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THE ROLE OF GASTRONOMIC TOURISM AS A TOOL FOR TOURISM INNOVATIONS DEVELOPMENT

The purpose of the study is to synthesize the principles of gastronomic tourism and justify their application for the purpose of development of tourist innovations, formation of innovative development in the field of gastro tourism.

Method. The research uses the following research methods: analysis, comparison, statistical, etc.

Results. The article analyzes the main trends of gastronomic tourism in the world and in particular in Ukraine. The most popular gastronomic festivals in Ukraine are explored. The directions of development of innovations in tourism are determined.

Scientific novelty. The analysis of gastronomic festivals of Ukraine and modern global tendencies of gastronomic tourism development is carried out.

Practical significance. The results of the study can be used in planning the further development of gastronomic tourism in Ukraine and the corresponding adjustment of the policy of tourist innovations.

Key words: gastronomic tourism, gastronomic tour, gastronomic route, gastronomy, tourism innovations.

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