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MARKETING PROMOTION OF GASTRONOMY TOURISM IN UKRAINE

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Abstract. The article outlines the need to use promotion methods for the development of tourism, namely ethnic-gastronomic tourism in a period of uncertainty. It requires a lot of efforts and investments of various nature. One of the areas of strengthening is the use of marketing tools. In order to develop tourism and achieve the level of profitability, the correct use of digital marketing systems should be timely and effective.

Keywords: *tourism, gastronomic tourism, marketing, content marketing, messenger marketing, social network marketing, search marketing.*

At least once a year, a person is stuck with the question of where to relax, what to see, what to satisfy their needs for relaxation. The field of tourism comes to help in solving these issues. As the international practice of tourism shows, people are increasingly in need of moral and ethical recreation due to worldview and understanding of historical roots. And this is where self-knowledge through the cultural values of the country, region, and people you meet comes to the rescue. We can learn it through songs, language, food, museums, ethnic clothing, etc. Tourism has brought it all together and provides us with opportunities for relaxed cultural education through agro-tourism clusters, tea tourism, gastronomic tourism and other types of it.

Gastronomic tourism is a type of tourism related to familiarization with the production, cooking technology and tasting of national dishes and drinks, as well as culinary traditions of the peoples of the world [1].

In their article, I. Kostyrya and O. Biletska consider gastronomic tourism as a tool for building cultural branding for the purpose of positioning and improving the perception of the country on the international arena through presentations of Ukrainian cuisine, Ukrainian wine, etc., to promote culinary heritage, its cultural and historical diversity [2]. In addition, gastronomic tourism awakens interest in one's own roots, which stimulates the search for self-identity, including through national and regional cuisine, contributes to the growth of interest in the development of gastronomic tourism among local residents [3].

Representatives of tourist enterprises of Ukraine note that gastronomic tourism is increasing its presence on the tourist market every year, as tourists are becoming more and more interested in getting to know the country not only with the help of various types of tours, but also from the point of view of taste and familiarity with national cuisine [4].

Ukraine has significant potential for bringing gastronomic tourism to the world level, establishing our country as a brand. Our peculiarity is determined by the presence of deep and centuries-old cultural traditions, the diversity of the ethnic composition, the richness and diversity of the natural landscape. The tourist market can offer numerous interesting offers with their highlights.

But despite this, there are certain problems in Ukraine that hinder the development of gastronomic tourism, one of which should be highlighted is insufficient marketing support;

The issue of improving the marketing support of gastronomic tourism is really relevant, because according to the data of the DART study, 22% of the interviewed Ukrainians travel to Ukraine in order to study the gastronomic features of the regions [5].

The main problems with the promotion of gastronomic tourism are related to the large territory of Ukraine and, especially, to the lack of coordination in the activities of market participants. It is rare to promote a national product with an emphasis on the uniqueness of its offer.

The lack of a centralized approach in the development of various regions, in the absence of a common information base, forces market participants to compete with similar products from neighboring regions [6].

It is worth highlighting the following priority directions for the promotion of the tourist product:

- creation of informational web resources dedicated to gastro-tourism resources of the region;

- activation of international cooperation in the field of gastronomic tourism development [7].

Further cooperation between the Embassy of Ukraine in Italy is also important. In 2021, the international online conference "Roads of wine and taste of Ukraine: development experience, challenges and partnership interaction" was held.

- popularization of the "All-Ukrainian Association of Gastronomic Tourism" to unite all participants in tourist relations.

- implementation of online gastronomic tours. FoodTravel UA already has such offers in its assortment.

- promoting the development of gastronomic tourism branding at the territorial and state levels.

- introduction of QR codes on the spot. This will interest the tourist and allow him to get more information about the product

- application of digital marketing tools, which will ensure: [8]

- high profitability due to small advertising costs;

- possibility of quick corrections;

- more powerful influence on the target audience;

- creation of transparent statistical information on the effectiveness of marketing campaigns.

Digital marketing tools are formed to implement marketing components. Tools include: search engines (SEO), distribution systems and marketplaces, search engine marketing (SEM), content marketing, social media marketing, messenger marketing, digital advertising.

Search engines provide user access to the travel operator's website. It is important to choose the right keywords, which helps to maximize page views

Search marketing is a multi-component system, in which it is worth highlighting the built-in online tools that coordinate the consumer in the search for gastronomic tours, helping to navigate in the geographical space (GoogleMaps).

Marketing of social networks. Positioning is done through Social Media Marketing (SMM). The most popular social networks among the target audience interested in the topic of gastronomic tourism of Ukraine include Facebook and Instagram. They will create an opportunity to present the tourist product in a different way.

Content marketing is focused on the creation and regular publication of information about the activities of the tourist enterprise, new products. Blogging is a powerful content marketing tool that provides active communication with a potential client. Thus, all conditions are created for quality feedback

Messenger marketing uses different channels for sending (for example, through messengers). Digital advertising is aimed at building a potential target audience that provides their data for feedback.

Therefore, the development of gastronomic tourism in Ukraine is an interesting and priority direction for the development of small and medium-sized businesses. To promote and increase

attention to this type of tourism, it is necessary to use all available marketing tools, and all digital systems and available platforms will come in handy for this.

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