

Tamar KOBLIANIDZE¹, Nino SACHALELI²

¹ *Georgian Technical University, Faculty of Business Technologies, Tbilisi, Georgia,*

² *Grigol Robakidze University, Faculty of Business Administration, Tbilisi, Georgia,*

¹*tamar.koblianidze@gtu.ge*

²*nino.sachaleli19@gruni.edu.ge*

WINE AS A COMPETITIVE AGRICULTURAL AND AGRITOURISM PRODUCT (EXAMPLE OF GEORGIA)

ABSTRACT

Wine is a natural agricultural product, which gives various opportunities to the regions and developing countries, but it is not easy to be competitive at national, European and global levels, especially nowadays when developed countries appear to be the main players in the global agricultural market. Georgia is famous for its ancient wine culture and wine appears to be the main source of income for several Georgian regions. Wine making methods, especially the “Qvevri” method, which has joined the UNESCO heritage list and is a part of the Intangible Heritage of Humanity. Each wine, even from the same producer and from the same terroir, is unique. Soil, weather, geology, varieties and wine-making techniques are all decisive yet variable factors that give each wine a unique character and personality, all these features, together with rare varieties of grapes give opportunities to Georgia to make the wine as a main agricultural and agritourism product, but to be next to the successful countries, it is necessary to share their experience, become competitive and gain tourists’ interest. Georgia as a developing country has to overcome the challenges (e.g. new technologies, bio wines), which are very important and will be discussed in the article. The main idea of the article is to study the global agricultural market, in the context of wine, also highlight the problems, which Georgia is facing on its way while developing viticulture. The article according to the qualitative research method analyses one of the most important agricultural products – wine, discuss wine export statistics, and identifies the main factors and circumstances for making Kakheti as a wine and agritourism destination.

Key words: wine tourism, rural tourism, agricultural development, agritourism.

JEL Classification: Q130, Z32.

1. INTRODUCTION

The wine was one of the first products of agricultural origin to develop a close and distinct relationship with its geographic place of origin, at first in European countries dating way back to the 15th century. Terms such as appellation, terroir, viticultural area, vineyard site and wine-regions are now commonly used to describe the differentiating features of a wine-producing area and its wines. This has been developed to the extent that many wine producing countries have now created distinct and formal wine producing regions that are

identified and managed by regulatory systems (Bruwer & House, 2003). The wine is one of the most popular global beverages. Every year more than 24.5 billion liters of this drink are consumed in the world. However, in recent years, its consumption has been practically not growing (Goncharuk, 2017). It is recognized that the wine sector has the potential to play an important role in rural tourism development maintains as long as strong network linkages are established and maintained (Telfer, 2001). For the last three decades, numerous researchers have studied wine tourism. Mitchell and Hall (2006) provide a comprehensive overview of the state of the art of wine tourism research, identifying seven themes: 1. the wine tourism product, 2. the size of the winery visitation market, 3. winery visitor segments, 4. the behavior of the winery visitor, 5. the nature of the visitor experience, 6. wine tourism, and 7. regional development, and biosecurity risks posed by visitors (Marlowe and Lee 2018). Wine regions should strive to present promotional messages that are well balanced in terms of the emphasis on the core wine tourism product elements, such as wine tasting and/or buying and the hedonic experience elements (Bruwer *et al.*, 2016).

2. STATE ON KNOWLEDGE

The beginnings of wine tourism date back to the second half of the 19th century, when the visits to vineyards became a component of the travel destinations in the middle of nature (Hudelson, 2014). In the last decades of the 19th century, wine this divine drink started to become a main attractive factor within the organized tourist packages, and, thus, some of the wine-growing regions, like Tuscany (Italy), Alsace, Bordeaux, Burgundy, Champagne (France), Rhine Valley (Germany), and Douro Valley (Portugal) became important tourist attractions (Nedelcu *et al.*, 2018). Over recent years, wine tourism has become of increasing importance to the industry as it strives to diversify beyond wine production to add value and distinction to brands and compete profitably in a highly competitive market. At the United Nations World Tourism Organization (UNWTO)'s 1st Global Conference on Wine Tourism held in Georgia in September 2016, more than 200 participants gathered at the two-day event, including representatives from ministries of tourism, destination management organizations (DMOs), national tourism organizations (NTOs), universities, tour operators, wine professionals and other tourism experts from almost 50 countries. Establishing the fundamentals around wine tourism, the conference agreed, among other things, that:

- Wine tourism is a fundamental part of gastronomy tourism
- It can contribute to sustainable tourism through the tangible and intangible heritage of the destination

- Wine tourism can generate substantial economic and social benefits as well as playing an important role in terms of preservation of cultural and natural resources

- It facilitates the linking of destinations around the common goal of providing unique and innovative tourism products

- Wine tourism provides opportunities for emerging destinations to mature alongside established destinations by enhancing the economic and social impact of a local community

- It provides a new way to experience a destination's culture and lifestyle by responding to the market's evolving needs and expectations (Mintel Group Ltd. n.d.).

The country of Georgia is recognized as the world's birthplace of domesticated wine, with a consistent historical record dating to 6,000 BC. At the crossroads of Western Asia and Eastern Europe, Georgia is considered the homeland of viticulture and winemaking. New levels of investment have allowed Georgian producers to improve quality through modernization and innovation while reviving the region's ancient winemaking traditions (Cultural routes of Georgia). Georgia is also a member of the Cultural Route of the Council of Europe, ITER VITIS, certified in 2009. Activities and sights included:

- Visit to family of Qvevri makers
- Visit Ikalto monastery complex and the first Qvevri school academy located in the town of Ikalto
- Wine tasting at artisanal winery
- Delicious local cheese tasting and the lunch at the farm
- Wine tasting at family winery
- Wine tasting and a visit in the wine museum at the premium wine company
- Wine tasting at Aleksandre Chavchavadze House Museum in Tsinandali
- Mineral water
- All transportation
- English speaking guide (Cultural routes of Georgia).

National Tourism Administration has started the wine promoting Georgian wine and tourists were getting one bottle of Georgian wine. On the bottle was written the following message: "Hello dear guest, this is what brought you to the homeland of wine and you already know that the most important word for us is "Hello", Georgia is a culinary paradise. Here you will be welcomed by generous people full of positive emotions. "Hospitality" is our second name, to prove it, please receive a small gift as a prelude to a unique trip! We wish you a pleasant time! Until our next meeting! Regards, Georgia!" This kind of welcome has a positive effect on the wine tourism development region as an agritourism destination and wine as its agricultural product.

Almost all Georgian regions are producing wine, but in the article, the attention is paid to Kakheti the best quality wine alleys are located in the Alazani and Iori basins, at 400–700 m asl, on humus-carbonate, black and alluvial soils. Between twenty aboriginal wines registered in Georgia fifteen of them belong to Kakheti, such as Tsinandali, Gurjaani, Vazisubani, Manavi, Kardanakhi, Tibaani, Kakheti, Kotekhi, Napareuli, Mukuzani, Teliani, Kindzmarauli, Akhasheni, Kvareli and Khashmi. Among grape varieties there should be noted: Rkatsiteli, Kakhuri Mtsvane (Kakhetian Green), Qisi, Khikhvi, Budeshuri, Mtsvivana, Sapena, Kunsi, Saperavi, Cabernet-Sauvignon, Tavkveri, Ikalto Red, etc. Among Georgian wines Kakhetian wine expresses soil properties most of all. High quality wines are made Kakhetian grape varieties using both European and traditional wine making technology. Kakhetian traditional wine technology has no analogy in the world. The basic technological process consists in pressing grape in a Satsnakheli (winepress) and pouring the grape must (badagi) in the Qvevri. After completion of alcoholic fermentation, the “tchatcha” (grape skins, stalks and pips) sinks to the bottom and the Qvevri is closed and after malolactic fermentation it is closed hermetically. In March the first racking occurs. After that wine is aged for about a year and systematically controlled. In addition to traditional Kakhetian wine, a very good European-style wine can be also made Kakheti grape varieties. For example, Rkatsiteli and Kakhetian Mtsvane classical Georgian Tsinandali. The most wide-spread grape variety in Kakheti is Saperavi. Saperavi is made both in Qvevri and as a European-style wine. Saperavi is used to produce wonderful pink and sparkling wines. For centuries Kakheti has created and formed an original type of table wine which is rather distinct from the wine of this type around the world. It is characterized by high extraction, high content of phenolic compounds and tannins, pleasant bouquet, sort-specific aroma and taste (The National Wine Agency of Georgia).

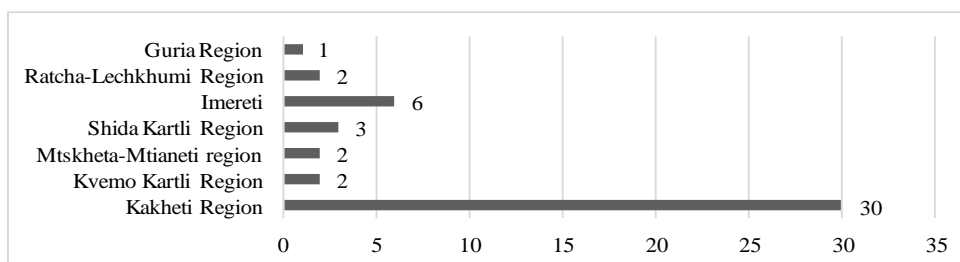
The national tourism administration has started the project “Wine Road” and the details about it are given in Table 1 and Fig. 1 shows the quantity of the wineries and callers engaged in the project.

Table 1

The description of the Project Wine Road

The idea of the project	Putting road signs on the central roads for the wine tourism object; Placing information about the wine tourism facility in the printed maps and brochures accompanying the project.
The aim of the project	To popularize wine tourism facilities, as well as to improve their visibility and physical accessibility.
Benefits	Raising awareness of project beneficiaries’ facilities and services; Simplification of finding a tourist object; Installation of indicators is free of charge.
Target group	Family cellars; Wineries (which additionally provide tourism services); Cellars
Criteria for participation:	On-site wine production; Wine Tasting Service; Infrastructure – tidy tasting space and appropriate utensils, cellar, yard and bathrooms.

Source: Authors, according to project “State - Your Partner”



Source: Sachaleli, 2021

Figure 1. Project Wine Road, Objects involved in the “Wine Road” program in 2019

There are many hundreds of thousands of wineries all over the world that produce wine either from grapes grown in their own vineyards or using grapes brought in from other locations. They vary enormously in size and many open to the public offering wine tasting, tours and other tourism-related activity such as restaurants, museums, art galleries and music concerts; some offer horseback riding around the vineyards, or tours in 4x4 vehicles, while others might offer a hot air balloon ride over the vineyards. Consequently, in leading wine-producing areas, competition is strong among the most successful and sophisticated wineries (Mintel Group Ltd. n.d.).

The wine as an agricultural product can play an important role in agritourism development, e.g., visitors can have a tour in a vineyard, explore winemaking, or discuss the process of transforming grapes into high-quality wines (Sachaleli, 2020). According to the statistics shown in table the leader of the tourists’ expenses during 2018 and 2019 were food and beverages. This shows, that tourists spend much money on activities like degustation and wine tasting, as well as in gastronomic tourism, while travelling in Georgia.

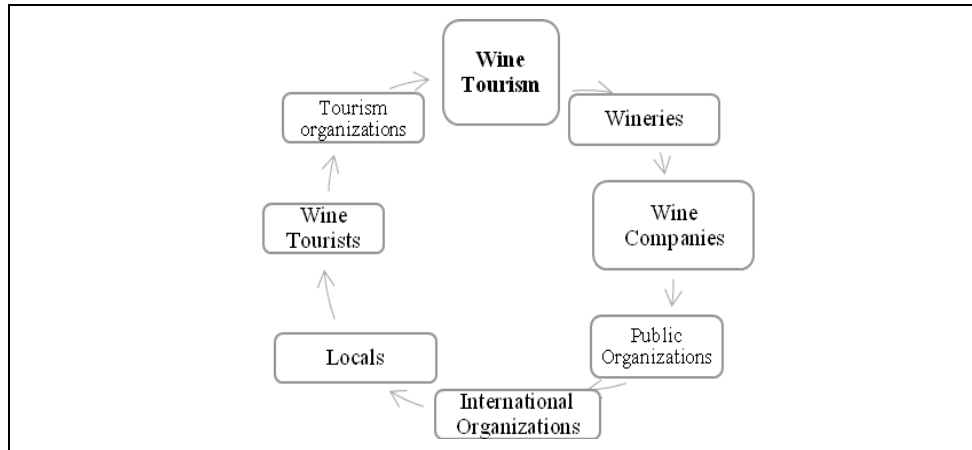
Table 2

Structure of tourists’ expenses in 2018 and 2019

Components of Expenses	The sum of whole touristic expenses incurred by visitors in 2018 in Gel	Share in total expense	The sum of whole touristic expenses incurred by visitors in 2019 Gel	Share in total expense
Food and Beverages	2,266,881,133	28.6%	2,343,421,279	27.5%
Accommodation	1,854,514,224	23.4%	2,021,228,953	23.7%
Recreation, cultural and sports activities	1,434,705,232	18.1%	1,528,705,888	18.0%
Shopping	1,074,094,320	13.6%	1,800,271,650	21.2%
Local Transport	560,769,313	7.1%	644,544,830	7.6%
Other expenses	726,539,907	9.2%	173,362,328	2.0%
The sum of touristic expenses in 2018 - 7 917 504 128 GEL				
The sum of touristic expenses in 2019 - 8 511 534 927 GEL				
The average of per visitor’s expense in 2018 - 1 099 GEL				
The average of per visitor’s expense in 2019 - 1 102 GEL				

Source: Koblianidze, T., & Sachaleli, N. (2020).

In Fig. 2, there are demonstrated private and public organizations, which are getting involved in wine tourism business and getting benefits from it.



Source: Sachaleli, 2021

Figure 2. Private and Public Organizations involved in wine tourism

As the Fig. 2 shows, wine tourism brings benefits up to 7 public and private entities and this is very important for regional development, especially for developing countries, where unemployment especially in the regions is still a huge challenge. Unemployment and decreased income become more serious problem for Georgia in 2020 while pandemic. Tourism being at the frontline of combatting virus has been facing serious problems. Georgian tourism and hospitality industry has been having serious challenges similar to the rest of the world. Coronavirus sustained the world movement and all tourism related units are facing serious problems actually. Coronavirus has grown into a world pandemic. Countries implement extreme measures in order to combat the virus, to adapt to the existing reality, business sector is practically paralyzed, reports and researches conducted by international organizations have different provisions about the future of the economy (Koblianidze and Tabidze, 2020). UNWTO named four main trends, that would be the most popular in 2020 and 2021 by its content and social correlations with the ambience (The Impact of Covid19 on Tourism): sustainable tourism including wine tourism, agritourism, eco-tourism and rural tourism; self-drive tours; VIP luxury private travel; wellness and relaxation tourism. The last three types of business are related to possible social distancing, having less contact with other people and trying to get emotions and organize vacations with great autonomy. While the first field is more related to emotional and psychological conditions of many people, that were in quarantine for several months and overset-mating all values and priorities of life (Koblianidze and Tabidze, 2020).

3. MATERIAL AND METHOD

The research was conducted using materials provided by The National Wine Agency of Georgia, the National Tourism Administration, Destination Marketing Organization and the National Statistics office of Georgia. The article discusses research papers, literature reviews, official statistics (analyzing statistics regarding wine as an agricultural product), as well as books and internet resources of Georgian and foreign scientists. The research was carried out on the hypothesis, that wine can be the main product for agritourism and agricultural development of the wine making region. In the article the chosen region Kakheti was discussed in the context of wine tourism destination according to the research published by Getz and Brown in 2006, where main attention was paid to the “Importance of wine region features to wine consumers”.

4. RESULTS AND DISCUSSIONS

The research showed out that wine production in Georgia is growing rapidly and is becoming more and more popular in the huge market. According to the Table 3 it can be said that from 2013 to 2020 grape harvest has grown 3 times from 92365,82 tons to 283040,66, so the wine production increased too.

Table 3

“Rtveli” (Grape harvest) in 2013–2020 years

Year	Grape Amount in Tons	Grape Price in GEL
2020	283 040,66	321 682 331
2019	275 229,86	307 150 977
2018	250 171,47	317 472 894
2017	133 393,02	161 557 848
2016	117 755,05	100 479 279
2015	148 081,05	106 829 813
2014	122 676,86	168 432 163
2013	92 365,82	108 144 214

Source: The National Wine Agency of Georgia.

As in consonance with the statistics, which is demonstrated in Annex 1, it is clearly seen that the main exporter of Georgian wine appears to be Russia. The value of exported wine in 2015 was low, but it is growing now year by year. From 2017 to 2019 top 3 countries where wine is exported are Russia, Ukraine and China and for example if in China in 2014 was exported 1,205,898 (0,75 L Bottle) wine, in 2019 it was grown up to 7,089,259 (0,75 L Bottle).

As it was already highlighted Russian market appears to be the main wine sales market for Georgian wine companies. Falling in love with Georgian has its

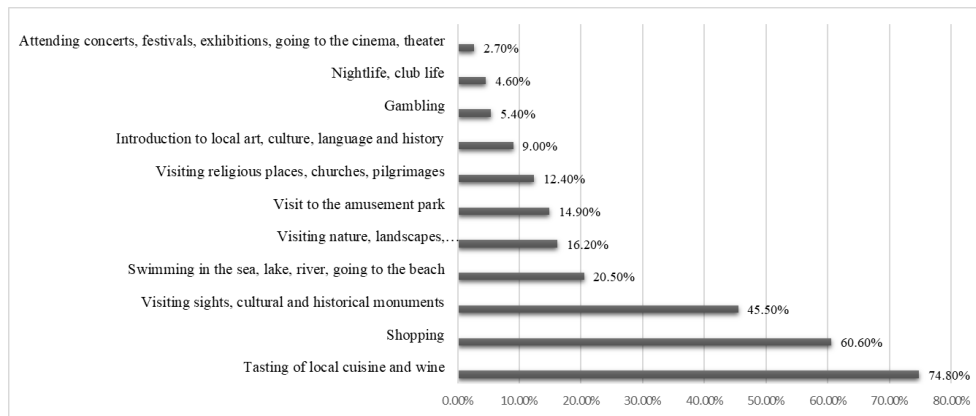
effect on tourists' activities while arriving in Georgia. According to the statistics (Table 4) tasting local cuisine and wine appeared to be the favorite activity for Russians while travelling in Georgia, it is also important for the people who travel from Central and Eastern Europe.

Table 4
Tourists' activities in 2019, by nationality

Activity	Azerbaijan	Turkey	Russia	Armenia	Central and Eastern Europe	Other European Countries	Other Countries
Tasting of local cuisine and wine	68.2%	58.1%	88.1%	70.2%	86.1%	85.2%	77.3%
Shopping	58.8%	42.3%	66.8%	83.2%	55.9%	50.5%	55.8%
Visiting sights, cultural and historical heritage monuments, and museums	28.9%	54.3%	49.8%	4.4%	72.1%	78.8%	81.3%
Visiting entertainment park	14.2%	11.3%	15.4%	7.2%	19.7%	20.2%	28.1%
Going to the seaside, lake, river, swimming, and going to the beach	12.9%	35.3%	19.2%	9.3%	35.8%	24.2%	17.6%
Visiting nature, landscapes, reserves	11.4%	17.5%	15.1%	2.3%	24.4%	30.6%	33.9%
Nightlife, clubs	4.4%	7.4%	1.7%	3.6%	5.5%	5.6%	7.4%
Visiting religious places, churches	2.6%	11.7%	20.4%	10.4%	16.9%	17.6%	12.5%
Gambling	2.4%	23.0%	0.8%	0.1%	1.2%	5.8%	3.5%
Participation in agricultural activities	1.7%	0.1%	0.5%	0.0%	2.5%	1.7%	1.4%
Getting introduced to local art, culture, language, history	1.50%	3.8%	8.6%	0.1%	17.9%	32.7%	23.7%

Source: Authors, according to the National Statistics Office of Georgia

The popularity of Georgian wine was also proved by the statistics which is demonstrated in Fig. 3. It shows that for 74.80 % of travelers tasting local cuisine and wine appears to be the main activity.



Source: Authors, according to the National Tourism Administration report of 2019

Figure 3. Tourists' activities in 2019

In order to discuss wine as an agricultural and agritourism product it is important to show the SWOT analysis of Kakheti region, demonstrating it as a winetourism destination as a part of agritourism.

Table 6

Swot analysis of developing wine tourism in Kakheti region

<p>STRENGTH</p> <p>Good wine product; Unique wine making tradition - Qvevri; World famous wine varieties; Active part of almost every family in the regions; Geographical locion; Georgia as a Member of Cultural Routes Program; Georgia as a wine cradle;</p>	<p>WEAKNESS</p> <p>Not having wine classification system; Infrastructure; Lack of activities to gain more tourists' interest; Promotion of wine cellers; Wine quality controlling mechanisms; Lack of knowledge using; Low usage of harvest insurance programs;</p>
<p>OPPORTUNITIES</p> <p>Increased demand of wine, agro and gastronomic tourism; State programs to support wine tourism; Investments;</p>	<p>THREATS</p> <p>Competitive wine market; Loss of authenticity; Safety; Global Pandemic; Global Economical Crysis; Other Countries;</p>

If the region wants to make wine as main agricultural product, on the one hand it should grow the production of wine and at the same time make wine tourism more popular and gain more tourists' interest, so it was interesting to discuss the importance of wine region features to wine consumers according to the research, published in 2006 (Getz and Brown, 2006), on example of Kakheti region.

1. ***The wine region is close to home*** – Kakheti region is not far from the capital city of Georgia, so it has the attractive location for the tourists for example, who stay or live in Tbilisi.
2. ***The region is popular with wine tourists*** – We do not have the separate statistics, but the number of the wineries proof that wine tourists’ often visit Kakheti region.
3. ***The region’s wines are famous*** – Wines of Kakheti region are famous in Georgia as well as in Europe.
4. ***There are a large number of wineries to visit*** – As the research has shown, according the information provided by Destination Marketing Destination of Kakheti, there are in Table 7.

Table 7

Registered Wineries / Callers in Kakheti region

Municipality of the Region	Number of Wineries
Telavi	38
Akhmeta	13
Gurjaani	33
Dedoplistskaro	2
Lagodekhi	17
Kvareli	43

Source: Authors, according to the data collected from DMO Kakheti

5. ***Group tours of the wineries are offered*** – There are wide range of tours offer by Georgian tour companies.
6. ***I am familiar with one or more of the wineries*** – Visiting wineries is the favorite activity for every Georgian.
7. ***I can get an introduction to meet a winemaker*** – It is easy to communicate with wine makers and have friendly relationship with them.
8. ***Information about the region is easy to obtain*** – It is quite easy to obtain information about region.
9. ***Friends have visited the region*** – Friends often visit wine making regions and it became more popular while pandemic.
10. ***Holiday packages are offered to the region*** – There are various hotels, which offer holidays, combined with wine tourism activities.
11. ***Wine trails in the region are well signposted*** – As it was already discussed in Georgia, there is a project “Wine Road” (see Table 1), which support wine callers and wine wineries.
12. ***Moderately priced accommodation*** – There are various priced hotels.
13. ***Attractive scenery*** – Kakheti has really very attractive scenery and gains many cultural tourists’ interest as well.

14. *A pleasant, all-year climate* – Climate in Kakheti is really attractive.
15. *A wide range of opportunities for outdoor recreation* – There are hotels which offer outdoor recreation activities.
16. *Traditional wine villages* – All of villages in Kakheti have a small, traditional family cellar.
17. *Unique accommodation with regional character* – There are some accommodations, which offer old Georgian, traditional, regional characteristics.
18. *Fine dining and gourmet restaurants* – Kakheti region has unique dishes and restaurants.
19. *Local art and craft for sale* – There are various kinds of hand crafts sold in the region.
20. *A wide range of activities for children* – Children can take part in various activities; wineries can be combined with agritourism and have entertainment programs.
21. *Wine festivals* – Some festivals were held in Tbilisi, but according to there are organizations, which are planning to do it in the regions too.
22. *Specialty shops or markets selling local farm products* – There are some shops selling local products, but it should be common for every winery, to create clusters and sell natural products together in context of agritourism.
23. *There is a lot to see and do in the region* – There are many museums and churches which tourists can visit.
24. *Winery staff is knowledgeable about wine* – As wine tourism is being developed, the most wineries have special staff for wine degustation.
25. *The wineries are visitor friendly* – Georgian people are famous with their kind welcome and hospitality.
26. *Cooking classes* – Cooking master classes are met very seldom, but in the summer and autumn many wineries offer making sweet Georgian “Churchkhela” and it is very enjoyable for tourists.

5. CONCLUSIONS

The research proved and supported the hypothesis that wine can be the main agricultural and agritourism product if the region has the potential and support for it. After discussing the important wine region features to wine consumers, it turned out that out of 27 features Kakheti has 25 positive answers, this really highlights that region has everything to develop wine tourism combined with agritourism activities, because these kinds of tours attract more tourists’ interest and satisfies more tourists. Also if more people visit Kakheti region more wine can be sold at the local wineries and callers while degustation, and when they go back to their countries, they will begin searching Georgian wine at local shops, this also having

positive impact on wine export, that's why the demand on Georgian wine export is growing every year rapidly.

As the statistics show, Georgian wine is popular among neighboring country tourists and wine tasting is their favorite activity. While collecting the information, it should be mentioned that 2020 was a hard period for tourism and it really needs important programs to restart it and began growing again after pandemic. The COVID 19, also was highlighted in the SWOT analysis as a weakness, because global problems have completely frozen international tourism development as well as local.

In 2021, when the boarders will be opened again and we will go back to our everyday life, government must support to develop wine tourism and bio wine production, also the National Tourism Administration can make more aggressive marketing campaigns, plan trainings for local people, wine festivals, engage young generation in it and give an opportunity to start their own small businesses, with the help of this perfect agricultural product – wine.

REFERENCES

1. Bruwer, J. & House, M., (2003), *Has the era of regional branding arrived for the Australian wine industry? Some perspectives*. The Australian & New Zealand Grape grower & Winemaker, 479, 56–61.
2. Bruwer, J., Gross, M. J., & Lee, H. C., (2016), *Tourism destination image (TDI) perception within a regional win escape context*, in *Tourism Analysis*, 21(2–3), 173–187.
3. Getz, D., & Brown, G., (2006), *Critical success factors for wine tourism regions: a demand analysis*, in *Tourism management*, 27(1), 146–158.
4. Goncharuk, A.G., (2017), *The Challenges of Wine Business in Research*, *Journal of Applied Management and Investments*, 6(4), pp. 253–259.
5. Hudelson, J., (2014), *Eastern promises: The potential future for wine tourism in the Balkans*, *Am. J. Tour. Manag.*, 3, 34–50.
6. Koblianidze, T., & Sachaleli, N., (2020), *Cultural Tourism in Georgia: Opportunities at Global and Local Levels*, *European Scientific Journal*, ESJ, 16(34), 1.
7. Koblianidze, T., & Tabidze, T., (2020), *Future Tourism Trends After Post – Pandemic Period*, *Proceedings of Materials* (pp. 272–276). *Current Economy, Economic Science And Pandemic Problems Of Economy: The Challenges And Ways Of Finding Solution*. Tbilisi: Iv.Javakhishvili State University, Paata Gugugshvili Institute of Economics.
8. Marlowe, B. and Lee, S., (2018), *Conceptualizing terroir wine tourism*. *Tourism Review International*, 22(2), pp. 143–151.
9. Mintel Group LTD, (2017), *Wine Tourism Report*, <https://reports.mintel.com/>
10. Mitchell, R., & Hall, M., (2006), *Wine tourism research: The state of play*, *Tourism Review International*, 9, 307–332.
11. Nedelcu, A. Privitera, D., Ivona, A.; Gausceac, A., (2018), *Wine tourism as a vector of local and regional development. Case study Prahova County*. In *3rd International Thematic Monograph—Modern Management Tools and Economy of Tourism Sector in Present Era*; Association of Economists and Managers of the Balkans: Belgrade, Serbia; pp. 341–357.

12. Sachaleli, N., (2021), *The Importance and Challenges of Wine Tourism Development*. Journal Academic Digest.
13. Sachaleli, N., (2020), *Agritourism as a Business in Regional Rural Development*. Journal Agricultural Economics and Rural Development, volume 1, 89–100
14. Telfer, D. J., (2001), *Strategic alliances along the Niagara wine route*, Tourism Management, 22, 21–30.
15. ***EU wine sector, <https://www.ceev.eu/about-the-eu-wine-sector/>
16. ***Cultural Routes of Georgia. <http://culturalroutes.gov.ge/>
17. ***State your Partner. www.programs.gov.ge
18. The Impact of Covid19 on Tourism. <https://www.unwto.org/events/quo-vadis-tourism-unwto-the-impact-of-covid-19-on-tourism>
19. ***The National Tourism Administration of Georgia (2020). <https://gnta.ge>
20. ***The National Statistics Office of Georgia. <https://www.geostat.ge/>
21. *** The National Wine Agency of Georgia.<http://georgianwine.gov.ge/En/WineMakingRegions/1>

Annex I
Wine export by countries 2014–2019 years

	COUNTRY	2014		2015		2016		2017		2018		2019	
		Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)
1	Russia	37,615,052	18,308,177	27,222,076	Russia	47,778,920	Russia	53,682,627	Russia	58,384,540			
2	Ukraine	7,684,913	3,412,453	5,811,050	Ukraine	8,502,554	Ukraine	10,687,835	Ukraine	10,272,314			
3	China	1,205,898	2,672,154	5,299,149	China	7,585,407	China	6,951,019	China	7,089,259			
4	Kazakhstan	5,408,181	5,195,949	3,393,435	Kazakhstan	3,322,867	Kazakhstan	3,599,143	Poland	4,114,972			
5	Poland	1,548,521	1,600,302	2,329,820	Poland	2,676,440	Poland	3,508,122	Kazakhstan	3,556,422			
6	Latvia	1,071,816	1,059,498	1,258,632	Belarus	1,827,130	Latvia	1,711,078	Belarus	2,787,065			
7	Belarus	1,779,392	900,346	1,174,362	Latvia	1,505,138	Belarus	1,606,002	Latvia	1,496,136			
8	Lithuania	630,440	658,666	611,994	Estonia	525,212	Estonia	581,190	Lithuania	708,408			
9	Estonia	328,990	506,124	631,632	USA	457,920	Lithuania	488,154	Estonia	693,248			
10	Germany	285,360	276,862	292,454	Lithuania	416,874	Germany	483,791	USA	678,148			
11	USA	189,528	248,075	294,382	Germany	404,538	USA	466,056	Germany	671,453			
12	Kyrgyzstan	103,878	185,514	230,776	Israel	213,074	Kyrgyzstan	218,550	Moldova	625,724			
13	Canada	106,800	157,836	210,936	Canada	182,130	Mongolia	214,398	Israel	324,703			
14	Japan	131,911	138,290	159,654	Mongolia	168,162	Japan	211,883	Mongolia	297,576			
15	Azerbaijan	261,870	119,508	80,592	Japan	155,100	Azerbaijan	197,724	Japan	202,094			
16	Mongolia	132,606	79,152	92,172	Azerbaijan	141,294	Turkmenistan	197,694	Great Britain	168,307			
17	Great Britain	82,318	76,049	97,226	Kyrgyzstan	134,266	Canada	188,418	Canada	162,150			
18	Tajikistan	44,720	71,860	123,192	France	99,796	Israel	181,614	Kyrgyzstan	144,942			
19	Netherlands	32,568	51,432	62,616	Great Britain	79,560	France	113,885	Azerbaijan	132,102			
20	France	13,092	37,956	35,946	Turkmenistan	66,852	Great Britain	105,608	Turkmenistan	123,150			
21	Uzbekistan	38,136	36,420	19,506	Tajikistan	66,360	Romania	99,774	Netherlands	96,464			
22	Israel	24,180	35,820	85,380	Netherlands	60,076	Netherlands	82,641	France	92,790			
23	Denmark	-	34,840	5,898	Czech Republic	34,240	Tajikistan	72,912	Sweden	92,214			

	COUNTRY	2014		2015		2016		2017		2018		2019		
		Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	Wine (0.75 L Bottle)	COUNTRY	COUNTRY	Wine (0.75 L Bottle)
24	Hong Kong	49,822	32,054	1,872	36,000	20,928	19,100	68,124	61,908	83,136	68,172	Czech Republic	Czech Republic	83,136
25	Turkmenistan	52,140	31,128	36,000	119,648	18,306	40,800	61,908	40,800	68,172	61,908	Tajikistan	Tajikistan	68,172
26	Czech Republic	38,088	26,436	119,648	8,913	18,150	18,150	18,306	18,306	38,262	40,800	United Arab Emirates	United Arab Emirates	38,262
27	South Korea	17,502	24,054	8,913	29,058	17,280	17,280	18,150	18,150	34,734	26,790	Bulgaria	Bulgaria	34,734
28	Australia	17,562	23,366	29,058	-	16,842	16,842	17,280	17,280	31,528	25,908	Romania	Romania	31,528
29	Cuba	-	10,386	-	-	16,842	16,842	16,842	16,842	27,912	25,350	Armenia	Armenia	27,912
30	Cyprus	2,190	7,446	14,526	14,526	16,698	16,698	16,698	16,698	26,154	23,580	Australia	Australia	26,154
31	Turkey	55,656	6,816	-	-	14,907	14,907	14,907	14,907	24,000	23,334	Turkey	Turkey	24,000
32	Italy	1,536	6,630	5,160	5,160	14,718	14,718	14,718	14,718	22,102	21,978	Finland	Finland	22,102
33	Norway	2,724	6,444	5,820	5,820	10,194	10,194	10,194	10,194	21,576	21,300	Cyprus	Cyprus	21,576
34	Moldova	14,742	6,000	2,760	2,760	10,152	10,152	10,152	10,152	19,746	21,180	South Korea	South Korea	19,746
35	Armenia	6,780	6,000	19,380	19,380	10,110	10,110	10,110	10,110	18,978	20,581	Italy	Italy	18,978
36	Bulgaria	1,500	4,986	12,918	12,918	9,840	9,840	9,840	9,840	15,360	19,536	Uzbekistan	Uzbekistan	15,360
37	Slovakia	1,980	4,780	15,600	15,600	8,438	8,438	8,438	8,438	15,152	17,834	Brazil	Brazil	15,152
38	Costa Rica	5,310	3,150	5,850	5,850	8,354	8,354	8,354	8,354	15,068	17,244	Switzerland	Switzerland	15,068
39	Malaysia	-	3,000	-	-	7,122	7,122	7,122	7,122	14,880	16,440	Austria	Austria	14,880
40	Slovenia	-	1,944	-	-	6,600	6,600	6,600	6,600	12,722	15,162	Denmark	Denmark	12,722
41	Switzerland	4,098	1,908	1,944	1,944	5,796	5,796	5,796	5,796	12,656	12,630	Vietnam	Vietnam	12,656
42	Austria	1,500	660	1,837	1,837	5,298	5,298	5,298	5,298	13,634	12,534	Slovakia	Slovakia	13,634
43	Spain	-	556	2,364	2,364	5,160	5,160	5,160	5,160	10,052	11,940	Hong-Kong	Hong-Kong	10,052
44	Singapore	1,200	300	306	306	3,660	3,660	3,660	3,660	9,098	10,572	Belgium	Belgium	9,098
45	Belgium	816	72	4,452	4,452	2,700	2,700	2,700	2,700	8,196	8,976	Greece	Greece	8,196
46	Sweden	18,229	-	240	240	2,400	2,400	2,400	2,400	7,740	7,080	Luxembourg	Luxembourg	7,740
47	Republic of Benin	15,720	-	-	-	1,800	1,800	1,800	1,800	7,740	4,440	Norway	Norway	7,740

	COUNTRY	2014		2015		2016		2017		2018		2019	
		Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)	Wine (0,75 L Bottle)
48	Greece	12,000	-	-	16,620	Taiwan	1,800	Egypt	3,000	Spain	3,344		
49	South Africa	9,000	-	-	-	Brazil	1,068	Luxembourg	1,800	New Zealand	1,380		
50	Panama	8,850	-	-	-	Slovenia	630	Slovenia	1,632	Slovenia	756		
51	Thailand	8,220	-	-	-	Singapore	600	New Zealand	1,260	Singapore	378		
53	Finland	-	-	-	2,568	New Zealand	540	Spain	1,092	Indonesia	120		
54	Taiwan	-	-	-	180	United Arab Emirates	124	Philippines	165	-	-		
55	Luxembourg	-	-	-	15,300								
56	Island	-	-	-	872								
57	Hungary	-	-	-	100								
	SUM (bottles)	59,067,335	36,071,399	49,847,168	76,663,225	SUM (bottles)	86,194,288	SUM (bottles)	93,478,757				

Source: Authors calculations using data from the National Wine Agency of Georgia.