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INTEGRATION OF TRADING ACTIVITIES OF WINE-PRODUCING ENTERPRISES INTO THE TOURIST INFRASTRUCTURE OF RESTAURANT TYPE

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У статті досліджено інтеграцію торговельної діяльності виноробних підприємств у туристичну інфраструктуру ресторанного типу як чинник підвищення конкурентоспроможності та сталого розвитку галузі. Проаналізовано сучасні тенденції винного ринку України, вплив цифровізації та євроінтеграційних процесів на його трансформацію. Розкрито роль енотуризму, гастрономічних практик і крафтових продуктів у формуванні туристично-ресторанних кластерів. Визначено економічні та маркетингові переваги синергії виноробства й гостинності. Запропоновано напрями стратегічної співпраці між виноробними господарствами, HoReCa-сектором і локальними громадами.

***Ключові слова**: торговельна діяльність, виробництво вина, туристична інфраструктура, ресторанний бізнес, інтеграція, винний туризм, HoReCa..*

Introduction. The integration of wineries into the restaurant-type tourist infrastructure is becoming increasingly important in the context of the development of domestic and international tourism in Ukraine. Cooperation between winemakers, restaurateurs, and tour operators enhances the competitiveness of regional products and promotes local wine. The inclusion of wine products in gastronomic routes expands sales channels, creates a unique experience for tourists, and stimulates the development of wine tourism.

Analysis of recent research and publications. Recent studies emphasize the transformation of Ukraine’s wine industry under globalization and European integration processes [1]. Scholars highlight the need for restructuring and innovation in the viticulture and winemaking sectors to enhance competitiveness and sustainability [2, 3]. Research also focuses on wine distribution amid uncertainty and digital transformations [4, 5], as well as the growing importance of marketing and sommelier promotion in the hospitality industry [6].

Several works explore wine tourism as a driver of regional development and a form of cultural and gastronomic integration [7–9]. Studies on craft beverages and local gastronomy underline their innovative potential for tourism and restaurant enterprises [10, 11]. Statistical and analytical data [12] confirm the dynamic growth of the wine market and its integration into the broader hospitality infrastructure. Overall, researchers converge on the idea that the integration of trading activities of wine-producing enterprises with restaurant-type tourism infrastructure enhances regional competitiveness, innovation, and international cooperation in Ukraine's hospitality sector.

Problems. The integration of wine-producing enterprises into Ukraine's tourism and restaurant infrastructure is hampered by poor coordination between sectors, a lack of specialized sales channels, logistical barriers, and a lack of institutional support, which hinders the promotion of the national wine brand.

Objective. To develop a methodological approach to assessing the effectiveness of integrating the commercial activities of wine-producing enterprises into the restaurant-type tourist infrastructure, which will increase the level of inter-sectoral cooperation, optimize the mechanisms for selling wine products within tourist routes, and strengthen the competitiveness of domestic wine production in the domestic and international markets.

Materials and methods. A methodological approach was applied to the comprehensive analysis of the integration of wine-producing enterprises' commercial activities into restaurant-type tourist infrastructure using systemic, marketing, economic, and statistical methods.

Research results. The current trading activities of wine-producing enterprises in Ukraine are characterized by the transformation of organizational and economic models of product sales under the influence of internal challenges and global trends. After the start of full-scale war in 2022, the wine industry underwent significant changes related to the loss of traditional markets, logistical disruptions, a decline in consumer purchasing power, and a shift in focus to the domestic market and tourist regions [1].

One of the key features is the high regional concentration of production, particularly in the Odesa, Zakarpattia, Mykolaiv, and Kherson regions, where local brands are emerging and wine tourism is on the rise. Trading activities in such regions are often carried out through direct sales, tasting rooms, wine festivals, and cooperation with restaurants that are oriented towards the tourist flow. Therefore, according to scientists, it is relevant to create clusters among wine-producing enterprises in order to activate trading activities [2].

Another feature is the low level of diversification of sales channels. Most small and medium-sized wine producers focus on retail or wholesale sales due to the limited number of distributors [4]. Integration into the HoReCa sector (hotels, restaurants, cafes) remains fragmented, and cooperation with restaurateurs is not systematic due to a lack of marketing knowledge, a weak contract culture, and limited logistics infrastructure.

Unlike European countries, where restaurants are important communicators of local wine to tourists, this potential has not yet been fully realized in Ukraine. However, the trend towards the development of gastronomic and wine tourism opens up new opportunities for promoting products through restaurants, especially within local routes and enogastronomic events.

There is also a pressing need to digitize commercial activities in the wine market, namely to increase sales through e-commerce. In 2023-2024, Ukrainian marketplaces went beyond simple trading platforms – in a period of digital change and prolonged crises, they became flexible infrastructure solutions for the new economy. An analysis of the central marketplaces in the Ukrainian market has shown that, despite radical challenges, they have not only maintained their market positions but have also managed to integrate themselves into the logic of new consumer models, fill the gaps created by restrictions on offline trade, and offer adaptive formats of presence [13]. Online sales and marketplaces are beginning to play an increasingly important role in communication with the final consumer, but the wine industry is slow to adapt to these changes.

Thus, in the current economic environment, Ukrainian wineries face a number of challenges in the field of trade, but at the same time have significant potential for developing their sales activities through integration with the restaurant and tourism segments.

One of the key problems faced by the Ukrainian wine industry in 2013–2018 was the gradual displacement of domestic producers by imported products. The second, equally significant problem was the oversaturation of the domestic market following a reduction in supplies to the market of the aggressor country and the imposition of limited quotas on Ukrainian wine exports by the European Union [14]. During the war, the wine industry experienced a significant decline in production, falling by approximately 60% compared to pre-war levels. The main reason for this was the disruption of logistics chains between producers, suppliers of raw materials, and end consumers [15].

The start of Russia's full-scale military aggression against Ukraine led to structural changes in the wine industry, causing companies to shift to more technically equipped and automated ways of doing business, which partly replaced traditional approaches to production and sales. At the same time, there's a trend toward new small wine producers popping up in relatively safe regions of the country. Under martial law, producers were forced to quickly take into account a range of new risks and threats, rethink their approaches to economic activity, and introduce adaptive business models focused on sustainability in a crisis environment.

Several critical issues can be identified among the key problems facing the grape industry in Ukraine. First, the country lacks a single register of grape and wine producers, as well as a cadastre of vineyards, which makes it impossible to accurately record and statistically evaluate the activities of grape growers, including households and farms. Second, there has been a decline in wine production and a shortage of quality planting material. Third, there are difficulties in accessing land for long-term lease. Fourth, purchase prices for technical grape varieties remain low, and some vineyards are located in temporarily occupied territories [5].

As of early 2024, despite ongoing military operations, there are about 160 officially operating wine-producing enterprises in Ukraine (not including the temporarily occupied territories, for which there are no current statistics on the state of vineyards), in particular 40 craft wineries with an annual production volume of up to 100,000 liters. The main areas of viticulture and winemaking remain concentrated in the Black Sea region and in Zakarpattia, but other areas, particularly in the western, central, and northern regions of Ukraine, are also developing rapidly. For example, in the Kyiv, Lviv, Ternopil, and Chernihiv regions, more than 200 technical grape varieties are cultivated, from which products are made that receive international recognition and prizes at specialized exhibitions [9].

Ukrainian sommeliers play an important role in promoting national winemaking, working purposefully within their professional activities to shape a positive image of Ukrainian wine on the domestic and international markets. Members of the Association sommelier of Ukraine contribute to expanding the knowledge of the Ukrainian audience about quality wine with an emphasis on Ukrainian brands, searching for incentives for the successful development of the wine industry in Ukraine, and promoting the country as a wine producer abroad [6].

The economic performance of wine-producing enterprises can be analyzed based on statistical data provided by the State Statistics Service of Ukraine. Grape wine sales volumes serve as an indicator of consumption and market demand, while the assessment of the state of wine-producing enterprises is based on the volume of products sold. The dynamics of changes in the industry as a whole and in the grape wine production segment in 2018–2025 reflect both periods of growth and decline in the relevant indicators (Table 1).

Table 1. Volume of industrial products sold by type of activity in Ukraine in 2018-2025 in million UAH, not including VAT and excise tax

Year	Industry	Growth rate until 2018 in %	Grape wine production	Growth rate until 2018 in %
2018	2508579.5	0.0	4852.3	0
2019	2480804.2	-1.1	3518.1	- 27.5
2020	2481148.5	-1.1	3252.5	-33.0
2021	3589379.0	+43.1	3641.5	-25.0
2022	2811572.2	+12.1	2124.2	- 56.2
2023	3274630.1	+30.5	3057.8	-37.0
2024	3659054.9	+45.9	2967.0	-38.9
January-April 2025	1334884.7	-46.8	831.0	-82.9

Compiled by the authors based on [16]

An analysis of the dynamics of indicators shows significant fluctuations in the development of both the general industry and the wine-making industry in Ukraine. While the total volume of industrial production showed growth until 2024 (by 45.9% compared to 2018), the production of grape wines experienced a significant decline – by almost 39%. A particularly critical decline occurred in 2022, due to the consequences of the full-scale war, the reduction of production areas, and the disruption of logistics chains.

The restaurant infrastructure is an important component of the wine distribution system, especially in the context of shaping consumer experience, promoting local brands, and integrating winemaking into the tourism economy. Restaurants, especially those serving tourists, are an effective channel of communication between winemakers and the final consumer, creating opportunities to get acquainted with quality wine products in the form of tastings, food and wine pairings, and wine lists.

The level of demand and wine consumption culture are among the key factors that significantly influence the development of the wine industry. Only about 9% of the Ukrainian population prefers wine, which puts the country in 91st place in the world ranking in terms of consumption of this beverage [3].

The effectiveness of cooperation between wineries and restaurants focused on the tourist segment is determined by a complex of economic, logistical, marketing, organizational, and institutional factors. In the context of the active development of gastronomic and wine tourism, these factors are particularly important, as it is through the restaurant infrastructure that tourists first become acquainted with local wine products [10].

The key factors influencing such cooperation include: logistical accessibility and speed of delivery, marketing interaction and brand communication, restaurant staff qualifications, the existence of a mutually beneficial partnership system, the tourist attractiveness of the region and the availability of routes, level of digitalization of communications, image component and authenticity, and the availability of state or regional support programs.

The effectiveness of cooperation between wineries and restaurants focused on the tourist segment is influenced by a combination of organizational, economic, logistical, and marketing factors. It is crucial that the wine producer and restaurateur share a common strategic goal, i.e., the creation of a unique gastronomic product that is attractive to tourists. The level of professional training of restaurant staff in the field of sommelier service, who are able to present wine products in a high-quality manner [8], taking into account their origin, taste characteristics, and the possibility of pairing with signature dishes, plays an important role. Another key factor is the availability of logistics solutions that ensure regular and stable product delivery to restaurants located in tourist regions, often far from major distribution centers [17]. Well-established communications, flexible terms of cooperation, and the inclusion of joint promotion elements (e.g., participation in festivals, food and wine tours, branded events) also significantly influence the effectiveness of partnerships. In addition, the effectiveness of cooperation largely depends on the tourist attractiveness of the region, the seasonality of demand, and support from local authorities or specialized tourism clusters [7] (Table 2). The integration of the wine business into the tourist and restaurant infrastructure in Ukraine faces a number of systemic and local barriers and restrictions. One of the key limitations is the fragmentation of inter-sectoral cooperation: winemakers, restaurateurs, and tour operators mostly operate autonomously, without established mechanisms for strategic partnership. Another significant barrier is the underdeveloped logistics infrastructure, which complicates the stable supply of wine products to catering establishments in tourist regions, especially in conditions of martial law or seasonal demand fluctuations.

Table 2. Tourist clusters of wine tourism in Ukraine

Key characteristics	Participants/objects	Main challenges and prospects
Wine and Food Trails of Ukrainian Bessarabia (Odesa Region)		
One of the most developed and institutionalized initiatives. It brings together wineries, cheese factories, ethnographic museums, and local producers. It is actively promoted by local associations and supported by international projects.	Wineries Kolonist, Shabo, Vynna Orata, Winery V. Zakharova, Gastronomic place Frumushika-Nova, Shabo Wine Culture Center, craft cheese factories.	Challenges: distance from major tourist centers, need for further infrastructure development, impact of full-scale war on the region's attractiveness. Prospects: great potential for the development of international tourism, unique multicultural heritage.
Wine Route of Zakarpattia (Zakarpattia Region)		
Focused on unique Zakarpattia wines (in particular, from local varieties). The route integrates not only wineries, but also thermal resorts, castles, and cheese factories, creating a comprehensive tourist product.	Chateau Chizay, Kotnar, Kovach Family Winery, Shtifko Wine Manufacture, Pavlynske Wines, Mukachevo, Uzhhorod (castles, museums), thermal waters of Berehove.	Challenges: fragmentation of small producers, need to improve service quality, development of joint marketing. Prospects: closeness to EU borders, high potential for the development of gastronomic and health tourism, unique grape varieties.
Wine routes of the Black Sea Region (Mykolaiv Region)		
It brings together wineries along the coast, including large estates and small craft producers. The overall focus is on combining wine and sea/eco-tourism.	Beykush Winery, Storozhenko, Slivino Village, Olvia (historical reserve), Kobleve (resort).	Challenges: significantly affected by the war (proximity to the front line, mining), need for infrastructure and reputation restoration. Prospects: large areas for vineyards, potential for restoration and development after de-occupation and demining.
Kyiv Region and Central Ukraine (Kyiv, Cherkasy, and Kirovohrad Regions)		
Although not a traditional wine-producing region, craft winemaking is actively developing here, focused on local consumers and weekend tourists from large cities. Small “green routes” are being formed.	Kulinichenko Winery (Kyiv Region), Family Winery Biologist (Kyiv Region), Sherwood Winery (Cherkasy region), Korus Wines (Kirovohrad Region).	Challenges: small production volumes, lack of large-scale infrastructure, difficulty in establishing a single recognizable route. Prospects: closeness to Kyiv, which ensures a steady flow of visitors, and the possibility of creating unique “rural” and “farm” tourism.

Compiled by the authors

At the same time, legal and regulatory difficulties-in particular, the complex licensing system for the sale of alcoholic beverages, the tax burden, and advertising restrictions-hinder the open promotion of local wine in restaurants [12]. Another important barrier is the lack of professional training in the restaurant sector, particularly in the field of wine service, which reduces the quality of product presentation and makes it difficult for tourists to form a coherent gastronomic impression.

In addition, it should be noted that consumers are not very familiar with local wine brands and Ukraine's position in the international wine market is weak, which reduces the overall interest in national products among foreign tourists. Researchers emphasize the importance of promoting Ukrainian gastronomic specialties in the restaurant sector-historically established delicacies (products, ingredients) or dishes of local (regional, local) significance that serve as a gastronomic identifier of a region or settlement which are a basic component of the gastronomic brand of a tourist destination. The list of such gastronomic specialties also includes local wines: wine – protected designation of origin «Shabskyi»; wine – protected designation of origin «Yalpuh»; wine – protected geographical indication ‘Zakarpattia’; wine – protected geographical indication «Bilhorod-Dnistrovskyi». These types of wine are included in the list of Ukrainian products of geographical significance [11].

Gastronomic and wine tourism are powerful drivers of the development of local wine sales channels, as they create a unique environment in which product consumption becomes part of the tourist experience. Tourists visiting wine-producing regions, restaurants with local wine lists, or themed events (festivals, tastings, wine tours) have the opportunity not only to taste the products directly on site, but also to learn about their origin, production characteristics, and cultural context. This experience increases the value of wine in the eyes of consumers, promotes an emotional connection with the brand, and, accordingly, stimulates demand.

In addition, wine tourism allows winemakers to sell their products directly through HoReCa channels, avoiding intermediaries, which increases profitability. Restaurants integrated into tourist routes are an effective tool for promoting local wine, as they ensure high-quality presentation of the product in combination with regional cuisine. Thus, gastronomic and wine tourism create a multi-channel sales environment that combines direct sales, tastings, online orders, and cooperation with tour operators, forming a sustainable infrastructure for the sale of local wine.

To effectively assess the integration of wine-making enterprises into the restaurant segment of the tourism infrastructure, it is advisable to use clearly defined key performance indicators (KPIs) for the main areas of interaction. In particular, one of the relevant indicators could be the dynamics of sales in the HoReCa segment, which reflects changes in the sales of wine products through hotels, restaurants, and cafes. This indicator is calculated as a percentage change in revenue or physical sales volumes (in liters or bottles) compared to the previous period using the following formula:

$$\text{Sales growth in HoReCa} = \left(\frac{\text{Pcurr. p.} - \text{Pprev. p.}}{\text{Pprev. p.}}\right) * 100\%$$

where, $P_{\text{prev.p.}}$ – wine sales volume in the previous period; $P_{\text{curr.p.}}$ – wine sales volume in the current period.

Another important indicator is the share of sales in the HoReCa segment in the overall structure of the company's revenue, which allows assessing the level of dependence or efficiency of this sales channel in the context of the winery's overall commercial activity. The calculation formula is given below:

$$\text{HoReCa share} = \left(\frac{\text{HoReCa sales revenue}}{\text{Total sales revenue}}\right) * 100\%$$

The growth of this indicator shows that the company has successfully diversified its sales channels and is well integrated into the tourist infrastructure of restaurant-type businesses.

The use of these key performance indicators enables wine-producing enterprises to comprehensively assess the results of integration interaction, identify strategic advantages and areas for improvement, and make timely adjustments to management decisions in order to increase their competitiveness in the market.

Conclusions. The integration of trading activities of wine-producing enterprises into tourist infrastructure of restaurant type is a strategic direction for the development of both domestic wine production and gastronomic tourism. The study showed that effective interaction between winemakers, restaurateurs, and tour operators contributes to the creation of a complete gastronomic product that increases the competitiveness of regions, stimulates the development of the local economy, and promotes national wine consumption traditions.

At the same time, a number of barriers have been identified that complicate integration processes, including: lack of coordination between market participants, lack of specialized distribution channels, weak logistical interaction, and insufficient institutional support. To overcome these challenges, it is appropriate to implement partnership models based on joint marketing, the development of wine tourism infrastructure, and the use of key performance indicators (KPIs) to monitor the results of cooperation in the HoReCa segment.

Therefore, the formation of sustainable integration links between wine-producing enterprises and the tourist and restaurant infrastructure is an important condition for increasing the profitability of the industry, enhancing the tourist attractiveness of regions, and strengthening Ukraine's position in the international wine tourism market.

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Annotation

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Integration of trading activities of wine-producing enterprises into the tourist infrastructure of restaurant type

The article examines the integration of trading activities of wine-producing enterprises into the restaurant-type tourist infrastructure as a factor in strengthening the competitiveness and sustainability of Ukraine’s wine industry. The relevance of the study lies in the growing role of enogastronomic tourism and the potential of intersectoral cooperation between wineries, restaurants, and tour operators to promote local products and form a positive national brand. The purpose of the research is to develop a methodological approach to assessing the effectiveness of integrating wine producers’ commercial activities into restaurant-type tourism infrastructure, which can optimize distribution channels, increase profitability, and enhance Ukraine’s image as a wine-producing country.

The study applies a comprehensive methodological approach based on systemic, economic, marketing, and statistical methods. It identifies the current state and dynamics of Ukraine’s wine market, emphasizing the impact of war, logistics disruptions, and digital transformation on sales mechanisms. The research results reveal a decline in wine production and limited diversification of sales channels, along with fragmented cooperation between wineries and the HoReCa sector. However, growing wine tourism and the rise of regional clusters in Odesa, Zakarpattia, and Central Ukraine demonstrate significant potential for integration.

Key barriers include underdeveloped logistics, insufficient institutional coordination, restrictive licensing policies, and low public awareness of domestic wine brands. The study proposes an evaluation model based on key performance indicators (KPIs), including the growth rate of wine sales in the HoReCa segment and the share of this segment in total revenue. These indicators allow for assessing integration effectiveness, monitoring strategic outcomes, and identifying areas for improvement.

The findings confirm that the integration of wine-producing enterprises into restaurant-type tourism infrastructure fosters sustainable regional development, strengthens local brands, and contributes to Ukraine’s competitiveness in both domestic and international markets.

***Key words**: trading activities, wine production, tourist infrastructure, restaurant business, integration, wine tourism, HoReCa.*