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Marketing Research of Consumers for the Project «Wine Routes of the Ukrainian Black Sea Region»

Abstract. *Introduction. Theoretical and practical approaches to marketing research of consumers in the field of wine tourism are considered. Reasonable decision-making is needed for the effective development of the Black Sea Wine Roads project. For this purpose, marketing research was conducted using qualitative and quantitative marketing research (survey, structured interview, content analysis of the text).*

Purpose. *The purpose of the research is to substantiate management decisions for the development of wine tourism in the Black Sea region based on marketing research.*

Results. *A structured interview was conducted with the participants of the ODESSA VINE WEEK event (May 19, 2021), who are stakeholders - the State Agency for Tourism Development of Ukraine, heads of travel agencies, owners and marketers of wineries, etc. The result of the interview was a «portrait of a wine tourist». A survey of owners of 16 wineries from different regions of Ukraine concluded that the main motives for wine tourists to visit them are the opportunity to try unique local or original wines, high quality wine and use of modern equipment, specially created museums, cultural centers with excursions and wonderful landscapes and picturesque vineyards around. The results of a survey of consumers of wine tourism services are presented.*

Four main segments among wine tourism connoisseurs have been identified. The first segment is advanced wine connoisseurs, who are mostly united in wine clubs. They have experience in tasting both domestic and foreign wines. They have experience of tasting at wineries. The second segment is Ukrainian tourists who are interested in everything new. They have experience in travel, especially domestic tourism. The third segment – people whose professional activity and purpose of a trip to wineries are directly related to winemaking and tourism. The fourth segment is foreign tourists.

Conclusions. *The research showed that among modern tourists, the share of those who are looking for an opportunity to add more celebration and pleasure to their holiday in terms of culture and discover new gastronomic feelings combined with fine wines is growing. It is recommended to use the results of the study to form a marketing strategy for the development of the project of wine roads of the Black Sea coast of Ukraine.*

Keywords: *wine tourism, wine routes; marketing research; stakeholders; structured interviews; hypotheses; target segment; consumer portrait.*

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Маркетингові дослідження споживачів для проєкту «винні шляхи Причорномор'я України»

Розглянуто теоретичні та практичні підходи до маркетингових досліджень споживачів у сфері винного туризму. Для ефективного розвитку проєкту «Винні дороги Причорномор'я», необхідне обґрунтоване прийняття рішень. З цією метою було проведено маркетингове дослідження з використанням якісних та кількісних маркетингових досліджень (опитування, структуроване інтерв'ю, контент-аналіз тексту). Було проведено структуроване інтерв'ю з учасниками заходу ODESSA VINE WEEK (19.05.2021), які є стейкхолдерами – державної агенції з розвитку туризму України, керівниками туристичних агенцій, власниками та маркетологами виноробень тощо. Результатом обробки інтерв'ю став «портрет винного туриста». Опитування власників 16 виноробень з різних регіонів України дозволило дійти висновку, що головними мотивами для винних туристів їх відвідати є

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можливість спробувати унікальні локальні або авторські вина, висока якість вина та використання сучасного обладнання, спеціально створені музеї, культурні центри з екскурсіями та чудові пейзажі й живописні виноградники. Надано результати опитування споживачів послуг винного туризму.

Визначено чотири основних сегменти серед поціновувачів винного туризму. Перший сегмент – просунуті знавці вина, які здебільшого об'єднані у винні клуби. Мають досвід дегустації як вітчизняного, так і іноземного вина. Мають досвід дегустації на виноробнях. Другий сегмент – українські туристи, які цікавляться всім новим. Мають досвід подорожей, насамперед, внутрішнього туризму. Третій сегмент – люди, чия професійна діяльність і мета поїздки на виноробні безпосередньо пов'язані з виноробством і туризмом. Четвертий сегмент – іноземні туристи. Дослідження показало, що серед сучасних туристів зростає частка тих, хто шукає можливість додати своєму відпочинку більше свята та задоволення з точки зору культури відкриття нових гастрономічних почуттів у поєднанні з вишуканими винами. Рекомендовано використовувати отримані результати дослідження для формування маркетингової стратегії розвитку проекту винних доріг Причорномор'я України.

***Ключові слова:** винний туризм; винні маршрути; маркетингові дослідження; зацікавлені сторони; структуровані інтерв'ю; гіпотези; цільовий сегмент; портрет споживача.*

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Formulation of the problem. The relevance of the topic is due to the fact that today the wine tourism market in Ukraine is characterized by stable development and positive forecasts. Recently, local wines and wineries that produce them have become increasingly popular. People demand something special, limited, unusual and, necessarily, natural. Today, both the leaders of the wine industry and little-known wineries have begun to organize excursions to their own vineyards or production facilities. The first Routes of Wine and Taste have already been created in Bessarabia and Transcarpathia, and Kherson and Mykolaiv regions intend to create similar roads.

In 2020, the international project Sea of Wine was launched. This project involves the development and launch of a wine route that will pass through four countries: Ukraine, Georgia, Armenia and Greece. From the Ukrainian side, winemakers of the Black Sea region, namely Odessa, Mykolaiv and Kherson regions, can take part in the project.

Analysis of recent research and publications. One of the promising areas of development of the tourist services market is wine tourism – a thematic type of tourism associated with getting acquainted with the history, production technology and culture of consumption of wines in a particular region and tasting them directly from the manufacturer [1; 4; 5].

Wine tourism is an important element of two branches of wine-making and tourism, a tool for reviving economic activity due to the influx of domestic and foreign tourists to wine-producing regions. For the tourism industry, wine and related attractions are an essential factor in the competitiveness of a tourist product, a motive for special travel, an element of food, treatment and entertainment services. For wineries, wine tourism is one of the ways to promote a brand to ensure long-term consumer commitment [1; 4].

Some aspects of the development of wine tourism in Ukraine are covered in the works of D. Basyuk [1], K. Badeshchenkova [2], T. Bozhuk [3], S. Ivanov [4], L. Gorshkova [5], O. Lyubitseva [6], V. Matveeva [7], S. Nezdoiminova [8], A. Pergat [9]. Among foreign authors, the peculiarities of marketing in wine tourism

are studied in the works of M. Hall, G. Johnson, James E. Wilson, K. Storchmann [10-12] et al.

However, a systematic scientific study of the peculiarities of the influence of environmental factors on the development of wine tourism, as well as the behaviour of consumers of wine tours, has not been conducted in Ukraine today.

Formulation of research goals. The purpose of the research is to substantiate management decisions for the development of wine tourism in the Black Sea region based on marketing research.

Outline of the main research material. The driver of the development of European wine tourism is the creation of regional wine roads. Almost all wine countries have such «wine roads» leading from Castle to Castle, from winery to winery. In Italy, there are special routes with the names «Strada del Chianti», «Strada del Vino», pleasant for wine lovers [13]. A total of 173 «wine routes» and 3,900 wineries are located in Italy [14]. Georgia's most famous wine route starts from Tbilisi and passes through Msheta in Borjomi. In Tbilisi, tourists visit the sparkling wine factory «Bagrationi 1882», where they get acquainted with the history of the factory, a tasting room that serves 12 types of sparkling wine, enjoy pita bread, fruit and cheese. The German wine route is one of the most popular tourist routes in the Palatinate region. It consists of several long rural roads with a total length of 85 kilometres, winding along forests and grape Hills, ruins of castles and cozy German villages. [15] Alsace wine Road is the most famous Wine Road in France, founded in 1953. When traveling along it, it is worth visiting the towns of Colmar, Riquir, Riboville and Egisheim – they are considered the most authentic and beautiful, and Riquir and Egisheim are generally included in the lists of the most beautiful villages in France (Les Plus Beaux Villages de France).

Compared to Europe, wine tourism in Ukraine has appeared relatively recently. The conditions and results of its development are the creation in 2019 of the project and public organization «Road of wine and taste of Ukrainian Bessarabia» and in 2020-2021 of the «Road of wine and taste» of Transcarpathia, Kherson region, Mykolaiv region, Carpathian region and Kryvyi Rih region.

The main goal of these organizations is to ensure the preservation of the historical, cultural, ethnographic and enogastronomic environment of certain regions of Ukraine, their popularization, support for local producers, introduction of European quality standards for craft products, as well as increase the tourist and investment attractiveness of the region.

The management problem of wine tourism in Ukraine is insufficiently high rates of development in comparison with European countries.

Based on the management problem marketing problems were identified:

- insufficient certainty of macro-environmental factors affecting the development of wine tourism in Ukraine, including in the Black Sea region;
- insufficient certainty of the behaviour of consumers of wine tours;
- insufficient certainty of motivation of Ukrainian wineries to become participants in wine roads.

Marketing research is the systematic collection, recording and analysis of data on problems related to the marketing of goods and services.

Table 1. Types of development research of wine tourism

Types of research	Secondary research	Primary research
Macro- and micro-environment factors	Reviews of the wine tourism market in Ukraine	Interviews with stakeholders at Odessa Wine Week
Wineries	Monitoring of wineries websites	Survey of TOP managers of wineries on Odessa Wine Week
Consumers	Monitoring of research on segmentation and motivation of wine tourists in Europe	Online survey (Google form of the questionnaire) of tourists of the Black Sea region on Facebook

Source: generated by the authors

Qualitative and quantitative marketing research was conducted to solve the identified problems (Table 1):

1) qualitative research - interviewing industry stakeholders (stakeholders are those who are actively involved in a project or business, those whose interests may be affected by the success or failure of the project, as well as those who, by virtue of their position or authority, can influence the project themselves);

2) quantitative research:

- based on the processing of the answers to the following three interview questions, hypotheses of segmentation of wine tour consumers were formed in accordance with the characteristics of behaviour; an online questionnaire was conducted to confirm the hypotheses for the first two segments

- a survey (questionnaire) of TOP-managers of wineries who took part in the round-robin tasting at ODESSA WINE WEEK was conducted (19.05.2021).

The list of stakeholders of Ukrainian wine tourism, interviews with whom were conducted during Odessa Wine Week, namely on May 21, 2021, during the conference «Enogastronomical tourism - a driver for the development of tourist destinations»:

1. Kirill Dombrovsky, First Deputy Chairman of the government agency for tourism development of Ukraine
2. Irina Dyachenkova, director of the publishing house «Drinks+»
3. Alexander Grabovsky, president of the Odessa Association of tour operators and agencies

4. Maria Yukhnovets, president of the Association of entry tour operators of Ukraine, and Marina Antonyuk, member of the board of the Association of entry tour operators of Ukraine

5. Yevgenia Nikolaichuk, co-founder of «Like a Local's Wine Bar», teacher of the Sommelier School, WSET4

6. Sergey Morenets, founder of the club of wine connoisseurs «Vintage» (Odesa)

7. Albina Manzul, technologist at the family winery Manzul Winehouse

8. Kristina Beshleul, communications specialist of The Sea Of Wine Project, PR Manager of the wine company «Tairovo» LLC (ТМ «Виноробна Станція» («Wine Station»))

9. Tatiana Dymnich, travel agency «Я вам розкажу за всю Одесу» («I will tell you for the whole of Odesa»)

10. Roman Kozlovsky, travel agency «Давай поїдемо» («Let's go»)

The experts were asked to answer a number of questions:

- 1) From your point of view, in the next few years, which 3-5 factors will most strongly influence the development of wine tourism in Ukraine?
- 2) How can you describe the portrait of a Ukrainian wine tourist: who is he, what does he do, what interests him?
- 3) Where can I find him to communicate with him?
- 4) How can he be lured to the Black Sea region?

The results of processing the portrait response and communication with wine tourists are presented Table 2.

Table 2 – Results of a survey of experts on the portrait of a wine tourist

1	Characteristics of a wine tourist	Full name of the expert
1.1	This is any person who gets to know this world and gets to know himself in this world, reveals new facets, learns something new, travels, acquires experience, impressions	Kirill Dombrovsky
1.2	These are people who at least has a job. And people who are basically interested in life, new directions, maybe new attractions, new knowledge, strive to get them directly from the sources of this knowledge and like to form their own opinion about a particular subject.	Irina Dianchenkova
1.3	Oddly enough, women respond to such trips with great enthusiasm. Men prefer to drink in men's companies and without formalizing the situation. And as a woman, she would always like to receive, in addition to the product itself, also information. To get in the mood for new knowledge and pleasure, it is more pronounced in the female audience. Although it can not be said that men are somehow indifferent, but women are more emotionally perceived and naturally in the group they prevail today.	Alexander Grabovsky
1.4	Age from 35 years, on average. They are a kind of hedonists who appreciate the pleasure of wine and food. By middle age, such a certain selectivity is already being formed. These are people with an above-average budget. These are definitely not budget tourists. Because it doesn't make much sense to go on a food tour and save on everything and not try anything. You can then go to Silpo, buy a bottle there and finish your gastronomic tours. Interests can be diverse in terms of professions. These are mostly people of creative professions, rather than people of some engineering professions. Plus, these are people who need to popularize Ukrainian.	Marina Antonyuk
1.5	If we talk in general about the portrait of such a wine tourist, you can call it foody. I would not separate those who love wine tours from gastronomic ones, because wine is a whole culture and is also closely related to food. These are definitely aesthetes who enjoy absolutely every component. Wine tour, gastronomic tour in general it is always very beautiful, it is always very aesthetically pleasing it is always very full. Second, yes, absolutely, these are people with a fairly high income, because they basically belong to the category of significantly average +. These people are not banal. That is, if a person wants to see Chile or Ukraine... or any other country where there is winemaking, that is, he consciously wants to fly there only because there is winemaking, that is, this indicates a non-banal view of travel and his high interest in wine topics. And these are definitely people who you know such people in life as, do you speak English? «No rush» is people who live by the principle of «no rush» to enjoy absolutely every moment during their lifetime	Maria Yukhnovets
1.6	I would distinguish two categories. The first category is professionals or people related to this topic in one way or another. They go to wineries purposeful the second category of people is looking for something interesting, but they are not quite in the wine topic. They go because one of their friends organized it, or it's some kind of big corporate trip. Now it is also popular among corporate trips. Therefore, the average age is in any case 25-40. Maybe 45. This is definitely the average plus segment in terms of money. This person is so quite open. And in the past, most often, he already has a good experience of traveling as such. Well, he is also interested in gastronomy, of course.	Yevgenia Nikolaichuk
1.7	These are mostly women aged 40-50 years. Because if men go, it's only for the company. Basically interested in tourism, not only wine, has time to travel. In other words, these are most likely people who are freer in time. Some may be freelancers who are not burdened with worries. They are also interested in wines. This is how the connection is: interest - wine, interest - tourism, interest in gastronomy	Sergey Morenets
1.8	Even 5-7 years ago, probably there were people starting from the age of 30+, but now it is still changing, because I see from my personal experience that of course the majority, probably 70% of people are 30+, but still there is already a younger generation, which ... what attracts, first of all, it is basically an interest in life, that's all interesting to learn. It's not interesting, it's boring to live here, as if it's just monotonous to do your work there, and so on. This is the first point. The second is that wine is still inextricably linked with a healthy lifestyle and basically this whole story, if, for example, earlier they really consumed more strong alcohol, now everything is getting closer to drinking more wine and therefore the younger generation, it also strives to drink this particular drink. Well, in general, let's say I can say that about myself, I have mostly families who lead, try to lead a healthy lifestyle, who like to travel, who basically likes to live interestingly, as a rule, these are people with well, what with higher education is self-evident,	Albina Manzul

	but basically, they are quite educated and have seen a lot in life, here.	
1.9	Women 40-60 years old, employees, with higher education, intellectual work (teachers, doctors...)	Roman Kozlovsky
2	Where to find a wine tourist	Full name of the expert
2.1	Through mass media, digital, and communication. It is necessary to form a Ukrainian culture of traveling in their own country, this stitches Ukraine together. Because when a person from one region goes to another region, learns traditions, through cuisine, through wine, through communication, through culture, through conversation, through literature, whatever, then returns to the place of his permanent residence and extrapolates this experience to his friends, acquaintances, relatives – this unites us, it stitches the country together, and this is the main thing.	Kirill Dombrovsky
2.2	International expohabs are enogastronomical, primarily wine. These are global exhibitions about wine, such as in Germany Prowine, in London LondonVineFest, in France VineParis or VineexpoParis, in Spain Alimentaria and in Moldova and Georgia these are Wine Days and in Ukraine these are WineSpirits Ukraine - exhibitions that take place in Kiev. The audience of visitors and exhibitors is 100% the same as the audience of wine tourists. Because people who are very active, they are interested in wine, they already understand something about wine and they like to travel.	Irina Dianchenkova
2.3	You need people to know what you do, to trust you, but these are not simple things at all. This is a matter of time, a matter of constant work, a matter of correctly set information flows. The organization of wine festivals, such as in Bolgrad, Tarutino, will inform tourists	Alexander Grabovsky
2.4	We need to hold as many local festivals as possible. This has always been a very good mechanism to attract attention, basically, some seasonal wine-making moments: grape harvesting and so on.	Maria Yukhnovets
2.5	People who go to restaurants, people who go to tastings. Or today, corporate tourism is also looking for interesting locations.	Yevgenia Nikolaichuk
2.6	Promotion through travel agencies, through international travel agencies	Sergey Morenets
2.7	Themed wine communities (clubs). Tasting sites (festivals...)	Roman Kozlovsky
3	What is interesting about the Black Sea region for a wine tourist	Full name of the expert
3.1	Sea, air, sun, cuisine, wine – that's why it's interesting. Culture, good people...	Kirill Dombrovsky
3.2	For international wine tourists, Ukrainian local wine is exotic.	Irina Dianchenkova
3.3	The quality of the product and harmoniously selected tasting pairs - with aged cheeses with high-quality brynza, with meat specialties. If I were still interested, I would think that Odessa is always distinguished by high-quality fish. It is not yet so densely present in wine tastings.	Alexander Grabovsky
3.4	In order for a person to come to a tourist site, they were offered not only a set of wines of some interesting nature, but also a gastronomic combination. Yes, some kind of lunch can be local cuisine Offer a 3-4-day tour, which would be more profitable to go to than to Turkey	Sergey Morenets
3.5	The theme of a healthy lifestyle combined with gastronomic tourism. Just wine is quite difficult to lure a person, that is, you need to create a complex for him: there is food, and wine, and some beautiful locations When a family arrives who also needs to lure a child, many wineries produce grape juice, that is, to make it interesting and good not only for adults	Albina Manzul

Source: formed by the authors

In total, a survey was conducted with representatives of 16 wineries, including by geographical location by region:

Bessarabia (4): LLC «PTC Shabo» [16], NSC «Institute of Viticulture and Winemaking named after V.E. Tairov», Frumushika-Nova, «V. Petrov» winery;

Black Sea (8): LLC «Tairovo» (TM «Vinorobna Stanzia»), JSC Koblevo», The winery of Prince P. N. Trubetskoy, TM «Shustov», «Beykush winery», 46

Parallele Wine Group, FALCON CRAFT WINE, «WINECRAFT» winery;

Transcarpathia (2): «Chateau Chizay» wine company, «STAKHOVSKY WINES» craft winery;

Podolia (1): PE «GIGINEISHVILI WINE HOUSE»;

Center Of Ukraine (1): Biologist craft winery.

The response received was displayed as diagrams in Fig. 1-4.

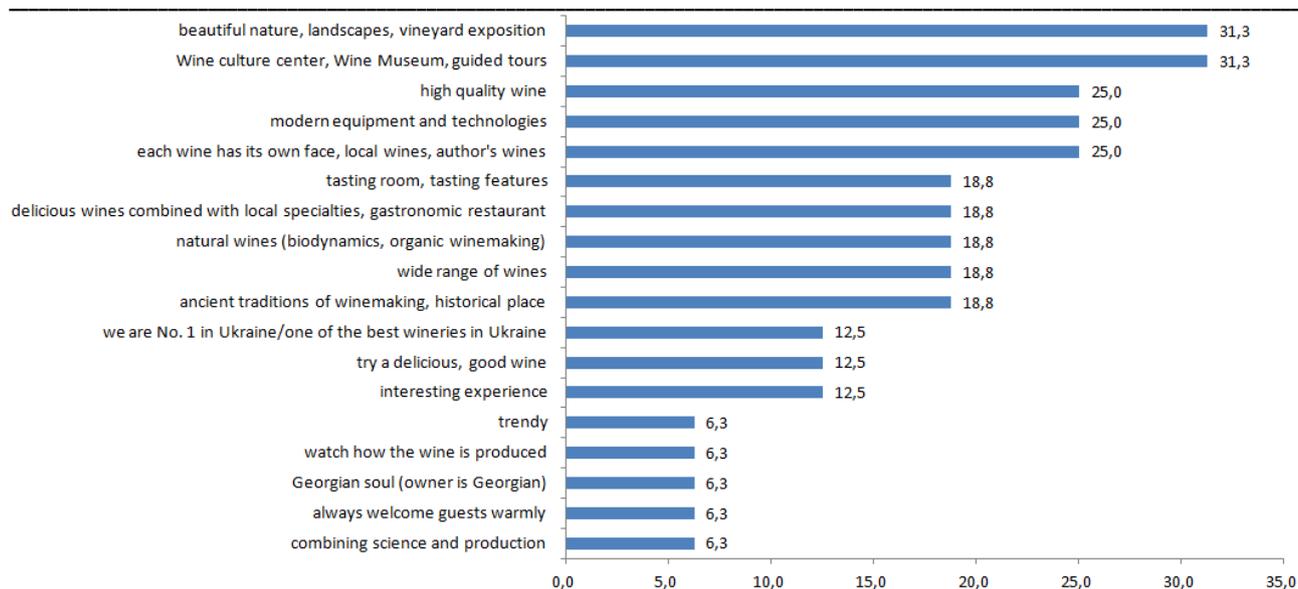


Figure 1 – Reasons to visit a winery

Source: formed by the authors

From the point of view of wineries, the main two reasons for wine tourists to visit them are specially created museums, cultural centers with excursions and magnificent landscapes and picturesque vineyards around (31% of respondents chose both answers). Also,

in the top 5 reasons to visit the winery were: the opportunity to taste unique local or author's wines; high quality wine and the use of modern equipment (each of the answers was chosen by 25% of wineries).

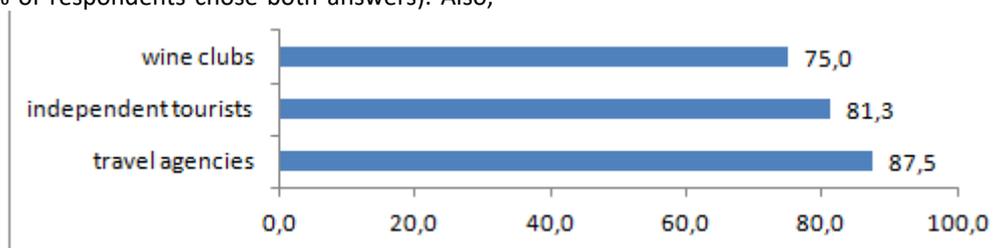


Figure 2 – Who organizes a trip to the winery? (% of respondents)

Source: formed by the authors

Most often, trips to wineries are organized by travel agencies.



Figure 3– Information Resources of existing wineries

Source: formed by the authors

Facebook- Instagram (100%), and almost all of them have their own website and page (86%). Ordering via the Internet is a promising area for selling wine products,

which is why 81.3% of wineries sell wine on their own website; 62.5% of wineries offer their products on the Rozetka.

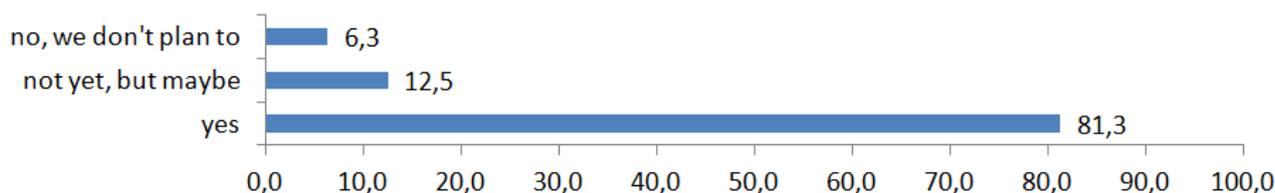


Figure 4 – Does the winery plan to become part of the wine roads of Ukraine?

Source: formed by the authors

Most wineries see prospects for development in the field of enogastronomical tourism, that is why 81.3% of the respondents plan to join the wine roads.

To the question «How can the income for the participants of the wine routes grow?» most of the surveyed wineries believe that the profit can increase in the range of 25-30% for the participants of the wine roads.

Analysis of the stakeholders' answers (second-fourth questions) allowed us to identify the following four groups of wine tourists:

1) Advanced wine connoisseurs, who are mostly united in wine clubs. They have experience in tasting both domestic and foreign wine. They have experience in tasting at wineries.

2) Ukrainian tourists who are interested in everything new. They have travel experience, primarily domestic tourism.

3) People whose professional activities and the purpose of their trip to wineries are directly related to wine and tourism.

4) Foreign tourists

Hypotheses about the segment №1:

Mainly women aged 40-60 years, employees engaged mainly in intellectual work

A consumer with an income level of «average» and «above average», has free time to travel.

Have an interest in wine consumption, are interested in new knowledge about wine, in new impressions.

Traveling with friends, close acquaintances or with family.

They attend wine festivals. Most often, they are members of wine clubs.

Hypotheses about the segment №2:

A consumer with an above-average income, aged 25-45 years.

A person who learns about the world and himself through travel has quite a lot of experience in traveling.

A working person who is interested in new experiences, emotions and knowledge.

Young audience, leads a healthy lifestyle; prefers wine rather than stronger alcohol.

They can travel with a loved one, family, friends, employees.

Their interests are complex: new places, beautiful landscapes, historical sights, local cuisine combined with wine.

They can attend national and local festivals on any topic of interest: music, hand-made, enogastronomy, etc.

To clarify the motivation of tourists traveling in our region, an online survey was conducted among representatives of the segments №№1 и 2.

Overall, out of 58 respondents, 72.4% are women and 27.6% are men, mostly between the ages of 36 and 45 (41%).

The results of the responses are presented below.

Travel organizer:

independent - 75.9%

travel agency - 24.1%

wine club - 10.3%

travel club - 6.9%

How often do people come to the Black Sea region of Ukraine:

1-2 times a year - 58.6%

3-4 trips per year - 27.6%

Sources of information about tourist destinations of the Black Sea region of Ukraine:

friend's offers - 41.4%

advertising in FB, Instagram - 31.0%

sites about trips and tourism - 20.7%

announcements on the pages of the tourist/wine club - 20.7%

Motivation for a weekend trip to the Black Sea region (maximum 5 points)

- Avoid everyday life, new experiences - 4.41

- Discover a new city and culture - 4.17

- Relax by the sea - 3.66

Reasons for choosing a destination (maximum 5 points)

- Beautiful nature, landscapes - 4.59

- Tour price (travel expenses) - 3.90

- Local food and wine - 3.86

Wine: habits (maximum 5 points)

I am interested in wine and related activities - 3.28

Wine-related activities are reason enough to travel - 2.97

I often attend wine tastings - 2.93

Results of answers to the question «Acceptable expenses for 1 day of travel that are interesting to you in this program»: the majority of potential tourists (27.6%) are guided by average expenses from 700-1400 UAH, another 24% consider pleasant expenses for a day up to 700 UAH. 10.3% are ready to spend more, namely 1401-

2000. Also, 6.9% of consumers expect an elite level of services, more than 3000 UAH.

Conclusions. Wine tourism is a specialized type of tourism that aims to taste, consume, and buy wine directly from the producer. The study showed that among modern tourists, the share of those who are looking for an opportunity to add more celebration and pleasure to their holiday in terms of culture and discover new gastronomic sensations combined with Fine Wines is growing.

The management problem of wine tourism in Ukraine is the insufficiently high rate of its development. The driver of the development of wine tourism in the region can be the creation of a map of tourist routes between wineries, historical monuments, interesting places,

hotels and restaurants - the so-called «Wine routes» or «Wine and taste routes».

The success of spreading wine roads depends on the activity of their participants, especially wineries. Most wineries see prospects for development in the field of enogastronomy tourism, which is why 81.3% of respondents plan to become part of wine roads. The projected percentage of revenue growth from participating in the Wine Road project is approximately 25-30%. Their representatives named specially created museums, cultural centres with excursions, as well as beautiful landscapes and picturesque vineyards around them as the main motives for wine tourists to visit wineries.

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