

**INTEGRATION PROCESSES
IN THE DEVELOPMENT OF WINE TOURISM
AND RURAL GREEN TOURISM IN UKRAINE:
THE CRAFT SECTOR AS A CATALYST
FOR REGIONAL IDENTITY**

Tymchuk Svitlana

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INTRODUCTION

The contemporary development of Ukraine's tourism sector is characterized by the intensification of integration processes among its various segments, which necessitates the creation of new approaches to utilizing local resources and building competitive regional brands. One of the most promising directions of such integration is the combination of wine tourism, craft winemaking, and rural green tourism, which together form a foundation for the sustainable development of rural areas, the preservation of cultural heritage, and the improvement of local well-being.

Within this study, wine tourism is viewed as a form of cultural and tasting activity that combines familiarization with winemaking technologies, gastronomic practices, and authentic interaction with the local community. Rural green tourism, in turn, functions as a space of socio-economic interaction where tourism, agricultural, and cultural resources create a synergistic model for territorial development. Their integration generates a new quality of tourism product oriented toward environmental responsibility, individuality, and deep regional identity.

An important element of this integration system is craft winemaking—a flexible and innovative segment of Ukraine's tourism and recreation space that merges traditional technologies, creative production approaches, and a commitment to quality. Craft producers are increasingly becoming initiators of local tourist routes, gastronomic festivals, and thematic locations that attract visitors through authenticity and reflect the cultural and historical uniqueness of their regions.

A significant component of the analysis also involves the study of regional integration models that demonstrate the potential of combining winemaking

and rural tourism across different regions of Ukraine. The most illustrative examples include initiatives in the Odesa, Zakarpattia, Kherson, Lviv, and Mykolaiv regions, where the development of wine tourism acts as a catalyst for forming new small-business clusters, increasing employment, and generating local value added.

Special attention is paid to the craft sector as a carrier of regional identity. Through both material and intangible elements—winery architecture, labeling, local narratives, gastronomic symbols—craft winemaking shapes a holistic image of the territory, strengthening its tourism appeal and contributing to the development of a unique brand. At the same time, this identity becomes an instrument of cultural diplomacy, presenting Ukraine on the international tourism market as a country with an authentic wine culture and strong potential for sustainable development.

1. Theoretical and Methodological Foundations for the Integration of Wine Tourism and Rural Green Tourism

The integration of wine tourism and rural green tourism represents one of the leading trends in the modern development of the tourism industry, oriented toward sustainable, culturally rich, and environmentally responsible forms of travel. It reflects profound structural changes in the perception of tourism—shifting from mass consumption to experiences of authentic immersion in the local environment, where the main values are culture, traditions, crafts, gastronomy, and the human factor.

Wine tourism, as a form of specialized cultural and gastronomic tourism, has long been a driving force behind the development of rural regions in global practice (particularly in Italy, France, Spain, and Portugal). For Ukraine, its integration with rural green tourism opens opportunities to create new regional tourism products built on local identity, traditional technologies, and natural potential. At the same time, this requires systematic theoretical reflection and the harmonization of conceptual approaches to organizing interaction among winemaking, agricultural, and tourism stakeholders.

Scientific examination of integration processes in tourism, including the interaction between wine tourism and rural green tourism, is based on several interrelated theoretical approaches that together make it possible to comprehensively address the economic, sociocultural, and spatial dimensions of this phenomenon. First of all, the systems approach views integration as a process of forming an interconnected tourism system in which production (winemaking), recreational (green rural resources), and service (hospitality infrastructure, tasting services) subsystems function in mutual interaction and provide a synergistic effect. From this perspective, decisive importance is

attached to issues of information flows, coordination of stakeholder actions, and the management of a shared tourism product¹.

The economic-institutional and cluster approaches highlight the mechanisms of spatial concentration and specialization that strengthen the competitive advantages of regions through the economic complementarity of enterprises, the consolidation of local value-added chains, and the development of cooperative networks². In the context of wine tourism and rural tourism, clustering makes it possible to unite wineries, agritourism locations, local restaurants, museums, and craft producers into integrated routes or “wine roads,” which increases the attractiveness of the destination and creates prerequisites for coordinated marketing policies and enhanced investment appeal³.

The cultural and landscape approaches emphasize the importance of the intangible components of the tourism offer: traditions, crafts, gastronomic practices, and wine as a carrier of cultural memory and regional identity. The concepts of the “tourism terroir” and cultural landscape make it possible to analyze how the combination of natural conditions, historical narratives, and material culture shapes a unique “sense of place,” which serves as a key resource for an integrated tourism product⁴. In this context, it is important to consider the co-creation of experience, whereby tourists take an active role in shaping impressions, while local communities and craft producers act as co-creators of value.

The socio-economic and sustainability-oriented approaches emphasize three clusters of integration outcomes: the economic dimension – diversification of income sources and job creation in rural areas; the sociocultural dimension – preservation and revitalization of local practices; the environmental dimension – reducing pressure on natural resources through visitor management and the introduction of ecological practices.

Contemporary methodology for integration research in wine tourism and rural tourism must combine empirical sensitivity to the local context with conceptual rigor (systemic analysis, institutional examination, cluster logic, cultural identity, and experience-oriented perspectives). Such a synthesis makes it possible not only to diagnose existing barriers and drivers of integration but

¹ Panyik E., Costa C., Rátz T. Implementing integrated rural tourism: an event-based approach. *Tourism Management*. 2011. Vol.32, №.6. P.1352–1363. DOI:10.1016/j.tourman.2011.01.009

² Porter M.E. Clusters and the new economics of competition. *Harvard Business Review*. 1998. Nov–Dec. P.77–90

³ Boiko M., Bosovska M., Vedmid N., Melnychenko S., Okhrimenko A. Development of the tourism cluster. *Problems and Perspectives in Management*. 2017. Vol.15, №.4. P.134–149. DOI:10.21511/ppm.15(4).2017.12

⁴ Kastenzholz E., Cunha D., Eletxigerra A., Carvalho M., Silva I. The Experience Economy in a Wine Destination Analysing Visitor Reviews. *Sustainability*. 2022. Vol.14, №.15. Article 9308. DOI:10.3390/su14159308

also to design policies and practices that will promote sustainable regional development through the organic combination of craft winemaking, wine districts, and rural green tourism⁵

Wine tourism and rural green tourism share a common socio-economic foundation and pursue similar territorial development goals, yet they differ in the nature of the tourist experience, organizational models, and the dominant motivations of participants. It is precisely the combination of their shared features and complementary differences that creates the prerequisites for effective integration into a unified tourism system.

Both directions are formed on the basis of rural areas characterized by natural scenic value, cultural authenticity, and the presence of traditional crafts and agricultural practices. Their common objective is the diversification of the rural economy through the development of non-agricultural activities, the preservation of cultural heritage, and the stimulation of local entrepreneurship⁶. Both wine tourism and rural tourism are oriented toward environmental sustainability, durability, and locality—that is, the rational use of resources, respect for the environment, and support for the local community. In this regard, both develop within the framework of sustainable and experience-oriented tourism, where the key resource is an authentic experience based on interaction with the people, culture, and nature of the region⁷.

At the same time, there are certain differences between these two forms of tourism, which provide the potential for their complementarity. Rural green tourism has a broader scope and includes agritourism, ecotourism, craft, and ethnocultural practices. Its main goal is recreation in the rural environment, experiencing rural lifestyles, and restoring contact with nature. Wine tourism, by contrast, is a specialized form of gastronomic tourism focused on the oenological experience—wine tastings, visits to wineries, participation in festivals, and familiarization with winemaking technologies⁸.

From a marketing perspective, the audience of wine tourism typically has higher purchasing power and cultural motivation, seeking not only leisure but also symbolic capital—knowledge, tasting experiences, and a sense of belonging to a particular lifestyle. In contrast, rural green tourism targets a broader consumer

⁵ Olshanska O., Puzyrova P., Shevchenko O. Integrative approach and clusterization as elements of effective tourism industry management in the conditions of sustainable development. *Management*. 2023. Vol.38. №.2. doi:10.30857/2415-3206.2023.2.4

⁶ Sharpley R., Vass A. Tourism, farming and diversification: An attitudinal study *Tourism Management*. 2006. Vol.27, №.5. P.1040–1052. DOI:10.1016/j.tourman.2005.10.025

⁷ Kastenholtz E., Cunha D., Eletxigerra A., Carvalho M., Silva I. The Experience Economy in a Wine Destination Analyzing Visitor Reviews. *Sustainability*. 2022. Vol.14, №.15. Article 9308. DOI:10.3390/su14159308

⁸ Sharples L. Explore wine tourism: management, development & destinations. *Tourism Management*. 2002. December 23(6). P. 641-643 DOI:10.1016/S0261-5177(02)00033-X

segment-families, domestic tourists, and those seeking a peaceful retreat free from urban stress. As a result, their integration allows coverage of different market niches, ensuring the economic sustainability of the tourism product⁹.

Institutionally, wine tourism generally has a more developed infrastructure—wineries, tasting rooms, brands, routes, and marketing associations (“wine roads”), whereas rural green tourism relies on small private initiatives such as agritourism farms, family farms, and local attractions. Their combination facilitates the creation of cluster models, within which a winery becomes an “anchor” for the development of the surrounding tourism network, and rural homesteads serve as a platform for accommodation and cultural interpretation of the territory¹⁰.

Thus, the shared features of wine tourism and rural green tourism include territorial locality, a focus on sustainability, cultural authenticity, and the socio-economic function of supporting rural communities. Their differences—in the degree of specialization, type of tourist experience, organizational structure, and consumer profile—do not separate them; rather, they create the potential for integration. Their interaction enables the development of innovative, comprehensive tourism products that combine gastronomic, cultural, educational, and recreational components, thereby strengthening regional identity and the competitiveness of Ukrainian rural destinations¹¹.

The integration of wine tourism and rural green tourism in Ukraine represents one of the key directions for the sustainable development of the tourism and recreation sector, combining economic benefits, social impact, and ecological balance. Both types of tourism share a common foundation—the use of local resources, cultural heritage, natural potential, and gastronomic authenticity^{12, 13, 14, 15}.

⁹ Carlsen J., Charters S. *Global Wine Tourism: Research, Management and Marketing*. Wallingford: CABI Publishing, 2006. 280 p.

¹⁰ Boiko M., Bosovska M., Vedmid N., Melnychenko S., Okhrimenko A. Development of the tourism cluster. *Problems and Perspectives in Management*. 2017. Vol.15, №4. P.134–149. DOI:10.21511/ppm.15(4).2017.12

¹¹ Hall C.M., Sharples L., Cambourne B., Macdonis N. *Wine tourism around the world: development, management and markets*. Oxford: Butterworth-Heinemann, 2000. 368 p.

¹² Чорна Н.М. Винний туризм в Україні: потенціал та тенденції розвитку. *Інфраструктура ринку*. 2022. Випуск 67. С. 161–166. <https://doi.org/10.32843/infrastructure67-28>

¹³ Зарубіна А.В., Семенюк Л.Л. Розвиток сільського зеленого туризму як чинник відродження сільських територій регіону. *Економіка і суспільство*. 2025. Випуск № 72. DOI: <https://doi.org/10.32782/2524-0072/2025-72-31>

¹⁴ Феєр А. Аналіз особливостей розвитку крафтового виробництва та оцінка його впливу на економіку гірських територій. *Економіка та суспільство*. 2024. (65). <https://doi.org/10.32782/2524-0072/2024-65-77>

¹⁵ Milićević S., Đorđević N., Kraguljac V. Wine tourism and sustainable rural development. *Tourism International Scientific Conference Vrnjačka Banja – TISC*. 2024. 8(1), 419–428. <https://doi.org/10.52370/TISC24419SM>

Effective integration of wine and rural green tourism in Ukraine is possible only through a comprehensive consideration of economic, social, and environmental determinants. Economic synergy is manifested in the interaction between the agricultural sector and tourism, creating new opportunities for entrepreneurship and the export of cultural products. The social aspects of integration strengthen the role of local communities, contributing to the preservation of intangible heritage. The environmental component ensures sustainable development, shaping Ukraine’s image as an ecologically responsible tourist destination. Therefore, further research should focus on evaluating the balance of these factors and developing models of regional integration that take into account the specifics of the craft sector.

In the interaction between wine and rural green tourism at the regional economic level, a synergistic effect can be observed. This effect occurs when the combination of wine and rural green tourism generates outcomes that exceed the sum of the individual effects of each type of tourism. At the regional economic level, this is manifested in increased revenues, stimulation of small businesses, formation of sustainable clusters¹⁶, higher employment, and the strengthening of local brands.

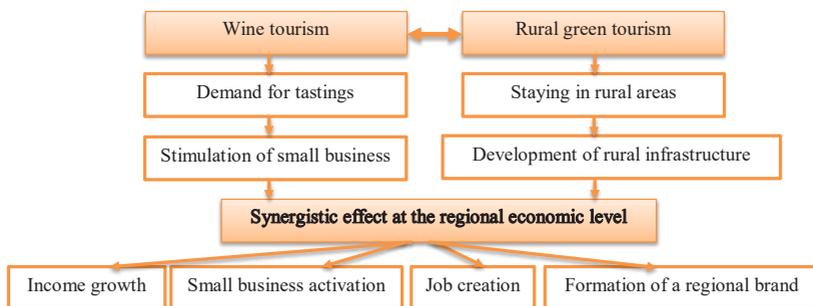


Fig. 2. Graphical model of the synergistic effect from the interaction of wine and rural green tourism at the regional economic level

**Author’s development*

The interaction between wine tourism and rural green tourism creates a mutual enhancement of several key processes. Wine tourism generates demand for tasting programs, winery visits, gastronomic events, and local products.

¹⁶ Lytvyn O., Sushchenko O., Kyrlyuk I., Chvertko L., Neshchadym L., Povorozniuk I., Tymchuk S. Mechanisms for developing tourism clusters to enhance the competitiveness of Ukraine’s tourism industry. *Management Theory and Studies for Rural Business and Infrastructure Development*. 2025. 47(1), 153–161. <https://doi.org/10.15544/mts.2025.12>

Rural green tourism offers accommodation, ethnocultural experiences, family farms, crafts, and an authentic lifestyle. Combined, they form a comprehensive tourism product with higher added value¹⁷.

Strategically important is the development of a regional brand. Areas offering a combined product – “wine + village + gastronomy” – gain competitive advantages in domestic and international markets, leading to increased tourist flows. Regions such as Zakarpattia, Odesa, Kherson, and Halychyna demonstrate that the interaction of wine and rural tourism can become a driver of sustainable development, strengthening the economy without harming cultural or natural heritage.

The integration of wine and rural green tourism in Ukraine creates a new model of territorial development, in which craft winemaking acts as a catalyst for regional identity and local brand-building. This process encompasses economic, social, and cultural aspects, creating conditions for a multiplicative effect in rural communities. A SWOT analysis allows for a comprehensive assessment of internal opportunities and limitations of the integration approach, as well as external factors influencing its sustainability and effectiveness.

Table 1

SWOT Analysis of the Integration Processes of Wine and Rural Green Tourism in Ukraine*

S – Strengths	W – Weaknesses
Development of craft winemaking as a unique competitive advantage of regions.	Insufficient tourism infrastructure in rural communities (roads, services, logistics).
High authenticity of rural areas, preserved cultural traditions of winemaking.	Limited investments and access to financial resources for small producers.
Growing demand for gastronomic and experiential tourism, including enogastronomy.	Low level of marketing communication of local brands.
Support from international programs (EU4Business, House of Europe, European grants).	Insufficient professional training of personnel in tourism and winemaking.
Expansion of wine routes and farm-based rural tourism homesteads.	Uneven regional development, with concentration of potential in 3–4 regions.
O – Opportunities	T – Threats
Formation of regional tourism clusters “winemaking + rural homesteads + gastronomy.”	Armed aggression by the Russian Federation: risks to security, investments, and territorial integrity of tourist routes.
Development of territorial brands based on craft products and local identity.	Deterioration of environmental conditions, landscape degradation, climate risks for viticulture.

¹⁷ Чернега І.І., Нестерчук Ю.О., Тимчук С.В. Оцінювання економічної доданої вартості (EVA) у малому підприємстві сфери послуг. *Економіка та суспільство*. 2025. № 79. DOI: <https://doi.org/10.32782/2524-0072/2025-79-146>

Continuation of table 1

S – Strengths	W – Weaknesses
Involvement of youth in small entrepreneurship and farming through the craft sector.	Labor migration and workforce shortage in rural communities.
Growing demand for ecotourism and sustainable tourism in European and domestic markets.	High competition from foreign wine regions (Georgia, Moldova, Italy).
Integration of digital solutions (online marketing, VR routes, electronic winery catalogs).	Lack of stable state policy for the development of craft production and agritourism.

**Author's development*

The SWOT analysis demonstrates that the integration of wine and rural green tourism has high potential for forming regional branded offerings and promoting sustainable development of rural communities. Strengths—territorial authenticity, active development of craft winemaking, and demand for enogastronomic tourism—create a foundation for enhancing synergy.

At the same time, key weaknesses remain: uneven infrastructure development, limited access to finance, and insufficient marketing support for local brands. Opportunities are linked to cluster development, international programs, and digitalization, whereas threats stem from security risks, international competition, and demographic challenges in rural areas.

Effective development of the integrated model is possible through strengthened cooperation among producers, local authorities, communities, and educational institutions, as well as comprehensive infrastructure support and strategic communication of Ukrainian tourism regions.

The integration of wine and rural green tourism in Ukraine relies on several objective advantages that form the potential for a complex tourism product. A key strength is the active development of craft winemaking, which creates a unique offering on the tourism market and enhances regional authenticity. Craft producers ensure not only product quality but also opportunities for tourists to immerse themselves in local culture, history, and winemaking techniques.

Small producers often lack capital for modernizing technical facilities, and access to credit resources is limited. Insufficient professional training in winemaking, hospitality, and marketing is another restraining factor. Significant regional disparities also reduce the possibility of uniform development, with potential concentrated mainly in Zakarpattia, Odesa, Mykolaiv, and partially Halychyna.

Growing interest in sustainable, ecological, and gastronomic tourism in European and domestic markets opens opportunities for agritourism and

wine routes. Digitalization is an important trend, allowing local producers to communicate more effectively with tourists, promote products online, create virtual tours, and integrate into international winery catalogs. Expansion of the craft products market stimulates territorial branding, strengthens regional identity, and forms a competitive image for tourist locations.

Integration processes are influenced by external risks that can reduce tourism sector sustainability. The most significant threat as of 2025 remains the armed aggression of the Russian Federation against Ukraine, creating dangers for infrastructure, investments, and territorial integrity of tourist routes. Security risks limit both domestic and international tourist flows.

Climate change poses an additional threat to viticulture, as rising temperatures, water scarcity, and shifts in phenological phases affect grape yield and quality. High competition from established wine regions complicates the promotion of the Ukrainian tourism product internationally. Labor migration and demographic decline in rural areas reduce workforce potential, while the absence of stable state policy in agritourism and craft production limits strategic planning opportunities.

Foreign practices of integrating wine and rural tourism that can be adapted to Ukrainian realities are based on a comprehensive combination of spatial branding, cluster cooperation between producers and tour operators, certification of “wine routes,” event management, and the implementation of quality standards and sustainable practices. In regions of Italy and Spain, the “wine roads” model is widely used, with official coordination of producer consortia, local governments, and travel agencies. This approach allows for the creation of unified routes, standardization of tasting and hospitality services, and the organization of large-scale event campaigns^{18, 19}. The experience of the Douro region (Portugal) demonstrates how the combination of cultural landscape preservation (UNESCO), the creation of “quintas” – wineries with full guest infrastructure – and themed tour programs increases the average tourist expenditure in the area and stimulates the development of related services.

The cluster approach, successfully applied in the regions of Tuscany and provinces of Spain, brings together small businesses, artisans, and gastronomic establishments around “core” wineries. In this model, the state or local authorities act as moderators of infrastructure projects and promotional campaigns, while associations ensure joint marketing and standardization of services. This model

¹⁸ López-Guzmán, T., Sánchez-Cañizares, S., Rodríguez Garcia. Wine routes in Spain: A case study. *Tourism*. 2009. Vol. 57 № 4. 421-434. URL: <https://www.researchgate.net/publication/44131505> (дата звернення 20.07.2025).

¹⁹ Chiodo E. Wine Routes and Sustainable Social Organization within Local Territories. *Sustainability*. 2020. Vol.12, №.22. DOI: 10.3390/su12229388

allows small craft winemakers to benefit from the overall regional brand, while rural homesteads gain from a steady flow of tourists throughout the season.

The effectiveness of integration is further enhanced through quality and environmental certification: in Spain and Portugal, models of certified routes and “sustainable wine route” labels have been implemented, combining gastronomic promotion with landscape preservation, staff training, and management of ecosystem load^{20, 21}. These practices are relevant for Ukraine as a tool to enhance tourist trust and create a competitive advantage in European markets. Another important element is digital integration: successful regions develop joint online portals with interactive maps, tasting reservations, winery catalogs, and visitor reviews. This increases destination visibility and enables better coordination of supply and demand²². Training programs and experience-sharing networks among producers (hospitality, oenology, and tourism management workshops) ensure workforce development and support service standards, which is critical for craft producers and rural homesteads aiming to work with international tourists²³.

The adaptation of these practices in Ukraine requires consideration of local specifics: a combination of official support (infrastructure development, grants), community initiatives and cooperative ownership models, gradual route certification, and the implementation of digital solutions. Scholarly sources analyzing these practices and their impact on the sustainable development of rural areas provide methodological guidance for the phased transformation of Ukrainian regions—from promoting craft winemakers to creating an institutional framework for clusters and “wine roads”²⁴.

2. Craft Winemaking as an Innovative Segment of Ukraine's Tourism and Recreation Space

Craft winemaking is gradually becoming one of the most dynamic segments of Ukraine's tourism and recreation space, combining local production, gastronomic authenticity, and the cultural heritage of regions. The modern

²⁰ Chiodo E. Wine Routes and Sustainable Social Organization within Local Territories. *Sustainability*. 2020. Vol.12, №.22. DOI: 10.3390/su12229388

²¹ Zamarreño-Aramendia G. Sustainable economy and development of the rural territory: certification of wine routes in Málaga. *Economies*. 2021. 9(1), 29 <https://doi.org/10.3390/economies9010029>

²² Correia A.I., Cunha R., Pinto de Matos O., Fernandes C. Wine tourism experiences and marketing: the case of the Douro Valley in Portugal. 2019. June. pp.203-220. DOI:10.1007/978-3-030-00437-8_14

²³ Santini C., Cavicchi A., Bertella G. Cornering Authenticity in Wine Tourism: The Case of Tuscany. In *Strategic Management in the Wine Tourism Industry: Competitive Strategies, Wine Tourism Behaviour and New Strategic Tools*. 2024. pp. 25-49 URL: <https://ninum.uit.no/bitstream/handle/10037/34099/article.pdf> (дата звернення 20.07.2025).

²⁴ Zamarreño-Aramendia G. Sustainable economy and development of the rural territory: certification of wine routes in Málaga. *Economies*. 2021. 9(1), 29 <https://doi.org/10.3390/economies9010029>

development of small-scale winemaking is driven by growing demand for unique local products, the reorientation of tourists toward individualized routes, and the desire for an authentic experience of interaction with producers. Craft wineries offer not only tasting products but also an integrated tourism service—including tours, local gastronomic events, workshops, and themed festivals—creating a comprehensive recreational space.

In the context of strengthening regional identity and developing rural areas, this segment serves as a tool for diversifying the local economy and stimulating smart specialization of regions. Expanding the network of small wineries helps preserve traditions, promote local grape varieties, and create conditions for sustainable tourism development. At the same time, craft wine tourism aligns with global trends of responsible consumption and eco-orientation, combining production innovations with cultural authenticity. Therefore, it has the potential to become a competitive advantage for Ukraine on the international tourism map.

Unlike traditional retail channels, restaurants provide emotional engagement for consumers, increasing the likelihood of future brand loyalty. In regions with developed tourism potential (Odesa, Zakarpattia, Podillia), restaurants serve as key platforms for showcasing the products of local wineries. Thus, restaurants not only sell wine as a product but also create added value through service, product origin stories, and cultural presentation²⁵. The adoption of the Law of Ukraine “On Amendments to Certain Legislative Acts of Ukraine Regarding the Development of Wine Production and the Simplification of Business Activities for Small Wine Producers” is a step toward creating conditions for the prosperity of small wineries²⁶. This law promotes the creation of conditions that will not only help integrate Ukrainian wineries into global markets but also support their development by establishing stable and transparent rules for small producers.

In Ukraine, the share of wine sales through restaurant infrastructure remains relatively low compared to European countries. This is due to fragmented cooperation, a low level of standardization of wine lists, the absence of centralized training programs for HoReCa personnel on local wines, and weak logistical integration between producers and dining establishments²⁷.

²⁵ Печко В. Винний туризм як складова стратегічного розвитку виноградарсько-виноробного комплексу. *Науковий вісник Полтавського університету економіки і торгівлі. Серія «Економічні науки»*. 2025. 1 (115), С. 108-112. <https://doi.org/10.37734/2409-6873-2025-1-15>

²⁶ Про внесення змін до Податкового кодексу України та деяких законів України щодо розвитку виробництва виноробної продукції та спрощення господарської діяльності малих виробництв виноробної продукції: Закон України від 09.08.2023 № 3303-IX. URL: <https://zakon.rada.gov.ua/laws/show/3303-IX#Text> (дата звернення: 20.07.2025)

²⁷ ДСТУ 4805-2007 Виноматеріали оброблені. Загальні технічні умови. Київ : Держспоживстандарт України, 2008. 11 с

The issue of optimizing wine storage in restaurants also remains important. Due to the constantly changing tastes and preferences of consumers, dining establishments are compelled to implement new approaches to serving and storing opened bottles of wine. For restaurants focused on wine culture, expanding the wine list positively affects visitor satisfaction and strengthens the establishment's image.

A well-organized process for storing opened wine helps minimize losses. In the context of the dynamic development of the restaurant sector, the use of modern equipment to preserve the quality of opened wine becomes particularly significant. Innovative storage technologies not only improve service but also allow guests to taste premium and rare wines without compromising their flavor characteristics.

In the modern restaurant industry, technological innovations have become a key factor in improving the quality of wine service, optimizing operational processes, and creating competitive advantages for dining establishments. The dynamic development of wine culture, growing consumer interest in local and craft wines, and the increasing role of gastronomic tourism encourage restaurants to implement intelligent storage control systems, modern serving technologies, and digital tools for promoting wine products.

From a strategic perspective, restaurant infrastructure should be viewed not only as a sales channel but also as a marketing, educational, and wine tourism development tool. Its effective use can increase wine sales, strengthen regional product identity, and stimulate gastronomic movement in Ukraine. The sale of craft wines has significant growth potential in the restaurant sector, particularly with the adoption of modern technologies, innovative solutions, and improved production processes. Such integration not only enhances the image of restaurants but also positively impacts local economic development and fosters a culture of wine consumption²⁸.

In the context of decentralization, growing interest in local products, and the development of wine tourism, craft wineries act as catalysts for local economic growth by creating unique regional brands. A distinctive feature of Ukrainian craft wineries is the use of local indigenous grape varieties, of which there are many in Ukraine.

The table presents a basic list of craft wineries in Ukraine as of 2025, indicating the location of their vineyards, vineyard area, and vine age. These data allow for an assessment of the production scale, level of development, and potential of each producer as a participant in the national wine market (Table 3).

²⁸ ДСТУ 4805-2007 Виноматеріали оброблені. Загальні технічні умови. Київ : Держспоживстандарт України, 2008. 11 с.

Table 3

List of Craft Wine Producers in Ukraine as of 2025

Winery Name	Vineyard Location	Total Vineyard Area	Vine Age (years)
Don Alejandro Winery	Kholodna Balka, Bilyayivskiy Raion, Odesa Oblast	14 ha	20
Hryhoriy Kulynichenko Winery	Horokhove, Borodyanskyi Raion, Kyiv Oblast	4 ha	13
Bohdan's Winery	Horaivka, Kamianets-Podilskiy Raion, Khmelnytskyi Oblast	2 ha	20
Korus Wines	Kropyvnytskyi, Kirovohrad Oblast	0.2 ha	10
Kovach Family Winery	Kontsovo, Uzhhorodskiy Raion, Zakarpattia Oblast	100 ha	17
Shtyfko Wine Manufactory	Kliucharky, Mukachevo Raion, Zakarpattia Oblast	1 ha	6
Sherwood Winery	Uman, Cherkasy Oblast	0.15 ha	Data not available
Kolonist	Krynynchne, Bolhradskiy Raion, Odesa Oblast	33 ha	Varies (5–15+)
Chateau Chizay	Berehove, Zakarpattia Oblast	272 ha	Varies (5–20+)
Beykush	Chornomorka, Ochakivskiy Raion, Mykolaiv Oblast	11 ha	Varies (5–15+)
V. Zakharov Winery	Shabo, Bilhorod-Dnistrovskiy Raion, Odesa Oblast	2 ha	Varies
46 Parallel Wine Group	Odesa Oblast (cooperative)	Suppliers	Varies
Family Winery Biologist	Lisnyky, Fastivskiy Raion, Kyiv Oblast	0.5 ha	5–10
Kalyuzhnykh Winery	Stovpyn, Rivne Oblast	0.1 ha	5–10
Cotnar	Muzhiyevy, Berehivskiy Raion, Zakarpattia Oblast	180 ha	Varies
Slivino Village	Slyvyn, Mykolaivskiy Raion, Mykolaiv Oblast	8 ha	Varies
Chateau Pinot	Odesa (vineyards near Fontanka village)	5 ha	Varies
VINARIA	Velyki Berehy, Berehivskiy Raion, Zakarpattia Oblast	12 ha	Varies

In Ukraine, there is a clear geographical diversification of craft winemaking. Wineries are located not only in traditional wine-producing regions such as Odesa and Zakarpattia but also in central, northern, and western oblasts. The total vineyard area ranges from 0.1 ha to over 270 ha, indicating varying production capacities and scales of operation. A significant portion of vineyards has mature vines (10–20 years old), ensuring high-quality raw materials. This creates favorable conditions for the further integration of craft wines into the

restaurant sector, particularly within the development of gastronomic tourism and local tasting routes, which, in turn, stimulates demand for Ukrainian wine.

Craft winemaking generates a wide range of economic effects for regional tourist destinations and the restaurant sector, from direct increases in income through wine sales and tasting services to long-term growth in investment attractiveness and regional brand formation. Firstly, small wineries generate direct revenue by selling their products on-site and through HoReCa channels, which raises the average expenditure per visitor in the region and promotes the redistribution of income within the local economy²⁹. Secondly, integrating craft production with the tourist offer (tours, tastings, festivals, master classes) extends the average length of stay for visitors in the region and stimulates demand for accommodation, dining, transportation, and souvenir services, thereby generating a multiplier effect in related sectors³⁰. Thirdly, the presence of unique local wines contributes to the premiumization of the offer: restaurants and tasting venues can achieve higher margins due to the exclusivity and authenticity of the product, which increases the profitability of the HoReCa sector in the region. Craft winemaking also stimulates the creation and development of SMEs and clusters, where small producers, restaurants, farm estates, and craft artisans form cooperative networks for joint marketing, logistics, and route organization, enhancing resource efficiency and reducing transaction costs³¹. The presence of well-developed wine routes and gastronomic products enhances the recognition of a region in external markets and creates opportunities for product export or promotion through gastronomic tours, generating medium- and long-term multiplier effects on investment and employment.

The capitalization effect of land and real estate should not be overlooked: successful wine and gastronomic projects increase demand for land plots and tourist infrastructure, potentially stimulating regional investment in road construction and services. At the same time, the craft sector drives innovations across the value chain³² (packaging, brand design, merchandising, digital marketing), raising the overall added value in the local economy.

²⁹ Panyik E., Costa C., Rátz T. Implementing integrated rural tourism: an event-based approach. *Tourism Management*. 2011. Vol.32, №.6. P.1352–1363. DOI:10.1016/j.tourman.2011.01.009

³⁰ Miličević S., Đorđević N., Kraguljac V. Wine tourism and sustainable rural development. *Tourism International Scientific Conference Vrnjačka Banja – TISC*. 2024. 8(1), 419-428. <https://doi.org/10.52370/TISC24419SM>

³¹ Boiko M., Bosovska M., Vedmid N., Melnychenko S., Okhrimenko A. Development of the tourism cluster. *Problems and Perspectives in Management*. 2017. Vol.15, №.4. P.134–149. DOI:10.21511/ppm.15(4).2017.12

³² Чернега І., Нестерчук Ю., Тимчук С. Ланцюг вартості як інструмент підвищення конкурентоспроможності підприємств сфери обслуговування. *Економіка та суспільство*. 2025. (78). <https://doi.org/10.32782/2524-0072/2025-78-138>

It should also be noted that the economic effect depends on the level of institutional support, cooperation channels, and market access: research indicates that without targeted cluster policies and infrastructure support, the potential of craft winemaking may remain fragmented and fail to deliver a substantial regional impact³³. Thus, craft winemaking acts as a catalyst for regional economic development, provided that integrated approaches are applied in marketing, infrastructure, and staff education.

Craft wineries play a key role in shaping local gastronomic brands, as they combine the tangible characteristics of their products (unique grape varieties, microclimate, artisanal production techniques) with a narrative component—the history of production, local culture, and authenticity—which can be effectively communicated through gastronomic practices and dining establishments. Through collaboration with restaurants and chefs, craft producers enable the creation of signature gastronomic offerings, where wine is not merely a product but an element of the region’s flavor narrative; such integration enhances territorial recognition and positions the region as a gastronomic destination³⁴. Participation of small wineries in thematic events—festivals, “open cellar” days, and gastronomic tours—creates a platform for showcasing local cuisine and wines, stimulates media attention, and helps form an associative image of the regional brand, as evidenced by studies of European wine routes³⁵.

Craft wineries also contribute to better coordination between producers and actors in the gastronomic market: they initiate joint marketing campaigns, develop unified product presentation standards, and participate in the creation of gastronomic routes, thereby strengthening the cluster effect and reducing transaction costs for participants within the local network³⁶. The presence of a unique, locally oriented product allows restaurants to increase the average check and premiumize their offerings, while using wines as a “anchor” element of brand communication. Beyond the economic effect, craft wineries enhance the cultural-communicative dimension of the brand: through labels, family or farm stories, gastronomic pairings, and educational programs, they create

³³ Печко В. Винний туризм як складова стратегічного розвитку виноградарсько-виноробного комплексу. *Науковий вісник Полтавського університету економіки і торгівлі. Серія «Економічні науки»*. 2025. 1 (115), С. 108-112. <https://doi.org/10.37734/2409-6873-2025-1-15>

³⁴ Sharples L. Explore wine tourism: management, development & destinations. *Tourism Management*. 2002. December 23(6). P. 641-643 DOI:10.1016/S0261-5177(02)00033-X

³⁵ Santini C., Cavicchi A., Bertella G. Cornering Authenticity in Wine Tourism: The Case of Tuscany. In *Strategic Management in the Wine Tourism Industry: Competitive Strategies, Wine Tourism Behaviour and New Strategic Tools*. 2024. pp. 25-49 URL: <https://ninum.uit.no/bitstream/handle/10037/34099/article.pdf> (дата звернення 20.07.2025).

³⁶ Boiko M., Bosovska M., Vedmid N., Melnychenko S., Okhrimenko A. Development of the tourism cluster. *Problems and Perspectives in Management*. 2017. Vol.15, №4. P.134-149. DOI:10.21511/ppm.15(4).2017.12

a sense of authenticity and trust in consumers, which is a crucial intangible component of a successful gastronomic brand.

Regional models of integrating wine and rural green tourism demonstrate that the successful development of these sectors depends not only on the presence of winemaking traditions or natural resources but also on the ability of territories to build comprehensive tourist products, combining tasting experiences, agricultural heritage, gastronomy, and cultural landscapes. In Ukraine, where viticulture and winemaking regions have historically developed in Odesa, Zakarpattia, Mykolaiv, Kherson, and partially Cherkasy and Kyiv regions, the integration of these types of tourism serves as a tool for diversifying rural economies and creating new formats of tourist experiences. At the same time, the growing popularity of craft production, the emergence of small wineries, and the development of local gastronomic initiatives create conditions for regional clusters that unite farms, wineries, gastronomic festivals, and agro-educational projects.

These integration models reflect not only the real capacities of regions but also their institutional potential, community engagement, access to infrastructure, ability to establish partnership networks, and utilization of international experience in wine route development. Understanding regional differences and potential enables the identification of optimal development trajectories—from cluster models in Odesa to cross-border initiatives in Zakarpattia and farm-gastronomic formats in Central Ukraine.

In the current context of craft winemaking development, restaurants play the role of strategic partners, promoting local wine products, shaping gastronomic culture, and strengthening the brands of regional producers. The diagram illustrates in a structured manner how products move from production to the end consumer, which communication channels are involved, what marketing tools are used, and which feedback mechanisms are established to enhance cooperation efficiency.

3. The craft sector as a carrier of regional identity and brand-building for tourist territories

The craft wine sector in Ukraine is gradually becoming a key factor in shaping regional identity and developing territorial tourist brands. Thanks to the uniqueness of local grape varieties, small-scale production, flexible technological solutions, and a strong connection to the cultural environment, craft wineries create a distinctive image of their locality and become important components of gastronomic routes. They simultaneously fulfill economic, social, and cultural functions, enriching the tourist space with authentic taste, emotional, and historical experiences. Through tasting rooms, vineyard visits,

special events, and collaboration with the restaurant industry, craft producers act as catalysts for territorial branding and the formation of a positive regional image at both national and international levels. Understanding the role of the craft sector in regional identity allows for a more comprehensive assessment of its significance in shaping Ukraine's tourist and recreational space and identifying the factors that ensure its competitiveness.

Local grape varieties and traditional winemaking technologies in Ukraine are being transformed into modern gastronomic brands through the combination of several interrelated processes: systematization and scientific understanding of the terroir, quality standardization and implementation of quality control, creation of strong narratives about origin and traditions, and integration of the product into gastronomic practices and tourist offerings. First, the identification of local varieties and the description of their terroir characteristics (soil, climate, microclimate) provide the foundation for positioning the wine as a product that carries a unique taste profile and the story of its place of origin, which is essential for brand formation. Second, the use of traditional technologies combined with modern processing and storage standards allows for the integration of authenticity and consistent quality—exactly what contemporary gastro-tourists and HoReCa partners seek. This creates the opportunity to premiumize the product and feature it on restaurant menus as a local gastronomic emblem³⁷.

A key factor in brand formation is narrative communication: stories about the producer's family, the history of the grape variety, artisanal practices, the production process, and connections to cultural traditions transform technical information into an emotional consumer experience, enhancing the perception of authenticity and trust in the brand³⁸.

Simultaneously, institutional structuring is important: the creation of local clusters, certification schemes such as “wine routes,” or geographic indicators increases the product's market visibility and facilitates cooperation with tourism and restaurant operators³⁹. Finally, digital tools (interactive maps, AR labels, online booking for tastings) and event-based marketing (festivals, open-cellar days, gastronomic tours) strengthen the connection between wine and the tourist experience, helping local grape varieties and traditions evolve into

³⁷ Panyik E., Costa C., Rátz T. Implementing integrated rural tourism: an event-based approach. *Tourism Management*. 2011. Vol.32, №.6. P.1352–1363. DOI:10.1016/j.tourman.2011.01.009

³⁸ Santini C., Cavicchi A., Bertella G. Cornering Authenticity in Wine Tourism: The Case of Tuscany. In *Strategic Management in the Wine Tourism Industry: Competitive Strategies, Wine Tourism Behaviour and New Strategic Tools*. 2024. pp. 25-49 URL: <https://ninum.uit.no/bitstream/handle/10037/34099/article.pdf> (дата звернення 20.07.2025).

³⁹ Boiko M., Bosovska M., Vedmid N., Melnychenko S., Okhrimenko A. Development of the tourism cluster. *Problems and Perspectives in Management*. 2017. Vol.15, №.4. P.134–149. DOI:10.21511/ppm.15(4).2017.12

recognizable gastronomic brands on both domestic and international markets⁴⁰. Taken together, these processes transform raw-material and technological uniqueness into market value, forming the foundation for sustainable regional brand development

In Ukrainian practice, this approach has concrete implementations. For example, the Shabo cultural center and complex combines production, museum exhibitions, and guided tours, providing visitors with the historical and cultural context of wine consumption and strengthening the region's image as a wine destination⁴¹. Similarly, Chateau Chizay in Zakarpattia actively promotes tastings, winery tours, and event-based formats, integrating local gastronomy with its wine offerings. This creates a combined “region + wine” tourism product and strengthens the area's positioning as an attractive enogastronomic destination⁴². Family-owned brands such as Kolonist in Bolhrad and Cotnar in Zakarpattia emphasize local grape varieties and family heritage, applying storytelling in their marketing and collaborating with restaurants to create signature food-and-wine pairings that enhance the regional visibility of their products on both domestic and international markets. Other small producers (for example, Don Alejandro) use digital channels and gastronomic events to communicate the characteristics of their terroir and to position their wines as part of the local gastronomic scene. These examples demonstrate how the practical implementation of narratives and service-oriented products transforms craft wine into a powerful instrument of regional brand development^{43, 44, 45}.

Successful transformation of culture into a brand requires coordination among producers, local communities, HoReCa businesses, and tour operators, as well as institutional support (route marking, quality standards, educational programs). Network connections and event marketing strengthen consumer trust and amplify the effect of local identity. Research on European wine routes, clusters, and authenticity highlights the effectiveness of combining storytelling, route certification, and themed events as tools for turning craft products into strong local brands – an approach already being adopted by selected Ukrainian wineries and regions.

⁴⁰ Kastenholtz E., Cunha D., Eletxigerra A., Carvalho M., Silva I. The Experience Economy in a Wine Destination Analysing Visitor Reviews. *Sustainability*. 2022. Vol.14, №.15. Article 9308. DOI:10.3390/su14159308

⁴¹ Shabo Wine Culture Center. URL: <https://shabo.ua/en/>_(дата звернення: 20.07.2025)

⁴² Chateau Chizay. Tourism & Tasting. URL: <https://chizay.com/en/tours/>_(дата звернення: 20.07.2025)

⁴³ Kolonist Winery. Official site. URL: <https://kolonist.com.ua/>_(дата звернення: 20.07.2025)

⁴⁴ COTNAR. Official site. URL: <https://www.cotnar.ua/en/>_(дата звернення: 20.07.2025)

⁴⁵ Don Alejandro Winery. Official site. URL: <https://donalejandro.com.ua/home/>_(дата звернення: 20.07.2025)

In the current development of gastronomic and wine tourism, craft wineries play a key role in shaping the tourist attractiveness of Ukrainian regions. Their marketing strategies, communication approaches, and types of tourist products vary significantly depending on the terroir, historical context, production philosophy, and target audience. Comparative analysis of wineries reveals unique positioning models, brand-formation features, and the specifics of tourist offerings. This is important for assessing regional development potential, building partnerships, and improving integrated tourism products.

Table 4

Comparative table of marketing strategies and tourist products of Ukrainian craft wineries*

Parameter	Shabo (Odesa region)	Chateau Chizay (Zakarpattia)	Kolonist (Bessarabia)
Key marketing message	“Wine as a cultural experience.” Building the image of wine culture through the combination of history, traditions, and modern technologies.	“A winery created by terroir.” Emphasis on the unique microclimate and the authenticity of Zakarpattia.	“An artisanal family winery rooted in Bessarabian tradition.” Focus on family heritage and ethnic legacy.
Marketing communication	Storytelling about Swiss colonists, museum interpretation of wine history, emphasis on the cultural role of the brand.	Premium visual identity, regional color, focus on natural conditions and autochthonous grape varieties.	Personalized narrative of the winemaker, ethnically-oriented communication, presentation of local culinary identity.
Target audience	Excursion tourists, gastronomic travelers, families, cultural tourism enthusiasts.	Premium-wine lovers, gastro-tourists, visitors to Zakarpattia, foreign tourists.	Fans of artisanal wines, ethno-cultural tourists, supporters of family brands.
Unique points of differentiation	Large wine cultural center, museum, extensive infrastructure, educational programs.	Terroir-driven concept, modern tasting rooms, international brand identity.	Bulgarian ethno-cultural heritage, family story, handcrafted techniques.
Tourist products	Winery tours, wine museum, tastings, themed events, gastronomic sets.	Tasting programs, excursions, festivals, gastronomic integrations with restaurants.	Tastings, signature tours, ethnic gastronomic dinners, seasonal events.
Tourism offer emphasis	Immersive cultural and educational experience.	Combination of naturalness, taste, and premium quality.	Family atmosphere, authenticity, local cuisine.
Infrastructure features	Museum, large tasting center, wine park, modern production facilities.	Tasting complex, brand zone, regional tourist routes.	Family tasting room, nearby vineyards, authentic Bessarabian locations.

Continuation of table 4

Parameter	Shabo (Odesa region)	Chateau Chizay (Zakarpattia)	Kolonist (Bessarabia)
Role in regional identity	Shapes Shabo as a center of Ukrainian wine culture.	Positions Zakarpattia as a wine-gastronomic destination.	Promotes Bessarabian ethno-cultural identity through gastronomy.

**author's development*

The comparison demonstrates that Ukrainian craft wineries form distinct, differentiated brands, using varied approaches to marketing messages and tourist products. Shabo focuses on visualizing wine culture and creating a powerful educational and institutional space; Chateau Chizay emphasizes terroir and the regional authenticity of Zakarpattia; Kolonist highlights family heritage, ethnic traditions, and the local gastronomy of Bessarabia. These differences create a multi-layered map of Ukraine's wine tourism and enable the development of comprehensive tourist routes that combine winemaking, culture, and gastronomy. The comparative table confirms the high potential of craft wineries as carriers of regional identity and drivers of tourism development.

Restaurants serve as the primary environment where consumers are first introduced to craft wines and, at the same time, as a platform where a local product is transformed into an element of regional branding. Through wine lists, tasting sets, gastronomic pairings, and themed events, restaurants create cultural consumption scenarios that enhance the value of local wines. In many regions of Ukraine, restaurants were the first to promote autochthonous grape varieties (such as Odesa Black, Sukhabe, Telti Kuruk) and to include information in menus about the wine's origin, the winery, and local traditions, turning wine into a part of the regional story and gastronomic narrative. As a result, craft wine becomes more than just a product – it becomes a symbol of the region.

Tour operators, in turn, play a structural role in shaping tourism routes: they integrate wineries, gastronomic locations, rural guesthouses, museums, and natural attractions into a unified tourist product. Tour operators generate demand for wine-and-gastronomy tours, promote lesser-known wineries through promotional campaigns, attract foreign visitors, and create educational value through guided tours, tastings, and master classes. Crucially, tour operators transform local traditions into commercial yet culturally meaningful tourism products, thereby reinforcing regional identity.

The joint activity of restaurants and tour operators has a synergistic effect: restaurants shape taste expectations and consumer trust in local products, while tour operators scale this interest and incorporate craft winemaking into the broader narrative of territorial uniqueness. As a result, a sustainable

gastronomic-tourism brand of the region emerges, supporting producers, stimulating the local economy, and strengthening the cultural identity of the territory.

Table 5

Cases of collaboration between Ukrainian craft wineries and restaurants/tour agencies (2023–2025)

Winery / Location	Partner (Restaurant / Tour Operator)	Type of Collaboration	Features / Product
Beykush Winery (Kyiv)	Own bar “Artania”	Boutique bar, tastings, tasting sets	Tastings, craft wine sales, food pairings
Beykush Winery	Hlek Restaurant (Kyiv)	Restaurant menu + tastings	Inclusion of Beykush wines in the menu, special tastings
Wine&Kom (Kirovohrad region)	Local tour operator	Enotours: tour + tasting	Vineyards, tasting of 6 wine varieties, “corking your own bottle”
KropWine (Kirovohrad region)	Local tour operator	Enotours: tour + tasting	Tasting, introduction to production technology
Stakhovsky Wines (Zakarpattia)	Visitors / small tour agencies	Tastings + vineyard excursions	Educational tours, tastings, guided walks
Shabo / Wine Culture Center (Odesa region)	Restaurant “Shabsky Dvoryk”	Restaurant + tastings	Winery + restaurant as a tourist complex

**author’s compilation*

Craft wineries are actively experimenting with different collaboration formats to promote their products and attract new customers. Two approaches have proven the most effective: enotourism in partnership with local tour operators and integration with restaurants or proprietary tasting spaces. In the first case, wineries attract visitors directly to the vineyards, offering tasting experiences and insights into production technologies, which simultaneously creates a direct sales channel. In the second case, restaurants or in-house wine bars become platforms for brand promotion, awareness-building, and consumer education. Overall, such partnerships contribute to the creation of unique tourism products, strengthen winery brands, stimulate the culture of consuming Ukrainian craft wine, and highlight the importance of integrated cooperation models between winemakers, restaurants, and tourism agencies.

Several international models of brand-building through craft winemaking, successfully implemented in Europe and the United States, can be effectively adapted in Ukraine. These models combine marketing, tourism, gastronomy,

and social media to create a unique brand and consumer value. However, the most realistic and effective approaches include integrating wineries into tourism clusters, establishing proprietary tasting spaces in cities, and using storytelling based on history and gastronomic tours. The combination of these models enables small and medium-sized Ukrainian craft wineries to build strong brands, attract tourists and consumers, and enhance the prestige of regional wines.

The most appropriate integrative model of cooperation between winemakers, restaurants, and tour operators for creating a holistic gastronomic product in Ukraine is the agritourism model. This model integrates winemaking, restaurant service, and tourism activities directly on the winery's premises. Visitors receive a comprehensive experience— from guided tours and tastings to a gastronomic dinner made with local products (Fig. 3).

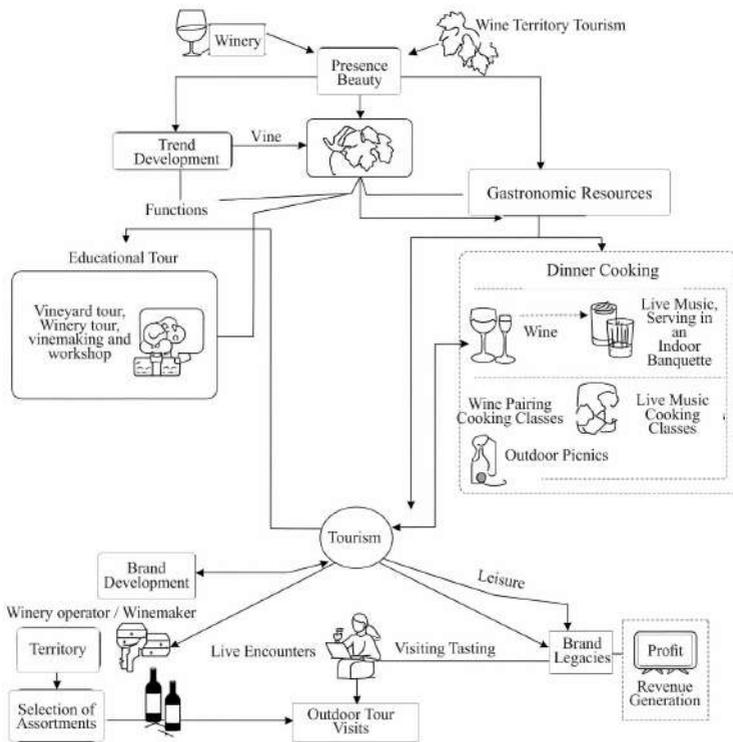


Fig. 3. Agritourism model of integration of trading activities of wine-making enterprises into tourist infrastructure of restaurant type

Source: author's elaboration

The agritourism model shown in the figure demonstrates the most holistic format of interaction between wineries, restaurants, and tour operators, as it allows the integration of production, gastronomy, and tourism services into a single unified product. This approach creates a unique offering for visitors, enhances the region's competitiveness, and stimulates the local economy by developing a full cycle – from grape cultivation to providing an unforgettable gastronomic and tourist experience. The model also increases the visibility of local brands, strengthens their cultural and marketing value, and contributes to the creation of sustainable tourist appeal for the territory.

CONCLUSIONS

The integration processes shaping the development of wine tourism and rural green tourism in Ukraine demonstrate that the craft wine sector is becoming a significant catalyst for strengthening regional identity and enhancing the competitiveness of local destinations. Empirical analysis indicates that small-scale wineries actively combine traditional viticultural knowledge, local grape varieties, and place-based cultural narratives with modern approaches to visitor experience design, thereby forming authentic territorial brands. The synergy between craft wine production, rural hospitality services, and community-based tourism initiatives contributes to diversified local economies, reinforces cultural continuity, and increases the visibility of lesser-known regions.

Moreover, the involvement of local restaurants, tourism operators, and regional development agencies accelerates these integration processes by creating multi-layered experiential routes, joint promotional campaigns, and coordinated quality standards. As a result, craft wineries evolve from production-focused enterprises into multifunctional cultural and tourism hubs that generate added value and stimulate sustainable rural development. Overall, the Ukrainian craft wine sector demonstrates strong potential to transform regional cultural resources into marketable tourism products, fostering both territorial identity and long-term development resilience.

SUMMARY

The article examines the integration processes between wine tourism and rural green tourism in Ukraine, focusing on the craft wine sector as a catalyst for strengthening regional identity. The research outlines how local grape varieties, traditional winemaking techniques, and authentic rural landscapes are transformed into tourism products with high cultural value. Craft wineries play a key role in shaping regional branding through experiential formats such as tastings, educational presentations, gastronomic events, and culturally oriented tours.

The study also identifies the importance of collaboration among wineries, rural communities, restaurants, and tour operators, which together form integrated tourism networks and enhance the visibility of regional destinations. The findings highlight that the balance between innovation and authenticity is vital for the sustainable development of the industry. The article concludes that the synergy of wine tourism and rural green tourism offers significant potential for regional development, economic diversification, and the international recognition of Ukrainian rural territories.

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Information about the author:

Тумчук Світлана,

Candidate of Economic Sciences, Associate Professor,
Associate Professor at the Department of Tourism
and Hotel-restaurant Affairs

Uman National University

1, Institutaska str., Uman, 20301, Ukraine