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ANALYSIS AND OPTIMIZATION DIRECTIONS FOR GASTRONOMIC TOURISM DEVELOPMENT
IN THE
CARPATHIAN REGION

The purpose of the study is to analyze gastronomic festivals in the Carpathian region and to develop the direction for optimizing the gastronomic tourism development.

Methods. The authors used the following research methods: analysis, comparison, statistical, etc.

Results. The article analyzes the statistical indicators of the gastronomic tourism development in the Carpathian region. The dynamics of gastronomic festivals, their seasonality and territorial affiliation were determined. A schematic map of gastronomic festivals of the Carpathian region was developed. The optimization directions for gastronomic tourism development in the region were proposed.

Scientific novelty. Complex analysis of gastronomic festivals of the Carpathian region was done according to different indicators. "Carpathian Mushrooms Festival" was developed as a way to optimize the development of gastronomic tourism in the region.

Practical significance. The results of the study can be used in the further planning of gastronomic tourism development in the Carpathian region and the corrections of the tourist policy of the region.

Key words: gastronomic tourism, gastronomic festival, tourist flows, tourist destination.

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