

METHODOLOGY OF EVALUATING THE ATTRACTIVENESS OF WINE TOURISM FACILITIES IN THE TRANSCARPATHIAN REGION OF UKRAINE

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Abstract.

Introduction. Wine tourism is an important element of two industries – viticulture and tourism. For the tourism industry, wine is a significant factor of the tour attractiveness, a motive for a special trip. The goals and methods of wine tourism fully correspond to the social and humanitarian mission of tourism as an important factor in the dialogue of cultures, respect for universal cultural values, and tolerance towards the way of life, worldview and traditions of other peoples. **Materials and methods.** The paper uses a point method for evaluating certain parameters of wine tourism facility attractiveness. According to the defined list, the marketing research with a survey of 22 participants of the Chervene Vyno Festival was conducted in Mukachevo (Ukraine) in 2020 and sources of information regarding three wineries were analysed. **Results.** The evaluation of wine tourism facilities under examination took into account three components of attractiveness: tourist resources, infrastructure and communication accessibility. The methodological basis of the research consists of ten criteria that were evaluated on a scale from 1 to 5 points. The defined criteria form the discussion basis for the needs of improving and modifying the evaluation procedure. **Conclusions.** The proposed methodology allows evaluating wine tourism facility attractiveness and identifying the leaders of this market. The results of this study can be verified by conducting marketing surveys of tourists and standardized reports with winemakers. Beyond subjectivism in determining the evaluation criteria, the obtained results show the actual offer condition and the adaptation of wine tourism facilities to the service of tourists.

Key words: tourism, attractiveness, wine tourism facilities, wine.

Introduction

The evaluation of tourism attractiveness mainly concerned territories, i.e. destinations. It can be argued that a certain area of the tourist market is attractive, on the one hand, due to the presence of natural and socio-cultural conditions, and, on the other hand, according to their subjective use. Tourist attractiveness should be understood as the properties of some territory or locality that arise from a set of natural, anthropogenic and other features of interest to tourists [1]. This concept includes the main elements of the development of any tourist activity and the satisfaction of tourist needs, which include tourist values (resources), tourist development, communication accessibility and environmental conditions.

Ukrainian scientists understand the tourist attractiveness of the territory as a set of its attractive properties of natural and anthropogenic character, i.e. special qualities that can cause admiration, a sense of comfort, improve the emotional state, restore physical, spiritual and neuro-psychic powers of the body, which attract participants of tourism and recreation [2]. In other words, the concept of «tourist attractiveness» means the suitability of the territory and facilities for the organization of various types of tourism and recreation. By O. Mitiuk's definition, tourist attractiveness is an attribute of a place that characterizes its ability to contribute to the tourist's motivational needs (recreational, educational, entertainment, sports, etc.) [3]. Depend-

ing on the priority needs of a particular tourist, the same tourist place can be evaluated as unattractive or extremely attractive by different tourists.

Tourist attractiveness can be universal or specialized. The universal significance of tourist attractiveness means that natural, cultural features and the appropriate tourist infrastructure attract the vast majority of tourists. The concept of specialized territory attractiveness is considered in terms of its suitability for certain tourism forms such as skiing, cycling, rural tourism, wine tourism, etc.

The purpose of the research was to evaluate wine facilities using improved methodology. The facilities were put into one of the three categories of attractiveness. The choice of wine tourism facilities was made owing to the Union of Private Winemakers of Transcarpathia (Ukraine) support, the regional tourism organization of Transcarpathia and the organizers of the wine festival «Chervene Vyno» (“Red Wine Festival”).

Material and methods

Wine tourism is an important element of two industries – viticulture and tourism. For the tourism industry, wine is a significant factor of the tour attractiveness, a motive for a special trip, an element of food, treatment and entertainment [4].

The goals and methods of wine tourism fully correspond to the social and humanitarian mission of tourism as an important

factor in the dialogue of cultures, respect for universal cultural values, tolerance towards the way of life, worldview and traditions of other peoples, because viniculture is an integral part of each nation's social and cultural heritage, any ethnic group's original acquisition [5].

In her monograph, Daria Basiuk noted the fundamental principles of wine tourism, namely: authenticity, attractiveness, complexity and consumption culture [6]. When describing the attractiveness principle, the author suggests such wine tours in which tourists would get original experience not only during wine consumption, but also from the production technology, facilities, interior design, tableware, works of art associated with wine and providing an exceptional atmosphere.

Considering a large number of wine festivals in Transcarpathia and an increasing number of tourists interested in wine tourism, it is possible to distinguish consumer groups taking into account two criteria, i.e. motives and time spent in wine tourism facilities. Regarding the motives, there are three groups: 1) exclusively enotourist, 2) recreational and enotourist, 3) recreational, cognitive, entertaining and enotourist. As for the second criterion, it is possible to distinguish the following types of tourists: short stay visitors (2-5 hours), day visitors and guests arriving for several days.

Marketing research is required to meet the needs of a particular guest segment in the best possible manner. In this paper, the methodological approach of Polish researchers was used as the basis. In this approach, three basic components of tourist attraction can be distinguished, namely the availability of tourist resources, the degree of tourist development and communication accessibility of the region [7, 8]. The considered approach, put forward more than 45 years ago, remains relevant. The level of tourist attractiveness depends on a large number of diverse and often immeasurable factors and criteria.

The practical subset of the study was the Polish researchers' example in evaluating the attractiveness of vineyards of the Lubusz trail of the wine and honey [9], which we supplemented and adapted to wine tourism facilities in Transcarpathia.

The methodological basis of the research consists of ten criteria that are evaluated on a scale from 1 to 5 points. In addition, a facility can earn two points within two criteria, i.e. hospitality of a winemaker (ability to communicate with guests) and knowledge of foreign languages. Other evaluation criteria are related to various aspects in the field of available material and non-material resources, the development degree of the tourist offer of the facility and communication accessibility of individual or public transport (Tab. 1). Each wine tourism facility was evaluated taking into account the available offer found on the Internet and based on the materials of the visits in autumn 2019. According to preliminary calculations, each wine tourism facility could get from 12 to 40 points.

The first criterion concerned the winery size. We can assume that the larger the wine industry, the more tourist services it can provide. We grouped the facilities under investigation by total area (including leased agricultural land) from 0.05 to 10 hectares. The lowest scores were given to wineries and wine cellars that buy raw materials for making wine from farms and from population.

The second criterion involved the number of grape varieties grown by winemakers on their farms. The larger is the collection of grape varieties and other berry crops, the richer the wine tourism offer. Due to a significant difference between some households in the number of cultivated varieties, the lowest number of points was given to facilities that declared up to 5 varieties, the average score was received by wineries which pro-

ceeded from 5 to 20 varieties of grapes, and the highest – more than 36 varieties.

The third criterion concerned the type of wine. In the study we took into account a total number of the proposed wine names, without assigning them to a certain category: dry, semi-dry, semi-sweet, dessert. The highest rating was given to winemakers who produced more than 17 brands of wine.

The fourth criterion was related to the development of wine tourism offers of some households. Winery owners, understanding wine tourists' needs, offer a wide range of services related to the available resources. The lowest rating (1 point) was intended for farms that offered exclusively tasting with the purchase of wine. A satisfactory rating (2-3 points) was given for a broader offer that included a tour with tasting and additional services, such as buying wine in special containers, souvenirs, grape seedlings and grape processing products. The highest rating (4 points) was for wineries that, in addition to the above services, could offer wellness, spa procedures, organization of corporate integration events, wine tourism trainings, special-interest excursions, etc.

The next two criteria involved evaluating accommodation and catering services. In this group, the lowest rating (1 point) was given to households that did not provide accommodation and food services. Wine tourism facilities that offered exclusively food without the possibility of a long stay received 2 points and the households' offer of providing accommodation and food services received the highest rating (3 points).

The seventh important factor of the attractiveness of the wine tourism facility was the tasting room size. The highest rating (4-5 points) was given to facilities which had more than thirty seats. Tasting rooms that could accommodate from 10 to 30 guests were estimated at 2-3 points, while 1 point was provided when the place had a small room adapted to the consumption of wine in a circle of friends.

The eighth criterion concerned the evaluation of the winery infrastructure. This criterion included the presence of a parking area, which is a significant element of the examined facility, since most wine cellars are located in rural areas, accessible by car or bus. The lowest rating (1 point) was given to facilities that did not have any parking area (you can park on the side of the road near the winery). Higher rating (2 points) was given to farms that had a small parking area, and the highest rating (3 points) was given to those facilities that had well-equipped parking areas for cars and buses.

The last two criteria were related to communication accessibility, i.e. the ability to reach the destination by private and public transport. Points were given depending on the type of road used to reach the destination: a public road of local significance (1 point – district, 2 points – regional) and a road of state significance (3 points – regional, national, international). Various possibilities are also provided for the selection of public transport vehicles. The highest score (3 points) was assigned to facilities that could be reached by both train and bus, where a stop and a station were located at a distance of less than 1 km from the farm. Two points were given to facilities located at the same distance from public transport stops, but it was possible to reach them only by train or by bus. The lowest amount of points was given to facilities that could be reached by one means of public transport with a stop or a station located at a distance of more than 1 km. The evaluation criteria and the points are presented in Table 1.

Table 1. Criteria for evaluating wine tourism facility attractiveness (point value)

Attractiveness Components	Evaluation Criteria		Points
Tourist Resources	1. Household area, hectares	0.05-1	1
		1.1-3	2
		3.1-5	3
		5.1-10	4
		10.1 >	5
	2. Number of grape varieties grown	< 5	1
		6-15	2
		16-25	3
		26-35	4
		36 >	5
	3. Wine depth	< 5	1
		6-8	2
		9-11	3
		12-16	4
		17 >	5
	4. Wine tourism offer	tasting + wine purchase	1
		+ souvenirs + grape products + saplings	2
		+ spa + entertainment	3
		+ training + other	4
		+ knowledge of foreign languages	+1
+ hospitality of the winemaker	+1		
Household Infrastructure	5. Accommodation services	accommodation in the surrounding area	1
		accommodation and self-catering	2
		accommodation with breakfast	3
	6. Catering services	catering in the surrounding area	1
		catering to order	3
	7. Tasting room size (seating capacity)	< 10	1
		11-20	2
		21-30	3
		31-40	4
		41 >	5
8. Vehicle space (parking area)	on the road	1	
	for passenger cars in the facility	2	
	for cars and buses in the facility	3	
Communication Accessibility	9. Arrival by vehicle on a road	of district significance	1
		of regional significance	2
		of national significance	3
	10. Public transport services	bus stop or railway station at a distance of > 1 km	1
		bus stop or railway station at a distance of < 1 km	2
		bus stop and railway station at a distance of < 1 km	3

Source: authors' own research based on the source [2].

Results

Taking into account the presented criteria in Table 1, each wine tourism facility received a certain number of points, so they were assigned to one of the three tourist attractiveness groups:

1. low – 12-18 points;
2. average – 19-27 points;
3. high – 28-42 points.

Table 2 provides the expert evaluation of the attractiveness of wine tourism facilities in the Transcarpathian region based on the field and desk research.

Wine Facilities of High Tourist Attractiveness

This group of wine tourism facilities includes major wineries in the region, namely Agricultural Company «Leanka», Iceberg Joint Venture, Kotnar-M, Ltd. and two winemakers' households. Despite significant differences in the size of their land areas, they offer a rich wine tourism offer that includes an excursion program with tasting, professional training on wine and food pairing, procurement of raw materials and production of dry, semi-dry, dessert and other types of wine.

In large households and wineries, it is possible to order the planting material. Also, they have car parks that allow the reception of a greater number of individual guests. In some facilities, parking spaces are allocated for buses and it is important when it comes to serving organized tourist groups.

An equally important criterion is the road condition which makes it possible to access a particular facility (winery) directly. The facilities under investigation are located in rural areas, so to get there, you often have to take roads of local importance that are not of good quality. A characteristic aspect of these households is well-equipped and functional tasting rooms and staff who speak various foreign languages, so that a significant proportion of visitors from Hungary, Slovakia, Belarus, Poland or Moldova can get acquainted with the culture of wine consumption in the region.

Each of the wineries is characterized by its own characteristics. Agricultural Company «Leanka», one of the oldest wineries in the Transcarpathian region of Ukraine, was founded in 1946. However, the history of wine cellars where the winery is located (the length is 4.5 km) began back in 1557, as evidenced by a stone tablet near the old entrance to the wine cellars. Wine cellars of this company are the historical architectural monuments of the 16th century, which are listed by UNESCO as the best wine cellars in Europe. The uniqueness of these cellars is that they are dug in tuff – a porous rock of volcanic origin, and through its capillaries, the air systematically enters the storage facilities. Therefore, the storage temperature in both winter and summer remains the same – 12°C. These conditions are ideal for wine aging. Wine is stored in oak barrels, which is also of great importance and makes it unique. The largest barrel capacity is 10594 liters. Wine from these cellars was sent to many crowned people of Europe in the past [10].

Iceberg Joint Venture is a modern industrial wine-making complex of a full production cycle, which includes its own vineyards and a primary wine-making plant (where grapes are processed and wines are made), a secondary wine-making plant (where finished products are bottled), wine storage facilities, tasting rooms, an office and a warehouse. Final products are made under several registered trademarks, such as «Chizay», «Chateau Chizay», «Wine Berry», and are in demand not only in Ukraine but also in Kazakhstan, Hungary, the Czech Republic, Israel, Nigeria, the United States, Australia and other countries. The real pride of the company is the Wine Museum. Wine con-

Table 2. Evaluation of tourist attractiveness of the wine facilities of the Transcarpathian region (points)

Name of the wine tourism facility	Tourist resources					Household Infrastructure				Communication accessibility		Total
	Household size	Number of grape varieties	Number of wine types	Wine tourism offer	Knowledge of foreign languages and hospitality	Main tourist services		Tasting room size	Parking	Significance of the road that led to the facility	Public transport services	
						Accommodation	Catering services					
Antalovsky Vasyl	2	2	2	1	1	1	1	2	2	1	2	17
Elemira	3	2	2	2	2	1	1	2	2	1	2	20
Nad Shandor	1	4	4	1	1	1	1	4	2	1	2	22
Lendel Vasyl	1	3	5	1	2	1	1	1	1	2	3	21
Shalenyk Vasyl and Maria	1	2	3	1	1	1	1	1	2	1	2	15
Birov Ernest	1	4	4	1	1	1	1	1	2	2	2	20
Raichynets Volodymyr	1	2	5	1	2	1	1	2	2	1	2	20
Bortek Yevhen and Iryna	1	1	4	1	1	1	1	1	1	1	1	14
Fabrytsii Vasyl and Mariana	1	4	4	1	1	1	1	1	1	1	2	18
Family Wine Cellar "Shosh"	4	5	5	3	2	1	3	5	2	1	1	32
Myshkulynets Ivan	2	2	2	1	1	1	1	2	2	1	1	16
The Hospitable Mansion of Mykhailo Polychko's family	1	5	4	1	1	3	3	3	2	1	2	26
Nod Vasyl	3	2	4	1	1	1	1	5	3	1	2	24
Chopak Vladyslav	2	1	1	1	2	1	1	2	2	1	1	15
Kovach Oleksandr	-	3	4	3	2	1	1	5	2	2	3	26
Parasky Family Wine Cellar	2	5	4	2	1	1	1	5	2	1	2	26
Ursta Ivan	3	4	3	2	1	1	3	4	2	1	2	26
Drohobetsky Vasyl	1	2	2	1	1	1	1	1	2	1	1	14
Danch Ivan	2	2	1	1	1	1	1	1	1	1	1	13
Hudyvok Ivan	2	2	4	2	1	3	3	5	3	1	2	28
Terruar Farm	2	2	2	3	2	1	2	5	2	1	2	22
Pauk Vasyl	1	2	2	1	2	1	2	2	1	1	1	16
Agricultural Company «Leanka»	5	3	3	3	2	1	1	5	2	2	2	29
Iceberg Joint Venture	5	2	4	4	2	1	3	5	3	2	1	32
Kotnar-M, Ltd.	5	3	2	3	2	1	1	5	3	1	2	28

Source: authors' own research.

noisseurs can enjoy such wines as dry "Chersegi", "Cabernet", "Muskotaly", "Riesling", semi-dry "Merlot Semi-dry", semi-sweet "Pinot Noir", dessert "Bastardo", "Kagor", "Traminer". In 2017, the white dessert vintage wine "Troyanda Karpat" ("The Carpathian Rose") received the Grand Prix, and four more Chateau wines were awarded gold medals by the tasting Committee of the 25th International Wine Competition at The Bukkaljai Borfesztival in Hungary.

The company's tourism product is designed in detail for various segments of the tourism market, i.e. from individual to corporate customers. The company has developed tastings, excursions and tours that will meet the needs of various tourist social and age groups: employees of the company, families who travel by car, groups of students, young couples who came by train, groups from travel agencies and children [11]. An interesting program has been developed for children with grape juice

tastings and participation in various prize competitions and animation programs.

An attractive wine tourism facility, according to the presented methodology, is "Kotnar-M, Ltd.". This is a modern full-cycle production plant that has 180 hectares of its own vineyards, where 12 main grape varieties are grown. Specific soil and climatic area conditions allowed identifying a number of micro-winery zones and producing delicate, fresh and rather extractive and oily dessert wines. The warmest Transcarpathian southern slopes near the village of Muzhievo provide good conditions for the development of viticulture. The highest average annual temperature in the region is no more than 11°C and, combined with the longest frost-free period that occurs there, it ensures the maturation of the latest ripening grape varieties [12]. The company has a small wine shop and an exhibition of wine artifacts.

According to Hanna Mashika and N. Olag, big wineries are ready to finance large-scale wine tourism projects which are characterized by the construction of wine complexes with vineyards, tasting rooms, restaurants, hotels, parks, recreation areas, wine cellars, sanatoriums and prophylactic institutions for the treatment and recreation with the help of wine and wine materials. The main idea of such complexes is to demonstrate a great importance of wine for human health and positive mood, to increase the culture of wine consumption and to popularize local producers protecting the population from consuming poor quality, counterfeit wine products [13].

This group includes two wine companies known in Transcarpathia. Carlo Shosh, a Hungarian viticulturist and winemaker in the third generation, is well-known in the region. For more than a quarter of the century (since 1992), he has been engaged in winemaking. Since 2003, he has been a member of the only Ukrainian Knightly Wine Order named after Saint Wenzel (Wenzel is a mythical patron of Berehovo winemakers), which has more than forty members. Over the past 15 years, the wines of the Shosh family have received many awards at wine competitions on various levels, particularly in Slovakia. The family has 7.5 hectares of vineyards (with a plan to expand to 10 hectares), where about 60 table and wine grape varieties are grown. The vineyards are located on the southern slope of the mountain near the village. The main grape varieties include "Traminer", "Royal Leanka", "Muscat Ottonel", "Dove" ("Holubok"), "Merlot", "Oporto", "Bakator", "Seremsky Green", "Furmint", "Harslevelu" and "Chersegi Fusersch" [14]. Wine tasting is held in a cozy tasting room for 48 guests, located next to the wine cellar, where it is possible to taste more than 40 varieties of unique Transcarpathian wines.

Wine Facilities of Average Tourist Attractiveness

The second group of wine facilities (19-27 points) includes eleven households of private winemakers offering a slightly more modest tourist product. The households' offer mainly covers wine tasting, which is directly conducted by the winemaker, treats with goodies, providing advice on winemaking and grape care. A characteristic feature of this segment is the cultivation of a large number of grape varieties and the production of significant wine assortment. Many winemakers make some experiments with wine, looking for interesting blends of different grape varieties. Wine facilities are often located near local roads and sometimes it is difficult to reach them using a private vehicle.

Each facility from this group is original and unique. There are more than 250 grape varieties in the Polychko family's wine house. The owners make wine in their own wine cellar, where the temperature is maintained at 14-16°C all year round for better wine infusion. During a tasting session, the owners warmly invite to visit their wine cellar, where they tell fascinating stories about the process of maturing and storing wine. A special feature of the Polychko family is dry wine "Cabernet Sauvignon", which has a delicate pastel aroma and a tart taste.

Elemir Keis is a second-generation winemaker who mainly specializes in the production of dry white wines. An interesting feature of this facility is the tasting of three types of "Palinka", "Elemirovka", "Grushivka", "Slyvianka" (strong fruit based alcoholic beverages).

The Parasky brothers hold a tasting in a large cave that was carved in the 1920s by captured Italian soldiers. It is about 17 meters long. It maintains a constant temperature of 12-13°C, which preserves wine taste. Guests are offered seven wine varieties, together with the famous «Ice Wine» with the taste of

raisins. «Ice Wine» is a variety that can be tasted not every year. Its production is quite risky, because the material for this legendary drink is overripe grapes, which are not plucked from the branches until they dry up to a state close to raisins [15].

Terruar Farm was founded in 2018. The winery is located in ancient caves from the 13th-14th century and it uses modern Italian equipment. Wine is stored in caves at a stable temperature of 9-11°C and natural humidity. In 2019, a young winery received a prestigious award at the competition "Odessa Bay" with its "Cabernet Sauvignon" wine – 84.33 points and a silver medal [16]. At a distance of 500 meters from the vineyard, there has been a tea plantation since the 1950s. The caves also have the Wine Museum, the Hall of Aged Wines as well as stylized tasting rooms. Tasting is carried out on a pre-order basis and from 10 to 100 guests can be received.

Wine Facilities of Low Tourist Attractiveness

The third group (12-18 points) is formed by the wine facilities that have small land plots and a poorly developed wine tourism offer, which includes wine tasting and purchasing only. These households do not offer accommodation or catering services for tourists. The infrastructure does not provide parking spaces for guests' vehicles and it is limited to parking cars near the household. On the other hand, every wine tourism destination can be reached by public transport. This group includes 9 facilities, each of which has its own characteristics. Winemakers Vasyl and Mariana Fabrytsii are proud of their brand product, which is made for the needs of churches and monasteries. Cahors wine is prepared according to the ancient recipe and monks' advice.

Winemaker Ivan Danch is particularly proud of wine «Unicum», which is produced from three dark dried grape varieties. The tasting can smoothly turn into a generous lunch because, in addition to wine, guests are offered traditional Hungarian dishes: bograch, bob-goulash, stuffed cabbage ("holubtsi").

Despite the attribution of these wine tourism destinations to the group of low tourist attractiveness, it should be noted that every year the wine tourism offer is developed and the legislative cancellation of the license for wholesale wine for small winemakers gives significant impetus for such development. The law is intended to promote the local winemaking revival and creating new jobs.

Determining the attractiveness of wine tourism facilities is an important aspect of planning and organizing tourist traffic in the region. The ball method can also be used to determine the prospects for the wine tourism development in the Transcarpathian region of Ukraine. According to Daria Basiuk, the development is possible in the following directions [17]:

- state and municipal support for creating a favorable legal and economic environment for the wine tourism development;
- assistance in improving the quality of wine products, expanding their assortment, improving the winemakers and winemakers' skills in the direction of tourist and excursion activities;
- expansion of marketing communications and branding of products from individual wine-making centers and the Transcarpathian tourist region;
- work intensification of the Union of Private Winemakers and Winemakers of Transcarpathia in promoting wine tourists with the aim of improving the wine consumption culture as well as familiarizing with local producers' qualitative natural products and with historical and cultural heritage on the domestic and foreign markets.

Conclusions

The development of wine tourism in the Transcarpathian region of Ukraine is becoming dynamic. Favorable climatic conditions, appropriate soils, authentic traditions and viticulture technology allow us to claim that local types of wine can be attributed to the elite varieties, comparable with the world brands. Along with other types of tourism that are typical of this region, wine tourism can become a key factor in providing competitive advantages on the national and international levels.

The proposed methodology allows evaluating wine tourism facility attractiveness and identifying the leaders of this market. The study results can be verified by conducting marketing surveys on tourists and standardized reports with winemakers. This allows getting valuable information on current demand trends and future development plans. Beyond subjectivism in determining the evaluation criteria, the obtained results show the actual offer condition and the adaptation of wine tourism facilities to tourists.

The defined criteria form the discussion basis for the needs of improving and modifying the evaluation procedure. The problems include the experience of the winemaker, their education and training certificates, received awards, participation in wine competitions and festivals, the tasting rooms' functionality and the cultural heritage presentation.

The proposed methodology can form the basis for the development of tourist routes and further scientific research.

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