



JOURNAL OF EVENT, TOURISM AND HOSPITALITY STUDIES

<https://e-journal.uum.edu.my/index.php/jeth>

How to cite this article:

Mazurek, M. (2022). Importance of wine tours and cultural activities in events organized in Canada and Slovakia wineries. *Journal of Event, Tourism and Hospitality Studies*, 2(1), 33-53. <https://doi.org/10.32890/jeth2022.2.2>

IMPORTANCE OF WINE TOURS AND CULTURAL ACTIVITIES IN EVENTS ORGANIZED IN CANADA AND SLOVAKIA WINERIES

¹Marica Mazurek

Zilina University, Slovakia

Corresponding author: marica0011@yahoo.ca¹

Received: 04/04/2022

Revised: 18/08/2022

Accepted: 08/12/2022

Published: 23/12/2022

ABSTRACT

The study deals with wine tourism in two countries namely Canada and Slovakia, and the discussion is focused on answering the question of how important wineries are for tourism by arranging wine tours with wine tasting and visits to cultural attractions. A case study has been used as a research method in both countries, focusing on wine tourism and cultural tourism. The information for this study was gathered through secondary research, a study visit, and teaching at Waterloo University in Canada. In Slovakia, both primary and secondary research results were gathered. Organizing events in tourist destinations can increase the destination's significance and improve the competitiveness of tourism destinations. It is important to mention that during this event periods, the consumers' preferences change and it may influence

their choice of destinations and tourism products. The ageing population and their interest in travel destinations that offer wine tasting, culinary products, and culture are other factors contributing to the growth of wine tourism and cultural tourism. It also affects where marketing and branding ideas are placed in tourist destinations.

Keywords: Wine tourism, Cultural tourism, Culinary tourism, Gastronomic tourism, Event organizing.

INTRODUCTION

The supply and demand sides of the process of organising such events should be discussed in order to fully grasp the relationship between the events organised and wine tourism and cultural tourism. To achieve the best results, wine and cultural tourism event planners must be able to identify the marketing and branding strategies that should be incorporated into their tourism development portfolio. For this reason, it is crucial to understand the reasons why place marketing and place branding are significant tools in the enhancement of competitive advantage. Both concepts aim at enhancing the competitiveness of a place. However, the tools and especially the time of performance differ. For a successful planner, it is crucial to understand why a shift from classical marketing and branding theory (branding of products) to the place marketing and branding is important. It indicates stronger impacts on partnerships in tourism destinations as well as new ties with consumers and visitors to a destination. For this reason, the classical marketing approach has been replaced by a co-creation and co-production approach, where even in a tourist destination, a visitor co-creates a product with the tourism destination providers. It is also visible in wine tourism and cultural tourism. The participation of visitors in the product provision can increase the competitiveness of tourism destinations because visitors can feel more attached to the destination and feel a stronger brand loyalty. Events contribute even more to this effect and are supportive of competitiveness. For this reason, it is crucial to organize events in the

communities and support the idea of partnerships and involvement of members of community in not only as becoming participants, but also members of the organizing teams. Mutual cooperation and trust can improve the overall outcome of event planning.

According to Pritchard and Morgan (1996), a successful brand creates an emotional bond between the product and the consumer, and "mood marketing" is a useful method of destination branding, in which brand saliency is created by developing an emotional bond with the consumer through highly choreographed and focused communication campaigns. Pine and Gilmore, for example, have highlighted the "mobilization of ideas, information, and expectations" as well as technology that might be employed in branding, such as experience economy concepts (1999). Experiences can be obtained through holding events in destinations and forming bonds between a location and its visitors. Image and reputation are also essential characteristics that contribute to the improvement of destination competitiveness. They have an impact not only on a destination's attractiveness among visitors, but also on people who might choose to reside there and give their wisdom and abilities. According to Anholt (2007), there is a link between a favorable visit to a nation and positive feelings about its products, government, culture, and people. As a result, it is critical to develop a strong competitiveness of tourism locations, as this influences a country's competitiveness. Researchers and academics have been interested in the competitiveness of tourist locations (Heath & Wall, 1992; Kozak & Rimmington, 1999; Dwyer & Kim, 2003; Buhalis, 2000; Crouch & Ritchie, 2003; Hassan, 2000; Bordas, 1994, Mazurek, 2020, etc.). Tourism destination competitiveness raises the question of which factors need to be improved in order to be more competitive (Gilmore, 2002). Marketing has moved from a rational and standardized strategy to a more emotional approach centered on relational marketing. Several scholars, such as Pyo, Mihalik, and Uysal (1989), highlighted the multifaceted nature of tourist

motivation and emotional attachment to tourist locations. Place branding could be used to build emotional relationships.

According to Pike (2005), the future of marketing is a battle of brands. Branding makes visitors' decisions easier, as well as the segmentation and positioning process. It is the activity of "bringing together two or more adjoining communities of similar natural and cultural compositions and attractions" in the tourism destination branding idea (Cai, 2002, p. 734). According to Buhalis (2000, p. 3), "Tourists view the destination as a brand comprised of a collection of providers and services, and they consume it as a whole experience during their stay." According to Crouch and Ritchie (2003), what makes a tourism destination truly competitive is "its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so profitably while improving the well-being of destination residents and preserving the destination's natural capital for future generations". "Visitation to vineyards, wineries, wine festivals, and wine exhibits for which grape wine tasting and/or experiencing the features of a grape-wine region are the primary driving elements for tourists," according to Hall (1996). Porter also stated that a company's success is determined not just by its strategy and positioning but also by its "embedding in the environment" (Vanhove, 2005, p. 114). This might also be the setting for winemaking and a grape-wine region with its own terroir.

Therefore, if a location aims to attract more visitors and loyal customers, history and art may be good complements to this product offering. The "terroir" of a destination (location) determines the core products' key attractions, establishing the destination's main cultural product. Terroir of Experience refers to the connection between traditional local items such as food and wine and tourists' experiences. "These tourism experiences play a key role in boosting food and rural identity because – in addition to legal and regulatory initiatives – customers' knowledge and

attitudes toward traditional agricultural products are equally important” (Corrigliano and Mottironi, 2013). The term "terroir" is important to consider from the perspective of wine production, as it refers to a typical location for a specific style of wine, such as Bordeaux in France. Wine tourism is one of the fastest-growing specialized attractions in various parts of the world. When culinary tourism and cultural tourism (for example, visiting historical sites, concerts, and music festivals) are combined, a unique tourism product is created that appeals not only to cultural tourists in general but also to seniors, who are a rapidly growing segment of the global tourist population. Hubbard and Hall (1998) developed a general model of city administration (places) with the purpose of improving the new image of a city (place). The following tasks for city management are included in this model: greater marketing and promotion; city growth; support for the organization of cultural activities in a city; mega event planning; cultural regeneration; and partnership formation. Unique strategies, as stated by Jago (2003) in his specific model of planning and event evaluation, are one of the various novel techniques that might be utilized by organizing common events in places (cities, other territories) (Figure 1).

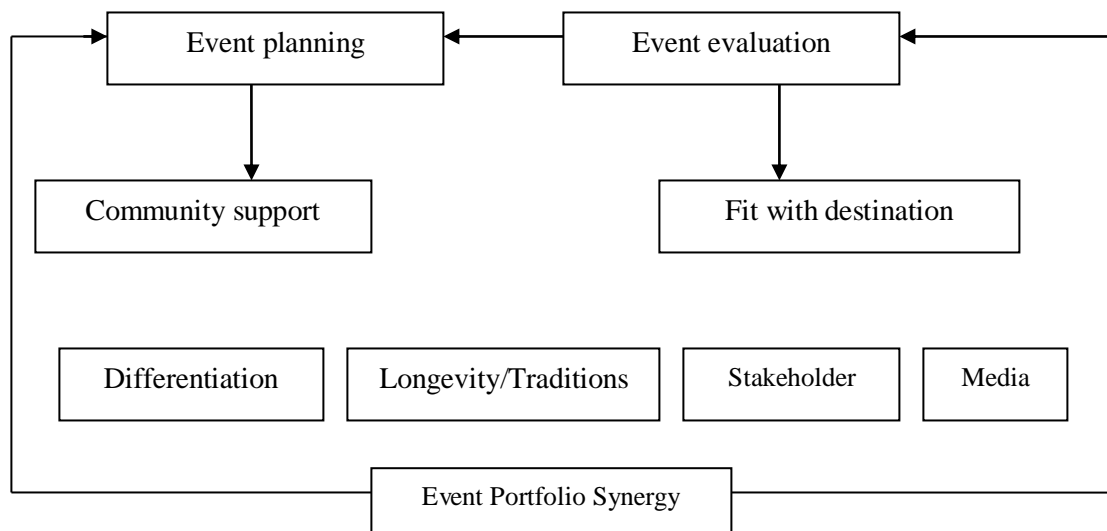


Figure 1. Model of planning and evaluation of the influence of organized events in marketing of territories and the creation of brand identity of territory

(Source: Jago et al. (2003, p. 7))

It is vital to protect territorial values, foster public-private collaboration, and consider the economic impact and multiplier effect of organized events while organizing such events. Reinisto (2001) defined numerous success elements in territorial marketing and highlighted event planning as one kind of marketing promotion (Figure 2). Kapferer (2004) highlighted four crucial sources to incorporate in order to improve the image and adequately identify the existing brand identity: the company's products; brand characteristics and symbols; geographical and historical roots; and brand essence. This current study concentrates on historical foundations, particularly cultural traditions and products based on them, which are crucial in the construction of the image and attractiveness of visitors to the specific location. Wine production and organization of wine roots are two examples that might be used to boost destination marketing and branding, as well as brand image.

Establishing brand image and name recognition, as well as developing high awareness of a destination product, requires a persistent and systematic approach that can last for years (Morgan, Pritchard & Piggot, 2003). Several academics stress the relevance of tourism brand expansion and innovation management studies, particularly when it comes to developing creative destination strategies (e.g., Buhalis, 2000; Hankinson, 2005). Specific variables, such as how the community is involved in the support of planning such events, could promote emotional attachment and image development as well as the branding process of a specific destination (e.g., town or city). According to Jago (2003), "local residents view themselves as integral parts of the event and are interested in the event," and "their support will have a good effect on how visitors perceive the event and the place." It is crucial to highlight a cultural fit as

well as the event's durability and tradition while planning such an event (Jago, 2004), which can be explained as the event's lifetime of at least five years in order to be sustainable.

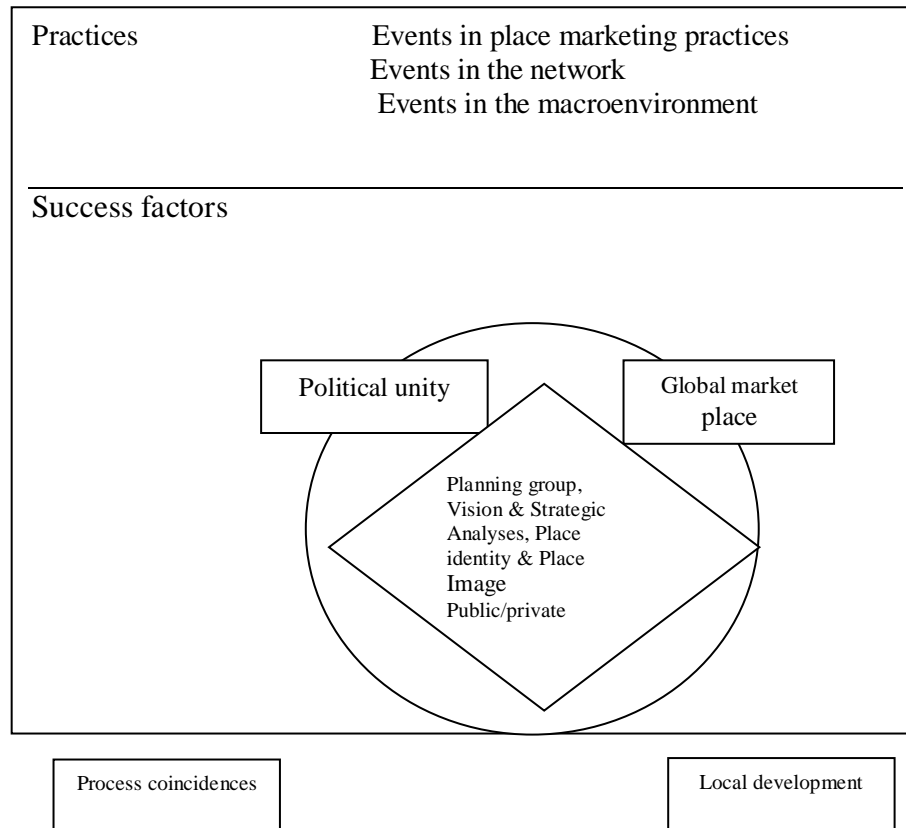


Figure 2. Framework of the Focal Study. Success Factors in Place Marketing

(Source: Reinisto (2001))

The idea of strong place marketing and place branding was supported by Kotler (2002a), Ashworth and Voogd (1990), Reinisto (2001), and Hankinson (2001, 2004) with the purpose of achieving better customer emotional attachment to tourism destinations and places in general. The culture of a location, or a visitor's perception of that culture, influences one's sense of place (Smith, 2015). Successful tourism is more than just having better transportation and hotels; it is also about adding a distinct national flavor in keeping with traditional ways of life and projecting a positive image. Historical markets with traditions, crafts, culinary products,

food tasting, and heritage promotion in general are one way of promoting a place. Traditional markets include food tasting, culinary product promotion (culinary tourism), wine tasting, traditional culture, and music could be one of these items in tourism marketing methods (music and culinary festivals). These activities are crucial instruments for boosting visitors' emotional attachment and supporting competitiveness.

METHODOLOGY

Several examples and case studies from Canada (Niagara Region) and Slovakia (wine regions in the southern portion of Slovakia) have been thoroughly examined during previous personal research periods (post-graduate research at Waterloo University in Canada). This study was based on personal visits to wineries, and unstructured interviews with winery managers (Inniskillin and Peller Estates Wineries in Canada, Jacscon-Triggs Winery in Canada, and Malokarpatska vínna cesta - Small Carpathian wine region) and entrepreneurs visiting Banska Bystrica during the event Vínspacirka in Slovakia, and also secondary data sources in order to obtain rich data for cases and their interpretation. This guarantees the conditions of the originality of this research. In Slovakia, data was collected in a similar manner during several visits to wineries, such as Malokarpatska vínna cesta (Small Carpathian wine region), where free discussions with wine industry entrepreneurs were held, as well as several times during the Vinspacirka event in Banska Bystrica, central Slovakia. This study provided a clear picture of the importance of wine tourism in Slovakia as well as in Canada. This case study was born out of personal experience supported by secondary data. The qualitative research approach was developed using Yin's recommended multi-case study framework (2003). Vissak (2010), Cresswell (2002), and Patton (2002), Xiao and Smith (2006) all favor multi-case studies and a combination of several points of view.

According to Stake (2005), Cresswell (2009), and Yin (2009), a case study is an appropriate method for inductive research. Cresswell (2007) posited that while using a case study approach, researchers can use a variety of research techniques and even combine a qualitative and quantitative approach with adequate data triangulation. Similarly, Yin (2003) asserted that five case studies are the ideal number for thoroughly understanding the topic under study. In this current study, two countries are chosen as two cases namely Slovakia and Canada. The multi-case study approach was based on Yin (2003) recommended (see Figure 3).

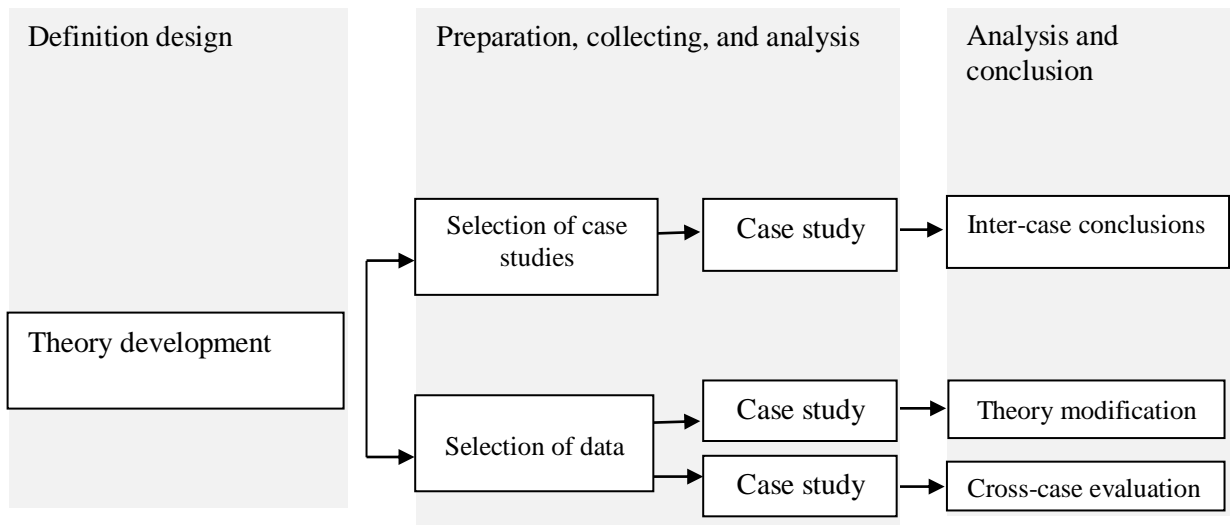


Figure 3. Application of multi-case studies

(Source: Adapted from Yin (2003))

RESULTS AND DISCUSSION

Brand Niagara – Wine tourism and cultural tourism in Niagara Region

The Niagara Region is made up of 12 municipalities: Niagara Falls, Niagara-on-the-Lake, Fort Erie, St. Catharines, Port Colborne, Thorold, Weinfleet, Welland, West Lincoln, Pelham, and

Lincoln, all of which are located on the Niagara Peninsula. This region's tourism product portfolio includes wine tourism (Niagara Winery Route), culinary tourism, and cultural tourism (Shaw Festival), but it is also known for attractions like Casino Niagara, the Welland Canal (a technical attraction that doubles as a transportation facility and a tourist attraction), and wedding tourism (Honey Moon Capital of the World). There are numerous historical sites in the area (battleground between the United States and Great Britain in 1812, etc.). Its proximity to the United States of America provides a competitive advantage. Niagara Falls is the region's icon, and in the context of branding, it refers to the place or features that are most authentic and typical for brand identity identification. "Abundant, authentic, beginnings, history, and inventive, one-of-a-kind, rare, surprising, unexpected, unique, vivid, and accessible," all describe this region's identity.

The creation of a brand image, name recognition, and strong awareness of a destination or product need a consistent and methodical approach, and it might "take many years to build a brand image, name recognition, and develop strong awareness of a place or product" (Morgan, Pritchard, and Piggot, 2003). Success could be defined not only by trends and originality but also by a commitment to traditional values and traits shown in contemporary marketing and branding techniques. The Niagara Region of Canada, like other tourist-friendly locations or countries, has focused its efforts on developing a competitive marketing strategy and product innovation, with the outcome being Brand Niagara Original.

Wine tourism in Canada

Despite the difficult weather conditions in some parts of Canada, wine production and tourism are very popular. Wine has been popular in Canada for over 150 years, although it became more

well-known and popular in the twentieth century among residents and visitors. Ontario and British Columbia are two well-known wine-producing provinces. Canadian vineyards are able to cultivate specialized grapes and manufacture wine thanks to new technologies, enhanced wine production, and a selection of correct wine types (mainly from Germany). Wine has evolved from being a product available only to locals to becoming a popular export and sampling option during wine tours. Wine excursions have become increasingly popular among local and foreign visitors. Package tours consisting of visits to wineries and participation in cultural activities, as well as sightseeing of local historical sites and natural wonders, were used in marketing efforts by regions such as the Niagara Region. Wine tours offer guests the opportunity to have not only an authentic and, in many cases, fascinating experience but also active participation in the event by learning about winemaking techniques and committing to these activities personally. Package tours are popular with German and American tourists as well as other groups of visitors, such as corporate groups, food clubs, and hospitality organizations.

Ice wine, which is made from frozen grapes and has a higher alcoholic content, is the most popular wine brand in this region. Apart from ice wine, Ontario is known for Riesling, Chardonnay, Cabernet Franc, Gamay Noir, and Baco Noir. The Niagara Peninsula, which is at the same latitude as Northern Italy (Florence) and claims to have similar growing conditions to Burgundy in France, is the largest wine area in Ontario. The Niagara Peninsula, Lake Erie's North Shore, and Pelee Island make up Ontario's wine country. Cave Spring Cellars, Vineland Estates Winery, and Henry of Pelham Family Estate in Twenty Valley and St. Catharines, respectively; Chateau des Charmes, Trius Winery, Inniskillin, and Peller Estates Winery in Niagara-on-the-Lake, respectively. Several smaller wineries are known for their unique products, such as Twenty Valley's Foreign Affair (Amarone style wines), Daniel Lenko, Hidden

Bench, Tawse, and Ravine Vineyard. In addition to Jackson-Triggs-Winery, Stratus and Southbrook in Niagara-on-the-Lake, and Fielding Estates and Malivoire in the Twenty Valley area, are also popular wineries in this region.

Aside from vineyards and wine festivals (such as the Niagara Grape and Wine Festival), vineyard and winery tours, and other cultural offerings, the Niagara Region offers the Shaw Festival, concerts, and other events. The Shaw Festival is dedicated to G.B.Shaw's playwrights, was founded in 1962. Despite the fact that Niagara Falls is a well-known brand icon of the destination, it has a longer history and popularity, as well as a composite product given with another specialized tourism product, like wine tourism, which helped the Niagara Region draw in a lot of visitors.

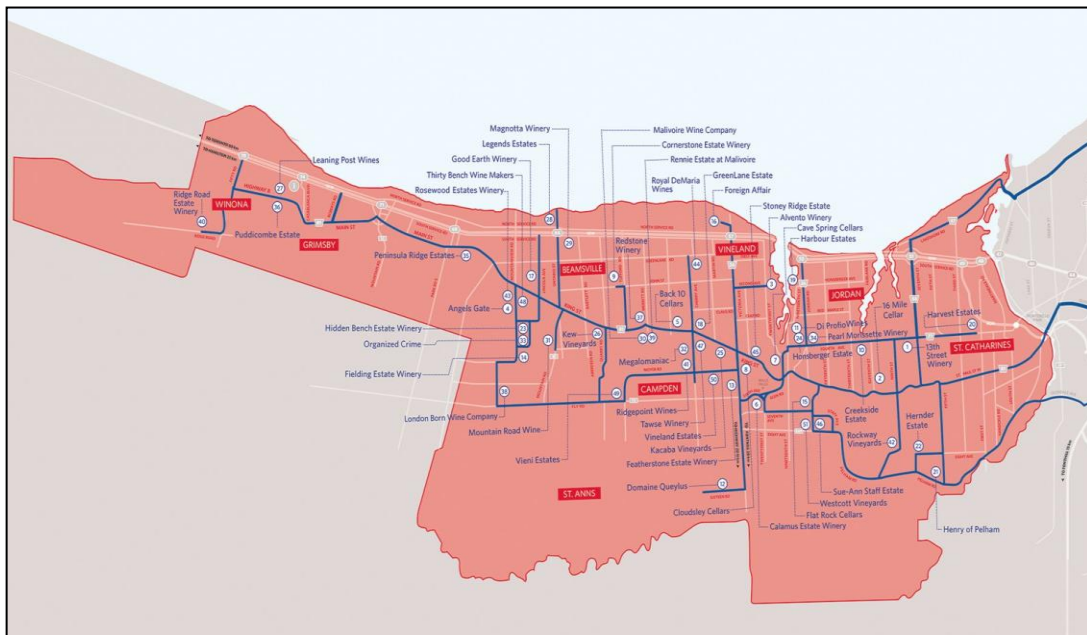


Figure 4. Wine routes in Niagara Region

(Source: Wine County Ontario (n.d.))

Based on the research and existing information about the importance of wine tourism for destination competitiveness and branding (place branding), it should be noted that wine tourism benefits not only the economy of the specific region, in our case, the Niagara Region, but also creates new employment opportunities for local people, is a source of income for residents and local businesses, and is a source of revenue for the public sector (taxes). Wine tourism and event planning contribute to the multiplication impact for event planners (with wine tourism and cultural content), and the multiplication factor, as previously explained, results in a multiple effect for visitors, event planners, local businesses, and government. In the discussion with local entrepreneurs in wine tourism and organizers of wine tourism and cultural tourism events, this argument has been fully confirmed.

Wine tourism and cultural tourism in Slovakia

In Slovakia, niche tourism, which combines wine tours and cultural trips with historical value, has become a popular tourist offering. Well-known wine regions in Slovakia include the Malokarpatska (Small Carpathian) wine area, the South Slovak wine region, the Tokaj wine region, the Central Slovak wine region, and the East Slovak wine region. The Malokarpatska (Small Carpathian wine area), located in the southwestern portion of Slovakia, particularly near the cities of Modra and Pezinok, is one of the most well-known and oldest. The practice of holding festivals with tastings of young wine called "burciak," which is a healthy drink full of vitamins and contains just 6% alcohol, is quite popular in the Small Carpathian region. A visit to Chateau Béla in southern Slovakia and Elesko vineyard, where there is an option to visit the Zoya Museum with Andy Warhol paintings, is an example of combining wine routes and cultural tourism. Andy Warhol was born in the eastern part of Slovakia and is well-known throughout the world for his work. Slovakia's wine trails are well-planned, well-marketed, and authentic. For authenticity, people costumed in traditional Slovak costumes, presenting

traditional Slovak products are present in numerous areas with wine and cultural product offerings.

The old royal towns of Bratislava, Svät Jur, Pezinok, Modra, Trnava, and the neighboring Carpathian villages of the regions make up the Small Carpathian wine trail. Beautiful cathedrals, chapels, cloisters, and other historical structures can be found in these towns, most of which dated back in the 13th–14th centuries. The Nitra region also produces high-quality wines, such as Veltlinske Zelene (Veltlin Green), Risling Vlasky, and Muller-Thurgau. This region is home to the excellent Chateau Topolcianky, one of Central Europe's most well-known vineyards. The Chateau Topolcianky wine brand was established in 1933 and is well-known not only in Europe but also internationally. The "Nitra Wine Festival," which takes place in the fall and attracts the top Slovak and Moravian winemakers, is a popular event in the Nitra region. Visitors can take a tour of the old wine cellars beneath Nitra Castle and participate in a variety of cultural and musical events. Because it runs through four regions, the Nitra wine route is the longest in Slovakia. The Zahorie Wine Route, and Hontianska Wine Route which are close to the village of Hokovce (near the Hungarian boundary), and Pozitavska Wine Route have recently gained popularity. Several cities began to host wine festivals and tastings. For example, in Banska Bystrica, Central Slovakia, it has become a tradition to have a wine festival called "Vinspacirka" (Wine Walking) every spring, open to all wine producers and wine aficionados from Slovakia and abroad.



Figure 5. Wine routes in Slovakia

(Source: Οινικές εξερευνήσεις. (n.d.))

Slovakia (49,035 square kilometers) is a small country, but it has recently been recognized as a wine-producing country of high quality. Although it is not among the nations with the best reputations for producing wine, comparable to France, Italy, Spain, Australia, or Portugal, it may still produce a fine wine. In Slovakia, there are six wine-growing regions separated into forty sub-regions, each with its own natural environment and historical potential, as well as the capacity to produce wine and conduct wine tours. Although the Tokaj wine area is one of the smallest, the quality and popularity of this wine are noteworthy. It requires a distinct subsurface (derived from igneous rocks) and microclimate. Wine routes have been increasingly popular with travelers, and in the Tokaj region, for example, a combination of gourmet tourism, cultural tourism, and wine tourism is very popular. Visitors are encouraged to visit a Toak Viticulture exhibit at the South Zemplin Museum in Trebisov, Eastern Slovakia, and to travel the Tokaj Wine Road, which is known for combining history, regional traditions, wine tours and discussions with winemakers, wine tasting, shopping, and local food tasting.

Racianska lokalka (a local tiny train going from a place near Slovakia's capital city, Raca), is an interesting example of combining wine tours and culture with transportation. It can be described as an original blend of wineries, vineyards, wine cellars, and historical sites, and a special tourist train offers a trip to the Raca region for tourists and locals, where personal contacts with wine producers broaden visitors' understanding of the winemaking process. Visitors can obtain a greater understanding of a location, its people, and its products through experience, wine tasting, story-telling, and co-creation of a comprehensive experience with producers, enabling visitors to enjoy and receiving in-depth information about the winery. Frankovka wine, a popular restorative product of Empress Maria Theresa, is one of the most popular wines in the Raca region near Bratislava. The historical context of this event, as well as a superb regional product, contribute to the wine's popularity not only in Slovakia but also internationally. The findings of the poll revealed that dining, visiting local culinary attractions, and arranging culinary-themed activities are all quite popular among visitors.

Slovakia's wine regions, like those of other nations with wine industries, orchards, natural beauty, and food and wine festivals (France, Spain, Portugal, Austria, and Australia), have the potential to encourage product strategy. Despite the expanding potential for wine tourism and wine tours, as well as the growing interest of visitors from Slovakia and other countries, there are still opportunities to strengthen brand building, image, and reputation. Organizing events in this region with a wine theme and adding cultural flavor could be a good tourism and competitiveness strategy for Slovakia. Despite some good regional strategies focusing on agritourism and country branding, Slovakia's branding strategy is still in its early stages. The value of gastronomic tourism has not been completely acknowledged by the government, and winemakers have had to rely on their own branding tactics and financial resources to promote their products. Despite this, Slovakia has the potential to becoming a popular wine tourism

destination, and it may learn from the best practices of European countries such as Austria, France, Hungary, and the Czech Republic.

There is still a need to increase public sector investment in wine tourism, as well as strengthen the marketing and branding strategy. However, Slovakia is emerging as a viable tourism partner in the European wine industry. Wine tourism is not only a sideline for grape growers, but existing wine routes are becoming increasingly popular among visitors from Slovakia and abroad as a result of some outstanding performance in wine production, particularly white wine production, as evidenced by the recognition of several international wine competitions. The European Union is the driving force behind the funding of a number of fascinating wine-related programs in Slovakia, such as "European Wine Magistrates." These programs focus on rural and cultural tourism in wine regions, as well as wine tourism, viticulture, and viniculture. Slovakia has the potential to becoming a major player in the global wine tourism industry.

CONCLUSION

Wine tourism and cultural tourism are two examples of specialized tourist prospects that can help boost tourism growth and improve overall performance and competitiveness. Due to new growth and crisis situations, mass tourism and environmental strain in megacities as well as popular tourist locations frequented by a large number of international tourists may diminish or the destination will have to handle tourism differently. Since wine tourism and cultural tourism are examples of niche tourism, it is crucial to discuss this issue. Researchers, practitioners, and government representatives can also gain insight from these sustainable methods and see tourism as a type of symbiosis between natural and tourism development. Wine tourism and cultural tourism are essential sources of image and reputation construction, as they contribute to

specialized tourism development streams. Wine origins, culture, history, and tradition, as well as event planning, are examples of a well-designed tourism product offer that can help boost competitiveness.

The examples from both countries confirmed that future tourism development must be sensitive to both local and tourist requirements for new attractions, referred to as "niche attractors." For specific categories of tourists, a combination of wine tourism, culinary tourism, culture, and history is becoming increasingly important, and studies from Canada and Slovakia may be a good illustration of this trend, with future research focusing on seniors as a viable and expanding group of visitors. To summarize, wine routes as a tourism product, as well as culinary tourism should be focusing on attracting visitors by organizing a specific combination of cultural activities. Wine routes as a tourism product as well as culinary tourism are ideal examples of promoting niche tourism. Since visitors prefer to visit less crowded locations and are drawn to so-called niche tourism destinations with organized niche tourism activities in the events, such as wine, culinary, and cultural experiences, it is imperative to organize events with the content of the discussed forms of tourism. These events could also assist destinations in economic and social turmoil, especially now in the COVID-19 pandemic or other crises. This new development and situation could be considered a novelty in contemporary consumer behavior.

REFERENCES

Anholt, S. (2007). *Competitive Identity: the new brand management for nations, cities and regions*. Palgrave Macmillan.

- Ashworth, G., J., & Vooght, H. (1990). *Selling the City: Marketing Approaches in Public Sector Urban Planning*. London and New York: Belhaven Press, 1990.
- Bordas , E. (1994). Competitiveness of tourism destinations in long distance markets. *Revenue de Tourisme*, Vol. 3, No. 3, pp. 3-9.
- Buhalis, D. (2000). Marketing the competitive destination of the future. In *Tourism Management*, 21, 97-116.
- Cai, L. A. (2002). Cooperative Branding for Rural Places. *Annals of Tourism Research*, 2 (3), p. 720-742. ISSN 0160-7383.
- Corrigliano,M. A., & Mottironi, C. (2013). Planning and Management of European Rural Peripheral Territories through Multifunctionality: The Case of Gastronomy Routes. In Costa, C., Panyik E., Buhalis, D. *Trends in European Tourism Planning and Organisation*.Bristol: Channel View Publications. May 12th, 2020).
- Creswell, J. W. (2002). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. Upper Saddle River, NJ: Merrill/Pearson.
- Crouch, J., & Ritchie, B. (2003). *The competitive destination – a sustainable tourism perspective*. Cambridge: Cabi Publishing.
- Dwyer, L., & Kim, C. (2003). Destination competitiveness: determinants and indicators. *Current issues in Tourism*, 6(5), 369-414
- Gilmore, F. (2002). Branding for Success. In Destination Branding: *Creating the Unique Destination Proposition*, edited by Morgan, Pritchard, Pride. Oxford: Butherworth-Heinemann.
- Hankinson, G. (2001). Location branding: A study of twelve English cities. *Journal of Brand Management*, Vol. 9 (2), s. 127-142.
- Hankinson, G. (2004). Relational network brands: Towards a conceptual model of place brands. *Journal of Vacation Marketing*, 10, pp. 109-121.

- Hankinson, G. (2005). Destination brand images: a business tourism perspective, *Journal of Services Marketing*, 19, 24-32.
- Hassan, S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of Travel Research*, Vol. 38, No. 3, pp. 239-245.
- Heath, E., & Wall, G. (1992). Marketing Tourism Destinations: A Strategic Planning Approach. In Marzano, G. (Eds.) *Relevance of Power in the Collaborative Process of Destination Branding*. 11th Annual Conference on Graduate education and Graduate Student Research in Hospitality and Tourism, 5-7 January, 2006, Seattle, the U.S.A.
- Hubbard, P., & Hall, T. (1998). *The Entrepreneurial City: Geographies of Politics, Regime and Representation Hardcover*. Chichester: John Willie & Sons.
- Dwyer, L., & Kim, C. (2003). Destination competitiveness: determinants and indicators. *Current issues in Tourism*, 6(5), 369-414.
- Jago, L., Chalip, I, Brown, G., Mules, T., & Ali, S. (2003). Building events into destination branding insights from experts, *Event Management*, 8, 3-14.
- Kotler, P., & Gertner, R. (2002). Country as brand, product and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, April, 9(4/5).
- Kozak, M., & Rimmington, M. (1999). Measuring tourist destination competitiveness: Conceptual considerations and empirical findings, *Hospitality Management*, Vol. 18, pp. 273-283.
- Mazurek, M. 2020. *Models of Branding and their application*. Zilina: Edis. ISBN 978-80-554-1705-9.
- Οινικές εξερευνήσεις. (n.d.). *Wine routes in Slovakia* [Review of *Wine routes in Slovakia*]. Retrieved May 12, 2020, from https://winesurveyor.weebly.com/tour_slovakia.html
- Patton, Q. (2002). *Qualitative research and evaluation methods*. Sage Publications, Thousand Oaks.

- Pine, B.J., & Gilmore, J. H. (1999). *The Experience Economy: Work in Theatre and Every Business a Stage: Goods and Services are no longer enough*. Boston: Harvard Business School Press. ISBN 978-159`391456.
- Pritchard, A., & Morgan, N. J. (1996). Selling the Celtic arc to the USA: a comparative analysis of the destination brochure images used in the marketing of Ireland, Scotland and Wales, *Journal of Vacation Marketing*, 2(4), 346-365.
- Pike, S. (2005). Tourism destination branding complexity, *Journal of Product Brand Management*, 14(4), 258-259.
- Pyo, S., Mihalik, B.J., & Uysal, M. (1989). Attraction attributes and motivations. A canonical correlation analysis. *Annals of Tourism Research*, 16, pp. 277-282.
- Reinisto, S. K. (2001). *Lisensiaatintutkimus: Kaupungin kehittäminen merkkituotteena. Lahden ja Helsingin tapaustutkimukset. Licenciate Study: City Branding – Case Studies Lahti and Helsinki*. Helsinki University of Technology, Espoo.
- Smith, S. L.J. (2015). *Tourism Recreation Research*. Vol. 40, Issue 2, 220-233.
- Stake, R. (2005). “Case studies’ in handbook of qualitative research. Sage Publications
- Vanhove, N. (2005). *The Economics of Tourism Destinations*. Burlington: Elsevier.
- Vissak, T. (2010). Recommendations for using the case study method in international business research. *The Qualitative Report* 15 (2) 370-388.
- Yin, R. K. (2003). *Case study research: Design and methods* (3rded.). NewburyPark, Sage Publications. ISBN 0-7619-1946-5.
- Xiao, H., & Smith, S. (2006). The making of tourism research: Insights from a social science journal. *Annals of Tourism Research*, 33 (2), 490-507.
- Wine County Ontario (n.d.). *Wine routes in Niagara Region* [Review of *Wine routes in Niagara Region*]. Retrieved May 10, 2020, from <https://winecountryontario.ca/region/niagara-escarpment-area/>