

Mendel University in Brno
Faculty of Business and Economics

The Quality and Loyalty in Wine tourism

Diploma thesis

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The greatest thanks belong to my family for their support throughout all my studies.

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Abstract

TĚTHALOVÁ, A., *The Quality and Loyalty in Wine tourism*. Diploma thesis. Brno: Mendel University in Brno, FBE. 2016

The main objective of this diploma thesis is to identify the crucial factors of quality and loyalty in wine tourism and to analyse relations among these factors and significance of factors. The theme was to measure and analyse quality of service provided and following customer satisfaction and loyalty at wine tourism. The theoretical part is devoted to summarising the evidence describing the segment of wine tourism and individual approaches of detection and measurement of quality and loyalty. In the practical part, there were collected, analysed and further discussed factors taken from primary research at chosen wine events. The thesis deals also with analysis of different expectations about quality of service among providers and customers.

Keywords

Wine tourism, Quality management, Quality, Satisfaction, Loyalty

Abstrakt

TĚTHALOVÁ, A., *Kvalita a loajalita ve vinařské turistice*. Diplomová práce. Brno: Mendelova univerzita v Brně, PEF. 2016.

Tématem diplomové práce bylo měření spokojenosti a loajality zákazníku ve vinařské turistice. Hlavním cílem práce je identifikace klíčových faktorů kvality a loajality pro daný segment poskytovaných služeb a analýza těchto faktorů. V teoretické části práce se věnuji shrnutí poznatků popisujících odvětví vinařské turistiky a jednotlivých přístupů zjišťování a měření kvality a loajality. V praktické části byl proveden primární výzkum sběru dat, v rámci nějž jsou dále analyzovány jednotlivé faktory, porovnávány a diskutovány. Práce se také zabývá analýzou rozdílů mezi pohledem poskytovatele služeb a zákazníka.

Klíčová slova

Vinařská turistika, Management jakosti, Kvalita, Spokojenost, Loajalita

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1 Introduction

Managing for quality means meeting the customers' expectation in the product or service being purchased. In the past, companies did not have to deal too much with the customer market behaviour, as they were able to cover their supply by demand. In recent years, situation has rapidly changed and quality of services starts playing a key role of success in these days competitive environment.

Strategy based on satisfying of customers is effective in every sector. It does not matter whether we spoke about one commercial company or the segment of services. Organizations are systems that work in concert to manage and improve quality. Managing for quality does not simply happen, the organizational culture of a company makes it happen. When quality is considered in every process of management, the value of whole company or sector increase.

Wine tourism is a young sector of tourism that has been evolving since 1994 in the Czech republic. Since that time this sector has been developed into the most important segment of tourism in Moravia. Many types of wine tourism such as wine roads, oenology courses or wine festivals represent considerable source of income for all stakeholder groups. Wineries, wine villages or organizers of events thus were forced to cooperate in participation. There are several factors that might determine wine tourism. Wine is an essential product of wine tourism, according which the quality can be easily measured. On the one side it can be easily said, that winery A has a better wine than winery B, but still it is very subjective evaluation, where also other factors play its role, not only wine. Measuring the quality of wine can be valid only in the wine-blind tasting, where you are alone. Otherwise you can be influenced by factors such as friend's opinion, environment, personnel or the wine producer itself. Wine is essential, but also accommodation, food, locality, environment or approach of people determines the perception of people about quality and following satisfaction.

This thesis deals with many factors of quality that might influence the satisfaction and potential following loyalty and I will try to identify those factors that are for this sector of tourism essential.

2 Objectives

The main objective of this diploma thesis is to identify the crucial factors of quality and loyalty in wine tourism, to analyse the relations between factors and the significance of factors. The work itself will contain the analysis of the current situation, the solution of the main and partial objectives and the analysis of the obtained results.

The first partial objective of the thesis is to identify contradiction between customers' expectations and the real obtained service quality.

The second partial objective is to reveal potential contradictions in perceiving quality and loyalty between a client and a service provider.

The third objectives examine the event influence on the client's loyalty.

The proposal will be based on literature review, on results of primary research and on the author's own experiences. Literature review will be based on both Czech and foreign sources and will specify problematic of types of wine tourism, quality management systems and systems of determining the loyalty of customers.

3 Tourism

According to many organizations, authors of books or other institutions, there are numbers of definitions, what the tourism is, but easily, what can be seen behind it?

The first idea that comes into people's mind is: "People travel in order to visit monuments, meet friends and relatives, to enjoy holidays with family at the sea or just because of relaxing." However tourism itself might also conclude people commuting on a business trip or studying abroad. Generally all these people have to move somewhere, that means use some kind of transport, sleep somewhere, with the most probability in some hotels, hostels, colleges or relative's house, eat something in restaurants and with the most probability buy some presents on their trip as a souvenir. All these factors mean tourism.

As landmark in defining of tourism can be regarded conference of the World Tourism Organization (UNWTO) held in Ottawa in 1991. The organization UNWTO brought the concept of tourism beyond the stereotype idea of holiday staying.

Officially accepted definition sounds: *"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."*¹

3.1 Tourism as a system

It is necessary to look at tourism from the perspective of interested group. Four involved groups and each of them perceives this service from different point of view:²

- **Tourists**

Tourists are people that travel. The world is full of individuals. Each person is different and only his preferences can determine the service offered and thus the level of quality.

The decision-making process in travelling depends on many factors, such as economic situation of the person, political situation of the country, the need to seek adventure or on the other hands relax in the calm water. This decision also depends on the fact, whether the tourist is alone or not. Whether it is a romantic honeymoon holiday or an adventure in the moon.

Crucial in this case is, that each destination is suitable for someone else. However if person chose holiday according to its preferences, the quality of service offered has to respond to his expectations. The tourist is essential.

¹World Tourism Organization: UNWTO [online]

²HESKOVA, 2011

- **Firms**

Firms are offering goods and services to customers. They are the medium between customer and the service arranged.

Tourism creates an opportunity for people to start business. Some regions are dependent only or mainly on these kind of incomes.

- **Governments**

Main administration of the country and its regions sees tourism kind of economic income of the country. Tourism is a direct component of GDP of the country.

According to annual research of World Travel Tourism Council³, total contribution of travel and tourism in the Czech republic was 341.4 billion CZK in 2014, which constitutes 8.0% of total GDP.

As well as there is a strong impact on the rate of employment in that country. Some countries or regions are strongly dependent on income from tourism. In 2014, Travel&Tourism directly supported 242,000 jobs, which creates 4.9% of total employment in the Czech Republic.⁴

Government and other international institutions represent the cornerstone of each business. They create laws and regulations that must be respected. Bureaucracy and administrative burden either support or strangle given branch.

- **People**

Another important part of tourism is people. Local people usually consider tourism as a factor that influences their culture and employment. It can be both an opportunity to find a job or settle their own business, meet new people, learn foreign culture and languages. However it can also have negative aspect on these people. This might include lost of privacy, incessant pressure on improving quality of services etc.

³Travel&Tourism: Economic impact Czech Republic [online]

⁴Travel&Tourism: Economic impact Czech Republic [online].

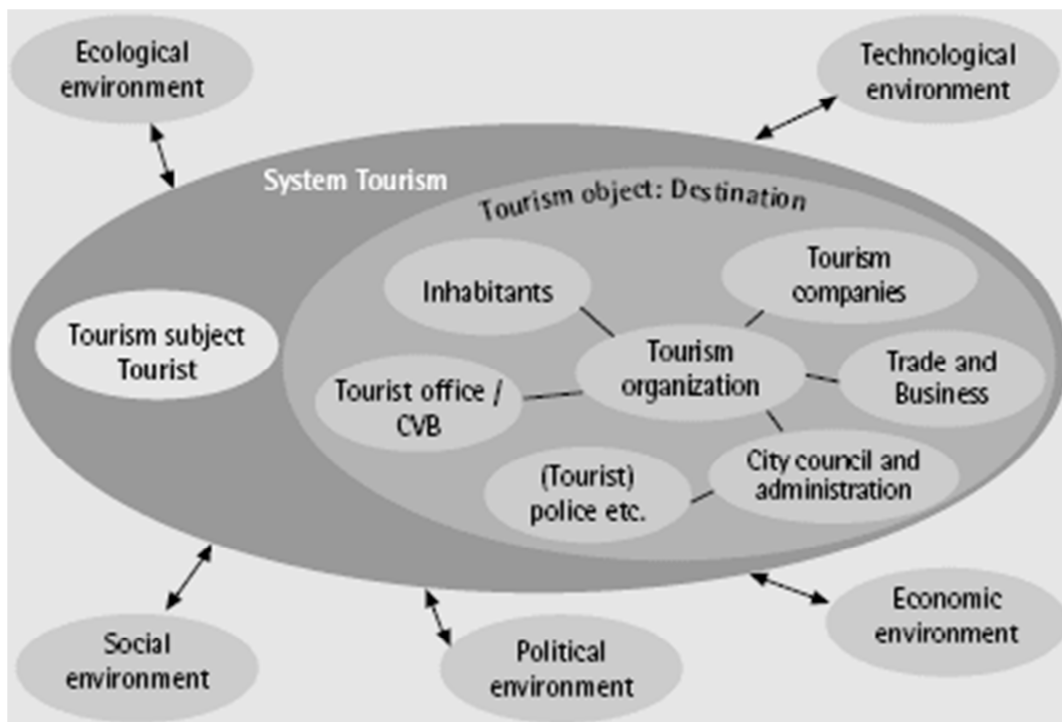


Fig. 1 Tourism as a system⁵

Tourism is a system created by subject and object of tourism and the overall influence of external environment.

3.1.1 Tourist subject

Tourist subjects are represented by participants. Among these participants belong⁶:

- **Permanent residents**

*"In domestic tourism the permanent resident is a person who has lived for at least six consecutive months in another location prior to arrival to next location for less than six months. In foreign tourism it is a person who had lived in the country for at least one year before arriving into another country for less than one year."*⁷ These includes both citizens of the country and foreigners whose meet these criteria.

- **Visitors**

The visitor is a person, who in the domestic tourism travels for less than six months to another place in the country of residence. In foreign tourism,

⁵PECHLANER, SMERAL[online], 2015

⁶HESKOVÁ, 2011

⁷United Nations: Economic and social council [online], 1991

he travels into another country for a period not exceeding one year.⁸ In both cases, the visitor does not change to place of living for employment purposes.⁹

- **Tourists**

The definition of tourist is similar as visitor. He travels to visit. They can be distinguished each other from the length of stay as¹⁰:

- **Holiday maker**
The tourist, that stays several consecutive nights at one place.
- **Short-term tourist**
The short-term tourist includes at least one-night stay.
- **Same-day visitor**
This covers one-day traveller without sleep.

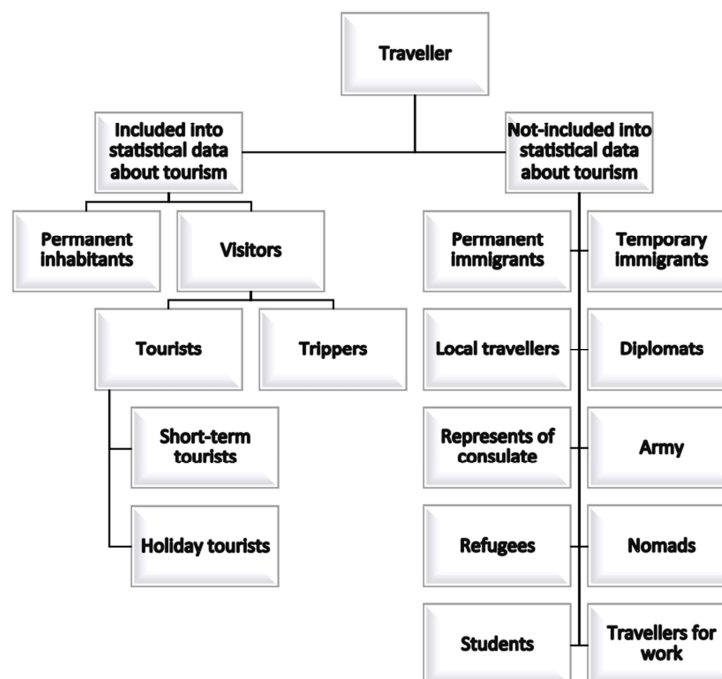


Fig. 2 Structure of traveller¹¹

⁸ United Nations [online], 1994

⁹HESKOVÁ, 2011

¹⁰ United Nations [online], 1994

¹¹ United Nations [online], 1994

3.1.3 Object of tourism

Object of tourism consists of destinations, businesses and institutions of tourism. It represents everything that might involve subjects in decision-making process.¹²

3.1.4 External environment of tourism

Factors of external environment have significant influence on the structure and development of tourism system. Their action affects whole system and therefore, they must be taken into account.

3.1.5 Tourism typology

Similarly as it is not possible to clearly define everything, what tourism can be, it is not entirely possible to determine all types of tourism. Firstly tourism can be divided into types and forms. About types of tourism, we speak when we take into account the motivation of participants, their purpose for travelling and staying temporarily in a foreign place. Forms of tourism represent various situations, reasons and consequences that results from it.¹³

Forms of tourism can be differentiated according to several categories such as location, relationship to the balance of payments, financial responsibility, type of organization, according to age of participants, length of stay and prevailing environment.¹⁴ In relation to location, these forms can be distinguished as¹⁵:

- **Domestic tourism** – residents of a country are travelling only within this country.
- **Inbound tourism** – country is visited by non-residents and by foreigner travellers.
- **Outbound tourism** – residents of a country are travelling abroad into other countries.

Given the scale of globe, tourism can be also divided into domestic, national and international tourism and previous forms can be combined depending on the size of area taken into account.¹⁶

3.2 Wine tourism

The wine tourism can be considered as relatively young form of tourism. It differs from country to country, from region to region. Tourism and recreation

¹²HESKOVÁ, 2011

¹³PALATKOVÁ, 2014

¹⁴PALATKOVÁ, 2014

¹⁵ United Nations [online], 1994

¹⁶ United Nations [online], 1994

in the Czech Republic has recorded significant changes over the last twenty years, both in social and economic aspects on the one hand, and broader perspective of tourism supply and demand on the other.¹⁷

Worldwide, the first attempt to develop new sector of tourism has emerged with the designation of wine roads. The first route was the "grands crus road" in the Côte de Nuits wine-growing region (Bourgogne) in 1935.¹⁸ However it has not been enough so far to call it wine tourism. During the first decade of the 21st century, this industry has significantly grown and most tourism agencies started to see it as a segment of the industry with immense potential. Enotourism, Oenotourism, Wine tourism or Vinitourism, all these are the same expressions, whose main goal includes tasting, consumption and purchasing of wine. Wine tourism itself was recognized as an alliance between wine businesses and tourism offer.¹⁹

Nowadays it includes very important part of tourism among customers. It is a complex of socio-economical phenomenon, involving a number of factors and actors in the supply and demand side. Wine tourism in its base connects the cultivation, production and sales of wine products. An important role in its development undoubtedly plays gastronomy services, traditions, architecture, social events and meetings, certainly the quality of the wine and last but not least the attitude and personality of winemakers.

Wine tourism as a form of tourism is also very closely linked to cycling, summer resorts, incentive and spa tourism, and ecotourism or to sightseeing and natural attractions. It can be seen as a standalone service or as part of other forms of tourism. It comprises one of the sources of income. We can affirm: "vineyards are looking through tourism activity". They represent new sales opportunities for wine-makers as well as new forms of communication with consumers.²⁰

The development of this sector in the Czech Republic really began after 2002. Winemakers had experienced 50 - 80s of last century, when the wine tourism bus tours were characterized mainly by miners from Ostrava or by visitors of politics from Prague.²¹ Ing. Juraj Flamik and the Foundation of PARTNERSTVÍ have been at birth of wine tourism in the Czech Republic. The organization proposed a project to create a network of bicycle routes connecting all major wine-growing village, vineyards and monuments of the South Moravian region. This unique project, created during the years 1994 to 2003, first defined the concept of wine tourism in the Czech Republic and with the huge support from wine villages, State Fund for Rural Development, and later also from the pre-accession programs of the European Union (PHARE) could have been

¹⁷VYSTOUPIL, 2010

¹⁸MIHAELA MĂNILĂ [online], 2012

¹⁹MIHAELA MĂNILĂ [online], 2012

²⁰MIHAELA MĂNILĂ [online], 2012

²¹FLAMIK, Foundation PARTNERSHIP, 2014

realized.²² Since that time the winemakers themselves were forced to cooperate and participate in the development of wine tourism. They have found that they themselves play an essential role in the development of wine tourism.

Currently, wine tourism is one of the most important segments of tourism in Moravia. Many medium and large wineries included visits in cellars, wine tasting, refreshment and accommodation into their standard services proposed.

3.2.1 Typology of wine tourism²³

Typology of wine tourism can be same broad as the definition of the whole tourism. I have chosen the most typical and known types of wine tourism in the Czech Republic. The inspiration about these types was taken from publication of Mr. Flamik, who stands at the birth of the Czech wine tourism.

- **Wine road**

Wine Roads are marked itineraries in wine-growing regions for the discovery of the vineyards and wine cellars.

- **Hiking**

Hiking in the vineyards enables discovering of the vineyards.

- **Organized tours and stays in the vineyards**

Organized tours and stays in the vineyards are packages including accommodation, catering and transport with a variable long of stay. This package includes many activities of discovering of process of producing wine.

- **Oenology courses**

Oenology internships are courses more or less detailed allowing for a better knowledge of the product marketing and all that is reported; it concluded culture, tradition, technical production...

- **Wine cellar visits**

Private degustation visit at the winemaker's cellar.

- **Museum of wines**

Museums of wines are places of culture that represents the history of given winery or village presenting the world wine.

- **Wine festivals**

Festivals are independent events keeping local traditions, encourage the promotion of wine and animate the territory, mostly organized by municipality of given region. During these events the producers has a unique

²²FLAMIK, Foundation PARTNERSHIP, 2014

²³FLAMIK, Foundation PARTNERSHIP, 2014

opportunity to find a new potential customer. These events can be for example:

- **Days of open cellars**
- **Grape harvest**
- **The Saint Martin's days**
- **Festival of wine**

- **Other events**

Professional salons, local fairs, wine actions are events very similar to festivals events, but mostly organized by commercial companies with the purpose of presenting of chosen products.

Link between the production of wine and wine tourism is based on mutual necessity. For the wine tourism the wine and associated facilities play the key role and represent an essential part of the supply. From the perspective of the wine-maker, the wine tourism brings the possibility of personal meetings with the consumer, networking and direct marketing way of distribution. Especially for smaller wine producers, direct sales are often the key to success.

4 Quality, Loyalty and Satisfaction in the wine tourism

4.1 Services

Service is an economic activity satisfying a particular need. The aim of services is to fulfil someone expectation.²⁴“*Services are deeds, processes, and performances.*”²⁵To be concrete, wine producers may offer wine as a product and other services such as accommodation, restaurants and other complementary products. The core of customer satisfaction during the sale process is represented by all supporting factors: communication, series of deeds, processes and performances.

The main characteristics of services:²⁶

1. Intangibility

Unlike goods, service are intangible, they cannot be touched, sensed, tasted or felt before they are availed.

2. Inventory (Perishability)

The great advantage of services is that they cannot be stored for a future use and thus there are no storage costs. Services are produced and consumed at the same time. Services last a specific time and cannot be stored and use in the later time. If someone books a seat in the train, but he misses the train, his seat cannot be sold to someone else.

3. Inseparability

Services cannot be separated from the service providers. For example it is not possible to provide a hair cut service without a hairdresser.

4. Heterogeneity

One service provided by different people cannot be identical. Quality, performance, environment and effort of services provided differ.

5. Service quality is not statistically measurable

Service quality is not statistically measurable because customer’s satisfaction and delight is depended upon individual attitude of each us. A customer has an opportunity to get exactly what he wishes and it depends only and only on the person, how this service is provided.

²⁴INDROVÁ et al, 2011

²⁵ ZEITHAML et al., 2006

²⁶ KOTLER et al., 2010

4.2 Quality

*“Quality acts as a form of expression of a certain utility value or performance of a product or service. It represents a certain level of ability of a product or service to meet the needs of consumers.”*²⁷

Desires and needs of the customer are met through market offer. The total perceived quality is a combination of tangible services, information and experiences proposed to customers. In the wine tourism, this product is represented by wine.²⁸

Managing for quality means meeting the customer's expectations in the product or service being purchased.²⁹ The quality of service can be monitored from two perspectives. From the perspective of the provider, the quality is viewed as the extent to which the specifications and requirements of an organization are similar to that of services. The second, customer point of view, reflects how well the service provided meets or exceeds the expectations reflected in the satisfaction of customer.³⁰

The quality is constantly evolving and is actually considered as crucial factor of success in today's highly competitive environment. Quality is managed by the management process and plays a key factor of developing services in companies. During the last decades, various management systems of quality were evolved, however conception ISO and Total Quality Management has prevailed.³¹

1. TQM

Total quality management is a way of managing people and business processes to ensure complete customer satisfaction at every stage. It is a business strategy aiming at delivering high-quality products and services to customers, where or parties involved are responsible for total success.³²

2. ISO

The conception ISO is a package of world-accepted norms. International Organization for Standardization has developed and applied quality standards that are set as objective measurements for other firms.

4.2.1 Factors of quality in wine tourism

It is customer, who perceives the quality of services. Before the purchasing process, each person determines certain parameters for acquisition of goods or services. Thereafter, the perception of quality is determined, whether these factors

²⁷INDROVÁ et al., 2011

²⁸KOTLER et al., 2010

²⁹KING et al., 2006

³⁰FISK et al., 2004

³¹NENADÁL, 2004

³²KING et al., 2006

are fulfilled or not. However the perception of quality of services is more difficult than perception of quality of goods, because it is difficult to compare two services at one moment. The advantage of services is that provider can improve during the process of providing service to customer and thereby increase the perceived value of the service.³³

Service quality can be defined as customers' perceptions of the service component of a product. It can be considered as a factor playing key role in differentiating service products and in building a competitive advantage in tourism.³⁴

Companies, involved in wine tourism, are influenced by range scale of factors that affect the total quality. These factors can be divided into external and internal.

The external factors have a strong impact on every company from outside. Company itself is not able to affect them, but must be able to count with them and include them into their decisions. **External factors** that might affect people or companies working in wine tourism might be³⁵:

- **Economic factors**

Tourism is very sensitive to changes in business and economic sphere. This is mainly caused, because product of tourism is referred to as non-essential, which means that in the case of recession, consumption of this product decrease.

Firms in wine tourism should observe the national economical numbers in order to plan their business. However concerning the wine tourism, we have to take into account also providers of wine events. Wine tourism is the interconnection of the wine industry with tourism, i.e. two sectors, which by its nature are completely different. Wine tourism as a sub-sector of agricultural production falls within the primary sector of the economic spectrum, while tourism belong the opposite side of the spectrum, the tertiary sector, i.e. service area. Hence both sides follow different economic indicators.

- **Political and juridical factors**

These factors include legislation on services in tourism that largely affect the conditions for business operations and thus quality of service, whether it is a tax law, consumer protection law, and laws relating to the protection of the environment or the conditions for the managing the tourism.

In addition, since Czech Republic is a member of the European Union, they had to harmonize all laws in accordance with their legislation.

³³VEBER at al, 2007

³⁴HUDSON, 2008

³⁵INDROVÁ, 2011

- **Scientific and technological progress**

Technological progress and modern technology affects development in all areas of the national economy. As well as it has a strong impact in the field of wine tourism. Both in the size of increase level of quality proposed, and also on the side of customer's behaviour.

Influence of this progress is mainly in:³⁶

- Tourism businesses

Since the new Czech capitalistic era, huge changes in organization of work, saving and higher labour productivity has happened in every company. From the first selling boom, firms had to do colossal changes in communication with customers and suppliers in order to create a good quality product and sale it.
- Consumer behaviour

Also a significant change in consumer behaviour has occurred during this period. Customers became more familiar with production and thus with technical aspects of product. A higher technological advancement also brought more promotion opportunities and addressing key customers.
- Quality of services

Higher quality is mainly related to better care for a tourist, higher operational safety, improved hygiene, also faster customer information and definitely faster transportation and thus the opportunity to visit remote destinations.

- **Demographic and social factors**

With the current population analysis we show that various socio-economic groups vary in using tourism services. With increasing income among the population, also demands on the range, scope and level of services provided significantly differ.

The product of wine tourism must take into account the demographic and social influences and thus create a corresponding offer for their customers. In particular, among these factors include:

- Population aging
- Increasing number of women working
- More educative population
- The possibility of increased migration
- Increasing wealth of population

³⁶ INDROVÁ, 2011

- Changes in the perception of lifestyle with inclination towards a healthy lifestyle
- The growth of living standards

Among **internal factors** involving the quality of services provided can be included these³⁷:

- **Workers in tourism services**

Tourism is a sector in which the staff put great demands. Companies should follow that the customer is their livelihood and therefore accommodate their wishes. Even when these wishes are very specific, often annoying. Stress and other factors are often put on employees and hence they must be durable and be constantly working on their emphasis in terms of qualification, practical skills and personal qualities.

At the same time an employee must be sufficiently motivated and rewarded to perform this work. If there is a positively tuned relationship between employee and employer based on trust, loyalty it is the best way to demonstrate the best performance.

- **Management of businesses and destinations in wine tourism**

Globalization and integration of the world economy puts high demands on managers at all levels of management. It is necessary to follow the latest trends in business management and accordingly adapt the company's style of leadership and staff management to the situation on the market.

The organization structure is a tool that helps to delimit the competences and responsibilities of employees. This is necessary to ensure especially in large wineries with more than 10 permanent employees.

There are a few large dominant firms in the Czech and Moravian wine-producing regions. Generally the smaller family firms of a few mostly family employees are being concerned in wine tourism. For these firms, wine events represent one of the possible ways of promotion and sales. These businesses do not have usually narrowly defined working positions, and mostly everyone is doing everything. From my own experience I can prove that women are more profiled on administrative work, it is communication with authorities, billing, payroll, scheduling, and other marketing events, while men focus more on the work in the vineyard and then in the cellar.

In the whole sector of tourism, it is extremely important the synergy of wine business within the destination. This rule is becoming true especially in wine tourism. The growth of competition not only on domestic market is forcing operators to cooperate and integrate into their offer new destinations and tourism products. Wineries, wine shops and restaurants are trying to lure customers to the widespread range of services.

³⁷ INDROVÁ, 2011

While previously the each winery were used to keep a narrow group of consumers, with whom they kept a regular contact. The current trend leads to cooperation within each area. This means for example wineries based on special organization, growing wine in the lands, where they belong (called terroir), planning and organizing events together and many other functions. The advantages of this cooperation lie especially in the emphasis on improving the quality of services provided.

- **Customer relationship management**

Changes occurring in recent years: demographic changes, globalization, hyper-competition, development of the internet, social responsibility of companies, the new era of consumers (younger people with higher income requiring a certain level of services provided) are forcing firms to be more interested in their customer's needs.

The goal of each wine producer is the ever-returning customer. Hence they should more focus and care about the perception of what the customer values and expectations are. Customer value is the difference between the benefits that customer may gains from owning or using a product and the costs of acquiring the product. Customer value is the difference between the benefits that customer may gains from owning or using a product and the costs of acquiring the product. Because customers and the competition market are still searching for new possibilities, it is the never-ending process to find out what is an important for customer.³⁸ However service companies should never finish with this searching, because only and only satisfied customer should be important for them.

- **Equipment**

Quality of products and services provided by tourism businesses largely depends on their equipment. These machines and equipment for individual businesses are very different and determine the final quality of wine.

- **Nature and care for vineyards**

Modern technology may affect the final quality of the product. As everyone knows but winemaker, the quality of wines is already created in the vineyard. All these factors: the care about vineyards, the source of wine planted on a specific place, the weather and ground conditions and many other factors may affect the final quality.

4.3 Satisfaction and Loyalty

Customer satisfaction is a result of service quality, measured as the difference between the service that customer expects and the real perceived quality.³⁹

³⁸KOTLER et al., 2010

³⁹ HUDSON, 2008

The term "customer satisfaction" is in practice very misinterpreted. Unfortunately, many companies still think that numbers of claims determine a customer's satisfaction. While complaints are very often being the last possible option for customers because of convenience, consideration towards employees of the company, short lifetime of the product, age of customer and also the fact that time spend on claim is expensive.⁴⁰

Many customers do not even send an official warrant claim. They just complain about the low level of product or service. Their complaints might be spread throughout all possible communication systems. They are not send only throughout email, post, they can be posted on website, web discussion forums or on the social networks, where can be spread very quickly. Unfortunately, the experience is such that the company usually does not respond to such complaints, thus discouraging the customer completely. Often it is only a minor misunderstanding, which could be easily explained.

Customers ventilate their displeasure in the most natural way, by worth of mouth. This negative worth of mouth can cause a big problem to the company. Many authors talk that bad name of the company is spread up to 6 times faster than a good name. Some companies are even trying to artificially disguise this criticism and negative posts deleted. They should realize, however, that this is not the way forward, how to get a long-term, satisfied and loyal customers.⁴¹

What does the customer really buy? Why does he buy the correct object or service? It is mainly, because of expectation from the bought thing. When person buys a cell phone, he acts so, because, he wants to be quickly and timely available. When buying a massage, lunch in restaurant or wine tasting with winemaker, he does want to achieve a certain satisfaction. People indulge experiences with the purpose of achieving relaxation, entertainment and certain level of diversification of life.

Many literature indicated that merely "satisfying" customers in no longer enough to ensure loyalty. Each customer should become satisfied with all factors of whole company that buying from someone else in unthinkable.⁴² Of all these assumptions it can be concluded that customers buy goods and services in order to satisfy their needs. Customers expend time and financial resources in order to ensure the satisfaction without negative side effects and risks. Picture number 5 shows a model of customer satisfaction that further explores this behaviour.⁴³

⁴⁰NENADÁL, 2004

⁴¹FISK et al., 2004

⁴² HUDSON, 2008

⁴³NENADÁL, 2004

4.3.1 Customer satisfaction model

If any of us decides to buy a certain product or service, people will definitely create a specific ideas, about what this product or service should fulfil. These ideas are influenced by many determinative factors such as own needs, both positive and negative past experiences and also references and information from our environment. Customer further compares this idea with the real obtain rate of satisfaction and exactly this comparison is the cause of satisfaction or dissatisfaction. Nenadal⁴⁴ claims that: "*Customer satisfaction is a summary of feelings caused by the difference between the perceived demands and reality of the marketplace.*" This is clearly shown in the Fig. n. 3, it is demonstrated as the space between requirements and perceived value of customer.

We can define three different state of satisfaction.⁴⁵

1. Customer delight

It occurs when the perceived reality and provided value exceeds the original expectations. Customer needs and expectations about reality were more than exceeded.

2. Full Customer Satisfaction

It is determined by the harmony between needs, expectations and perceptions of reality. The customer is satisfied, because obtaining and using given product or service satisfied all of his demands.

3. Limited Satisfaction

It is resulting when the perception of reality is not identical with the original requirements of the customer. When all customer expectations before purchasing process have not been met. However so far, no one can tell where is the boundary between satisfaction and dissatisfaction, because this limit is determined by subjective feelings of customers.

The high degree of satisfaction can be one of guarantees of loyalty. Nevertheless concept of satisfaction and loyalty can't be equated neither confused.⁴⁶ The term "customer loyalty" is defined as the way of customer behaviour, manifesting itself in the market mainly by two consequences: by repeat orders and by positive word of mouth. Customer may be satisfied, but it does not mean that he will buy the product.⁴⁷ Customer loyalty measure, how likely customers are to return to an organization, and how likely they are willing to build a relationship with the organization.⁴⁸

⁴⁴NENADÁL, 2004

⁴⁵NENADÁL, 2004

⁴⁶ HUDSON, 2008

⁴⁷ NENADÁL, 2004

⁴⁸ HUDSON, 2008

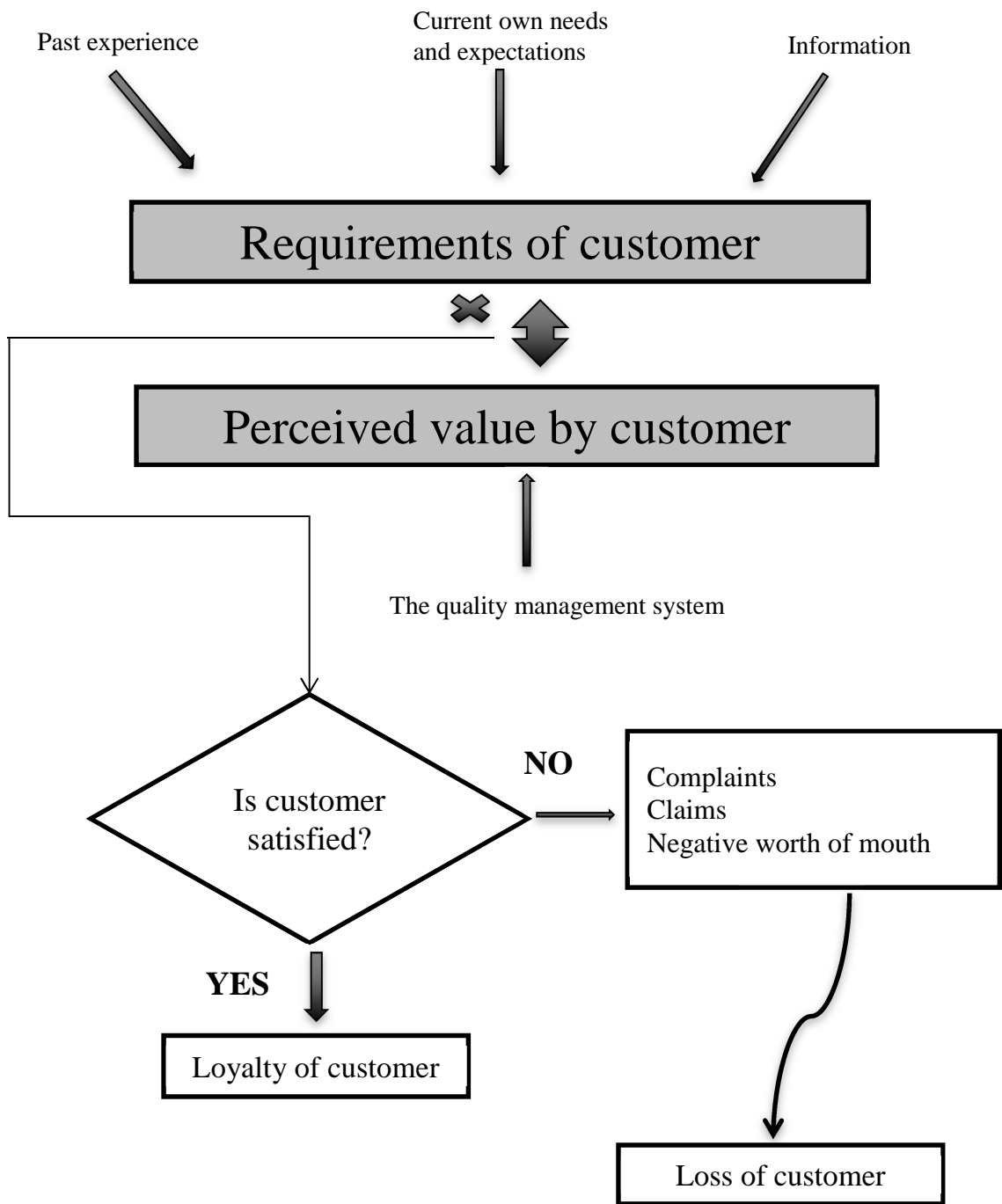


Fig. 3 Customer satisfaction model⁴⁹

⁴⁹NENADÁL, 2004

4.3.2 Relations between satisfaction, quality and loyalty

As the main factors of customer loyalty were defined by these ones:

- Pleasure (more than satisfied) customer
- Absolute customer satisfaction
- Position of supplier on the market
- The degree of dependence between supplier and customer on the market
- Inertia and customer convenience

As already mentioned, the high degree of satisfaction is crucial for maintaining the favour of customers in the future. Satisfaction equals loyalty, this formula however does not have to be always equal. In case of monopoly suppliers, customers are forced to buy repeatedly from them, just because, they have no choice. They become loyal customers, even if they are dissatisfied.⁵⁰ Travellers want also visit different places and not returning to the same destination even if they are extremely satisfied. Alternatively some travellers always chose their travels according to the lowest price offer, regardless of locality of destination.⁵¹

For all firms in every sector, the most important customers are those, who give word of mouth and repeat, rather than those, who are just satisfied.⁵²

4.4 Methods of accessing quality, customer satisfaction and loyalty

The quality is a term of wide comprehension. The surveying of quality at services is more difficult than in case of goods, which is given by their intangibility and inseparability⁵³. Nevertheless even quality of services can be measured. Among basic methods of accessing quality belong standard customer satisfaction survey, mystery shopping or analysis of complaints. There are also more complex methods such as IPA analysis, SURVEY methods or KANO model. These will be described below.

4.4.1 GAP model

GAP model is a model based on the differences between the set and achieved goals. It assists in decision-making process and helps to formulate marketing goals and strategies.⁵⁴

It is considered as the most well known model, widely utilized in the literature invited by Parasuraman. (1985). Its cornerstone is based on paradigm conflict between the expectations and the perceived service. The methodology

⁵⁰ NENADÁL, 2004

⁵¹ HUDSON, 2008

⁵² HUDSON, 2008

⁵³ KOTLER, 2007

⁵⁴ JAKUBÍKOVÁ, 2013

therefore works with gaps between different components of the process of providing services that customer perceives.

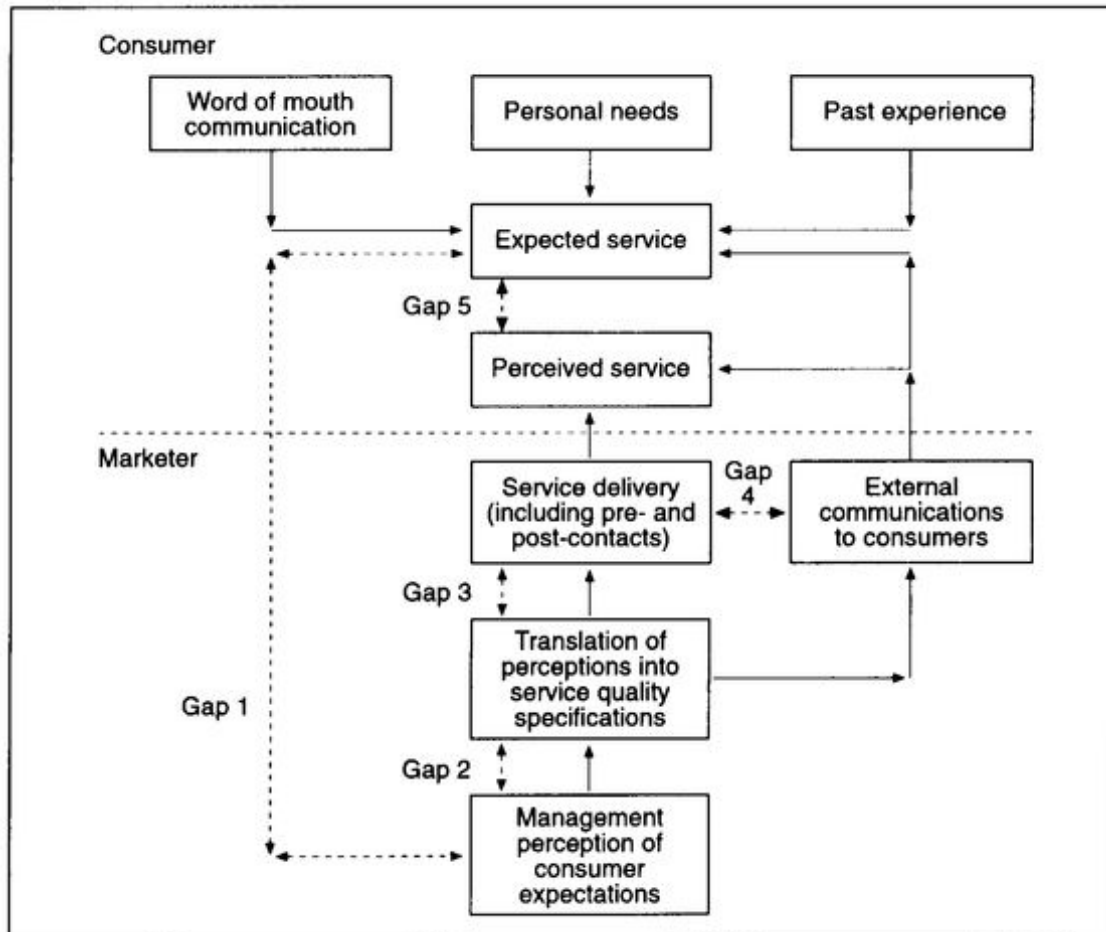


Fig. 4 The GAP model⁵⁵

GAP 1: NOT KNOWING WHAT CUSTOMERS EXPECT

GAP 1 = Customers' expectations - Management perception

The differences between what customers expect and what the company's management perceived. In order to reduce this gap, it is necessary researching customers' expectations, increase mutual conversation between customer and management, improve upward communication inside the company and flatten the hierarchical structure of company.

⁵⁵ ZEITHAML, A.PARASURAMAN and L.L.BERRY, 1990

Tab. 1 Key factors contributing to GAP 1⁵⁶

Factors influence GAP 1	Possible solutions
Insufficient marketing research	Researching customers' expectation
Inadequate use of research findings	Using marketing research findings effectively
Last of interaction between management and customers	Increasing interaction between management and customers
Inadequate upward communication	Improving upward communication from contact personnel to management
Too many levels of management	Reduce the number of levels between contact personnel and management

GAP 2: THE WRONG SERVICE-QUALITY STANDARDS

GAP 2 = discrepancy between managers' perceptions of customers' expectations and the actual specifications, they establish for service delivery.

This gap occurs in many companies and somewhere it might be difficult to close it. Managers might be able to understand properly, what customers expect, however if the system of company is established so, that does not fulfil these expectations, then it is difficult to satisfy customers.

Tab. 2 Key factors contributing to GAP 2⁵⁷

Factors influences GAP 2	Possible solution
Inadequate management commitment to service quality	Committing to quality
	Gaining commitment of middle management
Perception of infeasibility	Creating possibilities
Inadequate task standardization	Standardizing tasks
Absence of goal setting	Setting service-quality goals

GAP 3: THE SERVICE PERFORMANCE GAP

Sometimes both management understand customers' expectations and also appropriate specifications are set, but still given service do not meet with customers' expectation. It might occur, because of wrong service delivery systems. It might occur, when employees are not complying with the standards guaranteed to customers.

⁵⁶ ZEITHAML, A.PARASURAMAN and L.L.BERRY, 1990

⁵⁷ ZEITHAML, A.PARASURAMAN and L.L.BERRY, 1990

Tab. 3 Key factors contributing to GAP 3⁵⁸

Factors influences GAP 3	Possible solution
Role ambiguity	Providing role clarity
Role conflict	Eliminating role conflict
Poor employee - job fit	Sufficient recruitment process
Poor technology - job fir	Available appropriate and reliable technology
Inappropriate supervisory control system	Measuring and rewarding service performance
Lack of perceived control	Empowering service employees
Lack of teamwork	Building teamwork

GAP4: WHEN PROMISES DO NOT MATCH DELIVERY

GAP 4 occurs, when company through other media declare a different level of services than is ultimately granted and hence not fulfil promises of advertising. This problem occurs mainly, either because of problem in communication between advertising and operations or as a problem in propensity to overpromise. Firms should avoid of promising, what they are not able to provide and develop appropriate and effective communications among all involved groups.

GAP 5: PUT EVERYTHING TOGETHER, CLOSING GAPS

The GAP 5 is a customer gap. GAPS 1 to 4 are occurring within the organization, and so they are called as provider's gaps. In order to close the all-important customer gap, the gaps model suggests that four other gaps (provider gaps) need to be closed.

4.4.2 SERVQUAL methods

SERVQUAL is an instrument developed by Parasuraman, Zeithaml and Berry, which is used to measure the difference between consumer' expectations and perceptions of service quality.⁵⁹ SERVQUAL method of researching is based on the GAP model (see above). The methodology therefore works with gaps between different components of the process of providing services that the customer perceives.

It is proved by multiple research studies, that overall perception of quality is influence by many factors rather than one impact.

⁵⁸ ZEITHAML, A.PARASURAMAN and L.L.BERRY, 1990

⁵⁹HUDSON, 2008

Parasuraman et al. have identified five specific dimensions of service quality that apply across a variety of service contexts.⁶⁰:

- **Reliability** - ability to perform promised services dependably and accurately
- **Responsiveness** - willingness to help customers and provide prompt services
- **Assurance** - knowledge and courtesy of employees and their ability to convey trust and confidence
- **Empathy** - caring, individualized attention the firm provides its customers
- **Tangibles** - appearance of physical facilities, equipment, personnel, and communication materials

4.4.3 IPA analysis

*"Importance Performance Analysis (IPA) is a procedure that shows the relative importance of various attributes, and the performance of the firm, product or destination."*⁶¹

The method was developed by Martilla and James in 1977. The IPA analysis recognizes satisfaction as the function of two components, the importance of product or service and the performance of business in providing that service. Importance is a determining factor of performance.⁶²

One of the major benefits of using IPA is the identification of areas for service quality improvements. Results are displayed on a two-dimensional graph. The vertical axis of the matrix is used to describe the importance of the activity. Less important activities are placed in the lower portion of the matrix, while more important activities are placed in the upper portion. The horizontal axis of the matrix is used to describe, how well the company/sector is performing the activity. Activities that are performed poorly are placed in the left side of the matrix, while activities that are excellently performed are placed in the right side.

Interpretation of quadrants:⁶³

- **Quadrant I: Concentrate here**

This quadrant denotes an area, where attributes are important and also where performance can be improved. This is the area of immediate attention for improvement, which would bring maximum results.

⁶⁰ZEITHAML et al., 2006

⁶¹ HUDSON, 2008

⁶² SILVA, FERNANDES [ONLINE], (2010)

⁶³ MARTILLA, JAMES, 1977

- **Quadrant II: Keep up with the good work**

This quadrant indicates opportunities for achieving or maintaining competitive advantage and is major strengths.

- **Quadrant III: Low priority**

This quadrant is a minor weakness and do not require additional effort.

- **Quadrant IV: Possible overkill**

This quadrant indicate that business resources committed to these attributes would be overkill and should be deployed elsewhere.

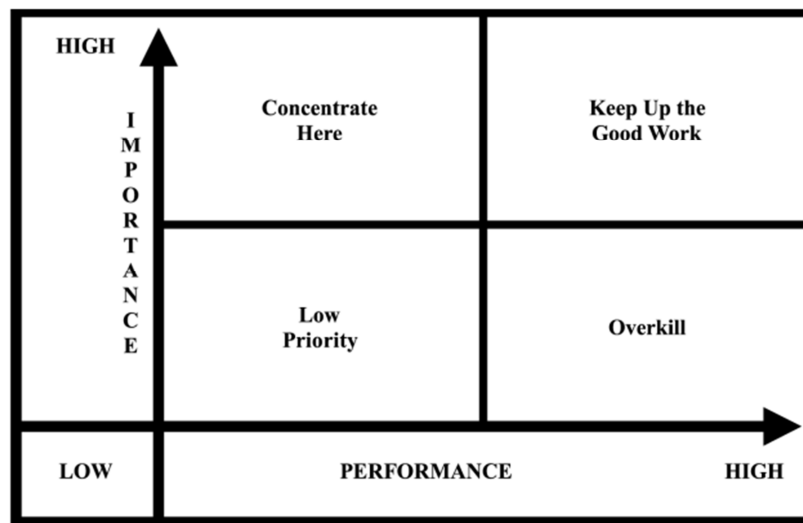


Fig. 5 IPA matrix⁶⁴

4.4.4 KANO

Kano model is a model developed and named after Japanese expert about quality, according to Mr Noriaki Kano. It mainly focuses on theory of development and customer satisfaction. Noriaki Kano has found out that not all quality indicators of services are in the axes of customers equal.⁶⁵

In his model, three types of product requirements that influence customer preferences are distinguished:

- **Must-be requirements**

These are basic criteria of a product, for which it is characteristic that in the best case they do not lead to customer dissatisfaction. However neither they increase satisfaction. These might be requirements relate to legislation such as product features regarding noise levels or expiration date on food. Not

⁶⁴Available from: <https://healthaffairsturkey.wordpress.com/2013/05/06/importance-performance-analysis-ipa-grid/>

⁶⁵ SAUERWEIN [online], 1996

fulfilling these requirements leads to dissatisfaction or at the worst to the lost of customer.⁶⁶

- **One-dimensional requirements**

As it is seen from the Fig. 6, these requirements represent the direct proportion between customer satisfaction and quality of product (level of fulfilment). These are requirements related to the fulfilling the function (expectations) of the product.⁶⁷ For example, every traveller expects a transport company transported as quickly as possible to the place of customer's choice or vacuums, everybody expects that they clean and remove dust and dirt from the floor.⁶⁸

- **Attractive requirements**

It is a small group of requirements that have a significant influence on determination of customer's satisfaction. If they are met, customer is very pleased and the level of satisfaction grows more quickly than proportional. As well as in the case that customer does not receive such requirements, his satisfaction will not be reduced.⁶⁹

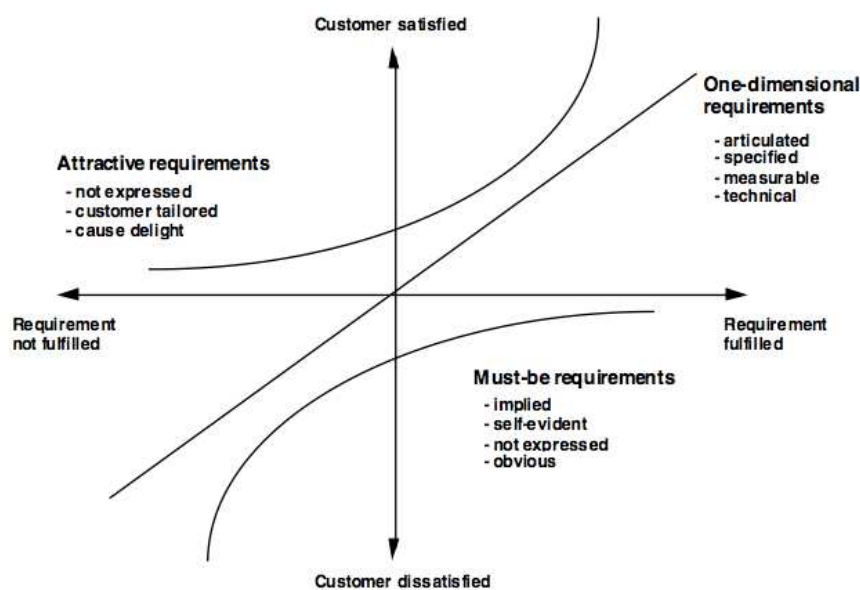


Fig. 6 KANO model⁷⁰

⁶⁶ NENADÁL, 2004

⁶⁷ SAUERWEIN [online], 1996

⁶⁸ NENADÁL, 2004

⁶⁹ NENADÁL, 2004

⁷⁰ Available from: <http://www.biz-development.com/Marketing/5.18.customer-satisfaction-kano-model.htm>

The customer satisfaction is very often seen by one-dimensional direction – *“The higher the perceived product quality, the higher the customer’s satisfaction and vice versa.”*⁷¹ Nevertheless even if the quality of product is extended into the top one, it does not necessarily have to mean, that the satisfaction of consumers will be fulfilled.

4.4.5 Net Promoter Score

Net Promoter is a methodology for measuring the loyalty of customers and also the method for obtaining and using their feedback to enhance performance of the surveyed area. It was developed by Satmetrix and Bain & Company and Fred Reichheld. This concept was first popularized through Reichheld book "The Ultimate Question" and since that time, it was adopted by leading companies worldwide and used as a standard of measuring and improving customer loyalty.

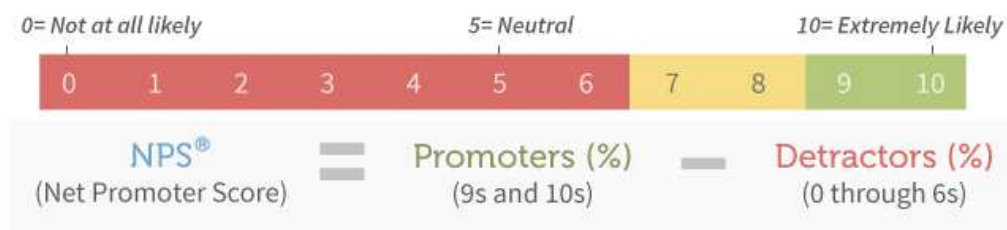


Fig. 7 Net Promoter Score scale⁷²

NPS is a loyalty metric based on a simple question, measured on the scale from 0-10: *“How likely is it that you would recommend this event to your friend or colleagues?”* According to answers on the scale, respondents are grouped into these sections:

- **PROMOTERS** are those, who marked score 9-10. They are loyal, enthusiasts, and will keep visiting a refer others
- **PASSIVES** are those, who marked score 7-8. They are satisfied, but unenthusiastic customers who are vulnerable to competitive offerings. The company should work with this group of people and ensure within the internal processes that their potential will be harnessed and ideally so, that they become promoters and not detractors.
- **DETRACTORS** are those, who marked 0-6. They are very unhappy customers, who can damage image of event and impede growth through negative word-of-mouth.

⁷¹ SAUERWEIN [online], 1996

⁷² Figure 9 is from: <https://www.netpromoter.com/> - Net Promotor Score is a registered trademark of Fred Reichheld, Satmetrix, and Bain & Co.

NPS can be as low as -100 (everybody is a detractor) or as high as $+100$ (everybody is a promoter). Values lower than zero are interpreted as problem of company with loyalty of their customers. Excellent loyalty of customers is reached when NPS is over 50.

5 Wine in the Czech Republic

According to the monthly-published Situational and Outlook Report⁷³ of grapevine and wine in the year 2015, the planted area of vines in the Czech Republic in the year 2014 represented 17,6 thousand hectares.

Of this total farmed area of vineyards, two-thirds of grapes are comprised of white wine grape varieties and one third is represented by blue wine varieties, negligible part of wine grapes are table-wine varieties and breeding material.

5.1 Actual production of wine in the Czech republic

In the year 2014 it has been planted around 348 hectares of new vineyards. Among the most planted white types belong Palava, Pinot Gris, Hibernál, Chardonnay and Welschriesling. From the red varieties these are Pinot Noir, Dornfelder, Blue Portugal and Merlot. One new variety of wine has been registered in 2014 and it is Medea. Medea is a white wine grape. This variety has been bred by crossing varieties of Müller Thurgau and Gewurztraminer.

Wine production in the Czech Republic in the last three years was around 550 th. hl. per year. Import of wine to the Czech Republic was in 2014 total of about 1,383 th. hl. and exports of our wine products amounted to about 170 th. hl.

Following table illustrates the annual comparison of wine production from 2009 until 2014. The year 2014 has not yet been evaluated, so far only estimated.

Tab. 4 Production of wine in Czech republic between 2009 – 2014⁷⁴

Year	09-10	10-11	11-12	12-13	13-14	est. 14-
Wine production (th.hl. ⁷⁵)	570	366	650	487	650	532
Year on year index (%)	x	-36	78	-25	34	-18

As seen from the table, not every year is the same yield and wine production may appear as very unstable, for example see change in production increase by 78% in 2011-2012 and drop by 25% next year. There are two programs of production of wine. Wine products can be produced either in mode "wine from

⁷³Situační a výhledová zpráva réva vinná a víno [online], 2015

⁷⁴Situační a výhledová zpráva réva vinná a víno [online], 2015

⁷⁵Thousandhectolitre

CHOP", that is wines with protected designation of origin, and "wine with CHZO", this means wine with protected geographical indications.⁷⁶

5.2 Distribution of vineyards in the Czech republic

Since 2004, when new Act on viticulture and viniculture came into force, there have been established two main wine regions in the Czech Republic and six wine sub-regions. Wine regions are divided into part Moravia⁷⁷ and part Bohemia⁷⁸. Bohemia covers minor part of whole market. This region is divided into two sub-regions: Litoměřicko and Mělnicko. Moravia is historically dominative Czech part in growing of wine. The graph below describes the divisions of individual sub-regions of region Morava and region Bohemia according to size.

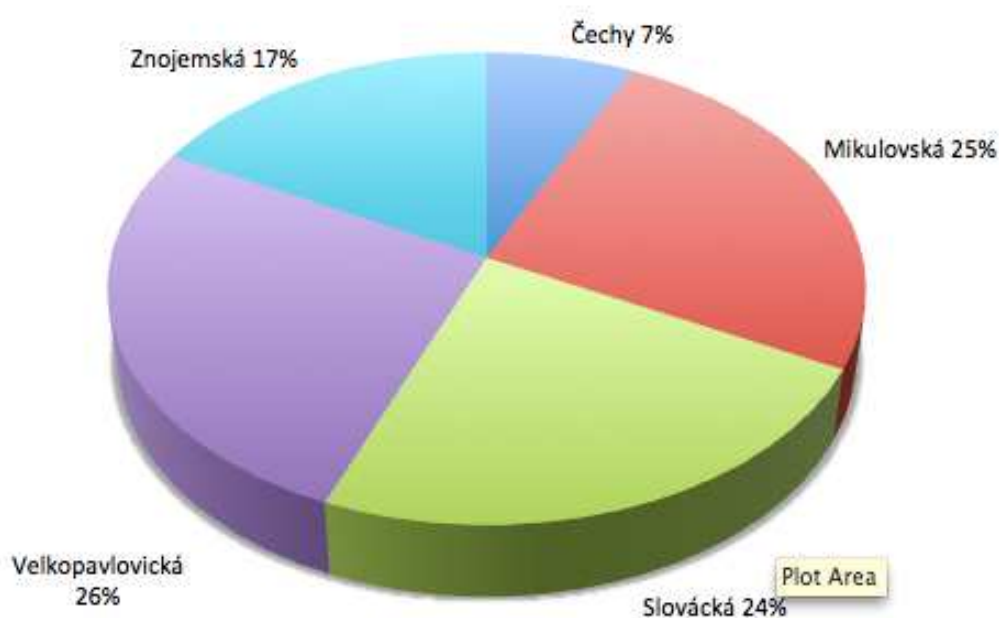


Fig. 8 Decomposition of wine regions and sub-regions⁷⁹

⁷⁶Given by Council Regulation (EC) no. 1234/2007

⁷⁷ Morava

⁷⁸ Čechy

⁷⁹ Vína z Moravy, vína z Čech [online], 2015

6 Methodology

The final thesis quality and loyalty in wine tourism is complying from several parts. First part is theoretical, whose goal is to meet readers with issue of tourism, wine tourism in the Czech republic, with systems of measuring and with dimensions of quality and loyalty of consumers. A literature review is an essential for providing information for the correct evaluating of analysis and successful proposal of improvements.

Practical part focuses mainly on identification of crucial factors of quality in wine tourism and following analysing the potential relations between them. The fundamental part of the thesis is based on marketing research. As a part of the survey, quantitative data will be obtained from a primary research on particular events using paper questionnaires. The questionnaire is compiled to analyse several successive goals.

The main core of thesis is focused on providing quality in the wine tourism and its connection with loyalty. This thesis is focused on explaining of mutual relation between quality and loyalty of customers in wine tourism towards to one or more winery. Through marketing research methods, the different point of view will be tested and evaluated. These methods for examining practical part will be used:

- **Analysis:** The analysis has been used mainly in the analysis of the available professional resources describing an area measuring satisfaction and loyalty. It was also used during processing own research, in which the outputs were divided into parts, and these were further examined.
- **Synthesis:** The findings obtained in the research project served to revealing and describing connections, which should lead to improvement in problematic areas.
- **Deduction:** Based on the study of literature, it was defined the research problem, research questions and finally the hypotheses of thesis were deduced.

Factors of quality and loyalty will be evaluated according to these modern marketing methods:

- **SERVQUAL ANALYSIS**
- **IPA ANALYSIS**

6.1 Methodology of questionnaire

The fundamental part of thesis is based on marketing research. As the part of the work, the survey will be completed using method of paper questionnaires at the venue of selected events. The questionnaire consists of several questions and each group of question examine different problematic.

As it was mentioned in the theoretical section, there are several methods for measurement and assessing quality. For my thesis work will be used primary the modified SERVQUAL model, IPA analysis, NET PROMOTER SCORE and testing of hypotheses.

Before the main research will be conducted pilot study, where accuracy, clarity and appropriate formulation of questions is investigated. The questionnaire will be tested on the sample of respondents.

6.2 Data collection process

Afterwards the questionnaires will be compiled and evaluated for its accuracy, clarity, apprehensibility and simplicity, they will be presented to respondents. The data for my research were obtained in co-operation with two wine events.

6.2.1 “From cellar to cellar” Velké Bílovice

The first event was the 11th year of fest "From cellar to cellar" that took place 2 April 2016 in Velké Bílovice. 51 wine cellars were opened for all wine lovers from whole Czech republic. Each winemaker was offering the best from his production, because this event was a big opportunity for them to find new potential loyal customer. The main core of this even is on the one hand secure immediate revenue, on the other hand each winemaker wants to find a long-term loyal customer with repeatedly purchasing and this event enable to represent their wine in front of the broad audience.

This event was chosen because it is considered as one of the most famous wine event in the Czech republic with very high attendance of tourist. Last year the attendance was nearly 6,000 people. The estimation of participating this year was almost 10,000 people.

In this research the tourists participating in this event were included. Initially questionnaires should have been placed in a catalogue, which visitors obtain along with ticket at the begging of event. However finally the organizers of event did not allowed this way. The second option of collecting data was that questionnaires together with collection boxes would be placed directly into the cellars of individual winemakers. However because of given extensiveness of the event, this option would have not been the greatest. It might have happened that the questionnaires would be overlooked and it was not possible to ensure the control on the spot. Finally questionnaires were placed in 12 accommodation facilities within Velké Bílovice. The staffs working at reception were asked for help, whether people living there should filling questionnaires. This staff offered questionnaires to tourists and tried to explain the reason of filling.

6.2.2 Festival of Open Cellars

The second event, where questionnaires were collected is Festival of Open Cellars in the region "Strážnicko". This event is organized by the Partnership Foundation, which stands for the birth of the ever all wine tourism in South

Moravia. Questionnaires collection took place on 23 and 24 April 2016 in the municipalities Strážnice, Petrov, Kozojídky and Blatnice pod Svatým Antonínkem. In the 5 selected wineries the collection boxes were placed and personally handed out questionnaires to people. Personal distribution was chosen in order to ensure the process of controlling of collecting data.

Partnership Foundation organizes this festival mostly twice a year in autumn and in spring in different areas of the South Moravia region. In autumn 2015, the festival was held under the name of Saint Martin on "Kyjovsko" in the villages Kyjov, Bzenec, Vlkoš, and Milotice. The future festival is already planned on Saint Martin of Hustopeče. This one will be the 20th in sequence. As can be seen from the number of repeating events, it is a great interest about this festival.

6.3 Evaluation of data

Currently we have data, but these data must be transcribed into excel, and afterwards incomplete or erroneous samples must be removed. The evaluation of questionnaire will be demonstrated both verbally and through graphs and tables. Data will be evaluated in MS Office Excel and in the program Statistica.

6.3.1 General research on wine tourism and information about respondents

The first part of the questionnaire has an informative character regarding types of wine tourism. Respondents were asked three multiple choice questions about the kinds of wine tourism, the frequency of attendance of these events and the sources of information from which they got know about events. Together with this part will be evaluated response of questionnaires and information about respondents. The data will be evaluated from the gender point of view.

6.3.2 Importance of factors

The aim of following part is to identify the crucial factors of quality of services in wine tourism. Factors were divided into 3 groups accordingly their meaning. The first group will evaluate the availability, second group will evaluate the factors determining the destination and third group is associated with quality of wine events. The objective is to evaluate those factors that are the most important for respondents at wine tourism. Factors will be evaluated within these groups and will be ordered according to their average. Higher average number of factors, higher importance of factor. That is because, the 5-point scale was used in the questionnaire and the factor 5 was the most significant. Later in the SERVQUAL analysing, this importance will serve as the weight of the factor and will be used in calculating weight SERVQUAL score.

All these factors both all together and separately will be evaluated and compared from the different point of view among men and women.

6.3.3 SERVQUAL analysis

The original model SERVQUAL model should contain 21 items and those items should be separated into dimensions: Tangibles, Reliability, Assurance, Responsiveness and Empathy. In this thesis, a modified version of the model has been used. In order to avoid too long questionnaire, that is discouraging customers from its completion, count of factors were reduced to number 17.

Also, because it is not a typical service sector with provider on one side and customer on the other, but instead there are more all-embracing powers influencing total satisfaction of customer, the factors were divided into same groups as in the case of measuring weight of factors. These groups focus on explaining three problematic parts. The first concerns with services provided in order to make easy access to the region, city or event itself. Second concerns with services provided in order to make destination more agreeable for tourists and third with services provided at particular wine event. The first two groups were examined from the point of view of whole wine tourism. The third part focuses specifically on given wine-event, firstly on the event "From the cellar to cellar" in Velké Bílovice, second on the Festival of Open Cellars in Strážnice and surrounding villages.

The evaluating of SERVQUAL score represents the customer GAP 5, which discrepancy between expectations and actual perception of service quality. The size of this customer gap is possible to calculate by using SERVQUAL score, where average values of actually perceived quality of services are deducted from average values of expected quality of services. SERVQUAL score is possible to calculate for each item of services individually, for dimensions or for all factors together.

Positive values indicate that value of services exceeded the customer's expectation. Conversely, negative values indicate the opposite statement. All SERVQUAL scores can also be calculated in a weighted form. This is a case where, in addition to the expected and perceived quality is truly reflected the importance of the individual items and dimensions.

To be detected discrepancy between the perception of the service provider and the customer point of view, this questionnaire was suitably modified so that the providers could respond the factors of quality as well. The modified version contained the same types of factors. By personal questioning methodology providers evaluate a suspect values as they think, what is the perceived quality service by customers.

These discrepancies in perceived quality between the provider and recipient of service will be investigated as well as by using SERVQUAL method. This is so called GAP 1., a contradiction between the expectation of customers and the anticipated expectations about customer from the provider point of view.

6.3.4 Evaluation of loyalty

Additionally, except the quality, also loyalty must be examined and measured in the given event. There were three questions in the questionnaire focusing on

customer loyalty. The questions concerning satisfaction and returning on the event will be evaluated through mean values given by customers.

The following question: *"How likely is it that you would recommend this event to your friend or colleagues?"* will be measured by technique called NET PROMOTER SCORE and respondents must answer on a scale from 1 to 10. This score takes value between -100 and 100 inclusive. A higher value indicates a higher loyalty test subjects

Net Promoter Score is a tool that can be used to measure a loyalty of a customer to one firm, organization or sector. In our case, this technique will be used to measure loyalty of customer to the event, which they participated to.

6.3.5 Testing of hypothesis

In the thesis work, a mutual correlation between two or more variables will be investigated.

There are three hypotheses that are testing mutual correlation of satisfaction or loyalty among respondents. First hypothesis examine whether there is any relation between loyalty of respondents and the fact that they have already been at this event. The second hypotheses examine the correlation among satisfaction of respondents and again repeated attendance. The third hypotheses is trying to find out whether women are more loyal than men

All hypotheses will be either confirmed or rejected on the 5% significance level. To determine the strength of dependence we serve Cramer's V, which has a value from zero to one. Cramer's V (ϕ) is a measure inter-correlation between two nominal variables from zero to one inclusive. (0; 1), where 0 means no association and 1 complete association.

7 Quality and loyalty research

7.1 Response rate

From two wine events, first in Velké Bílovice and second in region Strážnicko, there were obtained following data. All together, there were collected and evaluated 420 questionnaires. The wrong questionnaires, not-completely fulfilled, were not counted.

There were approximately 10,000 visitors in Velké Bílovice and according to event organizer Mr. Flamik, there were exactly 1752 in the Festival of open cellars. The estimation of return of questionnaires was fulfilled. Before the collecting data, it was estimated that in Velké Bílovice would be collected approximately 300 questionnaires and in Strážnicko approximately 200 questionnaires. Finally there were collected and evaluated 275 questionnaires from event From cellar to cellar and 145 questionnaires from Festival of open cellars. The following table n. 5 demonstrates how estimation was met in reality.

Tab. 5 The response rate of individual events

	Actual number	Estimation	Rate
Festival of open cellars	145	200	72,50 %
From cellar to cellar	275	350	78,57 %
Total	420	550	76,36 %

Tab. 6 The repletion of questionnaires from men and women visitors

	Men		Women		Total
Festival of open cellars	83	57,24 %	62	42,76 %	145
From cellar to cellar	165	60,00 %	110	40,00 %	275

It might be seen, that event in Velké Bílovice were not such successful as the event in Strážnicko compared to numbers of participants. However, it must be taken into account that event in Velké Bílovice is much bigger and also very overcrowded and thus many participants did not have time or mood to express themselves. Data from both events were accumulated and evaluated together in order to present importance of factors for whole segment of wine tourism. Men were more frequent visitors of wine events with total proportion of 59,05 % compared to women with 40,95 %.

7.2 General questions concerning wine tourism

There were two multiple choice questions in the questionnaire, that examine preferred types of wine tourism among participants and also where tourist get information about following events. Respondents could choose more than one answer.

What types of wine tourism do you visit the most?

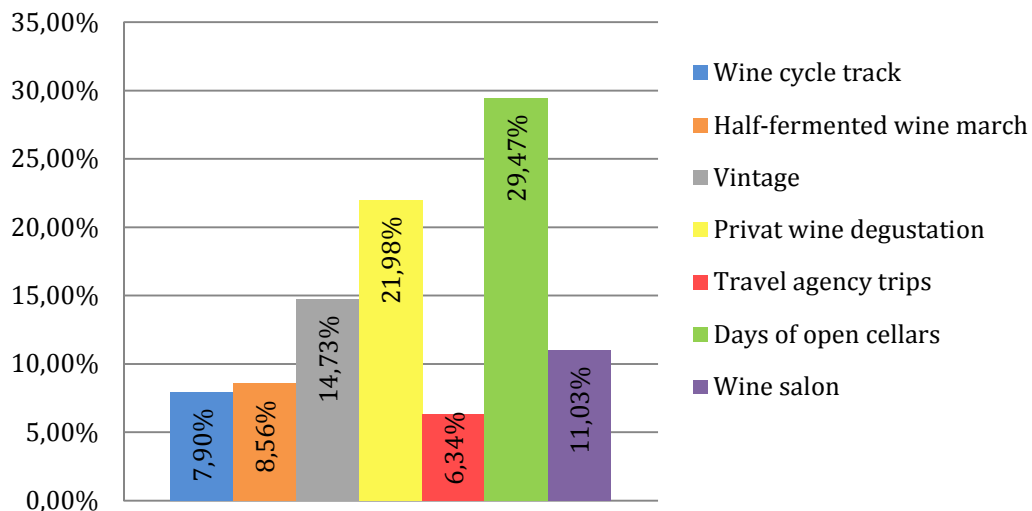


Fig. 9 Preferred types of wine tourism

The most preferred type of wine tourism are among participants events such as Days of open cellars with 29,47 %. As the second most preferred event was private wine degustation in the cellar with 21,98 %. These two events significantly outstrip others. Somewhere in the middle, there were events such as vintage with 14,73 % of preferences and visiting Wine Salon of the Czech Republic with 11,03 %. The least preferred events were Travel agency trips with 6,34 %. In the case of travel agency trips, these are mainly organized for wine tourism abroad or for foreigners here. Domestic tourists are able to find information and organize wine trip in the Czech Republic by themselves.

Where do you find information about the upcoming wine events?

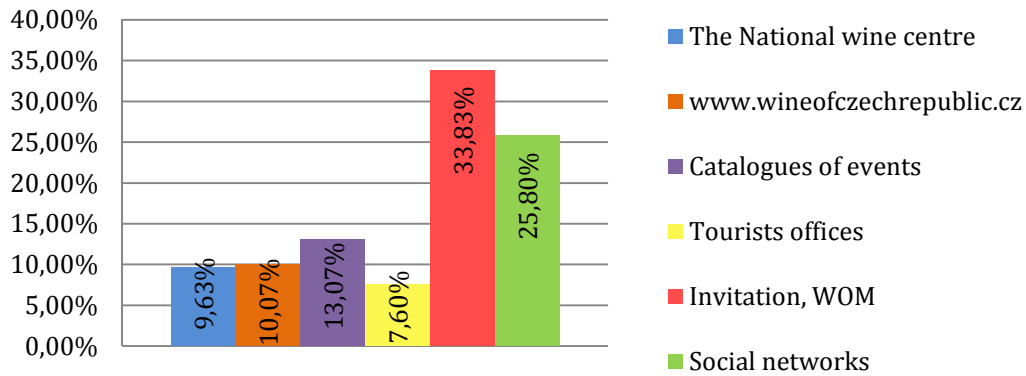


Fig. 10 Information resources

The main source of invitation (33,83 %) is caused by word of mouth and by invitation from their friends or relatives. Second most powerful source of information is caused by social networks (25,80 %), where respondents can easily and very quickly find all kind of information about events. Other used resources of information were evaluated similarly. Each of them plays its role in information for certain type of customers, but neither one is dominant.

The following question were not multiple one and examine how often participants are visiting wine events.

How often do you attend wine events

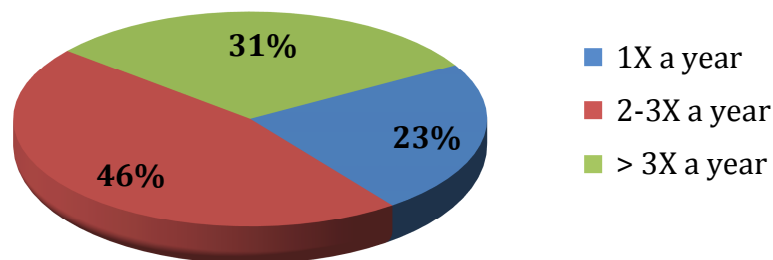


Fig. 11 Annual rate of attendance on wine events

You can see from the Fig.11, that 46 % of respondents from both events are participating of some wine events 2-3 times a year. 31 % of respondents are visiting wine events more than 3 times a year and only 26 % of respondents go on just on event a year.

7.3 Distribution of respondents

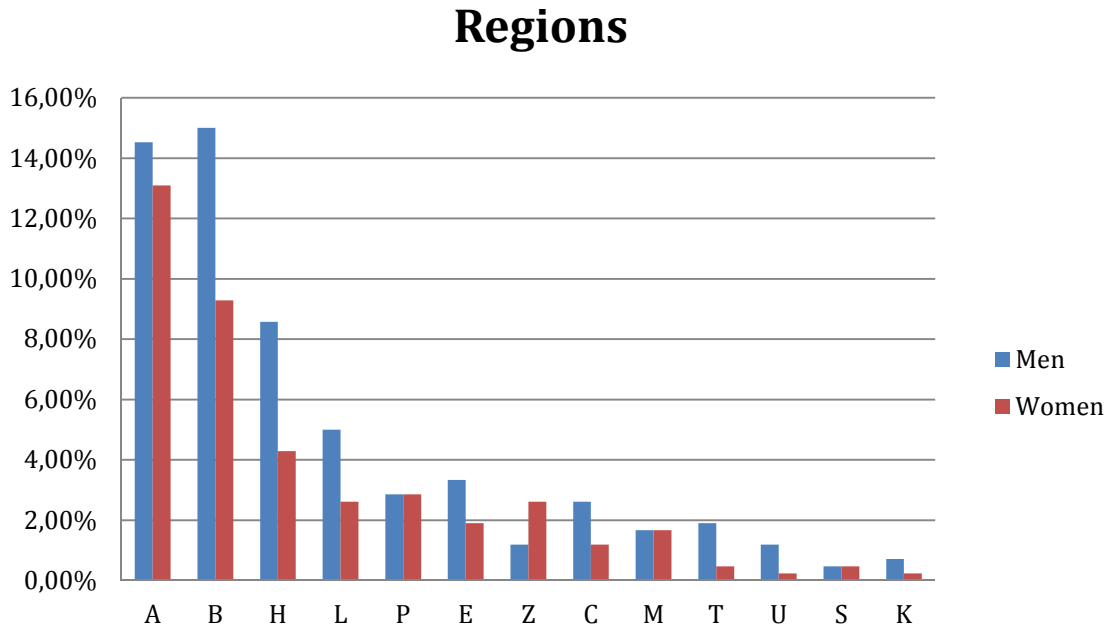


Fig. 12 Distribution of attendance according to regions

There are all together 14 regions including the capital Prague in the Czech Republic. The names of regions are long and so for bigger clarity in demonstration of data, there was used letter indication of regions, which is shown in the registration of car, presented in the annex. The largest representation of tourists was from Prague and South Moravia region. Conversely, the lowest representation was from Karlovy Vary region. This might be, because this region is the farthest located region from events. And there were none from Vysocina region participating in wine events.

At first sight, it is obvious that there is no connection between the distance of place of living and the place of event, since regions such as Liberec, Plzeň are relatively distant and yet more tourists came on events from these regions, rather than from Olomouc or Zlin region.

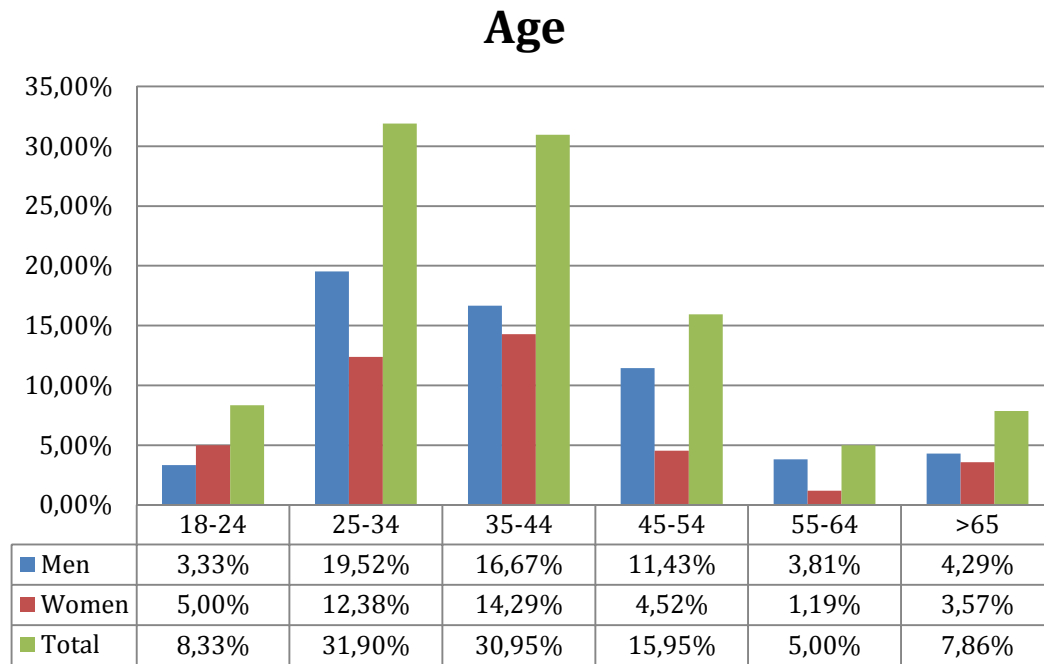


Fig. 13 Distribution of respondents according to age and gender

Age structure of respondents varied. There were two largest groups of respondents, in categories 25-34 years (31,9 %) and 35-44 years (30,95 %). The least answers came from respondents aged from 55-64 years (5 %).

Mostly the same structure was represented by men and women. Interestingly only 1,19 % of the women responded at age from 55-64 years, this constituted the smallest participation from women of this age group. And the smallest participation of men was 3,33 % in the group 18-24 years.

Gross monthly income

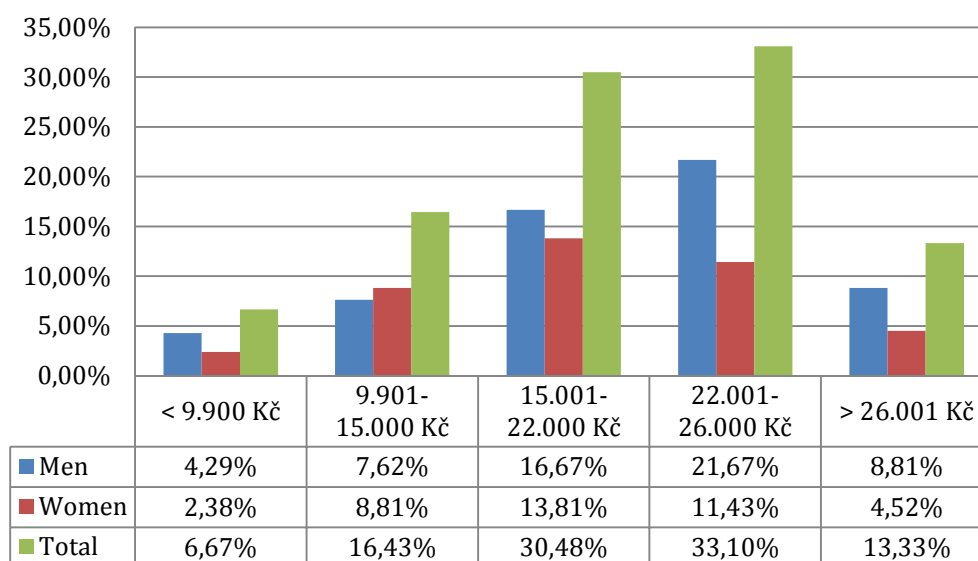


Fig. 14 Distribution of respondents according to gross monthly income and gender

Distribution of respondents according to gross monthly income is shown in the Fig. 14. The most frequent response rate were among respondents, whose monthly gross income were between 22 001-26 000 CZK, which also corresponds to the median income (23 745 CZK) of the Czech republic. Median of men is according to Czech statistical office 26 156 CZK and median of women is actually 21 066 CZK.⁸⁰ As you can see from the graph, the largest amount of men lies in the group between 22 001 and 26 000 CZK (21,67 %), while women are in the group 15 000-22 000 CZK (13,81 %), which exactly correspond to Czech median.

Participants of events were from majority (75,24 %) employed. Following Fig. 15 demonstrates, how employed participants are educated. There were also students participating in the event (9,76 %), retired persons (9,52 %), people on maternity leave (2,38 %) and unemployed (3,10 %).

The majority of employed people have high education (48,42 %) Subsequently, two educations have the same rate: university education (22,47 %) and vocational education (22,47 %). The least group contains employed people with primary education (1,90 %).

⁸⁰ Czech statistical office [online], 2016

Education of employed participants

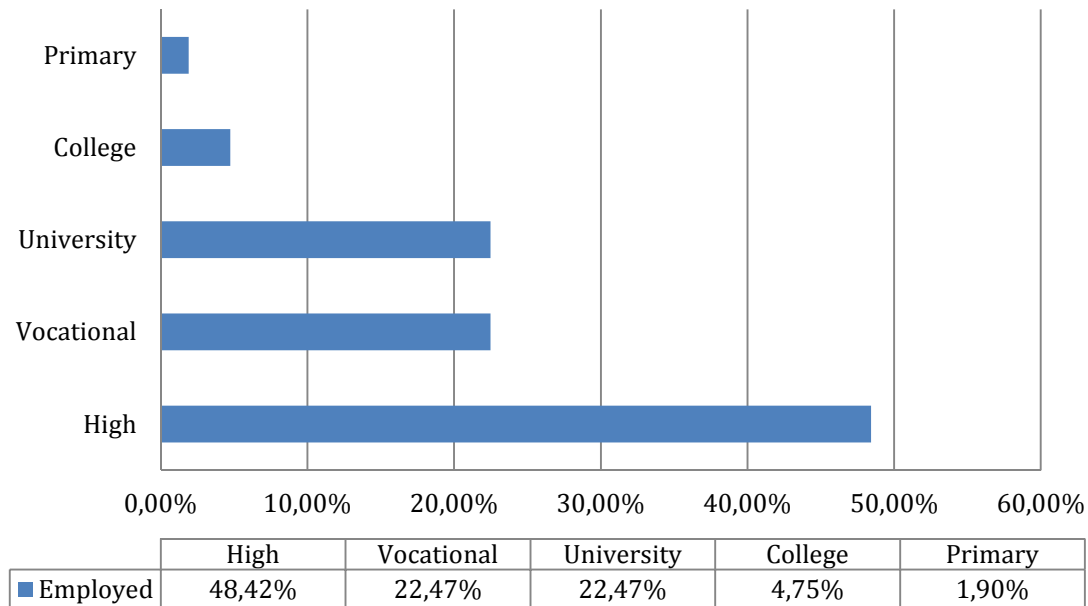


Fig. 15 Distribution of respondents that are employed according to education

7.4 Importance of factors

Following analysis will present, which factors determining quality of wine tourism are for tourist essential and which less.

The survey indicated 17 items related to services provided within the wine tourism in the Czech Republic. Respondents had to evaluate these factors according to how they are essential to them with regard to the quality of service provided. Respondents had to evaluate these factors of 5-point scale, where number 1 meant, that factors is absolutely unimportant for them and 5 marked very important factor. Based on the evaluation of the importance, for each of them was calculated arithmetic mean.

Tab. 7 Importance of factors

Rank	Factors	Men	Women	Total weight
1	The number of visitors	3,87	4,03	3,94
2	Additional services (bike rental, sports equipment, water parks)	3,52	3,57	3,54
3	Friendly and helpful local people	3,35	3,58	3,45
4	Folklore and local traditions	3,45	3,42	3,44
5	Accommodations and restaurants	3,40	3,39	3,39
6	Easy orientation in the venue of event	3,29	3,49	3,38
7	Promotion of services before arrival	3,40	3,32	3,36
8	Possibility to reserve/purchase tickets on the internet	3,30	3,28	3,29
9	Additional possible activities in the region	3,24	3,23	3,24
10	Easy transport accessibility	3,24	3,19	3,22
11	The uniqueness of the destination	3,26	3,16	3,22
12	Offer of local/regional specialties	3,23	3,14	3,20
13	Image of event	3,17	3,23	3,19
14	Distance of locality	3,16	3,24	3,19
15	Environmental protection in the region	3,18	3,17	3,18
16	The level of quality of workers in tourism services	3,08	2,89	3,00
17	The level of prices in the region	2,99	2,97	2,98

The previous table demonstrates the list of factors ranked from largest to smallest according to their importance for tourists in wine tourism. In addition they are divided between perceiving of men and women.

Significantly the most important factor for all stakeholders is the number of visitors participating in the event. Especially for women it is very essential, because they have posted an average weight 4,03 to this factor. On the other side, the less important factor is not same in perceiving of men and women. For men, the least significant factor is the determination of level of prices in given regions with weight 2,99 and for women it represents the level of quality of workers in tourism services with weight 2,89.

Difference between men and women

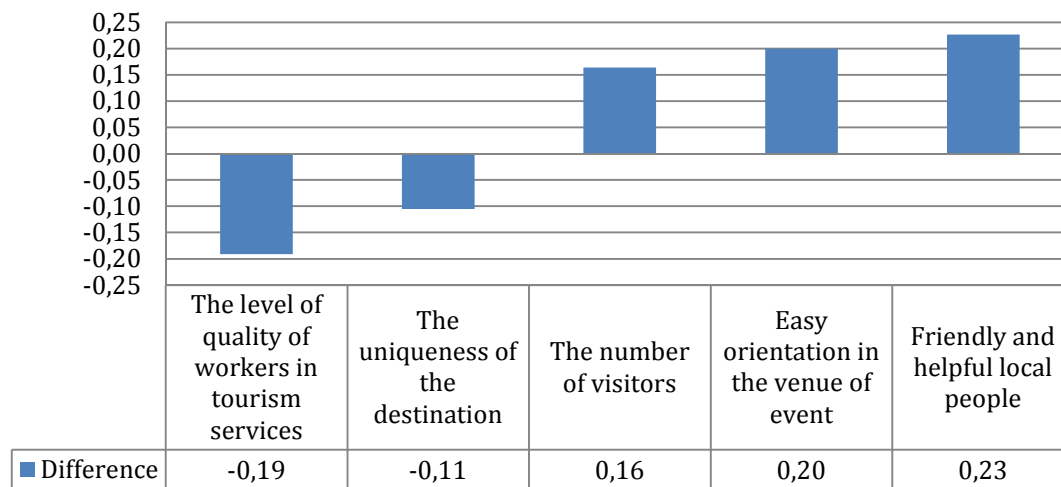


Fig. 16 The different perception of the importance of quality factors between men and women

In the Fig. 16, there are shown factors with biggest differences in setting importance between men and women. Positive values are those, where women put greater importance than men, while negative values are opposite, men put greater importance to these factors than women. In the case of quality of service in wine tourism, it can be said that very important factor for women, while for men not so much important is that, there should be friendly and helpful local people in the destination, that are willing to help in every occasion. From the opposite site for men is very important some standard of quality given by workers in tourism, while women did not put such a weight to this factor.

This graph perfectly demonstrates that it is necessary, when offering services to customer, to look at quality of services also from gender point of view, because men and women have different priorities. So service providers must firstly define, who is really their customer.

Individual items of services in wine tourism were divided into three groups. The first group includes items with a view to accessibility, the availability of destination and also the event itself. The second group contains items related to wine tourism destination and the third group includes items that examine the wine event as a particular kind of wine tourism. Further these groups were distinguished from view of men and women.

Tab. 8 Availability

Availability			
List of Factors	Men	Women	Total weight
Easy orientation in the venue of event	3,29	3,49	3,38
Easy transport accessibility	3,24	3,19	3,22
Distance of locality	3,16	3,24	3,19

The factors included into the first group are shown in the Tab. 8. There are items ordered according to the total weight assigned to these factors. As you can see, tourists put the greatest emphasis on easy navigation at the venue. The point is that every kind of wine tourism should have been clearly marked and based on flowed natural orientation in the environment, so tourists could enjoy their holiday without any troubles.

There are not big differences in ranking of these factors among men and women and as can be seen, these are quite essential factors for all tourists.

Tab. 9 Destination

Destination			
List of factors	Men	Women	Total weight
Friendly and helpful local people	3,35	3,58	3,45
Folklore and local traditions	3,45	3,42	3,44
Accommodation and restaurants	3,40	3,39	3,39
Additional possible activities in the region	3,24	3,23	3,24
The uniqueness of the destination	3,26	3,16	3,22
Offer of local/regional specialities	3,23	3,14	3,20
Environmental protection in the region	3,18	3,17	3,18
The level of prices in the region	2,99	2,97	2,98

Within the group destination, the weight of factors were already more divergent. Among the most important factors were included items relating to local residents, folklore, accommodation and catering facilities. The least important was item concerning level of prices in a given destination.

Tab. 10 Event

Event			
List of factors	Men	Women	Total weight
The number of visitors	3,87	4,03	3,94
Additional services (bike rental, sports equipment, water parks)	3,52	3,57	3,54
Promotion of services before arrival	3,40	3,32	3,36
Possibility to reserve/purchase tickets on the internet	3,30	3,28	3,29
Image of event	3,17	3,23	3,19
The level of quality of workers in tourism services	3,08	2,89	3,00

In the last group relating to event of wine, the most important factor for tourist is significantly the number of visitors. Here is clearly shown, that women put greater importance to this factor than men, as well as in the second item providing additional services in the event.

These factors will serve in following analysis as the weight in the calculation of weight SERVQUAL score. Following analysis will explore the differences between expected and really perceived quality of services in wine tourism and accordingly the biggest gap occurs and some improvement might be proposed to solve it.

However it is important to know the importance given to each factor by customer, because if some factor of quality will not be satisfied, but importance of this factor for consumer is low, then it will not pose a threat and no proposals for improvement in this case must be accepted.

7.5 SERVQUAL

Following part will focus on examination of discrepancy between customer expectations and the quality of services, that customer really obtained. This part will be evaluated throw modified SERVQUAL method. Afterwards the performance of factors of quality will be known, IPA analysis will examine together the relationship between importance and performance of these factors.

Factors of quality examined in the questionnaire have been divided into same groups as in the case of measuring weight. First group examine accessibility of destination or event.

Tab. 11 Factors in group availability

F1	Easy orientation in the venue of event
F2	Distance of locality
F3	Easy transport accessibility

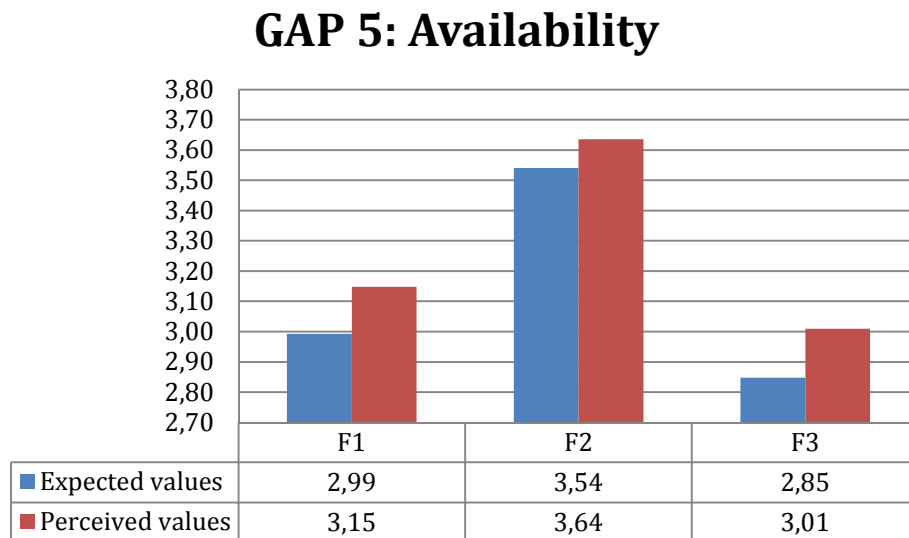


Fig. 17 Availability: GAP 5

Three factors were included into the group availability. The first factor "Easy orientation in the venue of event" should explore, whether particular event was clearly marked and whether tourists could easily find concrete winery, hotel or restaurants. The second and third factors "Distance of locality" and "Easy transport accessibility" explore, how facts, that locality is too far or there is difficult access, can influence the satisfaction of customer.

In all three cases, the really perceived values exceeded expectations of customers, which is positive for providers of service, because they are not limited by customers only from surrounding regions. Most of types of wine tourism take place in South Moravia and the distance could encourage tourists from farer regions. However these factors also attain significance weight of importance, so fact that customers do not perceive availability as a problem in any case, mean. that wine tourism can be theoretically accessible for everyone.

The second group includes factors that examine the quality of services within the destination. As it is seen from graph, some services were fulfilled, but some were not and these should be improved.

Tab. 12 Factors in group destination

F1	Friendly and helpful local people
F2	Folklore and local traditions
F3	Accommodation and restaurants
F4	Additional possible activities in the region
F5	The uniqueness of the destination
F6	Offer of local/regional specialities
F7	Environmental protection in the region
F8	The level of prices in the region

GAP 5: Destination

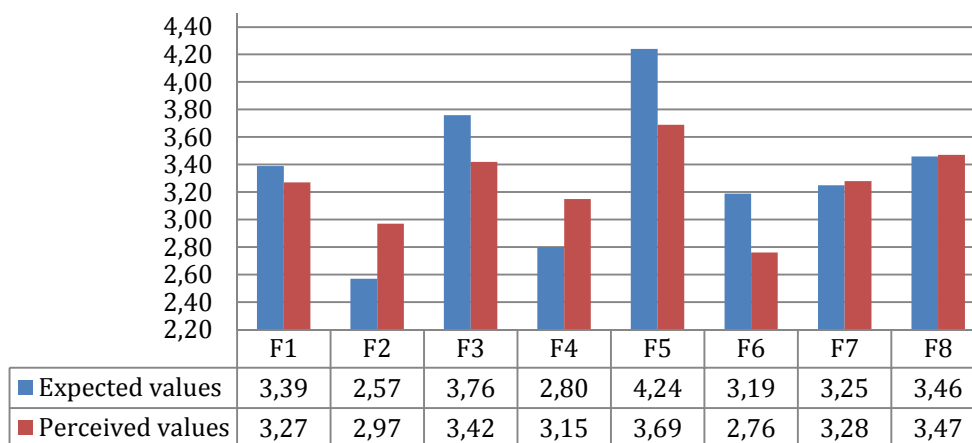


Fig. 18 Destination: GAP 5

Next Fig. 19 present the same factor as are in the Fig. 18. In this figure are shown gaps between what customer expected and what really obtained.

Among positively ranked factors belong F2: "Folklore and local traditions" (0,40); F4: "Additional possible activities in the region" (0,35); and with very small share F7: "Environmental protection in the region" (0,03) and F8 "The level of prices in the region" (0,01).

The most problematic factors are definitely F5: "The uniqueness of the region" (-0,55) and F6: "Offer of local/regional specialities" (-0,43). These factors absolutely did not fulfil the expectations of customers and they can be considered as a downside of given destinations. It is something destinations should work on. The third worst factor from the customer's point of view were services connected with Accommodation and restaurants (-0,34) and also factor that measure satisfaction with local people, however in this case, it represented the lowest negative proportion (-0,12).

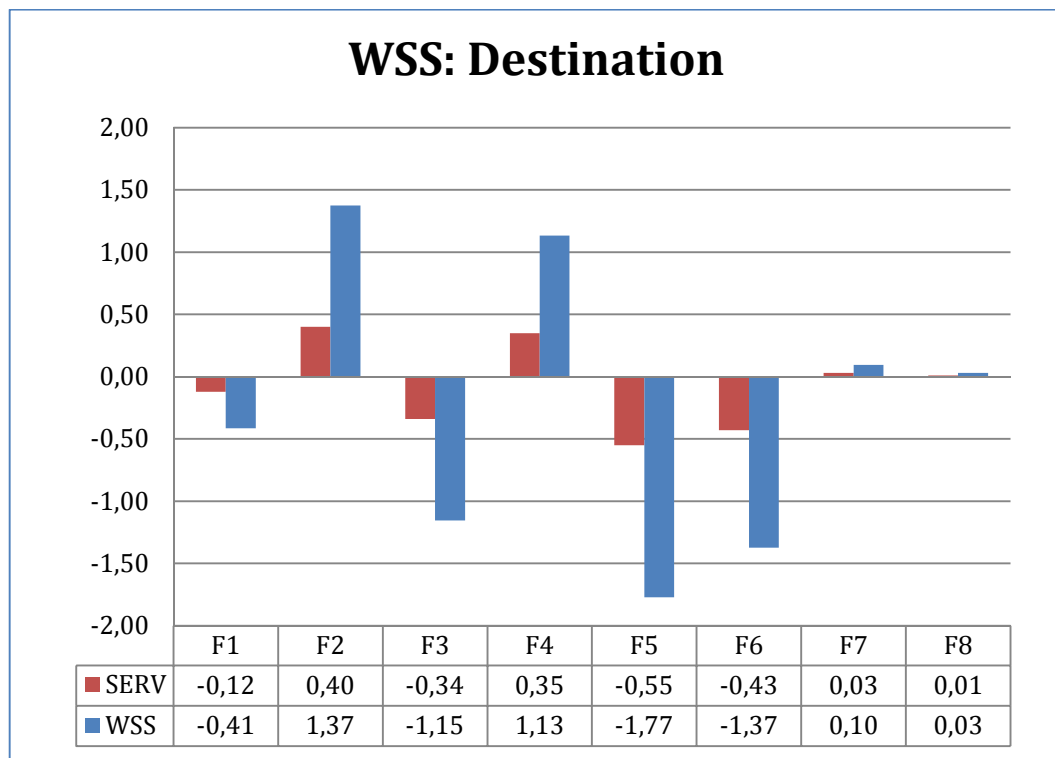


Fig. 19 Destination: comparison of SERVQUAL and WEIGHT SERVQUAL score

The Tab. 13 is publishing only those factors, which were negative in SERVQUAL model. The table shows weights that customers assign to these factors and on the basis of which SERVQUAL weight score have been calculated. There is quite high weight posted to each of this factor. The highest weight was put on friendly and hopeful local people. This weight made this factor more important than before, however in the case of local people not many things can be repaired. People in destination should realize, that even if they are not involved in this particular industry, their behaviour might have impact on attendance of tourists. This subsequently can influence factors such as unemployment, level of income in the region, quality of life etc..

Tab. 13 Destination: WEIGHT SERVQUAL score of negative factors

Destination		
Factors of quality in destination	Weight SERVQUAL score	Weight
F1: Friendly and helpful people	-0,41	3,45
F3: Accommodations and restaurants	-1,15	3,39
F5: The uniqueness of destination	-1,77	3,22
F6: Offer of local/regional specialities	-1,37	3,20

From the point of view of weights, factors 5 and 6 has the lowest weight, but still quite high to consider them important. The uniqueness of region is mostly given

by several influences such as its locality, nature, history influence, monuments, surroundings and many others.

Travel incentives, innovation and promotion of local traditional businesses, hotels and restaurants are creating new opportunities for tourists. All of these factors contribute to the uniqueness of the destination. Decision of customer about holiday destination is mainly influenced by the recommendations and their own knowledge of the regions. They put preferences to those that are currently trendy. If this image of destination increases, also influx of tourists will raise.

Factor 6: "Offer of local/regional specialities" is based on tradition, which are however getting to the spotlight again. It also depends on perception of local people about tradition, about their origins. Some parts of region are more traditionally based, some less. However also municipality can support it for example by opening traditional market with little or no initial fees for sellers.

The factor 3: Accommodations and restaurants is the most tangible factor. This factor is the one, on which stakeholders of wine tourism can really work on. In the Czech Republic, there is still prevalent tradition, that people are going for wine tourism just because of wine and wine is the main purpose, why they are visiting this region. When we look at foreign neighbours from Austria, there tourists are visiting wine regions mainly due to relaxation and rest and the wine itself is a sub-product of this pleasure.⁸¹ To the future, it is necessary to have enough accommodation facilities and restaurants in the destination in order to satisfy also other needs of customers.

The third group includes items that examine the wine event as a particular kind of wine tourism. This group was examined from perspective of individual event, where research was done.

Tab. 14 Factors in group event

F1	The number of visitors
F2	Additional services (bike rental, sports equipment, water parks)
F3	Promotion of services before arrival
F4	Possibility to reserve/purchase tickets on the internet
F5	Image of event
F6	The level of quality of workers in tourism services

⁸¹From experiences of Mr. Flamik, Foundation PARTNERSHIP

From cellar to cellar

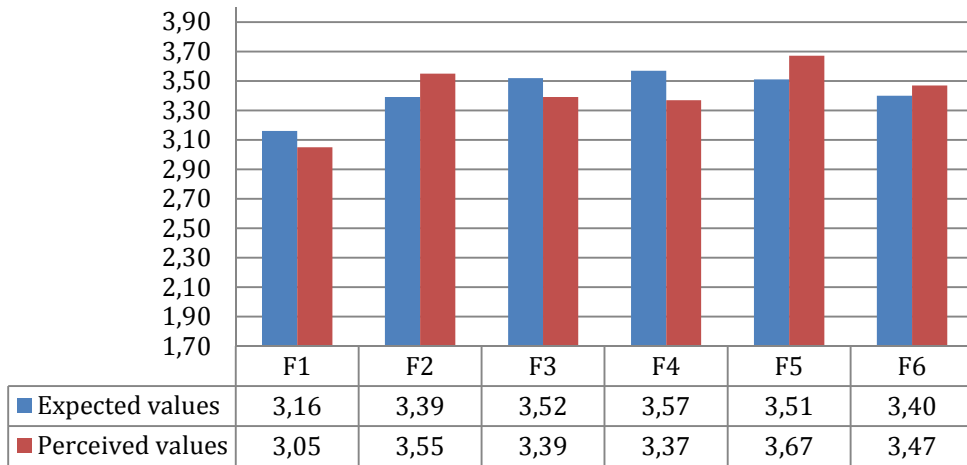


Fig. 20 GAP 5: From cellar to cellar, Velké Bílovice

Festival of open cellars

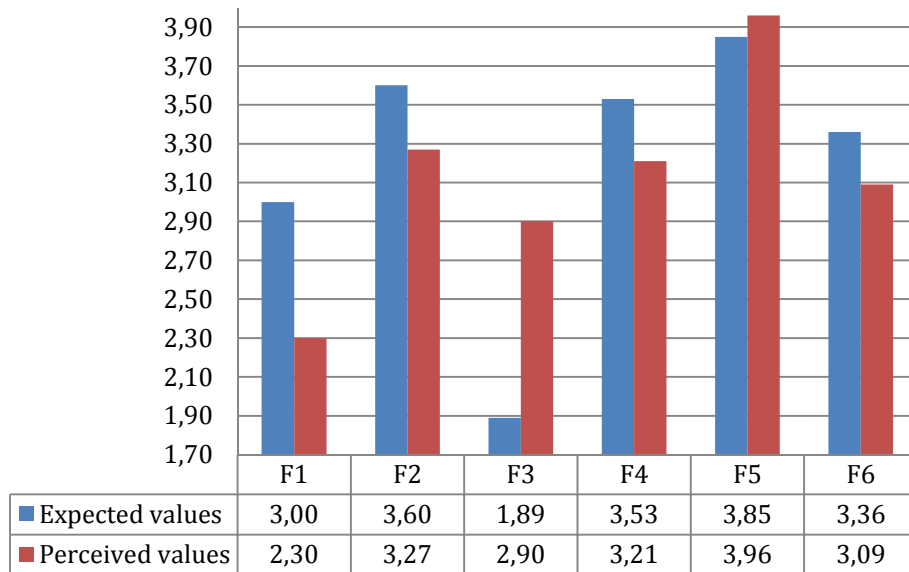


Fig. 21 GAP 5: Festival of open cellars, Strážnicko

At the first sight, there are more positively and less fluctuating factors evaluated from the customers at the event in Velké Bílovice. For individual items were calculated weighted SERVQUAL scores. Comparison within events is illustrated in Fig.22.

WSS: Comparison of events

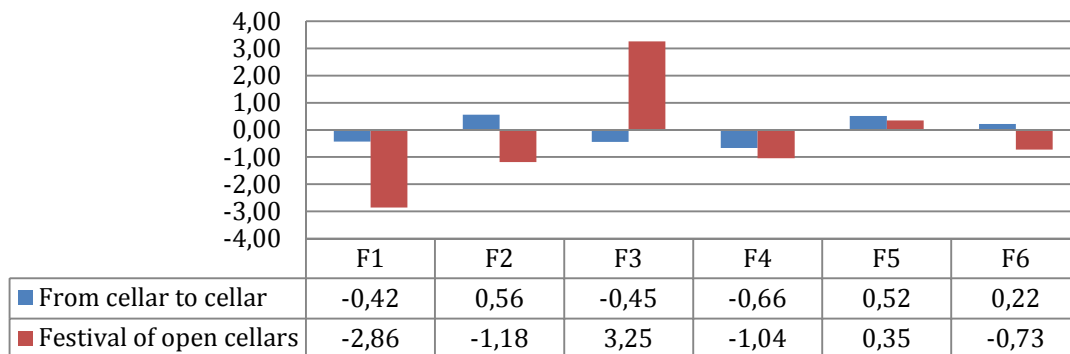


Fig. 22 WEIGHT SERVQUAL score of individual factors at particular events

Factor 1 (The number of visitors) in the event Festival of Open Cellars come off much worse than in the event From cellar to cellar. This factor can be represented both by the number of people overall in the event, queues at individual stations, little place to sit in the cellar or little capacity on buses that transported tourists from village to village. It can represent everything, what is connected with participants and what can make event uncomfortable.

As it was already mentioned, there were approximately about one-fifth less participants at the Festival of open cellars than on another event From cellar to cellar. In both cases, participants put high weight to this factor (Event¹⁸²=3,86), (Event²⁸³=4,08). If we look on graphs (Fig.20-21), we will see mean score given to this factor. At Festival of open cellars, participants expected quite a lot of participants (3,00), however reality probably exceeded their expectation much more (2,30). In Velké Bílovice, the event is considered to be one of the largest in the Czech Republic, hence people expected that the event will be quite overcrowded (3.16). Participants knew, what to expect and they were familiar with the fact that many people is coming on this event. Final evaluation of this factor thus was not so bad (3,05). Recommendation for organizers in this case is to be better prepared for queuing, especially at the Festival.

Another very divergent factor among events were factor 3 (Promotion of services before arrival). While in the Festival of open cellars this factor has been evaluated very positively, in the event From cellar to cellar a little bit negatively. Weights to the factor were following (Event₁=3,44 and Event₂=3,22), hence they can be considered as quite important for participants. For participants in event From cellar to cellar it was more important than for others.

⁸²From cellar to cellar

⁸³Festival of open cellars

The difference here is in the height of the individual factors. While at the festival, people did not expect big promotion prior to the event (1.89), in fact, this was a pleasant surprise for them with more than (2.90). At the event From cellar to cellar, people were expecting a big promotion due to the size of the event (3.52) and the real promotion were considered finally lower (3.39). In fact, this assessment of promotion, also because of size of event, seems sufficient. Although the score of promotion at Festival has surpassed expectation of people, finally reached much lower mark compare to event From cellar to cellar. In both cases, final evaluation of promotion have quite met the expectation of customers, however it is never ending story and to the future, to the future, better promotion could attract even more participants, but organizers must also be ready and prepared on the amount of participants to satisfy their other needs.

Factors 2 (Additional services: bike rental, sports equipment, water parks) were also different. At event From cellar to cellar achieved positive weight score values, while at Festival of open cellars negative. As it is shown in the Fig. 21, there were high expectation (3,60) about this factor and also weight given to this factor (3,57) from tourists, and it was not probably fulfilled in total extent.

Participants at both events were a little bit unsatisfied with factor 4 (Possibility to reserve/purchase tickets on the internet). At both events, there were possibility for visitors to buy or reserve ticket online, but it is possible, that reservation system was either complicated or confusing.. As can be seen, people at the first event put slightly higher importance (3,31) to this factor than participants of the second event (3,26) and even thought, weight servqual score was worse at Festival of open cellars (-1,04) than at From cellar to cellar (-0,66).

Festival of open cellars offered to their customer possibility to buy ticket online. The price of ticket in advance cost 980 CZK and the ticket included:

- One-time coupon for degustation of wine at all wineries involved,
- Glass,
- Printed festival guide with profile of winemakers, culture and gastro program, .
- Voucher worth a total of CZK 200 for buying wine of their own selection
- Canvas bag with logo of festival
- Free shuttle service between villages

At the place of venue, participants had to switch voucher from internet for starting package. Starting package was an bag that included all items written above. What I see as a weakness of organizers in this case is, that there was only one registration place in Strážnice from total 4 villages, where voucher could have been changed. That seems as insufficient towards to numerous of visitors and plus more it favour wineries from Strážnice compare to others.

On the other side, there were quite good promotion of tickets. They could be either sold in their e-shop or for those, who do not know the organizers, they were also available in the Ticketstream network (in their brick-and-mortar stores, in travel agencies ČEDOK and FIRO-tour and at www.ticketstream.cz).

The price of ticket of event From cellar to cellar was 1 200 CZK. This ticket included also glass, catalogue, map, pen, pocket for glass, water and transportation. It was also possible to reserve or buy ticket online (both possibilities), however only on the web page of organizers. As in the previous event, vouchers had to be changed for the package at the venue of event and there were not sufficient number of registration places.

What I see as a good point of organizers in this case is, that from total price 1200 CZK, visitors could buy wine in the value of 600 CZK. The weakness is again as in previous sample the number of registration places and queuing of people at the event and short opening time (in Saturday, cellars were opened only from 11:00 - 19:00 and Sunday was opened only for shopping wine from 9:00-12:00).

Factor 5 (Image of event) acquired positive values, however only slightly beyond zero value. Especially at Festival of open cellars, where four of the six factors were negative, the really perceived image of event were successful (3,96) and exceed really high expected value (3,85).

7.5.1 The discrepancy in perception of services between the client and the service provider

Now the difference between customer expectation and perception of these expectations by providers will be described. This difference is also known as GAP 1.

Provider x Customer expectations

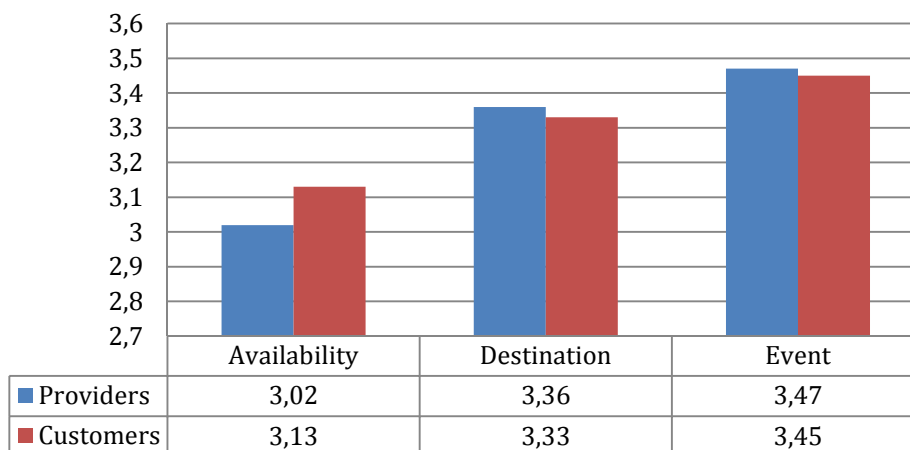


Fig. 23 Provider versus customer expectations

As shown in the Fig. 23, it was found out that in the groups of destination and event, expectations of service providers slightly exceeded customers' expectations. Only in the group of availability, expectations of provider were lower than customers.

The biggest difference in expectations of providers occurred at the item "Friendly and helpful local people," where service providers on average assigned a value of about 0.70 greater than the customers. They have expected that this factor is about 0,70 point more important for customer that in reality was. On the other hand, the biggest difference in expectations of customers was in item "Possibility to reserve/purchase tickets on the internet", customers expected from this factor, on average, about 0.93 more than the service providers and may be that is why, this item finally did not meet customers' expectation at events.

7.6 IPA analysis

Quality of services can be evaluated also by another method than SERVQUAL. Following part will use importance and performance analysis in order to evaluate factors of quality from the questionnaire.

To demonstration of data in this analysis, the 2D scatters plot where used. X-axis shows mean values of really performed services and y-axes shows mean of weight of each factor. The X-axis intersects Y-axis in the median value (Median of importance=3,28; median of performance=3,24). The median is a value that divides a range of results on two equally halves.

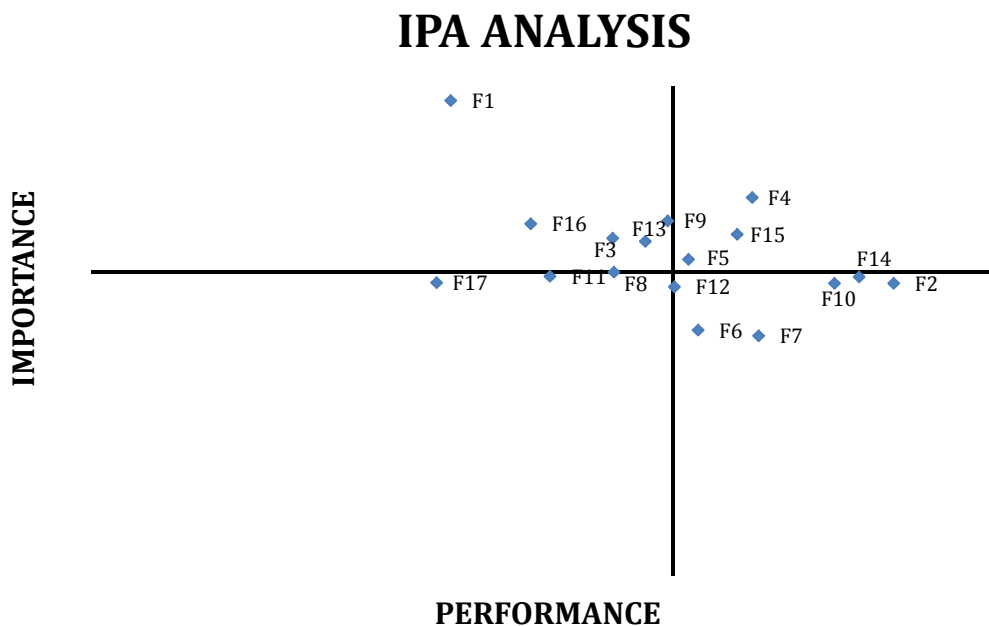


Fig. 24 Importance-Performance analysis

Tab. 15 IPA analysis: factors

F1	The number of visitors
F2	Image of event
F3	Easy orientation in the venue of event
F4	Additional services (bike rental, sports equipment, water parks)
F5	Possibility to reserve/purchase tickets on the internet
F6	The level of quality of workers in tourism services
F7	The level of prices in the region
F8	Additional possible activities in the region
F9	Friendly and helpful local people
F10	Distance of locality
F11	Easy transport accessibility
F12	Environmental protection in the region
F13	Promotion of services before arrival
F14	The uniqueness of the destination
F15	Accommodation and restaurants
F16	Folklore and local traditions
F17	Offer of local/regional specialities

Among factors with great performance and with high importance belong: F4, F15, F9 and F5. These factors belong to optimal quadrant **"Keep up the good work"**, which represent the strength of wine tourism. These factors were very important for customers and they were performed very well according to customers. Organizers should keep quality of this factors at the same level.

Factors F1, F16, F3, F13 lies in the quadrant **"Concentrate here"**. Quadrant I represent a key areas that need to be improved with top priority.

Factor F17 belong to the third quadrant **"Low priority"**, where is both low importance for customers and low performance. This factor is placed below the x-axis only slightly, we can say that this factor is important for customers, although less than others. It is not a significant factor with absolute low priority.

The last quadrant **"Possible Overkill"** covers factors F2, F6, F7 and F10. Especially factors F6, F7 significantly are performed very well, but for customer they are not so important. This quadrant denotes attributes that are overly emphasized by the organisations. Stakeholders of wine tourism should reflect on these attributes, and instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I.

Factors of grey colour represent those that lie on the border of two sectors. Factor 14 lies on the border of quadrant II and quadrant IV. It is seen, that this factor probably played in the past a key role for customers in importance, nevertheless nowadays it is getting less and less important. Factor 12 is not important for customers and is situated between quadrant of low priority and possible overkill. Organizers do not have to take care according to this factor. Factors 8 and 11 lies just between the quadrant I and quadrant III. These factors represent

the opportunity of organizers to switch factors from first quadrant to the most important second quadrant. In this case, it is seen, that organizers did not perform a good service in this area and also importance for customers slightly fell, thus these factors are getting into quadrant of low priority, however if organizers perform better services in this sphere, they could have send these factor more to the right.

7.7 Evaluation of loyalty

There were three main questions examining perceiving loyalty of customer towards the event. The first two questions: "I was satisfied with event "name of the event" and "I am going to return on this event" were rank on Liker 5-point scale, and customer should agree or disagree with the following statement. Point 1 meant totally disagree, 2-disagree, 3-I have no opinion, 4-I agree, 5-I totally agree. The results are shown in the Tab.n.12

Tab. 16 Evaluation of questions about loyalty

Questions:	Event 1	Event 2	Average sum
I am satisfied with particular event	3,61	3,51	3,58
I am going to return on event	3,52	3,62	3,56

On the first event: At the event from cellar to cellar, respondents were averagely satisfied with particular event (3,61), however they were not sure, if they want to return (3,52). Second event was evaluated similarly. The first question about satisfaction was evaluated by mark (3,51) and second question about return on the event by (3,62).

It can not be confirmed that customers are loyal, but neither that are not loyal. Mostly they do not have opinion about these types of questions. It can be caused by a large range of wine-related events, so the repetitiveness of return per event may not be so significant. Customers also often do not predict, what is going to happen in a year. Positive however is, that they did not give negative values.

The question number 7: "How likely is it that you would recommend this event to your friend or colleagues?" has determined the NPS⁸⁴ value. NPS is calculated by formula: $NPS = \text{Promoters (\%)} - \text{Detractors (\%)}$.

⁸⁴Net Promoter Score

Tab. 17 Net Promoter Score

Rank	Count	Cum	Percentage		NPS
10	136	236	Promoters	56,19%	38,10 %
9	100				
8	61	108	Passives	25,71%	
7	47				
6	36	76	Detractors	18,10%	
5	23				
4	7				
3	7				
2	3				
1	0				

From data shown in the Tab.17, 38,10% of customers would recommend either one or second even to their friends or colleagues. This can be considered as quite acceptable number of loyal customers. The excellent is, when NPS reach +50. If we look at individual percentage, we can specify more.

More than half of respondents were promoters (56,19%), quite lots of respondents, were passives (25,71%), which also correspond to Czech attitude not to show our opinion, but also (18,10%) were detractors. This number is quite high, and organizers should think, why it is so. The optimal degree of disagreement should not be higher than 10%.

The tables that demonstrate NPS at individual events are presented in annex. In the event From cellar to cellar, the total NPS were **49,82%**, which is almost excellent, and organizers can be very satisfied and glad for this kind of tourists. From this number (64,34%) were promoters, (21,09%) passives respondents and (14,55%) detractors. Tourists participating on this event are very loyal and definitely they would recommend this event.

Second event Festival of open cellars ended somewhat worse. The total NPS score were only 19,83 %, which can be considered as low. Only around 20% of respondents would recommend this event to their friends, which is not enough. The problem is not in the number of promoters (45,69 %), but there is very high number of detractors in this event (25,86 %). Something had to discourage participants from word of mouth to others.

7.8 Hypothesis

The following hypothesis will be testing loyalty of participants. Rejection/Non-rejection of hypothesis will be confirmed by comparing the amount of level of significance (in this case $\alpha=0,05$) with the amount of p-value. If p-value is lower than significance level, null hypothesis is rejected in favour of alternative hypotheses. Data and tables demonstrating this relationship are published in annex.

"Participants, who are not at the event for the first time are more loyal and are planning to return."

H₀: There is no relationship between the previous attendance at the event and returning

H₁: The relationship exist

This hypothesis is trying to define, whether there is an relationship between people, who has attended this event before and the loyalty. Loyalty is represented by the question about returning on the event next year.

P-value ($P=0,09217$) is higher than significance level ($\alpha=0,05$) and thus the null hypotheses H_0 is valid and there is not relationship between loyalty and the frequency of attendance in the past. Cramer V is $0,137873$, which determine low correlation among these variables.

"Participants, who are not at the event for the first time are more satisfy with the event"

H₀: There is no relationship between satisfaction of participants and previous attendance.

H₁: The relationship exist

This hypothesis is trying to find out, whether people that are satisfy with the particular event are those, who were on the event also in previous years.

P-value ($P=0,28360$) is again higher than significance level ($\alpha=0,05$) and so hypotheses H_0 is valid and we can not claim, that people, who already attended event in the past are more satisfy than those, who are here for the first time. Cramer V confirms this results, $V=0,109$ is very low and determines very low correlation among variables.

"Women are more loyal than men"

H₀: There is no relationship between gender of participants and repetitive attendance

H₁: The relationship exist

This hypothesis is trying to determine, whether women or men has higher tendency to repeat attendance. P-value ($P=0,87821$) is much higher than significance level ($\alpha=0,05$), hypotheses H_0 is not rejected. There is not a relationship between men and women and the repetitive attendance. Cramer V = $0,0534371$ shows, that there is almost no correlation among variables.

8 Discussion

Discussion part aims to summarize and critically evaluated results of previous research. I will focus on discussing of comparison of results within SERVQUAL analysis and IPA analysis and on the most problematic factor to offer the proposal.

Comparison of SERVQUAL analysis and IPA analysis has shown very interesting results. Some factors, which did not fulfilled expectation of customers in reality, represent on the other side good relation between importance-performance for customers. We can discuss, why it is so and our estimation can conclude in deductive results.

If we look on first group availability, there all factors live up to expectations of customers. Comparison of importance and performance for customers shown, that factors "Distance of locality" and "Easy transport accessibility" are not so much important for customers. Distance of locality is not the key factor that influences decision making of customers about attendance of event. This was already proved by analysing of distribution of respondents according to region, where results confirmed, that there were higher attendance from farer regions than from relatively close ones. It is generally applied notion, that more longer the distance, the worse to obtain customer. As it is shown, it wine tourism this equation is not valid.

From the second group of destination, there were already more factors that did not perceive customers' expectation in SERVQUAL model. We will focus here only on the most problematic: Accommodation and restaurants, the uniqueness of the region and offer of local/regional specialities. In the IPA analysis, the first factor accommodation and restaurants keep the optimal position, where high importance is supplement with high performance.

*"Each person determines certain parameters for acquisition of goods of services"*⁸⁵ I have cited this author in my literature review, but this is generally known and each of us act accordingly. In our case, it means that criterion of quality given by customers was set very high, and so far it has not been met yet. We know, that this factor is for customer very important, and he put high demand on it, so it can be claimed that this is one of the major factor, that should be improved. This factor is very closely related to another factor of this group (The uniqueness of region). The uniqueness of region is not so much a factor of quality; moreover it represents the overall perception of region by customers. Improving the key factors (in our case the quality of services in accommodation and restaurants) is creating a competitive advantage of the given sector and thus can improve overall perception of given region.

The third group in the model is perceived from the perspective of individual events. Significantly at both events, the most problematic factor was the number of visitors. Other factors differed from event to event. Let's focus on this factor.

⁸⁵ VEBER, 2007

What does it mean, number of visitors connected with wine tourism? This factor can be represented both by the number of people overall in the event, queues at individual stations, little place to sit in the cellar or little capacity on buses that transport tourists from village to village, as well as not enough capacity of hotels or restaurants in the season or many others. In the case of this research, I focused especially on the influences connected with given event. Also comparison of importance and performance support the resolution, that this factor should be taken into account and improve.

From previous comment, 3 proposals for improving of services in wine tourism are chosen. I will focus on better managing of the number of visitors at the event, better preparation of services in accommodation and restaurants and larger offer of local/regional specialities. From the example of event From cellar to cellar, it is seen, that if the organization of event is prepared properly, the number of participants is not a problem. There must be ensured enough registration places, informative place, and places for refreshment or accommodation possibilities for tourists with good practices personnel, where no queuing is possible and thus event is fluently ongoing. Offer of local specialities help to create a more unique destination for tourist and also incorporate other stakeholders into wine tourism sector.

Following tables focus on concrete solutions of the most problematic factor: "The number of visitors" The goal of this plan is to increase satisfaction of participants to the future, so that their perceive value will equal the expected value or even exceed. I have proposed two possible solutions that might be done according to variant 1 or 2.

Tab. 18 Proposal of solution

Prop.::	What	Who	When	Where
1	More registration places, where voucher can be changed.	Organizers of event	At the venue of event	At different located places. If event is in more cities, then at least in one city one registration place.
2	More places with refreshment. Offer of traditional diverse specialties.	Wine producers, organizers, other involved people	Prepared in advance, taken place at the venue of event.	Near the center of event. Near cellars or wine stands. Differently and equally allocated

Tab. 19 Financing of proposals

Prop.:	Variant 1	Cost	Variant 2	Cost
1	More stands or places, where organizers can change vouchers (culture house, municipality, information center)	Fee to municipality. It depends, who organize it. If event is organized by local producer, it is common, that there is no fee for stand. In Velké Bílovice the fee is 30 CZK/1m for stand. ²	Personnel, who change voucher	One-day part-time job (wage: 80 CZK/hour)
2	Ensure stallholders, who want to sell refreshments	Winemakers agree that stallholder can stand in front of their cellar and pay no rent. It increases prestige winemaker, who does not need to worry about snacks and also attract tourists.	City offers stall spaces for rent. Stallholders must be contacted in advance to arrange terms with them.	The rental price varies by location. E.g. Velké Bílovice 30 CZK/m ² :
3	Services workers are trained in terms of communication and supervised	Internal training by supervising person. External training 3000 CZK/person.	Service workers are chosen according to their abilities and only thus can provider ensures the best service. One of the ability is demeanor to people, communication	Higher demands on wages, benefits.

First proposal is to ensure more places, where online tickets (vouchers) can be changed for starting package. It is necessary to ensure several registration places in order to avoid queuing of people at the begging of the event. If event is organized in one city, however is extensive and cover a large area, I would recommend to create one central place, where vouchers will be change. In this central place, there can be two or three registration places like. This would be allocated near the city centre, somewhere near bus, railway station and hotels, where tourists might be accommodated. If event is covering more cities, there must be at least in one city one registration place. For this proposal are respondent mainly the organizers of the event.

Second proposal solve the number of visitors throw increasing places of refreshment. Tourists are sometimes thirsty and tired and they need also relax between individual visits of wine cellars. In such a case, customer will appreciate a place, where he can sit and eat something quickly, and plus what more, listen for example folklore music. I would recommend for winemakers to agree with local stallholders, offer them the place in front of their cellar and if tourists feel tired, they can sit just there, taste the wine, buy something to eat and relax near the particular wine-producer. Both winemakers, stallholders and tourists will be satisfied.

9 Conclusion

Segment wine tourism consists of a large number of "players" who enter into mutual interactions: winemakers, hoteliers, restaurants, and organizers of wine events, information centres, municipalities and regions. All these stakeholders create a huge network of services that determine overall satisfaction and customer dissatisfaction.

The main goal is to analyse the key factors of quality in wine tourism. The questionnaire includes 17 factors of quality, to which respondents should assign a weight on a 1-5 scale of importance. These factors are divided into 3 groups according to the area, they explored. The first group focuses on accessibility and easy navigation of wine tourism or particular wine events at a given region. All factors were always considered from the different gender point of view.

The most important factor from the first group is "Easy orientation at the venue of event". This factor reaches similar rate of importance both from perspective of men and women perspective. Otherwise factors belonging to this group compare to all factors reach low medium value of importance. The second area examines factors of quality in the entire destination. The most important factors are clearly factors related to the "Friendly and helpful local people", "Folklore and local traditions" and "Accommodations and restaurants." The least important factor from the overall group is "The level of prices in the region." Women and men evaluate factors in a similar way. Only in one case, men gave higher importance to the factor of "Offer of local / regional specialties", while women consider as more important "Environmental protection in the region". The third area, related to quality factors, is associated directly with wine events. The simply most important factor is here "Number of visitors" at the venue of event. This factor has the highest importance of all factors. In addition, women clearly put to this factor greater importance than men. The least important factor was deemed "The level of quality of workers in tourism services".

Another part of the questionnaire examines the importance and performance of quality of services in wine tourism. Factors, that were in the first part assessed in terms of importance, now they will be evaluated by SERVQUAL method and methods of IPA. Methodology SERVQUAL examined factors in terms of expectations-performance, while the IPA method compared the importance of factors and performance.

SERVQUAL method was modified in this thesis and instead of 5 traditional groups; factors are assessed again within the same 3 groups, where each group examines different area of wine tourism. Among the most failed factors that did not meet expectation of customers belong: "Accommodations and restaurants", "The uniqueness of the destination" and "Offer of local/regional specialties". The most problematic factor at Festival of open cellars is too many visitors in the event. This is quite surprising result, given the fact, that this event is about

one-fifth smaller, considering the number of participants than event From cellar to cellar. Overall score is much worse at Festival of open cellars than at event From cellar to cellar.

GAP 1 measures discrepancy in perception of services between client and service provider. A modified version of questionnaire, where is shown only the list of factors, were given to providers and compared with expectation of customers. The biggest difference in expectations of providers occurred at the factor "Friendly and helpful local people," where service providers on average assigned a value of about 0.70 greater than the customers. On the other hand, the biggest difference in expectations of customers towards providers is in the factor "Possibility to reserve/purchase tickets on the internet", customers expects from this factor, on average, about 0.93 more than the service providers and may be that is why, this item did not meet customers' expectation at events.

IPA analysis divided factors into four quadrants according to their performance and importance. Organizers of wine event should mainly concentrate on better organization of number of visitors in the event, easier orientation in the venue of event, promotion of service before arrival and improving proposal of folklore and local traditions.

Loyalty of tourists in wine tourism is measured by technique Net promoter score. Result demonstrates that tourists are from 38,10 % loyal to the particular event, which is positive. However there is also quite high number of detractors (18,10%) that would not recommend this event to others at all. This might be caused by the factors that were not fulfilled in reality and did not meet customers` expectation. Proposal for all stakeholders in wine tourism sound to focus on key problematic factors and improve them.

Results of the research demonstrate, that the main problematic part is relating to number of visitors. As the solution was proposed increasing number of registration places and ensuring large offer of local products throw stallholders. This proposal was described specifically in discussion part.

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Annex

A The original wording of definition of wine tourism:

“Le tourisme vitivinicole, ou oenotourisme (voir définition en annexe 3) peut être défini par l'ensemble des prestations relatives aux séjours des touristes dans des régions viticoles: visites de caves, dégustations, hébergement, restauration ET activités annexes liées au vin, aux produits du terroir et aux traditions régionales.”⁸⁶

⁸⁶ MANILA, 2012

B Questionnaire

Faktory kvality ve vinařské turistice

Vážení milovníci vína,

Žádám Vás o vyplnění následujícího dotazníku, který zkoumá kvalitu poskytnutých služeb v rámci vinařských akcí.

Dotazník je anonymní, jeho vyplněním neztratíte déle než 5 min. Výsledky dotazníku pomohou organizátorům zlepšit úroveň a kvalitu podobných akcí do dalších let v duchu vinařských tradic našeho kraje.

Děkuji,
Anna Ingrová

1. Jaké formy vinařské turistiky nejčastěji využíváte?

- Dny otevřených sklepů
- Soukromé degustace
- Vinobraní
- Burčákové pochody
- Vinařské cyklistické stezky
- Salón vín
- Zájezdy s cestovní kanceláří
- Další, jaké:

2. Jak často se účastníte vinařských akcí?

- 1x rok
- 2 – 3x rok
- více než 3x za rok

3. Odkud se dozvídáte o nadcházejících vinařských akcích?

- Národní vinařské centrum
- www.wineofczechrepublic.cz
- Katalogy akcí
- Turistické kanceláře
- Pozvání od přátel, rodiny, ústní doporučení
- Sociální sítě

4. Následující otázky budou zkoumat důležitost faktorů kvality ve vinařské turistice

Pro každý faktor zvolte na stupnici 1 až 5 důležitost, kterou mu přisuzujete při hodnocení kvality destinace vinařské turistiky.

Zakroužkujte číslici na základě tohoto pořadí:

1 – Nedůležitý, 2 – Spíše nedůležitý, 3 - Neutrální, 4 – Spíše důležitý, 5 - Důležitý

Počet návštěvníků na akci	1	2	3	4	5
Image (popularita) akce	1	2	3	4	5
Snadná orientace v místě konání	1	2	3	4	5
Doplňkové služby (půjčovny kol, sportovního vybavení, aquaparky,..)	1	2	3	4	5
Možnost rezervace/koupi vstupenky na internetu	1	2	3	4	5
Úroveň kvality pracovníků ve službách cestovního ruchu (profesionalita; empatie; zodpovědnost, spolehlivost...)	1	2	3	4	5
Úroveň cen v daném regionu	1	2	3	4	5
Doplňkové aktivity v dané oblasti (koncert, festival, trhy,...)	1	2	3	4	5
Přátelské přijetí místními obyvateli	1	2	3	4	5
Vzdálenost lokality	1	2	3	4	5
Dopravní dostupnost	1	2	3	4	5
Čistota prostředí a vzduchu v dané oblasti	1	2	3	4	5
Propagace služeb před příjezdem (Informovanost o vinařské turistice)	1	2	3	4	5
Unikátnost destinace (Název lokality, přírodní atraktivity, kulturní památky, lokální produkty,...)	1	2	3	4	5
Ubytování a stravování (struktura a úroveň zařízení)	1	2	3	4	5
Folklor a místní tradice	1	2	3	4	5
Nabídka místních/regionálních specialit	1	2	3	4	5

5. **Doplňte prosím název akce, které se zrovna účastníte**

6. **Jste na této akci poprvé?**

- a. ANO
- b. NE

7. **Jaká je pravděpodobnost, že byste doporučil/a tuto akci svým známým, kolegům nebo přátelům?**

1 – určitě bych nedoporučila

→

10 – určitě bych doporučila

1	2	3	4	5	6	7	8	9	10
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8. Vyjádřete souhlas/nesouhlas s následujícími tvrzeními:

	Absolutně nesouhlasím	Nesouhlasím	Nemám názor	Souhlasím	Absolutně souhlasím
S akcí „Ze sklepa do sklepa“ jsem spokojen.	1	2	3	4	5
Na akci se plánuji vrátit.	1	2	3	4	5

9. V následující tabulce jsou uvedeny jednotlivé položky, které mají vliv na celkové hodnocení kvality služeb vinařské turistiky.

Očekávání – uveďte, jaké bylo Vaše očekávání před o této vinařské akci.

Skutečnost – uveďte, jak jste spokojeni s jednotlivými položkami služby.

Zakroužkujte jednu z hodnot od 1 do 5, kde 1 je nejnižší (velmi nespokojen, nízké očekávání) a 5 nejvyšší (velmi spokojen, vysoké očekávání)

Položka	Očekávání					Skutečnost				
	1	2	3	4	5	1	2	3	4	5
Vysoký počet návštěvníků na akci										
Image (popularita) akce										
Snadná orientace v místě konání akce										
Doplňkové služby (půjčovny kol, sportovního vybavení, aquaparky,...)										
Možnost rezervace/koupi vstupenky na internetu										
Úroveň kvality pracovníků ve službách cestovního ruchu (profesionalita; empatie; zodpovědnost, spolehlivost...)										
Úroveň cen v daném regionu										
Doplňkové aktivity v dané oblasti (koncert, festival, trhy,...)										
Přátelské přijetí místními obyvateli										
Vzdálenost lokality										
Dopravní dostupnost										
Čistota prostředí a vzduchu v dané oblasti										
Propagace služeb před příjezdem (Informovanost o vinařské turistice)										
Unikátnost destinace (Název lokality, přírodní atraktivita, kulturní památky, lokální produkty,...)										
Ubytování a stravování (struktura a úroveň zařízení)										
Folklor a místní tradice										
Nabídka místních/regionálních specialit										

Identifikační údaje:**7. Pohlaví**

- a) žena
- b) muž

8. Věk

- a) 18 – 24
- b) 25 – 34
- c) 35 – 44
- d) 45 – 54
- e) 55 – 64
- f) > 65

9. Hrubý příjem osoby

- a) < 9900 Kč
- b) 9901 Kč – 15 000 Kč
- c) 15 001 Kč – 22 000 Kč
- d) 22 001 Kč - 26 000 Kč
- e) > 26 001 Kč

10. Odkud pocházíte

Kraj:

11. Vzdělání

- a) základní
- b) vyučen/a
- c) středoškolské s maturitou
- d) vyšší odborné
- e) vysokoškolské

12. Jsem:

- a) student
- b) zaměstnaný, podnikatel, OSVČ
- c) nezaměstnaný
- d) na mateřské/rodičovské dovolené
- e) v důchodu

Děkuji Vám 😊

C Quantitative research

Gender		Men	Women	Total Sum
A	Count	61	55	116
	Percentage	14,52%	13,10%	27,62%
B	Count	63	39	102
	Percentage	15,00%	9,29%	24,29%
C	Count	11	5	16
	Percentage	2,62%	1,19%	3,81%
E	Count	14	8	22
	Percentage	3,33%	1,90%	5,24%
H	Count	36	18	54
	Percentage	8,57%	4,29%	12,86%
K	Count	3	1	4
	Percentage	0,71%	0,24%	0,95%
L	Count	21	11	32
	Percentage	5,00%	2,62%	7,62%
M	Count	7	7	14
	Percentage	1,67%	1,67%	3,33%
P	Count	12	12	24
	Percentage	2,86%	2,86%	5,71%
S	Count	2	2	4
	Percentage	0,48%	0,48%	0,95%
T	Count	8	2	10
	Percentage	1,90%	0,48%	2,38%
U	Count	5	1	6
	Percentage	1,19%	0,24%	1,43%
Z	Count	5	11	16
	Percentage	1,19%	2,62%	3,81%
Total Count		248	172	420
Total %		59,05%	40,95%	100,00%

Fig. 25 The distribution of men and women divided according to region of their origin

Tab. 20 All factors

Factors	Expected	Perceived	Weight	SERV	WSS
The number of visitors	3,10	2,79	3,94	-0,31	-1,24
Additional services (bike rental, sports equipment, water parks)	3,46	3,45	3,54	-0,01	-0,04
Friendly and helpful local people	3,39	2,97	3,45	-0,42	-1,45
Folklore and local traditions	2,57	3,42	3,44	0,85	2,92
Accommodation and restaurants	3,76	3,15	3,39	-0,61	-2,07
Easy orientation in the venue of event	2,99	3,15	3,38	0,16	0,54
Promotion of services before arrival	2,95	3,22	3,36	0,27	0,91
Possibility to re-serve/purchase tickets on the internet	3,55	3,31	3,29	-0,24	-0,79
Additional possible activities in the region	2,80	3,15	3,24	0,35	1,13
Easy transport accessibility	2,99	3,01	3,22	0,02	0,06
The uniqueness of the destination	4,24	3,69	3,22	-0,55	-1,77
Offer of local/regional specialities	3,19	2,76	3,20	-0,43	-1,37
Image of event	3,63	3,77	3,19	0,14	0,45
Distance of locality	3,54	3,64	3,19	0,10	0,32
Environmental protection in the region	3,25	3,28	3,18	0,03	0,10
The level of quality of workers in tourism services	3,38	3,34	3,00	-0,04	-0,12
The level of prices in the region	3,46	3,47	2,98	0,01	0,03

Tab. 21 Providers x Customers SERVQUAL score

Factors	Providers mean	Customers mean	SERV. score
The number of visitors	3,93	3,10	-0,83
Additional services (bike rental, sports equipment, water parks)	3,40	3,46	0,06
Friendly and helpful local people	3,20	3,39	0,19
Folklore and local traditions	2,80	2,57	-0,23
Accommodation and restaurants	3,07	3,76	0,69
Easy orientation in the venue of event	3,87	2,99	-0,88
Promotion of services before arrival	3,20	2,95	-0,25
Possibility to reserve/purchase tickets on the internet	2,73	3,55	0,82
Additional possible activities in the region	3,20	2,80	-0,40
Easy transport accessibility	3,00	2,99	-0,01
The uniqueness of the destination	2,87	4,24	1,37
Offer of local/regional specialities	3,40	3,19	-0,21
Image of event	3,73	3,63	-0,10
Distance of locality	3,07	3,54	0,47
Environmental protection in the region	3,87	3,25	-0,62
The level of quality of workers in tourism services	3,67	3,38	-0,29
The level of prices in the region	3,73	3,46	-0,27

Tab. 22 IPA score

Factors	Importance - Performance
The number of visitors	-1,15
Friendly and helpful local people	-0,48
Offer of local/regional specialities	-0,44
Accommodation and restaurants	-0,24
The level of prices in the region	-0,24
Easy orientation in the venue of event	-0,23
Easy transport accessibility	-0,21
Promotion of services before arrival	-0,14
Additional possible activities in the region	-0,09
Additional services (bike rental, sports equipment, water parks)	-0,09
Folklore and local traditions	-0,02
Possibility to reserve/purchase tickets on the internet	0,02
Environmental protection in the region	0,10
The level of quality of workers in tourism services	0,45
Distance of locality	0,45
The uniqueness of the destination	0,47
Image of event	0,58

Tab. 23 Comparison SERVQUAL and IPA analysis

SERVQUAL	IPA analysis
Accommodation and restaurants	The number of visitors
The uniqueness of the destination	Friendly and helpful local people
Offer of local/regional specialities	Offer of local/regional specialities
Friendly and helpful local people	Accommodation and restaurants
The number of visitors	The level of prices in the region
Possibility to reserve/purchase tickets on the internet	Easy orientation in the venue of event
The level of quality of workers in tourism services	Easy transport accessibility
Additional services (bike rental, sports equipment, water parks)	Promotion of services before arrival
The level of prices in the region	Additional possible activities in the region
Easy transport accessibility	Additional services (bike rental, sports equipment, water parks)
Environmental protection in the region	Folklore and local traditions
Distance of locality	Possibility to reserve/purchase tickets on the internet
Image of event	Environmental protection in the region
Easy orientation in the venue of event	The level of quality of workers in tourism services
Promotion of services before arrival	Distance of locality
Additional possible activities in the region	The uniqueness of the destination
Folklore and local traditions	Image of event

Tab. 24 Net Promoter Score at Festival of open cellars

Rank	Festival of open cellars	Cum	Percentage		NPS
10	87	106	Promoters	45,69%	19,83%
9	19				
8	40	66	Passive	28,45%	
7	26				
6	24	60	Detractors	25,86%	
5	27				
4	5				
3	4				
2	0				
1	0				

Tab. 25 Net Promoter Score at From cellar to cellar

Rank	From cellar to cellar	Cum	Percentage		NPS
10	117	177	Promoters	64,36%	49,82%
9	60				
8	35	58	Passive	21,09%	
7	23				
6	9	40	Detractors	14,55%	
5	18				
4	3				
3	7				
2	3				
1	0				

D Results of statistical testing

Tab. 26 Evaluation of first hypotheses

Statist.	Return on event x Are you here for the first time?		
	Chí-kvadr.	sv	p
Pearsonův chí-kv.	7,983849	df=4	p=0,09217
Fí	0,1378737		
Cramér. V	0,1378737		

Tab. 27 Evaluation of second hypotheses

Statist.	Satisfaction with event x Are you here for the first time?		
	Chí-kvadr.	sv	p
Pearsonův chí-kv.	5,036276	df=4	p=0,28360
Fí	0,1095040		
Cramér. V	0,1095040		

Tab. 28 Evaluation of third hypotheses

Statist.	Return on event x Gender		
	Chí-kvadr.	sv	p
Pearsonův chí-kv.	1,199319	df=4	p=0,87821
Fí	0,0534371		
Cramér. V	0,0534371		