[Download](#)

https://doi.org/10.17721/2308-135_X_2019.45.55-66

UDC 911.3: 791.9

Hanchukova Oleksandra Volodymyrivna, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail: ganchukova@gmail.com "> [ganchukova@gmail.com](#)

Motuzenko Olena Oleksandrivna, PhD in Geography, Associate Professor, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine,
e-mail:
o.motuzenko@mbfnabat.org
">
o.motuzenko@mbfnabat.org

Petlina Daryna Vadymivna, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine, e-mail:
aryna.petlina@gmail.com [d](#)

Kuznetsova Oksana Viktorivna, Odessa Tourism Association, Odessa, Ukraine, e-mail: welcometods@gmail.com

FESTIVAL ACTIVITIES IN THE ENOGASTRONOMIC TOURISM: CHALLENGES AND OPPORTUNITIES FOR UKRAINE

□ *Aim.* Analysis of the festival activities in Ukraine in the field of enogastronomic tourism and recreation, their territorial differentiation and influence on the development of society and destinations.

Methodology. Based on general scientific, analytical and logical (comparative) methods, information data sets in the field of enogastronomic tourism and recreation were studied, determined the peculiarities of the influence of festival activities in enogastronomic tourism on society and the territory of the region, systematized gastronomic festivals in Ukraine based on graphic visualization methods.

Results. Described the features of the influence of the festival activity in the framework of enogastronomic tourism. Created a calendar of enogastronomic festivals in Ukraine for 2018 as a marketing tool for creating an enogastronomic tourist offer and its promotion.

Scientific novelty. Determined specific character of the influence of the festival activity in the field of enogastronomic tourism on the society and territory of the region, investigated the territorial differentiation of the festival activity in the field of enogastronomic tourism in Ukraine.

The practical significance lies in the fact that taking into account the influence of the festival activity on the society and territory of the regions of Ukraine in the field of enogastronomic tourism can lead the industry to a qualitatively new level of tourism offer formation, contribute to the creation of a modern competitive tourism product in enogastronomic tourism.

Keywords: territory, enogastronomy, enogastronomic tourism, wine-gastronomic tourism, calendar of enogastronomic festivals in Ukraine.

References:

- 1.Hede A. M. Food and wine festivals: Stakeholders, long-term outcomes and strategies for success //Food and wine festivals and events around the world: Development, management and markets. – 2008. – C. 85-100
- 2.Cavicchi A., Santini C. (ed.). – Food and wine events in Europe: A stakeholder approach. – Routledge, 2014
- 3.Laing J., Frost W., Kennedy M. Food and wine festivals as rural hallmark events //The Routledge Handbook of Festivals. – Routledge, 2018. – C. 283-294
- 4.PetlinaV. Analysis of International Experience in Building Enogastronomic Tourism (Educational and Organizational Aspects) in the Context of Development of Winegrowing and Winemaking Territories in Ukraine / Daryna Vadymivna Petlina // Geography and Tourism. – 2016. – № 38. – S. 81–90.
- 5.Hall C. M., Sharples L. Food and wine festivals and events around the world: Development, management and markets. – Routledge, 2008.
- 6.Chernova G.V. Characteristics of wine tourism development in Ukraine // Journal of the Institute of Pedagogical Education. Geography edition. Edition 1 (2012): Materials from the Fourth International Scientific Conference "Eco- and agro-tourism: prospects for development at the regional and local level", Rivne city, 29-30 March 2012. – P. 166-174
- 7.Global Report on Food Tourism. AM Reports: Volume four. – Access mode: <http://cf.cdn.unwto.org/sites/all/files/docpdf/amreports4-foodtourism.pdf>
- 8.Wine Tourism Survey Results. – Access mode: <https://winetourismconference.org/from-the-organizers/wine-tourism-survey-results/>
- 9.World Food Tourism Association. – Access mode: <http://worldfoodtravel.org>