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THE ROLE OF CRAFTS IN THE DEVELOPMENT OF GASTRONOMIC TOURISM

Rola rzemiosła w rozwoju turystyki gastronomicznej

Abstract

Gastronomic tourism is an important direction in the development of the tourism sector and the economy, subject to an increase in the level of integration with hotel and restaurant complexes and craft industries. With the start of the war in Ukraine, there was a shortage of food products, but small local producers saved the cities from a humanitarian catastrophe. Craft cheese dairies, which before the war were focused on the tourism business, increased production volumes and provided the population with high-quality dairy products. The development of gastronomic tourism is also associated with the implementation of international projects in Ukraine. The goal of the project "Expanding employment opportunities through the development of green and craft tourism within the Tourist Triangle of the Sumy Region" is the employment of the population by forming an effective social partnership, reducing the threats of social inclusion and developing the competitiveness of the regional tourism product. The project "Innovative forms of protection of the intangible cultural heritage of Ukraine and support of local communities through the creation of a virtual pilot museum of gastronomic heritage "Showcase of Transcarpathia" and pilot regional registers of traditional products based on scientific support, digitalization and education within the framework of interregional partnership" gastronomic heritage elements in order to preserve ritual cooking traditions of different ethnic groups. The EU project "Support for the development of the system of geographical indications in Ukraine" was implemented, which provided tools for attracting external and internal tourist flows. The Ark of Taste of Ukraine project contributes to the revival of authentic dishes that become local brands, objects of gastronomic heritage, diplomacy and gastronomic tourism.

Keywords: *gastronomic tourism, craft production, local dishes, gastronomic innovations*

Streszczenie

Turystyka gastronomiczna stanowi ważny kierunek w rozwoju sektora turystycznego i gospodarki, podlegający zwiększeniu poziomu integracji z kompleksami hotelowo-restauracyjnymi i rzemiosłem. Wraz z wybuchem wojny na Ukrainie zaczęło brakować produktów spożywczych, ale mali lokalni producenci uratowali miasta przed katastrofą humanitarną. Serowarnie rzemieślnicze, które przed wojną były nastawione na działalność turystyczną, zwiększyły produkcję i dostarczyły ludności wysokiej jakości produkty mleczne. Rozwój turystyki gastronomicznej wiąże się

również z realizacją międzynarodowych projektów na Ukrainie. Celem projektu „Poszerzenie możliwości zatrudnienia poprzez rozwój turystyki ekologicznej i rzemieślniczej w ramach Trójkąta Turystycznego Obwodu Sumskiego” jest zatrudnienie ludności poprzez stworzenie efektywnego partnerstwa społecznego, zmniejszenie zagrożeń dla integracji społecznej oraz rozwój konkurencyjności regionalnego produktu turystycznego. Projekt „Innowacyjne formy ochrony niematerialnego dziedzictwa kulturowego Ukrainy i wsparcie społeczności lokalnych poprzez utworzenie wirtualnego pilotażowego muzeum dziedzictwa gastronomicznego „Wizytówka Zakarpacia” oraz pilotażowych regionalnych rejestrów produktów tradycyjnych w oparciu o wsparcie naukowe, digitalizację i edukację w ramach partnerstwa międzyregionalnego” elementy dziedzictwa gastronomicznego w celu zachowania rytualnych tradycji kulinarnych różnych grup etnicznych. Zrealizowano projekt UE „Wsparcie rozwoju systemu oznaczeń geograficznych na Ukrainie”, który dostarczył narzędzi do przyciągnięcia zewnętrznych i wewnętrznych przepływów turystycznych. Projekt „Arka Smaku Ukrainy” przyczynia się do odrodzenia autentycznych potraw, które stają się markami lokalnymi, obiektami dziedzictwa gastronomicznego, dyplomacji i turystyki gastronomicznej.

Słowa kluczowe: turystyka gastronomiczna, produkcja rzemieślnicza, potrawy lokalne, innowacje gastronomiczne

Introduction

The best way to study the culture and traditions of any country in the world is to get acquainted with its traditional cuisine. After all, the preparation of many authentic dishes is associated not only with religious, ritual holidays, but also with folk customs, signs and even natural phenomena. Traveling around the country, tourists usually prefer local cuisine, made according to unique recipes and technologies. This greatly complements the overall impression of the trip, makes it complete.

That is why a separate type of tourism has been formed in the world - gastronomic. Different terminology is used in this direction of the tourism industry. There are such concepts as: „culinary tourism”, „gastro tourism”, „food tourism” (Basyuk, 2012).

Gastronomic tourism is called travel, in which the traditions of national cuisine are studied, the culture of food and drinks is popularized, new trends in gastronomy are studied. For this purpose, gastronomic roads and routes are being created (Omelnitska, 2018).

Among the prospects for the development of tourism, the spread of universal values, the formation of tolerance, respect for different cultures and customs of ethnic groups is of great importance. Special attention is paid to the preservation of authentic cultural heritage (Komarnitsky, 2011).

Traveling, gastronomic tourists get the opportunity to explore the culture of the area through food. In addition, such tours include: excursions to enterprises engaged in the cultivation of unique plants or animals, selection; farms where you can fish and order the preparation of caught fish; craft factories of various food products that conduct master classes (Dasilva, 2015).

Unfortunately, gastronomic tourism is still a regional phenomenon. According to the results of a marketing survey in Ukraine, the primary attention of gastronomic tourism products is associated with regional markets. Now international organizations in the tourism sector practically do not cooperate with Ukrainian participants in gastronomy (craft producers, restaurants, markets, etc.) (Kornilova & Kornilova, 2018).

Gastronomic tourism as an important direction in the development of the tourism sector requires a higher level of integration with hotel and restaurant complexes and craft industries. It is these industries that have the greatest potential for the development of cultural and culinary national traditions. It is important to find the optimal structure for managing gastronomic tourism. Create a legal framework, more effectively use the educational and scientific potential of the industry (Kuklina, 2013).

It is known that most of the expenses associated with tourist travel account for food. Therefore, in tourist destinations, one of the main aspects is the issue of interesting, safe and high-quality food (WTO, 2012). According to the Directorate of Food Safety and Quality of the Ministry of Economic Development, Trade and Agriculture of Ukraine, changes in the legislation regarding the quality and safety requirements for the production of craft products have not yet been approved (UBR, 2020).

To the most common small forms of management in rural areas today there are personal peasant farms. The most promising among them are family farms. Together with other economic entities, they interact with the state, territorial communities, participants in the agricultural market, performing the main function - to satisfy the needs of the population in those products, the production of which is of little interest to large agricultural enterprises and agricultural holdings. Family farms make a significant contribution not only to food security, but also to economic and social issues (Osadchuk, 2020).

The development of the gastronomic industry in Ukraine has not only cultural significance, but also socio-economic. By creating gastronomic tourist destinations within territorial communities, agriculture is supported and the living standards of the population are improved (Yurtseven, 2011).

Gastronomic tourism is an essential component of the region's economy, positively influencing the development of local craft producers. Kraft is small-scale production (without the use of technologies typical for mass industrial production) at low capacities. Ukrainian craft can be

considered small-scale domestic production aimed at providing consumers with a large selection of quality products. The goal of craft production is to combine traditional recipes and innovative production approaches to create unique, inimitable local products (UBR, 2019).

An important aspect is the creation of objects of gastronomic tourism: Lokavor restaurants and restaurants of local traditional cuisine; tasting rooms of craft producers; museums of gastronomy; gastronomic routes „roads of taste”. Today it is not enough just to produce a quality product. Consumers strive to create a unique product.

Before the start of the war, the Ukrainian gastronomic market was actively developing. Unique Ukrainian cheeses, drinks, sausages, beekeeping products, chocolate, vegetable and fruit processing products appeared. It should be noted that the vast majority of these products are made by Ukrainian farmers and small local producers.

Today, new challenges have appeared before the Ukrainian tourism business. It is obvious that in the near future we should not expect an influx of foreign tourists to Ukraine. However, it is necessary to develop craft local enterprises, which in the future can become the basis for the revival of gastronomic tourism in the post-military state.

Presenting the main material

From the first days of the war in Ukraine, cities that found themselves in the war zone experienced a severe food shortage. The lack of usual logistics led to the closure of processing enterprises dependent on imported raw materials and large retail chains. Small local producers actually saved entire regions from a humanitarian catastrophe. Craft cheese dairies, which before the war were mainly focused on the tourism business, were able to increase production volumes and provide the population of territorial communities with high-quality dairy products.

It should be noted that by the beginning of the crisis, considerable attention was paid to the development of tourism and support for local craft producers. Several important projects aimed at developing the gastronomic tourism business have begun to be implemented in Ukraine.

With the support of the International Labor Organization, since 2021, the implementation of the project „Expanding employment opportunities through the development of green and craft tourism within the Tourist Triangle of Sumy Region” has begun. The project participants were Sumy National Agrarian University, Sumy Regional State Administration,

representatives of territorial communities and the regional employment center. The goal of the project is to perform several functions at once:

- 1) Social through the destruction of the stereotype of perceiving people who are at risk of exclusion from the labor market as disabled persons, creating a platform for their integration into society, rational employment, through the development of professional skills, social mobility, strengthening social dialogue.
- 2) Economic by increasing positive motivation for employment and professional mobility, by increasing the profitability of individual small producers, developing small family farms, in order to create jobs that are worthy of competitive wages.
- 3) Legal as a result of promoting equality in the labor market and expanding formal employment opportunities for women, youth, minorities, persons approaching retirement age and groups with limited employment opportunities, creating a sense of legal security for them.
- 4) Sociocultural through the promotion of the development of territorial communities. Through the organization of a favorable environment for creating jobs through the production of technologically unique, local natural products with a national identity. Promotion of vocational training during working life and encouragement of social activities.

The inclusion of the economically active population in the category of the employed population will ensure their independent labor activity through the creation of small industries. Creation of ways of communication and channels of communication for socially vulnerable groups of people and employers, their involvement in interaction will contribute to the solution of a social problem. Granting a certain social status to vulnerable segments of the population will ensure a decent standard of living, increase their labor motivation and professional mobility.

The project "Innovative forms of protecting the intangible cultural heritage of Ukraine and supporting local communities by creating a virtual pilot museum of gastronomic heritage "Showcase of Transcarpathia" and pilot regional registers of traditional products based on scientific support, digitalization and education within the framework of an interregional partnership" was implemented with financial support. The resource integrates databases of gastronomic heritage elements created according to European requirements and three dossiers of intangible cultural heritage developed on their basis in the Transcarpathian and Odessa regions in order to preserve the ritual cooking traditions of different ethnic groups. The project contributed to

the support of local communities through the integration of gastronomic heritage elements into the tourism services of the pilot united territorial communities and their inclusion in the gastronomic tourist routes of both regions. A model of public-private partnership has been developed to support the development of intangible cultural heritage through elements of the gastronomic heritage and ensure the transfer of knowledge to the educational sphere at the national level.

In order to promote the support of small and medium-sized businesses within rural areas (producers of wines, traditional foods and drinks), the European Union project „Support for the development of the system of geographical indications in Ukraine” was implemented in Ukraine. Enogastronomic tourism can become an effective tool for attracting external and internal tourist flows by creating a system of organized gastronomic routes at the local, regional and national levels.

The international non-profit organization Slow Food launched the Ark of Taste project in Ukraine. This is a kind of Red Book of food products, which includes local products and traditional methods of their preparation, which are on the verge of extinction. Currently, the list of unique dishes and products of Ukraine includes 60 items from different regions. „The Ark of Taste of Ukraine” allows products to get a second life. Almost forgotten authentic dishes can become local brands, objects of gastronomic heritage, gastronomic diplomacy and gastronomic tourism.

In the category „Local breeds and populations of animals”, scientists of the Sumy National Agrarian University presented the breed of cows „Lebedinskaya”.

Fig. 1. Lebedinsky breed of cows



The Lebedinsky cow was bred by crossing a gray Ukrainian cow with a Swiss Bug. The breed was bred to improve local aboriginal livestock. These cows are raised in a walking system on the territory of the landscape reserve „Mogrytsky”. Such favorable environmental conditions have a positive effect on animals. Cows have strong immunity and good reproductive functions.

Thanks to the Lebedinsky breed, a raw material zone has been formed for the production of high-quality dairy products and cheese making in the Sumy region. The milk of cows of the Lebedinsky breed has a higher protein content, better organoleptic properties and the highest cheese suitability during all lactations compared to milk of other breeds. Thanks to the project „Ark of Taste” in the village. Mogrytsia was created as a tourist destination. Tourists are offered a tour of the natural landscape park, the territory of which is a classic steppe with high hills and deep ravines overgrown with herbs. Also, on the territory of the reserve there is a chalk quarry and a burial mound.

One of the components of this tourist route is a small cheese factory, in which a variety of dairy products are produced exclusively from the milk of local cows of the Lebedinsky breed. The uniqueness of this cheese factory is that all dishes are cooked in the oven. Tourists can try not only a variety of cheese, but also authentic dishes – “zadavanka” and “colostrum”.

Zadavanka has several local names: „zadavanka”, „parukha”, „pryazhanka”. Prepared from whole milk in a clay pot. Cow's milk is heated in an oven at a high temperature. After that, it has a yellowish tint, a characteristic taste and aroma, but the formation of a film is not allowed. Young sour cream is added to the melted milk, which is used as a natural starter. To obtain sour cream, whole milk is placed in a cold place (cellar) for three days, turns sour, and sour cream rises. It is carefully removed with a spoon so as not to mix with yogurt. The fermentation pot is placed in a warm place or in a dead oven, after 1-2 days the dish is ready. The food becomes thick, saturated with melted and pleasant lactic acid flavor with small lumps. Colostrum has long been prepared as a dairy treat. Milk obtained from cows in the first seven days after calving was poured into a pot, eggs were broken into it, salt and sugar were added and placed in a hot oven where it was baked. They ate ready-made colostrum with young sour cream or zadavanka.

In peacetime, the Mogrichansky cheese factory was a popular place for tourists to visit, and during the war it was a strategic facility for the manufacture of dairy products. Even under the conditions of occupation, the cheese factory did not stop working, processing local raw materials and supplying the city of Sumy with cheese.

Such an example of the interaction of food production with a tourist destination shows the importance of cooperation between two important sectors of the economy: gastronomic tourism and craft food production. The development of craft industries will contribute to the revival of tourism in Ukraine after the end of the war.

Conclusions

Today, a culture of craft production and a culture of proper food consumption is being formed in Ukraine. Large chains and restaurants have already included support for Ukrainian producers in their development strategies. Several important international projects aimed at the development of gastronomic tourism are being implemented. However, the risks of developing craft production remain significant.

The creation of small food production, catering and household farming companies will create additional jobs. It is important that gastronomic tourism performs not only an economic function. The development of this industry contributes to the recreation of national traditions.

The development of gastronomic tourism in the region is possible due to the creation of unique craft industries, fairs and gastronomic festivals.

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