

Development of Culinary Tourism in European Countries

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Summary

The scientific paper studies the impact of tourism and traveling on the economic level of development of countries at the macro level and its relationship with other sectors of the economy. Tourism is one of the budget-forming factors of every economy. This work describes the main trends in the development of tourism. It is determined that about one third of tourism revenues are generated by the food sector, i.e., the culinary niche of tourism. Culinary tourism is a new direction of tourism, but it is developing quite dynamically in the EU. Culinary is an important part of rural tourism in the EU and culinary tourism is actively promoted at fairs and festivals. In recent years rural tourism has been developing both at the international level and in Ukraine, primarily due to its features, which include the implementation of the principles of sustainable community development, preservation of local traditions and cultural values, gastronomic events to promote them. The aim of the article is to study the theoretical aspects of the development of gastronomic tourism in the world, to analyze the actual condition of gastronomic tourism in the EU and Ukraine, identifying prospects and ways to develop regional gastronomic tourism. The methodological and informational basis of the work is analytical reports and researches related to the development of event tourism and statistics. Systematic and logistical approaches to the studied problems were used to achieve this goal. Various general scientific and special research methods were also used. Based on PESTLE analysis, key aspects of the external environment of gastronomic tourism in Ukraine are identified. We took into account the principles of sustainable development: political, economic, social, technological, legal and environmental. The main trends in the development of gastronomic tourism in the world are studied and it is found that the greatest development in the coming years will be the trend of combining gastronomic and event tourism on the basis of sustainable development. The main preconditions and possibilities of introduction of this holistic approach to the strategy of development of the tourist branch of Ukraine are determined. A model of sustainable value chain of gastronomic tourism in the region is formed and the main advantages of its implementation are identified: formation of a regional brand, preservation of culinary traditions, development of

green farming, minimization of negative impact on the environment, sustainable development of communities.

Key words:

Gastronomic Tourism, Event Tourism, Value Chain, Sustainable Development, Regional Brand.

1. Introduction

The tourism industry is one of the largest industries in the world, contributing to socio-economic development and job creation. The impact of the tourism sector extends far beyond its direct impact in terms of GDP and employment, as there are also a number of indirect benefits through the connection of supply chains with other sectors.

According to the research of the World Organization of Travel and Tourism in 2019, the contribution of tourism to total world GDP is 10.3%, 1 in 10 people is employed in the world work in a tourism sector. Tourism ranks fourth in terms of contribution to global GDP after information technology, auto industry and agriculture in 2018. Moreover, it is the third fastest growing sector after IT and finance in 2019.

Every year a billion people travel around the world (one in six) and these numbers continue to grow. According to the predictions of the United Nations World Tourism Organization (UNWTO) the number of tourists will increase to 1.8 billion in 2030, i.e., it will almost double in ten years. The dynamic development of tourism requires new approaches to its effective and sustainable development. In recent years, gastronomy has become an integral part of acquaintance with the culture and way of life of a particular area. Gastronomy reflects the traditional values associated with new trends in tourism: respect for the culture and traditions of the local area, healthy lifestyle, authenticity, sustainable development and interesting experiences.

Gastronomic tourism is a relatively new tourism sector that is developing as a fresh tourism product. According to the research, more than a third of tourism costs are food, because tasting traditional local dishes is an important aspect of the quality of any vacation [1]. Due to this, food tourism has attracted more and more attention in the last

decade. Tourists are attracted to local traditional dishes and drinks and many tourist sites shape their marketing strategy based on this fact. As local dishes are deeply connected with the culture and traditions of a certain area, it allows you to create truly unique tours for demanding tourists.

In the context of rapid urbanization, gastronomic tourism is particularly important for local rural communities, most of which have found themselves in a difficult situation due to the rapid development of traditional economic sectors. With land resources for food production, rural communities can gain additional competitive advantages in gastronomic tourism. The development of gastronomic tourism allows earning additional income and increasing employment at the local level, providing jobs for guides or local chefs. Moreover, rural communities can help develop other sectors of the local economy, such as agriculture.

The purpose of the present investigation is to analyze the main prerequisites and trends in the development of gastronomic tourism in EU and assess the possibility of introducing best practices in the sphere of tourism and hospitality in Ukraine.

Research objectives are as follows:

1. to analyze the quantitative indicators of hospitality and tourism and its significance for the national economies of the studied countries;
2. to review the main world trends in the development of gastronomic tourism and determine the features of their implementation in the sphere of tourism and hospitality in Ukraine;
3. to form a model of interaction and integration of different participants in the field of gastronomic tourism through a logistical approach and on the basis of sustainable development.

2. Literature Review

Gastronomic tourism, culinary tourism, gourmet tourism, food tourism – all these terms mean a type of tourist traveling, which in some way is associated with the consumption of food and beverages, cooking, buying, producing or even catching various types of consumer products. There is no consensus on which of these terms is most accurate when we use it in tourism.

This is primarily due to the great variety of activities included in this concept. Smith and Xiao present a wide range of facilities, activities, tourism activities and events related to gastronomic tourism, such as festivals, wine tours and routes, restaurants and cafes, culinary schools and workshops, feeding and hunting / fishing, tasting sessions and visits to farms [2].

Tasting food and beverages plays an important role in the tourism industry, because all tourists need food, whether it is a business trip or vacation. Researchers have shown that almost 30% of total tourism spending is on food and

beverage consumption [3]. In addition, traditional dishes are a fundamental part of culture and heritage, which is an important component of tourist motivation [4].

The formation of traditional food and beverage culture has a positive effect on the formation of a national tourism brand [5; 6], supports local economic development – especially in rural areas [7], and promotes sustainable development [8]. Therefore, of particular scientific interest is the study of the relationship between food and tourism [9; 10]. The combination of gastronomic and event tourism is often used as a method to ensure sustainable rural development in national and domestic food and agricultural policies [11], the Common Agricultural Policy of the European Union [12] and UNWTO.

The integration of event tourism into gastronomic tourism offers not only economic benefits. Such cooperation serves as an alternative platform for sustainable development of “traditional” farming, which in turn ensures compliance with the principles of sustainable development in traditional agriculture (this applies to both land resources and local representatives of different communities in a given area). Such integration helps to overcome the barriers faced by food producers in the “regular” commercial sector [13; 14]. Studies have shown that local food networks, which are formed on the basis of certain significant events, provide a close relationship between all producers and between producers and consumers [15; 16]. Nesterchuk developed a map by units (districts) of physical and geographical zoning of branded dishes in his work [17]. It has been found that gastronomic festivals stimulate the promotion of local culture among tourists, inspire the preservation of culinary and agricultural traditions and provide dynamic development to traditional industries and small businesses [16]. However, Sims notes that in real life, sustainable development through gastronomic and event tourism still has a number of uncertainties [18]. This is especially true for positioning any local product as environmentally friendly or organic, but this is not always so [19]. There is also the problem of ensuring the competitiveness of small businesses at the level of the global food and tourism sectors [14]. The same applies to the statement about the dependence of product promotion on the interaction of event tourism and food [18; 20; 21].

The concept of sustainable development is being actively implemented in the national food and agricultural policies of countries, emphasizing the benefits of food integration and gastronomic and event tourism (4; 11). There is the need to further deconstruction of each dimension of sustainability - economic, environmental, social and cultural and determine their impact on the implementation of sustainable development strategies. The above-mentioned studies provide in-depth knowledge of sustainable / green TSC and have shown the importance of green TSC in tourism development. The application of TSC in the tourism industry can minimize the negative impact

caused by the growth of tourists. However, the study of green TSC is still insufficient, and the framework proposed by these studies to a great extent follows the traditional supply chain theory for the manufacturing industry, in which sustainable development is included in product development, procurement, production, marketing and consumption. Given the nature of the service sector, the development of an environmental TSC should sufficiently take into account the delivery mechanism of service products and the characteristics of the tourism industry.

3. Methodology

Growing global trends in demand in the global market for tourism services should be well understood and used by representatives of the tourism sector in Ukraine in order to assess the potential of local gastronomic tourism and increase its efficiency. The paper focuses on the analysis of world trends and the external environment that will have a significant impact on the development of gastronomic tourism in Ukraine, for which general scientific methods of analysis and synthesis were used.

PESTLE analysis was used to assess external factors related to the actual condition and opportunities for the development of gastronomic tourism in Ukraine [22].

PESTLE analysis takes into account key aspects of the external environment: political, economic, social, technological, legal and environmental. The analysis of these aspects is based on identifying changes in the external environment and their impact on the field of gastronomic tourism. Logistics approach studies the logistics features of the tourism industry, in particular, applies logistics principles to its geospatial organization and management. A model of a sustainable value chain of gastronomic tourism in Ukraine was formed on this approach.

4. Results

Tourism is an important economic activity in most countries of the world. In addition to the direct economic impact, the tourism sector has a significant indirect and total impact on other sectors of the economy. Approved by the United Nations Statistics Division, the Methodology of Satellite Tourism Accounting quantifies only the direct contribution of the tourism sector to the country's economy. Still, indirect influence is also significant [23].

Quantitative economic indicators of the impact of the travel and tourism industry (T&T) of the 10 most developed and 10 developing countries most dynamically compared to Ukraine in 2019 are shown in Table 1.

Table 1: Economic indicators of tourism development in the world (2019)

	T&T GDP growth (%)	T&T contribution to GDP (US\$ Bn)	T&T % of total economy GDP	Economy GDP growth (%)	International spend % of total	T&T contribution to employment (000s)	T&T % of total employment
Countries with the most developed sphere of tourism							
1. The USA	2.3	1,839	8.6	2.3	16	16,827	10.7
2. China	9.3	1,585	11.3	6.1	14	79,870	10.3
3. Japan	1.6	359	7.0	0.9	19	5,360	8.0
4. Germany	1.8	347	9.1	0.6	14	5,669	12.5
5. Italy	2.2	260	13.0	0.1	24	3,476	14.9
6. The UK	1.3	254	9.0	1.3	17	3,940	11.0
7. France	1.9	229	8.5	1.2	34	2,678	9.4
8. Spain	1.8	198	14.3	2.0	56	2,878	14.6
9. Mexico	1.8	196	15.5	-0.1	15	7,233	13.3
10. India	4.9	194	6.8	4.9	17	39,822	8.0
Ukraine							
	6.1	0.0086	5.9	3.5	3.3	1,028	6.2
Countries that are most dynamically developing the tourism sector							
1. Dominica	43.6	0.2	36.9	7.1	93	14	38.7
2. Anguilla	19.0	0.1	37.1	5.4	93	4	51.3
3. St Kitts and Nevis	14.6	0.5	28.2	3.2	94	14	59.1
4. Saudi Arabia	14.0	73.1	9.5	-0.1	68	1,454	11.2
5. Kyrgyzstan	14.0	0.7	8.3	4.2	65	209	8.5
6. Tunisia	12.0	5.4	13.9	1.3	52	373	10.8
7. Siera Leone	12.9	0.2	4.0	4.9	34	53	4.1
8. Uzbekistan	12.3	2.5	4.5	5.7	70	602	4.6
9. Greece	12.1	43.6	20.8	2.2	68	846	21.7
10. Mongolia	11.9	1.0	7.2	5.6	69	89	7.6

Compared to highly developed countries in the sphere of tourism, the share of the tourism industry in total GDP is about 6%, which is higher than in countries such as Mongolia, Uzbekistan and Sierra Lyone. Still, these countries are currently developing the tourism industry quite dynamically, but their rate is comparable low compared to such countries as Tunisia, Greece, the Dominican Republic, Italy and Spain, where the contribution to GDP from tourism ranges from 10% to 40%. Therefore, we can note that revenues from tourism can be quite significant provided that an adequate policy for the development of this area is implemented.

More and more tour operators are actively implementing the principles of sustainable development in the world. This is not only because of the prevalence of this concept among consumers of tourism services, but also because they are aware that protected areas and ecological sites are important for the long-term prospects of the tourism industry. More and more tour operators prefer to work with suppliers who apply the principles of sustainable development in their activities, for example, implement water and energy saving

systems, respecting the local culture and supporting the well-being of local communities.

Farmers in the United States and Europe have been actively developing green tourism for more than 35 years. It combines several types of traveling: ecotourism, rural and culinary tourism and event tourism. Rural green tourism in various developed countries is considered as an alternative to agriculture in terms of income. In addition, the development of rural tourism infrastructure does not require such significant investments as other types of tourism and can be carried out at the expense of the peasants without additional investment [24].

Nowadays more and more attention is paid to environmental issues in any field. This trend has not bypassed tourism, so concepts such as green tourism and sustainable tourism began to appear. All these types of tourism are somehow combined with gastronomic tourism, so there is a need to clarify the conceptual framework (Table 2) indicating the main common and distinctive features and possible points for cooperation and improving approach to tourism management.

Table 2: Theoretical substantiation of modern directions of tourist activity

Definition	Purpose	Example
Green tourism		
Environmental tourism and green activities.	Getting economic benefits by minimizing the harmful effects on the environment	Environmentally friendly cleaning, room keys made from recycled materials, support for the water protection program.
Ecotourism		
Responsible visiting of natural areas, which contributes to the protection of the natural environment, promotes the development of local communities and involves the dissemination of ecological worldview.	Combining tourists with nature, forming environmental and cultural awareness and respect, creating direct financial benefits for nature conservation, minimizing physical, social, behavioral and psychological consequences.	Visiting natural areas, protected zones and Untouchable Zones
Sustainable tourism		
Tourism, which takes into account its current and future economic, social and environmental impacts while meeting the needs of service consumers, the interests of tourism, the environment and the development of local communities	Optimal usage of environmental resources. Promoting the preservation of socio-cultural features of local communities. Providing socio-economic benefits for all interested parts: stable employment, income and social services, poverty reduction	All forms of tourism in all types and directions, including mass tourism and various segments of specialized tourism
Agro tourism		
Agritourism is a form of rural tourism that is practiced in a rural environment It uses an agro farms with all objects as a basis for a tourist object.	Diversification of the agricultural enterprise in order to increase profitability and promote its own brand [25]	Visiting demonstration farms, family and organic farms.
Rural tourism		
All forms of tourism carried out in rural areas or rural communities [26]	Establishing contact with nature, as opposed to the hustle and bustle of urban agglomerations, immersion in a quiet and non-mechanized environment, personal, direct contact, the formation of a sense of calm and stability, old and living history, the possibility to get know more about the area and its inhabitants	Visiting natural areas, rural areas and local communities. Tourists receive not only accommodation or food services, but also various social events, walks, outdoor recreation, production and sale of agricultural products
Gastronomic tourism		

A tourist trip to a gastronomic region for recreational or entertainment purposes, which includes visits to primary and secondary food producers, gastronomic festivals, food fairs, etc. [27]	Gaining new experience, getting to know different cultures, gaining knowledge and understanding of qualities or properties associated with local products and culinary dishes made in the tourist region through its consumption.	Gastronomic festivals, fairs, visits to organic farms, or any other tourist activity related to food.
Event tourism		
A tourist trip is dedicated to a certain event [28; 29]	Attracting visitors to the destination to stimulate tourism development in the region	Visiting festivals, fairs, competitions, etc. both in the business trips and for leisure.

New trends in regional development are emerging as new challenges for politicians. The agri-food sector is one of the most diversified sectors, covering, inter alia, technology, tourism, health, services, sustainable development, cultural and creative heritage, and, obviously, bioeconomy and agriculture [30]. The analysis of the priority directions of

agri-food development (Figure 1) specified in the database Eye @ RIS3 as of September 2018 showed that the most priority area in EU is agri-food nanotechnology (23%), followed by agri-food and tourism (20%) and food production with a large share of value added (13%) [31].

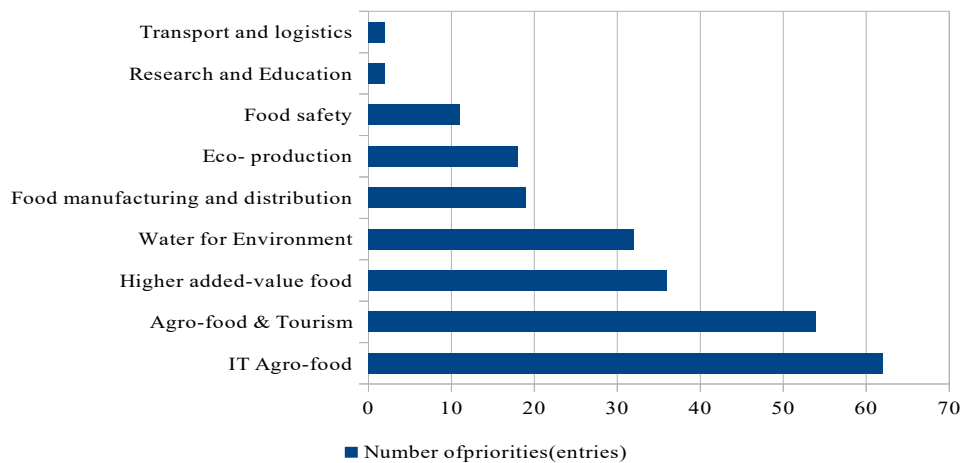


Fig. 1 Most priority sectors of the EU-28 agricultural sector as of September 2018

The field of “Agro-Food and Tourism” was selected as a priority in 49 countries: three countries and regions of the EU-13 and 46 other countries and regions. The “agro-food and tourism” priority is the second most well-known priority of the agro-food sector in the EU. The most common keywords used by countries to describe this area are: (sustainable) tourism, ecotourism, and health tourism. According to the Center for Imports from Developing Countries of the EU Ministry of Foreign Affairs [32], Europe remains a large consumer market for tourism services in developing countries. Germany, Great Britain and France are the largest markets for tourist services. It is expected that the foreign tourism market in Europe, and especially in Eastern Europe, will grow rapidly in the near future. According to a study conducted by the Center for the Promotion of Imports from developing countries among developing countries, Turkey, Thailand, Ukraine, Morocco and China are the most attractive to be visited by tourists

from EU. Together, they account for almost 50% of all EU tourists traveling to developing countries.

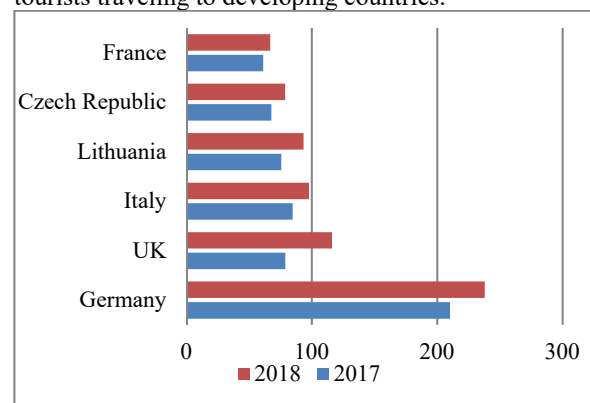


Fig. 2. Dynamics of growth of entry into Ukraine of tourists from non-border countries of EU, 2017 – 2018

According to State Border Guard Service of Ukraine in 2018 (Fig. 2) visits to Ukraine by citizens of border countries decreased, while non-border visits increased: Great Britain by 47, 3%, China by 38, 8%, Lithuania by 23, 4%, the Czech Republic by 16, 0%, Italy by 15, 4%, Germany by 13, 3%, France by 9, 2%, Bulgaria by 7, 9%. Ukraine has significant untapped tourism potential, so it remains an unknown destination for most European tourists, primarily due to poorly developed infrastructure. There are many prerequisites for the development of gastronomic tourism in Ukraine: rich history and customs, a diverse culinary tradition that differs from west to east, rich natural territories. A promising direction for the development of gastronomic tourism in Ukraine is organic culinary tourism.

The market of organic products in Ukraine is still quite poorly developed, compared to European countries, but quite dynamic (Fig. 3). This is primarily due to the fact that the legislation governing organic production was approved only in 2018. Therefore, more active development of this area is expected in the near future. Agro-tourism in Ukraine is developing in fragments, eco-farms have started to appear in some regions recently, in addition, this market is also represented by wineries and cheese factories. Farmers have begun to understand that the tourist is a potential consumer of their products, and the organization of a tour of production or the farm is a bridge of trust, the most effective advertising that allows you to sell your products.

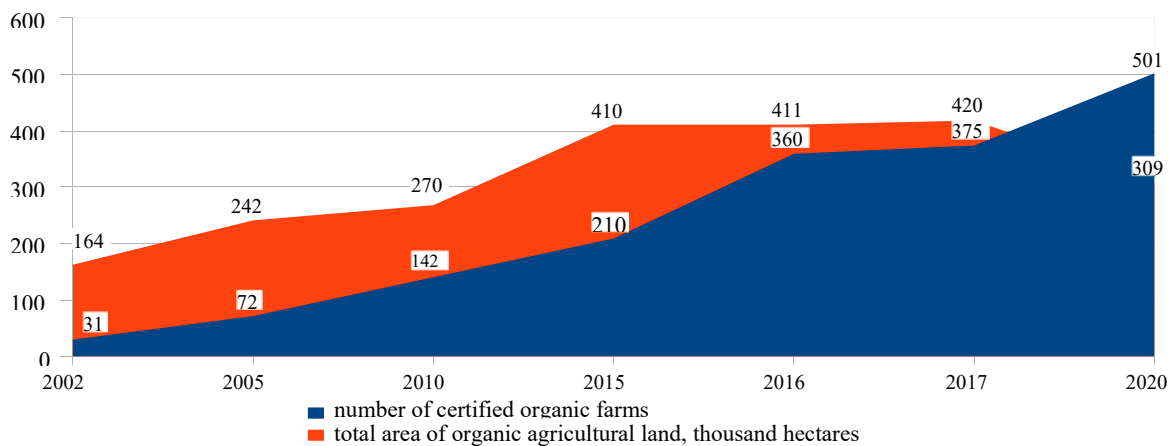


Fig. 3. Development of organic production in Ukraine in 2002-2020

According to the prediction formed by the method of expert assessments given in the report [33], growth is expected in each direction of gastronomic tourism in the coming years

(see Fig. 4), which is explained primarily by the steady growth of the tourism industry in the world.

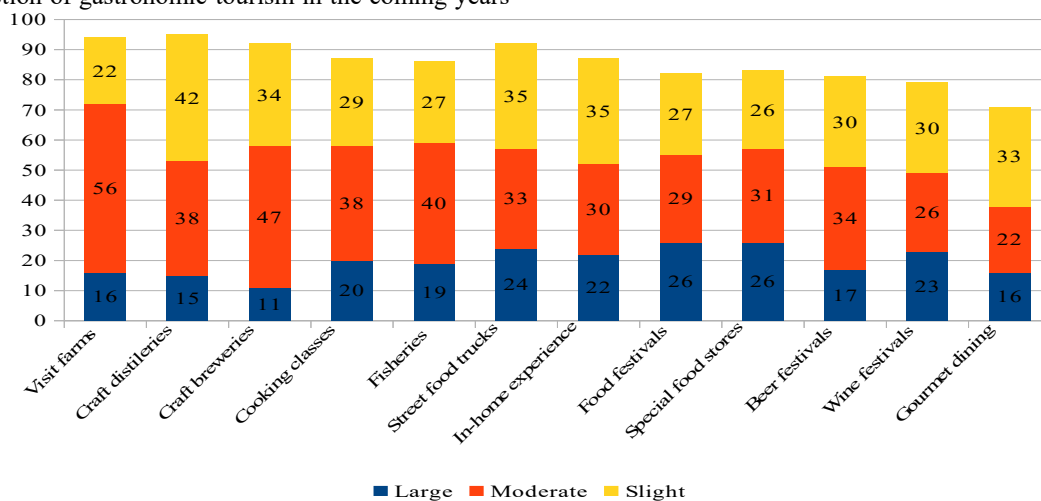


Fig. 4. Growth trends in the areas of gastronomic tourism,% 2020

The greatest growth is demonstrated by the directions that combine different types of activities with gastronomic tourism (see Fig. 5). This suggests that the strategic task in forming a regional strategy for the development of local areas should be a combination of different industries and spheres of economic activity with gastronomic tourism (agriculture, production and sale of products, various crafts, etc.).

PESTLE analysis is used (Table 5) in order to emphasize the opportunities and highlight the weaknesses in the development of gastronomic tourism in Ukraine with an emphasis on traditional Ukrainian dishes, taking into account the principles of sustainable development.

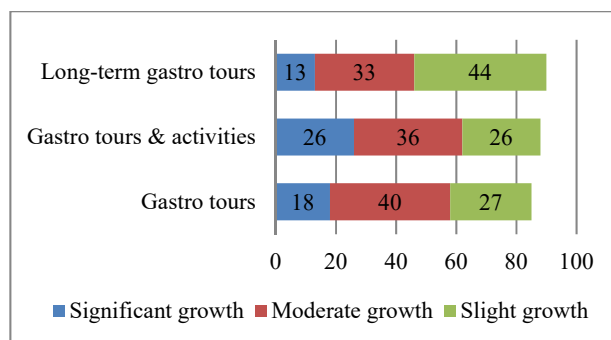


Fig. 5 Growth trends of types of gastronomic tourism

Table 5: PESTLE analysis of the formation of sustainable gastronomic tourism

	Opportunities for development	Future threats
Political	There is a developed regulatory framework for the development of agro-food, organic production, tourism, developed various programs and strategies. Support state and local authorities in forming local food supply chains. Product certification in accordance with EU regulations.	Declarative and non-compliance with the announced decisions. Weak regional policy. Lack of experience in intersectoral cooperation. Military actions in eastern Ukraine and occupation of part of the country.
Economic	Increasing demand in the local economy, through job creation and income. Creating short supply chains for local markets, which will increase incomes, give more autonomy to farmers and strengthen the local economy by supporting small businesses. Formation of an organic brand	Depopulation of abandoned rural areas, land grabbing for non-agricultural needs and population aging. Low wages or only seasonal employment. Outflow of labor abroad.
Social	Rich and diverse culinary heritage of geographical territories and communities. Holding festivals, fairs, celebrations, formation of gastronomic routes, restaurants of traditional cuisine, etc.). Brand formation of the region. Improving the living standards of the rural population	The declining population in rural areas leads to a loss of social contacts and cultural identity. Loss of traditions. Weak awareness of the local population in the benefits of organic production and rural tourism
Technological	The new technological trend requires advertising and marketing of gastronomic tourism on tourist portals, blogs, social networks, etc.	Problems with the Internet in much of the countryside.
Legal	Regulation of legislation on the production of organic products and food safety.	Lack of legal framework for informal catering establishments. Formal adaptation of national legislation to European requirements, without taking into account the need to preserve handicrafts as part of national identity.
Ecological	Reduction of carbon emissions into the atmosphere, minimization of losses of food, natural resources (water), etc. Preservation and enhancement of cultural and natural heritage - from art to local cuisine or biodiversity conservation.	Lack of sanitary requirements for making homemade food; poor traceability of the product; Weak local and regional policy on the environment and climate.

PESTLE analysis (environmental analysis) is a necessary and regular activity for any business during its successful

existence. It also applies to tourism. Based on the obtained results, it is possible to determine strategic perspectives in

two main directions: development opportunities and future threats, that can be unforeseen at the present stage.

The main driving changes in the industry may be the introduction of a logistics approach and integration into a single supply chain of all interested parties, new products and new technologies; changes in legislation and public policy; changes in values, lifestyle.

According to the logistics concept, we propose to form a value chain of gastronomic tourism at the regional level, which includes the following activities: production of consumer products, sale or distribution, development of recipes and gastronomic maps of regions, provision of services and information. The value chain brings together a variety of actors from business, education and government (see Fig. 6).

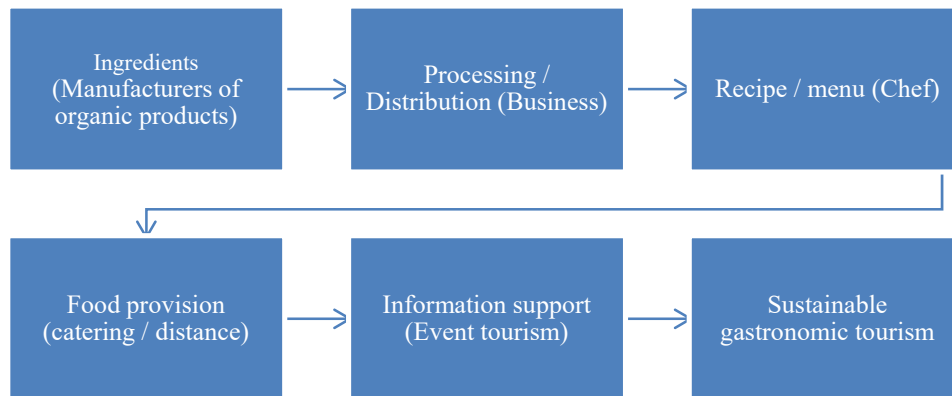


Fig. 6 Model of sustainable value chain of gastronomic tourism at the regional level

The main strategic goals of forming a sustainable value chain in gastronomic tourism are identified:

1. Formation of a regional brand: development of a tourist object and its positioning both at the local and international level, stimulation of a tourist flow;
2. Preservation of culinary traditions: preservation of local culture, environment and way of life of the region.
3. Formation of a regional food brand, its promotion and increasing demand in the world market.
4. Ensuring sustainable development of the region.

5. Discussion

Gastronomic tourism is increasingly recognized as one of the defining elements of sustainable development. The common theory in numerous fields of research lies in the fact that gastronomic tourism can contribute to the economic, social and environmental sustainability of destinations, potentially presenting elements that increase their attractiveness and competitiveness. In addition, it indirectly influences the development of local communities and the individual region. After all, gastronomic tourism provides direct and indirect employment and financial income of these areas [34].

Gastronomic tourism refers to travel where local cuisine plays a major role. The World Tourism Association defines culinary tourism as enjoying unique and unforgettable experiences of local food and drink. For most tourist destinations, gastronomy plays a strategic role in shaping

the national brand. Most tourists are interested in the local food culture, not the fact of food consumption. This forms a strong link between gastronomic tourism and cultural or event tourism. In addition, gastronomic events (such as gastronomic festivals, courses, museums, etc.) that promote the region's gastronomic brand play an important role in destination marketing. Successful definition of gastronomic identity is extremely important, as it allows forming a quality tourist culture of local behavior and makes it possible to attract visitors every season, thus, simultaneously supporting cultural heritage and promoting economic and social-cultural development [34]. Consumption of local dishes forms a direct link between the tourist and the tourist object. This gives you the opportunity to immerse yourself in the local flavor, to better understand the locals and their cultural heritage. Gastronomic tourism can include not only activities such as tasting local food and drinks, but also more eventful and active experiences.

Directions of gastronomic tourism include: cooking with locals; culinary master classes; consumption of food in the homes of local residents, in local restaurants or on street food; tasting of products and beverages from cheeses, wines, beer, other alcoholic beverages, etc.; collecting ingredients for meals or participating in a local harvest; visiting farms, orchards, wineries, distilleries, food markets, fairs or festivals [32].

According to investigations, new trends in economic development stimulate cooperation between agriculture and other sectors, including tourism and hospitality, education,

crafts, etc. [30]. In 2012, the European Economic and Social Committee of EU declared that regional value-added food chains and cross-sectoral implementation of production processes have a decisive impact on local development. In particular, the importance of food in the process of integration of the agricultural sector with the hospitality and tourism, retail and the regional economy as a whole in the development of regional brands is emphasized. Gastronomy and cooking are also gradually becoming important in developing countries.

Tourism in developing countries, including Ukraine, is growing rapidly. In 2018, revenues from tourism in developing countries were 7, 2% higher than in 2017, which was a total of 45, 8% of the world share. Tourists of the EU are a significant share of this market, as they accounted for 31.7% of all international tourist departures in 2017 from around the world. European foreign tourism (tourist trips to other countries) increased by 4.4% in 2017 compared to 2016 to a total of 464 million trips. Almost 13% were made to developing countries.

Every year Ukraine is visited by about 4 million tourists from EU countries. They represent a large export market for national food and beverages. Positive experience from the consumption of traditional dishes and quality food and beverages as a tourist allows to indirectly involving travelers in the formation of a positive perception of Ukrainian products as a brand in the world. So, due to the development of gastronomic and event tourism, it becomes possible to turn most foreign tourists into brand ambassadors for our food and beverages on the world market.

One of the possible promising directions for Ukraine is organic culinary tourism, because food safety is important for European tourists, as well as compliance with the principles of sustainable development. Offering organic products can provide significant competitive advantages. For example, the market niche of organic wine tourism has been actively developed in Georgia. As the European market for organic products continues to grow and Europeans actively promote this way of life in the tourism sector, the development of sustainable and organic culinary tourism is shaping the trend in this area.

Based on the PESTLE analysis of the formation of sustainable gastronomic tourism in Ukraine, we can conclude that the sustainable development of gastronomic tourism in Ukraine can provide the following benefits:

- Ability to differentiate and unify the positioning of regions, to create their own regional brand;
- To form the potential to provide visitors with new value from traveling and an unforgettable experience;
- Can be implemented in less developed regions that do not have other natural or historical places of interest (possibly even in small villages);
- Provides the region with a high income and creates a desire to return or loyalty among visitors.

The proposed model of a sustainable value chain of gastronomic tourism is compiled taking into account the main trends in the development of gastronomic tourism in European countries. A key element of the model is the event direction of tourism, which performs informative and educational functions in order to ensure the loyalty of tourists to the implementation of the principles of sustainable development in the field of gastronomic tourism. The model of sustainable value chain of gastronomic tourism expands the opportunities for visitors' satisfaction and the formation of a positive experience of visiting destinations of gastronomic tourism. Gastronomy is not just a product of gastronomic tourism services; it is a carefully constructed value chain that includes elements related to the production and processing of food, their distribution, transformation and, finally, tasting. These processes also include additional values such as gastronomic landscapes, cultural and culinary identity of the destination, tangible and intangible cultural heritage (culinary crafts, traditional recipes, life, etc.) and direct or indirect links with areas such as public policy, administrative regulation, infrastructure, training and research.

6. Conclusion

The experience of European countries shows that the best results in solving the problems of local communities in rural territories are provided by mechanisms that coordinate the development of agriculture with other economic actions on the basis of sustainable development. Partnership in the development of gastronomic tourism and organic agriculture is a super-trend in gastronomic tourism. Today, more and more consumers of tourism services are beginning to realize the burden of the global agro-food supply chain. Here we are talking about natural resources with remains of persistent pesticides, nitrates, which affect the quality and safety of food.

The concept of organic farming supports the natural balance of interests. For this reason, gastronomic tourists expect that they will be able to consume healthy food, so the formation of an organic brand becomes crucial for the regions. The article analyzes the potential of possible integration of the concept of rural tourism and organic farming with gastronomic and event tourism on the basis of the logistics concept. We have proposed a model of a sustainable value chain of gastronomic tourism. Its main information driver is event tourism. This approach underlines the importance of supply chain linkages to address existing rural community development challenges and opportunities to achieve sustainable development goals.

European tourists love to experience the local culture through its authentic cuisine. Communicating with locals adds a real uniqueness to the culinary experience. European travelers like to combine culinary tourism with other types

of tourism, such as visiting festivals, local natural and cultural monuments, farms and extreme sports tours and different events. In addition to impressions, all these events are informative and educational and help to understand better regional and food brands of different regions. Rural population can form recognition at the international level. EU food and agricultural policies, which emphasize the benefits of combining gastronomic and event tourism in rural areas, usually prioritize the economic and environmental aspects of sustainable development, ignoring the social and cultural aspects. Still, our study conducted a comprehensive study of the main aspects of the external environment of gastronomic tourism in Ukraine, taking into account the experience of different western countries and global trends based on PESTLE analysis, which allowed determining strategic goals of gastronomic tourism in Ukraine.

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