CLASSIQUE MÉTHODE SPARKLING WINE CLUSTER IN THE CZECH REPUBLIC

I want to submit an abstract for:
Conference Presentation

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Keywords
appellation, cluster, cooperation, wine tourism

Research Question
There is potential to create new appellation system with wine marketing cluster management?

Methods
marketing analysis, localisation quotient

Results
There are many dynamic changes in the segment of classique méthode sparkling wine production. There is potential to create new appellation system with management and marketing cooperation - cluster

Abstract
The development of classique méthode wine production has helped to create a completely new structure of cooperation among winemakers in the Czech Republic. Significant assumptions were made in the region of South Moravia in the southeastern part of the Czech Republic. The main research objective of this paper was to define and evaluate the benefits of establishing and developing wine cluster for wine-growers and wine producers. To achieve the objective, it was necessary to analyze the degree of incorporation of the program in the marketing mix of companies and compare similar programs in neighboring countries. The main results include the finding that customers often visiting winemakers and the wine trails increased orders after visits. A separate and rather important fact is the increased motivation to start new businesses providing tourism services which lead to longer stays in the region. For the development of the entire wine sector is linked to the need to create new jobs directly in the industry, but also multiplier effects of related industry suppliers, as well as in tourism. The dynamic development of the wine category, major changes in Czech market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries. For further research, it was important to make a categorization of events and services. Based on a Wine Tourism definition individual criteria were created and event design categorizations - the type of markets, festivals, wine tasting with typical local products and special oenogastronomy menus. Selection of current events is conducted with the aim to create an overall picture of "gastronomic and viticultural peculiarity" of the region of South Moravia. The proposals to improve support providers primarily suggested more advertising on the Internet and on television. They also suggested holding more wine events. They would welcome further tax cuts and cut red tape. In the field of wine tourism, providers suggest more support from the various regions and cities. They would welcome the issuing of maps, information brochures, information centers and improving signage to wine products, which informed visitors about their
possibilities - and especially the specific wine tourism providers in the area. The importance for the development of wine tourism, according to providers, was also to improve transport infrastructure in the regions, particularly repairing ‘lower class roads’, and also provide a greater number of car parks and rest areas in the region. Other proposals concerned the involvement of travel agencies and tourist authorities, like CzechTourism, who should further promote self-drive wine tourism routes. Providers often suggested cooperation between the National Wine Centre, Wine Marketing Fund and with travel agents. They would welcome the creation of packages consisting of offering more certified equipment. They welcome also offer of travel-agencies more focused on mediating domestic and wine tourism driveway and not on the exit wine tourism. With this and other proposals related to Tourism focused more on the region of South Moravia and wine tourism. Another common theme was greater collaboration among the various actors in the region. And while uniform treatment of wine tourism in the regions. Not only within the region but generally the entire southern Moravia providers should welcome greater mutual awareness of the organized events. It seems reason to avoid collision terms and consumers can visit more actions. Based on the results of the calculation of the coefficients for the determination of the potential for establishing a cluster and the objective situation in the European market in wine was established design of the cluster, which will be based on the principle of integrated VOC three regions (Pavlovice, Mikulov, Znojmo) with brand name South Moravia. The proposed cluster has high coefficients of LQ and CQ. Due to the relatively high concentration of production resources has potential for competitiveness and clear identification of consumers in the domestic market, and also by Slovak wine market in Central Europe. The scope of activities in the first phase, coordination of services recommended wine tourism in Southern Moravia.

Based on the results it can be concluded that the interprofessional VOC associations in the Czech Republic meet the conditions for a cluster. The localisation quotient was calculated and was well above the minimum value. A new alliance of wine producers of VOCs in the Czech Republic also has a concentration quotient larger than a minimum value, and thus fulfills the criteria for the formation of the cluster. The plan to create a wine 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 in wine tourism.

This chapter analyses the potential for wine tourism development and creating a plan for newly formed strategic alliances coordinating services offerings across all wineries in the region. This study describes the potential to offer services and products of the wine growing areas in the South Moravia region in the southeast part of the Czech Republic, suitable for promotional offers of wine tourism destinations and services. To achieve the objective of the study a marketing research data collection and mapping exercise of current events and activities was conducted, in the wine-growing region of Moravia, focused on evaluating the promoting or offering of specific local products and services associated with gastronomy and wine. Based on the results it can be concluded that the interprofessional association VOC Czech Republic meets the conditions for a cluster. The plan to create a wine tourism cluster was proposed to establish cooperation between the newly emerging associations of VOC appellation at three sub-regions of South Moravia, in order to achieve competitive advantage.

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