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APPLIED GASTRONOMIC DOSSIER OF THE RIGHT-BANK POLISSYA

In the article, an audit of gastronomic proposals for the territory of the the Right-bank Polissya study was carried out in order to attract and promote local autochthonous dishes and food

traditions.

Goal. The substantiation of the theoretical and methodological approach to the issues of promotion of local food and wine through a retro-innovative perspective. Therefore, the creation of immersive ethno-gastronomic experience requires an innovative approach, starting with the inventions of traditional dishes and recipes, but without the risk of loss of authenticity.

Method. Based on the retro-innovative approach and field research, we tried to ensure the synergy of gastronomic tourism through a range of variables: promotion and advertisement of local cuisine as a resource of a particular region; development of a universal product tour, which includes gastronomic tours; the experience gained about the unique places that make the impression of an "attractive kitchen"; culinary events tied locally.

Results. The research results of the region announce a large traditional heritage in which the autochthonous cuisine becomes a link between the pleasure of experience for the tourist and the advertisement of the area. A key factor is the transformation of the general tourist product into a unique experience, thanks to gastronomic routes that will improve local infrastructure and contribute to the development of the economy in the region.

Scientific novelty. Knowledge of food and wine of the Right-bank Polissya will become the main motivating factor for visiting this destination. In light of these changes, it is necessary to adopt a new approach to the promotion of gastronomic tourism – a new way of thinking.

Practical significance. Gastronomy in recent years has become one of the main motivations for visiting geographic areas, in particular, the Right-bank Polissya. In fact, tourists demand new experiences that stimulate other feelings, besides the sight: gastronomic tourism can stimulate other sensations such as taste and smell. Gastronomic tourism demonstrates great potential for tourism product and creates new opportunities for development of other economic events.

Key words: gastronomic tourism, gastronomic dossier, the Right-bank Polissya, retro-innovative prospect, history and evolution of food products.

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