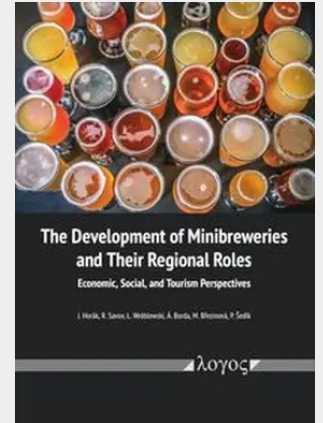


The Development of Minibreweries and their Regional Roles

Economic, Social, and Tourism Perspectives

Do you want your minibrewery/microbrewery to deliver more than just great beer? This book shows how minibreweries have become engines of regional development—from economic impacts (employment, municipal revenues, taxation) and the social role of community-based enterprises to the fast-growing beer tourism sector across the V4 countries (Czech Republic, Slovakia, Hungary, Poland). You'll find an overview of trends and innovations, sustainability (water, energy, waste), marketing, and family-run breweries, as well as data and statistics drawn from extensive survey research, a comparison of V4 countries, and several concrete case studies including the effects of recent economic crises. The practical section adds targeted recommendations to boost tourism impacts and an inspiring Beer Guide to shape experience, product, and service offerings. The book is intended for brewery managers, destination organizations, local governments, investors, and students of business economics, marketing, and tourism. By addressing minibreweries, beer tourism, the V4, regional development, sustainability, marketing, family business, case studies, statistics, and recommendations, this distinctive scholarly work is complemented by a practical guide for immediate application.



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