

VITICULTURE AS A TRADITIONAL CRAFT AND ITS IMPORTANCE IN THE REGION

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Abstract

The aim of the paper is to point out the relationship of people living in the Tokaj region to growing and processing wine, culture and traditions based on the survey conducted in the form of a questionnaire. We assumed that this relationship affects the area in which people live and we have assumed that people living in the Tokaj region know the cultural heritage of their region. The survey results were processed by mathematical-statistical methods, focusing on correlations between multiple variables. The results of the survey show that the Tokaj wine-growing region is affecting the relationship of people to wine-making, culture and traditions, and to a great extent this environment also influences the people living in it. The first for them is the origin and Tokaj's land with vineyards. People have a relationship to the region, so they do not like to migrate, most of them live in the region all their life, they are used to work in the vineyards and have a positive relationship with them. They are so close to the culture and nature of the South Zemplin that most of them do not even think about changing their lives and thus changing their lifestyle.

Key words:

Tokaj Wine Growing Area, Traditions and Cultural Heritage Of The Region

I. Introduction

Slovakia is colourful not only in terms of natural beauty, but also from geological and geomorphological point of view. In each of the six wine-growing areas there are other soils, subsoil, terroir and other wines. Terroir means the soil, topography and climate that influence the originality and authenticity of the wine stems, which are an indicator of wine quality. The Slovak viticulture and wineries have a long and rich tradition, although it is worth mentioning that, within the world, Slovakia belongs to lowland vineyards. It is evident from the historical context that the development, stagnation or decline of viticulture is related to the economic and political situation in the country. Therefore, the cultivation of wine and its spreading in the regions that are satisfied by the composition of the soil for its cultivation is justified, from the point of view of the national economy, of the wine producers themselves, of ecology and of the landscape architecture, because the vineyards use the soil fund optimally and efficiently. About viticulture and their businesses can be said "that effective strategic decision making significantly increases their performance, success and survival" (Jankelová, Hudáková and Mišún 2013, p. 737). Work in the vineyard requires more human work but also the well-being of wine growers for this work. It follows that the further development of this sector is justified.

Our methods, with which we worked, are essentially two-fold. In the theoretical part of the issue, we focused on collecting, sorting and tracing knowledge from the available literature on the region concerned, the microeconomic indicators, relations of viticulture and the economy. The sample group consisted of 156 respondents. We focused on values and priorities of local residents. The impact of research is on the economy as well as on applied ethics. The results showed an axiological favoured

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value as origin and own region with vineyards. These indicators cause a negative relationship of the local population to migration.

II. History of Region Tokaj

The history of the Tokaj wine region is immensely old. Determining the region's rarity lies in specific climatic conditions. "In Hungarian viticulture, the preservation of soil moisture is extremely important because of the low annual precipitation (sometimes less than 500 mm per year) and evapotranspiration from June to August is typically higher than precipitation" (Donkó et al., 2017, p. 591). There are only five areas in the world where it is possible to produce the grapes needed to produce natural sweet wine. Tokaj is one of them. Etymology itself tells us that the naming of the area is of old Slavic origin. Stokaj means the confluence of the great rivers Tisza and Bodrog. The gradual integration of the region into Hungary did not have any more positive or negative impact on its development, nor was it affected by internal disparities between the Arpads. The Mongol invasion at the beginning of the 5th decade of the 13th century had a very negative impact. After battling the battle on the river Slaná, Bela IV king of Hungary saved himself by escape remaining the area unprotected and issued for devastation by the Tatars. Although the death of Khan Ogotaja meant the departure of the Mongolian army, commanded by the Batu Khan (who rushed to the election of the Khan to successfully get this position), a relatively short period (even a few months) of occupation meant a catastrophic situation in the region (Tibensky 1971).

Since the population was not high, it was necessary to strengthen it so that the food could be grown. Therefore, King Bela IV invited the Italian population from Formini and Bari. Their arrival meant the production of the Furmint variety, which is typical for the region. From Bela IV's reign we have already had archive materials on the region.

The second difficult period for the region was the anti-Turkish struggle and the negative impact after the missed battle at Mohac. After the fierce struggles between Ferdinand I and the Sedmohrad Earl John Zápoľský, Hungary fell apart, while the Tokaj region was included into the Budin pashalik under Turkish domination. Especially until Tokaj became a direct part of the Ottoman Empire, the inhabitants dug up hide-and-bunkers in the tuff. Later, they used it as a wine cellar. (Marsina et al., 1987) Experience has come to the knowledge that long-term storage of wine contributes in a particularly favourable way to its quality. As early as the 16th century, it is documented in writing that cibeas were already used - the grape berry is left on the vine to make it dull. "The terracing of vineyards has been a century-old traditional land use in the Tokaj-Hegyalja region (887 km²). However, most of them have since been abandoned and has occupied by dense vegetation" (Incze and Novák 2016, p. 507).

The region also suffered from Anti-Habsburg uprisings. Bocskai captured the entire area after the only battle near the village of Álmosd in 1604 (Dangl 1986, p. 51). Tokaj was among the areas in which Bocskai had been supported. In Bethlen's uprising, the region did not play a more significant role. The Mikulov peace meant the area was transferred to Sedmohradsko, but the state did not last long. After Bethlen's death, the region moved to Hungary. The region changed the owners through the uprising of Juraj Rákóczi I, who won it right at the beginning of the uprising. It was in this region the fights between Rákóczi's army and Emperor General Götz took place. Rákóczi himself stayed with the troops in Tokaj in the spring of 1645. The local population supported him abundantly. Peace in Linz (1645) attributed the region to Sedmohradsko, the status quo lasted for 13 years. The leader of the next uprising, Imrich Thököly, spent the winter in 1678 there. Franz II. Rákóczi also militarily operated near villages Zavadky and Tiszabecs as a leader of the last rebellion at the beginning of his uprising. The battles in the region continued again in 1706. These military operations negatively influenced the development of regional viticulture. In the 17th and 18th centuries, the cities of Prešov, Košice, Bardejov, Levoča and Kežmarok rented vineyards in Tokaj, which contributed to the development of vineyard crafts in the area.

The Tokaj Wine Region (TWR) is the world's first delimited wine region (since 1737) and demonstrates the long tradition of wine production covering 27 settlements and about 90,000 ha" (Szepesi et al., 2017, p.333).

In 1919, the state border was fairly stable between Czechoslovakia and Hungary, and the region was divided between Hungary and Czechoslovakia. The State Research Station in Malá Trňa was founded in 1924. The protection of the region was also regulated by the special legislative act of 1959. A few decades later, in 1965 there were held lengthy negotiations between the Hungarian and Slovak firms in the dispute about the name Tokaj wine. The long negotiations finally ended with a compromise. The history of the wine bottle labels in the region is dedicated to Tóth-Pap (Tóth-Pap 2013).

III. Region and its geographical characteristics towards the development of viticulture and wine production

Wine-growing is one of the most intensely managed agricultural ecosystems in Europe. Therefore, increased attention is paid to the protection of vineyards. Wine-growing on a global scale has seen an increase in size and value. In view of the increase in market demand for products produced in a sustainable manner, there is a gap showing the entomological challenges for wine-growing.

The development of viniculture and wine production brought several unique elements of cultural land and introduced culture into the countryside. This culture has influenced the lives of many generations and determined the development of society and the environment. The form, shape and type of use of relevant landscape features has changed in response to changes in technology, cultivation processes, production orientation, and the value system of the company (Krivosudský 2013). Wine-growing in the region has improved with agronomic methods based on eco-physiological and genetic knowledge of species and varieties of grapevine. Agricultural production is climate-dependent. The grape sugar content and the alcohol content of the wines are considered important quality parameters.

Terrior describes a set of special characteristics of a given geographic location, geology, climate and human agricultural tradition, folk traditions, and knowledge of the viticulturist, and how this complex of influences will be reflected in the character of a particular wine. Contrary to modern perception of territory as an abstract legal and political entity, terrior raises images of organic relationships between people and a specific landscape of unique character.

Authors Svododová, Vezník, Král (2014) say that for a group of vineyards in the area of southern Moravia wine production is related to local history, traditions and cultural life and makes a significant contribution to the local economy. The change in consumer taste has brought demand for quality wines of local origin that cannot be satisfied without quality care for vineyards throughout the life of the vine. The study results (Geffroy et al., 2016) provide a scientific basis for Auvergne grape growers to support the typical properties of their wines. This research also identifies the key elements for the development of the Cotes d'Auvergne wine and the customization of consumer products. An innovative nationwide study on the typical character of white wines in Portugal was carried out by a team of sensory-certified authors. The results of the study can contribute to the discussion of scale factors that result in significant gains in areas such as wine certification, the adoption of supra-regional wine certification for large brand volumes and better and clearer communication and marketing that would affect a larger group of consumers with condensed information on Types of Wines (Jose Coutinho et al., 2015). Each vineyard has its own oenological traditions, heritage culture and history. Therefore, in wine production, the human factor can be significant in differentiating the final product of one vineyard from the other. Then the question remains whether such a differentiation is caused by winegrowers, or whether the differences are already present in the grapes and are shaped by agro-climatic conditions (Gonzalez-Centeno, 2013). Quality wine differs from other agricultural commodities, as it is a highly globalized product marketed mainly on the basis of terrior-local distinctiveness and its differentiation. New findings on wider dynamics of globalization can be obtained by analyzing regional engagement in the globalized winemaking industry. Based on the long-term ethnographic field work and research by Rainer (2016), the restructuring of the Salta

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Calchaqui Valley (NW Argentina) is being pursued into the "world's highest wine region". The results of his study suggest that local specialty in the form of high altitude wine is in fact the result of globalization. Not only transnational beverage companies, but also traditional local capital, reputable wine makers, wine production coupled with cultural capital, social status and lifestyle, as well as related tourism and leisure time boom play a key role in the regional transformation process.

Due to its location, soil and climatic conditions, South Tyrol offers favourable conditions for successful cultivation of a wide variety of grape varieties. New social, economic or climatic conditions will also require adaptations in the variety range in the future (Terleth, Pertoll, 2010). The case study from the Czech Republic presents the methods and results of the environmental modelling of the impact of predicted climate change on the future conditions of grapevine cultivation. The model is based on the ecological relationship between climate and vegetation zoning, and therefore belongs to a group of process bio-geographic models valid on a regional scale. The results of the presented model show a significant expansion of areas that are climate-friendly for growing grapes within the studied area. The results of the model relevant for the Czech Republic are in line with the previous assumptions of trends forecasting future impacts of climate change on wine-growing in Europe. However, the data from the present model, which relate to the time horizon over 2050, should be considered as indicative and should have a high degree of uncertainty associated with the uncertainty of the input climatological prediction for that time period (Machar et al., 2017). Many French wines and other types of agricultural products reflect the process of patrimony as opposed to homogenizing trends in the globalization of world food systems. The AOC concept, which dates back to 1935, is the oldest expression of this patrimonial process. In it, the site's characteristics are used to plot its legally protected, territorial definition, on which the claim to the authenticity of the product depends on location and consequently on quality. Fieldwork in the village of Cassis in the south of France has categorized a set of historical, environmental and economic conditions to reveal the actual functioning of these two processes at the local level. Types of wine have been evolved despite the absence of genuine innovation; the political territory was used to define terroir; the quality of the discussion depends greatly on the historical past; the winemaking has gained community value beyond any productivity; and manufacturers have defined and defended their territory to strengthen their prestige for themselves and their consumers. The key subject in the labelling is the lower syndicate of winegrowers. Convincing statements, promotional rhetoric, consumer desires, and local decision-making policies have shaped this wine region far beyond its environmental associations (Gade 2004).

IV. Tokaj viticulture region – realization of the survey

Tokaj viticulture region is the smallest wine-growing area in Slovakia. It lies in the Bodrog river basin and is bordered by the Zemplín Hills. Most of the Tokaj region is located in the territory of Hungary. This area has a rich history and preserves many traditions. Tokaj region is also represented by winegrower Ing. Mária Maciková. *"Thanks to her commitment to rescue the brand Tokaj also belongs to Slovakia today. She has worked in professional teams in the development of tourism, wine growing and winemaking laws, and she has been a long-time member of the State Wine Evaluation Commission and has been working with Hungary on the Tokaj trademark. The products from her family winery bring wine lovers from all over the world to Malá Třna and Slovakia is represented dignifiedly in selling on world markets"*. She was awarded the state award from the President of the Slovak Republic in 2017 for her work.

The Tokaj region consists of seven vineyard villages: Malá Třna, Veľká Třna, Slovenské Nové Mesto, Viničky, Čerhov, Černochovej, Bara and 3 buffer zones: Ladmovce, Borša and Zemplín. The mentioned municipalities are part of the Tokaj Wine Route, which is part of the Tokaj wine-growing region of Slovakia.

The survey (2017) was conducted in the form of a questionnaire in the Tokaj villages that are part of the Tokaj Wine Route. These are the villages of Bara, Černochovej, Čerhov, Viničky, Slovenské Nové Mesto, Veľká Třna, Malá Třna and adjacent villages Ladmovce, Borša, Zemplín. The aim of the survey was to point out the relationship of people living in the Tokaj region to viticulture, heritage

and traditions. We assumed that this relationship affects the area in which people live and we have assumed that people living in the Tokaj region know the cultural heritage of their region. We addressed 156 respondents regardless of age, gender, occupation, or education. When selecting respondents, we used a random selection. The survey was attended by 156 respondents, 53.8% of men and 46.2% of women. The age group most frequently addressed was a category of 25 to 62 year old respondents. The reason for such a broad age range was that people of this age are working actively and already know the region they live in. A maximum of 34.6% respondents were employees working in different spheres. We also approached 28.2% of the unemployed, who create the high number in this area and usually perform manually seasonal work in the vineyards. A quarter of respondents were retired, and young people accounted for 12.2%. Most respondents had secondary school education, almost 70%, but in this group there were also people with secondary incomplete education. The university educated was 18.6% of the respondents and 11.5% of the respondents had only basic education.

V. Survey results and discussion

The first question investigated impact of the area in which people live on their relationship to winemaking, tradition and culture. The results show that up to 64.7% of people have been living in the Tokaj region since their birth. These people do not know life in other areas and their lives are directly influenced by the traditions and cultural heritage of the area. Other respondents said that they have been living in the Tokaj villages for more than 5 years, but in direct contact with them, we have learned that they have been living there for several decades and their thinking is tailored to this region. They are connected with the nature and culture of this area, so that more than 87% would not want to move anywhere. Their life is adapted to local climate and is often related to work in vineyards. Most of them are interested in turning to the favourable conditions of grapevine cultivation and adapting it to their life and their value ranks, the love of this region has also been translated into traditions, and we can say that human thinking also affects the area in which residents live. Thinking about people in this area is not only about working but also celebrating the products of their work. And the wine celebrations are a symbol of joy of good harvest and good wine. People in the Tokaj region are proud of their roots, and as many as 85% of them see housing in this region as positive.

We have found the relationship of people living in the Tokaj region to folklore and folk traditions. Up to 94.9% of respondents have a positive relationship to folklore and folk traditions, which they recognize and transfer to their families. The remaining 5.1% are not concerned about folklore and folk traditions, but this does not mean they have a negative attitude. In Tokaj villages, most people prefer folk singing - 67.6%, as evidenced by the folklore ensembles that are found in each village. And most of all, the folk dance corresponds to almost the 11% of the questioned people who are connected with the village they live in. 14.5% of people have still included the production of wooden barrels into folk traditions, which are essential for quality wine storage in this area.

In an open question where respondents should describe a tradition that repeats each year and which they consider to be the most significant, respondents' answers clearly indicate that up to 51.4%, more than half, consider the most important traditions of the region to be the ones that are connected with wine, that is, the product with which this area is best known. They mentioned such occasions as Tokaj Folk Festival, Vintage Feast, Feast of small wine producers, Wine cellars opening, Craft Day. The rest of the respondents point to the traditions related to the folklore (Tokaj in Europe, the Heritage of old ancestors) at the international level, or folklore and other festivals held annually in the individual municipalities of the region.

When asked whether respondents would exchange life in the region for life in another village or city, it was interesting that none of them was definitely convinced that they would ever move to another village or city. Only 5.8% of the respondents were able to move in and justified this decision due to the marriage or family, but only to another Tokaj municipality. Up to 75% of respondents do not consider moving to another village or city and 12.2% certainly do not want to move anywhere. Most often, they have justified it in relation to the family, local nature, good people or people-to-

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people relations, or the ownership of vineyards, family homes in which they have a happy home and want to live there for life. Another reason was the job. The survey shows that, despite the fact that people living in the Tokaj region, only 21.8% of people work in wine-growing, 78.2% of the respondents are either not working or their work is not directly related to wine-growing. There is no included answer as to how many people work in their vineyards as their leisure activity.

Respondents pay attention to attendance at the Tokaj celebrations. From the answers to this question, we can see that people actively participate in Tokaj celebrations, and we did not find anybody who did not attend the Tokaj celebrations. Every year, up to 75.6% of the respondents are participants, 21.8% of respondents often attends these festivals, although not every year, and occasionally, depending on the circumstances, the remaining 2.6% of the respondents will attend the Tokaj feasts. The fact that the respondents live near the tourist attractive Tokaj Wine Route is appreciated by up to 85.3% of the respondents. They see the same benefits not only for the municipality but also for the area itself. 10.9% do not know this fact, and considers it irrelevant. Only 3.8% consider the position of housing near the Tokaj Wine Road to be inappropriate.

The question as **to how the respondents would welcome the reconstruction of the Tokaj Wine Route, which would ensure the supply of tourists to this area**, was responded as follows, up to 89.1% perceived the reconstruction of Tokaj Wine Road as a positive change that would ensure the supply of tourists and visitors to this area even though it would have somehow affected their peaceful life in the village and perhaps their privacy. They would see it more likely as an employment opportunity and increase of the financial income for the municipality. No one interviewed was against the reconstruction, but 10.9% of the respondents did not care whether the Tokaj Wine Route has been reconstructed.

We were interested in the values of the people living in the Tokaj region and their relationship to the vineyards. Respondents, through the questions asked, should create **their own value ranges** for each variable (origin, land, vineyards, entertainment and culture) (Table 1). We have evaluated each variable separately so we can compare the placement on the value ladder with the percentage. The results show that **origin is on the first place, followed by the land, vineyards, culture and entertainment is on the last place.** Work in vineyards, soil and origin are more important for the inhabitants of the Tokaj region, culture and entertainment serve only to complement activities, but they are not so important to them. Some respondents did not even include culture and entertainment in their value ranks. This value ladder is slightly altered by demographic factors. We assumed that the value rating of the Tokaj region residents is conditional upon work. Interestingly, despite the fact the young living in the Tokaj region, none of them is studying viticulture, and only 21.8% work directly in viticulture. Others work in different spheres, but in their free time they work in their own vineyards, which is also important to them as an ancestral link. Two thirds of the respondents think that their life affects not only the area itself and the work in the viticulture, but also the cultural monuments, customs and traditions of South Zemplín. Work in the vineyard brings people together and is more sincere, even though in the past it was more visible, because at present, mainly larger winegrowers are perceived as competing. Obviously, people enjoy working in vineyards and prefer it to fun. Family, relationships, and friends are for them most important, but they are proud of nature and the surrounding area, the region's culture, the work of the people, and are proud of having vineyards from which they can produce wine that is known all over the world.

Table 1 The impact of demographic factors on the ranks of the values of people living in the Tokaj region

Rank / Age	15-24 years	25-62 years	63 +	
1st place	origin	origin	origin	
2nd place	culture	vineyard	land	
3rd place	entertainment	culture	vineyard	
4th place	vineyard	land	culture	
5th place	land	entertainment	entertainment	
Rank/ education	basic	secondary	university	
1st place	origin	origin	origin	
2nd place	culture	vineyard	land	
3rd place	entertainment	culture	vineyard	
4th place	vineyard	land	culture	
5th place	land	entertainment	entertainment	
Rank/ social status	student	the employed	the unemployed	retiree
1st place	origin	origin	vineyard	origin
2nd place	culture	vineyard	land	land
3rd place	entertainment	culture	origin	vineyard
4th place	vineyard	entertainment	culture	culture
5th place	land	land	entertainment	entertainment
Rank/sex	Man	Woman		
1st place	origin	origin		
2nd place	land	vineyard		
3rd place	vineyard	land		
4th place	culture	culture		
5th place	entertainment	entertainment		

Source: Own processing

We investigated whether respondents think **that people who combine work in the vineyard and the relationship to the soil are more sincere and open to each other**. The survey shows that 46.2% of the respondents think that people who share work in the vineyard are more sincere and open to each other because they have a common goal and subject of common conversations. 41% of the respondents think that in the past, people have been more sincere and open for this reason, but now it is not the same. 10.3% of respondents think people in the Tokaj region are more sincere and open to each other, and only 2.6% does not think this because they see a relationship as a competitive struggle. The most common answer on the values of Tokaj residents was relationships, family and friends (36%). Nature, landscape and the area they live in were on the second place with 19.4% of respondents. 16.6% of respondents most value the region's culture, appearance of the region, and community development in the Tokaj region. The hard work of population of the Tokaj region is appreciated by 14.7% of the respondents and 13.3% appreciates its vineyards and wine in this area. From the answers, it is visible that people's value ranges do not affect the area in which they live.

VI. Conclusion

Viticulture as a traditional craft in the Dolny Zemplín region has got cultural, economic, landscaping and social functions. Based on the survey, we can conclude that the Tokaj wine-growing region has an impact on the relation of people to wine, culture and traditions, and to a great extent this environment influences the people living in it. The people living in the Tokaj wine region have a great and sincere relationship to this region, so they do not like migrating. Most of them live in this region,

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in their village their whole life, they are used to work in the vineyards and have a positive relationship to them. They are so close to the culture and nature of southern Zemplin that most of them are not even thinking of changing life and thus changing their lifestyle. The hard work in the vineyards takes their place and they do it with love. It is a great fun for them to celebrate the products of their work, and the most common is new wine feast. People living in the Tokaj wine region are proud of their roots and are pleased to present their area to tourists. That is why they would welcome the renewal of the Tokaj Wine Route. Increasing number of tourists for them also means economic prosperity. The cultural heritage of the Tokaj region is revived in the traditions that are commemorated every year in every village. They realize that the development of tourism and agro-tourism also promotes interest in the cultural heritage of Dolný Zemplín. With respect and humility they invite tourists to their private cellars built by their ancestors (some of them in the 12th century) and residents preserve them for future generations. Vineyards and the surroundings have been promoted as the cultural monuments of their ancestors. The ranks of the values of Dolny Zemplín residents stem from their thinking, which is influenced by the place they live. The first of these is the origin and the Tokaj's land with vineyards.

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