

## **Summary**

Tourism, a current phenomenon, dynamically develops. Demands of visitors on a comprehensive destination product are increasing thanks to an increasing amount of spendable financial resources and rising fund of free time. In this context not only the competition among destinations but also the pressure to the destination potential are growing. Soft tourism forms emerged in an effort to minimize negative impacts of tourism activities on the region as well as to maintain modern regional life standards and to enable its further development. Thanks to their substance, the soft tourism forms are often count among components of sustainable development. Nevertheless, the soft tourism forms are based on the unique destination potential, its atmosphere and natural environment more than the traditional ones. Therefore also their activities must be developed sustainably and at least with the same intensity as the other forms.

The issues of the implementation of sustainable development elements into the wine tourism activities in South Moravian destination are discussed in the thesis on the background of strategic documents, proclamations and studies of more experienced foreign wine tourism destinations. The aim is to contribute to the sustainability of South Moravian region development through the care for the wine tourism prerequisites.