

THE CONGLOMERATION OF INTERNATIONAL TOURIST ROUTES FROM THE COUNTRIES OF THE BLACK SEA BASIN TO UKRAINE BY THE EXAMPLE OF THE FORMATION OF NEW WINE TOURS

КОНГЛОМЕРАЦІЯ МІЖНАРОДНИХ ТУРИСТИЧНИХ МАРШРУТІВ З КРАЇН БАСЕЙНУ ЧОРНОГО МОРЯ В УКРАЇНУ НА ПРИКЛАДІ ФОРМУВАННЯ НОВИХ ВИННИХ ТУРІВ

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The article examines and analyzes the tourist potential of the Black Sea basin countries, as well as natural conditions and resources, the quality of infrastructure of the countries, tourist services. The research of the article is to form a portrait of a potential tourist and wine routes of the Black Sea basin countries that have been studied. There are consumer segments that can be chosen as targets for promotion of wine tours for travel agencies and wine companies. It can be argued that with active information support, wine tourism can gain wide popularity in the south of Ukraine and attract more foreign tourists to this part of the country. Based on the obtained results the conclusions about the level of tourist potential, as well as the relevance and practical value of creating wine tours in the countries of the Black Sea basin are formulated. The results can be used in practice in creating wine tours in other tourist destinations, in the promotion of tourist products, as well as in creating tours to the countries of the Black Sea basin.

Key words: international tourism, international tourist routes, wine tour, tourist services, Black Sea Basin countries.

В статті досліджено туристичний потенціал країн басейну Чорного моря; проаналізовано рівень туристичної інфраструктури країн; систематизовано туристичні послуги; сформовано портрет потенційного туриста; досліджено винні маршрути країн басейну Чорного моря; досліджено туристичний потенціал півдня України; досліджено методи формування винних турів. Актуальність теми полягає в тому, що винний туризм є досить перспективною і прибутковою туристичною галуззю в Європі та світі загалом, що інтенсивно розвивається й заслуговує наукової уваги. Серед усіх країн Причорномор'я в статті зосереджено увагу на туристичному потенціалі Греції, Вірменії та Грузії. Відомо, що Вірменія знаходиться в стані швидкого та інтенсивного структурного туристичного розвитку, проте все ще займає незначне місце на ринку світового туризму. Греція (східна Фракія-Македонія і центральна Македонія), маючи багате культурне насліддя, чисельні археологічні пам'ятки, паломницькі святині, широкі заповідні зони, головним чином формує туристичну привабливість цього регіону. Грузія в останні роки значно підвищила показник міжнародного туристичного потоку, освоюючи різні види спеціалізованого туризму. Та без сумніву можна відмітити, що ці країни інтегровані або пов'язані із винним туризмом. Ринок послуг винного туризму з країн басейну Чорного моря досить активно розвивається, спостерігається досить значний перспективний попит на такі тури. Існують сегменти споживачів, які можуть бути обрані в якості цільових для просування винних турів для туристичних фірм та виноробних підприємств. При цьому можна зазначити, що споживачами винного туризму можуть стати люди різної статі, віку та професії. Проте, даний продукт все ж орієнтований на відвідувачів, які мають бажання не тільки відпочити протягом туру, а й дізнатися щось нове про історію та культуру даного народу. Можна стверджувати, що при активній інформаційній підтримці, винний туризм може набути широкої популярності на півдні України, та залучити в цю частину країни більше іноземних туристів. За результатами отриманих досліджень сформульовані висновки щодо рівня туристичного потенціалу країн басейну Чорного моря, актуальності та практичної цінності створення винних турів. Одержані результати можуть бути використані на практиці при створенні винних турів для інших туристичних дестинацій, при просуванні туристичних продуктів та створенні турів до країн басейну Чорного моря.

Ключові слова: міжнародний туризм, винні тури, туристичний сервіс, країни басейну Чорного моря.

Problem statement. Tourism is an important social phenomenon. If to step back from definitions and form a personal description of this meaning, it is possible to say that tourism is not only a way to earn and support the economy, but also the best way to learn about the world, other cultures and restore one's physical and mental health. One of the promising directions of tourist services market development is a thematic

ваны туристические услуги; сформирован портрет потенциального туриста; исследованы винные маршруты стран бассейна Черного моря; исследован туристический потенциал юга Украины; исследованы методы формирования винных туров. Существует сегмент потребителей, которые могут быть выбраны в качестве целевых для продвижения винных туров для туристических компаний и винодельческих компаний. Можно утверждать, что при активной информационной поддержке, винный туризм может приобрести широкую популярность на юге Украины, и привлечь в эту часть страны больше иностранных туристов. В ходе полученных исследований сформулированы выводы касательно уровня туристического потенциала стран бассейна Черного моря, актуальности и практической ценности создания винных туров. Полученные результаты могут быть использованы на практике при создании винных туров для других туристических дестинаций, продвижении туристических продуктов и создании туров в страны бассейна Черного моря.

Ключевые слова: международный туризм, винные туры, туристический сервис, страны бассейна Черного моря.

type of tourism, associated with acquaintance with the history, technology of production and culture of wine consumption in a particular region and its tasting at the producer. Wine tourism is an important element of two sectors – viticulture and tourism. For the tourism industry, wine is a significant factor in the attractiveness of a tour, a motive for a special trip, an element of food, treatment and entertainment.

For wine companies, wine tourism is one of the ways to draw attention to their brand, to win the long-term favor of consumers familiar with the offered wine collection, and to increase direct sales in tasting rooms and wine cellars [1, p. 68].

For the countries of the Black Sea basin (Georgia, Greece, Armenia) there are many advantages in visiting Ukraine by international tourists. First of all, it is price policy, natural resources, recreational opportunities, famous festivals, historical villages, and most importantly to feel the atmosphere of the holiday and enjoy the roads of the wine route. The relevance of wine tours is growing among consumers because this type of tourism, which encourages and attracts more and more tourists every day, so it deserves scientific attention.

Analysis of recent research and publications.

The information base of the study was the statistical information of the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) [2–3].

Wine tourism in its current form has been developing since the beginning of the 20th century in wine-producing countries. A special contribution to the research, management and marketing of wine tourism was made by the following scientists: Jack Carlsen, Stephen Charters, Michael Q. Adams, Graham Brown, Abel Alonso, Liping A. Cai, Luís Correia, Richard A. Fraser, Joanne Fountain, John G. Gammack, Tony Griffin, Norbert Haydam, David Hurburgh, Jane Malady, Richard Mitchell, Alastair M. Morrison, Martin A. O'Neill, Linda Roberts, Dimitri Tassiopoulos, Jingxue (Jessica) Yuan.

The principles and specifics of wine tourism in the world are very simple: to taste wines only in the places of their production, firmly link in your memory and imagination bouquet and taste of the drink with the mystery of its origin through nature, history and spirit, technological culture, personally meet with the winemakers, learn about the centuries-old traditions of the farm.

Winemaking is a popular destination in the tourism industry. Wine tours are popular in all wine producing countries. In countries such as Georgia, Armenia and Greece, which are visited by visitors from all over the world to enjoy the local color, history, nature and features of each region, wine tourism is especially developed. Each of these three countries is unique in its own way and can offer tourists a great time walking, wine tasting and gastronomy, visiting local wineries. In the countries of the Black Sea basin you can learn about the rich history of wine tourism, wineries, winemaking technology and cooking.

Goal setting. The purpose of the article is the search and formation of new wine tours to Ukraine from the Black Sea basin. Achieving this goal made it necessary to solve the following tasks:

- explore the tourism potential of the Black Sea basin;
- explore the tourism potential of the South of Ukraine;
- to identify and study the culprits of these countries;
- to determine the natural conditions and resources;
- to study and analyze the quality of infrastructure of the Black Sea basin countries;
- to systematize tourist services;
- to determine the requirements for the creation of a wine tour;
- to analyze the needs of consumers, on the basis of the information obtained and to form a portrait of a potential tourist.

The object of the study is the Black Sea basin countries (Ukraine, Georgia, Armenia and Greece), their tourist potential and tourist services they can offer to tourists. The subject of the research is the process of creating a wine tour to Ukraine from the Black Sea basin.

Presentation of the main material of the study.

The development of a network of wine routes gives the country a number of socio-economic benefits, namely: increasing the flow of tourists and sales of local grapes and wine, increasing the number of jobs, increasing the culture of wine consumption, the formation of a positive image in international and domestic markets [4, p. 48]. Studies of wine tourism market in Ukraine showed that 24% of tourists would like to take part in a comprehensive wine tour, 20% – in enogastronomic dinner, 17% – to visit vineyards and wineries, 16% of consumers chose a lecture-tasting with an experienced sommelier and a minority showed interest in wine festivals, festivals and master classes on enogastronomy – 12% and 11% respectively [5]. The number of foreigners who entered the territory of Ukraine in 2019 was 3,382,097 people. Compared to 2018, when the country was visited by 13,709,562 people, there was a fourfold decrease. Approximate number of visitors from Georgia – 22.5 thousand tourists, from Armenia and Greece less than 20 thousand tourists [6].

The formation of a new wine route involves the selection of the optimal route, which would take into account the natural and climatic characteristics, development of transport, tourism and hotel and restaurant infrastructure, combined visits to vineyards, wineries, tasting rooms and wine cellars with the opportunity to see the natural and historical monuments of a particular region.

The formation of routes in wine tourism requires the integration of interested economic entities (wineries and wine enterprises, travel agencies, accommodation facilities and restaurants, etc.) with state authorities and local governments, as well as cultural and leisure institutions, museums, tour

bureaus, etc. Specially trained specialists are needed to provide quality service to tourists on the wine roads.

For tourists from Greece – Ukraine will be interesting for its nature, landscape, infrastructure and mentality. First of all, it is price policy, natural resources, recreational opportunities, famous festivals, historical villages, and most importantly – the atmosphere of the holiday and the joyful roads of the wine route. Ukraine is one of the five countries in Europe, where wine tourism has great prospects and is all-season. And the price will be acceptable to foreigners. The cost of a wine tour through Ukraine – from 90 euros. Currently, there are two wine-making regions in Ukraine – Zakarpattia and the south of the country. The latter wine region includes Odessa, Kherson, Nikolaev regions and partially the Azov Sea region. These areas are characterized by mild winters, which are very important for heat-loving vines. In particular, it is on the border of the Northern Black Sea coast that the border of uncovered industrial culture passes. Warm and moderately humid autumn contributes to the normal development and ripening of grapes, dry periods before harvesting allow to obtain a high-quality product. Odesa region has a strong potential for the development of wine tourism. Wine tours in the Odesa They give you the opportunity to visit prestigious wine brands and small wineries, to have lunch in a cozy restaurant or a village inn, where gourmets gather, to discover a completely different Odesa (Odesa region), provincial, unknown, full of beauty and amazing encounters. Among the most popular wine tours can be noted in the villages Shabo, Furmushika Nova and Krynychne. The following wine events are held in the region: Bessarabian Wine Festival, Young Wine Festival, Regional Festival of Masters of Traditional Home Winemaking, Bolgrad Wine Fest, Wine Fest. The European Union project “Wine and Taste Route of Ukrainian Bessarabia” has also been implemented in Odesa Region [7].

In recent years, wine tourism in Greece has received the greatest development. Moreover, the country is part of the European "wine routes". Every year more and more tourists visit vineyards and wineries with great interest, giving guests the opportunity to take a journey into the magical world of the vine and wine, as well as to learn traditional and modern wine making methods and to taste fine Greek wines combined with Greek traditional food. In Greece, the wine routes run through the main wine-producing regions of the country and well-known wineries, allowing guests and tourists who come here to rest, to fully enjoy the wonderful Greek wines, repeatedly awarded prizes at prestigious international competitions, made by skilled winemakers in small wineries – with love and expertise, based on organic farming. Part of the Black Sea basin is represented by the Macedonian province. The wine route passes through Kavala, Drama, Serres, the Chalkidiki

Peninsula, Thessaloniki, Kilkis, Pella, Florina, Castor, Grevena, Kozani, Hamot and Pieria [8].

Wine tours to Georgia are also popular, providing a unique opportunity to go on a fascinating journey, seeing different parts of this beautiful country and getting to know its inherent wine-making traditions. There is a tradition in Georgia where the type of wine is named after the area where the grapes were grown and harvested, which were subsequently used to create the delicious drink.

Kakheti is one of the richest places in Georgia. It is rightly considered the center of winemaking in this country, as there are a huge number of vineyards and wine-making enterprises. Its capital is the city of Telavi, located in the legendary Alazani Valley, 70 kilometers from Tbilisi. Georgia has a law "On Vines and Wines," according to which 14 microzones specializing in wine production are identified in the region of Kakheti. The largest producers, such as the Kindzmarauli plant, the Shumi plant, and the Graneli company, are also located here [9].

Almost all producers offer tours of their factories, free wine tastings, and stores where you can buy your favorite drink. Kakheti produces a wide range of wines, including Saperavi, Kindzmarauli, Mukuzani, and Tsinandali. Imeriti is a region of Georgia located in the western part of the country. It also has one microzone, called Svara, which is defined by Georgian law as a wine producer. Imerita is home to experienced winemakers who produce exclusive wines. Visiting this beautiful region of Georgia, you can taste the semi-sweet red wines of Otskhanuri and Aladasturi. In addition, in one of the local restaurants you can order the legendary and world famous wine "Khvanchkara", which is produced in the region of Imeriti. When considering the wine regions of Georgia, it is impossible not to mention Kartli. On its territory there are numerous Georgian vineyards, the total area of which is about 23,000 hectares. Adjara is the state center of tourism and is located on the Black Sea coast. There are many vineyards here, which grow at an altitude of several to five hundred meters above sea level [10].

The number of winemakers has reached a point that allows Armenia to be seriously considered as a wine tourism country. There are three main wine producing regions in Armenia: Aragatsotn, the Ararat Valley and Vayots Dzor. The big advantage of the first two is the proximity to Yerevan. It takes 40 minutes to get from the capital to any winery [11].

There are many factors that affect the tourist market and demand. The demand for tourist tours, as well as other products, is influenced by the purchasing power of consumers, i.e., the availability of funds of the population, and the desire to spend them on travel. Factors that change consumer behavior: income level, belonging to a certain race, gender, taste, time, customs, traditions, lifestyle. Such factors

affect the development of tourism and demand, which managers should pay attention to when creating tours. A portrait of a service consumer is a portrait of an ordinary representative of a particular group of people who are potential or actual consumers of a particular product, as well as of the service itself, and who possesses the qualities and characteristics observed in each member of a particular group. Common traits can be: character, finances, way of thinking and intellectual level. The most important thing is that these traits influence the manner of behavior, actions and are common to the whole group. Portrait of the consumer of tourist services in a wine tour from the Black Sea basin:

- age: from 18 to 40 years;
- the level of prosperity is average;
- preference is given: to spending time traveling, exploring new routes, attractions, studying customs, traditions, culture of different regions and tastings;
- price: loyal pricing policy.

Thus, summarizing the data obtained as a result of the study, it can be argued that the market for wine and gastronomic tourism services from the Black Sea is developing quite actively, there is a significant prospect for such tours. Based on the study of different categories of potential tourists, it can be argued that there are segments of consumers, which can be chosen as targets for the promotion of wine tours for travel companies and wineries. It can be noted that consumers of wine tourism can be people of different genders, ages and professions.

However, this product is still aimed at people who want not only to relax during the tour, but also to learn something new about the history and culture of these people. The study also helped to identify promising areas of wine tourism and determine the financial framework acceptable to consumers. It can be argued

that with active information support, wine tourism can gain wide popularity not only among Ukrainians, but also among foreign tourists. The development of the route begins with the choice of route points, taking into account the existing network of routes and the desired duration of the tour. Use such criteria as the presence of excursion sites and their cognitive value, transport accessibility, safety of tourist infrastructure. Then determine the order of visiting points, as well as figure out which of them will be excursion and which will be touristic. The main task arising in the development of the routing scheme is to minimize travel time and maximize the informational and cognitive value of the tour. That is, it is necessary to cover a greater number of attractions and objects, with as little as possible to stay on the bus or other vehicle. In this tour selected circular route.

The hierarchy of route points is carried out according to the class of hospitality and transport accessibility of the selected points of the route, taking into account the attractiveness of objects, the significance. In this regard, the route points are differentiated depending on the purpose of the trip, with the allocation of dislocation points with a long-term program and excursion points (Table 1).

Conclusions. Thus, it can be concluded that the tourism industry of the Black Sea countries is at a high level. Renovation of hotels, improving the conditions of tourists, expanding the quality of basic and additional services, the selection of more qualified personnel and other activities aimed at improving service. The created tours can be used in practice and become an example of forming wine tours both in Ukraine and in the Black Sea basin. The developed tours contain only verified and relevant information, which includes tastings and excursions, developed on the basis of personal research and experience. The relevance

Table 1

Program of the tour: "Wine tour in the Black Sea Basin"

Day	Tour description
1	2
1	- Arrival from Ukraine to Thessaloniki. Transfer to the hotel. - Departure 15 km from Thessaloniki, Epanomi and visit Domaine Gerovassiliou winery. A private winery, the most titled in Halkidiki. The wines of Gerovassiliou have repeatedly won international competitions. Tour of the estate, which has its own wine museum. Wine tasting. - Departure to Petralona winery. A small private winery. Wine tasting. Transfer to Thessaloniki. Dinner.
2	- Breakfast. Transfer to Epanom, just a few miles from Thessaloniki. The mild local climate combined with sandy and clay soils brings out the best qualities of the grapes which produce a number of world class wines. One of the largest and most picturesque vineyards in Europe is located on the west coast of Halkidiki, on the slopes of Mount Meliton. One of the oldest and best winemaking regions in Greece is Kentriki Macedonia. -A visit to the Domaine Porto Carras winery. On the slopes of Mount Meliton, Sithonia, Halkidiki, 450 hectares of the largest organic Greek vineyards are located in the shape of an amphitheater. The winemakers' philosophy is to produce excellent wines from Greek and international varieties, perfectly adapted to the "terroir" of the area. A unique terroir, exceptional wines, a wonderful experience. Tasting. - Just a few kilometers from the city center, on one of the three hills in the eastern part of Thessaloniki, with panoramic views of the Bay of Termaikos and Mount Olympus, the Domaine Florian winery offers unique wines on demand. A family-owned boutique winery specializing in high quality and authentic wines with an emphasis on sustainability. Visits and wine tastings by appointment only due to COVID-19 restrictions. Tour of the property and tasting. Transfer to Thessaloniki.

Table 1 (continued)

1	2
3	<p>- Breakfast. Departure to Niko Lazaridi winery (Makedon), 150 km from Thessaloniki. Tour of the area and tasting. The winery with its special architecture is built on a central vineyard and is in harmony with the natural landscape, with full use of the vineyards on all sides of the perimeter. It is fully equipped with all modern facilities for the production of high quality products.</p> <p>- Transfer to Ktima Biblio Chora winery. Tasting and tour of the property. The estate's private vineyards are located 380 meters above sea level and currently cover an area of about 570 acres. The production area, located on two levels, is structured to facilitate the work of winemakers, especially during harvesting, and is fully equipped with the latest winemaking equipment: blast furnace, pneumatic press, stainless steel pre-fermentation tanks for white and rosé wines, stainless steel fermentation and stabilization tanks with controlled cooling system. Back to Thessaloniki.</p> <p>- Departure. Transfer to the airport. Flight to Batumi, Georgia.</p>
4	- Arrival in Batumi. Transfer to the hotel
5	<p>- Departure to the Adjara Wine House. In the 18th century there was a winery on this site. Now there is a winery, which is a wine cellar and tasting room. Tasting of white dry and semi-dry wines. And also, a tasting and the opportunity to buy a unique pink wine "Porto Franco". This exclusive drink is made from the Chaveri grape variety. The number of bottles is limited to 7,000, so you can only buy it on the spot. Tourists will be able to taste the wine, visit the vineyards, observe the wine making process and taste the local cuisine.</p> <p>- Departure to Nodar Shervashidze Wine House. The place where the wine is stored in oak barrels gives the drink a special taste. Tourists will have the opportunity to wander through amazing vineyards, take part in the process of wine making, taste delicious drinks, taste dishes made from natural ingredients. Wine tasting.</p> <p>- Visit the wine house of Lado Shavishvili. The wine house is owned by a married couple – Lado and Eliko. In addition to wine tasting, tourists will be shown the entire farm (vineyard, hazel), marani (wine cellar, which consists of kvevri, buried in the ground clay jugs for storing wine, dishes for squeezing grape juice). There is an opportunity to taste national cuisine, to study local culture and folklore. Also taste delicious grapes, take part in the grape harvest, get acquainted with the stages of the wine making process. There will be a tasting of these wines at the winery. Departure to Batumi.</p>
6	<p>- Breakfast. Check out. Departure to Ambrolauri. Arriving in Ambrolauri, the administrative center of Racha, tourists will go to the Khvanchkara microzone. Only here, from the grapes of these vineyards, the famous semi-sweet wine "Khvanchkara" is made.</p> <p>Dinner and a tasting of fine wine, after which campers will go to the winery Chateau Dio, where tourists will stay overnight.</p>
7	<p>- Transfer to Lechkhumi. Tourists will be able to see the Rioni Valley.</p> <p>- Transfer to the village of Twishi. It is here, and nowhere else, that Tsolikauri vineyards grow, from which the unparalleled white natural semi-sweet wine Twishi is made. Tourists will be greeted by a winemaker who will show and tell you what is unique about this grape. Wine tasting and relaxation on the grounds.</p>
8	- Breakfast. Check-out from hotel. Departure to Yerevan. Check-in at hotel. Dinner in restaurant. Sightseeing tour in Yerevan.
9	- Visit an Armenian grapevine winery. There are wineries in almost every village in this region, and each has its own distinctive feature. After a tour of the winery, tourists taste several varieties of the best wines from the producer in a specially equipped tasting room. A visit to the Old Bridge Winery, which was originally a small family winery. Armen and Ashken Khalatyan started the project in 1998 with the purchase of an inconspicuous, stone-filled plot of land in the Yeghegnadzor region. In more than 20 years, the inconspicuous plot of land, along with a viaduct from the times of the Roman conquests, has turned into a fruit-bearing vineyard with a modern factory. Wine tasting. Free time.
10	- Breakfast. Tourists gathering and transfer to the airport. Return to Ukraine.

* Compiled by the author [12–16]

can be confirmed by the fact that wine tourism is becoming more popular every year, and the search for new ways allows tourists to visit new places, learn much more information and enjoy tastings in different directions. Developed wine tours, meet the needs of tourists, and contain tourism products that are relevant at the time of the defense of qualification work.

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