

## Wine Trails in the Czech Republic

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### **ABSTRACT**

*Wine tourism development is connected with building of wine trails. There began a completely new project for wine trails twenty years ago in the region of South Moravia in the southeastern part of the Czech Republic. Now it is well-developed system with its own quality certification service providers. However, all those involved are looking for answers, whether it was filled original project objective: to bring customers to the place of wine-origin and make more profitable business opportunities in the field of viticulture and winemaking. There is also important if helped realization of project to the sustainable development in the region.*

*The main research objective of this paper was to define and evaluate the benefits of establishing and developing wine trails for wine-growers and wine producers. To achieve the objective, it was necessary to analyze the degree of incorporation of the program wine trails in the marketing mix of companies and also compare similar programs in neighboring countries (Slovakia, Austria and Germany).*

*The main results include the finding customers often visiting winemakers and program of wine trails increased orders after visits. A separate and rather important fact is the increase motivation to start new businesses providing tourism services which leads in longer stay of people in the region.*

*For the development of the entire wine sector is also linked to the need to create new jobs directly in the industry, but also multiplication effects of related industry suppliers, as well as in tourism.*

**Key words:** *start new businesses, Wine Tourism, wine trails, Wine Clusters*

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