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Original article

PROSPECTS FOR THE DEVELOPMENT OF WINE TOURISM AS A KEY DIRECTION OF AGROTOURISM IN THE ROSTOV REGION

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Abstract

Background. The article analyzes the prospects for the development of wine tourism in the Rostov region as a key area of agritourism. The authors consider wine tourism as a dynamically developing sector that combines cultural, gastronomic and natural aspects, which can become an important element of the region's economy. The Rostov region, with its favorable climatic conditions and rich history of viticulture, has significant potential for the development of this area. The article analyzes the current state and prospects for the development of wine tourism, and offers recommendations for its successful implementation. Particular attention is paid to the integration of wine tourism with other types of tourism, such as cultural, ecological and rural tourism. The authors emphasize the need for infrastructure development, active promotion of the region in tourist markets and state support for the successful development of wine tourism. The article also discusses the Don Valley cluster, which combines the natural, cultural and infrastructural resources of the region, making it a promising area for tourism development. Specific activities such as wine festivals, master classes and educational programs are proposed that can help promote the region as a wine-making center.

Purpose. The purpose of this article is to analyse the prospects for the development of wine tourism in the Rostov region as one of the key areas of agritourism. The authors consider wine tourism as a dynamically developing industry combining cultural, gastronomic and natural aspects, which can become an important element of the region's economy.

Materials and methods. Currently, such a direction as agrotourism is becoming increasingly popular, an important component of which is wine tourism, which contributes to the development and promotion of products of small and medium-sized

agricultural enterprises. In this regard, there is a tendency to organize narrowly focused wine tourist routes, including visits to vineyards and tastings of the products produced there.

Agricultural tourism has several directions in determining its meaning. Thus, N. A. Mironova, 2020 and M. V. Muravyeva, 2016 consider the legal aspects of the Russian Federation in relation to agricultural tourism, which reveal the type of tourism under study as an activity that is directly aimed at improving social conditions, increasing the economic efficiency of a particular rural area and creating a competitive environment in the tourism market through the participation of tourists in agricultural processes. They emphasize that agritourism allows tourists not only to relax in the natural environment, but also to take part in agricultural work, which makes it attractive for those who seek an authentic experience.

Results. The development of wine tourism in the Rostov region demonstrates significant potential, but requires a systematic approach and consideration of current trends. The analysis conducted allowed us to identify key aspects that can contribute to the successful implementation of this direction.

Rostov Region has unique natural conditions for viticulture. The region's climate, which combines moderate continentality and a sufficient number of sunny days, creates favorable conditions for growing industrial grape varieties. According to the Russian Ministry of Agriculture, in 2022, the area of vineyards in the region amounted to 1,850 hectares, which is 15% more than in 2020. This indicates a growing interest in winemaking in the region.

The infrastructure of wine-making enterprises is actively developing in the region. Today, there are more than 20 wineries in the region, including large enterprises such as Tsimlyanskies Viny and Elbuzd. These enterprises not only produce wine, but also offer excursions, tastings and master classes, which forms the basis for wine tourism.

Another important aspect is the growing interest in domestic tourism in Russia. Currently, there is a reorientation towards domestic tourism. This creates favorable conditions for the development of wine tourism in the Rostov region, which can offer unique tourist products.

Conclusion. The conducted research allows us to draw a number of conclusions. Rostov Region has favorable natural conditions for viticulture and a rich history of winemaking, which creates a solid foundation for the development of wine tourism. There are already more than 20 wineries in the region offering excursions, tastings and master classes, which forms the basis for further development of this area.

The Don Valley cluster has significant potential for tourism development. The combination of natural, cultural and infrastructure resources makes the cluster a

promising direction for tourism development in the Rostov Region. Its unique natural conditions, rich cultural and historical heritage and developed transport network create favorable conditions for attracting tourists.

Keywords: wine tourism; agrotourism; Rostov region; development prospects; events

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Научная статья

ПЕРСПЕКТИВЫ РАЗВИТИЯ ВИННОГО ТУРИЗМА КАК КЛЮЧЕВОГО НАПРАВЛЕНИЯ АГРОТУРИЗМА В РОСТОВСКОЙ ОБЛАСТИ

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Аннотация

Обоснование. В статье анализируются перспективы развития винного туризма в Ростовской области как одного из ключевых направлений агротуризма. Авторы рассматривают винный туризм как динамично развивающуюся отрасль, сочетающую культурные, гастрономические и природные аспекты, которая может стать важным элементом экономики региона. Ростовская область с ее благоприятными климатическими условиями и богатой историей виноградарства обладает значительным потенциалом для развития данного направления. В статье анализируется современное состояние и перспективы развития винного туризма, а также предлагаются рекомендации для его успешной реализации. Особое внимание уделяется интеграции винного туризма с другими видами туризма, такими как культурный, экологический и сельский. Авторы подчеркивают необходимость развития инфраструктуры, активного продвижения региона на туристических рынках и государственной поддержки для успешного развития винного туризма. В статье также рассматривается кластер «Долина Дона», который объединяет природные, культурные и инфраструктурные ресурсы региона, что делает его перспективной зоной для развития туризма. Предлагаются конкретные мероприятия, такие как винные

фестивали, мастер-классы и образовательные программы, которые могут способствовать продвижению региона как центра виноделия.

Цель. Целью данной статьи является анализ перспектив развития винного туризма в Ростовской области как одного из ключевых направлений агротуризма. Авторы рассматривают винный туризм как динамично развивающуюся отрасль, сочетающую культурные, гастрономические и природные аспекты, которая может стать важным элементом экономики региона.

Материалы и методы. В настоящее время все большую популярность приобретает такое направление, как агротуризм, важной составляющей которого является винный туризм, способствующий развитию и продвижению продукции малых и средних сельскохозяйственных предприятий. В связи с этим наблюдается тенденция к организации узконаправленных винных туристических маршрутов, включающих посещение виноградников и дегустацию производимой там продукции.

Сельскохозяйственный туризм имеет несколько направлений в определении своего значения. Так, Н. А. Миронова, 2020 [1] и М.В. Муравьева, 2016 [2] рассматривают правовые аспекты Российской Федерации в отношении сельскохозяйственного туризма, которые раскрывают исследуемый вид туризма как деятельность, непосредственно направленную на улучшение социальных условий, повышение экономической эффективности конкретной сельской территории и создание конкурентной среды на туристском рынке посредством участия туристов в сельскохозяйственных процессах. Они подчеркивают, что агротуризм позволяет туристам не только отдыхать в природной среде, но и принимать участие в сельскохозяйственных работах, что делает его привлекательным для тех, кто ищет аутентичные впечатления.

Результаты. Развитие винного туризма в Ростовской области демонстрирует значительный потенциал, но требует системного подхода и учета современных тенденций. Проведенный анализ позволил выделить ключевые аспекты, которые могут способствовать успешной реализации данного направления.

Ростовская область обладает уникальными природными условиями для виноградарства. Климат региона, сочетающий умеренную континентальность и достаточное количество солнечных дней, создает благоприятные условия для выращивания промышленных сортов винограда. По данным Министерства сельского хозяйства РФ, в 2022 году площадь виноградников в регионе составит 1 850 га, что на 15 % больше, чем в 2020 году. Это говорит о растущем интересе к виноделию в регионе.

В регионе активно развивается инфраструктура винодельческих предприятий. Сегодня в регионе насчитывается более 20 винодельческих предприятий,

в том числе такие крупные, как «Цимлянские вина» и «Эльбuzд». Эти предприятия не только производят вино, но и проводят экскурсии, дегустации и мастер-классы, что является основой винного туризма.

Еще один важный аспект – растущий интерес к внутреннему туризму в России. В настоящее время происходит переориентация на внутренний туризм. Это создает благоприятные условия для развития винного туризма в Ростовской области, которая может предложить уникальные туристические продукты.

Заключение. Проведенное исследование позволяет сделать ряд выводов. Ростовская область обладает благоприятными природными условиями для виноградарства и богатой историей виноделия, что создает прочную основу для развития винного туризма. В регионе уже более 20 виноделен предлагают экскурсии, дегустации и мастер-классы, что создает основу для дальнейшего развития этого направления.

Кластер «Долина Дона» обладает значительным потенциалом для развития туризма. Сочетание природных, культурных и инфраструктурных ресурсов делает кластер перспективным направлением для развития туризма в Ростовской области. Уникальные природные условия, богатое культурно-историческое наследие и развитая транспортная сеть создают благоприятные условия для привлечения туристов.

Ключевые слова: винный туризм; агротуризм; Ростовская область; перспективы развития; события

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Introduction

Wine tourism, as one of the most dynamically developing areas of agrotourism, is becoming increasingly popular in the world. This type of tourism combines cultural, gastronomic and natural aspects, offering tourists a unique experience of getting to know the winemaking traditions of the region. Rostov District, with its favorable climate conditions and rich history of viticulture, has significant potential for the development of this area.

Historically, winemaking in the Don has deep roots, dating back to the times of the ancient Greeks and developing in the era of the Don Cossacks. Today, the Rostov Region is one of the key wine regions of Russia, where wines with

protected geographical indication are produced. This creates a solid foundation for the development of wine tourism, which can become an important element of the region's economy.

Agritourism, of which wine tourism is a part, is a promising direction for rural areas. It contributes to the diversification of the economy, the creation of new jobs and the development of infrastructure. For the Rostov Region, where a significant part of the population lives in rural areas, the development of wine tourism can become a tool for solving socio-economic problems.

Wine tourism also helps popularize the region's cultural heritage. Visiting wineries, participating in tastings, learning about the traditions of viticulture and wine-making - all this forms a deep understanding of the uniqueness of the territory in tourists. Rostov Oblast, with its rich history and culture of the Don Cossacks, can offer tourists not only high-quality wines, but also an authentic cultural experience.

However, the development of wine tourism in the region faces a number of constraints. Among them are the lack of specialized infrastructure, the need to improve the quality of services and promote the region in the domestic and international tourism markets. Solving these problems requires a comprehensive approach, including interaction between the state, business and local communities.

The purpose of this article is to analyze the prospects for the development of wine tourism in the Rostov region as a key direction of agrotourism. The work analyzes the current state and development prospects, and also offers recommendations for the successful implementation of this direction in the region.

The main objectives of the study:

- to analyze the scientific research base of the issue of wine tourism development in the regions;
- to consider the territory of the Rostov region from the standpoint of wine tourism development;
- to identify promising regions for wine tourism and provide recommendations for its implementation.

Purpose. The purpose of this article is to analyse the prospects for the development of wine tourism in the Rostov region as one of the key areas of agritourism. The authors consider wine tourism as a dynamically developing industry combining cultural, gastronomic and natural aspects, which can become an important element of the region's economy.

Materials and methods

Currently, such a direction as agrotourism is becoming increasingly popular, an important component of which is wine tourism, which contributes to the

development and promotion of products of small and medium-sized agricultural enterprises. In this regard, there is a tendency to organize narrowly focused wine tourist routes, including visits to vineyards and tastings of the products produced there.

Agricultural tourism has several directions in determining its meaning. Thus, N. A. Mironova, 2020 [1] and M. V. Muravyeva, 2016 [2] consider the legal aspects of the Russian Federation in relation to agricultural tourism, which reveal the type of tourism under study as an activity that is directly aimed at improving social conditions, increasing the economic efficiency of a particular rural area and creating a competitive environment in the tourism market through the participation of tourists in agricultural processes. They emphasize that agritourism allows tourists not only to relax in the natural environment, but also to take part in agricultural work, which makes it attractive for those who seek an authentic experience.

Other researchers, A. G. Sarafanova, N. V. Shabalina, A. A. Sarafanov, R. V. Mikhailova, V. G. Semenov, A. S. Tikhonov, A. E. Makushev, K. V. Fadeeva, O. N. Fedorova, M. A. Pronin, M. I. Ivleva, A. S. Kornilova, 2020, 2022 [3; 4] consider agrotourism as a component of rural tourism, which involves living in rural areas and getting acquainted with the traditions and culture of the population. At the same time, many authors, such as M. Rakhimberdinova, E. Nurekenova, M. Ordabayeva, M. Konyrbekov, Yu. Saifullina, N. Kuttybaeva, 2022 [5] note that an important component of agrotourism is the agro-industrial complex, which includes different sectors of the economy. In their studies, they draw attention to the fact that the development of the agro-industrial complex plays a key role in the creation of agrotourism zones, contributing not only to economic growth, but also to the sustainable development of rural areas. V. G. Zakshevsky, O. G. Charykova, I. N. Merenkova, 2018 [6] highlight the strategic priorities for the development of the agro-industrial complex and rural areas, which include infrastructure development, support for small and medium-sized businesses, as well as the introduction of innovative technologies in agriculture and the creation of favorable conditions for the growth of tourist activity. N. Kovshun, A. Kliuchnyk, S. Tymchuk, O. Orlenko, O. Soloviova, K. Horiunova, 2023 [7] in their work indicate that agrotourism not only contributes to an increase in the income of rural residents, but also helps to preserve cultural heritage and traditions.

Thus, the integration of tourism and the agro-industrial complex allows creating additional sources of income for local residents, promotes infrastructure development and increases employment. In addition, the study by N. V. Ovchinnikova, I. G. Generalov, A. E. Shamina, 2024 [8] emphasizes that agritourism helps popularize local products, which in turn stimulates the development of

small and medium businesses in rural areas. The directions and specializations of production are studied in the works of N.A. Shelamova, 2021 [9]. These include such enterprises as the wineries of V.A. Semiglazov, 2019 [10]. It is worth noting that many authors, such as T. Koblianidze, N. Sachaleli and K.H. Mandabach, 2022 [11; 12], note that wine tourism is an important element of agritourism, bringing benefits to public and private structures, which is very important for regional development, especially for developing areas where unemployment, especially in rural areas, is still a huge problem. In the study of J.M. Crick, D. Crick, N. Tebbett, 2020 [13], devoted to wineries located in rural clusters, special attention is paid to strategies for creating added value. These strategies are also of considerable interest for interdisciplinary research, including areas such as economic geography, tourism and marketing.

The foreign experience described in the studies of M. Ingrassia, L. Altamore, C. Bellia, G.L. Grasso, P. Silva, S. Bacarella, P. Columba, S. Chironi, Germinario, D. G., Drejerska, N., Fiore, M., 2022 [14;15] defines wine routes as roads surrounded by natural, cultural and environmental heritage in wine regions. A distinctive feature is that tourists can independently visit wineries, taste and buy wine. At the same time, visitors can communicate with the local population, get acquainted with typical dishes and traditions, learn about the local culture, architectural, natural and landscape beauties. Thus, as a result, visitors gain access to other services that complement the wine itself. As a result, these territories themselves represent a “specialized tourist offer”. Also, US scientists S. D. Deng, B. Marlowe, R. J. Harrington, 2022 [16], in their works analyze the phenomenon of “gentrification”, or the improvement of rural areas under the influence of wine tourism. However, the authors also point out possible negative consequences, such as rising real estate prices and displacement of local residents, which requires proper management and rational planning in this area.

For the sake of completeness of the study, research on wine tourism and winemaking in Russia was also studied and analyzed. Thus, it was revealed that enogastronomic tourism is widespread mainly in the south of the country, which is primarily due to favorable climatic and natural conditions for growing vineyards, I. K. Nagornykh, A. V. Kuzmin, N. V. Alesina, L. M. Romanova, N. K. Serdyukova, S. D. Serdyukov, 2021 [17; 18; 19]. In addition, in the works of I.F. Zhukovskaya, A.Yu. Ovchinnikov, 2022 [20] it is indicated that 1/3 of wineries operating in the Russian Federation do not accept tourists.

As for the development of tourism specifically in the Don region, the works of R. I. Sukhov, L. Kazmina, V. Makarenko, V. Provotorina, E. Shevchenko, 2021 [21; 22; 23] were studied for its analysis. The presented studies analyzed

the key aspects influencing the development of the tourism industry, assessed its tourism and recreational opportunities, and substantiated the importance of creating an effective tourism business model that takes into account the unique features of the territory.

The research methodology is based on the application of the following methods:

- comparative analysis, used in comparing the development of wine tourism in the districts of the Rostov region;
- statistical analysis, consisting in identifying and subsequently analyzing the patterns of distribution of tourist resources,
- descriptive, used in characterizing modern trends in the development of wine tourism in rural areas;
- prospective, used in identifying the prospects for the development of wine tourism in the Rostov region.

Results

The development of wine tourism in the Rostov region demonstrates significant potential, but requires a systematic approach and consideration of current trends. The analysis conducted allowed us to identify key aspects that can contribute to the successful implementation of this direction.

Rostov Region has unique natural conditions for viticulture. The region's climate, which combines moderate continentality and a sufficient number of sunny days, creates favorable conditions for growing industrial grape varieties. According to the Russian Ministry of Agriculture, in 2022, the area of vineyards in the region amounted to 1,850 hectares, which is 15% more than in 2020. This indicates a growing interest in winemaking in the region.

The infrastructure of wine-making enterprises is actively developing in the region. Today, there are more than 20 wineries in the region, including large enterprises such as Tsimlyanskies Viny and Elbuzd. These enterprises not only produce wine, but also offer excursions, tastings and master classes, which forms the basis for wine tourism.

Another important aspect is the growing interest in domestic tourism in Russia. Currently, there is a reorientation towards domestic tourism. This creates favorable conditions for the development of wine tourism in the Rostov region, which can offer unique tourist products.

It is also worth noting the potential for integrating wine tourism with other areas of agrotourism. For example, combining wine tours with visits to Cossack farmsteads, ethnographic museums and natural attractions can significantly increase the attractiveness of the region. An important issue is the need to develop

infrastructure. Despite the presence of wineries, many of them do not have a sufficient number of hotels, restaurants and transport accessibility.

Let us highlight the educational potential of wine tourism. Wineries can become venues for master classes, lectures and seminars on viticulture and winemaking. This will not only attract tourists, but also increase the level of knowledge of the local population. At the same time, it is necessary to promote the region in the tourist market. Rostov Region is not yet well known as a center of wine tourism. This requires an active marketing strategy, including participation in international exhibitions and festivals.

Wine tourism development should take into account environmental risks, such as the impact on natural resources and waste disposal. Note the socio-economic effect. Wine tourism development can create up to 1,000 new jobs in the region by 2025. This is especially important for rural areas, where unemployment remains high.

The Don Valley cluster has been created in the region, which is a promising association of natural, cultural and infrastructural resources aimed at developing tourism in the Rostov region. From a scientific point of view, the analysis of this cluster allows us to identify its potential, problems and development prospects. Let us consider the key aspects.

Geographical location and natural resources The Don Valley is located in the central and southern parts of the Rostov Region, along the Don River, which is a key natural site in the region. This provides the following advantages: natural diversity: the Don River, its tributaries, floodplain meadows, steppe landscapes and forests create unique conditions for the development of ecotourism, climatic conditions: a moderate continental climate with warm summers and mild winters contributes to a long tourist season, biodiversity: the presence of rare species of flora and fauna (for example, Don herring, steppe plants) makes the territory attractive for scientific and ecotourism.

Cultural and historical heritage. The Don Valley cluster has a rich cultural potential, which is confirmed by the following facts: Cossack heritage: the territory is historically associated with the Don Cossacks, which creates the basis for ethnographic tourism. Objects such as the village of Starocherkasskaya (the former capital of the Don Cossacks) attract tourists, archaeological sites: the ancient city of Tanais, located in the Don delta, is an important cultural heritage site, religious sites: monasteries and temples (for example, the Holy Don Starocherkassky Monastery) attract pilgrims and history buffs.

Infrastructure and transport accessibility. In terms of infrastructure, the Don Valley cluster has both strengths and limitations: transport accessibility: a de-

veloped network of roads (including the M-4 “Don” highway) and rail links provide convenient access to key cluster facilities. Accommodation: the cluster includes hotels, recreation centers, guest houses and campsites, but their quantity and quality vary depending on the location. Food facilities: restaurants and cafes serving Don cuisine (ukha, crayfish, pies) are an important element of the tourist infrastructure.

Economic potential. From an economic point of view, the Don Valley cluster has significant potential. Tourism development contributes to employment in the service sector, hotel business and agriculture. Also, the tourism cluster can become attractive to investors, especially in the field of infrastructure and agrotourism.

The study analyzed some wine tourism sites in the Rostov region, as well as the tourist and excursion activities implemented there. The results of the analysis are presented in Table 1.

Table 1.

Some objects of wine tourism development in the Rostov region

N	Object	Location	Tourist and excursion services	Specifics
1	Winery «Tsimlyanskies Viny»	Tsimlyansky district	Tours of the winery, wine tastings, master classes in winemaking	Production of sparkling wines using traditional technologies, historical cellars
2	Winery «Usadba «Sarkel»	Tsimlyansky district	Tours of the winery, wine tastings, master classes in winemaking	Family winery, emphasis on authentic Don grape varieties
3	Winery «Chateau Elbuzd»	Azov district	Excursions, tastings, gastronomic tours	Modern equipment, production of organic wines
4	Winery «Vedernikov»	Ust-Donetsk district	Excursions, tastings, master classes, Cossack traditions	Complex with a picturesque view of the Don valley, a combination of wine and cultural tourism
5	Wine House «Arpachin»	Myasnikovsky District	Excursions, tastings, gastronomic tours	Wine production using modern technologies, ethnographic programs
6	Winery «Villa Zvezda»	Martynovsky district	Excursions, tastings, gastronomic tours	Wine production in an ecologically clean steppe zone

Table 1 shows that wine tourism sites are located in different districts of the Rostov Region. Tsimlyansky District: Tsimlyanskies Vina and Usadba Sarkel Wineries. This is the historical center of winemaking in the region, famous for its sparkling wine production. Azov District: Chateau Elbuzd Winery. A district with developed infrastructure and proximity to the Sea of Azov. Ust-Donetsk District: Vedernikov Winery. A district with picturesque views of the Don Valley, which makes it attractive to tourists. Myasnikovsky District: Arpachin Wine House. A district with rich ethnographic traditions, which adds cultural value to the tourist product. Martynovsky District: Villa Zvezda Winery. A district with ecologically clean steppe zones, which emphasizes the environmental focus of tourism. The geographical distribution of wine tourism sites covers both historical and natural landscape zones, which contributes to the diversity of tourist offers.

All facilities offer a standard set of services, including winery tours: an introduction to the wine production process, wine tastings: the opportunity to try different types of wine, winemaking master classes: participation in wine production processes. Some facilities, such as Vedernikov and Arpachin, complement their services with ethnographic programs and gastronomic tours, which increases their attractiveness to tourists. The presence of standard and additional services allows facilities to differentiate themselves in the market and attract different categories of tourists.

Thus, the results of the study confirm that wine tourism has significant potential for development in the Rostov region. However, its successful implementation requires a comprehensive approach, including infrastructure development, marketing activity and government support.

Discussion

The development of wine tourism in the Rostov region requires a comprehensive approach that takes into account the natural, cultural and economic characteristics of the region. Below are key areas that can contribute to the successful development of this sector.

It is important to further create wine routes, in particular, to unite wineries into single routes with the inclusion of cultural and natural attractions. At the same time, it is important to promote such routes, including through event-based activities. In particular, wine and gastronomic festivals are possible: organizing annual events such as “Donskaya Ukha with Wine” or “Festival of Young Wine”, restaurants and cafes with local cuisine: creating gastronomic points where tourists can try Don cuisine dishes in combination with local wines,

culinary master classes: holding culinary master classes using local products and wines.

The proposed event activities are reflected in Table 2.

Table 2.

Proposed wine tourism events in the Rostov region

№	Event	Location	Contents
1	Festival of young wine	Myasnikovsky district	A festival dedicated to the presentation of young wines of the new harvest.
2	Don fish soup with wine	Rostov-on-Don	Gastronomic festival combining wine tasting and Don cuisine.
3	Cossack Wine Festival	Azov District	An event dedicated to Cossack traditions with wine tasting and folk festivities.
4	Sparkling Wine Festival	Tsimlyansky District	A festival dedicated to sparkling wines, with master classes on their production.
5	Wine quest	Ust-Donetsk	Interactive game with visiting wineries and solving problems related to winemaking.
6	Winemaking Master Classes	Various areas of the region	Educational events where tourists can learn about the wine production process.

The proposed events may become an important element in the development of wine tourism in the Rostov Region. They will not only attract tourists, but also strengthen the region's image as a center of winemaking and cultural heritage. For the successful implementation of these events, it is necessary to coordinate the efforts of wineries, tourism organizations and local authorities.

It is expected that wine tourism will be included in educational programs. In particular, wine schools are possible: organizing courses and master classes on winemaking for tourists and local residents, excursions with an educational focus: conducting excursions where tourists can learn about the history of winemaking, production technologies and grape varieties, as well as cooperation with universities: attracting students and scientists for research in the field of viticulture and winemaking.

Cultural and historical integration is also necessary, in particular, the inclusion of elements of Cossack culture in tourist programs, such as Cossack songs, dances and traditional rituals, combining wine tourism with visits to historical monuments such as Tanais or the village of Starocherkasskaya, holding festivals and events dedicated to the culture of the Don Cossacks.

It is important to combine wine tourism with other types of tourism, as well as event activities. It is possible to hold such events as harvest festivals, festivals

dedicated to grape varieties, such as “Krasnostop Zolotovskiy”, “Varyushkin”, “Kosorotovskiy”, cultivated on the Don in the first half of the 19th century. At the same time, it is supposed to be rational to hold master classes on the traditional culture of drinking wine of local residents, which will become a “growth point” of interest in the Don culture and traditions.

The development of wine tourism in the Rostov Region has significant potential, which can be realized through the integration of the region’s natural, cultural and economic resources. Successful development of this area will require joint efforts of the state, business and local communities, as well as active promotion of the region at the Russian and international levels.

Conclusion

The conducted research allows us to draw a number of conclusions. Rostov Region has favorable natural conditions for viticulture and a rich history of wine-making, which creates a solid foundation for the development of wine tourism. There are already more than 20 wineries in the region offering excursions, tastings and master classes, which forms the basis for further development of this area.

The Don Valley cluster has significant potential for tourism development. The combination of natural, cultural and infrastructure resources makes the cluster a promising direction for tourism development in the Rostov Region. Its unique natural conditions, rich cultural and historical heritage and developed transport network create favorable conditions for attracting tourists.

Wine tourism can be successfully integrated with cultural, ecological and rural tourism. For example, combining wine tours with visits to Cossack farmsteads, ethnographic museums and natural attractions can significantly increase the attractiveness of the region for tourists.

Conducting master classes, lectures and seminars on viticulture and wine-making, as well as organizing wine festivals (for example, the “Young Wine Festival” or “Donskaya Ukha with Wine”) can attract tourists and increase the level of knowledge of the local population. These events also contribute to the popularization of the region as a center of winemaking.

For the successful development of wine tourism, active state support is necessary, including subsidies, tax breaks and participation in international exhibitions. In addition, it is important to develop a marketing strategy aimed at promoting the region as a center of wine tourism at the Russian and international levels.

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