

ENOTOURISM IS A DYNAMIC PHENOMENON IN THE GLOBAL SPACE

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Enotourism refers to tourism whose purpose is tasting, consumption or purchase of wine. Enotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest.

Being a dynamic phenomenon, tourism constantly undergoes changes due to various factors of social, cultural, economic, political nature, as well as natural and technological ones. The implemented changes have led to an increased interest in new types of tourism, of which enotourism has a particular place. Enotourism is a relatively new form of tourism. Its history varies greatly from region to region.

According to the world informational agencies the popularity of wine tourism is growing. Nowadays, there are approximately five million active wine tourists only in Italy. The profitability of this business is about 2.5 billion euros per year. Experts believe that wine tourism uses only 20% of potential and can easily double the turns in the near future.

Theorists in tourism predict that one of the most popular tourism will be a wine tourism till 2020 that is already actively developing. To confirm this is necessary to analyze tourism resources in each region.

Consider the European Region. It includes such countries as Italy, France, Spain, Germany, Portugal, Cyprus, Greece and Austria etc. Europe due to geographical, climatic, ecological, cultural and political conditions is a largest manufacturer and exporter of high quality wines in the world. Tourists to the region attracts not only European cuisine, but also wine tasting and numerous national holidays associated with harvesting grapes. Thus, together wine production and tourism represent very significant part of income in the budget of the European countries. Today, Italy is one of the world centers of wine tourism. The number of people who visit Italian wineries a year, only in one farm may exceed 10,000 people. In general more than 900 000 vineyards extend country. The period of the grape harvest in Italy is the longest in the world. It lasts five months, so country considered a real wine-making a paradise, Edem for wine lovers. Harvesting begins in August in the south and ends in the north in November. In total there are 20 Italian wine regions, each of which is rightly proud of its wine.

France is one of the most popular countries from the standpoint of enotourism. The tourism market is offered wine tours with accommodation in castles Bordeaux, Champagne, Burgundy and Loire valleys.

In recent years, growing of grapes developed along with the traditional sectors of specialization in Australia. It has become a wine-producing country. Traditions of winemaking came here from Europe in the XIX century. Now, almost every state in

Australia grows grapes and produce wine. Most of the vineyards are located in the center of South Australia with the center of Adelaide. Wine festivals are held annually in the state of New South Wales in October.

In Tunisia, the tourists taste traditional drinks such as green tea with mint or almond, coffee with cardamom, and also Tunisian wine "Carthage", "Pinot", "Blanc de Blanc", and «Château Rossi". Tunisians are proud of their palm liquor "tibardin" and vodka "Buch" with figs. South Africa is a wine country. Wines are exported to more than 50 countries. In South Africa stimulated not only the grape growing and wine production, and also the development of enotourism, which introduces the main areas of viticulture, winemaking, traditions and the specific growing and processing grapes. Often, wine tourism brings to farm owners more profit than the production of wine.

Wines of South America are known for a rich aroma and a fruity explosion of taste. The reason is the unique natural conditions: plenty of sun and mountain climate contribute to winemaking. In recent years, wine lovers more attention were paid to the Chilean wines. The grapes for white wines are represented by species such as savinoyon blanc, semilion, reyzling and Chenin Blanc. Red wine is a Pinot Noir, Merlot, Cabernet savinyon. Chilliysky wine region has eight valleys, each of which specializes in its type of wine.

Recently, the country has developed wine tourism based on objects related to wine (Wine Road in the provinces of San Juan and Mendoza and Kalchakies Valley), where tourists can taste the famous Argentinean wines. There is an interesting wine places in America. California is the main state in the USA for the production of wine. Varieties elite Californian wines in no way inferior to the French wines. The most luxuriant vineyards in the country are located in California. 90% of American wine is produced from raw materials obtained from the vineyards of Napa Valley, near San Francisco. Napa Valley offers many wine hotels, including Sonoma County, Livermore and others. Other wine regions of the United States are New York, Texas, Washington and Oregon.

Today in all wine regions of the world advisable to develop and support wine tourism, promote the products of local manufacturers of alcoholic beverages and promote local tourism product and to receive additional economic and social benefits of tourists - lovers of wine. This includes primarily famous European wine regions - Italy, France, Spain, Portugal, Hungary and countries "New World of Wine" such as Australia, Argentina, Chile, the USA and South Africa, where wine tourism plays an important role in promoting local products of winemaking.

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