

## 44. VARIET OF GASTRONOMIC AND FOOD DESTINATIONS TO AUSTRALIA

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Gastronomy, food and wine tourism has become a rapidly growing area of tourism research and tourism product development. It can be defined as visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factors for travel.

Analysis and comparison of researches made by travel organizations.

The desire to experience a particular type of food or the produce of a specific region or even to taste the dishes of a particular chef must be the major motivation for such travel. Australia's unspoilt landscapes produce an incredibly wide variety of fresh and tantalizing produce. There's also a freedom and creativity to food and wine culture that helps to produce fresh and innovative flavors. Australia has more than 60 designated wine regions across the country and has developed a worldwide reputation for its award-winning wines.

*The Hunter Valley* is Australia's oldest wine growing region. Hunter Valley Semillon is widely considered the iconic wine of the region, but the Hunter also produces wine from a wide variety of grapes including Shiraz, Chardonnay, Cabernet Sauvignon and Verdelho.

*The Barossa Valley* has diversity of its growing conditions. The Eden Valley produces distinctive cool-climate wine varieties; while the region's flagship Shiraz is grown in the warmer, low-lying areas. The Barossa Valley is also renowned for its fresh seasonal produce, artisan food producers and award-winning restaurants.

*Yarra Valley* is renowned for producing Australia's finest Pinot Noir and sparkling wine, along with a range of other cool-climate wines. The region is known for its fresh produce including freshwater salmon, trout and caviar, organically grown fruit and vegetables and handmade cheeses and preserves.

*The Clare Valley* is one of Australia's oldest wine regions. It is best known for its Riesling wine, and its Mediterranean-style climate is ideal for the production of quality Chardonnay, Shiraz, Cabernet Sauvignon, Semillon and Merlot grapes.

*The Margaret River* produces some of Australia's best cabernet Sauvignon, Chardonnay, Semillon, Sauvignon Blanc, Merlot and Shiraz wines. It is famous for fresh crayfishes straight from the ocean, local organic beef and truffles.

*The Swan Valley* is a Western Australia's oldest wine region. Many of the 40 wineries are small, family operations – grandchildren of the Croatian and Italian migrants who founded the region in the 1920s. Swan Valley specializes in Verdelho, Chenin Blanc, Chardonnay, Shiraz and Cabernet varieties and is also renowned for its fortified wines.

*The McLaren Vale* is famous for its Shiraz. The climate and soil produce intense flavored fruit and wine with a deep purple colour that can last decades in the bottle. The region also specializes in Chardonnay, Cabernet Sauvignon and Grenache, as well as Merlot, Sauvignon Blanc and Riesling.

Almost every wine growing region has an annual festival where local wine, food and culture can be sampled. The largest is the biennial Tasting Australia, which showcases some of the very best Australia has to offer.

From a tourism production perspective, food offers potential for firm and destination marketing opportunities, specialized tourism products based on food experiences, and the possibility of enhancing economic linkages between tourism and agricultural production. Travel to Australia could be successfully combined with discovering of many original tastes among Australian cuisine and wine culture.

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