

GASTRONOMIC TOURISM AS A WORLD PHENOMENON AND ITS DEVELOPMENT IN UKRAINE

The aim of the study was to investigate gastronomic tourism as a world phenomenon, its development in Ukraine and identify the features of gastronomic tours and places to visit.

Humans need food to survive. It provides us with key nutrients that are essential to daily functioning and wellbeing. But food is more than nutrition. Food reminds us of family dinners. It makes us happy when we are sad. It introduces us to different cultures. Gastronomic tourism draws from these psychosocial factors.

Gastronomic tourism is a type of tourism associated with acquaintance with production, cooking technology and tasting of national dishes and drinks, as well as with the culinary traditions of the peoples of the world. Tours for gourmets, connoisseurs of gourmet dishes from around the world appeared in the last decades of the last century, although the first fans of such dishes have been known since ancient times. However, culinary tourism as an independent area of tourism has emerged recently. The term culinary tourism, which is used in many countries today, was coined by University of Ohio professor Lucy Long [2, p. 135].

Features of gastronomic tours

1. Gastronomy is an opportunity to revive and diversify tourism, it is a reliable way to attract tourists to countries and regions already familiar to them.
2. Gastronomic tour excludes the concept of seasonality for travel (travel is carried out throughout the year).
3. In gastronomic travels the tourist learns about everyday life, history and culture of the country much more than in classic excursions.
4. During the tour, he meets families who have been working in the vineyards for centuries, or are engaged in cheese-making, or have been making ham for centuries. These people are of different wealth and origin, the ancestors of some were aristocrats, others entrepreneurs or farmers.
5. In the gastronomic tour, tourists visit wineries, breweries, small farms and factories, taste famous (and not very) national products, as well as wines and other traditional drinks. They visit local markets, take part in culinary master classes with professional chefs and friendly owners of their own farms and lands. Attend gastronomic festivals and culinary shows.
6. The spread of prices for gastronomic tours is very large. The cost directly depends on the duration of the tour, the chosen country, the season and the intensity of the program. Trips to important gastronomic events will cost more [3].

Gastronomic tourism is perfectly suited to meet the needs of age and culturally diverse individuals. Food is uniquely suited to promoting individual cultures and bringing people from diverse backgrounds together. For example, visitors to Poznan, Poland each October and November can experience Saint Martin's Croissant Feast. During this time, bakeries throughout the city create croissants topped with a sugar

glaze. This event has thrilled locals and visitors since at least 1860. Not only can visitors get a glimpse of Polish culture, but the purchase of croissants supports the economy and creates jobs for the local people [1, p. 19].

This global trend continues to gain momentum in Ukraine. This is claimed by many national scholars. They note that tourist flows are growing in those regions where interactive tourist services are concentrated, which are based on customs and traditions - festivals, public holidays and more. Gastronomic events are factors increasing interest in gastronomic tourism. They also contribute to the development of new businesses that are related to the tourism industry, which in turn has a positive impact on economic development in the country.

About a hundred culinary festivals and holidays are held in Ukraine every year, and there is a tendency to increase the number of such events. September - the most extensive such events, followed by June, October and August. Thus, the highest activity shows up in the summer and fall. Gastronomic festivals and holidays in Ukraine are dedicated to various dishes: borsch, potato pancakes, dumplings, stuffed cabbage; drinks: wine, vodka, beer; vegetables and berries, cherries, strawberries, tomatoes, cucumbers, watermelons; honey, sweets, etc. It was found that most gastronomic events are held in Western Ukraine, namely in the Transcarpathian and Lviv regions, followed by the city of Kyiv.

In Ukraine, among the restaurants of national cuisine, the most popular is Ukrainian cuisine - 36.8%, in second place - French, which covers 21%; Italian, Caucasian and Japanese cuisine along with 7.9% and 18.5% - other cuisines [5].

Cheese and wine paradise of Transcarpathia

It is best to get acquainted with the traditions of original and authentic cuisine of Transcarpathia, following the route Uzhgorod - Mukachevo - Beregovo. Such a trip and vacation in Beregovo will bring many pleasures, and local cuisine will definitely surprise with its palette of flavors. It is worth trying rich bograch, hearty banosh, meatballs and other local delicacies. But most of Transcarpathia is famous for a variety of cheeses that will not leave indifferent even the most avid gourmets, and delicious wines. Farm sheep and goat cheeses of different varieties are environmentally friendly, as the animals are raised on the cleanest mountain meadows.

Traditional Poltava dumplings

Hospitable Poltava region impresses with its picturesque nature, soulfulness and colorfulness. Here tourists will get acquainted with the capital of pottery Opishnia, visit the legendary Dykanka and many other interesting cultural and historical places. But the region attracts the most with its traditional Ukrainian cuisine. Probably, such a variety of national dishes can't be found in any other city in Ukraine. Especially popular among tourists are master classes on cooking famous Poltava dumplings. This region is famous for this dish, in Poltava itself a monument to dumplings was even erected.

Aromatic coffee with Lviv cheesecake

Lviv is rightly considered to be the capital of gastronomic tourism in Ukraine. The city is a bright representative of Galician cuisine, which surprisingly combines Ukrainian culinary traditions with Polish, Romanian, Austrian and Jewish. But Lviv is most famous for its fragrant coffee and delicious desserts. Lviv chocolate, strudel and cheesecake became world famous. The most popular of them is the Lviv cheesecake,

which is prepared according to a special recipe by every self-respecting institution. Serve it, usually with chocolate, caramel or fruit additives. But do not forget that in Lviv you can try not only delicious sweets, but also first-class beer.

Odessa pilaf with mussels

Odesa is famous for a variety of delicious seafood dishes, due to its coastal location. Among many fish dishes you should try gefilte fish. This is stuffed fish made from several types of fish. Fried fish is always in demand. But still Odessa pilaf with mussels is especially popular. It is prepared by both famous restaurants and small coastal cafes. Also, mussels are often simply fried on large metal sheets. Boiled small shrimps, called "crabs", are a traditional Odessa snack for beer.

Cult Korosten potato pancakes

Every September, Korosten hosts an incredibly tasty and interesting event - the International Potato Festival. This is an unforgettable journey into the magical world of local flavor and Polissia cuisine. Korosten is one of the cities of Ukraine, which is famous for its traditional national dishes - hearty, tasty and varied. But potato pancakes are the calling card of the region. A potato monument was unveiled in the city itself during the second festival [4].

Conclusion

Gastronomic tourism is becoming more and more popular among tourists every year, plays an important role among general tourism, leads to its development and diversity. Gastrotourism is of great importance for the country's economy, as it can potentially bring high revenues to its budget. It did not miss the social and cultural infrastructure. Its development improves the lives of the population, gives people the opportunity to communicate and develop in this direction. Gastronomic tourism carries historical memory as well as cultural value for its people. The experience of foreign countries has shown that this type of tourism should be developed and improved.

In general, gastronomic tourism is important in the development of not only the regional tourism market, but also the state. Our country is rich in its dishes and has great potential for the development of gastronomic tourism. It is necessary to improve and promote this type of tourism in Ukraine in all regions.

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