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Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«Gastronomy tourism product promotion of Odessa region on
the international market»**

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Business»

Shcherbak Yana

Scientific adviser
Candidate of Sciences (Economics),
Associate Professor

Dupliak T.P.

Manager of the educational program,
Doctor of Sciences (Economics),
Professor

Mykhailichenko G.I.

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Kyiv National University of Trade and Economics

Tourism and recreation department
Specialty 242 «Tourism»
Specialization «International Tourism Business»

Approved by

Head of the Department

T.I. Tkachenko
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Task for the final qualifying paper Shcherbak Yana

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		The task given	The task received
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6. Content of the final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART I. THEORETICAL AND METHODOLOGICAL BASIS OF GASTRONOMY TOURISM PRODUCT PROMOTION ON THE INTERNATIONAL MARKET

1.1. Importance of gastronomy in the development of tourism

1.2. Global trends on gastronomy tourism

1.3. Promotional strategy of gastronomy tourism product on the international market

Conclusions to part I

PART II. ANALYSIS OF GASTRONOMY TOURISM PRODUCT PROMOTION OF ODESSA REGION ON THE INTERNATIONAL MARKET

2.1. Analysis of tourism potential of Odesa region

2.2. Characteristics of gastronomy tourism of Odesa region

2.3. Assessment of gastronomy tourism product promotional strategy of Odesa region on the international market

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PART III. IMPROVEMENT OF GASTRONOMY TOURISM PRODUCT PROMOTIONAL STRATEGY OF ODESA REGION ON THE INTERNATIONAL MARKET

3.1. Actions to improve gastronomy tourism product promotional strategy of Odesa region on the international market

3.2. Evaluating the effectiveness of the proposed measures to improve gastronomy tourism product promotional strategy of Odesa region on the international market

Conclusions to part III

CONCLUSIONS

REFERENCES

APPENDICES

7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
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6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01.09.2018-14.10.2018	14.10.2018
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9. Scientific adviser of the research

Dupliak T.P.

10. Manager of the educational program

Mykhailichenko G.I.

11. The task received by the student

Shcherbak Yana

12. Resume of a scientific adviser of a final qualifying paper

Student Shcherbak Yana executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined theoretical basis of gastronomy tourism product promotion on the international market.

In the second part estimated gastronomy tourism product promotion of Odessa region on the international market.

In the third part defined the main actions of improvement of gastronomy tourism product promotion of Odessa region on the international market.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

Scientific adviser of a final qualifying paper _____ Dupliak T.P.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defence in the Examination Board.

Manager of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 201_

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INTRODUCTION

Actuality of final qualifying paper. Gastronomic tourism in the world is becoming more popular. People buy special gastronomic tours with the sole purpose of deeply familiarizing themselves with the kitchen of a country.

Today, one of the most important components of the tourism industry is the feeding of guests. When you get acquainted with the sights of Odessa, guests at the same time want to get acquainted with the peculiarities of the national cuisine. Gastronomy is a significant resource of the territory, a source of its identity. Gastronomic Travel — is a popular type of tourism, designed specifically for lovers of culinary, gourmet and connoisseurs of delicious and refined food and wines. If you have a desire to taste unusual dishes, learn many new recipes and interesting information, improve your skills in cooking, then the gastronomy will be for you a fascinating journey into the world of culinary masterpieces and new flavor combinations. Gastronomic tours provide a unique program, within which you can enjoy overseas oysters, cheeses, cheese delicacies, delicious wine and unusual dishes. All meals will be imbued with the national color of the country in which you want to visit.

The search for new ways of organizing food proceeds from the study of the gastronomic component of the tourist product, the basic principles of branding the territory, forming the tourist image of the area, in the process of creating the impression of the product in the minds of consumers. Local cuisine can be used as a

tourist resource of territories, it allows to start new tourist products, to open new boundaries of tourist destination. The connection of gastronomy and domestic tourism contributes to an increase in the flow of tourists, facilitates the stay of tourists, increases profits for tourism.

Nutrition in tourism is an important industry that has a significant impact on the social and economic development of the country. Tourism is interconnected with the restaurant business, supports local producers promotes the idea of the importance of high quality and environmental safety of food. Local cuisine helps to create a sense of place, feeling at home, comfort and safety for tourists. During the work will be a study of wine tourism.

Ribintsev VA considered the prospects concerning the possibility of functioning of "wine tourism" in his publications. Among the foreign authors, Michael Hall, Garry Johnson, Brock Crambron, Donald Gettz were involved with this problem. But the proposed approaches of the abovementioned authors do not fully address the specifics of the development of wine tourism as a new tourist product.

In recent years, there is a real boom for gastronomic tours. Wine tourism becomes especially relevant in light of recent forecasts according to which the time that people spend on their vacation will be reduced, so tourists will seek a tourist product that gives the maximum impressions in the minimal period of time.

The modern tourist world is a multifaceted phenomenon that is closely linked to economics, history, geography, architecture, medicine, culture, sports, and other sciences. The tourist industry is considered one of the fastest-growing branches of the world economy of the XXI century. Every year, more and more people are opened to the overseas, and, moreover, new directions of tourism. Numerous tourist enterprises create and offer tours to clients, selecting them according to their preferences, material opportunities, time of year, city of visitation and interests.

That is why the introduction of a new tourist product is associated with the development of new segments of the tourist market, new tourist and recreational areas, attracting new types of resources to the tourist market. New ideas are absorbing the world of tourism. Promising in this regard is the development of specific types of

tourism, in particular, gastronomic. As the tendencies of the modern tourist market demonstrate the growing interest among consumers to such types of travel. The rest became more active and more informative.

Purpose and tasks of final qualifying paper: study of theoretical and practical aspects of gastronomy tourism product promotion of Odessa region on the international market and develop recommendations for its improvement.

To achieve the purpose the research has to solve the following tasks:

- to examine importance of gastronomy in the development of tourism;
- to characterize promotional strategy of tourism destination;
- to describe social Global trends on gastronomy tourism;
- to give analysis of tourism potential of Odesa region;
- to analyze tourism destination promotional strategy of Odesa region;
- to examine characteristics of international profile;
- to form recommendations to improve tourism destination promotional strategy of Odesa region on the international market;
- to elaboration of successful promotional plan for Odesa region tourism.

Target of final qualifying paper is the process of tourism destination promotion on the international market.

Subject of final qualifying paper is process of gastronomy tourism product promotion on the international market.

Methods of research of final qualifying paper. In the process of research and feasibility of results the methods of theoretical generalization and comparison were used; methods of logical generalization (forming of conclusions); system approach (the analysis of financial indicators of the tourism destination's activity) and other.

Theoretical and methodological basis of final qualifying paper is fundamental researches of tourism destination, regulatory and legal documents of Ukraine, scientific researches and publications of domestic and foreign scientists and experts in which methodological principles of tourism destination promotion.

Data base of research are legal and regulative documents on economic affairs; information data; materials of scientific conferences, seminars and periodical literature, statistical and financial statements of destination.

Scientific innovation of final qualifying paper consists in development of the theoretical aspects of tourism destination promotion.

Practical value of results of final qualifying paper. The practical value of results of the conducted research consists in recommendations development to improve the tourism destination promotion on the international market.

Practical approval of research results of final qualifying paper. Practical approval of research results of final qualifying paper. Research results of tourism destination promotion, partially prefilled in the scientific article «The state and prospects of the development o astronomic tourism» in the collection of scientific articles of KNUTE students (Appendix A).

Structure of final qualifying paper. Final qualifying paper consists of three parts, introduction and conclusions, references (54 titles), 6 appendices and also contains 10 tables and 5 figures.

PART I

THEORETICAL AND METHODOLOGICAL BASIS OF GASTRONOMY TOURISM PRODUCT PROMOTION ON THE INTERNATIONAL MARKET

1.1. Importance of gastronomy in the development of tourism

Tourism in today's world is one of the most important economic sectors and leisure time spending activities, and the facts that it has a great multiplier effect economically and can cause directly and indirectly an activation in many sub-sectors make it an ideal development means sub-sectors make it an ideal development means. Tourism, which has a driving role in development of societies, is a source of income for those providing services as people spend to meet their needs when they are travelling. As people's needs increase, so does the obligation of producing and offering more and more goods and services, which increases production, investment, and income in societies. Tourism affects nations, people and nations' establishing relations with one another, and it also integrates the phenomena of culture, heritage, economy, and environment; therefore, orienting its development, and its coordination and control are highly crucial issues.

Although such different terms like “culinary tourism”, “gastronomy tourism”, “gastro-tourism”, “wine tourism”, “food tourism”, and “gourmet tourism” are used in literature to define it, the widely used term “gastronomic tourism” is defined as “being in pursuit of unique experience of eating and drinking.” Gastronomy tourism, which generally refers to the originality of a dish and its being indigenous to a place, a region or a country, covers the main areas of indigenous dishes and wine tourism [2]. The World Association of Gastronomic Tourism defines gastronomic tourism as a journey to gain authentic experience based on a culture of consumption of food or beverages; the opening of unique places and their culture through national cuisine [20]. On the market there are companies specializing in providing similar terrain, the purpose of the trip or the desire to try a particular beverage or dish. All these features should be taken into account during the preparation of the gastronomic tour so that it best meets the expectations of the target audience. The purpose of the gastronomic tours is to enjoy the cuisine of a particular country. At the same time, this goal is not limited to trying some sort of rare, exotic dish or try out countless dishes. It is important to enjoy the local recipe, which for centuries absorbed the traditions and customs of local people, their culture of cooking. National cuisine is one of the important factors in attracting foreign tourists to the country. This is understandable, because in the culinary arts the national features and traditions of the people, which are always interesting to the representative of another country, are firmly preserved. There are well-known gastronomic destinations in the world, including Spain, France, Italy, Greece, Belgium, Portugal, the USA (especially California in the Napa and Sonoma valleys), Brazil, Peru, Mexico, New Zealand, South Africa, Australia, Chile, Malaysia, Japan, Indonesia, Bali, China or Singapore [22]. Importantly, in November 2010, the Mediterranean diet of Spain, Greece, Italy and Morocco was included in the list of UNESCO's intangible cultural heritage. For true gourmets, such trips are not a way to fill the stomach all sorts of delicacies and exotic dishes. First of all, gastronomic tourism is a means of cognition of mentality, age traditions and national spirit of peoples through a culture of cooking and eating. So way, gastronomic tourism is more than a regular excursion trip, because it requires a careful approach to

the selection of local food. The gastronomic tour is tasting exactly those dishes that are nowhere else in the world anymore not found.

First of all, gastronomic tourism is a means of cognizing the mentality, age traditions and national spirit of peoples through a culture of cooking and nutrition. Thus, gastronomic tourism is more than a regular sightseeing trip, because it requires a careful approach to choosing local food. A gastronomic tour is the tasting of exactly those dishes that are no longer found anywhere else in the world.

The word “gastronomy” was formed by merging the Greek words “gaster” (stomach) and “nomas” (law). Although “gastronomy” is defined as the art of eating and drinking in many sources, it in fact is an inter-related branch of art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture [6]. As the topic is about eating and drinking, this covers such issues as nutritional sciences, sense of tasting and its physiology, wine production, functions of nutritional elements in human body, specifying qualities in choosing food stuffs, and developing production processes in accordance with hygiene and sanitation norms to prevent foods from going off physically, chemically, and biologically.

The purpose of gastronomy is to maintain human health with best nutrition possible and ensuring enjoying life and eating; food and beverages’ being produced in hygienic environments and prepared to be consumed in a way that will address to palatal and visual pleasure are also among the study topics of gastronomy.

Such different terms like “culinary tourism”, “gastronomy tourism”, “wine tourism”, “food tourism”, and “gourmet tourism” are used in literature to define it, the widely used term “gastronomic tourism” is defined as “being in pursuit of unique experience of eating and drinking.” (figure 1.1.). Gastronomy tourism, which generally refers to the originality of a dish and its being indigenous to a place, a region or a country, covers the main areas of indigenous dishes and wine tourism [6].

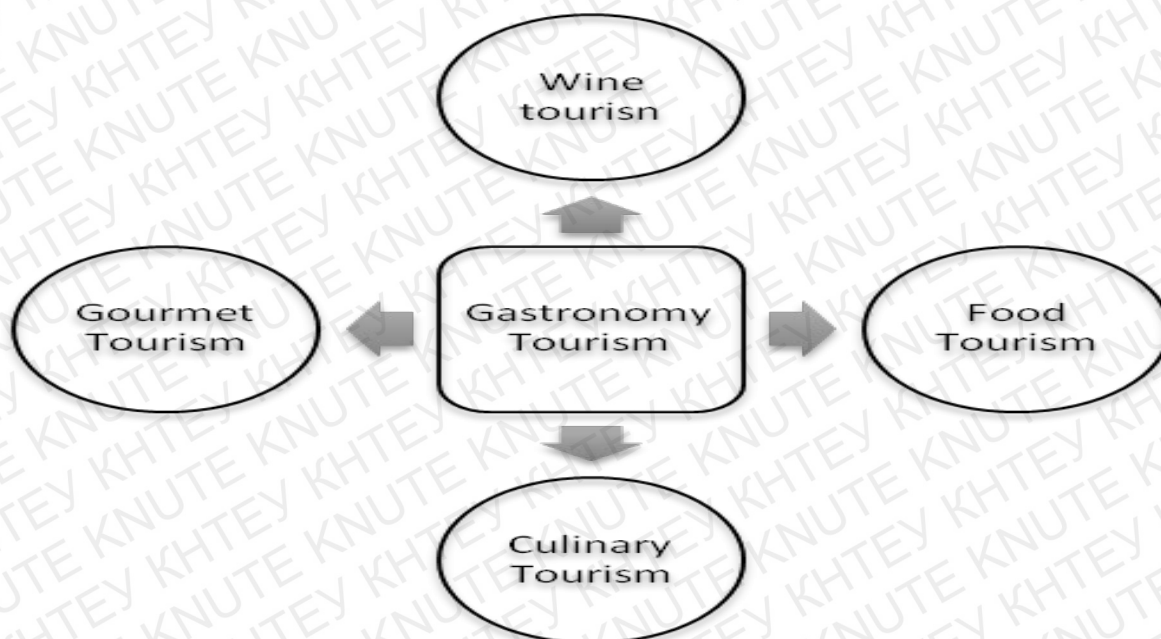


Figure 1.1. «Types of definition of Gastronomic Tourism»

Specific features of gastronomic tourism:

1. Conditions for the development of culinary tourism have absolutely all countries and this is a unique distinctive feature of this type of tourism.
2. Also gastronomic tourism is not a seasonal holiday, for any season you can choose a suitable tour.
3. Culinary tourism is to some extent a constituent element of all tours. But unlike other types of tourism, acquaintance with national cuisine becomes the main motive, the goal and element of gastronomic travel.
4. Promotion of local farms and food producers - is an integral part of any gastronomic tour [19].

Gastronomic tourism has several directions: tour of the countryside; restaurant tour; educational tour; ecological tour; event tour; combined tour.

As we have noticed with gastronomic tourism, there are several types of tourism, such as: a rural tour is a type of tour that involves a temporary stay of tourists in the countryside for the purpose of tasting local cuisine and products produced in the region, and may also include participation in agricultural work. So in the "green" gastronomic tours it is proposed to collect wild berries in the forest, vegetables and fruits on farms, hunting for truffles or a walk along the wine paths.

Mandatory condition: accommodation facilities for tourists, individual or specialized, should be located in rural areas or small towns without multi-storey buildings.

Such tours are interesting not only for their culinary component, but also for the fact that they enable them to plunge into the everyday life of local people through food and products, to learn their customs, habits, customs and other subtleties, sometimes surprising and incomprehensible to representatives of another language and culture [17].

1. Restaurant tour - a trip that includes visiting the most famous and popular restaurants, characterized by high quality, exclusive cuisine, as well as national orientation. In the first place among the "restaurant" cities, of course, Paris is the capital of fashion and in the culinary sense, too.

2. An educational tour is a tour, the purpose of which is to study in special educational institutions with culinary specialization, as well as courses and master classes. For example, the famous French culinary school "Le Cordon Bleu" together with the hotel "Four Seasons Hotel George V" offers a program called "Opening French cuisine" - 5 nights in a Parisian palace with five-day culinary courses at the school itself.

3. Ecological tour - a tour that includes visiting ecologically clean farms and industries, getting acquainted with environmentally friendly, organic products and their production. The ecological direction is especially developed in France, Germany, England, Switzerland and the USA - accordingly, tourists are more often sent to these countries.

4. Event tour - a tour aimed at visiting the area at a certain time with the aim of participating in public and cultural events with gastronomic themes: exhibitions, fairs, shows, festivals, holidays. For example, the July festival of the melon "Cavaillon" in France, the city of Cavaillon and the August "Tomatina" in Spain, the city of Bunyol.

5. Combined tour - a trip containing several of the above directions. Combined tours are suitable for tourists "with experience" of those who are already familiar with gastronomy of one or a country, otherwise the tour can be informationally

oversaturated. An example of a combined tour in the same France: the first couple of days tourists visit the Parisian restaurants, then a couple of days they study in the cooking school of the best chefs, and then go deep into France to get acquainted with the growing of herbs in Provence or with the production of cider in Normandy.

In addition, there are such gastronomic tours, which offer an introduction to only one dish in different localities. From their category, very famous French, Bulgarian wine gastronomic tours, offering walks through the vineyards, harvesting grapes, wine tasting.

As the main variety of gastronomic tourism, we want to consider enotourism. Wine tourism - tourism, the purpose of which is (or includes) tasting, consumption, buying wine directly in the wine industry. Wine tourism includes visits to winemaking, vineyards, famous restaurants, wine festivals and other special events. Wine from ancient times was considered a gift of the gods. This idea of the red thread passes through the entire mythology of the Mediterranean civilization.

It was thanks to the "divine origin" that ancient doctors used wine in pharmacology, preparing various drugs on its basis. In addition, this drink was prescribed by recovering people to restore strength. In ancient Greece, Hippocrates also recommended the use of the therapeutic properties of wine against many diseases.

Modern science also confirms the beneficial, strengthening effect of natural wine on the body of an adult, if it is, of course, consumed in reasonable quantities. An important point for the development of gastronomic tourism is a region's people's protecting local products belonging to that region. Some of the shareholders of gastronomic tourism are individual grape growers, hotels, restaurants, tour operators, package tour or individual tourists, and local businesses.

Culture, as an element of gastronomic tourism, is generally expressed with inner willingness of people to get to know different cultures. Besides gastronomy tourism being interest tourism, through the learning of cultural characteristics of host areas thanks to local dishes of the area, gastronomy tourists are also culture tourists at the same time [6].

While food is a necessary part of a trip, tourists' perspectives vary considerably about food. You may approach new food with enthusiasm, dislike, or indifference. Danish scholar and expert on tourism, Anne-Mette Hjalager offers a bourdieusian model of culinary tourism experiences (table 1.1) based on lifestyle preferences and values. The model depicts the motives and behaviors of tourists and their attitudes and preferences for food and eating based on four types: recreational, existential, diversionary and experimental. Given the broad spectrum of perspectives, you can have varying degrees of interest in food and eating. Of course, you can have characteristics of all four types, but one or two will be more dominant. Hjalager's model also includes colors from the four color personality types: red, blue, yellow, or green personality type [18].

Table 1.1

Model of culinary tourism experiences [16]

Type	Definition	Character of the type
Recreational – Red	They prefer familiar foods to feel safe and comfortable in a destination. They seek fast-food chains, package tour foods, and restaurants with a predictable menu. After the trip, no change to pre-visit behavior occurs. They rely on word of mouth and other authentic sources.	Spending time with good friends and being somewhere that feels familiar and safe are key motivations for tourism. In wine, for example, the general wine tourist visits a vineyard, winery, or wine festival for the purpose of recreation. The motivation is not wine per se, but the desire to have a relaxing day out. Values include respect for others, family roots, frugality, and stability.
Diversionary- Yellow	They love to party and are social but aren't really concerned about the setting. They would rather not take the time and energy to research dining information.	Rather recommendations and top-10 lists are preferred. Values include excitement, courage, investment, and responsibility for oneself.
Existential- Green	They seek out local and regional cuisine and eat where the locals eat. 'Tourist' means 'Westernized' hotel/resort food and fast food	Existentialists are interested in cooking schools, cooking classes, fishing trips, vineyard tours, and food

	<p>while the farmer's market means 'authentic' and local. Existentialists are relaxed and laid back, preferring simple and rustic food places over gourmet and fancy.</p> <p>They search for authentic sources of travel information on the internet, such as personal travel blogs, and read specialized travel literature (e.g. James Michener's series). They're interested in travel cookbooks that will transport them into another world. Magnus Nilsson's The Nordic Cookbook is a perfect pre-travel study of the Nordic region with more than 700</p>	<p>festivals. Join other foodies on Culinary Walking Tours and sample bites at different eateries while learning about the history of the area and restaurants. Values include individualism, environmentalism, anti-elite, and social.</p>
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Continuation of table 1.1

Type	Definition	Character of the type
	<p>recipes and gorgeous landscape photography [33].</p>	
Existential- Green	<p>They seek out local and regional cuisine and eat where the locals eat. 'Tourist' means 'Westernized' hotel/resort food and fast food while the farmer's market means 'authentic' and local. Existentialists are relaxed and laid back, preferring simple and rustic food places over gourmet and fancy.</p> <p>They search for authentic sources of travel information on the internet, such as personal travel blogs, and read specialized travel literature (e.g. James Michener's series). They're interested in travel cookbooks that will transport them into another world. Magnus Nilsson's The Nordic Cookbook is a perfect pre-travel study of the Nordic region with more than 700 recipes and gorgeous landscape photography [33].</p>	<p>Existentialists are interested in cooking schools, cooking classes, fishing trips, vineyard tours, and food festivals. Join other foodies on Culinary Walking Tours and sample bites at different eateries while learning about the history of the area and restaurants. Values include individualism, environmentalism, anti-elite, and social.</p>
Experimental- Blue	They are trendy and embrace the	Time management is

	<p>latest foods, flavors, and cooking techniques. They seek out restaurants with innovative menus, smart designs, and chic service. They travel for personal indulgence, to experience the good life with fine cuisine and being pampered. They are not exactly vineyards but specific grape wine. They read stylish food and travel magazines, such as Travel & Leisure, Food & Wine, Bon Appetit, and Saveur. They travel with a detailed itinerary.</p>	<p>important, and experimentalists want to maximize their time at the destination. Guided tour of a museum, Hop-On, Hop-Off Bus Tours. Values include freedom, prestige, achievement, and materialism.</p>
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Gourmet traveler profile. One of the main factors that contributed to the tourist experience is a lifestyle. Researchers have revealed that culinary tourism is an authentic experience of a sophisticated lifestyle in a pleasant environment, related to the good life and the economic wellbeing of exclusive consuming, highquality locally grown products.

Other factors that have influence over tourism are the socioeconomic variables. These variables help to build tourist profile, namely: age, gender, income and education. Suggestion is that there exist three segments of wine tourists that can be distinguished: wine lover, wine interested, curious tourist.

Referring to the value of gastronomic tourists recognize it as a means of socializing, as a space for sharing life with others, for exchanging experiences. Such tourists have higher-than average expenditure, they are demanding and appreciative, and they eschew uniformity. Gastronomic tourism is organized in small groups, through this type of tourism are aimed the following objectives: life experiences of local people to attend cultural activities enjoy or cry with locals. Through the travel, tourists leave their problems and concerns at home and integrate in a crowd of people imitating the experiences with the same zeal and vigor as the local people are living [7].

In conclusion, gastronomic tourism can't become an anonymous product and uninteresting, it must have personality, because otherwise it will become vulnerable, and subject to falsification delocalized / alteration.

1.2. Global trends on gastronomy tourism

The modern traveler is becoming increasingly difficult to surprise with white sand, blue coasts, architectural monuments and ski resorts. Therefore, gastronomic tourism, as an opportunity to try something new and experience bright emotions, is gaining in popularity. And no wonder - because familiarity with local cuisine is an integral part of any holiday.

We can see the major global trends and the keys to success that can be observed in the development of food tourism. It is a growing market; the territory is the backbone of gastronomic offerings; the product is the basis of; food Tourism; cultural Heritage; tradition and Innovation; cooperation [8].

The advancement of tourism today is paradoxical. It at the same time creates procedures of globalization and upgraded energy about local assets. Tourism destinations, obliged to keep up the progressively extreme intensity and occupied with a constant struggle to hold some of their markets, confront an undeniably powerful and advanced condition. The world is open; but, travelers look for encounters given local identity and culture.

Recently gastronomy has turned into a crucial component to become more acquainted with the culture and lifestyle of a region. Gastronomy encapsulates all the traditional values related to the new trends in tourism: regarding culture and tradition. Besides, cuisine serves a chance to renew and differentiate tourism, encourages local economic improvement, includes distinctive professional divisions such as chefs and producers and conveys new uses to the sector.

This driving part of gastronomy in the decision of choosing the destination and tourism consumption has brought development in gastronomic offerings because of excellently produced local items and the unification of an independent market for food tourism. What are the major worldwide trends and the keys to progress that can be seen in the development of food travel. Gastronomy is a developing business

sector. The development of food tourism in global is a definite reality. It is a standout amongst the most unique types of the tourism industry.

Gastronomy tourism visitors are vacationers who participate in the new trends of social usage. They are explorers looking for the realness of the spots they visit through sustenance. They are worried about the starting point of products. They perceive the estimation of gastronomy as a method for associating, as a space for offering life to others, for trading coincidences.

The region is the root of gastronomic offerings. The terroir is a component that separates and is the source of local personality. It incorporates environmental and landscape values, history, culture, traditions, the countryside, the ocean, the cuisine of the place. In such manner, the transformation of site's into a culinary landscape is one of the challenges of tourism destinations.

Destinations must create an understandable, an authentic tone for their food tourism offerings. The travel experience has changed and isn't restricted to the times of real traveling, but instead, it begins significantly prior, with its arrangement, and the experience ends when the traveler surveys and shares his experiences through social media platforms. The media, tourist guides, food blogs and social networks are essential in the building of a destination's popularity. And destinations must be present at all channels and all parts of this process.

The development of tourism today is paradoxical. It simultaneously generates processes of globalization and enhanced appreciation of local resources. Tourism destinations, obliged to maintain increasingly intense competitiveness and engaged in a constant struggle to retain some of their market, face an increasingly dynamic and sophisticated environment. The world is increasingly open; however, tourists seek experiences based on local identity and culture. In recent years gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory. Gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience.

Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promotes local economic development, involves different professional sectors (producers, chefs, markets, etc.), and brings new uses to the primary sector. This leading role of gastronomy in the choice of destination and tourism consumption has resulted in the growth of gastronomic offerings based on high-quality local products and the consolidation of a separate market for food tourism.

1. The territory is the backbone of gastronomic offerings. The terroir is an element that differentiates and is the source local identity. It encompasses environmental and landscape values, history, culture, traditions, the countryside, the sea, the own cuisine of the place. In this regard, the conversion of the territory into a culinary landscape is one of the challenges of tourism destinations.

2. The product is the basis of Food Tourism. Therefore, it is important to define what heritage resources and natural resources we are going to convert into tourism products that make it possible to identify this territory.

3. Cultural Heritage. Culture is the set of behaviours, knowledge and customs that shape a society and on which a sense of belonging is based. The design of any food tourism offering will not viable if it does not take into account the cultural characteristics of the territory. Gastronomy allows tourists to access the cultural and historical heritage of destinations through tasting, experiencing and purchasing. That is, it makes it possible to approach culture in a more experiential and participatory way that is not purely contemplative. We must also take into account the emergence of new cultural values, which increase the richness and cultural diversity of the country. In this regard, Tradition and Innovation coexist in a natural manner. Gastronomic tradition is in a process of continuous evolution, and the challenge for professionals is to incorporate innovation in order to renew and adapt their offerings to the needs of the new cultural consumer.

4. Sustainability. Food tourism is capable of addressing cultural and environmental concerns in a way that is compatible with purely economic arguments. The recent history of global tourism development is littered with nominally sustainable models and manifestly unsustainable actions. The idea is not to create

new indiscriminate pressure on culinary heritage, but to leverage it rationally with an eye to sustainability. It is not about “touristifying” gastronomy, by creating new offerings or scaling up existing ones. It is not so much about creating in order to attract, but rather attracting visitors to participate in the destination’s own cultural reality, well explained and interpreted, through cuisine, local products and all the services and activities that surround them.

5. Quality. Destinations that want to promote food tourism have to work on various levels in the field of quality, the protection and recognition of local products, the development of a competitive offering, the professionalism of human resources throughout the value chain of food tourism through training and retraining, and consumer protection and reception in order to increase visitor satisfaction.

6. Communication. Destinations must articulate a credible and authentic narrative of their food tourism offerings. The travel experience has changed and is not limited to the days of actual travelling, but rather it starts much earlier, with its preparation (the tourist becomes inspired, gathers information, compares, purchases), and the experience ends when the traveller assesses and shares his experiences through social networks. Playing key roles in the process are: the great chefs who have ignited a revolution in the segment of high-end cuisine as a revitalizing element for tourism, the media (especially television), tourist guides, food blogs and social networks in the image building of a destination. And destinations must be present in all channels and all parts of this process.

7. Cooperation. It is necessary for the actors operating in the destination (producers, farmers, ranchers, fishermen, chefs, restaurateurs, public administrations, hoteliers, etc.) to be involved in the definition and management of food tourism product offerings.

The target audience of gastronomic tours can be classified as:

- tourists who want to join the culture of the country through its national cuisine;
- tourists-gurme, i.e. people with high demands for food and refined taste;

- tourists using a culinary tour for cognitive purposes, for the purpose of training and obtaining professional skills (schoolchildren, students, cooks, sommeliers, barista, tasters, restaurateurs, restaurant critics);
- representatives of travel agencies studying this tourist direction.

Accordingly, each of these types of tourism can be represented by various tourist sites and have a different target audience.

In world practice three types of gastronomic tours are distinguished:

- vacations (from the Latin *Vacatio* - freedom, rest, note aut.) in culinary schools";
- food in institutions known for their local cuisine, chefs; visiting the local market;
- tours to local food producers, with an emphasis on one type of product (coffee and tea plantations, vineyards, dairies and various kinds of farms).

In the transition from "passive observation" to "interaction and participation", most gastronomic tours are combined and include all species simultaneously.

The first type of gastronomic tours - weekend culinary schools - cover a wide range from rural areas to cities, field schools and those that are based at educational institutions, both local and foreign.

The second type of culinary tours is connected with visiting local institutions of public catering, markets and bazaars. This kind of gastronomic tourism can be combined with sports and ecotourism, visiting certain places on bicycles or simply strolling. Along with this, national minorities living in the given territory can also use this chance, demonstrating their authenticity through food, preserving traditions and receiving additional income from tourists.

The third type of tours is closer to cultural tourism and allows the tourist to feel like a pioneer of other ways of life, along with rest from the routine way of life. Together with the love for gastronomy, the level of tolerance towards people of other professions grows, there is a desire for new knowledge that you want to share with your return. So, the country has great potential for the development of gastronomic tourism. This direction is only gaining momentum, but has already achieved fairly

good results. However, in order to interest tourists even more, it is necessary not only to observe the above rules, but also to create new directions for the development of culinary tourism in the regions [17].

Gastronomic tours, arranged to introduce a region's dishes and food culture which play an important role in selection of and the experience tourists can have in a region, can feature a region. Some of these regions are France, Australia, South Africa, Italy, America, England, etc. where wine tourism is more developed; Canada with beer tourism, and Italy with such famous foods as pasta and pizza. Moreover, all these places together with Toscana region in Italy, Napa valley in California, The USA, South Africa, Australia, Champagne and Burgundy regions in Chile and France have been known to be gastronomy destinations for long years. As for Turkey, it is generally famous for kebab and doner kebab (special dishes made from meat). In the light of studies carried out so far, it has been stated that the desire to get to know and taste dishes from the Turkish cuisine ranked fifth among the reasons why foreign tourists prefer Turkey. Moreover, it has also been found that visits and tours in order to see and taste special dishes from the Turkish cuisine ranked the third most preferred by foreign tourists, and that foreign tourists consider the Turkish cuisine to be delicious, attractive, fatty, and spicy.

Food and tourism play a major part in the contemporary experience economy. Food is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. The linkages between food and tourism also provide a platform for local economic development, and food experiences help to brand and market destinations, as well as supporting the local culture that is so attractive to tourists [30]. Food experiences have become more important in tourism as the 'Experience Economy' has developed. Argue that the consumer no longer pays for the basic service, but for the complete experience. In the case of food, people are willing to pay a premium for the added value offered by food experiences, which provide a gateway into local culture, creativity and landscapes. Tourist food experiences in particular are often contrasted with 'everyday' or basic eating, as

people search for ‘authenticity’ and distinction in local food and gastronomy [40].

Food provides a basis for tourism experiences by:

1. Linking culture and tourism
2. Developing the meal experience
3. Producing distinctive foods
4. Developing the critical infrastructure for food production and consumption
5. Supporting local culture

Food experiences can also stimulate local development, because food tourism is high yield tourism, that can extend the tourist season and diversify rural economies. Food experiences are labour intensive and create jobs while creating backward linkages that stimulate agriculture, and they generally do not require major new investment. Food can contribute to regional attractiveness, sustain the local environment and cultural heritage and strengthen local identities and sense of community [3].

Food and gastronomy can also in themselves be considered as creative industries, helping to stimulate innovation by involving the consumer in co-creation, stimulating links between global and local cultures (e.g. Fusion foods, foodways that link cultures) and creating narratives around food. In this sense, gastronomic tourism can be seen as a form of ‘creative tourism’ [4], which allows tourists to develop their creativity through contact with local people and their creative lives. Major areas of innovation currently taking place around food, gastronomy and tourism include creative tourism experiences (such as cooking and food appreciation courses), food events, food trails, new cuisines (e.g. New Asian Cuisine in Singapore) and building narratives around food.

Food can also provide the basis of branding and marketing activities, including:

1. Partnerships between food producers, restaurants and the tourism industry
2. Setting standards for local foods - lifestyle positioning, emphasizing the attractiveness of lifestyles related to gastronomy;
3. Identifying niches;
4. Theming and packaging;

5. Developing specialty restaurants;
6. Communicating the national or regional brand through gastronomy (such as the Prove Portugal programme).

The numerous case studies in the OECD study indicate that the critical success factors for food experiences in tourism include [13] :

1. Providing a good culinary offer at home, that stimulate appreciation of food and support gastronomy that is also attractive to visitors.
2. Developing a network of good quality restaurants abroad that help to profile national and regional cuisine.
3. Developing food and wine exportation.
 - Education and training and attracting talent.
 - Positioning chefs in world rankings (for example ‘Gastrostars’ such as Ferran Adria).
 - Linking food experiences to tourist needs.
 - Providing ‘glocalised’ foods that link to tourist needs as well as showcasing authentic local cuisine.

The volume also identifies a number of policy implications for national and regional authorities:

1. Ensure a solid base of local food culture.
2. Start from the basics (Quality, authenticity, locality).
3. Build coalitions (Public, private partnership).
 1. Spread the message (Build the brand, communicate clearly).
 2. Develop a holistic approach (Tourism should be seen as one aspect of the entire food value network).

1.3. Promotional strategy of gastronomy tourism product on the international market

No one is going to buy a product or service they haven't heard of, nor will they buy it from you if they don't know what your company offers. This is why a great promotion strategy is vital if you want to grow your business. Some companies use

more than one method, while others may use different methods for different marketing purposes. Regardless of your company's product or service, a strong set of promotional strategies can help position your company in a favorable light, while opening the doors for future communication (figure 1.2.).

Contests are a frequently used promotional strategy. Many contests don't even require a purchase. The idea is to promote your brand and put your logo and name in front of the public rather than make money through a hard-sell campaign. People like to win prizes. Sponsoring contests can bring attention to your product without company overtness [24].



Figure 1.2. Top Ten Promotional Strategies of gastronomy tourism [21]

Social Media. Social media websites such as Facebook and Google offer companies a way to promote products and services in a more relaxed environment. This is direct marketing at its best. Social networks connect with a world of potential customers that can view your company from a different perspective. Rather than seeing your company as "trying to sell" something, the social network can see a company that is in touch with people on a more personal level. This can help lessen

the divide between the company and the buyer, which in turn presents a more appealing and familiar image of the company.

Mail Order Marketing. Customers who come into your business are not to be overlooked. These customers have already decided to purchase your product. What can be helpful is getting personal information from these customers. Offer a free product or service in exchange for the information. These are customers who are already familiar with your company and represent the target audience you want to market your new products to.

Product Giveaways. Product giveaways and allowing potential customers to sample a product are methods used often by companies to introduce new food and household products. Many of these companies sponsor in-store promotions, giving away product samples to entice the buying public into trying new products.

Point-of-Sale Promotion and End-Cap Marketing. Point-of-sale and end-cap marketing are ways of selling product and promoting items in stores. The idea behind this promotional strategy is convenience and impulse. The end cap, which sits at the end of aisles in grocery stores, features products a store wants to promote or move quickly. This product is positioned so it is easily accessible to the customer. Point-of-sale is a way to promote new products or products a store needs to move. These items are placed near the checkout in the store and are often purchased by consumers on impulse as they wait to be checked out.

Customer Referral Incentive Program. The customer referral incentive program is a way to encourage current customers to refer new customers to your store. Free products, big discounts and cash rewards are some of the incentives you can use. This is a promotional strategy that leverages your customer base as a sales force.

Causes and Charity. Promoting your products while supporting a cause can be an effective promotional strategy. Giving customers a sense of being a part of something larger simply by using products they might use anyway creates a win/win situation. You get the customers and the socially conscious image; customers get a product they can use and the sense of helping a cause. One way to do this is to give a percentage of product profit to the cause your company has committed to helping.

Branded Promotional Gifts. Giving away functional branded gifts can be a more effective promotional move than handing out simple business cards. Put your business card on a magnet, ink pen or key chain. These are gifts you can give your customers that they may use, which keeps your business in plain sight rather than in the trash or in a drawer with other business cards the customer may not look at.

Customer Appreciation Events. An in-store customer appreciation event with free refreshments and door prizes will draw customers into the store. Emphasis on the appreciation part of the event, with no purchase of anything necessary, is an effective way to draw not only current customers but also potential customers through the door. Pizza, hot dogs and soda are inexpensive food items that can be used to make the event more attractive. Setting up convenient product displays before the launch of the event will ensure the products you want to promote are highly visible when the customers arrive.

After-Sale Customer Surveys. Contacting customers by telephone or through the mail after a sale is a promotional strategy that puts the importance of customer satisfaction first while leaving the door open for a promotional opportunity. Skilled salespeople make survey calls to customers to gather information that can later be used for marketing by asking questions relating to the way the customers feel about the products and services purchased. This serves the dual purpose of promoting your company as one that cares what the customer thinks and one that is always striving to provide the best service and product [15].

As for gastronomic tourism products that exist in their destination, the organizations consulted underlined in the first place the importance of food events (expressed by 79% of respondents). This is followed by gastronomic routes and cooking classes and workshops, with 62% answering affirmatively, food fairs featuring local products and visits to markets and producers (59 %) and visits to markets and producers (53%). Having less weight among gastronomic tourism product offerings are museums (cited by only 12% of respondents), and presentations with 6% of positive answers (figure 1.3.) [25].

The last decade marked a turning point characterized by the consumer trends in an increasingly higher manner towards the ecological and traditional products. Although they are not accessible to most of the population, due to high prices, they are able to ensure (comply/satisfy) the consumer demands related to the genuineness, authenticity and safety.

Tradition is a cultural heritage that is passed from generation to generation and concerns the knowledge, crafts, rituals, moral codes and customs. The term „traditional food” is defined as a way of preparing food and nutrition in the rural families in the past, until the middle of the twentieth century [11].

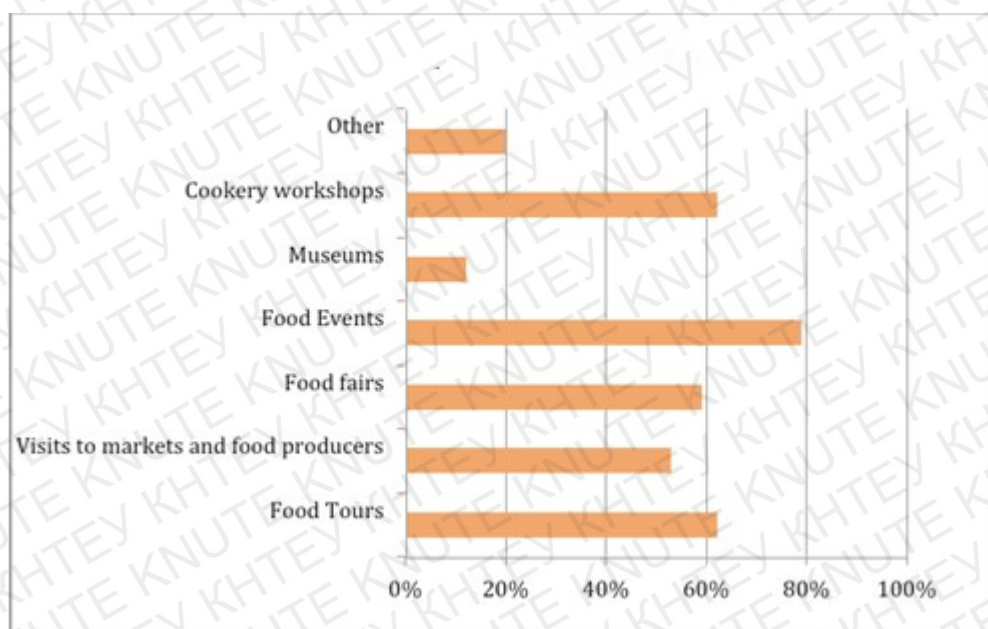


Figure 1.3. Gastronomic events

In Europe the traditional products have a very good image, fact that led to increasingly higher demand for these products. Higher demand is also explained by the fact that the products are contain fewer additives and not containing genetically modified ingredients. The traditional products resist the taste globalization as well as the fast food diet [15]. Traditional food is a group of food that includes a wide range of products (spices, cooked food, beverages) specifically for certain countries or tourist areas. The commencement of this is due to Italians, which in the 50s opened the first pizza restaurant. The peculiarities of different geographical areas that people

came into contact through travel, advertising, commercials, as well as our own experiences contributed to the accumulation of knowledge and appreciation led to the recreational activities of those experiences. Now there isn't something new that no one heard or learned about it at some point. Food Innovation has an impact on food quality, including gastronomic value. Again, this is not new, but it can be argued that the changes are now occurring at a much faster rate than before. The impact divides this field in two branches: the people who believe in that and people who are not of the same opinion, who do not believe. People who believe this theory includes some prominent personalities from the world of molecular gastronomy and science-based cooking, embracing the food innovation as a great opportunity.

Conclusions to part I

1. The purpose of gastronomy is to maintain human health with best nutrition possible and ensuring enjoying life and eating; food and beverages' being produced in hygienic environments and prepared to be consumed in a way that will address to palatal and visual pleasure are also among the study topics of gastronomy.

2. Although such different terms like "culinary tourism", "gastronomy tourism", "gastro-tourism", "wine tourism", "food tourism", and "gourmet tourism" are used in literature to define it, the widely used term "gastronomic tourism" is defined as "being in pursuit of unique experience of eating and drinking." Gastronomy tourism, which generally refers to the originality of a dish and its being indigenous to a place, a region or a country, covers the main areas of indigenous dishes and wine tourism.

3. We can the major global trends and the keys to success that can be observed in the development of food tourism. It is a growing market; the territory is the backbone of gastronomic offerings; the product is the basis of; food Tourism; cultural Heritage; tradition and Innovation; cooperation.

4. Food experiences can also stimulate local development, because food tourism is high yield tourism, that can extend the tourist season and diversify rural

economies. Food experiences are labour intensive and create jobs while creating backward linkages that stimulate agriculture, and they generally do not require major new investment. Food can contribute to regional attractiveness, sustain the local environment and cultural heritage and strengthen local identities and sense of community.

5. As for gastronomic tourism products that exist in their destination, the organizations consulted underlined in the first place the importance of food events (expressed by 79% of respondents). This is followed by gastronomic routes and cooking classes and workshops, with 62% answering affirmatively, food fairs featuring local products and visits to markets and producers (59 %) and visits to markets and producers (53%). Having less weight among gastronomic tourism product offerings are museums (cited by only 12% of respondents), and presentations with 6% of positive answers.

PART II

ANALYSIS OF GASTRONOMY TOURISM PRODUCT PROMOTION OF ODESSA REGION ON THE INTERNATIONAL MARKET

2.1. Analysis of tourism potential of Odesa region

Odessa is a city on the Black Sea coast of Ukraine, the largest seaport in the country, a city of regional significance, a center of the Odessa region. The city has one of the largest historical centers among the cities of modern Ukraine. In 1841, the city had 73888 inhabitants, and in 1912 there were 62,014 inhabitants, although the size of the city remained almost unchanged compared with 1841. Such a large population was achieved due to the high density of development. The perimeter of most areas was bordered by the wings of houses, and the surface of the building on some sites in the 1910s reached five floors. All the same building surface, depending on the site, varied from plot to site within 1-5 floors. Such character of the development was due to the fact that 1-2 floors city of the first half of the XIX century over time built up higher buildings. In general, urban development represents a mixture of styles of different epochs: classicism of eclecticism, modernism, constructivism, neoclassicism - this significantly distinguishes Odessa from most other cities that gradually increased, which conditioned the style affinity of the nearest neighborhoods. The regular plan of the city conditioned the homogeneity of the form of quarters. The plan of the historic center will match the play and consists of rectangular blocks. For some variety of grid quarters west of the Preobrazhenskaya street was located at an angle.

Since the beginning of the nineteenth century, the city has grown rapidly due to grain trade, and in Odessa there was also a free trade area of Porto-Franco that allowed the sale of goods in the city without a duty, then Odessa seemed to be outside the Russian Empire, from which it separated the border of the Porto-Franco border.

Later, the border of Porto-Franco was moved further from the city and inherited from this boundary were the streets of Staroportofranktsivska, Novoszczykny row, the Italian Boulevard, Belinsky, and Lidersovsky Prospekt. The new border went further from the city, but later the area of Porto-Franco was finally abolished, but in the 1990s, at the 10th station of Fontana there were remnants of the shafts of the border. Also, the streets of Academician Vorobyov, Cordon and Marshal Malinovsky were left on the last border of Porto-Franco. The value of Odessa as a resort increased. At the beginning of the twentieth century the territory of the city included not only the above suburbs, but also the vast territory of the coast, which ended with the giving of Kovalevsky. Existence of such large sizes of resort development became possible due to the fact that at the end of the nineteenth century. To the 16th station across the coast was laid a steam tram (train), which allowed you to quickly get to the necessary cottage. Throughout this territory there was a large number of dachas, of which only one unit survived until our time. The best villas belonged to the aristocrats and were located on the territory of the former Small Fountain, that is, in the areas of Langeron, Oradada and the French Boulevard. Further, on the Middle and Great Fountain were built relatively simple houses without decorations, among which, however, there were quite significant buildings. These villas should include the cottage Brodskoy at the 16th station Fontana (architect VO Dombrovsky, 1906). The resort centers included Langeron, Arcadia, 10th and 16th Fontana stations, where spa facilities were organized, that is, sea baths at all of these resort centers, a restaurant in Arcadia, a theater and an outpatient clinic at the 16th Fontana Station. Resorts of Khadzhibey and Kuyalnik were equally popular, and the passenger train traveled to Odessa from the train station. At these resorts there was a huge number of villas and sanatoriums, boarding houses, and at the Kuyalka the most significant building was the building of the city mud baths.

Odessa is rich in natural beauty and architectural monuments (table 2.1). It is colorful, legendary, rich in natural beauty and architectural monuments. Therefore, being in Odessa, besides the beaches, there are still many places worthy of attention.

Table 2.1

Monuments of Odesa

Place	Example
Theater and Museum	Theatre of Opera and Ballet Mystery Museum of underground Odesa Museum of Interesting Science Shustov Cognac Museum Odessa Art Museum
Architecture Notes	Savior Transfiguration Cathedral The Potemkin Stairs Monument to the 12th chair Monument to the sailor's wife Monument to L. Utesov Monument to Catherine the Great and the founders of Odessa Monument to Duke de Richelieu
Streets and places	Theatre square Primorsky Boulevard Deribasovskaya street City Garden Passage Central Park of Culture and Rest. T. Shevchenko Odessa port
Beache	Beach "Langeron" Beach Gold Coast
Fastivals	Odeska Residency of St. Nicholas December 19th(10:00-22:00) 8th Bolgrad Wine Fest Wine Festival November 10th(11:00-23:00) XIII Interdistrict Festival of Moldavian National Culture "Strugushor" October 28(14:00-22:00) Sausage Festival-Fair "New Lybashivsky Bazaar" September 30 th (12:00-21:00) Gastronomy Festival "Danube Feasts" September 8 th (09:00-21:00) Ethno-ecological "Festival of cheese and cheese on the territory of former German colonies" September 8 th
Restaurant	Restaurant Fratelli Dacha Kotelok - Bar Mussel Terrace. Sea View

	Steak House Central Bar
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In 2017, the number of direct flights increased, which made it possible to expand the tourist opportunities in Odessa, making it a more open and accessible destination. As a result, the passenger traffic of air travel in 2017 increased by 36% compared with the previous year. Today in Odessa, there are 21 direct flights from Odessa International Airport. From February 2, a new flight Odessa-Sofia will be opened, and in the summer of 2018 it is planned to open new destinations - to Berlin, Frankfurt and Krakow. In 2017, the number of hotels, hostels and apartments in Odessa was 291. The tourist tax increased to 5,6 million UAH, which is 24,4%, or 1,1 million UAN more than in 2016. In 2017, the number of tourists visiting Odessa was 2,5 million, which is almost 1.5 times more than in 2015. Domestic tourism in 2017 prevailed over foreign tourism and amounted to 70 and 30 percent, respectively. At the same time, the share of a foreign tourist increased in one year by 10%.

In 2017 (table 2.2.) Ukraine was visited by 14.6 million foreigners, which is almost a million more compared to the previous year.

Table 2.2

Dynamics by the tourism types in 2014-2017 Ukraine (people)

Years	The number of citizens of Ukraine who traveled abroad – total	Number of foreign visitors who visited Ukraine – total	foreign tourists	tourists-citizens of Ukraine who traveled abroad	domestic tourists
2014	22437671	12711507	17070	2085273	322746
2015	23141646	12428286	15159	1647390	357027
2016	24668233	13333096	35071	2060974	453561
2017	26437413	14229642	39605	2289854	476967

In 2013, only a million tourists visited Odessa, in 2015 this figure reached 1.8 million. And last year, the city authorities announced 2.5 million visitors, of which about 70% were Ukrainians.

Last year 13,02 million foreign citizens visited the country, while the number of Ukrainians traveling abroad reached 23.36 million people. These figures can be compared with the figures for 2014, when 12.71 million crossings of the state border for entry and 22.44 million for the departure were recorded. However, the structure of the flow has undergone significant changes (table 2.3.).

Table 2.3

Entrance of foreign citizens to Ukraine by countries from which they arrived in 2017 (according to the Administration of the State Border Guard Service of Ukraine)

Country	The number of foreign citizens who entered Ukraine – all	Official, business, diplomatic	Tourism	Private
Austria	30 936	4	715	29 708
Azerbaijan	96 031	40	102	94 948
Belgium	16 619	1	375	16 195
Belarus	2 727 645	66 553	17 095	2 642 256
Bulgaria	41 738	515	99	40 962
United Kingdom	78 603	70	269	78 129
Israel	261 486	997	2 770	257 083

The state should pay more attention to tourism. Tourism is a promising industry that will bring economic benefits to the country. To identify opportunities and threats for the company analyzes the external environment. The external environment is the source of nourishes the company with the resources necessary for its operation. The company and the external environment interact with each other, making it possible to survive in the market. For the enterprise is extremely important to maintain external relations. For example, under the phrase "external relations" should understand the supply chain, and sales. Macro Environment due to the following factors:

1. Economic factors;
2. Socio-cultural factors;
3. Technological factors;
4. The international dimension

The most important factor in tourism - the economic. Since, a stable economy in the country is the most important condition for the functioning of tourism, the country, which affects the development of all sectors of the global economy. When there is a stable economic situation in the country and there is the growth of incomes in the population, people are spending more money on vacation, and accordingly on

the trip. Financial instability, inflation, strengthening customs requirements, interest rates, and changes in exchange rates lowers the activity of tourism.

Social and cultural factors shape our lifestyle, work, consumption, reflect habits, traditions, according to which they exercise their consumer spending and have a significant impact on virtually all organizations. New trends create the type of consumer and, therefore, cause the need for other goods and services, identifying new strategies for the organization. Socio-cultural factors also affect the products or services that are the result of the company. People are often willing to pay more for prestige because they think it will give them extra weight in the society. The growth of the population, the aging of the society, later marriage, increased the number of single people, increasing the number of working women; the planning birth a baby, the growth in the number of childless couples also directly affects the development of tourism.

According to statistics the greatest tendency to active forms of tourism are showing people aged 18-30 years. Studies show that unmarried people are more mobile than family, and women are more interested in tourism than men. Demographic factors relating to population, placing it in selected countries and regions, gender and age structure (with the release of the working population, students and pensioners), marital status, family composition, have a direct and permanent impact on the development of the tourism industry.

Technological factor involves changes in technology, innovations that are upgrading or re-orienting production organization. The introduction of IT-technologies in the field of tourism and the development of information and telecommunications network the Internet have made many types of tourism services able to trade. Tourism product is one of the most frequently requested online. His influence on the organization often so obvious that they are considered the main engine of industrial and social progress. Revolutionary technological changes and discoveries of recent decades, for example, the production with the help of robots, penetration into the daily life of computers, new types of communication, transportation, weapons, and more, are great opportunities and serious threats, the

impact of which managers should be aware of and evaluate. Some discoveries can create new industries and close old. The significant increase in tourism and the expansion of its social base to provide logistical factors. Scientific and technical process has been strongly forward. Including in the hospitality industry. In today's world, information is available in more than. Development of telecommunication technologies has led to the creation of computerized reservation systems, which allow to book a place in accommodation facilities in the on-line. Global systems provide easy access to millions of users. At the moment, for almost any man who knows how to use the Internet and the computer will not be difficult to find a hotel, buy a plane ticket or develop your route of travel. On the client side open access to complete information about the hotel - well. However, if we consider this achievement on the part of the competition should assume that such openness and accessibility can play in favor of the owner. Because it can threaten copying of certain innovations. Today, the consumer is quite difficult to surprise anything.

International factor also plays an important role in planning activities. The company may use the materials and resources of another country to apply foreign technology. Various factors legislative and governmental nature may affect the level of existing opportunities and threats in the organization. National and foreign governments may be for a number of organizations, the main regulators of their activities, sources of subsidies, employers and customers. This may mean that these organizations assessment of the political situation may be the most important aspect of the analysis of the external environment. Such an assessment is carried out through the details of the political and legal factors affecting the organization. Such factors much more of their various combinations, so select and list the most common in the analysis of the external environment: changes in tax laws; alignment of political forces; the relationship between business and government; patent law; legislation on the protection of the environment; government spending; antitrust law; monetary policy; government regulation; federal elections; political conditions in foreign countries; the size of the state budget; Government relations with foreign states. Some of these factors affect all commercial organizations, such as changes in tax

legislation. Others - only a small number of firms operating in the market, such as antitrust laws. Different types of pollution, such as radiation and chemical emissions are a deterrent to tourism development in such areas. Preservation of the environment of a tourist region - the main goal and task of the state. Tourists are attracted by pristine nature and cultural heritage of the area for tourism. Not for nothing today all dynamically developing a tourism destination as ecotourism.

2.2. Characteristics of gastronomy tourism of Odessa region

"World Tourism Day is an important day for the Odessa region. According to the forecasts of the World Travel & Tourism organization, Ukraine will be among the top ten among the 185 countries in terms of tourism development, and our region has real achievements as well as extraordinary potential in this area. , we have intensified our work in the field of gastronomic tourism, because there are many interesting locations in the region, as well as special culinary traditions that attract visitors "- said the deputy chairman of the Odessa Regional State Administration Svetlana Shatalova.

The forum "Gastronomic tourism of the Odessa region" was attended by scientists, managers of tourism companies and bloggers. The president of the national tourism organization of Ukraine also joined the discussion.

Table 2.4

The potential of gastronomic tourism in the Odessa region

Type of gastronomy tourism	Event	Data
Wine tourism	Young Wine Festival at the City Food Market	November 17-30
Cheese tourism	Second Festival of Cheese and Cheese "Emental"	October 27
Fish tourism	Festival "Taki yes tasty" fish harvest	September 12-13
Honey tourism	Festival of Cheese, Honey and Wine	September 15-16
Bread tourism	Festival of wine, mead and home baking	October 19-21
Fruit and berry tourism	Strawberry festival	May 19

Looking out of the table 2.4.:

1. Wine tourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals or other special events.

2. Cheese Tourism - you are a culinary professional, a gourmet lover, a weekend chef, an active adult or cheese enthusiast. Cheese provides access to cheesecakes, wine makers and culinary experiences, which few people travel on their own. These tours include visits from local experts, caterers, and guest teachers.

3. Fish tourism is part of the wider context of marine ecotourism and involves the embarkation of non-crew members on fishing vessels for recreational-tourism purposes. Non-crew members are allowed to participate in the fishing activities with crew members.

4. Apitourism (honey tourism, bee tourism). Apitourism is a kind of tourism, which aims at tasting, consumption, purchase of beekeeping products (honey, wax, propolis, royal jelly, bee poison, bee podmore, propolis, royal jelly, homogenate from dwarf larvae) directly from the manufacturer.

5. Bread Tourism - tasting of bread products. This is not just a bread - it is a sum of useful ingredients, including medicinal herbs and spices that warm the body on cold autumn days, and most importantly, heart - the smell of spicy rye.

6. Fruit and Berry Tourism - tasting of fruits, berries and fruit and berry products.

Historical and geographical peculiarities of the settlement of the territory of the region conditioned the formation of areas with the compact accommodation of a number of national groups - Bulgarians, Moldovans, Gagauzians, and others.

A striking piece of national cultures is national cuisine: traditions and cooking techniques dishes, peculiarities of eating a feast, particularities of the attitude to food as an ethical category, etc. Such the polynomial region is very attractive for the development of gastronomy and ethno-tourism. Such a chance can also be used by

demonstrating the national minorities living in the area own authenticity through food, preserving traditions and receiving additional revenues from tourists.

Today some districts of the Odessa region develop and implement their tourism development programs in the region. There are already interesting examples of guilty tours, the program of which includes: visiting vineyards farms, wineries, museums; tasting of wine products. The region holds ethnic festivals that allow visitors to plunge into tradition and culture ethnos.

Odessa is the southern wine center of Ukraine (table 2.5.). Pretty active tour operators offer tasting wine tours to the Champagne Winery, TM "French Boulevard" Plant, to the Cognac Museum NL Shustova, Center for Wine Culture, Shabo, Ukrainian National Research Institute viticulture and winemaking them. V.E. Tairov Travel by the Russian Old Believers founded in Bessarabia and Ukrainian Cossacks historic city Vilkovo for the purpose of fishing and collecting strawberries, etc.

Viticulture and the corresponding processing enterprises traditionally determine the specialization of agriculture and food industry of this territory, despite the fact that in the structure of agricultural land, viticulture is significantly inferior to grain farming. Geographically, viticulture in the Primorsk region is concentrated in the area between the Danube and the Dniester in the Ovidiopol and Belyaevsky districts. In total, 19.9 thousand hectares of agricultural land of the Primorsky region are occupied by vineyards. The largest areas are set aside for this culture in Belgorod-Dniester (5895 ha), Tatarbunarsky (3681 ha), Ovidiopol (3151 ha) districts. In general, in the structure of perennial plantings, grapes are the dominant crop for this territory, with the exception of Belyaevsky (garden areas are dominant here) and the Kominternovskiy districts. The processing unit of the viticultural and industrial complex is represented by the production of wine, brandy, champagne, grape juice, wine spirit, acetone. At the wineries of Odessa, almost 2/5 of cognac products and 1/4 of the sparkling wines of Ukraine are produced. Specialized vineyards and processing enterprises are also located in Izmail, Tatarbunary, Reni, Shabo. In addition, there are a large number of processing workshops based on agricultural enterprises in the

territory of the zone. All the above-mentioned motivates the development of tourism in this region and its transfer to higher level.

Table 2.5

Types of wine center of Ukraine

Types of wineries	Description
"Guliev Wines"	Recently, in the Odessa region began to develop private wineries, and sometimes very successfully. Wines of Ukraine are rapidly moving forward. An example of this is a family farm in the Odessa region, in the village of Velikodolinskoe, which produces wine TM "Guliev Wines." Producers position themselves as creators of copyright wine, the traditions of which come from Georgia - from the grandfather and great-grandfather of modern winemakers of the Guliyevs, but, moreover, the creator of the brand has experience in the specialized institute of wine named after Tairov.
Center of wine culture "Shabo"	The wine-making holding is located in the village of Belgorod-Dnestrovsky district of the same name. More than 20 grape varieties are grown here and wines and brandies are produced from it. The village of Shabo was founded 200 years ago by immigrants of French-Swiss origin, they should also be thanked for the wonderful traditions of winemaking. Sparkling wines, classics, seasoned premium, vermouth, cognacs and brandy - this is not a complete list of products "Shabo", which has 80 names
Types of wineries	Description
"French Boulevard"	The French Boulevard brand from Private Joint Stock Company Odessavinprom has been leading its history since 1857: at that time the French merchant laid wine cellars in Odessa, and from 1902 French Boulevard appeared, where the company's office and part of the production are now located. Wine classics, young wines, brandies and champagne, which the brand is especially proud of - this is the company's product line. There is a wine boutique with him, where they will offer tasting not only wines of TM "French Boulevard", but also relatively new brands of "Guliev Wines", "French", wines from France and Italy.
Odessa Shustov Brandy Factory	Cognac house "Shustov" also reveals some of its secrets. The company has a museum, guided tours and tasting tours. The brand name is the name of the founder of the cognac house. In the 19th century Nikolay Shustov organized his own distillery production and learned how to make "French vodka" - that was the name for cognac, which, according to historical data, first came to the Russian Empire from the ports of Odessa.

Food has long ceased to be just a means of maintaining human life. Today it is something more - a source of aesthetic pleasure, a means of knowing another people. To try all the dishes of the universe, not enough and whole life, but get acquainted with gastronomic creatures of the main national kitchens are possible. The purpose of the gastronomic tour is to enjoy the peculiarities of one or another national cuisine, grab the very "soul" of the local recipes, and not just try a huge amount of dishes and drinks.

Rural and city tours are actively implemented in the region. During the village tour you can enjoy eco-friendly products, hunt for animals, collect berries, vegetables and fruits on farms, walk among the vineyards.

In Odessa, there is a very popular gastronomic festival. The festival "Taki yes, tasty" (appendix B) is a platform where Odessa cafes, restaurants, chefs and pastry chefs, manufacturers and food suppliers present and sell their products. The festival takes place in Odessa several times a year, each time with a new thematic accent - "Fish harvest", "Dolce vita", "Apple mood", "Summer season", "Hunting season", etc. "Yes, tasty" includes a fun, entertaining and educational program, people come here to relax, have fun, listen to music and dance. This is a holiday for the whole family with a territory of children's games and entertainment, with a concert program on the stage and much more. An abundance of tasty and fresh food, gentle sun and thick shadow, hearth gatherings with friends, space for children's games, music, cooking competitions, gastronomic shows, master classes, tastings - all this is "Taki yes, tasty." In the warm season, the festival is held in the open air, on the territory of the Odessa Film Studio; in cold weather - in closed comfort rooms.

Tsimes Market (appendix C) is a gastronomic festival that takes place several times a year, always in thematic style. Tsimes Market is a pleasant atmosphere in one of the cozy courtyards of Odessa, where it is always tasty and homely good.

Competitive advantages and limitation of long-term development. The tourist potential of the Odessa region is revealed on the basis of the diagnosis the starting conditions for regional development through SWOT and PEST-analysis. Characteristics of the strengths and weaknesses of the region, external capabilities

and threats to its development is presented in SWOT analysis of the tourist potential of the Odessa region.

Strengths:

- Favorable conditions for a combination of different types of tourism and healing.
- Significant recreational and balneological resources.
- Attractive tourist the image of Odessa.
- Opportunities for diversification market of tourist services: green, ecological, gastronomic, ethnographic, medical, with organization and holding business events, event tourism.
- A wide range of opportunities on security organized rest and sanitation.
- A large number of beaches on the coast.
- Presence of historical and cultural heritage and others attractions.
- Perspective developmental conditions new types of tourism (rural, green, gastronomic, ethnographic, event).

Weak sides:

- Unsatisfactory road conditions and access roads to objects tourist destination unsightly accompanying infrastructure.
- Low level of information accompanying the tourist activities.
- Inadequate arrangement recreational territories and low level of tourist service.
- Lack of a holistic system state development policy and industry support.
- Security restrictions increase in the number of tourists and the tourists through no arrangement of territories and recreation and tourist objects sphere.
- Weak co-ordination of work various profile institutions with provision of tourist, health and other related services.
- Lack of development tourist infrastructure industry.

Exterior capabilities:

- Increase region value regarding the provision of recreational health services in connection with the annexation of the Crimea.

- Active collaboration with states of the Black Sea the region.
- Membership in European interregional associations.
- Transit opportunities of the territory the region.
- Possibilities of active development and expansion of the sphere services.
- Opening new opportunities through the signing of the Association with EU.
- Reforming the key elements of the state management.
- Active position of local authorities on improvement investment climate in the region.

External Threats:

- Threat to national security and sovereignty of Ukraine as a result the situation in the Crimea and the East.
- Presence of frozen conflict in common border zone with Moldova (TMR).
- Competition from others regions and states.
- Corruption and instability "Rules of the game" in the economy.
- Insufficient innovation enterprises.
- Significant flows of displaced persons and the need for organization their reception and accommodation.
- Weak security guarantees from the state for internal and foreign investors.
- Distrust of foreign business circles to guarantee the state protection of investments and economic interests.
- Poor structure foreign investment.
- Poor awareness potential partners about opportunities for the region.

2.3. Assessment of gastronomy tourism product promotional strategy of Odesa region on the international market

At the same time, tourists pay attention to the significant rush between the attractiveness of nature-recreational resources and the provision of facilities tourist infrastructure in the Odessa region. There is a phenomenon "tensioning" small business in the field of hospitality and tourism, which is an obstacle to it legal

expansion and industrial development. As a result, the local ones budgets do not have enough financial resources to invest in structural modernization of the regional tourist-recreational complex.

Rational and effective use of all resources of the region is needed long-term program measures, weighted management decisions and effective practical action. These measures should be aimed at the integrated development of tourism, ensuring the rational use of tourist resources of the region, as well as addressing the issues of infrastructure and infrastructure information arrangement of tourist objects. Promotion in marketing (promotion, promotion, promo) - a set of marketing measures aimed at increasing demand and, consequently, increasing sales.

Product promotion - any of the possible forms of communication used to inform, persuade and remind of their products, services, social activities and their impact on society. Goals of promotion: inform or remind about the offer, stimulate demand and improve the image of the brand, product and company.

The objectives of the promotion. Carrying out sales marketing activities related to promotion solve a number of tasks:

- Increase overall market size;
- Increase the volume of your own tasks;
- Increase market share;
- Support or the formation of a marketing channel (distribution, dealer sellers);
- Counterattack opponent's proposals;
- Provide awareness of the product, brand or company;
- Influencing consumer demands;
- Overcome the prejudices of the target audience associated with past failures, new product, etc .;
- Increase the volume and frequency of purchases;
- To build trust in the target audience;
- Affect the decision of buyers to buy goods;
- Inform consumers about your offers.
- Promotional features.

Promotional activities include: advertising on various advertising media, promotions; consumer events; publication of informational articles; speeches and publication of materials by opinion leaders; exhibitions, conferences, symposiums, round tables; briefings, press conferences; workshops, seminars and webinars; P.O.S. (materials (from the English. Point of Sales - points of sales).

Odessa region is multinational, it creates the most excellent conditions for the development of gastronomic tourism. The concept of "Odessa cuisine" is becoming more and more widespread, because it is being replenished with new small breweries, cheese makers, kitchen experts of a particular nationality who live in the Odessa region. Farmers have long understood that the "local kitchen" can bring considerable income. Let this direction only develop in Ukraine, the Odessa region already has much to offer: cheese factories, wineries, fish direction, honey meat, berry. In the region, where almost every village has its own culinary twist, the place for the development of "tasty" tourism.

Therefore, gastronomic festivals now take place not only in the regional center, but also in various parts of the region. In addition, participants of the meeting, and among them were students from Odessa universities, for whom such a direction as gastronomic tourism might become a matter of life, were presented reports on the gastronomic routes of the Danube region, Bessarabian cuisine, and the Vilkovo gastronomic festival.

Odessa producers, restaurateurs, bloggers also made a real excursion into such a surprisingly pleasant topic as "Odessa cuisine of the peoples of the world". Moreover, not only they told about this, but also gave specific examples, namely: they invited the participants of the conference to personally taste how tasty it is.

For advertising gastronomic tourism you can use: 1. Brochures, booklets. 2. Video Clips. 3. Seminars and masterclasses. 4. Participation in exhibitions. 5. Online resources. 6. Social networks.

In tourism, it is important to be flexible and dynamic, to follow the innovations in gastronomic tourism. Get acquainted with the cuisines of different countries. Public interest in food in Odessa region has been steadily increasing, ultimately

transforming food tourism into the new global trend, even more so fueled by countless unique food experiences posted on social media sites. Unlike common tourism, food tourism focuses on culinary experience—food and drink that are locally sourced, rather than mere sightseeing.

Social media plays a role in driving the interest and enthusiasm in food experiences. Hence food tourism is massively popular among millennials, who share their food experiences on social media sites such as Facebook, Twitter, Instagram and YouTube. It is possible for marketers to acquire additional promotion through organizing events, such as market feast or beer festivals, and encouraging millennials to share the experiences on social media. Furthermore, a recent study by the United Nations World Tourism Organization (UNWTO) involving the UNWTO Affiliate Members working in different sectors, shows that food events are the most popular tourism product, followed by cooking class and workshops, as well as food fairs highlighting local products. Similar study also reveals that organizing events is the most used marketing and promotion tool, followed by brochures and advertising.

Social Media for Food Tourism. Current food tourism trends include food bloggers and food Instagram accounts, with videos, reviews and recommendations to top it off. Food photography is one of the most popular forms of Instagram posts along with fashion and photography. Popular food related hashtags on Instagram such as #foodie, #foodporn and #nom has a lot images (figure 2.1). Users who share their experience ultimately gained thousands of followers, drawing attention to the places they visited, contributing to brand awareness and brand recognition. Additionally, the #travel hashtag also features many culinary posts. Therefore, food photography contributes to the improvement in tourism.

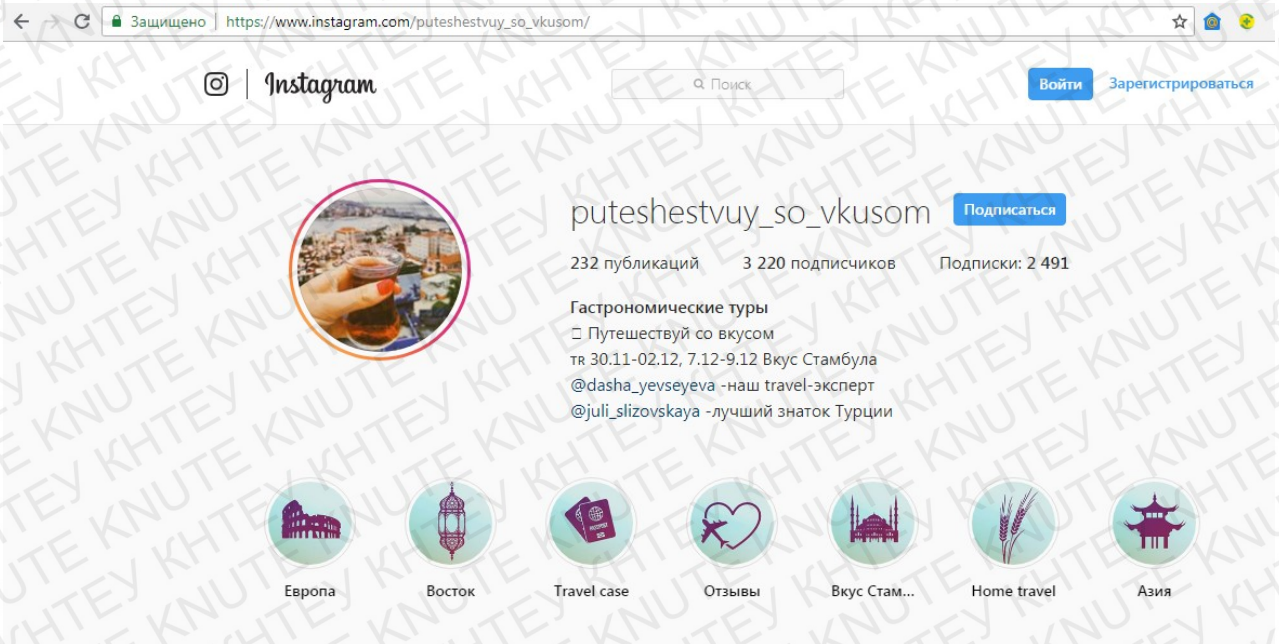


Figure 2.1. Instagram page of gastronomy tourism

Another strategy is to enlist the help of social media influencers, particularly, food bloggers. Some food bloggers have a massive online following, which would contribute to increasing a hotel or a restaurant's publicity. By allowing food bloggers to write reviews, take stunning photos of the food, and share their experiences, visual content for the restaurants are generated. Social media examiner published a social media marketing report in 2016, which shows that 37% of marketers considered visual marketing to be the most significant form of content, with blogging following after. Furthermore, social networking sites such as Instagram and Snapchat that primarily covers visual content (photos and videos), can be considered tools to use in visual marketing.

Cooking Classes and Workshops. Another popular food tourism product in Odesa region is cooking class and workshops. Cooking sessions are quite common in a number of countries including Japan, France and Italy, where tourists are able to visit local villages or gardens to collect ingredients and later on, cook meals from scratch accompanied by the locals. It is a whole new culinary tourism experience as it is not the same as watching cooking shows on television at home, rather it is an authentic experience in a place where a certain cuisine originates.

Development of tourism and resorts in Odesa region in 2017-2020. Decree of the President of Ukraine dated January 12, 2015 № 5/2015 was approved The Ukraine-2020 Sustainable Development Strategy. Its purpose is to implement in Ukraine's European standards of living and Ukraine's entry into leading positions in Ukraine the world. For this, the movement will be carried out in four vectors: development, security, responsibility, pride. Within the framework of these vectors of motion 62 reforms and development programs of the state, in particular, will be implemented. Tourism development programs.

At the same time, the further development of the tourist industry is slowed down due to:

- imperfection of the legislative and normative base in the industry tourism;
- insufficient level of development of tourist infrastructure;
- insufficient number of accommodation facilities, primarily hotels 3-4 and 5 stars that meet international standards and certification requirements;
- inappropriate state of many objects of tourist exhibition, historico-cultural;
- sights and museums restrain the growth of tourist visits to the region and the creation of new tourist routes;
- insufficient provision of professional personnel in the field of tourism;
- lack of modern methodology of statistical observation in tourism and hotel industry.

Decision of the regional council dated December 21, 2015 № 32-VII approved Strategy of economic and social development of the Odessa region to 2020 year. One of the strategic goals is the rational use recreational and tourist potential of the region. The purpose of the Program is to create conditions for sustainable development sphere of tourism and resorts in the Odessa region, transforming it into competitive, highly profitable, integrated into the world market an industry that can become a significant factor in the acceleration of socioeconomic development of the region, improvement of the quality of life of the population, harmonious development and consolidation of society, popularization of Ukraine the world.

In addition, the aim of the Program is to address key issues in the field of tourism, which will contribute annually:

- increase of the number of tourists to the Odessa region by 20.0%;
- an increase in the number of events carried out on the event tourism by 15.0%;
- increase of the number of new tourist-excursion routes to 25.0%;
- increase of the number of institutions in the field of tourism in the Odessa region at 15.0%, which in turn will give an opportunity to fill the regional budget and local budgets.

Implementation of the Program will be carried out in the following areas:

- creating a comfortable environment for tourists and implementation.
- tourist activity in Odessa region by improving quality and the competitiveness of tourism product;
- promotion of tourist product due to the development of the regional information infrastructure of recreational and tourist services;
- creation of a system of international, interregional ties and co-operation in the field of tourism and resorts, aimed at increasing tourist flows to the Odessa region.

Implementation of the Program (table 2.6.) will facilitate the development of the material and technical base tourist-resort sphere, creation of a competitive one tourist product, satisfaction of the relevant needs of the population of Ukraine, foreigners, increase the investment attractiveness of Odessa region and create conditions for attraction of foreign investments, increase tourist streams, strengthening the image of the region as a resort and recreational and tourist center of international importance. Implementation of the Program implies Achievement of indicators testifying to its implementation.

Implementation of the Program will allow maintaining a positive image Odessa region as a developed tourist region in Ukraine and Eastern Europe, which will provide an increase in the number of tourists and tourists, growth employment of the

population in tourism and related branches of economy, volumes tourist services, revenues to budgets of all levels.

Table 2.6

**Expected end-points from the implementation of the Program in dynamics
changes in target indicators**

Expected final results from the implementation Programs in the dynamics of changes in target indicators	Unit measurement	2015	2016	2017	2018	2019	2020
1. Number of new tourist excursions routes	Units	30	Clarifications	8	8	10	10
2. Tourist tax	million hryvnia	4,8	Clarifications	6,6	7,2	7,8	8,4
3. The amount of tax receipts received from subjects of tourist activity of the region	million hryvnia	90	Clarifications	105,0	120,0	135,0	150,0
4. Total number of tourists	million people	3	Clarifications	3,8	4,6	5,1	6,8

To form the recognizable image of the tourist brand of Odesa region and its promotion on the domestic market (and indirectly on the international level), the decision of the issues of informational and advertising provision of tourism in the region is foreseen. One of the important components of the process of activation of this issue is the creation of a media-friendly image for attracting potential tourists to the Kyiv region. To implement these plans, the following measures are foreseen:

- Development and holding of tourist events (in particular, for various types of active tourism).
- Participation in regional tourism exhibitions, seminars, conferences, etc.
- Organization and holding of forums, seminars, conferences and scientific and practical conferences on tourism development in the Odessa region with the involvement of domestic and foreign specialists.
- Organization of mass tourism events of the regional level.

Cooperation with the mass media, international institutions, information agencies and opinion leaders will form a positive image of the region, its tourist and

recreational potential and prospects, through the promotion of a single initiative in the region at the expense of the tourist brand of Odessa. The main role in shaping the tourist image of the region is played by information about the tourist and recreational attractiveness of the Kiev region, a list of tourist products of the region, enterprises and organizations providing tourism and recreation services, on the Internet, support and promotion of tourist opportunities in the Odessa region through tools event tourism for better and more comprehensive reporting of information to the target audience.

Marketing and promotion of the region are needed to create a positive image among potential tourists and to disseminate information about the tourist and recreational opportunities of the region's products among the target audience.

The role of marketing and promotion is mainly to attract the attention of a potential tourist to the region and to form a positive perception of it. Marketing technologies, which are also selected to improve the region's image, include PR-campaigns (creation of info-drive for free publication in the media), advertising campaign (paid media placement), printed materials (brochures, booklets, electronic media), participation in image events.

The marketing activities of the Program include:

- Organization of advertising and information tours for tourism industry and mass media representatives in Odesa region and creation of video content for promotion of the Kiev region on the domestic and foreign markets.
- Presentation of the tourist opportunities of the Kiev region at international exhibition events abroad, including: international and national tourism exhibitions, salons and fairs (UITT, UITM, ITB, BIT, EIBTM, WTM, Belarus, TT Warsaw, MATKA, ADVENTUR, Baltour, ExpoBatumi, COTTM, Poznan, etc.).
- Adaptation of presentation products for realization abroad and for foreign visitors of the region (guides, maps, info brochures, adaptation of video clips, special editions).

Tourism promotion is necessary for the transfer of information on competitiveness, tourism products and recreational opportunities in the Odessa

region. Promotional measures include professionally prepared exhaustive information for potential tourists and tourists.

To ensure the formation and information provision of tourism products of the Odesa region, the following events will be implemented:

- Creation and promotion of the tourist brand of the Odessa region.
- Creation of a network of tourist information centers (TICs) of Odessa.
- Development and approval of a binding passport and architectural solution (appearance) of tourist information centers (GOST).

In order to stimulate and create tourist streams in the region, the following measures aimed at the development of modern tourist infrastructure in accordance with international standards should be implemented, which will promote comfortably and clearly moving and visiting the tourist and recreational places of the region, which will help minimize the negative experience of visiting the region.

- Development and creation of cycling routes in accordance with European standards and further development and approval of a plan for the placement of places for recreation for tourists and tourists, with the arrangement of stopping stations with the possibility of parking of tourist vehicles (bicycles (hire and technical maintenance of bicycles), excursion transport, auto tourists, etc.).
- Development, manufacturing and installation of 3-D constructions on outings from Odesa to the area with the logo of the region (directions with the largest traffic).
- Installation of new and updated existing indications and designations for excursions and / or tourist destinations, recreational areas, historical and cultural objects, tourist institutions.

Implementation of the Program is carried out at the expense of the regional, local budgets, funds of subjects of tourist activity, funds international technical assistance, other international donors, financial organizations (institutions), funds of investors and other sources not forbidden by law. The amount of financing of the Program is determined on an annual basis concrete tasks and real possibilities. Financial support for activities that require co-financing with the regional budget, is

provided on a competitive basis in accordance with the provisions of holding a competition.

The monitoring of the implementation of the Program is carried out by the Standing Committees of Odessa the regional council on education, science, youth policy, sports, culture and tourism and economics, industry, entrepreneurship, regulatory policy and investment activities. Department of the Agency for Investments and Development of Odesa the regional state administration every year until July 15 and until January 15 is preparing and provides summary information on the state of the program implementation and explanatory a note on its implementation by the commission of the Odessa Regional Council. Department of the Agency for Investments and Development of Odesa the regional administration publishes the main results of the program implementation in the media.

The Odessa region has a great website (figure 2.2.). "In the Renaissance, there was a" universal person "- talented in all manifestations. At the present time, there is a" universal "region - Odessa, which captivates every guest." - Greetings from the first page of the site.

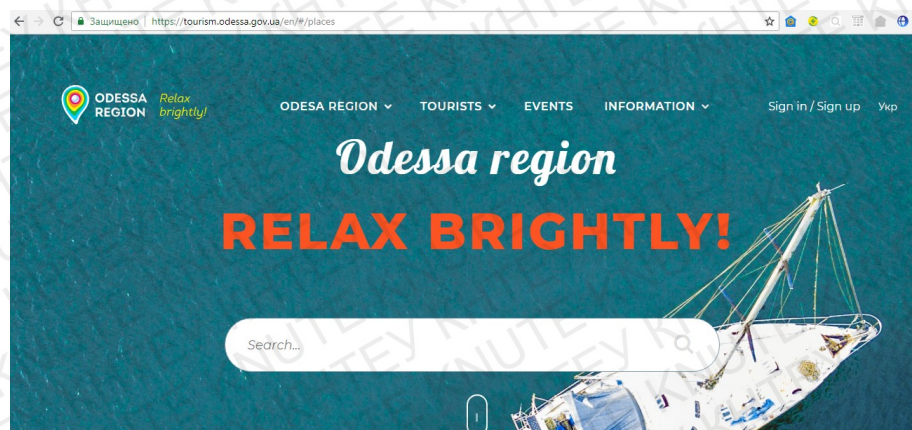


Figure 2.2. The website of tourism and resorts of the Odessa region

On the pages of which you can find the most popular routes, famous places, get acquainted with the festivals of the city. A lot of useful information. But after analyzing the site, we supplemented the column with a map of holidays and mapping of the city, introduced the heading "Talk tourists" - the thoughts of tourists are very important for us. And in general the site is made convenient and useful.

Conclusions to part II

1. Odessa is rich in natural beauty and architectural monuments (Theater and museum, architecture notes, streets and places, beaches, festivals, restaurant). It is colorful, legendary, rich in natural beauty and architectural monuments. Therefore, being in Odessa, besides the beaches, there are still many places worthy of attention. Domestic tourism in 2017 prevailed over foreign tourism and amounted to 70 and 30 percent, respectively. At the same time, the share of a foreign tourist increased in one year by 10%.

2. The potential of gastronomic tourism in the Odessa region. Type of gastronomy tourism: Wine tourism, cheese tourism, fish tourism, honey tourism, bread tourism, fruit and berry tourism. Odessa is the southern wine center of Ukraine. Pretty active tour operators offer tasting wine tours to the Champagne Winery, TM "French Boulevard" Plant, to the Cognac Museum NL Shustova, Center for Wine Culture, Shabo, Ukrainian National Research Institute viticulture and winemaking them. V.E. Tairov Travel by the Russian Old Believers founded in Bessarabia and Ukrainian Cossacks historic city Vilkovo for the purpose of fishing and collecting strawberries, etc.

3. In Odessa, there is a very popular gastronomic festival. The festival "Taki yes, tasty" is a platform where Odessa cafes, restaurants, chefs and pastry chefs, manufacturers and food suppliers present and sell their products. The festival takes place in Odessa several times a year, each time with a new thematic accent - "Fish harvest", "Dolce vita", "Apple mood", "Summer season", "Hunting season", etc. Tsimes Market is a gastronomic festival that takes place several times a year, always in thematic style. Tsimes Market is a pleasant atmosphere in one of the cozy courtyards of Odessa, where it is always tasty and homely good.

4. Moreover, not only they told about this, but also gave specific examples, namely: they invited the participants of the conference to personally taste how tasty it is. For advertising gastronomic tourism you can use: Brochures, booklets; Video

Clips; Seminars and masterclasses; Participation in exhibitions; Online resources; Social networks.

5. Implementation of the program will facilitate the development of the material and technical base tourist-resort sphere, creation of a competitive one tourist product, satisfaction of the relevant needs of the population of Ukraine, foreigners, increase the investment attractiveness of Odessa region and create conditions for attraction of foreign investments, increase tourist streams, strengthening the image of the region as a resort and recreational and tourist center of international importance. Implementation of the Program implies Achievement of indicators testifying to its implementation. Implementation of the Program will allow maintaining a positive image Odessa region as a developed tourist region in Ukraine and Eastern Europe, which will provide an increase in the number of tourists and tourists, growth employment of the population in tourism and related branches of economy, volumes tourist services, revenues to budgets of all levels.

PART III
IMPROVEMENT OF GASTRONOMY TOURISM PRODUCT
PROMOTIONAL STRATEGY OF ODESA REGION ON THE
INTERNATIONAL MARKET

3.1. Actions to improve gastronomy tourism product promotional strategy of
Odesa region on the international market

Tourism, like other areas of human activity, is active in action. There are changes and innovations, namely the nature and structure of the data industry. In place of mass, standard and integrated tourism come its new species made to order, based on demand. This process governs innovation activity.

The national cuisine of many foreign countries is worthy of the attention of tourists traveling for gastronomic purposes. Top gastronomic tours routes and tours of the world according to the largest travel site can be seen on TripAdvisor. Marketing is an important sector of food tourism because marketing describes everything of anything such as what is going to be done and what are the advantages and disadvantages of any product or anything. Although nowadays the sales sector remains mostly visible to all the people, most people are just aware of the sales sector but not of things included this will happen because of lack of marketing. Although marketing is a necessary thing in the food sector of tourism still some restaurant managers believe that there is no necessary of marketing. Marketing seems to them just like waste of money, nothing else. It is a fact that selling and advertising is an important part of marketing but it does not mean that selling and advertisement is everything in marketing. It was an old thought of people to think that selling and advertisement means everything in marketing. Selling and advertisement is related to the marketing mix. So it is a part of marketing. And another marketing mix is related with product, price and distribution. And all of this is also deeply connected to research, information and planning. Marketing can be successful if marketers could

be able to promote anything successfully. If the product, price, distribution were good of any product and accessible to the customer then the product is able to fulfill the customer's and the marketer's demand. So the combination of this quality is highly important. In McDonald's they have their own point of view which they strictly follow. In McDonald's people get cheap food and almost in every big city there are facilities to get McDonald's food so it is accessible to the customer to go there when they are hungry. To visit McDonald's people could fulfill their demand because of their marketing strategy which emphasizes accessible and cheap food according to the customer demand. So here marketing kept an important value. And not only local people but mostly tourists also visit McDonald's for their good impact of marketing.

For the hospitality and tourism industry, does marketing food have a big impact. There are a number of implications on the positive impact food tourism has on helping the growth of hotel and tourism businesses, such as:

1. Positive media coverage.
2. Increased website traffic.
3. Increased number of bookings from food tourists.

As food is an integral part of cultural experience, some believed that food tourism plays an important role in promoting destination marketing. For the millennials, the internet is the main source of information as well as inspiration. Hotels and tour agencies can develop relevant content as part of their destination-marketing strategy. For instance, Australia has their own Instagram page focusing on all things local and featuring tourist attractions and culinary hotspots. Hence tourists are able to plan thoroughly-which places to visit and what food or drink to try. The 2018th was declared the National Tourist Organization of Ukraine the year of gastronomic tourism. This was the leitmotif of the conference on this delicious topic, of course, with a focus on the Odessa region. The conference was held in the Golden Hall of the Literary Museum on the International Tourism Day - September 27.

Creative Ideas to Market of gastronomic tourism in Odesa Region.

1. Creating a Tourism Marketing Plan for gastronomic tourism. You might be thinking that this is not a creative marketing idea, but it comes in at number one

because it's the base for the rest of your marketing activities. Without an effective marketing plan you're driving blind. Creating a tourism marketing plan may be the most important thing you do for your internet marketing. Without a plan in place you'll have a difficult time achieving your goals, have a hard time keeping track of what you're doing, why you're doing it and if it's even being effective. The most effective marketers and marketing agencies are those with a detailed plan in place that they use to guide their marketing actions. Creating a tourism marketing plan allows you to map out your step-by-step process to success, so start creating a marketing strategy document that you regularly update as your strategy changes.

2. Drive Exposure with Influencer Programs. Using online influencers as a way of marketing for hospitality and tourism agencies is becoming more and more popular for a reason. It works. Influencers are people who have established a following around their personal online brand. Think bloggers, YouTube vloggers, Instagrammers, etc. Many influencers have large followings and a highly engaged audience. They have been creating content for a specific niche for a long time and their audience is always happy and even eager to see more from them. Find an influencer who serves your industry and customize the exchange. It is win-win. You help them create content and experience something new, and you can expose your business to a new audience. For example: your gastronomic festival may offer several days of participation in exchange for a short video on the Youtube vlogger channel. The goal is to find someone who creates content that relates to your business and whose audience would be interested in what you have to offer. More often than not, the exposure costs you very little out of pocket. When you start working with influencers with a larger following you may be required to compensate them further, but the exposure is typically far greater.

3. Create an Amazing Guide About Your Gastronomic Tourism. Travelers are the lifeblood of the tourism industry. Therefore your tourism marketing needs to be focused around their wants and needs. Most of them won't know your area as well as a local would (yes, you), and a fun, informative guide is something that they would consider extremely valuable. Make the guide easy to read and understand. Make it a

skim. No matter how good it is, very few people will read this word for word. Include many ideas for organizing the festival, as well as all the other information you consider important to know about your area. The bigger the secret, the better the advice “locals”. Create a guide that you would want to sell or be willing to pay for, then give it away for free. That means high-quality photos and professional design.

4. Build a Discussion Platform on Facebook. People visiting your festival will have plenty of questions that they need answered before they come. A great way to supercharge your tourism marketing is by creating a discussion platform around your Facebook page. Some businesses use their Facebook page as a customer-service platform. You will use it in the same way, but instead of handling customer complaints, you will quickly and informatively answer questions in your area:

- Type of food do you recommend for the child.
- You know about wine.
- It is difficult to use public transport to get here.

Most of the questions you get will be simple, and the trust you earn from people visiting your page will be extremely valuable.

5. Create Awesome Destination Videos. The whole online world is moving toward videos. It's time to get on the bandwagon. Videos convey a huge amount of information in very little time, so it's a great way to showcase who you are and what you do. But don't go out and make a v1ideo that is just all about your business. Instead, show people your destination and help them out at the same time. We already talked about creating an informational guide about your area, why not turn that information into bite-size videos. Create helpful videos that showcase things to do in your area, helpful tips about getting around, fun facts, and locals-only secrets. Share these videos on your website and social media. (Facebook is highly promoting videos and providing them with more exposure in users' news feed.

6. Use a Challenge to Spark Interest in a Destination. Challenges have become a well-loved internet sensation. Today, promoting your own challenge is easier than ever because people are far more likely to participate and share with their networks. A challenge is when you challenge a group of people—this could be your email

subscribers or Facebook fans—to do something for a certain amount of days. Create an interesting task related to your niche, and ask your existing clients to help spread this word by email, on social networks, etc. For example, a gastronomic festival that is trying to get people thinking about your whereabouts, you can challenge your Facebook fans to share what they do when they travel to your place. You ask them to share every day for 7 days what they will do if they visit. You pick one winner and give them free entry as a prize. Imagine the amount of buzz you could create, if done correctly, of course.

7. Gather User-Generated Content and Promote It. Challenges like the one described above can be used to create tons of awesome user-generated content. People love real-life examples of others using your product or visiting your destination. The trust generated from a positive review or even a challenge photo will be highly influential and help others get to know your brand. People buy from brands they like and trust. You don't need a challenge to find user-generated content though. People love to share and someone has probably already shared about your brand in one way or another. Use tools like Social Mention. If someone shares a photo on Instagram or includes your business in a glowing YouTube video of their trip, ask permission and share it with your network. If it's really good, pay to promote it and expose new people to these positive remarks about your brand.

8. Show Off What Makes You Unique. Every business has something special that nobody else does. Whether it's the way your servers carry wine to the table on three fingers, your stunning view, or even the unique way your staff greet your guests, it's something to show off. In tourism internet marketing, these types of campaigns highlight the human side of your business and build trust with the people exposed to it. Even if your business isn't able to showcase a 5-star customer experience, you have something special to share. Just look a little harder. If you or a member of your staff brings their dog to work, make a series of videos about the funny things he does or the way he interacts with your customers. These campaigns are easily shared, especially if they're funny, cute, entertaining, heartfelt, etc.

9. Focus Your Marketing by Traveler Type. One of the most important parts of any tourism marketing plan is to know who you're selling to. If you don't focus your approach, your efforts will get lost in the ether amongst the droves of competition in your highly competitive industry. Millennials, families, couples, seniors, backpackers. If you have a gastronomic festival, and your typical customers are families, start by targeting families who are interested in surfing, not for the whole population. When you find out more about your customers, you can customize and branch out. If you are trying to attract more couples to your festival, focus on the women who are involved in Facebook, and start offering the festival in front of you and talk about why this is the perfect place to stay for the weekend. Offer special offers with a special atmosphere and theme.

10. Make the Most of Mobile. Seventy-five percent of millennials would rather text than call, and spend more time on their phones than all other devices combined. They also travel more frequently than any other generation. Market to them on mobile platforms and make sure your website is optimized for mobile devices when they end up there. That means: easy to navigate, fast loading, and a user-friendly layout. Make the most of mobile tourism marketing by getting on the level of the majority of mobile users. Pictures tell a story faster, so create an Instagram account and post your best photos to it regularly. Show your followers a unique view of your city that others aren't sharing. Guide them through a virtual tour of your favorite things to do and see with thoughtful photos.

11. Highlight What's New in Destination. One of the best ways to differentiate your message from that of your competitors is by highlighting the things that are new and exciting in your destination. Keep visitors in the know about important events and unique goings-on around you. Put yourself in their shoes and showcase the things that would seem interesting, fun, and exciting if you were visiting from another part of the country (or world) and you had never experienced before. Based on the above, we can conclude that social networks are the best way to transfer advertising to the audience.

3.2 Evaluating the effectiveness of the proposed measures to improve gastronomy tourism product promotional strategy of Odesa region on the international market

Gastronomic tourism can be called a trip to countries and continents to get acquainted with the peculiarities of national cuisine, culinary traditions, production and cooking; in order to taste a dish or product that is unique for a visiting person, as well as training and raising the level of professional knowledge. This is a new type of tourism with great development prospects, and the organization of such tours will contribute to the revival of national culinary traditions of the countries of the world. In Odessa there is a tourist organization “Tourism Development Agency” with which we propose, specializing in the creation and development of gastronomic tours and festivals. It was interesting enough to see work from outside the tourist status.

On the tourism market in the Odesa region gastronomic tours are presented with several options:

1. Accommodation in a hotel where all the tastings are registered in the excursion program;
2. The direct participation of the tourist in cooking, which can be called a master class from the chef;
3. An individual tour, where the client himself registers every detail of his gastronomic journey.

In most cases, gastronomic tourism is considered as a short trip, mainly on weekends. Most of the tourists in 2-3 days have time to make up their impression about the new kitchen and its dishes. But one should not miss such an opportunity as longer tours (5-8 days). You can always plan a longer tour, which will include a gastronomic tour of the country and a course of folk cuisine in its program, which, ultimately, will give tourists the opportunity to more deeply meet and taste national dishes, as well as participate in various master classes.

Recently, the so-called “wine tourism” to Odessa has become increasingly popular, because there are several large and world-famous wine factories that anyone can visit with a guided tour, as well as participate in tasting a sunny drink.

The most popular place for excursions and tastings today is the Center for the Culture of Wine "Shabo", located in the village of the same name in the Odessa region.

This is an operating plant for the production of wine, as well as large-scale cellars in which the wine matures and is stored. The territory of the culture center of wine "Shabo" is very picturesque, so people come here all day to have the opportunity to take numerous photos and go for a tasting of local wines. On the territory of the plant there is a Wine Museum, in which you can see old exhibits related to winemaking, as well as learn the history of this region.

In the cinema, you will be shown a film about winemaking, from which you can learn many interesting facts, and then you will go to the tasting rooms, where a tasting will be held by a professional sommelier, talking about the intricacies of this process. For wine tasting you will be served cheeses, nuts and fruits. In the same place, you can buy souvenirs in the form of fine wine or cognac “Shabo”, which will warm you with Odessa warmth even at home. A trip to "Shabo" will certainly be remembered and leaves behind the most pleasant impressions.

The project we propose will be a five days wine tour September 2-7, 2019. Tour to: Kiev- Odesa - Nikolaevka - Belgorod-Dniester – Shabo-Odesa-Kiev (Appendix D). Ancient sunny Bessarabia, and now the Odesa region, is calling to have time to grab its piece of Indian summer. The hike to the harvest of grapes will be crowned by the fact that you will see the whole procedure for the birth of wine. And also be able to taste it. A trip to Belgorod-Dniester will open for you the ancient mysterious city, once the former city-state of Tira. Here is located the medieval Akkerman fortress. In the wine tour, the tourist will be able to take part in the harvest, visit the wine culture center and taste the magic drink. Duration of the tour: 5 days.(table 3.1).

Table 3.1

Tour program

Day	Time/Program
First (02.09)	<p>16.35 - departure from Kiev by intercity train 763 L 23.46 - arrival in Odessa. Arrival at Alexandrovsky Hotel Alexandrovskiy Avenue 12, Odessa, 65045, Ukraine. Free time, overnight at the hotel.</p>
Second (03.09)	<p>8:00 - breakfast. 9:00 - departure from the hotel with a group by bus to the city of Vilkovo for the gastronomy festival "Dunaisky gostyny" 10:00-21:00 – free time on festival 14:00 - lunch at the eco-festival «Dunaisky gostyny». 21.30 - return by bus to the hotel. Free time, overnight at the hotel.</p>
Third (04.09)	<p>8:00 - breakfast. 09:00 - tourists need to arrive at the Odessa railway station and meet with the guide. Next you will be transferred to Nikolaevka (Odesa region) and accommodation at the hotel, which is located on the shores of the Black Sea (rooms with private facilities). We invite tourists to the campaign for the harvest of grapes. They will have the opportunity to join the miracle - the birth of grape wine in the southern part of the Black Sea, washed by the salt waves of the Black Sea Bessarabia. Tourists will be able to observe the whole process of creating a divine drink, which begins with the collection of juicy grapes, and ends with a tasting of ruby or sun tint wine. 14:00 - lunch, after which you can enjoy your vacation on the beach. 15:00 - excursion to Belgorod - Dniester. It is one of the oldest cities in Europe: it, like Rome, Athens, Jerusalem and Beijing, is already more than 2,500 years old. Once upon a time, a separate city-state of Tira was located here, and today, the main decoration is the medieval Akkerman fortress (Appendix E), which to this day keeps the spirit of romance and chivalry. 19:00 - return to the hotel. Relaxation.</p>
Fourth (05.09)	<p>8:00 - breakfast. 9:00 - rest on the sea. 12:00 - we will go to the factory of wine-making, which is equipped with the latest technology. Here everything is automated and amenable to tight control at every stage of wine production. We will visit the Shabo Wine Culture Center (Appendix F). 15:30 – lunch. After the excursion in the crystal tasting room, which is located on the “–5” underground among the barrels, you can enjoy a tasting of aromatic wine or cognac bouquets of the Shabo brand, in addition, you will have the opportunity to get acquainted with the assortment of wine, champagne or brandy. If you want to take a piece</p>

Continuation of table 3.1

Day	Time/Program
Fourth (05.09)	of a sunny grape drink with you, then in the territory of the Shabo winery there is a company store where you can buy your favorite drink. 16:30 - transfer to the hotel in Odessa. Free time in the city.
Fifth (06.09)	8:00 - breakfast. 12:00 - departure from the hotel. 12:30 - tourists on the bus are taking their luggage to the station in the storage room. 14:00 – lunch in restaurant "Brothers Grill". 15:00-21:00 – free time. 21:00 - meeting at the station. 22:25 – departure from Odessa by train 106 III
Sixth (07.09)	07:10 - arrival in Kiev.

During the fourth day, the tour of the Cultural Center of Wine "Shabo" tourists will visit the vaults and dungeons, and also visit:

1. The ancient “Royal Cellar”, created more than 200 years ago by French-Swiss settlers, which, as legend has it, was once visited by A.S. Pushkin and the Romanian King Carol.
2. The ancient “Sherry cellar”, where in oak barrels a unique wine “dry sherry” “matures”. Giant underground storage located at a depth of five and nine meters under the ground.
3. The majestic “Cognac Court” with oak barrels for aging noble cognac spirits.
4. Unique "Champagne house" for the production of high-quality champagne by the classical method.
5. Modern cold bottling plant, the equipment of which guarantees the sterility of bottling and preservation of the natural properties of wine.
6. Unusual museum labyrinth with its ancient myths and legends about wine.

7. A cinema hall in which you will see a fascinating story about the settlement of Shabo and its founder Louis Tardane - the Swiss winemaker and the first mayor of Shabo.

8. The fountain of Dionysus is a symbol of Shabo, where you can get in touch with the miracle of wine making (table 3.2).

Table 3.2

Festival disorder

Time	Action
09:00 - 11:00	Start of eco-market "Your! Fresh! Seasonal!" (Local market of Vilkovo). Presentation, tasting, information leaflet about local products from Vilkovians. Infotehnum from the leader who knows people and tastes.
12:00 - 14:00	Start of the gastronomy "Bessarabsky salon of taste" (Svyato-Mykolaivska St.) accompanied by the ensemble of folk instruments "Mosaic" with its inflammatory music.
14:00	Opening ceremony of the gourmet eco-festival "Dunaisky gostyny" (St Nicholas Square).
15:00 - 15:30	Establishment of the National Records of Ukraine for preparation of the largest volume of fish soup. Tasting of soups by visitors of the gastronomic festival (specialized points for issuing soup). The musical program from the artists of the Odessa regional philharmonic
15:30 - 16:30	Tasting of soups by visitors of the gastronomic festival (specialized. points for issuing soup). The musical program from the artists of the Odessa regional philharmonic society
16:30 - 20:00	Cooking classes by famous chefs.
20:00 - 21:00	A unique program of the Philharmonic Orchestra "Hit of the world!".
21:00	Holiday fireworks

We offer our tourists to leave feedback that they liked, they did not like it. Feedback is very important to us.

Below (table 3.3.) we have collected and presented all possible expenses of this tour.

Table 3.3.

Calculating the cost of a gastronomic tour

Name	Cost of
A train	865 UAN
Accommodation (HB)	2 500 UAN/for person
Festival	200 UAN
Excursion with tasting	750 UAN
Bus	150 UAN
Total	4465 UAN

Excursion service 2 days; hotel accommodation, on the Black Sea coast (rooms with private facilities); food: - breakfast, lunch; 2 wine tastings (home and at the “Shabo” winery); tour of the Akkerman fortress; entrance ticket to the fortress; insurance; personal expenses.

Conclusions to part III

1. Tourism, like other areas of human activity, is active in action. There are changes and innovations, namely the nature and structure of the data industry. In place of mass, standard and integrated tourism come its new species made to order, based on demand. This process governs innovation activity. The national cuisine of many foreign countries is worthy of the attention of tourists traveling for gastronomic purposes. Top gastronomic tours routes and tours of the world according to the largest travel site can be seen on TripAdvisor.

2. For the hospitality and tourism industry, does marketing food have a big impact. There are a number of implications on the positive impact food tourism has on helping the growth of hotel and tourism businesses, such as:

1. Positive media coverage

2. Increased website traffic

3. Increased number of bookings from food tourists

As food is an integral part of cultural experience, some believed that food tourism plays an important role in promoting destination marketing. For the millennials, the internet is the main source of information as well as inspiration. Hotels and tour agencies can develop relevant content as part of their destination-marketing strategy. For instance, Australia has their own Instagram page focusing on all things local and featuring tourist attractions and culinary hotspots. Hence tourists are able to plan thoroughly-which places to visit and what food or drink to try.

3. Creative ideas to market of gastronomic tourism in Odesa region. 1. Creating a tourism marketing plan for gastonomic tourism. 2. Drive exposure with influencer programs. 3. Create an amazing guide about your gastonomic tourism. 4. Build a discussion platform on facebook. 5. Create awesome destination videos. 6. Use a challenge to spark interest in a destination. 7. Gather user-generated content and promote it. 8. Show off what makes you unique. 9. Focus your marketing by traveler type. 10. Make the most of mobile. 11. Highlight what's new in destination.

4. Gastronomic tourism can be called a trip to countries and continents to get acquainted with the peculiarities of national cuisine, culinary traditions, production and cooking; in order to taste a dish or product that is unique for a visiting person, as well as training and raising the level of professional knowledge. This is a new type of tourism with great development prospects, and the organization of such tours will contribute to the revival of national culinary traditions of the countries of the world. In Odessa there is a tourist organization "Tourism Development Agency" with which we propose, specializing in the creation and development of gastronomic tours and festivals.

5. The most popular place for excursions and tastings today is the Center for the Culture of Wine "Shabo", located in the village of the same name in the Odessa region. This is an operating plant for the production of wine, as well as large-scale cellars in which the wine matures and is stored. The territory of the culture center of wine "Shabo" is very picturesque, so people come here all day to have the

opportunity to take numerous photos and go for a tasting of local wines. On the territory of the plant there is a Wine Museum, in which you can see old exhibits related to winemaking, as well as learn the history of this region.

CONCLUSIONS

1. Tourism in today's world is one of the most important economic sectors and leisure time spending activities, and the facts that it has a great multiplier effect economically and can cause directly and indirectly an activation in many sub-sectors make it an ideal development means sub-sectors make it an ideal development means. Tourism, which has a driving role in development of societies, is a source of income for those providing services as people spend to meet their needs when they are travelling.

2. The word "gastronomy" was formed by merging the Greek words "gaster" (stomach) and "nomas" (law). Although "gastronomy" is defined as the art of eating and drinking in many sources, it in fact is an inter-related branch of art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture . As the topic is about eating and drinking, this covers such issues as nutritional sciences, sense of tasting and its physiology, wine production, functions of nutritional elements in human body, specifying qualities in choosing food stuffs, and developing production processes in accordance with hygiene and sanitation norms to prevent foods from going off physically, chemically, and biologically.

3. Specific features of gastronomic tourism: Conditions for the development of culinary tourism have absolutely all countries and this is a unique distinctive feature of this type of tourism; Also gastronomic tourism is not a seasonal holiday, for any season you can choose a suitable tour; Culinary tourism is to some extent a constituent element of all tours. But unlike other types of tourism, acquaintance with national cuisine becomes the main motive, the goal and element of gastronomic travel; Promotion of local farms and food producers - is an integral part of any gastronomic tour.

4. The target audience of gastronomic tours can be classified as:

- tourists who want to join the culture of the country through its national cuisine;
- tourists-gurme, i.e. people with high demands for food and refined taste;
- tourists using a culinary tour for cognitive purposes, for the purpose of training and obtaining professional skills (schoolchildren, students, cooks, sommeliers, barista, tasters, restaurateurs, restaurant critics);
- representatives of travel agencies studying this tourist direction.

5. Food provides a basis for tourism experiences by:

- Linking culture and tourism
- Developing the meal experience
- Producing distinctive foods
- Developing the critical infrastructure for food production and consumption
- Supporting local culture

6. The impact divides this field in two branches: the people who believe in that and people who are not of the same opinion, who do not believe. People who believe this theory includes some prominent personalities from the world of molecular gastronomy and science-based cooking, embracing the food innovation as a great opportunity.

7. Odessa is a city on the Black Sea coast of Ukraine, the largest seaport in the country, a city of regional significance, a center of the Odessa region. The city has one of the largest historical centers among the cities of modern Ukraine. In 1841, the city had 73888 inhabitants, and in 1912 there were 62,014 inhabitants, although the size of the city remained almost unchanged compared with 1841. Such a large population was achieved due to the high density of development. The perimeter of most areas was bordered by the wings of houses, and the surface of the building on some sites in the 1910s reached five floors.

8. In 2017, the number of direct flights increased, which made it possible to expand the tourist opportunities in Odessa, making it a more open and accessible destination. As a result, the passenger traffic of air travel in 2017 increased by 36%

compared with the previous year. Today in Odessa, there are 21 direct flights from Odessa International Airport.

9. Last year 13,02 million foreign citizens visited the country, while the number of Ukrainians traveling abroad reached 23.36 million people. These figures can be compared with the figures for 2014, when 12.71 million crossings of the state border for entry and 22.44 million for the departure were recorded. However, the structure of the flow has undergone significant changes

10. Macro Environment due to the following factors:

- Economic factors;
- Socio-cultural factors;
- Technological factors;
- The international dimension

11. The most important factor in tourism - the economic. Since, a stable economy in the country is the most important condition for the functioning of tourism, the country, which affects the development of all sectors of the global economy. When there is a stable economic situation in the country and there is the growth of incomes in the population, people are spending more money on vacation, and accordingly on the trip. Financial instability, inflation, strengthening customs requirements, interest rates, and changes in exchange rates lowers the activity of tourism.

12. Today some districts of the Odessa region develop and implement their tourism development programs in the region. There are already interesting examples of guilty tours, the program of which includes: visiting vineyards farms, wineries, museums; tasting of wine products. The region holds ethnic festivals that allow visitors to plunge into tradition and culture ethnos.

13. Viticulture and the corresponding processing enterprises traditionally determine the specialization of agriculture and food industry of this territory, despite the fact that in the structure of agricultural land, viticulture is significantly inferior to grain farming. Geographically, viticulture in the Primorsk region is concentrated in the area between the Danube and the Dniester in the Ovidiopol and Belyaevsky

districts. In total, 19.9 thousand hectares of agricultural land of the Primorsky region are occupied by vineyards. The largest areas are set aside for this culture in Belgorod-Dniester (5895 ha), Tatarbunarsky (3681 ha), Ovidiopol (3151 ha) districts. In general, in the structure of perennial plantings, grapes are the dominant crop for this territory, with the exception of Belyaevsky (garden areas are dominant here) and the Kominternovskiy districts. The processing unit of the viticultural and industrial complex is represented by the production of wine, brandy, champagne, grape juice, wine spirit, acetone. At the wineries of Odessa, almost 2/5 of cognac products and 1/4 of the sparkling wines of Ukraine are produced. Specialized vineyards and processing enterprises are also located in Izmail, Tatarbunary, Reni, Shabo. In addition, there are a large number of processing workshops based on agricultural enterprises in the territory of the zone. All the above-mentioned motivates the development of tourism in this region and its transfer to higher level.

14. Rational and effective use of all resources of the region is needed long-term program measures, weighted management decisions and effective practical action. These measures should be aimed at the integrated development of tourism, ensuring the rational use of tourist resources of the region, as well as addressing the issues of infrastructure and infrastructure information arrangement of tourist objects. Promotion in marketing (promotion, promotion, promo) - a set of marketing measures aimed at increasing demand and, consequently, increasing sales.

Product promotion - any of the possible forms of communication used to inform, persuade and remind of their products, services, social activities and their impact on society. Goals of promotion: inform or remind about the offer, stimulate demand and improve the image of the brand, product and company.

15. Promotional activities include: advertising on various advertising media, promotions; consumer events; publication of informational articles; speeches and publication of materials by opinion leaders; exhibitions, conferences, symposiums, round tables; briefings, press conferences; workshops, seminars and webinars; P.O.S. materials (from the English. Point of Sales - points of sales).

16. For advertising gastronomic tourism you can use: 1. Brochures, booklets. 2. Video Clips. 3. Seminars and masterclasses. 4. Participation in exhibitions. 5. Online resources. 6. Social networks.

17. The national cuisine of many foreign countries is worthy of the attention of tourists traveling for gastronomic purposes. Top gastronomic tours routes and tours of the world according to the largest travel site can be seen on TripAdvisor. Marketing is an important sector of food tourism because marketing describes everything of anything such as what is going to be done and what are the advantages and disadvantages of any product or anything. Although nowadays the sales sector remains mostly visible to all the people, most people are just aware of the sales sector but not of things included this will happen because of lack of marketing. Although marketing is a necessary thing in the food sector of tourism still some restaurant managers believe that there is no necessary of marketing.

18. There are a number of implications on the positive impact food tourism has on helping the growth of hotel and tourism businesses, such as:

- Positive media coverage.
- Increased website traffic.
- Increased number of bookings from food tourists.

19. On the tourism market in the Odesa region gastronomic tours are presented with several options:

- Accommodation in a hotel where all the tastings are registered in the excursion program;
- The direct participation of the tourist in cooking, which can be called a master class from the chef;
- An individual tour, where the client himself registers every detail of his gastronomic journey.

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20 и 21 ФЕВРАЛЯ МОРВОКЗАЛ 11:00-19:00

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**ПРИМОРСКИЙ БУЛЬВАР , 9
ВХОД ЧЕРЕЗ АРКУ**

ВХОД 20 ГРН

20 ИЮЛЯ **11:00 - 22:00**





















Appendix E



Appendix F

