



## Gastro & Eno Digital Agility of Istria and Pelješac\*

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**Abstract:** *The Gastro & eno business has great potential that has yet to be fully realized through digital agility. Istria is an example of good practice in the environment, which is confirmed by this research, where, through a comparative analysis, Istria and Pelješac, the two largest Croatian peninsulas, were valued according to their capacity in the preparation and service of food and beverages, as well as the number of wineries and wine cellars with an emphasis on digital agility in business. Entrepreneurial capacities are much greater in Istria, and a constantly growing trend is noted in the sectoral analysis of business. 1095 entrepreneurs in Istria and 47 in Pelješac were analyzed, and in Istria only 2% of entrepreneurs have a website listed in fina info, while only one in Pelješac. In Istria, 77% of entrepreneurs have an e-mail in the court register, while in Pelješac, 70%. Furthermore, 105 wineries and wine cellars in Istria and 56 in Pelješac were analyzed, and in Istria 71% of wineries have a website and 29% of them have an active online store, while in Pelješac only 20% of wineries have a website and 9% of them have an active online store. The research conducted in this paper connects two phenomena: gastrotourism and digital agility, which actively cooperate with the aim of creating a positive effect on business.*

## 1. INTRODUCTION

Gastronomic tourism is a form of tourism for which different terms are used, such as gastrotourism, culinary tourism, tasting tourism, gourmet tourism, or food tourism (Hall & Sharples, 2003). Destinations today must focus on managing user experiences, which emphasizes the importance of designing and managing user experiences (Mikinac, 2023). A gastronomic visit is where tasting and experiencing food and food products are the primary motives for traveling (Geić, 2011). Gastronomy is an essential element for experiencing local culture (Wijaya et al., 2013). Gastronomy has become an indispensable part of the tourist offer. Gastronomic tourism went beyond cultural tourism and became a product of special interest (Boranić Živoder & Tomljenović, 2022). Food and drink are stimulants in creating unforgettable tourist experiences (Stone et al., 2018). Gastronomic tourism has many indirect benefits such as promoting rural development, generating income for agriculture, promoting ecological practices, diversifying the economic base of communities and reversing emigration trends (Traves, 2016). The Sustainable Tourism Strategy until 2030 has positioned agrotourism as one of the key special forms of tourism that needs to be encouraged.

Agility in business aims to increase efficiency and effectiveness. Digital agility introduces rapid and radical changes in products, services and business models (Chan et al., 2019). Digital agility is also the empowerment and development of a new level of quality that is measured according to the speed and performance of the successful adaptation to applications, and ultimately is decisive for potential success or bad business. Digital transformation can also help companies better understand the market and competition, quickly adapt their strategies and improve long-term profitability. Agility

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becomes a key factor in achieving sustainable competitive advantage by enabling organizations to innovate, simplify operations and respond more effectively to market changes (Shehadeh et al., 2023). The advantages brought by the successful implementation of digital technologies in business will be reflected through effective digital communication, time management through fast processes, which will be reflected in quality management. On the map of global virtual possibilities, all places, regardless of location, can participate sovereignly through digitization. National strategic plans for the digital decade are the agenda of the European Commission for the joint realization of the goals of digital transformation by 2030 (European Commission, 2024).

## 2. THEORETICAL FRAMEWORK

Eno-gastro tourism has good potential for development in Croatia. However, there are also disadvantages, given that most wineries are small family businesses, and there is still an evident lack of capital for investment, Sunara and Krstulović (2018) conclude in their research. Eno-gastro tourism, as a form of tourism, has transformed from a peripheral and neglected special form of tourism in Croatia into a potentially powerful “engine” of the recovery of tourist traffic (Golemc et al., 2020). Gašparec-Skočić and Bolić (2006) in the book *Croatian Wines and Wine Roads* provide a comprehensive eno analysis of wine roads and varieties in Croatia. Eno, i.e., wine tourism, refers to the experience that tourists have in contact with wines, wineries, wine roads, vineyards, festivals, and the wine environment in a broader sense, i.e., the context within which the consumption of wine tourism products occurs (Johnson, 1997). The wine roads of Croatia are divided into regions, where nine regional wine roads stand out: Slavonia, Central Croatia, Zagreb, Istria, Kvarner and Highlands, Dalmatian-Zadar, Dalmatian-Šibenik, Dalmatian-Split, and Dalmatian-Dubrovnik (Gašparec-Skočić & Bolić, 2006). Grudić Kvasić and Težak Damijanić (2025), in their empirical analysis conducted with 108 winemakers in 2 neighboring counties of Primorje-Gorski Kotar and Istria, state that the analysis of intrinsic components of tourist products that satisfy wine tourists is crucial for the development of wine regions and the adaptation of tourist projects to the interests of wine lovers. Brščić et al. (2010) in their research conducted by interviewing 5 winemakers from Istria, analyze the characteristics of family farms that directly or indirectly affect the promotion of wines that are common to all interviewed producers.

**Table 1.** Main literature review of previous research

Publication	Research methodology
Grudić Kvasić & Težak Damijanić (2025). What do wine tourists want? Agriculture in the perspective of sustainability, pp. 391 – 407	Online questionnaire with a sample of 108 winemakers in Primorje and Istria counties
Golemc et al. (2020). Tourist demand in the conditions of the Covid-10 pandemic: The role of agritourism, 1 <sup>st</sup> international scientific and professional conference for the development of rural tourism "Sustainable and responsible development in rural tourism", Zagreb	Desk research, analysis of descriptive statistics
Prcela (2019). State and possibilities of eno and gastro tourism of the Pelješac peninsula, Graduate thesis, University of Split, Faculty of Economics Split	Analysis of qualitative and quantitative characteristics according to the marketing 7P model and SWOT analysis
Mlinarić (2021). Branding the Pelješac Peninsula as an eno-gastro destination, Graduate thesis, University of Dubrovnik, Faculty of Media and Public Relations	Analysis of qualitative and quantitative characteristics according to the marketing 7P model and SWOT analysis
Sosić (2018). Gastro tourism in Istria, Graduate thesis, Juraj Dobrila University of Pula, Faculty of Economics and Tourism "Dr. Mijo Mirković"	Analysis of theoretical features
Muršić (2020). Eno-gastronomic tourism in the Istrian region, Graduate thesis, Juraj Dobrila University of Pula, Faculty of Interdisciplinary, Italian and Cultural Studies	Analysis of qualitative and quantitative characteristics according to the case study and SWOT analysis

Source: Author’s analysis

### 3. METHODOLOGY

The methodology of this work is quantitative features based on statistical data in the activities of food and beverage preparation and service, 56 registers of Fina InfoBiz done in March 2024. Capacities were analyzed according to the number of entrepreneurs, origin of capital, average number of employees, total income, and expenses, all through comparison of Istria and Pelješac. Wine roads and cellars in Istria and Pelješac were analyzed numerically and through categorization, then digital agility was evaluated according to the categories of the existence of websites and webshops (Figure 1).



**Figure 1.** Presentation of the research methodology

Source: Author's analysis

### 4. TOURIST REGIONS IN ISTRIA AND PELJEŠAC

Istria is the largest tourist region in Croatia in terms of tourist traffic and capacity. Istria is a high-value destination that offers a wide range of quality, authentic tourist experiences in different segments of tourist demand. Istria is divided into 6 regions and northern Istria: Umag, Novigrad, Buje, Brtonigla, Opatalj, Motovun, Buzet, Grožnjan; central Istria: Pazin, and Barban; eastern Istria: Labin- Rabac, Raša, Kršan, Sveta Nedelja; southern Istria: Pula, Medulin, Fažana, Vodnjan, Ližnjan, Marčana; Poreč Riviera: Poreč, Funtana, Tar-Vabriga, Kaštelir, Višnjan, Vižinada and Rovinj region: Rovinj, Vrsar, Bale, Svetvinčent, Kanfanar, Žminj. Tables 2, 3, 4, 5, 6 and 7 show tourist arrivals and overnight stays in Istria by year. The Tourism Master Plan of Istria County 2015-2025 states that tourism entities should cooperate intensively with activities such as agricultural and cultural policy of public institutions, creators and other stakeholders who base their business visions and missions on long-term sustainable development (Master Plan of Tourism of Istria counties 2015 – 2025). The recommendations for the further sustainable development of tourism in the County of Istria include strengthening the connection between tourism and agriculture through supporting local producers, encouraging the connection between agriculture and tourism, greater involvement of local producers of healthy food in the tourist offer, greater involvement in work with local producers and greater synergy of the tourism sector and Istrian agricultural producers in the implementation of local ingredients in gastronomy. For the further development of the offer of agronomic tourism, it is necessary to invest in infrastructure, the development of additional

skills and specific knowledge. The tourist offer tries to maximally include the resources of the location of the household or its immediate surroundings, such as particularly valuable natural locations and cultural entities (Baćac, 2011). Tables 1-6 provide an overview of tourist arrivals and overnight stays by region in the period from 2020 to 2024 in Istria, which shows the trend of growth and stabilization compared to the pandemic period.

**Table 2.** Tourist arrivals and overnight stays in northern Istria

	2020		2001		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
Umag	183.330	1.273 million	349.268	2.148 million	516.310	2.846 million	559.322	3.081 million	560.150	3.072 million
Novigrad	104.325	641.028	170.766	1.046 million	231.034	1.295 million	246.547	1.344 million	249.970	1.373 million
Buje	16.324	83.091	35.154	176.324	52.695	248.386	55.960	254.821	56.830	260.177
Brtonigla	34.855	320.748	69.342	559.557	92.194	717.196	98.379	748.000	101.740	753.812
Oprtalj	4.469	21.308	8.460	33.911	11.085	44.912	8.810	37.260	3.772	22.265
Motovun	9.942	28.286	20.709	51.400	23.902	57.560	24.929	54.529	23.055	48.353
Buzet	7.308	34.202	14.830	57.596	18.389	75.290	17.247	65.828	17.029	62.921
Grožnjan	2.889	17.079	5.469	24.805	6.618	28.886	7.858	30.413	7.793	31.215
In total	363.442	2.418 million	673.998	4.099 million	952.227	5.314 million	1.019 million	5.616 million	1.020 million	5.625 million

Source: Author's analysis according to Istria Tourist Board (n.d.)

**Table 3.** Tourist arrivals and overnight stays in central Istria

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
Pazin	28.131	222.419	41.195	303.473	47.664	360.413	50.028	366.150	50.768	360.510
Barban	7.874	68.978	12.907	101.038	15.232	125.975	15.300	121.680	15.289	120.761
In total	36.005	291.397	54.102	404.511	62.896	486.388	65.328	487.830	66.057	481.271

Source: Author's analysis according to Istria Tourist Board (n.d.)

**Table 4.** Arrivals and overnight stays of tourists in eastern Istria

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	tourist overnight stays	Arrivals	Tourist overnight stays
Labin-Rabac	71.231	453.250	165.710	983.838	229.710	1.299 million	236.224	1.305 million	228.248	1.250 million
Raša	24.583	215.407	38.606	295.436	45.515	345.909	46.272	339.029	43.652	317.599
Kršan	5.624	57.353	7.879	62.811	10.262	77.287	10.430	77.263	11.251	82.094
Sveta Nedelja	8.422	80.153	11.193	105.883	13.019	125.060	13.815	127.787	14.002	123.775
In total	109.860	806.163	223.388	1.447 million	298.506	1.847 million	306.741	1.850 million	297.153	1.774 million

Source: Author's analysis according to Istria Tourist Board (n.d.)

**Table 5.** Tourist arrivals and overnight stays in southern Istria

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
<b>Medulin</b>	195.676	1.448 million	342.190	2.328 million	448.537	2.908 million	446.651	2.815 million	444.146	2.760 million
<b>Fažana</b>	67.616	520.587	112.295	865.823	147.607	1.113 million	157.788	1.149 million	160.280	1.133 million
<b>Vodnjan</b>	43.454	532.307	49.690	550.970	58.441	604.225	62.056	630.125	62.788	605.865
<b>Ližnjan</b>	21.218	193.658	29.592	254.276	35.919	297.770	42.572	325.484	58.170	403.892
<b>Marčana</b>	27.186	243.819	36.591	310.328	40.659	346.678	42.963	355.230	41.991	339.185
<b>In total</b>	355.150	2.938 million	570.358	4.309 million	731.163	5.270 million	752.030	5.275 million	767.375	5.243 million

Source: Author's analysis according to [Istria Tourist Board \(n.d.\)](#)

**Table 6.** Arrivals and overnight stays of tourists in the Poreč Riviera

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
<b>Poreč</b>	203.957	1.388 million	430.615	2.609 million	613.140	3.428 million	642.530	3.457 million	644.556	3.413 million
<b>Funtana</b>	99.168	743.300	212.061	1.593 million	280.908	1.954 million	301.216	2.032 million	312.958	2.072 million
<b>Tar-Va-briga</b>	90.082	804.826	185.373	1.538 million	255.434	1.934 million	272.857	1.955 million	262.422	1.871 million
<b>Kaštelir</b>	6.589	62.793	9.068	82.152	11.331	101.440	11.522	100.357	11.175	94.903
<b>Višnjan</b>	7.259	61.906	11.195	89.603	13.193	107.705	12.949	105.881	12.856	106.386
<b>Vižinada</b>	4.666	39.446	6.107	50.492	7.192	56.718	7.855	60.889	8.272	60.489
<b>In total</b>	411.721	3.100 million	854.419	5.963 million	1.181 million	7.582 million	1.248 million	7.711 million	1.252 million	7.618 million

Source: Author's analysis according to [Istria Tourist Board \(n.d.\)](#)

**Table 7.** Tourist arrivals and overnight stays in the Rovinj region

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
<b>Rovinj</b>	294.656	1.846 million	549.304	3.496 million	709.484	4.225 million	739.690	4.259 million	733.724	4.193 million
<b>Vrsar</b>	87.087	712.854	171.546	1.426 million	230.952	1.770 million	239.698	1.795 million	247.346	1.796 million
<b>Bale</b>	27.597	193.121	50.983	337.679	61.612	395.109	68.214	426.516	71.794	433.105
<b>Svet-vincent</b>	12.366	109.463	18.099	155.883	21.749	189.657	22.854	189.185	24.365	195.843
<b>Kanfarnar</b>	5.464	52.244	8.015	68.248	9.488	77.824	9.893	81.674	10.253	82.077
<b>Žminj</b>	6.878	59.374	10.138	85.399	12.260	107.364	12.806	107.541	12.264	103.767
<b>In total</b>	434.048	2.973 million	808.085	5.570 million	1.045 million	6.765 million	1.093 million	6.859 million	1.099 million	6.804 million

Source: Author's analysis according to [Istria Tourist Board \(n.d.\)](#)

The Pelješac region consists of 4 municipalities: Orebić, Ston, Trpanj, and Janjina. Table 8 shows tourist arrivals and overnight stays in the Pelješac region, and shows the trend of growth and stabilization compared to the pandemic period.

**Table 8.** Arrivals and overnight stays of tourists in the Pelješac region

	2020		2021		2022		2023		2024	
	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays	Arrivals	Tourist overnight stays
<b>Orebić</b>	58.686	535.221	97.658	816.131	120.286	927.559	130.368	948.881	130.120	936.316
<b>Ston</b>	14.698	107.578	25.386	151.341	35.724	182.341	42.560	196.179	41.319	194.700
<b>Trpanj</b>	6.673	71.943	14.557	126.569	17.732	140.017	20.334	146.559	21.133	152.100
<b>Janjina</b>	5.686	60.033	9.563	84.141	11.874	95.235	13.006	99.072	13.112	99.931
<b>In total</b>	85.743	77.775	147.164	1.178 million	18.616	1.345 million	206.268	139.691	205.684	1.383 million

**Source:** Author’s analysis according to **Istria Tourist Board (n.d.)**

## 5. COMPARATIVE SECTOR ANALYSIS

When analyzing entrepreneurial capacities, it is clear that investments in food and beverage preparation activities are far greater in Istria than in Pelješac. Capacities are much higher in Istria, over 95% compared to Pelješac. On both peninsulas, the number of entrepreneurs in business is growing, while Istria has doubled its capacity in one decade. The basis for investment is domestic capital, so the local population recognizes and invests in the development of activities (Tables 9, 10, 11).

**Table 9.** Active entrepreneurs in food and beverage preparation and service activities in Istria, by year

	100% domestic	100% foreign	mixed	total
<b>2008</b>	262	25	2	289
<b>2013</b>	415	52	4	471
<b>2018</b>	715	48	6	769
<b>2019</b>	740	54	5	799
<b>2020</b>	757	52	5	814
<b>2021</b>	777	52	5	834
<b>2022</b>	818	57	5	880
<b>2023</b>	807	57	7	871

**Source:** Author’s analysis according to **Fina (n.d.)**

**Table 10.** Active entrepreneurs in food and beverage preparation and service activities in Pelješac, by year

	100% domestic	100% foreign	mixed	total
<b>2008</b>	15	0	0	15
<b>2013</b>	16	4	1	21
<b>2018</b>	24	2	0	26
<b>2019</b>	26	2	0	28
<b>2020</b>	31	2	0	33
<b>2021</b>	31	3	0	34
<b>2022</b>	35	4	0	39
<b>2023</b>	35	2	0	37

**Source:** Author’s analysis according to **Fina (n.d.)**

**Table 11.** Comparison of the number of entrepreneurs in the activities of food and beverage preparation and service over the years in Istria and Pelješac

	Istria	Pelješac	Istria %	Pelješac %
2008	289	15	95,1 %	4,9 %
2013	471	21	95,7 %	4,3 %
2018	769	26	96,7 %	3,3 %
2019	799	28	96,6 %	3,4 %
2020	814	33	96,1 %	3,9 %
2021	834	34	96,1 %	3,9 %
2022	880	39	95,8 %	4,2 %
2023	871	37	95,9 %	4,1 %

Source: Author's analysis according to Fina (n.d.)

Analyzing the average number of employees in food and beverage preparation and service activities in Istria and Pelješac, the growth of human resources is noted. During the COVID pandemic, the number of employees fell visibly, but already in 2022, the number of employees is growing rapidly and surpasses the pre-pandemic results, which reflects the attractiveness of the sector (Table 12).

**Table 12.** Average number of employees according to the situation at the end of each quarter in the activities of food and beverage preparation and service over the years in Istria and Pelješac

	2018	%	2019	%	2020	%	2021	%	2022	%
Istria	2.885	+12,61	3.129	+8,46	2.690	-14,03	2.928	+8,85	3.408	+16,39
Pelješac	86	+26,47	91	+5,81	75	-17,58	77	+2,67	97	+25,97

Source: Author's analysis according to Fina (n.d.)

Analyzing the total revenues and expenses in the activities of preparation and food and beverage services in Istria and in Pelješac, it is clear that it is a stable, profitable and sustainable business that had a decline during the COVID pandemic, but already in 2022 it records growth that exceeds the pre-pandemic results (Tables 13 and 14).

**Table 13.** Total income in food and beverage preparation and service activities in Istria and Pelješac

	2018	2019	2020	2021	2022
Istria	117,7 mil	121,1 mil	75,9 mil	126 mil	176,2 mil
Pelješac	3,6 mil	3,5 mil	2,1 mil	2,8 mil	4,6 mil

Source: Author's analysis according to Fina (n.d.)

**Table 14.** Total expenditures in food and beverage preparation and service activities in Istria and Pelješac

	2018	2019	2020	2021	2022
Istria	112 mil	117,9 mil	80,6 mil	111,5 mil	165,7 mil
Pelješac	3,6 mil	3,5 mil	2 mil	2,5 mil	4 mil

Source: Author's analysis according to Fina (n.d.)

## 6. WINERIES AND WINE CELLARS IN ISTRIA

In Istria, the development of gastronomic tourism began in the 1990s, and more intensively since 1997 under the influence of the Istrian County Tourist Board. Promotion of wine culture and raising of quality standards is achieved by evaluation based on categories such as brand strength, product strength, visibility, communication and new technologies, functionality and aesthetics of the wine itinerary, reception and welcome of guests, and additional services and products. 33

IQ marks of Istrian quality for Istrian Malvasia wines mark aims to introduce a joint brand and create a special quality mark (brand) in order to increase competitiveness (Wine Act NN. 96/03). Winemakers are categorized according to groups: 4 stars indicating the premium quality of the winery; 3 stars a sign of exceptional quality, 2 stars an indicator of excellent quality and 1 star symbolizes a wine cellar of very good quality (Table 15).

**Table 15.** Categorization of wineries and wine cellars in Istria

1 star	2 star	3 star	4 star
1. Privitelio in Vrsar,	1. Monte Rosso in Savudrija,	1. Arman Marijan Wines in Vižinada,	1. Clai in Buje,
2. Fuhtar In Sylvisa,	2. Kadum in Poreč,	2. Bastion in Buje,	2. Coronica in Umag,
3. Radanović,	3. San Mauro - Siknović,	3. Benvenuti in Montana,	3. Degrassi in Savudija,
4. Benčić Igor in Umag,	4. Ravalico in Brtoniga,	4. Cattunar in Brtonigia,	4. Kabola in Buja,
5. Prodan in Višnjan,	5. Dešković in Grožnjan,	5. Cuj in Umag,	5. Kozlović in Buja,
6. Perun in Poreč,	6. Capo in Brtoniga,	6. Damjanić in Poreč,	6. Matošević
7. Matić in Višnjan,	7. Cossetto in Kaštelir-Labinca,	7. Deklić in Vižinada,	7. Ivica in Sv. Lovreč,
8. Črneka in Buzet,	8. Fiore in Umag,	8. Dobravac in Rovinj,	8. Meneghetti in Buja,
9. AB in Poreč,	9. Ivančić Moreno in Novigrad,	9. Fakin in Motovun,	9. Rossi in Vižinada,
10. Rossi Pino in Vižinada,	10. Franković in Buje,	10. Franc,	10. Roxanich in Motovuna,
11. Coslovich in Oprtalj,Orotić	11. Ghira in Novigrad,	11. Arman in Vižinada,	11. Tomaz in Motovun
12. Darop in Buzet,	12. Anđelina in Pazin,	12. Ipša in Oprtalj,	
13. Cocco in Taf Vabriga,	13. Moscarda-Bados in Vodnjan,	13. Laguna in Poreč,	
14. Sosich in Vižinada,	14. Siljan in Marčana,	14. Legovina in Kaštelir,	
15. Teraboto in Vodnjan,	15. Benazić in Pula,	15. Medea in Vodnjen,	
16. Bertoš in Motovun,	16. Pervino in Novigrad,	16. Misal - Peršurić in Višnjan,	
17. Lunika in Kanfanar,	17. Belaj Castle,	17. Pilato in Vižinada,	
18. Stancija Collis in Rovinj,	18. Domaine Koquelicot,	18. Poletti in Višnjan,	
19. Novacco in Brtonigla,	19. Prelac, Geržinić in Vižinada,	19. Radovan in Višnjan,	
20. Gortan, Demark in Novirago,	20. Peršurić Mario in Višnjan,	20. San Tommaso in Bale,	
21. Valenta in Motovun,	21. Ritoša in Poreč,	21. Šuran in Rovinj,	
22. Bernobić Denis in Višnjan,	22. Marcheta in Fažana,	22. Trpan in Pula,	
23. Radičanin in Sv.Nedelja ,	23. Palčić in Novigrad	23. Veralnda in Brtoniga,	
24. Ferenac Giulio in Vižinada,		24. Zigante in Grožnjan	
25. Agapito in Buzet,			
26. Bassanese Andrea in Buje,			
27. Bernobić			
28. Aldo in Všnjan, Putinja,			
29. Piquentum in Buzet,			
30. Terzolo in Perc,			
31. Grbac in Buzet,			
32. Matijašević in Motovun,			
33. Brajko in Buje,			
34. Pulin in Višnjan,			
35. Gambaletto in Buje,			
36. Vivoda in Rovinj,			
37. Fameja			
38. Matošević in Rovinj,			
39. San Zvanini in Oprtalj,			
40. Ferenac Bruno in Vižinada,			
41. Poleis in Višnjan,			
42. Mušković,			
43. Sirotić Damir in Buzet,			
44. Živković in Višnjan,			
45. Bažon,			
46. Baćac,			
47. Terre vina			

**Source:** Author's analysis according to *Istria Tourist Board (n.d.)*

Clai in Buje started working twenty years ago when they moved from Trieste. Coronica in Umag started working at the end of the last century. Degrassi in Saudi Arabia began its work in the late 1980s. Kabola in Buja has a tradition of winemaking and viticulture that is over one hundred and thirty years old. In 2004, the winery started operating. Kozlović in Buja has a tradition since 1904, and a winery was established in the early nineties. Matošević Ivica in Sv. Lovreč started working in the 1990s, and a significant step forward took place in 2004. Meneghetti will open a new wine cellar in Buje in 2022. The Rosses in Vižinada can claim over a hundred years of tradition. Roxanich is opening a winery in Motovun in 2019. Tomaz started working in Motovun in 2008, and they opened a small winery and a new representative building in 2023.

## 7. WINERIES AND WINE CELLARS IN PELJEŠAC

**Table 16.** Wineries and wine cellars by region in Pelješac

Ston	Orebić	Trpanj	Janjina
1. Vinoteka Tirs,	1. Grgić vina,	1. Bubrig Winery	1. Winery of Java
2. Miho Rozić,	2. Ivan Kunjašić,	2. Winery Jurišić-Polanić	2. Winery Drače
3. Pero Škurla	3. Matko Živkušić,		3. Winery Bezek
4. PZ Stoviš	4. Branko Džajić,		4. OPG Grgurević, 5. Winery
5. Vukas,	5. Antun Poljanić		Edivo
6. Miloš,	6. Dingač,		
7. Čurlin,	7. Madirazza d.o.o.,		
8. Ledinić,	8. Matuško vina d.o.o.,		
9. Mato	9. Vina Miličić d.o.o.,		
10. Vlašić	10. Vedran Kiridžija		
11. Barović	11. Nikola Bura,		
12. Mario Vukotić	12. Niko Violić,		
13. PZ Putnikovići	13. Marija Mrgudić, Branko		
14. Vlaho Ilin (Kleka)	14. Radović – Postir,		
	15. Petar Matković		
	16. Bartulović		
	17. Goranko Poljanić,		
	18. Dingač		
	19. Export d.o.o.,		
	20. Eljmar Lučić		
	21. Kuna Pelješka –		
	22. PZ Kuna 1898,		
	23. Winery Roso,		
	24. Ivo Špaleta,		
	25. Kunovka d.o.o.		
	26. Milivoj Daničić		
	27. Mato Antunović		
	28. Nada Roso		
	29. Vila Mora d.o.o.		
	30. Ladislav Kangjera,		
	31. Philip d.o.o.		
	32. Ivica Radović,		
	33. Joško Tomašević		
	(Kosarni Do winery),		
	34. Ivo Violić – Indian,		
	35. Katarina Korta (Rivijera		
	Orebić d.o.o.)		

**Source:** Author's analysis based on data from the [Orebić Tourist Board \(n.d.\)](#)

The region of Pelješac builds its gastro story of respectability on the wealth of natural resources and the viticultural heritage of the region. Pelješac is divided into 4 municipalities: Trpanj, Orebić, Janjina, and Ston. Pelješac has a rich viticultural tradition. On May 13, 1964, with the certificate of the International Office for the Protection of Industrial, Literary and Artistic Property from Geneva, Dingač became the first Croatian vineyard property protected by the label of authenticity,

with vineyards planted in the 1960s. According to the statistics of the Ministry of Agriculture of the Republic of Croatia, the total area under vines in Pelješac is over 1,000 hectares, with about 50 winegrowers, and the specific area of Dingač occupies about 65 hectares, while Postup covers about 150 hectares. Table 16 shows wineries and wine cellars by region in Pelješac.

Indian Winery was founded in 1975 as the first private winery on the Pelješac peninsula. The Grgić Vina family winery was founded in 1996 by a returnee who made a name for himself in Napa Valley, USA. Winery Korta Katarina has existed since 2005. It was founded by spouses Lee and Pam Anderson, otherwise Americans. Madirazza Winery was founded in 1989. Matuško Winery was founded in 1998.

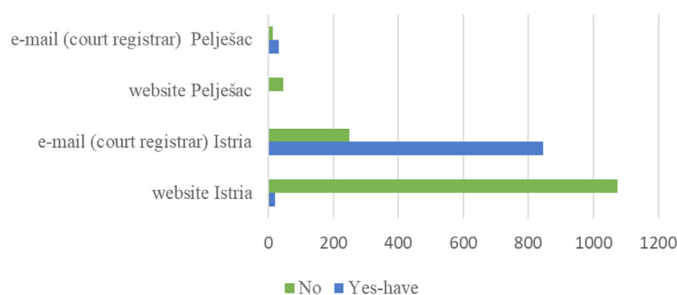
## 8. GASTRO&ENO DIGITAL AGILITY IN ISTRIA AND PELJEŠAC

The digital age of entrepreneurs involved in the preparation and service of food and beverages in Istria and Pelješac was analyzed through the existence of a web station and e-mail in the court registry of Fina. In Istria, 2 % have a website listed in the Fina register, and only 1 entrepreneur in Pelješac. In Istria, 77 % of entrepreneurs have an e-mail in the court's Fina register, while in Pelješac, 70 % have it (Table 17 and Graph 1). The digital age of wineries and wine cellars in Istria and Pelješac was analyzed according to the elements of the existence of a website and webshop as tools for active communication and participation in the global market. 105 wineries and wine cellars in Istria and 56 in Pelješac were analyzed (Table 18 and Graph 2). It is a devastating fact that 64 % of buildings in Pelješac do not have a website and 91 % of them do not have a webshop, while in Istria, 29 % do not have a website and 65 % of them do not have a webshop. The quality and performance of digital content jump far depending on the categorization; therefore, it is necessary to work on digital agility. Those with 4 stars have superior websites with various performances and innovative solutions, including web shops. The digitization of business is a reflection of sustainability through an efficient mechanism of placing products on the global market.

**Table 17.** Comparison of the presentation of the existence of a website and e-mail (in the court register) of entrepreneurs in the activities of food and beverage preparation and service in Istria and Pelješac, (November 2024)

	Istria – in total 1095 entrepreneurs				Pelješac – in total 47 entrepreneurs			
	website	website (%)	e-mail (court registrar)	e-mail (court registrar)	website	website (%)	e-mail (court registrar)	e-mail (court registrar)
<b>Yes-have</b>	22	2 %	845	77 %	1	1 %	33	70 %
<b>No</b>	1073	98 %	250	23 %	46	99 %	14	30 %

**Source:** Author's analysis according to Fina (n.d.)



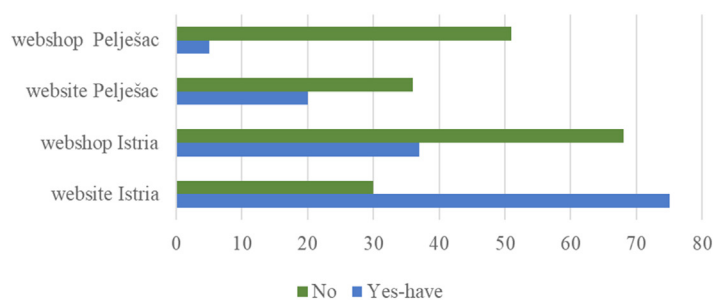
**Graph 1.** Comparison of the presentation of the existence of a website and e-mail (in the court register) of entrepreneurs in the activities of food and beverage preparation and service in Istria and Pelješac, (November 2024)

**Source:** Author's analysis

**Table 18.** Comparison of the presentation digital agility of wineries and wine cellars in Istria and Pelješac (March 2024)

	Istria – in total 105 facilities				Pelješac – in total 56 facilities			
	website	website (%)	webshop	webshop (%)	website	website (%)	webshop	webshop (%)
<b>Yes-have</b>	75	71 %	37	35 %	20	36 %	5	9 %
<b>No</b>	30	29 %	68	65 %	36	64 %	51	91 %

Source: Author's analysis

**Graph 2.** Comparison of the presentation digital agility of wineries and wine cellars in Istria and Pelješac (March 2024)

Source: Author's analysis

## 9. CONCLUSION

By digitizing business, gastronomic tourism actively participates in the global market. Sectoral analysis in the food and beverage preparation industry in Istria is far greater than in Pelješac, and in both cases, the capacity, the number of entrepreneurs, the number of employees, and the total income and expenses are growing. It is a stable, profitable, and sustainable business. Entrepreneurs in the activities of preparation and food and beverage services in the Fine register mostly have an e-mail listed in the court register, but do not have a listed website. In Istria, winemakers are categorized according to groups, while in Pelješac, according to regions. Wineries in Istria mostly have websites, while in Pelješac they do not; only a few have an active web store. The digital agility of business entities in the observed regions has great yet untapped potential. Main limitations is obtaining exact data from Fina.Info, in which not only wineries can be selected, but the entire sector of entrepreneurs in food and beverage preparation and service activities. It would be interesting to analyze the share of winemakers in Istria and Pelješac. Future research should consider analyzing quality features by analyzing web store tools for agility in responding to inquiries and orders. Digital sales enable sales tracking and gathering information about customers. At a time when more and more consumers are informed online, and the number of online stores is growing every day, web stores are becoming a key tool for the modern winemaker, while others remain one step behind. Expanding the market beyond local and regional boundaries is possible with digital tools. This comparative analysis of the gastro & eno tourism sector in Istria and Pelješac, with an emphasis on digital agility, shows that the region can achieve better economic and tourism results if digital tools are applied more effectively, as is the case in Istria compared to Pelješac. This type of regional benchmarking can be particularly useful for similar tourism-oriented regions across Europe, especially in the context of the post-pandemic tourism recovery and the growing importance of digitalization in regional development strategies. Digitalization in business is a way to actively participate in the global market; physical distances are no longer an obstacle.

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