The Development of Wine Tourism in South Moravia

Prokeš Martin

FACULTY OF BUSINESS AND ECONOMICS, MENDEL UNIVERSITY IN BRNO, CZECH REPUBLIC
martin.prokes.umo@mendelu.cz

Abstract: Wine tourism development and the resulting formation of regional strategic alliances in the form of clusters may lead to increasing the competitiveness of wineries in South Moravia in the southeastern part of the Czech Republic.

The main research objective of this paper was to find potential for wine tourism development and creating a plan for newly formed strategic alliance coordinating services offer all wineries in the region. This study describes the potential to offer services and products of wine growing areas in South Moravia region, suitable for promotion offers wine tourism destinations and services. To achieve the objective of the study was conducted marketing research data collection and mapping current events and activities taking place in the wine-growing region of Moravia, promoting or offering specific local products and services associated with gastronomy and wine.

The dynamic development of the wine category, major changes in market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries. The application of the results of research was a plan for the establishment of new alliance – wine cluster, where is potential co-operation between associations VOC appellation and other entities involving suppliers, customers, research institutions and universities. The plan to create a wine tourism cluster was proposed to establish cooperation between the newly emerging associations of VOC at three sub-regions of South Moravia, in order to achieve competitive advantage.

Key words: association, cluster, strategic alliances, VOC, wine marketing, wine tourism

Adress:

Martin Prokeš, Ph.D.