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Multiplying Effect in Wine Tourism Development **Martin PROKEŠ, Kateřina RYGLOVÁ, Ida VAJČNEROVÁ, Eva SKÁLOVÁ**

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Wine sector development and investment should lead to the creation of new jobs. Significant assumptions were made in the region of South Moravia in the southeastern part of the Czech Republic.

The main research objective of this paper was to find multiplication effects based on new investments in the wine sector and related development of Wine Tourism in the last ten years. This study describes how to increase vineyard area related to the Czech Republic's accession to the European Union in 2004, when restrictions were associated threats of further expansion of vineyards. To achieve the objective of the study was developed inside structural analysis of the wine sector, conducted marketing research data collection and mapping the development of Wine Tourism projects.

The dynamic development of the wine category, major changes in the market and consumer demand are the main causes of increasing the attractiveness of the sector for investment in new plantings of vineyards, subsequent related investments in the production of wine and also development of Wine Tourism. The main results include the finding that the increase in new plantings of vineyards to four times the annual average has led to an increase in the number of grape growers and wineries have doubled over the last ten years. 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: creating jobs, investments, multiplication effects, Wine Tourism Development