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SPECIFICS OF GASTRONOMIC BRANDING OF UKRAINE

Goal. The main purpose of this article is to determine the directions of formation of the gastronomic brand of individual regions of Ukraine and the country as a whole is the main purpose of this article. The object of the study is gastronomic branding of the territory of Ukraine, and the subject is methodological approaches to determining the gastronomic brand of the territory and the analysis of factors of its formation.

Methodology. Works on a regional marketing, tourism management, as well as scientific publications on gastronomic tourism and tourist branding of the territory is methodological basis

of the research. A systematic approach is used, which is the basis of geographical and tourism scientific studies, as well as methods of analysis, synthesis, descriptive and comparative geographical.

Results. Determining the features of gastronomic tourism and the main factors that influence the formation of the gastronomic brand and the image of the territory are the results of the study presented in this publication. It is found that the most commonly used is the term "gastronomic tourism", proposed by the World Association of Gastronomic Tourism in 2012, which is considered to be a type of travel in order to get an authentic experience based on the culture of consumption of food or drinks, acquaintance with their unique places and culture through national cuisine. The gastronomic brand is to promote the territory as a manufacturer or exporter of unique high quality food products. Branding is an important element in the development of a country. Brand is defined as the competitive identity of a particular locality (place or region or country as a whole). The main components of the gastronomic brand: well-developed gastronomy and availability of specialists in the field of organizing food establishments using traditional products and availability of authentic food (authentic products) and gastronomic events as well as festivals, competitions. Gastronomic image is a stable representation of the population of the country and partners about the prestige, the quality of services in the sphere of services and food, the quality of life of the population and the culture of consumption of products. The factors of formation of the general image of the country and the image of individual regions are different. The image of the region is a more dynamic characteristic of the activity a local territory. It form in society over a long time and based on personal beliefs of the people. It is a result of prevalence of diverse information about the region, living conditions, work and recreation. Forming a positive image of Ukraine by promoting gastronomic tourism will increase the country's competitive advantages in the tourism industry at the global level.

Scientific novelty of the research is the definition of the gastronomic brand of the territory, its main components and the discovery of methodological approaches to geobranding of the territories.

Practical significance. Pleasure the tourist needs by diversifying the tourist offer and creating new tourism products, including gastronomic brands and tours, determines the applied value of the study. Expanding the range of tourist offers at the expense of gastronomic attractions will provide a strong development of both individual regions and the country as a whole.

Keywords: gastronomic tourism, gastronomic brand, the image of the territory, gastronomic festivals, traditional dishes .

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