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Possibilities of Development of Wine Tourism in Selected Area

Diploma Thesis

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Acknowledgments:

I would like to give thanks to my supervisor of my diploma thesis, Ing. Alice Kozumplíková, Ph.D. and also to several "wine stakeholders" who provided me valuable and interesting information.

Abstract:

The thesis "Possibilities of Development of Wine Tourism in Selected Area" focuses on analyzing and evaluation the situation of wine tourism in the past few years in the selected area. According to the situation determines whether the selected area hiding other options that could have a positive influence on the development of wine tourism in the coming years. If there such options will appear, so on that basis will be several proposals and recommendations, which should contribute to more effective development of wine tourism in selected areas.

Keywords: Wine tourism, wine tourist, wine, South Moravia, Weinviertel

Abstrakt:

Diplomová práce „Možnosti rozvoje vinařské turistiky ve vybrané oblasti“ se zaměřuje na analýzu hodnocení situace vinařské turistiky v posledních několika letech ve vybrané oblasti. Podle dané situace se zjistí, jestli se ve vybrané oblasti skrývají další možnosti, které by mohly mít pozitivní vliv na vývoj vinařské turistiky v dalších letech. Pokud se takové možnosti objeví, tak na jejich základě bude vytvořeno několik návrhů a doporučení, které by měly přispět k efektivnějšímu rozvoji vinařské turistiky ve vybraných oblastech."

Klíčová slova: vinařská turistika, vinařský turista, víno, Jižní Morava, Weinviertel

Motto:

"Wine is one of the most civilized things in the world and one of the most natural things of the world that has been brought to the greatest perfection, and it offers a greater range for enjoyment and appreciation than, possibly, any other purely sensory thing"

Ernest Hemingway



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1. INTRODUCTION

Today, wine is not viewed as drink only. It represents a lifestyle for many people. There is an increasing number of people who are willing to travel for wine. In recent years, wine tourism has emerged as an interesting and dynamic form of tourism, a fact that is already fairly well-known in almost all the traditional wine regions (Europe, America, Australia, New Zealand, and South Africa). However, not everywhere wine tourism is operated so intensively and efficiently, because it is a relatively new species, which does not have a long tradition.

Wine tourism definitely has a great potential and it is considered to be an important part of tourism and wine industry, as both these fields benefit from one another. The wine industry creates landscapes in a characteristic way, provides agricultural infrastructure (field roads) and brings local products to the market. The tourism industry is an interesting attraction, bringing clients to the wine region. So tourism plays an important role for wine growers, since it allows building relationships with their customers, and helps sell their products directly, which is especially crucial for small wineries. Wine growers have the opportunity to obtain a significant additional source of revenue thanks to the tourists. Wine is an important factor that can, for instance, motivate guests to visit certain destinations.

The participants in wine tourism are not only the tourists. It is the wineries and wine growers who have a very important position, as without their activities the industry could not exist. Therefore, the present work also addresses their position, preferences and future prospects.

The choice of the topic of this diploma thesis was influenced by the author's close relationship with wine tourism and the regions in which it is practised – these regions will also be introduced in the present work. In particular, the wine region of South Moravia forms a substantial part of the thesis. It is the author's view that there are many unused commercial opportunities in South Moravia related to wine tourism, and that these could have a great importance for the development of local wine tourism in the future. Another part of the thesis focuses on Weinviertel, an Austrian wine-growing region located just across the border from South Moravia. It is significant that in these two regions the wine tourism situation is different.

2. OBJECTIVE AND METHODOLOGY

2.1 Objective

The main objective of this thesis is to analyse and evaluate the situation and of wine tourism in the past few years in South Moravia, and to ascertain further possibilities of development, as already indicated in the Introduction.

The sub-targets of the present thesis are based on the functioning of wine tourism, evaluation of marketing activities associated with products of wine tourism, and shortcomings in the field of wine tourism.

The secondary objectives of this work are comparison of South Moravia and Weinviertel and finding differences between the two wine-growing regions.

The intended output of this work are several proposals and recommendations which should contribute to a more effective development of wine tourism in the selected area.

2.2 Methodology

This thesis is primarily based on the study of Czech and foreign literary and internet sources, information obtained through field surveys and interviews, and also on own experience and knowledge. The method of comparison and the SWOT analysis are used in this work.

The theoretical part of the present work first focuses on wine tourism in general terms, therefore it contains the definitions of wine tourism, system stakeholders, wine tourists and marketing activities are given. The topic of wine tourism is continued in the case studies of South Moravia and the Lower Austrian wine region Weinviertel, and the development of the number of visitors, the types of wine certification, social and cultural events and tourist attractions are described.

The practical part of the thesis discusses selected areas in South Moravia and Weinviertel, namely the towns of Mikulov and Poysdorf which are, thanks to their location, population and activities within wine tourism, suitable for analysis. Information was gathered and verified in terms of its functionality in practice. In order to evaluate the current situation of wine tourism, semi-structured interviews with participants in wine tourism in Mikulov and Poysdorf were conducted. The group of respondents in Mikulov

included members of the board of directors and common members of the Association of Winemakers of the Mikulov Wine Region, particularly those with a close association with the town of Mikulov, and the owner of the largest wine shop in Mikulov. In Poysdorf, three winemakers who collaborate with other local winemakers and the largest local wine shop, forming together a single organisation, were interviewed. The owner of the mentioned wine shop in Poysdorf and one of the organisers of the 'Weinparade' (one of the most popular wine-associated events in Poysdorf) also contributed to this work. It was important for the interviews to select individuals who take part not only in the production of wine, but also in providing services to tourists. After the interviews had been conducted, a comparative method of the information gathered (for Mikulov and Poysdorf) was made and differences found. Next, a SWOT analysis of wine tourism in the two towns was carried out and strengths, weaknesses, opportunities and threats identified. Based on the findings from the interviews, field surveys, the SWOT analysis and the comparative analysis, suggestions and recommendations were made.

3. WINE TOURISM

Wine tourism supports not only the cultivation, production and sale of wine, but has an impact on several other branches of local human activity and commerce. Gastronomy, traditions, architecture, social events and meetings, and certainly the quality of the wine are all influenced by wine tourism, as well as the attitude and personality of the wine grower plays an important role in its development. There is also a significant connection of wine tourism with cycling, summer holidays, spa tourism, sightseeing, ecotourism and natural attractions.

3.1 Definition of wine tourism

Wine tourism is part of the wider field of tourism, which in turn is, generally speaking, movement of people travelling temporarily to a place outside their normal environment (away from home) for a short period of time, with the main purpose of the travel being different than work or business. The main motive for tourism is a deliberate change of environment, which can help the participants satisfy some of their needs. Tourism serves the purposes of relaxation, recreation and personal fulfilment, and it enables one to get to know new places and cultures, bringing him or her new cultural, aesthetic and social experiences and much more. Currently, tourism is a constantly growing and popular industry. It is a significant part of household consumption and thus of the national economy. For the management of tourism it is necessary to build quality and sufficient accommodation facilities in the frequented locations that are outside of permanent residence. It is also needed to ensure adequate supplies of food and other goods, and services like transport and leisure time activity opportunities, which are one of the main motives for travelling. With no adequate infrastructure and facilities it is not possible to develop and operate tourism in a given area or region. (Nejdl, 2012)

Tourism can be divided into various categories, e.g. according to the principal motivation for participation therein:

recreational tourism • culturally-cognitive tourism • religious tourism • educational tourism • tourism with social motives • health-oriented tourism • sports-oriented tourism • natural environment-cognitive tourism • adventure tourism • business or profession motivated tourism • specifically oriented tourism

According to the prevailing environment of residence, tourism may be divided thus: urban tourism • rural tourism • spa tourism • mountain resort tourism • seaside resort tourism.¹

Some authors consider wine tourism to be a form of rural tourism, whilst others see it as a form of cultural tourism. Yet other authors consider wine tourism a combination of cultural and rural (since practised in the countryside) tourism, for the wine tourists often seek, besides wine-tasting and consumption, to experience the rural area and its cultural heritage, and to make contact with an unknown culture and the local population, in short, they expect 'educational', cultivating experience. The very vineyard-covered landscape is, after all, described as 'cultivated'. It is reported that 'wine tourists' and 'cultural tourists' share their interest in cultural events in the region and in general exhibit many common traits in their 'tourist' as well as demographic profile. Finally, wine tourism may be regarded as part of 'gourmet tourism' as well.²

Rural tourism

*Rural tourism represents a form of tourism that is practised primarily in the natural environment of rural areas, whilst the forms of residence more or less differ in character; it is classified as one of the 'environmentally-friendly' forms of tourism. The following activities are usually practised: hiking, biking, horse-riding, 'meeting' farm animals and taking care of them, consumption of local organic produce, staying directly on the farm, and more.*³

Cultural Tourism

The World Tourism Organisation (WTO) defines cultural tourism as a 'movement of people primarily for cultural reasons such as study tours, artistic performances,

¹ Cestovní ruch pro všechny [online]. [cit. 2016-02-01]. Available from WWW: <http://www.mmr.cz/getmedia/4fa1846e-ee0c-40d7-ae2e-a43007314a2e/GetFile14_1.pdf>

² Recevin [online]. [cit. 2016-02-02]. *Vedamecum on European Wine Tourism*. Available from WWW: <http://www.recevin.net/userfiles/file/VADEMECUM_ENOTURISMO_EN.pdf>

³ Rural Tourism: An International Perspective [online]. [cit. 2016-02-01]. Available from WWW: <<http://www.cambridgescholars.com/download/sample/62002>>

cultural tours, festivals, concerts and other cultural events, sightseeing, visits to various monuments, 'educational' trips in order to see the local countryside, folk customs, arts and fairs.'⁴

One Czech definition of the term 'wine tourism' is given in the Glossary of Tourism by Pásková and Zelenka (2002): 'Wine tourism is a form of tourism the participants of which are motivated by the cognition of the forms of wine-growing in the traditional wine-growing regions, absorbing the ambience of wine cellars, wine bars and wine shops, buying vintage and new wines.'

As results from the above, wine tourism may be viewed in many ways, which a fact reflected by the existence of its various definitions. Although each of the definitions defines the same notion, each emphasizes different aspects of wine tourism which at the same time represents a form of consumer behaviour, marketing strategy of the destinations, and promotional opportunities for wine growers.

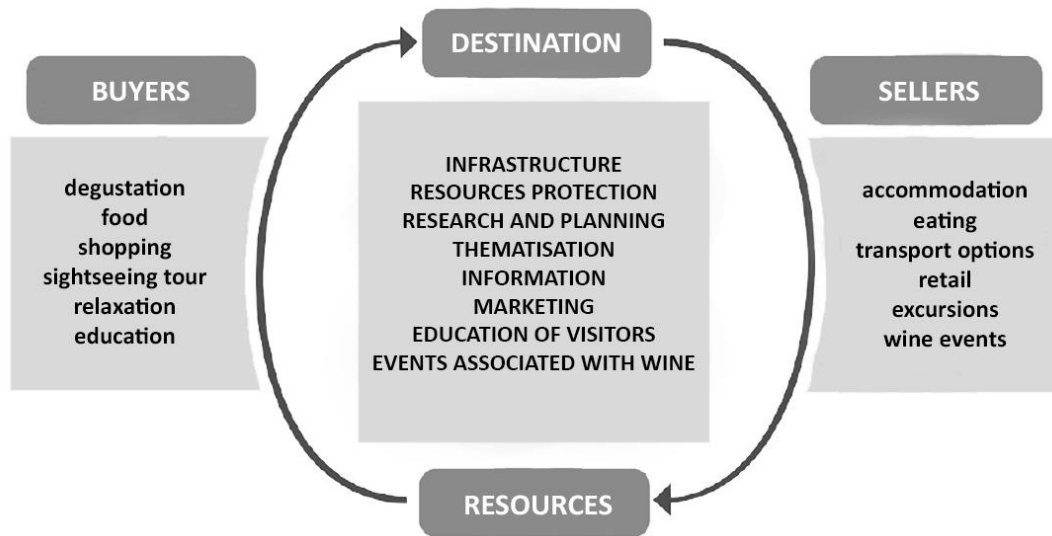
3.2 System of wine tourism

A comprehensive system of wine tourism is lucidly illustrated by Getz (2000) who proposed a model of wine tourism having three main dimensions (Fig. 1):

- One side is represented by *buyers* (tourists) coming to the wine region with expectations that include wine-tasting, cultural and culinary experiences, education, recreation, entertainment and shopping;
- The other side represents *sellers* (local winemakers and other players in wine tourism) who provide services (lodging, meals, sale of wine, special wine events, and other) in order to meet the tourists' needs;
- Both of the sides are interconnected through the *destination* that is expected to take care of all the rest (infrastructure, resource protection, research and development of wine tourism, and other).

⁴ Cultural Tourism In Europe [cit. 2016-02-01]. Available from WWW:
<http://www.tramresearch.com/cultural_tourism_in_europe.PDF>

Fig. 1: System of wine tourism according to Getz



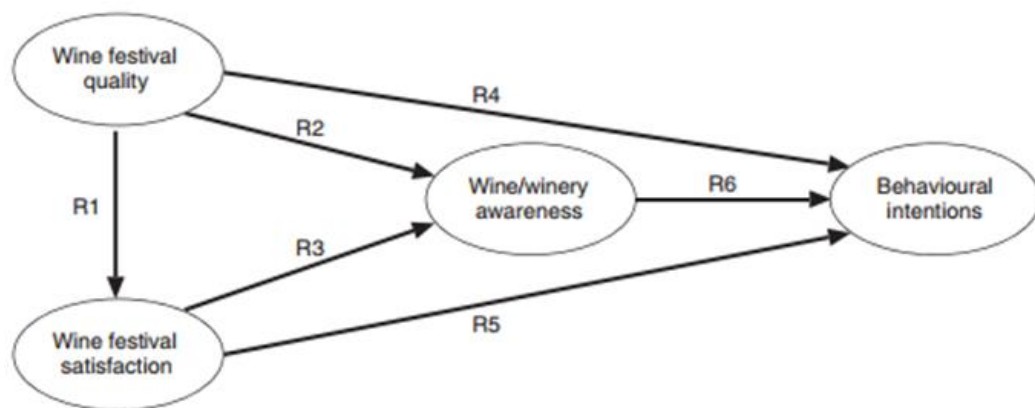
Source: Getz, 2000

An important contribution to the study of wine tourism is the book *Global Wine Tourism – Research, Management and Marketing*, which is intended not only for researchers but also for the general public. The book is composed of a total of 20 chapters written by different authors which are divided into six thematic sections dealing with the establishment and functioning of wine tourism, the relationship between wine tourism and regional development, wine marketing, the phenomenon of ‘open cellars’, wine festivals and celebrations, and wine trails (Carlsen & Charters, 2006). The book also contains descriptions of the world’s various wine regions, so it can be regarded as one of the most comprehensive publications on wine tourism.

An interesting article from the above-mentioned publication discusses the motivating and promotional effect of a wine festival in general – it is entitled *Analysis of Motivational and Promotional Effects of Wine Festival*. The authors of the article suggest a model that in simple terms describes the effect of a wine festival for the promotion of the destination and its products. In essence they say that if the wine festival is well-prepared, the visitor’s satisfaction positively reflects that fact (R1). A good wine festival together with visitor satisfaction increase public awareness of local wines and wineries

(R2 and R3). In turn, a good wine festival together with visitor satisfaction raise awareness of local wines and wineries and thus positively influence the behaviour and intent of ‘general’ tourists, making them buy local wines and visit local wineries (R4, R5 and R6) (Carlsen & Charters, 2006). Wine festivals, then, can create a unique association of wine, special cultural events and various activities in a given region, thereby contributing to the further development of wine tourism.

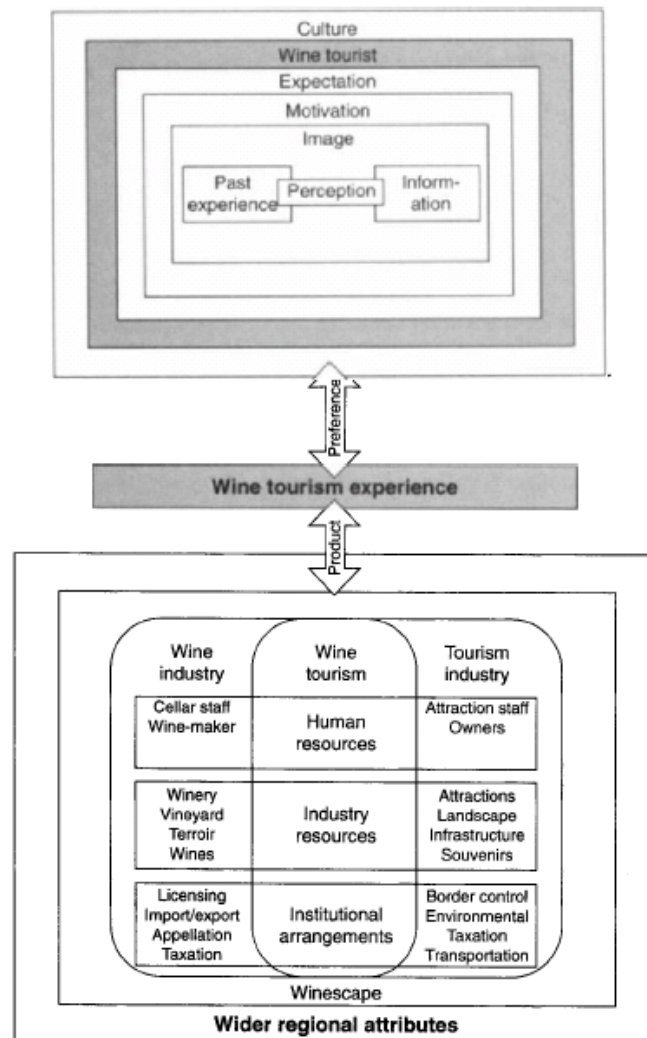
Fig. 2: A proposed model: the role of the wine festival in promoting product and destination



Source: Carlsen & CharterS, 2006

Professor Michael C. Hall (2011) from New Zealand compiled a comprehensive model of tourism that integrates supply and demand (The Fig. 3: the ‘supply’ side is the tourist who is influenced by different factors in relation to the wine industry.) The ‘wine tourist’ is rarely motivated by simple wine acquisition, but encouraged by factors like wine events, festivals, experiences, and knowledge of the local wine-growing practices. According to Hall’s model, the perception of tourists involves three distinct elements: previous experience, preferences and information. The choice of a destination and paying a visit to selected local attractions are factors influenced by previous experience and potential experience. The *supply* side is formed by the interaction of tourism and the wine industry, therefore by all sources, companies and institutions that create the product termed wine tourism.

Fig. 3: System of wine tourism according to Hall



Source: Hall, 2011

3.3. Stakeholders in wine tourism

As it is stated in the document *Strategic Development of Tourism Destinations*, issued by the Ministry for Regional Development, the tourism sector can generally be divided into three basic groups: direct stakeholders, partners (non-governmental organisations, educational institutions, and other), and mediators (website operators, advertising and marketing companies and the like). This thesis is focused on the first above-mentioned group, the so-called stakeholders in the wine tourism. They include:

- the government (national and regional)
- organizations of national and regional significance (various associations, unions, chambers, and development agencies)
- winemakers

- wine sellers and other local merchants and providers of tourist services
- people employed in wine tourism
- local population (civic associations, local initiatives)
- organisations dedicated to the protection of cultural, natural and historical heritage,
- travel agencies ⁵

The tasks of the government include the creation of a legal framework and conditions for wine tourism. Above all, the government has to formulate and enforce ‘wine laws’.

For the winemakers, wine tourism creates excellent opportunities for the direct sale of their products. This reduces the cost of sales and offers direct contact with the consumers – their customers who give them immediate feedback. In turn, the winemakers can offer improved services to their long-standing customers. According to Hall (2011), wine tourism creates significant customer loyalty, since many tourists simply return and buy once-tasted wine again. This is particularly crucial for small wineries, as they are dependent on a stable customer base. Whilst small wineries and those with unstable production benefit the most from the aforementioned direct sales, larger companies benefit more from the marketing possibilities that wine tourism offers and thus contributes to the strengthening of their image.

To the local population, wine tourism chiefly brings job opportunities and income. New customers and investors are attracted to the region, which increases its reputation and prestige and leads to increased demand for regional production, specialities and cultural phenomena.

3.4. Wine tourist

As mentioned by Hall (2011), in order to create a successful marketing strategy aimed at the development, promotion and long-term product sales, it is necessary to know the particular characteristics of the consumers, and the current market conditions. The ‘wine tourists’, their behaviour, characteristics, motivations and classification have been

⁵ Ministerstvo pro místní rozvoj [online]. [cit.2016-02-03]. *Destinační management a vytváření produktů v cestovním ruchu: Strategický rozvoj destinace cestovního ruchu*. Available from WWW: <<http://www.mmr.cz/CMSPages/GetFile.aspx?guid=31a50e79-d8bb-405e-9a54-6c3af840e5f4> >.

the focus of a great part of all studies dealing with wine tourism since the 1990s. It is, however, virtually impossible to form a single profile of a 'typical' wine tourist based on these studies, and thus create a universally valid marketing strategy either, as the wine tourists differ from each other in some aspects, and from region to region.

Wine tourists are defined simply as visitors to vineyards, wineries, wine festivals and exhibitions, who arrived for the purpose of recreation. This brief definition captures the essence, but it says little about who the wine tourist actually is and what exactly motivates him or her to practise wine tourism. There is a general endeavour to form a typology of wine tourists and identify the major motivating factors, as it is important to know these facts for a successful development of wine tourism in a given region; it is on this basis that a portfolio of products for this specialised type of market may be developed (Hall, 2011).

Most studies agree that a typical 'wine tourist' resembles a typical 'culture tourist'. This means that he or she is more or less middle-aged (40-55 years), has a higher education and above average income. Wine tourists themselves believe they have certain knowledge about wine. Carlsen (2004), however, warns against focusing exclusively on one target group, for the absence of efforts to gain new target groups would likely lead to a long-term decline in the number of wine tourists. He therefore advises to use new attractions for wine tourists, especially for the young age group.

The segmentation of consumers supports the identification of target markets (Getz, 2000), and for this reason there have been many attempts carried out (especially in the English-speaking environment) to classify wine tourists into individual segments. Age alone appears to be an unsatisfactory characteristic (Carlsen, 2004), and in addition to classic characteristics such as the relationship to a product, the so-called psychographic data will be increasingly important for the segmentation (Charters & Ali-Knight, 2002).

According to the Italian Association of Wine Tourism (Movimento del Turismo del Vino) there are four types of wine tourists in Europe:

- Experts: 30-45 years of age, well-versed in the world of wine and wines themselves, able to discuss details with winemakers and evaluate the strengths and weaknesses of a particular wine, interested in new developments and discovering the unknown

- Enthusiastic beginners: 25-30 years of age, wealthy, happy to drink wine which they see as a means to strengthen friendship, enjoy a meal and observe the countryside, they usually travel in company of friends, are inquisitive, but their desire for knowledge is not as great as that of the experts
- Followers: 40-50 years of age, again wealthy, are content with basic knowledge about wine, easily influenced by the above-mentioned two categories, they find appealing particularly 'big' brand names and are easily impressed by external appearance
- Drinkers: 50-60 years of age, they visit wine cellars in groups and see in them an alternative to wine bars, like to buy wine in bulk at a discount (Hall, 2011).

There are, of course, more ways to classify wine tourists. Most of these attempts come from English-speaking countries (Australia, Canada, New Zealand, USA, and South Africa). However, as the profile of a wine tourist may vary from region to region, let alone from country to country (Carlsen & Charters, 2006).

It is also important to distinguish whether it is someone who stays shortly in a certain region and only due to the purpose of purchasing wines directly from winemakers or they are individuals who perform a long journey to visit a wine region, where their favorite wine is produced. According to Getz (2000), the term "wine tourist" includes also visitors of viticulture, when their primary motive of way to not apply to wine.

3.5 Marketing activities of wine tourism

Understanding the needs, desires and demand of the public, as well as the whole concept of marketing together with other marketing activities, creates the preconditions for successful supply (Jakubíková, 2012). In the case of wine tourism it is not only the supply of wines that attracts visitors, but also the opportunity to get to know the countryside and local traditions. Winemakers benefit from direct contact with their customers and thanks to this can affect the amount of wine and other products sold. In the field of wine tourism marketing activities, motivation and wine itself are very important factors that can make people visit certain destinations. A greater awareness and knowledge about wine usually generates a greater interest in travelling to wine regions (Charters & Ali-Knight, 2002). The tourists' motivation to visit a wine region thus chiefly depends on the extent of their knowledge about wine (they know the wine and want to visit the area where it is made), but also on the their knowledge of the region (they know

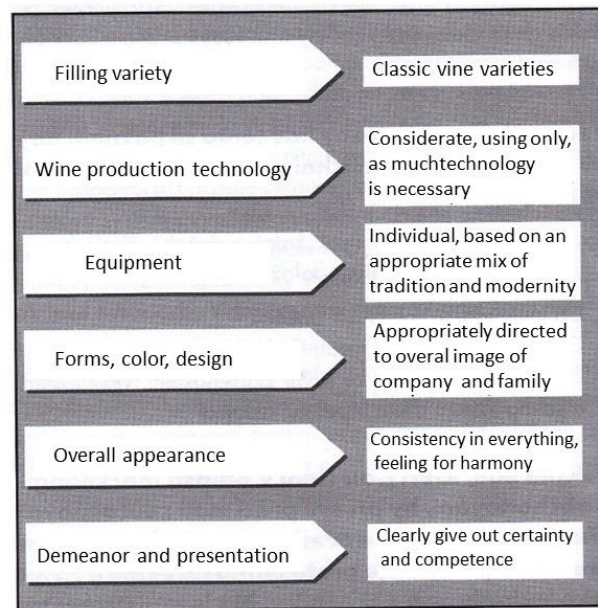
about the existence and location of the region from which they want to taste the wine), and finally on the wine region's offer (joint regional or individual by the wineries). The most common motives for wine tourists to visit a particular region are the following:

- meetings with winemakers
- tasting and buying wines
- education in the field of viticulture
- wine festivals and culture events associated with wine
- culinary experiences (preferably in a typical wine tavern)
- countryside with vineyards
- tour of the local wine trails
- meeting with friends
- entertainment
- other attractions in the area (Charters & Ali-Knight, 2002).

It should also be noted that the possibilities for the development of wine-growing areas should be made on the principle of partnership of all the stakeholders in tourism. Likewise, providers of tourist services and products should not compete amongst themselves, but rather should cooperate. The main participants in wine tourism, usually big companies, that attract clients to a region should also support the small and beginning businesses in the area. Promotional materials should provide all the information about the offer to tourists in the area and not concentrate on one attraction (wine) only. It is opportune to incorporate into the promotional materials also maps and information about businesses' opening hours (Carlsen and Charters, 2006).

Besides cooperation, it is also important to determine a collective identity of a wine region, and all the people working in marketing and sales should emphasise all the peculiarities and advantages of the given region in their work. Particular strengths of their work should be described as benefiting the customers. For example, all the peculiarities and advantages of a firm should be given on the left side of a review, and all of the resulting advantages should be highlighted on the right side. (Schtäzel et al., 2004).

Fig. 4: Advantages – features and the resulting advantages

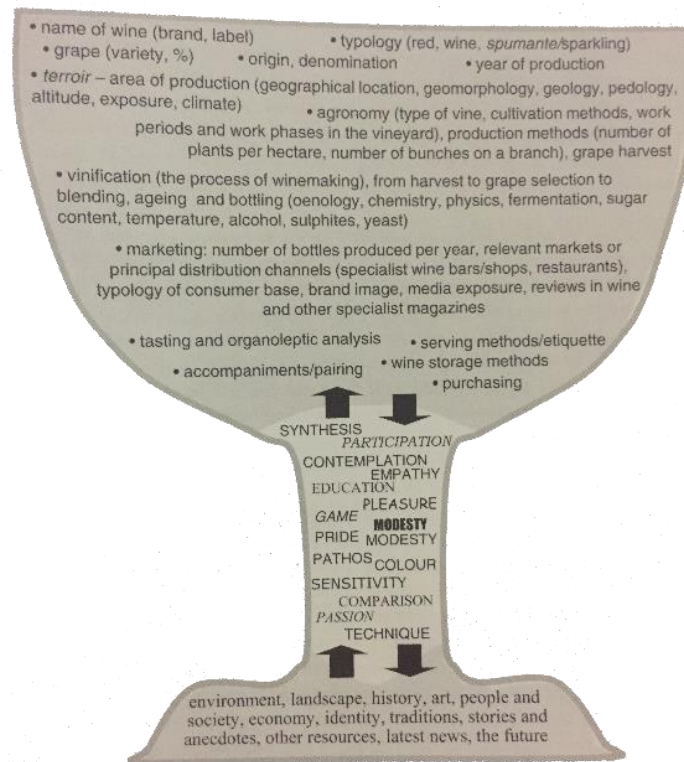


Source: Schätzel et al., 2004

Social and cultural events related to wine tourism are useful opportunities to positively influence further development of the destinations, and they have a long-term effect for the wine region. The question is what the local wine tourism should achieve. From the perspective of public administration, it is predominantly economic and possibly social development of the region, for tourist organizations promoting the region it is their very survival. For winemakers it is a marketing strategy, and sale of wine (Carlsen & Charters, 2006).

A courteous approach to tourists is also an important factor due to marketing activities, because it means more than just giving them a tour and a description of production methods (sharing with them the twin pleasures of discovery and appreciation, and this is particularly true in the tasting session) (Croce and Perri, 2010).

Fig. 5: A total experience: discovering wine and its region of origin through words and images



Source: Croce and Perri, 2010

4.1.1 Subregion Znojemská

The subregion Znojemská is the westernmost Moravian wine-growing region, thanks to which it has ideal natural and climatic conditions (the effects of the highlands and rivers Dyje, Jevišovka and Jihlava) for the cultivation of grapes that give its wines a distinctive spicy flavour and fullness they are known for. The vineyard area here amounts to some 3,165 hectares, surrounding 90 villages, including 215 wine-growing localities and 1,137 registered wine producers. Znojemská is the smallest of the subregions of Wine Region Moravia in terms of surface area. The capital and major wine production centre of this subregion is the town of Znojmo, itself surrounded by excellent vineyard localities, particularly from Kraví hora towards Hnánice. In the south, the Znojemská subregion borders on the Austrian wine-growing area called Weinviertel, and in the east on Mikulovská and Velkopavlovická Moravian wine-growing subregions. The most widely cultivated varieties in the region include Grüner Veltliner in particular, and also Riesling, Riesling, Müller-Thurgau, Palava and Cabernet Sauvignon. In the north of the subregion around Dolní Kounice and the Jihlava river valley, red wines are produced with success, particularly Frankovka and Svatovavřínecké.⁶

The Podyjí National Park along with the neighbouring Austrian National Park Thayatal are definitely worth a visit in this area, not least so the town of Znojmo with its many sights and historical monuments. Other small towns and villages like Dolní Kounice, Ivančice, Moravský Krumlov, Rajhrad, Přímětice, Rajhrad, Únavov, Slup, Šatov are well-worth a visit too thanks to their tourist attractions that include castles, monasteries, churches, museums and a water park. (Fisher, 2004)

4.1.2 Subregion Mikulovská

The centre of the subregion is the town of Mikulov which lies at the foot of the Palava hills that dominate the South Moravian landscape. The vineyard area of this subregion is around 4,459 hectares, it contains 30 villages, 182 wine-growing localities and 2,476 registered wine producers. 70 per cent of the cultivated varieties are white wines and particularly the Riesling is well-received by experts. Besides Mikulov, another

⁶ Brochure Krajem vína, 2012, vína z Moravy

major centre of wine-growing of the subregion is the small town of Valtice which is also the home of the High School and College of Viticulture and Horticulture, two institutions that have educated most of the current Czech wine experts. Like Znojemská subregion, Mikulovská borders in the south on the Austrian Weinviertel. In addition to the aforementioned Riesling, other grown varieties include Müller Thurgau, Sauvignon, Grüner Veltliner, Neuburger, Sylvaner, Riesling, Gewurztraminer and Palava. Red wines are represented by the varieties Svatovavřínecké, Frankovka, Zweigeltrebe, and new to this region are also Merlot and Cabernet Sauvignon.

The most important tourist destinations are the town of Mikulov itself (the local castle has an exhibition on wine-growing and production complete with a giant wine barrel), the village of Dolní Věstonice (where the famous Venus of Věstonice was discovered), the UNESCO-listed château in Lednice, the Nature Protection Area Palava, the wine-producing villages of Novosedly, Pavlov and Dolní Dunajovice and last but not least Valtice with its own UNESCO-listed château and other monuments, like the National Museum of Agriculture.⁷

4.1.3 Subregion Velkopavlovická

The subregion Velkopavlovická is home to some of the sunniest and warmest places in the Czech Republic. It stretches from Brno to Břeclav, with the wine-producing centres of Hustopeče, Velké Pavlovice and Velké Bílovice. The varieties that thrive in this region include the whites Veltliner, Pinot Gris, red Traminer, Palava, Muscat and the reds Frankovka and Svatovavřínecké around Velké Pavlovice. The total vineyard area of the Velkopavlovická subregion is 4,742 hectares, and it includes 75 villages, 321 wine-growing localities and 7,083 registered wine producers. In terms of the size of the vineyard area and the number of winemakers, Velkopavlovická is the second largest wine-growing subregion in Moravia and as such it has a vast potential for wine tourism. The second largest city in the Czech Republic, Brno, is in fact located within the boundaries of this wine-producing subregion, and there are many attractions such as the above-mentioned wine-producing centres themselves, and a number of small towns and

⁷ Brochure Krajem vína, Mapa 2012, Vinařská oblast Morava, Vína z Morava

villages with their sights, historical monuments and museums, e.g. Austerlitz and Bučovice châteaux, Knights Templar cellars in Čejkovice, Bořetice, Kobylí, Kurdějov, Klobouky, Těšany, Veveří castle and last but not least the site of the famous Napoleonic Battle of Austerlitz.

4.1.4 Subregion Slovácká

The largest of the Moravian winemaking regions is the subregion Slovácká, however the area planted with vines in this subregion is slightly smaller than in the other subregions of Wine Region Moravia (with the exception of Znojemská). The total area of vineyards is 4,310 hectares, there are 117 wine-producing villages, 408 wine-growing localities and 8,344 registered wine producers. The Slovácká subregion is situated in the southeastern corner of both Moravia and the whole Czech Republic, on the border with Slovakia and Austria, and as it is fairly large, it has a great variety of natural conditions. This subregion is the result of the merger of several smaller areas and the current length of its territory north to south is about 80 km. In the south, it borders on the Mikulovská and in the west on the Velkopavlovická subregions. On Both white and red wines thrive in the subregion – the most commonly grown white wines include Müller-Thurgau, Riesling, Gruner Veltliner, Pinot Blanc and Muscat, the red wines that found in this region are primarily Frankovka, Svatovavřínecké, Zweigeltrebe and locally invented strain Cabernet Moravia. The major centres of winemaking are the towns of Bzenec, Kyjov, Břeclav, and also small towns and villages like Mutěnice, Strážnice and others. Tourist attractions in the region include the Baťa Waterway (an artificial river canal), the White Carpathians (a UNESCO Biosphere Reserve), Blatnice pod sv. Antonínkem (a wine cellar lane), the Buchlov castle, Buchlovice chateau, Milotice chateau, Velehrad monastery, the city of Hodonín (Masaryk Museum), Mikulčice (archaeological site), and other. ⁸

4.2 Development of tourism in South Moravia

According to publicly available information provided by the organisation Tourist Authority South Moravia, the South Moravian region has been growing steadily and the most amongst all the touristic regions of the Czech Republic. It is reported that with its

⁸ Brochure Krajem vína, 2012, vína z Moravy

1,511,991 visitors in recent years it is only second to Prague. While the whole country - Czech Republic increased by 1,5 % regarding to the number of accommodated guests, in the South Moravia showed an increase by 5.9% in the year 2014. There was also an increase (6.3 %) in overnight stays increase in the South Moravian region in this year. This information about the recovery of the tourism sector would be more interesting if private apartments in winemaking villages were included in the statistics of the South Moravian region. Wine tourism is a trump card in the competition amongst touristic regions. It has, like traditional spa or ski tourism, lately been experiencing a truly dynamic growth, as Zuzana Vojtová from the head office of the Tourist Authority South Moravia also says. According to her, this favourable development in South Moravia is a result of the synergistic effect of many factors, besides the overall economic recovery in the Czech Republic. ⁹

A growing number of accommodated guests in South Moravia clearly follows from the following table (Tab. 1), and also is reflected in the number of overnight stays.

Tab. 1: The Development of the number of tourists in South Moravia

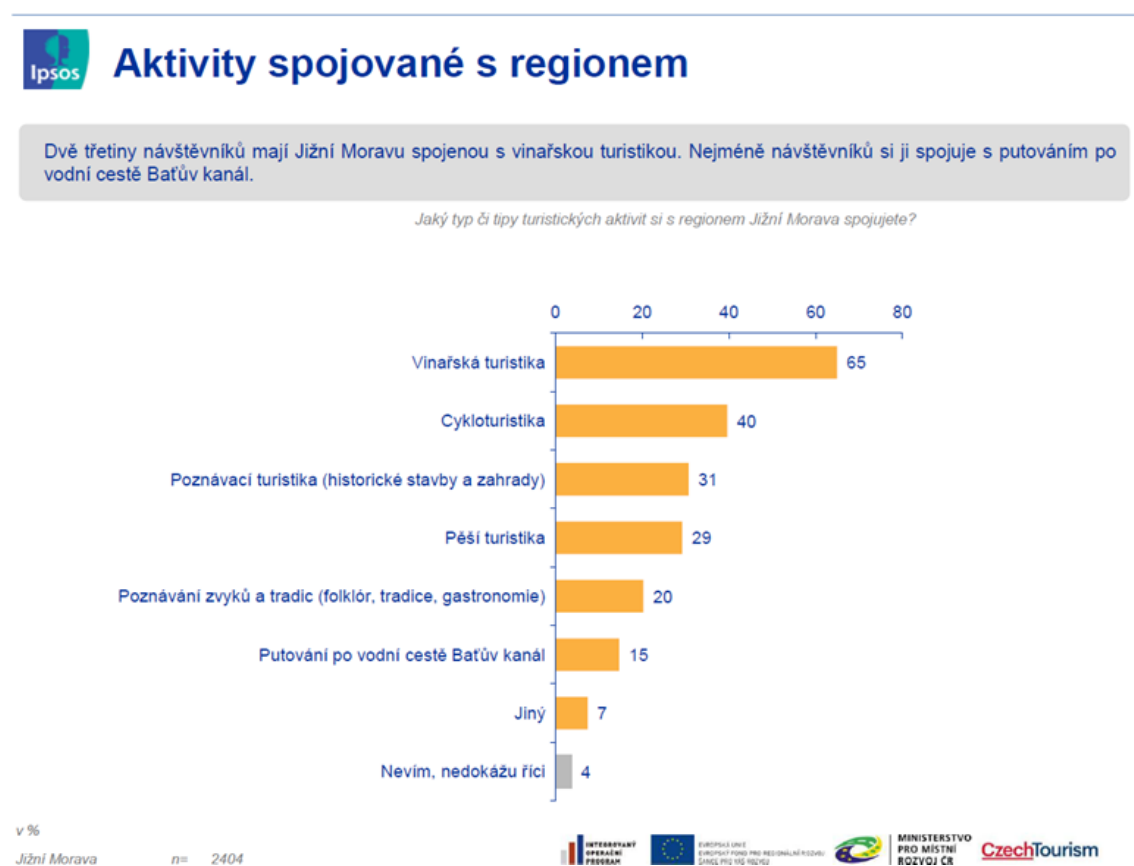
year	South Moravia					
	total number of guests	non-residents	residents	total number of overnight stays	non-residents	residents
2012	1 317 690	452 228	865 462	2 616 255	810 662	1 805 593
2013	1 427 154	505 234	921 920	2 838 285	912 009	1 926 276
2014	1 511 991	520 180	991 811	3 016 874	920 854	2 096 020

Own work according to publicly available information on the website of Czech Statistical Office

⁹ Centrála cestovního ruchu [online]. [cit.2016-02-03]. Available from WWW: <http://www.ccrjm.cz/cz/partnersy/statistiky/turiste-se-vraceji-statistiky-potvrzují-ozivení-cestovního-ruchu-na-jízni-morave/>

who visit the South Moravian region as wine tourists. However, an interesting piece of information has been provided (due to e-mail correspondence) by Monika Hlávková from the Tourist Authority South Moravia. According to her, the apparent growth can be attributed to the number of ‘residents’ who have visited South Moravia as reported by the Ipsos company to the Czech Tourism authority. The information is based on the year 2013 data and it was found that two thirds of the visitors to South Moravia strongly associate the region area with wine tourism, which would mean as many as 608 467 tourists in 2013 alone.

Fig. 7: Activities associated with South Moravian Region in 2013



Source: e-mail correspondence with Mgr. Ing. Monika Hlávková (project manager of Tourist Authority South Moravia) / findings by Ipsos company

4.3 Certification in South Moravia

In South Moravia, certification is a very important instrument within the marketing activities. The goal of certification is to identify quality service providers in this territory. It is employed in five categories:

- wineries

- wine cellars

- wine shops

- wine restaurants

- winery-styled or wine-themed accommodation.

Generally speaking, certification is a mark of a certain level of quality that is measurable using a set of criteria. In order to be certified, a business must meet fairly strict criteria. The general criteria that must be met by business establishments in any category include: providing information about wine and wine tourism, a relationship to the traditional wine culture, a certain percentage of wines sold that are made from grapes grown in the Czech Republic, a certain portion of wines sold originating from the respective wine-producing subregion, and presentation of these wines. There are many other criteria to be met for the individual categories of certified wine tourism businesses. Certification has been carried out since the year 2008. It is applied for by the owner or manager of the business by a request addressed to the National Wine Centre (NWC, a wine-producing authority). The certified establishments in South Moravia are marked by a plate bearing the logo ‘Wines from Moravia’ and the inscription ‘Certified for wine tourism’ in Czech and English. ¹⁰

¹⁰ Marketingová podpora vinařské turistiky aktivitami Národního vinařského centra [online]. [cit.2016-02-04]. Available from WWW: <http://www.partnerstvi-ops.cz/weblight_local/www/render/upload/4/files/Otevrene_sklepy/krska_marketingova-podpora-vintur.pdf>

Fig. 8: Logo of Wines from Moravia



Source: <http://www.vinarskecentrum.cz/>

Granting the certification and using the mark is charged. The certified companies have certain privileges, e.g. they are promoted on the NWC website and also in the catalogue *Krajem vína* that is annually published by the NWC. The certification programme was introduced eight years ago, so it is still developing and the owners try to gradually adapt their businesses to the requirements necessary to obtain this advantageous certification.

On the Tab. 2 is showed there are overall 214 certified wine tourism establishments in South Moravia in year 2015. The highest number of this establishments is located in Subregion Velkopavlovická and the lowest number of this establishments is located in Subregion Znojemská.

Tab. 2: The number of certified wine tourism establishments in South Moravia (2015)

Location	Wineries	Wine cellars	Wine shops	Winery-styled or wine-themed accommodation	Wine restaurants	Total
Subregion Mikulovská	15	14	11	9	5	54
Subregion Slovácká	20	21	5	8	1	55
Subregion Velkopavlovická	25	33	4	12	4	78
Subregion Znojemská	7	8	5	5	2	27
Wine Region Moravia	67	76	25	34	12	214

Own work according to information provided by National Wine Centre

Another example of certification is the VOC. Wines of Original Certification (VOCs) are unique in that the grapes from which the wines are produced come exclusively from vineyards in approved locations in the region. Winemakers will choose the wine-growing locality which is best suited for the production of a VOC. This rigorous selection of locations with a particular composition of the soil gives the wine unique characteristics. The system of VOCs includes the most typical varieties of the region. Winemakers themselves in their associations evaluate and verify the origin of the grapes and the character of the wines produced.

Fig. 9: Examples of VOC



Source: <http://www.wineofczechrepublic.cz/>

The designation of VOC wines exists in parallel with the so-called Germanic system of wine classification into ‘quality’, ‘quality and attribute’, and similar. The VOC designation is similar to the appellation systems used in other wine-producing countries such as France (AOC), Italy (DOC) and Austria (DAC). While the Germanic system derives the quality of wines primarily from the sugar content of the grapes, the appellation (Roman) system focuses on maximum ‘performance’ of a given variety in its cultivation location.

The main merit of the VOC classification is that it evaluates the typical varieties of wine of a given region, i.e. their terroir. The grapes come only from carefully selected locations (vineyards). Wine reviews conducted by the winemakers themselves (members of a VOC association) decide whether a particular wine meets the local VOC character and standards. ¹¹

¹¹ Vína originální certifikace [online]. [cit.2016-02-05]. Available from WWW:

<<http://www.vinarstvivoc.cz/voc>>

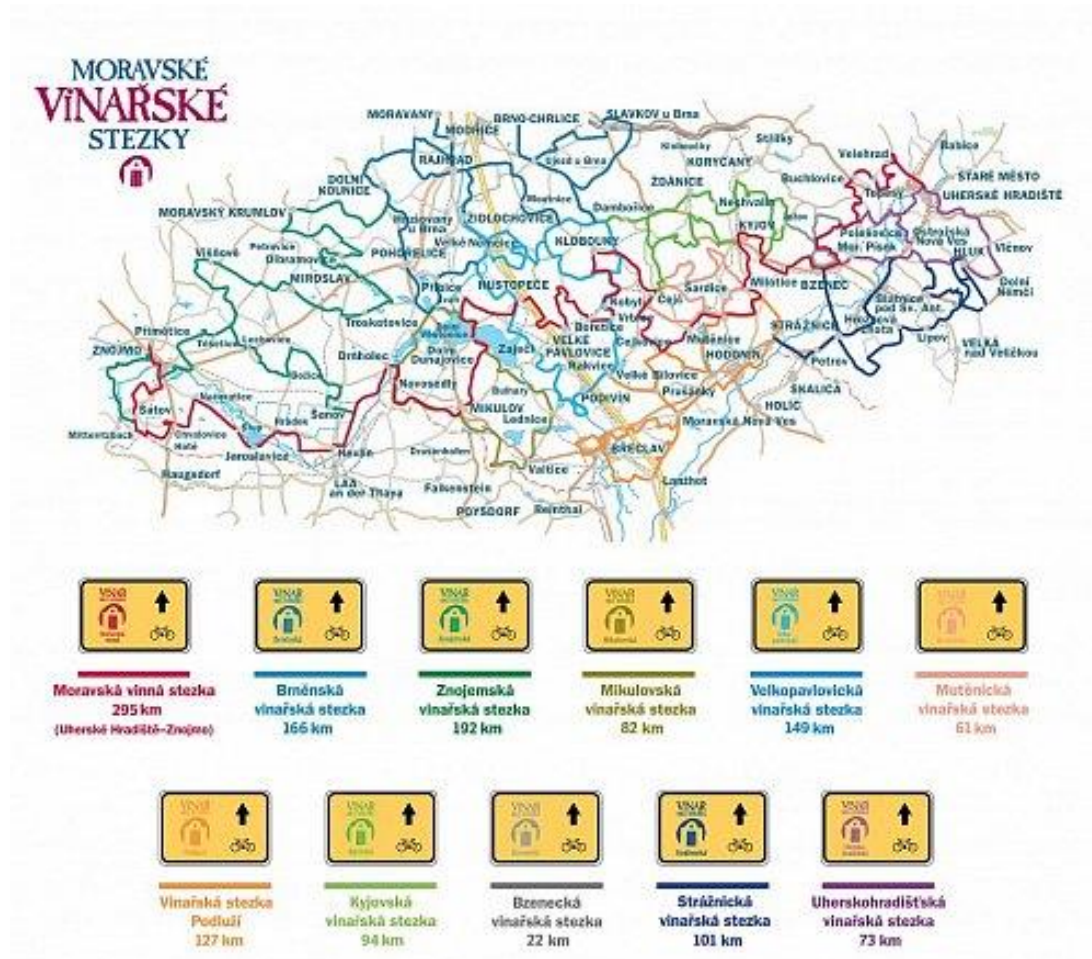
4.4 Events and attractions in South Moravia

Throughout the year many different social and cultural events associated with wine take place in South Moravia. Most of these are, naturally, organised in the autumn, during the harvest of grapes and making of wine. However, this does not mean that nothing happens in the wine-producing regions during the rest of the year. In fact, an event dedicated to wine takes place every month at the very least. A calendar covering all the wine-associated events and festivals is annually published by the NWC on its website www.wineofczechrepublic.cz; it includes the dates of all gastronomic, social and public cultural events associated with wine - a variety of wine exhibitions and competitions, wine harvest celebrations, wine-tastings, wine festivals and fairs, sommelier courses and lectures about wine. Most of these events are, of course, also connected with local traditions and folklore. For the local residents they are an opportunity to show their crafts and customs which differ from region to region. These are e.g. wine harvest celebrations, wine festivals, Saint Martin's Day, and 'open cellars'.

Last but not least, there are the wine trails (bicycle routes). South Moravia is currently interwoven with more than 1,200 kilometres of marked cycle routes known as Moravian wine trails. It is the largest and unique thematic network of cycle routes in the Czech Republic. The wine trails are managed by the organisation called Partnership Foundation. The trails are designed in a way that tourists could visit the most interesting places in South Moravia. They pass by lanes of wine cellars, nice viewpoints, and various sights, linking the major wine-producing villages. The wine trails usually lead along established cycle paths, quiet country roads, field lanes and forest roads or paths. There is a total of 10 wine trail regions that are named after the corresponding wine subregions into which South Moravia was divided in 2004. These are: Brněnská (named after the city of Brno), Bzenecká (Bzenec), Mikulovská (Mikulov), Mutěnická (Mutěnice), Podluží (around the city of Břeclav), Strážnická (Strážnice), Uherskohradištská (Uherské Hradiště), Velkopavlovická (Velké Pavlovice), and Znojemská (Znojmo). These wine trails are interconnected by the 'backbone' Moravian Wine Trail which is 295 km long and leads from Znojmo to Uherské Hradiště.¹²

¹² Jižní Morava [online]. [cit.2016-03-05]. Available from WWW: <<http://www.jizni-morava.cz/>>

Fig. 10: Moravian wine trails



Source: www.nakole.cz

The Partnership Foundation publishes and regularly updates maps of these trails. Each trail has its own special map containing information about the length of the route, altitude profile and surface conditions. The trails are marked by a uniform logo, differing only in colour that is typical of a particular route. The average length of a wine trail is around 90 km, so it has regional importance. Besides the wine trails of regional significance, there are also nature trails and special local wine trails built by the wine-producing villages in order to introduce local wine-associated traditions to the visitors to the region.

In South Moravia events and attractions are presented on the website www.jizni-morava.cz where activities related to wine are listed in separate section. It promotes regional and local wine trails, individual wineries, wine shops, wine cellars and other

wine-associated destinations. The internet is nowadays a truly indispensable promotion tool for wine tourism also. Prokeš (2013) confirms this in his work focused on the development of wine tourism in the Czech Republic. The details are showed on Tab. 3.¹³

Tab. 3: The most common sources of information about wine tourism

Categorized share answers	Rate
On the internet	69,67 %
At winemakers	3,28 %
Tourist information centre	4,10 %
In newspapers and magazines	1,64 %
In wine villages and wine-town	8,20 %
Wine Trail around	2,46 %
For relatives	6,56 %
official web sites	1,64 %
I do not know	2,46 %

Source: Prokeš, 2013

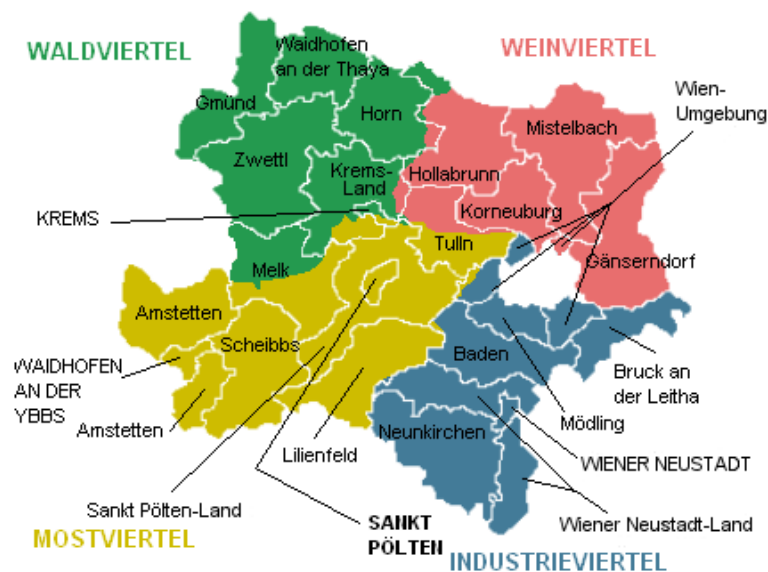
¹³ PROKEŠ, M. The Development of Wine Tourism in the Czech Republic. [online]. 2013. URL: <http://www.vdqs.net/2013talca/index.asp?refer=programme&langue=uk>.

5. WINE REGION - WEINVIERTEL

Like in Moravia, viticulture has a centuries-old tradition here. The Weinviertel's countryside has provided its inhabitants with high quality food (and wine) since time immemorial. The local climate is suitable for growing wine grapes, barley, pumpkins, fruit trees, potatoes, aromatic onions, lettuce, tomatoes, carrots, cherries, peaches and elderberries. (Bartoněk, 1999)

The traditional Austrian region of Weinviertel ('Wine Quarter'), alongside with other Austrian regions of Industrieviertel, Mostviertel and Waldviertel cover the area of Lower Austria. Weinviertel stretches south from the Dyje (Thaya in German) river that partly forms the natural as well as political border between Lower Austria and Moravia to the capital city of Austria – Vienna. In the north it borders on the Moravian wine-producing subregion Mikulovská. ¹⁴

Fig. 11: Divided regions in Lower Austria



Source: <http://www.niederoesterreich.at/>

¹⁴ Niederoesterreich Official Webiste. [cit.2016-03-05]. Available from WWW: <<http://www.niederoesterreich.at/>>

The overall area of Weinviertel is 15,981 hectares and it is the largest of the 16 Austrian official wine-growing regions. A third of Austrian wine production is made here and the best-known grape varieties grown here is Grüner Veltliner (as in Moravia), but many other varieties are also cultivated, such as Riesling, Pinot or Blanc. The wine-producing municipalities include, for instance, Gänserndorf, Mistelbach, Hollabrunn, Horn and Korneuburg. Due to its large area, Weinviertel is divided into Westliches Weinviertel (in the west), Veltlinerland and Südliches Weinviertel (in the south). The centre of Westliches Weinviertel is the town of Retz, well-known for one of its wine cellars which is Austria's largest. The town of Poysdorf is the centre of Veltlinerland and it is located in the actual heart of Weinviertel. It is called ‘the city of wine’ or ‘the capital of Veltliner’.

Many art and culture monuments are located in Weinviertel, dating from prehistory to the present. They include large and small museums, well-renovated authentic wine cellar lanes, and also burial mounds from the Hallstatt period.

5.1 Development of tourism in Weinviertel

The following table (Tab. 4) shows that the number of tourists arriving in Weinviertel has increased significantly in 2013, whilst in 2014 there was a slight decline, both phenomena being probably connected with the changing number of overnight stays.

Tab. 4: The Development of the number of tourists in Weinviertel

year	Weinviertel					
	total number of guests	non-residents	rezidents	total number of overnight stays	non-residents	rezidents
2012	171 657	46 477	125 180	482 512	136 675	345 837
2013	213 451	51 564	161 887	494 035	139 427	354 608
2014	204 667	48 126	156 541	488 147	137 865	350 282

Own work according to information provided by Weinviertel Tourismus GmbH

Unfortunately, as in the case of South Moravia, no statistical data concerning the particular reasons why tourists visit the wine-growing region are available. However, since Weinviertel (as its name suggests) is above all a wine-growing region and the most popular tourist activities here are associated with wine as the central theme, it can be assumed that tourists' visits to this region are mostly motivated by wine tourism.

5.2 Certification in Weinviertel

For reasons of clarity and the unification of quality assessment of tourist establishments at regional level, Lower Austria (incl. Weinviertel) uses the 'Qualitäts Partner-Niederösterreich' mark. Six tourist destinations in Lower Austria participated in the establishment of this certification. The above-mentioned trademark is awarded to those establishments that already possess the certification 'Sternen/Blumen/Sonnen' or 'Genießer zimmer', received from the Weinviertel main tourist office in Poysdorf.¹⁵

Fig. 12: Examples of certification in Weinviertel



Source: <http://www.weinviertel.at> (modified according to author)

The number of certified wine tourism establishments in Weinviertel was found out on the base of e-mail correspondence with Eva Pšenicová from the agency Weinviertel

¹⁵Weinviertel Official Webiste. [cit.2016-03-05]. Avaiable from WWW: <<http://www.weinviertel.at/>>

Tourismus GmbH. It is evident on the Tab. 5 there is not included item - wine cellars and is added a new item – heurigen, which is defined as a small business, where is ‘this year's wine’ served. Wine called ‘heurige’ until the day St. Martin (11th November).

Tab. 5: The number of certified wine tourism establishments in Weinviertel

	Wineries	Heurigen	Wine shops	Winery-styled or wine-themed accommodation	Wine restaurants	Total
Weinviertel	483	142	16	35	160	836

Own work according to information provided by Weinviertel Tourismus GmbH

The most widespread and successful Austrian concept of wine certification DAC (Districtus Austriae Controllatus) is also worth mentioning here. The first wine with this certification was in fact the Grüner Veltliner from Weinviertel. The idea and purpose of the DAC is best explained by its very name, which translated from Latin means ‘controlled (and of) Austrian origin’. It is well-comparable with the Czech VOC system. Only fine Austrian wines, typical of a given region and with regularly checked quality receive the DAC mark. In 2003, the Weinviertel region became the first wine-producing region in Austria that has decided to guarantee the unmistakable and always recognizable character of its wine – the Veltliner. The DAC certification has since gained full trust and recognition abroad as a reliable mark of origin and quality. The Weinviertel DAC can be identified by the single-style cover of the bottle cork, on which the Weinviertel region is schematically depicted.

Today, there are eight DAC regions in Austria regulated by the Ministry of Foreign Affairs: Weinviertel, Mittelburgenland, Traisental, Kremstal, Kamptal, Leithaberg, Eisenberg and Neusiedlersee.¹⁶

¹⁶ Weinviertel DAC. [cit.2016-04-05]. Available from WWW: <<http://www.weinvierteldac.at>>

Fig. 13: Logo of Weinviertel DAC



Source: <http://www.weinvierteldac.at/>

Hand in hand with the growing quality of wine and interest of visitors, new accommodation options have appeared. A region formerly characterised by an absolute lack of quality hotels and restaurants, Weinviertel is now dominated by great services and quality establishments.

5.3 Events and attractions in Weinviertel

As in South Moravia, also in Weinviertel many social and cultural events are organised throughout the year so as to avoid the seasonality typical of wine tourism. Weinviertel is particularly famous for its wine cellar lanes, called 'Kellergassen' in German, which are found in almost every village in the region. Overall, there are some 1,100 wine cellar lanes in Weinviertel. Some of them consist of only a few wine houses/cellars, whilst others are nearly the size of a village. Apart from wine production, the 'wine houses' (all of them complete with a cellar) originally served the purpose of storing crops as well. That function has largely disappeared and now they are used primarily for meetings and wine tastings. In some places, tours of the wine cellar lanes are organised that introduce visitors to the culture and atmosphere of the region. Gourmets in particular can visit the annual 'Feast of the Weinviertel' (Tafeln im Weinviertel). During this event, best chefs from the region not only cook, but also choose the most beautiful spots suitable for dining and serve their food. In the midst of vineyard-covered landscapes they create spectacular boards with selected delicacies made from local agricultural produce. These dinners are, of course, accompanied by the finest of local wines, typically, again, the Veltliner.

There is also a 400 kilometres long wine trail called Weinstraße Weinviertel that runs across almost the entire Weinviertel region. The trail leads through the beautiful rolling countryside of Weinviertel, passes vineyards and wine cellar lanes, in which it is always possible to visit some of the wine houses or wine bars. Many accommodation facilities are also conveniently located along the wine trail. As the Lower Austrian countryside with its gentle rolling hills is ideal for cycling, there are 13 thematic cycle paths named after different grape varieties. Located along the paths, there are special information points that tell visitors about the nearby vineyards. ‘Cyclists welcome’ (RAD freundliche Betriebe) signs are placed on houses where the cyclists are provided with information, technical services, snacks and even accommodation.

Fig. 14: Marking of wine cyclotrails in the Weinviertel



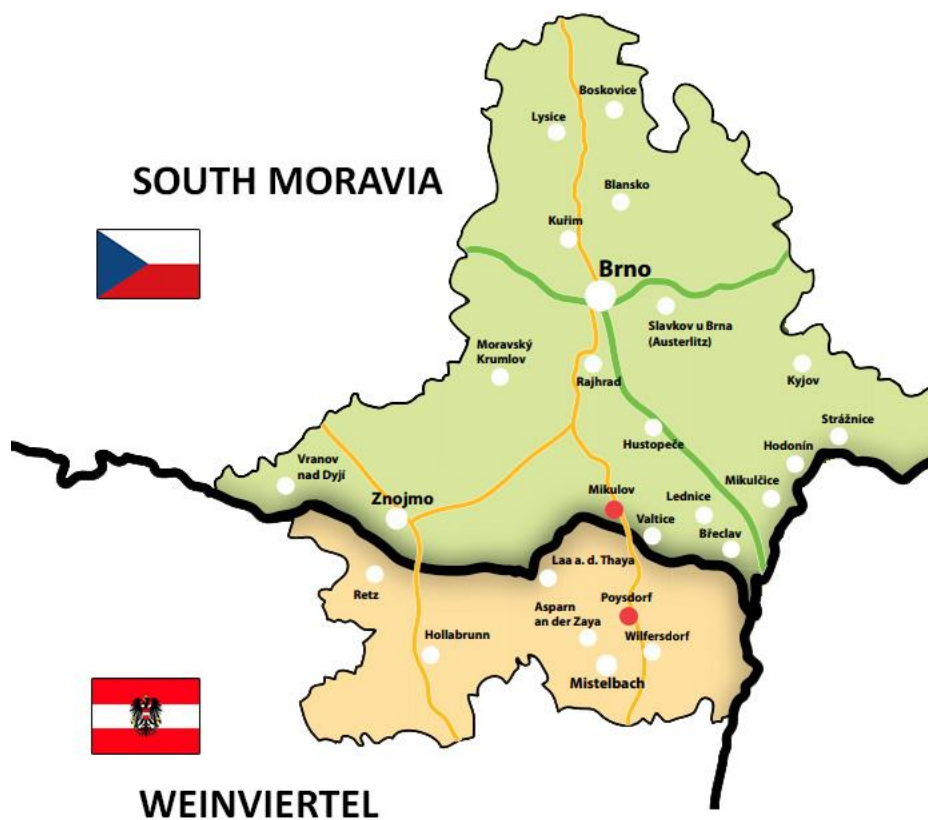
Source: <http://www.weinviertel.at>

It should be noted that in Weinviertel, the concept of intertwining wine, local produce, cycling, tourism and cultural activities has perfectly succeeded. Also thanks to the cooperation between the organisations Weinviertel Tourismus and Weinviertel DAC, the region has become a top destination of wine and food tourism. A calendar of special events held in the region may be found on the website <http://www.weinviertel.at>.

6. CHARACTERISTICS OF AREAS OF INTEREST

As areas of interest were selected two towns, namely Mikulov from South Moravia and Poysdorf from Weinviertel. On the Fig. 15 there are these towns marked as red points. Despite the fact there is a small distance among towns, so surely will be possible to find a few differences, because how is possible to convince in the previous section, South Moravia and Weinviertel have quite different developments.

Fig. 15: Marked areas of interest as the red points on the map



Source: www.turistika.cz (modified according to author)

6.1 Mikulov

Mikulov could be considered as traditional wine town in the South Moravia. The main features are the geographical position, the climate and the varied soil of the Mikulov wine region with the limestone slopes of the Pálava Hills affect the unique character of

the local wine. This was already discovered by Ancient Romans, who perceived this place as ideal for wine growing.

The merit of Mikulov are white vine varieties - occupying 80% of the local vineyards. The most widely spread variety here is Walnut Riesling, which is imported from North Italy. The calcic soil is suitable for this variety and the result is excellent wine. Typical taste of Walnut Riesling has sparkling and acid character. Another popular variety is Rhine Riesling in Mikulov. It comes from the Rhineland and belongs to the serotinous varieties. The best form of this wine is achieved by over-ripening of the grapes. The characteristic features of Rhine Riesling are typical yellow-green colour and fine aroma with a hint of linden blossom.

Due to wine tourism promotional leaflets and the website of Mikulov offer the icons of the town - Wine exposition which is composed of Chateau cellar with the giant wine cask dating from 1643, Traditional Viticulture in Moravia and the Gallery of historic worm presses. When talking about wine festivals in Mikulov, everybody will in the first place remember Pálavské Vinobraní, which is a 3 day festival with a long tradition and a wide program. Another interesting events are also Mikulov Gourmet Festival or Svatomartinský Mikulov which are focused on combination of wine and gastronomy. In case of wine trails there are located for example Moravian wine trail, Mikulovská wine trail or Mikulovská educational wine trail. Finally, around 50 wine establishments including the largest wine shop in Mikulov – Vinařské Centrum Mikulov with a wide range of wines.¹⁷

On the Tab. 6 is obvious the number of visitors is going up. Is possible to say Mikulov is interesting destination also for ordinary tourists and however, it may have a positive impact for wine tourism.

¹⁷ Mikulov Official Websides. [cit.2016-04-05]. Available from WWW: <<http://www.mikulov.cz/>>

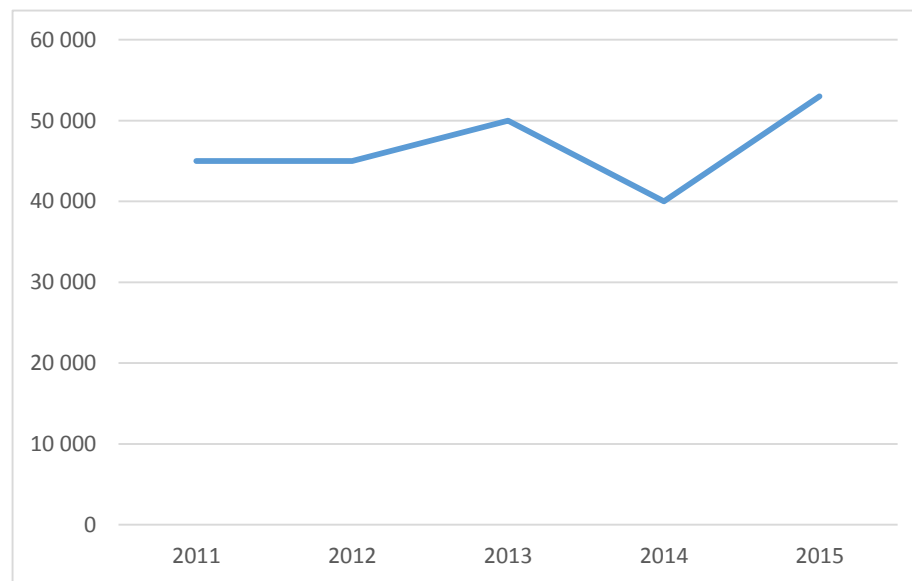
Tab. 6: The Development of the number of tourists in Mikulov

	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
TIC Mikulov	68 300	67 746	77 832	79 479	101 501
The Regional Museum - Chateau	47 397	46 792	40 582	42 408	46 662

Own work according to information provided by TIC Mikulov

Pálavské Vinobraní is the most popular wine event in Mikulov. In recent years, popularity of Pálavské Vinobraní increases except for year 2014, in the time of inclement weather.¹⁸ It is also confirmed by Graph 1

Graph 1: Development of attendance at Pálavské Vinobraní



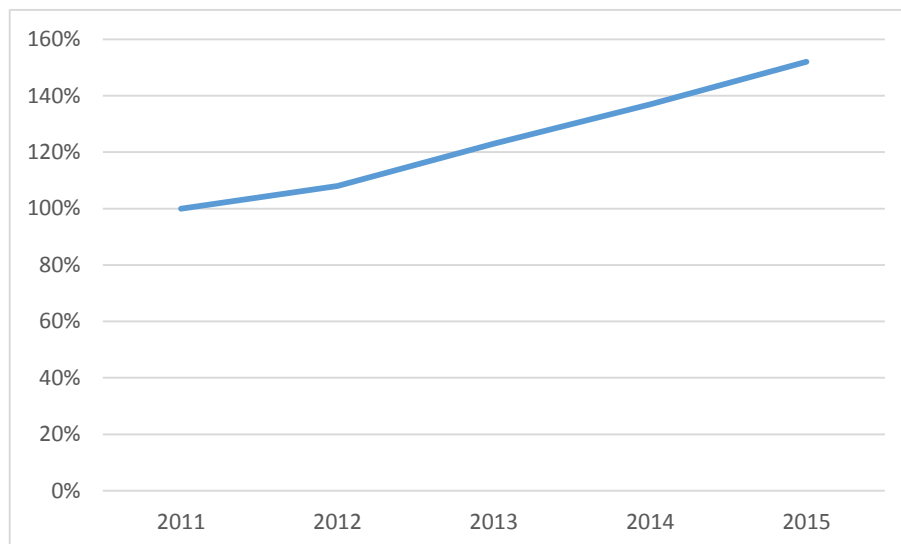
Own work according to information provided by TIC Mikulov

¹⁸ Břeclavský deník [cit.2016-04-05]. Available from WWW:

<http://breclavsky.denik.cz/zpravy_region/palavske-vinobrani-letos-tancilo-v-kapkach-deste-20140914.html>

Graph 2. testifies that wine sales in Vinařské centrum – Mikulov increase by approximately 15 percent annually.

Graph 2: Development of wine sales in Vinařské centrum - Mikulov



Own work according to information provided by Vinařské centrum - Mikulov

According to Tab 7. is possible to say in Mikulov there are 4% certified wine tourism establishments from overall South Moravila (214 – Chapter 4).

Tab. 7: The number of certified wine tourism establishments in Mikulov

	Wineries	Wine cellars	Wine shops	Winery-styled or wine-themed accommodation	Wine restaurants	Total
Mikulov	1	2	1	2	3	9

Own work according to information provided by National Wine Centre

6.2 Poysdorf

The first mention of Poysdorf date back to 1194. Wine has always played a significant role in the history of the town and it can be considered as the essence of Poysdorf. There are 1,400 hectares of vineyards, it is one of the largest wine towns in Austria, and a hilly vineyard landscape formed by loessic and clay soil ranging from heavy and thick to soft and sandy. That is how the wine-growing town presents itself to its wine tourists. The most popular variety are here Grüner Veltliner, Welschriesling or Zweigelt. Burgundy varieties and green Sylvaner grapes thrive in well-known vineyards such as Kirchbergen, Bürsting or Hermannschachern. The approximately 2 000 hours of sun annually produces mature wines, whereas the cold winters yield delicious ice wines.

Poysdorf offers interesting programs associated with wine as for instance experince in more than ten cellar streets lanes and each of them has its own unique charm. Play bowling with wine bottles on the historic natural alley of skittles, which are recessed bottles made of wood. The next attracion is exposition on the theme of sparkling wine in the former monastery cellar. Lovers of gastronomy can visit during summer months special events prepared by best chefs from Weinviertel. This events are located mainly in the vineyards and during whole year is possible to visit first-class establishments which are specialized on combination of food and wine. The most popular wine event in Poysdorf is called Weinparade and due to case of buying quality wine is here popular wine shop – Weinmarkt which became popular thanks to cooperation with 30 wine makers from this town. The intersting place is also golf course which gives opportunity play game in the scenic hilly landscape and natural transitions between vineyards and meadows. However, in recent years Poysdorf fights with the problem associated with overloaded infrastructure, namely route Brno – Vienna, which can leads also to a negative impact on wine tourism.¹⁹

On the Tab. 8 is obvious the number of visitors is going up like in Mikulov. Poysdorf is town which is specializes mainly on wine, so it can be assumed, that the most of this visitors were wine tourists.

¹⁹ Poysdorf Official Websides. [cit.2016-04-05]. Avaiable from WWW: <www.poysdorf.at/>

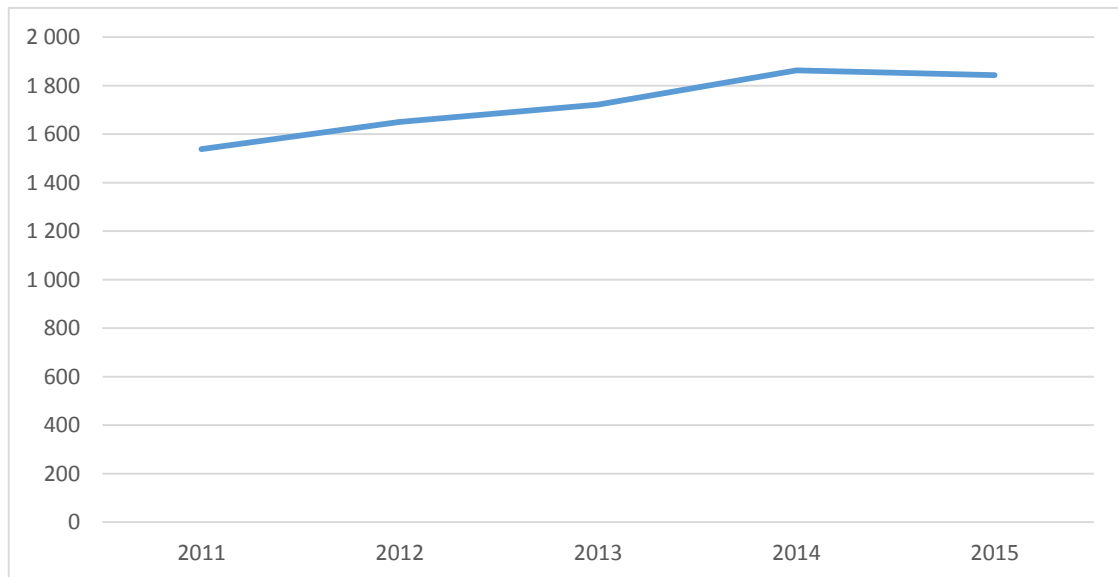
Tab. 8: The Development of the number of tourists in Poysdorf

	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
TIC Poysdorf	7563	7896	7946	8124	8232

Own work according to information provided by TIC Poysdorf

Wineparade in Poysdorf is the most popular wine event in the town, on the Graph. 3 there is evident increase from 2011 to 2014 and then a smaller stagnation.

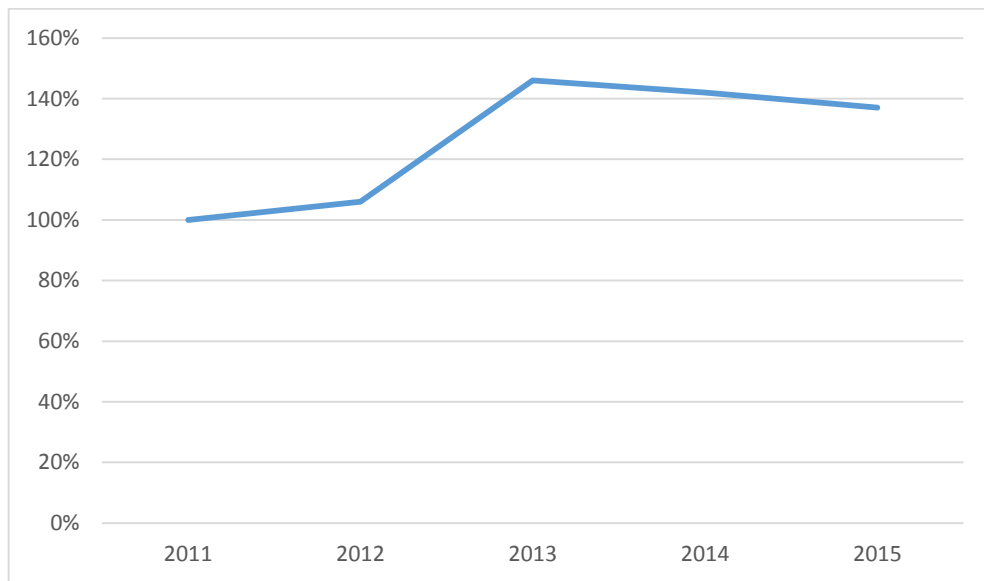
Graph 3: Development of attendance at Weinparade



Own work according to information provided by Daniel C. G. Hugl (promoter of Weinparade) in e-mail correspondence

The Graph. 4 there is a big positive change of wine sales in 2012 to 2013 and then it goes gently down. Anyway a representative of the wine shop adds that rather likens to stagnation and is satisfied with the sale of wine

Graph 4: Development of wine sales in Weinmarkt



Own work according to information provided by Winmarkt Poysdorf

On the Tab 9. is possible to find out how many tourism establishments are located in Poysdorf. It is around 4% certified wine tourism establishments from overall Weinviertel (836 – Chapter 4).

Tab. 9: The number of certified wine tourism establishments in Poysdorf

	Wineries	Heurigen	Wine shops	Winery-styled or wine-themed accommodation	Wine restaurants	Total
Poysdorf	16	3	2	7	4	32

Own work according to information provided by Weinviertel Tourismus GmbH

7. FINDING OF RESULTS

This chapter is focused on evaluation the current situation of wine tourism and includes interviews, the method of comparison and SWOT analysis.

7.1 Interviews

At first was make the semistructured-interviews with selected stakeholders in wine tourism in both Mikulov and Poysdorf. There were asked questions in Czech and German language (German version is inserted in appendixes) and respondents preferred to not publishing of interviews. It is specifically showed on Tab. 10.

Tab. 10: The list of stakeholders from Mikulov and Poysdorf

MIKULOV		POYSDORF	
10.4.2016	Ing. Petr Marcinčák - Board of directors of the Association of Winemakers of the Mikulov Wine Region - Winery Marcinčák	15.4.2016	Christian Rieder - Co-worker with Weinmark Poysdorf - Winery Christian Rieder
12.4.2016	Seidlová Vladimíra - Board of directors of the Association of Winemakers of the Mikulov Wine Region - Vice-President of project Vína z Moravy a Čech	17.4.2016	Ing. Hermann Detz - Co-worker with Weinmark Poysdorf - Winery Detz
15.4.2016	Ing. Pavel Mayer - Board of directors of the Association of Winemakers of the Mikulov Wine Region - Winery Pavel Mayer	20.4.2016	Robert Schodl - Co-worker with Weinmark Poysdorf - Winery Robert Schodl
16.4.2016	Ing. Miroslav Volařík - Common member of the Association of Winemakers of the Mikulov Wine Region - Winery Volařík	22.4.2016	Karl Neustifter - Owner of wine shop Weinmark Poysdorf
18.4.2016	František Šíla - Owner of wine shop Vinařské Centrum Mikulov	24.4.2016	Ing. Daniel C. G. Hugl, MBA - Promoter of event Wein Parade in Poysdorf

Own work

- 1) What is your opinion about cooperation in wine tourism?
- 2) What are, from your point of view, the greatest strengths of wine tourism in your town?
- 3) What are, from your point of view, the greatest weaknesses of wine tourism in your town?

- 4) What are, from your point of view, the key conditions for the proper functioning of wine tourism?
- 5) Which of the nearby locations (towns, villages) do you regard as your biggest competitors within wine tourism?
- 6) What changes in the local wine tourism would you like to see?

Question Nr 1)

All respondents from Mikulov and Poysdorf confirmed that cooperation is beneficial; however, according to the information obtained, in Poysdorf it works more effectively. One of the Poysdorf respondents – Karl Neustifter, the owner of the Weinmarkt wine shop, writes on its website: ‘As the chairman of the Weinmarkt Poysdorf project, I am pleased to take this opportunity to acquaint you with the fruitful results of the collaboration of 30 winemakers.’

Question Nr 2)

Despite the fact that Mikulov and Poysdorf are located only 17 kilometres apart, it could have been expected that the responses from both towns would not have too much in common, as their offer within wine tourism is in part different. It was confirmed that representatives of Mikulov consider highly the scenic landscape and the beauty of their town in particular. The Poysdorf representatives, however, thought more of their rich programme wine-associated events.

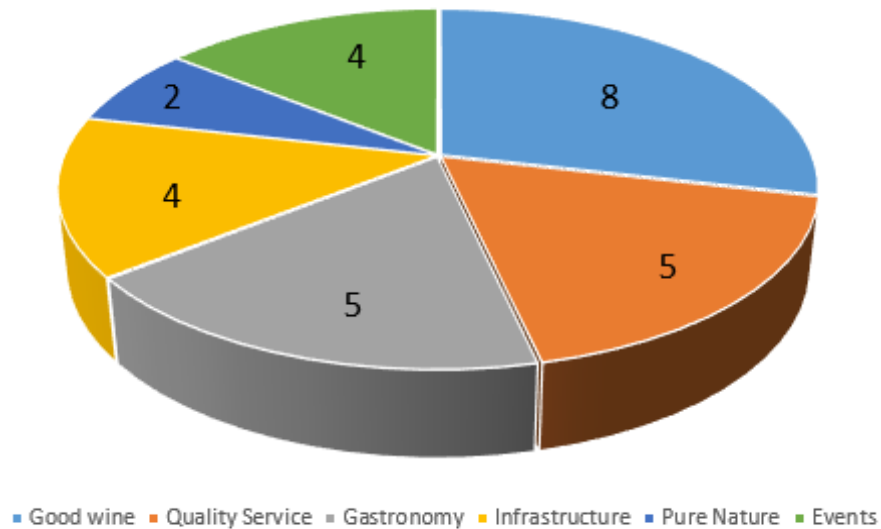
Question Nr 3)

The third question received similar answers from both Mikulov and Poysdorf. The respondents most often mentioned tasteless architecture, customers with inappropriate approach, and low attendance at some of the wine-associated events. This is understandable, since wine tourism requires a great deal of effort, for which purpose the clients’ feedback is very important.

Question Nr 4)

Question Four uncovered many important factors associated with wine tourism, both Mikulov and Poysdorf respondents shared many views. To illustrate this, the most frequently mentioned factors for the proper functioning of wine tourism have been made into a pie chart (Graph 5). Good wine was, obviously, mentioned in the first place (by eight out of ten respondents).

Graph 5: The most mentioned key factors for the proper functioning of wine tourism (in numbers)



Own work

Question Nr 5)

Question number five received the most inconsistent answers. Some respondents from either town perceive that there is a lot of competition between Mikulov and Poysdorf, some also refer to other towns as to their competitors, or, on the contrary, see no competitors in the other towns. It can be said that in wine tourism there should be more cooperation and mutual support than fierce competition, as mentioned in the third chapter of this work (Carlsen & Charters, 2006).

Question Nr 6)

The last question in the interviews showed a certain consistency with question number four; most of the Mikulov respondents would appreciate a better offer of food in restaurants and better infrastructure (e.g. road quality). The respondents from Poysdorf would like to expand the programme of events for wine tourists and see more promotion of their town. Several of the respondents from both towns shared the opinion that no changes are needed; this could, however, lead in some cases to stagnation.

7.2 The method of comparison

The next step in Chapter 7 is focused on the method of comparison and for a better overview is possible to check Tab. 11. It can be stated for wine tourism are important also ordinary tourist as potential wine tourists, therefore this table included also tourist visits in general view. Furthermore it should be mentioned Pálavké Vinobraní in Mikulov and Wein Parade in Poysdorf have the same role which is the most popular event in town but otherwise are different events, that are not suitable to compare. Due to next comparison and differences is the table described below.

Tab. 11: The comparison of Mikulov and Poysdorf

Tourist visits in town annually (in general)	Mikulov	>	Poysdorf
Collaboration between stakeholders in wine tourism	Mikulov	<	Poysdorf
Interesting programs in promoting of wine tourism.	Mikulov	<	Poysdorf
Attendance of guests at the most popular wine events in both cities	Mikulov	X	Poysdorf
The development of wine sales in the biggest wine shops	Mikulov	>	Poysdorf
Number of certified facilities due to wine tourism in town	Mikulov	<	Poysdorf
Years of experience in wine tourism	Mikulov	<	Poysdorf

Own work

The collected information about Mikulov compared Poysdorf has a huge potential not only for wine tourism, but also generally for tourism, on which you may get new wine tourists. In Poysdorf there are limited options, as a "city of wine" specializes in wine-growing activities. All this fact is confirmed by statistics tourist information centers in both cities. Mikulov Tourist Information Centre has in some years nearly 10 times greater number than the tourist information center in Poysdorf (shown in Chapter 6).

The big advantage of the town of Poysdorf is a collaboration between stakeholders in the wine tourism. By contrast, when in Mikulov aside winemakers association and further cooperation in this city is not terribly partners.

Furthermore Poysdorf leads above Mikulov in a varied menu and interesting programs in promoting wine tourism.

If we focus on the most popular wine events in both cities, so much more interesting results in attendance has Pálavské vinobraní, but this is due to the fact that it is a three day event under the open sky with a large capacity for its visitors and variety program. Weinparade in Poysdorf's actions in a confined space and is primarily focused on the growing activity as well as the city. According to the development of attendance (leaving aside the adverse weather conditions in 2014 Pálavské vinobraní) we can say that both of these events have a long tradition of relatively good results.

Other differences refer to the biggest wine shops and wine sales in both cities. As mentioned Mikulov wine - Wine Centre Mikulov seen in the last few years, revenue growth of 15% per annum. In Poysdorf Weinmarku the past years, a slight decline, but but as mentioned a representative of the evolution of the wine cellar rather likens to stagnation and is satisfied with the sale of wine. Both the wine shop also vary the menu of wine, vino Weinmark offers from only 30 wineries that make up a company and Wine Centre Mikulov is focused on wines from different wine growers from the area.

If we focus on certification, and in Poysdorf can be found 32 certified facilities, which are about 4% of the entire Weinviertel (836 total) and Mikulov is a 9 Certified device, which is approximately 4% of the entire South Moravia (214 total), so similar ratio.

Within the comparison certainly worth mentioning and residents of different mentalities in Poysdorf and Mikulov, it is linked also with the fact that in South Moravia

and Weinviertel wine tourism development was different. Weinviertel wine tourism focuses on longer and in South Moravia before 8-10 years winemakers tourists refused.

7.3 SWOT Analysis

Based on previous findings are identified strenghts, weaknesses, opportunities and threats for areas of interest on the following figures 16 and 17 as SWOT analysis.

Fig. 16: SWOT Analysis for Mikukov

SWOT Analysis – MIKULOV - wine tourism -	
Strenghts	Weaknesses
<ul style="list-style-type: none"> - Attractive location - Long tradition in consumption - Historical Identity - Wine Experience - Quality at adequate prices - Natural wealth and resources 	<ul style="list-style-type: none"> - Weak promotion and image - Lack of finance - Stereotypical programs
Opportunities	Threats
<ul style="list-style-type: none"> - Find investors - Technological advances in the industry - Increased valuation of organic wines - Higher level in gastronomy - Sharing skills 	<ul style="list-style-type: none"> - Stagnation of development - Lower number of quality products

Own work

Fig. 17 SWOT Analysis for Poysdorf

SWOT Analysis – Poysdorf - wine tourism -	
Strengths	Weaknesses
<ul style="list-style-type: none">- Attractive program- Effective cooperation- Preparedness- Strong brand- Gastronomy	<ul style="list-style-type: none">- Overloaded transport infrastructure- Focusing on a single activity
Opportunities	Threats
<ul style="list-style-type: none">- Be more popular- Beter transport infrastructure- Sharing skills	<ul style="list-style-type: none">- Stagnation of development- Lower number of wine tourists

Own work

8. SUGGESTIONS AND RECOMMENDATIONS

As has been mentioned, the cooperation between wine producers and wine shop in Poysdorf works very effectively, which could set a good example for the Mikulov winemakers. It would not have to be a cooperation amongst Mikulov winemakers, but also amongst those from both of the towns, because in both of them there live many experienced individuals who could share their experience. An excellent example of such a functioning cooperation is the one between the city of Znojmo in South Moravia and the town of Retz in the Austrian Weinviertel.²⁰

Both Mikulov and Poysdorf would certainly benefit from the completion of the planned motorway between Vienna and Brno, which will pass by both of them. It would positively contribute to the current situation in the transport infrastructure, particularly in Poysdorf, through which countless cars and lorries pass every day. In this respect it was interesting that none of the Poysdorf respondents raised this issue in the interview. Probably they view this issue from a broader perspective. A larger initiative is likely to be needed in this matter that would convince influential people about the benefits of eventual construction of the motorway.

It is obvious that gastronomy plays a very important role in wine tourism, as it is explained in the theoretical part of the present thesis and also shown by the interviews. Many tourists and visitors would welcome new, tasty dishes and kinds of food that go well with wine, since good wine and good food perfectly complement one another; it is exactly wine that takes the eating experience to a higher level. Not only in Mikulov, but also in other places in South Moravia it is possible to find food at local wine-associated events that is also available everywhere else. It would be far more interesting if more unusual dishes would be offered during these events, i.e. dishes that are best enjoyed with wine. The Austrian region of Weinviertel has succeeded in this, but South Moravian Mikulov has still a lot of work to do in this field. Traditional local agricultural produce, difficult to obtain elsewhere, should be sold at all wine-associated events and offered throughout the year in restaurants. Then Mikulov would stand a good chance to catch up

²⁰ Znojenské vinařství. [cit.2016-04-04]. Available from WWW:
<http://www.znojemskevinarstvi.cz/e_download.php?file=data/dvoustl_editor/40csleft_25.pdf&original=E-zpravodaj+2-2015.pdf >

on Poysdorf's lead in this. Therefore, is needed to be more focused on events like Mikulov Gourmet Festival or Svatomartinský Mikulov because unfortunately only once a year this events are realized due to specialization for combination of gastronomy and wine on higher level.

It is also advisable to connect wine tourism sports. The hotel Veltlin in Poysdorf, for instance, has succeeded in combining comfortable accommodation with golf. The local hilly landscape and natural transitions between vineyards, meadows and bushy areas brings golf players a unique enjoyment of the sport. In Mikulov, perhaps a somewhat more dynamic kind of sport might be successful with the tourists, for example 'nordic walking'. This sport activity is already practised in Mikulov once a year as part of the 'Nordic Walking Tour'. In 2016, it has 14 stops, one of which is the town of Mikulov. It might be useful to include 'nordic walking' in wine tourism programmes, ever more often, since the number people doing this activity continues to grow.

Another recommendation is related to wine certification. Although there are many more certified businesses in the town of Poysdorf, only a slight increase in their number would be useful in Mikulov, since if there are lots of certified wine cellars, for instance, concentrated in one location, the tourist may eventually not care which one he is going to visit, when in each of them he or she will be provided with the same services anyway. Certification is obviously a useful tool, but its purpose is to highlight the best establishments in wine tourism, not level out all the businesses and thus lose its meaning and value.

A pleasant change on some wine tourism programmes and particularly a better form promotion of wine in both Mikulov and Poysdorf would be free gifts in the form of small 0.187 litre bottles. Currently such bottles are available in some e-shops where they cost approximately 30 Czech crowns, which is not too much and it would not greatly increase costs. The production of these little bottles could ensured by a sponsor, as there are many companies trying to advertise in an unusual, interesting way. For example, the Aqualand Moravia waterpark, located near Mikulov, cooperated with a traditional wine exhibition in a nearby village in 2014 and financed the wine glasses used there (see in appendixes). A small souvenir in the form a tiny wine bottle would surely be appreciated by wine tourists; perhaps it could also convince them to prefer a particular kind of wine.

Some people may find certain wine-associated events unattractive because of their accompanying programmes, a fact that may show in smaller numbers of visitors, as it is mentioned in the interview answers. Trends are changing and there is a need to follow the new ones. Nowadays, many people attend cultural events that are focused on new genres of music such as deep house, nu disco, indie dance or electro swing. The introduction of new kinds of events based on fine wine, modern music and stylish clothes (an example of that would be electro swing events) might find its following.

9. CONCLUSION

The main aim of the present thesis is to analyse and assess the situation of wine tourism in the past few years in the South Moravian region in the Czech Republic and the neighbouring Austrian region of Weinviertel. It has been confirmed that in wine tourism, there are new options and possibilities which could have a positive influence on development of the industry in the future. In order to achieve the main objective, secondary objectives of the thesis and reach a conclusion, several steps in the theoretical and practical parts of the thesis have had to be made.

In the theoretical part of this thesis, several findings related to wine tourism has been advanced, followed by a description of the wine-producing regions of South Moravia and Weinviertel. The theoretical part discussed the fact that participants in wine tourism, i.e. ‘wine tourists’ want to discover the beauties of the wine-growing countryside with various attractions, visit the local wine producers and their cellars and vineyards, learn about the process of growing grapes and producing wine, taste the local wines and possibly buy, taste the local culinary specialities and get to know local traditions and customs. Therefore, wine tourists want to personally experience the local atmosphere. Worth mentioning was also the fact that the products and services in wine tourism may differ in their quality, which is thanks to the systems of certification that are aimed at demanding consumers. Finally, it was necessary to mention the marketing activities aimed at tourists the purpose of which is to attract the tourists attraction. Without these tools, wine tourism could not function at the desired level.

The practical part of this thesis began in Chapter Five, describing the characteristics of the South Moravian town of Mikulov, and the Weinviertel town of Poysdorf. The first step in the practical part was focused on the issue of how these towns present themselves in wine tourism and what they offer to wine tourists. Interesting findings were brought by the semi-structured interviews with selected stakeholders in wine tourism in both Mikulov and Poysdorf. The answers from the interviews were compared in order to find differences between the two towns using the method of comparison. The strengths, weaknesses, opportunities and threats of wine tourism in the two towns found by the SWOT analysis were then presented. Several times, the findings of the practical part agreed with those of the theoretical part, examples of which could be that in wine tourism it is essential to combine wine with food and culture, cooperation is very useful, and also that it is necessary to constantly prepare new varied and interesting programmes of

cultural and social events for wine tourists. The final step in this section was based on the possibility to formulate proposals and recommendations that could be applied by the stakeholders in wine tourism in the town of Mikulov in the future.

It follows from this thesis that the popularity of wine tourism is growing and there is a need to identify new opportunities that could be implemented. If an attractive destination like Mikulov takes advantage of new possibilities in wine tourism in the future, it could have a good chance to catch up with the (more advanced) winemaking towns in neighbouring Lower Austria, or even become one of the top destinations of wine tourism in Europe such as Bordeaux in France, Piedmont in Italy and Tokaj-Hegyalja in Hungary.

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APPENDIXES

1) Semi-structured Interview in German

- 1.) Wie ist Ihre Meinung zur Mitarbeit zwischen den Winzern?
- 2.) Was sind für Sie die Größten Vorteile der Weinturistik in Ihrer Stadt??
- 3.) Wo sind nach ihnen die größten Mangel in den Weinturistik in Ihrer Stadt?
- 4.) Welche Städte finden Sie stellt die Größte Konkurrenz da für die lokale Weinturistik?
- 5.) Welche Schlüsselfaktoren ergeben die richtige funktion der Weinturistik in Ihrer Stadt?
- 6.) Welche Veränderung würden Sie in der Weinturistik willkommen heißen?

2) Grapevine and town Mikulov



Source: <http://www.zemesveta.cz/>

3) Grapevine and town Poysdorf



Own photo

4) Vinařské centrum - Mikulov



Source: <http://www.kralvin.cz/>

5) Weinmarkt - Poysdorf



Source: <http://www.weinmarkt-poysdorf.at/>

6) Pálavské Vinobraní 2015 - Mikulov



Source: <http://www.tydenik-breclavsko.cz/>

7) Wein Parade 2016 – Poysdorf



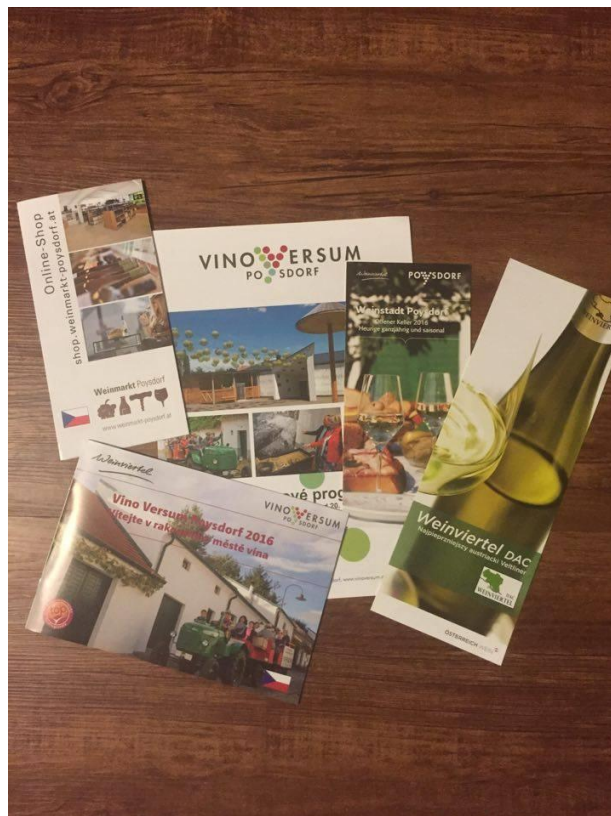
Own photo

8) Promotional material in Mikulov



Own photo

9) Promotional material in Poysdorf



Own photo

10) Cooperation between Aqualand Moravia and wine event in Pasohlávky (2014)



Own photos

11) Electro swing party as potential event which could be associated with wine tourism



Source: <https://swingitvienna.wordpress.com>