

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.

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CURRENT TRENDS IN HEALTH AND WELLNESS TOURISM

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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].

Mostly middle-aged people who prefer active rest and are often limited in time. According to many experts, consumers of this type will be the main clients of sanatorium resorts and guarantee the prosperity of health tourism of the XXI century. The second reason for reorientation is that resorts are gradually losing traditional support, including financial, municipalities and the state. To reach new segments of the consumer market and attract additional customers, health resorts have to diversify their product [3].

Keeping the healing function, the resorts diversify the program of patients stay in cultural and sport activities, offer a wide range of services for recovery, more flexible approach to determining the duration of treatment and rehabilitation. Thalassotherapy has become very popular in seaside hotels lately as well as other medical and cosmetological activities. In this regard, the need to conduct a large-scale study of the recreation market and treatment, development and implementation of standards of resort services.

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THE ROLE OF MUSEUM SPHERE IN TOURISM

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In the European field the cultural sphere does not only use the socio-cultural fold in people's lives, but is also a real factor, a socio-economic development that can be found as one of those, competitive in the global world.

We divide culture into the complex of economic and political problems. Museums are multifunctional social information institutions designed to preserve cultural, historical and natural values, to accumulate and disseminate knowledge through the study and demonstration of unique monuments of material culture [1].

The International Council of Museums (ICOM), the International Council on Monuments and Landmarks (ICOMOS), the Pan-European Federation of Cultural Heritage (Europa Nostra) are coordinating efforts of the countries to use museums, historical and cultural sites in tourism in Europe and in the world as a whole. They promote socio-cultural and economic development of countries and regions, develop intercultural dialogue.

The ICOM Moral Code of Museums states that the primary purpose of museum facilities is to provide services to the public.