

**Zoltán  
Bujdosó  
Csaba Szűcs**

**NOVA VRSTA  
GASTRONOMSKOG  
TURIZMA: PIVSKI TURIZAM**

**A NEW WAY OF  
GASTRONOMIC TOURISM:  
BEER TOURISM**

**SAŽETAK:** Najčešći poticaj za turističko putovanje jest potraga za doživljajem uživanja, zabava, iskustvo, zanimljivost, hobi, pustolovina, uzbuđenje, i nove, nepoznate i neobične stvari. Cilj je ovoga teksta uvrstiti pivski turizam, koji privlači sve više posjetitelja, među proizvode turističkog sustava, te opisati njegove vanjske oblike i mogućnosti budućeg razvoja.

**KLJUČNE RIJEČI:** gastro turizam, pivski turizam, teorija i praksa

**ABSTRACT:** The most frequent motives of tourism travel are the search for the experience of enjoyment, entertainment, experience, attraction, hobby, adventure, dynamism, and new, unknown and unusual things. The purpose of this essay is to place beer tourism, which attracts a growing number of visitors, as a product into the system of tourism, as well as to review its outward forms and future development possibilities.

**KEY WORDS:** gastro tourism, beer tourism, theory and practice

*Zoltán Bujdosó, College Professor, Department of Tourism and Regional Development* **adresa:** Károly Róbert University College, H-3200 Gyöngyös, Mátrai út 36., Hungary **telefon:** +36/37/518-187 **e-mail:** zbujdos@karolyrobert.hu

*Csaba Szűcs, Assistant Professor, Institute of Environmental Sciences* **adresa:** Károly Róbert University College, H-3200 Gyöngyös, Mátrai út 36., Hungary

## UVOD – SUSTAV GASTRONOMSKOG TURIZMA

Zahvaljujući zanimanju za gastronomiju i kulturu jela i pića raznih zemalja i krajeva, kulinarska putovanja su sve omiljenija u cijelom svijetu, a gastronomski turizam je postao zaseban proizvod unutar turizma. Gillespie (2000) navodi da “proučavanje gastronomije donosi razumijevanje opsega proizvodnje i pripreme jela i pića, kao i toga kako se, gdje, kada i zašto oni konzumiraju” (Gillespie 2001). Prema Wolfu, “gastronomski turizam je kretanje na put u potrazi za uživanjem u pripremljenom jelu, pićima i ostalim događanjima vezanim uz jelo” (Wolf 2006).

Gastronomski turizam naziva se i “turizam jela”, “turizam kušanja” ili “kulinarski turizam”. Kulinarski turizam se definira kao potraga za jedinstvenim iskustvom u jedenu i pijenju za pamćenje. Gastronomski turizam se odnosi na putovanja na ona odredišta za koja su mjesna jela i napici glavni poticaj za putovanje (Dávid i sl. 2010).

Glede tipova turizma, gastronomski turizam pripada u grupu turizma radi odmora, a od dvije osnovne vrste turizma, on spada prije u alternativni nego u masovni turizam (Sl. 1). Stoga je gastronomski turizam zapravo promjena mjesta kako bi se upoznale gastronomske vrijednosti nekoga područja (Bujdosó i sl. 2011).

Gastronomski turizam nudi široke mogućnosti izbora osobito u zemljama s bogatom tradicijom i zanimljivostima. Za napredak kulinarskog turizma neophodno je pružanje iskustva jela i pića koje je jedinstveno i za pamćenje (Caffyn 2010).

Evo nekih primjera onoga što spada u kulinarski turizam: gastronomski događaji i programi, gastronomski muzeji, tematska putovanja s obilaskom gastronomskih točaka, slastičarnice, pubovi kao turističke zanimljivosti, tematski ručkovi, te ostale gastronomske zanimljivosti (Sl. 2).

## INTRODUCTION – THE SYSTEM OF GASTRONOMIC TOURISM

Due to the interest in the development of gastronomy and the food and beverage culture of different countries and regions culinary travel is gaining popularity all over the world and gastronomic tourism has become an independent product on its own within tourism. Gillespie (2000) stated that ‘the study of gastronomy is the understanding of the scope of production and preparation of food and drink as well as how, where, when and why they are consumed.’ (Gillespie 2001). According to Wolf ‘gastronomic tourism is the pursuit of travel in the quest for the enjoyment of prepared food, drinks and other related food activities’ (Wolf 2006).

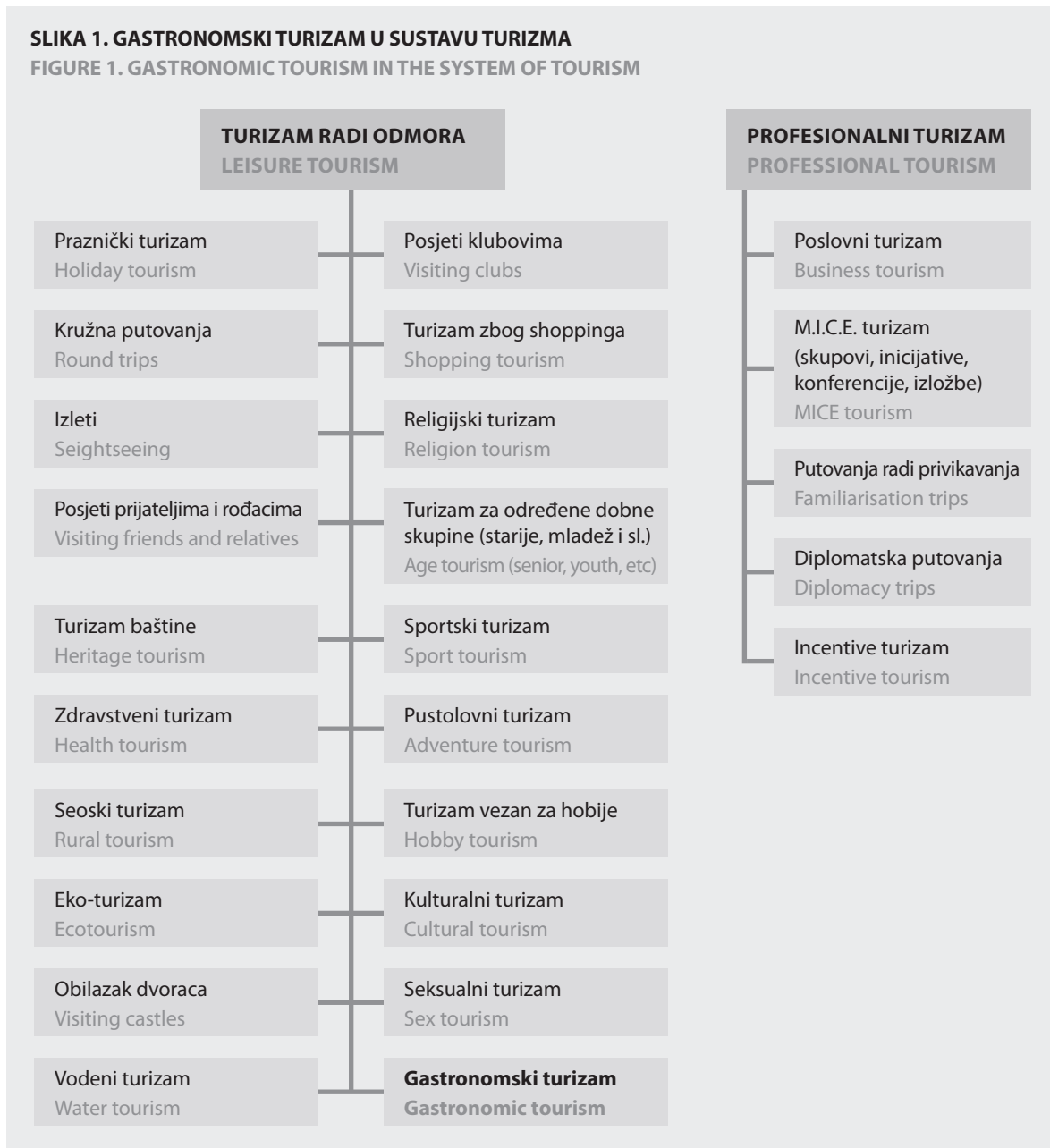
Gastronomic tourism is also known as “food tourism”, “tasting tourism” or “culinary tourism”. Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. Gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel (Dávid et al. 2010).

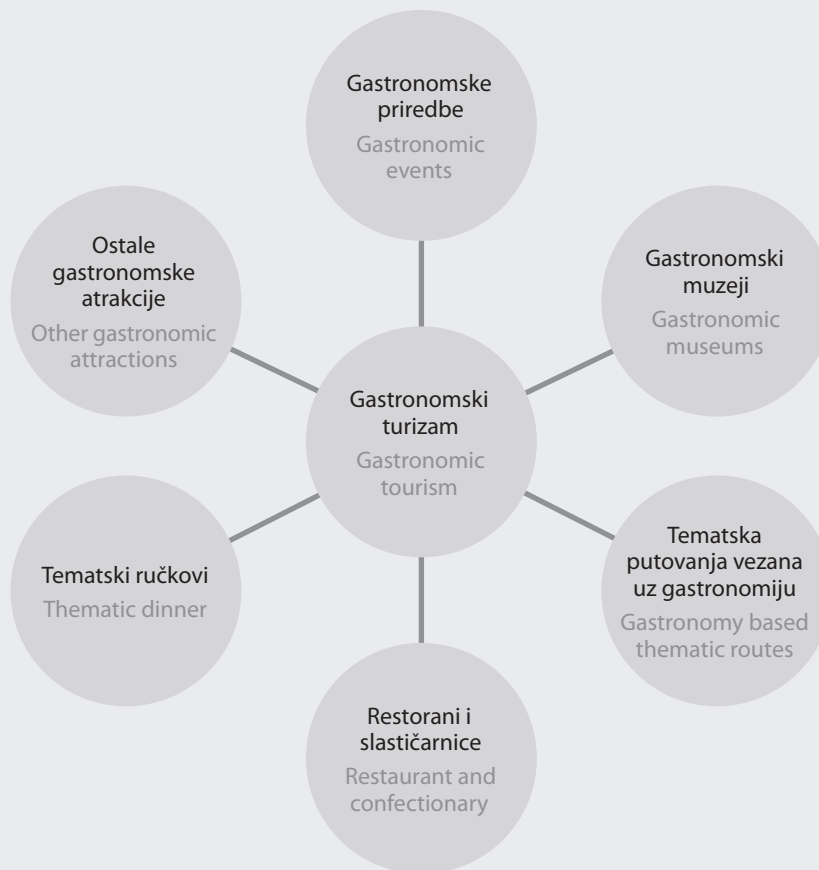
Considering the types of tourism gastronomic tourism belongs to the sphere of leisure tourism while of the two basic forms of tourism it can be placed into the alternative rather than the mass tourism section (Fig 1.). Therefore gastronomic tourism is nothing else but change of place in order to learn about the gastronomic values of a given area (Bujdosó et al. 2011).

Gastronomic tourism offers a wide choice especially in countries with great traditions and attractions. To foster culinary tourism, food or beverage experience must be unique and memorable (Caffyn 2010).

Here are some examples that would qualify as culinary tourism: gastronomic events and programmes, gastronomic museums, sights of gastronomic based thematic journeys, restaurants confectionaries, pubs as tourism attraction, thematic dinners, and other gastronomic attractions (Fig 2).

**SLIKA 1. GASTRONOMSKI TURIZAM U SUSTAVU TURIZMA**  
**FIGURE 1. GASTRONOMIC TOURISM IN THE SYSTEM OF TOURISM**



**SLIKA 2. RAZVRSTAVANJE ZANIMLJIVOSTI VEZANIH UZ GASTRONOMIJU**
**FIGURE 2. CLASSIFICATION OF ATTRACTIONS RELATED GASTRONOMY**


## NOVA VRSTA GASTRONOMSKOG TURIZMA: PIVSKI TURIZAM

Temelj za pivski turizam predstavljaju razne vrste piva, mjesnih specijaliteta i tradicija, kao i različitosti u opsegu proizvodnje i potrošnje piva. Uočljivo je da se na vrhu ljestvica nalaze zemlje koje su istodobno najzanimljivije po pivskom turizmu. Iz Tablice 1 vidljivo je da se među vodećim zemljama nalaze Češka, Irska,

## A NEW WAY OF GASTRONOMIC TOURISM: BEER TOURISM

The base of beer tourism is given by the various types of beers, the local specialities and traditions as well as the difference in the amount of beer production and consumption. It can be noted that the countries, which are in the top of ranking, are also places of interest regarding beer tourism. If we examine the Table 1, it can be seen that the leading

Njemačka, Austrija, Australija, Velika Britanija i Poljska. Zanimljivo je da najveći proizvođači nisu istodobno i najveći potrošači i obratno (Tablica 2). Dok je Rusija velik proizvođač, a potrošnja piva po stanovniku nije tako visoka, dotle Češka i Irska imaju vrlo visoku potrošnju, ali glede proizvodnje zaostaju.

Pivopije i ostali turisti često su zainteresirani za posjet pivovarama i ostalim zanimljivostima vezanima uz pivo. Tako pivski turizam doživljava porast jer sve veći broj proizvođača nudi obilazak krajeva u kojima se proizvodi pivo. Osim toga, pivarske udruge u gotovo svim zemljama imaju koristi od pivskog turizma; zbog toga pružaju informacije o specijalitetima, mjestima koja treba posjetiti, te o pivnicama. Međutim, nije uvijek nužno putovati tamo gdje se pivo proizvodi, jer se specijaliteti odabrane regije mogu lako naručiti *online* (Bujdosó i sl. 2011). Zbog svega navedenog, pivski turizam je postao nov i popularan oblik

group of countries includes Czech Republic, Ireland, Germany, Austria, Australia, the United Kingdom and Poland. An interesting fact, that the larger producers and consumers are not in balance (Table 2), although Russian Federation is a great producer, the beer consumption of capita is not so high. On the contrary, Czech Republic or Ireland have outstanding consumption whereas their ranking regarding production falls away.

Beer drinkers and other tourists are often interested in visiting breweries and other beer-related attractions. Thus beer tourism is a growing industry as more and more companies offer tours to beer brewing regions. Besides, there are beer associations in almost all countries that have a stake in beer tourism; these associations can provide information about specialities, places to discover, and brasseries. What is more, it is not always necessary for us to travel to where beer is made as the specialities of the chosen region can easily be ordered online (Bujdosó

**TABLICA 1. REDOSLIJED ZEMALJA PREMA POTROŠNJI PIVA PO STANOVNIKU**  
**TABLE 1. RANKING OF COUNTRIES REGARDING BEER CONSUMPTION PER CAPITA**

RED. BR. / RANKING	ZEMLJA / COUNTRY
1	Češka / Czech Republic
2	Irska / Ireland
3	Njemačka / Germany
4	Austrija / Austria
5	Australija / Australia
6	Velika Britanija / United Kingdom
7	Poljska / Poland
8	Danska / Denmark
9	Finska / Finland
10	Slovačka / Slovakia

**TABLICA 2. REDOSLIJED ZEMALJA PREMA PROIZVODNJI PIVA PO STANOVNIKU**  
**TABLE 2. RANKING OF COUNTRIES REGARDING BEER PRODUCTION PER CAPITA**

RED. BR. / RANKING	ZEMLJA / COUNTRY
1	Njemačka / Germany
2	Rusija / Russian Federation
3	Velika Britanija / United Kingdom
4	Australija / Australia
5	Španjolska / Spain
6	Poljska / Poland
7	Nizozemska / The Netherlands
8	Češka / Czech Republic
9	Francuska / France
10	Belgija / Belgium

Izvor: [www.europabeerguide.net/eustats.htm](http://www.europabeerguide.net/eustats.htm) / Source: [www.europabeerguide.net/eustats.htm](http://www.europabeerguide.net/eustats.htm)

alternativnog turizma, osobito među određenim ciljnim grupama (Brown 2011).

Tržište piva predstavljaju najvjerojatnije muškarci srednje dobi iz viših društveno-ekonomskih grupa. Manje je mladih i žena koji piju pivo, a možda će oni iz nižih društveno-ekonomskih grupa biti skloniji piti piva i lagere globalnih kompanija (Caffyn 2010). Prema ovoj analizi, posebna tržišta koja zavrjeđuju pažnju su muška druženja, proslave godišnjica mature, putovanja sportskih klubova.

## OBLICI PIVSKOG TURIZMA

Pivski turizam može se, prema vanjskom obliku, podijeliti u dvije zasebne grupe. U prvom je slučaju pivo osnovni motiv za turista, tj. cilj je uživanje određene, odabrane vrste piva u odgovarajućem okruženju. Za razliku od toga, motivacija može potjecati s drugih strana, na primjer kada je turistu prije svega zanimljivo mjesto, koje može biti povezano s pivom, ali je uživanje piva tek usputno, ili potpuno izostaje (Sl. 2).

### Pivo kao osnovni motiv

#### *Kušanje piva*

Možda najpopularniji oblik pivskog turizma jest uživanje piva neke zemlje i posjeti pivnicama. Osobito se ističu primjeri Češke, Njemačke, Belgije, Velike Britanije, Baltičkih država i Irske. U Velikoj Britaniji postoje razne udruge koje organiziraju kušanje raznih vrsta piva za turiste. Većina pivnica koje sudjeluju u sustavu Cask Marque nude obilasku pivovara, što se promovira putem [www.visitabrewery.co.uk](http://www.visitabrewery.co.uk). Tu su uključene mnoge dobro poznate vrste piva: Adnams, Banks's, Black Sheep, Brains, Butcombe, Caledonian, Carlsberg, itd. (Caffyn 2010). Uz to, postala su popularna i piva proizvedena na zanatski način u malim pivovarama, koja se obično proizvode u malim količinama, korištenjem isključivo prirodnih sastojaka bez ikakvih dodataka ili konzervansa. Stoga ta piva imaju svojstven drukčiji okus i aromu. Pivski

et al. 2011). Due to the above mentioned facts beer tourism has become a new and popular form of alternative tourism especially within certain target groups (Brown 2011).

The market for beer is most likely to be middle-aged men from higher socio-economic groups. Fewer young people and women drink beer and perhaps lower socio-economic groups are more likely to drink beers and lagers from global companies (Caffyn 2010). According to her special markets to be considered include stag breaks, college reunions, sport clubs trips.

## FORMS OF BEER TOURISM

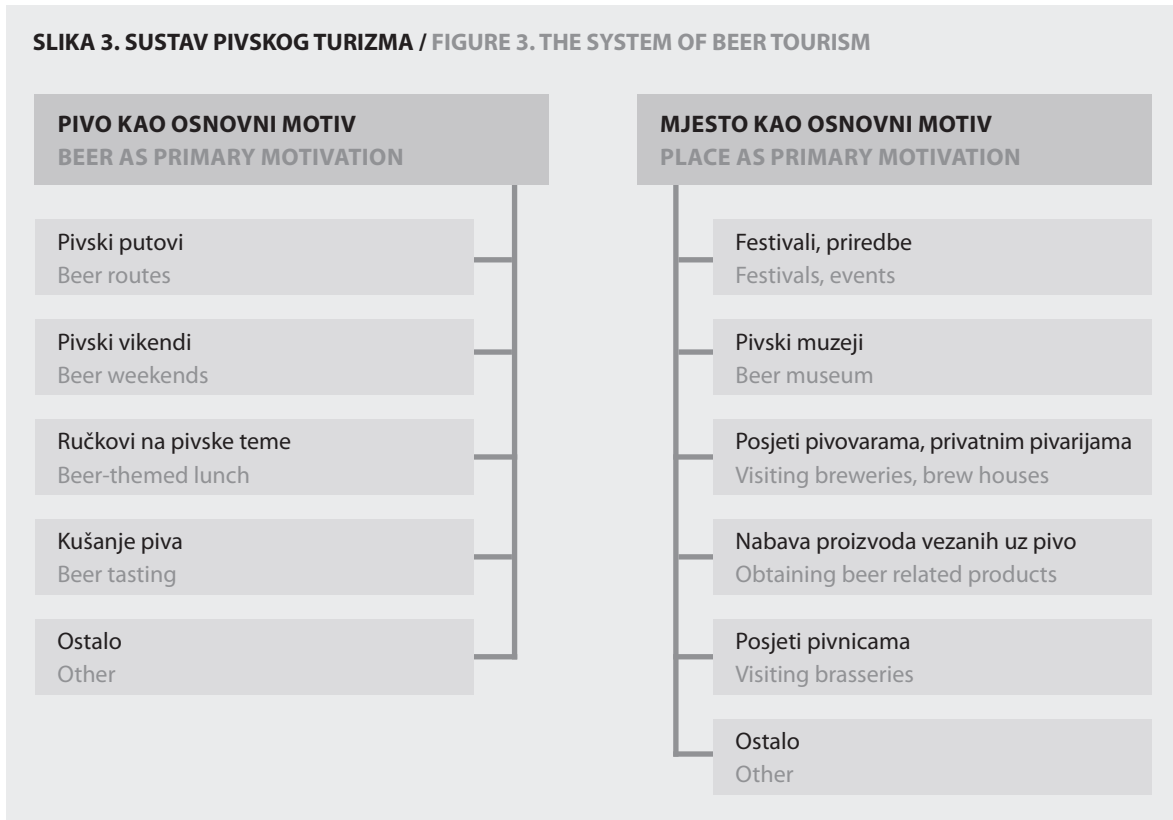
Beer tourism may be divided into two distinct groups on the basis of its outward forms. In the first case beer is the primary source of motivation for the tourist i.e. the aim is to consume the selected, chosen type of beer in a given environment. However, motivation may stem from other factors, for example when a tourist is primarily interested in a place that may be in connection with beer and beer consumption is only secondary or does not take place at all (Figure 2).

### Beer as Primary Motivation

#### *Beer tasting*

The most popular form of beer tourism may be the consumption of the beers of a given country and visiting brasseries. The role of the Czech Republic, Germany, Belgium, Great Britain, the Baltic States, and Ireland can be considered outstanding. There are different associations in United Kingdom that organise the tasting of different beer brands for tourists. Most of the breweries participating in the Cask Marque scheme offer brewery tours – promoted collectively via [www.visitabrewery.co.uk](http://www.visitabrewery.co.uk). These include many well-known beer brands: Adnams, Banks's, Black Sheep, Brains, Butcombe, Caledonian, Carlsberg, etc. (Caffyn 2010). Besides, craft beers or handmade beers, which are normally produced in small quantities using only natural

SLIKA 3. SUSTAV PIVSKOG TURIZMA / FIGURE 3. THE SYSTEM OF BEER TOURISM



turisti, koje bi mogli nazvati i lovcima na pivo, sakupljaju takve vrste piva poput relikvija. Tako u Njemačkoj postoje specijalizirane prodavaonice piva (npr. Beermania u Münchenu), koje nude bezbroj vrsta piva, točnije Beermania nudi više od 500 vrsta piva.

*“Ručak na pivske teme”*

Ručak na pivske teme znači takav menu koji je sastavljen kao pratnja određenom broju piva, pri čemu su jela usklađena s temeljnim svojstvima pratećih piva – bilo da su ona slična, skladna ili čak oprečna (Bujdosó i sl. 2011). Jela koja na prvi pogled mogu djelovati čudno priređena su s pivom, kao npr. pivski sladoled. Geslo restorana koji nude ručkove na pivske teme jest da pivo

ingredients without additives or preservatives, has become popular. For this reason they have characteristic and diverse flavour and aroma. Beer tourists or in other words beer hunters collect these beers as relics. In Germany for example there are specialised beer shops (e.g. Beermania in Munich) that offer countless types of beer, as a matter of fact more than 500 types of beer are offered by Beermania.

*“Beer-themed lunch”*

Beer-themed lunch refers to a menu created to accompany a given list of beers where dishes are in harmony with the intrinsic values of the accompanying beer – may it be similarity, harmony or even contrast (Bujdosó et al. 2011).

nije tek dio ručka, nego je ono idealno piće za pojedini obrok.

Tijekom ručka na pivske teme, povoljni učinci pića pojačani su uvrštavanjem u menu raznih vrsta piva unutar određenog slijeda jela. Swan Hotel u Londonu nudi pivo počevši od aperitiva do deserta, ovisno o jelima. Na sličan način restoran Alus Seta u Rigi povezuje pivo s vrstama jela.

#### *Pivske ture*

Uobičajeni način promocije nekoga područja putem hrane i pića kao tematskog sadržaja jesu trase ili putovi. Dobro je u njih uvrstiti općenitije sadržaje kao krajolike i mjesnu baštinu. Ozbiljni pivski turisti možda jesu razmjerno malobrojni, ali su i veoma dobri potrošači. Pivska trasa može za njih biti veoma poticajna pri planiranju odmora za vikend ili kratkih praznika u nekom području kako bi kušali mjesna piva, zadržali se u gostionicama i posjetili jednu ili dvije pivovare. Tematski putovi su najčešće vinske ture, ali na našem kontinentu postoje takvi putovi i na temu piva. Na primjer, škotski Stockport Ale Trail promiče tri trase kroz grad, a na svakoj od njih nalazi se šest do osam gostionica – vjerojatno se na taj način oblikuju uhodani putovi koji vode prema pubovima. Čini se da je to dobar način da se gostionice povežu s ostalim obavijestima o mjesnim pivovarama i drugim obližnjim zanimljivostima za posjetitelje. Sličan primjer je i bavarska “Pivska tura kroz München”, gdje će pored uživanja piva turist saznati nešto o znamenitostima grada. U pokrajini Oberfranke postoje 54 pivske ture. Belgijski Gent nudi zanimljiv obilazak grada. Uniformirani vodič, kojega nazivaju zvonar, pokazuje posjetiteljima najznamenitije gradske gostionice. Kada dođe vrijeme za polazak dalje, on zazvoni zvonom. Kanadski primjer je Ale Trail, pivska turistička regija koja se proteže kroz kanadske pokrajine Waterloo i Wellington, pri čemu su regionalne zanimljivosti dio uobičajene ponude (Plummer, R. i sl. 2010). Mogu se pronaći primjeri pivskih tura i u Baltičkim zemljama, gdje gostionice gradova Kaunas, Birzai, Penevezys i Klaipeda nude takva iskustva.

Dishes that at first sight might seem bizarre are made with beer e.g. beer ice cream. The motto of the restaurants offering beer themed lunches is that beer is not only part of dinner rather it is the ideal beverage for a meal.

During beer themed lunches the positive effects of this drink is emphasised and included in the menu as different types of beers are offered for certain courses and dishes. The Swan Hotel in London offers beer from aperitif to desserts depending on the dish. Similarly, Restaurant Alus Seta in Riga beer is brought into connection with dishes.

#### *Beer tours*

A common mechanism for promoting an area using food or drink as a theme is a trail or route. It is helpful to include more general themes such as the landscape and local heritage. Serious beer tourists may be a relatively small sector but they are quite high spenders. A beer trail might be a major motivator for them to plan a weekend break or short holiday in the area in order to sample local beers, stay at pubs and visit one or two breweries. Thematic routes are mainly characterised by wine tours, however, at the same time there are beer themed routes on our continent. For example the Scottish Stockport Ale Trail promotes three routes through the town each of which features six to eight pubs – conceivably thus forming the route for a pub crawl. This seems to be a good model to link the pubs and additional information about local breweries and other visitor attractions nearby. A similar example is presented by the Bavarian “Bier-Tour durch München” (Beer tour through Munich), where beside tasting beer tourist will learn about the famous sites of the city. There are 54 beer tours in the region of Oberfranke. Belgian Gent offers an interesting tour of the city. A uniformed guide called bellmen takes visitors around the city’s most famous pubs. When it is time to move to the next pub he rings the bell. A Canadian example is the Ale Trail, a beer tourism region set in the Canadian counties of Waterloo and Wellington, which also offers the regions’ attractions as a common product (Plummer, R et



### *Pivski vikend*

Za područja koja se ističu po pivarstvu, od vitalnog je značaja da mogu ponuditi paket-aranžmane koji omogućuju da posjetitelji ostanu i nekoliko dana. Jedan način da se to postigne je organiziranje pivskih vikenda. Tržište organiziranih pivskih odmora ili praznika čini se razmjerno ograničenim. U Velikoj Britaniji samo nekoliko operatora nudi odmore s pivskim sadržajima. Warners Leisure ističe uživanje piva ili pivovarske ture kao dio opsežnijih paketa. U Lake Districtu, Mountain Goat nudi obilaske “od vrča do vrča” – obično po dogovoru – za pojedine grupe (Caffyn 2010).

Postoje slični primjeri i u Belgiji. Belgijska pivarska organizacija i “Mashstaff of the Knights”, u suradnji s gradskom upravom Bruxellesa, organiziraju Belgijski pivski vikend na glavnom gradskom trgu. U tomu sudjeluju mnoge male, srednje i velike belgijske pivovare, predstavljajući najbolja od svojih piva.

Stalna tema pivskih vikenda mogla bi biti stjecanje znanja o vrenju piva, ili čak organiziranje tečajeva o proizvodnji piva. U Velikoj Britaniji, u Cumbriji se tijekom vikenda, pored smještaja u gostionici Woolpack Inn, nude takvi tečajevi.

### *Razno*

Pivo se često koristi u drukčije svrhe nego što je ispijanje, što također može biti privlačno turistima. U najvećoj svjetskoj pivovari, koja je u obiteljskom vlasništvu, u mjestu Chodová Planá, tzv. “Beerarium” turistima nudi pivsko kupalište i pivski terapijski tretman, kao i pivski *wellness*. U zemlji postoji niz drugih pivskih kupališta (Prag, Harrachov, Písek u Jablunkov (www.urlaub-im-web.de/Czechtourism)). Mnogi manji hoteli u Njemačkoj također nude “beer-wellness” tretmane, ističući povoljne učinke slada i hmelja (npr. Landhotel Gut Riedelsbach).

### **Mjesto kao osnovni motiv**

Mnogi turisti ne posjećuju odredišta prvenstveno zbog uživanja piva, nego zbog zanimljivih mjesta i

al. 2010) There can also be found examples for beer tours in the Baltic States, mainly in the cities, the pubs of Kaunas, Birzai, Panevezys and Klaipeda offer such experience.

### *Beer weekend*

It is of vital importance for settlements featuring beer attractions to be able to offer packages that enable visitors to stay for a number of days. One way to do that is to organise beer weekends. The market for organised beer breaks or holidays appears relatively limited. In the UK only a few operators offer breaks with a beer theme. Warners Leisure highlights beer tasting or a brewery tour as part of a longer package. In the Lake District, Mountain Goat offer ‘pint to pint’ tours – usually bespoke –for particular groups (Caffyn 2010).

There are similar examples in Belgium. The Belgian Brewers’ association and the “Mashstaff of the Knights”, in collaboration with the City of Brussels organised the Belgian Beer Weekend at the Grand’Place of Brussels. Many small-, medium-sized and large Belgian breweries participate to present their best selections of beers. A recurrent theme of beer weekends might be the acquisition of the know-how of beer brewing or even the organisation of beer brewing courses. In the United Kingdom the Woolpack Inn in Cumbria offers weekend brewing courses with accommodation in the pub.

### *Miscellaneous*

Beer is often used for purposes other than consumption, which can also be attractive for tourists. In a family owned brewery in Chodová Planá the world’s largest brewery, the so called “Beerarium” awaits tourists offering beer spa and beer therapy treatments as well as Beer-Wellness. There are a number of other beer spas in the country (Prag, Harrachov, Písek u Jablunkov (www.urlaub-im-web.de/Czechtourism)). Many smaller hotels in Germany also offer “beer-wellness” treatments emphasising the beneficial effects of malt and hop (e.g. Landhotel Gut Riedelsbach)

pojediniosti, koji doduše jesu povezani s pivom, ali temeljni motiv su druge stvari.

#### *Posjeti pivnicama*

Vrenje piva jednako je staro kao i čovječanstvo, i zbog toga su gostionice bile važna mjesta druženja i zajedništva kroz niz stoljeća (Arnold 2005). Tijekom tog vremena nastale su znamenite pivnice i gostionice, zahvaljujući njihovoj osobitosti, atmosferi, povijesnim događajima i ostalim utjecajima. Ta je mjesta moguće pronaći u primamljivim turističkim brošurama. Pubovi, svratišta, barovi često su značajni zbog njihove arhitekture, ili predstavljaju vrijednost kao starine. Ostala se mjesta mogu smatrati *brandovima* za koje turisti smatraju da ih moraju posjetiti (npr. U Fleku Prágában, Delirium Café u Bruxellesu, Ye Olde Cheshire Cheese u Londonu). Neke druge gostionice su mini destinacije po sebi. Takvi su The Tan Hill Inn u Yorkshire Dalesu – najviša u Britaniji, U kalicha – Švejkova krčma, The Signal Box Inn pri Cleethorpesu u Lincolnshireu – najmanja gostionica na svijetu, zatim Pub Na Spilce u Plzenu – najveća pivnica na svijetu. Zaključno je moguće reći da te pivnice predstavljaju mjesta hodočašća za pивske turiste.

#### *Festivali, priredbe*

Pivski festivali su popularne priredbe koje se svake godine održavaju na mnogim mjestima i privlače turiste koji tu i prespavaju, ili pak navrate samo preko dana. Naravno da se pivo prodaje i na ostalim festivalima, što može imati privlačnu snagu. Pivo je očito važan proizvod koji se ističe na većini festivala hrane i pića. Kada je riječ o festivalima piva, najprije se pomisli na minhenski Oktoberfest. Priredbu godišnje posjeti više od 6 milijuna ljudi, što građu donosi prihod veći od jedne milijarde eura. Češki pivski festival u Pragu također posjeti više od milijun ljudi, a programi u Baltičkim državama postaju sve popularniji (Öllesummer u Estoniji). Naravno da pivovare priređuju godišnje festivale, čiji utjecaj može sezati od lokalnog do međunarodnog. Zasebnu inicijativu predstavlja Prvi festival pravljenoг piva u Mađarskoj, koji je održan 13-14. svibnja

#### **Place as Primary Motivation**

Many tourist visit destinations not with the primary purpose of beer consumption but because of places and points of interests that are although connected to beer, motivation stems from other factors.

#### *Brassiere visits*

Beer brewing is the same age as mankind and owing to this pubs have been an important location of social and communal life for centuries (Arnold 2005). During this time famous brasseries and pubs emerged owing to their distinctiveness, atmosphere, historic events and other factors. These places can be found in enticing travel brochures. Pubs, inns and bars are often important architecturally or for their heritage value. Other places can be thought of as brands which tourists feel they must visit (e.g. U Fleku Prágában, Delirium Café in Brussels, Ye Olde Cheshire Cheese in London). Some other pubs are mini destinations in themselves. Such as The Tan Hill Inn in the Yorkshire Dales – the highest in Britain, U kalicha – the pub of Svejk, The Signal Box Inn at Cleethorpes, in Lincolnshire – the smallest pub in the world, Pub Na Spilce in Plzen – the largest pub in the world. As a conclusion we can say, these pubs are beer tourist pilgrimage destinations.

#### *Festivals, events*

Beer festivals are popular annual events in many places and generate tourist overnight stays and day visitors. Naturally beer is sold at other festivals as well which might be an attractive force. Beer is obviously also an important product featured at most food and drink festivals. When talking about beer related festivals we first think about the Munich Oktoberfest. The event is visited by more than 6 million people annually representing a more than a €1 billion income for the city. The Czech Beer Festival Prague is also visited by more than a million people and programmes in the Baltic States are becoming increasingly popular (Öllesummer in Estonia). Naturally all breweries organise annual festivals whose influence may range from local to international. An individual

2011. u Budimpešti, s ciljem da prikaže nepoznata dostignuća u domaćem pravljenju piva, što je za sada uglavnom ostalo neprimijećeno.

Pored pivskih festivala, treba spomenuti i ostale programe i priredbe vezane uz pivo koji sadrže posebne atrakcije. Jedan primjer je maraton u Litvi koji povezuje niz gradova. Bitan element te priredbe je to što sudionici moraju navraćati na kontrolne točke (barovi, kafići), gdje vlasnici skupa s natjecateljima moraju obavljati neke zadaće. Tijekom pivskog maratona pijenje piva nije obvezno, ali nije ni zabranjeno, međutim natjecatelji smiju samo hodati, trčati ili koristiti javni prijevoz, dok su ostala vozila zabranjena. The Beer Bike natjecanje u Houstonu, u SAD-u, je slična priredba. To je kombinacija biciklističke trke u zatvorenom prostoru i natjecanja u pijenju piva, koje se održava još od 1957. Odvija se na sveučilištu Rice, a sudjeluju studenti sa svih strana svijeta.

#### *Pivski muzeji, zbirke*

Pivovare su važni dijelovi industrijskog naslijeđa, ali pubovi, svratišta, barovi često su značajni zbog svoje arhitekture, ili predstavljaju vrijednost kao starine. Mnoge nekadašnje ili donedavne pivovare i pivnice djeluju kao muzeji. U mnogim europskim zemljama mjesne pivovare imaju pivske muzeje, koji omogućuju da posjetitelji saznaju ne samo kako se proizvodi pivo, nego i da upoznaju pivsku kulturu. Takvi primjeri su Muzej piva u Plzenu, Saku muzej pivarstva u Tallinu, Muzej piva i Oktoberfesta u Münchenu ili Guinness Brewery Museum u Dublinu. Istodobno se zbirke mogu povremeno naći daleko od same pivovare. Dobri primjeri su pivska izložba Alaus u Litvi ili Dreher muzej u Budimpešti. Pivo nije samo zasebna tema za muzeje, nego i njegovi sastojci također mogu biti izlagani, kao u Poperingeu, koji je poznat po svojem muzeju hmelja. Osim toga, može se izlagati i pivnički pribor (čaše, vrčevi, i sl.). De Bier Tempel u Bruxellesu izlaže razne vrste piva, kao i čaše, knjige, vrčeve, i ostale predmete vezane uz pivo, dok je Győr u Mađarskoj organizirao nekoliko puta izložbu pivskih vrčeva i podmetača.

initiation is the First Craft-Beer Festival of Hungary, which was held on 13-14 May, 2011 in Budapest with the aim to showcase the unknown achievements of Hungarian craft-beer that has been largely overlooked until now.

Besides beer festivals other beer themed programmes and events with unique attractions must also be mentioned. Examples may be a beer marathon which connects a number of towns in Lithuania. The main point of this event is that participants visit checkpoints (bars, cafés) where the owners accomplish tasks together with the competitors. During the beer marathon beer drinking is not a must but not forbidden either, however, contestants can only walk, run or use the public transport system, the use of any other vehicles if forbidden. The Beer Bike competition in Huston, USA is a similar event. Beer Bike competition is a combination intramural bicycle race and drinking competition dating back to 1957. It takes place at the Rice University participating students originated from all around the world.

#### *Beer museums, collections*

Breweries are an important part of the industrial heritage, but pubs, inns and bars are often important architecturally or for their heritage value. Many former or recent brewery or pub operate as a museum. In many countries of Europe local breweries have beer museums, which allows visitors to learn not only about beer brewing but also about beer culture. Some examples of this are the Plzen Brewery Museum, Saku Brewery Museum in Tallin, the Beer and Oktoberfest Museum in Munich or the Guinness Brewery Museum in Dublin. At the same time occasionally the collection can be found away from the brewery itself. Some good examples of this are the Alaus beer exhibition in Lithuania or the Dreher Museum in Budapest. Beer does not only present a theme in itself for museums, its ingredients can also be exhibited just as in Poperinge, which is famous for its hop museum. Besides, beer accessories (glasses, mugs, etc.) can also be exhibited. De Bier Tempel in Brussels exhibits different beer types as

Muzej pivskih limenki u East Tauntonu, u Massachusettsu, ima zbirku od 4.500 različitih pivskih limenki.

*Pivske kuće, posjeti pivovarama*

Najpoznatiji klasični oblik pivskog turizma su posjeti pivovarama, tijekom kojih glavni motiv nije nužno konzumiranje piva ili upoznavanje same pivovare, nego posjet turističkoj atrakciji. Naravno, da bi se neku pivovaru moglo posjetiti, ona mora imati nužnu infrastrukturu, a prije svega mora postojati posjetiteljski centar. Značajan broj Europljana posjećuje takva privlačna mjesta u Velikoj Britaniji (Tablica 3).

Gotovo sve pivovare u Češkoj imaju posjetiteljske centre te su stoga otvorene za posjete; takva su mjesta npr. Plzen, Češke Budejovice, Prag. U Njemačkoj raste popularnost tzv. pivovara za priredbe, koje su osobito privlačne (npr. Wetzdorfer, Schussenrieder, Hechenburger). Ni tim pivovarama nije prvenstveni cilj posjet tvornici niti kušanje piva, nego posjetitelji žele steći novo iskustvo. Turisti se mogu baviti izradom poklona na vlastiti način, a mogu sudjelovati u proizvodnji piva. U Švicarskoj, pivovara Feldschlösschen turistima nudi jedinstveno iskustvo pozivajući ih pod motom "Rheinfelden – Iskustvo svijeta piva".

well as glasses, books, mugs, and other beer related objects while Győr in Hungary has organised a Beer mug and coaster exhibition a number of times. The Beer Can Museum, located in East Taunton, Massachusetts, is a collection of more than 4,500 different beer cans.

*Beer house, brewery visits*

The best known and classical form of beer tourism is the brewery visits during which the main motivation of the visitor is not necessarily beer consumption or familiarisation with the brewery itself, rather visiting a tourism attraction. Naturally, to make a brewery visitable it must possess the necessary infrastructure above all there must be a visitor centre. In Europe the attractions of Great Britain draw significant numbers of visitors (Table 3).

Almost all breweries in the Czech Republic have a visitor centre thus they are open to visitors; such places are for example Plzen, Ceske Budejovice, Prague. In Germany the so called event breweries are gaining popularity as unique attractions (e.g. Watzdorfer, Schussenrieder, Hachenburger). In these breweries the main objective is not necessarily a factory visit or beer tasting, visitors may be more interested in gaining new experience. Tourist can make individualised gifts and brew beer. In Switzerland the Feldschlösschen brewery promotes

**TABLICA 3. POSJET ODABRANIM PIVOVARAMA U 2008. (CAFFYN 2010)**  
**TABLE 3. VISITORS TO SELECTED BREWERIES IN 2008 (CAFFYN 2010)**

PRIVLAČNE PIVOVARA / BREWERY ATTRACTION	BROJ POSJETITELJA U 2008. / NO. OF VISITORS IN 2008
Elgood Brewery and Garden, Cambridgeshire	6.000
Belvoir Brewery, Leicestershire	10.000
Shepard Neame Brewery Tours, Kent	17.496
St Peter's Brewery and Visitor Centre, Suffolk	17.500
St Austell brewery Visitor Centre, Cornwall	30.000

Izvor: VisitEngland Annual Visits to Visitor Attractions Survey 2008 / Source: VisitEngland Annual Visits to Visitor Attractions Survey 2008

U Belgiji se proizvodnja piva proširila iz samostana, a opatije u tome i danas igraju važnu ulogu. Međutim, redovnici danas mogu posluživati i turiste. U mnogim samostanima redovnik mora sudjelovati u proizvodnom procesu, a najveći dio novca dobivena prodajom treba biti usmjeren u dobrotvorne svrhe.

#### *Gastropubovi*

U pivnicama koje nude samo pivo nedavno su shvatili da će im broj posjetitelja porasti uz raznovrsniju ponudu gastronomskih specijaliteta ili ponudu smještaja. Mnogim posjetiteljima je zanimljiva mogućnost boravka u udobnom smještaju sa stilom, pored opuštene gostionice s dobrom hranom, koja se nalazi na privlačnoj lokaciji. Gastropub bi bio bar ili restoran koji nudi vrhunska piva i jela (D. Farley 2009). Termin gastropub obuhvaća gastronomiju i pub, a nastao je u Engleskoj krajem 20. stoljeća. Engleski su se pubovi inače temeljili na piću, dok je malo pažnje bilo posvećeno posluživanju jela. Dobro poznati gastropubovi su The White Swan u Londonu, The Poacher u Kentu, ili Queen u Bruxellesu u Belgiji.

Pubovi koji nude smještaj imaju velike konkurente u hotelima, osobito onim jeftinijim. Ti hoteli imaju snažne *brandove* (koji se nameću kroz velika ulaganja u marketing) i ujednačene standarde i cijene, lako je izvršiti rezervaciju, a međusobno dijele posao. Neki jeftiniji hoteli čak nude mogućnost dobrog jela i pića u obližnjem pubu, koji je u vlasništvu iste tvrtke (Caffyn 2010).

U Litvi, Zibininkai HBH pas Juoza nudi pivo i jela na jedinstven način; ima vlastitu pivovaru, a nastoji udovoljiti i posebnim zahtjevima.

#### *Sakupljanje proizvoda vezanih uz pivo*

Ne potiče na putovanje samo pivo, nego ljudi mogu motivirati i proizvodi povezani s pivom. To su podmetači, vrčevi, limenke, čaše, najraznovrsnije ukrašene pivske kupice (*beer stein*), etikete ili čak kape. Sve je više ljudi danas koji putuju nekom zemljom u potrazi za pivskim relikvijama. Najčešće se traže pivski

itself as “Rheinfelden – Experience the World of Beer” and offers unique experience for tourists.

In Belgium beer brewing spread from monasteries and even today abbeys play an important role in beer brewing. However, monks can now serve tourists as well. In many monasteries a monk must be present during the process and most of the money gained from selling the beer should be used for charity.

#### *Gastropubs*

Pubs that only offer beer have recently realised that they can increase the number of visitors if they diversify their business by offering gastronomic specialities or accommodation. The market for stylish comfortable accommodation alongside a relaxed pub atmosphere and good food in an attractive location appeals to many people. Gastropub refers to a bar and restaurant that serves high-end beer and food (D., Farley, 2009). The term gastropub, a portmanteau of gastronomy and pub, originated in England in the late 20th century. English pubs were drinking establishments and little emphasis was placed on the serving of food. Well-know gastropubs are The White Swan in London, The Poacher in Kent or the Queen in Brussels Belgium.

Pubs offering accommodation face strong competition from hotels, particularly budget hotels. These have strong brands (reinforced through high-spend marketing) and consistent standards and pricing, they are easy to book and they can refer business among themselves. Some budget hotels even offer the opportunity to drink and eat well in an adjacent pub, owned by the same company (Caffyn 2010).

The Zibininkai HBH pas Juoza in Lithuania offers beer and food in a unique way; it has its own brewery and it aims to satisfy specific requests as well.

#### *Acquiring beer related products*

It is not only beer but also products related to it that may motivate people to travel. These products may be coasters, mugs, beer cans, glasses, beer steins, labels or even caps. More and more people go on so called relic-gathering tours in order to acquire beer

podmetači. Njih su najprije počeli koristiti siromašni posjetitelji pivnica u 19. stoljeću, i to da bi zaštitili pivo od kukaca (bogatiji ljubitelji piva imali su porculanske kupice s poklopcem). Bavljene sakupljanjem pivskih podmetača (*beer mats*) čak ima i svoj stručni naziv: tegeologija. Sakupljači ne samo da posjećuju pivnice kako bi proširili svoje zbirke, nego posjećuju i priredbe na kojima se mogu kupiti ili razmijeniti predmeti koje sakupljaju. Značajan je sajam sakupljača Collectors Fair, na kojem izlagači nude uobičajene pivske podmetače. Mnoge takve priredbe organiziraju se osobito u Srednjoj Europi. Najveće su u Martinu u Slovačkoj, i u Olomoucu u Češkoj. Međunarodni sajmovi sakupljača bave se isključivo predmetima vezanim uz pivo. Sakupljači često osnivaju i svoje organizacije (The British Beermat Collectors Society, The Brewery History Society, The Australian Beer Can Collectors Association, i sl.), koje organiziraju godišnje priredbe. Te se udruge osnivaju radi poticanja i njegovanja hobija sakupljanja pivskih predmeta.

#### *Razno*

Postoje mnoga mjesta i djelatnosti vezane uz pivo diljem svijeta koje se ne mogu uvrstiti ni u jednu od navedenih kategorija. Međutim, valja ih spomenuti jer i one mogu biti temeljni motiv za putovanje. S jedne strane je veza između piva i turizma predmet istraživanja za znanstvenike. Tom temom bave se bezbrojne manje konferencije. Jedna od najvećih takvih priredbi bila je skupština u Ingolstadtu 2007, kojoj je prisustvovalo više od 250 istraživača iz cijelog svijeta. Istodobno, ljudi koji se bave ili se žele baviti pivom mogu pristupiti nekom od brojnih tečajeva školovanja i obuke iz ovog područja. Odličan primjer je obuka za someliere piva u Turističkoj školi u Bad Gleichenbergu, gdje se o pivskoj kulturi podučava studente koji dolaze iz niza europskih zemalja.

Jedinstvena je, a možda i šokantna, kombinacija piva i sporta u tzv. beer-pongu (Lippman 2010). Taj je sport popularan u nizu zemalja, te se organiziraju i prvenstva. Natjecanje u Beer

related items in a given country. Most often this item is beer coasters. Beer coasters or also called beer mats were used in the 19th century for the first time by the poor barflies to prevent from the insect (wealthy beer lovers owned porcelain mugs with a top). The art of collecting beer coasters ('beer mats' outside the Unites States) even has its own name: Tegestology. Collectors do not only visit pubs to enlarge their collections but also attend events where they can buy or exchange their collectible items. The important Collector's Fair had the dealers with the usual beer coasters. There are many such events organised especially in Central Europe. The largest one can be found in Martin, Slovakia and Olomuc in the Czech Republic. The international collectors' fairs focus solely on items relating to beer. Collectors very often establish their own organisation (The British Beermat Collectors Society, The Brewery History Society, he Australian Beer Can Collectors Association, etc.), which organise annual events. These associations were founded with the intent of encouraging and fostering the hobby of beer items collecting.

#### *Miscellaneous*

There are many places and activities related to beer all over the world that cannot easily be placed into the above categories. However, it is important to mention them as they can form the basis of motivation and travel. On the one hand the connection between beer and tourism is a research topic for scientists. Innumerable small scale conferences deal with this topic. One of the largest such event was the Ingolstadt convention in 2007, which was attended by more than 250 researchers from all over the world. At the same time people dealing or wishing to deal with beer find a growing number of educational and training courses in this area. An outstanding example for this is the beer-sommelier training of the Bad Gleichenberg Tourism Schools, which teaches beer culture for students who come from a number of European countries.

A unique and perhaps shocking mixture of beer and sport is the so called beer-pong (Lippman 2010).

Pongu Svjetske Serije održano je u siječnju 2010. u SAD-u. Glavna nagrada iznosila je 50.000 USD, natjecanje je privuklo više od 1.000 sudionika, a ekipe su stigle iz Irske, Škotske, Njemačke i Japana.

Na kraju treba svakako spomenuti vodič *Android Beer Guide*, koji turistima pomaže da pronađu put do onih zanimljivosti koje bi željeli obići. Napredna tehnologija olakšava pretraživanje po imenu, pivovari, zemlji ili vrsti piva, kao i ocjenjivanje i davanje komentara o najbolje ocijenjenim i najpopularnijim pivima. Zahvaljujući tome turisti mogu sudjelovati u pivskim iskustvima i prije kretanja na putovanje.

## ZAKLJUČCI

Pivo je popularan poticaj za putovanje te sve veći broj turista posjećuje pivske velesile. Istodobno, turistima se pružaju sve veće mogućnosti za nova iskustva, te je pivski turizam postao raznovrstan. U svakom slučaju, treba se suočiti s novim izazovima, što ponuđačima nameće pronalaženje novih proizvoda i usluga. Njihov temelj je povezivanje piva i mjesnih zanimljivosti radi stvaranja tzv. "pivskih paketa". Pivski paketi su specijalizirana tematska putovanja koja uključuju posjete pivovarama, zanimljivim pivnicama, festivalima i kušanjima piva, koje nekad povezuje hodanje ili pak druge aktivnosti vezane uz jelo. Mora postojati mogućnost da se poveže pivo s drugim zanimljivostima i proizvodima zanimljivim za posjetitelje, kao što su ostali lokalni specijaliteti, odnosno jela koja se mogu dobro nadopunjavati s pivom, kao što su sir, meso, kobasice, ili čak čokolada (Caffyn 2010).

This sport is popular in a number of countries and championships are also organised. The World Series of Beer Pong held in January 2010 in the United States, had a \$50,000 grand prize and attracted over 1,000 participants, and attracted teams from Ireland, Scotland, Germany and Japan. Last but not least the Android Beer Guide must also be mentioned which helps beer tourists to find their way and attractions they want to reach. It supports users by advanced technology and enables browse by name, brewery, country or by type, rate and review beers or list of highest rated and most popular beers. Due to this fact tourists can be part of this beer experience prior to travelling.

## CONCLUSIONS

Beer is a popular motivating factor for travel and a growing number of tourists visit the beer-superpowers. At the same time tourists are increasingly influenced by possibility of gaining new experience therefore beer tourism is being diversified. Nevertheless, new challenges must be faced, which urge suppliers to provide new products and services. The basis of this is to connect beer and local attractions and create so called "beer packages". A beer package is a specialist beer themed trips including trips to breweries, interesting pubs, festivals and beer tastings, perhaps linked to walking or other food related activities. There should be scope to link beer to other attractions or products of interest to visitors, such as other local food specialities, particularly those which complement beer, such as cheese, meat, sausages or even chocolate (Caffyn 2010).

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