

3.2. Current development trends of raw-smoked sausages in the context of gastronomic tourism

One of the most promising directions of the the tourism market development is gastronomic tourism – a specialized type of tourism that acquaints travelers with national culinary traditions of worlds 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 populations interest in cooking and gastronomy and their wide popularization. These days, gastronomy takes a necessary 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.

In the finished product, representatives of such microflora, which is unacceptable for sanitary and hygienic reasons were not discovered: proteus and E. Coli, but in the raw materials used for production, they are always present. All this testifies to the development of complex internal processes under the influence of specific enzymes, resulting in the formation of features and properties inherent in the finished product.

Moreover, given that in the manufacture of raw-smoked sausages, no additional processes are applied except for drying, it should be noted that internal changes and reasons that cause them are the main factor that ensures the product with the desired qualities.

Quality criteria for raw-smoked sausages are appearance, consistency, taste and, of course, storage. According to traditional technology, the process of sausages ripening is long, requires additional space, strict adherence to the appropriate modes of temperature and humidity in the chambers, highly qualified personnel.

Recently, for the rapid reduction of pH and the cessation of the development of unwanted microflora additives containing glucodeltalactone (GDL) have been used. These additives provide rapid maturation, color formation, traditional aroma and taste.

New technologies of raw-smoked sausages also include the use of multifunctional additives which contain special strains of direct-acting microorganisms (starter cultures) that regulate biochemical processes that shape the quality of the finished product. Microorganisms, in addition to changing a number of processes in the positive way, break down sugar into lactic acid, which leads to a decrease in pH, inhibiting the growth of unwanted microflora at the very beginning of the production of sausages, accelerated denitrification process and stabilization of color formation.

As with any component used in the production of raw-smoked sausages, additives and multifunctional additives have certain requirements. They must act

effectively in the meat substrate; give the products a pronounced intense color, traditional taste and aroma.

In order to obtain high-quality sausage products, especially in the sanitary field, it is necessary to follow the veterinary and sanitary requirements and technological instructions throughout the technological process. At the same time it is necessary to concentrate veterinary, sanitary and technological control on the following directions: quality of basic raw materials, spices, additives, and auxiliary materials; sanitation, cleanliness of facilities, equipment and premises; sanitary and hygienic requirements for workers and control of finished products [9].

Because raw-smoked sausages are a product that is intended for consumption without additional heat treatment, they and the technological process of their production are subjects to increased sanitary requirements.

Meat and other ingredients used in order to make sausages are usually contaminated with different microflora, and specific production conditions contribute to its development in raw materials.

The technological processing of raw sausage products should be considered not only as a process that gives the product certain organoleptic properties, but also as a process of disposal of raw materials. Only fresh meat is allowed to be used in the production of sausages. It is not allowed to use meat from sick animals, meat with reduced freshness, slippage, mold and contamination, without prior sanitary treatment (cleaning, washing).

The raw material pH value for raw sausages should not be bigger than 6.0 – such meat is safe from a bacteriological point of view. In addition, failure to follow this requirement may negatively affect the ripening of the sausages. Moisture in meat is also monitored – there should be a minimum amount.

From a technological point of view, the choice of fat-containing raw materials is important. The smoked sausage fat should have a thick texture and granular structure, therefore, it is best to use a spine (fatty acids are non-oxidizing). The more fat in mince, the shorter the ripening period of sausages. At the same time, the purity of spices, salt, spices and casings is checked [8].

It should also be taken into account that when salt is introduced, the temperature decreases by 2°C and the final cutting temperature should be about minus 2°C ± 1°C. If too low, a temperature can cause the syringe to cool, and it will be bad for stuffing. Small cracks can also be formed in the finished product [7, 10].

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.

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.

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 to add a lot of new, interesting articles to highlight the issue of using the potential of authentic meat products in the context of gastronomical tourism.

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.

The method of analysis of literary sources is used for developmentscientific 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.

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.

Table 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 to use 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.

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.

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