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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.

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