

REVIEW ARTICLE

DOI: 10.5937/ekonomika2404079S

Received: September, 10. 2024.

Accepted: November, 14. 2024.

BOOK REVIEW

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**DEVELOPMENT OF RESOURCES OF MODERN
VITICULTURE AND WINE PRODUCTION IN THE AGE OF
SMART TECHNOLOGIES**

(Monograph)

Society of Economists “Ekonomska”, Niš and Research and Development Institute
“Tamiš”, Pančevo; 2024

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**РАЗВОЈ РЕСУРСА САВРЕМЕНОГ ВИНОГРАДАРСТВА
И ПРОИЗВОДЊА ВИНА У ВРЕМЕ ПАМЕТНИХ
ТЕХНОЛОГИЈА**

(Монографија)

Друштво економиста „Економика“, Ниш и Истраживачко-развојни институт
„Тамиш“, Панчево; 2024

The scientific monograph deals with the basic characteristics of viticulture and wine production in the Republic of Serbia, but also in the world. The research covered production for a very long period, from the very beginning of grape cultivation in pre-Roman times to the present day. Modern viticulture has taken on significantly different determinants, bearing in mind the gradual development of the economy, adaptation to climate change, but also the current application of innovative technologies as part of the so-called smart agriculture. The monograph has been reviewed by as many as five distinguished professors/scientists in the field of business management and agricultural economics, while the publishers are two renowned organizations engaged in scientific research.

The monograph has eight sections. The first section confronts the issues of grape and wine production throughout the history of social development. A long tradition in the production and processing of grapes in the Republic of Serbia is a justification for the presentation of this activity through the centuries.

The second section shows the changes in the structure of viticulture and wine production over time, up to the adoption of the concept of organic production. Organic production will be significant due to changes in the habits of consumers who want healthy, eco-friendly, and high-quality food products, including wines as drinks. That is why it is necessary to diversify production in favour of higher quality wines and grape varieties that are grown. In this section, the basic types of wine are also shown.

The third section aims to point out the organizational challenges and problems of grape and wine producers and propose solutions for improving the position of producers engaged in this branch. The authors emphasize that there are exceptional potentials in the Republic of Serbia for further development of processing capacities, change in the way cooperative's function, renewal of old and abandoned plantations and development of small businesses in these branches of agriculture.

The role of the state in the agri-food sector is necessary because of its importance from the point of view of food safety, as well as the impact on the environment, but also because of the financial problems faced by entrepreneurs. Therefore, the fourth section deals with the development programs and incentive measures of agrarian policy makers in the field of grape and wine production.

Next, the fifth section writes down the characteristics of the wine market in the Republic of Serbia. The authors show that the supply of domestic wines is mostly of low quality, and that there is a large assortment of imported wines to meet the domestic demand, which has been growing in recent years.

The sixth section offers an insight into the possibilities of applying marketing in the field of winemaking. The role of promotion is important, bearing in mind that reputation and brand are the main (non-price) factors of competitiveness in the domestic and international markets. The authors argue that strong marketing is necessary to achieve confidence in the quality of wine, consumer satisfaction and increase demand for wine in the end. Also, this section describes the situation about the export and import of wine on the global level.

Rural and wine tourism is the basis of the seventh section. This section includes diverse topics such as the relationship between rural development and viticulture and winemaking, the gastronomic aspect of rural areas, the role of digital technology in wine tourism, as well as the latest impacts considering the COVID-19 pandemic.

Finally, within the eighth section, the authors provided an overview of the possibilities of applying modern technology in the production of grapes and wine. Smart agriculture is rapidly developing in the world, so it is used in almost all branches of agriculture. The application of modern technologies within precision agriculture will drastically change the way agricultural activity is conducted in the Republic of Serbia, so producers must get acquainted with the application of various sensors and other digital solutions. In the light of sustainable development, studying the effects of climate change is essential. That is why the authors also look at the impact of climatic factors on the future production of grapes, which will be beneficial for existing, but also for new producers who decide to direct their resources towards the production of grapes and wine.

The monograph *"Development of Resources of Modern Viticulture and Wine Production in the Age of Smart Technologies"* possesses originality and practical applicability. It is based on extensive and relevant literature that includes journals, monographs, sources from the Internet, as well as the authors' own primary data, and is a valuable contribution to contemporary theory and practice. The demand for wine is constant and is present in almost all segments of the population. Therefore, the monograph highlights the problems, position, and opportunities of grape and wine producers, as well as changes in the preferences of consumers who want a higher quality of all products, including wine. The conclusions offered by this monograph

may be of interest to agricultural producers, economic policy makers in the field of agriculture, but also to the general academic public that includes researchers, students, and the professional community.

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