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## Approach to formation of enogastronomic tourism based on the geographical indication system

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**Abstract.** Changes in the tourism sector are the reasons for the development and implementation of adequate approaches to formation of unique enogastronomic tourist routes, related to the use of geographical indication system as a means of individualizing subjects of tourism.

Currently, there are counterfeit tourism products labeled with well-known names of geographical regional objects. The significance of the geographical indications in enogastronomic tourism becomes increasingly apparent in terms of intense competition between the regions in the country and on the international tourism market. The objective of the research was to develop theoretical and methodological foundations, scientific and practical recommendations for creating a formation approach to enogastronomic tourist routes based on the geographical indication system. In the research, we used the comprehensive methodological approach, based on the application of the following research methods: generalization and systematization (to determine the essentials of geographical indications); calculation and analytical (to analyze the conditions of geographical indications registration); process approach (for development of new enogastronomic tourist routes); program-targeted approach (for the algorithm of formation of enogastronomic tourist routes); tabular methods (for presentation of the material). We analyzed the definition of «ethnographic tourism», identified the key problems of registration of geographical indications in Ukraine, proposing a formation approach to enogastronomic tourist routes based on the system of geographical indications. In our study, we considered using the European experience in the effective implementation of geographical indications in the Ukrainian regions. The formation approach to enogastronomic tourist routes based on the geographical indications system is proposed, which allows combining national history and culture, traditions of preparing local dishes and drinks, presenting them as a complex tourist product of a certain region.

*Keywords:* geographical indications, enogastronomic tourism, tourist regions.

## Підхід до формування еногастрономічних туристичних маршрутів на базі системи географічних зазначень

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**Анотація.** Зміни, що відбуваються в туристичній сфері спричиняють необхідність розробки та впровадження адекватних підходів формування унікальних еногастрономічних туристичних маршрутів, пов'язаних із використанням географічних зазначень як засобу індивідуалізації суб'єктів туризму. Сьогодні на туристичному ринку існують фальсифікації туристичних продуктів, маркування яких включають відомі назви географічних регіональних об'єктів. Значення географічних зазначень в еногастрономічному туризмі стає все більш очевидним в умовах значної конкуренції регіонів в державі та на міжнародному туристичному ринку. Метою дослідження є розробка теоретико-методологічних засад, науково-методичних і практичних рекомендацій щодо створення підходу до формування еногастрономічних туристичних маршрутів на базі системи географічних зазначень. Використано комплексний методологічний підхід, що базується на застосуванні таких методів дослідження: узагальнення та систематизації (для визначення сутності географічних зазначень); розрахунково-аналітичні (для аналізу умов реєстрації географічних зазначень); процесний підхід (для розробки нових еногастрономічних туристичних маршрутів); програмно-цільовий підхід (для алгоритму формування еногастрономічних туристичних маршрутів); табличні методи (для унаочнення матеріалу). В дослідженні проведено комплексний аналіз змісту дефініції «еногастрономічний туризм», визначено основні проблеми реєстрації географічних зазначень в Україні, запропоновано підхід до формування еногастрономіч-

них туристичних маршрутів на базі системи географічних зазначень. В дослідженні широко використано досвід Європи щодо ефективного впровадження географічних зазначень в регіонах України. Авторські розробки формування еногастрономічних туристичних маршрутів на базі системи географічних зазначень будуть призначені для суб'єктів туристичного ринку та працівників, які ведуть питання туризму у обласній та районних державних адміністраціях, радах об'єднаних територіальних громад, що дозволяє поєднати національну історію та культуру, традиції виробництва місцевих страв та напоїв, представити їх як комплексний туристичний продукт регіону.

*Ключові слова:* зазначення, еногастрономічний туризм, туристичні регіони, маршрути.

## Introduction

In the modern world, the issues of searching for and emphasizing own individuality as an important element of stable economic development is on the table in civilized countries. Not only is it about language, literature or architecture, traditional food products, grown or prepared in certain unique climatic territorial condition are also at the forefront, and special attention is paid to emphasizing their geographical (territorial) origin. In this context, the most important instruments that build up market authority and authenticity of goods of a country and protect its uniqueness are its geographical indications. Not only do they identify the relationship between a product and its particular origin place, but also generate an array of touristic flows. Therefore, promoted gastronomic brands and regions, in particular Province, Toscana, Svaneti, Kakheti, parmigiana, cognac, feta cheese, jamón, Chinese tea, Uzbek plov have become established touristic destinations, first of all due to their own registered geographical indications.

Over the 5 recent years, a popular tendency in the scientific community has been the research dealing with gastronomy, craft technologies and they combined with the sphere of tourism. In their research, Pamukçu, H., Saraç, Ö., Aytugar, S., Sandıkçı, M. [2021] attempted to study the effects of local products with registered geographical indications on the development of tourism. Chiara Rinaldi [2017] recognizes food and gastronomy (F&G) as potentially essential elements for stable local developments. The author points out that local F&G resources should also strengthen the relationship between place (territorial/geographical dimension) and people (cultural dimension) and could determine and differentiate particular territory in the global competition. The research of A.K. Jaelani, I.G.A.K. Rachmi Handayani, L. Karjoko [2020] was focused on the role of various subjects, for example government, business and society in development of products with geographical indications as important element of economic potential of territories, revealing the main problematic moments of such processes on the example of Indonesia. Privitera, D., Nedelcu, A., Nicula, V. [2018] conducted analysis of

opportunities that gastronomic tourism offers to local development on the examples of Romania (Sibiu region) and Italy (Sicily region). Nesterchuk, I. [2017] carried out expedition research in the right-bank Polisia in the context of gastronomic tourism, resulting in the research of factors influencing the development of this sphere of tourism around the world.

In Ukraine, the issue of geographical indications and their role in the development of enogastronomic tourism has been studied by Yurchenko V., Arion O. [2020], Androshchuk, G. [2006], Arkhypova, M. [2006], Afian, A. [2017], Matviychuk, L., Lepky, M., Karpuk, I., [2020], Basiuk, D. [2012], Boshytsky, L. [2008], Kapitsa, M. [2016], Krysanov, D. [2014], Koveshnikov, V., Garmash, V. [2017] and others. The authors note that the basic problem in this context is randomness in the development, absence of systemic approach and low level of co-work between subjects of the sphere of tourism. Therefore, after Ukraine had signed and ratified the Association with the EU, new markets have opened for many Domestic producers, gave opportunity to exchange experience and access high-quality level of partnership in the production sphere and services, including tourism. At the same time, building credibility among European consumers and motivate them to buy specifically Ukrainian products remains quite an important issue. More and more often, travel itineraries include attending producers of local traditional production (cheese factories, wineries, farms, etc), which are ready to open their enterprises for tourists. In such conditions, there is an urgent need of creating innovative approach to formation of enogastronomic tourist routes taking into account the European standards, which would further provide enogastronomic tourism with efficient integrated interaction between representatives of gastronomic and tourism spheres on all hierarchical levels for creating high-quality enogastronomic touristic propositions and formation of enogastronomic tourist destinations in regions of the country.

The objective of the research was determining theoretical-methodological and practical fundamentals of formation of enogastronomic routes based on the system of geographical indications. To achieve the goal in the process of the study, it is necessary

to characterize the essentials, types and peculiarities of geographical indications, describe the current state and problems of registration of geographical indications in Ukraine, characterize the content of enogastronomic tourist routes and their importance for the development of the country's economics; carry out SWOT-analysis of the development of enogastronomic routes in Ukraine.

## Materials and methods

To form enogastronomic tourist routes, we proposed the approach based on the system of geographical indications. We used complex methodological approach based on the use of the following methods of research:

- Generalization and systematization (to determine the essentials of geographical indications);
- Calculation-analytical (to analyze the conditions of registration of geographical indications);
- Process approach (for the analysis of new enogastronomic itineraries for tourists);
- Program-targeted approach (for algorithm of formation of enogastronomic itineraries for tourists);
- Tabular methods (to visually present the material).

## Results and their analysis

Geographical indications are specific national achievements of each country, which: inform a consumer about the origin of raw material, place and way of production; distinguishes products of exceptional quality among similar competitive products. The obligations of Ukraine to the Association with the EU imply that the Ukrainian legislation should be harmonized with the European and provide the needed legal protection of the European geographical indications in order to achieve similar protection for Ukrainian geographical indications on the EU market. Therefore, transitional period for cheeses parmesan, Roquefort and feta, over which Ukrainian producers could use those indications expires on December 31, 2022, for wine products – January 1, 2026 (Kodynets, Sidorenko, 2020).

In general, geographical indications were for the first time presented to a broad circle of interested parties in the late 19<sup>th</sup> century, and the first application was recorded in France in the early 20<sup>th</sup> century (Maslov, 2007). Most often, researchers consider geographical indications (GI) from the legal standpoint, in particular as an object of intellectual property. At the same time, they are poorly analyzed as a tool of activation of development of enogastronomic tourist routes.

We should note that geographical indications are a type of voluntary protection of goods from unfair competition and an efficient instrument of collective promotion of goods on the markets (Krysanov, 2014). Geographical indications identify a certain location of the product of unique quality, traditional methods of its making, soil and climatic peculiarities, etc. In the modern world, GIs are considered at both state and international levels, and also:

- form the main value-related characteristics of goods;
  - signal about relationship between a product and its concrete place of origin;
  - constitute unique methods of making products and their distinct quality;
  - form a specific market authority and authenticity of product and country or region of its origin;
  - influence the formation of reputation of a country at the international economic and touristic arenas.
- Geographical indications could protect most foods and drinks. The most globally well-known of them are:
- Cheeses (cheddar (Great Britain), feta, halloumi (Greece), parmesan (Italy));
  - Alcoholic beverages (champagne, cognac (France), port wine (Portugal));
  - Non-alcoholic beverages (cappuccino, latte (Italy));
  - Meat products (kielbasa myśliwska (Poland), salami (Italy), špekáček sausages (Czech Republic), etc).

More than a half of GIs of the EU are made up of wine and other alcoholic drinks, and somewhat rarer are cheeses. Other products include various types of honey from Greece, Spain, France, Italy, Portugal, Luxembourg and Poland (around 20 GNs). In the EU, several GIs of cherry are protected (Greece, Portugal, Italy, Spain).

Geographical indications have helped building a global fame and popularity of all the aforesaid products. Along those lines, Ukraine also has perspectives for registration of domestic geographical indications, since powerful agrarian orientation of the country forms preconditions for representation of high-quality and unique foods. However, the process of registering GIs in Ukraine has not been used broadly as of yet, despite the necessity of adhering to the stipulations of the Association Agreement. Therefore, the number of Ukrainian GIs at the moment of joining the Association accounted for 42, including 14 originating in Ukraine, and only 2 – particularly Soniachna Dolyna and Novyi Svit wines – protected in the EU. On the other hand, there are 3,068 GIs of the EU protected in Ukraine (Official Website of the Ministry of Agrarian Policy and Food of Ukraine, 2021).

To activate the process of registering GIs in Ukraine with the support of the EU, a project «Support to the development of the system of geographical indications in Ukraine», 2017 was established. The main purpose of it is helping Ukraine to create an efficient system of geographical indications in accordance with the Association Agreement. The project co-operates with state institutions, producers, business associations, consumer unions, tour operators and all interested parties that are aiming at improving the Ukrainian system of geographic indications.

It has to be noted that one of the first steps to activate the process of registering GIs is the necessity of adjusting the Ukrainian legislation to the European, in particular four main laws in this sphere: the general document on geographic indications, and also sectoral laws: on wine, liquor and foods. The competent Ministry has presented the corresponding draft bill to the Ukrainian Parliament, but the considerations are yet to come. At the same time, other documents depend directly on adoption of the main law.

Those changes in the legislation would introduce the category-based apparatus to Ukraine, which is equivalent to the European regarding definitions of alcoholic beverages, requirements to quality of agricultural and food products. Thus, it would have removed formal obstacles preventing Ukrainian products from access to the European market using available market preferences. Furthermore, Ukrainian products would automatically elevate at the level of higher-quality and more expensive products, since ascription of a product with geographical indication requires rigid adherence to a certain scheme of production, thorough selection of raw material, quality control at all production stages (*Official Website of the Ministry of Agrarian Policy and Food of Ukraine, 2021*).

Despite shortcomings of the legislative basis, Ukraine is nonetheless making first steps toward registering GIs. At the same time, there is a number of special features that regulate the order of GI registration. We provide their short description by revealing the main stages of the registration of GIs in Ukraine.

The main stages of registering GIs in Ukraine (Order of the Ministry of Economy, 2021):

1. Defining applicant. In Ukraine, an applicant could be a group of people who in the indicated geographical location are producing or extracting and processing raw material for a product, special quality, reputation or other characteristics of which are conditioned by the geographic location. The most efficient way to form such groups is creating associations of producers. At the same time, association of people means any collective of peo-

ple regardless of their organization-legal form or members. One physical or legal person has right to register geographical indication in case he or she is the only producer of the product in the geographical location and is willing to apply for the registration of geographical indication.

2. Analysis of the potential for registration. This stage implies analysis of opportunities for the development of potential GIs and aims at making final decision on beginning of the registration procedure for GI and collecting a set of documents.
3. Preparing description (specification) of a product with GI. Specification should contain name that is being applied for registration as a name of product origin or geographical indication, name and description of product; data on connection between special quality or other characteristics of the product with geographical environment; special rules of labeling (if needed).
4. Applying for registration of GI to the Ukrainian Patent Office (Ukrpatent). The application should contain the following documents: application for registration of geographical indication (geographical indication or location of product's origin); single document; specification of the product. The documents the Ukrpatent receives are registered with indication of their initial number and reception date.
5. Expertise of application. Expertise of application is carried out individually by expert. Expert for the expertise of application is appointed by ITC Ukrpatent over the period of five days after registering the documents of the application. If application corresponds to the requirements, applicant is sent a message that application corresponds to the formal requirements, and a bulletin containing data about the application and specification of the product is published.
6. Procedure of objection. During three months since the application and specification of a product (for applications regarding geographical location in the territory of Ukraine) or single document (for applications related to geographic place in foreign state) had been published in the bulletin, any person may file to the Ukrpatent a motivated objection regarding incorrespondence of the applied geographical indication to the conditions of provision of legal protection, or regarding incorrespondence to the requirements. To consider the objections, the Ukrpatent forms a board of experts, which would involve representatives of specially authorized body appointed for specification of product.

7. Verifying correspondence of the applied indication to the stipulations of provision of legal protection. If the applied indication corresponds to the conditions of provision of legal protection, the Ukrpatent draws an expertise conclusion on the application, which becomes valid right after its adoption by the Ukrpatent.
8. Registration of GI. The Ukrpatent decides on registration of name, publishes data in the official bulletin «Industrial Property» and incorporates the name of GI to the State Register.

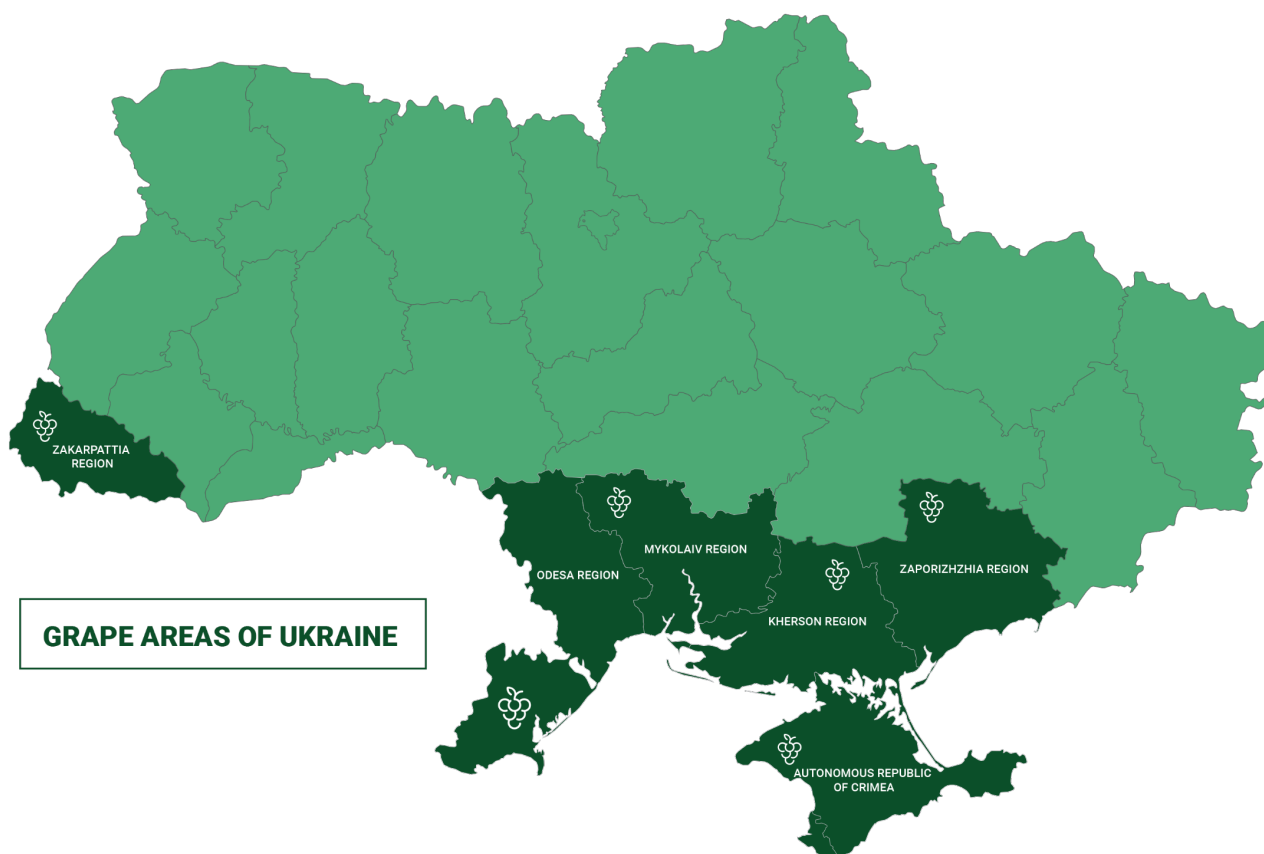
The described procedure is compulsory for all GIs of Ukraine. At the same time, to represent products on the global market and protect rules of its origin, necessary is registering GIs of Ukraine in specialized institutions of the European Union. Currently, the EU uses the following types of indications: (Krysanov, 2014) PDO (Protected Designation of Origin) – identifies the region of production and characteristics of production, factors influencing its production; PGI (Protected Geographical Indication) – identifies region of production and allows its production in other regions using raw material and traditional technology of original location; TSG (Traditional Specialities Guaranteed) – identifies region of production, its recipe, traditions and technologies of making.

In the European data base of registered PDO, PGI and TSG of productions (DOOR), there currently are 1,665 indications of various products, including 327 indications belonging to Italy, 291 to France and 228 to Spain. Our neighbors in the West have also started such an activity. Therefore, Poland has 47 protected indications, Hungary 31, Slovakia 20, and Romania 10 (Agriculture and Rural Development, 2021).

If we consider earlier experience of creating GIs in Ukraine, the majority of them were registered as brands of some companies, most often without identification of origin place. The nowadays reality opens new perspectives for registering domestic GIs, first of all thanks to the work of numerous associations of producers of some groups of products in regions of Ukraine. At the same time, each association works on designing its own GI, allowing for representation of Ukraine around the world. In 2019, three products with protected geographical indications were registered in Ukraine – Hutsul cow bryndza, Hutsul sheep bryndza and Melitopol sweet cherry. In 2021, at the meeting, the Ministry of Economy considered and agreed upon specifications of products it had received from various parts of Ukraine, which were applying for the protection as geographical indications (The Ministry of Economy has registered 8 products with geographical indications, 2021):

- Frumushyka Valey is applied to still wines made exclusively from grapes grown within the geographic district Frumushyka Valley (southwest part of Odesa Oblast);
- Kherson Melon – combination of selective achievements and climatic conditions of Kherson region, which are characterized by high yield and unique taste qualities;
- Danube Bessarabia – applied to still and sparkling wines made from grapes of respective varieties and have at least 85 percent originated from this geographic location;
- Ialpus is the name of place of origin which determines the territory of production of the still wines, located around the Ialpus lake in the southwest part of the Bolharskyi district of Odesa Oblast;
- Zakarpattia honey – honey, special qualities of which are developed by specific flora of Zakarpattia region;
- Sheep meat of Frumushka – geographical indication of sheep meat of Frumushyka, which has a reputation of unique meat from certain sheep breeds grazed in the territory of the Tarutynskyi steppe;
- Zakarpattia / Zakarpattia wine – geographical indication of still wine made from some grape varieties grown exclusively in the territory of the indicated geographic region (slopes of the Carpathian mountains of Zakarpattia Oblast (Berehove, Uzhhorod, Khust and Mukachevo districts);
- Asha-Abah – geographical indication of still and sparkling wines made from raw material comprising at least 85 percents of such grown in the indicated territory around the Shabo village of Bilhorod-Dnistrovskyi district along the right bank of the Dnister liman

The presented GIs have all preconditions to be introduced to the International market, since their registration implies adhering to the types of EU indications, particularly: two PDOs for cheese (Hutsul sheep bryndza and Hutsul cow bryndza), two PDOs for fruits and vegetables (Khesron melon and Melitopol sweet cherry), two PGIs and PDOs for wines, one for alcoholic beverages, and also PGIs for honey (The first 10 geographical indications in Ukraine will include cheeses, fruits, wines and honey, 2021). The European experience shows that most GIs are related to alcoholic drinks, specifically wines. Ukraine in this case is not an exception and has a number of promising territories for registration of new GIs of wine. Regions of Ukraine which have the greatest potential for winemaking development and therefore registration of GIs are presented in Fig. 1.



**Fig. 1.** Regions with highest potential of registration of GIs of wines in Ukraine (Principal zones of viticulture and winemaking in Ukraine, 2021)

In general, introduction of geographical indications in the segment of winemaking and production of local products in the territory of Ukraine would allow introducing the system of control of quality and would serve as a tool of popularization of region and formation of its positive image. To provide high level of quality of production with geographical indications, three levels of control are used: the first – coming from the producer, the second from the association of producers and the third from independent external (state or private) controlling body. Such an approach is compulsory for all producers who are willing to use geographical indications, thereby guaranteeing the consumers the highest quality of Ukrainian goods.

However, to inform potential consumers about a dish or wine from a specific region, GI registration alone is not enough. For this purpose, a system of popularization of those projects is needed. In Europe, most often, there are used enogastronomic routes – the so called «Wine roads», «Paths of Taste», «Wine and Taste Routes», which include culinary heritage, unique in each region. A tourist has an opportunity to attend various vineyards, taste local wines, visit production sites of local foods and eat at restaurants with traditional cuisines.

Analysis of scientific and sphere-related literature revealed relevance and timely manner of the study of the problem of development of enogastronomic tourism in Ukraine. Significant contributions to the theoretical and methodical positions on this topic were made by **Basiuk, D. [2012]**, Lyubitseva, O. [2013], Shandor, F., Klyap, M. [2013] and others. Works of scientists analyze historical-cultural context of development of this type of tourism, specifics of creating regional tourism products based on the National wine-making traditions. Among foreign authors, this problem was researched by Getz, D. [2000], Henderson, J., [2009] and others. However, the proposed approaches of the mentioned authors do not fully reveal the specifics of development of enogastronomic tourism as a specialized type of tourist activity which forms based on – among other factors – geographical indications.

We should note there is no definition of enogastronomic tourism as of now. Usually, terms «wine tourism», «winemaking tourism», «tasting tourism», «wine-gastronomic tourism» and «enotourism» are used. Oftentimes, there occur terms such as «beer tours», «whiskey tours». Some specialists consider the examined type of tourism a kind of gastronomic tourism, hobby tourism, sometimes specialized tour-

ism. Sometimes, one can encounter «alcotourism» and «drink tourism» – a trip to any geographical location for the purpose of drinking alcohol. According to Basiuk D.I. (**Basiuk, 2012**), enogastronomic tourism is tourism that involves studying products and alcohol and non-alcohol beverages that are traditional for a particular location and culture of combining and consuming them. Definition of «enogastronomy» derives from combination of two Latin words: «eno» – wine and «gastronomy», i.e. «rules of consuming food». Commonly, enogastronomy is understood as a system of rules of correct selection of wine for one or the other dish in order to obtain pleasant taste combination. That is, enogastronomy first of all gives recommendations, according to which, sort of wine is chosen for a particular dish so a noble drink would be most harmoniously combined with taste of food and accentuate quality of products. One of the main rules of enogastronomy is the thesis that a regional cuisine would taste the best with wine made of grapes grown in this region. This rule could be called geographical, or regional, principle of enogastronomy, i.e. for wine of a particular country, it is best to choose a dish of this country and vice versa. Therefore, in our opinion, popularization of GIs of some wines and food products as originating in a certain territory could be carried out best by enogastronomic tourism. We should note that in developed European countries, enogastronomy becomes a

scientific discipline that analyzes quality of dishes and beverages, designs their sensory characteristics, studies specifics of typical local products, etc.

The reports often contain the notion of enotourism. Therefore, enology is the study of about wine; winemaking is a controlled process of conversion of grape juice into wine by fermentation using technology of further its monitoring and its correct storage; the term enotourism refers to tourism so as to familiarize with production technology and taste wines, which is synonymous to wine tourism. In scientific reports, there increasingly occurs the following definition of geotourism – trips to study unique culture and history of some regions and places, search of diversification in the globalized world. The essential element of geotourism is a possibility of feeling advantages of travelling in the territory that has characteristic peculiarities, familiarizing with them, causing no harm and promoting preservation and recovery of local uniqueness. Gastronomic tourism to one or the other extent is an element of any type of tours. At the same time, familiarization with national (regional) cuisine and products of a particular territory could be the main motivation of trip. Systematization of scientific approaches to define the notion of enogastronomic tourism and closely related definitions are given in Table 2.

**Table 2.** Modern scientific approaches to defining «enogastronomic tourism» [systemized by the authors]

Defintion	Content	Scholars
Enogastronomic tourism	Implies studying traditional local products, alcoholic and non-alcoholic beverages and culture of combining and consuming them	Basiuk, D., 2012
	Kind of gastronomic tourism, new philosophy of trips for the purpose of seeking for unexplored tastes and authentic culinary traditions	
	Travels of a certain percent of population for the purpose of seeking for new tastes and authentic culinary traditions.	Koveshnikov, V., 2017
Gastronomic tourism	Type of tourism characterized by travelling of tourists and visitors with the main or secondary purpose of experiencing local foods, related products and activities	WTTC, 2017
Enotourism	Tourism with the purpose of familiarizing with and tasting wines. Oenology is the study of wines (from Ancient Greek. <i>voс</i> – wine)	Basyuk, D., Andriushchenko, K., 2011
Geotourism	Trips devoted to studying unique cultures and histories of some regions and locations, search of diversified patterns in the globalized world	Tkachuk L., Primak T., 2015
Culinary tourism	Tours for gourmands, appreciators of exquisite dishes of various Peoples of the world	Komarnitsky, I., 2011
	Trips in order to «taste» location, when traditions of tourist destination are perceived through the transformation of traditions and cultures of local cuisine to indicate actions of searching for and enjoying unique and unforgettable dishes and drinks	What is Food Tourism, 2020
Tasting tourism	Special trips of organized groups of amateurs and professionals (wine traders, restaurant owners, etc)	Maslov, E., 2007
	Provision of foods and drinks, search for/conveying information about them not in the additional service of tourism or its element, but rather as an object of tourism, individual tourism destination.	Boniface P., 2003 Frances. Tasting Tourism.: 2019

In enogastronomic tourism, several fundamental principles could be seen: authenticity, attractiveness, cost-efficiency, complexity, culture of enjoying foods and drinks. Therefore, the authenticity is one of the main principles in modern enogastronomic tourism. It is reduced to tasting and buying gastronomic products only in places of their production, getting to know original local techniques of their making, local traditions of enjoying gastronomic products. The principle of attractiveness implies such an organization of tour programs when tourists are provided with colorful and original impressions not only by consuming products, but also production technologies, premises, interior, tableware, associated with their preparation. At the same time, tourist should involve senses: see, hear, smell, and touch. Principle of cost-effectiveness manifests in formation of profits from touristic enterprises, producer associations, and also profits from adjacent enterprises – transport, trading, domestic services, etc. Formation of income (overall added value) and profit (net income) makes direct contributions from tourism to GDP and National income of the country and characterizes the manifestation of income subfunction of enogastronomic tourism at macrolevel. In 2021, the budget of communities received 244 M UAH of tourism fee. This parameter was 86.8% higher than such in 2020, accounting for 130.6 M UAH, and also 20% higher than such in 2019 – then the budget received 196 M UAH. Because of war, the budget revenue from touristic sphere dropped 18% (Tourist statistics of Ukraine, 2022).

The principle of culture of enjoying gastronomic tourism products is first of all the adherence to techniques and a certain ritual of enjoying indicated products so as to receive most pleasure and benefit. Furthermore, principle of culture of enjoying foods also implies study of and adherence to, for example, wine etiquette – that is rules of drinking alcohol, which when adhered to, provide best bouquet of smell and esthetic requirements. Those, in particular, are ways of serving and tasting beverages and cocktails, rules of enogastronomy, etc (Basiuk, 2012).

The complexity principle implies co-work of enterprises of various fields of activity and forms of property in order to create integral product of tourism, provide stable development of this type of trips. It should take into account political, socio-economic, ecologic, technologic, normative-legal, culturalological and ethical specifics of location during planning. Furthermore, the level of regional cuisine determines quality of recreation in general, fulfilling not only physiological but also social needs of travelers.

In enogastronomic tours, we familiarize ourselves with local culture and way of life in territories new to us. According to Mexican expert in tourism of the Global Tourism Organization of the UN Maria Isabel Ramos Abascal, it is important not only to combine culture and natural diversity of the region «on one plate», but remember that the purpose of our trip is first of all contacts between people (Koveshnikov, Garmash, 2017).

In general, enogastronomic tourist routes are innovative to Ukraine and would promote complex development of territories by

- Support of producers of GIs and traditional products;
- Preservation and strengthening of biodiversity and cultural heritage of local communities;
- Integrated development of agroproduction and tourism;
- Diversification of production in rural area and involvement of additional financial revenues from tourists and investors.

At the same time, we should note that the mentioned routes promote specifically the authentic Ukrainian cuisine and traditional wines, dishes of regions of Ukraine. This contributes to the creation of positive image of regions and their gastronomic brands. In our opinion, success of enogastronomic tourist routes depends on several components: local tourist attractions, cultural propositions and development of infrastructure – access to roads, airports, etc.

In order to systemize the indicated range of problems and advantages of the development of enogastronomic tourist routes in Ukraine, based on generalization of a significant amount of actual information, there should be performed SWOT-analysis of the status of the considered type of activity. Using SWOT-analysis, it is also possible to determine priorities of development of enogastronomic tourism, form new concepts and plans. Therefore, to identify and strengthen the existing weak points and develop recommendations on how to increase the level of development of enogastronomic itineraries, the authors of the research performed SWOT-analysis of the development potential (Table 3).

As a result of determining the actual status of the development of enogastronomic tourist routes in Ukraine, distinguishing significant and secondary factors, we performed objective assessment of the current level and perspectives of its development. Carrying out SWOT-analysis allows determining territorial specifics and actual orientations of the development of enogastronomic tourist routes in the regions, concentrate material-technical, investment, organi-

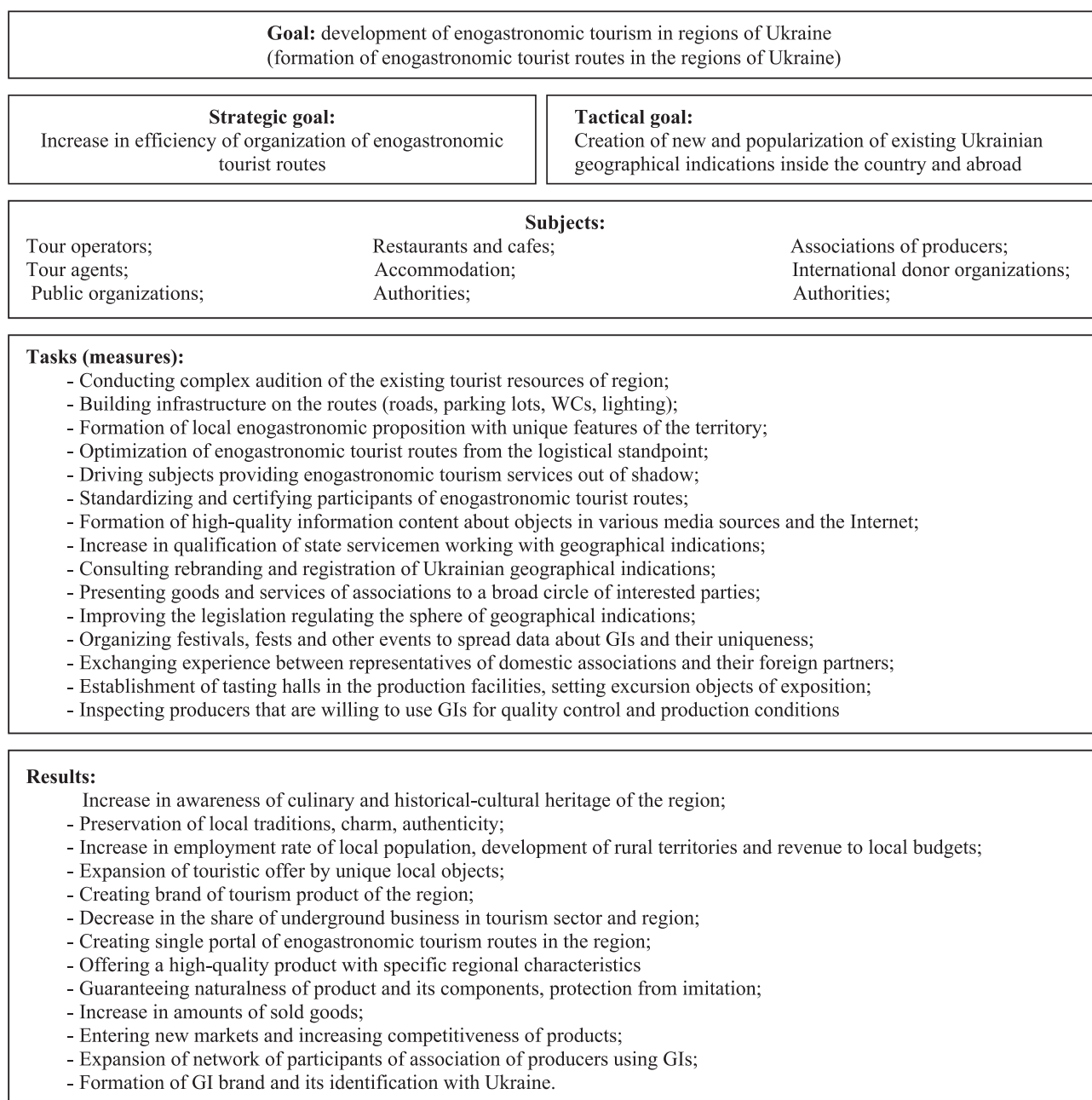
**Table 3.** SWOT-analysis of the development of enogastronomic tourist routes in Ukraine [developed by the authors]

Advantages	Disadvantages
<p>Development of gastronomic tourism in regions</p> <p>Large amounts of tourism-recreation resources.</p> <p>Beneficial economic-geographic position of Ukraine in the center of Europe</p> <p>Rich local history and specifics of development of gastronomy in regions</p> <p>Development of event tourism in regions</p> <p>Preparation of specialists in the sphere of tourism.</p> <p>Functioning of the system of educational institutions that teach various specialists in the sphere of tourism</p> <p>Presence of international relations</p> <p>Increase in the number of international touristic projects of the development of gastronomic tourism.</p> <p>Popularization of the National cuisine.</p> <p>Interest of producers of tourism products in registering geographical indications.</p> <p>Activation of competition among Ukrainian producers of touristic goods.</p> <p>Sufficient level of development of good recreation practices among the population.</p> <p>Significant scientific-educational potential and high professional level of economic activity of the population.</p> <p>Rich history of the country.</p> <p>Presence of a spectrum of necessary resources for the development of enogastronomism in regions.</p>	<p>Imperfection of the Legislation of Ukraine which regulates the sphere of geographical indications</p> <p>The Legislation of Ukraine is unregulated in relation to such of the EU.</p> <p>Non-equivalence of the categories to the European ones.</p> <p>Lack of qualified professionals of state services who are working with geographical indications.</p> <p>Low level of rebranding of enogastronomic tourism products.</p> <p>Decrease in financing of the sphere of tourism.</p> <p>Absence of a clear strategy of development of enogastronomic tourism in the region.</p> <p>Complications of procedures of allowance and approval in the sphere of tourism.</p> <p>Low level of quality of touristic and recreational services.</p> <p>Incorrespondence of high prices to low quality of services.</p> <p>Poverty among the population, potential tourists.</p> <p>Low level of interaction of touristic business, authorities and science.</p> <p>Exacerbation of unregulated state of the normative-legal issues of providing tourist services.</p> <p>Unsatisfactory technical condition and poor transport capacity of roadways.</p> <p>Inter-regional disproportions in development of territories.</p>
Opportunities	Threats
<p>Increase in the level of recognizability of enogastronomic specifics of the regions.</p> <p>Increase in the number of registered geographical indications.</p> <p>Co-work of producers of gastronomic tourism products in regions.</p> <p>Use of internet resources to advertize enogastronomic travel routes and provide information about services.</p> <p>Organization of training and seminars regarding formation of enogastronomic tourism products.</p> <p>Employing population of rural territories for the development of enogastronomic tourist routes.</p> <p>Creation of new enogastronomic tourist routes and virtual gastronomic 3D-tours.</p> <p>Increase in accessibility to remote regions.</p> <p>Increase in the level of investment-attractiveness of tourism territories by designing programs of formation of tourism destination reputation (brand) of regions.</p> <p>Increase in the quality of tourism services by certification and categorization.</p> <p>Popularization of touristic gastronomic products by using innovations.</p> <p>Effective organization, information-legal and methodical provision of enogastronomism.</p>	<p>Complicated economic and political situation in the country.</p> <p>Low number of designed touristic gastronomic itineraries in the regions.</p> <p>Poor assortment of ready-to-use products of gastronomic tourism in the regions.</p> <p>Unsatisfactory level of information-advertisement supply of enogastronomism in the region.</p> <p>Rapid development of tourism in competing neighboring countries (Poland, Belarus).</p> <p>Deterioration of the status of commercial network of tourism-recreation territories of the regions.</p> <p>Absence of professional experience in development of the system of geographical indications in the regions of Ukraine.</p> <p>Increasing bankruptcy of touristic organizations in the regions.</p> <p>Large share of unorganized tourism in the general structure of tourism services.</p> <p>Imperfect command on foreign languages by providers of gastronomic tourism.</p> <p>Absence of integral system of touristic labeling of recreation territories across regions.</p> <p>Abandoned condition of touristic territories in the regions, Spread of underground economy in the sphere of tourism.</p>

zation-economic and other ways for fulfilling their needs and developing concrete propositions regarding registration of geographical indications.

The analysis we conducted allows us to objectively evaluate shortcomings of and threats to the development of enogastronomic tourist routes in the regions of the country. Analysis of advantages gives grounds to determine the potential opportunities in the regions of Ukraine and design effective approach to forming enogastronomic tourist routes based on the system of geographical indications and then determine the most optimal strategy of their further strengthening.

Based on the performed analysis of the main aspects of the development of the system of geographical indications in Ukraine, reporting significance of enogastronomic itineraries as an instrument of promoting GIs, and also performing SWOT-analysis of the development of enogastronomic tourist routes in Ukraine, we proposed approach to form enogastronomic tourist routes founded on the system of geographical indications (Fig. 2). The latter would promote economic development in the territories and GIs of Ukraine, and also attract a broad circle of tourists through formation of interesting and unique enogastronomic tourist routes.



**Fig. 2.** Approach to planning enogastronomic travel itineraries based on the system of geographical indications (developed by the authors)

Using this approach would allow the potential participants (associations, producers of local products, representatives of tourism business, local authorities and public organizations) to form together a unique enogastronomic tourism product. The latter implies creation of enogastronomic destinations, individual locations and concrete routes, their standartization, formation of effective mechanism of interaction of society, business and authorities. At the same time, each participant is imposed with obligations regarding the standards of quality of provision of touristic services and provision of food safety of tourists. On the other hand, most subjects of gastronomy today develop rapidly and not always legally, and therefore formation of such enogastronomic tourist routes is intended to drive them into the legal field. Eventually, this would allow commercializing the activity of small producers of traditional products, popularizing their authentic confinement to a certain region of Ukraine in the International arena.

This approach also takes into account the communications, which in the 21<sup>st</sup> century are at the forefront. Therefore, in this context, it is important to represent all subjects of enogastronomic tourist routes on a single Internet resource (portal). This would allow a potential tourist to choose objects of cultural heritage of the regions, which he or she wants to visit, determine the orientation of the journey and compose a wine-gastronomic or only gastronomic card

to it according to tastes, and also receive guarantee of food safety while travelling. All of this would increase touristic flows to rural territory, increase demand of local products and preservation of enogastronomic heritage of Ukraine.

## Conclusions

The registered list of geographical indications does not reflect the actual number of objects across the regions of Ukraine which could be recognized as Ukrainian geographical indications. The proposed approach would allow potential subjects of enogastronomic tourism in the region (associations, local producers, representatives of tourism business, local authorities and public organizations) to form unique tourist routes together.

Thus, formation of enogastronomic tourist routes based on the system of geographical indications makes it possible to combine the National history and culture, traditions of production of local dishes and drinks and present them as a complex tourism product to potential consumers. Such an approach would positively influence the increase of the number of tourists, profitability of tourism business, employment rate of the populations, involvement of investments in the development of domestic producers, development of economy of the country and recognition at the global level.

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