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# Microbreweries as Entities Stimulating the Development of the Tourist Offer in the Visegrad Group Countries

DOI: 10.30819/cmse.9-2.04

## ABSTRACT

Microbreweries have increasingly emerged as important actors at the intersection of gastronomy, culture, entrepreneurship, and tourism. While their role in beer tourism has been explored in selected national contexts, comparative analyses remain limited, particularly in Central and Eastern Europe. This article examines how microbreweries stimulate the development of tourism offers in the Visegrad Group countries (the Czech Republic, Slovakia, Poland, and Hungary).

The study is based on an online survey conducted among beer consumers from the four Visegrad Group countries (N = 796). Using descriptive and comparative analysis, the research explores tourist motivations, participation in beer-related activities, and consumption patterns associated with microbreweries. The findings demonstrate that microbreweries contribute to tourism development through multiple mechanisms, including the enrichment of experiential and gastronomic tourism, the reinforcement of local identity and authenticity, and the diversification of destination offers. While the Czech Republic represents a mature beer tourism market rooted in brewing heritage, Poland and Hungary exhibit more experience- and lifestyle-oriented patterns, with microbreweries functioning primarily as complementary attractions. Slovakia occupies an intermediate position, emphasizing regional authenticity and experiential learning.

The study contributes to the emerging literature on beer tourism by providing a comparative perspective on microbreweries as tourism development entities. The results highlight the context-dependent nature of microbreweries' tourism functions and underline their potential role in strengthening destination competitiveness and diversification within the Visegrad Group countries.

## KEY WORDS

Microbreweries, beer tourism, craft beer, tourism development, Visegrad Countries, regional tourism

Paper received: 6 March 2025 • Paper revised: 10 August 2025 • Paper accepted: 12 December 2025

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## Funding

The article was created as part of the "Minibreweries as developers of regional tourism in the V4 area" project. The project is co-financed by the Governments of Czechia, Hungary, Poland, and Slovakia through Visegrad Grants from the International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

The research was also supported by the Scientific Grant Agency of the Ministry of Education of the Slovak Republic (ME SR) and the Slovak Academy of Sciences (SAS) under the contract No.VEGA-1/0741/24 (Strategies of breweries in the conditions of the "Craft Beer Revolution").

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