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INNOVATIVE EXPERIENCE OF ITALY IN THE ORGANIZATION OF ENOGASTRONOMIC
TOURISM ROUTES
ON THE EXAMPLE OF THE
WINE AND TASTE ROAD OF
LOMBARDY

O

The aim of the article is to investigate the role of products with a protected geographical indication

tion in
 the economic and tourist development of the Lombardy region (Northern Italy) and to
 define tool
 s for the balanced development of rural areas by means of
 enog
 astronomic tourism for their further implementation in Ukraine.

Methodology. The research is based on general scientific methods of analysis and synthesis of information from official sources.

Results. The meaning of the “Wine and Taste Road” is defined, described one of the best practices of organization of a gastronomic route system on the example of the Wine and Taste Road system in the Lombardy region and the role of products with a protected geographical indication as objects of tourist attraction.

Scientific novelty. The structural organization (organizational, managerial, component and territorial) of the Wine and Taste Roads system of the Lombardy region is revealed.

Practical significance. In the practical aspect identified strategic directions of implementing the innovative experience of the Lombardy region in the process of development of gastronomic tourism in Ukraine.

Key words: geographical indications, enogastronomic tourism, wine and taste roads.

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