

Chapter 3. Gastro tourism as a current trend development of the sphere of tourism in Ukraine and Vinnynych

3.1. Gastronomic tourism: modern approaches in the modern world

In the modern world, tourism is a multifaceted phenomenon closely related to economy, history, geography, architecture, medicine, culture, sports and other sciences. The tourism industry is naturally considered one of the fastest growing sectors of the world economy of the 21st century. For many countries, the tourism industry is the most important source of income and, as a result, one of the priority areas of economic development. Numerous tourist companies offer tours to customers, differentiating them according to preferences, financial capabilities, time of year, city of visit. The creation of a new tourist product is associated with the development of new segments of the tourist market, new tourist and recreational areas, and the attraction of new types of resources to the tourist market. The development of specific types of tourism, in particular, gastronomic tourism, is promising in this regard. After all, the trends of the modern tourist market demonstrate the growing interest among consumers in precisely such types of travel.

Trends in the development of tourism in the XXI century. allow us to assert the formation of a new model of consumer behavior. For many tourists, the importance of cultural, educational and ecological aspects of travel is higher than the interests of entertainment and comfort, the value of geographical space is increasing. Travels devoted to the study of the uniqueness of the culture and history of individual regions and places, and the search for diversification in a globalized world, are gaining popularity. Gastronomic tours fit well into this concept, as they cover such aspects as: getting to know the life, traditions and customs of the inhabitants of one or another region, their cuisine, local agricultural products, where you can take part in gastronomic festivals and events, attend master classes and schools, product tastings and getting to know producers [45].

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This is a new philosophy of travel with the aim of finding unexplored tastes and authentic traditions. The growing popularity of gastronomic tourism is facilitated by the fatigue of many people from urbanization, the consumer's desire to know better what he eats and drinks, the search for new sensations and the transition from mass to individual recreation programs. The development of tourism in Ukraine, the growth of competition on the global tourist market and the need to activate regional and local tourist destinations determines the prospects of gastronomic and wine tourism, on the basis of which full-fledged tourist destinations and products are formed that ensure sustainable economic growth, full and productive employment, active preservation of a unique local and national cultural heritage. Gastronomic tourism is of particular importance due to the fact that national gastronomy, dishes and drinks occupy a central place in any tourist experience, and the concept of forming a tourist product combines the economic, social and cultural values of the territory, covers the landscape, climate, traditional types of agriculture and industries, national customs, traditions, everyday life and art. Modern gastronomic tourism is a very relevant means of diversifying outdated tourist routes and attracting as many tourists as possible to destinations already familiar to them. A particularly positive point is that this type of tourism does not depend on such a factor as the seasonality of travel. Experienced travelers say: "National cuisine can tell more about the country than any museum." The statement is controversial, but there is some truth in it. [49].

Gastronomic tourism is a bright, promising direction that allows you to look at any country through the prism of national culinary traditions. Any gastronomic tour can be organized independently, without the help of travel agencies. To do this, it is enough to choose a route, buy a plane or train ticket and go on an adventure [49].

Gastronomic tourism is a type of tourism in which the traveler visits different regions of the world, gets acquainted with local culinary traditions, tastes national dishes and drinks, and learns the secrets of their preparation from local chefs. Gastronomy, as a tourist resource, is valued not only for the sake of tourism itself, but also for its ability to generate the development of rural areas. More and more consumers want to support local businesses, so a wide variety of culinary festivals, markets and

other similar events are becoming a global trend. The growth of international interest in healthy natural food and the global spread of the slow movement food also includes gastronomic tourism as part of eco-tourism, a phenomenon that helps promote environmental care and locally managed cultural preservation. Travelers interested in food, wine, beer, cooking or baking, as well as the history of certain foods and dishes can choose from a variety of travel destinations today that are represented around the world [49].

The main goal of such tourism is to get the most complete picture of the region (country, city), learn to cook new dishes, discover a whole palette of taste sensations.

In our country, gastronomic tourism has several directions:

A rural tour is a type of tour that involves tourists staying temporarily in a rural area to taste the local cuisine and products produced in the region, and may also include participation in agricultural work, consumers of such tours include: travelers who like to eat deliciously, but for the sake of a bread and salt table, they are not ready to give up other pleasures of rest; chefs and owners of public catering enterprises who want to gain new experience, to discover the secrets of cooking dishes from different countries of the world; gourmets who do not just eat, but enjoy every ingredient in a dish, appreciate unusual combinations of products; tourists who are used to traveling independently and do not want to depend on other members of the group, as well as traveling for the purpose of tasting and buying beekeeping products directly at apiaries [48].

Restaurant tour - a trip that includes visits to the most famous and popular restaurants, distinguished by high quality, exclusivity of cuisine, as well as national orientation, restaurant tasting tours (cheese, wine, beer, tea, coffee, sushi tours, etc.) [49].

An educational tour is a tour whose purpose is to study in special educational institutions with culinary specialization, as well as courses and master classes.

Ecological tour - a tour that includes visiting ecologically clean farms and factories, familiarization with ecologically clean, organic products and their production

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Event tour - a tour focused on visiting the area at a certain time in order to participate in public and cultural events with a gastronomic theme: exhibitions, fairs, shows, festivals, holidays.

A combined tour is a trip that includes several destinations listed above. Combined tours are suitable for tourists "with experience", those who are already familiar with the gastronomy of a particular country, otherwise the tour can be informatively oversaturated [49].

There is another classification, where gastronomic tours can be divided into two types: urban and rural ("green"). The fundamental difference is that, going to the countryside, the tourist wants to try an ecologically clean product, without additives. For example, "green" tours offer picking wild berries and mushrooms in the forest, vegetables and fruits on farms. During such trips, you can learn ancient recipes for cooking certain dishes, see how the ingredients for them are collected and personally participate in each stage of the process [48].

The city gastronomic tour includes a visit to a confectionery, a factory, a restaurant, where you can participate under the supervision of a master in the creation of a product, as well as its tasting.

In addition, there are tours that introduce not different dishes in one area, but the same dish in different areas. This is the so-called gastronomic monotourism, a special type of gastrotourism dedicated to one product. The most popular monotours: wine, beer, cheese, coffee, chocolate, etc.

Gastronomic tourists are also usually divided into groups. Gastro-tourists who are experts and gastronomic critics. Foodies are tourists who are interested in quality and tasty food. Interested buyers are tourists who perceive food as an addition to pleasures during vacation. Non-involved tourists who do not consider food to be an important part of their vacation. "Lazy consumers" are tourists who do not show interest in new food while traveling. But it is customary to include only gastro-tourists and foodies as the target audience of gastronomic tourism, since it is they who perceive food as the main tourist magnet during a trip [50].

3.2 Development trends of gastronomic tourism in Ukraine

Gastrotourism is developing dynamically in Ukraine. Mainly, it is represented by wine routes and "green" gastronomic tourism. The generally recognized gastronomic centers of Ukraine are Kyiv, Lviv, Odesa, and it will also be useful to visit Kharkiv. Small but authentic cafes can be found in Chernihiv, Rivne, Vinnytsia, Chernivtsi, Kamianets. When choosing a gastronomic tour, it is important to understand that it is fundamentally different from traditional mass tourism. Here, instead of art galleries, visiting cafes and restaurants; instead of resting on the beach - tastings; instead of shopping and souvenirs - a trip to the markets for products for master classes. Gastronomic travel is an experience of combinations of new tastes and products, tasting, many meetings and unexpected discoveries [57].

Ukraine should tell the gastronomic world its unique story. About the struggle for freedom and independence. About self-awareness and returning to historical sources. About the history of the combination of tastes, the identity of each region and their synergy. About Polissia (berries, game and mushrooms), Carpathians (cheeses, corn, mushrooms), Black Sea region and Bessarabia (fish, seafood, wines, fruits and vegetables), Steppe (cereals and cereals), Central Ukraine (cereals, kvass and pickling), Slobozhanshchyna (wild game and mushrooms) and Halychyna, which united the culinary traditions of different peoples. About Transcarpathian cheese and southern sunny watermelon, Podilsk cabbage and Polish kulish, Dnieper fish and Trans-Dnieper verguns with Donetsk sour cream, Galician coffee and beet kvass, Myrhorod lard, fruit distillate, honey and beekeeping products, Zenkiv sausage and Poltava dumplings [51].

A Ukrainian table cannot be without a slice of delicious lard. Borscht, Lviv coffee and dumplings, Carpathian bograch, shovdar and cucumber, Hutsul kulesha with cheese and porcini mushrooms, Bukovyna trout and cherry dumplings, sycamore pie, Zinkiv sausage or Bessarabian lamb, wines from indigenous grape varieties and Kherson tabnardek - watermelon honey. This is far from the entire list of traditional Ukrainian dishes and products that are available in every region of Ukraine, and which can surprise and interest the traveler. But such a fantastic potential is currently not even

10% revealed. That is, gastronomy in the country is much better developed than gastronomic tourism [52].

The center of "green" gastronomic tourism in Ukraine is its western regions, in particular Transcarpathia. Tour operators are already offering Ukrainian, Gypsy, German, Slovak and Hungarian culinary tours of this region, during which you can not only try, but also learn how to cook unusual dishes. There are places in Ukraine where you can taste wine while sitting in a medieval castle. There are only a few of them, in Mukachevo at Palanok Castle and Uzhgorod Castle. Wine tourism routes are also dynamically developing in Prykarpattia [48].

One of the most developed regions of Ukraine in terms of gastrotourism is Lviv region. It is full of various delicacies, because this territory was always part of other states, and traders from other countries also came here. Thus, the traditional Lviv dessert andruta is the heir of the Austrian waffle cake, and the Greeks "brought" candibal (lemon drink) to Lviv along with citrus fruits. Also, thanks to the Greeks and Armenians, everyone here was familiar with raisins, paprika, and olives. There are dishes in the local cuisine that were invented not by native Lviv residents, but by Jews, Poles, and Armenians who lived and cooked only here. These are, for example, forshmak made from local fish from Lviv Jews, pazhibroda from local Armenians, or flasks invented by Lviv Poles. But if you include Lviv coffee in the gastro tour, then we recommend trying it not in a tourist "hole", but in some place that stood near the origins of Lviv coffee culture [53].

The peculiarity of the Ternopil region is that several Ukrainian cultures are inextricably combined here. Borsch Festivals are very popular today, held in the village of the same name Borschiv in Ternopil Oblast, as well as in other regions of Ukraine.

In July 2022, the culture of making Ukrainian borscht was recognized as an object of intangible cultural heritage by UNESCO. He is loved in all corners of the country. Ukrainians have different views, religions, sexual preferences, but they all eat borscht. This is what unites us. This is its peculiarity. And that is why the Russians deliberately artificially blurred the borders for many years in a row in order to deprive us of this unity. For example, borscht is eaten throughout the territory of the former

Soviet empire and there is no need to endow the dish with any national characteristics. That is, Ukrainian. When this discourse took on international dimensions, it caused the indignation of a large part of Ukrainian society. Then a decision was made to resist Russia and its propaganda and protect borscht. Because it was no longer about food, but clearly about something more. As a result, the tourist receives masterpieces of culinary skill and art [54].

Only in Chernivtsi you can try real blueberry liqueur, and in the restaurants of the city, guests are treated to plum tincture with a strength of about 60 degrees [49]. Kherson is famous for watermelons and tomatoes. No less interesting is the Kyiv region with the Biologist winery, a considerable number of ostrich farms and banana greenhouses, honey and cheese factories [53].

Rest in Odessa is first and foremost an opportunity to try a wide variety of fish dishes, and in the region - meat and cheese dishes of Bessarabian cuisine. Odessa is the unofficial Jewish capital of Ukraine. Odessa cuisine is very diverse, so its fame has spread all over the world. A wine tour with a tasting of Odessa wines and cognacs at the French Boulevard and Shabot factories is extremely popular [53].

In Ukraine, there are tourist routes in the south of the country in Bessarabia and Transcarpathia, which are called "Taste and Wine Road". It is a wine gastronomic route that combines the best producers of wine, traditional products and drinks with the opportunity to familiarize tourists with the production process.

But not only the South and the West of the country can please hunters of tastes. The sweet business card of Kharkiv since 1896 is the "Kharkivskyi" cake, the recipe of which has been preserved to this day. The tourist project "The Road of Wine and Taste of Slobozhanshchyna" operates in the Kharkiv region. Its goal is the development of gastronomic tourism in the territory of the communities of Slobozhanshchyna. Initiatives to create the project are based on existing traditions of winemaking and handicrafts, gastronomic brands in the city of Chuhuiv.

The Durun festival in Korosten takes place on the second Saturday of September in Drevliansky Park. Be sure to try yourself as a taster, who has to determine the tastiest deruns at the festival — you will be surprised by the variety of one of Ukraine's favorite

dishes (for this, you need to purchase a special patent for a nominal fee). [53] Don't be afraid to eat a lot of food for the rest of your life - at the festival, you can also diversify your meal with traditional Polissia dishes. Here, in the local cuisine, preference is given to plant-based food, so that the lunch will be digested quickly and it will be possible to connect to "old" entertainment [53].

Vinnytsia has all the prerequisites for the intensive development of domestic and foreign tourism: features of the geographical location and relief, a favorable climate, a wealth of natural, historical-cultural and tourist-recreational potentials. Every day Vinnytsia tourism is gaining momentum in terms of the further development of its potential in this field of activity, which makes it possible to generate significant interest of both domestic and foreign tourists in the tourist attractions of the region. Today, the most popular types of tourism for the purpose of travel in Vinnytsia are: cultural and educational; medical and recreational, recreational; rural green tourism; eventful; sports and active tourism; religious tourism and pilgrimage [58]. The analysis of resource support for the development of tourism in the region gives grounds for asserting that today the most widespread and developed for the region are: rural green tourism, which is closely related to gastronomic tourism. The development of rural green tourism as a form of recreation in private farms in rural areas using the property and labor resources of a personal peasant, utility or farm, natural and recreational features of the area and the cultural, historical and ethnographic heritage of the region is promising for Vinnytsia. The dynamic growth of "green trips" to rural areas indicates that rural tourism is capable of ensuring economic and demographic stability in rural areas, promoting the development of small and medium-sized businesses, solving socio-economic problems of the village, becoming an important factor in the future development of rural areas, attracting domestic and external potential tourists to the knowledge of the rich natural and historical and cultural heritage of the region and the growing popularity of ideas about protecting the environment, and also to offer tourists to eat during the trip, and for some, food is a means of feeling and penetrating to another culture, which in turn increases the general tourist impression [58]. Increasingly, tourists seek to eat those products and dishes that emphasize the heritage and culture

of the place where they are, and as you know, Ukraine has a great culinary heritage and even greater potential. Currently, about 30 rural estates are officially providing rural green tourism services in the region, which offer comfortable accommodation, family vacations, national traditional cuisine, ecologically clean food products, and interesting leisure activities. Of them, 2 estates have the third (highest) category of the system of categorization of the rural overnight base "Ukrainian hospitable estate" and 7 estates have the basic category. At the same time, the tendency to improve the quality of the services provided should be noted.

3.3. Gastronomic tourism of the region

The most active in the development of gastronomic tourism are Barskyi, Vinnytsia, Gaisynskyi, Nemyrivskyi, Mohyliv-Podilskyi, Murovano-Kurilovetskyi and Yampil'skyi districts. Tsekinivka is a village in the Vinnytsia region on the border with Moldova. [58] The International Festival of Folk Art "Wine and Cabbage" is held in Tsekinivka. Tsekiniv wine and cabbage rolls are two miracles! Every housewife in Tsekinivka prepares her own, special cabbage rolls, so in general, there are dozens of unique recipes here! Songs, lazy, with corn grits, cooked on ribs, from minced meat or minced pork or turkey. They are wrapped not only in cabbage leaves, but also grapes, raspberries and even maple and strawberries! "Gypsy" cabbage rolls with turkey, which, according to legend, must be stolen from a neighbor, are also popular. The same applies to wine: grapes grow in every yard, the owners make their own wine, and family recipes have been handed down from generation to generation since ancient times. Here, too, culinary fantasy is added: the locals make wine from dandelions, rose petals, mulberries, elderberries, blackberries, viburnums, skunks , grapes, and even from... tomatoes [61].

Placindy is a Bessarabian dish that was once widespread in the south of Podillia (Yampil'skyi and Mohyliv-Podilskyi districts). It is made from unleavened dough and stuffed with cheese or stewed greens. In the Murovano-Kurilovetsky district, you will be treated to "horse varga" mushrooms dressed with sour cream. There is also another

recipe for young wheat soup, to which "deer antler" mushrooms are added. An apple festival was held in Baru and it was possible to reconstruct the recipe for the soup "yabchanka".

The main feature of Podilja cuisine is that it has absorbed many curiosities from other national gastronomic cultures, primarily Jewish, Polish and Moldovan, and since Podilja was an arena of military operations during both world wars, also from German. Many of today's famous Podil dishes appeared after the First World War, and after the Second World War, moonshine began to be distilled in our country. Before that, they evaporated the brew and made syvukha, and it was the Germans who learned to distill it through a tube during the war.

Also, it was after the German occupation that cabbage dishes (traditional stew, bigos) became popular in Podilla, and people also began to smoke and marinate meat and lard, which before were usually cooked in the oven and simply salted.

It is believed that the foundations of Ukrainian culinary traditions were laid more than 7,000 years ago by the people of Tripoli! It was then that our ancestors learned to make bread, which became the "head of everything" for millennia. At first it was fresh, then they learned how to make sourdough, the first products were made of rye flour, but in different regions of Ukraine, different ingredients were added to it, which contributed to an incredible diversity. This is evidenced even by Balzac's letters, in which he wrote: "... When you come to Ukraine, to this earthly paradise, where I have already noticed 77 ways of making bread" [59].

Ukrainians are an ancient agricultural people, so traditional Ukrainian culture is based on the values of agricultural work and respect for bread. Love for bread was also reflected in the traditional menu of Ukrainians, which in all regions of Ukraine mainly consisted of bread dishes and flour products. These are traditional varenyki, halushki, buckwheat, sochnik, shulyk, potaptsi, priskantsi, mlinchiki, and ceremonial ones - korovoy, korochun, lezhen, mandrik, paska, goose, cones.

In particular, grain kulesh was very popular in Vinnytsia. Before going to work in the field, the housewife lit the stove, threw a piece of meat into the pot, and if it was not available - just an onion, salt and a couple of handfuls of cereals (barley, wheat,

buckwheat or oat - whoever had what used). All this was poured with water, and when it melted in the oven, such a simple grain concoction came out, which we now call soup, and then it was called kulish [60]. If the family had a cow, instead of water and onions, the grain was poured with milk and a milky kulish came out. Meat and sausages were considered delicacies. The pig was usually slaughtered twice a year - at Easter and Christmas. The prepared blanks were then eaten throughout the year. Sausages and blood sausages were traditionally baked in an oven, and then placed in large banyaks and poured with lard. But lard was salted, rolled into rolls and hung under the roof - at that time it was one of the coolest places in the house, because houses were covered with straw. Another common local recipe is kotsyruby. This is a somewhat unusual dish of mashed potatoes and dumplings, served with garlic and crackers. Manzariki - pies with cheese and greens. The Lithuanian heritage in the arsenal of Podil cuisine is vederei (potato sausage, i.e. pork intestines stuffed with potatoes and baked in lard) and shupinis (pea porridge with potatoes and fried pork).[60]

Despite the fact that leguminous crops are now used quite rarely in our country, there are many interesting dishes made from peas in Podil cuisine. Podolians often baked fritters from peas, which were first soaked in water, and then ground in makitra. And, of course, traditional pea puree was cooked - simple, affordable and nutritious. And when people did not have the opportunity to bake bread, because there was no time to specially fire up the oven, they prepared donuts with baked goods - this is a very tasty Podil dish. First of all, yeast dough was prepared, which was traditionally made for bread, fritters were formed and laid out on a large pan, which was placed in the oven directly in front of the fire. Dumplings were served with meat gravy, which was called pechenya. You could also eat them with jam or simply with fried lard and onions. Another very interesting, but, unfortunately, currently forgotten Podil dish is piza [60].

It somewhat resembles Poltava dumplings, but is made from buckwheat flour. Buckwheat was ground into flour by people, or it was simply ground dry in a mortar. Yeast dough was kneaded from the obtained flour. When there was no yeast, sourdough was used, stored in jugs in cool places in the house. They were cooked in boiling water

or steamed: they took a pan, put an inverted sieve, added a little water and covered it with a lid. They usually ate pies with cracklings and fried onions. Another great Podil recipe is lazy cabbage rolls with sauerkraut and millet or rice. To fried onions and carrots, you need to add minced meat or very finely chopped mushrooms (so that everything looks like after a meat grinder). Add boiled rice or millet, mix thoroughly with sour sauerkraut and put to simmer. And from the semi-desserts, you should try to cook sorrel - a delicious Podilsky jelly, which was usually prepared before Christmas from a concoction of dried prunes. Starch, which we add to jelly today, did not exist in ancient times, so flour (rye, oat, or their combination with wheat) was simply pounded in the mixture [60].

In general, the food of the Podolians was always simple. The diet was dominated by dishes made from potatoes and other vegetables traditional to the region, there were a lot of fish dishes, because fish could be caught in the pond and the river, and, of course, almost every day people ate a variety of cereals.

Also, the most widespread and related to gastronomic tourism is: event tourism, or as it is also called (event-tourism), dedicated to the coverage of some event, is a priority direction and is rapidly developing in the region, and which is closely related to gastrotourism. Tourists, no matter what purpose they come for (educational, business, transit) are determined to have an interesting pastime, new meetings and bright impressions, and Vinnytsia can offer tourists a choice of this type of recreation. An example is the knightly tournament dedicated to the memory of the Hero of the Heavenly Hundred Maksym Shimko, which is a medieval festival, and the main message of its holding is the importance of historical reconstruction. In addition, the open-air festival "OPERAFEST-TULCHIN" has already become traditional for our region, which gathers under the open sky fans of opera not only from Ukraine, but also from far abroad[58].

In turn, the international ethno-festival of customs and culture "Living Fire", which has been held for 11 years in a row in various places of the region, is a real celebration of Kupala customs and traditions, Ukrainian ancient and modern culture. Folk-rock festival "Mlynomania" and international festival "Schedryk" are also

interesting for their programs and performances. The drag racing show at the airfield in Kalynivka every year gathers competitors and spectators from all over Ukraine, and in recent years foreign tourists are increasingly visiting this event.

The gastronomic festival of traditional Podil dishes "Miracle from a jar" (festival of Tymanivka porridge), held in the village of Tymanivka, gathers fans of Podil dishes made according to unique ancient recipes. In addition to the events listed above, the following attract the attention of tourists: International jazz festival VINNYTSIA JAZZFEST, ethno-festival of family song "Mama's Stove", national-patriotic festival of Cossack traditional culture "Battle of Batoz" and many similar ones that already have the status of traditional. Every year, traditionally in the middle of May, Vinnytsia celebrates Europe Day, which is attended by distinguished foreign guests from sister cities and partners from international organizations, as well as tourists from all over Ukraine. The city center turns into a pedestrian zone with interesting interactive, artistic and art venues. Residents of Vinnytsia and guests have the opportunity to participate in master classes and concert programs, visit themed locations that change every year [58].

Tourism can become another component of Vinnytsia's attractiveness in view of the ethnographic and historical resources of our region. Gastronomic tourism as a type of tourism is related to familiarization with the production, cooking technology and tasting of national dishes and drinks, as well as with the culinary traditions of the region. It should be noted that almost any region has the potential to develop culinary tourism, and Vinnytsia in particular, because it can offer unique local cuisine and traditions of hospitality. For example, Tymaniv porridge, in honor of which a festival is held in Tulchyn OTG, or Ulaniv potatoes, known far beyond the borders of Ukraine, the recipe of which was invented in the village of Ulaniv in Vinnytsia and which is planned to be granted the status of an object of intangible cultural heritage. Food tours with the study of historical dishes are mostly popular among Europeans. In groups, they go to the heart of central Ukraine to taste porridge with sauerkraut. Fried potatoes, for which its inventor was awarded an order. And also sausage dried in the sun.

Vegetarians are also interested in the region, and learn about the variety of healthy food in the monasteries [53].

Olena Pavlova has been researching the culinary past of Vinnytsia for many years. She is the only gastro guide in this region. He perfectly knows the history of forgotten dishes that our ancestors prepared. Tourists from Poland and western Ukraine are mostly interested in tasting ancient dishes that are still prepared or revived in Vinnytsia. Special itineraries for one or two days have been developed for them. After the Vinnytsia lard tasting was held in the European Parliament, foreigners began to take an interest in other curiosities on tourist forums: our apple soup, Ulaniv-style potatoes, Tymaniv-style porridge with cabbage, macaroni dragonflies. This is how our region is becoming more and more popular. We are already interesting not only to gourmets, but also to qualified cooks. After all, in search of new and delicious dishes for their establishments, they are ready to travel thousands of kilometers . Tymanov porridge claims the title of national culinary heritage. This dish was prepared by the Cossacks 400 years ago. It consists of 15 ingredients. Sauerkraut, millet and spring water are among the most important. But the residents of Tymanivka, Tulchyn District, have their own secret trump card that makes their porridge special. This dish used to be like millet kulish. But the wives of the Cossacks came up with the idea of adding other ingredients. Now it is a traditional dish in our village. It is prepared for major religious and family holidays. People used to gather at weddings and look out the windows. And they say: "Oh, they are already giving buried cabbage" [53] . So they know what will happen next," says local resident Olga Bugai. In Tymanivka, porridge covered with cabbage is so respected that they prepare it in national costumes. To Ukrainian songs. But the most important secret of our porridge is old fat. It is added when both millet and cabbage are in the cauldron. At the end of cooking, we take away the lard," notes Olha Bugai. [53] The original presentation of the food, the Ukrainian flavor and singing to the accordion, lure even the Swiss to Tymanivka. "Foreigners consider this recipe to be special. And they are ready to go and pay money. In order to try exactly this porridge, Tymanov. Exactly according to the recipe as it is. Today,

Tymanivska kasha is a contender for the title of culinary intangible heritage", - emphasizes gastro guide Olena Pavlova [53].

In Vinnytsia, babka made from homemade noodles, baked in cheese, is considered a traditional dish. "This is a dish that was prepared for large feasts. Christenings, families, weddings. Yellow homemade noodles are no worse than Italian pasta. But in terms of cost, Podilska dragonfly is expensive. It contains 40 eggs. Noodles are cooked on egg yolks. They also bake with them. The taste can be both salty and sweet. With cheese and chicken. Or with cheese and young apples, as they do in the village. Ivan of Kalynivsky district. This village is also famous for its dried sausage, which is cured in the sun. It has a red color," Pavlova continues to talk about the mouth-watering legends of Podil cuisine [53].

In Soviet times, chefs from all over the Union used to make a real pilgrimage to the village of Ulaniv in the Khmilnytskyi district [53].

"Local Glafira Dorosh received an order for Ulaniv potatoes. Her dish gained popularity when she started cooking it in local working-class canteens. Nothing special at first glance. A well-washed (not peeled) medium-sized potato is thrown into the hot oil in the pan. The fruits are pre-cut into four parts. If the potatoes are young, fry for 5-7 minutes. So that it was crispy on the outside, and soft on the inside. After cooking, it is taken out, salted and seasoned with garlic sauce. In this form, fried potatoes instantly became popular. A true pilgrimage of cooks from all over the Union reached the village of Ulanov. Everyone wanted to learn how to cook this dish. Now it is offered in all catering establishments [53].

Next to the village of Ulanov is the village of Bily Rukav. And there they make potatoes that bear the same name as this locality. "It is made from local potatoes. This vegetable appeared there earlier than all the nearby villages. It is prepared from small fruits with a lot of greens," notes the gastro guide [53].

Vinnytsia is also famous for cheese made from melted milk, which has a yellow color and the taste of Ryazanka, and cheese, which is still made from cow's and goat's milk.

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"From Vinnytsia came a herring with a large head. After all, in our large spaces, they grew fat enough and large. And also pike roe. Caviar cutlets. But currently, this is a very expensive dish, nowadays pike caviar is more expensive than red caviar. In the Kalynivskyi district, white lumps are salted, which are usually not considered edible because of their burning taste. But the Podolians learned to make a delicate delicacy from them," Pavlova recounts [53].

Vegetarians are interested in Podillia. They go to study healthy food in monasteries. "They have a good understanding of healthy eating there, because they live practically without meat and animal fats. They go there for master classes for those who want to know more about vegetarianism.

Pavlova is currently researching dishes that can be prepared from wild plants. "For example, hemp. She may have a very big culinary future. After all, you can do anything with it. Starting with the so-called "milk" and ending with the famous gurma, with which dumplings were once made. And we don't know how it is done now. Therefore, I am trying to revive it. But to find out the authentic recipe", Olena intrigues at the end.

With the demand for gastro tours, Olena is also developing new routes through Vinnytsia that will diversify the vacation of the most demanding gourmet from any country [53].

What dishes can still be tasted only in our city. In Vinnytsia, a presentation of the city gastronomic map "Delicious Vinnytsia" took place. The publication has a convenient pocket format and is distributed free of charge. Places for connoisseurs of Podil cuisine, architectural monuments, and museums have been marked on the map. This is a new tourist map of the city, on which 38 hospitality establishments (restaurants, bars and cafes) are marked. The publication is folded into a compact pocket format and has a convenient navigation system: the markings allow you to find your way around the city, as well as get information about specialty dishes and contacts of establishments [60].

The purpose of the publication of the gastro map is to demonstrate the variety of Podil cuisine. The target audience of the project is, first of all, Vinnytsia residents,

who during martial law, due to travel restrictions, can get to know their hometown better: go on excursions, taste dishes from different cuisines. The map was also created for internally displaced persons and guests of the city [60].

A few years ago, it was difficult to recommend to our guests cities that should be visited in order to get a taste of Vinnytsia, said Oleksandr Vesheleni, director of the city's marketing and tourism department. Since then, a certain list of must-eat and must-drink items worth trying in Vinnytsia has been formed: dishes from Podil cuisine, dishes with cherries, sweets, tinctures, Vinnytsia wine or beer. From now on, we have a carefully composed and authoritative publication (online and offline), which can quickly orient lovers of gastronomic experiences. First of all, gastro establishments were added to the map "Delicious Vinnytsia" where you can taste the legendary dishes of Podil cuisine: Ulanivska potatoes, Zinkiv sausage and Vinnytsia lard, borscht with cherry, which is a gastronomic symbol of Vinnytsia. Among the purely local delicacies are Old Vinnytsia soup with veal in dough, forshmak "Yerusalymka", beer soup with porcini mushrooms, beef cheeks with cherries, Podilsky street, manzari with homemade cheese and greens, and even Podilsk-style khachapuri. Establishments with similar dishes were marked in the gastro map with two signs: cherries and a piece of lard. Also, the signature dish, concept, format and average check of the establishment were indicated next to each of the hospitality establishments. In the winter and spring period, the popular direction of gastro tours will be developed. and atmospheric establishments. The development of the gastronomic map "Tasty Vinnytsia" was carried out by the city marketing and tourism department together with the KP "Vinnytsia Tourism Office" and the NGO "Vinnytsia Hospitality Association HlibSil"[60].

The map was printed at the expense of restaurateurs. And it was presented on November 3 in the conference hall of the "France" hotel. Among the invited guests were representatives of hospitality establishments, museum workers, guides and hoteliers of the city. At the presentation, the publication emphasized that the hospitality sector of Vinnytsia, and the restaurant business in particular, is an important component of the economic front. From the first days of the full-scale invasion, Vinnytsia

institutions actively participated in the aid, feeding IDPs, soldiers and volunteers free of charge, - emphasized the head of the NGO "Vinnytsia Hospitality Association BreadSil" Inna Kryveshko. Restaurateurs provide work for people and pay taxes to the budget. Therefore, we hope that our new joint product, the "Delicious Vinnytsia" gastro map, will become an additional tool and impetus in their work. Vinnytsia gastronomic map "Delicious Vinnytsia" is the first printed map adapted to the realities of wartime. The gastro map also includes signs about establishments that function as temporary shelters, said the director of the marketing department. It was the restaurants that were among the first to respond to the city council's request to provide additional shelters for residents of Vinnytsia and city guests during air raids. In the selection of establishments, attention was paid to the presence of authentic dishes on the menu, to the atmosphere and level of service. The map also includes architectural monuments and museums [60].

3.4. Ukrainian gastronomy brands

Thanks to new food and drinks, tourists remember their trips more vividly. But most often travelers organize food tours only in cities. Therefore, in order to popularize this direction of tourism in our country, the gastronomic guide "Gourmet Roads. 100 craft places of Ukraine". The mission of the project is the development of gastrotourism in Ukraine and the formation of knowledge about local craft producers. The pages of the guide include 100 local producers of craft products: wine, cheese, honey, beer, meat, vegetables, fruit, snails, oysters. In each of these locations, the traveler can arrange a tour and tasting, get to know the farmers, and see for himself the process of making organic products. Gastroguide is divided into five conditional sections: "South", "Carpathians", "West", "East", "Center and North" [49].

It should be especially noted that the Ministry of Culture and Information Policy of Ukraine together with the State Tourism Development Agency (DART) and Ukrainian chefs have developed a strategy for the popularization of ethnic cuisine in 2022. In particular, the Manifesto on the revival of Ukrainian cuisine, its popularization

in the world, the search for new formulas of ancient dishes and the development of domestic gastrotourism was announced. About 30 chefs and researchers will work on the revival of Ukrainian ethnic cuisine [51].

The authors of the manifesto call on all Ukrainian chefs to unite and create a full-fledged Ukrainian gastronomic community, as well as to cooperate with world chefs. Project participants emphasized the need to revive and preserve recipes, techniques, and technologies of Ukrainian cuisine; popularize Ukrainian cuisine among restaurateurs and investors; to support local agricultural productions and help them in their development. During the implementation of the project, it is planned to identify cuisines in certain regions, to form a basket of products and dishes for promotion in the world, and also to launch appropriate advertising campaigns [51].

Today, the tourism industry is one of the most promising sectors of the economy, which can become a stable source of income both for a specific region and for the national economy. Today, gastronomic tourism is one of the promising directions of the development of the tourist services market, a type of specialized tourism related to getting to know and learning about the national traditions of the region - a synthesis of ecology, culture and production. From the point of view of tourism organizers, a gastronomic tour allows you to familiarize yourself with the original technologies of preparing local food products, the traditions of their consumption, the mastery of culinary arts skills, participation in festivals and cultural themed events. All itineraries here are designed taking into account the knowledge of local culture through national dishes. The development of the specified direction in the field of tourism is an important component of tourism activity, which is connected with the development of new segments of the tourist market, new locations for tourism and recreation, with the attraction of new types of resources to the tourist market. Gastronomic tourism is a very promising type of tourism, the potential of which is laid in almost every region. Special attention should be paid to new territories that are in the process of transformation and are looking for a new, alternative to industrial way of tourism development. To develop the gastronomic potential of the regions of Ukraine, it is worth using European and world experience in the formation of an astronomical basket

of the best products of the regions. Actually, such a network does not yet exist in Ukraine, it exists in France, where gastronomic tourism has become increasingly popular in recent years. Meanwhile, French gastronomy is recognized as part of the UNESCO world heritage, and we really have a lot to learn from this country in preserving food traditions and positioning ourselves in the international market of gastronomic tours. It is worth highlighting the following possible ways of developing gastronomic tourism in the world, which can be successfully applied to Ukraine as well: development of culinary tourism resources characteristic of certain regions; development of directions with the possibility of receiving numerous tourist experiences, including gastronomic ones; cooperation between private producers of tourist and gastronomic services; application of an effective destination marketing strategy, which includes gastronomic offers, raising public awareness of this type of tourism; increasing self-awareness of the population by promoting local food culture. In the conditions of increasing competition in the field of tourism, each region of the country is in search of unique products, with the help of which it would be possible to differentiate itself from others. In itself, local cuisine is already a platform that contains the necessary resources that can be used as a marketing tool to attract customers, promote cities, regions or even the entire country. Analyzing the prospects for the development of gastronomic tourism in Ukraine, it is worth combining them in several directions: 1) established gastronomic brands; 2) traditional products; 3) gastronomic festivals; 4) organic farming; 5) ethnographic cuisine; 6) concept restaurants; 7) exoticism. Certain regions of Ukraine have well-known gastronomic brands, for example, Nizhyn cucumbers, Poltava dumplings, Lviv beer and Transcarpathian cheeses, Vinnytsia horseradish. However, most of these brands need detailed development programs that would include several stages of promoting the brand to the national and international tourism market. Further promotion of gastronomic brands on the international tourist market will help to increase the demand for gastronomic tours to Ukraine from foreign tourists. High-quality and tasty local products can become the business card of a region or settlement. Ukraine has wide opportunities for the development of the so-called "product" area of gastronomic tourism. Potato farming is

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a popular activity in Ukraine. The "potato" direction can be used in the development of rural, ethnographic and festival tourism. Another area of development of gastronomic tourism can be meat and dairy and dairy cattle breeding, because this type of activity is quite widespread in all regions of Ukraine due to the existence of a good base of haymakers and pastures. The dairy industry should be developed as part of rural tourism and wellness tourism. Also, the regions of Ukraine are known for their ancient beekeeping traditions. Honey, wax and other products of beekeeping can become a resource base for the development of such types of tourism as rural, medical and recreational, festival and fair, etc. It is worth involving large enterprises and amateur beekeepers in the development of the "honey" sector. Special attention should be paid to the possibility of opening apitherapy centers. Today, wine tourism has become quite widespread, but it needs further development, significant investments and support from the state in order to compete with the wine destinations of Europe. An interesting direction in the development of wine tourism is its combination with Wellness tourism and the creation of oenotherapy centers. The forests of the northern regions of Ukraine and Transcarpathia are rich in wild berries (blueberries, raspberries) and mushrooms. These resources can be used to organize rural gastronomic tourism and be successfully combined with sports and environmental tourism. Experts in the tourism industry call event gastronomic tourism a very promising direction, because interest in gastronomic holidays is growing every year. An example of this can be the experience of European countries, where the number of visitors to gastronomic festivals increases every year by 5-10%. Gastronomic festivals in Ukraine are mainly local in nature, so they need to be presented on the international market. It would be appropriate to support festivals from local administrations and hotel and restaurant enterprises. Environmentally friendly production is quite a popular direction of modern gastronomic tourism. Natural and climatic resources of Ukraine are a good basis for its development. This direction provides an opportunity to develop gastronomic tourism on the basis of fine cuisine restaurants operating according to the "from farm to table" concept. Such establishments dominate the list of the most expensive restaurants in the world. Ethnographic cuisine, first of all, needs the attention of scientists, because the ancient

culinary traditions of certain regions of the country can become unique resources for organizing gastronomic tours. This direction makes it possible to familiarize tourists with the history, culture and customs of the local population through the process of cooking and eating food. Tourists are especially interested in the traditions of religious and folk holidays, accompanied by rituals in food and drinks. Concept restaurants are a rather creative direction of the development of gastronomic tourism, which needs professional restaurateurs who could use the local flavor, history and traditions of the regions of Ukraine to create food establishments with an original concept. This direction should be developed within the framework of creation of ostrich, quail, goat, nutria and rabbit farms. This direction of gastrotourism can be combined with rural tourism. Therefore, a country or region can strengthen its advantage in the field of tourism by implementing an innovative policy of creating specific tourist products, ensuring effective specialization in international tourism and effective pricing policy in certain seasons, forming a unique tourist product.

3.5. Directions of gastro tourism development in Vinnychina

Culinary includes a variety of dishes characteristic of other regions of Ukraine as well. Winemaking is widespread in the southern regions of Vinnytsia. In addition, the Vinnytsia region is also known to lovers of sweets, thanks to the brands "Roshen", "Vatsak", "Sweet Dream", "Vinnytsia Candy" which can offer tourists a visit to their factories and a tasting of chocolate and cakes. The specificity of culinary tourism includes the non-seasonal nature of recreation and it, to one degree or another, is a constituent element of all tours, but, unlike other types of tourism, familiarization with local cuisine becomes the main goal of a culinary trip, and the promotion of local farms producing food products - an integral part of any culinary tour. Trying the culinary legends of Podillia is a modern form of tourism in Vinnytsia [61].

The first steps in the direction of the development of gastrotourism have been laid. So, the project "Gastroguide of Vinnytsia" operates in the region, the main goal of which is to activate the local gastronomic environment, study the peculiarities of

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Podil cuisine, introduce delicious tourist routes and popularize Podil cuisine among city guests. The development of the tourist sphere should be ensured by the modernization and creation of a modern tourist information and navigation system on the territory of the region (marking and marking of tourist routes, installation of information road signs according to European standards, creation of tourist information centers, arrangement of rest, photo and service areas in tourist attractive areas projects). This will increase the level of awareness of Ukrainian citizens and foreign guests about the attractive tourist attractions of Vinnytsia and increase tourist flows. The formation of new tourism products based on new tourist destinations and creative industries will increase the competitiveness of the regional tourism product. The hospitality industry needs professionals with the latest approaches, who understand the demands of consumers and are able to work at a high level. Increasing the level of professionalism of personnel is an important factor in creating a competitive market of quality tourist services in the region. The creation of a system of training and improving the qualifications of tourist personnel of the region (organizers of tourist activities, specialists in tourist support, guides-interpreters, owners of agricultural and rural green estates, employees of hotel-restaurant and resort-recreational complexes, etc.) will increase the level of service and the quality of the provision of tourist services, which will help to increase the number of tourists. Currently, the key issue in tourists' travel choices is their safety, so it is necessary to create appropriate conditions and ensure the implementation of preventive measures by all responsible government bodies, services and businesses. Marketing involves the branding of territories and the active promotion of a regional tourist product to form a sustainable positive image among potential tourists. Promotion of the tourism potential of the region should be diversified for a specific target audience. Promotion of Vinnytsia as a tourist-attractive region through information and sales channels and the creation of high-quality multimedia content are aimed at forming a positive tourist image of the region, expanding the geography of tourist flows, increasing number of domestic and foreign tourists. Consolidation and coordination of the activities of local executive bodies, local self-government bodies,

subjects of tourism activity, scientific institutions, public involvement will make it possible to ensure the sustainable development of tourism in the Vinnytsia region.

Gastronomic tourism in Vinnytsia has great potential, but it lacks advertising and special training of personnel. Vinnytsia lard has not yet become a tourist brand, there is a lack of an interactive lard museum. There are no places where craft fairs can be held, although there is something to offer tourists, for example: sweets, honey, Vinnytsia horseradish and pickles. There are no gastrofestivals with local cuisine. Manufacturers of craft products do not yet see restaurants as sales platforms for their products. Zinkiv sausage is offered. Zhmeryn shrimps and snails will develop. Tymanivka porridge is served on the registered geographical name and intangible cultural heritage, as well as Ulanivka potatoes, White Rukava potatoes, Pohleshchensky cabbage, dumplings with salty cheese. [52] One dish with different names - bodza, salaban, badzonya, prepared in large cauldrons, can become a tourist attraction. Verenets is a fermented milk product. Ivanovska sausage is a dried sausage. Mandzari. Roast in the Bardesh style. All this, with the right promotion and interesting presentation, can become a gastronomic magnet of Vinnytsia.

Gastronomic (culinary) tourism can become another component of Vinnytsia's attractiveness in view of the ethnographic and event resources of our region. Today, gastrotourism is one of the most promising areas of domestic tourism, as it contributes not only to the popularization of individual regions, the cultural enrichment of people, the patriotic education of young people, but also to the solution of national problems related to the employment of the population, the opening of enterprises, the creation of additional jobs, socio-economic development of individual regions.[46] One of the promising directions for the development of gastronomic tourism is cheese tourism - a specialized type of tourism that introduces travelers to the national traditions of cheese-making, the culture of cheese consumption, the preparation of local dishes with cheese, the traditions of their consumption, and mastering the skills of the art of cheese-making during master classes [45].

In Ukraine, cheese-making traditions are most vividly represented in the western regions, in particular in Transcarpathia, Lviv Oblast, and Bukovina. However,

taking into account the current state of development of the dairy and cheese-making industry of Vinnytsia region, the potential of cheese-producing enterprises, the emergence of numerous craft farms-cheese factories and the support of local authorities, there are favorable factors for the development of cheese tourism in Vinnytsia region as well. Therefore, the possibilities of cheese making as a promising direction of gastrotourism in Vinnytsia need a comprehensive study.

Such scientists as: V.A. Slivenko, D.I. Basyuk, V.V. Kornilova, H.G. Vishnevskaya, L.V. Parii, T.V. Semko. and other scientists. The purpose of the work is to study the current state of cheesemaking in Vinnytsia, its opportunities for the development of cheese tourism in the region, and the determination of promising directions of development in order to create a competitive product on the domestic tourist market. According to the Tourism Development Program in Vinnytsia Oblast, the tourism industry is becoming increasingly important for the development of the economy and social sphere in Vinnytsia Oblast. Vinnytsia has all the prerequisites for the intensive development of domestic gastrotourism [47].

For the development of cheese tourism in the Vinnytsia region, there are suitable enterprises, farms, green estates that can be (or already are) potential providers of tourist services, namely: - visiting private cheese factories with a tour of halls with professional equipment; - demonstration of ancient recipes brought to life with the help of modern technologies; - tours to the cellars where the cheese is matured; - master classes on the preparation of traditional national dishes, which include cheese; - educational meetings with a cheese sommelier (fromagerie); - participation in culinary festivals and thematic ethno-events [47].

In Vinnytsia, for the second year in a row, the festival of young wine "Bozhe Leje" is held, within the framework of which local cheese factories and craft cheese producers are presented, regional wines and cheeses are tasted. TOB "Aversa-Ukraine" has been successfully operating on the Vinnytsia cheese market for 15 years [45]. Here, cheese is made exclusively according to Italian technology. The well-known Italian technologist-cheesemaker Maurizio Percuoco works at the enterprise, thanks to which such famous cheeses as mozzarella, cachocavallo, cachota and ricotta are produced. The

owner of the cheese factory dreams of his own farm, bring buffaloes to Vinnytsia. Cheese from such milk is made in the Italian region of Campania [46].

In the village of Mukhivtsi in Vinnytsia, there is a farm created by Serhiy Dovhy, where dairy products are produced using Israeli technologies. The farm produces more than thirty types of products in small batches. One of them according to the Cypriot recipe is halloumi [45]. In the original, it is made from a mixture of goat's and sheep's milk, but in Vinnytsia they learned to make it only from cow's milk. Another object of cheese tourism is the Koza Chka craft cheese factory, located in the Vinnytsia region. The owner of the cheese factory, Tetyana Dyadechko, calls it a creative gastro workshop, as she constantly experiments with the tastes and textures of cheese. Today, "Koza Chka" has its own workshop, which prepares young cheeses, original cheeses with blue mold and cheeses aged for 3-6 months, including fresh cheeses with herbs, soft cheeses with white mold and cheese balls in oil. In parallel with the production process, "Koza Chka" conducts training courses on cheese making, where practical knowledge is shared with all those who are interested. Thus, the study of the possibilities of cheese making as a promising direction of gastrotourism in Vinnytsia region is of great importance in the context of the prospect of Vinnytsia Oblast becoming a region with a developed tourist infrastructure and a quality tourist product [44].

The tourism office of Vinnytsia became operational in February 2022. The basis for its activities will be the renamed and reorganized KP "Vinnytsia History Center", which after the creation of a separate communal institution in the field of culture, the Vinnytsia Museum, will be transferred to the management of the city marketing and tourism department of the Vinnytsia City Council [62].

Among the primary tasks facing the new structure are the promotion of tourism products of Vinnytsia in the new season, the launch and operation of the Tourist Hub in accordance with international standards, the provision of informational and organizational support for various types and forms of tourism, the introduction of a tourist card and the development of existing and new exhibition projects.

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The series of gastro tours with the trip "Delicious Vinnytsia. Jewish flavor" on the route Vinnytsia - Shargorod - Zhmerinka. It will surprise even the most demanding gourmets, and it is not only about traditional Jewish cuisine. First, the participants will visit the former Jewish shtetl - Jerusalem and have breakfast in the historical pub "Horse in Gas Mask". In Shargorod, they will visit the oldest synagogue in Ukraine, and also learn how auctions and three fairs a year turned a small Ukrainian town with an ancient history into a large trade center with developed crafts. The next trip is "Delicious Vinnytsia" [62]. Moldavian flavor". Excursionists can also enjoy Vinnytsia-Moldovan cuisine: mummy with cheese and the main delicacy of the trip - fried Dniester crucian carp in sour cream with aromatic Moldovan wine. Everything will start in Vinnytsia with a breakfast of vertuta and coffee. And then the tour participants will visit Murovnyh Kurylovtsi, formerly known as Churylovtsi, where a palace with elements of the castle, a park, and a spring of mineral water have been preserved near the village. In Mohyliv-Podilskyi, you will see picturesque views of the Dniester River and learn how the border location brings its highlights to the local cuisine, architecture and culture. And in the village of Lyadova you will see a stunning panorama of the valley and a rock monastery above the Dniester. The trip that became a real hit this summer and continues to gather connoisseurs of meaningful and interesting recreation in the fall - "Noble Vinnytsia. Matrix. Reboot" [62].

The main goal of the adoption and implementation of the Tourism Development Program of the Vinnytsia Region for 2021-2027 is to create a coherent and effective system aimed at developing a competitive tourism product and ensuring, on this basis, the comprehensive development of the territorial communities of the region, their socio-economic growth under the condition of rational use and preservation of ecological balance, historical and cultural heritage, recreational resources, etc. Effective use of the tourism and recreation potential of the region can become one of the main sources of filling the budgets of the territories, increasing the level of employment of the population and ensuring the growth of its incomes. In addition, the development of a number of tourist and excursion routes will allow to harmoniously combine attractive conditions of rest and travel to fully satisfy the needs of the most

demanding tourists. Also, the issue of effective use of natural recreational resources needs a priority solution. World practice proves that income from tourism, provided the recreational potential is effectively used, can become the main source of filling the budget of territories, and at the destination level, it can increase the level of employment of the population and ensure the growth of its income. The development of a number of tourist and excursion routes will allow to harmoniously combine attractive conditions of rest and travel to fully satisfy the needs of the most demanding tourists [58].

Little known is the fact that 80% of products for high gastronomy are produced in Ukraine, starting from truffles, oysters and ending with sturgeon fish, black caviar and so on. It may be of interest to professional restaurateurs. But ordinary people are hardly interested in this, because our gastronomic culture is at a low level.

Gastrotourism can be developed in all regions of Ukraine. Each of them presents unique local dishes and drinks. In addition, they are able to attract tourists not only with cooking, but also with the cultural heritage of our people. Expected results include the growth of inbound and domestic tourism, the extension of the tourist season, and stimulation of the development of small and medium-sized businesses. Ukraine has everything for the development of gastrotourism - farms, wineries, history, sights. There are also enthusiastic people who are constantly developing gastrotourism, investing heavily in the creation of interesting locations that can confidently compete with many similar European facilities. But for the successful development of tourism, first of all, it is necessary to create a favorable business climate in Ukraine, which will make it possible not only to develop the tourism business as quickly as possible, but also qualitatively.