



Promotion of Wine Tourism in the South Moravian Region: Predominant Use of Printed Materials?

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Abstract: *In today's world, the online environment is used every day. As online advertising comes to the fore in the tourism sector, all those who produce printed materials should also adapt to this form of materials and build a bridge to this new form of advertising. This is an important prerequisite for the development between promoters and recipients. The aim of this article is to define the importance of printed promotional materials for wine tourism from the point of view of the creators of these materials, that is, from the point of view of the suppliers in the wine tourism sector. A qualitative method with semi-structured interviews was chosen for the research. Representatives of the National Wine Centre, Wine Fund, CzechTourism, and other institutions that promote and develop wine tourism in the Czech Republic were selected for this study. The analysis of the answers showed that printed promotional materials are still relevant in wine tourism and the supply side still considers this form of advertising important and necessary. Even in this current „online era”, the printed form has a segment that still prefers it in comparison to the online form.*

Keywords: *Printed promotional materials, Czech Republic, South Moravian Region, Wine tourism, National Wine Centre.*

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1. INTRODUCTION

Although the world has been affected by the COVID-19 pandemic, tourism is recovering and the number of visitors to the Czech Republic after lockdowns during the pandemic is on the almost same level if we compare second quarters of 2019 and 2023 there is a difference only of 5.885 guests arrived at mass accommodation establishments (CzechTourism, 2023). Tourism has many forms and one of the most important for the Czech Republic nowadays is the wine tourism. The Czech Republic has ideal (desirable) conditions for vine growing, especially southern Moravia area (National Wine Centre, 2023). Wine tourism is already an essential part of tourism in the Czech Republic. It includes wine education, wine consumption and wine exploration (Dixit, 2023; Hall et al., 2000). Wineries as such are still developing in this country and there is a great interest in winemaking. For this reason, every year there are many wine events and competitions connected with wine tourism (Kubát & Kerma, 2022). What inherently belongs to wine tourism is cycling, which is in connection with wine inseparably (Nadace Partnerství, 2023). There are no fewer than 11 wine cycling routes through the Moravia wine region (National Wine Centre, 2023). But how to get all the information to as many potential customers as possible? This is what promotion is for. Every event, product or destination, for example, needs quality and effective promotion. This is designed to boost sales and there are numerous tools that can be used to achieve this (Alebaki & Iakovidou, 2011; Getz & Brown, 2006; Sigala & Robinson, 2019). The main stakeholders in the promotion of wine tourism in the Czech Republic are Wine Fund and National Wine Centre. Part of the Wine Fund is the ‘Wines from Moravia and Bohemia’ campaign, which promotes wines from these regions (Kubát et al., 2023a).

Karlíček (2018) states that the printed form of promotion is one of the most used forms used in destinations. However, nowadays we mainly notice advertisements on social media and television, i.e., through online tools. Online propagation is therefore predominant. Kemp (2022) states that up to 9.66 million people in the Czech Republic use the internet as of 2022, which is about 90% of the total population in the Czech Republic. But what about the printed form, is it not losing its relevance? This paper explores the propagation of wine tourism through printed promotional materials through the lens of creators and promoters in this sector. The analysis of the collected data will provide an insight into new printed promotional materials, whether they remain the same or whether new ones are being created constantly. This topic is still not widely researched, as already pointed out by Frochot (2003) and Cohen and Ben-Nun (2009).

2. DATA AND METHODS

The aim of this paper is to define the relevance of printed promotional materials in wine tourism in the South Moravian Region in the Czech Republic. It has been chosen because this area has the highest percentage of vineyards (app. 96%), and wine production is typical for this region. This makes it the main wine-producing region of the Czech Republic (Kubát et al., 2023b; National Wine Centre, 2023). The research chosen for this paper was qualitative research, which was carried out using semi-structured interviews. Qualitative research leads to a deeper understanding of the problem under study and is descriptive in nature. Semi-structured interviews allow flexibility and the opportunity to elaborate on certain issues in greater depth, leading to interactions (Mišovič, 2019). To obtain data for the study, representatives of (wine) tourism stakeholders were contacted. The respondents were chosen based on their participation in developing and promoting wine tourism in the Czech Republic. Data was collected from a total of ten stakeholders in the (wine) tourism sector (Novotná, 2023). The offer of several (types of) wine tourism printed materials were collected and explored (Křúpala et al., 2007). The list of the individual respondents, thus representatives of each tourism stakeholder that agreed to be interviewed:

- Respondent No. 1 (RNo.1) – CzechTourism
- Respondent No. 2 (RNo.2) – Tourist Authority – South Moravia
- Respondent No. 3 (RNo.3) – South Moravian Regional Authority
- Respondent No. 4 (RNo.4) – Wine Fund
- Respondent No. 5 (RNo.5) – Partnership organization
- Respondent No. 6 (RNo.6) – National Wine Centre
- Respondent No. 7 (RNo.7) – Slovácko Tourist Association
- Respondent No. 8 (RNo.8) – DMO Brno Region
- Respondent No. 9 (RNo.9) – ZnojmoRegion
- Respondent No. 10 (RNo.10) – Znovín Znojmo (winery)

3. RESULTS

3.1. Necessity of Preparing Promotional Materials

It is necessary to create new printed promotional material on wine tourism all the time, given this „online age”? This was followed by the question if it is about the habit of holding something tangible in your hands. Most answered the same. A total of eight respondents said that creating printed promotional materials on wine tourism is still needed. An example is the preparation of the guide for the Land of Wine edition (edice Krajem vína), in which Wine Fund with **National Wine Centre (2021)** cooperates with winemakers and wine event actors. It has been commented on by RNo.6:

...every year I try to contact all the TICs [Tourist Information Centres] in the region that we cooperate with, that are in the Land of Wine edition, I think there are 35 of them, plus the destination management, for each region we contact them to go through their parts and check if we have current objectives, if they have any news, if some of those destinations or routes have disappeared, so, again, it depends on their activity, how they are willing to put the time in and generally somebody just, you see it as a person, somebody is more skillful, somebody just goes through the email, says „yeah, our region's good”, that some people write some analysis on it...

The majority tended to say that the printed form is mainly used by the older generation. This generation is used to the printed form rather than the online one. They often do not know how to use the online versions and cannot do without paper. RNo.2 stated that until recently was a proponent of more online but stated that if there is no signal or Wi-Fi connection somewhere, you can have the printed material with you. For example, about the gastronomy guide called GOURMET of South Moravian Region that is being created by the Tourist Authority – South Moravia, people really use it as a guide and go to the businesses that are mentioned there with the guide. However, as RNo.6 indicated, they should target the campaign for the younger generation, but it is difficult because they are not such big wine consumers. RNo.5 stated: „I guess there will be some pressure to have less and less [of printed materials], but again, they are finding their place.” So the need is certainly there, but as time goes on, the printed form will be on the wane. In the words of some representatives of tourism stakeholders, online and print forms should complement each other. People take the leaflet for perusal and then proceed online. The materials also serve in a way as a souvenir. As RNo.4 noted tourists also want to take something away from their travels to show where they have been and what it was like. But there is a question of sustainability, ecology and economy. RNo.9 stated that only maps and handy tip sheets (guides) should remain in paper form. „It's about habit...gradually everything is being transferred to online, it's more economical,” commented RNo.8. Some of the prints aren't entirely eco-friendly, and that could be one of

the reasons why printing would be cut back. Among the less eco-friendly papers are the waxed ones found in the Calendar of Events as part of the Land of Wine edition. But there is a reason for this. If a tourist spills wine on ordinary paper, it is unusable. Waxed paper is more durable for such cases and does not get wet right away.

In terms of what should not be missing in any printed wine tourism material, the answers were quite varied. One might expect maps to be among the most common responses. Among the most frequently mentioned were so-called awareness-raising or also educational information. According to RNo.5, it is important to keep presenting this kind of information because younger generations are gradually getting into wine tourism and this information needs to be shown to them. According to what other respondents said, the text should be interesting, it should not be lengthy and it should also carry practical information. Photos were the next most frequently mentioned aspect that should not be missing. They catch the tourist's attention and thus tempt them to take the material and have the desire to visit the place in the photo. Finally, a link to the website or a QR code to get to the website was also mentioned. The website can be updated continuously with information as mentioned in the previous chapter. Therefore, a link to the website should be included in any printed material. Other responses were related to maps and tourist wine offerings. For example, a map was mentioned by RNo.4. This was linked to the fact that healthy lifestyles have been developing in recent years and people want to move and live healthily. So, due to the maps, they can take trips either cycling or walking to different wineries, along wine trails or go on hikes in the countryside. RNo.9 mentioned that the link to the gastronomy business should not be missing in the material, as this is an international trend that is linked to wine tourism. Figure 1 shows what respondents think printed promotional material should contain.

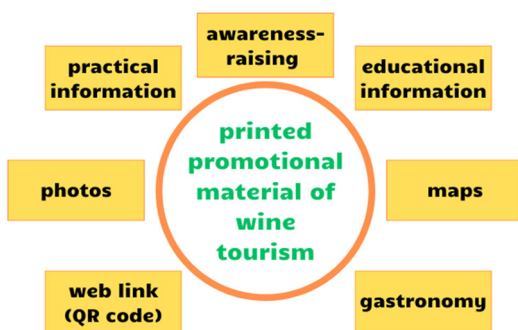


Figure 1. The points that should be included in printed promotional material about wine tourism

Source: Own research

3.2. The Land of Wine Edition as a Perfect Guide

The Land of Wine edition is part of the eponymous edition that promotes the wine regions of Moravia and Bohemia. It is a rather extensive publication. The guide was evaluated very positively and every respondent was familiar with it. The fact is that it was known to everyone is also since many people collaborated on its preparation. For the wine tourist, it contains all the information they need to know. The guide is very attractive to the eye. RNo.4 stated that what is missing are wine events and maps. The calendar and maps are published separately because of the size of the whole edition. The guide is already large by itself, and if the maps and calendar were added, it would already be too thick and therefore an impractical publication. According to RNo.5, it is a representative top material. Another positive point is that it is also published in English. RNo.2 stated that the promotional material lacks a cycling page. However, it is not correct to link

alcohol and cycling, at least in the Czech Republic. This coupling needs to be presented carefully to still comply with the law. The material does not directly mention the cycling aspect so as not to encourage illegal behaviour such as cycling while under the influence of alcohol. Therefore, cycling is the focus of other materials where cycling is not associated with alcohol consumption. RNo.2 added:

Well, you have to treat it as a gentle thing. Of course, it's always up to the discretion of the people who are riding but we're careful about that too. Like we know you have to drink responsibly. Fortunately, South Moravia is not known for having a lot of traffic accidents (laughs), drunk cyclist collisions, etc.

RNo.1 made notes from the perspective of a foreign tourist. She stated that there is too much detailed information for the foreign tourist, e.g., on history, in parts there is irrelevant information for the tourist, more material should be devoted to gastronomy as this is an international trend in connection with wine tourism. More attention should be given to large-format photographs, given how extensive the brochure is. As RNo.6 stated, „...it is up to the tourists what kind of tourism they come to consume.” They reach out to many types of tourism in the guidebook, but they still cannot include all of them. We can find offers less related to wine tourism, but the main thing for the wine tourist is included there. RNo.6 also stated, „... somehow though it's not comprehensive in a way that we cannot put in there for example the offer of all some kind of relaxation or spa facilities or all water parks, it's always just that crux....” Another benefit of the material is that it's not a one-off. It can be drawn upon on an ongoing basis and educated at the same time. RNo.7 added to the guide:

In addition to the events, the information in it has long-term validity and can serve for several years to keep the tourists coming back for wine experiences. As I said above, we want to be a region for cultivated experiences, not a region that only tempts for a mass bourbon march, from which the tourist then remembers only the first half hour.

This material is therefore considered somewhat significant in wine tourism in the Czech Republic.

3.3. The Materials Have Another Purpose than Promotional

Since seven respondents answered that in addition to the promotional meaning, the printed materials also have an educational or informational meaning, we can see why this is the case. Words such as educational and awareness-raising or informational came up the most. Specifically, the Land of Wine edition was described by RNo.6 as something that both high school and college students work with. As RNo.7 stated:

...this too has a promotional dimension, but at the same time it cultivates the wine tourist. And we are not looking for a wine tourist who drinks as much as possible and then rolls around in the grass, but one who is able and willing to 'soak up' the wine atmosphere.”

Another opinion was expressed by RNo.2 from the Tourist Authority – South Moravia:

The sense is that you, as someone who brings the information together, have the opportunity to actually summarize it in a way that no one else, whether it be a private entity or a museum, for example, can put it together because by bringing together the whole of South Moravia, we have an idea of what is on offer, and we keep it up to date and find out.

Due to the information, which is obtained from legislation, winemakers' statistics, or data on varieties or wine certification, the material can be considered educational in some part. One can therefore gain something from such materials and can profit from them on an ongoing basis. Basic information, such as the history of winemaking in the Czech Republic, is repeated in some materials because it is considered an important part of what tourists should know. In terms of intentions other than promotional, the materials are intended to reinforce the company's brand, can function as a gift, or even have an inviting character. Finally, they also have a mediating function, because, as RNo.4 stated, „...they provide wine tourists with contacts to winemakers in different areas through printed materials.” According to this, wine tourism should be the main purpose. That is, to combine wine consumption with excursions and thus make tourists stay longer in the South Moravian Region. And what is the purpose of the materials in the form of an online version? Why are some materials created both in printed and online form? In this respect, the answers differed somewhat. It is taken as another information channel with more information, it is more convenient in terms of searching. Another factor of the online form is its interactivity and, for those who know how to use electronics, its simplicity. It is a fact that in most places we can find an internet connection. But there are also places where we can't find a signal or Wi-Fi connection, so we could only work with printed material. The concise opinion was that the online version is up to date. RNo.2 described this in more detail:

The online environment is very significant in its timeliness. We see that various data about monuments, cellars or wineries change. If opening hours are printed in the material and they change in two months' time, this leads to a lack of information for tourists later on, and it is unrealistic to simply rewrite such information everywhere. That's why online is important because here the information can be changed all the time.” A follow-up question was asked, „So, for example, if you find out that you have something in the brochure that is no longer the case, do you post it on the website?

The answer of the RNo.2 was:

Exactly. Or we're changing the link actually, we're updating it, that was, at the beginning when we started doing the printed materials. So, then we change that in the online environment where we try to drive those people with a QR code, and we don't even drive it to very specific destinations most of the time.

This is followed up by the fact that the online medium is another source of information, where even more of it can be found than in the print version. Similar opinions have been shared by the others. The materials in the online version can be easily updated, it is a sustainable way, and this form is preferred by younger generations. From an ecological point of view, it was mentioned that people do not want to collect papers or multiple versions of a publication, so they prefer to download it. Regarding some tourist and navigation apps, RNo.9 mentioned the disadvantage that not all of them are adapted to online use.

3.4. The Most Popular Materials Are the Maps

There are several printed promotional materials in different forms and materials of production (Křúpala et al., 2007). Everyone prefers something different, but in the interviews, respondents were asked if there is a type that tourists take the most. Obviously, the most convenient format of materials for tourists is the stackable format, as they will not be carrying a book or other impractical tourist materials with them. The free-of-charge aspect also plays a significant role. Generally, people will prefer a free good to a paid one. However, maps were mentioned most by respondents.

Maps are a very important part of wine tourism, so it is not surprising that tourists also take them the most often. According to RNo.5, local maps are very popular: *“There is a strong tradition of very high-quality maps in Czechia, really the best quality maps for the general public, it has its historical reasons, people are used to it and it is very popular that they want maps.”* Another popular format is folded booklets. They are small, practical and easy to store. They also have necessary and concise information in them. Just what a tourist needs. But as mentioned at the beginning, the needs of tourists are very individual. As far as specific materials are concerned, the Calendar of Events is disappearing very quickly. RNo.4 mentioned:

...even people call and email us to ask when it's about to be released. They write in January when it's going to be, so I have to respond that some organizers still don't know about the event, if they do it in the fall, please wait until February/March.

Those people who are familiar with this material wait for it every year. Another very popular one is the Moravian wine region maps. The advantage of this material is its complexity. It covers all the wine (sub)regions in one. Tourists who don't want to have the whole portfolio of the Land of Wine edition use the Calendar of Events and the map of the Moravian wine region. The Wine Fund has seen a big increase in the purchase of maps of the Velkopavlovická Wine Sub-region. Reportedly, the maps vary in purchase, for example, last year the map of the Znojemská Wine Sub-region was the most purchased. The most recent specific material is also „Sommelier Circles.” They are smaller in size, easy to store and include information on pairing wine with food, and their popularity is supported by the fact that they are also interactive. They are also popular at fairs, as RNo.6 reported. No research has been done on this information, but providers see what disappears at fairs or from their stocks.

3.5. Ideal Promotional Material and Its Comprehensiveness

In most materials about wine tourism, there is a combination of several pieces of information. There are several topics from history to maps and information about wine. The material contains a history of winemaking in the country and about winemaking in the present. The material also gives information on what regions and sub-regions the Czech Republic is divided into and what varieties of wine are grown and what are the most common. There is also information about the wine-producing regions, a map and recommendations on where to go for wine related tourism. Why is this the case and are the materials published separately? Two answers were most often given to this question. In terms of comprehensiveness and targeting the mass of tourists. The materials are therefore produced in such a way that the tourist is partly educated about the area or the wine industry in general and also has practical information. With so much information in one booklet, there is no need to publish one brochure on each topic. This is from both an economic and an environmental point of view. If materials were printed separately for each topic, it would cost extra money and print more paper than it needs to. There would therefore be more waste. Since they target many people, they cannot focus on one topic. A smaller segment interested in e.g. history can then look up detailed information on the internet or more thematically focused literature. RNo.2 added:

I think that's exactly the reason why one has to look for detailed information online. Just so that it doesn't create material for material, because if someone wants to know the history of winemaking then there are certainly publications both online and offline in printed form available for purchase, where someone has done like even academic work and put it together for example and if they are classic tourist promotional materials then actually they are supposed to inform everybody, but so that the basis is there.

RNo.6 stated the reason why the materials are created in this way, „*We are actually trying to reach the mainstream a bit as if we are not looking for those marginally interested in some deeper information, but it actually serves to attract the masses.*” It was also confirmed that the printed promotional materials for wine tourism that the respondents publish should also have an educational as well as awareness-raising character. In doing so, they both inform and educate their consumers. As for the opinion on the ideal promotional material, almost everyone answered differently. Some respondents answered that „*it depends on the individual.*” So it also depends on whether the material is to promote just a specific event or a tourist area. This is perhaps followed by the answer that there is no ideal promotional material for wine tourism. But what was also repeated was that the ideal material should not lack a link to a website with more information to keep the material concise. For tourists, the material should be simpler and contain good-quality photographs. If they are staying in the area longer, the material should have information that the tourist can draw from it on an ongoing basis.

3.6. Subscriptions of Printed Wine Tourism Materials from Tourists Are Dropping

In regard to this era, the question about the development of the purchase of printed promotional materials is quite important. As mentioned by RNo.9, the slight decline is due to the gradual digitalization and the emergence of younger generations who are more likely to use digital platforms. Not everyone agreed clearly on the decline, but this answer was rather prevalent. The number of purchases of printed wine tourism materials is declining but follows the same reason everywhere – digitalization. No respondents answered that they thought the number of materials purchased was increasing. With the rise of mobile apps and online information, there is no reason for the volume to rise. However, if we look at this from an ecological perspective, this is a positive matter. For some tourists, ecology is the main reason why they reject printed promotional materials. Since there is some waste associated with the materials they take, a lot of paper is saved. RNo.6 has also seen a decrease in materials taken at fairs. However, printed promotional materials for wine tourism will always find a segment. This segment is the already mentioned older generation, as they are not used to the digital way. The future of wine tourism is of course on the younger generation. However, that generation is used to the digitalized world, which is why they are seeing a decline in purchases. However, not everyone mentioned that the purchase of printed promotional materials is declining. Some said that tourists’ taking of materials has been about the same in recent years. However, the aforementioned digitalization has had a major impact on the consumption of materials. RNo.6 summarized it as follows:

Because there is still, I don't know how to put it in percentage terms, a section as wine tourism consumers who like to work with it, and hold that paper in their hand rather than their mobile phone, and maybe it's a question of the older generation as well, but that's actually what we've also found now with the last Wine Fund survey, that the population that used to drink wine when they were in their 30s, that group, they just keep drinking wine, they're just in their 40s now and the younger people are not as interested, or the young people don't drink wine as much, and we should actually target the campaign at the younger consumers.

It's hard to track because sometimes fewer maps are printed because there are left over from the previous year and sometimes more, so it then distorts the view. That they are holding at the same level they have traced from previous years. In terms of ecology and efficiency, RNo.4 further stated that they keep track of what needs to be printed so that there is not too much paper left over. It should be mentioned that the collection of materials stopped and distorted even during COVID-19 when everything was closed. What emerges from the interviews is that the number of materials taken and produced will not grow.

3.7. The Relevance and Future of Printed Promotional Materials in Wine Tourism

As the interviews were conducted with the creators of the materials, they themselves have insight into whether tourists are still collecting the materials and therefore their relevance. Almost all agreed that they are relevant. RNo.8 responded that they were not. It was mentioned that they are outdated, therefore, the online materials will replace them. Related to relevancy is RNo.2's response that if something changes, e.g., winery hours, it can be changed online, but not on the handouts. That is why the website does not forget to mention itself in the printed material. Another issue that was mentioned is the segment of these materials. It is mainly the older generation that uses them, so the materials will always find their clientele. Therefore, printed promotional materials for wine tourism are still considered relevant by the majority. But this does not exclude the fact that the materials will be restricted in some way. According to the answers, they will probably never disappear, but they will exist alongside online materials and on a smaller scale. Whether in terms of economy or ecology. An intriguing observation was that *„...if they disappear, what would they actually offer in the Tourist Information Centre?”* Another factor is that progressively online materials are becoming more popular and with it, the younger generation are using online more. RNo.6 stated that they also want to target this clientele to increase interest in wine tourism. RNo.1 added that *„...it is important to focus on a quality presentation on destination websites or to have updated brochures available in PDF format.”*

4. FUTURE RESEARCH DIRECTIONS

As the study revealed some aspects and the situation of printed wine tourism materials, some points were noted that can be useful for the further development of wine tourism in the Czech Republic as well as in some other wine tourism regions. The issues are as follows:

- a) Determine the status of printed and online wine tourism propagation materials in other wine regions.
- b) Ascertain the state of play from the demand side as well, as tourists may infer general findings on this topic.
- c) The primary segment for printed and for online promotional materials differs as shown in the study. This can be further investigated and actually confirmed or refuted.
- d) Practical and educational information, photos and links (QR code) to websites should not be missing in wine tourism materials.

5. CONCLUSION

In order to achieve the objective and obtain the necessary data, a qualitative method was chosen using semi-structured interviews with representatives of wine tourism stakeholders. The majority of respondents still consider the printed form to be relevant. The printed form will not be eliminated easily and therefore the relevance of printed promotional materials for wine tourism cannot be rejected. Even in this current „online era”, the printed form has a segment that still prefers it to the online form. At the same time, there is still a need for their production. Even though there has been a slight decline in the purchase of printed wine tourism promotional materials, they are still being used and the decline is not extreme. However, the preparation of printed wine tourism promotional material should be adapted to the current times and both printed and online forms should be created at the same time. This will also reach the segment that prefers the digital form. Some have significantly reduced the production of printed promotional materials and focus exclusively on the online form of materials. Interviews with respondents suggest that online materials should also be created to promote wine tourism, as the younger generation represents the future of

this area. However, most respondents agreed that printed materials have their place and will never completely disappear but will be printed less. Thus, printed materials continue to be a relevant way to promote wine tourism, at least in the Czech Republic.

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