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РОЗДІЛ 6

**СОЦІАЛЬНІ ТА ЕКОЛОГІЧНІ АСПЕКТИ  
СУЧАСНОЇ ЖИТТЄДІЯЛЬНОСТІ**

НТБ ОНХАТ

## **GASTRONOMIC TOURISM DESTINATION AS A PRIMARY MOTIVATION FOR TOURISTS**

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«Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences». – World Food Travel Association (WFTA)

«Culinary Tourism» is a newly defined tourism niche that intersects and impacts both the travel and food/beverage industries, which have long been intertwined. The term was first coined by academician Lucy Long in 1998 to express the idea of experiencing other cultures through food. Today, we define Culinary Tourism as the pursuit of prepared food/drink as an attraction—both for visitors and locals alike.

Odessa region is one of the leading tourist and recreational regions of Ukraine. In the region there are 1070 sanatorium and recreational centers including 296 hotels. The region has more than 300 tour operators and travel agencies, which create and sell tourist products. Tourist infrastructure of the region can simultaneously accommodate more than 104000 of tourists throughout the year. Statistical analysis showed that, the highest number of tourists arriving in the administrative center of Odessa region – Odessa. City has essential tourist infrastructure, which, unfortunately, is not present in other cities in the region (such as Ilyichevsk, Belgorod-Dniester, Vilково, Ismael).

Developing gastronomic experiences for tourists can be an attractive development strategy for governments because food tourism is considered a high-yield tourism, that is, it leads to increased spending by tourists. Food comprises more than 30 percent of the average tourist' expenditure, of which, most is spent directly with local businesses. “Food experiences for tourists form a vital part of the value network linking local food producers and suppliers, with cultural and tourism entrepreneurs”.

Odessa region has a great potential because of its famous authentic cuisine. Odessa cuisine – set of cultural traditions of the inhabitants of Odessa. Odessa cuisine formed under the influence of the Ukrainian, Russian, largely Jewish, Georgian, Armenian, Uzbek, Bulgarian, Moldovan and Greek cuisine, however, a number of dishes distinguished identity. Authentic Odessa cuisine is presented in the best restaurants of Odessa: Bernardazzi, Dacha, Gogol-Mogol, Klarabara, Kompot at Deribasovskaya etc.

We need to realize that modern tourists are sufficiently exacting to the tourism product and the brand image of the host territory of seaside resorts. Food can become a way of differentiating a country, region, or city from other destinations that may be similar in terms of “retail provision, buildings, climates, and other characteristics” which compete for tourists' expenditure. Studies have found that gastronomy is linked to the destination and the destination's image is a power tool for marketing. Producing distinctive food can make food a unique element of the brand image of a place and help to create distinctiveness in a crowded marketplace. Food also allows a place to link culture and tourism, because food is often considered a gateway to local culture. It is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. It is able to link local customs, traditions, landscapes, and food production systems to provide an authentic experience for tourists.

As a whole, gastronomic tourism also provides other benefits to local economies. As a service industry, the tourism sector tends to be labor intensive, and the development of gastronomic tourism can help stimulate job creation. For rural economies, it provides diversification when there are few alternative development options. Gastronomic tourism has the abili-

ty to combat traditional seasonal tourism and extend the tourism season. Generally, gastronomic tourism builds on existing unique food cultures and identities and does not initially require major new investments.

Odessa is having a significant prospect in culinary tourism because infrastructure is already well developed. Restaurant business is also well presented in Odessa region. So success of development would mostly depend on marketing and promotion strategy. Most of the companies use the following promotional instruments: organizing events (91 %), producing brochures and advertising (82 %) and dedicated websites on gastronomic tourism (78 %).

Fundamentally, in the field of marketing and promotion the importance presented by gastronomy is based on a strategy to build the image and the brand of the destinations. Key factors in this matter are: development of high-quality and credible promotional tools-such as gastronomic guides, the organization of events, the media and use of the Internet and social networks.

Scientific adviser – PhD (engineering), Liganenko M.G.

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## ENVIRONMENTAL HAZARD IN THE LITHOSPHERE

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Currently, the lithosphere is subjected to more intensive anthropogenic influence. The upper part is a real-morphological foundation for people's life, which is almost entirely involved in the production process, as a result of a rapid technological and economic development. Now it would be appropriate to recall the words of the great scientist Vladimir Vernadsky, who said that people would be "a major geological force."

It's possible to argue the relevance of this topic because today the human impact on the lithosphere is approaching the limits the transition of which can cause irreversible processes across the surface of the Earth's crust. Apart from the fact that the lithosphere is the major supplier of the minerals, the raw materials and including energy resources that are not renewable, it is a basic subsystem of the biosphere that is, all continental and almost all marine biota is based on the Earth's crust. From there it follows that the man-made destruction on land or offshore, can lead to the destruction of the biocoenosis.

Nowadays, in the process of transformation of the lithosphere a man has taken out 125 billion tons of coal, 32 billion tons of oil, more than 100 billion tons of other minerals. More than 1500 million hectares of the ground have been plowed; 20 million hectares have been waterlogged and salted. 2 million hectares have been destroyed because of the erosion in the last hundred years; the gully area has exceeded 25 million hectares. The height of the heaps

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