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RESOURCES POTENTIAL FOR THE DEVELOPMENT OF ENOGASTRONOMIC TOURISM IN UKRAINE

The purpose of the study is to clarify the issues of theoretical and methodological substantiation of the resource potential of enogastronomic tourism and to develop recommendations for its optimization.

Method. Based on general scientific methods of analysis and synthesis of information from scientific sources and official sources of leading organizations involved in the development of Gastronomic heritage and enogastronomic tourism, the method of logical structures and interpolation of the results of the analysis of best practices, the following *results* were achieved:

the substantive essence of the concepts “Gastronomic and Enological heritage”, “traditional food and cuisine” and their role in the development of enogastronomic tourism are revealed; presented best practices for promoting enogastronomic heritage with the tools of enogastronomic tourist routes - Wine and Taste Roads and Festivals; the resource potential of enogastronomic tourism in Ukraine is analyzed.

Scientific novelty. The substantive essence of the resource potential of enogastronomic tourism is highlighted, a graphical model of its structural organization is developed.

Practical importance. We propose a system of actions, the implementation of which will increase the resource potential of enogastronomic tourism in Ukraine, by creating additional value of traditional food and beverages to turn them into objects of tourist attraction.

Keywords: traditional food, enogastronomic heritage, enological heritage, enological tourism potential, enogastronomic tourism, national cuisine, resource potential.

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