Stellenbosch 2023 Abstract Submission

Title
CZECH CLASSIC METHOD SPARKLING WINES CLUSTER

I want to submit an abstract for:
Conference Presentation

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Keywords
wine cluster, paradox luxury and sustainability, CIVC, MCC, Quality Pyramide

Research Question
Is possible make the combination of luxury wine marketing of sparkling wines and sustainability. The main research objective is to define and evaluate the benefits of establishing and developing winecluster.

Methods
Examples, principles and models of successful cooperation within associations and clusters can lead to a generalization of the theoretical approach and inspiration for other clusters in neighbouring countries.

Results
The implications for organisation in cluster practice, applications and consequences are identified by three examples of clusters (France – CIVC, South Africa – MCC, Austria – Sekt G.U.).

Abstract

Purpose: The basic paradox and research question in the beginning was the combination of luxury wine marketing of sparkling wines and sustainability. The main research objective is to define and evaluate the benefits of establishing and developing wine cluster for sustainable sparkling wine producers. Very important research
objective is how to increase motivation to start new businesses providing sustainable development in the region.

Design/methodology/approach: The most of all the research and scientific resources were obtained with cooperation of Austrian Wine Producers Associations and specialised academic experts at the University in Austria (IMC University Krems) and in South Africa (Stellenbosch University). The wine industry in both countries has experienced dynamic development and intensive cooperation in wine clusters has led to worldwide fame and significant export successes. Examples, principles and models of successful cooperation within associations and clusters can lead to a generalization of the theoretical approach and inspiration for other clusters in neighbouring countries. The special emphasis to innovative approaches and principles leading to sustainable development in cluster research. The source of research are interviews with cluster managers, and research among winemakers and winegrowers. Further research of trends in target markets.

Findings: Wine production before the Velvet revolution (before 90 ‘s) in the Czechoslovakia was focused on quantity and not to allow the development of specialized categories with high value added such as classic method sparkling wine. The whole wine sector subsequently recorded a very slow development of only quantitatively orientation towards production quality and focusing on originality associated with the uniqueness. There are new projects to promote wine with high value added after the beginning of the new millennium. The research project follows the development of the regional associations of small and medium-sized wineries cooperating in system for appellations Vína Originální Certifikace (VOC). There are successful forms of sparkling wine /traditional method producers/ cooperation in wine clusters -in the world, which can serve as a source of inspiration for the growing cluster initiatives in the Czech Republic.

The values relating to the environment and society are of particular importance in the eyes of the consumer, who acts as a responsible citizen. Moderate regular drinking of classic sparkling wines creates space for education in the areas of sustainability and circular economy of their producers. Sustainability, Organic wine certified, Biodynamic wine certified, Natural wine or raw wine have become part of complex modern business management and marketing of wine clusters specializing in the production of classic sparkling wines. Findings of the research is devoted in detail to the organization the CIVC (Comité Interprofessionnel du Vin de Champagne), the Comité Champagne is trade organisation representing interests of independent producers (vignerons) and Champagne Houses. Champagne to be a fully sustainable region by 2030. The point of view of the organization of a new appellation system for sparkling wines in the Czech Republic is examined in detail with the introduction of the highest Austrian sparkling wine category Sekt G.U. (PDO). Seven years ago (2015) local producers set the course for Austrian Sekt with a protected designation of origin and certified quality has been instantly recognizable for consumers via the three quality classes – The Austrian Sekt G.U. Quality Pyramid - of Klassik, Reserve and Grosse Reserve. The inspiration for the intensive cooperation of individual producers is the Method Cape Classic association in South Africa, whose model of operation is excellent in wine tourism and especially in the areas of cooperation on innovation and new sustainable processes.

This paper analyses the potential for wine tourism development and creating a plan for newly formed strategic alliance coordinating services offer all wineries in the region. This study describes the potential to offer services and products of wine growing areas in South Moravia region in the southeast part of the Czech Republic, suitable for promotion offers wine tourism destinations and services. To achieve the objective of the paper was conducted marketing research data collection and mapping current events and activities taking place in the wine-growing region of Moravia, where are offering 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 sparkling wine production cluster was proposed to establish cooperation between the newly emerging associations of VOC appellation at three sub-regions of South Moravia to achieve competitive advantage.

Research limitations: The suggestions for future research is possible in new emerging Moravia Classic Method association created in year 2021. The identified limitations in the research processes were influenced by pandemic crisis COVID19 and related declines in producer turnover and wine sales throughout the wine world. After all limitations with pandemic COVID19 was coming new situation in the beginning new year 2022: there are a lot of economical influences for producers and also trends in the related markets regarding to energetic and war crisis in Ukraine.
Practical implications: The implications for organisation in cluster practice, applications and consequences are identified by three examples of clusters (France – CIVC, South Africa – MCC, Austria – Sekt G.U.). All examples of cluster organisation is going to responsible sustainable outcomes.

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CZECH CLASSIC METHOD SPARKLING WINES CLUSTER

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