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Nesterchuk Inna Konstantinovna,

Candidate of Geographical Sciences, Associate Professor Polissya National University,
Zhytomyr, Ukraine,

e-mail: nester_geoek@ukr.net

GASTRONOMY BRAND OF THE TERRITORY (ON THE EXAMPLE OF THE CULTURAL AND HISTORICAL HERITAGE OF THE RIGHT-BANK POLISSIA)

The main goal of research is studying the regional specifics of traditional food of the ethnic groups inhabiting the Right-Bank Polissia and identifying prospects for the use of gastronomic brands in tourism. Substantiation of opportunities and ways to use the gastronomic brand of the territory in the development of hotel and restaurant business have been investigated. The theoretical significance lies in the development of the gastronomic brand of the Right-Bank Polissia - the national Ukrainian cuisine - due to tourist gastronomic tourism and brand promotion as the significance of the destination. The purpose of gastronomic tours - is to get acquainted with the peculiarities of the cuisine of a country. It is important to learn the features of the local recipe, which for centuries has absorbed the traditions and customs of the locals, their culture of cooking.

The methodological basis of the research is scientific works of domestic and foreign scientists and practitioners on the organization and development of tourism, regional economy, event management, event marketing, strategic planning, organization of gastronomic tourism, evaluation of economic efficiency of gastronomic tourism and in particular gastronomic activities. This paper uses such forms of research as surveys and questionnaires, special marketing research, study of financial and commercial reporting of restaurants. Information of sales agents, data from fairs, exhibitions and workshops, culinary blogs, own expeditionary research.

Results. According to the results of the research, gastronomic events and branded dishes of the Right-Bank Polissia have been analyzed and new directions of gastronomic tourism development have been outlined. Namely, the gastronomic brand is an objective necessity, technology and using them at different levels: from the state level to the enterprise level, one can not only survive in today's complex market conditions, but also strengthen his competitiveness in the world market. Gastronomic branding of the territory with its correct understanding becomes a very effective tool for updating the historical and cultural heritage, and branding of territories in their relationship and with a comprehensive and differentiated approach can lead to a new impetus to their development and unity of nations and the world.

Scientific novelty. Elements of scientific novelty are concentrated in specification of possibilities and ways of gastronomic tourism development, in particular development of a Polissia kitchen brand using gastronomic brand of the territory. The definition of "gastronomic brand" of the Right-Bank Polissia was introduced.

Practical significance. The practical significance of the study lies in the possibility and feasibility of using the proposed methodological approaches and practical recommendations in the formation of strategies for promoting the gastronomic brand at the regional level.

Key words: gastronomic tourism, the Right-Bank Polissia, cultural and historical heritage, gastronomic brand.

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