

WINE TOURISM IN EUROPE AND UKRAINE

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“Europe is the world's leading tourist destination. Tourism plays a key role in the development of many European regions, in particular the less developed regions, due to its considerable spill-over and job creation potential, particularly for young people. Tourism has also shown considerable resilience and persistent growth even during the recent crisis.”[1]

Today wine tourism has become an essential part of our life because of growing wine consumption as a culture. Many progressive European countries implement this kind of tourism long ago, and Ukraine must to go their way.

First of all, we would rather say that wine tourism is a specific kind because of unique underscore of national traditions and customs, which makes cultures of peoples of the world more available. And, the second, it is a specific kind of tourism business.

“If you look at the statistics, the cost of the wine tour to Europe is from 450 euros, and in Ukraine – from 90 euros.”[2] Today France is the most popular wine country, but we can't but mention that Austria, Germany, Italy, Croatia, Montenegro, Serbia and many other European countries are rapidly developing wine tourism. We would like to tell you about Montenegro because this country is mentally close to Ukraine.

“The development of wine tourism in Montenegro officially began in mid-2007 in the framework of the projects and initiatives of the German society for technical cooperation, and later the National Association of winemakers and vineyards of Montenegro.”[3] In 2008 the project under the name “Wine way of Montenegro” started. It is one of the biggest wine tour of Europe. The comparative advantage of wine tourism in Montenegro is certainly in close proximity to the coast and tourist centres, the existing large number of Hiking and Cycling trails in the wine-growing regions and has long been known tourist routes around the Skadar lake.

In addition, in recent years several festivals have been organized. They aimed at promoting national wine production and wine tourism, such as the traditional festival of “Mimosa” in the Boka Kotorska Bay and the festival of Wine and fish in Virpazar, Wine festival in Herceg Novi, Montenegro Bazaar in Nahii.

“Ukraine is among the five countries of Europe, where wine tourism has great prospects. The most popular wine region in Ukraine – Zakarpattya – a relatively young wine region map of Ukraine. Perhaps this happened due to the fact that large plants are generally foreign to the Western mentality. In Zakarpattya today is 40% of wine events in the country. Odessa region is famous not only for wine but also champagne.”[4] The other regions of Ukraine have also interesting wine places such as Winery of Prince P. N. Trubetskoy (Kherson region), Winery "Zeleny Gai"(Voznesensk ,Nikolaev region) and many others.

So, Ukraine must use the experience of Montenegro and other European

countries. We must improve transport infrastructure and use some marketing events for growth of tourists.

References:

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