persons	Motel Begić	Žilavka, Plavac, 0,75 l	Lozovača, Travarica, Orahovača, Višnjevača
HEPOK	Stjepana Radića bb, Ljubuški	1.500.000	30 persons	-	Blatina, Merlot, Žilavka, Samotok, 0,2 l, 0,75 l, 1 l	-
Keža	Studenci bb, Ljubuški	250.000	20 persons	-	Žilavka, Blatina, Merlot	-
Nuić	Crnopod bb, Ljubuški	350.000	50 persons	-	Žilavka, Ružica, Blatina Barrique, Cabernet Sauvignon, Trnjak	Lozovača, Extra lozovača
Škegro	Radišići 13, Ljubuški	12.000	15 persons	-	Krš bijeli, Žilavka, Blatina, Carsus Blatina, Carsus Žilavka, 0,75 l	Lozovača, Orahovača, Višnjevača
Sušac	Cerno bb, Ljubuški	15.000	30 persons	-	Blatina, Žilavka, 0,75 l	Lozovača
Andelić	Gorica bb, Trebínje	-	120 persons	-	Žilavka, Vranac, Tribun, Žirado	Lozovača
Berak	Vojvode Sindelića 55, Trebínje	4.000	30 persons	-	Vranac, Žilavka, Rujno vino	-
Dračevo	Dračevo bb, Trebínje	30.000	80 persons	-	-	-
Marić	Otok bb, Trebínje	-	300 persons	-	Vranac, Chardonnay, Merlot	-
Petijević	Perovića most bb, Trebínje	-	50 persons	-	Žilavka, Vranac, Merlot, Chardonnay	-
Sekulović	Lastvanski put bb,	30.000	50 persons	-	Žilavka, Vranac,	Lozovača, Travarica

	Trebinje				Merlot, Chardonnay, Cabernet Sauvignon	
Tvrdoš	Tvrdoš bb	130.000	150 persons	-	Tvrdoš, Vranac, Tvrdoš Žilavka, Cabernet Sauvignon	Lozovača, Travarica
Vukoje	Hrupjela 28, Trebinje	50.000	-	-	Žilavka, Vranac, Chardonnay, Rose, Cabernet Sauvignon, Pinot Noir	Lozovača, Travarica

Wine Road Herzegovina's tourism product and a special form of selling agricultural products where family farms in cooperation with other tourist operators selling wine and other products and services. However the wine route, as already mentioned, not only about cellars, wine and other agricultural products and services, but also the cultural and historical heritage, events, unique aesthetics of the landscape, and natural and anthropogenic tourist attractions that can be linked with the wine. Thus, one common wine tour of Wine route Herzegovina would involve tasting and buying wine in one or more cellars, visiting a museum or gallery, visit a natural and historic attraction, accommodation and food establishments that offer local wines and traditional cuisine etc. In this way the customer receives a complete travel experience and meets the wine-growing area or region "from within". It is important to say that wine tour has never been clearly defined than it creates, if desired, potential users and other conditions such as the number of days on the wine tour, diversity programs, season / off-season, the price, the preferences of guests etc.

Table 9: Restaurants in the Herzegovina-Neretva Canton involved in the project Wine Road of Herzegovina

Restaurant	Municipality	Restaurant capacity	Gastronomic offer of local specialties	Other activity
Konoba Goranci	Pod Jelom bb, Mostar	140 persons	Lamb, veal, carp and octopus under the bell, Livno cheese, cream, Hurda,	Bicycle rental, wine shop
Restaurant Udovice	Sretnice bb, Mostar	120 persons	Roast lamb, Japrak, cabbage, cabbage rolls, Ćupter	The cellar and tasting of locally produced wines Herzog
Restaurant Oblat	Ravno bb, Ravno	50 persons	Lamb and goat on a spit	Production of wine and lozovača
Restaurant Zavala	Zavala bb, Ravno	150 persons	Bread under the bell, Green menestra, Domestic cow, goat and sheep cheeses, Hrezevovina ham, lamb, goat and veal.	Art colony, Wine cellar, Apartments, Visit to cave Vjeternica

Restaurant Cesarica	Put za Križevac bb, Medugorje, Čitluk	120 persons	Lamb, Herzegovinian ham	Winery, Tasting room, Hotel
Restaurant Ostojić, Monaco 2000	Potpolje 51, Čitluk	120 persons	Prosciutto, olives, cheeses: domestic, Livno and sack cheese.	Hotel, Motel, Wine cellar, Tasting room

From a total of 31 wine cellars project marked with Wine Route of Herzegovina, in the Herzegovina-Neretva Canton is more than half of them, precisely 17 wine cellars. Most of these wine cellars in their offer have wine tasting room which is next to the wine and grape products, offering local culinary specialties and brandies and liqueurs of domestic production. In addition to the facilities of wine cellars, Wine Road project included several restaurants and tourist accommodation units. In Table 9 presents the restaurants involved in the project Wine Route of Herzegovina in the territory of Herzegovina-Neretva Canton.

CONCLUSION

Based on the previously mentioned opinions on the justification of forming Wine roads of Herzegovina-Neretva Canton, one can conclude that this type of tourist valorization of wines, wine cellars and vineyards has a great potential. All of these particular elements of the justification of the Wine Road of Herzegovina fully meet. Justification of Tourism Project Wine Route of Herzegovina in the territory of Herzegovina-Neretva Canton is reflected in the following: Wine Route passes through vineyards area and covers an area of three vineyards: Mostar, Jablanica and Lištica. Seventeen wineries from Herzegovina-Neretva Canton are included in this project, each winery has its own wine, vineyards and tasting room for wine drinking. In addition to wine, in part offers wineries, there are other products of grapes, such as grape and extra grape, and other types of spirits and liqueurs, some of which are herbal, honey, walnut, cherry and others. The project Wine Routes of Herzegovina in the Herzegovina-Neretva Canton included seven restaurants, which the company also gastronomic specialties typical of the Herzegovina region. The wines in wine cellars and restaurants are consumed with Herzegovinian prosciutto, cheese from bellows, native species of: cow, sheep and goat cheeses, with inevitable Herzegovinian lamb roasting on a grill or under the bell.

Herzegovina-Neretva Canton is extremely rich with cultural, historical and natural heritage. So far, this heritage is not being offered through a specific tourism product. Wine Routes of Herzegovina has unified these resources and offer to the market and tourists. Using the Wine Routes of Herzegovina, tourists are able to visit natural attractions such as the canyon of the Neretva River, Hutovo Blato Nature Park, the source of the Buna, stone vineyards in Citluk, theme parks and many other natural attractions. Thanks to the rich cultural and historical heritage, visitors have the opportunity to go through the time visiting ancient cities and buildings such as the Old Bridge in Mostar, Tekke and Stjepan grad in Blagaj; the old urban center of Stolac, wine museum in Citluk, the old town and castle in Pocitelj, necropolis Radimlja Boljuni and so on. The biggest obstacles for significant tourist valorization of Wine Routes are road communication between the vineyard and winery and major urban centers in Herzegovina Neretva Canton. In most cases roads are narrow, partially paved roads, unsuitable for transport of larger vehicles, such as buses. In addition it should be noted that the relatively poor roads maintained, but are often full of holes and

depressions on the road. On the other hand, however, it should be noted that the tourist signs, posters, billboards wineries, vineyards and wineries very well decorated, so every tourist who wants to visit some of the farms will not get lost. It is significant to note that there are brochures, informational and promotional material that is available in several places in the Herzegovina-Neretva Canton and in any of the wineries involved in the tourism project Wine roads of Herzegovina. The same material can be reached electronically, either by ordering on the website Visit Herzegovina, either through direct download with the official website of the Wine Roads of Herzegovina.

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