

# **INCREASING THE SELECTION OF DRY-CURED MEAT PRODUCTS AVAILABLE FOR THE RESTAURANT INDUSTRY IN THE CONTEXT OF GASTRONOMIC TOURISM**

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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.) [1]. 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.

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.

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. 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 development 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.

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 [5].

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.