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EVALUATION AND MAIN STAGES OF FORMATION OF TOURIST-RECREATIONAL AND GASTRONOMIC POTENTIALS OF THE REGION IN THE CONTEXT OF DEVELOPMENT OF GASTRONOMIC TOURISM

The article considers regional recreational-tourist and gastronomic potentials as important elements of the development of the Right-bank Polissya.

Goal. The central place in the work is paid to the least studied problem of estimating the gastronomic potential of the Right-bank Polissya. The development of gastronomic symbols provides the basis for a further increase in the flow of domestic and inbound tourism, increasing the attractiveness of the tourist destination, enhancing the image of the region and promoting local products.

Methodology. The clarification of the methodology of integrated assessment of the recreational and tourist potential was based on the scientific developments of Z. Herasy

mchuk, M. Hliadin, Y. Humeniuk, O. Beidyk, I. Berezhna, V.
Beznosiuk, I. Zelinsky

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, N. Kolenda, V. Matzal, N. Nudelman, V. Rudenko, L.

Cherchyk, Y.

Shabardin, E.

Schepanskyi.

Results. The concept and content of the category «tourist-recreational potential» are generalized and the notion «gastronomic potential» is defined. For the development of tourism in any region, it is necessary to have reliable information about tourist resources of the region, therefore, the gastronomy, tourist zoning of the region was carried out.

Scientific novelty. The author's vision of the seamless assessment of the gastronomic potential of the region territory in the sphere of tourism and recreation is proposed. Nevertheless, to determine the necessity of the development of gastronomic tourism in any territory it is not enough to have only attractive tourist objects. In other words, the gastronomic potential includes a combination of natural and historical-cultural factors, as well as conditions for the reception and maintenance of tourists. Gastronomic potential mapping was conducted and gastronomic festivals were highlighted as events of large-scale tourist importance in the Right-Bank Polesie, which will be necessary for gastronomic and tourist zoning. Practic

Practical significance. New trends in socio-economic development of the country offer a much different, more responsible attitude to the formation of regional recreational and tourist potential and gastronomic in particular and regional tourist (gastronomic) product. It also requires a comprehensive assessment of the tourist-recreational and gastronomic potentials of a particular region, identifying its regional specificity and prospects for use.

Key words: methodology, assessment, tourist-recreational and gastronomic potentials, Right-bank Polissya, gastronomic tourism.

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