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ODDÍL 12. CESTOVNÍ RUCH

§12.1 WINE TOURISM IN UKRAINE: FOREIGN EXPERIENCE AND DOMESTIC PRACTICE (Chorna N.M., Vinnytsia Institute of Trade and Economics of State University of Trade and Economics)

Introduction. According to the results of the "Tourism 2020 Vision" study, published at the WTO conference in Lisbon in 1998, among the five most promising in the 21st century. types of tourism included thematic tourism. Yes, today many tourists are not interested in passive recreation on the seashore or visiting world-famous attractions. Instead, themed vacations are gaining more and more popularity. We are also talking about wine tourism, the interest in which is growing in parallel with the growth of the culture of wine consumption and the desire of consumers to buy quality wines.

At the same time, the scientific literature currently lacks analytical studies of the current state and trends in the development of wine tourism in Ukraine, its resource provision and the possibilities of its genesis for the near future. In this regard, as well as the growing popularity of wine tourism, it is important to analyze the corresponding potential of Ukraine, as well as to what extent it is currently used, what is the level of its development and what trends are inherent in it.

Results. As you know, wine is one of the first known beverages, and its production dates back to ancient times. People got their first wine almost by accident: the juice of a wild grape forgotten in a jug played, and they liked the resulting drink so much that soon they "forgot" about the juice again. And then again and so on.





Currently, there are a number of regions in the world where wine production has established traditions. So, in the Old World, the most famous wine-producing regions are France, Italy, Spain, Portugal, Hungary, which account for more than 70% of world production, in the New World - Australia, Argentina, Chile, the USA and South Africa. But, unlike the latter, the history of the wine industry in Europe is many times longer and richer, and the vineyard is rightfully considered a component of European cultural heritage.

As for the use of wine production traditions in tourism, similar practices were first applied at the beginning of the 20th century. in the wineries of France and Italy and were brought to perfection in less than a hundred years. With the release of the French films "A Good Year", "Return to Burgundy", visiting wineries and vineyards has become a dream for many tourists. Wine tours, accordingly, increased significantly, and in the leading "wine" countries of Europe, wine tourism routes began to be formed at an accelerated pace, i.e. "wine routes", with visits to vineyards, winemaking centers, wine castles, cellars, restaurants, etc.

Today, wine production and tourism are so closely intertwined that wine tourism is developing in all wine-producing regions without exception. Acquaintance with the technology of wine production, as well as its tasting on the territory of the winery, are the main components of wine tourism. In addition, wine tourism involves familiarization with the history, technology and culture of wine consumption, as well as participation in special thematic establishments and events, including wine cellars, wine exhibitions, competitions, festivals, etc.

Wine tourism is undoubtedly one of the most romantic types of tourism, and the peak of the so-called "wine tours" fall on September-October, when the harvest takes place and tourists have the opportunity not only to taste young wine, but also to participate





in the picking of grapes (in Italy and France, however, the grape harvest is harvested for five months and the "peak" wine tours is quite long). In addition to the wine itself, fans of wine tourism are attracted by the cultural landscapes of vineyards, architectural monuments, picturesque villages, chateaux, wineries, as well as a special atmosphere of communication with people in love with wine, enchanting holidays and a rich palette of tastes during tasting.

Wine tourism is based on the fact that wine should be tasted only at the place of its direct production, in order to firmly connect in one's memory and imagination the bouquet and taste of the drink with the mystery of its origin through the nature, history and spirit of the area, the technological culture of production, and also get to know the winemakers personally, learn about the age-old traditions of viticulture and winemaking, and its main principles are authenticity, attractiveness, consumption culture, complexity. Yes, most experts, as well as true connoisseurs of wine, insist that the drink should be tasted only at the place of its production, because each territory - terroir - has its own energy, accordingly, wine exported from the place where it grew and matured loses its unique taste and aroma; it is important that tourists get pleasure not only from tasting wine, but also from observing the technology of its production, premises, interior, dishes, etc. (the tourist should not only taste the wine, but also get visual pleasure from it, feel it to the touch); it is mandatory to observe wine etiquette, including moderation in wine consumption; the key to the success of wine tourism is the cooperation of wine producers with various entities of the tourist market in the direction of creating a complete tourist product and its promotion [1, p. 30-32].

In light of the above, the role of wine tourism in popularizing the cultural heritage of the region, as well as popularizing the products of local winemakers, seems to be unquestionable. Thus, when visiting a particular wine region, tourists get acquainted with the traditions of wine production in it, and they relate not only to





the methods of processing grapes and wine production, but also to various customs related to the collection of grapes, their processing into juice, etc. d. In turn, from the point of view of the regions and localities where grapes are grown, tourists' interest in wine and winemaking makes it possible to preserve these customs. In addition, a characteristic type of "cultural landscape" is associated with the cultivation of grapes, which is superimposed not only on winemaking, but also on a certain type of urban development, planning of structures and buildings. Therefore, wine tourism contributes to the maintenance and strengthening of the cultural landscape [2, p. 35].

As for the promotion of the products of local producers, wine tours allow them to increase the recognition of their products, their popularization on the national and international markets, as well as the increase of production volumes. Additional economic and social benefits to local communities are also evident. Thus, more and more often, wine tourism is perceived as a key element of the sustainable development of wine-growing regions, a powerful socio-economic factor for the stabilization of local economic development, preservation of labor and production potential. For example, the city of Bordeaux (France), which for 30 years was a "dirty gray city" with a flow of tourists at a zero level, today is the universally recognized capital of wine and wine tourism, which is visited by more than 4.3 million tourists per year, more than 600 thousand of which arrive at the summer wine festival and uncork about 65,000 bottles.

In Ukraine, the traditions of viticulture and winemaking are quite ancient: in the southern part, they date back to the IV century. to n. e., and in the northern - IX century. However, in connection with M. Gorbachev's anti-alcohol company, in 1986-1989, more than 60,000 hectares of vineyards were uprooted on the territory of Ukraine, and the industry suffered significant costs. The production of wine in Ukraine experienced a significant intensification only in





the early 2000s, and it is precisely from that time that the development of wine tourism in our country began.

Currently, wine tourism is gaining more and more popularity in all wine-producing regions of Ukraine, especially in Transcarpathia and in the Northern Black Sea region, the climate of which is particularly favorable for growing grapes and creating a delicious drink. Thus, special wine itineraries are formed, tasting rooms and wine museums are opened at wineries, tours are developed with visits to production and vineyards, tastings and participation in wine festivals, etc. Regarding special wine itineraries, for example, on the website of the NavkoloUA Travelers Club, there are seven of them - different corners of Ukraine, with established and emerging winemaking traditions [3], the TravelYourWay company offers the development of individual and group wine tours in the wine-growing regions of Ukraine taking into account the wishes and requests of tourists [4], and most of the domestic tourist operators of Ukraine have in their assortment tours, the itineraries of which provide visits to wineries with wine tastings, participation in wine festivals, etc.

As you know, the first wine routes in Ukraine were developed and presented by wineries in the southern regions of Ukraine. It is, in particular, about the collaboration of the All-Ukrainian Association of Winemakers and Sommeliers, as well as the School of Sommeliers LLC "Master-Class" and the Institute of Tourism of the Federal University of Ukraine, which resulted in the development of wine tours in 2007 with the participation of the Shabo Winery, Odesa Champagne Winery, Odesa cognac factory TM "Shustov", trademark "Guliyev wines", trademark "Kolonist".

Later, a wine route through Transcarpathia was developed, which united 12 wine cellars and tasting rooms of the best winemakers, which welcome visitors with the aim of popularizing Transcarpathian wines.





In 2020, the enogastronomic route "The Road of Wine and Taste of Ukrainian Bessarabia" appeared, 900 km long and with 36 locations, including unique wineries, craft cheese factories, a snail eco-farm and Odesa eco-homesteads. The wine component of the route is represented by the "Kolonist" family winery, the "Shabo" wine culture center and the Vinaria wine cellar.

Similar to foreign countries, both powerful production enterprises and small craft producers work on the Ukrainian wine market. And if the products of the former are widely represented in trade networks, the latter's main sales channels are individual sales from cellars, at wine exhibitions and festivals, as well as in HoReCa. According to available information, in 2020, Ukrainian winemakers produced 119 million liters of wine, 14,4 million liters of which were exported [5].

At the same time, despite the existing successes, the area of vineyards and the volume of wine production in Ukraine is decreasing from year to year, while the import of the drink is growing rapidly (in 2020, compared to 2019, the growth was 22%). Under such conditions, the creation of a wine cluster and the implementation of the best foreign practices in its activities seem to be fully justified. The ones that deserve the most attention, in our opinion, are the Napa Valley wine cluster in California (USA) and the Bordeaux wine cluster (France).

As you know, the history of the wine cluster "Napa Valley" began in the early 1960s with the union of several local winemakers who realized that by joining forces and creating a common trademark, it would be easier for them to succeed in the market. The prosperity of the joint business was significantly contributed to the innovations of American specialists in the field of technology, the acquisition of American scientists in the field of economics, management and marketing, as well as the European traditions of viticulture and winemaking, which the founder of the cluster, R. Mondavi, got to know in Europe. Later, cooperation





with the cluster included the University of California, which launched an educational program in winemaking, special committees of the California Senate, and tourism institutions. Today, the Napa Valley cluster unites 220 vineyards with an area of 12,000 hectares and 250 wineries, the 10 largest of which account for 80% of production, as well as 680 wine cellars and several thousand independent winegrowers, and is visited by about 5 million tourists every year, first of all, for the purpose of inspecting vineyards and tasting wines. In addition, about 100 wineries currently offer their guests art shows or fine arts museums, 65 wineries have restaurants, and more than 50 wineries offer music and theater productions. At the service of wine tourists, in addition, are wine master classes and seminars, unique architecture and an incredible atmosphere that preserves the spirit of the previous era [6]. As for the economic effect of the cluster's activity, it is obvious: a bottle of wine labeled "Napa Valley" costs an average of \$10 more than identical wines from neighboring California valleys.

The Bordeaux wine cluster is mature, with the center of the same name, which is the wine capital of France. Currently, it has 15,000 productive vineyards with a total area of 120,200 hectares, and about 9,500 winemaking enterprises of primary and secondary winemaking, which form the core of the cluster, as well as auxiliary productions, trading, financial, management and consulting companies, research and educational institutions of various levels, a number of government and public organizations. Among the factors that determine the specificity of the Bordeaux wine cluster and the success of its activities are favorable agro-climatic conditions and soil cover, an established tradition of growing technical grape varieties that dates back to the times of the Roman Empire, employment in seasonal work (pruning of vineyards and harvesting) exclusively local population, for whom viticulture and winemaking is a traditional occupation, the





development of specialized educational and scientific institutions (Institute of Enology of the University of Bordeaux, Bordeaux Wine School, School of Wine Business), which are a defining component of the cluster, the most developed information infrastructure in the world, thanks to which communications between members cluster and consumers are quite intensive. In addition, the fact that the traditions of viticulture and winemaking in the Bordeaux region are quite old, and the local demand in this connection is very demanding, contributed significantly to the successful expansion of local wines to the world market. As a result, the red wines of Bordeaux in general and the white wines of the Sauternes region are considered benchmarks in the world, and their consumption requires a special atmosphere and sophistication. This strategy is particularly beneficial for doing business in the HoReCa sector and provides about half of the cluster's profits. In general, the Bordeaux wine cluster is the largest in the world in terms of export volumes in natural terms (1.5% of all world wines) and the third (in monetary terms) after the Cognac and Champagne regions [7].

As for wine tourism in Bordeaux, it seems to have no equal in the world in terms of available opportunities. Bordeaux is a world of grand châteaux and cognac houses, respectable wines and estates, barons and queens, foie gras and oysters. Bordeaux is also home to various exhibitions, festivals, conferences and auctions of various levels held several times a month. Successful marketing, love for the native land, the symbol of which is vineyards for many centuries in a row, and colossal work have provided the region with unprecedented prosperity: Bordeaux, which for 30 years was a "dirty gray city" with a flow of tourists at zero level, today is the universally recognized capital of wine and wine tourism, which is visited by more than 4.3 million tourists per year, more than 600 thousand of whom come to the summer wine festival and uncork about 65 thousand bottles.





Currently, there is no wine cluster in Ukraine, and the development of wine tourism is connected exclusively with the activities of wine-making enterprises, some of which independently or in cooperation managed to achieve considerable success in this direction. So, for example, in 2007, the All-Ukrainian Association of Winemakers and Sommeliers, as well as the Sommelier School of LLC "Master-Class" together with the Institute of Tourism of the Ukrainian State University, started developing wine tours in Ukraine. The winemaking enterprises of the southern regions of Ukraine were involved in the project - the Shabo winery, Odesa champagne wine factory, Odesa brandy factory Shustov TM, Guliyevyeh TM, Kolonist TM. Later, a wine route through Transcarpathia appeared, developed by the National Scientific Center "Institute of Viticulture and Winemaking named after V.E. Tairov" on the initiative of the Union of "Private winegrowers and winemakers of Transcarpathia" and with the participation of the famous winemaker O. Kovach and several other local enthusiasts. The Transcarpathian Wine Route has united 12 wine cellars and tasting rooms of the best winemakers, which welcome visitors with the aim of popularizing Transcarpathian wines. In 2020, the enogastronomic route "The Road of Wine and Taste of Ukrainian Bessarabia" appeared, 900 km long and with 36 locations, including unique wineries, craft cheese factories, a snail eco-farm and Odesa eco-homesteads. The wine component of the route is represented by the "Kolonist" family winery, the "Shabo" Wine Culture Center and the "Vinaria" wine cellar.

The development of wine tourism in Ukraine is marked by the holding of festivals and wine festivals: "Red wine" (Mukachevo), "White wine" (Berehovo), "Sunny drink" (Uzhgorod), "Ugochanska loza" (Vynohradiv), "Transcarpathian Beaujolais" (Uzhhorod), "Kyiv Food and Wine Festival" (Kyiv), "Cheese and Wine Festival" (Lviv), which have already become traditional and seriously loved by tourists.





And most importantly, wine tourism in Ukraine is significantly helped by the improvement of the quality of local wines, the improvement of wine culture and the popularization of Ukrainian wine in Ukraine. Thus, more and more wine producers present their wines at international competitions and win prizes (Winery of Prince P.M. Trubetsky, Wine House "SHABO", Winery Complex "Chateau Chizai", Winery Enterprise "Cotnar", etc.).

The policy of Ukrainian wine consumption in Ukraine is also supported by the Association of Sommeliers of Ukraine (hereinafter - ASU), which in 2019 initiated the implementation of the non-commercial project "Wine Guide of Ukraine". Aimed at the development and popularization of Ukrainian winemaking, the project aims not only to tell about the fact that there is good wine in Ukraine, but also to introduce the country's residents to it. So far, more than 780 popular wines from almost 200 national producers have been evaluated by ASU specialists, and three volumes of the printed edition have been published based on the results of the work.

The educational mission is also successfully implemented by the Chabot Wine Culture Center and Chateau Chizay Academy, working to improve wine culture, hospitality and tourism.

Conclusions. Currently, wine tourism is one of the most promising branches of the tourist market of Ukraine, and the prospects for its development are directly related to the availability of relevant potential in many regions of the country, as well as the growth of the culture of wine consumption and the desire of consumers to drink only high-quality wines. Provided a well-constructed campaign to popularize Ukrainian wine, our state is capable of turning into a "wine mecca" and a powerful center of wine tourism in the near future.

The activities of the clusters can be beneficial for this. In the wine industry, clusters exist in many countries of the world, and largely thanks to them, these countries are currently leaders in wine

