

*Приз зрительских симпатий на заседании секции*

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## **THE DEVELOPMENT OF THE RESTAURANT BUSINESS THROUGH GASTRONOMIC TOURISM IN FRANCE**

Today, the restaurant business is considered one of the fastest-paying areas of investment worldwide: relatively small investments in the creation of a restaurant pay off within 2–3 years. At the same time the restaurant business is one of the most risky: making one mistake can lead to redundancy of the business as a whole.

The development of tourism is paradoxical. It simultaneously combines the processes of globalization with an increase in the value of local resources. Tourists are looking for new adventures and new tourism destinations. For example: gastronomic tourists. These are tourists who take part in a new trend of cultural consumption, exploring the authenticity of a place (region) through food. They are interested in the origin of products and recognize the value of gastronomy as a means of sharing experiences. Such tourists have an above-average income, are well versed in food and are demanding of it. For such tourists, gastronomy cannot be bland and anonymous, it must have an identity, because otherwise gastronomic products will become vulnerable and will be considered a matter of falsification.

Being one of the most visited countries in the world, France has a well-developed tourist infrastructure that ensures the implementation of almost any type of tourism, including gastronomic. Even the French cuisine itself is an important prerequisite for its organization. In 2010, French gastronomic culture was included in the UNESCO Intangible Heritage List, however, if we study this issue in more detail, it turns out that different regions of France differ greatly in terms of attractiveness for gastronomic tourism [1].

France is the largest country in Europe by area. A wide range of natural conditions is concentrated on its territory — the territory stretches with different topography, a diverse climate, soils and vegetation. This causes different types of economy in the regions and, consequently, leads to the formation of various local cuisines. Traditional food can rightfully be considered the main way to get to know someone else's culture. The set and combinations of products characteristic of each national cuisine, food processing methods, and the entire traditional food system are perceived as a national treasure and an iconic ethnic symbol. The formation of a national cuisine depends on many factors: geographical location, population, culture, the course of the historical development of the state and the influence on its culture, including gastronomic. France is

extremely heterogeneous in terms of gastronomy each region has its own unique traditions.

The popularity of the country for travel, including gastronomic, is determined by brands. A tourist who has limited time will eat the «branded» most famous food. Almost every region of France has its own «crown» dish: Normandy — cider, Brittany — cider and pancakes, Hauts-de-France — beer, etc. An important factor in attracting tourists are Michelin-starred restaurants, which France is very rich in. Most of these restaurants are located in the Ile de France region [1].

Gastronomic tourism in France allows you to promote local products, creates new business opportunities, new jobs, which ultimately affects the economy in the country. The growth of the catering sector is consistently high, which makes it possible to develop gastronomic tourism in little-known regions of the country. All this allows tourists to get acquainted with the culture of France.

### Reference

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