

Nesterchuk I.K., PhD, Associate Professor

Polissia National University

RELOADING OF GASTRONOMY TOURS IN THE CONDITIONS OF USING THE RIGHTBANK POLISSIA GASTRONOMY POTENTIAL

Introduction. The pace of tourism development in the world has been steadily gaining momentum until the early spring of 2020, when the vast majority of countries introduced strict national quarantine restrictions related to the CoVID-19 pandemic. Scientists have substantiated new types of tourism, formed new tourist destinations, and travel companies presented new tourist products. New forms of gastronomic tourist services appeared on the tourist market every year: live excursions, lectures, master classes.

Formulation of the problem. Gastronomic tourism is just beginning its development in our country, and especially in regions remote from the capital. Underestimation by tour operators of Polissia region, prospects for the development of various gastronomic tours to attract new customers, and the destination development slow down this process. Awareness of the need to create a competitive gastronomic tourism product that meets the interests of tourists and is in demand is a significant condition for the growing popularity of gastronomic tourism in the region and the country. Now there is a need to compile maps of the gastronomic potential, gastronomic festivals, a gastronomic tour of Right-Bank Polissia, and the development of the author's method of determining gastronomic potential.

Analysis of recent publications. A great number of the scientists have studied the gastronomic tourism, potential and tour: Beidyk (2001), Vetkin (2013), Gordyn (2014), Kolenda (2006), Linkova (2015), Liubitseva (2008) and others. Researches in the field of the gastronomic tourism are developed by such foreign scientists as Curtis (2010), Hamarneh (2017), Privitera (2018), López – Guzmán (2018).

The aim of the article is to develop a gastronomic tour of Right-Bank Polissia for domestic and foreign tourists on the basis of the marketing research of the Ukrainian and foreign tourists' gastronomic tastes. Tasks of the article: to develop a method of creating and updating gastronomic tours in terms of realizing the tourist potential of the Right-Bank Polissia in connection with the demand of potential domestic and foreign tourists and the possibility of consuming tourist services in a convenient, dynamic and modern information environment; to develop a series of author's thematic cartographic models; to create a new tourist product: a map "Gastronomic tastes of the Right-Bank Polissia festivals" in the Right-Bank Polissia of Ukraine.

Research methodology and methods. The methodological tool of the study is a

set of general scientific and special methods. The scientific method in tourism is a system of approaches and methods that corresponds to the subject and objectives of this science. Descriptive, statistical, and graphic methods contribute to the study of the tourist specialization. The cartographic method is a systematization and generalization of the geographical research results in the form of cartographic models, maps, and schematic maps (Ostapchuk, 2014; Shevchenko 2007; Bondarenko, 2007). In the explorations of the geography of tourism there is a return from quantitative methods to qualitative analysis using sociological, psychological and ethnological methodologies, as well as the application of economic theory and the theory of management, marketing. Qualitative indicators that are widely used in geographical practice include the so-called Baretti and Defert coefficient, which indicates the level of development of the tourist function. The SWOT method was used to determine opportunities for tourism development in a particular area. MS Excel 2007 is used in computer systematization of material in spreadsheets; ArcGIS 10.2 geoinformation system, Adobe Photoshop raster graphics editor, Adobe Illustrator vector graphics editor are used when creating experimental map samples and developing mapping techniques.

In the conditions of the information society development, the mathematical methods play an important role while studying tourism, in particular economic-mathematical and social-spatial models with use of computer technologies (Kuzyk, 2011). Few Ukrainian works (Liubitseva, 2008; Beidyk, 2001; Malska, 2006) are devoted to the theoretical foundations of the tourism geography development. There are few theories and concepts of this field in the foreign literature, the main accents are covered in the works of Cohen (2004), MacCannel (1996), Przeclawski (2004). Therefore works of foreign scientists are mainly used. They include the work of Polish scientist Kowalczyk "Geografia turystyki"(2000).

Presentation of the basic material of the research. The gastronomic culture structure as a system includes three main elements, namely culinary culture, food culture and gastronomic reflection. Gastronomic culture performs the following functions: regulatory; communicative; broadcast; functions of identification, integration and labeling of social and cultural status of the individual. The main function should be considered to be the regulatory function and the function of marking social and cultural status. In order to form the initial data for the taxonomic analysis of Right-Bank Polissia gastronomic potential on the basis of expert assessments, a system of indicators has been selected for three objects (Zhytomyr Polissia, Volyn Polissia, Rivne Polissia): gastronomic events (number of gastronomic festivals and other gastronomic events), tourist infrastructure (number of hotels, restaurants, green estates, museums related to gastronomy, monuments dedicated to food and beverages), food industry (factories and plants) and agricultural production (agricultural firms, farms).

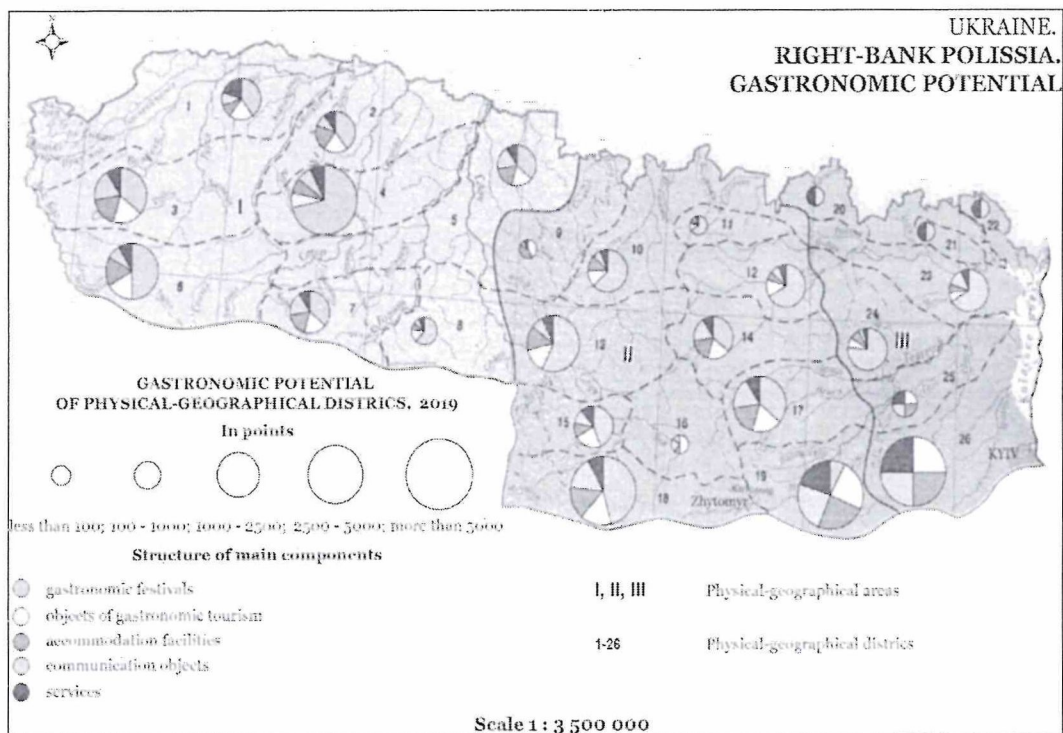


Figure 1. Map of gastronomic potential of Right-Bank Polissia. The scale value is given in the original (Source: own research)

It is extremely important for a region that is developing and outlining its own branding curiosities in the field of tourism, recreation and entertainment to make this kind of scientific research in the field of gastronomic tourism. The objects of general analysis can be: a gastronomic tourist product, a gastronomic tour, a gastronomic tourist and a consumer basket of a gastronomic tourist, which will become resulting. The author's vision of the above mentioned definitions is offered:

✓ "a gastronomic tourist product" is a package of tangible and intangible elements (impressions, services, attractions, and tourist resources) that can be purchased within one trip to the destination;

✓ "a gastronomic tourist" is a tourist who travels with a clearly defined gastronomic purpose, regardless of financial status, visiting both high-end establishments and catering establishments, or street food or indigenous, traditional cuisine;

✓ "a gastronomic tour" is a specially selected program of gastronomic recreation, where taste impressions are put at the first place, while the visual impressions are additional;

✓ "a consumer basket of a gastronomic tourist" is a unique package of tourist services, that primarily includes a promotional gastronomic tour, which is spatially localized in the information and tourist hub of the visited gastronomic and indigenous attraction.

List of electronic resources:

- Beidyk O.O. (2001). *Recreational and tourist resources of Ukraine: methodology and methods of analysis, terminology, zoning*, Kiev, 395 p.
- Bondarenko E.L. (2007). *Geoinformation ecological and geographical mapping*, Kyiv, 272 p.
- Cohen E. (2004). Contemporary tourism – trends and challenges: sustainable authenticity or contrived post-modernity? *Tourism: Critical in the Social Sciences*, vol. I, London, pp. 179-201.
- Gordin, V.E. (2014). *Gastronomic brands of destinations: approaches and applications*, Sankt-Peterburg, 208 p.
- Curtis J. (2010). Spices are the soul of curry. *Kommersant Weekend Magazine*, No 44 (190).
- Hamarneh I. (2017). Local gastronomy as a prerequisite of food tourism development in the Czech Republic, *Marketing & Management of Innovations*, issue 2, pp. 15-25.
- Kolenda M. (2006). *Taksonomia numeryczna: klasyfikacja, porządkowanie i analiza obiektów wielocechowych [Numerical taxonomy: classification, ordering and analysis of multi-feature objects]*. Monografie i Opracowania, Wrocław, s. 355-358. (in Polish).
- Przećławski K. (2004). *Człowiek a turystyka – zarys socjologii turystyki [Man and tourism - an outline of the sociology of tourism]*. Krakow, 160 p.
- Linkova A.A. (2015). Modern tendencies in the organization of gastronomic tours. *Resort and recreation complex in the system of regional development: innovative approaches*, vol. 1, no. 1, pp. 209-213.
- Lopez-Guzman T., Torres Naranjo M., Pérez-Gálvez J. C. and Carvache Franco W. (2018). Gastronomic perception and motivation of the tourist direction: the city of Quito, Ecuador. *GeoJournal of Tourism and Geosites*, 21 (1 appendix), pp. 61–73. http://gtg.webhost.uoradea.ro/PDF/GTG-1-2018/271_Guzman.pdf
- Liubitseva O.O. (2008). *Tourism: introduction to the specialty*, Kyiv, 335 p.
- Malska M.P. (2006). *Tourist local lore*. Europe, Lviv, 172 p.
- Nesterchuk I., Osipchuk A., Chernyshova T., Shevchuk B. & Bondarenko E. (2020). Ethnic loading of food as a sustainable culture component in the form of physical-geographical, soil and ethnographic zoning of the right-bank Polissia. *GeoJournal of Tourism and Geosites*, 30(2 supplement), 788–793. DOI 10.30892/gtg.302spl02-506
- MacCannel D. (1976). *The Tourist: A New Theory of the Leisure Class*, New York
- Ostapchuk S.M. (2014). *Cartography: facts, materials, information*, Rivne, 193 p.
- Privitera D., Nedelcu A. & Nicula V. (2018). Gastronomic and food tourism as a local economic resource: examples from Romania and Italy. *GeoJournal of Tourism and Geosites*, 21 (1 appendix), pp. 144–157 <https://pdfs.semanticscholar.org/265f/e2b76148e9980e411e8c34c5f4bb3.pdf>
- Przećławski K. (2004). *Człowiek a turystyka – zarys socjologii turystyki [Man and tourism - an outline of the sociology of tourism]*. Krakow, 160 p.
- Shevchenko V.O. (2007). *The wonderland of geoimaging*, Kyiv, 250 p.
- Vetkin V.A. (2013). *Technology of tourism product creation*. Package tours: Educational and methodical manual, Moscow, 197 p.