
**CRAFT WINEMAKING AS A PLATFORM
FOR INNOVATIVE DEVELOPMENT
OF WINE TOURISM IN UKRAINE**

Chernykhivska A. V.

DOI <https://doi.org/10.30525/978-9934-26-697-3-1>

INTRODUCTION

In contemporary conditions of transformation of the tourism industry and the growing demand for authentic tourist experiences, craft winemaking is becoming one of the key factors in the development of wine tourism. Unlike industrial wine production, which is focused primarily on standardized products and large-scale distribution, craft wineries are oriented toward the creation of unique wines with a pronounced territorial identity, limited production volumes, and strong integration into local cultural and gastronomic traditions. Such specificity significantly increases the attractiveness of wine-producing regions because modern tourists increasingly seek individualized experiences, emotional interaction with producers, authenticity, and immersion in local culture.

The development of craft winemaking is closely connected with the transformation of tourist demand and the emergence of experiential forms of tourism consumption. Modern tourists are increasingly interested not only in recreation but also in gastronomy, cultural interaction, participation in local traditions, and authentic sensory experiences. Under such conditions, wine tourism acquires a complex interdisciplinary character because it integrates agriculture, gastronomy, hospitality, culture, and regional development into a unified tourism system. Craft wineries create unique tourism products based on terroir, local identity, manual labor, family production models, and traditional winemaking practices, which cannot be reproduced within mass tourism.

An important characteristic of craft winemaking is its orientation toward authenticity and the preservation of regional identity. Small wineries actively utilize local resources, revive historical winemaking traditions, and increasingly focus on autochthonous grape varieties and natural vinification

technologies. This contributes to the formation of distinctive tourism destinations and strengthens the competitiveness of wine-producing regions. Tourists are attracted not only by wine tastings but also by opportunities to communicate directly with producers, participate in excursions, visit vineyards, attend gastronomic events, and experience local cultural traditions.

Craft winemaking also contributes significantly to the diversification of tourism products and the revitalization of rural territories. Many small wineries combine wine production with tourism infrastructure, including tasting halls, gastronomic spaces, small hotels, cultural events, and educational programs. Such integration stimulates the development of rural tourism, supports local entrepreneurship, creates employment opportunities, and increases the investment attractiveness of regions. At the same time, wine tourism promotes the preservation of cultural landscapes, traditional agricultural practices, and regional gastronomic heritage.

A particularly important trend in contemporary craft winemaking is the growing popularity of natural wines, orange wines, pet-nat sparkling wines, and wines produced using minimal technological intervention. These products correspond to modern tourism trends focused on sustainability, authenticity, and unique sensory experiences. The use of indigenous grape varieties additionally strengthens the territorial identity of wine regions and increases their tourism attractiveness because such wines create experiences that cannot be replicated in other destinations.

The development of craft winemaking also influences the spatial transformation of wine tourism through the emergence of new wine-producing microregions beyond traditional viticultural territories. This geographical diversification contributes to the formation of new tourism routes, local brands, and regional tourism products integrated with gastronomy, culture, and rural tourism. As a result, craft wineries increasingly function not only as production enterprises but also as centers of tourism, cultural communication, and regional development.

The relevance of the study is determined by the growing importance of craft winemaking in the structure of contemporary wine tourism and by the necessity of investigating its role in the formation of authentic tourism products, strengthening regional competitiveness, and stimulating sustainable territorial development. The purpose of this study is to analyze the resource base, infrastructural components, and development trends of wine tourism with particular attention to the role of craft winemaking in the transformation of modern tourism systems.

1. Regional Differentiation and Spatial Transformation of Viticultural Regions of Ukraine and Their Wine Tourism Potential

The regional structure of viticulture and wine production in Ukraine has been shaped through spatial differentiation, cultural and historical resources, and the development of tourism infrastructure, which together create the preconditions for the emergence and expansion of specialized wine tourism destinations.

In the theoretical dimension, this structure should be considered not merely as the geographical distribution of wineries and tourist routes, but as a complex territorial and economic system within which the agricultural sector, processing industry, tourism business, transport infrastructure, local culture, and institutional environment interact in a multidimensional and interconnected manner.

From a spatial perspective, the regional structure of wine production is characterized by uneven development, which can be explained by differences in natural and climatic conditions, historical traditions, levels of socio-economic development, and transport accessibility across territories. Certain regions possess more favorable environmental conditions for viticulture, while others demonstrate stronger tourism potential due to the concentration of cultural heritage sites, developed hospitality infrastructure, and established regional brands.

A significant factor in the formation of the regional structure is historical and cultural heritage, as winemaking traditions in many regions have evolved over centuries and constitute an integral component of local identity.

Historic wine cellars, ancient wineries, traditional wine production technologies, festivals, gastronomic events, and cultural celebrations form a distinctive cultural environment and substantially increase the tourist attractiveness of wine-producing regions. In this context, wine tourism performs not only an economic function but also a socio-cultural one, contributing to the preservation of local traditions, regional authenticity, and intangible cultural heritage.

The key category determining regional differentiation in viticulture and wine tourism is *terroir*¹, which encompasses a combination of natural conditions, including climate, soils, and relief, together with anthropogenic factors such as winemaking traditions, cultivation methods, and production technologies. *Terroir* ensures the uniqueness of wine products and shapes the identity of the tourism product, which is critically important for the development of competitive wine tourism destinations. The concept of *terroir* reflects the

¹ Міністерство аграрної політики та продовольства України. Концепція розвитку виноградарства та виноробства. URL: <https://minagro.gov.ua/ua/news/kontseptsiya-rozvytku-vynohradarstva-ta-vynorobstva>.

close interconnection between geographical environment and human activity, emphasizing the importance of local specificity in the formation of wine quality and regional image.

Climate is one of the fundamental determinants of *terroir* because temperature regimes, precipitation levels, the duration of the growing season, and solar radiation directly influence grape ripening, sugar accumulation, acidity, and the formation of aromatic compounds. Warm climatic conditions are favorable for the cultivation of technical grape varieties used in the production of full-bodied red wines, whereas moderate climates are more suitable for white wines and sparkling wine materials. Microclimatic factors, including the proximity of water bodies, wind circulation, humidity, and temperature variations between day and night, also significantly affect grape quality and the sensory profile of wines.

Soils determine the water regime of vines, the mineral composition of grapes, and the development of the root system, thereby directly influencing wine quality and varietal expression. The most common soil types in viticulture include fertile chernozem soils, sandy soils, clay soils, limestone soils, and volcanic soils. Chernozem soils are distinguished by high humus content and balanced fertility, which contribute to stable yields and harmonious grape development. Sandy soils provide effective drainage and are associated with the production of light and aromatic wines, while volcanic soils enhance minerality and create complex flavor profiles. Consequently, soil composition represents an essential element in the formation of the organoleptic characteristics and individuality of wine products.

Relief also plays an important role within the structure of *terroir*. Vineyards located on slopes benefit from improved solar exposure, natural drainage, and protection from cold air masses. Altitude above sea level influences temperature conditions and grape maturation processes, which affect acidity, aromatic intensity, and the balance of wines. Southern and southwestern slopes are generally considered the most favorable for viticulture because they receive greater amounts of solar heat and create optimal conditions for grape cultivation. Variations in relief additionally contribute to the formation of diverse microzones within wine-producing regions, increasing the diversity and uniqueness of regional wines.

Another important element of the regional structure is the varietal composition of grapes, which determines the production specialization of wineries, shapes wine styles, and directly influences the uniqueness and competitiveness of wine-growing regions. In scientific discourse, grape varieties should be considered not only as agrobiological resources but also as elements of territorial identity, instruments of regional specialization, and effective tools of tourism branding.

The varietal structure of Ukrainian vineyards includes both international and indigenous grape varieties, creating significant diversity in wine production and favorable conditions for the development of wine tourism.

International grape varieties facilitate the integration of Ukrainian winemaking into global markets and increase the recognition of domestic wines among international consumers. At the same time, indigenous grape varieties preserve regional authenticity, emphasize territorial uniqueness, and strengthen the competitiveness of local wine tourism destinations. The combination of international standards with local traditions contributes to the formation of a distinctive and diversified wine tourism product capable of attracting both domestic and international tourists.

The most widespread international grape varieties cultivated in Ukraine include² Cabernet Sauvignon, Merlot, Chardonnay, Riesling, and Sauvignon Blanc.

The cultivation of international grape varieties plays an important role in the development of both winemaking and wine tourism because these varieties are widely recognized on the global market, possess established taste characteristics, and contribute to the formation of a wine map of the region that is understandable and attractive to tourists. Their international recognition facilitates the integration of Ukrainian wine products into global gastronomic and tourism networks while simultaneously increasing the competitiveness of domestic wineries.

Alongside international varieties, autochthonous and local grape varieties are of particular significance for the formation of the regional structure of winemaking, among which Odessa Black, Telti-Kuruk, and Sukholiman White should be especially distinguished³. These grape varieties represent an important component of the national wine heritage and reflect the historical evolution of viticulture within specific territories of Ukraine.

Autochthonous grape varieties constitute a crucial element of the territorial identity of wine-growing regions because they have been formed under specific natural and climatic conditions and are unique to particular localities. Their cultivation and use in winemaking contribute to the authenticity of wine products and are oriented toward providing consumers with a unique gastronomic and cultural experience. Such wines embody regional distinctiveness and strengthen the connection between local traditions, terroir, and tourism development.

From the perspective of wine tourism development, the use of indigenous grape varieties is highly important for the creation of competitive advantages

² UA Wine. Загальний портал українського вина. URL: <https://uawine.com/>

³ Wines of Ukraine. URL: <https://winesofukraine.com/>.

and the tourist specialization of wine-growing regions. Local grape varieties ensure the uniqueness of wine products, enabling regions to establish a differentiated tourism product and distinguish themselves from other wine-producing territories. Wines produced from indigenous varieties are generally not widely represented on international markets, and therefore the opportunity to taste them directly at the place of production significantly enhances the tourist attractiveness of wine regions. This creates additional motivation for tourists to visit wineries, participate in tasting experiences, and explore regional gastronomic traditions.

Autochthonous grape varieties also play a substantial role in the formation of regional brands because they can be directly associated with a specific territory, its environmental conditions, historical winemaking traditions and cultural heritage⁴.

In this regard, indigenous grape varieties function not only as agricultural resources but also as symbolic elements of regional image formation and destination branding. Their presence strengthens the authenticity of wine tourism products and contributes to the development of emotional connections between tourists and destinations.

The use of local grape varieties is particularly characteristic of small-scale and craft wineries that focus on the production of limited wine batches, the organization of tasting tourism, gastronomic tours, and agritourism activities. Craft wineries frequently emphasize authenticity, environmentally oriented production methods, traditional technologies, and personalized tourist experiences, which increases their attractiveness within the contemporary tourism market. Such enterprises contribute to the diversification of rural economies, support local employment, and stimulate the preservation of regional cultural traditions.

The regional structure of Ukrainian winemaking is characterized by pronounced spatial differentiation determined by a combination of natural and climatic, historical and cultural, economic, and infrastructural factors. Traditional wine-producing regions, as well as newly emerging viticulture territories, have developed within the country and differ in their levels of specialization, varietal composition, technological orientation, and types of wine products produced. Certain regions specialize primarily in the production of table wines, while others focus on sparkling wines, dessert wines, organic products, or craft winemaking.

Such differentiation represents a key factor determining the potential of regions for the development of wine tourism because it creates the foundation

⁴ The Heart of Wine. Wine. Culture. Inspiration. URL: <https://theheartofwine.com/>.

for authentic tasting routes, gastronomic tours, cultural and educational programs, and integrated tourism experiences based on local traditions and regional specificity. The diversity of wine-growing territories contributes to the formation of multifunctional tourism products that combine gastronomy, culture, history, agriculture, and recreation. As a result, the regional structure of viticulture and winemaking becomes not only an economic system but also an important component of sustainable regional development, destination branding, and the promotion of Ukraine within the international wine tourism market.

The Southern region of Ukraine⁵, which includes the Odesa and Mykolaiv regions, historically also, encompassed the Kherson region, although under contemporary military conditions the significance of Kherson for wine production has substantially decreased. For many decades, the Southern region remained the national leader in terms of vineyard concentration and wine production volumes. This region accounted for more than 50% of the total vineyard area in Ukraine, which ensured a high industrial potential for the wine industry and created favorable conditions for the production of a broad assortment of high-quality wines.

The natural and climatic conditions of the Southern region are characterized by a temperate continental climate with a pronounced maritime influence from the Black Sea, which performs an important thermoregulatory function and mitigates extreme temperature fluctuations. The region is distinguished by high levels of isolation, reaching approximately 220–250 sunny days annually, which is critically important for ensuring adequate sugar accumulation in grapes and achieving the desired balance of acidity and aromatic compounds.

The soil cover of the Southern region is represented by fertile chernozem soils, chestnut soils, and sandy areas with sufficient water-retaining capacity. Such soil diversity contributes to the cultivation of different grape varieties and influences the organoleptic properties of wine products. The predominantly flat relief and the presence of water resources create favorable conditions for the development of irrigated viticulture, particularly in the Mykolaiv region. Irrigation systems significantly increase harvest stability, reduce climatic risks, and contribute to the production of wines characterized by high concentration, extractivity, and balanced flavor profiles.

The varietal structure of the Southern region combines internationally recognized grape varieties, including Cabernet Sauvignon, Merlot, Chardonnay, and Sauvignon Blanc, together with autochthonous local varieties such as

⁵ Bondar M. I. Strategic model of wine tourism development and conceptual approaches to its accounting in the management of wineries // *Економічний вісник Дніпровської політехніки*. 2025. № 2. С. 133–140. <https://doi.org/10.33271/ebdut/90.133>.

Odessa Black and Sukholyman White. The coexistence of international and indigenous grape varieties allows wineries to diversify their product portfolios, maintain competitiveness in international markets, and simultaneously preserve regional authenticity and cultural identity.

Among the leading wine producers of the region are Shabo, Kolonist, Odessos, Odessa Wine Company, Frumushika-Nova, Bolgrad Winery, Villa Tinta, and Koblevo⁶.

These wineries play a significant role in the formation of the regional wine industry, the promotion of Ukrainian wines, and the development of wine tourism infrastructure through tasting halls, excursion programs, gastronomic events, wine festivals, and cultural initiatives.

The Southern region specializes primarily in the production of full-bodied red wines characterized by expressive tannin structures, as well as aromatic white wines with pronounced fruity profiles. Such specialization ensures the competitiveness of regional wines at both national and international levels while simultaneously forming the basis for the active development of wine tourism. Wine routes, tasting programs, gastronomic festivals, and integrated tourism products contribute to the transformation of the Southern region into one of the leading wine tourism destinations in Ukraine.

The Transcarpathian region represents a historically established center of winemaking, the development of which occurred under the influence of Central European viticultural traditions. The region possesses a mild and stable climate protected by the Carpathian Mountain systems, which creates favorable conditions for the cultivation of grape varieties intended primarily for the production of high-quality white wines. These wines are distinguished by elevated acidity, freshness, elegance, and a complex aromatic profile.

The soils of Transcarpathia, represented predominantly by volcanic and clay structures, contribute to the formation of a unique mineral composition in wines that reflects the specificity of the local terroir. Volcanic soils impart minerality, structural complexity, and distinctive sensory characteristics to wine products, thereby increasing their gastronomic value and tourism attractiveness.

The varietal composition of Transcarpathia includes well-known European grape varieties such as Riesling, Traminer, and Furmint, together with local varieties including Cserszegi Fűszeres and Leanka⁷. This varietal diversity allows regional wineries to combine European winemaking traditions with local specificity and to produce wines that possess both international recognition and regional uniqueness.

⁶ Асоціація сомельє України. URL: <https://sommelier.org.ua/>.

⁷ Ukrainian Wine Week. URL: <https://ukrainewineweek.com/>.

Among the leading wine producers of the region are Chizay, Cotnar, Leleka Wines. These enterprises contribute significantly to the preservation of regional winemaking traditions, the promotion of wine culture, and the development of tourism infrastructure in Transcarpathia.

The principal specialization of the region is the production of white wines characterized by high acidity, pronounced minerality and a sophisticated aromatic profile. Such specialization determines the strong potential of Transcarpathia for the development of gastronomic tourism, cultural and educational tourism, tasting tourism, and ethnographic tourism connected with regional traditions and multicultural heritage.

The long-term dynamics of vineyard development in Ukraine demonstrate a significant concentration of vineyard areas within the southern regions prior to 2014. The total vineyard area in Ukraine amounted to approximately 40–45 thousand hectares, of which the Odesa region accounted for more than 25–27 thousand hectares, representing over 60% of the national total. The Mykolaiv region contained approximately 4–5 thousand hectares, equivalent to 10–12%, while the Kherson region accounted for 3–4 thousand hectares, or approximately 7–8%. The Transcarpathian region consistently maintained vineyard areas at the level of 4–5 thousand hectares, representing approximately 10–12% of the national structure. Other regions, including Vinnytsia, Cherkasy, Kyiv, Poltava, Rivne, Zhytomyr, Volyn, Lviv, Ternopil, and Khmelnytskyi regions, possessed fragmented vineyard plantings totaling approximately 2–3 thousand hectares, or 5–6% of the national vineyard area⁸.

At the same time, the central regions of Ukraine, including Kyiv, Vinnytsia, Cherkasy, and Poltava regions, have demonstrated a gradual increase in vineyard areas by approximately 10–15% due to the implementation of new investment projects, the expansion of craft winemaking, and the growing popularity of agritourism. This trend reflects the diversification of the Ukrainian wine industry and the increasing interest in regional wine production beyond traditional viticultural territories.

Transcarpathia continues to demonstrate stability in vineyard areas at the level of approximately 4–5 thousand hectares, which ensures the preservation of traditional winemaking practices and supports the production of high-quality white wines that remain closely associated with the cultural and historical identity of the region.

After 2014, and especially following the events of 2022, the vineyard areas of the southern regions of Ukraine experienced a substantial decline due to the

⁸ Державна служба статистики України. Статистика туризму в Україні 2024. URL: <https://www.ukrstat.gov.ua/operativ/operativ2024/tur/tur.html>.

loss of territories, destruction of infrastructure, military threats, and significant changes in the economic conditions of agricultural production. The full-scale war has had a profound impact on the functioning of the wine industry and tourism infrastructure, creating unprecedented challenges for the sustainable development of viticulture and wine tourism⁹.

A considerable number of vineyards and wine production facilities were located within active combat zones or temporarily occupied territories, which resulted in severe infrastructural damage, the destruction of production capacities, the loss of agricultural resources, and the disruption of logistical connections. The interruption of supply chains, limitations in transportation, labor shortages, and reduced investment activity significantly complicated the operational activities of wineries and tourism enterprises.

In addition, many wine producers faced difficulties associated with export logistics, rising production costs, and reduced domestic purchasing power, all of which negatively influenced the overall stability of the sector.

Such territorial transformations within the structure of Ukrainian viticulture have become a determining factor influencing contemporary trends in the development of wine tourism. The reduction of vineyard concentration in the southern regions has been accompanied by the gradual emergence of new local viticultural centers in central and western Ukraine, thereby stimulating the formation of multi-vector tourism routes and diversified regional tourism products. This process contributes to the decentralization of wine tourism and promotes the development of new destinations with distinct territorial identities and cultural characteristics.

At the same time, new local wine brands are emerging that combine craft production methods with the cultural identity and historical traditions of individual regions. This integration of winemaking, gastronomy, heritage, and local culture contributes to the individualization of tourism products and enhances their attractiveness for both domestic and international visitors. The emphasis on authenticity, regional specificity, and unique tourist experiences corresponds to current global trends in experiential and gastronomic tourism.

The development of wine tourism remains inseparably connected with the stability and sustainability of vineyard areas because the existence of an adequate viticultural base is a prerequisite for the creation of authentic wine routes, tasting programs, excursion activities, and festival events¹⁰.

⁹ Українське виноробство під час війни та розвиток галузі відповідно до стандартів Європейського Союзу: роль охорони прав інтелектуальної власності. URL: <https://ukrpatent.org/uk/news/main/ukrainske-vynorobstvo-prava-iv-13042023>.

¹⁰ Pechko V. Wine tourism as a component of the strategic development of the viticulture and wine industry. *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>.

Without stable grape production, it becomes impossible to maintain the continuity of regional wine traditions and ensure the long-term functioning of tourism infrastructure associated with the wine industry.

The support and development of new winemaking centers in central and western regions of Ukraine create favorable conditions for the establishment of competitive local brands that integrate viticulture, gastronomy, hospitality, and cultural practices into a modern tourism product. Such regional diversification contributes to the resilience of the wine industry and reduces the excessive territorial concentration that previously characterized Ukrainian viticulture.

It should also be emphasized that the share of small-scale and craft wineries continues to increase, particularly those focused on the production of terroir wines, the preservation of autochthonous grape varieties, and the implementation of organic and biodynamic production practices. These wineries frequently prioritize limited production volumes, artisanal technologies, environmental sustainability, and personalized consumer experiences, thereby forming a new philosophy of winemaking in Ukraine.

This transformation contributes to the emergence of a new culture of wine consumption in which the emphasis gradually shifts from mass industrial production toward authenticity, quality, exclusivity, and the uniqueness of regional products. Such changes significantly increase the attractiveness of wine-producing regions for tourists seeking distinctive gastronomic, cultural, and educational experiences. Wine tourism increasingly becomes associated not merely with wine tasting but also with immersion in local traditions, interaction with producers, participation in gastronomic events, and exploration of regional cultural landscapes.

2. Craft Winemaking in the Formation and Development of Wine Tourism

Craft winemaking in contemporary Ukraine is emerging as one of the most dynamic and innovative segments of the national wine industry, developing at the intersection of agricultural production, the food industry, gastronomy, and tourism. Within the broader transformation of the tourism sector, this segment performs the function of an entrepreneurial and innovation-oriented niche focused not on mass production, but on the creation of unique products characterized by clear territorial identification, authenticity, and a pronounced cultural component. Craft wineries increasingly function not only as producers of wine products but also as centers of gastronomic culture, local identity, and tourism attraction¹¹.

¹¹ UN Tourism. Wine Tourism. URL: <https://www.unwto.org/wine-tourism>.

Craft wine production can be defined as the activity of small-scale or family-owned enterprises that carry out a complete or partial cycle of winemaking using their own or locally sourced raw materials while applying traditional, experimental, or natural vinification technologies. Such enterprises typically operate with limited production volumes and orient their activities toward niche markets, gastronomic consumption, premium positioning, and wine tourism development. In this context, craft winemaking represents not only a production model but also a philosophy centered on authenticity, territorial uniqueness, environmental sustainability, and direct communication between producer and consumer.

Craft winemaking has acquired particular significance under conditions of structural transformations caused by the full-scale war, the loss of part of the vineyards in the southern regions, disruptions in logistics chains, and the decline in industrial wine production volumes. Under these circumstances, small wineries demonstrated a comparatively high level of adaptability, managerial flexibility, and operational resilience. Unlike large industrial enterprises that depend heavily on extensive distribution systems and export logistics, craft wineries were able to quickly reorient their activities toward direct sales, local markets, tourism services, online communication with consumers, and participation in regional gastronomic initiatives.

The functioning of craft winemaking is primarily based on small and family-owned businesses, often referred to as micro-wineries, whose annual production volumes generally range from several hundred to approximately 15–20 thousand bottles per year. In contrast to large industrial producers focused on standardized products and mass retail distribution, craft wineries operate within the niche segment of emotional and experiential consumption. Their business models are constructed around the concepts of *terroir*, local identity, artisanal production, limited batches, manual labor, and the creation of personalized consumer experiences.

Therefore, craft winemaking should be considered a complex socio-economic and cultural phenomenon that integrates agricultural production, gastronomy, tourism, local territorial development, cultural preservation, and the maintenance of historical traditions. Craft wineries frequently become catalysts for rural development, contribute to the revitalization of local communities, stimulate employment opportunities, and strengthen the cultural attractiveness of regions.

One of the key characteristics of craft winemaking is the transformation of the technological paradigm of wine production itself. While industrial winemaking is based on standardization, technological regulation, and consistency of taste characteristics, the craft segment is oriented toward the philosophy of minimal

intervention in natural fermentation and maturation processes. This concept prioritizes the preservation of the individuality of each harvest year and the creation of wines that reflect the specific characteristics of terroir, climatic conditions, and artisanal production methods.

The philosophy of minimal intervention involves the use of natural biochemical processes, reduced technological manipulation, and limited industrial correction of wine characteristics. Such an approach allows producers to preserve the authenticity and individuality of wine products while forming distinctive sensory and aromatic profiles that cannot be entirely reproduced under industrial production conditions. Consequently, each wine becomes a reflection of a specific harvest, territory, and production philosophy.

Among the principal technological approaches employed within craft winemaking is the use of autochthonous microflora¹². Instead of cultivated industrial yeast strains, many craft producers rely on wild or spontaneous yeasts naturally present on grape skins and within the winery environment. Fermentation using spontaneous yeast occurs more slowly and unpredictably, yet it enables the maximal expression of terroir characteristics, contributes to the formation of complex aromatic structures, and enhances the uniqueness of the final product. Such wines often possess greater depth, individuality, and sensory diversity compared with standardized industrial wines.

Another important technological direction is the revival of alternative aging methods traditionally associated with historical winemaking cultures. Small wineries increasingly employ ceramic amphorae, clay vessels, and Georgian qvevri buried underground for wine aging and fermentation¹³. These ancient technologies provide natural micro-oxidation without the pronounced influence of oak barrels, thereby allowing the preservation of varietal purity and the formation of distinctive organoleptic characteristics. Wines produced using amphora or qvevri technologies are frequently characterized by complex structures, enhanced texture, natural stabilization, and unique aromatic profiles that attract consumers interested in authentic and experimental wine styles.

The revival of traditional vinification technologies also possesses important cultural and tourism significance because it strengthens the connection between modern winemaking and historical heritage. Tourists increasingly seek authentic experiences associated with traditional production methods, direct interaction with winemakers, and participation in tasting activities that emphasize the uniqueness of local wine culture. Consequently, craft wineries become

¹² Great Wine Capitals. URL: <https://www.greatwinecapitals.com/>.

¹³ International Organisation of Vine and Wine (OIV). World Vitiviniculture Situation 2024. URL: <https://www.oiv.int/public/medias/9450/oiv-world-vitiviniculture-situation-2024.pdf>.

not merely production enterprises but multifunctional tourism destinations integrating gastronomy, education, culture, and recreation.

Natural and experimental wines constitute one of the most innovative and rapidly developing directions within contemporary Ukrainian craft winemaking. This segment reflects global trends oriented toward authenticity, minimal technological intervention, environmental sustainability, and the revival of traditional production methods. Among the most widespread categories of natural and experimental wines produced by Ukrainian craft wineries are pétillant naturel wines, commonly known as pet-nat, which represent ancestral sparkling wines produced through natural secondary fermentation in the bottle. Such wines are characterized by freshness, lively acidity, and an artisanal style that differs significantly from industrial sparkling wine production methods.

Another important category is orange wine¹⁴, produced from white grape varieties using extended skin maceration technology. This method provides wines with an amber or orange color, enhanced tannic structure, complex texture, and deep aromatic characteristics. Orange wines have gained increasing popularity within gastronomic tourism and among consumers interested in authentic and unconventional wine styles.

In addition, many Ukrainian craft wineries specialize in the production of natural wines without filtration, wines with minimal sulfur addition, and experimental blends created in limited micro-batches. These production approaches emphasize the individuality of each vintage and the expression of terroir characteristics while simultaneously reflecting the creativity and experimental orientation of small-scale producers. Such wines are typically associated with niche consumption and are highly attractive for gastronomic tourism, tasting experiences, and wine festivals focused on artisanal production.

A particularly important trend within contemporary Ukrainian craft winemaking is the revival and active use of autochthonous grape varieties, among which Odessa Black, Sukholyman White, Telti-Kuruk, Zagrey, Rkatsiteli, and Furmint occupy a special place. Rkatsiteli remains traditionally widespread in Transcarpathia and southern Ukraine, while Furmint is especially associated with the Transcarpathian wine region and Central European winemaking traditions.

The use of indigenous grape varieties constitutes an essential component in the formation of national wine identity and the strengthening of the cultural distinctiveness of Ukrainian winemaking. Autochthonous varieties allow wineries to produce wines with unique sensory characteristics that

¹⁴ Нагурна Н., Куриленко Ю. Дослідження ринку виноробства України як інфраструктури для винного туризму. *Інновації та технології у сфері послуг і харчування*. 2024. № 3 (13). С. 101–105. [https://doi.org/10.32782/2708-4949.3\(13\).2024.15](https://doi.org/10.32782/2708-4949.3(13).2024.15).

cannot be replicated in other wine-producing countries. Consequently, these varieties play an important role in the development of wine tourism because contemporary tourists increasingly seek authentic local products, exclusive tasting experiences, and regional gastronomic traditions connected with specific territories.

One of the most significant tendencies in the development of modern Ukrainian winemaking is the geographical diversification of the craft segment, manifested through the expansion of viticulture and small-scale winemaking beyond the traditional southern wine-producing regions. Historically, viticulture in Ukraine was concentrated primarily within the Black Sea region and Transcarpathia. However, during the twenty-first century, new wine-producing microregions have gradually emerged within central, western, and even northern regions of the country. This diversification reflects both changing climatic conditions and the growing interest of entrepreneurs in craft production, agritourism, and local gastronomy.

Despite this geographical expansion, the southern regions of Ukraine, particularly Odesa, Mykolaiv, and Bessarabia, continue to remain the principal centers of national winemaking due to their favorable climatic conditions, extensive historical traditions, developed vineyard infrastructure, and established wine culture. These regions possess strong potential for the development of integrated wine tourism products that combine gastronomy, culture, history, and rural tourism experiences.

Among the key representatives of contemporary craft winemaking in southern Ukraine are Beykush Winery, Frumushika-Nova Family Winery, Ofiussa Winery, 46 Parallel Wine Group, and SHABO¹⁵. These wineries actively contribute to the promotion of Ukrainian wines within domestic and international markets while simultaneously developing tourism infrastructure through tasting programs, excursion services, gastronomic events, and cultural initiatives.

Particular attention should be devoted to Ofiussa Winery located in Odesa Oblast within the historical region of Bessarabia. Founded in 2022, this young winery operates within one of the oldest viticultural territories of Ukraine and builds its production philosophy upon the principles of terroir-oriented winemaking and the use of local grape resources. The winery places special emphasis on indigenous grape varieties such as Telti-Kuruk and Odessa Black, thereby contributing to the preservation of regional wine traditions and the strengthening of local wine identity.

¹⁵ Державне агентство розвитку туризму України. Стратегія розвитку туризму. URL: <https://tourism.gov.ua/strategiya-rozvytku-turyzmu>.

The activities of such wineries demonstrate that modern Ukrainian craft winemaking increasingly combines innovation with historical continuity, integrating traditional viticultural practices, experimental technologies, local identity, and tourism development into a unified socio-economic and cultural system. As a result, craft wineries are becoming important centers of regional branding, gastronomic tourism, and cultural communication, contributing to the formation of a modern image of Ukraine within the international wine and tourism space.

An important characteristic of contemporary Ukrainian craft winemaking is the development of cooperative relationships between wineries and local grape producers. In particular, cooperation with winegrowers from Shabo, Starokozache, and Chabanske contributes to the formation of a network-based model of craft production that integrates local agricultural resources, regional identity, and small-scale entrepreneurship into a unified economic system. Such cooperation enhances the sustainability of local viticulture, supports regional economic development, and strengthens the integration of wine production with tourism and gastronomy. Technologically, many craft wineries are oriented toward the philosophy of natural wine production, which presupposes minimal intervention in fermentation and aging processes while preserving the authenticity of terroir and the individuality of each harvest.

Frumushika-Nova Family Winery located in Odesa region is integrated into a large ethno-tourism complex that creates a synergistic combination of wine tourism, gastronomic tourism, and cultural tourism. The vineyard area exceeds 10 hectares, while production activities are oriented toward organic cultivation practices and environmentally sustainable approaches. The winery's product portfolio includes both international and autochthonous grape varieties, particularly Citronny Magaracha and Odessa Black, which regularly receive high evaluations at international wine competitions. A defining feature of the enterprise is the formation of a comprehensive tourism product that integrates wine tastings, ethnographic events, traditional gastronomy, and cultural experiences connected with regional heritage. Such integration significantly increases the attractiveness of the winery for domestic and international tourists seeking authentic cultural experiences.

46 Parallel Wine Group located in Odesa region represents a new generation of Ukrainian winemaking enterprises oriented toward international markets and global competitiveness. The company's concept is based on the use of grapes cultivated along the 46th parallel, emphasizing the geographical identity and climatic specificity of the products. The enterprise has received more than 90 international awards and forms part of the international wine group Vinos de la Luz, which facilitates integration into the global wine industry and

promotes the export of Ukrainian wines. Through participation in international exhibitions, competitions, and professional networks, the company contributes to strengthening the international recognition of Ukrainian winemaking and the development of the national wine brand.

SHABO, located in Odesa region, is one of the oldest and largest wine producers in Ukraine. Despite its industrial production scale, the company actively interacts with the craft segment through the implementation of innovative technologies, experimental projects, and the development of tourism infrastructure. *SHABO* owns more than 1,200 hectares of vineyards and has received over 500 international awards, confirming the high quality and international competitiveness of its wine products. A particularly important role is played by the Center of Wine Culture, which has become one of the key wine tourism attractions in Ukraine. The center integrates museum exhibitions, tasting halls, educational programs, excursion routes, and gastronomic events, thereby transforming the winery into a multifunctional tourism and cultural destination.

Beykush Winery located in Mykolaiv region is considered one of the most innovative family wineries in Ukraine. Founded in 2010, the enterprise became a pioneer in the field of experimental blends and the cultivation of non-standard grape varieties adapted to local terroir conditions. The winery possesses its own vineyards exceeding 15 hectares, which enables full control over the entire production cycle from grape cultivation to bottling finished products. *Beykush Winery* is actively integrated into international wine markets and has received more than 100 awards at prestigious international competitions, including the Decanter World Wine Awards. An important feature of the winery is the creation of unique wine brands such as *Kara Kermen*, which contribute to the formation of a new stylistic image of Ukrainian wine and enhance its international competitiveness.

The wineries of southern Ukraine are generally characterized by an orientation toward autochthonous grape varieties, the production of natural wines, experimental vinification technologies, and active integration into wine tourism development. *Beykush Winery* is especially recognized for its experimental blends and innovative approach to terroir expression, *Frumushika-Nova* is distinguished by the successful integration of wine production with ethnographic tourism and gastronomy, while *46 Parallel Wine Group* demonstrates a strong orientation toward global markets and international branding strategies. Together, these wineries contribute to the transformation of the southern regions into modern centers of wine tourism and gastronomic culture.

Transcarpathia represents the second most important wine-producing region of Ukraine where centuries-old winemaking traditions are combined with

contemporary technological and tourism-oriented approaches. The region is distinguished by favorable climatic conditions, volcanic and clay soils, mountain terroir, and a multicultural historical heritage that significantly influence the specificity of local wines and tourism development.

Among the key wineries of Transcarpathia are Chateau Chizay, Kohanovska Winery and Čopak Wine¹⁶. These enterprises actively contribute to the preservation of regional traditions while simultaneously implementing modern approaches to natural winemaking, tourism development, and international promotion.

Chateau Chizay is considered one of the flagships of Ukrainian winemaking. Operating since 1995, the company manages more than 270 hectares of vineyards and successfully combines European winemaking traditions with local Transcarpathian specificity. The winery actively represents Ukraine at international exhibitions and wine competitions and has received numerous awards for the quality of its products. Chateau Chizay specializes particularly in wines produced from the Furmint grape variety as well as dessert wines that reflect the historical traditions of Central European viticulture. The enterprise also actively develops tourism infrastructure through tasting complexes, guided tours, gastronomic events, and cultural programs associated with regional wine heritage.

Kohanovska Winery located in Transcarpathia is a family-owned enterprise specializing in the production of natural sparkling wines, particularly pet-nat wines produced using ancestral fermentation methods. A distinctive feature of the winery is its focus on mountain viticulture and the cultivation of grape varieties such as Müller-Thurgau and Zweigelt. The winery demonstrates a strong orientation toward spontaneous fermentation, local wine styles, artisanal production methods, and minimal technological intervention. Such an approach corresponds to contemporary global trends in natural winemaking and increases the attractiveness of the winery within the segment of experiential and gastronomic tourism.

Čopak Wine practices a fully natural approach to wine production, including fermentation with wild yeast and the complete absence of technological additives. The winery's products represent an example of the «pure terroir» concept because they emphasize the natural characteristics of grapes, local environmental conditions, and minimal human intervention in the production process. This philosophy fully corresponds to current international trends in the development of natural wines and sustainable gastronomy. The winery

¹⁶ World Travel & Tourism Council (WTTC). Economic Impact of Tourism in Ukraine 2025. URL: <https://wtcc.org/research/economic-impact/country-analysis>.

also contributes to the formation of a niche tourism product oriented toward consumers interested in authentic, environmentally sustainable, and artisanal wine experiences.

The wineries of the Transcarpathian region specialize primarily in European grape varieties, natural wines, and the development of wine tourism integrated with regional cultural heritage. A distinctive feature of the region is its mountain terroir, which contributes to the formation of wines characterized by elevated acidity, elegance, freshness, and pronounced minerality. Such characteristics significantly increase the gastronomic value and tourism attractiveness of Transcarpathian wines while strengthening the competitiveness of the region within the national and international wine tourism market.

Podillia, which includes the Vinnytsia, Ternopil and Khmelnytskyi regions, is gradually emerging as one of the newest centers for the development of craft winemaking in Ukraine, particularly within the segments of pet-nat and orange wine production. The region demonstrates the growing geographical diversification of Ukrainian viticulture and reflects contemporary trends associated with experimental vinification, terroir-oriented production, and the integration of wine tourism into rural development strategies. Favorable microclimatic conditions, increasing entrepreneurial activity, and the revival of local agricultural traditions contribute to the formation of new wine-producing microregions within Podillia.

An important example of the development of craft winemaking in Podillia, particularly within the territory located between the city of Mohyliv-Podilskyi and the village of Bronnytsia in Vinnytsia region, is the activity of the family winery *Vinnyi Dim Gigineishvili*. This enterprise demonstrates a comprehensive approach to the development of modern Ukrainian winemaking through the restoration of historical vineyards, the implementation of traditional wine-aging technologies, and the simultaneous development of tourism infrastructure. The winery therefore functions not merely as a production facility but also as an element of regional cultural and tourism development.

The enterprise has operated within the Ukrainian wine market for more than ten years and has gradually formed its own production and marketing niche within the craft wine segment. A distinctive characteristic of the winery is its orientation toward the revival of historical vineyards covering approximately 16 hectares. A significant proportion of production processes is performed manually, which fully corresponds to the philosophy of artisanal production, small-scale viticulture, and the preservation of traditional agricultural practices.

From a technological perspective, the winery actively applies traditional vinification methods, particularly the aging of wine in qvevri and clay amphorae. Such technologies are characteristic of natural and terroir-oriented winemaking

because they allow minimal technological intervention while preserving the individuality of grape varieties and the authenticity of local terroir. The use of amphora technologies also contributes to the formation of unique organoleptic characteristics and enhances the gastronomic value of the wines.

In addition to production activities, Vinnyi Dim Gigineishvili actively develops tourism infrastructure. The winery includes a tasting hall and a small hotel designed for receiving tourists and organizing gastronomic events. This approach corresponds to the contemporary model of craft winery development in which wine production is integrated with rural tourism, wine tourism, cultural tourism, and gastronomy, thereby forming a comprehensive and multifunctional tourism product. Such integration significantly increases the attractiveness of the region for visitors interested in authentic local experiences.

Bakota Bay Winery located in Khmelnytskyi region represents another important example of the new generation of Ukrainian craft wineries. Established in 2023, the winery develops wine tourism based on the unique natural landscapes of the Bakota area, which possesses significant recreational and tourism potential. The product portfolio includes international grape varieties such as Chardonnay and Pinot Noir together with adapted hybrid varieties capable of successful cultivation under local climatic conditions. A defining feature of the enterprise is the integration of winemaking with recreational activities, ecological tourism, and the active development of tourism infrastructure associated with the natural attractiveness of the region.

Fathers Wine Winery located in Ternopil region is considered one of the most recognized craft wineries in Ukraine. Founded in 2010, the enterprise possesses approximately 6 hectares of vineyards and annually produces around 40–50 thousand bottles of wine. The winery is distinguished by a strongly experimental production philosophy that combines traditional technologies with innovative vinification approaches. Among the principal technological directions are the use of amphorae and oak barrels, the production of amber or orange wines, and the development of pet-nat sparkling wines produced through ancestral fermentation methods. The products of Fathers Wine Winery have repeatedly received recognition at prestigious international competitions, including the Decanter World Wine Awards, which confirms the growing international competitiveness of Ukrainian craft winemaking.

An equally important trend within the transformation of Ukrainian viticulture is the emergence of non-traditional wine-producing zones in regions such as Sumy, Zhytomyr, Dnipropetrovsk and Lviv. These territories historically were not considered suitable for large-scale viticulture due to climatic limitations. However, climate change, technological innovation, the use of hybrid grape

varieties, and the growing popularity of craft winemaking have stimulated the gradual expansion of vineyards into these new geographical areas.

Dryukivskie Wines located in Dnipropetrovsk region represents one of the few wineries in central-eastern Ukraine that demonstrates the successful adaptation of viticulture to atypical natural and climatic conditions. The operation of the enterprise for more than ten years indicates its institutional stability and the establishment of a sustainable production model within the craft wine segment. The winery's assortment is characterized by considerable diversification and includes a broad spectrum of wine styles ranging from classic white and red wines to orange wines produced through extended skin maceration technologies.

An important feature of *Dryukivskie Wines* is the combination of international grape varieties such as Sauvignon Blanc, Riesling, Cabernet Sauvignon, and Merlot with indigenous Ukrainian varieties, particularly Odessa Black. This hybrid production model increases adaptability to local environmental conditions while simultaneously preserving elements of national wine identity. In addition to production activities, the winery actively develops tasting tourism, thereby ensuring its integration into the regional tourism space and contributing to the formation of demand for wine tourism within central-eastern Ukraine.

Enko Winery located in Sumy region represents a vivid example of experimental viticulture in the northern regions of Ukraine where climatic conditions were traditionally considered unfavorable for grape cultivation. The establishment of vineyards in 2018 indicates that the enterprise belongs to the newest wave of development of non-traditional wine-producing territories. The winery's production strategy is based primarily on the use of hybrid grape varieties such as Johanniter, Citronny Magaracha, and Levokumskyi Chornyi, which demonstrate increased resistance to low temperatures and diseases.

This approach reflects not only technological adaptation to local climatic conditions but also the strategic direction of the future development of Ukrainian viticulture under conditions of climate change and geographical expansion of the industry. The use of hybrid varieties increases production sustainability and opens opportunities for the further development of viticulture in northern territories previously considered unsuitable for wine production.

Halytski Pahorby Winery located in Ternopil region is another young winery focused predominantly on white grape varieties, particularly Sauvignon Blanc and Solaris. A distinctive feature of the winery is the use of amphora technologies and the integration of historical and cultural narratives into brand formation and tourism positioning. Such an approach strengthens the

authenticity of the tourism product and creates emotional connections between visitors and regional heritage.

Rakovetska Loza Winery located in Lviv region is a family-owned enterprise with relatively small production volumes amounting to several thousand bottles annually. The winery operates under cool climatic conditions that significantly influence the stylistic characteristics of the wines. Its products are distinguished by elevated acidity, freshness, elegance, and high gastronomic value, which correspond to contemporary trends in cool-climate viticulture. The winery actively participates in tasting competitions, regional wine festivals, and gastronomic events, thereby contributing to the growing recognition of western Ukrainian winemaking within domestic tourism and professional wine communities.

Biologist Craft Winery (Biologist Winery, Kyiv region) is a new generation biodynamic winery, founded in 2019, with vineyards in both Kyiv and Odessa regions. A biodynamic winery is a winery that grows grapes and produces wine according to the principles of biodynamic agriculture, which involve the rejection of synthetic agrochemicals, the use of biodynamic preparations, taking into account natural and astronomical cycles and minimal technological intervention in the wine production process. Key features: use of biodynamic practices in viticulture; fermentation with wild yeast; production of natural, orange and sparkling wines. The winery has over 20 international awards and actively participates in international exhibitions, shaping the image of Ukraine as a producer of quality craft wine.

Cassia family winery located in the village of Myla, Kyiv region, is an example of how a small family micro-project can shape local wine culture and influence the development of the craft sector. The winery specializes in craft production with minimal technological intervention. Cassia's specialty is the production of orange (amber) wines, which are made using the technology of infusing white varieties on the skin, which is traditionally used for red wines. This gives the product a rich color, increased tannin and a complex aromatic profile with shades of dried apricots, nuts and spices.

The winery's varietal composition includes both international varieties (Cabernet Sauvignon, Merlot, and Pinot Noir) and those adapted to the Ukrainian terroir, such as Odessa Black. Wild yeast is used for fermentation, and the amount of added sulfites is minimal, which ensures the naturalness and "liveliness" of the wine, valuable for craft wine enthusiasts.

The contemporary Ukrainian wine sector demonstrates a remarkable diversification of technological approaches that reflect both global winemaking trends and the unique characteristics of local terroirs. Alongside established commercial producers, a growing number of craft wineries are adopting

innovative production methods ranging from natural and low-intervention winemaking to organic cultivation, amphora fermentation and experimental blending practices, Table 1.

The modern structure of the Ukrainian wine market is characterized by the gradual decentralization of production and the growth of the role of small producers. If earlier the market was concentrated mainly in large wineries of the southern regions, today wineries appear in almost all regions

Table 1

Comparative characteristics of craft wineries in Ukraine

Technological Profile	Representative Wineries	Main Regions	Key Features
Natural and Low-Intervention Wines	Ofiussa Winery, Kohanovska Winery, Čopak Wine, Biologist Craft Winery	Odesa, Zakarpattia, Kyiv regions	Minimal intervention, spontaneous fermentation, terroir expression, use of indigenous yeasts
Organic and Biodynamic Winemaking	Frumushika-Nova Family Winery, Biologist Craft Winery	Odesa, Kyiv regions	Organic vineyard management, environmental sustainability, biodiversity preservation
Pet-Nat and Amber Wine Production	Fathers Wine, Kohanovska Winery, Cassia	Ternopil, Zakarpattia, Kyiv regions	Traditional bottle fermentation, skin-contact wines, experimental production methods
Amphora and Qvevri Technologies	Fathers Wine, Hihinashvili Wine House, Halytski Pahorby	Vinnytsia, Ternopil regions	Ancient fermentation techniques, clay vessel ageing, revival of historical winemaking traditions
Premium and Export-Oriented Wineries	46 Parallel Wine Group, SHABO, Chateau Chizay	Odesa, Zakarpattia regions	International standards, export focus, advanced production technologies
Innovative Blending and Experimental Wines	Beykush Winery, Bakota Bay Winery	Mykolaiv, Khmelnytskyi regions	Innovative blends, varietal experimentation, adaptation to local terroirs
Cool-Climate and Emerging Viticulture	Enko Winery, Rakovetska Loza, Driukivski Vyna	Sumy, Lviv, Dnipropetrovsk regions	Development of viticulture in non-traditional wine-growing areas, climate adaptation strategies

of Ukraine from Transcarpathia to Kyiv, Cherkasy and even the northern regions.

Craft wineries are the basis for the formation of wine tourist routes, since they offer the tourist a comprehensive experience:

- excursions to the vineyards,
- participation in the grape harvest,
- wine tastings,
- gastronomic combinations,
- local farm products,
- wine festivals,
- thematic events and master classes.

In fact, a craft winery acts not only as a production enterprise, but also as a tourist destination, gastronomic center and cultural space. In many cases, it is small wineries that become drivers of the development of rural tourism, local infrastructure, hotels, restaurants and farms.

Thus, craft winemaking in Ukraine, in the context of industry transformation, is forming a new model of wine sector development, which is based on small entrepreneurship, local identity, innovative production technologies and integration with wine tourism. Unlike the industrial model of winemaking, the craft segment focuses on quality, uniqueness, territorial origin of the product and the consumer's tourist experience. In the future, craft winemaking can become the basis for the formation of a national brand of Ukrainian wine, the development of gastronomic and rural tourism, as well as increasing Ukraine's competitiveness in the global niche wine market.

3. SWOT analysis and conceptual model of Ukrainian craft wine tourism development

The contemporary development of Ukrainian craft wine tourism is characterized by a combination of significant competitive advantages, transformational opportunities, structural limitations, and external risks.

Under conditions of post-war recovery, globalization of gastronomic tourism, changing consumer preferences, and the growing popularity of authentic tourism experiences, the craft wine sector is gradually becoming an important component of regional economic development and tourism diversification in Ukraine.

The development of craft wine tourism should be considered through a strategic analytical approach because this sector integrates agricultural production, hospitality, gastronomy, cultural heritage, local entrepreneurship, and tourism infrastructure into a unified territorial system. In this context, SWOT analysis represents an effective methodological instrument for

identifying the internal strengths and weaknesses of the sector as well as the external opportunities and threats influencing its long-term competitiveness and sustainability¹⁷.

The strengths of Ukrainian craft wine tourism are primarily associated with the diversity of terroirs, the presence of favorable natural and climatic conditions for viticulture, and the preservation of authentic regional traditions. Ukraine possesses considerable potential for the production of unique wines due to the coexistence of international and autochthonous grape varieties, including Odessa Black, Telti-Kuruk, Sukholyman White, and Zagrey. Such diversity contributes to the formation of distinctive regional identities and increases the attractiveness of Ukrainian wine destinations for domestic and international tourists.

An important competitive advantage of the sector is the rapid development of small and family-owned wineries oriented toward artisanal production, natural vinification technologies, and experiential tourism. Craft wineries increasingly integrate wine production with gastronomy, cultural heritage, tasting tourism, rural tourism, and event tourism, thereby creating comprehensive tourism products based on authenticity and emotional interaction with visitors. In addition, the growing popularity of orange wines, pet-nat sparkling wines, biodynamic production, and sustainable tourism practices corresponds to current global trends in wine tourism development.

At the same time, the sector faces several internal weaknesses that limit its competitiveness and international visibility. One of the principal problems is the insufficient development of tourism and transport infrastructure within many wine-producing regions. Limited accessibility of rural destinations, inadequate road conditions, insufficient accommodation facilities, and underdeveloped tourism services reduce the overall quality of tourist experiences and constrain the expansion of wine tourism routes.

Another significant weakness is the relatively low level of international recognition of Ukrainian wine brands compared with established European wine-producing countries such as France, Italy, Spain, or Portugal. The fragmentation of marketing activities, limited participation in international tourism promotion campaigns, and insufficient digital communication strategies reduce the visibility of Ukrainian wine tourism products within global tourism markets. In addition, many small wineries possess limited financial and investment resources, which complicates technological modernization, infrastructure development, and large-scale tourism promotion.

¹⁷ Національний інститут стратегічних досліджень. Туризм в Україні. 2025. URL: <https://niss.gov.ua/doslidzhennya/turyzm>.

Despite these limitations, Ukrainian craft wine tourism possesses substantial opportunities for future development. One of the most promising directions is the integration of Ukrainian wine destinations into the European wine tourism market through participation in international wine routes, exhibitions, festivals, gastronomic events, and cross-border tourism initiatives. The growing global demand for authentic, sustainable, and experiential tourism products creates favorable conditions for the promotion of Ukrainian craft wineries and regional wine brands.

The expansion of wine and gastronomic tourism clusters also creates opportunities for strengthening regional economic development and stimulating rural revitalization. Craft wineries increasingly function as multifunctional tourism destinations that combine hospitality services, gastronomy, accommodation facilities, cultural activities, educational programs, and local entrepreneurship into integrated territorial systems. Such clustering contributes to the diversification of local economies, the creation of employment opportunities, and the enhancement of regional investment attractiveness.

Digital transformation represents another important opportunity for the sector. The implementation of online booking systems, digital marketing tools, virtual tastings, social media promotion, multilingual informational platforms, and smart tourism technologies significantly increases the accessibility of wine tourism products and strengthens communication between wineries and consumers. Digitalization also allows small producers to enter international markets more effectively and to develop direct sales channels independent of traditional distribution systems.

However, the development of Ukrainian craft wine tourism remains highly vulnerable to external threats. The most significant challenge is associated with the ongoing military aggression against Ukraine, which has caused the destruction of vineyards, tourism infrastructure, transport networks, and production facilities in several wine-producing regions. Military risks negatively influence investment activity, reduce tourist mobility, and create long-term uncertainty for the development of tourism businesses.

Climate change also constitutes a serious threat to the sustainability of viticulture because rising temperatures, irregular precipitation patterns, droughts, and extreme weather events directly affect grape quality, harvest stability, and the geographical distribution of vineyards. In addition, Ukrainian wineries face strong competition from internationally recognized wine destinations possessing significantly larger financial resources, established branding systems, and advanced tourism infrastructure.

Economic instability, migration processes, labor shortages, and disruptions in logistics and export channels additionally complicate the functioning of the

sector. Such factors reduce the operational resilience of wineries and create barriers to long-term strategic planning and international market expansion.

The generalized results of the SWOT analysis of Ukrainian craft wine tourism are presented in Table 2.

The proposed conceptual model of Ukrainian craft wine tourism development reflects the complex interaction between natural resources, craft wine production, tourism integration, infrastructure development, and sustainable regional transformation. The model demonstrates that contemporary craft wine tourism should be considered as an interdisciplinary socio-economic system that integrates viticulture, gastronomy, hospitality, cultural heritage, entrepreneurship, and territorial development into a unified tourism framework.

The first level of the model is represented by the resource foundation, which includes natural and climatic conditions, terroir characteristics, grape genetic resources, cultural and historical heritage, gastronomic traditions, human capital, and institutional support. These components form the primary basis for the development of viticulture and determine the uniqueness and territorial identity of wine-producing regions.

The second level reflects the core of the system – craft wine production. At this stage, the emphasis is placed on small-scale and family-owned wineries,

Table 2

Enhanced SWOT analysis of Ukrainian craft wine tourism development

Strengths	Weaknesses
Significant terroir diversity and favorable agro-climatic conditions for viticulture development. Presence of unique autochthonous and locally adapted grape varieties that strengthen product differentiation. Rapid development of craft, boutique, and family-owned wineries. Strong integration potential between wine tourism, gastronomy, cultural heritage, and rural tourism. Growing implementation of organic, biodynamic, and sustainable winemaking practices. Authentic regional identity and preservation of local traditions, cuisine, and cultural heritage. Increasing domestic consumer demand for local and artisanal products. Competitive pricing of tourism products compared with European wine destinations	Insufficient transport, tourism, and hospitality infrastructure in wine-producing regions. Limited international awareness and weak global positioning of Ukrainian wines. Fragmented marketing strategies and absence of a unified national wine tourism brand. Restricted access to investment capital and financial support mechanisms. Uneven regional development and concentration of wine tourism activities in selected destinations. Low level of digitalization, smart tourism technologies, and online promotion. High dependence on seasonality and limited diversification of tourism services. Insufficient professional training and shortage of qualified personnel in wine tourism management

Continuation of table 2

Opportunities	Threats
Integration into the European wine tourism ecosystem and participation in international wine routes. Growing global demand for experiential, authentic, and sustainable tourism products. Formation of regional wine tourism clusters and destination management partnerships. Expansion of digital marketing, e-commerce, and smart tourism technologies. Post-war recovery and international investment programs aimed at regional revitalization. Participation in international wine festivals, exhibitions, and events. Development of cross-border tourism cooperation with European countries. Increasing interest in gastronomic tourism among younger generations and international travelers	Military risks, security instability, and destruction of tourism infrastructure caused by war. Climate change, environmental degradation, and increased vulnerability of vineyards. Intensifying competition from established European wine destinations. Macroeconomic instability, inflationary pressures, and labor migration. Disruptions in logistics chains, exports, and international supply networks. Reduction of vineyard areas due to economic and environmental challenges. Declining purchasing power of tourists and reduced investment attractiveness. Demographic decline and shortage of skilled human capital in rural territories

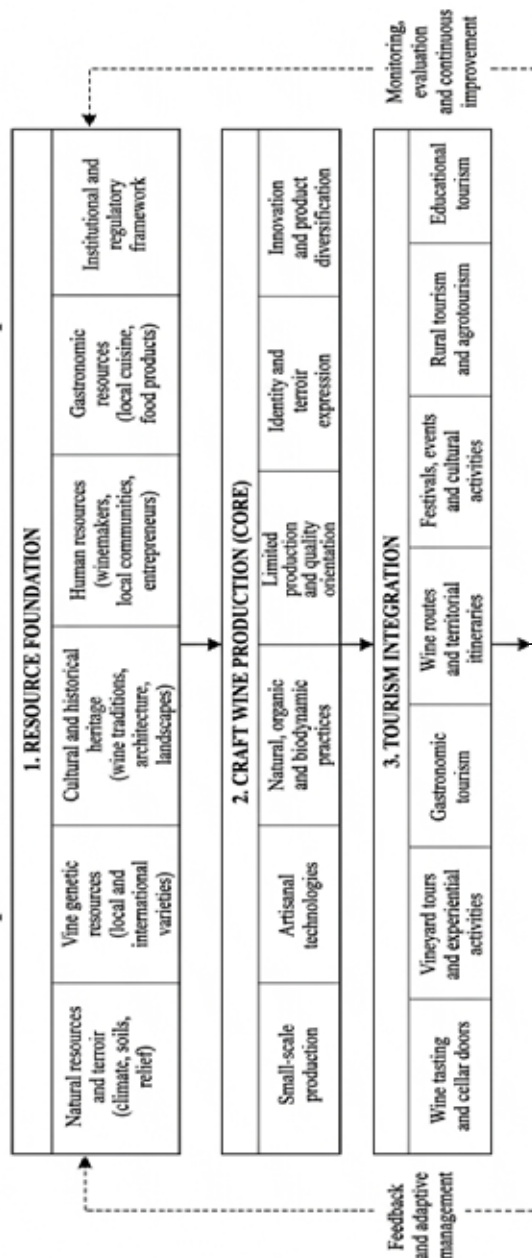
artisanal production technologies, biodynamic and organic practices, limited production volumes, and terroir-oriented winemaking. Craft production forms the authentic character of wine products and creates the foundation for experiential tourism development.

The third level demonstrates the integration of winemaking with tourism activities. This component includes wine tastings, vineyard excursions, gastronomic tourism, wine routes, festivals, cultural events, agritourism, and educational tourism. The integration of these elements transforms wineries into multifunctional tourism destinations that provide visitors with emotional, cultural, and sensory experiences.

The fourth level of the model is associated with infrastructure and support systems necessary for the effective functioning of wine tourism destinations. This includes transport accessibility, accommodation facilities, tasting infrastructure, digital communication technologies, destination branding, professional training, and public-private partnerships. Infrastructure performs a critical role in ensuring tourist mobility, service quality, and the competitiveness of regional wine tourism products.

The fifth level represents the regional and socio-economic effects generated by the development of craft wine tourism. Among the principal effects are employment creation, support for small and medium-sized enterprises, rural revitalization, regional branding, investment attraction, and

Conceptual Model of Ukrainian Craft Wine Tourism Development



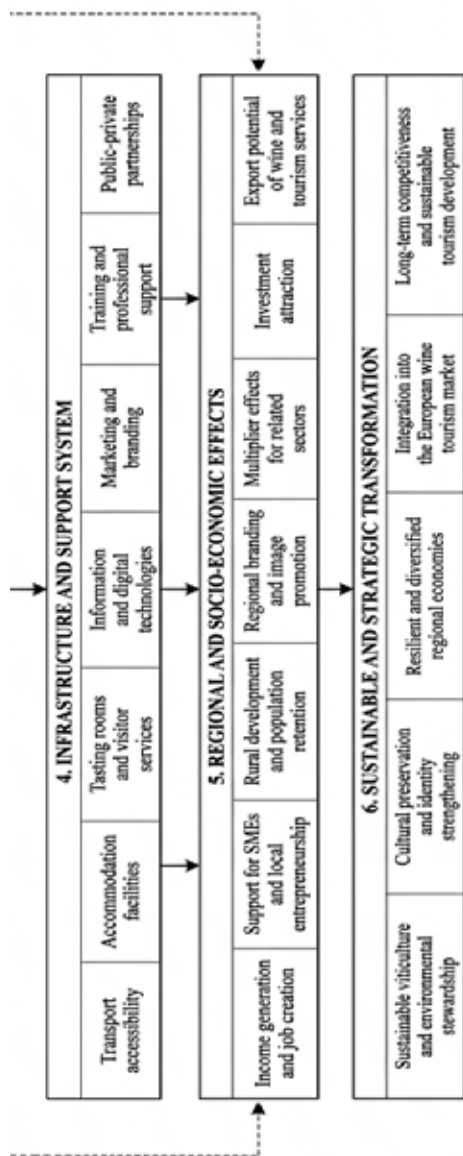


Fig. 1. The conceptual model of Ukrainian craft wine tourism development

the stimulation of related economic sectors such as hospitality, gastronomy, and local agriculture.

The final level of the model reflects sustainable and strategic transformation. At this stage, wine tourism contributes to environmental sustainability, cultural preservation, economic resilience, integration into the European tourism market, and the formation of long-term competitive advantages for Ukrainian regions. Sustainable viticulture, balanced territorial development, and the preservation of local identity become key priorities within the strategic evolution of the sector.

The model also demonstrates the importance of feedback mechanisms, monitoring systems, adaptive management, and continuous improvement processes that ensure the long-term stability and flexibility of Ukrainian craft wine tourism under conditions of economic transformation, globalization, and post-war recovery.

Thus, the proposed conceptual model demonstrates that Ukrainian craft wine tourism represents a multi-level and integrated system in which natural resources, local identity, craft production, tourism activities, infrastructure, and regional development are closely interconnected. The interaction of these components creates favorable conditions for the formation of competitive wine tourism destinations capable of generating sustainable economic, cultural, and social effects.

The model confirms that the future development of Ukrainian craft wine tourism should be based on the principles of authenticity, sustainability, innovation, and territorial specialization. The growing role of craft wineries, experiential tourism, gastronomy, digital technologies, and regional branding contributes to the transformation of wine tourism into an important instrument of post-war recovery and rural revitalization.

In the long-term perspective, the implementation of integrated development strategies, infrastructural modernization, international promotion, and sustainable tourism practices may significantly strengthen the competitiveness of Ukrainian wine destinations within the European and global tourism markets. Consequently, craft wine tourism possesses substantial potential not only for the diversification of the national tourism industry but also for the preservation of cultural heritage, stimulation of local entrepreneurship, and sustainable territorial development of Ukraine.

CONCLUSIONS

The study confirms that Ukrainian craft wine tourism is transforming into an important segment of the national tourism and hospitality industry, integrating viticulture, gastronomy, cultural heritage, and rural tourism into a unified

regional development system. The spatial structure of Ukrainian viticulture is characterized by significant regional differentiation determined by terroir conditions, historical traditions, tourism infrastructure, and local identity.

Southern Ukraine and Transcarpathia remain the principal wine-producing regions, while central and western regions demonstrate active growth of craft wineries and new wine tourism destinations. Craft wineries perform not only production but also tourism, cultural, and socio-economic functions through tastings, wine routes, festivals, agritourism, and gastronomic tourism, contributing to regional branding and rural revitalization.

The study demonstrates that the competitiveness of Ukrainian craft wine tourism is based on terroir diversity, autochthonous grape varieties, artisanal production methods, and experiential tourism integrated with gastronomy and cultural heritage. At the same time, infrastructural limitations, military risks, climate change, and insufficient international promotion remain key barriers to sustainable development.

The conducted SWOT analysis confirms significant opportunities for integration into the European tourism market through sustainable tourism practices, digitalization, wine routes, and innovative tourism products.

The proposed conceptual model shows that effective development depends on the interaction between resource potential, craft production, tourism infrastructure, local communities, and institutional support.

Under conditions of post-war recovery, craft wine tourism may become an important instrument of sustainable regional development, investment attraction, and the formation of a competitive international image of Ukraine.

SUMMARY

The study confirms that wine tourism represents a complex interdisciplinary phenomenon integrating viticulture, gastronomy, culture, hospitality, and regional development. Wine tourism performs recreational, economic, cultural, and branding functions while contributing to the preservation of local heritage and diversification of rural economies. A key role in this process belongs to craft winemaking, which focuses on terroir-oriented production, local identity, traditional technologies, and authentic tourist experiences. The effectiveness of wine tourism development depends on the interaction of natural, historical and cultural, production, gastronomic, and event resources. Natural conditions and terroir determine the uniqueness of wine-growing regions, while gastronomy, festivals, and wineries form tourism attractiveness. The research identifies significant spatial transformations of Ukrainian viticulture through the emergence of new craft wine microregions beyond traditional wine-producing territories. This diversification contributes to the development of new tourism

routes, regional brands, and tourism products. An important trend is the growing role of autochthonous grape varieties, natural wines, orange wines, and pet-nat production, which strengthen the authenticity and competitiveness of Ukrainian wine tourism.

Bibliography

1. Міністерство аграрної політики та продовольства України. Концепція розвитку виноградарства та виноробства. URL: <https://minagro.gov.ua/ua/news/kontseptsiya-rozvytku-vynohradarstva-ta-vynorobstva>.
2. UA Wine. Загальний портал українського вина. URL: <https://uawine.com/>.
3. Wines of Ukraine. URL: <https://winesofukraine.com/>.
4. The Heart of Wine. Wine. Culture. Inspiration. URL: <https://theheartofwine.com/>.
5. Bondar M. I. Strategic model of wine tourism development and conceptual approaches to its accounting in the management of wineries. Економічний вісник Дніпровської політехніки. 2025. № 2. С. 133–140. URL: <https://doi.org/10.33271/ebdut/90.133>.
6. Асоціація сомельє України. URL: <https://sommelier.org.ua/>.
7. Ukrainian Wine Week. URL: <https://ukrainewineweek.com/>.
8. Державна служба статистики України. Статистика туризму в Україні 2024. URL: <https://www.ukrstat.gov.ua/operativ/operativ2024/tur/tur.html>.
9. Українське виноробство під час війни та розвиток галузі відповідно до стандартів Європейського Союзу: роль охорони прав інтелектуальної власності. URL: <https://ukrpatent.org/uk/news/main/ukrainske-vynorobstvo-prava-iv-13042023>.
10. Pechko V. Wine tourism as a component of the strategic development of the viticulture and wine industry. Науковий вісник Полтавського університету економіки і торгівлі. Серія «Економічні науки». 2025. № 1 (115). С. 108–112. URL: <https://doi.org/10.37734/2409-6873-2025-1-15>.
11. UN Tourism. Wine Tourism. URL: <https://www.unwto.org/wine-tourism>.
12. Great Wine Capitals. URL: <https://www.greatwinecapitals.com/>.
13. International Organisation of Vine and Wine (OIV). World Vitiviniculture Situation 2024. URL: <https://www.oiv.int/public/medias/9450/oiv-world-vitiviniculture-situation-2024.pdf>.
14. Нагурна Н., Куриленко Ю. Дослідження ринку виноробства України як інфраструктури для винного туризму // Інновації та технології

у сфері послуг і харчування. 2024. № 3 (13). С. 101–105. [https://doi.org/10.32782/2708-4949.3\(13\).2024.15](https://doi.org/10.32782/2708-4949.3(13).2024.15).

15. Державне агентство розвитку туризму України. Стратегія розвитку туризму. URL: <https://tourism.gov.ua/strategiya-rozvytku-turyzmu>.

16. World Travel & Tourism Council (WTTC). Economic Impact of Tourism in Ukraine 2025. URL: <https://wttc.org/research/economic-impact/country-analysis>.

17. Національний інститут стратегічних досліджень. Туризм в Україні. 2025. URL: <https://niss.gov.ua/doslidzhennya/turyzm>.

Information about the author:

Chernykhivska Anna Volodymyrivna,

Candidate of Economic Sciences, Associate Professor,
Associate Professor at the Department of Tourism and Hotel and
Restaurant Business

Kyiv National University of Technologies and Design
2 Mala Shyyanivska Street, Kyiv, Ukraine