

## Gastronomy Tourism

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**Introduction.** This topic of research is rather significant, because the competition between tourism destinations increases, local culture is becoming an increasingly important source of new products and activities to attract and amuse tourists. Gastronomy has a particularly important role to play in this, not only because food is central to the tourist experience, but also because gastronomy has become an important source of identity formation in postmodern societies.

**Materials and methods.** The study used general scientific and special methods. In particular, the method of analysis and synthesis, and synthesis of abstraction. The information base for research in favor of domestic and foreign scientists, statistical materials published in periodicals.

**Results and discussion.** In recent years food has gained recognition by governments, business, and academics as an integral part of the tourism product, and as a means of differentiation for destinations. There are many benefits to be had in linking food and tourism for all stakeholders concerned .

Many countries and regions around the world are focussing on the opportunities that the linkage of food and tourism provides and have used it as a point of competitive advantage and as a means of destination differentiation. For example, every Australian state and territory now has a wine and food tourism strategy and a body in place to coordinate wine and food tourism. Canada has a national Culinary Tourism Development Strategy. Other countries that have incorporated the use of food in tourism as an important component of their tourism strategies i. Several European destinations, in particular regions of France, Italy and Spain use their food/wine reputation to promote tourism. In fact gastro-tourism in Ukraine is a young but promising direction.

- Gastronomy tourism must be based on the wide variety of forms of consumption and must be able to feature all aspects and approaches, including the most popular and social styles such as everyday and family dining.

- Gastronomy tourism is a tool for promoting all kinds of resources.

Thus cultural diversity and biodiversity become key tourist attractions. Special mention should be given to the preservation of heritage in all its forms, tangible and intangible.

- Social and economic changes have led to greater importance being given to environmental, cultural, and ethical concerns, as well as to issues related to health and lifestyle, and gastronomy tourism should include criteria relative to responsibility, solidarity and sustainability.

**Conclusions.** This thesis has demonstrated the value of food and its ability to enhance a destination's appeal. The use of food in tourism can contribute to regional economic and social sustainability and its potential role should not be underestimated, and indeed, should be nurtured by tourism policy makers, planners and other industry stakeholders.

### References

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