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**"INNOVATIVE GASTRONOMIC TOURISM PRODUCT DEVELOPMENT
BY COMPANY BASED ON THE EXAMPLE OF "TRAVEL HUB" LTD"**

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Kyiv National University of Trade and Economics

Tourism and Recreation Department
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Task for a final qualifying paper

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CHAPTER 1. CONCEPTUAL PRINCIPLES OF INNOVATIVE TOURIST PRODUCT FORMATION IN INTERNATIONAL MARKET OF GASTRONOMIC TOURISM

- 1.1. Innovative product of gastronomic tourism as an object of scientific research
 - 1.2. Innovative practices of product implementation of gastronomic tourism in international market
- Conclusions to Chapter 1

CHAPTER 2. AN ANALYTICAL REVIEW OF INNOVATIVE PRODUCT IN INTERNATIONAL MARKET OF GASTRONOMIC TOURISM IN UKRAINE

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

Student Hmyria Anastasiia prepared final qualifying work fully in accordance with the ratified plan and chart of work.

In the first part of work it was described the conceptual principles of innovative tourist product formation in international market of gastronomic tourism, to describe innovative product of gastronomic tourism as an object of scientific research, are given the innovative practices of product implementation of gastronomic tourism in international market.

In the section 2 author gives an analytical review of innovative product in international market of gastronomic tourism in Ukraine, including at the expense: characteristics of tourist region of Ukraine; laying the gastronomic route in Ukraine; analysis of international market in gastronomic tourism segment.

At the end, in the Part 3 of work student is offered: the project of innovative product in the international market of gastronomic tourism based on “travel hub” ltd: proposal to the stakeholders of innovative tourism product by touroperator’s company; the essence and components of the project in “Travel Hub”; the mechanisms of project implementation in “Travel Hub” and the project effectiveness in “Travel Hub”.

On the whole can be recommended to defence and deserves a positive estimation.

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13. Resume about a final qualifying paper

A final qualifying paper by authorship **Hmyria Anastasiia** can be admitted to defense in the Examination Board.

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INTRODUCTION

In the conditions of globalization and strengthening the interaction between nations and cultures, tourism is a sphere that offers plenty of perspectives to know more about the other peoples' natural heritage, cultural identity and traditions. Tourism serves the economic and cultural instrument for the development of international relations. Today tour agencies create individual programs which are formed in accordance to the traveler's needs and desires. During trips, travelers have opportunity to understand the culture through the touch with the authenticity. Staying among people using the other language, preferring unusual cuisine, using a different style of behavior – this is the key meaning of tourism. Today the creation of individual tour programmes for travelers acquires popularity. This substantially contributes to the development of tourism market and formation of high-quality servicing in this industry. Individual tour programs take into account the purpose of traveler's trip, that's why they are intended to offer such services that can meet the client's demands. In short, any service program should be focused on a specific consumer and meet his target motives.

Travelling and food are the fundamental components of the global phenomenon known as gastronomic tourism. Recently gastronomic routes became one of the most attractive destinations in the tourism industry. It is considered as the wide-spread and effective direction in the strengthening of tourist destinations related to experiencing gastronomic culture. Gastronomic tourism is a special type of travel, which apart from visiting and learning the culture of a country supposes exploring the secrets of the local cuisine. It is gaining popularity worldwide, as evidenced by the increase in tourist attractions related to food in the individual regions and countries. Satisfaction of culinary interests now can be more motivating factor than the trip for seeing famous places in the country. Local cuisines are attractive by their novelty and sometimes exotic nature for the travelers. It is interested for them to taste new food

and dishes which are absent in own country or are cooked differently. It should be noted that the purpose of gastronomic tourism is not focused to taste only exotic dishes, instead it is oriented to get the knowledge about local recipes and peculiarities of cooking formed during ages on the specified territory. Usually these recipes are characterized by the long-term traditions. Similarly, like Ukraine has the most popular dishes, the other countries have their unique cuisine. “A gastronomic journey is a palette with which a tourist can draw his or her idea of a particular country” [37, p. 856]. The topicality of the study is explained by increasingly competitive environment in the field of tourism and its marketing. Each region is in search of unique products with which it would be possible to differentiate itself from the others. By itself, local cuisine is already the platform that contains the necessary resources which can be used as a marketing tool to attract customers, promote cities, regions or even entire countries.

The issues of gastronomic tourism were studied by many Ukrainian and foreign scholars. They researched the concept of “gastronomic tourism”, the factors influencing on its development, and peculiarities of gastronomic tourism implementation on the international market: M. Basil [1], V. Batman [2], K. Boutsoukou [4], E. Butsenko [5], S. Charters [6], E. Dracheva [7], J. Galvez [9], I. Hodia [10], J. Kivela [12], V. Koveshnikov [13], G. I. Mykhailychenko [18; 19; 20; 21], N. Nekhaeva [22], I. Nesterchuk [23], L. Nikitina [24], S. Quan [25], A. Rasulova [29], H. Saloeva [30], I. Smal’ [32], N. Zhaparova [37], O. Zhelesova [38] and so on.

The **topic** of paper is “Innovative gastronomic tourism product development by company based on the example of “Travel Hub” Ltd”.

The **aim** of paper is to investigate the gastronomic tourism effectiveness as a new product for travelers and touristic company.

In order to reach the aim, it is necessary to solve the following **tasks**:

1) to research the gastronomic tourism as a scientific phenomenon in the modern researches;

- 2) to characterize the implementation of gastronomic tourism on the international market;
- 3) to highlight the tourist region and specificity of laying the route;
- 4) to analyze the development of gastronomic tourism segment on the international market;
- 5) to review the features of stakeholders of innovative gastronomic tourism product by “Travel Hub”;
- 6) to explore the essence of gastronomic tourism implementation in “Travel Hub”;
- 7) to study the mechanisms of gastronomic tourism services in “Travel Hub”;
- 8) to analyze the effectiveness of gastronomic tourism offered by “Travel Hub”.

The **subject** of paper is innovative types of tourism offered by the modern touristic companies.

The **object** of paper is gastronomic tourism as an innovative type of travelling services offered in the touristic industry by “Travel Hub” Ltd.

The **material** of research includes academic literature on the topic of study, statistical data on the tourism industry development, financial accounting, questionnaires and other important information of “Travel Hub”.

The **scientific originality** of the paper includes the research of the innovative direction in the touristic activity of Ukraine that is called “gastronomic tourism”. In order to examine the effectiveness of this type of tourism, the gastronomic tour was developed for “Travel Hub” Ltd. The obtained results will help to compare whether there are any positive changes in the tourists’ rate growth after implementation of the gastronomic tours into its practice. This will demonstrate the perspectives of the Ukrainian tourism development at the national and international product.

As the result of investigation of the final qualifying work was published the article «Innovative Practices of Product Implementation of Gastronomic Tourism In International Market» in Articles of master programs students in field of specialty 242 “Tourism”, specialization “International Tourism Business” (Appendix A).

Structurally the paper includes three chapters each one having conclusions; general conclusions; references; list of tables, figures and diagrams; annexes.

CHAPTER 1

CONCEPTUAL PRINCIPLES OF INNOVATIVE TOURIST PRODUCT FORMATION IN INTERNATIONAL MARKET OF GASTRONOMIC TOURISM

1.1. Innovative product of gastronomic tourism as an object of scientific research

Food plays a huge role in organizing travel and, ultimately, affects human impressions in the trip. Tasting local cuisine and street food, travelers can truly immerse themselves into the local culture, become part of the community and explore new things. Food is an important factor when choosing a destination for a trip. According to the study of Booking.com, conducted among 50 000 users worldwide, 61% are ready to make a choice in favor of the direction for the trip, if it is famous for delicious local food. More than a third (34%) of travelers around the world went on a gastronomic tour in 2018. Almost half (49%) of respondents want to be bolder when choosing food on vacation. One of the ways to achieve this is to taste the local cuisine. Two thirds (64%) of users ate more traditional food while traveling in 2018. More than half (51%) of travelers go in search of the markets with street food, and this is no wonder, because this is a great way to taste local cuisine [54].

Gastronomic tourism belongs to innovative products. The scholar G. I. Mykhailychenko systematized and allocated the following types of innovations by the subject of application:

- 1) innovation-product (innovation as a fundamentally new or improved product, which is promoted in the form of goods on the market);
- 2) innovation-process (this is a technical, industrial management improvement, which reduces the cost of production of the product);
- 3) innovation-service (innovations related to maintenance of processes of using the product outside of the enterprise (technological process software));

4) intellectual capital (human resources as an intellectual, creative elite, able to creatively perceive and modify non-standard managerial decisions);

5) marketing innovations (the introduction of a new sales method, including significant changes in product design, its promotion to the market or in the designation of a new price, aimed at better satisfying the needs of the consumer, opening new markets or satisfying new positions for the company's products on the market in order to increase the volume of sales);

6) organizational innovations (introduction of a new organizational method in the activities of enterprises, in the organization of workplaces or external relations) [21].

The traditional tourism is intended to visit countries for acknowledgement with their places of sightseeing and culture. The innovative type of tourism – gastronomic – has formed as a result of great interest of visitors to the cuisine of touristic country. Despite its popularity, in the academic literature there is no clear definition of gastronomic tourism. This problem is noticeable even at the linguistic level. For example, the research conducted in the United States shows that people understand completely different things under such seemingly similar concepts like “food tourism”, “culinary tourism” or “gastronomic tourism” [23, p. 193]. However, the most academicians use these terminological units as equivalents. Let's analyze the meaning of each terminological expression offered by the World FoodTravel Association:

Food tourism (FT). It is the form of travelling intended to try for a taste of place in order to get a sense of place through tasting different food and beverages.

Culinary tourism (CL). The term is used to describe food tour. “Culinary” relates to everything connected with food and drink, especially the art of cooking. Gastronomic tourism focuses on tasting food rather than cooking, of course, if it is not educational gastronomic tour. This expression renders one direction of gastronomic touristic activities directed on learning. It is used in narrow meaning of the term “gastronomic tourism”.

Gastronomic tourism (GT). The word “gastronomy” is used to describe the relationships between food and culture, the process of cooking and serving the rich and appetizing food, and styles of its cooking. Gastronomic tourism helps visitors to taste food and get to know the culture. By meaning this expression is wider compared with the term CL [67].

Throughout the paper, mostly the terms “food tourism” and “gastronomic tourism” will be used in the meaning specified above.

The increasing role of food and nutrition as a form of consumption together with the global processes in the world market has led to the fact that world cuisines along with an assortment of food products have become more accessible for travelers. Such rapid development has led to an increase in interest in indigenous and unique food, food products and culinary destinations so that more and more people choose to travel in order to try local cuisine or dishes of the “star” local chef-cook [32]. To all the above, it is important to bear in mind that the modern tourists has long been familiar with the term “gastronomy”. Although the term itself appeared quite a long time ago, namely in 1801 in France in the form of the poem title, but the process of its enrichment with new additions and definitions still continues. Despite being widely known, gastronomy as an object of culinary delights is rather difficult to define. The origin of the word itself indicates the physiological basis (from the ancient Greek “Gastros” – *stomach*, “nomos” – *law, teaching*), the meaning of the term today is only weakly related to its etymological origin. A large number of definitions can be focused in two aspects that are still intertwined:

- 1) gastronomy, associated with the satisfaction of the best in cooking;
- 2) discipline, which includes everything related to food, along with categories such as food and drinks [32].

Modern gastronomy as a definition and as a discipline, appeals to the second aspect, which reflects a comprehensive gastronomy that is based on meaningful nutrition. Gastronomic tourism has shown itself to be a fairly profitable item of the state economy. It is not accidentally that it is now used even by those countries, whose gastronomic culture had previously been unknown to the average person, for

example, African, Japan, Chinese cuisine [24]. Absolutely all countries have the conditions for the development of gastronomic tourism and this is a unique feature of this type of tourism. Also, gastronomic tourism does not have the character of a seasonal holiday, for any season travelers can choose a suitable tour. Culinary tourism is to some extent a component element of all tours. But unlike other types of tourism familiarity with the national cuisine becomes the main motive, purpose and element of the gastronomic journey. Promotion of local farms and producers of food products is an integral part of any gastronomic tour [5].

The term “culinary tourism” was first introduced in 1998 by the associate professor of folk culture at Bowling Green State University (Bowling Green, USA) Lucy Long. In 2003, Eric Wolfe established the International Association of Gastronomic Tourism (The International Culinary Tourism Association). In 2012, the term “culinary tourism” was replaced by the term “gastronomic tourism” because the study, which was conducted by the International Association of Gastronomic Tourism, showed that most of the Americans, among whom the research was conducted, believed that “culinary tourism” was for the elite only. Therefore, it was decided to replace it with a term more affordable for the majority of people, combining food shops, street vendors, pubs for local residents, wineries, and one-of-a-kind restaurants in one concept [5, p. 56].

In view of I. Nesterchuk gastronomic tourism should be understood in the literal sense as:

- special wine and gastronomic tours;
- visiting gastronomic tourism objects (specialized cheesecakes, wineries, breweries, etc.);
- visiting restaurants with regional cuisine;
- visiting culinary courses at hotels, as well as specialized culinary centers and schools;
- visits to farms;
- visiting agricultural (farmer) markets;
- food exhibitions and fairs;

- gastronomic and wine (beer, etc.) festivals;
- visiting destination to enjoy street food etc. [23, p. 194].

Researcher O. Zhelezova interprets gastronomic tourism as a new direction in the development of world tourism, which can be one of the possible directions for the preservation and development of the economy, cultural heritage and a factor in the sustainable development of territories. The purpose of gastronomic tours is to get acquainted with the peculiarities of the cuisine of a particular country. At the same time, this goal is not limited to trying some rare, exotic dish or trying countless products. It is important to learn the peculiarities of the local recipes, which for centuries has absorbed the traditions and customs of the local people, and their culture of cooking [38].

According to M. Rasulova, gastronomic tourism has several forms [29]:

- *Restaurant tour*. A trip consisting of visiting the most famous and popular restaurants, which are characterized by the high quality, exclusivity of cuisine, and national orientation.
- *Countryside tour*. A temporary stay of tourists in the countryside with the aim to taste its cuisine and products manufactured in the region. It may also include agricultural work.
- *Gastronomic tours* (exhibitions, fairs, shows, etc.), for example, visit to Tomatina in Spain – a tour of ecologically clean farms and productions, acquaintance with products and their production (France, Germany, United Kingdom, USA, Switzerland). In Ukraine there are also famous food festivals like “Borshch”, etc.
- *Educational tour*. Its purpose is to study the special establishments of the culinary profile attending courses and master classes.
- *Combined tour*. It combines the features of the previous gastronomic tours [29].

In order to obtain culinary experience, travelers can chose specific places of destination, which help them to get a lot of satisfaction from tasting gastronomic varieties [1].

In view of Galvez et al. gastronomic tourism is closely related to the study of the tourists' behavior. A traveler who is not attracted by the gastronomic visits is instead interested in having traditional nourishment and behaves accordingly [9, p. 254]. The travelers aimed at food tourism go abroad with the principal or secondary purpose to taste the different cuisines, learn, more about local food and culinary enrichments.

Thus, we determine gastronomic tourism as a set of activities for tasting dishes typical for local cuisine, visits to primary and secondary catering, food festivals, restaurants. The products of gastronomic tourism include: lunch in restaurants, visits to food manufacturers, participation in food festivals, cooking training.

Fast spreading of GT contributed to the development of segmentation approach to it. In this concern, it is necessary to mention works of Kivela and Crofts who offered classification of tourists into three groups by their attitude to gastronomy:

- 1) travelers having principal or secondary intention to visit the gastronomic destination;
- 2) travelers who are interested in local food;
- 3) travelers having no particular interest in gastronomic culture [12, p. 39].

Paying special interest to the local food, Charters and Ali-Knight offered classification of travelers by their gastronomic preferences into wine and culinary interested travelers. The scholars state that wine interested travelers are divided into four groups: "wine lovers", "connoisseurs", "just interested", and "wine novice" [6, p. 311].

Quan and Wang describing gastronomic tourism represent it as a conceptual model. The model consists of two types of motivation, which lies in the basis of tourist's demand for travelling. These types of motivation are primary and secondary motivation [25].

1.2. Innovative practices of product implementation of gastronomic tourism in international market

In recent years, globalization promoted the development of the international tourism. Today, tourism is an important component of the world economy. According to the International Tourist Organization, the share of tourism in world GDP is about 9% and about 30% in world exports of services and 6% of world trade volume. There are more than 235 million people engaged in the tourism industry, or every 12 employees. If in 2015 the services of tourism industry took advantage of about 983 million foreign tourists, then in 2017-2018 their number reached 1 billion people. For the period of 2017-2018, the turnover of world tourism has reached over 1.2 trillion dollars [10]. This statistics demonstrates that gastronomic tourism is not rare phenomenon already. It became the type of touristic activity that can satisfy tastes of gourmets and travelers who want to know the foreign culture by means of acquaintance with its cuisine. Enthusiasts about food and drink all over the world gained the opportunity to travel and enjoy other cultures' cuisines. Each year travelers become more and more familiar with the specificities of different culinary cultures.

Summarizing the above-said, attitude towards the country often consists of a tourist's first acquaintance with local cuisine, because the culinary achievements of a nation are easily accessible and open to personal perception even during a short visit to the country. Development of gastronomic tourism is connected with globalization processes. Study of statistics shows that travelers prefer European, American and Asian cuisine.

Conclusions to Chapter 1

Having studied the concept and peculiarities of implementation of gastronomic tourism at the international market, we can conclude that the development process of the tourism industry is a complex and dynamic multifactorial process, which depends on the numerous prerequisites and factors that contribute or limit the pace of the development of tourism activities. The tourist infrastructure plays an important role in shaping the sustainable development of tourism. During the last decade gastronomic tourism has been developing rather rapidly. Increasingly, tourists travel to explore local cooking. Food is seen as a reflection of the culture of the country and

its people and, accordingly, as an additional means of attracting attention to the tourist destination. Gastronomic tourism means that the tourist first of all pays attention to getting acquainted with local cuisine, its culinary achievements or just interesting features. More and more tourists are interested in getting to know the cuisine and culinary traditions of people from the other countries or regions, and tasting new food products and dishes. The unique and original gastronomic offer can support the development of towns without natural or cultural values. In the modern world, gastronomic resources have become an important factor in the development of international tourism. Many countries use them to attract tourists. Gastronomic tourism is widespread in Spain, Italy, France, China, Korea, Thailand, and Japan.

Almost every country has the potential to develop gastronomic tourism through its cuisine. In the conditions of increasing competition in the field of tourism, each region is in search of unique dishes and products with the help of which it would be possible to differentiate itself from others. Almost all countries are now trying to take advantage of this opportunity, especially as a ready base in the form of traditional dishes exists in each locality and can be used to attract tourists, promote cities, regions and even entire countries.

CHAPTER 2

AN ANALYTICAL REVIEW OF INNOVATIVE PRODUCT IN INTERNATIONAL MARKET OF GASTRONOMIC TOURISM IN UKRAINE

2.1. Characteristics of tourist region of Ukraine

In recent years, rapid development of tourism infrastructure elements has been observed in Ukraine. Today, tourism is the most promising and one of the leading sectors of the world economy. Promotion of touristic business in the field of tourism can guarantee significant contribution to the country's economy in providing new jobs, replenishing the state budget through the payment of taxes and visiting Ukraine by foreign tourists. In general, the economy in the field of tourism business is a set of social relationships that appear in the process of tourism, i.e. in the production, distribution, exchange and consumption of tourist product, based on economic theory.

Ukraine has all the prerequisites for the intensive development of inbound and outbound tourism. Having a favorable geopolitical position, Ukraine has many advantages in the field of tourism, namely: possession of tourist and recreational potential, favorable climate, cultural and historical monuments and the tourism industry, which is developing at a rather rapid pace [8, p. 128].

Ukraine has absolutely all the conditions for tourism: both the geographical location and the huge number of cultural and natural reserves, and the relatively small but developed tourist infrastructure, which currently has 4,500 facilities, six natural resort areas in Ukraine, with unique natural therapeutic resources located in Khmelnytsky, Myrgorod, Berdyansk, etc., seven cultural, architectural and natural sites that are included in the UNESCO World Heritage List. Therefore, having such natural and cultural opportunities, the tourism industry should definitely pay the greatest attention from the point of view of the formation and implementation of the relevant state policy [3].

Ukraine is located in the heart of the European continent, which annually visits 51% of all tourists on the planet. Ukrainian nation is rich in customs and traditions, Ukrainians have a special temperament [33].

The climate of Ukraine is moderate continental. At the same time, the climate of Ukraine has unique features. This is due to the fact that the geographic location of the country and its relief features affect the climate of Ukraine. The climate of Ukraine is temperate [46].

Researcher Elena Motuzenko, a national expert in ethnogastronomic tourism, says that now in Ukraine it is possible to develop several areas of gastronomic tourism: wine, cheese or honey. Ukraine is a powerful agricultural country, a manufacturer of food products, so there are good prospects for registering domestic geographical indications. “Gutsul brynza”, “Kherson watermelon”, “Melitopol cherries”, “Bessarabian” and “Transcarpathian” wines are already claiming the status of products with a geographical indication [11].

Ukrainian cuisine is famous for its diversity, high nutritional value and delicious taste. It was formed due to a good geographical location (namely, uniquely fertile soil, black soil), climatic conditions suitable for growing grain and various plants, and under the partial culinary influence of other peoples. In the Ukrainian tradition, a particularly reverent attitude has developed towards bread. It is a staple food and, at the same time, a must-have attribute of many ceremonies and rites. Other types of flour products are pampushki, dumplings, varenyky, pancakes and many others. Borsch and dumplings, sausages and roasts, drinks from fruits and honey are known far beyond the borders of Ukraine. National cooking charges hundreds of recipes. Some foods have a long history, such as Ukrainian borsch. For most dishes complex set of components is typical [61].

Summarizing the above-said, the tourism industry in Ukraine has all the prerequisites for strong development and entry into the civilized world market of services, taking into account trends and principles of innovation development. Ukraine’s significant potential is its history and rich culture. Ukraine has a unique combination of natural conditions, diverse landscapes and mineral therapeutic

resources. There are more than 100 protected natural areas in the country – national parks, biosphere reserves and natural reserves. All these are conditions for the development of the resort and recreational sphere. In general, 15 percent of the country's territory is suitable for it.

2.2. Laying the gastronomic route in Ukraine

Creation of the attractive tourist product is the most important tool for marketing strategy implementation. It is directly related to the production processes in the travel agency. Commodity policy requires the adoption of balanced and agreed decisions between production and sales in relation to the range and mass nature of the tourist products. The main tourist product in the practical activities of travel agencies is a tour, that is, a trip by certain route on the basis of integrated servicing.

The tour route plays an important role in creating the necessary attractiveness, satisfaction of the wishes and interests of tourists. The long-standing practice of admitting foreign tourists in Ukraine has shown that the absolute majority of foreign tourists visiting Ukraine are interested to see Kyiv, Lviv, Ivano-Frankivsk, and Odessa. The choice and development of one or another route are primarily related to the purposes of travel of foreign tourists to Ukraine. So, for excitement-cognitive tours it is necessary select cities with the most interesting tourist attractions, for example, historical and cultural monuments, museums, art galleries, and others. When organizing tours for rest the route must include resorts, sea, mountain or rural centers with appropriate natural and climatic resources. When organizing gastronomic tour it is necessary to include into the route places with ethnic food. The attractiveness of the tourist route also depends on the mode of transportation of tourists between the cities included in it. Not all cities in Ukraine have convenient transportation links. It is worth taking a very careful approach to choosing one or another means of transportation for tourists [28].

A tourist who chooses gastronomic tour must know that such a trip gives him not only the familiarity with new tastes and eating pleasures, features of local cuisine, culinary traditions and customs, but also poses certain risks from the side of an

organism for not perceptions of certain types of food, opportunities for gastric disorders, allergies and food poisoning that can accompany a traveler who is accustomed to classical national cuisine or has its own nutrition system. Often for the human body, exotic gastronomic products cause a number of inconveniences and can lead to undesirable and sometimes negative consequences of such a thoughtless rest. There are many specific features of regional national cuisines that need to take into account the specifics of cooking. Planning gastronomic tour travelers should be informed about possible risks [26].

Thus, formation of gastronomic route includes several steps:

- 1) Definition of the purpose and content of the tourist route. It includes identification of the organizational aspects of the route, size of groups, duration of tour, seasonality, places of stay, weather conditions, and service.
- 2) Proper development of the route and the choice of the best places for its development.
- 3) Selection of interesting objects for inclusion in the route attendance program.
- 4) Drawing up a calendar plan of stay (travel) and timetable of movement.
- 5) Forming a package of proposals for the chosen route [34, p. 256].

According to the UN World Tourism Organization (UNWTO, Global Report on Food Tourism), 79% of travelers build a route, after having studied the calendar of gastronomic events and local cuisine. According to the study, every third tourist considers the national cuisine motivation to travel, and he spends on food about 30% of the total cost of the trip. The gastronomic tour of each travel agency is completely different from each other. Someone offers tourists trips around the countryside, familiarization with local traditions and customs, including harvesting. Someone tries to make the tourists visit the best restaurants, and arranges for them master classes in cooking various dishes. Everyone has their own [30].

Each Ukrainian region is characterized by the variety of gastronomic delicacies. In Polissya, one of the favorite dishes is potato pancakes made of grated potatoes, potato pancakes, or simple boiled potatoes. In Korosten, Zhytomyr region, the International Festival of Potatoes is held annually, where chefs from all over Ukraine

come to show their art. In the Chernihiv region baked goods are especially popular – potatoes, sauerkraut and meat. Traditional dishes of the regions of Ukraine are connected with those riches that can be used for culinary purposes. The south of Ukraine, where the Dnieper falls into the Black Sea, is famous for fish dishes. Also the south of Ukraine is known for its vegetables [61].

Ukraine is famous for cheese products, meat, fish and other dishes of traditional Ukrainian food. Gastronomic places of Ukraine attractive for gastronomic tourists, which can be included into the route, are as follows Fig. 2.1.1, Annex B):

The Cheese Factory “Jersey” is located in the village of Selisko, Pustomytovskyi district, Lviv region. The farm “Agrotem” grows dairy cows Jersey (which gave the name of the farm). Two families are engaged in animals and cheese making. Also, a cheese factory is included in the first Ukrainian agro-recreational cluster “GorboGory” (Pustomytovskyi district, Lviv region) [45].

Trout farm in the village of Opaka. Fishing is not only an exciting type of active recreation, but also an opportunity to enjoy the excellent taste of freshly caught fish. In the case of the village of Opaka, the offered fish is trout. At the request of the tourist, in his immediate presence, an experienced cook will cook trout on the grill. Hospitable Gutsul hosts will serve pickled cucumbers, tomatoes, other pickles or fresh vegetables to the fish. In addition to fishing, lovers of eco-tourism here can attract forests, mountains, healing mineral springs, and fans of non-standard entertainment – riding on special rubber tubes [65].

Brewery “Mikulinetsky Brewery”. One of the oldest breweries in the country is cooked live non-pasteurized beer based on pure spring water. Preserving the old brewing recipe, high-tech equipment and environmentally friendly raw materials are used here: barley grown on its own fields, honey with its own apiary, aromatic hop varieties. The plant produces 17 varieties of beer, which can be tried in all regional centers of Ukraine. Excursions and tastings are held on the territory of the brewery [40].

Eco-Farm “Green Grove”. An open and modern family-run eco-farm, Orestes and Jolana Del Sol, promotes the production of environmentally friendly products.

The specifics of animal care here is that the pigs and goats are provided with free access to open areas at any time of the year. The temperature regime in animal hives corresponds to their needs, and the daily diet is carefully selected and consists of pure and natural forages. After visiting the farm, tourists will be able to taste goat cheese, salami, dried meat, pastes and many other delicacies [48].

Buffalo farm in Steblevka. The population of Carpathian buffaloes is preserved on the farm in the village of Steblevka. The farmers produce mozzarella from the milk of these animals. In addition to several dozens of buffaloes, the farm is a home to the Gutsul horses, the breed Gutan and curly Carpathian pigs. A tour to the buffalo farm introduces the rare animals to the visitors and provides an opportunity to taste real buffalo cheese [41].

Monastery cheese factory in the village of Rakoshino. At the Holy Pokrovsky monastery near Mukachevo, there is a wonderful cheese factory. Rakoshino monks make 14 types of cheese from cow, sheep and goat milk, which they get on their own farm. The assortment of the monastery cheese factory includes Transcarpathia brynza, buz, Greek cheese, as well as Italian ricotta, mozzarella, mukkina and scamorza. Travelers can try the cheeses in the specialty shop of the monastery cheese factory [51].

Wine cellars in the village Srednee. The Seredne wineries are one of the oldest and largest wine centers in Transcarpathia. The tunnels, where wine is now stored, were laid in the second half of the 16th century and are an architectural monument. For proper storage and aging of wine in a dungeon, a temperature of 12 degrees is constantly maintained. In the cellars, along which stand huge oak barrels of wine, tours are guided with tastings. Travelers can buy a bottle of their favorite drink in the company store [68].

Carl Shosh's Wine Cellar. For the past ten years, the Hungarian winery of Karl Schoš has been operating in the village of Kidiosh. Hereditary winegrower and winemaker Carl Shosh grows about 60 grape varieties and produces up to 40 types of wine. As a few centuries ago, the Shosh family does not depart from traditional wine making techniques, taking into account the spirit of Transcarpathia. The tastings at

Shosh are held in a cozy wine hall, where, after each tried wine variety, guests are treated to cheese, apples, peanuts and other snacks to neutralize the taste of the previous wine before evaluating a new wine.

Ungvarskaya restaurant. Transcarpathia is famous not only for cheeses and wines, but also for a variety of colorful dishes. In the ethno-restaurant Ungvarskaya restaurant, visitors are offered to evaluate the taste of banosh, bograch, token with Gutsul brynza, lecho in Madjars, kremzliks, homemade sausages, Transcarpathian yushki pasuli and many other dishes. A lot of fish live in the river and lake waters of the region; therefore, cooks of the Ungvarska restaurant prepare fried Carpathian carp, trout stuffed with mushrooms, as well as trout using the original recipe of the famous Hungarian culinary specialist Karoy Gundel. Most restaurant dishes are prepared according to ancient recipes of ethnic Transcarpathian cuisine, which includes Slovak, Romanian, Hungarian and Czech culinary traditions. For guests there is also a tasting room, where travelers can try collection wines, honey, cheeses and liqueurs [66].

Restaurant Gallery “Hospoda”. The cozy family restaurant “Hospoda” is located on one of the oldest streets in the very center of Uzhgorod. Here, guests can enjoy dishes such as Czech ribs, poloninsky veal, goulash with dumplings, scrambled eggs with mushrooms and cheese and much more. The owner of the place offers a unique and useful Carpathian tea, the leaves and flowers for which were collected and dried with their own hands [50].

Restaurant “Detsa u Notaria”. In the atmospheric “Detsa u Notaria” restaurant, guests are offered Verkhovyna brynza, branded baked ham and basturma, sushi lard, Transcarpathian gurku, bograch, Transcarpathian hodgepodge, Mukachevo-style schnitzel, banosh, Guzul-style kremzlik, goulash and other local dishes. Alcohol lovers are offered exclusive homemade plum brandy [47].

Charda’s Living Yard. On the territory of the hotel and restaurant complex of Chard there is a wooden hut with an open fire in the middle of the hall. The restaurant’s menu includes various pickles, Gutsul potato pancakes, salmon strudel,

bacon with bacon and cheese, borsch, bograch, bob-levesh, baked river trout, sturgeon steak and other delicious dishes [43].

Restaurant “Bograch”. The restaurant of authentic Transcarpathian cuisine is located on the main square of Mukacheve. In “Bograch”, visitors are served potato pancakes, meat in polonynski style, banosh, bograch, perkelt with dumplings, tasty homemade wine and berry liqueur [56].

Winery of Prince Trubetskoi. In the village of Veseloe, Berislavsky district, Kherson region, there is a unique winery – the Chateau of Prince Trubetskoy. Winery guests can stroll through the ancient cellars, learn about the history of the princely chateau, learn about the technology of wine production and taste various types of this drink. Also, as part of the tasting, tourists can taste the wonders of the local cuisine: home-made cheese and suluguni in combination with dried Kherson tomatoes and juicy plums, bruschetta with tomatoes and goat cheese, jam of local cooking and freshly caught fish [71].

Winery “Kolonist”. Winery “Kolonist” founded by the Plachkov family, is located in the south of Odessa region in the village of Krynychnoe. In the region of the Danube Bessarabia, viticulture is an old tradition. The grapes used in the production of “Kolonist” wines are grown on the south-western slopes of the largest freshwater lake in Ukraine – Yalpug, which creates a microclimate that is unique for the ripening of grapes. “Kolonist” pays most of his attention to high-quality dry wines, but also produces semi-dry and sweet wines. Winery team offers the travelers a tour of the vineyards, wine-making shops and wine cellars, wine tasting and traditional dishes of the Bulgarian cuisine [70].

Wine Culture Center “Shabo”. The center of wine culture is located in the village of Shabo, Belgorod-Dnestrovsky district, Odessa region. The purpose of the center is to increase the culture of noble drinks consumption. This complex combines a high-tech enterprise, ancient wine cellars, a tasting room, modern art exhibitions, as well as a unique Museum of wine and winemaking. As part of a three-hour tour of the center, visitors can learn about the history of Shaba wines, technologies of modern production and try seven kinds of premium wines [69].

Fish Restaurant “Porto”. Restaurant “Porto” is located in the Primorskyi district of Odessa. The restaurant was opened to delight fans of Mediterranean cuisine. Here guests are offered a really good and fresh fish. All seafood in the restaurant is seen through the open window. Visitors who wish to order fish are offered to choose the method of its preparation: grill, frying pan, oven, deep-frying or smoking. In addition to fish, “Porto” serves excellent cheeses, freshly baked bread, meat dishes and desserts. At the request of the clients, the restaurant chefs can cook even shark and crocodile meat [57].

Restaurant “Shalanda”. The hotel and restaurant complex “Shalanda” is located on the beach Langeron at 30 meters above the sea. The restaurant is divided into two parts: a large terrace overlooking the sea and an indoor hall in country style. Menu of the restaurant includes fresh *Black Sea fish*: flounder, mullet, red mullet, gobies; *Seafood*: shrimp, Black Sea shrimps, crayfish; red and pike caviar, lightly salted salmon and mackerel, brand herring; meat, fish and vegetable salads, grilled dishes, Italian pasta and much more [58].

Restaurant “Babel Fish”. The restaurant Babel Fish serves Black Sea fish cooked in the best traditions of Odessa. Here visitors will be offered crucian carp, carp, horse mackerel, bullheads, flounder, pike perch, mullet, sargana, sultanka, glos, salmon steak, squid, octopus, tiger prawns, lobsters, oysters, mussels, scallops. The variety of fish treats offered at Babel Fish seems endless. Also the restaurant menu includes meat, vegetable dishes, salads, desserts, pasta and risotto, cocktails and much more. The restaurant has live music and a cozy Odessa atmosphere [55].

One the Ukrainian regions mostly interested from the aspect of gastronomic of Transcarpathia. This region is famous for its wine traditions, so it is good for organization of wine tour. Transcarpathia is a historic grape land. The slopes of the volcanic Carpathians, a lot of sun and a sufficient amount of water led to the development of winemaking in these lands since ancient times. Transcarpathia’s wines were supplied to the yards of medieval kings and nobles, and even the presidents of modern states. The culture of the Transcarpathia winemaking is unique, because during the historical twists and turns the Hungarian, Italian and Austrian

traditions combined in themselves. It is the result of this cultural fusion that gave such an interesting and colorful product as Transcarpathia wine. The route we offer to the tourist during our study consists of such places (Annex C, Fig. 2.1.2):

Chateau Chizay – Carpathian Buffalo – Transcarpathian snail farm.

Chateau is a country house surrounded by vineyards. In Chateau Chizay tourists can learn the history of the wineries of Transcarpathia, visit the wine cellars and taste wine at the professional sommelier company. The time of staying in Chateau Chizay is on a hour and a half. During this time tourists

- 1) have excursion alongside the territory of an enterprise;
- 2) visit the wine cellar, where the traveler can know about the traditions of wine production in Ukraine;
- 3) visit the Museum of Wine and Viticulture;
- 4) can taste wine from professional sommeliers [44].

The eco-farm “Carpathian Buffalo” was created in 2008 on the outskirts of Vinogradov by the enthusiast of the revival of the Transcarpathian population of these animals by Roman Fetko. Currently, the farm contains 40 heads of black Carpathian buffalo. Tours and tastings of cheeses and other products made of buffalo milk are offered here [42].

The tasting at “Carpathian Buffalo” farm starts with an excursion to the animals, then familiarize with the proposed set, which is located on an authentic round wooden plate with a logo in the middle, and around the counter clockwise there are figures (to virtually move the tourist in the past when the buffaloes were a means for the survival of the people of the Carpathian region). Buffalo products are tasted in the following order: milk, Panir cheese, home-made cheese, mozzarella, butter, sour cream and cheese. 7 positions are constant, but the eight varies depending on the availability of the resource: there may be brynza, or sheep or buffalo solid cheese. Recently, a meat dishes were launched here. They offer meat from animals that are grown on the own farm, in particular, from pigs (fat, dill paste, liver pate, homemade smoked sausage), sheep (bathing tubs - thin hunting sausages) and buffaloes (smoked

and dried sausages). All animals are fed exclusively with organic food to preserve the naturalness of the product [42] (Annex D).

Transcarpathian snail farm. The first Transcarpathian snail farm is located in the village of Nyzhne Selyshche, which is in the Khust district of the Transcarpathian region. There are 3 types of snails here. For this purpose, the most favorable conditions for them are created on the farm – both feeding and climatic ones. The farm offered excursions to the tourists. Snails are delicious, and resembling the taste of fried mushrooms, but the taste is unique. At the moment, travelers can taste 3 types of snails on the farm:

- 1) Burgundy snails – with added tomatoes and garlic.
- 2) Snails “Saffron” – with saffron and other herbs.
- 3) Snails in the Transcarpathian region – with cheese [60].

Summarizing the above-said, laying the touristic route, it is necessary to take into account that gastronomic places must be selected from the ethnic aspect. It means that they must give tourists understanding about the ethnic Ukrainian cuisine.

2.3. Analysis of international market in gastronomic tourism segment

The development of tourism sphere in Ukraine led to the growth of the tourist interest to Ukraine, and intensification of the economic stability. The factors of tourist sector development in Ukraine contribute to its general tourist attractiveness.

The tourist attractiveness of the region, according to V. V. Slavin, is “the totality of its objective and subjective characteristics, material and non-material factors affecting the results of tourist activities and determining the position of the region for tourists and subjects of tourist activity, including the resource potential of tourist activities and social and institutional risks of its implementation on the certain territory” [31].

Researcher S. P. Kuzik believes that tourist attractiveness is “the presence of such a tourist potential of a territory, the operation of which ensures the optimal tourist and recreational load and the full preservation of tourist resources and the possibility of

obtaining an appropriate socio-economic effect without disrupting the ecological balance of the environment” [14].

Interesting is the position of E. O. Ushakova and S. A. Vdovin, who propose to determine the tourist attractiveness of the region through tourism development resources – a set of natural, climatic, historical, cultural and socio-economic facilities and conditions necessary for organizing tourist services in the region, creating and promoting competitive tourist product that can provide a significant contribution to the socio-economic development of the region (country) [36].

According to research M. O. Omush, parameters, which can be used for estimation of the tourist attractiveness of the territory, are as follows:

- general image of the region;
- natural and climatic conditions for rest and recreation;
- social stability and security;
- transport accessibility;
- economic attractiveness;
- the spiritual attractiveness of religious pilgrimage centers;
- attractiveness of historical monuments [cited by 36].

Based on the theoretical analysis and taking into account the uniqueness of some indicators for assessing the level of tourist attractiveness of the territory (TAT):

- the area of natural tourist resources (x1);
- quantity of anthropogenic tourist resources (x2);
- number of tourist accommodation facilities (TAF) (x3);
- investments in the capital of hotels and restaurants (x4);
- average prices for services at tourist enterprises (x5).

The coefficient of square of tourist resources is calculated by the formula:

$$C_{STR} = C_T = Q_r,$$

$$C_{STR} = 536.78 \div 23 = 23.34$$

These indicators (x – x5) are quantifiable (Table 2.1).

The coefficient of quantity of anthropogenic and biosocial resources is as follows:

$$C_{QABR} = C_T \div Q_r,$$

$$C_{QABR} = 505.11 \div 23 = 21.96$$

The coefficient of places for tourism accommodation is as follows:

$$C_{QTA} = C_T \div Q_r,$$

$$C_{QTA} = 19400 \div 23 = 843.48$$

The coefficient of investments into the basic capital, hotels and restaurants is as follows:

$$C_{INVS} = C_T \div Q_r,$$

$$C_{INVS} = 1928.32 \div 23 = 83.84$$

The coefficient of average value of tourist services per 1 person/day is follows:

$$C_{AVTS} = C_T \div Q_r,$$

$$C_{AVTS} = 2990.4 \div 23 = 130.01$$

The average meaning of Ukraine's attractiveness

$$C_{TAT} = Q_r \div (C_{STR} + C_{QABR} + C_{QTA} + C_{INVS} + C_{INVS}) \times 100,$$

$$C_{TAT} = 23 \div (23.34 + 21.96 + 843.48 + 83.84 + 130.01) \times 100 = 23 \div 1102.63 \times 100 = 2.08$$

Estimation of the tourist attractiveness of Ukraine is done by such scale [17]:

< 0.5 – unsatisfied level;

0.5 – 1.0 – satisfied level;

1.1 – 1.5 – average level;

1.6 – 2.0 – high level;

2.1 – more – very high level.

Consequently, the coefficient of the tourist attractiveness of Ukraine is 2.08% that means it is high and has potential to grow further.

Despite big potential for the tourism growth in Ukraine, it has problems which can effect on the quantity of travelers. The stagnation of the tourism market is due to a change in the demand for a tourist product, a significant decrease in the number of travelers (and sometimes, and the termination of entry) to a number of traditional holiday destinations (such as Crimea, Northern Black Sea Region, resorts of the Donetsk region and adjacent territories), which took place under the political events (threats of hostilities), economic factors (under the influence of significant reduction of incomes, growth of foreign exchange rates and loss of purchasing power of the national monetary unit) and social reasons (such as security of the occupied) [18]. Thus, Ukraine challenges substantial problems with security. It is equaled to such countries of Nigeria, Palestine, Egypt, Kenya and some others in this aspect (Table 2.2):

Ukraine is a transport hub of Europe and Asia. It has one of the longest railways in Europe, which transport capabilities are bigger than China, India, and Russia have. Ukraine is located on the crossroads of the trans-European corridors, which unite Eastern and Western Europe, and Baltic States with Black Sea region.

According to G. Mykhailychenko, innovative type of tourism, including gastronomic one, require new solutions in the systems and chains of tourists' distribution and transportation [19]. However, underdeveloped transport infrastructure, outdated technologies and deeply rooted corruption do not allow the transport sector of the country to take a worthy place on the map of European routes.

Under the Infrastructure sub-index of the Global Competitiveness Index 2017-2018 of the World Economic Forum, Ukraine ranked 78th out of 137th countries with a score of 3.9 points, showing a drop on 3 points from the previous year and 10 points compared to 2014, having appeared at the level of Vietnam (3.9 points), Armenia (3.9 points), Argentina (3.9 points) and Tunisia (3.8 points). The worst infrastructure

indicator for Ukraine is undoubtedly the quality of roads – the 130th place out of 137th possible – the level of Moldova, Nigeria and Paraguay. The quality of the port and aviation infrastructure (93rd and 92th place respectively) remains unsatisfactory. The only positive component of the transport infrastructure in Ukraine, according to the World Economic Forum, is the railway infrastructure – 37th place, along with Italy, Australia and Norway.

As it is observed from Table 2.3 the transport infrastructure of Ukraine demonstrates the negative dynamics in the estimations of the world transport system. If in 2015 it took 68th position in the international rating, then in 2018 it position went below to the critical 78th place.

According to the Ministry of Transport Infrastructure:

- 95% of roads are broken, 90% of roads have not been repaired for the last 30 years;
- mortality on roads is the highest in Europe;
- average age of locomotives is more than 40 years;
- wear and tear of freight and passenger cars is more than 85%;
- only 3-4% of the population of Ukraine enjoys aviation transport;
- 3% of river potential is used;
- logistic cost of transportation of goods is 40% higher than in EU countries;
- middle age bus of small class (bus) 8-10 years old, bulky buses – 15-18 years old and more.
- 20 airports of Ukraine have uncertain prospects of functioning;
- the share of river transport in the transport system is less than 0.9% due to the rubbing of rivers and the country's critically obsolete infrastructure [63].

Arrival of the foreign travelers to Ukraine and departure of the Ukrainians abroad is depicted below (2015-2018 yy.) (Figure 2.1).

The countries demonstrating positive dynamics of visits to Ukraine are Russia, Israel, Turkey, Germany, USA, Great Britain, Italy, Lithuania, Czech, France, Bulgaria, and Kazakhstan. The countries which demonstrate the decrease of tourists' visits to Ukraine are Moldova, Belarus, Poland, Hungary, Romania, Slovakia,

Azerbaijan, and Georgia. Totally, the insignificant reduction of tourists' visits to Ukraine from abroad is observed – -1.5%.

The statistics of countries, from which tourists most frequently visit Ukraine, is as follows (Table 2.5):

The growth rate of tourists' arrival to Ukraine from abroad is as follows during 2015-2018. (Fig.2.2).

However, as evidenced by the etymological study of innovative stages of tourism development in the second half of the XX – early XXI century, the tourism sector is characterized by the sustainability of the demand for tourism product [21, p. 32-43].

Summarizing above-said, Ukraine has potential for the development of gastronomic tourism. Most foreign countries demonstrate high level of visits to Ukraine that evidences about its attractiveness for tourists from abroad. However, it should be noted that despite Ukraine is a well country to visit, it has transport and security problems that must be solved in order to increase the tourist flow to Ukraine.

Conclusions to Chapter 2

Having studied the innovative product of gastronomic tourism in Ukraine on the international market, it is concluded that the advantageous geographical position of Ukraine and the presence of favorable factors make it possible to assert significant prospects for the development of tourism. However, with great potential, Ukraine does not fully develop the tourism market, although it is one of the leading European countries in terms of the level of natural and historical and cultural resources. Therefore, since Ukraine has all the necessary resources, the tourism services market is able to demonstrate higher rates of development. However, in order to increase the efficiency of the tourism industry, particularly gastronomic tourism, it is necessary to create and implement a single marketing system in the field of tourism in the activities of national enterprises of Ukraine. At the same time, special attention should be paid to the implementation of measures to create a positive image of the country and its regions, providing them with information and financial support for the

development of the industry. Special attention should be paid to the development of transport infrastructure of Ukraine that is rather poor now. Gastronomic tourism requires well-developed transport system in order that foreign tourists could visit the both central and distant places of Ukraine to taste unique Ukrainian dishes and get acquainted with the Ukrainian culture through them.

CHAPTER 3.

THE PROJECT OF INNOVATIVE PRODUCT IN THE INTERNATIONAL MARKET OF GASTRONOMIC TOURISM BASED ON “TRAVEL HUB” LTD

3.1. Stakeholders of innovative tourism product by “Travel Hub” LTD

In Ukraine, about 5 destinations (companies) are engaged in professional gastronomic tours. Given the fact that this is not a massive, but a highly specialized sector, the groups participating in the on-site programs are small – from 15 to 20 people. When developing gastronomic programs, it is important to identify the target audience on which they are focused. For example, the cost of a professional trip for 7-10 days to Italy, France, and Spain is € 1,800 – 2,200 per person. The cost of a gastronomic weekend for gourmets for 4 days varies from € 550 to 750 c per person. In Ukraine, the program for 3-5 days costs from 2000 UAH per person, depending on the region.

“Travel Hub” Ltd. is one of the most famous travel agencies in Ukraine. The target audience of “Travel Hub” Ltd. is

- people who are interested in travelling;
- people who are interested in working abroad in tourism sphere.

Nowadays “Travel Hub” Ltd. offer tourists comprehensive range of services connected with travelling for holiday or working. Its main mission is to encourage socially-oriented in-country and out-country tourism to/out Ukraine and motivate people to travel with “sense” [49]. Let’s look how its offer is described on the official website of “Travel Hub” Ltd.: “For everyone, the meaning of travel is different – relax, socializing with the family, searching for attractions, studying history or the arts, gastronomic tourism or diving with whales, extreme or health improvement, learning the language or searching for business ideas, sharing experience or new knowledge. We offer to find a new meaning and go on one of our group trips with a specific theme” [64]. It means “Travel Hub” Ltd. offers tours which unite both meaningful tour programs and rest.

3.2. The essence and components of the project in “Travel Hub”

The components of the project of gastronomic route implementation in “Travel Hub” services offered for both Ukrainian and foreign tourists are based on three stages.

The first stage is detection of economic efficient of offered gastronomic route.

The second stage is questionnaire (Annex E, Annex F) in order to determine the effectiveness of created gastronomic route (Annex C). Among the common methods of interviewing respondents, the method of questionnaire survey is of great importance. The extraordinary popularity of this method is due to the diversity and quality of sociological information that can be obtained through it. This method is based on the statements of individuals and is conducted in order to identify the finest nuances in the opinions of respondents [27].

The third stage of conduction of SWOT-analysis in order to establishes the strengths of gastronomic tour, weaknesses, opportunities and threats. The method of SWOT analysis is a universal method of strategic management. Any product, company, store, factory, country, educational institution and even a person can become the subject of a SWOT analysis. The elements of SWOT-analysis are as follows:

The *strengths* of the product or service. Strengths include such internal characteristics of the company, which provide a competitive advantage in the market or a more favorable position in comparison with competitors, in other words, those areas in which the company's product is better and more stable than its competitors’.

Weaknesses or shortcomings of the product or service. They include such internal characteristics of the company, which impede the growth of the business, prevent the product from leading the market, are uncompetitive in the market. The weaknesses of the company hinder the growth of sales and profits, pull the company back. Due to weaknesses, a company may lose market share in the long term and lose competitiveness. It is necessary to monitor areas in which the company is not strong enough, to improve them, to develop special programs to minimize the risks of the impact of weaknesses on the company's performance.

Opportunities. They are the company's favorable environmental factors that may affect business growth in the future. The value of market opportunities for a company in strategic planning is that market opportunities embody the sources of business growth. Opportunities need to be analyzed, assessed and developed an action plan for their use, drawing on the strengths of the company.

Threats to the company are negative environmental factors that may weaken the company's competitiveness in the market in the future and lead to lower sales and a loss of market share. Each threat must be assessed in terms of the likelihood of occurrence in the short term, in terms of potential losses for the company. Against each threat, solutions should be proposed to minimize them [52].

3.3. Mechanisms of project implementation in “Travel Hub”

The tourist product is a complex consisting of tourist and recreational resources, as well as goods and services aimed at meeting the tourist needs. The development of a tourist product on the market is described by the concept of the life cycle of a tourist product, which includes four stages: introduction, growth, maturity, sales and product competitiveness on the market [15].

The first stage of the life cycle is the implementation stage. It is very significant and crucial stage in the life of the tourist product. The recognition of its potential by the customers and its future life on the market depends on how correctly marketing research was carried out, market segmentation, determining the place of sales, the means and methods of promotion, the price and composition of the tourist product.

The second stage of the life cycle is the growth stage. This stage is characterized by the growth of all socio-economic indicators characterizing the state of the tourist product: sales, profits, number of customers, as well as competition in the supply of this product. If the product in its market development has reached the growth stage, then it provides revenues to the company.

The third stage of the life cycle is the stage of maturity. This is the most favorable stage in the life of the product: the market is informed about the product,

the profit is fairly stable, and the product occupies a stable position in the market [15].

When testing a product under market conditions, a trial implementation is carried out. The most common forms of such verification are:

- promotional tours, which are a way of informing target groups of consumers about the appearance of a new tourist product, clearly demonstrating its advantages and competitive advantages. As a rule, promotional tours are held for the media, which are respected by representatives of target groups, as well as travel agencies, who plan to sell this tour.

- stages-tours aimed at acquaintance with the properties and features of the new tourist product, the study of technologies for the provision of services, demonstration of the merits of cooperation with the tour organizer. The main objective of these tours is to increase sales and popularize the travel route.

- trial sales are carried out for groups of consumers of small number, in most cases for regular customers of the travel agency. By obtaining a practical assessment by real consumers, before the beginning of the stage of massive sales in the product being introduced, forced changes can be made. The stage of approbation of a product on the market ensures verification of the need for a tourist product, its availability, quality, and price. Consequently, if during the testing of a tour a positive result is achieved, a final decision is taken on the implementation of the tour.

In our research we use promotional tour to explore effectiveness of gastronomic tour.

3.4. Project effectiveness in “Travel Hub”

Economic effectiveness is the parameter which indicates on the financial return of the organized tour.

Input data of the gastronomic route are as follows (table 3.1).

Consequently, the total income from the gastronomic tour is 73 625 UAH.

The total expenditures are 34 439.2 UAH.

Conducted questionnaire to establish the effectiveness of the gastronomic tour demonstrates that 25 tourists took part in the gastronomic tour. Among them 16 tourist are from Ukraine and nine tourists are from other countries. Among 25 tourists 13 are female and 12 male. Children were not included into this tour because it has test character. The age of tourist is 4 tourists are from 18 to 20 years old, 16 tourists are from 21 to 35 years old, 5 tourists are from 36 to 45 years old (Fig. 3.2):

According to the questionnaire all 25 respondents noted that that never before took part in the gastronomic tour. It means that the offered gastronomic route is innovative for them that raise grounds for stimulation tourist group's interest.

Most of the respondents point out that they heard but don't understand what it is exactly – 11 respondents, 9 travelers already heard about it and 5 never heard (Fig. 3.3).

It proves that offered gastronomic tour is innovative product in the tourist industry of Ukraine. In order to promote it, it is necessary to use advertisement and branding strategies. "Travel Hub" Ltd. uses printed and TV advertisement to distribute its new product. The branding strategies for gastronomic tour from "Travel Hub" Ltd. include creation of the positive image of the offered product by means of the different booklets containing pleasant images of the place of destination with description of the tasty food offered to tourists. Especially these promotion strategies are targeted on gourmets and those for whom food in travelling is the key priority.

The leading motive to take part in the gastronomic tour offered by "Travel Hub" Ltd. by the created tourist route was interest – 6 tourist; attractive price – 2 tourist; 17 – opportunity to taste new food (Fig. 3.4).

As it is evidenced from Fig. 3.4 most respondents demonstrate that they were motivated by the interest and opportunity to taste new food, rather than attractive price. It means the modern tourists want something new than just travelling to see famous places, monuments, museums etc. They aspire to challenge new experience and gastronomic tour offers them a diversity of emotions in combination with opportunities to get to know local Ukrainian cuisine.

Estimating the relations of respondents to the price of gastronomic tour offered by “Travel Hub” Ltd., we targeted to find out whether the price of this tour is attractive for the travelers, or they consider it unaffordable.

It should be taken into account that the cost of gastronomic tour is formed including the expenditures on transportation, guide and driver services and cost of tickets, accommodation per one night at the hotel, and some other components such as taxes and income of the company.

According to the results of questionnaire survey, 21 tourists noted the cost of gastronomic tour is average, and 4 of respondents consider it to be high (Fig. 3.5):

The results of cost estimation prove that the established price is affordable for both the Ukrainian and foreign tourists that make gastronomic tour by the suggested route an attractive form of business investments.

The following questions in the survey were directed to find out the impression of tourists after they experienced gastronomic tour from “Travel Hub” Ltd. in order to evaluation the level of attractiveness of the product for both Ukrainian and foreign tourists.

Estimation of the things which most impressed the group during the gastronomic tour shows that 16 tourist noted that they were very impressed by the opportunity to taste new food and know about cultural traditions of the region; 6 tourists were impressed by tasty food; and 3 tourists liked the excursions at the places of destination even more than food (Fig. 3.6).

According to Fig. 3.6 combination of tasty food and acquaintance with the Ukrainian traditions including on the regional level is highly estimated by the majority of respondents – 16 of them.

It means that combination of the traditional elements of tour such as informing of tourists about history of country (city/region/place) and innovative product – food as key element of gastronomic tour – is very interested for the Ukrainian and foreign travelers.

In order to find out the general attitude of tourists to the gastronomic tour in which they participated, they were asked to estimate their feelings after survived

experience. This question was important to establish how the tour influenced both on the Ukrainian and foreign tourists. It was necessary to understand whether this product is equally attractive for the Ukrainian and foreign travelers, or there will be the difference in perception of the cuisine diversity of Ukraine. There were fears that the Ukrainian tourists can be less interested in the local food because it is more traditional for them compared with foreigners for whom the Ukrainian cuisine seems is rather new and usual (*Fig. 3.7*).

As it is evidenced from Diagram 3.7 no one respondent noted that he/she has negative feelings about gastronomic tour. Oppositely, the prevailing majority of respondents note the gastronomic tour organized by “Travel Hub” Ltd. was wonderful – 23 members of tourist group.

Positive experience increases chances to form tourists’ loyalty to the travel agency and enhances probability for the next order of the similar gastronomic tour, but by the other gastronomic route. Loyal customers are usually constant in their wishes and preferences, thus the positive experience of gastronomic tour can motivate them to try the other gastronomic route offered by “Travel Hub” Ltd. Moreover, loyal customers who had positive experience more probably will recommend the tour to its relatives, friends and other people, who potentially can become the new clients.

This suggestion is confirmed by the answers for the final questions “Do you want to try other gastronomic tours offered by “Travel Hub” Ltd.?” (*Fig. 3.8*).

According to *Fig. 3.8* all respondents who took part in the tour noted they want to repeat this experience. It is a positive dynamics which substantiate that gastronomic tours are effective and can gain popularity at the tourism market of Ukraine.

Having studied questionnaire survey, the features of gastronomic tour from “Travel Hub” Ltd. can be described with SWOT-analysis (Table 3.2). It will include:

- established strengths of the gastronomic tours;
- established weaknesses of the gastronomic tours;
- established opportunities of the gastronomic tours;

- established risk of the gastronomic tours.

Taking into account this SWOT-analysis, “Travel Hub” Ltd. can form the future strategy of this innovative product development and its promotion on the international tourism market. Moreover, SWOT-analysis will give information about the possible risks which should be estimated and prevented properly.

Conclusions to Chapter 3

Having conducted the analysis of the gastronomic tour offered by “Travel Hub” Ltd. based on questionnaire survey and SWOT-analysis, it can be concluded that gastronomic tourism is a trip to countries and continents to get acquainted with the peculiarities of the local cuisine, culinary traditions, in order to taste a dish or product that is unique to a person. Gastronomic tour is oriented on acquaintance with food traditions. The gastronomic tour included such places of destination which represent the Ukrainian cuisine from the most advantageous aspect to demonstrate tourist group all the variety of the Ukrainian cuisine during one trip. The gastronomic tour lasted 2 days that allowed to develop interesting program within short-term time opportunities, if take into account that the part of it is spent on transportation. Gastronomic tour offered travelers a lot of dishes which represent Ukraine as a country with old culinary traditions.

The results obtained in questionnaire survey evidence that the respondents positively estimated their participation in the tour. They noted that they want to repeat their gastronomic tour experience. The cost of gastronomic tour is effective both for the travel agency and for travelers. They marked that the cost of tour is affordable for them.

CONCLUSIONS

Having studied the peculiarities of innovative gastronomic tourism product development by company based on the example of “Travel Hub” Ltd., it can be concluded that:

1. In this paper gastronomic tourism was defined as traveling in order to try (get to know / experience) dishes and culinary products of a given region or country. It is often combined with visiting local tourist attractions, exploring the culture and nature of the region. It can therefore be assumed that this is a special type of traveling, the overriding goal of which is to explore the secrets of the local cuisine. Depending on the preferences of culinary travelers, it may involve the participation in festivals with regional food, in food fairs, etc.

2. In modern society, preferences are changing, and gastronomic tourism is rapidly developing, adapting to the new wishes of tourists. This type of tourism contributes to the socio-economic development of the regions, including the creation of additional jobs, the preservation or opening of the production of individual products and their implementation, as well as helping to regional branding and attracting tourist flows.

3. Local cuisine can be considered as a tourist resource of territories, which allows creating new tourist products, to open new facets of tourist destination. It can be used to understand the social and economic lifestyle of the destination. The connection of gastronomy and tourism contributes to an increase in the flow of tourists, facilitates the stay of tourists, and increases the profit from tourism.

4. In conclusion, it should be emphasized that the search for new ways of organizing gastronomic tour is based on the study of the gastronomic component of the tourist product, on the basic principles of branding of the territory, which form the tourist image of the area, in the process of creating the impression of the product in the minds of consumers.

5. The quality of the tourism product depends on the degree of infrastructure development. Efficiently operating modern tourist infrastructure is an important

factor in the formation of a competitive domestic tourism industry in the world division of labor.

6. Gastronomic tour requires a specially selected recreation program, including tasting meals and drinks, getting acquainted with the technology and the process of their preparation, as well as training with professional chef-cooks.

7. The analysis of gastronomic tour effectiveness conducted on the basis of “Travel Hub” Ltd. proves that gastronomic tour is cost-effective, interesting and attractive for the Ukrainian and foreign tourists. It has potential to acquire popularity among all age groups. Combination of tasty food proposition and cultural excursions during gastronomic trips make it the unique product on the tourism market of Ukraine.

8. We conducted marketing researches on the development of culinary tourism in Ukraine. It is proved that internal gastronomic tourism is a promising direction that needs further development. It is established that regional specialties influence the choice of the place of rest, while the satisfaction of tourist demand and the further development of gastronomic tourism are transferred to the area of the formation of new tourist products, which is very important interesting to present it to the consumer.

9. Ukrainian gastronomic tourism must be developed in parallel with the excursion-informative, business, and recreational. Although the development of inbound tourism is experiencing a lot of difficulties, there are clear prospects for gastronomic tourism: Ukraine has a very rich and unique cuisine that can be an important factor in creating tourist attractiveness of the regions.

10. Modern travel agencies make only the first attempts to develop culinary tours, including the program of visiting specialized restaurants to get acquainted with the dishes of the host country. Therefore, in our opinion, the development of culinary tourism can be a unique tourist resource of Ukraine.

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APPENDIX A.

INNOVATIVE PRACTICES OF PRODUCT IMPLEMENTATION OF GASTRONOMIC TOURISM IN INTERNATIONAL MARKET

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Метою статті є проведення аналізу та характеристика інноваційних методів реалізації продукту в сфері гастрономічного туризму на міжнародному ринку.

Ключові слова: гастрономічний туризм, інновація, міжнародні методи, страви, кухня.

The purpose of the article is to conduct an analysis and description of the implementation of innovative methods in the field of gastronomic tourism in the international market.

Key words: gastronomic tourism, innovative, international methods, food, kitchen.

The **main task** of this work is to research main methods and practices of product implementation of gastronomic tourism in the international market with the purpose of further development of gastronomic tourism in Ukraine.

The **objects** of the research are practices of product implementation of gastronomic tourism.

The **subject** of the research is theoretical, methodological aspects of innovative product implementation.

Analysis of recent research and publications. The issues of gastronomic tourism were studied by many Ukrainian and foreign scholars. They researched the concept of “gastronomic tourism”, the factors influencing on its development, and peculiarities of gastronomic tourism implementation on the international market: V. Batman [], E. Dracheva [], I. Hodia [], N. Nekhaeva [], G. Mykhailychenko [7] etc.

Food plays a huge role in organizing travel and, ultimately, affects human impressions in the trip. Tasting local cuisine and street food, travellers can truly immerse themselves into the local culture, become part of the community and explore new things. Food is an important factor when choosing a destination for a trip. According to the study of Booking.com, conducted among 50 000 users worldwide, 61% are ready to make a choice in favor of the direction for the trip, if it is famous for delicious local food. More than a third (34%) of travellers around the world went on a gastronomic tour in 2018. Almost half (49%) of respondents want to be bolder when choosing food on vacation. One of the ways to achieve this is to taste the local cuisine. Two thirds (64%) of users ate more traditional food while traveling in 2018. More than half (51%) of travellers go in search of the markets with street food, and this is no wonder, because this is a great way to taste local cuisine [11].

Gastronomic tourism belongs to innovative products. The scholar G. I. Mykhailychenko systematized and allocated the following types of innovations by the subject of application:

- 1) innovation-product (innovation as a fundamentally new or improved product, which is promoted in the form of goods on the market);
- 2) innovation-process (this is a technical, industrial management improvement, which reduces the cost of production of the product);
- 3) innovation-service (innovations related to maintenance of processes of using the product outside of the enterprise (technological process software));
- 4) intellectual capital (human resources as an intellectual, creative elite, able to creatively perceive and modify non-standard managerial decisions);
- 5) marketing innovations (the introduction of a new sales method, including significant changes in product design, its promotion to the market or in the designation of a new price, aimed at better satisfying the needs of the consumer, opening new markets or satisfying new positions for the company’s products on the market in order to increase the volume of sales);

6) organizational innovations (introduction of a new organizational method in the activities of enterprises, in the organization of workplaces or external relations) [7].

The traditional tourism is intended to visit counties for acknowledgement with their places of sightseeing and culture. The innovative type of tourism – gastronomic – has formed as a result of great interest of visitors to the cuisine of touristic country. Despite its popularity, in the academic literature there is no clear definition of gastronomic tourism. This problem is noticeable even at the linguistic level. For example, the research conducted in the United States shows that people understand completely different things under such seemingly similar concepts like “food tourism”, “culinary tourism” or “gastronomic tourism” [8, p. 193]. However, the most academicians use these terminological units as equivalents. Let’s analyze the meaning of each terminological expression offered by the World FoodTravel Association:

Food tourism (FT). It is the form of travelling intended to try for a taste of place in order to get a sense of place through tasting different food and beverages.

Culinary tourism (CL). The term is used to describe food tour. “Culinary” relates to everything connected with food and drink, especially the art of cooking. Gastronomic tourism focuses on tasting food rather than cooking, of course, if it is not educational gastronomic tour. This expression renders one direction of gastronomic touristic activities directed on learning. It is used in narrow meaning of the term “gastronomic tourism”.

Gastronomic tourism (GT). The word “gastronomy” is used to describe the relationships between food and culture, the process of cooking and serving the rich and appetizing food, and styles of its cooking. Gastronomic tourism helps visitors to taste food and get to know the culture. By meaning this expression is wider compared with the term CL [14].

Throughout the paper, mostly the terms “food tourism” and “gastronomic tourism” will be used in the meaning specified above.

The increasing role of food and nutrition as a form of consumption together with the global processes in the world market has led to the fact that world cuisines along with an assortment of food products have become more accessible for travelers. Such rapid development has led to an increase in interest in indigenous and unique food, food products and culinary destinations so that more and more people choose to travel in order to try local cuisine or dishes of the “star” local chef-cook [12]. To all the above, it is important to bear in mind that the modern tourists has long been familiar with the term “gastronomy”. Although the term itself appeared quite a long time ago, namely in 1801 in France in the form of the poem title, but the process of its enrichment with new additions and definitions still continues. Despite being widely known, gastronomy as an object of culinary delights is rather difficult to define. The origin of the word itself indicates the physiological basis (from the ancient Greek “Gastros” – *stomach*, “nomos” – *law, teaching*), the meaning of the term today is only weakly related to its etymological origin. A large number of definitions can be focused in two aspects that are still intertwined:

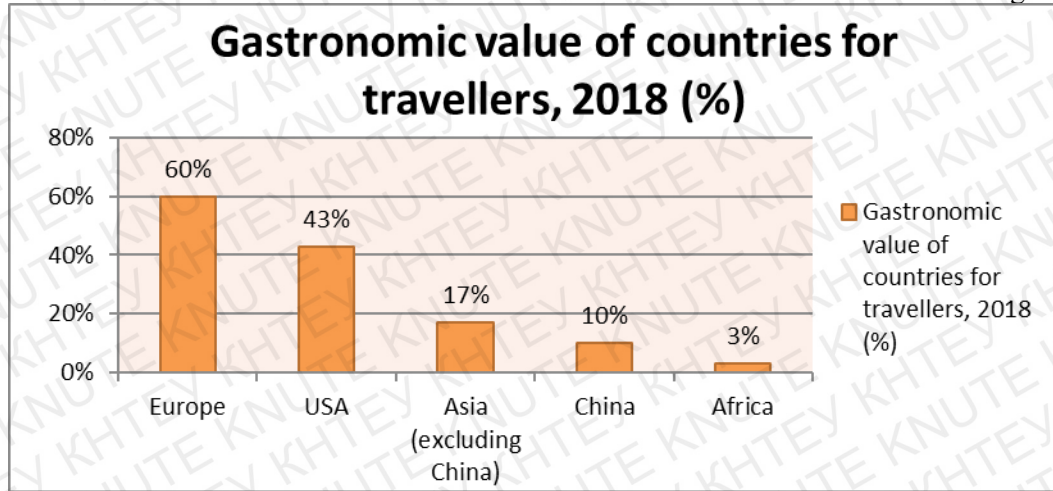
- 1) gastronomy, associated with the satisfaction of the best in cooking;
- 2) discipline, which includes everything related to food, along with categories such as food and drinks [11].

Modern gastronomy as a definition and as a discipline, appeals to the second aspect, which reflects a comprehensive gastronomy that is based on meaningful nutrition. Gastronomic tourism has shown itself to be a fairly profitable item of the state economy. It is not accidentally that it is now used even by those countries, whose gastronomic culture had previously been unknown to the average person, for example, African, Japan, Chinese cuisine [10]. Absolutely all countries have the conditions for the development of gastronomic tourism and this is a unique feature of this type of tourism. Also, gastronomic tourism does not have the character of a seasonal holiday, for any season travelers can choose a suitable tour. Culinary tourism is to some extent a component element of all tours. But unlike other types of tourism familiarity with the national cuisine becomes the main motive, purpose and element of the gastronomic journey. Promotion of local farms and producers of food products is an integral part of any gastronomic tour [4].

In recent years, globalization promoted the development of the international tourism. Today, tourism is an important component of the world economy. According to the International Tourist Organization, the share of tourism in world GDP is about 9% and about 30% in world exports of services and 6% of world trade volume. There are more than 235 million people engaged in the tourism industry, or every 12 employees. If in 2015 the services of tourism industry took advantage of about 983 million foreign tourists, then in 2017-2018 their number reached 1 billion people. For the period of 2017-2018, the turnover of world tourism has reached over 1.2 trillion dollars [6]. These statistics demonstrates that gastronomic tourism is not rare phenomenon already. It became the type of touristic activity that can satisfy tastes of gourmets and travelers who want to know the foreign culture by means of acquaintance with its cuisine. Enthusiasts about

food and drink all over the world gained the opportunity to travel and enjoy other cultures' cuisines. Each year travelers become more and more familiar with the specificities of different culinary cultures. They want to experiment new dishes and ingredients. According to the report of Global Data authored by Konstantina Boutsoukou, travellers prefer such countries from the aspect of gastronomic value (Diagram 1.2.1):

Diagram 1.2.1



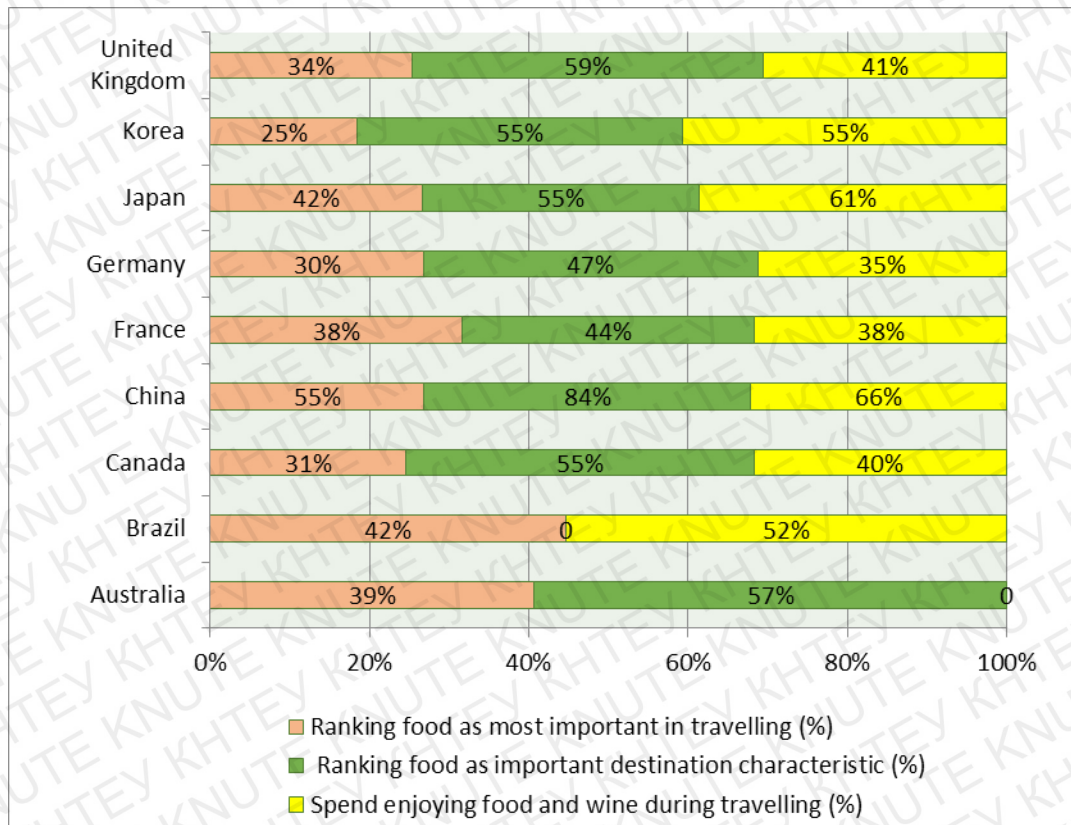
**composed by the author based on the data [3, p. 8].*

According to Diagram 1.2.1 Europe is the most visited country for gastronomic travellers (60%). USA is preferred by 43% food lovers. Presently there is a growing interest of people to Asia cuisine, especially Chinese one. Africa is perceived by the gastronomic travellers as not good place to study culture through food (3%). Of course, everyone knows that Africa has a lot of problems with food provision, so low level of interest is clear.

In a market study conducted by Brand USA for the countries, Australia, Canada, Brazil, China, France, Germany, Japan, Korea and the United Kingdom, results proved that food and dining played a big meaning in the tourist's travel experience (Diagram 1.2.2):

Diagram 1.2.2

Importance of food during travelling (%)



**composed by the author based on the data [13, p. 11].*

Italy is considered the first country to be the generator of the idea of gastronomic tours in the international scope, since it was the Italians who were the first to competently combine the establishment of trade and technological production with the attraction of tourists under the sign of tasty and healthy food. Today, according to the Italian Government Tourist Board, at least 10% of tourists arrive in the country to participate in various gastronomic and wine tours. However, the association of gastronomic tourism in this country has not been established. Instead, in 2006 the International Culinary Tourism Institute was established, which oversees the educational and training components of the programs of the International Association of Gastronomic Tourism [5, p. 37-38].

Another organization that conducts great activity in this field is the World Food Travel Association (WFTA), a non-profit and non-governmental organization (NGO), which today occupies a leading position in the food tourism market. The Association is at the forefront of the development of this type of tourism, possessing state-of-the-art resources for promoting food, drinking, traveling, as well as hospitality services for media professionals. Also, national organizations are actively operating in a number of countries in the field of gastronomic tourism. The honorable place in gastronomy is given also to reputable international organizations. For example, UNESCO has added Mexican cuisine. The honorary title was awarded to the Colombian Papayan, Chinese Chengdu (the capital of the famous Sichuan cuisine) and Swedish Ostersund. Soon, a similar title is promised to be assigned to the provinces of Hatay (Turkey), whose cuisine is a bizarre mix of Turkish, Arab and French gastronomic traditions [5, p. 37-38].

In the international gastronomic tour, there are different directions of gastronomic tourism according to the type of a specific product or drink, which formed based on the wishes of tourists (Table 1.2.1) [2, p. 70]:

Table 1.2.1

Classification of gastronomic tours on the international market

Subtype	Features	Types of tourism activities, the nature of the enterprises visited	Country
Wine tourism	During the tour a tourist becomes	Visiting vineyards and excursions to wineries with tasting wines	France, Italy, Spain, Cyprus, Greece, Austria, Ukraine (Transcarpathia, Odessa), Georgia, Hungary, Switzerland

Beer tourism	acquainted with the different	Visiting breweries, both large and home, and tasting	Germany, Austria, Czech Republic, Belgium, Ukraine (Chernigov, Kiev, Zaporozhye, Dnipropetrovsk)
Cheesecake tourism	varieties of one and the	Visit factories and cheese cellars, and degustation	Holland, Switzerland, Italy, Ukraine (Transcarpathia)
Chocolate tourism	same sorts of product in the	Visit to chocolate factories, and tasting	Spain, France, Italy, Belgium, Switzerland, Ukraine (Lviv, Kiev)
Tea tourism	different regions of a country	Visit to tea plantations, factories for packaging food products	Japan, China, Sri Lanka, India, Abkhazia, Georgia, Ukraine (Kharkiv)
Coffee tourism		Visiting different excursions and tastings	Brazil, India, Italy, Vietnam, Colombia, Peru, Guatemala, Ethiopia

** composed by the author based on the data [2, p. 70].*

It should be noted that each country has the potential to develop gastronomic tourism in itself, because each of them has its own unique national cuisine, and its traditions of hospitality.

International gastronomic tours are usually designed for 6-8 days. Moreover, the tour may include not only visits to the best restaurants, but also participation in the technology of cooking, a traditional festival with a cultural program, excursions to enterprises, as well as visits to food and wine courses. To organize an international gastronomic tour, touristic agencies should correctly set goals and objectives and determine the resources and capabilities of a certain territory. This will change the concept of the developed tour, the objects and the form of work with tourists on the route. Firstly, the interest of the organizers and tourists is connected with the touristic country, in which there is food material for a gastronomic tour. Secondly, the attention of tourists may be attracted by the processing of the raw material for food, i.e., the technologies used by enterprises to produce the final product. Thirdly, it is necessary to organize a tasting of the product obtained, which is one of the most popular forms of working with sightseers. Fourth, it is desirable to have a point of sale for the purchase of this product for personal use and as a souvenir [9].

Summarizing the above-said, attitude towards the country often consists of a tourist's first acquaintance with local cuisine, because the culinary achievements of a nation are easily accessible and open to personal perception even during a short visit to the country. Development of gastronomic tourism is connected with globalization processes. Study of statistics shows that travelers prefer European, American and Asian cuisine.

Having studied the concept and peculiarities of implementation of gastronomic tourism at the international market, we can conclude that the development process of the tourism industry is a complex and dynamic multifactorial process, which depends on the numerous prerequisites and factors that contribute or limit the pace of the development of tourism activities. The tourist infrastructure plays an important role in shaping the sustainable development of tourism. During the last decade gastronomic tourism has been developing rather rapidly. Increasingly, tourists travel to explore local cooking. Food is seen as a reflection of the culture of the country and its people and, accordingly, as an additional means of attracting attention to the tourist destination. Gastronomic tourism means that the tourist first of all pays attention to getting acquainted with local cuisine, its culinary achievements or just interesting features. More and more tourists are interested in getting to know the cuisine and culinary traditions of people from the other countries or regions, and tasting new food products and dishes. The unique and original gastronomic offer can support the development of towns without natural or cultural values. In the modern world, gastronomic resources have become an important factor in the development of international tourism. Many countries use them to attract tourists. Gastronomic tourism is widespread in Spain, Italy, France, China, Korea, Thailand, and Japan.

Almost every country has the potential to develop gastronomic tourism through its cuisine. In the conditions of increasing competition in the field of tourism, each region is in search of unique dishes and products with the help of which it would be possible to differentiate itself from others. Almost all countries are now trying to take advantage of this opportunity, especially as a ready base in the form of traditional dishes exists in each locality and can be used to attract tourists, promote cities, regions and even entire countries.

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Work is executed under scientific guidance of the Doctor of Economics Sciences, Professor
MYCHAILICHENKO G.I.

LIST OF ABBREVIATIONS

FT	Food tourism
CL	Culinary tourism
GT	Gastronomic tourism
WFTA	World Food Travel Association
NGO	a non-profit and non-governmental organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
TAT	Tourist attractiveness of the territory
TAF	Tourist accommodation facilities

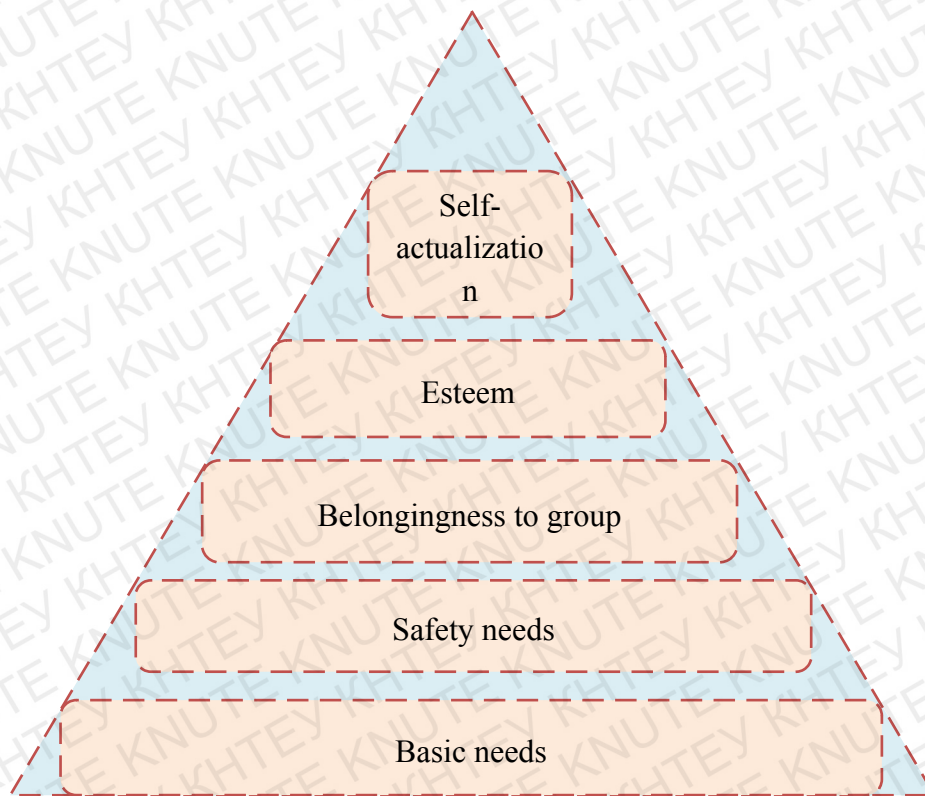


Fig. 1.1.2. Maslow's Hierarchy of human needs.

*composed by the author based on the data [16].

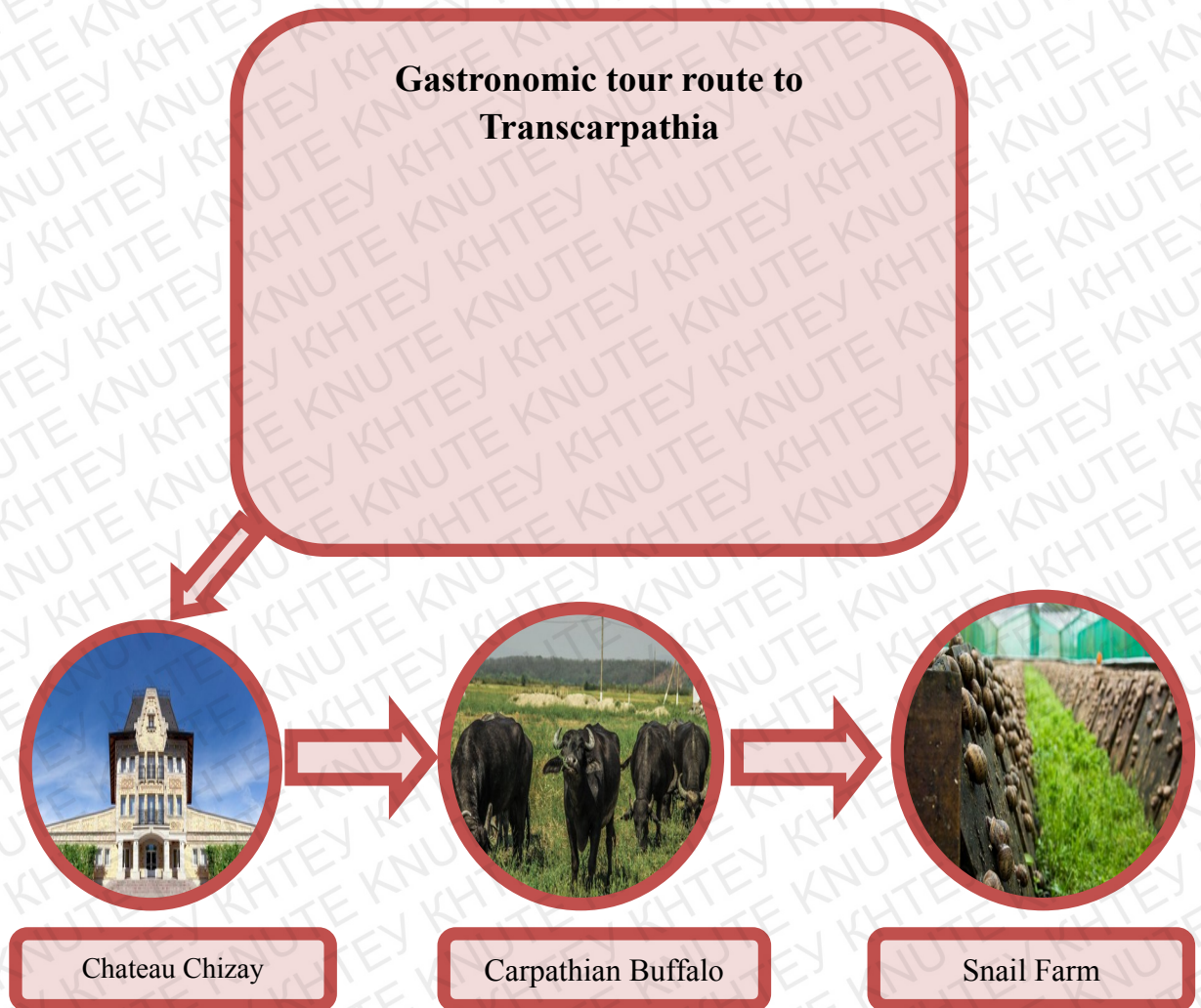


Fig. 2.1.2. Gastronomic tour route to Transcarpathia.

*composed by the author based on the data [44; 42; 60]

Appendix F.



Milk
100 UAH/ 1 liters



Mozzarella cheese
90 UAH / 100 gr



Cottage cheese
30 UAH / 100 gr



Butter
125 UAH / 100 gr



Condensed milk 25 UAH / 100 gr



Dried sausage
80 UAH / 100 gr



Circassian cheese
60 UAH / 100 gr



Sour cream
40 UAH / 100 gr



Shovdar
45 UAH / 100 gr



Cheese "Varysh"
75-90 UAH / 100 gr



Meat plate



Cheese plate

Fig. 2.1.3. Carpathian Buffalo tour products.

*composed by the author based on the data [42]

Questionnaire form

Basic information:

Full Name:	
Country/citizenship:	
Male/Female:	
Age:	

Issues about gastronomic tour:

1. Do you ever travel by gastronomic tour before? Chose the preferred answer.

<input type="checkbox"/> Never before	<input type="checkbox"/> I already had experience of gastronomic tour
---------------------------------------	---

2. Have you ever heard about gastronomic tour before “Travel Hub” Ltd. offered you to participate in it?

<input type="checkbox"/> Never heard	<input type="checkbox"/> Already heard about it	<input type="checkbox"/> Heard but don't understand what it is
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3. What made you to try gastronomic tour offered by “Travel Hub” Ltd.?

<input type="checkbox"/> interest	<input type="checkbox"/> attractive price	<input type="checkbox"/> opportunity to taste new food
-----------------------------------	---	--

4. What was the cost of gastronomic tour offered by “Travel Hub” Ltd.?

<input type="checkbox"/> low	<input type="checkbox"/> average	<input type="checkbox"/> high
------------------------------	----------------------------------	-------------------------------

5. What most did impress you during gastronomic tour offered by “Travel Hub” Ltd.?

<input type="checkbox"/> tasty food	<input type="checkbox"/> opportunity to taste food and know about cultural traditions of the region	<input type="checkbox"/> excursions
-------------------------------------	---	-------------------------------------

6. How can you characterize you attitude and feelings after gastronomic tour?

<input type="checkbox"/> wonderful	<input type="checkbox"/> positive	<input type="checkbox"/> negative
------------------------------------	-----------------------------------	-----------------------------------

7. Do you want to try other gastronomic tours offered by “Travel Hub” Ltd.?

<input type="checkbox"/> Yes, I want	<input type="checkbox"/> I am not sure, I want to do it again	<input type="checkbox"/> No, I don't want
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Appendix I.

The results of questionnaire survey

Question	Quantity	
1. Do you ever travel by gastronomic tour before? Chose the preferred answer.	<input type="checkbox"/> Never before	25
	<input type="checkbox"/> I already had experience of gastronomic tour	0
2. Have you ever heard about gastronomic tour before “Travel Hub” Ltd. offered you to participate in it?	<input type="checkbox"/> Never heard	5
	<input type="checkbox"/> Already heard about it	9
	<input type="checkbox"/> Heard but don’t understand what it is	11
3. What made you to try gastronomic tour offered by “Travel Hub” Ltd.?	<input type="checkbox"/> interest	6
	<input type="checkbox"/> attractive price	2
	<input type="checkbox"/> opportunity to taste new food	7
4. What was the cost of gastronomic tour offered by “Travel Hub” Ltd?	<input type="checkbox"/> low	0
	<input type="checkbox"/> average	21
	<input type="checkbox"/> high	4
5. What most did impress you during gastronomic tour offered by “Travel Hub” Ltd.?	<input type="checkbox"/> tasty food	
	<input type="checkbox"/> opportunity to taste food and know about cultural traditions of the region	
	<input type="checkbox"/> excursions	
6. How can you characterize you attitude and feelings after gastronomic tour?	<input type="checkbox"/> wonderful	23
	<input type="checkbox"/> positive	2
	<input type="checkbox"/> negative	0
7. Do you want to try other gastronomic tours offered by “Travel Hub” Ltd.?	<input type="checkbox"/> Yes, I want	25
	<input type="checkbox"/> I am not sure, I want to do it again	0
	<input type="checkbox"/> No, I don’t want	0