

MODERN TRENDS IN THE FORMATION OF TOURIST ATTRACTIVENESS OF RURAL REGIONAL ENOGASTRONOMIC DESTINATIONS

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Abstract. *The development of rural areas due to tourism and recreational activities, especially in the conditions of growing urbanization, encourages the creation of new thematic routes in this direction. The World Tourism Organization UNWTO defines rural tourism as a type of tourism activity in which the visitor's experience is linked to a wide range of products, usually related to nature, agriculture, rural lifestyle, culture, fishing and sightseeing. The development of tourist activities in rural areas can contribute to the improvement of the economy of rural areas, the attraction of new resources and the improvement of the quality of life of the local population, which requires the formation of a new offer of a tourist product based on alternative types of tourism in rural areas.*

Keywords: rural areas, tourist attractiveness, tourism, enogastronomic destinations, wine tourism

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Introduction. In modern conditions, tourism plays an important role in the economic development of regions, acting as a powerful tool for supplementing local budgets and a powerful driving force for the development of rural areas that have attractive tourist resources. This, in turn, increases the requirements both for

the ecological state of the territories and for the development of the infrastructure of the regions. The development of rural areas due to tourism has numerous positive effects on various spheres of society:

- new opportunities for rural development and restoration of rural infrastructure and cultural heritage;
- it is a powerful tool for sustainable development and improving the quality of life of both the local population and tourists visiting rural areas;
- new opportunities for employment and development of entrepreneurship in rural communities;
- contributes to the enrichment of cultural diversity;
- encourages physical activity and enjoyment of natural landscapes, contributing to the improvement of health;
- building positive relations between local residents and tourists, opportunities for sharing experiences and ideas.

Rural tourism has a high potential to stimulate local economic growth and social change due to its complementarity with other economic activities, its contribution to GDP and job creation, as well as its ability to contribute to the distribution of demand over time (combating seasonality) and more broadly territory.

These trends are due to the growing commitment of society to a healthy lifestyle, attention to environmental and social problems, the inconsistency of a person's living environment with their physiological and psychological needs, this is especially relevant during the period of martial law, when stress and depression in one way or another directly accompany the Ukrainian people.

Literature review. The United Nations Tourism Unit defines rural tourism as “a type of tourism activity in which the visitor experience is linked to a wide range of products that are generally related to nature, agriculture, rural lifestyle/culture, fishing and sightseeing. Activities in the field of rural tourism are carried out in non-urban (rural) areas with the following characteristics:

- 1) low population density;
- 2) the landscape and land use are dominated by agriculture and forestry;
- 3) traditional social structure and way of life.

Aiming to make tourism a positive force for transformation, rural development and community well-being, UN Tourism has launched the UN Tourism Best Tourist Villages initiative. Thus, in 2023, the best villages were named: Andorra - Ordino, Austria - Shladming, Chile - Barrancas, Chile - Pisco Elqui, China - Huangjing, China - Xiajiang, China - Zhujiawan, Colombia - Zapatoca, Ecuador - Oyacachi, Egypt - Dahshour, Egypt - Siwa, Hungary - Tokaj, Italy - Lerici, Japan - Hakuba, Jordan - Al Seia and others (World Tourism Organization, 2024).

In the scientific literature, considerable attention is paid to the study of the functioning and development of tourist activity, the use of tourist potential and the formation of tourist attractiveness. In particular, scientific-theoretical and applied

research was reflected in the publications of Ukrainian scientists O.O. Beydyk, D.I. Basyuk, A.I. Gaponenko, V.G. Gerasimenka, V.F. Kyfyak, S.P. Kuzyk, O.O. Lyubitseva, M.P. Malska, V.P. Rudenko, V.V. Hudo, N.V. Fomenko, L.M. Cherchyk, E.V. Shchepanskyi and many others. However, comprehensive studies on the formation of mechanisms for managing the tourist attractiveness of regional rural food and wine destinations remain few in number.

Research methodology. To achieve the set goal and solve the outlined tasks, a number of general and special research methods were used in the work: logical generalization and scientific abstraction - to clarify the conceptual apparatus of the research; systematic analysis and synthesis, induction and deduction - to identify regularities, features of the formation, use and development of the tourist attraction of food and wine destinations; method of analogies and comparisons – for researching trends in the functioning of tourist destinations; comprehensive analysis - to reveal the peculiarities of the formation of tourist attractiveness of regional rural food and wine destinations; economic and statistical - for processing statistical data during the analysis of the current state of functioning of tourist activities and destinations.

Main results. When considering a tourist destination, scientists focus their attention on a number of aspects. Most often, the basic criterion for choosing a destination is its territorial isolation. So, M. Leiper gives the following concise definition: a destination is a geographical area that is attractive to tourists (Leiper, 2004). A logical addition to the "resource" interpretation of the destination is its study from the standpoint of the product offered to the tourist: the territory that offers a certain set of services must meet the needs of the tourist and satisfy his demand for transportation, accommodation, food, and entertainment (Boyne & Hall, 2003). An enogastronomic destination is a defined territory with available attractive enogastronomic and natural, historical-cultural, tourist-recreational resources, the necessary infrastructure, delivered to consumers in the form of a ready-made tourist product. Gastronomic destinations form an innovative tourist product, contribute to the comprehensive development of territories, thanks to the support of product manufacturers, the preservation of historical and cultural heritage, the integrated development of the agro-production sphere and tourism, and lead to the diversification of production activities in rural areas. In the course of the development of enogastronomic destinations, achieving positive results is possible in the case of ensuring the effectiveness of the use of tourism and recreation, production, innovation, investment potential, developed infrastructure, balanced use of available resources, coordination in the work of business entities, authorities, public institutions and the local population. The main factor in the development of enogastronomic destinations is their tourist attraction and the factors that shape it. Attractiveness can be defined as the ability to arouse admiration and attract people due to one's special characteristics and unique features. In the scientific literature, attractiveness is the main and key indicator in the analysis of tourist flows.

In our opinion, the territory is attractive if it has a complex of tourist resources, such as natural (environmentally clean), historical-cultural and socio-economic resources, as well as an appropriate level of material and technical base, developed infrastructure and convenient transport interchange. In order to increase or form the level of tourist attractiveness, several important factors must be taken into account: favorable natural and climatic conditions, the safety of the region, the efficiency of the use of resources and the presence of a brand. Tourist attractiveness is the basis for analyzing the development potential of the tourism industry in a specific destination (Gearing, Swart & Var, 1974). Based on the above, we developed factors of tourist attractiveness of the territory (Fig. 1).

The tourist attraction of an enogastronomic destination depends on a number of factors:

- The availability of resources that have a key attraction and form tourist enogastronomic interest, which is the main motivation of the trip, while tourist attraction is closely related to tourist expectations;
- Natural factors, geographical position of the destination, favorable climatic conditions and ecological condition of the territory and other characteristics of the destination;
- The degree of development of the tourist infrastructure of the destination, which ensures the organization of enogastronomic tourism;
- Transport accessibility of the destination;
- Loyalty and interest of the local population (subjects of business activity) in relation to tourists and the promotion of food and wine products.

The key characteristics of the tourist attraction of an enogastronomic destination are:

- by the field of attractiveness (natural, climatic, historical and cultural, ethnic features, etc.);
- according to the duration of existence (permanent, which exist for an unlimited time and temporary, which occur at certain times, for example, the grape harvest period);
- by nature of existence (unique ones that exist in this destination, and reproducible ones that can be artificially created in another destination);
- according to the level of management (they are formed purposefully or arise spontaneously).

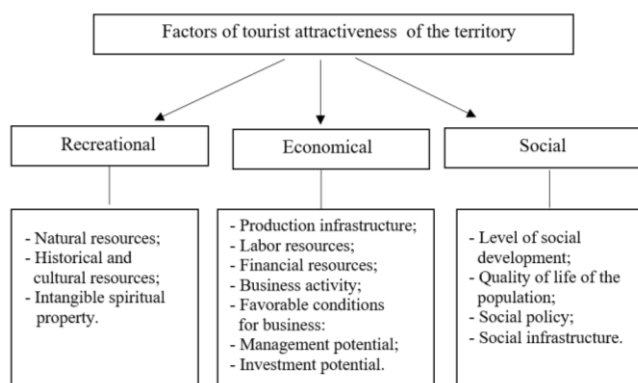


Figure 1. Factors of tourist attractiveness

Source: Developed by the authors

Characterizing the tourist attractiveness of food and wine destinations, it is necessary to also consider the location of the most popular producers of grape and wine products. For the tourism industry, wine plays an important role as a key factor in the attraction of travel, a motive for special trips, as well as an element of food, treatment and entertainment. For wineries, wine tourism is an effective way to attract attention to their brand, gain long-term loyalty from customers who have familiarized themselves with their wine products, and increase sales through direct contact with customers in tasting rooms and wine cellars. In particular, Ukraine ranks 28th in the world in terms of wine production. At the beginning of 2022, the volume of wine production was 660 thousand hectoliters, which was 0.26% of the total world wine market. Italy was the leader in production volumes with 49.843 million hectoliters (19.3%), France with 45.59 million (17.65%), and Spain with 35.7 million (13.83%). The area of vineyards at the fruit-bearing age until 2019 was 45.1 thousand hectares, of which 32.2 thousand hectares were occupied in 106 agricultural enterprises, which was 71.4% of the total area. In particular, the main areas of vineyards are concentrated in Odesa, Kherson, Mykolaiv and Zakarpattia regions (Fig. 2.).

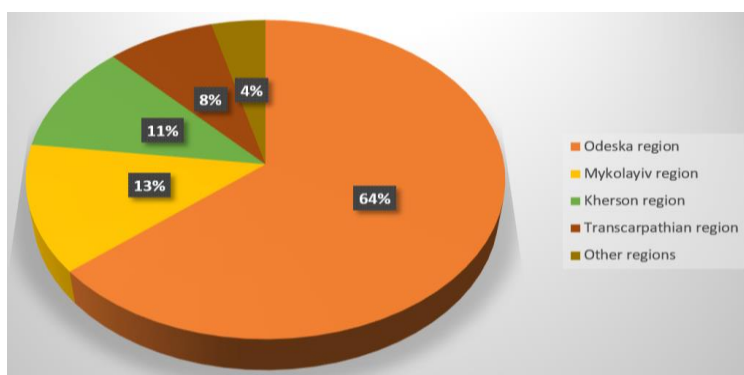
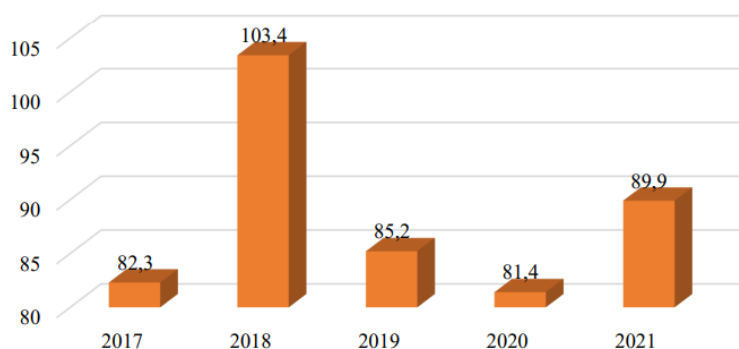


Figure 2. Area of fruitful grape plantings

Source: Elaborated by authors based on (Ukrstat, 2024)

About 89% of grape plantings consist of technical varieties, while table varieties occupy less than 11% of the area. The largest area of vineyards in the fruitful region is grown in the Odessa region, which accounts for 27.4 thousand hectares (64%). The current image of the Odessa region is represented by significant areas of vineyards and vineyards in Bessarabia. This region has become a strategic center of viticulture and wine production in Ukraine. The largest number of vineyards is in the Bolgrad region, where they harvest an average of 78 thousand. t grapes. In the Bilgorod-Dnistrovsky district - 76 thousand. t. In the Odessa region - 27 thousand. t. Also significant is the planting of vineyards near Mykolayivska - 5.5 thousand. ha (13%), Kherson - 4.5 thousand. ha (11%) and Transcarpathian - 3.4 thousand. ha (8%) regions. In general, 96% of all grape plantings have been recorded in 64%, 13%, 11%, 8%, 4% Odeska region, Mykolayiv region, Kherson region, Transcarpathian region, Other regions in 107 four regions of the country. Based on official statistics, grape production in 2021 amounted to 89.9 thousand (Fig. 3).

Odessa region has significant potential for the development of enogastronomic tourism. Before the start of the war, various wine festivals were held in these regions, such as the Amateur Wine Festival "Live Wine of Ukraine", Holy Bessarabian Wine, Young Wine Festival, Regional Festival of Traditional Home Wine Making, Bolgrad Wine Fest, Wine Fest - all these activities from visits, which are available in the region. Also, on the territory of the region, under the initiative of the European Union, the project "Roads of Wine and Taste of Ukrainian Bessarabia" has been implemented, which aims to promote enogastronomic tourist and recreational routes.



**Figure 3. Obligations of grape production in the dynamics of displays
2017-2021, thousand tons**

Source: Elaborated by authors based on (Ukrstat, 2024)

The development of enogastronomic tourism as an independent type of tourism in Nina is becoming an increasingly relevant process in the structure of the tourism and recreational system of the region in which there is a clear increase in minds for its development. The activation of these processes has recently begun,

despite the tradition of tasting various cuisines and the influence of the government's domestic tourism in Ukraine, based on the geographical and ethnographic features of the territory of our region (Basyuk & Badeshenkova, 2014). Today we can talk about those that gastronomic and enogastronomic routes are gradually being transformed from weekend tours and additional excursion and recreational services to more troubling independent destinations. The target audience for these types of tourism is becoming wider, the availability of such tours is advancing and growing. In this way, it is possible to strengthen the enogastronomic warehouse of the internal regional tourism and recreational system. Local enogastronomic routes are united in the form of a comprehensive enogastronomic tourism proposal of the destination, organized according to international awareness of the development of enogastronomic tourism, gastronomic routes are divided into "Roads of Wine", "Roads of Taste" and "Roads of Wine and Taste", as through the gastronomic traditions of local thoroughly demonstrate the historical, cultural and natural tourist and recreational resources of the territory (Novak, 2017). Ukraine has begun the creation and development of the national enogastronomic tourism route "Roads of Wine and Taste of Ukraine" in support of the European Commission Project "Supporting the development of the system of geographical destinations in Ukraine." It is based on the principles of clusterization, which became the development of the European Green Deal (The road of wine and taste of Ukrainian Bessarabia, 2024). The main goal of the creation of related projects is to balance the development of rural areas, promote small and medium-sized enterprises, improve the quality of wine producers, traditional products and drinks with potential There are no geographical implications. Gastronomic tourism can be an effective tool for attracting both external and internal tourist flows.

In support of the project in Ukraine, the creation of the first enogastronomic cluster under the name "The Road of Wine and Taste of Ukrainian Bessarabia" was initiated. This cluster of discussions by experts includes a wide range of activities. It organizes tastings of local wines and herbs, wineries and cheese factories, as well as knowledge of local and authentic cuisine of Ukrainian Bessarabia. This route is intended to promote and develop the wine and gastronomic culture of the region, as well as to attract tourists and increase interest in this unique tourist destination. Participants of the Road will inform tourists about the cultural, historical and gastronomic decline of Ukrainian Bessarabia (Fig. 4).



Figure 4. Roads of wine and relish of Ukrainian Bessarabia

Source: (Novak, 2017) (*The road of wine and taste of Ukrainian Bessarabia, 2024*)

The length of the entire route is 900 km. The route passes through the rainy side of the Odessa region and is surrounded by something directly: and the agro-ecological-recreational cluster "Frumushika-Nova" reveals 111 the richness of the wine world of this region. Along with wines, the route also encourages tourists to try other local products, such as lamb, peas, craft milks and other products.

The organizers of the "Roads of Wine and Taste" project are actively conducting seminars and B2B conferences, which attract travel companies by creating a special web portal with a list of all tour operators presented on the new site to promote tours from different locations. This "Dorig", the fragments of this project are not only individual tourists. This information resource will be processed by the National Tourist Organization of Ukraine (NTOU) and transmitted to become the key source of information about the National System "Roads of Wine and Taste" of Ukraine. At the same time, "The Road of Wine and Taste of Ukrainian Bessarabia" serves as a tool for the development of rural areas, bringing together the wider enogastronomic culture of Ukraine both within the region and beyond. This project represents increased awareness, the significance of the wine-growing and culinary decline of the destination, the improvement of the economic status of communities, and the development of infrastructure. The main principle of this project is to ensure a safe, comfortable, tasty and satisfying gastronomic experience (Melikh, 2018).

Also in Ukraine, three areas were covered by the project of the Implementation Operational Program for the Black Sea Basin for 2014-2020, adopted by the European Commission Black Sea Basin 1034: Driving to the Black Sea Region as a destination for wine tourism - Sea of Wine (project) for the period of the project with "29" Chervenya 2020 rock according to "20" veresnya 2022 rock. Thematic wine routes have been developed to popularize local wine flavors in

the Black Sea region of Ukraine in order to develop domestic and international tourism. As a result of the project, there is an interactive platform in the form of a route designer (SeaofWine, 2024).

However, there are obviously few problems that complicate the popularization of many tourist attractions. The lack of transport infrastructure, which is widespread in rich areas, and the lack of access in particularly important places, is an important factor in the decline in the popularization of rich destinations. Another negative factor is the high rate of transport costs. There are a lot of unique monuments that could become centers for attracting tourists, completely unknown on the scale of the region. These destinations do not store information from websites, available routes, navigation or other tourist infrastructure; it is clear that the objects are specific and not intended for a wide audience, due to the presence of minimal comfortable minds that attract potential tourists, after which the place becomes unnecessary.

Discussion and conclusions. For a tourist site that is already popular or has potential for the development of tourist attraction, it is the responsibility of the regional and local authorities. It is necessary to look at savings, modernization, development of tourism infrastructure, install barriers for mass circulation, create information drives, organize separate visits, drain objects t at the regional and national levels, actively use the Internet and attract tourists in every possible way. These are the key factors that the government must take into account for the effective development and formation of the tourist attraction of the destination in the region. The current state of tourism and, in addition to the enogastronomic direction of tours, does not meet the changing needs and methods of providing information to current tourists. With the increase in internal tourist flows, the development of tourism, branded enogastronomic routes would attract a larger number of tourists, investors, which would give the opportunity to create a clear tourist industry infrastructure, creation of new jobs and development of rural areas. Destinations that develop tourism can promote enogastronomic tourism as a means of promoting tourism in the domestic tourism market.

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