GASTRONOMIC POTENTIAL OF THE INTANGIBLE CULTURAL HERITAGE OF UNESCO AND TOURISM

The aim of the research is to analyze the gastronomic potential of the intangible cultural heritage of UNESCO (ICH), to substantiate the possibilities of its use in tourism, including the accordance with UNWTO tourism macro-regions, to improve the conceptual and terminological apparatus.

The research methodology is based on the application of scientific methods, such as analysis, synthesis, comparison, classification, generalization, etc. The statistical method of information processing was used in the study of quantitative indicators regarding the gastronomic component of intangible cultural heritage, the cartographic method was used in the geospatial analysis according to the research topic based on the tourist macro-regions of the UNWTO, the graphic method contributed to the reflection of statistical materials in diagrams, etc.

Results. The gastronomic potential of UNESCO's intangible cultural heritage is analyzed. The
elements of the gastronomic heritage were identified in accordance with the Lists of the ICH, quantitative indicators were analyzed. The were highlighted, and tourist opportunities were revealed. The gastronomic potential of the UNESCO ICH in relation to the UNWTO tourist macro-regions was analyzed and the tourist opportunities were substantiated. The concept of "gastronomic heritage" was clarified. The need for additional protection of the ICH, including gastronomic heritage, during military aggression at the level of international institutions was underlined.

Scientific novelty. The conceptual and terminological apparatus of UNESCO heritage, the concept of "gastronomic heritage", were improved. The gastronomic potential of the ICH was analyzed in accordance with the UNWTO tourism macro-regions.

Practical significance. Research materials can be taken into account when forming the lists of intangible cultural heritage, can be used in the development of a tourist product, creation of tours with a gastronomic and culinary purpose or component, as well as in the training of tourism specialists.

Key words: intangible cultural heritage of UNESCO, gastronomic potential of intangible cultural heritage, gastronomic heritage, tourism, tourist resources, UNWTO tourist macro-regions.

References


3. Konventsiia pro okhoronu nematerialnoi kulturnoi spadshchyny : vid 06.03.2008 r. № 132-VI. URL: https://zakon.rada.gov.ua/laws/show/995_d69#Text


Received Editorial Board 22.09.2022

Accepted for publication 02.11.2022