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<https://doi.org/10.17721/2308-135X.2019.4> 9.24-36

UDC: 338.486.008.8

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PUBLIC-PRIVATE PARTNERSHIP IN THE CONTEXT OF SYSTEMATIC DEVELOPMENT OF GASTRONOMIC TOURISM OF UKRAINE

This article is devoted to the using of public-private partnership (PPP) in the context of systematic development of gastronomic tourism. The author defined the definition of «public-private partnership», proposed a mechanism of PPP in the field of tourist services, and a scheme for assessing the effectiveness of the organizational-economic mechanism of PPP in the management of gastronomic tourism.

Goal. Research on the using of public-private partnership (PPP) in the field of tourism, namely the development and establishment of gastronomic tourism. Identification of the positive aspects of its formation.

Method. The dialectical approach has been applied to the consideration of the identified problems with the simultaneous using of general ones: systematic, systematical analysis and modeling of economic research and its using in gastronomic tourism.

Results. The author's vision of the mechanism of PPP in the field of tourist services and the scheme for assessing the effectiveness of the organizational-economic mechanism of public-private partnership in the management of gastronomic tourism are presented, and the classification of the main PPP actors in the service sector is developed.

Scientific novelty. For the first time the organizational-economic mechanism of public-private partnership was proposed and the scheme of efficiency of its using in gastronomic tourism was developed.

Practical significance. The model of public-private partnership in the field of tourist services is developed, the mechanism of its interaction at the level of the territory (territorial communities) is determined, the key element of which is the creation of a specialized platform for discussion and consideration of the interests of the local population, authorities and businesses when adopting a program of development of tourism in a certain territory (component is the development of gastronomic tourism).

Key words: gastronomic tourism, public-private partnership, territory (territorial communities), public sector, private sector (business), non-governmental organizations.

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