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PROSPECTS WINE HOTELS IN THE SOUTH REGION OF UKRAINE

Annotation

Information on the development of wine tourism in the world prompted to create their own theoretical research perspectives wine tourism and wine hotels in Ukraine. In the process, use methods such as statistical analysis, direct discovery potential habitats of these species hotels and study their possible future projects.

Keywords

Wine hotels, wine tourism, development of wine tourism in Ukraine

I. INTRODUCTION

Tourism development in Ukraine during the first years of the XXI century gained strong momentum, which significantly affected the areas of innovative activity in the tourism sector and in hospitality and restaurant management. The world became popular themed hotels: environmental, religious, space, hotels in submarines and aircraft. One of the innovative type of hotel companies are wine hotels that are directly related to the spread of wine tourism.

II. STATEMENT OF THE PROBLEM

The purpose of the research is to find prospects wine hotels in the Southern region of Ukraine, the research of profitability and overall profitability of this type of hotel enterprises.

After analyzing the location in the south of the country and finding untapped market segments and hospitality were found that the area of wine hotels is empty.

Research methods are the analysis of the literature, analysis of regulatory documents in the wine and tourism area in Ukraine, studying and summarizing domestic and foreign works of specialists, comparison, modeling, theoretical analysis and synthesis, specification and detailing, analogy and generalization.

III. RESULTS

Wine tourism - a special kind of leisure travel, which includes wine tasting, exploring its history, production process and purchase wine directly to the product on the spot production. This type of tourism involves visits to wineries, vineyards, restaurants, wine festivals, cellar storage of wines and more.

In Europe, wine tourism began to develop in the beginning of the last century. The first wine hotel was opened in the South and part of Western Europe. Here for growing grapes historically formed all the conditions: favorable climate, topography, fertile soils. The first hotel, which was granted the status of wine hotel was opened in France, Spain, Italy and Portugal, in the territory growing grapes and producing the tastiest and most expensive wines. Most wineries have become available to the general public visiting recently, 10-15 years ago.

Ussual wine tour lasts a week and in addition to exploring the secrets, methods of making wine, culture and its use includes the review of local attractions and the knowledge of the history and culture of the region. The time of this tour is long, so the organizers raises the question of tourist accommodation for the duration of their stay in the winery, which is solved by the construction of wine hotels. In Europe, the most famous among these is the hotel "Chateau De Bagnols" (France), "Marques De Riscal" (Spain), "L'andana" (Italy) [4].

In Ukraine, such as the direction of the wine tourism is only beginning to spread, but it has a solid foundation for its development. Researchers of wine together with experts in the field of tourism in Ukraine have opened several regions that are favorable for the development of this type of tourism: Crimea, Black Sea, Azov and Transcarpathian [1]. In general, these regions are over 110 manufacturing plants and more than 1,000 wine farms engaged in this field [3].

Data analysis areas shows that one of the most promising areas for the design of hotels and wine tourism is the Black Sea region, which includes the Nikolayev, Odessa and Kherson regions, since the area of vineyards in these territories is 56 989.1 ha, which is almost half of the total area of vineyards Ukraine [2]. It is in this region accounts for about 70% of wine production in the country, because here, along with some of the largest wineries country of "Industrial and trading company "Shabo", "Odessa factory of sparkling wines", LLC "Veles" work many small private wineries having in its composition useful for the development of wine tourism infrastructure (vineyards, terroir, wine cellars, tasting rooms) [1].

In addition, the region is interesting not only for its wineries, but also a variety of historical and cultural tourist routes. It has a prime location on water resources of the country: the Black Sea, the Kanev reservoir. However, unfortunately, these achievements to date not used, because the area does not have any wine at what can be described as a missed segment of potential consumers of tourism products.

IV. CONCLUSIONS

Thus, the feasibility of building wine hotel in the south of Ukraine confirmed many arguments. In addition, projects in the field of tourism for the region quite well economically supported by the state apparatus. According to experts in 2020 tourism theme, which includes wine will come first among the other types of tourism. [5] Therefore, the problem of thematic tourist accommodation have to be addressed at this stage of construction of Ukrainian tourism industry.

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