

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