

GASTRONOMIC FESTIVALS AND THE DEVELOPMENT OF SUSTAINABLE DESTINATIONS

Chepurda H. M., *Doctor of Historical Sciences, Professor,
Head of Tourism, Hotel and Restaurant Business Department*
Lykholai A. Y., *third year student, specialty «Hotel and Restaurant Business»
Cherkasy State Technological University*

Food-based events and festivals are increasingly organized around the world, both in large cities and in small towns with the aim of attracting the many benefits they provide to the destinations they are held in. The festivals impact not only the tourism sector and the sustainable positioning of the destination, but are vital for the local economy due to the consumption of local gastronomic products. The main role being attraction of visitors, festivals as tourist motivators must be integrated into the communication campaigns of those destinations that seek to enhance their sustainability.

The promotion of various quality local foods such as wine, fruits and vegetables, fish and meat, or cheeses can be an important reason to organize festivals and events on the territory where they are grown or produced, usually in rural areas, as they can benefit both tourists and the locals.

These gastronomic festivals have a limited duration, they are usually held once a year, and they offer tasting and purchase of products linked to the territory where the festival is held.

Consequently, the gastronomic events of local products linked to the destination represent an important source of income for rural areas and at the same time can help in creating the image of a sustainable destination. Gastronomic festivals are considered to be an opportunity to promote authentic local products, so it can be a good opportunity to promote rural areas at risk of depopulation, as well as connect various European regions around a single characteristic product by creating gastronomic festivals whose main goals are based on the sustainable development of the destination. This sustainable development can be fostered by union between sustainable territory and gastronomic festivals based on authentic products of recognized quality [1].

The tradition of gastronomic festivals is very long and this type of tourism is currently recognized as one of the future trends of tourism development, especially for those events that are based on indigenous and handcrafted quality products in the context of sustainable destinations.

Tourism that has gastronomy as the central axis is compatible with other types of tourism on the territory. Gastronomic tourists value the authenticity and traditions of the rural and agricultural world where the processes of food and drink elaboration take on great educational protagonism [2].

There is a number of well-known gastronomic festivals such as:

1. Festival of grapes.

Such festival is held in the ancient town of Marino, near Rome. On the opening day of the festival, the whole city is adorned with grape bunches: grapes can be found on walls, windowsills and balconies of houses, in shop windows, on the doors of cafes and restaurants, on fences and statues of city fountains.. The crown of the holiday is wine, pouring from a special fountain, built in the 17th century.

2. Festival of chocolate

For the duration of the festival the city of Perugia becomes the sweet capital of the world. The venue is not chosen by chance: Perugia is the birthplace of Perugina, Italy's largest chocolate producer. The famous sweets «Baci» with happy wishes inside are produced here.

3. Festival of White Truffles

The white truffle is Italy's pride, and white truffles from the San Miniato area are considered the world's most valuable mushrooms. It was here that the world's largest white truffle was found, weighing 2.5 kg. During the festival, you can learn how to choose the right truffles, prepare this precious mushroom with various side dishes and sauces, and also take part in the auction and buy truffles.

4. Festival of slow food

In Italian Turin in October, the festival of «slow food» is held. The slow food movement protests against such a popular phenomenon of fast food and is its complete opposite. Food preparation here is lengthy and thorough, using only environmentally friendly and healthy foods. In the pavilions of improvised markets, you can find and taste delicious and healthy food from all over Italy, and even from different countries of the world.

5. Cheese Festival

Italy produces about 500 varieties of cheese, with each province specializing in its varieties. Mozzarella is traditionally cooked in Naples, gorgonzola – in the Padan Plain area, Parmigiano is a traditional Parma cheese. Since the Cheese Festival is an international event, not only Italian delicacies, but also cheeses of Greece, Switzerland, France, Bosnia, Bulgaria and Romania can be found here.

6. Fish festival

This traditional festival has its origins in the lake's sardine fishing, which is well documented in the Museo del Lago di Garda (Lake Garda Museum) in Garda. It is a reinterpretation of an old tradition when the caught sardines were cooked and eaten directly on the boats near the sandbank in front of Garda, a tradition that visitors are invited to continue [4].

Organizing festivals linked to local products of sustainable territories can represent an opportunity for tourists to enjoy unique experiences while generating profit and sustainable economic development of the area.

The attractions of a destination have a positive impact on tourist satisfaction during their experience in a recognized local food gastronomy festival, although they are not significant. The attractions of the food festival influence – and more clearly than those of the destination – both have an effect on the general satisfaction of the tourists and their loyalty to the event [3].

There is a need to create a clear and coherent marketing strategy for cooperation between the sustainable destination and gastronomic festivals, focusing communication mainly on the value provided by quality products obtained on their own territory.

ЛІТЕРАТУРА

1. Долженко Г. П. Основы туризма / Г. П. Долженко. – М. – Ростов-на-Дону, 2015. – 320 с.
2. Category: Food- and drink-related events [Электронный ресурс]. – Режим доступа: https://en.wikipedia.org/wiki/Category:Food-_and_drink-related_events
3. Гастрономический туризм [Электронный ресурс]. – Режим доступа: http://studentlib.com/kursovaya_rabota_teoriya-44101-gastronom_icheskiy_turizm.html
4. Food and Wine Festivals and Events Around the World [Электронный ресурс]. – Режим доступа: https://www.researchgate.net/publication/306082906_Food_and_Wine_Festivals_and_Events_Around_the_World_Development_Management_and_Markets

УДК 338.48-6:615.8]=111

CURRENT TRENDS IN HEALTH AND WELLNESS TOURISM

Chepurda H. M., *Doctor of Historical Sciences, Professor,
Head of Tourism, Hotel and Restaurant Business Department*
Marynka Y. V., *third year student, specialty «Tourism»
Cherkasy State Technological University*

Medical tourism is carried out for the purpose of health promotion and includes staying in sanatorium and resort establishments. Tourism for the sake of treatment is also highlighted in the traveler classification recommended by the UNWTO. The purpose of health tourism is to prevent disease and provide rest. It is characterized by longer travel time, fewer cities and longer stay in one place, that is, leisure activities giving rest. The highlighting of wellness tourism also complies with the UNWTO classification.

Recently, there has been an increase in tourists interest in health tourism. The fast pace of life, stressful situations, the increase in the information flow, the unfavorable ecological situation in most countries make people resort to this type of tourism. Travels for healing purposes were known in ancient Greece and Rome, whose citizens used healing springs and places with favorable climates to promote health [1]. The motivation for traveling to resorts has not changed over the years. People who want to relax are attracted to the healing properties of the natural factors in the resort area.

These days, the health tourism market is changing. Traditional sanatoriums are no longer a place of treatment and recreation for the elderly and they are turning into multifunctional wellness centers designed for a wide range of consumers. There are two reasons for this transformation of resort centers. The first is to change the nature of demand for health and wellness services. Healthy lifestyles are becoming fashionable, and there are more people in the world who want to maintain good physical fitness and need remedial anti-stress programs [2].