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*THE LOGIC OF OCCURRENCE AND SOME SOCIO-CULTURAL CHARACTERISTICS OF
THE ESTABLISHMENT OF A NETWORK OF GASTRONOMIC TOURS OF NATIONAL
RESTAURANTS*

This article is devoted to the one of the most promising types of tourism – gastronomic. The author defined the definition of «gastronomic tour», proposed a classification of gastronomic tourism products, and identified the conditions for its development.

Goal. Popularization of national cuisine, which can tell about the history of a country or region, their past and present no less than music, architecture, literature. Along with them, she acts as the brightest monument. Promotion of gastronomic tours by national restaurants and the classification of gastronomic tourist products.

Method. The technique of territorial recreational systems is used to evaluate the possibilities of development of gastronomic tourism and in particular gastronomic tours.

Results. Author's definition of «gastronomic tour» is given, the history of its origin and development was analyzed, the classification of gastronomic products was developed, the theory of territorial recreational systems in relation to gastronomic tourism and gastronomic tours was considered.

Scientific novelty. For the first time the definition of «gastronomic tour» has been generalized, gastronomic tourist products have been classified, the preconditions for its development have been identified.

Practical significance. Food is considered as a unique language (cultural code) and at the same time as one of the ways of the nation self-identification. Specifics are manifested in the possibility of widespread development of gastronomic tourism, in the diversity of manifestations of gastronomic tours in any season of the year, in the possibility of promoting local farms and producers of food products. It has been developed a unique classification of gastronomic tours, in which the main and the private directions are singled out.

Key words: gastronomic tour, gastronomic tourism products, territorial recreational systems, factors and problems of the development of gastronomic tours.

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