



SPOT

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Author: MENDELU

Moravian Wine Trails

Keywords: wine, cycling, trails

The aim of the project: Moravian Wine Trails is a long-term project to protect the cultural heritage and develop wine tourism in the South Moravian region.

Partners: Jihomoravský kraj, Česká spořitelna, Kartografie Praha, Pells, Fond mikroprojektů EU, Cyklistevitani.cz, Vína z Moravy Vína z Čech, Kudyznudy.cz

Project implementation time: 21 years (established in 2000)

Budget: The costs of maintaining signs in the field, marketing and communication with the public and partners and organizing events for the public are estimated at EUR 100 000 per year.

Granted by: Partnerství, z.p.s. (NGO)

Priority line/Specific objective: protection of cultural heritage and development of wine tourism

Context: South Moravia is the most important wine region in Czechia. About 90% of the nationwide area of vineyards is concentrated here. Wine production, revitalized after 1990, uses relatively modern equipment and technology. The results of Moravian winemakers at European and world wine exhibitions document the high competitiveness of the product. However, in competition with neighbouring Austria, the level of services and marketing was significantly neglected. It was necessary to create a complete marketing cycle: wine-growing - wine production - its sale - consumption. Therefore, it was necessary to develop an idea that would attract tourists and at the same time push providers to increase the quality of services. The added value was to connect wine tourism with physical activity and exploring the South Moravian landscape, cultural heritage and folklore.

Description: 1.1.1 The project through its website improves public awareness of the possibilities of tourism in wine regions and offers to visit cultural events, monuments, wineries, including accommodation options. The website provides information on ongoing cultural events focused on wine and folklore in South Moravia and also provides tips for trips around the South Moravian region and contacts to individual winemakers and accommodation facilities. The project offers a combination of several types of tourism: physical activity, tangible and intangible heritage, gastronomy. Since 2000, the Moravian Wine Trails have been performed in cooperation with 280 viticulture villages and many other partners. Of the ten former wine regions, each has its own circuit of wine trails. All trails are interconnected by the main Moravian Wine Trail, so visitors can spend one or several days getting to know the folklore, wine and monuments on the network of cycling trails, with a total length of 1,200 km. Moravian wine trails can be found in all maps and map search engines, in guides for cyclists, and also in many promotional materials of the Czech Republic. Promotional materials are



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available in several languages (English, German, etc.) so that they are accessible to the general public and foreign tourists. The project was accepted by the media and the professional tourist public as the largest network of thematic cycling routes in the Czech Republic. The organization of individual parts of the project is clearly divided between several sectors. Municipalities and regions contribute to the creation of related local routes, marketing and organization of events on the Moravian wine trails. Wine associations and wineries organize and provide separate tourist products and packages. The South Moravian Region and the destination agency „Centrálna cestovního ruchu Jižní Morava“ (Tourist Authority – South Moravia) includes the products in their promotional and information materials, the project is actively promoted by the national agency Czech Tourism and entrepreneurs create an extensive network of services and products that meet all criteria for the "wine tourism product". An important part of the project was also the creation of the project logo, which is used for promotion and marketing purposes and marking individual trails in the field. All directional and informational signs contain the logo of Moravian Wine Trails. Each of the 11 vineyard trails has its own colour logo to indicate which cycling path you are on. In some villages, you can find an information panel with a map of trails in that given region. Although, the extensive network of cycling routes is only a part of the project aimed at improving infrastructure tourism in the region. The vineyard trails are connected to the countryside, folk traditions and restoration of cultural wine heritage.

Results: One of the results of the project is to increase the awareness of the general public about the possibilities of wine and cycling in South Moravia (in the southern half of the South Moravian Region) through marketing and information technology (websites, map outputs). During its operation, the project also contributed to increasing the number of visitors to the area that passes through the wine trails. Exact data on the number of visitors to individual municipalities and cities are available in CZSO statistics, but due to the size of the area, they are not monitored in the project. The practical outcome is the creation of an extensive network of cycle paths through the entire region. As part of the project, cycle paths with a total length of 1,200 km were gradually created and modified, which were marked in the field and recorded in map materials. In cooperation with more than 250 wine-growing municipalities and with the support of the State Fund for Rural Renewal (and later EU pre-accession programs, especially PHARE), the first maps and guides were issued in 2001-2003 and subsequently marked by a network of wine-growing cycle routes. The routes are marked with yellow cycling signs with the žudro¹ logo. As part of the field information system, more than 300 information panels in a uniform design were installed on the trails. Shortly afterwards, clients began to demand "functioning wine tourism services", as until 2006 the offer of wine services was absolutely insufficient. Under the influence of demand, websites were created first, the content consisted of contributions from regional information centres. Then, under direct pressure, some wineries began to provide services "on telephone agreement". Over the next few years, other winemakers began to respond to demand, creating a large number of new accommodation capacities, many of them directly above the cellars in the cellar alleys. There was a boom in events such as open cellars, winemakers in cellar locations began to operate wine-growing services (each week a different winemaker opens), many wineries have created their own tourist programs. The project has impacted local entrepreneurs with the increase in the number of tourists and related economic profit in the tourism sector (accommodation, catering, wine services, etc.). The impact of tourism is also noticeable on the local population, where it can have a positive effect (spreading cultural awareness, expanding local infrastructure and services, etc.), but also negative ones (overcrowding, land overuse, environmental pollution, etc.). Specific impacts vary from location to location and cannot be generalized across the territory.

Success factors: The Moravian wine trails have become a respected product of modern cycling, which, with its parameters, is one of the best that has been invented and implemented in cycling throughout Europe. The

¹ Žudro is an arched extension used at the entrances to houses in the folk architecture of Moravian Slovácko and parts of Slovakia. Its sides form round or prismatic pillars bearing an arched arch above them, which is usually covered from above with roof tiles or other protection against weather conditions. Its purpose is to protect the entrance to the house from adverse weather. It is usually decorated with colorful painted ornaments with plant and folk motifs.





Moravian Wine Trails have so far won several domestic and foreign awards for marketing and product in the category of sustainable tourism, and since 2013 are South Moravia and its wine trails, on the list of the 10 most interesting regions of Europe by the renowned tourist guide Lonely Planet. In 2015, the Czech Tourism national agency declared the Moravian Wine Trails the TOP product of the Czech Republic in the field of active tourism. The spread of e-bikes contributes to the maturity of this form of tourism for an ever-widening circle of interested people.

Limiting factors: The limiting factors could be the time and financial demands of securing the project, the support of partner organizations, the willingness of winemakers and other tourism operators to participate in the project and the interest of tourists in cycling and wine tourism. In terms of applicable law, a cyclist is a driver for whom no alcohol is tolerated. Therefore, cycling should only be used for transport to the place, while after consuming wine, cyclists should sleep on the spot. This might not be easy to follow.

Applicability and upscaling: The project can be applied in an area where there are suitable conditions for implementation. The construction of wine trails is linked to the presence of vineyards, wineries and wine cellars and the construction of suitable infrastructure that will enable the interconnection of the participating municipalities.

Others:



References: <https://www.vinarske.stezky.cz/>



<https://en.eurovelo.com>

