

Good Practice Example No. 3

Module 2: Business Planning and Management

Clearly Defined Offer and Target Group in Rural Tourism – The Example of the Rural Household “Krivac” (Vojvodina)

Industry:	Rural Tourism / Agrotourism
Location:	Krivac (between Sremski Karlovci and Banstol), Fruška Gora
Established in:	Active as a modern ethno-household c. 2019-2020
Legal form:	Registered Agricultural Household / Rural Tourist Household
Business model:	B2C (Travelers/Families) & B2B (Corporate team building)
Core activity:	Authentic accommodation, "minimum-waste" workshops, and local gastronomy

The rural household “Krivac” is a tourist accommodation located in the Krivac weekend settlement, between Sremski Karlovci and Banstol, in the unique natural setting of Fruška Gora and the Danube. This household offers an authentic stay in a rustic environment, with accommodation capacity for three guests, emphasizing peace, nature and an intimate atmosphere. Guests can enjoy traditional Vojvodina cuisine prepared from local ingredients, as well as organized thematic events and workshops.

The offer includes hiking tours, yoga weekends, culinary workshops and tastings of traditional Vojvodina dishes. Special emphasis is placed on educational workshops focused on a “minimum-waste” approach to lifestyle and cooking, through which the household promotes sustainability and responsible resource management.

Unlike vague formulations such as “tourists of all profiles,” the rural household “Krivac” has clearly defined customer segments and tailors its offer to the specific needs of these groups. The primary target group consists of couples and small families seeking peace, nature, and an authentic environment away from urban crowds. Another important segment includes advocates of a healthy and sustainable lifestyle - guests interested in nature, ecology, waste-reduction workshops, and consuming homemade, traditionally prepared food. A third group consists of lovers of active holidays and adventure activities, such as hiking tours on Fruška Gora, yoga camps and culinary workshops. A special segment includes organizers of private and business events who wish to host celebrations, team-building activities, or small conferences in a natural setting, complemented by local gastronomy and additional activities.

These target groups are not generic “all tourists,” but clearly profiled segments with recognizable interests and expectations, enabling more precise planning of both the offer and communication strategy.

Offer and value proposition

The key value of this offer lies not only in individual services, but in their combination. The household’s value proposition can be summarized as an authentic rural getaway that combines

the tranquility of nature, traditional cuisine and an active, sustainable lifestyle. In this way, Krivac clearly differentiates itself from conventional accommodation facilities and positions itself as an experiential rural tourism destination.

Sales and promotion are carried out through a combination of digital and local channels. The household uses online accommodation platforms, including specialized rural tourism portals, as well as social media to communicate the atmosphere, activities and values it offers. Direct booking via contact information enables closer communication with guests and the building of trust. In addition, cooperation with local tourism associations, guides, schools and nature enthusiast groups further expands the network of potential visitors and contributes to business stability.

The rural household Krivac represents an example of a clearly defined market strategy. Their customer is not “everyone,” but precisely defined segments willing to pay for experience, added value and content that goes beyond basic accommodation.

Source: <https://selo.rs/o/seosko-domacinstvo-krivac>
<https://vojvodina.travel/smestaj/seosko-domacinstvo-krivac-sremski-karlovc/>
<https://maliproizvodjaci.rs/proizvodjaci/seosko-domacinstvo-krivac/>