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The opportunities for the usage of the Roztocze's regional cuisine in promoting the region

An attractive offer of the traditional gastronomy can constitute an important element of the Roztocze's touristic product. The analysis conducted in this paper points out a great potential in this sphere. Because of the historical conditions the Roztocze's regional cuisine shows the influences of foreign cuisines, for example Ukrainian and Jewish. Currently the Roztocze's local cuisine is being promoted mostly during local culinary events such as festivals, contests, fairs, shows and folk concerts, educational activity directed at young people as well as the day-to-day running of the agro-touristic farms, ethnography points and local restaurants. An interesting example of the promotion of the culinary products of Roztocze is the operation of the Festive Oil-Press which is a part of the Ecomuseum. Another place worth mentioning is a farm in village Guciów which functions as a small, private heritage park and offers accommodation and board including regional dishes.