

# Wine Tourism and its Application in the Context of Localization and Implementation Factors

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*Wine tourism is one of the relatively young tourist activities in the Czech Republic, wine as a tourist product has only recently begun to be promoted to a greater extent. The beginnings of wine tourism can be traced mainly to southern Moravia, where wine growing is traditionally associated with a specific rural culture and folk architecture. On the example of a particular wine region, this paper captures natural as well as cultural and material-technical prerequisites for tourism development and introduces it to potential tourists. The aim is to apply localization and implementation factors within a wine tourism field on a territory of Moravia in the Czech Republic. The Moravia wine region has a high potential for wine tourism and further development by natural as well as cultural and historical predisposition, followed by well-spread cycling routes, number of touristic attractions and services facilities together with quality wine production.*

**Keywords:** Tourism industry, Enotourism, Prerequisites of tourism, the Moravia wine region, the Czech Republic

## Introduction

At present, wine tourism is closely connected to various forms of active tourism – hiking, biking, and recreational stays by the water, visiting cultural, historical, and natural monuments and other attractions (Šauer et al., 2015). Wine tourism has got a weighty regional aspect and cannot exist isolated from other forms of tourism, especially in such a small area under wine production in the Czech Republic. Therefore, is closely connected with gastronomy, culinary specialties, and traditional handicrafts or folk tradition (Vystoupil & Šauer, 2017). The development of wine tourism is delivered by new services, their (quality) improvement, effective cooperation of engaging actors, or by amelioration and expansion of infrastructure. Way to assess the development of tourism infrastructure is on board topic for many (wine) regions in related research (Monzonís & Olivares, 2012; Narkūnienė et al., 2017; Ryglová et al., 2017; Victorovna & Ivanovich, 2019).

Prerequisites (or factors) of tourism represent a summary of natural and anthropogenic aspects, including their multilevel links, which create the preconditions for the implementation of tourism. They can be divided into three groups: localization factors of tourism, realization factors of tourism, and selective factors of tourism. Localization factors are further divided into natural and cultural-municipal attractions, implementation factors in communication and material-technical, selective factors are divided into political, demographic, administrative, urbanization, sociological, personnel, and ecological (Ryglová et al., 2011; Zelenka & Pásková, 2002).

Localization factors form the physical basis for satisfying possible demand (i.e. what can be seen in a territory) and have been perceived as fundamental to understanding the territorial presence of tourist activity (Monzonís & Olivares, 2012). Their use is decided by implementation factors (especially transport, accommodation, and other services) and selective factors (cooperation, management, political situation, perception of the territory by guests) (Ryglová et al., 2011).

This paper focuses on supply-side factors. Since with the help of localization factors, it is possible to achieve differentiation of individual territories because especially localization factors determine what the given tourist area will present and define concerning the competition and implementation factors help to manage it (Ryglová et al., 2011).

It should be borne in mind that tourism is primarily an economic activity (Narkūnienė et al., 2017; Ryglová et al., 2011; Victorovna & Ivanovich, 2019). Therefore the influence of the above-

mentioned factors in tourism must be measured and assessed pragmatically from the point of view of the commercial success of the territory whose factors are presented (Ryglová et al., 2011). At the same time, the environmental and socio-cultural sustainability of the territory cannot be ignored (Flamik, 2020) and neither online communication (Mele & Cantoni, 2018).

Localization factors are those factors for tourism that are given by the territory and are practically unchanged. These include, in particular, natural conditions – climate, character and terrain modeling (geology, relief, geomorphology), aquatic (hydrological) conditions, natural attractions and its conversation, animals and plants (fauna and flora) – as well as social attractions, i.e. those that originate and exist due to the activities of people (i.e. monuments, customs, festivities, gastronomy, etc.). From the traveler's point of view, the localization factor is above all what must be seen in a territory (Ryglová et al., 2011). Nevertheless, the issue of how much localization is needed may become counter-productive, making the destination too much similar to one's own experience at home (Mele & Cantoni, 2018).

Natural conditions or attractions are one of the groups of localization factors. For the assessment of natural conditions in general, the more pleasant the climate, more unusual terrain modeling, more breathtaking scenery, and more exotic animals and plants occur, the better the conditions for tourism (Ryglová et al., 2011). They are used mainly in large areas, they are stationary, and we can say that they are to some extent constant (Hrala, 2002). Therefore, travelers are looking for mountainous and coastal areas, with many geological peculiarities, good hydrological conditions, and preserved fauna and flora – protected landscape areas, national parks, etc. The most important are those that are exceptional and unrepeatable. These are often awarded as part of the global heritage (UNESCO Biosphere Reserves). However, there is also one category for the assessment of the area of interest, which is outside any lists or legal protection measures. It is a category of aesthetic disposition of the landscape perceived by sight, its charm, appeal, beauty. It is an essential component of tourism focused on visual sensations, such as hiking, biking, cross-country skiing (Ryglová et al., 2011), hippotourism, or visiting vineyards.

Social or cultural-municipal attractions display the second group of localization factors. Among the most attractive social attractions are mainly monuments, including technical ones. Only the most valuable or most famous are of decisive importance, the others mostly function in the position of additional attractions. The highest listed are monuments inscribed on the UNESCO World Heritage List followed by national cultural monuments. At the other end of this scale are small local monuments. Individual events, customs, and festivities are also attractive for tourism, and gastronomy is experiencing great growth. The importance of sports and entertainment events is growing, and various artificial attractions, such as amusement parks, are also justified. To social attractions are related the density of population, the larger the population, the greater the number of social attractions, buildings, and events (Ryglová et al., 2011).

The implementation factors of tourism have a dominant position for the effectuation of various forms of tourism. Through transport, they make it possible to reach places of tourism, and infrastructure of services (accommodation, catering, travel agencies, tourist information centers, and other facilities) can be used. Its capacity forms an offer ceiling for the use of localization conditions (Hrala, 2002; Ryglová et al., 2011). Without sufficient service capacity, it is not possible to technically use the potential of the area. Without an adequate offer of the services of a certain quality, it is not even possible to compile tourist products well, and thus not offer the area on the market. In the absence of sufficient quality of services, even with satisfactory capacity, it is not possible to maintain the economic benefits of tourism in the long run, let alone increase them (Ryglová et al., 2011). Several indicators are used to evaluate the level of implementation factors (e.g. Narkūnienė et al., 2017; Ryglová et al., 2017; Victorovna & Ivanovich, 2019). For instance, number and composition of visitors in a certain area; a number of accommodation facilities;

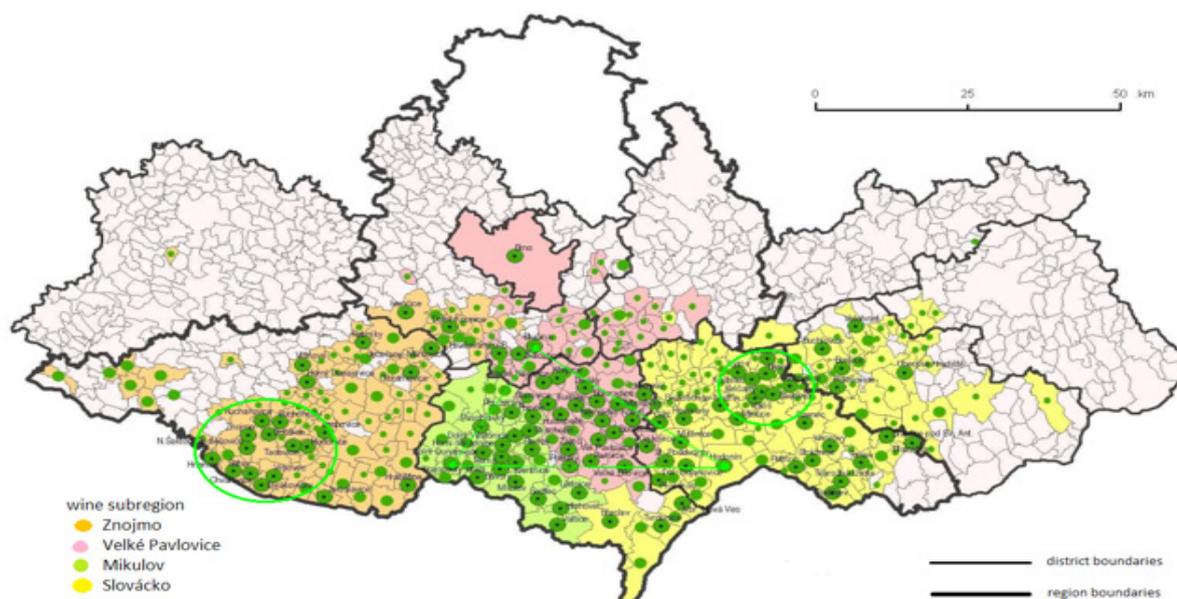
number of beds; product of occupied beds and days respectively nights; number of table seats; quality indicators of accommodation and catering facilities; size of transport capacities and their quality; indicative framework of recreational attendance; land use limit from the point of view of material and technical base; profitability of facilities for municipalities; civic amenities (commercial, exchange, banking services); degree of modernization and restructuring of accommodation and catering facilities; etc. (Ryglová et al., 2011; Victorovna & Ivanovich, 2019).

This paper aims to apply localization and implementation factors within a wine tourism field in the Moravia wine region in the Czech Republic as a main wine-producing region. Those factors represent a helpful tool for setting crucial prerequisites of a particular tourism area and for the evaluation of assumptions for tourism development. Mainly includes the assessment of the impact of natural, cultural-historical, economic, and social conditions and preconditions for tourism (and its development), at different spatial levels. They may be considered as one of the first classical approaches to the traditional geography of tourism, especially in the 50s and 60s of the 20th century (Vystoupil et al., 2011). The review of the existing literature, as well as Internet sources, served to identify the localization factors which have traditionally been seen as basic to understand the territorial presence of tourist activity in general. Particular tourism facilities were verified, and together with other factors, are presented in tables (Table 1 and Table 2) to evaluate these groups of factors as was correspondingly ensued by previous publications (Monzonís & Olivares, 2012; Narkūnienė et al., 2017; Ryglová et al., 2011; Šíp et al., 2018; Victorovna & Ivanovich, 2019). Equally, several other factors are indicated too. The state-of-art and delimitation of the Moravia wine region in the context of mentioned factors within the background of wine tourism will help to present the current wine region and present its properties and potential for further development.

## Results

The Moravia wine region (<https://en.mapy.cz/s/jorafusune>) is the largest area under wine production in the Czech territory. It consists of 93.7% of all registered vineyards (ČSÚ, 2021). This region stretches on an area of two territorial self-governing units – two regions. It is formed by most of the area of the South Moravian Region – precisely by its six districts – and partly by Zlín

Figure 1. Map of wine subregions in the Moravia wine region



Note. Adapted from [Kunc & Vystoupil, 2005](#)

Region – three districts. A map of the wine region is illustrated in Figure 1. The delimitation of exact wine region boundaries is exacting. Therefore, localization and implementation factors have been considered for both territorial self-governing units. The resulting quantity of factors is located just in an area under Brno (with leaving out not colored parts of those two districts as captured in Figure 1) and considers only small yellow parts of two districts on the east side of the wine region in Zlín Region. The inclusion of Brno among the wine region was made because it is geographically loosely connected with the Znojmo and Velké Pavlovice subregions, in which intervenes. It follows that factors and facilities will be included predominantly those in colored districts (in Figure 1) and within the coordinates which set the utmost points of the wine region.<sup>1</sup>

The most important area of wine tourism inside the Moravia wine region is located in the triangle Novosedly – Hodonín – Blučina (spread from within an area of Mikulov and Velké Pavlovice subregions), western part of Znojmo subregion and in the central-western part of the Slovácko subregion (Kunc & Vystoupil, 2005; Šíp et al., 2018). In these areas is concentrated the majority of municipalities and tourism facilities; marked out by green lines in Figure 1.

The perceptible development of wine tourism in the region and its popularity is also because the South Moravian Region is a favored tourism destination. In 2020 was the second most visited region, after capital Prague, with 1.170.773 tourist arrivals from all 10.836.448. That means 10.8% of all tourist arrivals were heading to the South Moravian Region. The majority (82.41%) of them were Czech residents, which made this region the most visited region by Czech inhabitants already for 10 years, at least (CzechTourism, 2021b).

The whole area of the Moravia wine region represents vast and miscellaneous activities, attractions, and experiences not all directly bound up on wine but also on other forms of active tourism. Localization factors, which have been considered in this paper, in the Moravia wine region have been ascertained and are summarized in Table 1.

**Table 1. Quantification of localization factors in the Moravia wine region**

localization factor	quantity	name
<b>National Park</b>	1	Podyjí
<b>Protected Landscape Area</b>	2	Pálava, White Carpathians
<b>Biosphere Reserve</b>	2	White Carpathians, Lower Moravia
<b>Other protected areas</b>	372	National natural monuments, National nature reservation, Natural monuments, Nature reserve
<b>UNESCO World Heritage Sites</b>	2	Tugendhat Villa in Brno, Lednice–Valtice Cultural Landscape
<b>UNESCO Intangible Cultural Heritage Lists</b>	4	Jízda králů (Ride of the Kings), Slovácký verbeňák (recruit dances), Modrotisk (blueprint), Falconry
<b>Bird area</b>	8	
<b>Castle, chateau, lookout tower</b>	35, 111, 24	
<b>ZOO, aquarium</b>	3, 1	Brno, Hodonín, Bošovice (parrot ZOO), Lednice
<b>Bath</b>	2	Hodonín, Lednice
<b>Registered vineyards (ha)</b>	17 425	93.7% of registered vineyards
<b>VOC</b>	13	
<b>Wine events</b>	800-900	Only events related to wine for the public in 2021.

*Note. Data from Agentura ochrany přírody a krajiny ČR, 2021; Bublíková, 2020; ČSÚ, 2021; Hrady.cz, 2021; Nadace Partnerství, 2021; UNESCO, 2021; Vinařský fond, 2021.*

<sup>1</sup> The utmost points of the wine region in GPS coordinates, north point: N 49°15.33922', E 16°32.22467'; south point: N 48°36.99425', E 16°56.41248'; east point: N 48°50.31418', E 15°54.78018'; west point: N 49°0.24940', E 17°37.01998'.

The region offers an immense list of natural areas including one National Park (out of 4 in the Czech Republic), two Protected Landscape Areas, two Biosphere Reserves, and more than 340 natural monuments as well as nature reserves at a national or regional level. At (inter)national level may captivate by UNESCO Heritage tangible sites (2 out of 16 in the Czech Republic) as well as intangible sites (4 out of 7 in the Czech Republic) in a way of traditional and regional cultural habits connected directly to the wine. *Slovácký verbuňk* (male folk dance) is related to the Slovácko wine subregion and to regional *krojované hody* (costumed feast) where is wine served and inseparably affiliated. Similarly, Ride of the Kings is located in the Slovácko wine subregion mainly in town Vlčnov and represents a folk custom associated mostly with *Letnice* (the Christian holiday of Pentecost). Another intangible heritage is *modrotisk* (blueprint) which is a traditional technique of textile printing as well as a name for a dark blue fabric with white patterns. Its decrease in the number of workshops led to entry to UNESCO Cultural Heritage Lists. One functional workshop is located in Strážnice – Slovácko wine subregion. Moreover, the region abounds with several castles, chateaus, lookout towers, sacral and technical monuments, and (open-air folk) museums which are spread all around its territory. Obtained data from Hradycy.cz (2021) number 35 castles, 111 chateaus, 24 lookout towers, and other tourism attractions.

Due to the ambiguous definition of lookout towers, ruins, and fortresses with castles and the ever-increasing number of buildings of this type, likely, the quantity will not be accurate. Other possible attractions in an area that are not presented in this paper: churches, breweries, museums, monuments, momentous water wells, turrets, outdoor and indoor sports grounds and swimming pools, spa, religious sites, sacral monuments, technical monuments, and caves (mainly above Brno).

Regarding the localization factors more connected to the wine its production and cultivation of grapes are also almost idealistic natural, soil, and weather conditions. The annual average temperature is 9.42° Celsius, the average annual precipitation is 510 mm, and the average annual length of sunshine is 2244 hours according to the 78 years average ascertained in the city Velké Pavlovice (at the Wine Cultivation Station). The South Moravian landscape and its unique natural conditions form the basis for the unique and at the same time diverse character of the local wines (Bublíková, 2020; Vinařský fond, 2021). Concerning natural factors connected to wine even further, there has to be mention a term *terroir*. As described by Leedon et al. (2021): “*terroir* is one reconnection approach and concept that relates place, people, and products by suggesting that the physical environment and socio-cultural conditions of a place lead to the characteristics of the products and services from that place.” In Moravia is *terroir* associated with VOC<sup>1</sup> which reflects the region where the grapes come from and thus the evaluation of wines is carried out by the winemakers themselves as members of the relevant VOC association. The Znojmo wine subregion introduced the first appellation system in the Czech Republic in 2009 – VOC Znojmo (Vinařský fond, 2021). That’s why VOC presence in the region should be listed in localization factors due to its natural character and place of origin.

Another reflecting fact of a great location of a wine region and its qualities of wine production and thus the development of wine tourism has been topical already for some years. The Šobes vineyard in the Znojmo wine subregion strives for inclusion, by a winery Znovín Znojmo<sup>2</sup> supported by the city of Znojmo and Mendel University in Brno with other bodies, to the UNESCO World Heritage List. Such an act would significantly assist in attracting a larger number of visitors and developing local tourism in a region (Veselá & Malacka, 2015).

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1 *Vína Originální Certifikace* (VOC, Wines of Original Certification) are specifically those that have been produced from grapes originating exclusively from vineyards situated in approved areas in a given wine region. List of VOC in the Czech Republic <https://www.vinazmoravyvinazcech.cz/en/encyclopedia/voc-associations>.

2 A wine company Znovín Znojmo, located in the Znojmo wine subregion, is one of the pioneers in wine tourism in the region (Veselá & Malacka, 2015).

Wine-related events are expanding in quantity and either quality. Generally speaking every weekend is a possibility to participate in some wine-related event. There are events connected to culture, folklore, gathering, wine production, tradition, music, region, etc. The main events in the Moravia wine region, by Prokeš (2019), are defined as the following: festival, celebration (e.g., folklore festivals, wine festivals, feasts, grape harvest, St. Martin's festivals), tasting, competition, fair markets, courses, seminars, food festivals, adventure tours and other events connected with sports and wine, art and wine, etc. The seasonal orientation of wine tourism activities has already passed away. Thus, there is a clear stare of the development of wine tourism activities from seasonal to year-round through the years (Šauer et al., 2015; Vystoupil et al., 2011; Vystoupil & Šauer, 2017). Presently, all kinds of wine-related events and activities<sup>1</sup> are throughout the year (Šťastná et al., 2020). More about wine tourism activities can be acquire in previous publications (Flamik, 2014; Kubát, 2019; Nadace Partnerství, 2021; Šťastná et al., 2020; Veselá & Malacka, 2015; Vinařský fond, 2021; ).

More than 18 000 vine-growers cultivate grapes in vineyards within more than 300 wine villages which are representatives of hubs for implementation factors – events, services, wine products, and activities. They are connected by the quite frequent structure of cycling routes at a local level as well as regional level. To guarantee a high-quality service among the wine region regarding cycling routes a certificated system of service facilities has been implemented – a cycling certification *Cyklisté vítáni* (Cyclists Welcome) – which helps in the development of cycling routes infrastructure as well as with service infrastructure in the region (Kubát, 2020). The whole wine region is crossed by a backbone route that connects west with the east side of the region, winemakers with wine tourists, and thus facilitate transport from particular wineries, wine villages, or wine subregions through and through. Furthermore, the region is halved by highway from Brno to Břeclav, which also connects Prague or Bratislava. Railway networks, as well as bus transportation, connect wine villages even more.

The total number of catering facilities is sufficient, corresponding to the population density in the region and the presence of facilities of other services and attractions. At the same time, there is considerable variety, from traditional restaurants and pubs to various types of fast food and non-traditional meals. The most common type of catering facility is restaurants. Regardless the number of these facilities does not account for kiosks or food trucks, which are also on the rise in the region.

**Table 2. Quantification of implementation factors in the Moravia wine region**

(tourism) facilities	number	
<b>Collective accommodation establishments</b>	1006	556 pensions 214 hotels, motels, botels (from 1 star to 5 stars) 236 other types of accommodation, camps, cottages, touristic accommodation, etc.
<b>Restaurant, bistro, pub, inn, pizzeria</b>	app. 1200	Active places with sanitary facilities in 2021, located in bigger cities.
<b>Travel agency</b>	111	The number of branches in the region, those that have their website active.
<b>Tourist Information Center (TIC)</b>	24	
<b>Cycling route</b>	11 (1200 km), 3 (106 km)	Moravian wine trails, local wine trails
<b>Wine village</b>	308	
<b>Viticulturist/vine-grower</b>	16 391	
<b>Winery</b>	841	

*Note.* Data from ATICCR, 2021; CzechTourism, 2021a; Restu.cz, 2021; Sorm, L. & Spol., 2021; Stovka Software, 2021.

<sup>1</sup> Calendar of wine events and activities <https://www.vinazmoravyvinazcech.cz/cs/kalendar-akci>.

Furthermore, there may act upon mentioning factors other features of wine tourism such as the quality of wine, surrounding nature (landscape, presence of vineyards, etc.), friendly environment at a winery (personal contact), diversification and quality of services, relaxation as well as tourists' loyalty (Králíková et al., in press; Kubát, 2019; Šťastná et al., 2020).

## Conclusions and Recommendations

There are plenty of factors that may introduce and form a (wine) destination generally. This paper presents main localization and implementation factors in a particular area – the Moravia wine region – in the context of wine tourism and its connected attractions, services, and possible experiences. Table 1 presents crucial localization factors followed by Table 2 with implementation factors. Both tables show the supply side of the wine region based on nature, infrastructure, tradition and cultural heritage, services, and tourism attractive places interleaved within wine tourism in this region. For further development unlocking the potential and increasing quality now requires synergy and cooperation of many participants in a wine region. The aim should also be to optimize traffic and tourist visits and prevent the devastation of cultural heritage, wine traditions, and the landscape.

As mentioned in the crucial wine tourism book by Getz (2000), in many cases, wine tourism is not regulated or planned in any way and is based only on what individual wineries do for it. Flamik (2020) affirms this still after 20 years. As he referred, the common denominator of all the successes and strengths of viticulture, winemaking, and tourism in the region of Moravia is the fact that Moravian winemakers and entrepreneurs in tourism started on their own. There was no development plan, neither strategy was formulated. The actors are the winemakers themselves, wine institutions, the South Moravian Region, associations, and, last but not least, the non-profit organization Partnership Foundation (<https://nadacepartnerstvi.cz>), which is the author of several projects connected to nature and tourism. However, the future presents new, predictable, and unexpected challenges for all.

The purpose of this paper was not to present a thorough enumeration of all localization and implementation factors in a wine-producing region in a context of wine tourism but to introduce the main prerequisites of tourism and represent them as a tool for a summary of natural, cultural, anthropogenic, and service-based aspects and other multilevel links for a tourism region. It should also be considered that the numbers of the mentioned attractions in this article are within the Moravia wine region, however, just beyond its borders, other attractions are within reach.

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