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PROSPECTS FOR THE DEVELOPMENT OF GASTRONOMIC TOURISM IN UKRAINE DURING THE MARTIAL LAW AND POST-WAR PERIODS

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The article analyzes the peculiarities of the development of gastronomic tourism in Ukraine during the period of martial law, identified the main difficulties that the tourism industry had to overcome during the period of Covid-19. Despite the difficult social circumstances and threats that the tourism sphere of Ukraine has been experiencing since the beginning of 2022, it still managed to survive and partially function in relatively safe areas. The authors managed to analyze the number of gastronomic festivals that were held in the western regions of Ukraine during the martial law. Today, gastrotourism in combination with other types of tourism can become a significant factor in supporting local businesses, producers of craft and agricultural products.

As a result of the study of the peculiarities of gastronomic tourism in Ukraine in the pre-war period, as well as taking into account the peculiarities of the functioning of the tourist segment during the war and in the post-war period, its strengths and weaknesses were determined, opportunities and threats of its further development were identified using SWOT analysis methods. Among the strengths of the development of gastronomic tourism, it is worth noting: ancient historical and cultural traditions of Ukrainian cuisine, unique national dishes, regional diversity of national cuisine, development of the sphere of production and processing of agricultural products, low cost of agricultural products, etc. Among the threats that may affect the functioning of gastronomic tourism in the future: significant destruction of social and tourist infrastructure as a result of the war; large direct and indirect population losses, outflow of young people abroad, lack of qualified personnel in this segment of tourism activity, low quality of service and -weak development of tourist infrastructure in many regions of Ukraine.

Key words: gastronomic tourism, geography, territory, region, tourist location, gastrofestival.

ПЕРСПЕКТИВИ РОЗВИТКУ ГАСТРОНОМІЧНОГО ТУРИЗМУ В УКРАЇНІ В ВІЙСЬКОВИЙ СТАН ТА ПІСЛЯВОЄННИЙ ПЕРІОД

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У статті проаналізовано особливості розвитку гастрономічного туризму в Україні в період воєнного стану, виявлено основні труднощі, які змушена була долати туристична галузь у період Covid-19. Не зважаючи на складні суспільні обставини та загрози, які переживає туристична сфера України від початку 2022 року, все таки їй вдалось вистояти і частково функціонувати на відносно безпечних територіях. Авторам вдалось проаналізувати кількість гастрономічних фестивалів, які вдалось провести в західних регіонах України за час воєнного стану. На сьогодні гастротуризм у поєднанні з іншими видами туристичної діяльності може стати вагомим фактором підтримки місцевих бізнесів, виробників крафтової та сільськогосподарської продукції.

Внаслідок здійсненого дослідження особливостей гастрономічного туризму в Україні в довоєнний період, також врахування особливостей функціонування туристичного сегменту під час війни та в повоєнний період, визначені його сильні та слабкі сторони, виявлені можливості та загрози його подальшого розвитку з використанням методів SWOT-аналізу. Серед сильних сторін розвитку гастрономічного туризму варто відзначити: давні історико-культурні традиції української кухні, унікальні національні страви, регіональне різноманіття національної кухні, розвиток сфери виробництва та переробки сільськогосподарської продукції, низька вартість продукції сільського господарства тощо. Серед загроз, які можуть в майбутньому вплинути на функціонування гастрономічного туризму: значні руйнування соціальної та туристичної інфраструктури внаслідок війни; великі прямі та непрямі втрати населення, відтік молоді за кордон, брак кваліфікованих кадрів в даному сегменті туристичної діяльності, низька якість сервісу та -слабкий розвиток туристичної інфраструктури в багатьох регіонах України.

Ключові слова: гастрономічний туризм, географія, територія, регіон, туристична локація, гастрофестиваль.

Introduction. Today, gastronomic tourism is one of the promising directions of the development of the market of tourist services, a type of specialized tourism that is connected with getting to know and learning the national culinary traditions of the world – a synthesis of ecology, culture and production. From the point of view of tourism organizers, a gastronomic tour allows you to familiarize yourself with the original technologies of preparing local food products, the traditions of their consumption, master the skills of culinary art, and participate in festivals and cultural themed events. All itineraries here are designed taking into account the knowledge of local culture through national dishes [1].

Ukraine belongs to the countries that have unique opportunities for the development of tourism in general and gastronomic tourism in particular. Among the advantages are unique natural landscapes, historical and national-cultural features, authentic and ancient traditions of Ukrainian cuisine. Each region of our country is famous for authentic dishes that can be offered to even the most demanding tourist. The competitive advantage of Ukrainian gastrotourism for foreigners is the affordable price of food, sweets, alcoholic beverages, and craft products, which will ensure the influx of tourists and the growth of income from the tourism sector. National dishes of Ukrainian cuisine can be a successful addition, in particular, to business tourism. This tradition of tasting national dishes has long been widespread in many Asian countries (Japan, China, South Korea, etc.).

A significant contribution to the study of gastronomic tourism was made by Ukrainian and foreign scientists, in particular, the definition of the concept of “gastronomic tourism” was given, its advantages and characteristics different from other types of tourism were identified, and the classification of types of gastrotourism was carried out [2], methods and tools for assessing the potential of gastronomic tourism were studied [3].

In recent years the following scientists devoted their research to the study of gastronomic tourism as an activator of socio-economic development of territorial communities and regions

of Ukraine: V. Kornilova; I. Hodya; I. Panova, Ya. Zhuravchuk; O. Korkuna, O. Nykyha, O. Pidvalna, H. Sarkisian, M. Rubish, M. Chornii, L. Zelenska; H. Fesenko.

Domestic researchers paid detailed attention to the study of the functioning of gastronomic tourism in Ukraine during the Covid-19 pandemic, describing in detail the losses suffered by the industry since the beginning of 2020, revealing the problems of the post-Covid revitalization of the restaurant industry in Lviv – one of the most representative tourist cities of Eastern Europe [10].

Despite the rapid development of gastronomic tourism in Ukraine and the great attention of researchers to the study of its functioning in our country, today the issue of the development of this type of tourist activity during the period of martial law (from the beginning of the full-scale invasion of russia in February 2022) and the prospects of post-war revival remain poorly studied.

The purpose of the article is to study the development and further prospects of gastronomic tourism in Ukraine during the martial law and in the post-war period.

Materials and methods. The research methodology consisted in the collection of factual data, as well as in the synthesis and analysis of collected statistical material, the study of scientific and practical achievements of domestic and foreign specialists in the field of gastronomic tourism. The materials of the State Statistics Service of Ukraine were used for the analysis of statistical data. To study the number and organization of gastronomic festivals and holidays in Ukraine during the martial law, materials from open sources, as well as official websites of local self-government bodies in certain regions of Ukraine, were used.

The study of prospects for the development of gastronomic tourism in Ukraine, identification of its strengths and weaknesses, identification of opportunities and threats was carried out using SWOT analysis methods.

Results. Gastronomic tourism is a fairly recent phenomenon. It was first studied in 1998 after the introduction of the term “culinary

tourism” by E. Wolf [13]. However, it should be noted that despite long-term and diverse research in this direction, a clear definition of the concept of “gastronomic tourism” still does not exist. So, for example, studies in the USA show that people understand completely different things under such seemingly similar concepts as “food tourism”, “culinary tourism” or “gastronomy tourism”. Researcher V. Kornilova proposes to solve this problem in such a way that the following types of activities should be understood under gastronomic tourism [11]:

- special wine and gastronomic tours;
- visiting gastronomic tourism facilities (specialized museums, cheese factories, distilleries, breweries, etc.);
- visiting restaurants with regional cuisine;
- attending cooking courses at hotels, as well as specialized culinary centers and schools;
- visiting farms;
- visiting agricultural (farmer's) markets;
- food exhibitions and fairs;
- gastronomic and wine (beer, etc.) festivals, etc [11].

Gastrotourism has characteristics different from other types of tourist activity:

- gastronomic tourism does not depend on seasonality and can ensure the stability of the development of the tourism sector at any time of the year;
- gastrotourism can develop on the territory of any country in the world, because each of them has potential and necessary conditions;
- gastronomic tourism is organically combined with various types of tourism and tourist routes and qualitatively complements them, strengthens the entrepreneurial activity of tourist enterprises;
- gastronomic tours contribute to the marketing of craft products of local farms, enterprises and firms involved in the development of the food industry of the region.

Despite the fact that Ukraine offers tourists a wide selection of tourist destinations, gastronomic tours remain an isolated phenomenon. Even service providers do not have a clear understanding of the concept of “gastrotourism”, and gastronomic festivals held in the regions often

undermine the very idea of gastrotourism. Potential tourists are put off by the high cost of gastro tours [9]. The Covid-19 pandemic had a rather strong negative impact on the development of tourism in the world and in Ukraine, which significantly reduced the volume of tourist trips. In the first period of the spread of the pandemic, gastronomic festivals, which were famous in the regions of Ukraine, were canceled. In recent years, the restaurant business of Ukraine has demonstrated a trend of sustainable development of the infrastructure of establishments of all formats: from fast food to classic restaurants. However, due to the Covid-19 pandemic, the hospitality industry in Ukraine has completely shut down from March to the summer of 2020 for a period of complete quarantine. Due to this and the next one (September 2020, January-February 2021), tourist centers of Ukraine suffered huge devastating losses. In particular, in 2020, the restaurant industry of Ukraine lost almost 4,000 restaurants (20.7% of the total number). As of January 1, 2021, there were 14,786 restaurants, cafes and bars (versus 18,636 establishments in 2020). The capacity of the restaurant market decreased in 2020 by almost 30% and amounted to \$ 0.5 billion [10; 14].

Despite the hostilities that have covered the entire territory of Ukraine since February 2022, the tourism industry is trying to function in those territories that are conditionally safe. By mid-2022, the demand for tasting trips has recovered by approximately 50% (according to the State Tourism Development Agency of Ukraine). If in previous years the domestic sector of gastrotourism was more focused on foreigners, then during the active phase of the war, the consumers of this type of tourist product are Ukrainians and a small number of foreigners (journalists, volunteers, representatives of international organizations, etc.). Tasting trips provide a unique opportunity to get acquainted with the gastronomic culture of different regions, and also perform a therapeutic function, helping Ukrainians to recover psychologically and for a while to switch from issues of war.

Since 2022, the Carpathian region has become a unique center of tourism in Ukraine. It is here

that tourist locations continue to operate during the war, including those specializing in gastro-tourism.

At the same time, there are currently no gastro routes in the territories of the temporarily occupied southern and eastern regions of Ukraine. Also, due to the constant potential threat from Belarus, Volyn and Polissia are not very popular at the moment. Accordingly, the West of Ukraine remains, where almost all tourist attractions operate, and tourists willingly visit them, although in much smaller numbers than in the pre-war period.

Kyiv region offers a lot of tasting offers. From the middle of 2022, snail farms are working and receiving guests here; goat farm in Tetiiv district offers tours with cheese tastings; farmers who grow berries (in particular, blueberries) are also invited.

In general, since the beginning of the Russian invasion in 2022, more than 7,000 food establishments in Ukraine have been closed or destroyed. In some regions, the drop in the restaurant business market amounted to more than 50% (Kharkiv, Mykolaiv, Zaporizhzhya, Luhansk regions), in Kyiv, Odesa, Dnipropetrovsk regions – up to 30%. Positive dynamics are observed in the western regions. In particular, the number of restaurants and cafes increased by approximately 30% in Lviv and the region, and by approximately 20% in Zakarpattia, Chernivtsi, and Ivano-Frankivsk regions in 2022. From the middle of 2022, restaurants began to open in Kyiv, as well as in the western regions, a total of more than 2,000 establishments [14].

Despite the beginning of the full-scale stage of the Russian-Ukrainian war, Ukrainian producers and entrepreneurs managed to organize and hold most of the annual gastronomic festivals and holidays in the relatively safe territories of Ukraine, which included the regions of the western part of the country (Table 1). Most of the funds received during these events were directed by the organizers to support the Armed Forces of Ukraine.

The majority of annual gastronomic festivals and holidays were held during the martial law period in Zakarpattia Region – 22 events and in Lviv Region – 10 events. The number of

gastronomic festivals in the Volyn Region has decreased significantly – to 3 events, in the Ternopil Region – 2 events, in the Rivne Region – 1 event. No gastronomic holiday or festival was held during martial law in the Chernivtsi Region. Separate gastronomic locations are observed in this region during other mass events (charity concerts, exhibitions), but they are episodic in nature.

Discussion.

As a result of the conducted study of the peculiarities of gastronomic tourism in Ukraine in the pre-war period (until 2022), as well as taking into account the peculiarities of the functioning of the tourist segment during the war and in the post-war period, its strengths and weaknesses were determined, opportunities and threats of its further development were identified using SWOT analysis methods (Table 2).

After the end of the war, the growth of interest in Ukrainian culture (especially gastronomy) on the part of foreign tourists is predictable. During this period, gastronomic tourism can develop very actively as an independent type of tourist activity or as a tangent to other types of tourism. Possible threats to the development of gastro-tourism in the future may be the lack of qualified personnel and significant destruction of the tourist infrastructure.

The state of the tourist infrastructure in Ukraine in the pre-war period did not meet the needs of not only foreign tourists, but also domestic tourists. Often, gastronomic destinations are associated with areas that are far from the centers and routes of national and international communication. For example, many gastronomic festivals are held in rural and mountainous areas, where it is difficult to reach due to the lack of transport communications. Also, the problem is the lack of accommodation facilities and overnight accommodation on the periphery, which deters gastro-tourists from attending these events. This especially applies to small private enterprises producing food products (cheese, wine, honey, etc.).

Inadequate condition of roads, insufficient development of the transport network, lack of information equipment (information signs and

Table 1

**Gastronomic holidays and festivals in the western regions of Ukraine
that took place during martial law in 2022-2023***

No	Region	The name of the gastronomic event	Venue	Dates
1.	Volyn	1. "Lutsk Food Fest"	Lutsk	May
		2. Festival of National Cuisine	Lutsk	September
		3. Beer and Meat Festival in Lutsk Castle	Lutsk	September
2.	Zakarpattia	1. "Competition of Pig Butchers"	Hecha Village, Berehove District	January
		2. "Red Wine"	Mukachevo	January
		3. Pancake Festival "Uzhhorod Palachinta"	Uzhhorod	February
		4. "White Wine"	Berehove	March
		5. Wine Festival "Sakura Wine"	Uzhhorod	April
		6. Wine Festival "Uhochanska Loza"	Vynohradiv	May
		7. Gastronomic Festival of Wine and Honey "Sunny Drink"	Uzhhorod	May
		8. "Berlybash Banush"	Kostylivka Village, Rakhiv District	May
		9. "Festival of Riplianka"	Kolochava Village, Khust District	June
		10. Festival of Velykobereznianskyi Cheese "Milk River"	Stuzhytsia Village, Uzhhorod District	June
		11. Festival-Fair "Red Cherry"	Packanyovo Village, Uzhhorod District, Okli Hed Village, Berehove District	June
		12. Festival "Berry Field"	Diula Village, Berehove District	July
		13. Festival of Holubtsi	Chetfalva Village, Berehove District	July
		14. Festival "Wine of the Silver Earth"	Uzhhorod	July
		15. Festival of Holubtsi	Velykyi Bychkiv Village, Rakhiv District	August
		16. "Plum Lekvar"	Botar Village, Hecha Village, Berehove District	August
		17. "Hutsul Brynza"	Rakhiv	September
		18. Sweet Honey Festival in Mukachevo	Mukachevo	September
		19. "Varysh Beer"	Mukachevo	September
		20. "Golden Huliash"	Muzhiyevy Village, Berehove District	October
		21. Festival of Young Wine "Zakarpattia Bozhole"	Uzhhorod	November
		22. Gingerbread Festival	Uzhhorod	December
3.	Ivano-Frankivsk	1. Exhibition-Fair "Easter Basket"	Ivano-Frankivsk	April
		2. All-Ukrainian Berry Festival "Berry Fest"	Ivano-Frankivsk	August
		3. Festival of Wine and Grapes	Ivano-Frankivsk	August
		4. Traditional Festival-Fair "Feast of Bread"	Ivano-Frankivsk	September
		5. Frankivsk Craft Fair	Ivano-Frankivsk	April – December
4.	Lviv	1. "Days of Mulled Wine in Lviv"	Lviv	January
		2. Pampukh City Holiday	Lviv	January
		3. "Craft Beer & Vinyl Music Festival"***	Lviv	April
		4. Lviv Ice Cream Festival	Lviv	June
		5. "Lviv on a Plate"	Lviv	June
		6. "For Coffee to Lviv"	Lviv	September
		7. "Feast of Bread"	Lviv	September
		8. National Chocolate Holiday	Lviv	October
		9. A Feast of Cheese and Wine	Lviv	October
		10. Mulled Wine Festival	Slavsko Village, Stryi District	November
5.	Rivne	1. Food Festival "FoodFest.PLAZA"	Rivne	September
6.	Ternopil	1. "Galician Defiliada"	Ternopil	January, April, July, October
		2. Carp Festival "Koropfest"	Koropets Village, Monastyrska District	July
7.	Chernivtsi	-	-	-

*compiled by the authors based on data from open sources

**the event has been postponed

Table 2

SWOT analysis of prospects for the development of gastronomic tourism in Ukraine

Strengths	Weaknesses
ancient historical and cultural traditions of Ukrainian cuisine, unique national dishes; regional diversity of national cuisine; development of the field of production and processing of agricultural products; low cost of agricultural products, which is necessary for the organization of gastronomic tourist locations and festivals; possible organic combination of gastronomic tourism with other types of tourist activity; variety of natural conditions that make it possible to organize various types of gastronomic tourist locations; the polyethnic diversity of the population of Ukraine, which formed the multifaceted culture of the national cuisines of the peoples living on its territory; working population; developed transport network; the best Internet coverage in the European region, which will allow you to quickly organize tourist activities, study prices, plan a trip, etc.; ecologically clean agricultural products	lack of a marketing strategy for the development of gastronomic tourism for domestic and foreign consumers of tourist services; weak development of tourist infrastructure in many regions of Ukraine; weak financial support for the development of this sector of tourist activity from the state; the quality of products and services in this segment does not meet global and European standards and norms; high price of the provided services; low quality of service; low incomes of domestic tourists, who are the main consumers of this type of tourist product; poor transport accessibility to gastrotourism locations in some regions of Ukraine, especially in rural areas
Opportunities	Threats
restoration of traditions of national and regional gastronomic festivals; creation of new and restoration of old craft productions, manufactories and enterprises that manufacture food products; rebranding of old tourist centers of national cuisine; promotion of the national tourist product on the international market, formation of the foreign consumer's perception of authentic and unique Ukrainian cuisine; formation of a positive tourism image of Ukraine in the world; gastronomic tourism in the post-war period can become a powerful driver of the development of territories, especially rural areas, developing as a separate type of tourist activity, as well as complementary to other types of tourism; growing interest of foreign tourists in Ukraine and its cultural heritage (including gastronomic heritage) in the post-war period; incentive state policy to support the production of local food products; grant opportunities for the development of the field	significant destruction of social and tourist infrastructure as a result of the war; large direct and indirect population losses (direct loss of life from the war, large volumes of emigration, etc.); the problem of demining territories where hostilities are taking place will be relevant for Ukraine for the next 30 years after the end of the war (according to forecasts of military experts); the deterioration of the ecological situation in the regions where hostilities are currently taking place will call into question the development of tourism in these territories in general, including gastronomic tourism; a long war; significant competition from other states with more developed social and tourist infrastructure

**compiled by the authors*

pointers) are negative phenomena that characterize the current state of the transport system in the country [12]. During the period of post-war reconstruction of the country, special attention should be paid to the restoration (and in some cases, the creation of new) tourist infrastructure, which will allow to quickly attract significant flows of Ukrainian and foreign tourists to unique tourist locations, including gastronomic ones.

To increase the level of personnel potential of employees in the field of gastronomic tourism, it is important in the country to provide a number

of measures in the system of higher and professional education:

- broad involvement in the educational process of stakeholders and employers who represent this tourism industry;
- strengthening the content of educational programs with practice-oriented components involving the best global and domestic experience in the field of gastronomic tourism.

The development of tourism as one of the most attractive types of economic activity in Ukraine in the post-war period and the creation of new jobs, in turn, will actively contribute to

the return of citizens of our country who were forced to leave their homeland due to hostilities.

Conclusions. Despite the beginning of the full-scale military invasion of Russia in 2022, when the country suffered significant destruction, the entire economy, including the tourism sector, was affected, today there is a question about the restoration of certain types of tourism activities, which significantly strengthen local producers of agricultural products, craft products, owners of wineries, factories for the production of cheese, meat products, etc. Gastronomic tourism is one of the most attractive and promising areas of social and economic development of Ukraine. However, having identified the advantages of its development in our country, among which are: ancient historical and cultural traditions of Ukrainian cuisine, unique national dishes, regional diversity of national cuisine,

the presence of favorable climatic conditions and natural resources, etc., it is also worth paying special attention to potential threats, namely: the lack of qualified personnel in this segment of tourism activity, overcoming environmental and social consequences associated with the war, etc. Among the important problems that faced the development of gastronomic tourism in Ukraine even before the war and will be especially relevant after its end, are the development of transport routes, informational support and marketing of gastronomic tourism locations, the high cost of the product for the domestic consumer, the low quality of service, etc. Only a comprehensive approach to solving the urgent problems of the development of gastronomic tourism will allow our country to quickly become a competitive player in the market of tourist services of the countries of the European region.

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