

THE INFRASTRUCTURAL VECTOR DEVELOPMENT OF ODESSA IN THE COORDINATES OF ACTIVATION OF TOURISM ENTREPRENEURSHIP

Eleanora Zabarna¹, Tetiana Averikhina^{1*}

¹Institute of Business, Economic and Information Technology, National Polytechnic University of Odessa, Prospect Shevchenko 1, 65044 Odessa, Ukraine

*e-mail: tataus1973@gmail.com

Abstract

The process of developing a concept for the development of gastronomic tourism in Ukraine will make it possible to rethink the contents of an administrative-territorial reform and provide autonomy to the regions in realizing their right to self-development, including in the tourism sector, as a catalyst for the process of effective interaction within the framework of a public-private partnership whilst taking into account modern-world trends. The aim of the work is to study new approaches to managing the territorial development of the Odessa region on the basis of infrastructural support for tourism entrepreneurship and the development of appropriate scientific and applied solutions and mechanisms.

Based on the method of correlation-regression analysis we built a linear economic-mathematical model, which served as the basis for obtaining the most probable forecast for the development of the global winemaking market in the next three years. An analysis of the development of the domestic wine production and market sales dynamics has been carried out. On the basis of a critical rethinking of the "Concept of the development of gastronomic tourism in Ukraine until 2026", a vector of institutional transformations is proposed in the development of the Odessa region on the principles of sustainable development whilst taking into account global trends and Ukrainian realities. In a set of measures for the organization and promotion of gastronomic tourism in Ukraine based on sustainable development and the prospects for individual regions of the country to enter the international tourism market with a competitive national gastronomic tourism product an algorithm has been developed.

The enogastronomic tourism route "Wine Roads of Bessarabia" is proposed, which is based on the co-location of enogastronomic destinations including the ten largest wine-producing enterprises in the Odessa region that have potential tourist attractiveness according to certain criteria (a unique type of wine, the history of the enterprise, the level of transport, and tourist infrastructure). The project proposal also included the most picturesque cities of the Odessa region (e.g., Vilkovo), as well as cities with a rich history (e.g., Belgorod-Dniester) and winemaking traditions (e.g., Sarata). An algorithm has been developed for the implementation of the project proposal "Wine Roads of Bessarabia", which, in the future, could be included in the single European network, "The Wine Route of Europe". The main reasons for the negative trends are as follows: a generally unstable economic situation, an ill-conceived excise policy, the absence of state programs for the development of the territory, and low purchasing power which plays against legal players in the market. In the context of such transformations, the main strategic directions for the development of gastronomic tourism in the Odessa region of Ukraine are identified.

It is proven that the positive impact of tourism on the economy is observed when it operates on the conditions of balanced development with other sectors of the socio-economic complex of the region. The main stages in the formation of gastronomic tourism in the regions of Ukraine were identified. The first stage (until 2020) should be beginning integration and interaction efforts of the tourism industry with the wine and food industry as a whole. The second stage (2021-2023) is the creation of a tourism gastronomic product and network cooperation of entities providing gastronomic tourism services. The third stage (2024-2026) involves the stabilization of demand for the national gastronomic product and its promotion in international tourism markets. In general, it should be noted that by combining all the possibilities of cooperation between the state, local self-government, business, and society to fulfill the tasks of territorial development, it is possible to achieve sustainable development of regions and communities to improve the quality of life of the total population, regardless of where they live.

Key words: *Regional development, Infrastructure, Tourism business, Winemaking, Gastronomic tourism, Strategy, Implementation mechanism.*