

## **ENOGASTRONOMIC TOURISM AS A MARKETING TOOL OF DOMESTIC MANUFACTURER**

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Enogastronomic tourism is a kind of thematic tourism associated with exploring and tasting national cuisine and wine traditions of the world. Combining cultural, industrial, environmental and social aspects, enogastronomic tourism involves familiarization with the original technologies of local food producing, food and beverage and traditions of their consumption, mastering skills of culinary arts, participation in festivals and themed cultural events, familiarity with the original food technologies and wine production.

Enogastronomic tourism is a powerful marketing tool for the promotion of domestic food markets of the Commonwealth of Independent States and the European Union, the promotion of Ukrainian wine and gastronomy, and creating the appropriate brands.

Realizing the marketing potential of enogastronomic tourism requires the preplanning of sustainable regional development, state and municipal support for creating a favorable organizational, legal and economic environment for the development of agriculture and food processing industry, the creation of regional and national wine and gastronomic routes, within which the creation of specialized touristic facilities must be envisaged such as ethno restaurant, tasting rooms, gastronomic museums, ethnic villages and towns as well as thematic side shows events and touristic excursion routes that will help to create a competitive local tourism, improvement of touristic attractions in the region.

To promote national culinary traditions with the support of the State Service for Tourism and Resorts of Ukraine and professional trade associations it is essential to launch a national project "Ukrainian Wine Routes" in order to improve the culture of wine consumption, to acquaint with a high quality of the natural products of the local manufacturers, to review historical and cultural heritage of Ukrainian winemaking that has a worldwide recognition. Within the project it should be concluded the National Register of Objects of wine and gastronomic tourism, wine - gastronomic guide of the Ukrainian regions, the calendar of festivals, seminars and conferences, as well as a content site on the Internet.

**KEY WORDS:** enogastronomi, national culinary, tourism.