

STRATEGIC, ECONOMIC AND LEGAL DIMENSIONS OF AGRIBUSINESS DEVELOPMENT IN THE EUROPEAN UNION AND UKRAINE: PERSPECTIVES, CHALLENGES, AND OPPORTUNITIES

ANETA BEŁDYCKA-BÓRAWSKA
IRENEUSZ ŻUCHOWSKI



**OSTROŁĘCKIE
TOWARZYSTWO
NAUKOWE**

4.4.	Decentralization and strengthening the financial capacity of communities	142
4.5.	Integration into European rural development programs	144
4.6.	The concept of "Smart Villages" is the digital transformation of rural areas	147
4.7.	Green Transition and Ecological Development Models	148
4.8.	Development of cooperatives and small farms	150
4.9.	Mechanisms of differentiation of rural areas of the region	152
4.10.	Conclusions	158
	References	160

5. WINE TOURISM AS A TOOL FOR ECONOMIC DEVELOPMENT AND EFFECTIVE MANAGEMENT IN THE CONTEXT OF GLOBALIZATION

(Viktoriia Boiko)

5.1.	Introduction	163
5.2.	Theoretical foundations of wine tourism development, its economic impact and role in shaping sustainable market trends	164
5.3.	The wine-growing industry and its role in the formation and development of wine tourism in Ukraine and the world	170
5.4.	International experience in developing wine tourism as a tool for economic growth	181
5.5.	Conclusions	193
	References	194

WINE TOURISM AS A TOOL FOR ECONOMIC DEVELOPMENT AND EFFECTIVE MANAGEMENT IN THE CONTEXT OF GLOBALIZATION

Viktoriia Boiko

Kherson State Agrarian and Economic University, Kropyvnytskyi, Ukraine

5.1. Introduction

In the context of globalization, tourism is one of the important factors of economic development, contributing to income growth, job creation, and development of regional infrastructure. One of the promising areas of the tourism industry is wine tourism, which combines gastronomic traditions, cultural heritage, and agro-industrial production. It becomes a key element in shaping the tourist attractiveness of regions and contributes to their socio-economic development.

The development of wine tourism is an important aspect of the modern economy, as it integrates several industries – viticulture, winemaking, tourism and marketing. In the context of increasing competition in the international tourism market, the country's regions strive to develop unique tourist products based on local resources. Wine tourism can become a powerful driver of economic growth, attracting investment and expanding opportunities for the export of wine products. This is especially true for Ukraine, which has favorable climatic conditions for viticulture and significant potential for developing tourism infrastructure.

The purpose of this study is to define the role of wine tourism as a tool for economic development and effective management in the context of globalization, as well as to identify the main trends affecting its development. The

study aims to analyze modern approaches to developing wine tourism, studying its impact on the regional economy, and developing recommendations for increasing the efficiency of this industry in Ukraine.

To achieve this goal, it is necessary to solve the following tasks:

- determine the theoretical foundations of wine tourism as a component of economic development;
- investigate the state and prospects for developing the wine industry as a basis for the formation of wine tourism;
- analyze the international experience of wine tourism development and the possibilities of its adaptation to Ukrainian realities;
- develop recommendations for increasing the competitiveness of wine tourism in Ukraine.

The scientific novelty of the study lies in the comprehensive analysis of wine tourism as a tool for economic growth, as well as in the recommendations for its effective development.

The study has both theoretical and practical significance. The theoretical significance lies in the systematization of knowledge about wine tourism as an economic phenomenon, determining its place in the tourism and winemaking industries. The practical significance of the study lies in the possibility of using its results to create strategies for developing wine tourism in Ukraine, attracting investment and improving the country's image in the international tourism market.

5.2. Theoretical foundations of wine tourism development, its economic impact and role in shaping sustainable market trends

Today, wine tourism is considered a worthwhile endeavor in all wine-producing regions worldwide, as it contributes to the promotion of local alcoholic beverage producers and the advancement of the regional tourism product, yielding additional economic and social benefits from wine enthusiasts.

The development of specialized services within this type of tourism allows for the extension of the tourist season in the region, enhances the tourism image of the area, increases the number of tourist arrivals, and enriches and diversifies the local tourism offering by introducing wine tours, festivals, excursions, tastings, and presentations.

Wine tourism is a form of tourism that involves traveling to wine-producing regions to familiarize oneself with the wine production process, partake in wine tastings, and participate in cultural events related to wine. This form of tourism is becoming increasingly popular globally as it combines elements of gastronomic and cultural tourism, attracting tourists interested in unique experiences and local traditions. One of the main components of wine tourism is visiting wine regions where tourists can explore vineyards, wineries, and learn about the history of winemaking in a specific area. A key element is the organization of tastings, where visitors can sample different types of wines, learn about their characteristics, production techniques, and food pairings.

Furthermore, wine tourism includes participation in wine festivals, where large-scale events are organized to showcase local wines, host competitions, masterclasses on winemaking, and lectures. These festivals are often accompanied by cultural events, concerts, and traditional celebrations, allowing visitors to experience the atmosphere of the region. Another component is participation in educational programs, where tourists can gain knowledge about the history of winemaking, the specifics of winemaking techniques, and the culture of wine consumption. Wine tourism also encompasses visits to wine museums and historical landmarks, which provide a deeper understanding of the cultural heritage of a particular area.

Additionally, specialized tours can be organized for tourists, combining wine tourism with other activities, such as cycling or hiking through vineyards, visiting local restaurants where regional dishes, harmonizing with local wines, can be sampled. Thus, wine tourism combines various cultural, educational, and gastronomic elements, creating a unique experience for tourists.

Enotourism, or wine tourism, includes a broad range of services provided to tourists who wish to explore the winemaking traditions and cultures of different countries. The classification of enotouristic services can be divided into several main categories (fig. 1).

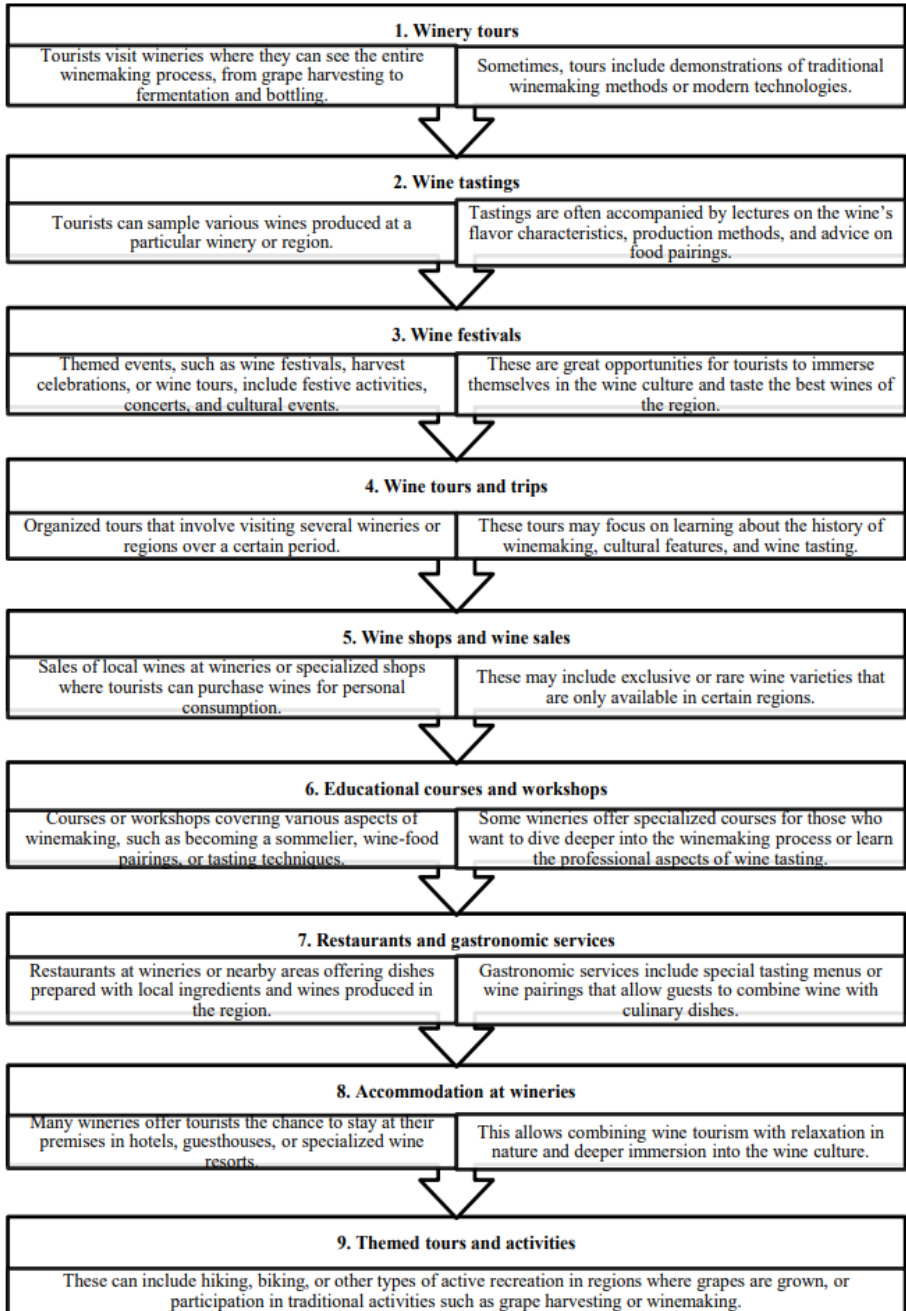


Figure 1. Classification of wine tourism services

Source: compiled by the author

Wine tourism can take various forms and types, among which an important place is occupied by enogastronomic tours, which involve the careful pairing of wine with various dishes to achieve a harmonious taste combination. During such tours, tourists have the opportunity to explore the culture of wine consumption and its pairing with other gastronomic products, including cheeses, meat, and fish delicacies. Typically, these journeys include visits to wine-producing regions, where tourists can observe the winemaking process, tour wine cellars, and interact with local producers.

The most common form of wine tourism is excursions to wineries with wine tastings in tasting rooms. Here, visitors can sample wines and brandies with a guarantee of quality and authenticity. During these excursions, guests learn a wealth of interesting information about the region's wines, the history of winemaking, and gain skills in proper wine consumption. Tourists are invited to familiarize themselves with the production process, descend into cellars filled with large vats and barrels, and discover the secrets of wine aging. They also learn about the unique traditions and assortment of wines and spirits offered by the specific winery.

As a special thematic direction within cultural and educational tourism, enogastronomic tours should be considered (a system of rules for the proper pairing of wine with various dishes to achieve a harmonious taste combination). During such a journey, tourists familiarize themselves with the culture of wine consumption and its pairing with other gastronomic products and dishes, most commonly with cheese, meat, and fish delicacies.

Another type of wine tourism is recreational and therapeutic tourism, which is based on the provision of services for therapeutic, preventive, and cosmetic purposes, using wine and grapes for treatment (vinotherapy, enotherapy, and ampelotherapy) in wellness and medical facilities.

If we consider each of the subtypes, it can be said that **vinotherapy** is a comprehensive set of therapeutic, wellness, and cosmetic techniques based on the healing properties of wine. Vinotherapy primarily involves the controlled consumption of red and white wines. Modern studies have shown that the therapeutic effect of vinotherapy is linked to the presence of polyphenols in the wine, which have antioxidant properties. Various vinotherapy procedures help eliminate toxins from the body, normalize blood circulation, and strengthen blood vessels. Additionally, wine-based masks, massages, and wraps improve blood microcirculation, saturate the skin with trace elements, hydrate and soften it, and restore youthfulness and elasticity.

Interest in **ampelotherapy** – the use of fresh grapes and grape juice for treating various diseases, predominantly chronic ones – has also grown. It has been proven that grape seeds contain a high concentration of active compounds, particularly polyphenols, which have a unique ability to bind free radicals that form in the body due to factors such as sunlight exposure, cigarette smoke, stress, and polluted air. Free radicals are one of the primary causes of aging and the development of malignant and cardiovascular diseases.

Enotherapy, or wine therapy, has a history spanning millennia. Even Plato compared wine to milk for elderly people, while the French claim that wine cures everything except alcoholism. The Babylonians, in the 6th century BCE, recognized the medicinal properties of wine, and ancient physicians used it as a primary means of restoring vitality. Wine contains components that help the body combat harmful environmental influences such as polluted air, stress, and cigarette smoke.

Wine tourism is an important part of cultural and gastronomic heritage and several fundamental principles can be distinguished for its development:

1. Preservation of traditions, which emphasizes local customs, methods of wine production, historical aspects of winemaking, as well as the culture of wine consumption. This principle is important for preserving the inheritance of winemaking and attracting tourists who want to dive into local culture and history.
2. Wine quality – wine farms should constantly strive to improve production technology, vineyard selection and improve quality standards. Tourists who come for tasting expect the best wine, and this is what provides their interest in travel.
3. The educational component is an important component of wine tourism. It can be manifested through excursions to winemaking, tasting workshops, as well as lectures on the history of wine and its features. The educational component adds additional value to experience and helps tourists better understand the culture and process of wine.
4. Ecological sustainability, since wine tourism is paying more and more attention to ecological purity. Winemaking uses organic methods of grape growing, minimizing the negative impact on the environment. Sustainable development also includes the use of eco-materials for packaging and doing responsible business.
5. Involvement of local communities to support local entrepreneurs, farmers, restaurants, hotels, and other participants in tourism infrastructure

helps them to develop the region and promote sustainable economic development.

6. Integration with other types of tourism. Wine tourism is often combined with other types of tourism, such as gastronomic, cultural, environmental or adventure. This allows businesses to offer tourists more diverse experiences and increase the attractiveness of the region.

Considering the trends of wine tourism, it can be noted that this type of tourism is gaining popularity among wine connoisseurs. Wine tours allow tourists to gain unique experience, which includes visiting the wine cellars, communication with manufacturers, acquaintance with the traditions of winemaking, and the purchase of unique wines directly from manufacturers. In addition, the wine tours are given the opportunity to study the history and culture of winemaking, as well as to expand the outlook on gastronomy and enoenotherapy.

Instead, it is also important to consider the inclusive aspects of organizing such tours to ensure the availability of wine tourism for persons with different physical restrictions, regardless of their social status or health. For example, winery companies should be equipped with accessible routes for wheelchairs, special systems for people with visual impairment, and communication for people with hearing impaired people, which will make this type of tourism more democratic and accessible to a wide range of tourists.

Wine tourism includes:

- visiting grape plantations, agricultural winery enterprises;
- familiarizing with the technology of production of alcoholic beverages directly in production;
- familiarizing with the history of winemaking, brewing, and national traditions of alcohol; visiting specialized museums and exhibitions;
- visiting tasting halls and basements, tasting of local grape varieties;
- visiting restaurants offering wine tasting services;
- participating in wine festivals and thematic holidays;
- participating in specialized exhibitions, forums, conferences, competitions, auctions, and workshops.

5.3. The wine-growing industry and its role in the formation and development of wine tourism in Ukraine and the world

Viticulture and winemaking in Ukraine have always been highly developed, profitable industries and have occupied a significant place in the structure of processing enterprises and the agricultural sector of the economy. Wine production is a relatively simple process if we consider it through the prism of the basic concept of producing this drink. First, grapes are turned into juice, which is then fermented and, after some time, wine is obtained. It is the fermentation process that is crucial in winemaking, as the taste, color, and aroma of this drink depend on it.

It is not only wine connoisseurs who want to see vineyards with their own eyes, visit wineries and taste the original taste of barrel wines. Tourists who previously visited other countries for sightseeing are now increasingly seeking to get acquainted with the winemaking process and taste famous wine brands (Boiko, V. 2022):

The war unleashed by Russia has had a significant impact on the wine industry in Ukraine. However, despite the difficult conditions, no winemaking enterprise intends to stop its activities, and farmers are forced to adapt to new realities. As Ukrainian winemakers say, they share the Bulgarian proverb: “The vine does not need words, but requires work,” so even during air raids or shelling, they continue to take care of their vineyards.

Today, winemaking has become an important industry that has an impact not only on wine production, but also on the development of local regions, the economy, the image of the country, and the environment. Wineries are gradually turning into centers of culture, tourism, and sustainable development. An important part of this industry is the viticulture industry, which requires a lot of labor and knowledge, but at the same time becomes an important source of income for local residents. Wine tourism is also a powerful stimulus for the economic development of regions, attracting tourists interested in the process of wine production, as well as exploring the culture and traditions of winemaking (Boiko, L., Boiko, V. 2024).

In 2022, the area of vineyards in Ukraine amounted to 30 thousand hectares, which is 3.6 times less than in 2000 (Fig. 2). In the structure of grape plantations, about 89% of the area is planted with industrial varieties, and 11% with table varieties.

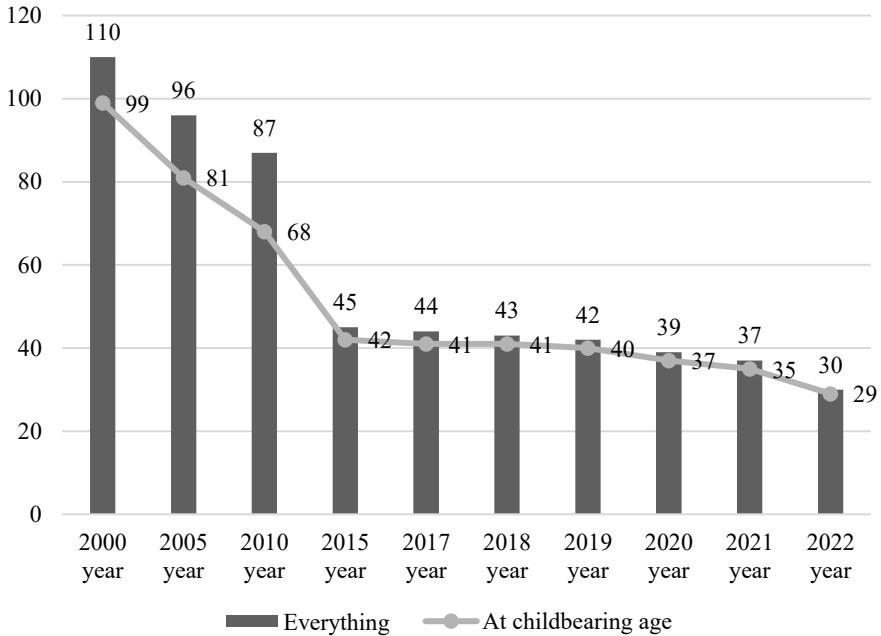


Figure 2. Dynamics of vineyard areas (since 2014, excluding the Autonomous Republic of Crimea), thousand hectares

Source: own elaborations based on Derzhavna sluzhba statyky Ukrainy. Available at: <https://www.google.com/search?client=opera&q=держстат+україні&sourceid=opera&ie=UTF-8&oe=UTF-8>

The wine industry of Ukraine lost almost half of its plantations for production as a result of the Russian invasion. Today, the area in the controlled territory of Ukraine is about 26 thousand hectares, but the harvest, despite all the events in 2022, was quite good – 258 thousand tons with an average yield of 8.93 t/ha. (Fig. 3). The largest gross grape harvest was obtained in Odessa region – 158.3 thousand tons. The wine-growing Odessa region is 24 thousand vineyards or 60% of the total in the entire country. 200 agricultural enterprises and 49 wineries are involved in the process of growing grapes in Odessa region. In Mykolaiv region, 34.5 thousand tons were obtained, in Transcarpathia – 30.8 thousand tons.

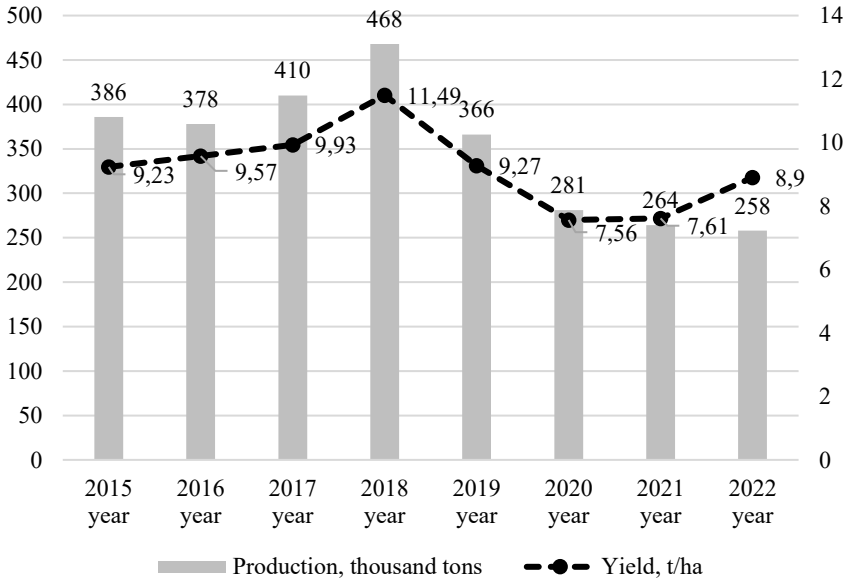


Figure 3. Productivity of the viticulture industry in Ukraine

Source: own elaborations based on Derzhavna sluzhba statystryky Ukrainy. Available at: <https://www.google.com/search?client=opera&q=держстат+україни&sourceid=opera&ie=UTF-8&oe=UTF-8>

The reasons for low productivity in the viticulture sector are primarily the decrease in the share of industrial grape plantations in enterprises and the insufficient introduction of modern technologies in households. In 2022, according to estimates by the State Statistics Service, about 68% of vineyard plantations were in small-scale households, while enterprises accounted for only 32% (Boiko, Boiko 2024).

In 2023, over 50.33 thousand tons of grapes were processed into wine materials in Ukraine (see Fig. 4). This is 14.9% less than in 2022 and 39% less than in 2021. For comparison: in 2022, over 59.12 thousand tons of grapes were processed into wine materials, and in 2021 –over 82.46 thousand tons. In 2023, 3.86 million decaliters of wine materials were produced, which is 5.2% more than in 2022, but 33.6% less than in 2021. In 2022, the production of wine materials amounted to over 3.67 million decaliters, and in 2021 – over 5.81 million decaliters.

At the end of 2022, the value of imported alcoholic and non-alcoholic beverages to Ukraine amounted to 490 million US dollars, which is 32% less than in 2021. However, in the first half of 2023, these figures increased by 61%

in volume and almost doubled in value. This indicates a recovery in demand for alcoholic beverages, which opens up new opportunities for developing wine tourism.

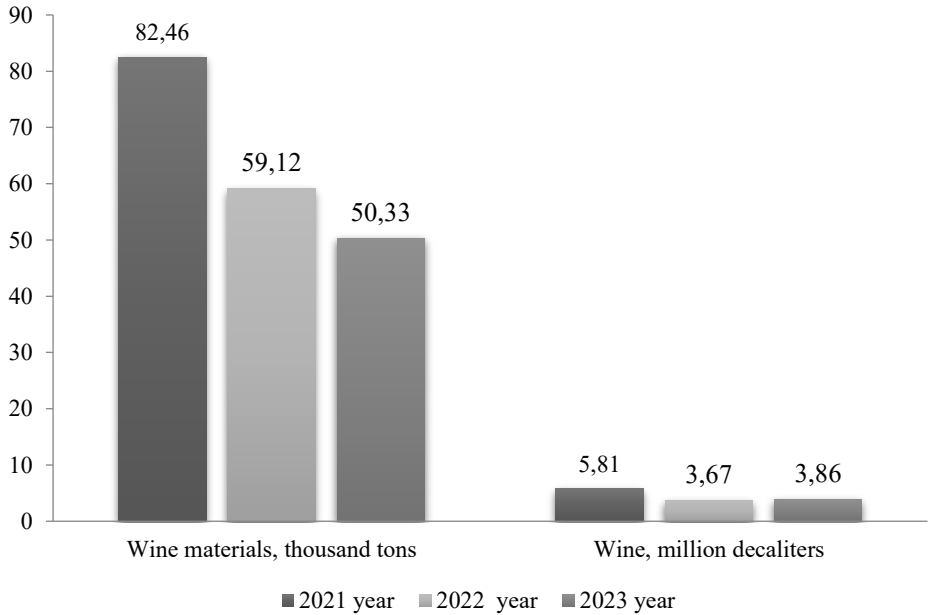


Figure 4. Production of wine and wine materials in Ukraine

Source: In 2023, 50 thousand tons of grapes were processed into wine materials. How much, how much? Available at: <https://skilky-skilky.info/u-2023-rotsi-na-vynomaterialy-pererobleno-50-tys-tonn-vynohradu/>

Wine exports in Ukraine are of great economic importance, as they contribute to developing the wine industry and provide access to high-quality foreign products. Imports of wine from different countries allow Ukrainian consumers to enjoy a variety of tastes and styles, which increases the culture of consumption. In addition, wine exports contribute to creating new jobs and developing infrastructure related to the distribution and sale of beverages. The growth of imports also has a positive impact on the restaurant and hotel business in Ukraine, as quality wine is an important element of gastronomic culture.

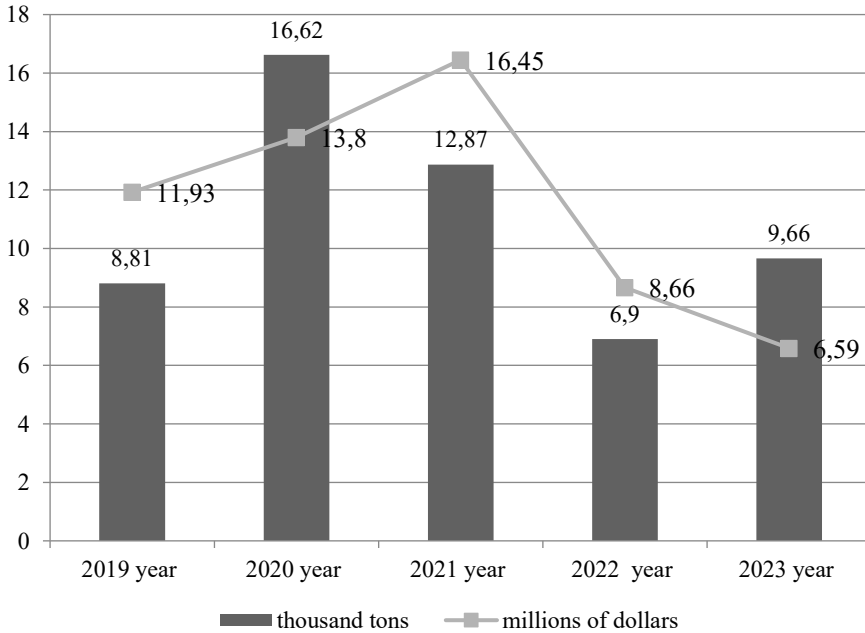


Figure 5. Wine exports in Ukraine, 2019-2023 (*9 months of 2023)

Source: In the first 9 months of 2023, 9.7 thousand tons of wine were exported. How much, how much? Available at: <https://skilky-skilky.info/za-9-misiatsiv-2023-eksportovano-9-7-tys-t-vyna/>

In January–September 2023, Ukraine exported 9.66 thousand tons of grape wine worth 6.59 million USD. Ukrainian wine was exported mainly to Romania – 2.28 million USD (34.58%) and Moldova – 0.53 million USD (7.98%). Wine worth 0.80 million USD (12.10%) was sent to unspecified countries. In 2022, 6.90 thousand tons of wine worth 8.66 million USD were exported, in 2021 – 12.87 thousand tons worth 16.45 million USD, in 2020 – 16.62 thousand tons worth 13.08 million USD, and in 2019 – 8.81 thousand tons worth 11.93 million USD (In the first 9 months of 2023, 9.7 thousand tons of wine were exported. How much, how much? Available at: <https://skilky-skilky.info/za-9-misiatsiv-2023-eksportovano-9-7-tys-t-vyna/>).

Importing wine into Ukraine allows the country to expand the range and meet the demand for high-quality international brands. This contributes to increased competition in the market, which in turn improves the quality of domestic products and allows consumers to choose from a wide range of options.

According to the results of 2022, the value of imported alcoholic and non-alcoholic beverages to Ukraine amounted to 490 million USD, which is

32% less than the figure for 2021. However, in the same period of 2023, this figure increased by 61% in volume and almost doubled in value. [10].

The main problem is interrupted logistical connections between production, suppliers of materials, and consumers. But today there are social networks that play one of the most important roles using the latest scientific and technical achievements that improve the principles and methods of marketing manufactured products and services. Stimulating the sale of goods using Internet marketing methods is becoming widespread. Business has new opportunities to communicate more meaningfully with consumers and potential customers through social platforms. Wine tourism is a form of grape and wine marketing. It can be combined with all types of activities that accompany grape growing, the promotion of grape raw materials and wine materials from agricultural producers and wineries to end consumers. Wine tourism also increases the effectiveness of marketing communications and branding of both business entities in the domestic and foreign markets of grape and wine products, and in general, the wine-growing regions of Ukraine.

According to the International Organization of Vine and Wine (OIV), world wine production in 2024 is estimated at 227–235 million hectoliters, with an average projection of 231 million hectoliters. This is 2% less than the poor 2023 harvest and 13% less than the average yield over the past 10 years. Thus, world wine production in 2024 is expected to be the lowest since 1961, when 220 million hectoliters were produced (International Organization of Vine and Wine (OIV). Available at: <https://www.oiv.int/ru/node>).

The decline in production is mainly observed in countries in the Southern Hemisphere, particularly in Australia, Argentina, Chile, South Africa, and Brazil, where production has decreased by 4–21% compared to the average of the last 5 years. In addition, most countries of the European Union have recorded low yields. In contrast, some regions, in particular the USA and several countries of Eastern Europe, such as Hungary, Georgia, and Moldova, have been able to achieve favorable climatic conditions, which allowed them to maintain or exceed the average level of production.

It is worth noting that extreme weather conditions such as early frosts, heavy rainfall, and prolonged drought continue to have a significant impact on vineyard yields, leading to a decrease in overall wine production at a global level. These factors, together with the global decline in wine consumption and high levels of inventories, contribute to a decrease in wine production for the second consecutive year. However, this may lead to market equilibrium and

mitigate the immediate economic consequences for individual regions or producers.

France is the largest wine producer in the world. Every year, the French produce 7–8 billion bottles. There are 12 wine-producing regions in France, the main ones being Bordeaux, Champagne, Provence, and Beaujolais. France's success in winemaking is legendary, with France owning 10% of the world's vineyards and a share of wine production of 17%. This is the number one sector in agriculture and the one that provides the most jobs. There are 142,000 winemakers in France, and French wine is the most expensive in the world. Wine exports in 2018 reached €8.9 billion, and in 2022 they will reach €17.2 billion.

Despite the fact that sales volumes fell, the increase in prices caused by inflation allowed for a historic export result. In 2023, the government allocated 200 million euros to destroy surplus wine and support producers. But 2024 was a turning point for the country, as 211 wineries declared bankruptcy. This is 75 cases more than in 2023. In the wine sector, bankruptcies became three times more than the national average. While overall growth in France was 17%, in winemaking – 55%. The French wine industry is starting to face serious problems, as young consumers drink less red wine and prefer healthier options, in particular non-alcoholic beverages. White, rosé and, sparkling wines are ahead of red wines in popularity, and the number of the latter has been decreasing over the past 20 years (Original support for producers: France to spend 200 million euros on destroying wine stocks. . 24 business. Available at: https://24tv.ua/business/frantsiyi-znishhennya-vina-vidilili-200-milyoniv-yevro_n2379706).

Italy is rightly considered one of the world centers of wine tourism: its history has almost a hundred years, and the number of people visiting Italian wineries per year can exceed 10,000 for one farm alone. There are 20 wine-growing regions in the country. In Central Italy, the most famous wine-growing region is Tuscany. The most famous wine of this region and of Italy as a whole is Chianti – a dry red wine aged in oak barrels.

Wine tourism is currently the most popular in Portugal, and it is not only about getting to know wines and tasting them. There are 29 wine regions in Portugal, each region is known for its 293 special recipes and grape varieties. Entire tourist complexes have sprung up around the vineyards, where you can relax and enjoy yourself. Portugal topped the list of the best countries in the world for wine tourism with a score of 8.83/10 (Fig. 6). The analysis was conducted on the consumption and production of wine in the country according to

the following indicators: area of vineyards (as a % of the country's area), number of visits and tastings, average cost of a bottle, the result is determined in points. The Portuguese produce a wide variety of different types of wine, the most famous of which is port wine, named after the city of Porto. 2.09% of the country's territory is occupied by vineyards, the most famous wine-producing region is the Douro Valley, located in the north of the country, as well as the regions of Dao, Alentejo, and Vinho Verde.

In second place is Moldova, which is well known for its excellent wine. Moldova's vineyards cover 3.6% of the country's area, more than any other country in this ranking. The Codru region, located in the central part of Moldova, is one of the country's most important and historically significant wine-producing areas. Italy and Spain rank third and fourth, followed by Georgia and France. Of the ten countries in the top ten, only two are not located in Europe: New Zealand (8th place) and Chile (10th place).

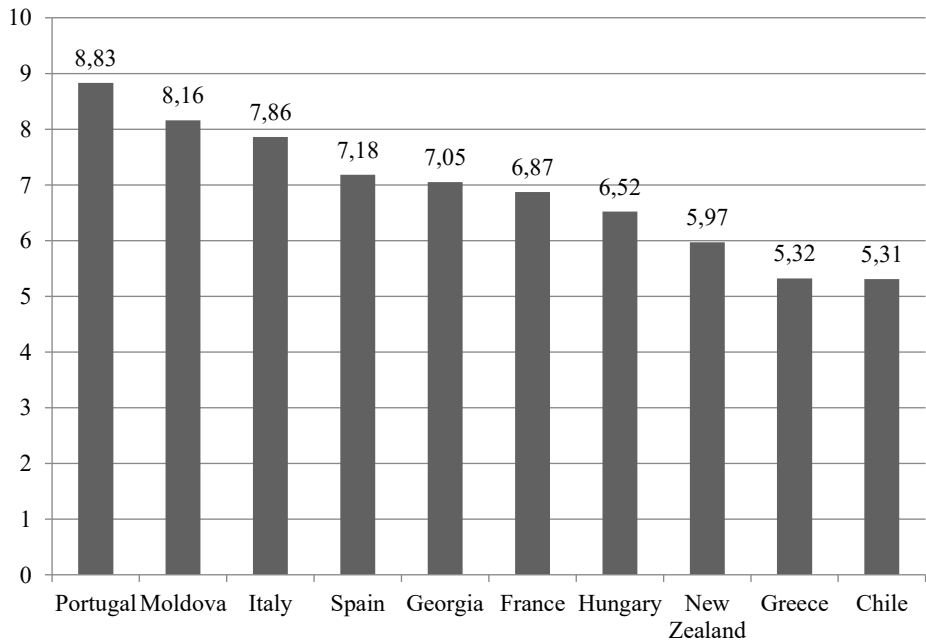


Figure 6. Top 10 countries for wine tourism, scores

Source: Neighbors on the list of the best: Top 10 countries for wine tourism named (Neighbors on the list of the best: Top 10 countries for wine tourism named. 24 abroad. Available at: https://24tv.ua/zakordon24/de-naykrashhe-vino-nazvali-10-krayin_n2658081).

What is important in developing wine tourism is that both large and small wineries can effectively use wine tours to increase loyalty to their brand, increase the effectiveness of the marketing complex, promote their own products on domestic and international markets, and raise wine sales.

World wine producers such as France, Italy, and Spain are leaders in the international market, thanks to their rich traditions and high quality products. However, Ukraine has significant potential for developing winemaking, in particular due to its unique climatic conditions and variety of soils. Wine tourism in Ukraine can become an important economic sector, attracting tourists not only for tastings, but also to learn about the history of winemaking in the country.

One of the main challenges for Ukrainian winemakers is the war, which has caused significant problems for infrastructure, logistics, and access to markets. However, even in the conditions of war, Ukrainian winemakers continue to adapt to new realities, maintaining resilience and working to restore their production. Another challenge is global climate change, which reduces vineyard yields due to extreme weather conditions such as droughts or frosts.

Despite these challenges, there are significant opportunities for the development of the wine industry. Wine tourism is becoming an important driver for local economies, as it allows attracting tourists who are interested not only in wine production, but also in the cultural and historical aspects of this process. This trend allows businesses not only to popularize local brands, but also to attract investment to the regions, contributing to economic development.

Wine tours often include visits to picturesque vineyards and wineries, allowing tourists to enjoy the natural beauty of the wine-growing regions. Such tours can also be complemented by excursions and lectures from industry professionals, who provide tourists with in-depth knowledge of the winemaking processes, the history of winemaking traditions and the specifics of regional wine varieties.

In addition, wine tourism offers tourists the opportunity to purchase products directly from producers – wine, cognacs, and souvenirs that reflect local winemaking traditions. Thus, wine tourism not only contributes to the development of the industry, but also ensures the deepening of cultural exchange and the popularization of traditional crafts.

An important aspect is that wine tourism has become an important part of the wine industry, where one of the most common forms is excursions to wineries with tasting products in specialized tasting rooms. During such events, tourists receive detailed information about local wines, technological processes

of their production, and the traditions and culture of wine consumption, which contributes to preserving authenticity and increasing awareness of the specifics of a particular wine-growing region.

One example of a winery that demonstrates a high level of attention to sustainable development and wine tourism is Chateau Chizay in Ukraine (Table 1). This winery has participated in a large-scale scientific study that addressed these aspects. Such actions indicate that the winery owners understand the importance of preserving nature and developing the region, freeing the land from large-scale mass production, increasing the value of the land, and attracting tourists (Boyko, Boyko 2024).

Table 1. Best practices of wine tourism in Ukraine

Winery complex “Chizay”	Chateau Chizay is a popular tourist attraction. Every day, it hosts tours of the wine-making town and tastings of several formats, including non-alcoholic ones, and organizes wine tours and children's quests. In 2019, the Winemaker Chiza Museum was opened at Chateau Chizay as a tribute to the history of the region, the culture of viticulture and winemaking, and an investment in education. Chateau Chizay develops the wine tourism industry, facilitates the culture of wine consumption and high-quality local products, actively promotes Ukrainian wines in the world, and professes uncompromising product quality and respect for the consumer.
Winery “Kolonist”	Family winery. Odesa region, Bolgrad district, Krynychne village. Wine production, excursions (tours of vineyards, production workshops, and wine cellars), wine tasting and Bulgarian cuisine, sale of own wines.
“Slyvyno Winery”	Family winery. Mykolaiv region, Slyvyne village. Excursions will allow tourists to see all the processes of making natural wine step by step, from the composition of the soil in the vineyards to storing wine in the cellar.
“Shabo” Winery	“Shabo Wine Culture Center”. Odesa region, Bilhorod-Dnistrovskiyi district, Shabo village. A tourist attraction in Ukraine, where vineyards and a wine complex are located, a large high-tech enterprise, two-hundred-year-old wine cellars, wine storage facilities with a total area of 10 thousand m ² , a unique museum, the art ensemble “Trilogy of the Grapevine”, modern tasting rooms, original architectural complexes, and a landscape design exhibition. Tours to “Shabo” are exciting and diverse. Visitors have the opportunity to take part in wine and family trips, educational programs to improve the culture of wine consumption, and weekend tours.
Family winery “Beikush”	Mykolaiv region, Ochakiv district, Chornomorka village. The “Beikush” winery participates in festivals and competitions, where tourists can try and buy a bottle of their favorite drink. The winery offers tours and organizes delicious tastings.

Karl Schosch Winery	Zakarpattia region, Berehivskiy district, Kidosh village. The private wine cellar of the Shosh family is a well-known place among connoisseurs of good Transcarpathian wine. Following traditional technologies, white and red dry and dessert wines are produced here, using both old recipes and those developed by themselves. Drinks are aged in oak barrels. To appreciate the taste and aroma of about twenty types of Transcarpathian wines, guests are invited to the tasting room next to the wine cellar. Before the tasting, guests will be taken to the wine cellar and told about the Shosh family and the history of the winery.
Tasting cellar “Old cellar”	Zakarpattia region, the city of Berehove. The tasting cellar “Old cellar” is located in the territory of the city of Berehove, on whose slopes grapes have been grown since time immemorial. This cellar was carved into the rock more than three hundred years ago. Excursions are held along the corridors of the wine cellar, where guests are introduced to production technologies, after which they can stay for a tasting of Berehove wines and listen to interesting stories about wine and its varieties.
Winery “Leanka”	Zakarpattia region, Uzhhorod district, Seredne village. The company “Leanka” was created on the basis of the “Seredniansky” factory. The ancient Seredniansky wine cellars are located on the territory of the factory. They were founded by captured Turks back in 1557 as underground storage facilities. Due to the appropriate temperature conditions, the cellars began to be used as wine cellars. The total length of the caves is more than four kilometers. Excursions are held here for guests, during which they can walk along the long corridors of the caves, see huge oak barrels in which wine is stored, and taste the best drinks. After the excursion, guests can purchase the products they like in the company store.
Grande Vallee Winery	Odesa region, Ovidiopol district, Velykodolynske village. The Grande Vallee brand is new to the Ukrainian market, and the winery itself opened for visits recently. To see and appreciate the scale of production, everyone is invited to take a tour of the Vyntrest factory. A program has been developed for guests, which includes tours of the factory, located very close to the vineyards, wine tasting accompanied by a sommelier, and in good weather, relaxation on the summer terrace.

Source: compiled by the author

The prospects for wine tourism in Ukraine and the world are very promising. Wine tours not only allow tourists to get acquainted with the winemaking process, but also contribute to the development of the local economy and improve the country's image in the global market. Given the growing interest in sustainable development and environmental standards, wineries can take advantage of the opportunity to preserve environmentally friendly vineyards and promote their products as part of the green economy.

Thus, winemaking in Ukraine and the world has significant potential, but it is necessary to overcome the challenges of war, climate change, and economic instability to succeed. At the same time, developing wine tourism and

a sustainable approach to wine production can become powerful tools for the recovery and prosperity of the industry.

5.4. International experience in developing wine tourism as a tool for economic growth

Wine tourism is one of the most promising areas of developing the tourism industry. Modern wine tourism covers a wide range of activities: visiting vineyards and plantations, tasting local grape varieties, getting acquainted with the technology of production of various types of alcoholic beverages at the enterprises themselves, and visiting tasting rooms and cellars. In addition, this type of tourism includes getting acquainted with the history of winemaking, visiting specialized museums and exhibitions, restaurants where one can taste wines and take part in master classes from sommeliers, as well as participating in wine festivals and thematic events. No less important are visits to specialized exhibitions, forums, conferences, competitions, and auctions dedicated to the art of wine (Wine tourism: a textbook for students of higher educational institutions / Ivanov S.V., Domaretsky V.O., Basiuk D.I. and others. Kamianets-Podilskyi: FOP Sysyn O.V., 2012. 472 p).

In modern conditions of economic development, wine tourism is actively developing in various regions of the world, particularly in Europe. It is an important source of income, as it can be combined with other types of tourism and complement tourist programs and routes for adult vacationers. In addition, wine tourism is of great importance in cultural, educational, and gastronomic contexts. Winemaking is an ancient tradition of many peoples, and, through wine tourism, each country can popularize its culture, customs, and national gastronomic features. This also contributes to developing backward agrarian regions of Europe and the world, and also provides additional financial revenues to local budgets, which is also relevant for Ukraine (Patiychuk, Obolonchuk 2014).

Wine tourism as an independent area of specialized tourism emerged at the beginning of the past century in Italy and France. However, in recent years there has been a real boom in wine tours in Europe, America, and Asia. This phenomenon is becoming especially relevant in light of the forecasts indicating a reduction in the time that people will devote to recreation. As a result, tourists are looking for products that offer maximum impressions in a short period of time. According to international news agencies, the demand for wine tourism

is growing. In particular, in Italy there are about five million active wine tourists, and the profit from this business is approximately 2.5 billion euros annually. Experts believe that wine tourism uses only 20% of its potential and has every chance of significantly increasing turnover in the near future (World Tourism Organization (2019), UNWTO Tourism Definitions: UNWTO: Madrid: [website]. Available at: <https://www.e-unwto.org/doi/epdf/10.18111/9789284420858>).

The world's largest wine producer is Italy, which produces more than 5 billion liters of wine per year (about 20% of the world's volume), annually competing with another winemaking giant, France (Fig. 7).

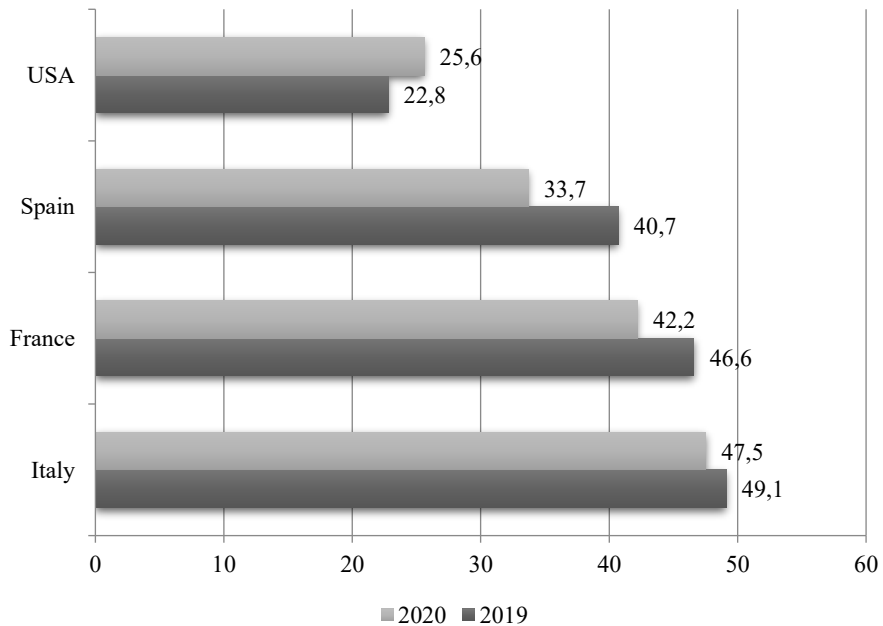


Figure 7. Wine production of leading world countries in 2019-2020 (million hectoliters).

Greek settlers began cultivating the grapevine around 800 BC. The Greeks called Italy “Oenotria”, i.e., “the land of wine”. Since then, wine has been inextricably linked with Italian history, starting with the orgies of generations of Roman emperors. In his works, the Roman philosopher and writer Pliny, back in the first century AD, proposed the first concepts of winemaking, methods of choosing climatic conditions, and pairing wine with food, many of

which are still relevant today (Italian wine. Available at: https://uk.wikipedia.org/wiki/Італійське_вино).

In the 1990s, wine tourism in Italy had not yet emerged as a distinct segment of the tourism market. International tourists came to the country mainly for art, history, nature, and gastronomy. Wine was also part of their itineraries, but only a few wineries were willing to welcome visitors. Changes began in the late 1990s, when Italian wine consortia realized the potential of wine tourism and began to actively promote their regions as popular wine travel destinations. The first excursions resembled a real adventure: there were few signs, no navigation apps, and almost no organized tours. It was a time when everything was done thanks to the enthusiasm and passion of the participants.

According to the Nomisma-Wine Monitor (2024), wine tourism in Italy is booming, attracting around 15 million tourists annually and generating €2.9 billion in revenue. This success is due not only to the popularity of Italian wines, but also to their inextricable link with the local territories. Wineries have been transformed from simple production sites into hubs of wine experiences, offering a variety of leisure activities for connoisseurs. Investment in hospitality has become a key focus for wineries, offering a wide range of services: from tastings in barrel rooms and picnics in the vineyards to meetings with the owners and dinners with Michelin-starred chefs.

In addition to traditional wine tastings, wineries today offer a wider range of experiences that explore the culture and heritage of the region. These can include cooking workshops on local dishes, educational vineyard tours with experienced winemakers, or gourmet culinary events hosted by renowned chefs. Thematic wine routes are gaining popularity, focusing on specific grape varieties or historical events in the region. Travelers have the opportunity to visit wine museums, participate in the harvest, and even create their own unique blend under the supervision of a professional winemaker.

The development of wine tourism has a positive impact on the region's economy. It contributes to creating new jobs for local residents, improving infrastructure, and the emergence of new hotels, restaurants, and cultural spaces. Wine tours help local people open up little-known corners of the country for tourists, while supporting the preservation of local traditions and cultural heritage. Wineries are increasingly focusing on the issues of environmental responsibility. Many of them are switching to organic or biodynamic production methods, offering guests not only a tasting of natural wines, but also an introduction to the features of their production in conditions of sustainable development. Italy has become one of the leading countries in the field of wine tourism thanks

to its ancient winemaking traditions, unique cultural heritage, and modern approaches to tour organization. This trend continues to grow dynamically, attracting tourists with original formats of recreation and acquaintance with the variety of local wines and regional features (Burlachenko 2024).

France has always competed with Italy in wine production and is a leader in wine tourism. Every year, the French produce 7–8 billion bottles. There are 12 wine-producing regions in France, the main of which are Bordeaux, Champagne, Provence, and Beaujolais. France's success in winemaking is legendary, France owns 10% of the world's vineyards, and its share in wine production reaches 17%. This is the number one sector in agriculture and the one that provides the most jobs. There are 142 thousand winemakers in France, while French wine is the most expensive in the world and is deservedly considered one of the most famous and high-quality in the world. Hundreds of grape varieties grown in different parts of the country are used for their production. Winemaking in France is one of the oldest and most prestigious crafts, which is passed down from generation to generation. Here, both small family farms and large winemaking companies are engaged in wine production. Traveling through the wine regions of France, you can enjoy exciting excursions, picturesque landscapes, and authentic French wines, the taste of which will remain in your memory for a long time (Winemaking in France. Available at: <https://travelyourway.com.ua/ua/strany/franciya/vinnyj-otdyh-vo-francii/>).

A wine tour to Champagne and Burgundy is about meeting local winemakers and kilometers of wine cellars of iconic champagne houses, about Louis 14's favorite wine and truffle hunting, the charm of medieval Europe, and the most beautiful villages of France. It was in the Burgundy region, about fifty years ago, that the world-famous festival of young wine, “Beaujolais Nouveau,” was born. Traditionally, the celebration begins in the town of Beaujeu on the third Wednesday of November, on the night before Thursday. The evening before is marked by a festival called Sarmantel, which is translated as “full barrels,” where guests are treated to wines from previous years. The main event comes at midnight, when the first barrels of young Beaujolais are solemnly opened.

After that, a festive procession with torches heads to the central square of the city, where the corks are symbolically broken on the barrels of new wine, starting its triumphal journey through France and the world. In the morning, on the third Thursday of November, the young wine of this year's harvest officially goes on sale. Lovers of this drink gather in bars and restaurants from the very morning to be the first to enjoy its fresh, fruity taste and aroma. Today, the

Beaujolais Nouveau festival has become popular far beyond France and unites wine lovers around the world. France remains the benchmark for wine tourism, demonstrating how the combination of history, tradition, and innovation can create a unique tourist product. France's experience serves as an example for other countries that seek to turn winemaking into an important element of regional economic development and an attractive tourist destination (Burgundy, Champagne or Provence? Burgundy! Learn all about Burgundian wines in their homeland. Available at: <https://www.zagorye.ua/travel/burgundiya-shampan-abo-provans-burgundiya-diznajtes-use-pro-burgundski-vyna-na-yihnij-bat-kivshhyni.html>).

Winemaking in Germany has a centuries-old history, which has become an integral part of the country's culture and way of life. The traditions of wine-making are deeply rooted in the everyday life of Germans, reflected in their language, crafts, and cultural landscape. Wine holidays, festivals, and customs have become an important part of the national identity, attracting thousands of tourists from all over the world.

Germany has 13 wine-growing regions, each with its own unique characteristics that define the local character and culture. Life in these regions is closely linked to the wine production cycle, which shapes the identity of each territory. In particular, numerous festivals and celebrations play an important role in the development of winemaking and its promotion. The most famous include the Almond Blossom Festival, the German Grape Festival, and the Frankfurt Rheingau Festival. After a break in 2020 due to the pandemic, these events have become traditional again in 2021.

Every year, around 50 million tourists visit Germany's wine-growing regions, and they are mainly attracted by the wine itself. Spending around 5.5 billion euros, these tourists make a significant contribution to the country's economy. Wine tourism is an important source of income for more than 86,000 people employed in this industry. Wine road trips are popular among tourists, in particular the German Wine Road, which is one of the most visited in the country (Tvarynska 2021).

Wine tourism is now in fashion in Portugal. It is not only about getting to know wines and tasting them. There are 29 wine regions in Portugal, the most popular are seven regions – Vinho Verde, Dão, Douro, Alentejo, Madeira, Trás-os-Montes, and Bairrada. Each region is known for its special recipes and grape varieties. Entire tourist complexes have sprung up around the vineyards, where one can relax and enjoy themselves.

Portugal is known for its ancient winemaking traditions, including the legendary Port wine, which is produced in the Douro Valley, one of the oldest wine-producing regions in the world and a UNESCO World Heritage Site. Today, Portugal offers tourists not only high-quality wine tastings, but also the opportunity to visit vineyards and wineries, participate in the harvest, learn the intricacies of pairing wine with local cuisine, and relax among picturesque landscapes.

Wine routes span different parts of the country, from the wide grape plains of Alentejo to the green hills of Vinho Verde. Wine tourism has become an important sustainable development area for Portugal, as it not only attracts tourists but also supports local communities, preserves traditions, and promotes national culture internationally (Fastovets 2024).

Unlike its neighboring countries, wine tourism in Spain has not yet managed to reach the same level of popularity and development. Despite the fact that Spain is one of the largest wine producers in the world and has more than 70 wine regions, including the famous Rioja, Ribera del Duero, and Sherry, wine tourism here has long remained less organized and has not been strategically developed at the national level. The reasons for this state were insufficient tourist infrastructure in certain wine regions, weak international promotion of wine routes, and competition from more popular holiday destinations in Spain – such as beach tourism or cultural routes.

However, in recent years, the situation has been gradually changing. More and more wineries are opening their doors to tourists, creating modern tasting rooms, organizing gastronomic events and festivals. Spain has great potential in the field of wine tourism, and if this industry is actively developed, it can take a worthy place among the leaders of world wine tourism (Valencian and Alicante wine tourism – from history to the present. Available at: <https://estate-spain.com/blog/vinniy-turizm-v-ispanii-v-provincii-valensia-i-alicante-istoria-i-sovremennost>).

A few years ago, the UK was almost not included among the popular wine tourism destinations, giving way to the traditional leaders of the industry. However, recently the country has been rapidly gaining popularity in this segment due to the active development of winemaking, an increase in the number of modern wineries and vineyards, as well as the expansion of tourist services. Today, the UK is increasingly attracting guests, offering not only quality wines, but also rich excursion programs, tastings, gastronomic events, and opportunities for relaxation among picturesque landscapes.

WineGB has released its first comprehensive report on the development of wine tourism in the UK, which has shown a rapid increase in the popularity of visits to the country's vineyards and wineries. According to the data, the number of visitors has increased by 55% in the past two years. According to the report, last year alone, British wineries and vineyards welcomed 1.5 million visitors, which provided around 25% of their total revenue. The industry predicts further growth and attracting new investment, and WineGB expects the wine tourism sector to expand actively in the coming years.

According to the results of the WineGB survey for 2024, in which more than 130 producers took part (providing more than 90% of British wine), today there are about 300 wineries operating in the UK, which are actively developing the tourism sector.

Among the most popular offers for guests:

- 275 tasting rooms and wine shops;
- 260 tasting tours;
- 103 rented venues for events;
- 97 routes for independent walks;
- 92 facilities with accommodation and catering;
- 38 specially equipped picnic areas.

Interestingly, 42% of visitors noted an increased interest in winery tours. At the same time, according to VisitBritain, the potential audience of wine tourism could reach 16 million guests if the right conditions are created. The report also emphasizes the importance of the economic effect of developing wine tourism, as the industry demonstrates significant potential for growth. Thus, 60% of market participants expect an increase in the number of visitors by more than 20% over five years. In addition, the same amount is planned to invest in the development of tourism services, particularly in organizing gastronomic events, expanding event programs, and creating new accommodation options for guests (Wine tourism is gaining popularity in the UK. Available at: <https://tech-drinks.info/u-velykij-brytaniyi-populyarnosti-nabuvaye-vynnyj-turyzm/>).

Wine tourism in Europe has long been an important part of cultural and economic activity, as the continent has a centuries-old winemaking tradition. With the development of global tourism, this interest has begun to spread to other continents, particularly to Australia, where wine-growing regions have gained popularity due to their unique climatic conditions and variety of wine varieties. Australia ranks sixth in the world in terms of wine sales, second only to European leaders, as well as Argentina and the USA. Although geographical

remoteness creates difficulties and increases the cost of transporting products, it is precisely thanks to the unpredictable climate of Australia that unique wines emerge changing our ideas about traditional varieties. The country's wine-growing regions attract the attention of tourists who seek new experiences by learning more about local wines and the culture of their production.

Australia grows over 100 grape varieties in 65 different wine regions, providing an incredible variety of wine products. The country is relatively young in winemaking, which allows Australian winemakers to introduce innovative methods and adapt to changing climatic conditions. The influence of French winemaking tradition helps Australian producers create new styles of wine, characterized by an experimental approach and high quality, which attracts wine tourists and connoisseurs from around the world.

The history of winemaking in New South Wales dates back nearly 180 years, making the region one of Australia's oldest wine regions. The Hunter Valley wine region is home to traditional Australian grape varieties such as Chardonnay, Shiraz, and Semillon. For connoisseurs of subtle in particular, the textural and mineral Semillon from this region is a real discovery. The wines made from the 100-year-old Tyrrell family vines are particularly distinguished by their exclusivity. Hunter Valley Semillon is renowned for its chalky minerality and aromatic notes of lemon and pink grapefruit, giving the wine a solid character that lasts for decades. With age, up to fifty years, the wine acquires flavors of almond and dried apricot, which underlines its uniqueness and ability to develop over time (Wine regions of Australia. Available at: <https://drinks.ua/news/vinni-regioni-avstralii/>).

Wine tourism in New South Wales is rapidly developing due to the combination of rich winemaking traditions with the latest technologies and innovative methods of grape growing. The Hunter Valley and Orange regions offer visitors not only high-quality wines, but also a unique opportunity to learn about the production process, visit wineries, and enjoy the taste characteristics of local wines. This allows tourists to get a full impression of the culture of winemaking, as well as feel the connection between the local climate, soils, and wines produced in this region.

Wine tourism in Australia is an important destination for tourists who seek not only to taste wines, but also to gain a deeper understanding of the production process and history of local wine regions. Regions such as Victoria, South Australia, and Tasmania offer unique opportunities to combine gastronomic tourism with the exploration of wine culture, which is an integral part of

Australia's national identity. Visitors can enjoy not only high-quality wines, but also get acquainted with the traditions, winemaking methods, and natural conditions that shape the character of local wines, which makes this experience even more exciting and informative (Wine regions of Australia. Available at: <https://drinks.ua/news/vinni-regioni-avstralii/>).

Chile is actively leading the world wine market. While in 2009–2010 the country ranked 9th–10th among exporters, since 2020 it has ranked fourth in wine exports, behind only Italy, France, and Spain. Chilean wine is exported to 157 countries around the world, and the main markets for bottled wine are China, Brazil, the UK, Japan, and the USA. Every hour, 350 glasses of Chilean wine are drunk worldwide.

The widespread distribution of Chilean wine in most countries of the world and its accessibility create favorable conditions for developing wine tourism. The main principle of this type of tourism is to taste wine directly at the place of its production. High brand recognition, accessibility, and popularity of Chilean wine among consumers ensure a stable flow of wine tourists, which is becoming an important factor for the further development of this segment (Canelo, J. Wine tourism in Chile. FEDETUR. Retrieved April 26, 2023, from Available at: https://fedetur.cl/turismo_chile/chiles-competitive-advantage-wine-tourism).

Wine and gastronomic tourism occupy an important place among the tourist services in the country. A powerful impetus for its development was the implementation of the multi-regional strategic program for sustainable wine tourism – a public-private initiative that unites leading wine-producing regions and the tourism industry. Today, 339 wineries (86%) are available for visiting, of which 50 are certified as environmentally friendly, which emphasizes the focus on sustainable development and environmental protection. These initiatives not only contribute to the popularization of local wines and cultural traditions, but also attract tourists looking for new, environmentally conscious experiences.

Among the most popular services of world wine tourism, the following can be distinguished: wine tastings (83%); excursions to wineries (75%); enogastronomic lunches and dinners (40%); accommodation in specialized hotels (29%); visits to cultural monuments and entertainment (2%); visits to specialized exhibitions (17%) and museums (10%); specialized wine SPAs (4%). In Chile, the leading places are occupied by excursions to vineyards and wineries, as well as tastings. As for specialized accommodation facilities, restaurants, and wine therapy centers, there is a shortage of such facilities, but their

growth is provided for by state programs for developing wine tourism, which are already being successfully implemented. The basis of the country's success lies in the harmonization of legislation, clear standards, successful implementation of innovative projects, and state programs for developing wine tourism (But, Fokin, Kucherenko, 2023).

An analysis of the US wine market shows the significant role of this country in the global wine industry. The US is one of the largest wine producers in the world, and California is the leading wine-producing region, responsible for more than 90% of the country's wine production. In addition, the US has numerous emerging wine-producing regions, such as Oregon, Washington, and New York, which are gradually gaining popularity in the global market due to the high quality of their products.

Consumers in the US are increasingly interested in environmentally friendly and organic products. Wineries that implement sustainable practices and use a minimum of chemicals have become increasingly popular among consumers. In recent years, the US market has seen an increase in interest in local wines, indicating a shift in focus from traditional wine-producing countries (France, Italy, Spain) to domestic production. This is also due to the increasing interest in wine tourism, where tourists have the opportunity to visit local wineries and taste unique wines.

Variety of Wine Varieties and Styles: The United States is known for its wide range of wine grape varieties, from classic Cabernet Sauvignon and Chardonnay to lesser-known varieties like Petit Verdot and Zinfandel. This allows wine producers to offer a wide range of products to suit a variety of consumer tastes.

Wine tourism in the United States is actively developing, particularly in wine-producing regions such as California (Napa, Sonoma), Oregon, Washington, and New York. These regions attract tourists not only due to high-quality wines, but also due to magnificent natural landscapes, opportunities for tastings, excursions, and a wide range of gastronomic and cultural services.

The U.S. wine market is expected to continue to grow, driven by the development of new wine regions, innovative production approaches, and increasing interest in organic and biodynamic wines. However, competition from international producers and climate change may pose challenges for the industry (Analysis of the size and share of the US wine market – growth trends and forecasts (2024–2029). Available at: <https://www.mordorintelligence.com/ru/industry-reports/united-states-wine-market>)

Brazil has a relatively large number of vineyards, a significant portion of which produce table grapes, and only a few produce Brazilian wine. Since much of Brazil is located near the equator, much of the country is unsuitable for viticulture due to the heat and humidity. Most of Brazil's wine production is concentrated in the south of the country, far from the equator, in the state of Rio Grande do Sul, at about the 29th parallel, near Uruguay and Argentina. In this area, many vineyards take advantage of the cooler mesoclimate at higher altitudes, largely in the Serra Gaucha region. Although higher quality wines (vinho fino) are produced from the European grape vine *Vitis vinifera*, in 2003 only about 5,000 hectares of the 68,000 hectares were planted with such vines (Wine-making in Brazil. Available at: https://uk.wikipedia.org/wiki/Виноробство_в_Бразилії).

Wine tourism in Brazil offers tourists not only tastings and winery tours, but also cultural events such as wine festivals, gastronomic tours, and local cooking traditions. Wine routes include visits to wine cellars, where one can learn about the technology of wine production, as well as enjoy the incredible scenery surrounding the vineyards. Wineries in Brazil often offer wine tasting tours, which allow guests to learn about different varieties of wine, as well as observe the production process. Cities such as Bento Gonçalves regularly host wine festivals, where one can taste the best local wines, as well as enjoy music and traditional dishes.

Brazil combines wine with excellent local cuisine, offering tourists not only wines, but also traditional dishes that go well with wine. Wine tourism in Brazil is not yet as developed as in famous wine-producing countries, but it is actively growing, which gives tourists new opportunities to get acquainted with the culture and winemaking tradition of the country (Dereviankina 2024).

Wine tourism is also developing in Asia, although it is not as widespread as in Europe or America. However, several countries in the region have begun to develop this sector confidently, and it is becoming more popular every year. China has become one of the main wine producers in Asia in recent decades, and wine tourism is widespread in such wine-producing regions as Shanxi, Ningxia, and Shandong.

Japan has a long tradition of winemaking, particularly in areas such as Yamanashi and Hokkaido. Japan produces high-quality wines, especially from local grape varieties such as Koshu. Wine tourism involves vineyard tours, tastings, and learning about the traditional Japanese method of winemaking. Wine tourism in India is gradually gaining popularity. The country's largest wine-

producing regions are Maharashtra and Goa, both of which offer several wineries producing local wines. South Korea, although not a traditional wine-producing region, is also actively developing wine tourism. The country grows several grape varieties, and some wineries offer tours for visitors.

Taiwan is not a major wine producer, but there are several wineries that produce wines from local varieties, and offer tours, tastings, and cultural events. Vietnam is also developing wine tourism, particularly in the Dalat region, where the climate is conducive to growing grapes. Tourists can visit wineries that produce wines from local varieties. Lebanon is one of the oldest wine-producing countries, and although it is located on the border between Asia and the Middle East, its wine tourism is important. The Bekaa Valley wine region is famous for its winemaking history and has many tourist routes.

Overall, wine tourism in Asia has significant potential for development, and, in the coming years, we can expect an increase in the number of tourists seeking new experiences from local wine regions. Asia can also become an important player in the global wine tourism market due to its unique regions, cultural aspects, and ability to combine winemaking traditions with the latest technologies. Tourists from all over the world will have the opportunity to gain new experiences and enjoy unique Asian wines and cultural traditions.

Wine tourism is becoming more than just a way to try new wines, but an entire experience that encompasses culture, history, gastronomy, and nature. It is an opportunity to immerse oneself in a world where the taste and aroma of wine become the key to understanding the multifaceted heritage of a particular region, making wine tourism a unique and exciting direction in the world of tourism (Komar, Uniat 2015).

International experience in developing wine tourism shows its significant potential as an effective tool for economic growth for many countries. Wine tourism contributes not only to increasing the popularity of wine-producing regions, but also to creating new jobs, developing infrastructure, stimulating the local economy, and increasing tourism revenues.

Countries with rich winemaking traditions, such as France, Italy, Spain, Germany, Chile, and Australia, have become examples of successful implementation of wine tourism at the national level. They use festivals, tastings, excursions, and specialized tourist routes to attract tourists, which actively contributes to the growth of the regional economy. For example, Germany and France have long integrated wine tourism into their economies, while developing countries, such as Chile and Australia, are actively using the potential of this sector to promote their wines in the international market and attract tourists.

Wine tourism is an important tool for preserving cultural heritage and developing local communities, creating opportunities for small businesses, and developing eco-tourism. It also helps countries to ensure sustainable growth, considering the preservation of natural resources and the support of local traditions.

Thus, international experience confirms that wine tourism is not only a factor of cultural exchange, but also an important engine of economic development, which should be actively developed and used as an effective tool for the growth of national and regional economies.

5.5. Conclusions

Wine tourism is a promising area of entrepreneurial activity in Ukraine that can attract foreign visitors and contribute to the economic development of wine-producing regions. Ukraine has a rich winemaking tradition and unique grape varieties that may interest wine enthusiasts from around the world. Wine routes captivate tourists not only with the taste of the drink but also with the picturesque vineyards, the architecture of wineries, and the local cultural charm. Moreover, visitors have the opportunity to deepen their knowledge of Ukrainian culture by interacting with local residents and discovering winemaking traditions.

The development of wine tourism can generate additional income for both local businesses and communities, stimulating the growth of the hospitality industry, restaurant businesses, and souvenir production. Promoting wine regions will help Ukraine enhance its international reputation in the winemaking industry and expand the export of exclusive wines.

For wineries, wine tourism serves as an effective tool for promoting their products and increasing brand recognition. Organizing tours allows for showcasing production traditions and establishing closer relationships with customers, fostering consumer loyalty, and boosting sales. As a result, the growth of this sector positively impacts both the winemaking industry and the tourism sector as a whole.

To successfully develop wine tourism, it is essential to invest in advertising campaigns, improve infrastructure, create attractive tourist routes, and ensure high-quality wine production and exceptional customer service.

Recommendations for increasing the competitiveness of wine tourism in Ukraine:

1. *Infrastructure and logistics development.* Improving transport accessibility of wine-growing regions (roads, rail, and air connections). Expanding the network of hotels, restaurants, and thematic eco-complexes in wine-growing areas.
2. *State support and legislative regulation.* Simplifying licensing procedures for small wineries. Stimulating public and private investments in wine tourism.
3. *Marketing and international promotion.* Developing a national brand of wine tourism in Ukraine. Participating in international exhibitions, festivals and fairs. Cooperating with foreign tour operators and platforms (Booking, Airbnb, Tripadvisor).
4. *Innovative approaches and digitalization.* Implementing online platforms for booking wine tours and tastings. Using VR/AR technologies for virtual tours of wineries.
5. *Education and training.* Training specialists in the field of wine tourism, marketing, and sommeliers. Conducting educational programs for wine-makers on creating tourist products.
6. *Developing unique tourist products.* Creating proprietary routes, tasting programs, and thematic events. Combining wine tourism with gastronomic, cultural, and ecotourism.
7. *Environmental responsibility and sustainable development.* Popularizing organic winemaking. Using ecological methods in production and tourism.

References

1. Analysis of the size and share of the US wine market – growth trends and forecasts (2024–2029). Available at: <https://www.mordorintelligence.com/ru/industry-reports/united-states-wine-market>.
2. Boiko V., Avercheva N., Boiko L. (2019). Viticulture and winemaking industry of Ukraine as a promising trend of agribusiness. *Ekonomika APK* (3), P. 61–70. Available at: file:///C:/Users/ASUS/Downloads/E_apk_2019_3_9.pdf.
3. Boiko, L., & Boiko, V. (2024). Modern aspects of viticulture under conditions of uncertainty. *Taurida Scientific Herald. Series: Economics*, (19), 31-38. <https://doi.org/10.32782/2708-0366/2024.19.8>.

4. Boiko, V. (2022). Wine tourism as one of the directions of enogastronomic culture // The main prospects for the development of science in modern life. *Proceedings of the XXXVI International Scientific and Practical Conference*. Warsaw, Poland. Pp. 385-387. Available at: DOI: 10.46299/ISG.2022.1.36 Available at: <https://isg-konf.com/the-main-prospects-for-the-development-of-science-in-modern-life/>.
5. Boyko, V. O., & Boyko, L. O. (2024). Wine tours as a component of agrotourism. *Problems of modern transformations. Series: economics and management*, (12). Available at: <https://doi.org/10.54929/2786-5738-2024-12-12-01>.
6. Burgundy, Champagne or Provence? Burgundy! Learn all about Burgundian wines in their homeland. Available at: <https://www.zagorye.ua/travel/burgundiya-shampan-abo-provans-burgundiya-diznajtes-use-pro-burgundski-vyna-na-yihnij-batkivshhyni.html>
7. Burlachenko N. How wine tourism is changing in Italy. Available at: <https://nataliiawines.com.ua/ua/yak-zminiuietsia-vynnyy-turyzm-v-italii>.
8. But, M., Fokin, S., & Kucherenko, V. (2023). Wine tourism of Chile: current state, projects implementation, innovations, perspectives. *Economy and Society*, (50). Available at: <https://doi.org/10.32782/2524-0072/2023-50-60>.
9. Canelo, J. Wine tourism in Chile. FEDETUR. Retrieved April 26, 2023, from Available at: https://fedetur.cl/turismo_chile/chiles-competitive-advantage-wine-tourism.
10. Dereviankina Ye. Typology of tourist centers in Brazil. Available at: <http://rep.knlu.edu.ua/xmlui/bitstream/handle/787878787/2384/>.
11. Derzhavna sluzhba statystyky Ukrainy. Available at: <https://www.google.com/search?client=opera&q=держстат+україни&sourceid=opera&ie=UTF-8&oe=UTF-8>
12. Fastovets O. Trends in the development of cultural tourism in Portugal. Available at: <https://reposit.uni-sport.edu.ua/bitstream/handle/787878787/2691/>.
13. In 2023, 50 thousand tons of grapes were processed into wine materials. How much, how much? Available at: <https://skilky-skilky.info/u-2023-rotsi-na-vynomaterialy-pererobleno-50-tys-tonn-vynohradu/>
14. In the first 9 months of 2023, 9.7 thousand tons of wine were exported. How much, how much? Available at: <https://skilky-skilky.info/za-9-misiatsiv-2023-eksportovano-9-7-tys-t-vyna/>

15. International Organization of Vine and Wine (OIV). Available at: <https://www.oiv.int/ru/node>.
16. Italian wine. Available at: https://uk.wikipedia.org/wiki/Італійське_вино
17. Komar N. V., Uniiat A. V. (2015). Asia-pacific region attractiveness at the global tourism services market. Available at: <http://www.economy.nayka.com.ua/?op=1&z=4201>.
18. Neighbors on the list of the best: Top 10 countries for wine tourism named. 24 abroad. Available at: https://24tv.ua/zakordon24/de-naykrashhe-vino-nazvali-10-krayin_n2658081.
19. Original support for producers: France to spend 200 million euros on destroying wine stocks. . 24 business. Available at: https://24tv.ua/business/frantsiyi-znishhennya-vina-vidilili-200-milyoniv-yevro_n2379706.
20. Patyichuk V. O, Obolonchuk A. V. Modern Tendencies of Wine Tourism Development in Europe. Available at: <https://internationalconference2014.wordpress.com/2015/12/29/1242/>
21. Tvarynska A.R. Wine tourism in Germany: experience for Ukraine – Thesis for a bachelor's degree in “Tourism”. National Aviation University. Kyiv, 2021. 71 p. Available at: <https://er.nau.edu.ua/handle/NAU/51148> .
22. Valencian and Alicante wine tourism – from history to the present. Available at: <https://estate-spain.com/blog/vinniy-turizm-v-ispanii-v-provincii-valencia-i-alicante-istoria-i-sovremennost>.
23. Wine regions of Australia. Available at: <https://drinks.ua/news/vinni-regioni-avstralii/> .
24. Wine tourism is gaining popularity in the UK. Available at: <https://techdrinks.info/u-velykij-brytaniyi-populyarnosti-nabuvayevynnyj-turyzm/>.
25. Wine tourism: a textbook for students of higher educational institutions / Ivanov S.V., Domaretsky V.O., Basiuk D.I. and others. Kamianets-Podilskyi: FOP Sysyn O.V., 2012. 472 p.
26. Winemaking in Brazil. Available at: https://uk.wikipedia.org/wiki/Виноробство_в_Бразилії .
27. Winemaking in France. Available at: <https://travelyourway.com.ua/ua/strany/franciya/vinnyj-otdyh-vo-francii/>.
28. World Tourism Organization (2019), UNWTO Tourism Definitions: UNWTO: Madrid: [website]. Available at: <https://www.e-unwto.org/doi/epdf/10.18111/9789284420858>