

ENOTOURISM IN GEORGIA

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Today the world has a new kind of tourism — the enotourism. The idea is very simple: tasting different types of wine directly in the places of their production, visits to wineries, vineyards, festivals and other events. This helps to feel the taste and aroma of the drink, learn the secret of its origin. In addition, wine connoisseurs claim that this drink does not like to travel, so if the wine is sold far from its place of production, it loses its flavor and less true to the original.

Georgia is a country of wine. Special kinds of wine which are grown locally, in the Georgian vineyards, will satisfy the taste of anyone who has ever had and will have the opportunity to appreciate this truly divine drink. By the way, in Georgia more than 400 varieties of grapes are grown.

Wine tour in the narrow sense means that you are arrived at the village, shown the winery, told how it works – for this it is useful to understand what is technology - and then you are brought lots of food and wine. Instead of the village you can go to the winery. Wine factory has one significant advantage – they have in inventory of various wines. The villages usually give 1 - 2 varieties. Usually it is Saperavi and Rkatsiteli. But the classic wine tour is a meeting with enologists, with the history of winemaking, a special trip to the vineyards, participation in the process of wine making and some additional activities.

Wine and culture of winemaking, wine tourism in Georgia is very important field that allocates the country in the global tourism market. Georgia is the birthplace of wine. Georgian wine has no analogues in the world. Popularity of Georgia depends on the developing of wine tourism, and the rapid development of the private sector in this area helps it.

Almost all the travel companies that are currently active on the market, offer a combined tour to foreign and local tourists, during which a visit to Marani and wine tasting are one of unconditional components. In Marani guests have the opportunity to bake bread in the bakery, taste churchkhela and so on. In autumn, tourists are offered to participate in the Process. Often this process is accompanied by the feast with participation of Toastmasters and Georgian folk ensemble.

Also, interesting is the fact that in Georgia, wine is white and black, red or pink wine in Georgia is alien, it is European technology of wine production. There are a lot of wine centers in Georgia, enough for all of your time and money.

The most popular destination here is Kakheti. Many varieties of wine, wine-growing areas are located densely here, also there are many wineries. Also tourists usually visit Telavi and Gurjaani districts.

In General, the development of wine tourism is a continuous process. Enotourism makes country more attractive for tourists and it is a good way to know the region.

References:

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