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SWOT ANALYSIS OF THE POTENTIAL FOR POST-WAR DEVELOPMENT OF GASTRONOMIC TOURISM IN UKRAINE

Summary

Ukraine is diverse in all its manifestations and each region has its own characteristics and prospects for the development of gastronomic tourism. The shift in consumer demand towards intangible culture opens up opportunities for the emergence of new tourist destinations and the development and branding of those that already exist. Food, being a physical necessity, embodies the cultural identity and individuality of the people. Gastronomic tourism, in turn, allows you to satisfy tourist demand in obtaining new impressions, exoticism, unusualness and a deeper understanding of the place. Therefore, it is currently relevant to study the complex aspects and potential opportunities for the development of gastronomic tourism in Ukraine using SWOT analysis as an integral part of strategic planning.

The conducted research gives grounds to assert that gastronomic tourism is based on expanding knowledge about the national cuisine and traditions of a particular region. At the same time, the elements of gastronomic tourism are inherent to many types of tourism to varying degrees. Analyzing the subjects of tourism activity, from the point of view of the presentation of national Ukrainian cuisine and a diverse palette of presentation of culinary heritage, it is necessary to focus on gastronomic tourism as a means of cultural branding. Gastronomic trips are an additional way to get acquainted with the cultural heritage of different countries and regions, since national dishes reflect the lifestyle, views and customs of the peoples living in Ukraine. The results of the SWOT analysis of the gastronomic tourism sector of Ukraine reflect that the Ukrainian gastronomic infrastructure has many strengths and opportunities to prevent threats and strengthen existing weaknesses of the industry.

Keywords: gastronomic tourism, SWOT analysis, development, potential opportunities, strategy.

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