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EVENT AND GASTRONOMIC TOURISM IN THE PEOPLE'S REPUBLIC OF CHINA: CHARACTERISTICS, PROBLEMS AND DIRECTIONS OF DEVELOPMENT

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The article is devoted to the consideration of such types of tourism as event and gastronomic tourism within the tourism sector of the economy of the People's Republic of China. The most significant events in China are identified, their brief description is given. The features of the national Chinese cuisine are also characterized, its main historical types are determined. The problems of the implementation of event and gastronomic tourism in China are considered, the directions of their overcoming are determined.

Keywords: tourism, event tourism, Chinese holidays, festival, gastronomic tourism, Chinese cuisine.

СОБЫТИЙНЫЙ И ГАСТРОНОМИЧЕСКИЙ ТУРИЗМ В КИТАЙСКОЙ НАРОДНОЙ РЕСПУБЛИКЕ: ХАРАКТЕРИСТИКА, ПРОБЛЕМЫ И НАПРАВЛЕНИЯ РАЗВИТИЯ

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Статья посвящена рассмотрению таких видов туризма, как событийный и гастрономический туризм в рамках туристического сектора экономики Китайской Народной Республики. Определены значимые мероприятия Китая, дано их краткое описание. Охарактеризованы также особенности национальной китайской кухни, определены ее основные исторические типы. Рассмотрены проблемы реализации событийного и гастрономического туризма в Китае, определены направления их преодоления.

Ключевые слова: туризм, событийный туризм, китайские праздники, фестиваль, гастрономический туризм, китайская кухня.

The development of tourism significantly affects the economic development of countries and is currently one of the important factors in the development of international economic relations. Tourism also contributes to the integration of national economies in the process of globalization. China is now one of the leaders in international tourism. China has large and diverse tourism resources. In recent years, China's tourism policy has been based on the principles of "development of the host industry, vigorous development of domestic tourism, adequate development of outbound tourism", which has helped to attract a large number of tourists from all over the world.

In order to develop incoming tourism in China, it is possible to attract the attention of tourists to festive events. China is a country with one of the most ancient histories. Many customs, traditions and historical sites have been preserved. China has rich resources for event tourism activities. The quality and uniqueness of the event is of great importance for the development of tourism, especially in connection with the constant growth in the organization of various tourist events around the world. In China, a local event, which is usually offered throughout the country and beyond, can be promoted to attract tourists, build a local image, and promote regional economic development. There is currently a strong trend to combine the festival with travel in order to meet the increased needs of tourists [1].

There are many interesting and significant events in China.

Chinese New Year is the most important traditional Chinese holiday. Its celebration traditionally begins on the first day of the first lunar month of the Chinese calendar and ends on the 15th day, known as the Lantern Festival.

Lantern Festival takes place on the fifteenth day of the new lunar calendar and is the last day of the celebration of the New Year. On this first full moon night of the year, hundreds of paper lanterns are lit and puzzles written on sheets of paper attached to them are solved. These puzzles often contain themes of happiness, success, family, and love.

Harbin International Ice and Snow Festival. The festival dates back to 1963. In recent years it presented about 2,000 sculptures, which was a record. In addition to ice sculptures, the festival includes a number of other attractions, including 3D animations, which are especially impressive in the world of snow and ice.

In addition, the following events are also very popular: Purity and Brightness Festival, Mid-Autumn Festival, National Day, Dragon Boat Festival, International Confucius Festival, Dalian International Fashion Festival, Zhengzhou Shaolin International Martial Arts Festival, China Import and Export Fair, as well as the International China Exhibition of Imported Goods and Services in Shanghai.

Food is a powerful factor in shaping both the national and regional identity of such a large and multinational country as the PRC. Chinese cuisine is an important part of China's culture and heritage and includes culinary offshoots from various regions of the country.

Chinese cuisine is very distinctive, recognizable, due to the following features:

1. Chinese cuisine is conditionally divided into eight areas. Different parts of the country have different cuisines. Old China was a farming society. Most eating habits and food cultures are the result of this factor. In northern China, food is usually made from wheat. In the south, people eat more rice and pepper because of the wet weather. Thanks to economic growth and improved living standards, people are now enjoying lighter, more organic and healthier food.

2. Great Chinese food requires skill and the finest materials. Color, aroma, taste, shape and meaning are the five essential elements of a great dish. Cooking is an art, a professional job. Some old style kitchens are passed down from generation to generation. Tofu, kungpao chicken, hot pot, Peking duck are very famous dishes with a long history.

3. Unlike Westerners, when the Chinese dine, they do it together with all family members, sitting at a round table and using chopsticks. Main courses usually include 6 to 8 courses arranged in the center of the table.

4. Dishes always carry a special meaning on special occasions. The symbolic meaning of a dish may be based on how it looks or how its name is pronounced. For example, at New Year's Eve dinner, everyone eats fish, since the Chinese word for "fish" is pronounced the same as the word for "abundance." Like birthday cake, the Chinese eat noodles on their birthdays as long noodles symbolize longevity. When a child is born, people usually eat red-colored eggs as they symbolize fertility.

5. Traditional Chinese cuisine is increasingly influenced by Western culture. Now French cuisine, Italian cuisine and continental cuisine are very popular among young people. So is Indian food like chapatis and tandoori. Popular fast food such as McDonald's, KFC has inspired the Chinese fast food boom. Thus, maintaining traditional cooking skills has become a challenge for the Chinese food industry.

Restaurants arose in urban culture as a solution to the problem of eating people outside the home at a convenient time for them, as a way to spend their leisure time. The restaurant dish had to be different from the one prepared at home, meet the needs of the collective subject, be more complex in order to attract the guests of the institution with its unique taste, which is created by the master of culinary arts.

Chinese cuisine is known for the "Four Great Traditions" – Chuan, Lu, Yue, and Huaiyang, representing the cuisines of Western, Northern, Southern, and Eastern China, respectively. The most famous of these are Sichuan cuisine Chuāncài, Hunan cuisine Xiangcài, Guangdong/Cantonese cuisine Yuècài, Fujian/Ming cuisine Mǐncài, Jiangsu Cuisine Sūcài, Zhejiang Cuisine Zhècài, Anhui cuisine Huīcài and Shandong Cuisine Lǔcài – these are eight historical types, which are collectively called the eight main cuisines of China [2].

China is unique in that its sheer size has also significantly influenced the variety of cooking styles that exist. However, most Chinese chefs categorize the eight regional cuisines mentioned above according to their different tastes and local characteristics.

In general, geography has had a significant impact on the variety of flavors in Chinese cuisine. Culinary experts, often describing the gastronomic and cultural differences between northern and southern China, point out that noodles are more common in the north, as wheat is more widely grown there. Whereas in the south, rice is more preferable, since historically it was grown more in the southern provinces.

The large territory and huge population of China have an impact on Chinese event and gastronomic tourism, in particular, on the formation of certain difficulties [3]. The main problems, as well as directions for their solution, are presented below:

1. Insufficient advertising of event tourism events.

The problem of insufficient advertising at events can be solved with the help of well-designed and easily accessible websites. You can add a section with various types of tourism to this site. It is also possible to create information pages in Chinese embassies.

2. Underdeveloped infrastructure. The number of tourists during the festival is much larger than usual. Roads are often congested with cars and buses, and parking spaces are full from early morning. In addition, there is an insufficient infrastructure for catering - there are far from enough restaurants. Also in some places you may encounter incomprehensible markings of paths and routes.

The solution to the problem of lack of parking spaces can be the construction of a parking near a certain place. Shortage of catering establishments can be addressed either by expanding existing establishments or by opening new ones. The problem of clarity of routes can be solved by installing signs with photos and a route plan.

3. Insufficient level of service provision. The quality of hotel and restaurant services may decline due to the large influx of tourists.

The level of service delivery can be improved by stricter control or by increasing the number of employees.

4. High cost of trips to events for foreign tourists.

The last problem of high prices for foreign tourists can be solved by the abolition of tourist visas to the country. Airlines can also impose special prices.

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