

THEORETICAL APPROACHES TO THE DEVELOPMENT OF WINERY TOURISM IN THE TRANSCARPATHIAN REGION

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One of the traditional occupations of the local population of Transcarpathia from ancient times and to the present days is wine making. The active beginning of the development of wine making dates back to the XIII century.

However, some historians believe that the first wine here was made in the III century. Transcarpathian winemaking reached the peak of its development in the 1950s-60s of the last century. During Soviet times, a lot of wine factories were built, and the production of different varieties of this beverage was established.

According to the Vintage Cadastre of Ukraine, shaded from June 25, 2010, in Ukraine all located (excluding the occupied territory of the Autonomous Republic of Crimea) 9 vine yards (macro zone) and 46 natural wine-growing districts (micro-zone), of which Transcarpathia has 1 macro zone and 12 micro zone, which accounts for 2.32 thousand hectares of grape fields. According to the Statistical Yearbook of Transcarpathia (2016), in 2010 there were 4.7 thousand hectares of vineyards, but today this figure is only 3.4 thousand. The leading areas of viticulture and winemaking in Transcarpathia are Berehove, Mukachevo,

Uzhgorod and Vynohradiv. The most popular excursions to the largest wineries of the region – “Leanka”, “Cotnar” and “Chizay”, Uzhhorod Cognac Factory with tasting of their branded products – wines “Traminer”, “Rose of Transcarpathia”, “Leanka”, “Muller Thurgau”, cognacs “Uzhhorod”, “Tisza” and others.

The traditional wine-growing region of Transcarpathia offers a unique tour – the Transcarpathian wine road. “Transcarpathian Tourist Wine Road” united 12 wine cellars and tasting halls of the best wine makers. In each of them you will be offered from 6 to 12 denominations of “divine drink”. It's not a secret that domestic winery in Transcarpathia is ancient and traditional. For several decades, various festivals of different wines have been held in different Transcarpathian cities. The wines of Transcarpathian festivals, which received the status of business cards of the region, include: “Red wine”, “White wine”, “Sunny drink”, “Ugochanskaya vine”, “Transcarpathian Bozhole”. From year to year wine tourism becomes famous among not only tourists. More and more winemakers present their wines at various exhibitions, festivals, tasting halls, etc.