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WINE TOURISM IN UKRAINE

Annotation. The article revealed the role, principles and main directions of wine tourism, the conditions of formation of wine tourism destinations. In this article, we analyze the main trends of the market development of wine tourism in Ukraine. Identified and described segments of consumers who are interested in the development and distribution of wine tourism. Investigated the key characteristics of the wine tours that have relevance for respondents. The conditions for the development and enhancement of the competitiveness of innovative models of managing the regional development of wine tourism as a priority are opened.

Introduction. The development of tourism in Ukraine, the growing competition in the global tourist market and the increased interest of domestic and international tourists in local tourist destinations determine the prospects of wine tourism as an innovative type of tourism activity, which can be a base for a full range of tourist destinations and products that provide sustainable economic growth, full and productive employment, and preservation of unique national cultural heritage.

Wine tourism is a specialized type of tourism that aims at the introduction of history, technology and culture of drinking alcohol in a particular region and its tasting, as well as visits to specialized institutions and activities such as tasting rooms, wine cellars, wine contests, exhibitions, festivals, etc.

Goals and methods of wine tourism fully meet the sociohumanitarian mission of tourism as a major factor in the dialogue of cultures, respect for cultural values, tolerance to lifestyles, world outlook and customs, since national cuisine and wine traditions are an integral part of the cultural heritage of each nation and the original heritage of any ethnic group.

This type of thematic tourism becomes particularly relevant in the light of recent forecasts indicating that the time people spend on their vacation will be reduced, so tourists will look for a product that gives the maximum impressions in the minimal period of time. That is why the study and formation of innovative wine tourism products is so relevant.

An essential condition for the development of wine tourism in Ukraine is the efficient functioning of vineyards and winemaking enterprises. It includes viticulture, industrial grape processing, as well as enterprises supporting these industries. For such a small proportion of vineyards in the total area of agricultural land, viticulture and winemaking have a significant impact on the level of regional socioeconomic development, and the resulting products are an important budget component of the agro-industrial complex of Ukraine. Its share in the retail food market of Ukraine is about 20 %, which is a high indicator for the national economy.

In Ukraine, vine growing and winemaking are mostly done in Odessa, Mykolaiv, Kherson, and Transcarpathian regions; in general, 92-97 % of the total volume of grapes is produced there. The Autonomous Republic of Crimea is considered a precursor region for the vine growing and winemaking industry.

Presenting main material. According to the State Statistics Service, the area of vineyards in Ukraine consisted of 43.5 thousand hectares in 2017. 2193.6 thousand tons of technical grapes has been cultivated and 270.9 thousand tons of grapes has been processed (7 % more than in 2016). However, the results by region are significantly different: the enterprises in the Mykolaiv region reduced the processing of grapes by 19.2 % (to 82.2 thousand tons), increased in Odessa region by 24.3 % (to 151 thousand tons), and in Kherson region by 30.3% (to 33.4 thousand tons). Grape production and processing into wine materials by regions of Ukraine are presented in Table 1.

Table 1

Grape processing into wine materials by regions in 2017¹

	Grape processed into wine materials	From total volume of grape processed into wine materials, t	Average sugar content in grape	Average purchasing price, UAH per t ³

	t	% to 2016	own product	purchased	g/dm ³	% to 2016	hrn per t	% to 2016
Ukraine	270850,2	106,7	42335,8	228514,4	189,1	99,9	5883,4	103,4
Zakarpattya	... ²	... ²	... ²	... ²	... ²	... ²	... ²	... ²
Zaporizhzhya	... ²	-	... ²	-	... ²	-	-	-
Mikolayiv	82189,7	80,8	5603,6	76586,1	185,1	98,3	4517,0	104,1
Odesa	150994,6	124,3	25281,4	125713,2	191,8	100,2	5603,4	93,4
Kherson	33382,0	130,3	... ²	... ²	186,7	103,0	11517,8	106,3

In 2017, the enterprises in Ukraine have increased the production of wine materials by 12.5 % compared to 2016 (to 18.7 million dals). The production of wine materials in the Mykolaiv region decreased by 10.6 % (to 6.4 thousand dals), increased in Odessa region by 32.5 % (to 9.8 thousand), and in Kherson region by 24.2 % (to 2, 2 thousand dals) (see Table 2).

Table2

Production of wine materials by the group assortment of wine materials, usage of rectified spirit by regions in 2017¹

	Volume of wine materials production	% to 2016	з них / of which					
			for champagne and sparkling wines	cognac	for table wines	for fortified wines	to store for maturing, table wines	others
Ukraine	18721323,0	112,5	4978175,2	3985389,4	8654497,2	842548,8	69350,8	191361,6
Zakarpattya	... ²	... ²	-	-	... ²	... ²	-	-
Zaporizhzhya	... ²	-	-	-	... ²	-	-	-
Mikolayiv	6385510,0	89,4	2070926,9	1148648,2	2760828,1	405106,8	-	-
Odesa	9811877,6	132,5	2782726,9	2534989,7	4279762,6	172801,8	40398,5	1198,1
Kherson	2183154,8	124,2	124521,4	301751,5	1291583,9	... ²	... ²	190163,5

¹Excluding the temporarily occupied territories of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone. These indicators reflect the volume of wine materials produced since December 1 of the previous year until November 30 of the reference year by enterprises which have their own processing capacities or take them on lease to process grape.

Source: [1]

There were less wine materials harvested for champagne and sparkling wines by 2,1 % than in 2016; more for table wines by 33,7 %; and for fortified by 20,6 %; for cognac in 1,9 times. Generalized information is presented in Table 3.

Table3

Production of wine materials by the group assortment of wine materials, usage and residue of rectified spirit in 2017¹.

	Volume of wine materials production, thsd.dal		% to 2016
	2017	2016	
<i>Wine materials - total</i>	18721,3	16637,4	112,5
<i>of which</i>			
<i>for champagne and sparkling wines</i>	4978,2	5086,6	97,9
<i>cognac</i>	3985,4	2126,6	187,4
<i>for table wines</i>	8654,5	8428,6	102,7
<i>for fortified wines</i>	842,5	698,5	120,6
<i>to store for maturing, table wines</i>	69,3	51,9	133,7
<i>others</i>	191,4	245,2	78,0
<i>Volume of rectified spirit that was used</i>	135,1	128,5	105,2
<i>Residue of spirit-purified on December 1, 2017.</i>	0,5	-	-

¹Excluding the temporarily occupied territories of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone. These indicators reflect the volume of wine materials produced since December 1 of the previous year until November 30 of the reference year by enterprises which have their own processing capacities or take them on lease to process grape.

Source: [1]

The volume of wine production and its assortment in 2017 are shown in Table 4.

Table4.

Wine production in Ukraine in 2017

	Product type	Production volume
	Cognac, brandy, L of pure alcohol	10872683
	Cognac, L of pure alcohol	9649376
	Cognac spirits, L of pure alcohol	2341525
	Whiskey, L of pure alcohol	*
	Vodka with no more than 45.4 % of alcohol,L of pure alcohol	66161600
	Alcohols, distilled from fruit (except liquors, gin, juniper liqueurs, grape wines), L of pure alcohol	*
	Liqueurs and other alcoholic beverages (except spirits distilled from grape wine, grapes or fruits, whiskey, rum, taffy, gin, juniper liqueurs, vodka with no more than 45.4 % of alcohol, alcohol distilled from fruit),L of pure alcohol	6569530
	Low alcohol drinks (from 1.2 % to 8.5 %),L of pure alcohol	1341593
	Sparkling wine from fresh grapes (except "Champagne" wine), thousand dals	4740.9
	Sparkling wine "Champagne of Ukraine", thousand dals	3005.3
	White wine with protected designation of origin, thousand dals	*
	Wine and grape must, whose fermentation is stopped by the addition of alcohol, carbonated with carbon dioxide pressure in the solution no less than 1, but less than 3 bar at 20 °C temperature (except sparkling wine), thousand dals	*
	Carbonated wine with carbon dioxide pressure in the solution no less than 1, but less than 3 bar at 20 °C temperature (except sparkling wine), thousand dals	*
	Wine and grape must, whose fermentation is stopped by the addition of alcohol, with protected designation of origin, with factual alcohol content no more than 15 % (except white and sparkling wine), thousand dals	*
	Wine with protected designation of origin, with factual alcohol content no more than 15 % (except white and sparkling wine), thousand dals	*
	Wine and grape must, whose fermentation is stopped by the addition of alcohol, with factual alcohol content no more than 15 % (except carbonated, sparkling and wine with protected designation of origin), thousand dals	8244.8

Wine with factual alcohol content no more than 15 % (except carbonated, sparkling and wine with protected designation of origin), thousand dals	7774.5
Wine with alcohol content more than 15 % (Portwine, Madeira wine, Sherry, etc.), thousand dals	1132.0
Grape must (except grape must whose fermentation is stopped by the addition of alcohol), thousand dals	12776.1
Fermented beverages and their mixtures, including with soft drinks (apple cider, pear cider, honey drink; except malt beer and grape wine flavored with vegetable and aromatic substances), thousand dals	2550.7
Vermouth and wines flavored with vegetable and aromatic substances, thousand dals	1854.7

Source: [1;2]

In the traditional centers of viticulture and winemaking of Ukraine and outside of them the wine tourism destinations are actively formed. Taking into account the macro- and micro-zoning of the winemaking and wine-processing complex, geospatial organization of tourist resources, the main areas of wine tourism in Ukraine are clearly outlined:

- Transcarpathian region (Zakarpattia region);
- Odessa Black Sea region (Odessa region);
- Azov steppe region (Kherson, Mykolaiv, part of the Zaporozhye region);

Kyiv, Lviv, Artemivsk, etc. can be considered local delineations of wine tourism (Fig. 1).



Fig. 1 Regions of wine tourism in Ukraine [3].

We will analyze the highlighted regions of Ukraine in terms of resources and infrastructure for wine tourism.

The history of winemaking on the territory of Ukraine began almost 2.5 thousands years ago, it is interwoven with multinational historical traditions of winemaking, experience of producers and modern achievements of scientists. Thus in those times Ukraine gained a lot of knowledge about wine, winemaking and the culture of wine consumption. Ukrainian wines are not as famous as those of world leaders, but their taste and aroma can surprise even educated winemakers and titled sommelier. The most expensive and best wines of Ukraine were traditionally made in the Crimea, but this has changed because of the political situation.

The western and southern regions of the country have favorable conditions for the development of wine tourism, the climate and terrain create a unique terroir for the cultivation of grapes and the production of original wines and cognacs; winemaking enterprises create tourist attractions and actively cooperate with the tourism business for the development of their brand. But the lack of proper infrastructure, low level of state support and lack of interest hinders the development of wine tourism.

The Transcarpathian region has considerable resources for organizing thematic wine-related tours related to the culture of grape cultivation and wine production. The

leading areas of viticulture and winemaking in Transcarpathia are Berehove, Mukachevo, Uzhgorod and Vynohradivsky regions. The majority of developed wine-growing regions of Transcarpathia are distinguished by the fact that there is a small share of powerful factories, and the region's winemaking is represented by small private wineries, where wine is usually produced according to traditional old technologies, and the guests are met and accompanied by the owner himself, who is the head winemaker.

Winemaking in Transcarpathia originated about 2,000 years ago, as the Transcarpathian region bordered with the ancient Roman provinces of Upper Dacia and Panonia, and the first wine-makers who were distributing the wine-making technology were the Celts and the Daks. Hungarian tribes came to the Danube basin at the beginning of the tenth century and brought the Central Asian table grapes of Shasla, Chaush, and Bakator varieties. But the heyday of industrial viticulture and winemaking is considered to be the thirteenth century, when the Hungarian king Baile IV invited the German and Italian vine growers and winemakers to populate the territory devastated by the Mongols. He gave the colonists and the inhabitants of the region the right to found vineyards, make and sell the wine, freeing them from taxes and church tithe for 10 years. That was when the vineyards were founded on the outskirts of Berehove, Vinogradov, Mukachevo, and Uzhgorod. Later the tradition of winemaking was continued by the monks from medieval monasteries. During the time of Turkish protectorate, almost all of the southern slopes of the volcanic hills from Tokai through Uzhhorod, Serednie, Mukachevo, Berehove, Vinogradov and further to Khust and the Black Mountain terraces were made into vineyards. That was when the first wine cellars were built in Muzhiyev, Serednie, Uzhgorod. Then from Asia Minor and the Balkans such varieties as Karaburna, Lipovina, Furmint, Pearl Saba, Irshai Oliver were imported [3].

The winemaking enterprises of the region ("Leanka", "Chizay", Uzhhorod Cognac Factory) have high demand for excursions with tasting of their branded products.

Agroindustrial company "Leanka" (Hungarian: "girl") that has been in business since 1946 and has a full cycle of wine production. "Leanka" is a grape variety, which has been used to produce famous wine "Serednianske" for over 59 years. Additionally, the company produces two dozen vintage, ordinary, dry, strong and dessert wines,

which brought fame to the Transcarpathian winemakers at many international competitions. These are "Cabernet", "Radiant", "Pearl of the Carpathians", "The Rose of Transcarpathia", "The Tempter", "Traminer", "Rhine Riesling", "Italian Riesling", "Leanka".

In order to promote wine products, the enterprise offers to visit the historical wine cellars in the village Serednie of Uzhgorod region that are considered to be architectural monuments of the seventeenth century. The Serednie wine cellars are listed by UNESCO as top ten best wine cellars in Europe. The creation of Serednie wine cellars is connected to Ishtvan Dobo, the Transylvanian voivode and the national hero of Hungary. He headed the heroic defense of Eger during the Turkish expansion. In 1552 his army of 1935 warriors resisted the 120 thousand army of the Ottoman Empire. After this victory the king of Hungary gave him for his courage the property of several thousand captive Turks, who dug Serednie wine cellars with pickaxes. Cellar construction and fortification was completed in 1557. The cellars have been called Turkish for a long time; their total length is 4.5 km. First, the cellars served as a refuge from enemy attacks. Subsequently, the dungeon lost its purpose and was turned into a wine storage.

The guests are offered an interesting excursion, tasting of high-quality vintage, dessert, and seasoned wines and national cuisine.

Winery complex Chizay (JS Iceberg) was founded in 1995 in the city of Berehove, Transcarpathian region, in the picturesque tract of Chizay. It is a modern industrial complex with a full cycle of production, which includes its own vineyards, a primary winemaking factory (where grape processing and winemaking takes place), secondary winemaking factory (where wine is bottled and prepared for bottling), wine storage facilities, tasting rooms, office and warehouses. Finished products are produced under several registered brands (Chizay, Chateau Chizay, Limited Edition, Wine Berry) with a well-deserved demand both in Ukraine and in the USA, Israel, EU countries, Australia, Nigeria. In order to promote grape wines and improve the culture of wine consumption, a tasting room with a total area of 90 square meters, which accommodates up to 50 guests at the same time, was opened on the territory of the Chizay winemaking complex in September 2010. Two years later, the Museum of Viticulture and Wine Industry opened its doors [8].

The Chizay Valley Wine Tour offers to explore the Chateau Chizay vineyards in Malaya Gora, a tour of Chateau Chizay winemaking complex with a visit to the storage facility; tasting of 10 types of wines, visiting the Museum of Viticulture and Wine, as well as the Chateau Chizay brand store[7]..

The traditional winemaking region offers a unique tourist product, the Transcarpathian wine route. Developers of the Transcarpathian wine route are the Association of private vine growers and winemakers of Transcarpathia and the Department of Tourism of Uzhgorod National University. The program includes excursions to private farms, where one can taste the original wines and try the true Transcarpathian Bohrach directly on the hills among the grape plantations, an overview of the historical monuments of winemaking and viticulture, containing numerous legends and artifacts, lodging in country homesteads, participation in a picturesque and vivid celebration of harvesting grapes as well as various tastings in about 50 tasting halls of family wineries, particularly, the Wine House "Berehvidek" in the village of Yanoshi, O. Kovach tasting room "Chardonnay" in Uzhgorod, wine hall "Old Basement" in Berehove, etc.

In recent years, numerous wine festivals have been launched and conducted in the Transcarpathian region: "Red wine" (Mukacheve, January), "White Wine" (Berehove, April), "Sunny Drink" (Berehove, May), the new wine festival "Transcarpathian Beaujolais" (Uzhhorod, October), the "Ugochaiska Vine" festival (Vinogradov, June). Over 100 thousand tourists from all over Ukraine annually participate in these festivals.

Viticulture and winemaking in Odessa region are developed in 12 administrative districts: Artsyzsky, Bilgorod-Dnistrovsky, Bilyayevsky, Bolgradsky, Velikomyhaylovsky, Izmailsky, Kiliysky, Ovidiopolsky, Rozdilnyansky, Renziy, Saratsky, Tarutinsky, Tatarbunarsky. The region has strengthened its position as the leading vine growing region of Ukraine, new vineyards are being built, technically and technologically rebuilt, build up their winery capacities, and create new business entities. There are more than 200 enterprises of vine growing and winemaking complex in Odessa region, most of them privately owned. The most famous are the Industrial and Commercial Company Shabo, Odessa Champagne Wine Factory, and Odessa Cognac Factory. In order to popularize their own products, many of them provide tourist excursions.

National Scientific Center "V.E. Tairov Institute of Viticulture and Wine" is located near Odessa, on the shores of Sukhoi Liman. It is the oldest scientific institution of viticulture and winemaking in Ukraine. Its founder and initiator of creation was V.E. Tairov, a world-famous scientist in the field of viticulture and winemaking, vice president of the International Organization of Grapes and Wines from 1905 to 1938.

The vineyards of the institute are located right on the flat slopes of Sukhoi Liman that descend to the water surface. The assortment of plants is based mainly on varieties of their own breeding: Odesa Black, Sukholimansky White, Muscat Odessa, Rubin Tayirovsky, etc. Over the centuries of its existence, the institute brought around 100 new grape varieties and developed several dozen new wine technologies. There is also a tasting room capable of accepting up to 100 visitors at the same time and displaying 18 samples of wines (the main types of wines in the world), which are combined with the trademark "Tairovski wines". The highlight of "Tairovsky Wines" is that they are all made from grape varieties of the institute. The festival of winemaking "Live wine of Ukraine" with a tasting competition that collects dozens of local producers is held there annually in May.

Odessa Cognac Factory "Shustov", founded in 1863 in Odessa, is one of the oldest winemaking enterprises in the region. Here, for the first time in our country, cognacs were produced according to classical French (Sharantine) technology. In 1899, the enterprise was redeemed by one of the vodka kings of the Russian Empire N. Shustov and until 1941 high-quality cognacs were produced according to his own recipes. At the World Exhibition in Paris in 1900, Shustov cognac got first place, thereby gaining the right to be called "cognac".

During the war the factory was destroyed, but in 1947 the first batch of cognac was released again. In 2002 Odessa Cognac Factory was privatized.

The factory is the leader of cognac production in Ukraine. Its trademarks include "Shustov", "Golden Duke", "Odessa", "Desna", "Seagull", "Arcadia", "Jubilee", etc. The 23 names of ordinary and vintage cognacs, 13 names of vodkas, 7 types of champagne are produced there. The plant has a full production cycle, from the vineyard to the finished cognac. Now the plant produces cognacs of 16 varieties, ranging from the usual "Desna" and ending with collectors "Jubilee", "Odessa", "Ukraine", "Kiev", "Rus", "Golden Duke".

In 2013 the N. Shustov Museum of Cognac Business, which reproduces the atmosphere of the old cognac basements, was opened. The museum includes several rooms-"caissons": three expositions and tasting halls, a cinema, and a hall of variable exhibits. Particularly, a copy of copper Charentealembic, made by the French firm Prulho at the end of the nineteenth century, a full-scale model of the pre-revolutionary horsecar, as well as a bottle of 1900 Shustov cognac that won the Grand Prix at the World Exhibition of Paris are displayed.

The excursion to the factory includes visits to factory shops (alcohol curing, aging, bottling), as well as tasting of the best "Shustov" cognacs and training classes on blending[11].

"Odessa Champagne Wine Factory" was founded in 1899 by the French entrepreneur Henry Roederer. Originally the plant was named "Henry Roederer Champagne Factory" and produced sparkling wine according to traditional technology. Later, in 1952, the factory switched to the producing the champagne by the reservoir method.

Today, the Odessa Champagne Wine Factory produces 15 million bottles of champagne of 34 varieties each year under the trademarks "Odessa", "L'Odessika" and "Henri Roederer". Currently, the product range of the enterprise consists of 33 brands of champagne and sparkling wines. The factory exports its wines to 15 countries of the world.

Odessa Champagne Wine Factory is member of one of the largest associations of alcohol producers in the world "Gruppo CAMPARI" since 2009.

Visitors to the enterprise can see the entire process of champagne production as part of the excursion program, from wine materials to finished products, visit all the main shops and taste this elite product[3].

"ShaboWine CultureCenter" is located in the resort area of Odessa region, in the south of Ukraine, where the traditions of viticulture originate from ancient times.

This is the only complex in Ukraine located directly on the territory of the operating winemaking enterprise that combines modern high-tech production and unique cultural and historical objects.

Shabo is an ancient wine region where grapes have been grown since ancient times. The mild climate, warm steppe air, sandy soil, unique microclimate due to the proximity of the Black Sea and the Dniester Liman create exceptionally favorable conditions for the cultivation and maturation of grapes. The area is on a "grape latitude" (46-47° north latitude), in the same parallel as the most famous wine regions of France, Bordeaux and Burgundy.

The first vineyards in this region were founded by Greeks and Genoese people. Some grape varieties were brought here by the Turks 500 years later.

The first information about the Shabo settlement was found in cartographic guides of 1788. It is considered by historians to be the year of the village founding. A colony of Franco-Swiss settlers was founded here at the beginning of the XIX century, in 1822, under the orders of Emperor Alexander I. Among them was a scientist and wine-maker Louis Tardan, who planted the first grape vine of classical European grape variety in Shabo and introduced the technology of its cultivation and winemaking. The experienced wine-grower has identified this area as the most suitable for the creation of the "Great Wine".

"Shabo" company has successfully gone from the regional trade mark to a national company offering consumers a wide range of high-quality products.

Every year, the "Shabo Wine Culture Center" is visited by tens of thousands of tourists. There, the excursions are organized with great success, as well as activities aimed at improving the culture of drinking, promoting healthy lifestyles, strengthening family traditions. The duration of excursions with tasting is almost 2.5 hours. The guests are accompanied by highly professional sommelier guides, who demonstrate production facilities, museum exposition, review of the technological cycle of vinification, sherry basement and cognac hall, consumer tastings of sparkling and silent wines, cognacs and vermouth of local production, brand store[8].

The uniqueness of this object was appreciated not only by consumers-connoisseurs of noble drinks, but also by international experts. In September 2011, under the auspices of the Council of Europe, the "Shabo Wine Culture Center" became the venue for an international forum "European Heritage Days", which was included in the European map of wine museums and named as the cultural heritage of Europe. "Shabo Wine Culture Center" is a member of the International "Association for Cultural and Tourism Exchange".

An example of the formation of an innovative wine tourism destination is the winemaking enterprise "Colonist", which is a small family winery founded in 2005 in the south of the Odessa region, in the village Krinichne (the native village of the founder and owner Ivan Plachkov). The company produces no more than 140,000 bottles of premium wines per year, which allows to pay more attention to the quality of wine and introduce new technologies.

The wine produced by this enterprise under the "Colonist" trademark was awarded the highest marks at the prestigious tastings of 2006-2013. Among them are specially marked table white wine "Sukholimanske" and table red wines from the "Pinot Noir", "Cabernet Sauvignon", "Odessa Black" varieties.

The company "Colonist" jointly with the travel agency partner firms offers various wine tours. For example, in spring, in addition to excursions to vineyards, introduction to production facilities, tasting of wines in a specially equipped fireplace hall, an auction of the best vintage wines of "Colonist" takes place, along with the theatricalization of the Bulgarian national holiday with dinner from traditional national cuisine dishes. And visiting the winery in August-September allows one to take part in the collection of grapes, squeezing the grapes with bare feet under the inflammatory music of foreign performers and try fresh grape juice. In order to create full impression, the tasting of "Colonist" wines in vineyards and dinner from the kitchens of the Danube Bessarabia are organized for tourists.

In order to popularize local wines in the Odessa region there are numerous wine and gastronomic festivals and exhibitions: International Exhibition "Wine and Wine-

making. High Degree", the Odessa Wine and Food Festival, The Wine and Cheese Festival, etc.

The great variety of soil and climate conditions in the regions of viticulture and winemaking in the Kherson region is favorable for growing valuable European grape varieties and producing high-quality silent and sparkling wines, cognacs, table grapes of various maturing periods. A significant amount of cultivated grapes and the use of various technological methods in winemaking make it possible to create a wide range of table, strong, dessert, and flavored wines. A characteristic feature of the wines of this region is their low acidity.

Kherson region has an area of more than 6 thousand hectares of grape plantations and about 60 enterprises of the vine-growing and wine-making complex.

The unique destination of the wine tourism in the Kherson region is "Winery of duke P.N. Trubetskoy", which positions itself as the only historical chateau of the country. The enterprise is located in the village Vesele, Beryslav district of the Kherson region, which was founded in 1896 by duke P.N. Trubetskoy and his famous relative L.S. Golitsyn, who made a selection of vines and their varieties. The chateau got a lot of prestigious awards for their wines.

In Soviet times, the enterprise became state-owned and was called "Lenin Vinradgosp", which collapsed in 2000. The situation changed in 2003 with the advent of new investors.

The revival of chateau "Winery of duke P.N. Trubetskoy" began with the selection of varietal composition and placement of vineyards. The area of land on the banks of the Dnieper, which has been used for vineyards since the days of duke Trubetskoy, is more than 200 hectares. European seedlings (Cabernet Sauvignon, Cabernet Franc, Merlot, Pinot Noir, Pti Verdou, Pinot Blanc, Chardonnay, Riesling, Sauvignon Blanc, Aligote) were planted there. High-quality seedlings were used and consultations on planting were provided by invited specialists from Italy, France, and Israel.

In 2004-2009 a complete reconstruction of production facilities was carried out. At the core of the primary production are classical technologies of winemaking, which

include "white" and "red" methods. Historically, the company developed a production method of vintage and seasoned wines placed in oak containers, now it is complemented with a modern method of making seasoned wines. In 2009 "Winery of duke P.N. Trubetskoy" has signed a long-term contract of cooperation with the famous wine-maker from Bordeaux, Olivier Degas. The specialist enologist has said that the wines produced at the enterprise are world-class wines and will be in demand not only on the territory of Ukraine, but also abroad. In 2011 the updated chateau released its first wines, produced in cooperation with Olivier Degas. Specialist enologists, in addition to innovative developments, also revive well-known vintage Ukrainian wines "Velvet of Ukraine" (Cabernet Sauvignon), "Pearl Steppe" (Aligote), "Naddnipyanske" (Riesling).

To date, the reconstruction of the historic winery building with a tower and observation deck, equipped with tasting rooms, has been completed, and eight galleries of wine cellars from Trubetskoy's time have been restored, which are used for wrapping and storage of wines. A hotel was opened in the old wing of the winery. Special excursions with tastings, where the tourists can see the vineyards and production facilities and taste the best wines from traditional grape varieties have been developed [10].

In order to promote its own brand, the company uses powerful marketing methods, particularly, it sponsors the international ethno-music festival "Kraina Mriy".

The house of vintage cognacs "Tavria" is located in the city of Nova Kakhovka, Kherson region, a well-known producer of vintage cognacs in Ukraine. The history of the cognac house "Tavria" begins with the first settlement of the Swiss colonists, founded in 1889. The enterprise has a full cycle of cognac production – from its own vineyards to alcohol smoking and tempering in oak barrels for at least 6 years. The line of "Tavria" cognacs includes ordinary, vintage, and collectible cognacs of the brands "Tavria", "Georgievsky", "Jatone" and "AleXX", which are known not only in Ukraine, but also far beyond its borders. From 1970 to 2013 the company's products received 138 gold, 106 silver, and 44 bronze medals, 36 special awards, and 11 Grand Prix awards at international tasting contests and exhibitions.

Excursions to the company and the Museum of "Tavria" where the history of the company since 1889 is presented, are proposed for tourists. In order to introduce the bouquet and the aroma of the "Tavria" wines and cognacs, three types of tastings are organized: "Classics of Cognac Barrels", "Harmony of Elements", and "Renaissance Flavors" . The main the concept of the museum is presenting the history of the enterprise through the fate of people standing at the origins of its creation. Particular attention is paid to the pioneers of viticulture in the Kherson region – the Swiss colonists. More than 6.5 thousand exhibits are presented in the museum, there are five permanent exposition halls, each of them with its own direction: from the events of the Civil War and the Great Patriotic War to unique finds and historically valuable exhibits of wine-making[12].

Family winery "Kurin" is located in Stepanivka, Kherson. In 1992, Nikolai Khalupenko, an agronomist, allocated 50 hectares of land to create a farm. In 2000, the garden and the first vineyards (Cabernet Sauvignon, Saperavi, Chardonnay, Traminer Pink, Irshai Oliver, Bianca, Rkatsiteli varieties) were planted. This was the beginning of the "Kurin" winery.

Starting from 2011, the main area of business activity was the production of grape wines. In this regard, a unique compact grape processing, wine processing, bottling and wine storage facility was built on the territory of the farm.

The family winery "Kurin" was created following the example of the French chateau. Its team is small, but foreigner specialists are not involved in the winery work for one reason – the desire to make authentic Ukrainian wine. The principles used in the work of winemakers of "Kurin" are aimed at the quality of the product, namely the departure from the mass production of wine in the direction of individualization, the creation of wine that maximally expresses the features of the terroir, the revival of the culture of wine consumption[13].

The farm has a hotel with room for 25 people, a branded store and a restaurant that emphasizes wine, where tasting and training classes for tourists are held.

Mykolaiv region has 5967.2 hectares of vineyards and 13 winemaking farms. Mykolayiv region is an interesting destination of wine tourism, having its own unique features.

Koblevo Resort is located in the Berezansky district of Mykolayiv region, in the picturesque corner between the Black Sea and the Tiligulsky Liman, which is known for its curative mud. The climate in Koblevo is different from the combination of sea breeze and phytoncides of the pine forest.

The village is surrounded by vineyards on all sides. A powerful wine-making enterprise "Koblevo", where the wines of "Koblevo" trademark are made, is located there. The material base of the factory consists of about 2500 hectares of vineyards, leading in terms of culture and processing in Ukraine. That is why all the wines are made exclusively from fresh grapes of the highest quality.

The product line "Koblevo" is represented by all kinds of wines – dry, semi-dry, semi-sweet, dessert and strong. Additionally, there are unique positions in the trademark range, which were developed by the wineries of "Koblevo", taking into account the tastes of Ukrainians. Among these trademark wines are popular among consumers "Francesca", "Santa Lucia", "Josefina", etc.

The wine fans are offered a tasting tour, which includes an excursion to the factory and introduction to all the stages of modern production, consumer tasting of the best grape wines with an explanation of the basics of enogastronomy, visiting a unique art gallery and an opportunity to buy wines and accessories in a brand store [9].

One more special niche is the ecological wine tourism, that is, introduction to the production of "biowine". Organic wine or "biowine" is a wine made from grapes, grown without or with minimal application of herbicides, pesticides, fungicides and other fertilizers. The process of winemaking must also be natural, without the use of chemical additives and various technological methods.

The International Federation of Organic Agriculture Movements (IFOAM) has developed a number of recommendations for organic winemaking.

Additionally, producers on their own initiative create almost non-waste production, using must to produce their own wine, grape seeds for alcoholic tinctures and oils, and pulp is processed into fertilizers and sold for use in the cosmetic industry.

Italy, France, USA, and Spain are the leaders by the number of organic winemaking enterprises. According to the Organic Trade Association, the United States take the first place by the volume of production, both natural and cash. Production and consumption of biowines on the American continent grows annually by 15-17% [1].

The first biodynamic vineyard appeared in Ukraine on the farm of Pavel Shvets in 2008 in the Rodnoie village in Crimea.

Beykush winery is a small family-owned enterprise, founded in 2010 in the Mykolaiv region, near Ochakov on the shores of the Beykush Gulf. The owners of the farm are focused on the production of high quality wines that are able to compete with quality wines from any other winemaking country.

In the spring of 2012, 11 hectares of vineyards were planted on the Baykush Cape. This place, located between Berezansky Liman and Beykush Gulf, where the Dnieper-Bug Liman falls into the Black Sea, has beautiful ecology, diverse and rich in nature. Beykush vineyards grow Chardonnay, Pinot Gry, Pinot Noir, Sauvignon Blanc, Riesling Rhine, Rkatsiteli, Saperavi, Cabernet Sauvignon, Merlot, as well as the experimental plantings of Alvarinho, Tempranillo, Timorasso, Malbec, Chenen Blanc, Pinot Tazh, and Cabernet Franc.

Beykush vineyards are located in the climatic zone of the dry steppe, where dark-brown soils were formed in the arid climate. This contributed to the creation of a unique terroir, which allows to obtain high quality crops and produce small amounts of original high quality dry wines. Tourists can visit the vineyards and family wineries, tastings, enogastronomic lunches, etc. [14].

The original destination of industrial wine tourism is "ARTEMOVSK WINERY" (Artemivsk, Donetsk region), which provides a unique opportunity to get involved with the intricacies of creating sparkling wines according to classical French technology. It is the largest enterprise of Eastern Europe that produces sparkling wines

according to the classic bottle method. The entire cycle of production in "Artemovsk Winery" is located at a depth of more than 72 meters in underground plaster tunnels that have unique microclimatic conditions – constant temperature and humidity all year round. The total area of underground tunnels, which can simultaneously store 30 million bottles of Artemovsk sparkling wine, is over 25 hectares. "Artemovsk Winery" is the only producer of sparkling wines in Ukraine, which fully demonstrates its technological cycle in action. Specialists of the company developed a sightseeing tour for introduction to the classical technology of champagne wine. At first, the visitors can get acquainted with the three production workshops in the underground part of the factory: the wine shop, which provides the basis for creating sparkling wine, the department of assemblage and blending, as well as remuery department, where the bottle stacks are under the supervision of remuers who follow the crystalline purity of sparkling wines. The visitors are also proposed to observe the work of the modern automatic line of the degassing department, which is installed only in five enterprises of Europe. Upon completing the excursion, the visitors are offered the tasting of sparkling wine, which includes 6 samples of products [15].

Thus, the creation of systemic and complex conditions for their further development and increase of competitiveness is connected with the introduction of innovative models of managing the regional development of tourism, cooperation of central and local executive authorities, local self-government, public and professional organizations and business structures, active information support and promotion of national and regional tourist product both in the domestic and international markets. Such a policy can be productive on the condition of a systemic combination of political, legal, industrial, marketing, innovative, investment measures for the development of the tourism industry and support of wine tourism as a priority area of tourism activity.

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