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PROSPECTIVENESS OF CULINARY TOURS TO NATURE PARK BEREMYTSKE

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Problem statement in. An important problem for the country's tourism industry is to ensure sustainable development. An effective solution to this problem is to create and implement a strategy of competitive advantage. One of the directions of the new strategy may be the development of culinary tourism in Chernihiv region, which is rich in its national culinary traditions. The cuisine of Chernihiv region is one of the important factors in attracting foreign tourists to the country. After all, the culinary art preserves the national features and traditions of the people of the region, which are always interesting to the representative of another country. Thus, creating specialized culinary tours, you can attract a large number of both domestic and foreign tourists to the region as a whole and to NP «Beremytske», which will improve its economic situation.

Culinary tourism as a means of intensifying cultural communication, promotes the establishment of multilevel communication links. As a result of various cultural contacts there is an exchange of mental, spiritual and material values, experience at the interpersonal, ethnic and state levels.

Analysis of research and publications. Problems of strategic development of the tourism industry, prospects for the development of culinary tourism are paid attention in the works of IM Schools, I.V. Sukhareva, I.V. Kosmidailo, I.V. Geets, A.K. Uvarova. Scientific and practical elaboration of this problem is also covered in the works of A. Busygin E. Maslov I. Komarnitsky V. Fedorchenko D. Basyuk T. Sokol T. Bozhuk L. Prokopchuk T. Shparahy V. Boyko O. Lyubitseva F. Shandor G. Volkova M. Bashtova G. Vyshnevskya where the historical and cultural context, features of creation of regional tourist products on the basis of national cuisine and culinary traditions, classification of culinary tours, etc. are considered.

In tourism there is no single terminological definition of this type of tourism. There are terms culinary tourism, wine and gastronomic tourism, gourmet tours, gastronomic tourism, etc.

So according to the study of Vishnevskaya G.G. Culinary tourism has specific features, such as: conditions for the development of culinary tourism, which have absolutely all countries, which is a unique feature of this type of tourism; does not have the character of a seasonal holiday, for any time of the year you can choose the appropriate tour; to some extent is an integral part of all rounds. But unlike other types of tourism, acquaintance with the national cuisine becomes the main motive, purpose and element of the culinary journey; promotion of local farms and food producers is an integral part of any culinary tour [1].

D. Basyuk, considers the most comprehensive concept of gastronomic tourism, which is derived from the term gastronomy (from the Greek - stomach) - a science that studies the relationship between food and culture and belongs to the field of social disciplines. Whereas cooking (Latin *culīna* - cuisine) is a branch of applied activity related to cooking, which includes a set of technologies, equipment and recipes and is part of gastronomy [2]. That is, gastronomic tourism - a type of tourism associated with acquaintance with the production, cooking technology and tasting of national dishes and drinks, as well as the culinary traditions of the peoples of the world.

A. Busygin claims that culinary tourism, for a number of reasons, can become one of the most promising areas of tourism in Ukraine. Expresses confidence that in all regions of Ukraine there are restaurateurs, travel companies who understand the potential of this market niche and the importance of cooking as an important component of the tour product [3].

It is noted that the term «Culinary Tourism» was introduced in 1998 by Lucy Long, a professor at Bowling Green University (USA). In 2001, Eric Wolf wrote the first article on culinary tourism in the world, he later developed this topic in the first book «International Culinary Tourism Organization» in 2003. Eric Wolfe founded The International Culinary Tourism Association, which provides a wide range of benefits to its members: training, development and dissemination.

The purpose of the study is to analyze the definitions of "culinary tourism", the development of this area in the Chernihiv region and the prospects of culinary tours to NP Beremytske. Analysis of culinary tourism will identify problems and opportunities and suggest ways to increase the popularity of domestic and foreign tourists for the development of international (domestic) tourism.

Presenting main material. Culinary traditions of the world have been laid down for centuries, as they were influenced by numerous factors, including the influence of climatic conditions and geographical location, economic prosperity of countries and the degree of influence of their cultures. Gradually formed the ethnos of the country and as a consequence of this process.

The corresponding statement is proved at least by the fact that people, by nature omnivorous, eat differently in different national cultures, therefore «you want to learn culture of the country - try it to taste».

National cuisine as a cultural code of the era of formation, which emerged in the process of formation of states, which offers national culture and identity at the level of everyday life.

Chernihiv region is a land of fertile lands, quality and tasty food. These benefits can be used in the development of branding areas. The promotion of local products (such as honey, mead, fruit and vegetables, fish and meat, cheese) can be a good reason to organize festivals and mass celebrations in the area where they are grown or produced, culinary tours, and so on.

The national cuisine has more than four thousand recipes for various dishes. These are meat, fish, vegetables, dairy dishes, flour, etc. Recipes for some dishes, methods of processing and cooking are borrowed from other peoples. But, despite the influence of other cultures and traditions, Ukrainian cuisine has managed to retain its originality and unique color, thanks to which the amendment has gained worldwide recognition.

Let's take borsch as a basis for creating an annual culinary tour to NP «Beremytske» to ensure the stable development of the Chernihiv region through the creation and implementation of a strategy of competitive advantage. There is a concept of the so-called borscht strip, which stretches from south-eastern Poland through Ukraine, Belarus to the Volga and Don regions. However, borscht is common in other countries, such as Turkey. In the United States, the «borscht belt» is the name of a place where Jewish immigrants from Eastern Europe lived. In most cases, it can be seen that the Ukrainian lands were the epicenter from which borscht as a dish and cultural phenomenon diverged around the «borscht belt».

Ritual dishes and drinks are an integral part of the holidays of the life and calendar cycle, which are characterized by deep symbolism and sacred functions. Ukrainians, farmers from their great-great-grandfather, still have a cult veneration of bread. For centuries, bonfires, loaves, cakes, various pies have been the main food, and also symbolized the life and prosperity of man, family, homeland. Borsch, dumplings, kulish - not only delicious and nutritious dishes, but also a bright culinary brand of Ukraine, which has a deep and fascinating history. The senior researcher of the department of Ukrainian and foreign folklore of the Institute of Art History, Folklore and Ethnology named after MT writes about this in the articles. Olena Chebanyuk, Candidate of Philological Sciences, Rylsky National Academy of Sciences of Ukraine, who writes a section on folk rites and customs in the English-language magazine *The Ukrainian: Life and Culture*. The website of the National Academy of Sciences of Ukraine exclusively publishes the Ukrainian version of these articles by the scientist.

Borsch is one of the main traditional and favorite dishes of Ukrainians. Despite the fact that there are only a few basic recipes for borscht - lean, modest, from wildlife or cultural agricultural - features of straightening, the composition of ingredients and taste of the dish has many options depending on the region and the calendar time of its preparation. For example, Poltava with dumplings, snake with chicken, Pyriatyn with crucian carp, Polissya with mushrooms, Chernihiv with dried ram, Odessa with bulls, Odessa with bulls, Mariupol with horseradish, Boyko with mushroom ears, Galician borscht, summer cold, rich with duck or goose not a complete list of options for Ukrainian borscht.

The addition of sugar beet to the borsch is typical for the south-eastern Chernihiv region. In old Ukraine, borscht was acidified with pickled apples, pickles, and forest sorrel. In the western regions, cherry or apple juice was added. Borsch was prepared on beet kvass, whey, in Slobozhanshchyna - on home-brewed beer, in Podillya they used semolina - kvass from steamed bran.

The Expert Council on Intangible Cultural Heritage at the Ministry of Culture and Information Policy of Ukraine has included the culture of Ukrainian borscht preparation in the National List of Intangible Cultural Heritage.

To make this happen, Ukrainian culinary expert and founder of the Institute of Culture of Ukraine Yevhen Klopotenko sent his own team on a «borsch expedition» across the country. «We had to collect family recipes in borscht from all over», he said. «Then I realized a simple truth: all Ukrainians are different, but we are united by a love of borscht».

Tours for gourmets, connoisseurs of gourmet dishes from around the world appeared in the last decades of last century, although the first fans of such dishes are known since ancient times. However, culinary tourism as an independent area of tourism has emerged recently.

The very term culinary tourism, which is used today in many countries, was coined by Professor of the University of Ohio Lucy Long. But today this concept has been used in the practice of forming tourist products in almost all countries.

Conclusions. After analyzing the definitions of scientists, we can conclude that culinary tourism is a trip around the country or abroad, to different places to get acquainted with the local cuisine, culinary traditions to taste unique dishes and products specific to this country, region or area. The combination of culinary with elements of the festival is clearly traced during such festive events as Christmas, Shrovetide, Easter, etc.

According to recent research, the fastest growing culinary tourism is in those regions where, on the basis of original local traditions, folk festivals and festivals are held.

We offer to hold a festival of Ukrainian borscht once a year on the territory of Nature Park Beremytske called «Chernihiv borsch on a dried ram» with culinary master classes. The event should attract tourists, create a great mood and form a positive image. And this, in our opinion, eliminates the problematic issues, namely the creation of an image after the pandemic, an interesting, modern, tourist-attractive region of Chernihiv region; funds will be available to improve the transport and tourist infrastructure of the area and related services; increase the level of use of the tourist potential of the territory in the field of culinary tourism on the basis of cultural diversity and historical uniqueness of the area; will increase the number of tourist-attractive events and events of national and international level, which in the future should be held on a regular basis.

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ОРГАНІЗАЦІЯ ПРОФІЛЬНОГО НАВЧАННЯ УЧНІВСЬКОЇ МОЛОДІ В ПАРКУ ПРИРОДИ «БЕРЕМИЦЬКЕ»

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Концепція профільного навчання у старшій школі, яку затверджено Наказом МОН № 1456 від 21.10.13 року, визначає профільне навчання важливим напрямом модернізації та удосконалення системи вітчизняної освіти й передбачає оновлення школи старшого ступеня на основі врахування інтересів і можливостей учнів у контексті соціального та професійного самовизначення і відповідності вимогам сучасного ринку праці. Такий підхід до організації освіти старшокласників не лише найповніше реалізує принцип особистісно орієнтованого навчання, а й дає змогу створити умови для їхнього професійного самовизначення та подальшої самореалізації.

Завданнями загальної середньої освіти є: виховання громадянина України; формування особистості учня (вихованця), розвиток його здібностей і обдарувань, наукового світогляду; виконання вимог Державного стандарту загальної середньої освіти, підготовка учнів (вихованців) до подальшої освіти і трудової діяльності; виховання в учнів (вихованців) поваги до Конституції України, державних символів України, прав і свобод людини і громадянина, почуття власної гідності, відповідальності перед законом за свої дії, свідомого ставлення до обов'язків людини і громадянина; реалізація права учнів (вихованців) на вільне формування політичних і світоглядних переконань;