



TRENDS, PROSPECTS AND CHALLENGES OF SUSTAINABLE TOURISM DEVELOPMENT

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of Sustainable Tourism Development**

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The monograph covers theoretical, methodological and applied problems of sustainable tourism development. The necessity of considering tourism and tourist destinations from the point of view of socio-cultural, economic, regulatory, marketing and management aspects is proved. The place and role of tourist infrastructure for the sustainable development of the industry is determined. Conceptual foundations for the formation of a market mechanism for managing tourism and tourism business entities based on models of economic growth and sustainable development in a competitive environment are proposed.

The monograph is addressed to scientists, teachers, students, graduate students, anyone interested in the tourism industry development.

The authors of the articles are responsible for the accuracy and reliability of the presented material, correct citation of sources and references to them.

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4.2. Formation of the Basic Objects Register for Odesa Region Enogastronomic Routes

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Nowadays enogastronomic tourism is very popular and actively developing all over the world. It is trips to different places of the planet to get acquainted with local culinary traditions and features of national or regional cuisine. The main purpose of vacationers who choose enogastronomic tourism is to taste unique products and dishes specific to the area, as well as to visit the original or famous restaurants of a country.

Enogastronomic tour as a service is more than just a trip, as it is a well-thought-out set of activities for tasting traditional dishes in a certain area, as well as individual ingredients that are not found anywhere else in the world and have a special taste. Enogastronomic tourism is a mean of learning about the mentality, age-old traditions and national spirit of peoples through the culture of cooking and eating. Thus, enogastronomic tourism is more than just a tour, as it requires a careful approach to the choice of local food. The main highlight of the enogastronomic tour is the tasting of traditional dishes and drinks for the area. Theirfor, in this study, the authors seek to develop and systematize enogastronomic locations in the Odesa region to improve the development of various tours.

Introduction

Today more than 200 countries compete with each other in a globally competitive environment. Any component of social life and development can be a competitive advantage: the largest population, the availability of oil and gas resources, the best tea or coffee, reliable cars or computers, the deployment of space programs, and so on.

Informative and virtual factors becoming the main values of the state – such as images and brands, the quality of which affects prices, government decisions, resource allocation, etc. Each state has its own image which is a brand. Leadership in any, even winning competitions and sports competitions, can be an element of forming a positive image [1].

Bohush Communications experts have identified strengths and weaknesses that are not exhaustive, but objective directions for further analytical research and development on strategies and programs to improve the image of Ukraine [2].

The analysis basis of the country's tourist image are the serious ratings of international organizations, in particular, they allow to identify positive points in the assessments of international standards. According to the World Economic Forum, Ukraine's current competitiveness in the travel and tourism market is 3.89 points (on a seven-point scale), which puts our country in 78th place among 124 countries[3].

Enogastronomic Tourism as One of the Promising Areas of Tourist Services Market Development

One of the promising areas of tourist services market development is enogastronomic tourism.

Enogastronomic tourism is a new philosophy of travel in searching for unknown tastes and authentic culinary traditions. And in this context, it is the characteristic dishes and wines of the region that act as a guide between the seeker and a certain geographical area, its culture and its values associated with this land and preserved for many generations. Enogastronomic tourism is a kind of thematic tourism [4].

Combining cultural, industrial, environmental and social aspects, wine and gastronomic tourism includes acquaintance with the original technologies of cooking and drinking, as well as the traditions of their consumption.

However, the actual wine with food is not enough for the tourist, and he still seeks entertainment. In this case, holding ethno-festivals will better meet the consumer's requirements. Following the example of European countries (Czech Republic, Hungary, Scotland, France, Italy, Spain) in Ukraine it has become a good tradition to organize enogastronomic tourism, which is manifested in holding of annual festivals or thematic tours.

Such "tasty" events attract the attention of more and more participants and aim to get acquainted with national ethno-culinary traditions. Every tourist can visit stylized restaurants, take part in ethno-gastronomic festivals, master classes on cooking certain dishes. In Ukraine, culinary tourism has not yet become widespread, but this type of travel is developing dynamically. It is mainly represented by wine routes and "green" gastronomic tourism. This rather new type of tourism for Ukraine has great prospects, and the organization of gastronomic tours will contribute to the revival of Ukrainian countryside culinary traditions.

2018 was declared the year of gastronomic tourism by the National Tourist Organization of Ukraine. This was the leitmotif of the conference on this tasty topic, of course, with an emphasis on the Odesa region. Odesa region is multinational, and this creates the best conditions for the development of gastronomic tourism. The concept of "Odesa cuisine" is becoming broader, as it is replenished with new small breweries, cheese makers, connoisseurs of cuisine of a particular nationality living in the Odesa region. Farmers have long realized that "local cuisine" can bring considerable income.

If this direction only developing in Ukraine, Odesa region can already offer a lot: cheese, wine, fish, honey, meat, berries. In the region, where almost every village has its own culinary zest, the place for the development of "delicious" tourism. Therefore, gastronomic festivals are now held not only in the regional center, but also in various parts of the region. The European Union has decided to assist Ukrainian winemakers and cheesemakers in promoting their products on EU markets. Therefore, a memorandum was signed in Odesa between the European Commission's project "Support for the development of the system of Geographical Indications in Ukraine" and the National Tourist Organization, which launched the pilot project "Wine and Taste Route of the Ukrainian Bessarabia" [5; 6].

As part of the project in the south of Odesa region (also known as Bessarabia) in the near future will be created a tourist tour “Bolgrad – Krynynchne – Izmail – Vilkove”, which will be tested for 2 years, advertising among Europeans. The European Commission’s project manager Saverio Savio, if successful, intends to expand the project to other regions of the country, and in the future to create “Roads of and taste of Ukraine” National Map [6].

Currently in Odesa and in the Odesa region there is a large number of different places that can be included in the enogastronomic route.

Geographical Indications in Ukraine

A geographical indication is an indication that identifies a product as originating in a country or in a region or locality in that territory where certain qualities, reputations or other characteristics of the product are largely related to its geographical origin. The term “geographical indication” includes the notion of “appellation of origin” and “indication of origin” [7].

Appellation of origin is the name of a country, locality or other geographical object used to designate a product, the special properties of which are determined exclusively or mainly by the natural conditions or other factors or combination of natural conditions characteristic of that geographical object. Examples include “Champagne”, “Gzhel”, “Borjomi”, “Roquefort”.

The right to a geographical indication allows its owners to prevent the use of the instruction by third parties whose products do not meet safety standards. However, the protection of a geographical indication does not allow the right holder to interfere with the production of products by other persons using the technology specified in the standards for this indication. As a rule, the protection of a geographical indication is based on obtaining rights to the designation, which performs the functions of an indication.

Geographical indications are commonly applied to agricultural products, food, wine and spirits, handicrafts and industrial products.

There are three main ways to protect geographical indications [7]:

- within the so-called sui generis systems (i.e. special protection regimes);
- by means of collective or certification marks;

- methods of commercial practice, including administrative procedures for product certification.

The choice of method depends on such important factors as the conditions or scope of protection. However, two of them – sui generis systems and collective or certification marks – have common characteristics, for example, they establish collective use rights for all those who adhere to certain standards.

In general, geographical indications are protected in different countries and in different regional systems in a variety of ways, often using a combination of two or more of the above approaches. These approaches were formed on the basis of different legal traditions within specific historical and economic conditions.

Since the signing in 1994 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), which contains a section on geographical indications (GI), this form of intellectual property (IP) has increasingly attracted the attention of policymakers and trade negotiators, as well as producers (primarily agricultural products), lawyers and economists around the world. Undoubtedly, after the inclusion section devoted to the GI in the TRIPS Agreement, this topic is of interest to a growing number of countries that are not limited to a rather narrow group of countries, have always pursued an active protection policy of geographical indications. GI traditionally refers to intellectual property rights [8].

The idea behind GI is very simple and familiar to any buyer who chooses Roquefort cheese, not just any blue cheese or Darjeeling tea, and not just black tea. Cognac, Scotch, Porto, Havana, Tequila and Darjeeling are just some of the most famous examples of names associated around the world with products whose properties and quality are due to their geographical origin. A geographical indication is a sign applied to products of a specific geographical origin, the properties or reputation of which are related to its origin.

Most often, as in the case of Jamaican Blue Mountain coffee or Darjeeling tea, the geographical indication is the name of the goods place of origin. But geographical indications can be non-geographical names, such as “Vinho Verde”, “coffee”, “Argan oil” or symbols, generally associated with a place. In essence, the question of whether a sign serves as a geographical indication is a matter of national law and consumer perception.

In addition, to be a geographical indication, the mark must identify the product as coming from the relevant area. The properties or reputation of the product must be significantly determined by its place of origin. Since the properties of the product depend on the geography of its production, there is a connection between the product and the starting point of its production. Agricultural products, as a rule, have properties due to the place of their production and specific local geographical factors, such as climate and soil characteristics. Not surprisingly, most GIs around the world are used as a means of individualizing agricultural products, food, wine and spirits. However, GI are applied not only in relation to agricultural products. GIs can also emphasize particular product properties related to human factors specific to the place of origin, such as experience, skills and production traditions.

For example this is typical for handicrafts, which are usually created by hand, using local natural resources and preserved by local communities of traditional techniques.

Geographical indications and trademarks are distinctive marks used to identify and distinguish goods or services in a market. Both contain information about the origin of a product or service and allow consumers to associate its specific properties with its origin. Trademarks indicate the source of a good or service. It marks a product or service as created or provided by a particular company. Trademarks help consumers associate a product or service with a specific level of quality or reputation based on information about the company that created the product or offers the service. Geographical indications confirm the origin of the goods from a particular area. Consumers associate a product with a specific level of quality, properties or reputation, focusing on the place of its origin.

A trademark is often a fancy or arbitrary symbol that can be used by its owner or another person who has been authorized to do so. Being associated with a specific company and not a specific area, a trademark may be received or licensed to any person in any country in the world.

Unlike trademarks, marks used as geographical indications usually contain the name of the place of goods origin or the name of the goods produced in such place. Geographical indications can be used by all persons who make the goods in the place of its origin according to the set standards. Due to its connection with the place of origin, a geographical indication may not be licensed or transferred to another person who is

not in the area concerned or who does not belong to the group of authorized producers.

Indications of origin are a special kind of geographical indications. This term is used in the Paris Convention and defined in the Lisbon Treaty [9]. From this definition it follows that the appellation of origin is the name of the place of the product's origin. It is interesting to note, however, that some traditional names that are not geographical but denote products in connection with a locality are protected under the terms of the Lisbon Treaty as an indication of origin (e.g. Reblochon (cheese) and Vinho Verde (green wine)).

It is sometimes argued that products that have a certain reputation but do not have other special qualities due to their place of origin cannot be considered as designations of origin under the Lisbon Treaty, but this approach is not universally recognized.

However, both the indication of origin and the GI imply the existence of a qualitative connection between the product designated by them and the place of its origin. Both provide the consumer with information about the product's geographical origin and its qualitative features or properties due to this origin. The main difference between these two terms is that in the case of a designation of origin, the connection with the place of origin must be stronger and more definite. The quality or properties of a product marked with a protected designation of origin must follow exclusively or mainly from its geographical origin. This usually means that raw materials for its production must be extracted in this place and that it must be processed there. In the case of GI, only one sign of connection with the geographical origin is enough: it can be a qualitative one or another property of the product or only its reputation. In addition, the production of raw materials, as well as the creation or processing of the product itself, identified by a geographical indication, does not necessarily have to take place exclusively in the same geographical area.

The term "appellation of origin" is often used in laws that provide special rights and protection system of GI – the so-called *sui generis* protection systems. Geographical indication is a more general concept that does not define a specific regime of protection [10].

In Ukraine, the protection of rights to geographical indications is carried out in accordance with the Civil Code of Ukraine and a special law "On protection of rights to indicate the origin of goods." Within the

framework of special legislation, the Register of appellations of goods origin and geographical indications is maintained [11].

To apply in Ukraine for registration of a qualified indication of goods origin must have:

- a person or group of persons who in the declared geographical location produce goods, special properties, quality, reputation or other characteristics of which are associated with this geographical location;
- consumer associations;
- organizations directly involved in the production or study of relevant products, processes or geographical locations.

The right to use a registered qualified indication of goods origin, subject to registration of this right, have producers who in the geographical location specified in the Register, produce goods whose special qualities correspond to those specified in the Register [11].

Specific names of goods and simple indications of goods origin may not be objects of intellectual property. The specific name of the product is the name of the geographical place used in the product name, where the product of this type was originally produced, but which later became commonly used as the name of a particular type of product regardless of its specific place of origin. In this case, the characteristic for the geographical indication connection “place – product” is lost, and instead there is a connection “product – quality.

Also, a designation cannot be registered as a Geographical Indication if it [12]:

- contradicts public order, principles of humanity and morality;
- correctly indicates the geographical place of goods origin, but creates in consumers the idea that the goods are made in another geographical place;
- is the name of a plant variety or animal breed and is therefore capable of misleading consumers as to the true origin of the product.

The following have the right to apply in Ukraine for registration of a qualified indication of origin of goods [12]:

- (a) a person or group of persons who, in the declared geographical location, produce goods, special characteristics, certain qualities, reputation or other characteristics of which are associated with that geographical location;
- (b) consumer associations;
- (c) establishments directly involved in the production or study of the products, articles, processes or geographical areas concerned.

The state registration of geographical indications of goods and / or the right to use them is carried out by the State Department of Intellectual Property of Ukraine.

By order of the Ukrainian Cabinet of Ministers, the authority to determine and control the special properties, qualities and other characteristics of goods is vested in:

- Ministry of Agrarian Policy – for agricultural products;
- Ministry of Culture – in relation to products of folk arts and crafts;
- Ministry of Ecoresources – by defining the boundaries of geographical places, which are associated with special properties, certain qualities and other characteristics of goods;
- Ministry of Health – for food, food raw materials and natural mineral waters.

The application must concern the registration of only one qualified indication of origin. It is written in Ukrainian. Appendices to it may be compiled in a foreign language, but with the subsequent provision of their translation into Ukrainian.

The application must contain:

- a) an application for registration of the origin appellation or geographical indication of origin and/or the right to use a registered relevant qualified indication of origin with information on the applicant and his location;
- b) the declared place of goods origin or the declared geographical indication of goods origin;
- c) the name of the goods for which the applicant requests registration of the said indication of origin and/or the right to use the registered relevant qualified indication of origin;
- d) the name and boundaries of the geographical location where the goods are manufactured and which are associated with special properties, certain qualities, reputations or other characteristics of the goods;
- e) a description of the special characteristics of the product, certain qualities, reputation or other characteristics of the product;
- f) information on the use of the claimed qualified indication of origin on the label and on the labeling of the goods;
- g) information on the relationship of special properties, certain qualities, reputation or other characteristics of the product with the natural conditions and/or human factor of the specified geographical location.

Along with the application are submitted:

a) a document certifying that the goods are manufactured by the applicant requesting registration of the place of origin or geographical indication of origin of the goods and/or the right to use the registered relevant qualified indication of origin;

b) the conclusion of the specially authorized body that the special properties, certain qualities or other characteristics of the goods specified in the application are objectively determined or related to the natural conditions and / or human factor of the specified geographical place of goods manufacture;

c) the opinion of the specially authorized body as to the boundaries of the geographical location to which the special properties, certain qualities or other characteristics of the goods are connected.

Validity of rights to a geographical indication, in contrast to the registration of a trademark, the Certificate of which is issued for ten years with the possibility of further extension of this period, the registration of a qualified indication of goods origin is valid indefinitely. However, the certificate of the right to use the latter is also valid for ten years. Along with this Law provides the possibility of extending its validity subject to confirmation by a specially authorized body, the certificate holder produces goods in the geographical location specified in the Register, and the characteristics of the goods correspond to those entered in the Register.

The Ministry of Agrarian Policy and Food of Ukraine has approved a list of priority geographical indications, the registration of which will be worked on by the project “Geographical Indications in Ukraine”, funded by the European Union.

Under the Association Agreement with the EU, Ukraine has committed itself from 2026 to abandon the use of protected geographical indications for domestic products [13].

The first Ukrainian products with geographical indications (working names are given) will be:

- wine – protected name of origin “Shabskaya”;
- wine – protected name of origin “Yalpug”;
- cheese – protected name of origin “Hutsul sheep bryndza”;
- watermelon – protected name of origin “Kherson watermelon”;
- sweet cherry – protected designation of origin “Melitopol sweet cherry”;

- honey – protected geographical indication “Carpathian honey”;
- wine – protected geographical indication “Transcarpathia”;
- wine – protected geographical indication “Belgorod-Dniester”.

“Geographical indications in Ukraine” is a project funded by the European Union, which is implemented during 2017-2020. It is designed to help Ukraine develop a system of marking goods with properties and reputation, due mainly to the place of origin [14].

We also decided to make it easier for tourists to determine exactly where they want to go and look first at the maps to put QR-codes.

QR-code is a matrix code two-dimensional bar code, designed and presented for easy recognition by scanners, which allows a widespread use in tourism. Monuments in Odesa are also labelled with QR-codes. Using any gadget, the tourist can easily read in 4 languages the history of the architectural structure on which the code is located. While 20 such plates are installed, it is planned to place another 20 by the end of the year.

Since this area is developing rapidly, we decided to use it for our development of the enogastronomic routes register.

For the beginning we'd like to provide some places in the city that are sure to please tourists. We have chosen the most interesting and memorable options out of hundreds for our thesis. These are the places that are depicted in fig. 4.2.1 such as:

- 1) Boffo Gallery Bar;
- 2) Kotelok – Bar Midi;
- 3) Coffee Maman;
- 4) “The Angels”;
- 5) Bernardazzi restaurant;
- 6) Stuffed fish;
- 7) Delivery;
- 8) Le Silpo;
- 9) Fresh market;
- 10) City Food Market.

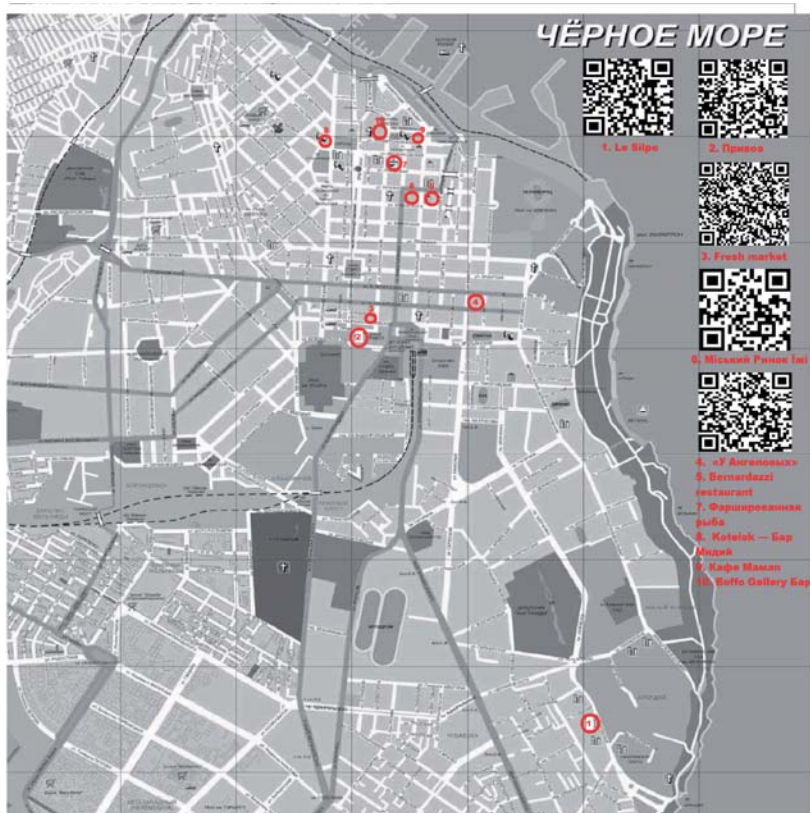


Fig. 4.2.1. Map of enogastronomic locations in Odesa

Therefore, a tourist who came to Odesa for only a few hours can, without leaving the city, get acquainted with enogastronomic preferences and the zest of the Odesa flavor.

If a tourist wants to get acquainted with more places and immerse themselves in an unusual world called “Odesa”, this can be done easily as there is already developed the first tourist catalog of Odesa region contains detailed information of all types of tourism and routes in the region. It describes more than 70 objects and monuments in Ukrainian and English.

The 160-page catalog contains a map and detailed data on objects of ecological, historical-cultural, religious, green, sport, entertaining,

gastronomic and other types of tourism. In particular, about estuaries, reserves, catacombs, castles, museums, churches, estates, wineries and much more. In addition, the book contains an approximate calendar plan of tourist activities in the region for 2019 [15].

There is a separate catalog for enogastronomy called “The Road of Wine and Taste”. On this principle, we have developed our own small register of places that may appeal to a variety of tourists.

Currently in the Odesa region there are more than a dozen producers who can offer tourists many unique enogastronomic preferences of the Odesa region. We will make a description of newly proposed enogastronomy route which includes several locations.

The pearl of winemaking is the Shabo Wine Culture Center, which is located in the resort area of Odesa region, the south of Ukraine. This is one of the oldest regions of Europe, where the traditions of viticulture date back to ancient times. Shabo company was established in 2003 based on the centuries-old traditions of Shabo winemaking. The company’s activities are aimed at growing and processing grapes, production and sale of alcoholic products Shabo, created exclusively from selected grapes. It is the only tourist complex in Ukraine, located directly on the territory of the existing winery and combines modern high-tech production and unique cultural and historical sites.

Also near “Shabo” there is a “European cheese factory” located in the village 12 km away from Shabo. This is a new, modern cheese factory, built on the European model, combining the latest and authentic equipment from the Netherlands, with original Dutch technology and Ukrainian master cheesemakers. Only Dutch live sourdoughs are used, which give the cheeses a special uniqueness, texture and delicate cheese taste.

60% of winemaking is located in the Sarata district. It is here “French Boulevard” and sparkling wine “Odesa” are made. It would be interesting for you to get to the production, see and take part in the processes (from harvesting and processing of grapes to opening a bottle). In the Saratov region, you can taste the real Bessarabian cheese.

New Vasyuki Ethnopark includes various entertainment destinations, one of which is the Ostrich Farm in Vilkovo, located in a specially designated environmentally friendly area of Odesa region. A great place for emotional relaxation from the hustle and bustle of the city in the company of exotic birds. Guests are also invited to try real fried ostrich eggs. In the Odesa region you can find a very beautiful valley of

roses, which attracts tourists not only from Ukraine but also neighboring countries. In a way, a feature of this place is the opportunity to buy an incredibly delicious jam made from rose petals, prepared by the hostess of the farm according to a special recipe.

The ethnographic complex “Frumushika-Nova” is a recreated Moldovan village, which has a full tourist offer: sheep farming, traditional Moldovan cuisine, cheese, as well as accommodation and other services. This is a whole agro-eco-recreational cluster in the north of Bessarabia. Unfortunately, there is no road there yet, it takes a whole day to visit, so we display it as a separate branch from the main route. Acquaintance with Bessarabia, its multicultural appearance and traditions comes through national cuisine. It is well known how popular dishes made according to authentic recipes became among the tourists. It is ready not only for tasting in local restaurants, but also to take as “gastronomic souvenirs”. Unfortunately, there is no road there yet, it takes a whole day to visit, so we display it as a separate branch from the main route.

Next location to be seeing is the city of Izmail which is situated on the banks of the river of Danube. The city itself is incredibly developing a beautiful embankment includes many historical sites. It is surrounded by such places as a buffalo farm in Orlivka, a winery in Krynychne, the nature of Lake Yalpug (already developed a project of a national nature park), other producers of wine and traditional products in the lake valley, the city of Bolgrad with a restored cathedral (paintings there are just fantastic). And here Vilkovo itself is also one of the reference locations, with river walks in the Danube Delta, with its gastronomic traditions, hotels, etc. We will conclude and unite all the best tourist offers of Bessarabia among these reference locations.

Fig. 4.2.2. shows places where you can enjoy both culture and unusual gastronomy:

- 1) the village of Troyandove, Lyman district, Odesa region;
- 2) Sarata, Sarata district, Odesa region;
- 3) Vilkovo, Kiliya district, Odesa region;
- 4) Shabo, Belgorod-Dniester district, Odesa region;
- 5) Frumushika-Nova, Tarutyn district, Odesa region;
- 6) Izmail, Izmail district, Odesa region;
- 7) the village of Troitske, Bilyaiv district, Odesa region;
- 8) Bolgrad, Bolgrad district, Odesa region;
- 9) Reni, Reni district, Odesa region.

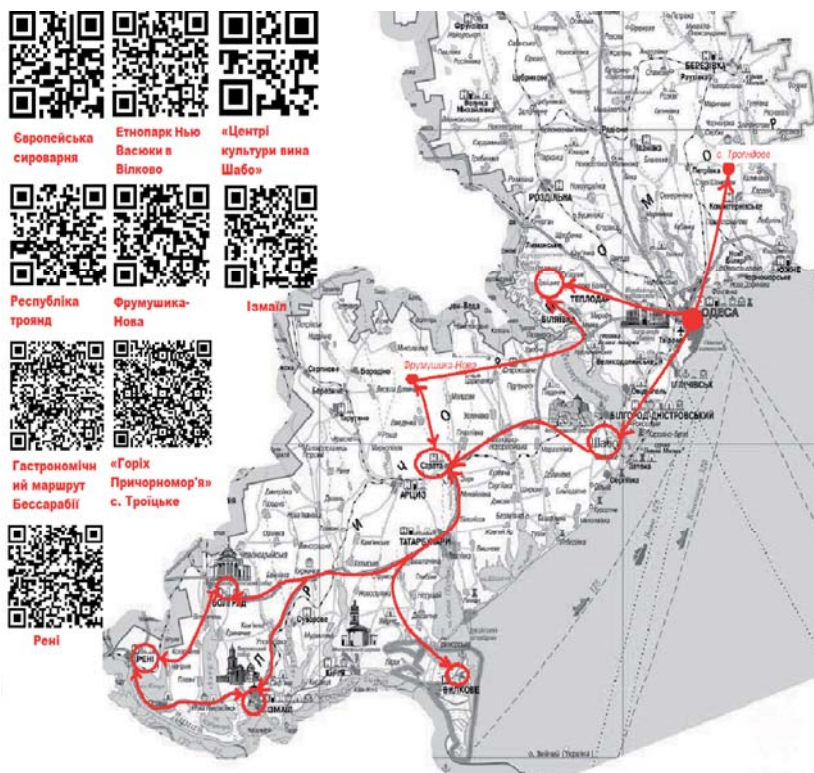


Fig. 4.2.2. Proposal of the project scheme of Odesa Region enogastronomic route

Due to the top-notch road Odesa – Reni recently build Odesa region was chosen for development of enogastronomic tourism concept in Ukraine. Therefore the first project will be launched in this region, which will bring together national producers who are ready to certify their products, as well as partially solved logistics problems. Tourist wine and gastronomic route should introduce in Ukraine the innovative experience of the European Union and promote the development of rural areas.

The main locations of both the city of Odesa and the region were identified and mapped, which can be used to create a register of enogastronomic routes in the Odesa region. Also in addition to the maps

QR-codes available which can make easier to find a certain place or certain information for a tourist who wants to feel, see, taste, something new. And thanks to such modern technologies it can be done very easily.

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