

Maria Paska,

Doctor of Veterinary Sciences, Professor,
Lviv State University of Physical Culture named after I. Bobersky,
Lviv, Ukraine,
ORCID: 0000-0002-9208-1092;
ResearcherID: I-6043-2017

Oryslava Korkuna,

Candidate of Economic Sciences,
Associate Professor,
Lviv State University of Physical Culture named after I. Bobersky,
Lviv, Ukraine,
ORCID: 0000-0002-8134-3771

Oksana Kyluk,

magister,
Lviv State University of Physical Culture named after I. Bobersky,
Lviv, Ukraine,
ORCID: 0000-0002-0013-8523

PERSPECTIVE DEVELOPMENT OF AUTHENTIC PRODUCTS FOR RESTAURANT BUSINESS IN GASTRONOMIC TOURISM

The peculiarities of preparation technologies of local foodstuffs are determined, the authentic products of gastronomic tourism, history and traditions of their consumption are taken into account. Unique dry-cured products made according to old recipes, in particular «macyk» are authentic products that combine the latest achievements in the field of healthy nutrition and innovative development of gastronomic tourism. The article examines the current state of authentic meat products development, the technology of their preparation and tasting in the context of gastronomic tourism. Tasting assessments of the quality of authentic products typical of the Western region of Ukraine are distinguished. Possible prospects and tendencies of further development of gastronomic tourism with an emphasis on delicacy authentic meat product of the Western region are analyzed.

Keywords: *authentic products, meat delicacies, gastronomic tourism restaurant.*

Relevance of research topic. One of the most promising directions of the tourism market development is gastronomic tourism – a specialized type of tourism

that acquaints travelers with national culinary traditions of world's countries and is an organic synthesis of culture, ecology and production. Nowadays, the world is becoming more and more open; however, tourists are searching for an experience based on local culture and authenticity. We can observe the tendency of the population's interest in cooking and gastronomy and their wide popularization. These days, gastronomy takes an essential part in getting acquainted with the culture and lifestyle of the area visited. It is an opportunity to activate tourism, contributes to local economic development, including various sectors of the economy (manufacturing, food establishments, food markets, etc.) [2]. That is why given aspect acquires particular sharpness and relevance today, and for these reasons, we will pay special attention to uncover the potential of authentic products in the context of gastronomic tourism.

The relevance of such research is based on the creation of unique dry cured products made from ancient recipes, which are authentic products, and combine the latest developments in the field of healthy nutrition and the development of gastronomic tourism. Since gastronomic tourism is a type of tourism that is also associated with familiarization with production, cooking technology and tasting.

Formulation of the problem. In the scientific and practical aspect, such famous scientists as: E. Vorobyeva, I. Komarnitsky, V. Kornilov, G. Vishnevskaya, T. Kuklina, etc. dealt with issues such as the development of gastronomic tourism. It greatly expands the available information, in particular reveals unknown aspects of it, allows to elaborate techniques, carry out tastings, and also to be widely used in practice. Research on culinary tourism conducted on the home soil by A. Busygin: states that culinary tourism, for a number of reasons, can be one of the most promising areas in Ukraine. He also examines in detail the algorithm for promoting this tourist product to the western market, emphasizes on the need for careful development of the culinary tours program, taking into account the specifics of gourmet tours. Expresses confidence that in all regions of Ukraine there will be restaurateurs, specialists in the hotel and restaurant business, travel companies that understand the potential of this niche market and the importance of cooking as a significant component of tourist products [2].

In general, among the most important issues, foreign and domestic scientists pay a great deal of attention to the development of gastronomic tourism, but this topic needs to be further studied, in particular, authentic gastronomic products require considerable research. The authors' work on a large number of various studies allows adding a lot of new, interesting articles to highlight the issue of using the potential of authentic meat products in the context of gastronomic tourism.

Analysis of recent researches and publications.

Currently, there are many companies in the world and national tourist markets that specialise in organizing gourmet travel services. They offer a variety of tours, which suggest the following services: visiting restaurants with tasting original national

dishes and drinks; attending gastronomic festivals, participating in the process of cooking meals; getting acquainted with the peculiarities of local production of national products and recipes; conducting workshops and learning the technology of preparing individual dishes from local products; visiting national holidays and participating in ceremonies related to gastronomy; organization of tasting of products: wines, honey, liqueurs, cheeses made according to national recipes [3].

In this case, researches show that 93% of travelers shape long, pleasant memories based on the experience of eating and drinking in the region visited. Famous local food and drinks, culinary history and hospitality are the basis of the region's «character» and this attracts both visitors and locals [4]. This is a very successful attempt to recreate the development of authentic products in the context of gastronomical tourism.

The practical importance of such works is increasing, since tourist activity is foremost related to the large number of national holidays and authentic traditions of celebrating them, which is why these areas are the most popular and visited by both foreign and local tourists. However, along with traditions, restoration of authentic products is relevant. Many regions of Ukraine can take pride in authentic recipes of different dishes. Thus, in the Hutsul region, the unique gastronomic component is emphasized, after all, that is where the technologies of home production of Carpathian hard cheeses – buds, brynzes, vurdas – are preserved. In the Carpathians, tours to contact farms, wineries, and cheese factories are gradually developing, where one can not only participate in the production process but also taste the products [5]. However, the issue of Lviv, Volyn and Rivne regions, the restoration of their authentic meat products still remains relevant.

Analyzing the historical data, it can be noted that people were able to produce meat products for the stock since the beginning of times. Although there were no refrigerators, no preservatives, no vacuum technology at the time, raw meat was dry-cured. Our ancestors did it skillfully. Centuries-old traditions are now almost lost, but fortunately, there are those who revive them, gathering knowledge and experience, and embodying it in authentic products unique to the whole world.

Presenting main material. The method of analysis of literary sources is used for development of scientific approaches to research the problems of national authentic products in a global and regional context.

Purpose: to identify perspective trends in the development of technologies of authentic delicacy meat products by creating a competitive product in the gastronomic tourism market. This creates scientific and practical interest in conducting research related to the study of this issue.

Research Methods: DSTU 4823.2: 2007 «Meat products. Organoleptic estimation of quality indicators» and DSTU 4427: 2005 «Sausages smoked and dry-cured».

We have restored and developed unique recipes for the preparation of authentic meat product of the Western region – «macyk». We follow the traditional dry-cured

meat process, which lasts from three months to a year, without the use of flavors. These nourishing meat products are good for health, authentic gourmet delicacies, and the main revival of new authentic gastronomic products. The main appeal of dry-cured meat is the true taste of meat, the extraordinary smell, and a particularly strong texture that allows you to cut the meat into very thin slices, a delicacy that has the taste center of a variety of dishes.

«Macyk» is a dry-cured pork meat product with natural spices and herbs. Only ecologically pure pork grown without the use of food additives and growth promoters is used for its preparation [6].

The pressing issues of such a plan are to trace certain points, in particular, the history of the «macyk» began in the ancient times, when there were no modern technologies of growing pigs, but there was a need for procurement and long-term storage of meat, while preserving the high-quality taste of the product. Once a «macyk» was laid, before Christmas, later before Easter, and consumed during the mowing period, the harvest when the mowers needed to eat well. The taste characteristics of such a «macyk» could be estimated no earlier than in three months. Nowadays, «macyk» is a spicy addition to the menu of restaurants and beer bars, because the «macyk» could be eaten with beer, wine and as a snack to the table. This is a great product, healthy, a true delicacy for gourmets.

We conducted a tasting evaluation of «macyk» varieties according to DSTU 4823.2: 2007 «Meat products. Organoleptic estimation of quality indicators» and DSTU 4427: 2005 «Sausages smoked and dry-cured». «Macyk»- is a natural product, which tastes fine sliced. According to the results of the five-point tasting rating, the highest rating among the «macyk» variety was «macyk» classic. There was a slight loss of 0.7 points to «macyk» with vegetable fillers, such as: rosemary, nuts, cranberries.

Tabl. 1

Organoleptic estimation of quality indicators, dry-cured «Macyk»

Product name	A five-point product estimation						Overall score, in points
	Appearance	Color	Scent	Consistence	Taste	Juiciness	
Kontrol	5,0	5,0	5,0	5,0	5,0	5,0	5,0
«macyk» rosemary	4,8	5,0	5,0	4,5	5,0	4,5	4,80
«macyk» cranberries	4,8	5,0	5,0	4,8	5,0	5,0	4,93
«macyk» nuts	4,0	4,6	4,6	4,0	4,0	4,0	4,2

Organoleptic characteristics are important for consumers when choosing products. With the choice of advanced cooking technology, the finished product is characterized by high consumer qualities, gentle texture and juiciness, its well preserved form.

Comparative analysis of the obtained results leads to the conclusion that the best sensory characteristics have dry-cured sausages, which contain natural components, which confirms the advisability of introducing this product in the restaurant industry and production on an industrial scale.

From an organizational point of view, gastronomic tourism involves acquaintance with the peculiarities of local food preparation technologies, history and traditions of their consumption, as well as the possible participation of tourists in the preparation of national dishes, attending culinary festivals and competitions.

The availability of information will help to study the main trends in the development of gastronomic tourism, restoring authentic products, in particular meat, on the example of «macyk», which will allow using them for the practice of building the local tourist market. Such research will allow us to accumulate the knowledge and experience needed in the future to improve the gastronomic image of the Western Region and increase tourist flows.

Conclusion. The peculiarities of preparation technologies of local foodstuffs are determined, the authentic products of gastronomic tourism, history and traditions of their consumption are taken into account. Unique dry-cured products made according to old recipes, in particular «macyk» are authentic products that combine the latest achievements in the field of healthy nutrition and innovative development of gastronomic tourism.

REFERENCES

1. Slyvenko V. A., (2019) Shlyakhi aktyvizuyut' vitchyznyanoho hastroturyzmu na mizhnarodnomu turystychnomu rynku. Slyvenko V. A., Dolhiyer A. I., Khrul'kova K. A. Efektyvna ekonomika. 2019 № 5. DOI: 10.32702/2307-2105-2019.5.48
2. Busyhin A.P. (2008) Yak orhanizuvaty kulinarnyy turyzm? /A.P. Busyhin // Hostynichnyy ta restoranny biznes. – 2008. – № 2. – С. 74–76.
3. Kornilova V. V. (2018) Suchasni tendentsiyi rostut' hastronomichnoho turyzmu. Kornilova V. V, Kornilova N. V. Efektyvna ekonomika. 2018. № 2. – <http://www.economy.nayka.com.ua/?op=1&z=6112>
4. Ofitsiynyy sayt Vsesvitn'oyi asotsiatsiyi hastronomichnoho turyzmu <http://www.worldfoodtravel.org>
5. Kuklina T. S. (2013) Hastronomichnyy turyzm na turystychnomu rynku Ukrayiny / T.S. Kuklina <http://www.sworld.com.ua/konfer30/682.pdf>.
6. Paska M.Z (2015) Porivnyal'na otsinka yakosti yalovychyny NOR, PSE ta DFD / M.Z. Paska // Vostochno-Yevropeys'kyy zhurnal peredovykh tekhnolohyy.– 2015. – № 3(10). – С. 59–60. DOI: 10.15587/1729-4061.2015.44496
[http://nbuv.gov.ua/UJRN/Vejpte_2015_3\(10\)__12](http://nbuv.gov.ua/UJRN/Vejpte_2015_3(10)__12)