

THE INFRASTRUCTURAL VECTOR DEVELOPMENT OF ODESSA IN THE COORDINATES OF ACTIVATION OF TOURISM ENTREPRENEURSHIP

Eleanora Zabarna¹, Tatiana Averikhina^{1*},

National Polytechnic Institute of Odessa, Ukraine

*e-mail: tataus1973@gmail.com

Abstract

The aim of the work is to study new approaches to managing the territorial development of the Odessa region on the basis of infrastructural support for tourism entrepreneurship and the development of appropriate scientific and applied solutions and mechanisms. A linear economic-mathematical model is built based on the method of correlation-regression analysis, on the basis of which the most probable forecast for the development of the global winemaking market for the next three years is obtained. An analysis of the development of the domestic wine production and market sales dynamics has been carried out, and the main reasons for the negative trends are as follows: a generally unstable economic situation, an ill-conceived excise policy, the absence of state programs for the development of the territory, and low purchasing power which plays against legal players in the market. It is proven that the positive impact of tourism on the economy is observed when it operates on the conditions of balanced development with other sectors of the socio-economic complex of the region.

On the basis of a critical rethinking of the “Concept of the development of gastronomic tourism in Ukraine until 2026”, a vector of institutional transformations is proposed in the development of the Odessa region on the principles of sustainable development whilst taking into account global trends and Ukrainian realities. In the context of such transformations, the main strategic directions for the development of gastronomic tourism in the Odessa region of Ukraine are identified in a set of measures for the organization and promotion of gastronomic tourism in Ukraine based on sustainable development and the prospects for individual regions of the country to enter the international tourism market with a competitive national gastronomic tourism product.

The enogastronomic tourism route “Wine Roads of Bessarabia” is proposed, which is based on the co-location of enogastronomic destinations including the ten largest wine-producing enterprises in the Odessa region that have potential tourist attractiveness according to certain criteria (a unique type of wine, the history of the enterprise, the level of transport, and tourist infrastructure). The project proposal also included the most picturesque cities of the Odessa region (e.g., Vilkovo), as well as cities with a rich history (e.g., Belgorod-Dniester) and winemaking traditions (e.g., Sarata). An algorithm has been developed for the implementation of the project proposal “Wine Roads of Bessarabia”, which, in the future, could be included in the single European network, “The Wine Route of Europe”.

Key words: regional development, infrastructure, tourism business, winemaking, gastronomic tourism, strategy, implementation mechanism

1. Introduction

Entrepreneurial activity in the tourism sector of certain territories is a complex socio-economic phenomenon and, at the same time, is a certain type of activity subject to the tourism market. On the other hand, tourism entrepreneurship is a process that requires the consistent implementation of the logically interconnected studies and stages of establishing the tourism services market. The practice of tourism entrepreneurship, modern economic realities with their difficult internal conditions, and the relationships between them have complicated entrepreneurial activity in the tourism services market and led to new patterns in its development. Understanding this fact creates a need for research and development of scientifically-based approaches and principles of territorial development management, as well as the adaptation of scientific concepts and tools in the field of regional entrepreneurship to modern economic conditions while taking into account industry specifics. The above provisions determine the relevance of this study.

2. Materials and Methods

2.1 Materials

Modern entrepreneurship should develop regardless of its environment of functioning. Analyzing modern theories of regional development allows us to single out the most significant factors affecting the development of entrepreneurship in the regional economy. Economic factors are the dominant development, but the specifics of entrepreneurship consist of not accepting environmental imperatives in production and consumption. Therefore, in our opinion, the very concept of sustainable regional development organically combines all the most significant factors in the development of territories. According to Ukrainian scientists, four laws of regional development are important for the formation of an effective regional economy: the law of territorial growth of production and the equalization of levels of economic and social development of regions; the law of territorial specialization, international relations, and the formation of regional markets; the law of integrated development, structural transformation, and diversification of various farms; the law of interregional economic integration and consolidation of the economic foundations of statehood [1].

2.1 Methods

The objects of regional research on problems facing tourism development are various tourist regions which should be considered as wholes of three subsystems: economic, social, and environmental. In turn, the economic subsystem is also a combination of structural elements that are subject to regulation: the tourist recreational complex of the region; natural resources; labor resources of the region; and regional infrastructure. Based on the aforementioned points, it should be noted that the Odessa region is a unique territory that has a common border with Moldova and Romania, as well as maritime communication with Bulgaria, Turkey, and other EU neighbors, such as Georgia. The ethnic diversity of the population of the region, the open and sincere nature of the unique mentality of the southern culture, and favorable climatic conditions define the Odessa region as a tourist region with significant development potential, and these features can form the foundation for tourism business and agriculture, with viticulture and winemaking in particular. A number of studies on the problems of regional entrepreneurship with the active involvement of the existing tourism potential were reflected in [2-5]. At the same time, it should be noted that in studies of modern transformations of territorial development in Ukraine, as well as in the specifics of productive forces (industry specifics, the availability of developed tourism infrastructure, and the "backlog" for its development), certain regions have a number of issues underlying their development that require further research on a systematic basis and the development of appropriate scientific and applied solutions for the formation of a conceptual framework for enhancing entrepreneurial activity in tourism, which can become the basis for the formation of the infrastructure vector of the development of territories with the appropriate mechanism.

In this study, we will solve the problems of territorial development using methods of scientific knowledge such as methods of scientific abstraction, analysis and synthesis, deduction and induction, historical and logical, as well as methods of correlation-regression analysis (formulas 1,2) and economic-mathematical modeling (formulas 3-6).

3. Results and Discussion

The world wine market has an extensive history tracing back at least four centuries and which was formed in response to the growing needs of people living on different continents (Table 1).

Table 1. Dynamics of the total volume of production of the global winemaking industry (2014-2018), mln gal. [6]

Year	Volume of production of winemaking, mln gal
2014	270
2015	273
2016	266
2017	248
2018	279

Based on the use of correlation-regression analysis, we can predict the dynamics of the volume of winemaking production in the world for a period of three years (the period which gives the most accurate forecasts). Suppose that the dependence of profit on production volume has the form of a linear function: $y = bt + a$ (where y is the volume of wine production and t is the year). Then, building an analytical approach will mean defining a and b . We calculate the sum over the columns t_i and y_i .

$$\sum_{i=1}^5 t_i = 15; \quad [1]$$

$$\sum_{i=1}^5 y_i = 1336; \quad [2]$$

Based on the data obtained, we form the following system of equations:

$$\begin{cases} 1336 = 5a + 15b \\ 4001 = 15a + 55b \end{cases} \quad [3]$$

$$\begin{aligned} 5a &= 1336 - 15b \quad | :5; & [4] \\ a &= 267,2 - 3b; \end{aligned}$$

$$\begin{aligned} 15 \cdot (267,2 - 3b) + 55b &= 4001; & [5] \\ b &= -0,7 \\ a &= 269,3. \end{aligned}$$

Thus, one can obtain the following linear equation:

$$y = 269,3 - 0,7t \quad [6]$$

Based on this equation, one can predict the global wine production for the next three years (Table 2).

Table 2. Forecasted dynamics of global wine production (2019-2021), mln gal

Year	Forecasted volume of production of winemaking, mln gal
2019	265,1
2020	264,3
2021	263,7

Thus, the correlation-regression analysis indicates negative global dynamics of wine production until 2021, which is an unfavorable factor for Ukrainian enterprises in the wine industry.

It should be noted that the regions producing wine in the world are not evenly distributed. A significant influence is exerted on their placement by a number of factors, among which are the historical factor, a favorable climate for growing vineyards, a high culture of wine consumption in a particular country, etc.

The leaders in the global winemaking market have steadily been Italy, France, Spain, the United States of America, and Argentina. Their share accounts for more than half of the total volume of wine production produced in the world. In addition, China, Chile, Australia, Germany, Portugal, and the Republic of South Africa occupy a significant place in the world wine industry today. Among the countries of the former Soviet Union, the top twenty wine-making countries included Russia, Moldova, and Georgia. Unfortunately, today, Ukraine is not included in the list of the main countries of wine producers - its share in global wine production has significantly decreased over the past ten years from 18th place in the rating in 2008 to 24th place in 2019 [7].

The implementation of state policy towards regional development in Ukraine, fiscal decentralization, development, and stimulation of the specific foundations of the southern region's economy should take into account the specifics of the productive force distribution in each territory. According to the national criteria after the annexation of Crimea, the leading positions in the volume of wine production in Ukraine are occupied by the Odessa and Nikolaev regions (Table 3). Winemaking in other regions of Ukraine is not of primary importance and reflects a decreasing trend (from 15.6% in 2014 to 5.1% in 2018). This geographical concentration of winemaking enterprises is due to the climatic features of the south of Ukraine and Zakarpattia, which give favor to this industry. The latter simplifies and reduces the cost of logistics for wine companies in these regions.

Table 3. The dynamics of wine production in Ukraine by region (2014-2018) [8]

Region	Share of the region's volume of the total wine production in the country, %				
	2014	2015	2016	2017	2018
Odessa	31,2	34,3	36,2	36,7	38,4
Nikolaevskaya	28,7	29,2	30,1	30,5	31,2
Dnepropetrovsk	13,3	14,2	13,6	13,8	14
Zakarpattia	11,2	12,5	12,1	12,3	11,3
Others	15,6	9,8	8	6,7	5,1

The peak of the decline in sales of products of the wine industry was in 2015 (the volume of sold wine-making products in Ukraine amounted to 1598.8 million UAH against 2548.6 million UAH in 2014). Among the main

reasons for the decline are the following: loss of control over part of its territory in Ukraine (meaning loss of sales markets for domestic enterprises), closure of Russian markets for Ukrainian goods, a significant decline in real incomes of the population, etc. Since 2016, there has been a positive trend the volume of sold products of the wine industry in nominal terms (4312.5 million UAH in 2016, 4639 million UAH in 2017, 4852.2 million UAH in 2018). This dynamics is caused, first of all, by the devaluation of the hryvnia and the corresponding increase in the cost and sales prices of wine products in Ukraine.

Regional tourism business is attractive because it does not require significant start-up capital, it has a high level of return on investment, a minimum payback period, and a growing demand for tourist recreational services. However, the positive impact of tourism on the economy is observed when it operates on the conditions of balanced development with other sectors of the socio-economic complex of the region. The domestic market for wine products today is experiencing a difficult period. In addition to the general economic unstable situation, there is an ill-conceived excise policy and low purchasing power, which play against legal players in the market. However, Ukraine has significant potential in the field of winemaking, therefore, subject to state support for domestic winemaking, the development and implementation of regional development programs in the framework of the administrative-territorial reform, domestic wine producing companies will be able to significantly improve their positions both domestically and external markets.

Among the trends that are taking place today in the leading wine-making countries of the world, we consider it appropriate to single out in particular territorial development programs based on wine tourism. This is a specialized type of tourism, the purpose of which is tasting, consuming, and buying wine directly from the manufacturer. As a rule, wine tourism is formed in the context of gastronomic tourist routes. Wine in this context is not considered as an alcoholic beverage, but as a unique product that meets the development goals of a particular region. For example, in Italy, there are a large number of wine tourist routes that can be divided into the broad categories of urban and rural. The first ones include visits to restaurants and tasting rooms where you can taste popular local wines as well as try local delicacies. The advantages of this type of gastronomic tourism are high quality service, convenient transportation, and the possibility of organically connecting wine tourism with other types of tourism. In turn, rural routes include tours of vineyards and factories for the production of wine products. In Italy, such routes are usually developed by representatives of small businesses, i.e., family wineries that produce unique, not mass-produced products.

Based on this, a set of measures for the formation and implementation of developing wineries in the Odessa region, including measures in accordance with "Concept for the development of gastronomic tourism in Ukraine until 2026," is relevant and overdue. The document [9] defines the main strategic directions for the development of global gastronomic tourism, the current state and problems of the development of gastronomic tourism in Ukraine, and defines a set of measures for organizing and promoting gastronomic tourism in Ukraine based on sustainable development with prospects for individual regions of the country to enter the international tourism market with a competitive national gastronomic tourism product. Note that global annual revenues from gastronomic tourism reach up to 150 billion dollars [10]. An analysis of the above proposed concept make it possible to rethink the role of public territorial institutions in the tourism sector, positioning it as a catalyst for the process of effective interaction within the framework of public-private partnerships. This approach allows for creativity in creating proposals for the development of the Odessa region on the principles of sustainable development, taking into account the trends of the modern world and Ukrainian realities.

Based on the analysis of studies of the innovations of European regional tourism, we have developed a tourist enogastronomic route "Wine Roads of Bessarabia", which is proposed for implementation in Ukraine and which, in our opinion, will favorably influence the development of southern Ukraine (Figure 1).

The tourist route we have proposed is based on the compact location of the gastronomic destinations - geographical areas that can be attractive to the gastronomic needs of tourists. In the Odessa region, there are thirteen powerful enterprises specializing in the manufacture of wine products. Of these, ten enterprises have potential tourist attractiveness according to certain criteria (a unique type of wine, the history of the enterprise, the level of transport and tourist infrastructure). In particular, these enterprises include: Niva LLC, Vin Agro LLC, the Tairov Institute of Viticulture and Winemaking (the village of Tairovo), Agro Dar LLC (the city of Tatarbunary), Bolgradsky Winery CJSC (Bolgrad city), Izmail Winery LLC (Izmail city), Business Vin LLC (Mologiv village), Langeron & K TPK (Limanskoye village), Shabo Industrial Trade Company LLC (Shabo village), and PAT "Odessawinprom" (Odessa). Based on this, we developed a project proposal for the implementation of the enogastronomic route "Wine Roads of Bessarabia" (Figure 2).



Figure 1. Ukraine on the European space



Figure 2. Project proposal for the implementation of the enogastronomic route "Wine Roads of Bessarabia"

In addition to the settlements in which these wine-producing enterprises operate, the project proposal and, accordingly, the enogastronomic route includes such settlements of the Odessa region as Sarata, Belgorod-Dniester, and Vilkovo. In the city of Sarata, annual local wine festivals are held, which is relevant in the context of wine tourism. Vilkovo is one of the most popular tourist centers of Odessa region (it is also called "Ukrainian Venice") and has a large number of small wineries that produce wine unique to the region. The city of Belgorod-Dniester also has significant tourist potential in connection with the ancient Akkerman fortress located here, offering a rich history and local traditions. Near the city are enterprises for the production of wine (industrial and trading company "Shabo" and LLC "Business Vin"). In addition, Belgorod-Dniester has a developed transport

connection with the regional center of Odessa, the capital of Kiev, and other cities. Thus, Belgorod-Dniester can become to some extent the logistical and cultural center of this wine region.

To implement the program proposed above, a large quantity of work falls on the marketing service at the regional level of state administration, which should monitor the availability of relevant events in cities and the region. After that, the city and regional administrations, together with the corresponding united territorial communities, can apply for participation in certain thematic festivals, exhibitions, and fairs. Organizational support for the proposed activities requires a whole range of work in which the relevant structural units are directly involved in managing the territorial development. Moreover, the adaptation of the region's development strategy to the requirements of the "Concept of the development of gastronomic tourism in Ukraine until 2026" requires consultations with tourism experts, designers, lawyers, etc.

4. Conclusions

We have identified the main stages in the formation of gastronomic tourism in the regions of Ukraine. The first stage (until 2020) should be beginning integration and interaction efforts of the tourism industry with the wine and food industry as a whole. The strategic goals of this stage are the development and unification of the theoretical foundations of the functioning of tourism business in the wine industry; an audit of gastronomic resource potential at local and regional levels; the initiation and formation of legislative and regulatory norms of gastronomic tourism; the study of effective development models based on the principles of sustainability and stability; etc. The second stage (2021-2023) is the creation of a tourism gastronomic product and network cooperation of entities providing gastronomic tourism services. The main objective of this stage is the creation and promotion of gastronomic brands of tourist destinations; the formation and development of various forms of promoting gastronomic tourism (forums, festivals, wine and food tasting routes, exhibitions, scientific and practical events, etc.); creation of tourist gastronomic clusters (in particular, wine clusters) within the framework of rural and urban areas; integration into the international gastronomic tourism market; etc. The third stage (2024-2026) involves the stabilization of demand for the national gastronomic product and its promotion in international tourism markets. This stage also includes those events that have already been carried out in Ukraine in the framework of the development of gastronomic tourism in recent years (young wine festivals, conferences, tastings, presentations of tourist routes, etc.).

The development of territories that will be included in such programs requires coordination with the National Doctrine of Tourism in Ukraine, which accordingly involves the development of mechanisms for the formation of the legislative and regulatory sphere, the integration of intersectoral interaction, scientifically based support for the development of gastronomic tourism industries and intersectoral processes, the development of quality standards for the provision of recreational tourism gastronomic services, the development of international cooperation in the field of gastronomic tourism, etc. In the long term, the route of the "Wine Roads of Bessarabia" route can be included in the single European regional network "The Wine Route of Europe".

In general, it should be noted that by combining all the possibilities of cooperation between the state, local self-government, business, and society to fulfill the tasks of territorial development, it is possible to achieve sustainable development of regions and communities to improve the quality of life of the total population, regardless of where they live.

5. References

1. Забарна Е. Регіональні ринки України в сучасних умовах господарювання / Е.Забарна // Європейський журнал економіки та менеджменту (Чехія). – 2019. – Том 5. Вип.1. – С.201-206.
2. Weaver David. Ecotourism. – N.Y.- John Wiley&Sons, Inc, 2002. – 400 p.
3. Malska M., Manduk N., Zinko J. Rynek turystyczny Ukrainy Zachodniej w swietle badan marketingowych // Potencjal turystyczny Ukraine Zachodniej / Projekt PAUCI nr 00-0195-056 Potencjal turystyczny Ukrainy Zachodniej : Kierunri i mozliwosci inwestowania w sektorze turystyki w swietle polskich doswiadczen / R. Szczecinski, J. Zinko, R. Lozynski I dr. – Warszawa : Instytut Turystyki, 2015. – S. 126-133.
4. Нездойминов С.Г. Практические рекомендации по предоставлению услуг в сфере сельского зеленого туризма: под.ред А.Галицкой и В.Стойковой / А.Галицкая, П.Горишевский, С.Нездойминов, О.Новожилова и др. – Вилково: Придунайский туристический информационный центр, 2007. – 80 с.
5. Семенов В.Ф. Регіональний рекреаційний кластер у контексті структурної перебудови економіки регіону / В.Ф.Семенов, В.М.Мозгальова, І.В.Давіденко // Регіональна економіка. – 2016. – №3. – С. 80-89.

6. Офіційний сайт Міжнародної організації виноградарства та виноробства [Електронний ресурс]. – Режим доступу: <http://www.oiv.int>.
7. Сидоренко О. А. Економіка виноградно-виноробного господарства в ринкових умовах світу: монографія / О. А. Сидоренко, І. І. Матчина, А. І. Бузні. – Миколаїв: Вид. МДАУ, 2018. – 312 с.
8. Офіційний сайт Державного комітету статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>.
9. Постанова Кабінету Міністрів України від 15.07.2005 № 587 [Електронний ресурс]. – Режим доступу: <https://zakon.rada.gov.ua/laws/show/587-2005>.
10. Осипов В.В. Виноградарство та виноробство півдня України. Сучасний стан, проблеми, тенденції розвитку / В.В. Осипов, Л.І. Осипова // Економіст. – 2017. – № 5. – С. 28–31.