

VITICULTURE – CHALLENGE FOR TOURISM DEVELOPMENT (ZNOJMO CASE STUDY AREA)

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Abstract

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The article, which deals with the issue whether the viticulture can be the challenge for tourism development, is based on research conducted in Znojmo case study area (the Czech Republic). It starts with general introduction of wine tourism concept based on the selected results of the previous scientific researches. The second part of the article brings description of the methods and brief characterisation of case study area. The third part pays attention to the analyses of the selected statistical data showing importance of viticulture for the case study area. The main fourth part is focused on selected activities which are connected with projects developing wine tourism (especially vineyards and vine festivals), where cooperation of different actors is necessary and continues by analysing of the potential of more intensive development of wine tourism on example of the important actor in case study area – wine producer Znovín Znojmo. The conducted research shows strong local embeddedness and association of company with the tourism industry. The article concludes with general recommendations, which emphasize the importance of effective partnership of the different actors by successful development of wine tourism.

Keywords: tourism development, viticulture, wine tourism, Znojmo case study area

INTRODUCTION

Wine is in the majority of the world production regions related to development of the wine tourism activities. Wine tourism is usually defined from the perspective of the traveller's motivation and experiences as „visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors“ (Hall *et al.*, 2011). According to Canoves *et al.* (2004) vineyards, viticulture and wine as traditional agricultural product increasingly complete products offered in the frame of rural tourism and represent form of specialization and diversification of tourism in the area. In the USA, almost 20% of farms operating in tourism in the state Missouri offer to their visitors the activities related to viticulture (Tew and Barbieri, 2012). Many authors are convinced that wine tourism can play an important role not only in development of the rural tourism but in the whole regional development as well

(e.g. Jaffe and Pasternak, 2004) and that it is very important for revival of countryside and protection of the traditional rural landscapes (Scherrer *et al.*, 2009).

Wine tourism is often closely related to the culinary tourism or local gastronomy – some authors (e.g. Stewart *et al.*, 2008) emphasize the potential of both wine and culinary tourism for attracting of new visitors to the wine regions, other authors (e.g. Hashimoto and Telfer, 2006) analyse the role of wine festivals and other events related to local gastronomy, wine and other traditional products. Wine trails are other form of wine tourism and are perceived as new and extremely fast developing phenomenon. The studies and articles pay attention to the development of wine trails and to their importance for local and regional development and success of the tourism activities in the different regions – for example the Niagara gateway wine trail (Stewart *et al.*, 2008), the Bairrada wine trail in Portugal (Correia *et al.*,

2004) or the selected wine trails in the Republic of South Africa (Bruwer, 2003). Alonso and O'Neill (2009) based on their researches conducted in three wine production areas mention that „despite recent negative developments in Spain's wine and tourism industries, the progressive growth in wine trail development and many winery operators' willingness to jump onto the wine tourism bandwagon provide a promising outlook for the wine and tourism industries in years to come“ (p. 416). In this context, the very interesting information contains study conducted by Getz and Brown (2006), who analysed the key factors influencing success of region making profits from wine tourism activities – while local actors (entrepreneurs, representatives of public administration) identified the wine trails and wine festivals as one of the most important factors of success, the visitors attached only average importance to them (research between local actors and visitors was conducted in different regions).

The Czech Republic belongs to the EU-member states, where the consumption of the wine per capita has been increasing for the last 20 years (Pyšný *et al.*). This is a typical trend for the countries, which do not have long-term tradition of wine consumption as for example France or Italy, where on the contrary the wine consumption has been declining (Chládková *et al.*). Increase of popularity of wine consumption is reflected in the tourism development – more and more regions, municipalities and entrepreneurs in the Czech Republic are offering for tourist the many alternatives of the activities which are connected with viticulture. Our article wants to contribute to this discussion and its main objective is analyse the role, which viticulture play in tourism development in Znojmo case study area (the Czech Republic), from the different perspectives and discuss the results in context of other researches.

MATERIAL AND METHODS

This contribution is based on the several current research activities conducted within the scope of the project Partnership for local development (Vaňová and Foret, 2008; Foret, 2012) and it follows on in the previous period implemented surveys (Foret, 2009; Foret and Klusáček, 2011). From methodological perspective, the article is based on statistical analyses of available data, analysis of important local actors activities and on results from representative research organized in town Znojmo. Research sample represents 578 respondents of the town Znojmo inhabitants in age category 18+ when demographic structure of sample corresponds to characteristics of town Znojmo (research was conducted in March 2011 by the students of The Private College of Economic Studies in Znojmo). The town Znojmo could be perceived from visitors' point of view

as the important entrance gate for whole Znojmo case study area and that is main reason why the survey was implemented in this most important town of the whole study area.

Delimitation of Znojmo case study area is not easy task because there is difference between Znojmo wine production region and Znojmo district (Fig. 1). Therefore our analyses of available statistical data pay attention both to district level and wine production level as well. Our quantitative researches were intentionally conducted in core of the region (Znojmo town and the surroundings municipalities), where we presuppose that the respondents (both visitors and local inhabitants) are no doubts that they are located in Znojmo case study area and they can talk about problems related to tourism development there.

The core of Znojmo case study area Znojmo town belonged (together with Brno and Olomouc) in medieval times to the three most important cities in Moravia and therefore the historical town can offer very interesting historical sights. Znojmo town lost this position on account of less intensive industrialisation and complicated history in 20th century (loss of German population after 1945 and existence of Iron curtain in the period from 1948–1989). The return of market economy after 1989 caused many problems because part of traditional industries related to agricultural production as for example cucumbers collapsed, almost no new large industrial investors came (except for example textile company Pegas Nonwovens). Therefore Znojmo district belongs to the district with significantly share of unemployed persons per population (9.0% at 31st July 2013) in comparison to the average for the Czech Republic (7.5% at 31st July 2013). The unemployment is influences by seasonal changes because of very important role of agriculture, building and tourist services in economy of the case study area. Development of tourism activities is very important for the case study area and the tourism potential is very high because of occurrence of historical monuments, vineyards and National park Podyjí (Vystoupil *et al.*, 2006). Accommodation capacity is concentrated mainly in town Znojmo, near Vranov dam and in selected rural municipalities localized in diverse cultural landscape. Unlike the protected areas, factor of a varied landscape is generally considered to be an important stimulus for higher concentration of accommodation capacities (Navrátil *et al.*, 2012).

RESULTS AND DISCUSSION

Importance of Wine Production in District Znojmo

In 2011, wine was growing on more than 16 thousands hectares in the Czech Republic. In 2002, when Czech Republic was preparing for the membership in EU, it was only 10.8 thousands



1: Delimitation of Znojmo wine production region and Znojmo district

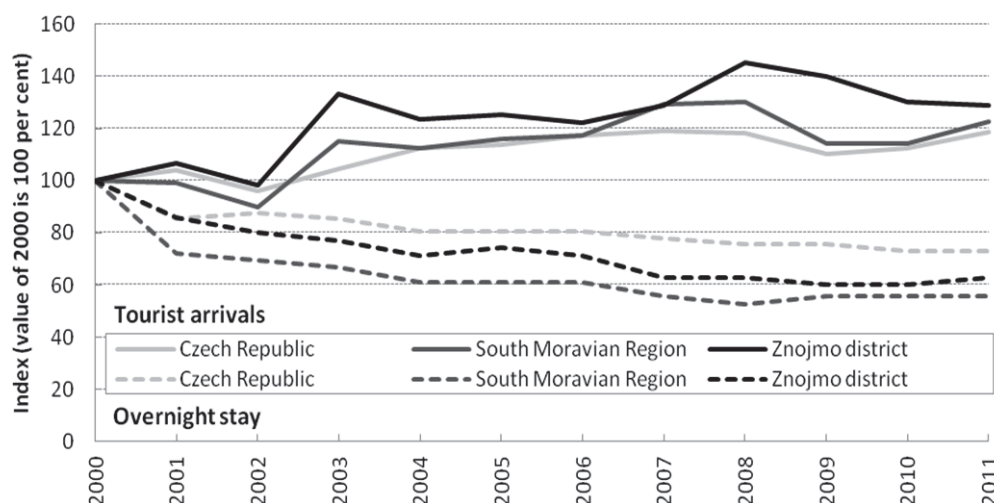
hectares – the highest increases were in the period 2003–2007 (annually about 10%). From regional perspective of the Czech Republic, the wine production is traditionally concentrated in the South-Moravian Region, where were 93% of vineyards (according area in hectares) and 94% of wine production (CSO, 2012). The results of Agrocensus 2010 show (CSO, 2011) that wine production is concentrated in district Břeclav (49% of vineyards in the Czech Republic), district Hodonín (19%) and district Znojmo (18%). There was increase of area of vineyard in Znojmo district in the period 2005–2009 in comparison to Břeclav and Hodonín districts and Znojmo.

Other data making possible the regional differentiation of wine production in the Czech Republic are included in the first „Wine census“, which was conducted in autumn 2009 among Czech and Moravian wine producers. This survey collected data not for district level but for level of wine production areas that were defined based on legislative code number 324/2004 Coll. (presently replaced by legislative code number 254/2010 Coll.), which contains list of wine production municipalities and vineyards. Znojmo wine production region, which is one of the six delimited regions, is created by 71 wine production municipalities from Znojmo region,

17 municipalities from district Brno-venkov and 1 municipality from district Třebíč (Fig. 1).

In the Czech Republic, according to Survey in vineyards there was 96% vineyards and 98% companies related to wine production in four South-Moravian wine production regions (Mikulovský, Slovácký, Velkopavlovický and Znojemský). Znojmo wine production region had the smallest share of vineyards (19% from total numbers for all Czech Republic, in total numbers 3.3 thousand hectares of vineyards) but there were operating the only 6% companies (650 companies) related to wine production in the whole country. In comparison, in the largest wine production region Velkopavlovicko – there were operating 4.4 thousands companies on the vineyards of 4.7 thousands hectares. Therefore in Znojmo wine production region there is in average 4.82 hectares of vineyards for one company, and local wine production companies are bigger than in other Moravian regions.

These numbers are influenced by Znovín Znojmo, which is with 330 hectares of vineyards the most important wine production company in case study area (Znovín, 2013). According to Kučerová and Žufan (2008) Znovín Znojmo belonged to four the most important wine production companies operating in the Czech Republic (three others are



2: Development of number of tourist arrivals and overnight stay in the Czech Republic, the South Moravian Region and Znojmo district in 2000–2011 (value of 2000 is 100 per cent)
Source: CSO 2013

not located in the case study area). There are other important wine production companies in Znojmo case study area: Agrodružstvo Nový Šaldorf (Modrý sklep), companies Ampelos and Waldborg in Vrbovec, company Lahofer Dobšice and Wine cellars Lechovice and Maršovice (WFCR, 2013). Wine production belongs to the reasons why Znojmo district higher share of economically active persons working in agriculture in comparison to average level in the Czech Republic (for example Konečný, 2011). Although it is the employment in the primary sector of the economy, wine growers and wine producers are increasingly using opportunities to participate in various activities in the tourism to reduce the risk of one side oriented business and increase sources of income.

Wine Trails and Events as Main Activities Connecting Wine Tourism Development and Wine Production by Effort of Cooperation of the Different Actors

Tourism in the Znojmo case study area shows long-term positive dynamic – the number of tourist arrivals (140,000 arrivals recorded in 2011) grew faster than in the South Moravian Region and the Czech Republic since 2000. Positive trends can also be documented by the increasing share of tourist arrivals in studied area (13% in 2011) on total arrivals in the South Moravian Region and more favourable value of overnight stays. In contrast to the number of arrivals, this indicator is decreasing, although the number of overnight stays stabilized at 2.2. in the district of Znojmo since 2008. According Foret and Klusáček (2011) the visitors arrived to Znojmo area especially from South Moravian Region or from the regions in close surroundings (Vysočina Region, Zlín Region) or from capital Prague.

Visitors are attracted to the studied area not only by many cultural monuments and attractiveness of the National Park Podyjí (Vystoupil *et al.*, 2006) but also by increasingly expanding industry of wine tourism. The wine trails, wine tours and various festivals and events (mostly vintage) represent a key attraction combining traditional agricultural production and tourism – ie another area attraction for potential visitors (Jaffe and Pasternak, 2004).

The studied area is crossed by two wine trails that are developed under the project The Moravian Wine Trails. This is a long-term project of development of viticulture and rural tourism in South Moravia, which has been implemented by the Foundation Partnerství in close collaboration with 280 wine-growing municipalities and with support of the other partners from private sector (e.g. one of the most important Czech banks Česká spořitelna, a.s.; publisher of the maps Geodis, s.r.o.). It reflects increasing popularity of cycling as free time and tourism activity in the Czech Republic in two last decades (Ryglová, Burian and Vajčnerová, 2011). Within a few years of its existence many activities have been already realised – e.g. 1,090 km of cycling-trails were marked up, 11 tourist maps were published, 20 resting places for tourist were build up and Internet home pages of many subjects enterprising in this region were established (Foret and Klusáček, 2011).

It is necessary to emphasize that Znojmo case study area is important part of the whole project, because the main tourist route (the so-called backbone or “flag” trail) connects the towns of Znojmo and Uherské Hradiště (Zlín Region). Its total length is 280 km and it is symbolically called the Moravian Wine Trail. Moreover, there is Znojmo Wine Trail in the total length of 163 km. In addition to this project 30 km long educational wine trail “through Znojmo region’s vineyards” was outlined (WFCR, 2013).

Festivals and cultural events are seen as integral part of the visitors' perception of the region tourist attractiveness (Navrátil, Pícha and Hřebcová, 2010) and they enable to use the potential of wine tourism. More than 50 different "wine events" can be found in the region throughout the year on the official website of the Czech and Moravian wines (NWC, 2013). For these reasons, only the most important events held in the region (high interest among tourists according WFCR, 2013) are named – Znojmo tasting in the Louka monastery, Jarovín Rosé in Znojmo, Wine Festival of protected designation of origin (PDO) in Znojmo, Znojmo gallery of Veltliner or St. Martin in the Blue cellar (other events are shown on the example of wine producer Znovín Znojmo).

The key event is represented by Znojmo Historic Vintage which is held annually in mid-September. The basic product of wine tasting is accompanied by parades, craft fair, knightly tournaments, fireworks and other events. The importance and significance of this event can be documented by the number of visitors – almost 77,000 visitors attended vintage in two days in 2012 (Krutil, 2012). Such finding can be considered as opposed to the results Getz and Brown (2006).

Based on described findings and Foret's (2012) proposition, initiative and activities of the town government cannot be considered as only one important element of the successful development of the wine trails, festivals and events, but also the involvement of a wide spectrum of actors have to be accounted. In addition to activities of powerful local actors (e.g. major wineries operating in the region) cooperation of several different groups of actors is necessary to develop a wine tourism. For example, in the case of wine trails the project includes the entire southern Moravia – local activities gain regional or cross-border implications.

Znovín Znojmo, a. s. – Example of Large Wine Producer Company Successfully Developing Wine Tourism Activities

The different wine producers implement different approaches in connection to wine tourism. Chládková (2007) analysed the south Moravian wine producer Patria Kobylí and identified that developing of wine tourism belongs to the goals but was perceived as weakness of company.

On the contrary, Znovín Znojmo is successful not only in wine production but in wine tourism development as well. Znovín Znojmo has large portfolio of activities focused on development of wine tourism activities. In the scope of tourist program of company, the visitors are invited to visit Louka monastery, where seat of visitors centre is located – the visitors can receive information about programme, taste a few local wines or leave their bicycles, visiting vineyards Šobes in National park Podyjí. The company in close of this famous vineyard created the first of the taste-stops, the second is localised in proximity of wine trail on the territory of Havraníky municipality.

Based on many years of experience in organizing the traditional November tours of the wine cellars and May Znojmo vineyards tours, company created a themed wine tours, whose aim is to show the attractiveness of the Znojmo wine region to small groups of visitors and especially show the wines that the company produces. Company's success in the tourism industry can be demonstrated by the growing interest in the offered activities – Znojmo vineyards tours attracted more than 5 thousand visitors and 6,500 tourists visited the tours of the wine cellars in 2011 (Krutíš, 2012).

Znovín Znojmo demonstrates the orientation of the current tourism trends by creation of twelve marked trails for nordic walking named Znovín Walking. In addition to these activities, the company organized or co-organized several events connected with wine (already mentioned Znojmo Historic Vintage, New wine fest, amateur bike racing Wine 50 – AUTHOR Znovín Cup, Open day of selected cellars, Day of Znovín Walking ...) (Znovín Znojmo, 2013).

Strong local embeddedness of Znovín Znojmo can be substantiated by conducted survey in which 15% of the respondents indicated that the firm is the most important in terms of further region development. Only the textile company Pegas Nonwonens employing a significant number of people in the region received more preferences. From the perceived benefits of Znovín Znojmo, local residents strongly associate company with the tourism industry when more than a one third of respondents identified its crucial contribution in "making better image" of town Znojmo (positive image communicated to potential visitors and tourists). However, Znovín Znojmo is not only seen by benefit to the creation of a positive image

I: *Positives and negatives of the company Znovín Znojmo perceived by Znojmo residents*

Positives		Negatives	
Better image of Znojmo	34.6	No negatives	52.6
Tourism development	21.8	Impaired accessibility	12.8
Producing of quality wine	20.5	Higher the alcohol consumption	7.7
Job opportunities	10.3	Worsening quality of wines	6.4
Viticulture development	10.3	Few jobs	6.4
Other	2.6	Other	14.1

of the town, but also through direct activities and the development of tourism. Production and economic factors such as production of quality wines and job opportunities in the local labour market were identified by respondents as lower important. The close connection of the region and winery was confirmed by tenth of respondents (development of viticulture as a key contribution of the company).

Without conflict and favourable activity of the company in the region can be evidenced by the fact that majority of the respondents did not see any negatives. Those who at least some mention, identified poor transport links, the higher possibility to alcohol consumption, deteriorating quality wines and a limited number of parking places (excluding the first-mentioned finding, none of the following were uttered by more than 8% of respondents).

CONCLUSIONS

As Hall, Johnson and Mitchell (2011) state, wine is often identified by its geographical origin (e.g. Burgundy, Champagne) and tourism is also promoted by the attraction of regional destinations – therefore, relationship between wine and tourism is extremely significant at a regional level through the contribution that regionality provides for product branding, place promotion and, through these mechanisms, economic development. On the example of the Znojmo case study area, it is evident that wine and tourism occupy an important position in the region and so the question is how viticulture is used for successful tourism and regional development.

Based on the partial data it can be draw the conclusions that in last two decades developing wine tourism industry significantly contributes to the development of tourism in the area as a whole, because the dynamic of tourism in the region reported more positive trends than those documented in South Moravia and Czech Republic over the last ten years. Furthermore, the relatively large (and growing) portfolio of activities and events related to a winery shows the reflection of local

government, grape growers and producers and other actors that wine tourism can appropriate use the unique regional identity associated with wine and history. It is obvious on the analyzed example of important wine producer Znovín Znojmo, which has been successfully implemented a number of activities within the wine tourism, when the locals residents associate it more with activities in the tourism industry (making positive image of town and region and successful tourism development) than with production and economic characteristics.

Therefore, from marketing perspective, Znojmo case study area should be presented as combination of unique historical sites with beautiful protected landscape in National park surrounded by vineyards with opportunity to taste excellent wine – it should offer a tourist quality (Foret, 2012). But based on the research of Navrátil *et al.* (2012), actors should make carefully the choice of important elements to be the core part of the promotion of their destinations, because the preference for one aspect of the image in the promotion to the potential client could result in the loss of the other potential visitors.

The representatives of public administration in Znojmo and other subjects operating in tourism development should focused on improvement of publicity and advertising both in the other region of the Czech Republic and in the neighbouring regions in Austria and they should emphasize the issue of wine tourism. The implementation of the partnerships supporting projects and activities based on trans-boundary cooperation seems to be very useful as well (Ryglová, 2008; Palatková, 2011).

The partial analyses of the project Moravian Wine Trails and other events showed that the successful and balanced spatial development at local level in the conditions of the Czech Republic depends on close and effective partnership, cooperation and communication of many groups of the different stakeholders from private, public and non-profit sector. In spite of some problems or weak points connected with this project, it could be perceived as quite successful.

SUMMARY

In the Czech Republic, increase of popularity of wine consumption is reflected in the wine tourism development – more and more regions, municipalities and entrepreneurs are creating for tourists the many new alternatives of the activities which are connected with viticulture. The article wants to contribute to discussions related to this issue and its main objective is analyse the role, which viticulture play in tourism development in selected Znojmo case study area (18% of vineyards in the Czech Republic). The return of market economy after 1989 caused many problems in Znojmo studied region because part of traditional industries related to agricultural production collapsed and almost no new large industrial investors came. Therefore Znojmo district belongs in Czech conditions to the district with significantly share of unemployed persons per population and development of tourism activities and viticulture is seen as one of the opportunities of case study area to achieve new and sustainable territorial development.

Delimitation of Znojmo case study area was not easy task because there are differences between Znojmo wine production region and Znojmo district. Therefore our statistical analyses pay attention both to district level and wine production level as well. From methodological perspective, the article is

based on analyses of available statistical data, analysis of important local actors' activities and on results from representative survey conducted in town Znojmo in 2011.

Based on knowledge identified during conducted research activities, it can be draw that in last two decades developing wine tourism industry significantly has contributed to the development of tourism in the studied area as a whole. Large (and growing) portfolio of activities and events related to a winery show the reflection of local public administration, grape growers and producers and other actors that wine tourism can appropriate use the unique tourism potential of case study area associated with wine and history. Two findings can demonstrate the importance of wine tourism in the case study area: (1) dynamic of tourism in the region reported more positive trends than those documented in South Moravia and Czech Republic over the last ten years and (2) important wine producer Znovín Znojmo, which has been successfully develop a number of activities within the wine tourism, when the locals residents associate it more with activities in the tourism industry (making positive image of town and region and successful tourism development) than with production and economic characteristics.

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