



TRENDS, PROSPECTS AND CHALLENGES OF SUSTAINABLE TOURISM DEVELOPMENT

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of Sustainable Tourism Development**

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The monograph covers theoretical, methodological and applied problems of sustainable tourism development. The necessity of considering tourism and tourist destinations from the point of view of socio-cultural, economic, regulatory, marketing and management aspects is proved. The place and role of tourist infrastructure for the sustainable development of the industry is determined. Conceptual foundations for the formation of a market mechanism for managing tourism and tourism business entities based on models of economic growth and sustainable development in a competitive environment are proposed.

The monograph is addressed to scientists, teachers, students, graduate students, anyone interested in the tourism industry development.

The authors of the articles are responsible for the accuracy and reliability of the presented material, correct citation of sources and references to them.

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INTRODUCTION

Scientists define the current state of tourism development in Ukraine as unstable. Over the three decades of independence with positive basic growth rates of tourist flow constant pole fluctuations were observed. The number of domestic tourists in the national tourist market has not changed considerably. In the structure of tourist flows and tourist turnover by types of international tourism, the advantage remains on the side of outbound tourism (services import), the process of using tourist resources is characterized as insufficiently controlled. At the same time the domestic and inbound tourism development level is recognized as one of the indicators of the life quality and socio-economic development of countries. The degree of rational use of resource potential taking into account its preservation for future generations is recognized as a prerequisite for the sustainability of tourism.

The monograph covers theoretical, methodological and applied problems of sustainable tourism development. The necessity of considering tourism and tourist destinations from the point of view of socio-cultural, economic, regulatory, marketing and managerial aspects is proved. The place and role of tourist infrastructure for the sustainable development of the industry is determined. Conceptual foundations for the formation of a market mechanism for managing tourism and tourism business entities based on models of economic growth and sustainable development in a competitive environment are proposed.

The aim of the research is to substantiate the theoretical foundations and develop practical recommendations for the functioning and sustainable development of the tourism industry in Ukraine.

Achieving this goal requires solving the following tasks:

- 1) to substantiate anti-crisis scenarios for sustainable tourism development in Ukraine and the world;
- 2) to explore tourism trends in the context of innovations and innovative technologies;
- 3) to research the sustainable development of tourism and tourist destinations taking into account socio-cultural, economic, regulatory, marketing, management aspects;

4) to analyze the development of tourism in regions and rural areas;

5) to determine the place and role of tourism infrastructure for the sustainable development of the industry.

The object of the monographic study is the tourism industry of Ukraine.

The subject of the monographic research is theoretical, methodological support and practical recommendations on the functioning and sustainable development of the tourism industry.

The collective monograph is the result of the work of research and teaching staff of higher educational institutions of Ukraine, performed within the framework of the research topic “Formation of Theoretical and Methodological Support for the Development and Functioning of the Tourism Industry of Ukraine in the Context of European Integration” (State Registration number 0117U002092).

1. TRENDS, PROSPECTS, CHALLENGES AND ANTI-CRISIS SCENARIOS OF SUSTAINABLE TOURISM DEVELOPMENT IN UKRAINE AND IN THE WORLD

1.1. Sustainable Tourism Development in the Regions: Essence, Principles, Impact Factors, Assessment Methods

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The essence of the concepts of “sustainable development” and “sustainable development of tourism” is defined. The concept of sustainable development is considered in the context of a biocentric option to ensure the vital needs of society. The fundamental principles, internal and external factors of sustainable development of the tourism industry in the region are considered. The conditions of coordination and harmonization of the relationship between a person and his environment by the time vector are considered, which implies the achievement of short-term and long-term goals in solving alternative problems of obtaining fast and maximum profits by tourism enterprises, as well as the use of renewable tourism resources, as well as by the space vector, which leads to satisfaction the needs of the international tourist movement and international capital to solve the problems of the geographical promotion of tourist flows in ecologically clean and protected areas, inaccessible places, in new areas. Attention is focused on the need for strategic planning in the tourism industry in order to ensure the improvement of the quality of life of the population as the main indicator for assessing sustainable tourism development. The necessity of developing the concept of sustainable tourism development in the regions is substantiated. The prerequisites for the formation and effective implementation of the concept of sustainable tourism development in the regions are identified.

Introduction

The dynamic development of the global tourism market significantly contributes to the formation of tourist and recreational sectors of the national economies of the world. At the same time, since the beginning of the 21st century, the development of the tourism sector has become quite noticeable trends that are directly related to the overall economic development and the negative consequences of its impact on the environment. The need to move to a new economic paradigm of human life, which is based on the vision of the tourism industry as an integrated subsystem within the economic system, determines the relevance of the sustainable tourism development in the regions research.

The questions of the essence of the main factors and principles of sustainable development of the tourism industry is the subject of scientific researches by A. Dobrovol'skaia [1], N. Penkina [2; 3], S. Revin [4], V. Smal [5], N. Sviridova [6], T. Tkachenko [7] and other scientists, as well as practitioners of the tourism sector. The problems of sustainable development of the tourism industry are becoming increasingly acute and relevant in accordance with the dynamic conditions of our time.

The Essence of Sustainable Tourism Development

Sustainable development is a process that harmonizes the development of productive forces and ensures the satisfaction of the necessary needs of all members of society, provided that the integrity of the environment is preserved and phased. Sustainable development creates opportunities to maintain a balance between the potential of society and the basic needs of people.

The concept of sustainable development implies a biocentric option to ensure the vital needs of society. Ecological safety of the planet should become a key problem of the society. In modern conditions it is very important to ensure the maximum possible preservation of the biosphere in a balanced state, the effective consumption of natural resources, not exceeding the limit of their possible reproduction, as well as the minimum possible use, or even the complete removal of non-renewable natural resources from the economic turnover.

Thus, we can agree with the definition of T. Tkachenko that sustainable (harmonious, balanced) development is a development that

provides a certain type of balance, that is, a balance between its socio-economic and natural components [7, p. 55]. In our opinion, the essence of the sustainable development of the tourism industry best defines one of the basic principles proposed by the World Tourism Organization in the 1999 Global Code of Ethics for Tourism: ("Tourism is a factor of sustainable development") [8].

In general, we consider that the sustainable development of tourism is such a development of the tourism industry that makes it possible to meet the urgent needs of tourists, considering the interests of the region with respect to maintaining the possibility of providing recreational and tourist services in the future.

The main objective of the sustainable development of the tourism industry can be considered as the satisfaction of the most important needs and aspirations in human life. Moreover, in this situation, it is envisaged to manage all types of resources in such a way that social, aesthetic and economic needs are met in conjunction with the support of cultural and environmental values without harmful effects on local biological diversity and its life-support systems.

The fundamental principles of sustainable tourism development and management methods that apply to all forms of tourism in all types of directions include mass tourism and various niches of the tourism market. Sustainability principles relate to environmental protection, economic and socio-cultural aspects of tourism development, and a balance must be struck between these three dimensions in order to guarantee its long-term sustainability.

The importance of sustainable development of the tourism industry is also confirmed by the fact that the unsustainable intensive development of tourism quite often leads to local environmental disasters. At the same time, the development of the tourism industry depends primarily on the quality of the environment and its diversity. So, S. Revin and N. Shadrin consider that the quality of water and air, as well as the aesthetics of the landscape and biological diversity, are primarily the natural components of a tourist product reproduced as a result of the functioning of natural ecosystems [4, p. 66-67]. It is unlikely that there is a type of business that is so keenly interested in preserving all environmental components, like tourism. Also, destroying the environment, the tourism business thereby reduces the possibility of its development, which clearly contradicts its purpose.

In the context of sustainable development of the tourism business, the main issue is the regular coordination and harmonization of the relationship between a person and his environment by:

- a vector of time, which implies the achievement of short-term and long-term goals in solving alternative problems of obtaining fast and maximum profits by enterprises of the tourism industry, as well as the use of renewable tourism resources;

- a vector of space, which determines the satisfaction of the needs of international tourist traffic and international capital to solve the problems of geographical promotion of tourist flows to ecologically clean and protected areas, inaccessible places, to new areas, provides improved economic conditions for the development of local communities, preservation of potential tourist destinations and individual tourist destinations objects, or the optimization of these alternative approaches and the minimization of tourist interference in the conditions and lifestyle of individual communities [7, p. 49-50].

The positive impact of sustainable tourism manifests itself as follows (fig. 1.1.1).

Therefore, sustainable tourism should:

- 1) ensure the optimal use of environmental resources, which are a key element in the development of tourism, supporting important environmental processes and helping to preserve the natural heritage and biological diversity;

- 2) respect the socio-cultural authenticity of the host communities, their cultural heritage, traditional values and promote intercultural understanding and tolerance;

- 3) ensure the viability of long-term economic operations that generate socio-economic benefits for all stakeholders, including stable employment and income-generating and social services for host communities and a contribution to poverty alleviation [9].

All this justifies the need to develop a concept of sustainable tourism development in the regions, the purpose of which should be to ensure the continuous development of the tourism industry in order to satisfy the needs of tourists and increase the efficiency of socio-economic development of the region based on the effective management of all elements of the tourism industry and its infrastructure.

The negative consequences of tourism can be neutralized by systematically designed measures implemented within the framework of the concept of sustainable development of the territory. The future

generation has the same right to a favorable environment as modern humanity. Moreover, it is obliged to preserve it [3, p. 24].

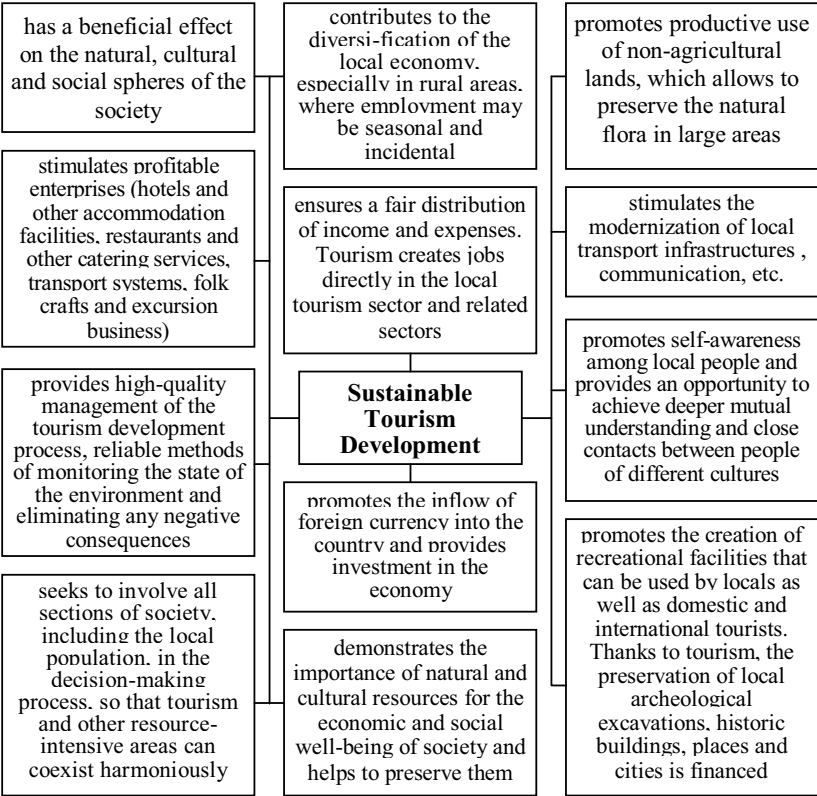


Fig. 1.1.1. The positive impact of sustainable tourism

By the concept of sustainable development of the tourism industry we mean a system of representations that defines a single concept of the policy for the development of the industry. According to N. Sviridova, in this concept it is necessary to consider all strategic priorities and development goals of the tourism industry, important directions and means of certain goals [6, p. 167]. The concept should fully reflect the position of the region regarding the development strategy of the tourism industry for the long term and include specific measures for its implementation.

The essence of the concept of sustainable tourism development includes two key interrelated provisions:

1) the need to meet the needs of all segments of the population, in particular low-income and socially vulnerable, usually through social forms of tourism. Moreover, in tourism, the economic and social needs of a person are almost equivalent;

2) limited resources, which determines the limited ability of the environment to meet the current and future needs of society. The main component of restrictions in the sustainable development of tourism is the environment, as well as economic, social and cultural restrictions, which are caused by the organization of society, the state of technology, the level of education and culture of the population [7, p. 58].

Principles and Factors of Sustainable Tourism Development in the Region

Among the principles that should ensure the sustainable development of tourist regions in the economic sphere, are:

- coordinated planning and management of tourism development with other types of economic activity and directions of development of the country and the region as a whole;
- promoting the development of small and medium enterprises as a basis for job creation in the tourism sector;
- support for the introduction of environmentally friendly technologies in the tourism industry;
- implementation of tourism marketing in order to increase the efficiency of the local economy and reduce the pressure on the environment through a more even distribution of tourists in time and space.

In the social sphere, the program measures of sustainability are:

- government efforts to work closely with all stakeholders, including national tourism councils, travel agencies and organizations, the private sector, and local communities to make decisions on tourism development;
- ensuring equal conditions for the indigenous population along with other participants in the tourism business in obtaining economic, social and cultural benefits from the development of tourism, giving it the primary right to employment;

- respect and preservation of local cultures, traditional crafts, folklore;
- encouraging responsible behavior of tourists, cultivating respect for national laws, cultural values, social norms and traditions [5, p. 166].

So, in order for tourism to become one of the positive factors of the socio-economic development of the region, it is necessary to develop tourism in accordance with the principles of sustainable development. Based on the principles of sustainable development, tourism is able to bring other industries operating in the region onto the path of sustainable development [9].

At the present stage, the development of most types of tourism in certain regions does not correspond to the principles of sustainability, therefore, the task of subjects of social and economic relations in the field of tourism is to eliminate this contradiction. On the other hand, the tourist complex should not be considered in isolation. For the successful implementation of the principles of sustainable development of the region, its interaction with other sectors of the economy (industry, agriculture, science and education) is necessary – only in this case it is possible to guarantee the functioning of the concept of sustainable development in practice.

When developing the concept of sustainable development of the tourism industry, it is necessary to take into account factors that will directly affect the constancy of economic development.

Sustainable development factors can be divided into external and internal (fig. 1.1.2):

It is also worth noting that the influence of state policy on environmental and social factors in the tourism industry should be carried out through the reorganization and modernization of governance mechanisms at the state and local levels. In this case, it is worth paying attention to the implementation of strategic planning and the corresponding regulatory, institutional, financial, regulatory and scientific and methodological support. Strategic planning in the tourism industry should be carried out on the basis of the country's socio-economic development strategy, which will ensure its targeted focus on improving the quality of life of the population as the main indicator for assessing the sustainable development of tourism.

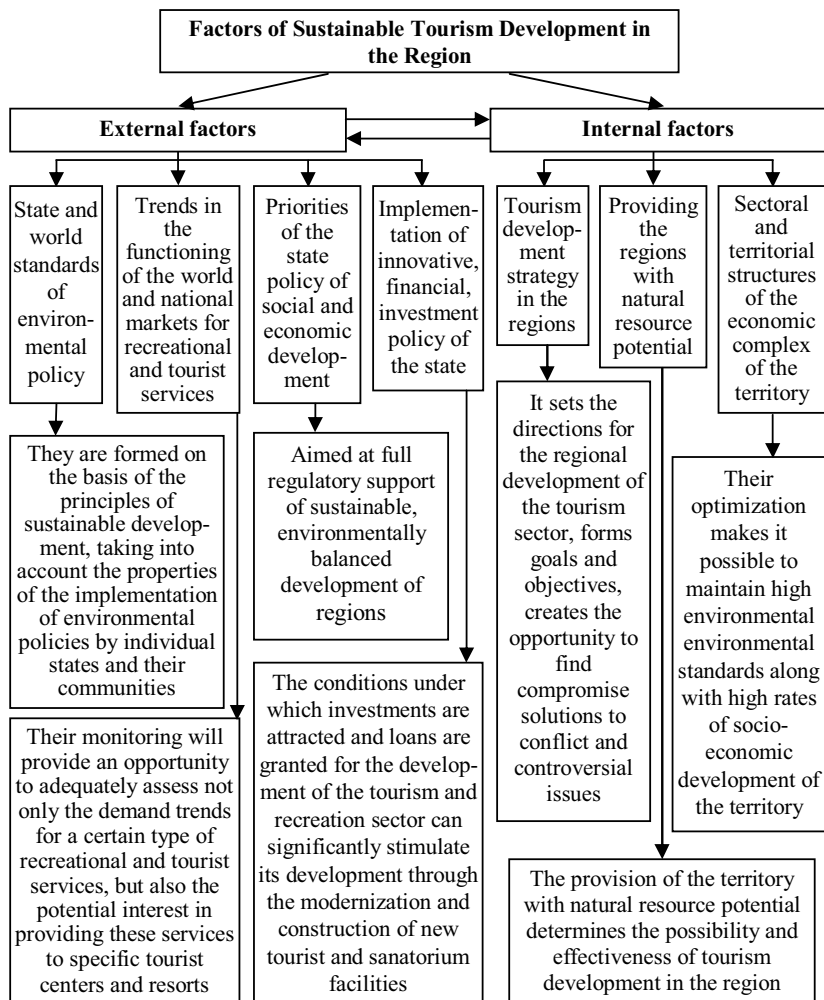


Fig. 1.1.2. Factors of sustainable tourism development in the region

Source: compiled based on data [1]

Assessment of Sustainable Tourism Development in the Region

The possibility of practical implementation of the concept of sustainable development initiates the identification and substantiation of quantitative parameters of such development. Professionals who develop

problems of measuring sustainable development often choose a monetary value for this. However, no one has been able to accurately assess sustainable development using monetary indicators, and the main reason for the failure is that sustainable development is seen as a one-dimensional goal. More realistic, in our opinion, is the multi-criteria approach, which makes it possible to assess the existing development as sustainable or unsustainable. The demanded criteria in this case are:

1. Cost-effectiveness. The main indicator here is the return on costs by income. Attention should be paid to the fact that it is necessary to reduce the raw materials sectors of the economy both in volumes and in the amount of investments and to focus on non-resource sectors of the economy capable of supporting the appropriate level of economic development of both individual countries and the world as a whole;

2. Environmental sustainability. This criterion implies ensuring the long-term existence of ecosystems, creating conditions for the natural renewal of natural resources, switching from hydrocarbon energy sources (oil, coal, gas) to alternative energy sources, low-waste resource-saving technologies, which should lead to stabilization of the level of environmental pollution and ecological balance;

3. Social well-being. In this case, we are talking about satisfying the cultural, material and spiritual needs of society equally, that is, about achieving interregional equality, a kind of standard of which can be the current state of the member countries of the Organization for Economic Cooperation and Development. However, it should be noted that social consumption is in conflict with the capabilities of the biosphere, in connection with which some restrictions on the needs for goods and services are simply necessary.

The scientific literature uses the following approaches to assess the degree of sustainability.

Indicator of actual sustainable income (*ASI*), or “accounting of natural resources”, the essence of which boils down to the synthesis of economic and environmental assessment. This approach can be expressed by the formula

$$ASI = (GDP - DMF) + (GNW - DNW - CMD - LDR), \quad (1.1.1)$$

where *GDP* is the gross national product;

DMF – depreciation of material and financial capital;

GNW – growth of national natural wealth;

DNW – depreciation of national natural wealth;

CMD – the cost of measures to prevent damage to natural resources;

LDR – losses due to unforeseen damage to natural resources.

Despite the fact that this approach is reflected only in theory, practice indicates the need to take into account the indicator of actual sustainable income when assessing the economic condition of individual regions and countries.

A multi-criteria approach based on an analysis of the following four factors is considered more realistic and less controversial:

- constant economic sustainable growth of GDP;
- achieving interregional equality, that is, reducing the gap between per capita income in the regions;
- achieving equality between generations in the provision of energy resources;
- maximum reduction of the burden on the environment, ensuring the level of carbon dioxide emissions not higher than the present.

The undoubted advantage of this approach is its flexibility, since it allows you to introduce and use other criteria. This approach can be formalized as follows:

$$dF(L, K, N, I) / dt \geq 0, \quad (1.1.2)$$

where $F(L, K, N, I)$ is a sustainable development function;

L – human, labor capital;

K – production capital;

N – natural capital;

I – institutional factor;

t – the time factor.

This formula demonstrates the basic principle of sustainability: the total capital of a society does not decrease over time, and if there is a decrease in one of the types of capital, then this must be replaced by another [2, p-39-40].

Thus, at the present stage, attempts are being made on a scientific basis to confirm the need for sustainable development in many areas, among which the development of environmental and resource-saving technologies occupies a special place. Also, the emphasis is on an integrated approach to solving the problem. Indeed, the above approaches to identifying development sustainability criteria are relevant

for any type of activity, including economic, but each type of activity has its own specific characteristics that simply need to be taken into account when assessing the sustainability of development.

To assess the sustainable development of tourism in the regions, tourism and recreational resources are of paramount importance, which determine the specifics of the development of tourism and tourism activities, since they include natural, cultural, historical and other objects on the basis of which the tourist product is formed. The term “tourist and recreational resources” is associated with the concept of “capacity of tourist potential”, the indicator of which is expressed in millions of man-days of tourists staying on the territory of a tourist region per year. This information is necessary for planning the resource potential of the region. Currently, scientists identify the following areas for assessing the resource potential of a tourist region:

- quantitative assessment of resources (presented in dynamics);
- assessment of the potential structure;
- assessment of the possibilities of using resources;
- monitoring the current state of tourist resources.

Assessment of the resource potential in the proposed areas will allow planning the development of the tourism industry in the region, taking into account the full reproduction of resources and environmental protection. In addition to analyzing the resource potential, it is necessary to analyze the throughput capacity, which fixes the maximum load for a tourist facility, taking into account the preservation of environmental resources, a sufficient number of tourists and other indicators that reduce the quality of the provision of tourist services. Indicators of the throughput capacity limit the use of the resource potential, which, in turn, can lead to a decrease in profits from tourism activities. However, the thoughtless consumption of tourist resources can lead to their depletion and even complete destruction – then the development of tourism will acquire negative dynamics. The regulatory function in the tourism business should be performed by state and regional authorities, whose task is to create conditions for the development of tourism as a field of activity that can contribute to the economic development of the region, and at the same time ensure the rational use of the resources available in the region.

Conclusions

Thus, the sustainable development of the tourist services market is able to satisfy not only the needs of tourists and the economic interests of the tourist region, but also ensure the preservation and restoration of the ecological state of the environment, preservation of the cultural and national identity of the region's population.

Sustainable development of tourism in the region is determined by a number of factors of external (environmental policy, trends in the functioning of the market of recreational and tourist services, state policy of socio-economic development, investment, innovation, financial policy) and internal influence (strategy for the development of tourism in the regions, natural resource potential, industry and territorial structures of the economic complex of the territory), which should be taken into account when developing the concept of sustainable development of tourism in the region.

Prospects for further research in this direction are the development and identification of specific ways to implement the concept of sustainable tourism development in the regions of Ukraine.

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1.2. Current Situation and Prospects of Development of Tourist Enterprises in Ukraine

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The paper examines the economic and social significance of the functioning and development of tourism enterprises in Ukraine. The dynamics of tax payments from legal entities and individuals-entrepreneurs engaged in tourism activities in the consolidated budget is analyzed. The volume of payments from legal entities increased by 13.4 %, and from individual entrepreneurs – by 38.5 %.The largest increase in revenues from the payment of tax payments by tourism entities to the consolidated budget in the first half of 2019 compared to the first half of 2018 occurred in: Ivano-Frankivsk (45.7 %), Transcarpathia (27.6 %) , Luhansk (by 27.6 %), Kharkiv (by 23.8 %) and Donetsk (by 22.0 %) regions.

The five regions of Ukraine with the highest volumes of tax revenues from tourism entities are considered. Kyiv - UAH 686.8 million (31.3 % of the total amount); Lviv region. – UAH 223.7 million (10.2 % of the total amount); Dnipropetrovsk region – UAH 128.7 million (5.9 % of the total amount); Odesa region - UAH 128.7 million (5.9 % of the total amount); Kharkiv region – UAH 110.5 million (5.0 % of the total amount).The negative significance of introducing a visa-free regime with the EU countries for the development of domestic tourism in Ukraine is highlighted. The analysis of the rating of tourist operators by the number of tourists served. It is noted that despite the increase in the income level of tourism enterprises for 2011-2018, their growth rate is lower than the growth rate of expenses. The dynamics of the subjects of tourism activities for 2014-2018 is considered. Note that in 2018, out of 529 tour operators in Ukraine, Join UP! became the leader in the number of tourists served, increasing its result in 2016 – 500 thousand people, in 2017 – 678 thousand people. According to the Licensed Register of

subjects of tour operator activities of the Ministry of Economic Development and Trade of Ukraine, the number of licenses issued to enterprises engaged in tourism in Ukraine was investigated. The ranking of the most reliable tour operators of Ukraine for tourists and agents in 2019 was analyzed. According to a survey of directors and managers of travel agencies of Ukraine on tour operators who have their own charter programs in the most popular areas, conducted in 2019 by the Ukrainian Association of Travel Agencies, in the first place – tour operator TEZ TOUR. 9 tour operators were evaluated according to seven criteria in terms of convenience for the tourist. The need for state financial support for the development of the tourism industry of Ukraine is established and a decrease in the tourist budget of Ukraine for 2019 is noted. In 2017, the budget allocated much more funding than in previous years – 24 092 thousand UAH. The dynamics of increasing funding is observed in 2018 – 27 886 thousand UAH. The tourist budget of Ukraine for 2019 decreased by more than 10 million UAH compared to last year, which will amount to 17 886 thousand UAH.

Introduction

Transformational changes in Ukraine set new requirements on development strategies and mechanisms of management and regulation. Today, the creation of a highly efficient and competitive tourism industry is a promising area of national economy. An important place in modern conditions for each industry is not only the provision of resources necessary to achieve the goals, but also strategic development for the future, without which it is impossible to function effectively in a competitive market environment. Tourism contributes to the preservation and development of cultural potential, leads to the harmonization of relations between different countries and peoples, the preservation of an environmentally friendly environment. In addition, tourism is one of the factors in the implementation of foreign policy. In the current conditions of globalization of the economy of Ukraine, the tourism industry needs strategic development and the development of a universal scheme for the formation of tourism development strategy on the basis of strategic planning.

Tourism used to be (before COVID-19) one of the most profitable sectors of the world economy. The development of entrepreneurship in the field of tourism plays an important social and economic importance,

as: increasing local incomes, creating new jobs, developing all industries related to the production of tourist services, developing social and industrial infrastructure in tourist centers, intensifying activities of crafts and development culture and promotes them, increases the living standards of the local population, increases foreign exchange earnings. The current state of functioning and development of tourist enterprises of Ukraine is due to a set of causes and factors both of internal and external nature. Their further stable development is largely due to the difficulties of counteracting increased competition in the market of tourist services in the context of globalization, integration, digitalization, simplification of border crossing conditions, growth of tourist activity and diversification of national tourism products.

Significant contribution to the theoretical and practical aspects, research of evaluation, identification of trends and prospects for tourism development in Ukraine, as well as research of theoretical and methodological foundations of strategies for tourism enterprises and problems of their operation made by domestic scientists and researchers, such as: M. Barna, I. Biletska, V. Kyfyak, N. Korzh, O. Lyubitseva, M. Malska, I. Markina, G. Mykhaylichenko, I. Chernysh, I. Shkola, L. Shymanovska-Dianych and others. However, given the variability of the external environment, the intensification of competition market for tourist services there is a need for deeper study of a number of aspects of the formation, operation and development of tourism enterprises in Ukraine.

Thus, the purpose of the research is to analyse and study functioning and development of tourism enterprises in Ukraine and to identify their economic and social significance for the national economy.

The Importance of Development of Tourist Enterprises of Ukraine for the National Economy

For many countries, tourism has become a leading export sector of the economy, which encourages the development of other industries and through foreign exchange earnings to maintain the balance of payments. According to the UNWTO, the number of tourists in the world increased in 2018 by 1.4 billion people [1]. This is the best figure for the last seven years before the Pandemic (COVID-19). The increase compared to 2016 was 7 %. In 2019, the growth of tourism exports in the world (+4 %) exceeded the growth rate of merchandise exports (+3 %). At the same

time, each country is quite specific as an agent of the world tourism market. This determines both the features of the domestic policy of tourism development, and some successful results. The Governments of the countries in the world must develop common approaches to balancing the economic benefits of increasing the competitiveness of the tourism industry, while effectively developing the infrastructure, valuable natural and cultural values on which it depends. Ukraine possesses a significant tourism potential that could help pull the economy out of the crisis, as it is interconnected with many other areas of activity. However, the country's tourism opportunities are not fully realized.

Over the past two years (before the Pandemic), Ukraine had had the fastest growth rate in the subregion, rising by 10th place and ranking second in the world in the Travel and Tourism Competitiveness Index⁷⁸. In particular, as the country stabilized and rebuilt, Ukraine improved the business environment (from 124th to 103rd place), security (from 127th to 107th place), international openness (from 78th to 55th place) and general infrastructure (from 79th to 73rd place). Today, Ukraine as an attractive country for travelers has 3.7 points out of 7. The neighbours of our country in the ranking are Jamaica, Sri Lanka, Armenia, Kazakhstan and Namibia [1].

There is also a gradual increase in the amount of tax payments from enterprises engaged in tourism activities. In the first half of 2019, the amount of tax payments from legal entities and individual entrepreneurs engaged in tourism activities amounted to 2,194.5 mln UAH, which is 15.4 % more than in the first half of 2018 (in the first half of 2018 – UAH 1,902.0 million, in the first half of 2017 – 1,489.3 mln UAH). The volume of payments from legal entities increased by 13.4 %, and from individual entrepreneurs – by 38.5 % (table 1.2.1).

The largest increase in revenues from the tax payments by tourism entities to the consolidated budget in the first half of 2019 compared to the first half of 2018 took place in: Ivano-Frankivsk (by 45.7 %), Transcarpathia (by 27.6 %), Luhansk (by 27.6 %), Kharkiv (by 23.8 %) and Donetsk (by 22.0 %) regions. Five regions of Ukraine in terms of the largest amounts of revenues from the tax payments by tourism entities in the first half of 2019 are the following: Kyiv – 686.8 mln UAH (31.3 % of the total amount); Lviv Region – UAH 223.7 million (10.2 % of the total amount); Dnipropetrovsk Region – 128.7 mln UAH (5.9 % of the total amount); Odesa region – 128.7 mln UAH (5.9 % of the total

amount); Kharkiv region – 110.5 mln UAH (5.0 % of the total amount) [2, p. 4].

Table 1.2.1

Tax payments from legal entities and individual entrepreneurs engaged in tourist activity, UAH mln

Year	2016	2017	The first half of the year 2017	The first half of the year 2018	The first half of the year 2019	Deviation		
						2017/2016, %	FSM 2018 / FSM 2017, %	FSM 2019 / FSM 2018, %
Legal entities	2320.3	3225.7	1454.9	1748.8	1 982.3	39	20.2	13.4
Individual entrepreneurs	175.9	273.1	107.5	153.2	212.2	55.3	42.5	38.5
Incoming receivables, total in Ukraine	2596.2	3498.8	1562.3	1902	2 194.5	40.2	21.7	15.4

Compiled according to the State Fiscal Service of Ukraine.

Tourist flows of Ukraine during 2018 were as follows: the services of tour operators used 3 376.4 thousand tourists, including: 3 334.4 thousand citizens of Ukraine (of which 571.8 thousand – children under 17 years); 42.0 thousand foreign citizens. Out of the total number of served citizens of Ukraine: 3,148.2 thousand people traveled abroad; traveled within the territory of Ukraine – 186.2 thousand people [3, p. 1].

There is the following imbalance in Ukraine – in summer 70 % of tourists go to Turkey, and in winter 70-80 % – to Egypt. The fact that so many tourists choose one destination, indicates a low solvency and purchasing power of the population. During 2017-2019, the outbound tourist flow maintains a stable upward trend, due to the introduction of a visa-free regime with EU countries on June 11, 2017. It should be noted that the introduction of a visa-free regime with EU countries is, in our opinion, could be considered as a problem for the development of domestic tourism in Ukraine. On the one hand, “visa-free regime” is, first of all, an opportunity to travel freely across European borders. However, freedom of movement and travel is not the only advantage of a visa-free regime with the European Union. Open borders will affect many areas of life. On the other hand, it has a negative impact on the domestic tourist flow. It had become easier for Ukrainian tourists to travel to Europe, so some tourists who used to spend their holidays inside the country decided to go to European countries.

According to the results of the first half of 2019, the increase in outbound tourism compared to the same period in 2018 is 5.6 % (in the first half of 2018 the increase was 3.3 %) (table 1.2.2) [4, p. 3].

Table 1.2.2

Dynamics of the number of Ukrainian citizens who traveled abroad, thousand people

	2016	2017	2018	2019	Increase, %		
					2017/ 2016	2018/ 2017	2019/ 2018
I quarter	5 283,4	6 916,6	5 844,4	6 085,3	30,9	-15,5	4,1
II quarter	6 484,9	5 570,6	7 055,2	7 542,1	-14,1	26,7	6,9
III quarter	6 904,1	7 790,8	8 218,4	-	12,8	5,5	-
IV quarter	5 995,8	6 159,2	6 692,6	-	2,7	8,7	-
Total	24 668,2	26 437,4	27 810,8	-	7,2	5,2	-

But in the future, tourism companies expect greater growth, so many tour operators are working on the development of new destinations in Europe. Experts also forecast an increase in domestic tourist flow compared to 2017 by 10-15 %. According to statistics, 77 % of Ukrainians have never left the country, so the potential of tourism in Ukraine is huge. But a breakthrough in the tourism industry requires a special support policy of the State.

It's necessary to point out that in 2018, touroperator Join UP! became the leader in the number of tourists served out of 529 tour operators in Ukraine, increasing its result in 2016 – 500 thousand people, in 2017 – 678 thousand people (table 1.2.3).

Table 1.2.3

Ranking of tour operators for 2018 by number serviced tourists

Touroperator	Number of tourists, people
Ltd "Join UP!"	902 600
Ltd Travel Company "AnexTour"	515 582
Ltd "AKKORD-TOUR"	297 744
Ltd "TEZ Tour"	284 956
Ltd "CoralTravel"	243 729
Ltd "TIU"	230 462
Ltd "Professional Group (TPG)"	229 484
Ltd "PegasTouristik"	115 887
Ltd "GTO"	66 400
PJSC "OBRIJ Inc."	41 576
Total according to tour operators	3 376 350

Source: Compiled based [3].

AnexTour and ACCORD-TOUR are also in the top three. CoralTravel increased its figures to 243.7 thousand people (199 thousand people in 2017, 170 thousand people in 2016, 106.8 thousand people in 2015).

In 2018, 1560.7 thousand vouchers were sold (which is 24 % more than in 2017) to organizations and directly to the population for 18 325.1 thousand days with a total value of about 37,766.0 mln UAH (which is 35 % more than in 2017). In 2018, 815.7 thousand vouchers for 9492.1 thousand days with a total value of 21 914.9 mln UAH were sold directly to the population:

- to the citizens of Ukraine for travel within the country – 28.8 thousand vouchers;
- to the citizens of Ukraine for travel abroad – 789.0 thousand vouchers;
- to the foreigners to travel within Ukraine – 11.4 thousand vouchers..

Licensed tour operators sold 28.8 thousand vouchers directly to the population with a total value of about 216,633.0 thousand UAH for 234.7 thousand days for travel within Ukraine. The number of domestic tourists was 186.2 thousand people, 16.7 thousand people of which were children under 17.

In 2018, the total income from the provision of tourist services (excluding VAT, excise tax and similar mandatory payments) amounted to 16,935.3 mln UAH (13,144.7 mln UAH – in 2017), including the amount of commissions, agency and other rewards – 384.2 mln (UAH 329.2 mln UAH in 2017). At the same time, operating expenses incurred by tourism entities amounted to 12 408.1 mln UAH (10,518.0 mln UAH in 2017). In 2018, the budget and extra-budgetary funds received 127.2 mln UAH mandatory payments from tourism entities.

The dynamics of expenditures and revenues of tourist enterprises of Ukraine for the period 2011-2018 are shown in fig. 1.2.1.

Expenditures on the services of third-party organizations that are used during the production of a tourist product, according to the provided statistical data, amounted to 26,078.1 mln UAH (18,595.1 mln UAH - in 2017), of which:

- for accommodation – 20,580.9 mln UAH;
- for transport services – 5,176.2 mln UAH;
- for food – 82.7 mln UAH;
- for medical care – 30.4 mln UAH;

- for excursion service – 23.9 mln UAH;
- other – 184 mln UAH.

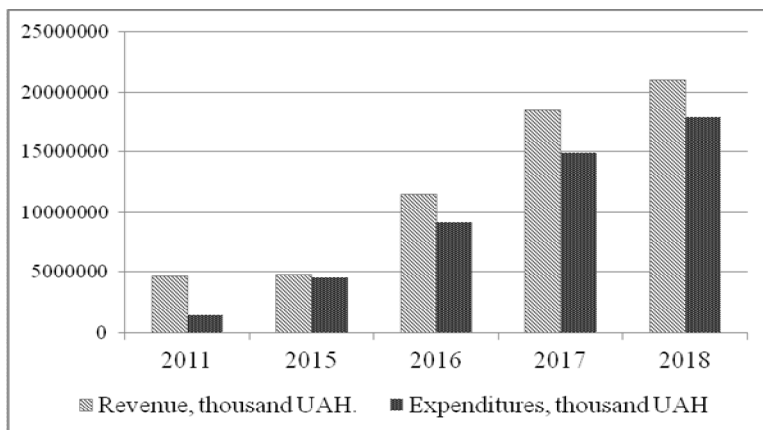


Fig. 1.2.1. Dynamics of expenditures and revenues of tourist enterprises of Ukraine for the period 2011-2017, thousand UAH

Source: compiled based on data [5]

However, it should be noted that, despite the increase in the level of income of tourism enterprises in 2011-2018, their growth rate is lower than the growth rate of expenditures.

According to table 1.2.4 there is a dynamics of growth of revenues of tour operators for the period 2011-2018, for example, the amount of revenues for 2011 was 3 737 836.5 thousand UAH, and in 2018 – 21 069 268.5 thousand UAH. But the dynamics of expenditure growth over the same period exceeds the dynamics of revenue growth. This trend threatens tour operators with falling profitability.

However, in Ukraine the situation is quite difficult with obtaining statistical information on the relevant revenues from the tourism industry and their calculation. For example, according to the WTO website, Ukraine in 2017 in terms of the number of tourist arrivals is equal to Austria – 24 million people, but Austria received income from tourists in the amount of 19.4 million USD, and Ukraine – 3 million USD.

Table 1.2.4

**Revenues and expenses of tour operators of Ukraine for 2011-2018,
thousand UAH**

Indicators of tour operators performance	2011	2015	2016	2017	2018
Income from the tourist services provision	3737836,5	4233712,6	10983160,1	17917371,6	21069268,5
Operating expenses incurred for the provision of travel services,	824378,1	4085140,5	8644241,3	14263972	17925877,5
including					
material costs	240816,7	564353	7125323,8	12220631,4	14386905
for wages	89315,6	169514,3	213709,1	28703,6	358338,3
for social events	30884,9	50704,4	44695,3	63795,7	79800,6
depreciation and amortization	13007,1	14312,4	19700,3	693302,2	719650,9
Other operating costs	450353,8	3226253,7	1240812,8	999039,1	1772830,7

Source: compiled based on data [5]

This situation has several explanations, such as:

- consideration by the State Border Guard Service of transit visitors to Ukraine who do not increase tourist profits;
- lack of detailed information on the number of foreign tourists who were actually rendered tourist services;
- when crossing the border of Ukraine, workers and participants of small border traffic name tourism the purpose of their stay, although in reality it is earnings, so this flow of visitors does not give a proper profit to the State.

Besides, the outbound tourism of Ukraine over the past ten years is characterized by the following features:

- formation of the so-called “labor diaspora” in Eastern and Western Europe, which led to an increase in the frequency of visits by Ukrainian citizens such countries as Italy, Spain, Greece etc;
- the choice of the factor “price/quality” as a key issue to ensure quality tourist services abroad, in contrast to the service of Ukrainian tourism enterprises, because, unfortunately, in Ukraine, there is often a situation where the price of a tourist service, such as hotel accommodation, does not correspond to the actual level of service.

Analysis of the Dynamics and Prospects of Development of Tourist Enterprises of Ukraine

The tourist market began to recover slowly, after a sharp decline in 2014-2015. In 2014, the number of tour operators decreased by 40 %, and in 2015 – by 10 %. The number of tourism entities, according to the State Statistics Service of Ukraine, in 2018 was 529 tour operators, 3565 travel agents (of which 1243 are registered as legal entities, 2322 – as individuals), 199 entities engaged in excursion activities (of which 61 – legal entity, 138 – individuals) [6]. Compared to 2017, the number of tour operators increased by 31 units (6.2 %), travel agents – by 765 (27.3 %), and entities engaged in excursion activities decreased by 30 units (17.7 %). The comparative dynamics of the subjects of tourist activity is shown in fig. 1.2.2.

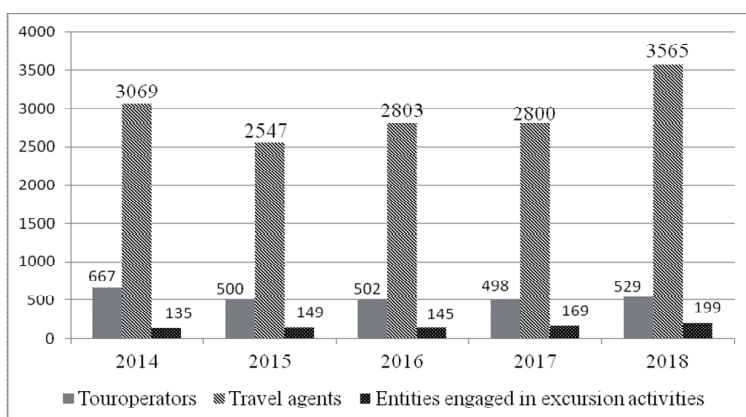


Fig. 1.2.2. Dynamics of tourism entities for 2014-2018

Source: compiled based on data [6]

In the structure of the network by types of tourism entities, the most numerous category are travel agents – 83 % of the total number of entities.

The table 1.2.5 shows that the quantitative indicators of tourism entities in Ukraine for the period 2011-2018 decreased, for example, the number of tour operators in the market – from 714 to 498 (30 %), but in 2018 their number increased by 6 % and amounted to 529.

Table 1.2.5

Dynamics of the number of tourism entities in Ukraine

Indicators	Years				
	2011	2015	2016	2017	2018
Legal entities, including:	2165	1785	1883	1743	1833
Touroperators	714	500	552	498	529
Travel agents	1395	1228	1222	1172	1243
Суб'єкти, що здійснюють екскурсійну діяльність	56	57	64	73	61
Individual entrepreneurs, including:	1992	1397	1668	1726	2460
Travel agents	1883	1319	1581	1630	2322
Entities engaged in excursion activities	109	78	87	96	138
Total	4157	3280	3551	3469	4293

Source: compiled based on data [6]

This decline is due to the political crisis in the country, declining low purchasing power of the population, high competition in the market, the emergence of large foreign tour operators.

According to the License Register of tour operators of the Ministry of Economic Development and Trade of Ukraine, as of January 1, 2019, 2737 licenses were issued to enterprises engaged in tourism, of which by type of tourism [7]: domestic, inbound and outbound – 2262 licenses; internal and entrance – 391 licenses; exit and entry – 9 licenses; outbound and domestic – 6 licenses; internal – 4 licenses; exit – 57 licenses; entry – 8 licenses (table 1.2.6).

Table 1.2.6

Number of licenses issued to the companies which carry out tourist activity in Ukraine

Indicators	2017	2018	Deviation	
			Absolute	%
Domestic, inbound and outbound	2222	2262	+40	1,8
Domestic and inbound	387	391	+4	1,03
Outbound and inbound	2	9	+7	3,5 times
Outbound and domestic	5	6	+1	20
Domestic	1	4	+3	3 times
Outbound	41	57	+16	39
Inbound	3	8	+5	1,6 times
Total	2661	2773	+112	4,2

Source: compiled based on data [7].

Licensed tour operators submitted 537 reports (19.6 %) on the activities of enterprises in 2018 in accordance with paragraph 23 of the Licensing Conditions for Tour Operators, approved by the Resolution of the Cabinet of Ministers of Ukraine of November 11, 2015 № 991 (in 2017 – 572 reports).

The table 1.2.7 shows the results of a survey of representatives of tourist enterprises for 1-3 quarters of 2018 by employees of State Statistic Service of Ukraine regarding the assessment of the business climate for tour operators and travel agents of Ukraine [5].

Table 1.2.7

Assessment of changes in the business situation in the activities of tour operators and travel agents of Ukraine in 2018, %

Assessment of changes in the business situation in tourism	1 quarter					2 quarter					3 quarter				
	Improved	Did not change	It got worse	No answer	Balance	Improved	Did not change	It got worse	No answer	Balance	Improved	Did not change	It got worse	No answer	Balance
The structure of the answers, %	36	35	29	0	7	21	43	35	1	14	50	29	21	0	29

Data from a survey of representatives of tourism enterprises show that in the third quarter of 2018, the assessment of the business situation became higher. 50 % of respondents believe that the business climate had improved, although at the beginning of the year only 36 % thought so.

The survey of representatives of tourist enterprises of Ukraine was conducted to identify the factors that most constrain the activities of tour operators and travel agents dated 2018. Among the factors that constrain the activities of tourist enterprises, financial restrictions are quite significant. As of the third quarter of 2018, 29 % of respondents believed that their impact was significant. Financial constraints were in the second place among the factors, in the first place – insufficient demand (57 %). This division was related to the peculiarities of tourist enterprises and tourist services [8].

According to the survey of directors and managers of travel agencies of Ukraine concerning tour operators who had their own charter programs in the most popular areas, conducted in 2019 by the Ukrainian Association of Travel Agencies, in the first place – tour operator TEZ

TOUR. 9 tour operators were evaluated according to seven criteria in terms of convenience for the tourist [9] (table 1.2.8).

Table 1.2.8

**Ranking of the most reliable tour operators for tourists and agents
in 2019**

Touroperator	Compliance with the stated charter program	Transfers and delays	Frequency of non-accommodation in the booked hotels	Evaluation of the guide's work	Order confirmation	Best price guarantee due to early booking	Loyalty in resolving disputes	Final assessment
TEZ TOUR	4,82	4,51	4,65	4,35	4,24	3,73	4,21	4,36
PegasTouristik	4,51	4,09	4,58	4,19	4,14	3,59	4,01	4,16
CoralTravel	4,44	4,13	4,36	3,89	4,07	3,51	3,77	4,02
Kompas	4,39	4,11	4,30	3,84	3,71	3,48	3,65	3,93
TUI	4,28	3,83	3,95	3,76	3,93	3,72	3,63	3,87
ALF	4,09	3,95	4,06	3,69	3,39	3,18	3,44	3,69
Anex tour	3,90	3,03	4,38	2,73	3,97	3,39	2,89	3,47
Join UP!	3,00	2,31	4,04	3,45	3,55	3,97	3,88	3,46
TPG	3,77	3,56	3,48	3,37	3,08	3,28	3,17	3,39
Average value	4,13	3,72	4,20	3,70	3,79	3,54	3,63	3,82

According to table 1.2.8, according to almost all criteria, the first place is held by the tour operator TEZ TOUR, the second place took PegasTouristik, the third – Coral Travel. In general, in the summer season of 2019 the quality of tour operators was assessed by tourists slightly higher than in the winter (3.82 against 3.71)

However, funding for the tourism industry in Ukraine had always been quite limited, and in 2015 there was no funding at all (fig. 1.2.3).

In Ukraine, the year 2017 was declared the year of tourism. That year, the budget allocated much more funding than in previous years – 24 092 thousand UAH. The dynamics of increasing funding was observed in 2018 – 27 886 thousand UAH

The tourist budget of Ukraine for 2019 decreased by more than 10 mln UAH compared to the year 2018, which amounted to 17 886 thousand UAH.

Despite the positive dynamics of tourism development, due to the problems in the tourism industry, the amount of such funding is insufficient for the development of tourism in Ukraine at a high level.

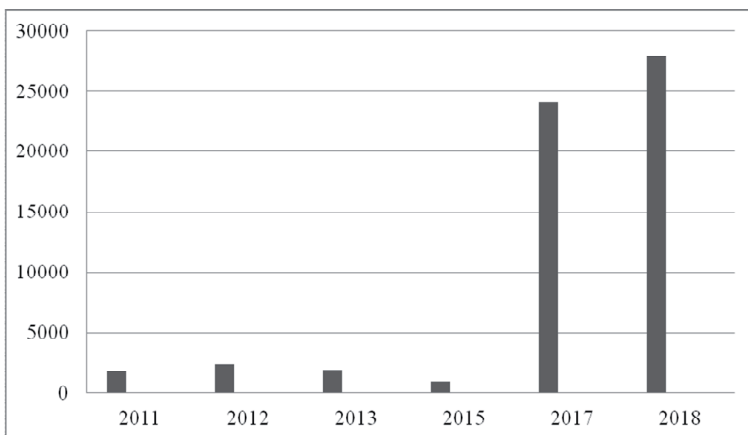


Fig. 1.2.3. Financial support for tourism development, thousand UAH

Source: compiled based on data

Conclusions

Thus, only the joint actions of government agencies and proper financial management of the tourism market can ensure the achievement of goals that are of great socio-economic importance: increasing the number of external and domestic tourists traveling within Ukraine, in particular, tourists from other countries, and the creation of all conditions for the provision of tourism services to people with special needs, an increase in financial revenues to local budgets at all levels due to the growth of tourism; creation by the state of favorable conditions for the use of existing natural, organizational, monetary, logistical and other resources, creation of a positive image and image of the state in the domestic and international tourism markets, etc.

Exacerbation of competition determines the feasibility of intensifying the development of innovative activities of tourism enterprises as their purposeful activities in the use of intellectual, human, scientific, technical, investment and management tools, which provides increased efficiency, improving socio-economic parameters of consumer satisfaction and strengthening advantages of tourist enterprises in the market.

Also, it should be emphasized that only effective interaction of government, business and community, active participation of the

scientific, tourist, sports and environmental community of the city, youth, business representatives and other stakeholders in strategy development and implementation will help to set priorities, improve quality and relevance of management solutions. An important aspect in developing a strategy for tourism development in the region can be a high ratio of public opinion, which should be key to shaping the strategic vision, mission, strategic and operational goals.

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1.3. Management in the Primary Wellness Tourism Market: Concept-Based Opinions and Ukrainian Practice

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The article provides the analysis of the structure and specific character of management in the market of primary wellness tourism at different levels and their interrelation. The authors analyze the conditions of formation and implementation of management at the Ukrainian macro-, meso-, microlevels and at the worldwide level. The article also defines the concept-based opinions of authors towards effect of unprejudiced market regularities and personal managerial goals and measures of their achievement on the functioning of primary wellness tourism market, in particular:

- Primary wellness tourism functions in the structure of market relations with elements (system of entities and economic efficiency of their activity, effect of objective market laws) peculiar to it.

- Primary wellness tourism market functions as a system of branch enterprises where health resort institutions, sanitary institutions and state regulatory bodies dominate; natural curative resources are used; material and technical facilities and professional team corresponds to the activity profile of medical and recreational institutions; curative and recreational services are provided. The infrastructure of primary wellness tourism market is formed by various branch enterprises facilitating its development and simultaneously influencing the efficiency of its functioning in general (transport organizations, public catering

and hospitality establishments, media and advertising organizations, financial institutions, culture and entertainment establishments, insurance companies, tourism operators and agencies etc.).

- The product of primary wellness tourism market consists of the system of goods and services of all market participants who provide directly or indirectly the opportunity of treatment and health improvement at the health resort institutions outside the territory of citizens' residence.

The article identifies the problems and tasks of interrelation of management of primary wellness tourism market of different levels in Ukraine and outlines some ways of their solution. The paper also analyzes the dynamics of quantitative indices of the development of primary wellness tourism market in Ukraine. It also includes the analysis of the problems of non-compliance of demand for curative and recreational services in Ukraine with their supply from resort institutions. The research greatly emphasizes the problem of management in tourist regions of Ukraine, related to growth of the load over all resources – recreational resources, public utilities etc. The article also justifies the necessity to synchronize the management of entities of different levels by the periods of activity, by distribution of measures, by their financing for the purpose of achieving synergistic effect of the general functioning of primary wellness tourism market.

Introduction

Primary wellness tourism market has become the important part of national economy of any state for quite some time now due to the fact that it fulfils the functions of nation's health support, organizing businesses that provide employment opportunities, supporting the income of employees, pumping up the budget with tax revenues. Recently, a difficult medical and demographic situation has developed in Ukraine; it is illustrated, in particular, by the unsatisfactory state of health of the population, which is manifested in low birth rates compared to high mortality, high prevalence of chronic non-communicable diseases etc. Up to 60 percent of adults and almost 20 percent of children suffer from such diseases. Simultaneously with the steady decline in the population of Ukraine, the number of disabled people has doubled over the last 20 years. This leads to problems with labor supply, reduced labor productivity and income, increased spending of state and local budgets

on medical treatment and social benefits. At the same time, prevention of non-communicable diseases is 2.7 times less expensive than treatment of patients. At any rate, a healthy lifestyle is 5 times more effective than medical and diagnostic activities in the field of health care associated with maintaining and strengthening the health of the population [4].

These factors actualize the task of developing the market of primary wellness tourism in Ukraine. The development of primary wellness tourism market and the quality of its functioning is mainly carried out under the influence of objective market factors and laws, as well as under the influence of subjective interests and actions of parties of market relations – producers of goods and services, their consumers, agents, state regulatory institutions. Primary wellness tourism market players rely on their economic interests and marketing opportunities according to the condition, courses and content of market conditions of economic management in their activity. And the interests in turn are classified, justified and implemented in the management strategies, plans, specific measures, actions and tools of goal achievement. Management includes all the above mentioned components. However, the efficiency of activity of economic entities depends on implementation of the management function itself. Such an approach to the research of theoretical and practical aspects of development of primary wellness tourism market defines the tactical and strategic relevance of the topic.

Academic researches concerning the primary wellness tourism market are conducted by Ukrainian scientists from various angles. These researches often deal with the main point of this kind of tourist activity and special nature of curative (medical), wellness or recreational tourism [11]; classification of entities of primary wellness tourism market [5]; essence of product and its components in the primary wellness tourism market [1]; special aspects and quantitative characteristics of activity of health resort and sanitary institutions in natural recreation areas of various countries [3]; certain components of management, for example, arrangement of activity of providers of medical and recreational services [10]; identification of certain problems of this market development [2]. The researches of functioning practices of primary wellness tourism market conducted by many scientists in various countries made it possible to carry out necessary generalizations, to prove the conclusions and to state the recommendations towards the optimization of development of this field of national economies.

A logical addition to these areas of research of primary wellness tourism market is the study of the effectiveness of domestic management in this area by means of analyzing goals and objectives of management of all market participants, the degree of consolidation of their actions and conditions for achieving efficiency. The purpose of the article is to identify the common and specific features of managing primary wellness tourism market at different levels in Ukraine and the conditions of its effectiveness.

Conceptual Approaches to the Implementation of Management in the Field of Primary Wellness Tourism in Ukraine

We base the research of management of primary wellness tourism market on the following concept-based opinions:

1. Primary wellness tourism functions in the structure of market relations with components intrinsic to it:

- systems of entities: producers, sellers, buyers, consumers;
- manufactured products (goods, services) are the commodities;
- effect of objective market laws (supply and effective demand; business competition; increasing demand and natural scarcity; cyclicity of development etc.);
- economic efficiency of activity;
- property relations are the main in the economic behavior of entities as they are related to opportunity and reasonability of investments into business, risks, selection of scope and quality of activity.

Market laws shift the emphasis of management in providing services in primary wellness tourism market from its social function to a commercial one, and the goals of activities in this area focus on economic and financial efficiency.

2. Primary wellness tourism market functions as a system of branch enterprises:

- some specific resources – natural healing mineral waters, therapeutic muds, turfs, climate, forest and water resources are used on the market of medical and health recreation where health resort institutions, sanitary institutions and state regulatory bodies dominate in the system of economic entities; material and technical facilities (buildings, transport, equipment, technologies) are created; medical professionals are engaged; curative and recreational services are

provided;

- the infrastructure of primary wellness tourism market comprises various branch enterprises facilitating its development and simultaneously influencing the efficiency of its overall functioning. Transport organizations, public catering and hospitality establishments, media and advertising organizations, financial institutions, culture and entertainment establishments, insurance companies, tourism operators and agencies etc. are the representatives of such branch markets.

Thus, the quality and effectiveness of managing primary wellness tourism market operators will be interdependent.

3. Theoretically the primary wellness tourism market has the low elasticity of demand due to the fact that it facilitates the implementation of vital value for citizens and state. Consumption of medical and health services is a condition for ensuring the quality of citizens' health and its derivative – labor productivity which determines the level of income of both citizens and the state. Therefore, covering the costs of maintaining good health by citizens, introducing preventive measures, systematically solving problems with human body pathologies, having recreation are justified alternatives compared to the negative consequences of poor health (leading to increased treatment costs, reduced productivity, job and income loss). In practice, the degree of elasticity of demand for primary wellness tourism services depends on the level of income of citizens. In particular, consumers with below-average incomes respond significantly to lower prices or some improvement in their financial condition.

The product of primary wellness tourism market consists of the system of goods and services of all market players who provide directly or indirectly the opportunity of treatment and health improvement at the health resort institutions outside the territory of citizens' residence. Synergistic (cumulative) effect of consuming a product of primary wellness tourism market will also depend on consumer and price characteristics of branch goods and services being the components of this market's products. It is curative and recreational services which are the target dominant element in product of the market of curative and recreational services. However, it should be noted that non-conforming quality of goods and services from the branch of infrastructure of primary wellness tourism market (for example, food, living conditions etc.) will influence the quality of treatment or health improvement and, as a result, the quality of a product on the whole.

4. From the perspective of role of entities in social and economic arrangement of the society, the management in the primary wellness tourism market as its subjective regulator is carried out at its various levels. So, we proceed on the basis that, firstly, management of a market operator forms its specific essence within a certain object – sphere of influence, implementation of managerial ideas, measures and functions. In the practice of the economy's functioning in the society several levels of management are implemented – they are micro-, meso-, macro- and worldwide (international) level. Secondly, the management of operators is directed both to internal processes of object's development and to management of external objects in the course of market cooperation of activity, and in such a way interrelation and mutual influence of interests of all participants of the country's primary wellness tourism market is carried out. In the current conditions of globalization of all political, socio-economic and other processes of human community development, the significance of interaction between national and foreign markets of primary wellness tourism is increasing.

Analyzing the effectiveness of management in domestic tourism, including primary wellness tourism, it is necessary to determine which model contributes to the achievement of synergy efficiency among all the operators in this field. In the practice of various countries there are different models of tourism management, whose essential characteristics are the following:

- for the first model: the absence of a central state tourism administration; all issues are resolved locally on the basis and principles of market "self-organization"; the effectiveness of management is associated with the efficiency of regulation at the meso- and microeconomic levels;

- for the second model: the presence of a strong state managerial body – a ministry that controls the activities of all enterprises in the country's tourism industry. The effectiveness of management in the country's tourism is assessed by indicators of state regulation at all levels of the national economy (macro-, meso- and microlevels). Its implementation requires appropriate conditions, namely significant financial investments in the tourism industry;

- for the third model: in a certain ministry the specialized branch division is created. It is responsible for development of tourism in the country, solves or regulates the general issues of state regulation (development of legislative framework, coordination of activity of local

representative and executive authorities, international cooperation at interstate level, processing of statistical information, etc.) as well as directs and coordinates marketing activities (participation in exhibitions and international associations in the field of tourism, management of tourist offices of their country abroad, etc.). State regulation of the tourism sector is carried out at the macro-, meso- and microeconomic levels. Specialized branch subdivision (centralized structure, state body) may be subordinated to a multi-profile and multidisciplinary body (ministry) or to the government of the country;

- for the fourth model: a combined ministry is created, which covers other related industries along with tourism. This model is characterized by a clear division of powers between central and regional tourism administrations.

The management system in the field of tourism in Ukraine began to take shape as an element of a market economy relatively recently (since 1991), going from state centralism to the still unfinished process of economic decentralization, from the implementation of management plans of state regulators to economic independence of local communities, enterprises, producers and distributors of goods and services in the market of primary wellness tourism. With the development of this market, an increasing number of enterprises and organizations in various sectors of the national economy which specialize in performing certain functions of tourist services are engaging in the provision of tourist services. This complicates economic relations and actualizes the task of developing and improving state management.

Management System in the Market of Primary Wellness Tourism of Ukraine

The process of choosing an effective model of state management for the tourism sector in the market economy of Ukraine has not yet been completed. Thus, within the last 30 years, 16 public administration reforms in the field of tourism have been implemented. During this period, the basic foundations of state tourism management were formed. Essential features of state management are defined mainly by property relations. According to the Law of Ukraine "On property" the subject of law of national-level property is a state represented by Verkhovna Rada of Ukraine. The items of special state property in the field of primary wellness tourism are mainly such natural medical and recreational

resources as the sources of mineral and thermal waters, therapeutic muds, turfs, forests, land under recreation areas. The nationwide scale health resorts include natural areas that have most valuable and unique natural curative resources and are used for the purpose of treatment, medical rehabilitation and disease prevention. State executive bodies maintain a state cadastre of natural areas of health resorts that is a system of data on quantity, quality and other characteristics, important from the perspective of treatment and prevention of human diseases, of all natural curative resources identified and counted within the territory of Ukraine, as well as potential scope, ways and provisions of their use. State supervision and control over compliance with rules and regulations of use of natural curative resources are carried out by central executive bodies that implement the state policy in the field of health care, actions of state supervision (control) in the field of occupational health and safety, geological study of the subsurface and mineral management, natural environment protection, as well as other bodies of executive power. On the basis of the Law “On Resorts” management in the field of resorts is carried out by the Cabinet of Ministers of Ukraine – the central executive body that ensures the formation and implementation of state policy in the field of resorts, as well as regional state administrations, other executive bodies and local authorities. The State Agency for Tourism Development of Ukraine is a central executive body whose activities are directed and coordinated by the Cabinet of Ministers of Ukraine through the Minister of Culture and Information Policy of Ukraine and which implements state policy in the sphere of tourism and resort activities (except for conducting state supervision (control) in the sphere of tourism and resort activities). The direct state regulators of primary wellness tourism institutions in Ukraine are the State Agency for Tourism and Resorts and the Ministry of Health of Ukraine. At the present time the core of state management towards development of primary wellness tourism in Ukraine is represented by the Strategy for the Development of Tourism and Resorts until 2026 (The Cabinet of Ministers of Ukraine, 2017). The purpose of implementation of the Strategy is an arrangement of favorable conditions for intensifying the development of the field of tourism and resorts according to international standards of quality and with due regard to European values, its turning into highly-profitable, integrated into global market and competitive field, development and implementation of competitive products. Scopes of revenues from summary (taxes and charges from income of tourism

activity entities) and local (from tourist charges payment) budgets are selected as estimated figures of macroeconomic efficiency [9]. In addition to the state management of domestic tourism, at the end of 2019 the EBRD with the support of external experts developed a Roadmap for Competitive Development of tourism in Ukraine, recommending management measures to the State Agency for Tourism Development, Ministry of Culture and Information Policy, Ministry of Digital Transformation, Ministry of Finance, Ministry for Development of Economy, Trade and Agriculture, the National Tourism Organization, tourism departments in relevant destinations, outsourced marketing and PR agencies. Taking into account the destabilizing effect of the COVID-19 factor on the development of the domestic tourism market recommendations to the state executive bodies include the introduction and internal promotion of a set of rules of operation for various accommodation and catering facilities; subventions, affordable credit lines, exemptions from tax and debt obligations in order to preserve the bulk of the industry. It is proposed to focus efforts on strengthening Ukraine's tourism demand in the international arena. Digital transformation and online presence will undoubtedly be very important factors, not only because of the need to provide consumer information and marketing, but also in terms of the organization and work of various specialists in the field of tourism. Another proposal concerns improving the use of natural resources and cultural heritage sites (which will become even more important, because according to forecasts global tourism will reach the level of 2019 in 3-5 years at best).

The third model of state management is the closest to Ukraine in terms of the form of its tourism industry organization. However, for the effective functioning of this model it is advisable to provide public funding (at least in part) for the country's participation in the formation and promotion of national tourism products, marketing research, advertising and information activities, organization and holding of international tourism exhibitions, conferences, seminars, formation of a basic package of investment projects in the field of tourist infrastructure development, etc.

State management in the field of primary wellness tourism of Ukraine is also carried out through local authorities – territorial state administrations. The availability of natural curative resources in the regions of Ukraine particularly determines the influence of primary wellness tourism market on their social and economic development. So,

the high-scale influence of primary wellness tourism on regional economy of Ukraine developed in Zakarpattia, Zaporizhzhia, Lviv, Mykolaiv, Odesa and Kherson region. Let us identify key and common to all regions problems and tasks of managing the development of regional primary wellness tourism markets. The necessity of dealing with health issues and commitment of certain citizens to a healthy lifestyle facilitates growth in demand for curative and recreational services. Thus, the number of citizens in the Ukrainian health resorts of Pryazovia (Azov Sea region) and Prychornomoria (Black Sea region) of Ukraine increases by 5 times within summer season. At the same time, low affordability of these services for certain prospective consumers results in self-organization of recreation and uncontrolled consumption of natural curative resources. Management problems in regions with available medical and recreational resources include increasing load on all resources (recreational, communal, such as water and gas supply, sewerage, waste disposal, roads, etc.), and frequently the irrational use of natural medical resources. Deterioration of natural curative resources, as well as temporary removal of curative and recreational resources of Crimea and Eastern Ukraine resulted in the non-compliance of demand for curative and recreational services and their supply by health resort institutions. Growth in supply of curative and recreational services by health resort institutions is inhibited by increase in expenditures of providers of these services due to inflation, necessity of replacement of deteriorated fixed assets and high cost of their modernization.

The goals and objectives of regional management for the development of health tourism are in the focus of regional programs for tourism and resorts. The analysis of regional programs for 2016-2020 revealed typical dominant goals for the long-term and effective development of regional markets for primary wellness tourism, namely: introduction and development of new tourism products, ensuring their competitiveness, infrastructure development, etc. Funding for measures to create, expand and modernize the physical infrastructure for the production of goods and services in the regional markets of primary wellness tourism is planned and addressed to local economic entities. Often local budgets and most small and medium-sized regional enterprises do not have the necessary financial, material and human resources to implement such programs. The current stage of decentralization and reform of local authorities in Ukraine is not yet complete and therefore territorial management is just going through the

stage of its formation, development of knowledge and methods of market management, partnerships with regional business.

Management at the mesolevel of the health tourism market is implemented by line ministries and departments, non-governmental organizations (e.g. National Tourism Organization, Ukrainian Association of Medical Tourism, Internal Association of Physicians in Medical Tourism etc.) and is implemented through analytical activities, monitoring of the relevant tourism market and promotion of tourist products.

At the microeconomic level of the primary wellness tourism market, consumers and producers realize their needs and interests. Analyzing the indicators and directions of demand of buyers of medical and health services in Ukraine, we can conclude about its geographical differentiation (table 1.3.1).

Table 1.3.1

Distribution of tourists served by tour operators and travel agents by purpose of travel and types of tourism in 2019 (calculated according to the indicators of the State Statistics Service of Ukraine) [8]

	Total	purpose of the trip (% of the total)	
		leisure, rest	treatment
Entities			
Number of tourists (persons)	5319952	93	1
including serviced			
incoming (foreign) tourists	83703	69	2
outbound tourists	4786594	97	0.3
domestic tourists	449655	51	8
Individual entrepreneurs			
Number of tourists served by travel agents (persons)	812145	98	1
incoming (foreign) tourists	3137	83	13
incoming (foreign) tourists	738272	95	4
domestic tourists	70736	85	12

Thus, the higher is the solvency of domestic buyers of services in the market of health tourism, the higher are the requirements for the quality of all components of the tourist product. The lion's share of demand with a high level of solvency for tours for leisure, recreation and treatment is often oriented towards the competitive offers of primary wellness tourism markets in foreign countries (97,3 % and 99 % of tourists served by tour operators and travel agents, respectively).

Along with such a factor as demand, the market of primary wellness tourism is motivated by the supply of relevant goods and services; producers and implementers of services in various industries realize their economic interests. Their activities are accompanied by costs that must be reimbursed in the prices of relevant goods and services. Business motivation is determined by the level and stability of solvency of buyers of services in the market of primary wellness tourism. The offer of the product of medical and health tourism consists of many goods and services of all market participants, which directly or indirectly provide the possibility of treatment and rehabilitation in health resorts outside the territory of citizens' residence.

Microeconomic level is represented by economic entities providing the very curative and recreational services and those who form the infrastructure of primary wellness tourism market by their goods and services. Their activities are regulated by entities at the branch, territorial and state levels. Thus, health resort institutions are established according to the procedure provided by article 16 of the Fundamentals of legislation of Ukraine on health care and other laws and regulations [7]. The list of types of health resorts and areas of specialization of health resorts due to the healing properties of their natural healing resources are determined by the central executive body of the Ministry of Health. The activity of health resort and recreation institutions in Ukraine is regulated by some basic laws and regulations – the Law of Ukraine “On resorts”, General Provision on Health Resort Institution, State Standard of Ukraine “Tourism Services, Means of accommodation” (DSTU (State Standards of Ukraine) 4527:2006), Commercial Code of Ukraine and the Law of Ukraine “On Joint-Stock Companies” [6]. Production programs of these enterprises and organizations are formed in accordance with the laws of market economy.

Provision of curative and recreation services and arrangement of servicing in health resorts are carried out by health resort institutions of various forms of ownership and is oriented towards the creation of conditions for proper treatment, medical rehabilitation and disease prevention through receiving manipulation treatment by the citizens, as well as arrangement of proper conditions of their living, food, receiving cultural and social services. The modern system of health resort institutions of Ukraine (as of year 2017) has the following structure: health resorts and recreation and treatment houses – 2,5 % from total amount; health care centers – 0,5 %; recreation centers and recreation

houses – 0,6 %; leisure centers and other leisure institutions – 10.8 %; children’s recreational and leisure institutions – 85.6 % (without including the institutions of temporarily occupied territories of the Autonomous Republic of Crimea, Sevastopol and temporarily occupied territories in Donetsk and Luhansk regions). Let us analyze the dynamics of number of providers of curative and recreation services in Ukraine within the period between year 2000 and year 2017.

Table 1.3.2

Health resort and sanitary institutions of Ukraine

(compiled on the basis of [8])

	Health resorts and recreation and treatment houses		Health care centers		Recreation centers and recreation houses		Leisure centers and other leisure institutions		Children’s recreational and leisure institutions	
	total	number of beds, thous.	total	number of beds, thous.	total	number of places, thous.	total	number of places, thous.	total	number of places, thous.
2000	549	151	377	31	266	63	2010	238	7615	227
2010	510	141	234	19	290	60	1920	217	17342	196
2017 ¹	284	71	55	10	67	12	1235	133	9745	106

¹ At the time of the study, the information of the State Statistics Service of Ukraine for the period 2018-2019 was not provided.

The official statistics on dynamics of the number of health resort institutions presented by us reflects both negative and positive changes in the Ukrainian primary wellness tourism market of Ukraine, in particular:

- the effect of competitive selection of institutions that develop and proceed to fulfill the socially significant function – prevention, recreation and treatment of various pathological conditions of human body;

- reduction in quantitative indices of medical and recreational institutions was caused by temporary occupation of territories of the Autonomous Republic of Crimea, Sevastopol and the territories of Donetsk and Luhansk region that resulted in depletion of natural curative resources, and in physical destruction of these resources due to conducting military operations in the east of Ukraine;

- excessive load of regulatory requirements of state and branch management (of macro- and mesolevels) to the activity of economic entities undermines the condition of their business provided that the regulatory actions do not take into account the objective market laws and

decrease the economic motivation. Generally, the segment of “shadow” activity increases under such conditions that brings positive and negative results for the society. The negative result of “shadow” activity is mainly the abusive exploitation of natural curative resources and other resources of tourism destinations; low (and, accordingly, cheap) quality of services or goods, contraction of volumes and deterioration in quality of the curative and recreation services; negative effects on the environment; often it is the low level of responsibility towards customers – leisure travelers; lack of tax revenues to the local budgets that would be spent on recovery and further development of primary wellness tourism in region. The positive effects include the growth in self-employment of citizens, generation of certain income by them, meeting the demand of tourists (considerably for services of hospitality, food, transfer, entertainment etc.). At present, all economic entities in the domestic market of primary wellness tourism have losses from the restriction of activity due to COVID-19. Thus, the Social Insurance Fund of Ukraine from March 19, 2020 for the period of quarantine temporarily suspended the conclusion of tripartite agreements for rehabilitation treatment by employees, as well as medical rehabilitation and health resort treatment of people injured at work at the expense of the Fund.

Table 1.3.3

Collective means of accommodation in Ukraine in 2011-2017
(compiled on the basis of [8])

	Number of collective means of accommodation, units			Number of places, thous. units			Number of accommodated persons, thous. persons		
	total	including in		total	including in		total	including in	
		hotels and similar means of accommodation	special means of accommodation		hotels and similar means of accommodation	special means of accommodation		hotels and similar means of accommodation	special means of accommodation
2011	5882	3162	2720	567,3	154,2	413,1	7426,9	4656,8	2770,1
2012	6041	3144	2897	583,4	162,8	420,6	7887,4	4983,9	2903,5
2013	6411	3582	2829	586,6	179,1	407,5	8303,1	5467,8	2835,3
2014 ¹	4572	2644	1928	406,0	135,5	270,5	5423,9	3814,2	1609,7
2015 ¹	4341	2478	1863	402,6	132,5	270,1	5779,9	4297,2	1482,7
2016 ¹	4256	2534	1722	375,6	135,9	239,7	6544,8	5037,1	1507,7
2017 ¹	4115	2474	1641	359,0	133,4	225,6	6661,2	5135,2	1526,0

¹Without including temporarily occupied territories of the Autonomous Republic of Crimea, Sevastopol city and part of area where a counter-terrorism operation is being conducted.

During the development period of the domestic market of medical and health tourism, in accordance with the growing demand for relevant services, its infrastructure is expanding. The analysis of the official statistics reflects the following dynamics. The proportion of special means of accommodation is slowly decreased in total quantity of collective means of accommodation (in was equal to 46 % in 2011, and to 39.9 % in 2017). For the purpose of cost minimization the consumers of curative and recreation services themselves choose the best hospitality services from the prospective of comfort and price and pay for the course of treatment at health resort institutions. The structure of the quantity of accommodated persons also changed accordingly: 37.3 % of travelers chose the special means of accommodation in 2011; in 2017 their number was only equal to 23 %. Since 2014, the decline in the supply of services in the domestic hospitality industry has been significantly affected by the annexation of Crimea and military action in the Eastern region of Ukraine.

The optimization is also happening on the market of tourism organizations

On the one hand, those entities who mainly ensured their economic efficiency continue operations in competitive conditions. And on the other hand, modern information technologies enable the travelers to collect and process information related to supply of both Ukrainian and global primary wellness tourism market and to organize tours themselves.

Table 1.3.4

Number of tourism activity entities of Ukraine (compiled on the basis of (Official website of State Statistic Service of Ukraine, 2017))

	2011	2015	2016	2017
Number of tourism activity entities ¹	4157	3182	3506	3469
where:				
tour operators ²	714	500	552	498
travel agents ¹	3278	2547	2803	2802
entities that carry out the excursion activities ¹	165	135	151	169

¹ *Total legal entities and individual entrepreneurs*

² *Legal entities*

In general, due to the decrease in solvency of a certain part of consumers of curative and recreation services the private business of regional primary wellness tourism markets works considerably in “shadow” zone in an effort to put down the expenditures and costs to their services by means of unpaid taxes, charges for business registration, funds for actually consumed resources of the region.

Worldwide (international) level in the primary wellness tourism market is represented by the management of inter-governmental organization – World Tourism Organization, Global Healthcare Travel Council, as well as governmental and non-governmental organizations of countries of the world that influence directly or indirectly on the inbound and outbound tourism etc. In some way the demand for curative and recreation services of their Ukrainian consumers is reoriented to foreign markets where the best curative and recreation (sometimes having no alternative) services, as well services of infrastructure field are offered.

Conclusions

In the market of primary wellness tourism of Ukraine there has formed a system of entities of different levels with their inherent management goals, methods and functions (legislative, regulatory, control, production and product-selling). However, the formation process of the state management model for tourism in Ukraine is accompanied by constant changes in the organizational subordination of tourism to executive authorities, the adoption of a number of laws, regulations and development programs.

At the same time, the analysis of the functions of modern management of primary wellness tourism market entities at macro-, meso- and microlevels shows the application of the so-called European model of state tourism management in Ukraine’s tourism sector, when tourism is a structural part of combined ministries. In our opinion, it is expedient to separate the tourism industry into an independent state executive institution to solve specific problems, because modern tourism is an intersectoral socio-economic complex with a sophisticated composition and a system of technological links between tourism market participants. Such an institution should coordinate the management of all operators of the tourist market in primary wellness tourism of macro-, meso- and microlevels in relation to the goals; plans; measures, executors, financing, results etc. Tourist destinations, on whose resources

the system of regional enterprises and organizations works, should become the accumulating management of the development of primary wellness tourism market. This will provide a synergy effect from the management of all participants in the tourism (including primary wellness tourism) market.

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2. TOURISM TRENDS: INNOVATIONS AND INNOVATIVE TECHNOLOGIES

2.1. Innovative Potential of the Tourist Territory in the Strategy of Sustainable Development of the Domestic Region

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The relevance of the study is to find new ways to ensure compliance of the tourist area of the region with the global crisis. Theoretical aspects of branding of the tourist territory in the concept of strategic development of the domestic region are investigated. The newest approaches to creation of a brand of the domestic local territory for realization of tourist potential of the Zaporozhzhia area are allocated. An algorithm for developing a brand of a certain territory to realize the potential of the region based on the study of the influence of external and internal factors is proposed. A strategic vision and recommendations for ensuring sustainable innovative development of the tourist area based on the use of the potential of micro-enterprises in the region have been formulated. The conclusion about expediency of studying of the mechanism of public-private partnership from positions of geospatial and system-functional approaches is made. The scientific novelty of the research results lies in the comprehensive disclosure of the innovative potential of the tourist area under the conditions of COVID-19.

Introduction

The problem of sustainable strategic development of tourism in a particular area has been and remains relevant throughout the historical development of our country, and now a lot of work is being done to reform it and develop regional strategies for tourism development and business in this area. Some areas of our country have a rich tourist,

recreational and environmental potential, however, it is characterized by insufficient use and development of the brand. Ukraine has objective prerequisites to become one of the most developed tourist countries in the world by generalizing the uniqueness of the geographical location, potential of local areas, significant ecological potential, rich flora and fauna, the presence of an extensive network of transport routes, famous cultural, historical monuments and hospitality systems of regions. Sustainable development of tourism in Ukraine, as a whole, and in some of its regions depends on solving a number of not only economic and social problems, but also taking into account the innovation factor in implementing the strategy of economic development of a particular area. Sustainability in tourism implies a positive overall balance of environmental, socio-cultural and economic impacts of tourism, as well as a positive impact of visitors on each other. Thus, those types of tourism activities that have a higher total innovative positive effect in terms of ecology, economy and social development are more resistant to transformation.

Theoretical Aspects of Tourist Territory Branding in the Concept of Strategic Regional Development

In the conditions of transformation of development of information technologies and with new complication of structure of communication links various domestic regions and territories resort to the active actions directed on formation of the positive attitude as the mechanism of attraction of new resources and expansion of the sphere of the influence. Today, interest in the concept of branding in tourism is due primarily to the fact that in modern conditions it is difficult to capture the attention of tourists, as traditional marketing tools and technologies lose effectiveness over time, and countries, regions and cities must create new concepts and techniques which fully meet the modern target audience.

Currently, the problems of creating an image, brand of territories are recognized not only by researchers but also by government officials as the most important. For all the identity of these concepts, which are often used as synonyms, they have certain methodological differences. By the way, the image of the territory is one of the basic categories of humanitarian geography. Within the framework of developments in this direction, the image presupposes the reflection, first of all, of cultural, historical, aesthetic, “ideal” values of the territory. A large number of

scientific papers indicate the interest of scientists in this area of research, but there are debatable issues that lead to different interpretations of the concept of “brand”, the concept of branding the territory. The need of deepening the scientific, theoretical and applied study of this problem, taking into account the specifics and development of native territories in Ukraine led to the choice of topics. Problems of regional competitiveness of tourist territories are covered in numerous scientific publications. Among them are the works of such researchers as: A. Amosha, L. Antonyuk, I. Begga, P. Bilenky, J. Zhalilo, N. Kalyuzhnova, R. Kamani, D. Lukyanenko, R. Martin, M. Porter, A. Poruchnik, A. Seleznyova, S. Sokolenko and others [5].

Introduction of branding in the field of regional tourism, study of current trends in tourist areas, analysis of their prospects in terms of using brand management tools is a priority in the research of leading foreign scientists and researchers, including: D. Aaker, T. Ambler, H. Armstrong, B. Berman, A. Bill, R. Blackwell, J. K. Verkmán, A. Dayan, E. Dichtl, P. Dole, D. Evans, J. Angel, J. Kapfferer, K. Keller, F. Kotler, J.-J. Lamben, J. Myers, P. Miniard, C. Sandage and G. Charmeson and other respected authors, researchers and scholars [2].

In Ukraine, branding is one of the insufficiently studied objects of management in the strategic development of tourist areas. Among the domestic scientists who meticulously studied this area should be mentioned scientists: S. Derevyanko, V. Kyfyak, A. Leonidenko, O. Melnyk, O. Lyubitseva, M. Malska, V. Pertsyi. The urgency and timeliness of awareness of the need to create and manage a brand of the territory has necessitated new research [6].

According to scientists, the branding of territories is the effective implementation of the competitive advantages of the location for life, business, long-term stay. The direction of this study appeared in about 1970 in developed countries, but in our country it is actively discussed only in the last five years. In order to attract investment, tourists, business partners of the global world spend billions of dollars every year. For example, the United States spends about \$ 1.4 billion a year on developing and promoting a positive image abroad, the United Kingdom and Germany \$ 1.2 billion, and France \$ 3.1 billion. Saudi Arabia spends \$ 6 billion to maintain the image of a reliable partner of the West and it makes sense because it brings huge profits.

When considering branding from the standpoint of providing complete and comprehensive information about the tourist region or

tourist destination (uniqueness, priority, attractiveness) and promoting a positive image of a particular area, it is advisable to mention the classification of brands by L. Upshaw (table 2.1.1).

Table 2.1.1

Classification of brands by L. Upshaw [8]

Type of brand	Characteristic
Marketable	The first of the brands that appeared on the market. They are the main, the core of branding, because they clearly prevail in quantitative terms over other types and are mentioned by consumers in the first place.
Service	There are far fewer of them on the market than brands. Elusive services are much harder to present in an attractive way and sell to buyers who often have difficulty choosing even those goods that they can see and feel. Some service brands (retailer brand) actually promote the sale of goods, although the brand is the store itself, not the goods it sells.
Personal	They have always existed in human society (athletes, artists, politicians, businessmen, etc.), but only recently have they been seen as a brand. The peculiarity of this category as a “brand” is that their popularity extends beyond the sphere of professional activity (for example, famous athletes and politicians are filmed in advertising, singers in movies, actors and businessmen hold various public events).
Brand of the organization	Brands of corporations, non-profit organizations, political parties, educational institutions. So far, this is a poorly developed area. This type of brand is related to the brand of the company’s products and often to the brand of the seller’s personality (Nike brand has many associations with the brand that work together at all levels). Companies are beginning to understand the importance of systematically creating their own brand.
Brand events	Periodically, events take place, usually in the world of sports, entertainment and art. The goals of the organizers of such events are achieved through the use of traditional branding tools. Advertisers’ fee for the right to show a product during breaks during the broadcast of a prestigious sports tournament is the price of such brands
Geographical	Examples are cities, countries, resorts. This type of brand has become widespread, especially in the tourism business, where its creation allows you to earn extra income. The most striking examples of already established geographical brands are the French Riviera and the Seychelles, which bring travel companies a significant share of profits through the brand and branding.

Thus, according to the given classification, the geographical type of the brand is singled out as a priority, i.e. the brand of a specific territory. At the same time, this type acts as the most important factor of competitive advantages and incomes of the local territory, a valuable asset of the economy of the city, district, region and state.

The modern brand of the tourist territory (destination) can be considered as:

- first, consciously existing sets of different groups of real and potential consumers, a set of perceptions, associations, expectations, images of the region, which represents a rational and emotional value that is formed in the relationship between the brand and its consumer;

- secondly, a platform for constructive dialogue and interaction between representatives of the administration and business circles with different target groups: investors, interregional markets, the population, tourists, etc.;

- thirdly, the most important tool for implementing the development strategy of the region, which allows to ensure the involvement of key target audiences in the process of implementing targeted development programs.

In general, the formation of tourism brands can be considered as a comprehensive strategic investment in the recreational potential of a particular area, which provides information field and infrastructure, the introduction of innovative standards of service quality, training and retraining. Creating, promoting and obtaining the effect of tourist brands of cities, regions, an individual territory in Ukraine is a new trend. It is a known fact that if a geographical area has its own brand, a name that attracts attention and builds trust, then such an area will be attractive for investment, but if, on the contrary, i.e. does not “own” the brand, it will be used as a raw material base of the region.

It should be noted that the success of branding the territory has a direct impact on: ensuring a positive, sustainable and attractive image of the territory (1); attracting foreign investment (2); economic potential building (3); digital broadcasting of regional achievements and initiatives (4).

According to rough estimates by experts in global tourism, 1 dollar, which is invested in the promotion, gives 20 dollars of profit from tourism. However, without the use of new tools, methods, technologies that provide an opportunity to create a strong brand of the territory, region, city, the successful struggle for tourists, their flows, domestic and

foreign investment, economic ratings is impossible.

Thus, tourist branding of territories is the most effective tool for active positioning of the region, the process of construction, development, brand management, the purpose of which is to create a competitive region. One of the approaches to the formation of the brand of the industrial region (Zaporizhzhia region) can be considered the development of industrial tourism. The tourism brand of an industrial area should be developed to support the promotion of goods and services produced in the region; it allows to raise awareness of the unique properties of the territory, to create the attractiveness of resources concentrated on the territory, living conditions and business activity. The sustainable brand of the industrial region allows the administration, business circles to interact more effectively with various target groups: investors, interregional and export markets, the population, tourists; it transforms strategic territorial advantages into real business interests of entrepreneurs and companies.

Creating a Brand of Domestic Local Territory to Realize the Tourist Potential of the Region

Today, domestic researchers do not pay enough attention to the development of services and, in particular, the development of the tourism market in the Zaporizhzhia region. In the economy of Zaporizhzhia region, the greatest potential, on the one hand, are export-oriented production and complexes (metallurgical complex), and on the other – a significant tourist potential. But these key sectors and sectors of the economy are poorly structured and developed in parallel, as the industrial tourism sector, which could be the main link between them, is in its infancy, developing slowly and not yet affecting the economy. In this region it is expedient to allocate economic complexes and subbranches of sphere of tourist services which are priority for carrying out innovative structural transformations: tourist complex (1), hotel and restaurant complex (2), leisure sphere (3), resort and recreational complex (4), agro-industrial complex (5), food industry (6), health care and ecology (7), utilization of used consumer goods (8). Priority financial and organizational and technical support of public authorities in these areas should be provided in the context of clearly defined areas and objectives of branding and branding of the territory [4].

The island of Khortytsia, which is the largest island on the Dnieper River and the largest river island in Europe, should be considered a special cultural and historical site of the Zaporizhzhia region. In the conditions of informatization of the society, expansion of limits of access of the population of Ukraine to global information systems it is important to use modern innovative ways of advancement of tourist services of the enterprises of area. For a long time, the island of Khortytsia did not have its own portal on the Internet, which hindered the possibility of disseminating information about its potential at the local, regional, national and international levels. Such a portal was created in 2014, i.e. it has existed for six full years, and the number of visits has increased from 38.2 thousand (2015) to 50.3 thousand (2019). At the same time, it was concluded that there were not enough visits to this portal and the need for active action to change the situation [9].

In order to determine the factors of influence and formulate strategic directions for the development of the tourist facility Khortytsia for the period 2022-2025 with the involvement of the general public and experts (specialists from various fields of science and business, government officials, NGOs, student youth of Zaporizhzhia) the problems and potential opportunities of the island of Khortytsia, the needs of the community and local business, the most important steps and measures to develop the tourism industry, identified strengths and weaknesses, potential opportunities and external threats were found, their comparative analysis is made. Based on the results of this work, two fragments of the SWOT-analysis matrix for the position “Strategic development of the tourist brand “Khortytsia Island” were conducted and compiled: fragment 1 “Local factors” (table 2.1.2) and fragment 2 “Global factors” (table 2.1.3) [7].

In general, the idea of developing a local brand “Khortytsia Island” is the result of a creative process of constructing associative and psychosemantic meanings in the perception of domestic and foreign tourists in the Zaporizhzhia region, taking into account common archetypes of the target audience at three levels: rational (benefits), emotional (pleasant experiences), spiritual (the ratio of the brand to its needs and lifestyle). Thus, the brand of the island should closely link the tangible and intangible (including symbolic) resources of this local area of Zaporizhzhia region.

Table 2.1.2.

Local factors influencing the tourist brand “Khortytsia Island”

Strengths	Weaknesses
<ul style="list-style-type: none"> - unique historical and cultural heritage; - “branded” object of the city of Zaporizhzhia and Zaporizhzhia region; - availability of objects of the nature reserve fund of Ukraine; - venue for various leisure and leisure activities; - rich flora and fauna; - the presence of a large area; - a wide range of opportunities for organizing various types of tourism; - organization of excursions regardless of the season; - lack of a similar competing facility within a radius of 300 kilometers. 	<ul style="list-style-type: none"> - low quality of some municipal and commercial services (garbage removal, street cleaning, transport); - problems with landscaping and high natural pollution of the territory; - low quality and insufficient range of services for visitors; - lack of traditions of systematic territory management; - lack of an effective organizational structure for managing the development of the Khortytsia tourist brand; - the image of the tourist brand is not sufficiently reflected in social networks; - underdeveloped infrastructure.

Table 2.1.3

Global factors influencing the tourist brand “Khortytsia Island”

Opportunities	Threats
<ul style="list-style-type: none"> - availability of modern information technologies for digitalization; - increasing global demand for tourism products; - the presence of a constant tourist flow to the island of Khortytsia; - joint development with places that are tourist partners; - interest in new tourism projects of youth NGOs; - interest in the historical and cultural heritage of the Ukrainian diaspora around the world (Canada, USA, etc.); - alternative sources of financing (growing interest of business structures); - the presence of demand from the residents and citizens of Ukraine for recreational, cognitive and historical tourism. 	<ul style="list-style-type: none"> -unsatisfactory condition of domestic transport infrastructure; - limited budget for investment in territorial development and lack of funding; - deterioration of the ecological situation in the city of Zaporizhzhia; - inefficient management of the domestic tourism industry, in general; - reduction of purchasing power of consumers of tourist services; -global trend towards popularization of virtual tours to tourism facilities; -COVID-19 pandemic; -problems with crossing the borders of countries caused by the coronavirus; -global tourism crisis; - reduction of the level of safety for the consumer of a complex tourist product.

Based on the results of constructing both fragments of the SWOT-analysis matrix, the authors provided practical recommendations for the strategic development of the tourist brand “Khortytsia Island”

(branding), the main of which are:

- development and implementation of innovative and effective marketing strategy to achieve medium- and long-term goals of branding;
- development and implementation of a system of measures for the formation, development and promotion of the brand “Khortytsia Island”, strengthening the image of consumers of tourism services, the professional community, business, government;
- development of an effective advertising and PR-policy of brand promotion in order to form its positive image in Ukraine and abroad;
- formation on the basis of studying of innovative experience in the field of promotion of brands of new priorities of development of the tourist territory “Khortytsia island” and development of concrete offers for their achievement;
- collection and systematization of information about the services of tourist business structures of Zaporizhzhia region in order to further promote them;
- ensuring a unified policy of entrepreneurial business structures in the implementation of marketing activities in the market of tourist services;
- development of business culture in the field of branding the island of Khortytsia through the development and promotion of a single corporate identity;
- development and implementation of an advertising campaign to promote tourist services among potential visitors to the portal “Khortytsia Island”;
- creation of global and local information space;
- monitoring of Internet resources in order to identify the popularity of the brand “Khortytsia Island” and current information about the brand;
- providing advisory assistance to business structures on the basis of creating a center for a single tourism media policy in the region;
- development and implementation of effective marketing and innovative projects and programs aimed at long-term attraction of new business partners and clients in order to increase the volume of tourist services.

Creating a local tourist brand to realize the potential of Zaporizhzhia region should be based on the following algorithm: forming a brand idea, analyzing the potential of Zaporizhzhia region, Zaporizhzhia and Khortytsia on such factors as geographical location,

beauty, climate, economic, cultural and educational potential, availability cultural monuments, favorable, regional governance and local government conditions for recreation and tourism, infrastructure development and hospitality of the local population (1); development of a logo, slogan, brand book (2); analysis of the target audience, brand positioning, development of brand promotion strategy in national and international markets, creation of a virtual space for brand promotion, digitalization of all data for the brand of the island of Khortytsia [10].

Thus, in today's environment, to succeed, it is important to be able to very quickly integrate the local tourism brand into the Internet, modernizing not only IT technologies, but also old methods of communication, consumption patterns of tourism products and business processes. In the conditions of total digitalization, digital transformation of business is a basic condition for the survival of the regional tourist sphere of business services in competition. The main driver of these changes is the consumer, it is he and the needs dictate the conditions in the digital market for tourism services.

Sustainable Innovative Development of the Tourist Territory Based on the Use of the Potential of Micro-Enterprises of the Region

New global conditions for the realization of the region's tourism potential should be considered as additional opportunities for its economic development, improving the welfare of regional communities, modernization of tourism sectors, which will better realize the internal and external interests of each region, accelerate integration into the world economic and tourist space, avoid related complications and dangers. At the same time, such integration can lead to significant negative socio-economic consequences for certain regions of Ukraine, which have not developed a unified strategy for tourism development and have not ensured the formation of innovative social ideology in the field of tourism business [1].

One of the reasons for the lack of attention to the innovation sphere is the lack of understanding by the ruling elites of the role of innovation and the rejection of the innovative principles of overcoming the persistent coronavirus crisis. An important means of stimulating innovation activity in the region is the organization of information exchange between territories with different levels of readiness for innovative transformations and active dissemination of positive

experience in restructuring spatial socio-economic systems and their elements by intensifying innovation and increasing innovation activity in the field of creating a technology business incubator or innovation park.

In the economy of Zaporizhzhia region should be identified economic complexes and subsectors of tourism as a priority for innovative structural changes: tourist complex, hotel and restaurant complex, resort and recreational complex, agro-industrial complex, food industry, health and ecology, disposal of used goods national consumption. Priority financial and organizational and technical support of public authorities in these areas should be provided in terms of clearly defined areas and objectives of innovation.

In the structural construction of the economic complex of Zaporizhzhia region, the size of enterprises is large (0.2 %), medium (3.9 %), small (95.9 %). As of the end of 2018, there were 375 enterprises operating in the region in the field of temporary accommodation and catering: 7 medium (1.9 %) and 368 small (98.1 %). [3] This structure of the regional economy by the size of enterprises confirms the feasibility of developing a policy of intensifying innovative actions of micro-enterprises, whose advantage over large, medium, small is that: innovation is rapid innovation, which is best given the mobility of micro-enterprises (1); the scale of their financial needs is smaller and it is easier for them to find sources of funding (2); as practice shows, the life span of clusters based on the involvement of micro-companies is much longer than those created in existing enterprises, which is due to the inertia of the management system (3); the emergence of a large number of enterprises increases competition and is an additional incentive to innovate (4); new micro-enterprises increase employment, reduce social tensions, and accelerate the reform of the region's economic system (5).

A strategically important measure in the formation of the innovation system of the region is the assistance of public authorities to the organization of centralized non-governmental institutions for coordination and information and consulting services for participants in innovation processes on an equal partnership between government agencies, representatives of science and innovation and entrepreneurship in tourism. These institutions play the role of a kind of "crystallization centers" of the infrastructure of regional innovation systems (table 2.1.4).

Table 2.1.4

Subjects of innovative tourism infrastructure of Zaporizhzhia region

[11]

Characteristic	Large and medium enterprises	Institutions in the field of educational services	Small and micro-enterprises
Main activity	Provision of services in a constant range.	Professional development of managers	Investment activity
Strengths	Ability to master innovations in technology and types of services, software and staff qualifications.	Compensation for lack of staff competencies in marketing, personnel management and development.	Technically qualified staff; strong motivation; flexibility and sensitivity to market demands.
Weaknesses	The need for significant capital investment in technological and information training of business infrastructure.	In many cases, the programs do not take into account the qualifications of students and the specifics of their production.	Insufficient quality of management; tax burdens, corruption; underdevelopment of the system of services, technological infrastructure necessary for scientific and technical activities.
Optimal application	Development of technologies in the conditions of mass demand for innovations of small research firms.	In-service training and retraining system.	Investment activity not related to solving fundamental scientific problems and complex cooperation.

Promoting chambers of commerce and industry (CCI) to create regional technological business incubators should be a promising and effective measure for the development of interregional integration processes in the innovation sphere of tourism. The main task of such incubators is to support the tourism business in the field of innovation, innovative developing firms. The goal is to “grow” new innovative firms that interact with public and private institutions on the basis of agreements on participation in regional development. In the Zaporizhzhia region, as a pilot project, it is proposed to create a tourist business incubator on the basis of the National University “Zaporizhzhia

Polytechnic” to solve the problem of supporting micro-enterprises, new enterprises and start-ups with innovative ideas without financial opportunities to start their own business. The main idea of the tourist business incubator of NU “Zaporizhzhia Polytechnic” is to assist entrepreneurs and micro-companies in creating effective commercial innovative products, efficient production of tourist products and the introduction of new technologies.

The main services of the tourist business incubator include: assistance in drawing up a business plan; information support; consulting services; measures to establish business contacts; marketing support; means of communication and Internet access; project and financial management assistance; presentation of projects for potential investors; mentoring; creating a team for the initial phase of project implementation; documentary support and legal assistance; protection of intellectual property; digitalization of business in tourism.

The creation of such an incubator will significantly help to overcome the spatial isolation of the subjects of the innovation process and promote self-organization of entrepreneurs in tourism. The combination of the principles of centralization and equal partnership will create favorable conditions for the formation of an innovative sector of the regional tourism economy. The presence of integration innovation formations in the regions will facilitate the solution of financial and organizational and technical problems of state management of innovation processes in the region and will promote the starting conditions for young scientists to provide a start-up travel company and engage in high-tech business.

The creation and development of technology incubators as part of a large-scale national project to create a modern tourism innovation infrastructure in Ukraine by 2025 should provide a demonstration effect in 2022 and, after analyzing annual monitoring data, should intensify the creation of a national network of technology business incubators.

The organization of a network of incubators in tourism will contribute to the comprehensive solution of important tasks for the region: intra-regional integration and development of business contacts in the field of innovation; equalization of conditions of access of tourist enterprises to scientific and innovative resources; formation of a system of information support of innovation processes and their monitoring; organization of a mobile digital channel for analysis of the situation in the innovation sphere; assistance to innovative enterprises in developing

a strategy for digitalization of business and finding partners for innovation; stimulating complementarity of production and innovation; formation of a favorable psychological climate for structural innovative transformations of the regional tourism economy.

In general, the role of the state is to generate institutions for the functioning of scientific and technological markets, the formation of a decent institutional environment and innovation infrastructure. We consider conducting an innovative audit for travel companies in the region to summarize the technological and information needs of companies to participate in national and European research projects, work with partners to use research results or transfer existing technologies to be an important area of business incubators. Priority for further research should be the mechanisms of integration of tourism business innovation centers and business incubators into national business networks consisting of: incubators and business parks; trade associations; private companies; regional development agencies; industry associations; chambers of commerce and industry; financial institutions; science and technology parks; universities and research centers.

Conclusions

Today, the domestic tourist territory is a unity of multi-vector parts, which together identify it as a tourist product, the characteristics of which can be managed, as well as to create a brand to sell and manipulate the consciousness and subconscious of the consumer to achieve desired results. Modern tourist territory must meet the following criteria: transport accessibility and availability of a set of services of appropriate quality for tourist services (1); the presence of interesting to visit monuments of nature, history, culture, religion (2); availability of information systems (computer booking) to promote the product in the tourism market (3). The strategic goal of the tourist area as a competitive unit is to ensure competitiveness for a long time and this indicator is influenced by the interaction of business structures of different industries (transport companies, hotels, trade), markets, population and environment. One of the conditions for effective sustainable postcoronavirus development of the tourist area is the use of public-private partnership mechanism on an innovative basis to prevent the negative impact of global economic factors and should be a powerful tool to strengthen the competitive position of tourism enterprises by

increasing economic benefits and market share within the region.

The development of tourism in the region is possible only with the support of the state and this is primarily due to state ownership of active tourist infrastructure, as well as historical and cultural monuments. However, financial resources are needed to develop the infrastructure and support the cultural heritage of the tourist area, especially at the municipal level. That is why regional and municipal authorities are interested in cooperating with business structures to attract additional investment. In this sense, the implementation of joint business projects is accompanied by a guarantee by the authorities of stable conditions and certain benefits for entrepreneurs, their participation in decision-making transformation of the tourism sector of the region into a tourist destination. Even if there is a common interest of regional authorities and private companies in the field of tourism, they have different goals: the authorities are interested in demonstrating the provision of various benefits in a certain amount and quality, and the space of business interests is to make a profit. However, the general sphere of their interests includes conditions and quality of life of the local population, ensuring eco-socio-economic development of the territory, region and its hospitality, which increases the tourist flow and sustainability of innovative tourism development in the region. In search of ways out of the global tourism crisis caused by the global pandemic COVID-19, it is advisable to study more deeply the public-private partnership from the standpoint of geospatial, structural and system-functional approaches, which, in turn, is associated with building organizational models of cooperation between administrative and commercial structures in a certain territory through the involvement of other partner organizations, which will lead to a mandatory redistribution of functions and responsibilities of the parties. The coordination structure of this format should unite regional executive bodies, tourism industry enterprises, entrepreneurs, educational institutions, business associations, public organizations and the local population. Coherence of actions of the main participants of the regional tourist destination will allow to effectively implement innovative ideas, start-up projects and public programs within the framework of public-private partnership on the local territory.

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2.2. Virtual Excursions on the Platforms of Virtual Museums: Collaboration of Educational Tourism and Innovative Educational Practices

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The study substantiates the use relevance of didactic tools of virtual tours, virtual museums for the organization of student research practices within the organization of students independent work in the process of learning the subject “History of Economics and Economic Thought”. The theoretical and methodological basis of the study is an interdisciplinary approach that integrates strategies of different areas of scientific knowledge: pedagogy, history, economics, information technology and systems. The culturological and educational phenomena of the virtual museum are substantiated in accordance with the theories of post-industrial and information societies; theories of the functioning of the Internet as the information channel and its social functions. The content of the definitions “virtual museum”, “virtual tourism”, “educational virtual tour” is characterized. Primary information about Ukrainian virtual museums is consolidated, the available resources of virtual museums for research practices in historical disciplines, formed a thematic catalog are presented. Samples of cases for the organization of research work with expositions of virtual museums, resources of virtual excursions for undergraduate students of specialties “Hotel and restaurant business”, “Entrepreneurship, trade and exchange activity” are shown. The results of questionnaires of students on the evaluation of the effectiveness of educational activities using the resources of virtual museums are presented. The effectiveness of the organization of independent work of students on the platforms of virtual museums is substantiated by the methods of questionnaires, ranking of priority competencies by students. It is proved that work in the virtual museum space is a competence-oriented, multidisciplinary educational practice, effective for working with “millennial” students.

Introduction

The dominant trends in the organization of the educational process in the first quarter of the XXI century are its visualization and digitalization. The success of the information age directly depends on how cognitive dissonance is resolved: a person becomes informationally and technologically dependent, or the development of his ability to analyze, “filter” information flow, use virtually limitless possibilities of information and digital technologies which are transformed into their own limitless possibilities of development and improve. At the same time, digitalization, informatization of all spheres of life is combined with the desire of mankind to know the world around them through tourist travel.

The importance of effective use of information and digital resources in the organization of the educational process, modern opportunities for visualization of historical processes, including opportunities for virtual tourism, is confirmed by the results of annual (since 2014) monitoring of the students opinion of Khmelnytskyi Cooperative Trade and Economic Institute, sophomores of the College of KhKTEI on the quality of educational services, including students assessment of the effectiveness of teaching practices, tested by research and teaching staff. Thus, determining the priority between such characteristics of the teacher as “effective pedagogical technology” and “individual pedagogical skills”, of undergraduates (68 %) choose a proven, effective pedagogical technology. Undergraduate students, ranking the characteristics of teaching skills, gave priority to the following: the ability of the teacher to justify the importance of studying the discipline for future professional activities (89 %); synchronicity of discipline development and development of actual competencies (72 %); information and media literacy of the teacher (68 %) (consolidated results of surveys for 2014-2019 are presented).

Development of pedagogical technology of the organization of independent work of students with use of didactic tools of virtual excursions, on platforms of virtual museums is substantiated:

- 1) the priority of the competence approach in the training of specialists for the niche “service economy”;
- 2) virtualization of the educational space, the need to find effective, productive formats of distance learning, due, inter alia, to the challenges of the COVID-19 pandemic caused by the coronavirus

SARS-CoV-2;

3) the growing popularity of virtual tourism among students - representatives of the generation of “millennials”;

4) expanding the possibilities of working with primary sources through the digitization of documents, the priority of the author’s interpretation of historical events in search of truth [1], changing the paradigm of the traditional museum in the XXI century [2; 3].

We succinctly characterize the results of research and experimental work on the development of effective, in the information and digital society, pedagogical technology of using platforms of virtual museums and virtual tours as a didactic tool for organizing independent work of students (on teaching the subject “History of Economics and Economic Thought”, “Hotel and restaurant business” and “Entrepreneurship, trade and exchange activities”).

The implementation of the pedagogical experiment and the description of the results of the research is made on the basis of the narrative method, which involves not just the transfer of educational information, but its assimilation as experience.

The implementation of the pedagogical experiment and the description of the results of the research is made on the basis of the narrative method, which involves not just the transfer of educational information, but its assimilation as experience.

Theoretical and Methodological Substantiation of Expediency of Using Virtual Excursions and Platforms of Virtual Museums as Didactic Tools of the XXI Century

Modern researchers rightly believe that humanity has entered a new era of history, when it is “the visual is a central aspect of socio-economic life” [4]. Visual culture extends to all spheres of the social environment, including the educational space. This highlights the need for a thorough study, as it is the visual has the function of forming a new social entity which is the personality of the professional of the XXI century who is in a society where “the visual field of the Internet and media shapes human identity” [5].

Analysis of the existing array of scientific and scientific and methodical works shows that in the post-Soviet space of higher school pedagogy, methods, didactic tools used by modern university education, the tradition of using visual sources to study the social and economic,

economic content of specific historical periods is emerging. This is confirmed by the lack of publications of Ukrainian researchers on the educational opportunities of the virtual museum space, virtual tours, digitized exhibits and expositions. In developing pedagogical technology for working with visual sources of historical information during the pedagogical experiment, we were guided by professional standards and regulations of professional ethics of the American Historical Association [1], competencies defined by the New Ukrainian School, key competencies of specialists until 2020 according to World recommendations. Economic Forum in Davos (2016), methodological generalizations made on the basis of the scientific and methodological problem of Khmelnytskyi Cooperative Trade and Economic Institute “Productive learning as a basic idea of forming an innovative personality of the specialist” [6; 7].

Clarifying the limits of using the resources of virtual museums as an expression of new digital visibility, directs us to study the educational trends of the information society, including didactic opportunities of virtual tours, new formats of museum pedagogy in the virtual museum space, use of virtual museum resources and technological aspects of creating virtual museums.

Generalized results on modern interpretations of the essence of the definitions “virtual museum”, “virtual tourism”, “educational virtual tour” are presented in table 2.2.1.

Virtual tourism has the following characteristics that are attractive to students of the millennial generation:

- overcoming the boundaries of time and space (the world is represented outside of time and space, virtual tourism makes it possible to appear in one part of the world while being in another);
- interactivity (communication between people and computers. Virtual tourism uses a variety of sensors to interact with multidimensional information space);
- high technology (is the result of combining tourism with information and virtual reality technologies, and therefore can not exist without high technology);
- savings (makes travel cheaper / free);
- diverse sensations (the ability of visitors to virtual tours, worlds to perceive images, sounds, gain experience and other components of perception) [12; 13].

Table 2.2.1

**Contents of the definitions “virtual museum”, “virtual tourism”,
“educational virtual tour”**

Virtual museum	1) information resource (website, web page), created by means of computer technology, which is a digital version of tangible and intangible heritage in cyberspace	[8, p. 24-26]
	2) computer-generated model of a museum that exists in cyberspace and “reproduces the exhibits and expositions of a real museum: from art objects and historical artifacts to virtual collections and family relics”	[9, p. 48]
	3) “multimedia phenomenon that provides the possibility of interactive interaction”, characterized by the possibility of feedback from site visitors, reproduction of museum objects, the presence of three-dimensional museum exhibits that “create a virtual journey through the exhibition and its independent modeling”	[10, p. 188]
	4) cost-effective model of museum resources.	
Virtual tourism	type of tourism without travel, travel without physical movement, when the destination is in the image and not in the geographical location; activity of the individual, which allows using the use of modern communication networks to create and obtain the most realistic sensual information about the desired destination from among the real ones without actually moving to it.	[11]
Educational virtual tour	organizational form of training, which differs from the real tour by virtual display of real objects within virtual museums, virtual tours of tourist destinations, etc., in order to create conditions for independent observation, collection of necessary facts, research and analytical work; its advantages are accessibility (resource, economic), reusability, clarity.	Definition of authors

The results of questionnaires conducted among freshmen of the Khmelnytskyi Cooperative Trade and Economic Institute in the 2016-2019 academic years (780 people) showed the actual lack of research experience in the framework of virtual tours, on the platforms of virtual museums (fig. 2.2.1).

Empirical collection of information on the number of search queries on the definitions of “virtual museum”, “virtual tour”, “virtual museum exhibition”, “virtual tourism”, “educational virtual tourism” in Ukrainian, Russian, English in Google gave results that show limited practices of using the opportunities of virtual tourism and virtual museum space in the education system of Ukraine (table 2.2.2).

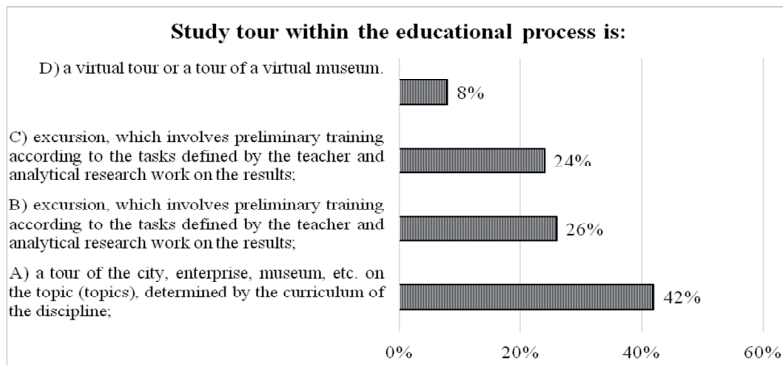


Fig. 2.2.1. The results of a survey of students to understand the content of the study tour within the educational process

Table 2.2.2

Quantitative ratios of search queries by definitions “virtual museum”, “virtual tour”, “virtual museum exposition”, “virtual tourism”, “educational virtual tourism”

Definition	Request in Ukrainian	Request in Russian	Request in English	The ratio of the number of search queries
	quantity, thousands			
Virtual museum	38,4	939	2770	1:24:72
Virtual tour	106	1120	66000	1:11:623
Virtual museum exposition	158	789	70200	1:5:444
Virtual tourism	932	28 800	651 000	1:31:704
Educational virtual tourism	360	6 600	101 000	1:18:280

Resources of Ukrainian Virtual Museums for the Implementation of Student Research Practices in Historical Subjects (on the Example of “History of Economics and Economic Thought”)

The implementation of the pedagogical experiment involved solving the following tasks:

- formation of a database of virtual tours, Ukrainian virtual museums, the expositions of which allow to carry out research on the “History of Economics and Economic Thought” (according to the thematic plan of the discipline);
- creation and approbation of research tasks in the discipline, which are based on work with collections of museum exhibits of virtual

museums or visual information of virtual tours of cities;

- development of a system of tasks with methodical recommendations for independent work of students majoring in “Hotel and restaurant business”, “Entrepreneurship, trade and exchange activities”, based on the analysis of virtual museum exhibits or visual information of 3D-tours of museum exhibits.

We characterize domestic virtual museums and virtual tours from an information and technical point of view. The vast majority of Ukrainian “virtual museums” is a collection of a number of Web-pages hosted on one or more Web-servers. These pages contain collections of panoramic photographs of the exhibits. The simplest type of virtual museum is the most common in the domestic information space is “flat”, while modern requirements provide for three-dimensional virtual museums, and additional features that allow you to view the museum exhibit as close as possible and save the image if necessary.

The platform for the study was the services for virtual tours Google Expeditions, Google Cultural Institute, materials of the project of archival collections of historical materials Archive Exhibitions. Materials of the Google project “Digital Transformation of Ukraine”, virtual tour Google, “Authentic Ukraine”, 3D tours of museums in StreetView mode on Google Maps were used directly in the pedagogical experiment; expositions of virtual museums, realized within the projects “Ukraine Incognita”, “Museum portal”, etc.

Forming the base of virtual museums and excursions, in accordance with the issues of “History of Economics and Economic Thought”, we used the world’s services for virtual tours: Google Expeditions; Google Cultural Institute, in particular the materials of the project of archival collections of historical materials Archive Exhibitions; materials of the Google project “Digital Transformation of Ukraine”, Google’s campaign “Authentic Ukraine”, 3D tours of museums in StreetView mode on Google Maps.

The subject of some research was the study of available resources of Ukrainian virtual museums, presented in the projects “Museum Portal”, “Ukraine Incognita”.

The research showed that the resource of high-quality content of virtual museums for student research practices in economic history is limited. Consolidated information on the resources of virtual museums of Ukraine allowed to make the distribution of research sites in accordance with the subject of the discipline (table 2.2.3).

Table 2.2.3

Online resources of Ukrainian museums for the implementation of research practices in the discipline “History of Economics and Economic Thought” (on the example of individual topics of the discipline)*

Discipline topics: world and Ukrainian contexts	Virtual tour	Resource	Project
Formation of European civilization Ancient Greek civilization and its impact on the European world	Olvia National Historical and Archaeological Reserve	https://museum-portal.com.ua/museum/natsionalniy-istpryko-arheologichniy-zaovidnyk-olviya	Museum portal
	Expositions of ancient history of Ukraine, early Iron Age, early Slavs and Kievan Rus of the National Museum of History of Ukraine	https://www.nmiu.com.ua/exposition	National Museum of History of Ukraine with the support of Sky Soft Technology
Formation of preconditions of market economy in the countries of the European civilization. Economy of Ukrainian lands in modern times	Expositions of late medieval and early modern history of Ukraine of the National Museum of History of Ukraine	http://virtual.nmiu.com.ua/	Ukraine Incognita, a project of The Day newspaper
	Virtual tour of Dubna Castle	http://incognita.day.kiev.ua/virtualna-ekskursiya-dubenskim-zamkom.html	
	Virtual tour of Ostroh Castle	http://incognita.day.kiev.ua/virtualna-ekskursiya-ostrozkim-zamkom.html	
	Virtual tour of the Hetmanate Museum	http://incognita.day.kiev.ua/muzej-hetmanstva.html	
	Palace of Kirill Razumovsky in Baturyn	http://incognita.day.kiev.ua/palac-kirila-rozumovskogo-u-baturini.html	3 D-tours of museums in StreetView mode on Google Maps
	Virtual tour of the Glass Museum in Lviv	http://incognita.day.kiev.ua/muzej-skla-u-lvovi.html	
	Center for Ethnology “Mamaeva Sloboda” (Kyiv); Khortytisia Nature Reserve (Zaporizhzhya); Khmelnytsky's residence in Chyhyryn	Open-air museums website: http://museums.authenticukraine.com.ua/ua/	
Economic development of Ukraine in the conditions of the Soviet economic system and its interpretation in economic thought	Stepan Bandera Museum in London	http://incognita.day.kiev.ua/muzej-stepana-banderi-u-londoni.html	Ukraine Incognita, a project of The Day newspaper
	Virtual tour of the National Museum “Chernobyl”	http://chernobylmuseum.kiev.ua/uk/?optio	
	Virtual tour of the National Military History Museum of Ukraine	http://incognita.day.kiev.ua/virtualna-ekskursiya-naczionalnim-vijskovo-istorichnim-muzejem-ukravini.html	
	Memorial Museum “Prison on Lontskoho” in Lviv	http://incognita.day.kiev.ua/muzej-memorial-tyurma-na-lonczkogo-u-lvovi.html	
	Museum of Cosmonautics named after S. Korolyov	https://cosmosmuseum.info/	The project of the Museum of Cosmonautics. S. Korolyova of Zhytomyr Regional State Administration
	Expositions “Ukraine as a part of other states. From the NEP to Stalin's totalitarianism” “Ukraine as part of the USSR: from thaw to perestroika of the National Museum of History of Ukraine”	http://virtual.nmiu.com.ua/	National Museum of History of Ukraine with the support of SkySoftTechnology

* The full catalog of online resources of Ukrainian museums for the implementation of research practices in the discipline “History of Economics and Economic Thought”, developed by the authors, is presented in [3].

Organization of independent research work of students with resources of virtual museums and evaluation of its effectiveness by education seekers

Examples of tasks for independent work of students majoring in “Hotel and restaurant business” and “Entrepreneurship, trade and exchange activities” within the study of the discipline “History of Economics and Economic Thought” are presented in table 2.2.4.

The effectiveness of the organization of students independent work of is built on research practices using the resources of virtual museums, is confirmed by the results of control surveys (fig. 2.2.2).

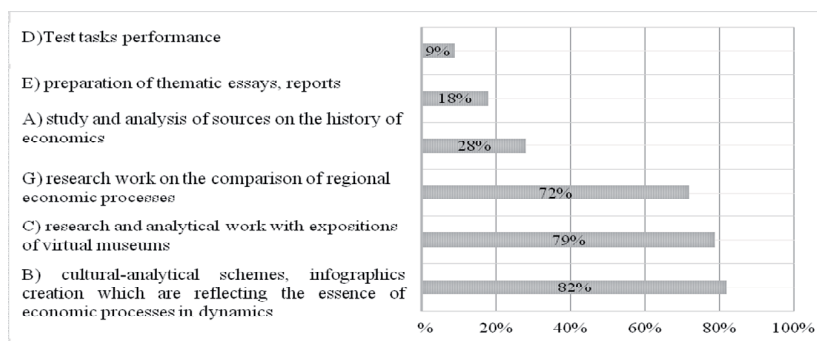


Fig. 2.2.2. The results of ranking the priority for the development of economic thinking forms of activity in performing tasks of independent work of students

Formed by the authors based on the results of questionnaires

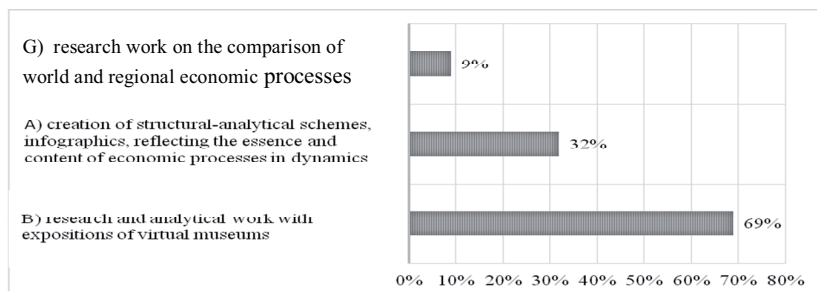


Fig. 2.2.3. Results of ranking by students of forms of work which to the greatest extent demand the multicompetent approach at the decision of the set tasks

Formed by the authors based on the results of questionnaires

Table 2.2.4

An example of a task for independent work of students with expositions of virtual museums

The content of the topic of the discipline	Resources for virtual tours	Tasks for independent work of students of the specialty	
		“Hotel and restaurant business”	“Entrepreneurship, trade and exchange activities”
Lecture topic: “Formation of preconditions of market economy in the countries of the European civilization (XVI - XVII centuries)” The topic of the seminar: “Formation of industrial civilization in Europe and the economy of Ukrainian lands” Theme of independent work of students: “Economic, political and educational activities of the Ostroh princes as a regional reflection of the preconditions of a market economy in the countries of European civilization”	1) Virtual tour of Dubna Castle http://incognita.dav.kiev.ua/museum/dubno/	An example of a research situation. Traditional for the Middle Ages interpretation of the concept of “wealth” included, as a rule, land tenure, money, in the form of gold and silver coins, jewelry, fur, clothing, weapons. Get acquainted with the contents of the “Register of treasures of the castle of the princes of Ostroh”, compiled in 1616. What unique gastronomic treasures are listed in the “Register”? Justify, based on the socio-economic and socio-political conditions of the era, why the princes of Ostroh considered food stocks one of the types of wealth?	An example of a research situation. The presence of weapons is the main condition for security in the late Middle Ages and modern times in the border lands of the Commonwealth. According to the “Register of treasures of the castle of the princes of Ostroh”, compiled in 1616, in one of the castles owned by the princes, there were 73 guns. Find out the history of production, evaluate the current value of one of the guns of the princes of Ostroh. Investigate which of the residences of the Ostroh princes is mentioned in the “Register”?
	2) Virtual tour of Ostroh Castle http://incognita.dav.kiev.ua/museum/ostrohcastle		
	3) Ukrainian Military History http://www.ucria.narma.org/novini/vystavka-zbroji-v-nmiu.html		
	4) Malchenko O.E Artillery arsenal of the Kiev fortress in the second half. XVII century: formation, structure, functions. Dis. d. East. N. http://www.inst-ukr.lviv.ua/download.php?downloadid=401	Methodical instructions for the task 1. From the Ukraine Incognita website, follow the link to the resources of virtual museums (sources 1,2). 2. Make screenshots of photo panoramas of fragments of the exposition, where food is presented as exhibits- “gastronomic treasures”. 3. Using Google Image (site images.google.com), identify the selected exhibits (copy the URL of the picture) and check the availability of exhibits in the “Register of treasures of the castle of the Ostroh princes”. 4. Choose one of the exhibits and prepare a research essay on the market value (with equivalent comparisons) of bread / honey / cheese / wine in the Commonwealth of the XVI century and in Ukraine in the first quarter of the XXI century.	Methodical instructions for the task 1. From the Ukraine Incognita website, follow the link to the resources of virtual museums (sources 1,2). 1. Make screenshots of photo panoramas of parts of the exposition, where guns are presented as exhibits. Calculate the number of guns in the expositions of Ostroh and Dubno castles. 2. Using the GoogleImage image search tool (images.google.com), identify the selected exhibits (copy the URL of the image) and check if the guns from the exhibition are presented in the “Register of Treasures of the Castle of the Princes of Ostroh”. Choose one of the exhibits and prepare a research essay on the place and time of manufacture of the gun, its estimated cost at the time of manufacture and in the XXI century (resources 3, 4).

Conclusions

The study of modern possibilities of educational virtual tourism through the platforms of Ukrainian virtual museums, their expositions, the available array of virtual tours in mastering the subject “History of Economics and Economic Thought” by bachelors in Entrepreneurship, Trade and exchange activity and Hotel and Restaurant Business, summarizes the following.

1. Virtualization, digitization of museum objects, expositions, museum space in general is a component of the new reality, the space of modern personality and specialist, as well as the dynamically growing spread of the phenomenon of virtual tourism. Thus, according to the World Tourism Organization (UNWTO), comparing the number of travelers in 2010 and 2020, we see a 16-fold increase, which strengthens the argument for the feasibility of using the resources of virtual museums as educational platforms, and virtual tours as didactic tools .

2. The results of questionnaires showed that at the initial stage of the experiment only 8 % of respondents had experience working with platforms of virtual museums, virtual exhibitions. Control sections at the end of the experiment showed that, according to students, research and analytical work with exhibits of virtual museums is effective for the development of skills of complex problem solving (88 %), critical thinking (76 %), flexibility of mind (32 %), which corresponds to the top. 1, top-2, top-10 competencies required by specialists by 2020 [14].

3. However, we must state that complex research tasks involving analysis, comparison, search for economic equivalents, as examples of productive rather than reproductive thinking, caused difficulties in 65 % of students - participants in the pedagogical experiment.

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2.3. Introduction of Intellectual Menu in Restaurant Services

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In this article the modern scientific approaches regarding the use of brain food technology for improving the quality of food services have been presented. The principles of forming a special menu to stimulate intellectual activity and the possibilities of its use in hotel and restaurant business are substantiated.

The cellular structure of the brain, its biochemical composition and effective intellectual and creative activity, all require a balanced quality nutrition. The development of food technology according to the relevant principles and the compilation of BRAIN FOOD menus is a relevant scientific and practical problem.

Increased competition in the hotel and restaurant sector determines the need to search for new innovative products and services that meet the needs of modern consumers and ecological requirements to the quality of food and environment, promotion of healthy lifestyles, as well as aimed at preserving healthy lifestyle, prolonging active longevity.

A Popular Trend of Restaurant and Gastronomic Innovation is BRAIN FOOD

It is an intelligent menu aimed at improving brain function, stimulating mental activity, and meeting nutritional needs, especially during high intellectual stress: conferences, symposia, meetings, important business and political meetings, etc. [1-4].

Brain ecology has already been mastered in hotel and restaurant businesses and catering projects of any class, including the Hilton Hotel and Resort, Redisson Hotel and Resort, and others. Specialized BRAIN FOOD menus are also proposed by catering and food delivery services.

Numerous scientific studies in the fields of medicine, physiology, and nutrition (D. Perlmutter, L. Mosconi, L. Caprelants, K. Melega, H. Hryban) indicate that special nutrition for the brain not only prevents XXI century diseases (Alzheimer's disease, dementia) but also provides for productive daily brain activity for many years [2; 4; 5].

Nutritionists suggest that forming a daily diet based on the principles of BRAIN FOOD accelerates the thinking process, improves memory, and enhances attention and creativity. Therefore, the specialized menu BRAIN FOOD is designed to take into account the physiological features of human brain functioning.

Human brain requires more than 45 high-quality nutrients, and the methods of absorption of these substances are as diverse as the

molecules, cells, and tissues they help to create. If, on average, a person's body consists of a large proportion of water (60 %), as well as proteins (20 %), fats (15 %), and carbohydrates (2 %), and the rest is vitamins and minerals, this ratio changes significantly in the brain. Water content in the brain is much higher (80 % of the total mass), fats occupy the second largest share (11 %), 8 % of the mass are proteins, 3 % are minerals and vitamins, and the rest are carbohydrates [4].

Another proof of the special status of the brain in the body is the presence of the so-called "blood-brain barrier", i.e. a layer of tightly interconnected cells whose functional orientation is the differentiated permeability and protection of brain neurons from potentially harmful substances that can circulate in the blood. It is a system of blood vessels and connective tissues that transmits only useful and safe substances for brain structures [6].

Thus, the cellular structure of the brain, its biochemical composition and effective intellectual and creative activity, all require a balanced quality nutrition.

The scientific and practical problems of special nutrition for preserving the intellectual potential and stimulating thinking processes are a separate area in dietetics.

Particularly, "Great brain", the study of the American neurologist David Perlmutter, described the features of the negative impact of certain carbohydrate products (cereals, sugar) on brain activity. It has been stated that they cause depressed brain condition, migraines, and increased excitability and anxiety. The author proposes a specialized menu that includes whole grains, fatty fish, and selected vegetables and fruits, which contributes to the increase of cognitive reserves and health of brain cells.

A thorough study of the problems of healthy nutrition for complete brain activity and prevention of brain diseases is presented in the works of L. Mosconi. According to L. Mosconi [4], the nutritional needs of the brain are significantly different from that of other organs. First of all, the "orchestra" of our central nervous system, the "conductor" of which is the brain, consists of approximately one hundred billion neurons. Neurons are unique cells of our body, because they are able to send signals to other cells, regardless of the distance between them. It is the variety of shapes and sizes of neurons that allows them to do this. Brain cells or neurons are characterized by the fact that they are irreplaceable. If the rest of the cells in the body are constantly changing, then although

the neurons grow throughout life, their major part remains in the body constantly, which makes them especially vulnerable to “wear”, i.e. the aging process. This means that one needs to pay special attention to the health of brain cells.

In Ukrainian nutrition and dietetics, some issues of healthy nutrition for the brain that supports intellectual activity were studied by L. Kaprelyants, H. Hryban, L. Yatsun, G. Simakhina, N. Naumenko, T. Melega, and others. Scientists have developed specific recommendations regarding the use of products to overcome fatigue, increase concentration, etc.

The Important Principles of Intellectual Menu

The first principle is sufficient water. It has been shown that reducing the water level by only 3-4 % affects the water balance of the brain, causing a number of problems: fatigue, dimming of consciousness, lowered energy level, headache, mood changes, and brain reduction that occurs during aging and dementia. MRI images showed that some parts of the brain appear thinner and smaller in dehydrated state, which is a problem. However, the effects of dehydration can be completely overcome in a few days by drinking enough water. British researchers tested the potential effects of water on cognitive processes and mood. They asked several people to take a series of tests after they had eaten a cereal bar. Some participants only ate bars. The rest also drank water. Those who drank nearly three cups of water before the test showed a significantly faster response than those who only ate bars [7].

In this case, replacing water with beverages containing sugar and its substitutes, preservatives, and dyes promotes dehydration and contains extra calories. Note that consuming liquid in the form of black tea or coffee is also actively dehydrating our body, so such water consumption is not effective, although many people are sensitive to the stimulating effect of caffeine. In addition, drinking green tea is much more beneficial, as it contains twice as many antioxidants that effectively fight aging. Green tea also has many special flavonoids called EGCG (epigallocatechin gallate) that protect the vessels in the brain from the accumulation of fatty plaques [4].

Longevity and brain and body health are highly dependent on the consumption of hard water. This term refers to ordinary water that contains many minerals, such as calcium and magnesium. Hard water

maintains a much better water balance during sports activities than sports and energy drinks. For the most part, these drinks contain a lot of sugar and sodium, as well as synthetic minerals and salts, so they are not beneficial to the body [3].

BRAIN FOOD menu should also include coconut water, which is a natural thirst quencher, because it contains little sugar and plenty of potassium. Mostly, coconut water contains up to 300 mg of potassium and only 5 mg of natural sugar per glass.

A useful recipe for making hard water is the inclusion of aloe vera juice, which has antibacterial, antiviral, and antifungal properties. This juice contains 99 % water and more than two hundred active components: from vitamins and minerals to amino acids, enzymes, and even fatty acids. The use of aloe vera juice is a great way to calm and saturate the body, reduce inflammation, and prepare the brain for action from the inside [4].

An important principle of BRAIN FOOD menu is the use of fluid-rich fruits and vegetables that help maintain water balance and provide nutrients, not to mention the natural sugar that the body uses for its benefit. Table 2.3.1 lists the fruits and vegetables that contain most water. Among the champions are cucumber and lettuce, which are composed of 96 % water. Next are zucchini, radishes, and celery, followed by tomatoes, eggplants, broccoli, bell peppers, and spinach. Among all berries and fruits, watermelon contains the most water (93 %); followed by strawberries, grapefruit, and cantaloupe (melon subspecies). In comparison, 74 % of banana seems relatively small (table 2.3.1) [4].

Table 2.3.1

The five fruits / berries and vegetables that contain the most water

Fruits / berries	Water content, %	Vegetables	Water content, %
Watermelon	93	Cucumber	96
Strawberry	92	Salad	96
Grapefruit	91	Zucchini	95
Cantaloupe	90	Radish	95
Peach	88	Celery	95

The second principle of BRAIN FOOD menu is products containing unsaturated fats: monounsaturated and polyunsaturated acids, which are necessary to nourish the brain and maintain its structural health.

Monounsaturated fats are abundant in oils such as olive, in some nuts and seeds, in fatty fruits such as avocados, as well as in whole milk, wheat, and oats [2].

PUFAs are fatty acids that are most commonly found in the membranes of brain cells. The brain is arranged to collect these fats through a special gate in the blood-brain barrier. Therefore, a lot of PUFAs constantly circulate in the middle of the brain, provided that the person consumes them. These fatty acids are so necessary that once they enter the brain, it uses them immediately [4].

Polyunsaturated fats (polyunsaturated fatty acids or PUFAs) can be found mainly in vegetable oils and seafood, especially in oily fish such as salmon, mackerel, and cod, in seaweed, as well as in some nuts and seeds. Omega-3s and omega-6s are also found in fish and eggs. The need for these nutrients can be satiated by using fish oil capsules or specially saturated omega-3 flakes (table 2.3.2).

Table 2.3.2

**Top 10 products with the highest content of Omega-3 PUFA
(g / 100 g product)**

Vegetable products	ALA	Animal products	DHA+EPA
Flaxseed oil	52.8	Black caviar	6.8
Flax seeds	22.8	Salmon caviar	6.7
Hemp seeds	12.9	Wild salmon	2.2
Walnuts, dried	8.7	Herring	2.0
Chia seeds	3.9	Mackerel	1.9
Black walnuts	3.3	Sardine	1.7
Soy beans, raw	3.2	Anchovies	1.5
Oat germ	1.4	Canned sardines	1.0
Spirulina	0.8	Trout	0.9
Wheat germ	0.7	Shark	0.8

Special studies have found that the ratio of 2:1 (omega-6 to omega-3) is perfect. Currently, adult men are advised to consume 1.6 grams of omega-3 and 14-17 grams of omega-6 per day, and women are recommended 1.1 grams of omega-3 and 11-12 grams of omega-6 [4].

Thus, BRAIN FOOD menu will include dishes containing oil and flax seeds, walnuts, chia seeds, and wheat germ, as well as spirulina. It is also important to include fish dishes of salmon, mackerel, and cod. But the richest source of these acids is caviar. It contains three times more docosahexaenoic acid (DHA) than the highest quality salmon. In addition, caviar is a great source of choline that helps to improve memory. Black

caviar contains the most of DHA required for the structure of the brain. These are the products that the human brain needs daily.

If one cannot consume fish, e.g. for therapeutic or allergy reasons, or is vegan or vegetarian, there are other ways to increase the omega-3 intake. For example, products containing ALA may be offered. A lot of this acid is found in plant products, especially flax, chia, hemp, and sunflower oils. However, the human brain still has to convert ALA to DHA to meet its needs, and 75 % of ALA are lost in the process.

High quality fish oil containing DHA is a good alternative that can be easily purchased as a supplement or ingredient in a variety of products: milk, eggs, and bread. Vegan omega-3 source is seaweed. The advantage of these vegan supplements is that they do not contain any harmful environmental substances that may be present in fish oil.

The third principle of BRAIN FOOD menu is the inclusion of products containing proteins with essential amino acids, such as tryptophan (contained in turkey). They penetrate the brain very quickly thanks to special passages in the blood-brain barrier. Also, vegetable products, such as cocoa (chocolate), wheat, oats, spirulina, sesame, and pumpkin seeds, are some of the richest sources of tryptophan on the planet. Animal products, such as milk, yogurt, and chicken, and fish, such as tuna and salmon, will also help replenish tryptophan stock.

Proteins play an important role in the formation, structure, and regulation of brain cells. Protein amino acids are indispensable in every process that occurs in the body and brain. They support tissue health and hormone production, and launch various chemical reactions. What matters most to the brain is that amino acids act as neurotransmitters (or neuromodulators), the chemical messengers that our brain uses to inform, receive, transmit, and process information. Neurotransmitters are responsible for the way a person thinks, speaks, dreams, and remembers. They trigger impulses that wake a person in the morning, make them fall asleep, concentrate, or even change their minds.

Particular attention should be paid to the inclusion of yoghurts into the BRAIN FOOD menu, as they are a great source of protein with many health benefits, especially for the digestive system. However, these are not sweet, creamy, fruity, yoghurt-like substances whose bright packaging draws attention in supermarkets and during coffee breaks. There are far too many sugar substitutes and dyes in these products, not to mention preservatives. Proper nutrition of the brain requires natural, organic, pure, sour yogurt, preferably with a full range of fats and goat

milk (more protein). The characteristic sour taste of yogurt is sweetened with honey, maple syrup or fresh fruit.

The fourth principle of BRAIN FOOD menu is providing the body with carbohydrates. The physiological essence of brain activity is the constant electrical impulses used by neurons to produce neurotransmitters and communicate with each other. This process requires a lot of energy, the source of which is glucose: the first and fastest way to get energy. When we eat foods that are naturally rich in carbohydrates, they eventually break down to glucose. It is, in turn, quickly absorbed into the bloodstream and spread throughout the body to be quickly used for energy through the process of metabolism. Glucose easily overcomes the blood-brain barrier to saturate all those billions of cells that inhabit our brains. Because the work of the brain is extremely exhausting, there is a round-the-clock, continuous circulation of glucose. Glucose is used almost at the speed of light and simply does not have time to linger in the tissues.

Scientists have found that, on average, the brain burns 32 mmol of glucose per 100 g of brain tissue per minute. In simple language, this means that, in order to stay active and healthy, the brain requires an average of 62 grams of glucose per 24 hours. If at first glance it seems like too much sugar, it is actually less than 250 kilocalories, however, this is not any carbohydrate product, but only those that contain easily digestible glucose.

Among the recommended for BRAIN FOOD menu products rich in glucose, green onions, turnips, dried apricots, kiwi, grapes, and wholegrain bread should be noted (table 2.3.3).

Table 2.3.3

Top 10 glucose-rich foods (by glucose percentage)

Product	Glucose (g / 100g of product)	Total sugar content	Glucose %
Green onion	1.4	1.6	88
Turnip	1.9	2.5	76
Rutabaga	2.2	3.9	56
Dried apricots	20.3	38.9	52
Kiwi	5.0	10.5	48
Grape	6.6	16.4	40
Onion	1.9	5.0	38
Wholegrain bread	1.4	3.9	36
Red beets	4.0	13	31
Honey	24.6	57.4	30

In the context of brain activity, foods that are quickly converted to sugar and contain little dietary fiber, such as sugary drinks, sweetened fruit juices, pastries, candy, and white flour products, are the most dangerous to consume. Instead, complex carbohydrates contain more dietary fiber. Accordingly, it is more difficult for the body to split them and they do not cause a significant increase in sugar levels. Fiber-rich chickpeas, lentils, black beans, wholegrain bread, fruits (including berries and grapefruit), and vegetables (carrots, pumpkins) are a relevant component of neuro-nutrition with a low glycemic index.

Human brain cannot function properly without sufficient amount of vitamins and minerals. The following are particularly important:

- group B vitamins (especially B1, B12, B6, and folic acid B9);
- vitamin C (fruits, vegetables, juices);
- vitamin-like substances: B4 choline (milk, boiled eggs, cereal germs, legumes)
- minerals: chromium, potassium, magnesium, zinc, calcium, iron.

Consumption of fresh vegetables, wholegrain products, dried fruits, especially raisins, dried apricots, prunes, nuts, and natural milk products is recommended to ensure a daily rate of nutrition.

Recommendations for Intellectual Menu

The main component of the BRAIN FOOD menu is vegetables (sweet potatoes, carrots, cucumbers, onions, avocados, olives, red beets, etc.). Berries and fruits with a low glycemic index are also appropriate, such as cherries, oranges, grapefruit, apples, and pears. The neuro-nutrition diet should include wholegrain and legume dishes, cereals, and wholegrain bread, as well as organic yogurt and fermented vegetables, for example, sauerkraut and pickled cucumbers. It is mandatory for the brain to consume oily fish such as salmon, mackerel, trout, herring, bluefin tuna, sardines, and anchovies. Extremely useful are caviar (red and black) and shellfish. An important component of BRAIN FOOD menu is unsalted nuts and seeds, through which our brains are saturated with healthy fats and rare vitamins and minerals, preferably almonds, walnuts, chia, flax, and sunflower seeds; the size of the serving should be two teaspoons per day.

The products of animal origin are quite limited in neuronutrition. These are eggs (1-2 per week), organic chicken, and organic hard cheeses, particularly feta. Red meat (beef and pork) is not recommended.

It is best to use herbs and spices instead of salt and combine them with useful oils, e.g. extra-grade unrefined olive oil. Linseed, hemp, coconut, and avocado oil are also good options, the recommended dose is one tablespoon twice a day as dressings and sauces.

Here is a sample of Brain Food menu for restaurants. For example, breakfast options include a cup of coffee or herbal tea, oatmeal with maple syrup and walnuts, Sicilian fried eggs with vegetables, natural yogurt, feta cheese, avocado croutons, fresh fruit, and wholegrain bread.

For coffee breaks the following dishes and snacks can be offered: a cup of coffee or herbal tea, dried avocado, almonds and other nuts, salmon sandwiches, caviar sandwiches, natural juice, natural yogurt, honey, and fresh fruits.

The lunch menu can include minestrone vegetable soup, golden beans soup, brown rice risotto with mushrooms, Mediterranean salad with feta cheese, fresh tuna salad, vegetable omelet, grilled sweet potato, and perch filet with roasted Brussels sprouts. A popular dish in the Brain Food menu is the Buddha Plate, sometimes called the Triumph Plate or the Hippie Plate, which increases the consumption of healthy vegetables, grains, and legumes. To make a Buddha Plate, raw or baked vegetables, legumes (beans and lentils), and whole grains, such as spelt or brown rice are placed on a large dish. There are so many of these products on the plate that it resembles the rounded belly of an Indian deity. Depending on the dishes you choose, there can be a variety of ingredients on the plate, you can add nuts or seeds of a rich sauce, such as maple dressing. The plate is quite easy to prepare, it is filled with nutrients and vitamins that saturate and protect our brains.

Moderate doses of alcohol should be included in the Brain Food menu, preferably red wine, long appreciated for its ability to protect and activate the brain. As the famous Italian Galileo Galilei said, "Wine is the sunlight that stores the water". Both white and red wine contain resveratrol, an antioxidant that stimulates cognitive function. The choice of alcohol is a matter of personal taste, however, for men, the recommended dose is 250 ml per day (approximately two glasses), for women it is 150 ml per day (1 glass). It is important to ensure that the wine is of organic origin and high quality.

According to the research of N.V. Naumenko, we present the variants of the diet to improve intellectual activity:

- to overcome fatigue: 1 slice of wholegrain bread, 1 slice of cheese, 1 boiled egg, 1 glass of fruit juice or a glass of yogurt;

- to improve the performance of the brain: 1 slice of whole grain bread, 100 g of fish, 1 glass of vegetable juice (except tomato);
- to increase concentration: 1 slice of whole grain bread with butter, 1 glass of milk, 1 orange, a handful of walnuts (not peanuts, as the latter contains a lot of fats and in many cases causes food poisoning with aflatoxin) [3].

Conclusions

Brain Food nutrition guidelines are useful for those interested in enhancing brain function, improving memory, protecting their cognitive skills, maintaining brain health, slowing down aging, and minimizing the risk of Alzheimer's disease. These tips are based on scientifically proven facts and key ideas in nutrition, microbiome study, and nutrigenomics, thus they are important for the restaurant business to choose food and its preparation technology for today's healthy lifestyle consumers. This improves the quality of catering and provides additional competitive advantages for the restaurant establishment.

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2.4. Use of Non-Traditional Types of Raw Materials for Production of Gluten-Free Pasta

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An important problem today is the growth of genetic and allergic diseases, so it is important to develop technologies for special foods aimed at preventing food-borne diseases. One of those diseases that requires dietary correction is celiac disease.

Products made from natural ingredients, without the use of artificial food additives and with stable nutritional value are in high demand. One of the most affordable and convenient in terms of enrichment with biologically active ingredients are pasta.

Development and implementation of gluten-free pasta in the restaurant business is an urgent and timely task. It is proposed to strengthen the position of pasta in the domestic market by expanding the range and increasing the production of products of high nutritional and biological value. It is for this purpose that a new product has been developed – gluten-free pasta from buckwheat and amaranth harrow, with the addition of potato and corn starch, xanthan gum, and protein enhancers: dried egg white and chicken eggs.

Monitoring of Research and Publications on the Issue Leading Scientists

Currently, one of the most common genetic diseases is celiac disease (gluten enteropathy) – a genetically determined disease of the small intestine associated with hypersensitivity to gliadin (a fraction of plant protein gluten).

Gluten (glutenoprotein) is a fraction of alcohol-soluble protein residue of grain after extraction of starch and sugars. Gastrointestinal enzymes that do not have the ability to digest cereal proteins can cause a reaction of gliadin peptides, which, in turn, contribute to the subsequent reaction of the formation of negatively charged deamidated peptides. As a result, immune inflammatory processes occur in the intestinal wall,

inevitably leading to an autoimmune reaction. The latter is characterized by the destruction of the intestinal mucosa and impaired absorption of nutrients.

In addition to the factors of genetic predisposition to this type of disease, the manifestations of celiac disease can be influenced by the presence of external factors: diet and nutrition, dietary preferences, the presence of bad habits, various types of pro-professional activities and others.

Studies by experts in recent years have shown that the gene responsible for the predisposition to celiac disease can occur quite often, with the disease itself is found only in 0.5-1 % of the population [1]. The probability of gluten enteropathy in the population of European countries is about 1:250. However, earlier studies suggest that celiac disease is quite rare: the incidence is 1:3000.

The Scandinavian countries (Sweden, Norway, Ireland, Finland) are most prone to the manifestation of the gene responsible for the disease, which, in particular, is due to the traditional consumption of cereals, namely wheat. [3].

If you follow a gluten-free diet, you are allowed to eat rice, beans, peas, corn, sorghum, millet, soy, buckwheat, meat, fish, nuts, eggs, fruits, and some dairy products. At the same time, when compiling a diet should increase the amount of protein, vitamins and minerals in the diet Residents of European countries and the United States are particularly interested in gluten-free foods. Many of them find gluten-free foods more useful than regular ones. This affects the growth of sales of gluten-free products. Consumers are often interested in getting a delicious product, which also helps to lose weight and maintain health. The greatest demand for gluten-free products is observed in North America [5].

The primary task in obtaining functional pasta is to increase their biological value due to protein and dietary fiber. To this end, scientists have conducted experiments using amaranth flour, quinoa and buckwheat to create gluten-free pasta [8].

American scientists Waldfugel M. studied samples of pasta containing buckwheat flour to determine their resistance to breakage, color, cooking properties, stickiness [9]. Methods for making pasta products, the recipe of which includes dietary fiber preparations – vegetable powders, pectin, wheat fiber, soluble dietary fiber from cereal

grains. Another number of low-capacity enterprises produce pasta containing wheat bran, barley malt, whole grain flour [4].

Features of Research of Raw Materials for Production of Gluten-Free Pasta

The Ukrainian market offers a small range of gluten-free products, which often exceeds the cost of classic products. Increased demand and increased sales of non-protein cereals in the United States and European countries are associated not only with gluten enteropathy, but also with the trend of “healthy eating”. A significant share in the sale of gluten-free products is occupied by imported products. However, imported gluten-free products have a high cost, while having low nutritional value. This is due to the fact that such imported products consist mainly of starch products.

The problem of providing patients with celiac disease with flour products is especially acute. This is due to the fact that the main component of traditional products – wheat flour, it is forbidden to use in the diet of this group of people.

The main difficulty is that from the recipes have to exclude one of the main structural components of gluten – protein gluten. In this regard, it is necessary to select and combine a number of food ingredients that form a complete gluten-free mixture. This is necessary to achieve the special rheological properties inherent in wheat flour dough.

Considerable attention is paid to the study of non-traditional sources of domestic vegetable raw materials suitable for the production of gluten-free foods. In this aspect, you can use legumes and pseudograin crops, in which there are no protein fractions (prolamins and glutenins), toxic to patients with celiac disease. In the table 2.4.1 shows the chemical composition of the studied species of gluten-free plant raw materials.

Table 2.4.1 shows that the content of basic nutrients (proteins, fats, a number of minerals) in such products of processing of vegetable raw materials as amaranth, buckwheat, and lentil flour exceeds similar indicators of wheat flour. People with celiac disease have an increased need for these nutrients. In this regard, it is correct to use the studied types of flour to create gluten-free pasta. At the same time, their enrichment with irreplaceable macro- and micronutrients is achieved [6].

Table 2.4.1

Chemical composition of wheat and gluten-free types of flour

Chemical substance	Content in 100 g of flour				
	Wheat 1 variety	Ama-ranth	Greek	Buck-wheat	Len-tils
Proteins	10,6	16,0	12,6	11,5	24,0
Fats	1,5	6,5	3,1	3,5	1,5
carbohydrates	67,8	57,0	70,6	66,3	46,3
Including					
starch	67,1	54,5	61,5	64,8	34,0
mono- and disaccharides	0,7	2,5	2,7	1,5	2,9
Minerals	0,8	3,6	1,0	0,9	1,7
Energy value, kcal	331	351	353	330	294

In addition to these nutrients, gluten-free types of flour contain other useful components that give them therapeutic and prophylactic properties. Their characteristics are given in table. 2.4.2.

Table 2.4.2

Therapeutic and prophylactic properties of gluten-free flour

Type of flour	Useful properties	Therapeutic and prophylactic properties
Amaranth	Squalene, vitamins A, C, E, lectins	Antioxidant properties, lowering blood glucose
Buckwheat	Lecetin, E, B1 and B2	Regulates cholesterol, increases hemoglobin
Millet	Carotenoids	Antioxidant property
Lentil	Carotenoids	Anticancer property

The study of the structure-forming properties of raw materials is an integral part of research in the preparation of gluten-free flour mixtures. It was studied that the water holding capacity of flour from various gluten-free vegetable raw materials. It was found that the largest indicators are flaxseed flour. The values of their water holding capacity exceed the corresponding index of wheat flour by 9.5 and 7.5 times.

Influence of Raw Materials on the Properties of Finished Gluten-Free Pasta

We have developed a technology for making new gluten-free pasta for people with celiac disease. Buckwheat and amaranth flour were chosen as gluten-free.

Buckwheat flour has a high content of essential amino acids lysine and threonine, valine content can be equated to cow's milk, and leucine, phenylalanine and tryptophan – not inferior to animal products. In addition, it contains a considerable amount of vitamins E, B1 and B2, also rich in minerals such as potassium, calcium, iron and magnesium. It also supplies all eight essential amino acids, which is far more important than meeting protein needs.

This flour does not contain gluten and lectins. Lectins are proteins that bind to red blood cells and make the blood thicker, when they enter the bloodstream. This increases the risk of circulatory disorders, thrombosis, stroke and heart attack. Lectins can adversely affect the development of chronic inflammatory processes, contribute to the deterioration of the intestinal flora. Recently, lectins are considered as one of the causes of autoimmune diseases.

Buckwheat flour regulates cholesterol levels, provides the body with fiber and plenty of lecithin. And lecithin inhibits the mechanism responsible for the absorption of cholesterol. Thus, cholesterol is simply eliminated from the body.

Buckwheat flour is also useful for people of mental labor. Our brain is 25 % composed of phospholipids contained in lecithin. It is believed that regular consumption of buckwheat components helps to eliminate anxiety, depression, fatigue and even improves mental performance.

It has been studied that the addition of buckwheat flour to pasta increases the content of nutrients five times, namely mineral compounds: iron, phosphorus, zinc, calcium; some acids that play an important role in digestive processes: malic, citric and oxalic; vitamins: B1, B2, B9, niacin and tocopherols. These substances are important for the human body, in particular for the normalization of metabolism. Buckwheat, unlike most cereals, does not contain gluten (gluten), in this regard, can fully replace products from wheat, barley, oats in the human diet, which are intolerant to gluten.

Amaranth flour has no equal among cereals in vitamin and mineral composition. It contains a large number of B vitamins, including thiamine, riboflavin, nicotinic, pantothenic and folic acids, which help convert carbohydrates, fats and proteins into energy, participate in all metabolic processes, improve the state of the immune, circulatory and nervous systems. Vitamin A, which is contained in amaranth flour, is involved in redox processes, promotes the growth of new cells, normalizes metabolism, and it is necessary for the formation of bones and teeth, regulates fat deposits. Amaranth flour also contains vitamins C, D and E, which are necessary for the normal functioning of the body.

Table 2.4.3

The content of vitamins and minerals in amaranth flour

Vitamins	Content, %	Minerals	Content, %
Ascorbic acid (C)	3,0-7,1	Calcium	215-650
Thiamine (B1)	0,10-0,14	Copper	1-4
Riboflavin (B2)	0,19-0,22	Iron	21-104
Folic acid (B9)	42-44	Magnesium	300-340
Retinol (A)	0,02-0,14	Manganese	3-5
Tocopherol (E)	1,5-1,8	Potassium	520-564
Nicotinic acid (PP)	1,0-1,5	Sodium	22-26

Among the minerals dominated by trace elements potassium, calcium, magnesium, zinc, as well as selenium, copper, manganese, iron, phosphorus and sodium. The nutrients contained in amaranth flour increase antioxidant activity, counteract cancer cells, reduce the risk of anemia, normalize blood sugar, prevent allergies.

Gluten-free flour has specific properties that differ from the properties of wheat flour, so the development of new pasta required a set of studies to determine their effect on organoleptic, physicochemical, structural-mechanical, sorption-desorption properties. The development of technology of gluten-free pasta from buckwheat and amaranth flour required the search for structurants to ensure high quality products, justify their dosages, methods of preparation and application, study the patterns of technological processes and their impact on the quality of semi-finished and finished products.

The experiments consisted of the following stages: heating of water (up to 40°C); sifting buckwheat and amaranth flour; connection of prescription components; kneading the dough (~10 minutes); rolling out the dough (2-3 mm thick); cutting products (~1.5 cm, width 3-8 mm);

drying of products ($\sim 60^{\circ}\text{C}$). The test samples were prepared using water, the amount of which was made taking into account the initial moisture content of the raw material according to the recipe.

Conclusions

Studies have shown that in the formulation of gluten-free pasta it is advisable to include structural carbohydrates: potato and corn starch, xanthan gum, and protein improvers: dry egg white and chicken eggs. The formation of raw pasta was carried out in the form of noodles. Each series of experiments was performed in three to five times. The quality indicators of pasta were determined according to standard methods, and the coefficient of weight increase and the coefficient of volume increase were determined to characterize the cooking properties. The finished products had a pleasant aroma and a light nutty taste.

Therefore, the continuation of research is relevant and will expand the range of gluten-free products that can be used to eliminate the deficiency of certain nutrients in the diet and for the prevention of food-dependent diseases.

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3. TOURISM DEVELOPMENT AND TOURIST DESTINATIONS: SOCIO-CULTURAL, ECONOMIC, REGULATORY, MARKETING, MANAGERIAL ASPECTS

3.1. Culture and Tourism in the Conditions of the COVID-19 Pandemic

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This article examines the problems of culture and tourism in the world and in Ukraine in particular which arose as a result of the global coronavirus pandemic. The article analyzes the conditions of existence of relations between tourism, culture and the world pandemic and the peculiarities of the formation of measures to overcome the crisis situation in the tourism industry. Using the experience of other countries and international recommendations, measures for intersectoral cooperation aimed at accelerating the recovery of this area in the face of increased epidemic risks have been proposed. The article clarifies the realities of everyday life in the tourism industry in the conditions of quarantine.

Introduction

Tourism for the region is an economic source of job creation and profit, infrastructure and culture development. This is an industry that until recently was considered to be the most dynamic industry in the world and a significant factor in the economic development. But unfortunately, it turned out that tourism has an “Achilles heel”. The global pandemic of “COVID-19” was the main external factor that affected the life of tourism, and which completely changed the strategy

for the development of tourism in the region as well as that of general significance.

The world as we know it today is evidence that people are traveling. Previously, travelling was focused on basic human needs: search for food and shelter, trade, as well as a result of the conquest of new territories. From the end of the seventeenth to the twentieth century, travel motivations such as curiosity, education, and social improvement grew into “necessary” travel turning into free travel for leisure supported by a very complex network of tourism structures.

Modern international tourism is now focused not on a form of leisure or, as it is often called, “reward” for daily work, but as a major factor in protecting the environment and historical and cultural heritage, the path to international understanding, peace, and respect for other races, languages and religion. Therefore, the current tourism is not only a source of job creation and profit, but also the source of the infrastructure and regional culture and country development, especially those countries and regions that are rich in natural resources.

The purpose of this work is a brief analysis of the life of the tourism industry during the global coronavirus pandemic at this time, when tourism is gaining momentum in the world and in Ukraine in particular. At this time, great attention was paid to sustainable tourism, world organizations encouraging the participation of communities in preserving and enhancing cultural heritage in the long run.

Realities of Culture in a Global Pandemic

Types of tourism are classified according to various criteria, one of which is the purpose of travel [1]. The criterion of division of tourist trips taking into account the main purpose is crucial, because the purpose of travel has the greatest impact on the formation of the tour, the choice of travel route, and hence the quality of tourist services [1]. As a rule, there can be several purposes of the trip, but one of them will always be decisive, dominant, and it will determine both the choice of the place of travel and the nature of the services purchased by the tourist.

This type of tourism for cultural purposes, namely, acquaintance with natural, historical and cultural attractions, ethnic groups and ethnic traditions, sights of civilization, religions and cults has replaced mass, standard and integrated tourism. In 2018, corporate events and training seminars accounted for most of the events in the industry. In terms of

revenue, the sponsorship category brought the largest share in 2018, with the age group of 21-40 years being the most active age group to participate [6].

People are looking for new and unusual travels and experiences. The growth of their awareness, new needs stimulate the tourism business, encourage innovation and novelty. Most innovative tourism products have their niches in the market space.

The organization of event action: festivals, folklore festivals, etc. is one of the active forms of direct attraction of foreign tourists to the country or domestic tourists to the regions. Unique festival tourism tours, combining traditional recreation with participation in the most spectacular events of the planet, region, country, are gradually becoming increasingly popular. The infrastructure of cultural and cognitive tourism centers, which combines not only individual architectural structures, religious sites, museums, theaters, galleries and exhibition halls, but also complexes of buildings, structures, streets and parks, is also a resource for the development of a wide range of cultural -mass events of festival tourism. This organic combination of tangible and intangible components of tourism potential creates a unique atmosphere and tourist diversity of cities – centers of mass tourism.

Another major focus of tourist attractions are resort towns, which are in no less demand and with current events, will not rise to the first place. Such settlements have unique natural resources and service and recreational infrastructure to attract tourists. Health resorts, since its inception focused on narrow medical and health specifics, in our time, in addition to basic courses of treatment and rehabilitation, began to offer general health programs, becoming a multifunctional health and recreational and entertainment centers designed for a wide range of consumers. Creating conditions for attracting new categories of tourists by diversifying their stay programs, holding a number of cultural and sporting events, they are quite successful in positioning themselves as centers of show tourism. But today this type of tourism not a very amusing fact, a pandemic. For example, we can take the resort town of Truskavets, which has suffered greatly from quarantine restrictions. The area is rich in unique recreational resources, which were the main achievements of local residents, for example, where 20 thousand people have 600 doctors and 2 thousand medical staff. All of them served tourists who suddenly simply disappeared. The city, which was based almost exclusively on tourism, came to a complete halt at one point.

Restaurants, hotels, private estates are equipped for health tourism, the pump room, which worked in Truskavets even during the Second World War, closed for the first time. It's all very difficult. It took time for the townspeople to psychologically accept the new situation, and they used several months of quarantine to prepare for the new sanitary reality - the requirements for social distance, disinfection, and so on. However, even with the easing of quarantine restrictions, new difficulties arise. For example, trains did not stop in Truskavets for some time and some hoteliers had to send buses to the station to nearby cities to meet their guests.

Tourism in independent Ukraine has been declared one of the priority areas of development. In difficult conditions, Ukrainian tourism from year to year increases development indicators, improves the quality and culture of service, and the hospitality of Ukrainians and their love for folk traditions have become the basis for the development and promotion of our cities and villages as cultural and artistic centers.

The global pandemic has contributed to the fact that culture has, so to speak, turned its face to the inhabitants of cities, in particular Lviv and Lviv region. After all, before the introduction of quarantine restrictions, tourism, for example, in the Lviv region consisted of 80 % of cultural tourism, guests of the region, 60 % of whom were foreigners, always visited cultural heritage sites, museums, and festivals. However, the residents themselves were somewhat pushed away from the cultural life of the city [3].

The fact that due to the introduction of quarantine, the flow of tourists almost completely stopped, forced the representatives of culture to focus on the residents of the city and region, increase the number of educational activities so that residents themselves realize where they live, what monuments and cultural objects surround them. This will allow residents of the cities, towns and villages to become ambassadors and promoters for tourists who will eventually start visiting tourist destinations again.

At a time when the coronavirus pandemic has spread throughout the world, society does not yet have the opportunity to return to normal life. Nevertheless, this challenge helps to find new ways to express oneself in culture. UNESCO has created a web-based platform for sharing experiences in the field of living heritage as a source of resilience and recovery in the context of a pandemic [7].

The UNESCO platform highlights many real facts, through online surveys, which show the scale of violations around the world, while many important holiday events and rituals have been canceled or postponed, and many other statistics of real life tourism in the world. Much attention is paid to cultural and natural spaces and sites that are inaccessible to express their intangible cultural heritage, other communities cannot come together to share and enjoy many aspects of their intangible cultural heritage that are so important to community life, because sometimes they are the main source of income.

The consequences of the pandemic not only caused disruptions and disturbances in the social and cultural life of many people, but also led to a loss of income for many carriers and practitioners of intangible cultural heritage. Persons employed in the performing arts and traditional crafts, who work mainly in the informal sector, were particularly tough hit. Although it is too early to estimate the economic losses, artisans around the world, in response to surveys, note a decline in livelihoods and viability as they face problems in supplying orders and accessing raw materials.

However, everything in the world has the ability to adapt and develop, and intangible cultural heritage is dynamic, looking for a way out. The results of the survey show that communities continue to look for ways and opportunities to practice intangible cultural heritage, despite restrictive measures and quarantine. For example, many Holy Week celebrations from Colombia to Venezuela and from Croatia to Italy were held this year albeit in an adapted format.

But, for example, in Georgia, a country rich in national dishes, melodious and meaningful toasts, traditions and customs, there are online platforms that provide new ways to disseminate and transfer knowledge about intangible cultural heritage, traditional holidays, held online: at tables with traditional dishes and drinks, located in front of computer screens, and with online toasts. Social networks play a huge role in helping people stay connected despite their physical distance. Folk singers in Rajasthan, India, who frequently performed, now organize concerts on Facebook, maintaining a sense of solidarity with other artists and inspiring them to continue their activities.

Increasing the time spent with relatives has expanded opportunities to study the intangible cultural heritage with family. Agree that each of us willingly listened to our grandmothers, how they once spent time, what traditions and customs were in their time, learn to cook family

dishes passed down from generation to generation, and national dishes, master skills or learn a certain craft. The COVID-19 pandemic highlighted the fragility of intangible heritage in emergencies. However, such conditions stimulated the creation of a creative environment for intangible cultural heritage, causing a revival or renewal of interest in forgotten elements or even the emergence of new ones. Moreover, each of us wanted to share their knowledge and skills on social networks. No wonder, they say that the stick has two ends: such a terrible situation prompted such good deeds of humanity – not to forget their roots.

Many elements of the intangible cultural heritage are being transformed in the context of a pandemic to support and strengthen public health interventions. For example, artists in Peru and China create face masks using traditional designs and techniques.

This practice has been picked up in Ukraine as well. The Ukrainian Center for Cultural Studies (UCCS) is a subordinate institution of the Ministry of Culture and Information Policy of Ukraine, which is engaged in cultural and educational activities and has begun to conduct active activities in the revival of national values.

Knowing that for Ukrainians from time immemorial their own embroidered shirt was very precious, a protection against evil and misery, it can certainly be called the genetic code of Ukraine that consists of the unique national DNA of Ukraine as part of the European family. Today's situation with COVID-19 has made its adjustments and added to today's image of zest in the form of an embroidered mask, which Acting Minister of Culture and Information Policy Svitlana Fomenko has launched an online flashmob #MaskTrendUkraine, which aims to find ideas of creative people who have found new ways to help culture during the pandemic. The Ukrainian Center for Cultural Studies picked up on this idea and published the best works on its official website.

During April-May 2020, the Ministry of Culture and Information Policy received applications for competitive selection for the Academy of Cultural Leader (ACL). The formation of capable teams is a priority for all organizers. Thus, 72 teams were created that expressed a desire to study at the ACL.

The UCCS portal offered to take a historical test, which helped to remember the forgotten and learn about the historical events of our country with the help of well selected several interesting facts about Ukraine and outstanding pages from our history. Of course, the test is not

designed to test knowledge, but it will help to rest for a few minutes and restart the brain.

The negative effects of the pandemic on cultural and natural heritage, creativity and cultural diversity as well as on the environment and the balance of societies are not inevitable. However, to avoid serious consequences, it is necessary to raise this issue at a high international level. It is necessary to tell about it to everyone and everywhere: subjects of tourist and cultural sphere, the society accepting tourists, and tourists, and to develop the corresponding policy.

An online meeting of UNESCO was convened on this issue that was attended by more than 130 ministers and deputy ministers of culture who discussed measures to strengthen the cultural sector. Ministers shared their views on the direct impact of the current crisis on tourism, museums, cultural and creative activities as well as the measures they have taken to mitigate the impact of the crisis. They reaffirmed their commitment to intergovernmental dialogue and international solidarity in order to strengthen and join forces.

Opening the meeting, UNESCO Director-General Audrey Azula reminded the participants that (we quote) “culture is necessary for us, so we must help it withstand this shock. We need to assess the impact of the crisis, launch joint analysis and coordinated initiatives. UNESCO is determined to play its part in this process in accordance with its mandate.” Emphasizing the socio-economic benefits of the cultural sector in their countries, they stressed the need to invest in this sector during and after the crisis, because with all restrictions, and if appropriate measures are not taken, the entire cultural ecosystem could weaken for future generations.

It was also noted that online platforms have provided access to culture in many parts of the world, including through virtual museums, galleries and libraries. Musicians, dancers, visual artists and writers have made their work available on the Internet. Such initiatives also ensure the continuity of art education. Because many parts of the world do not have adequate digital infrastructure, culture “cooperates” with television stations, radio and the press.

Tourist Industry in Conditions of World Pandemic

The pandemic has significantly affected the management of tourism, and the tourism industry in general. If we talk about the tourism

industry as a specific intersectoral complex that specializes in creating a tourism product that can meet the specific needs of tourists in leisure time. The tourism industry consists of certain industries, which in turn form a chain, and the strength of this chain will depend on the comfortable interaction and activities of these industries. Unfortunately, the pandemic has affected almost all areas of tourism, as they are subject to direct restrictions in connection with the introduction of quarantine measures, namely:

- entertainment and cultural institutions (theaters, cinemas, exhibitions, various entertainment events, etc.);
- hospitality business;
- tourist services;
- passenger transportation, insurance etc.

Breaking the “supply chains” and suspending the production of a tourist product, which leads to irreversible loss of income and probable bankruptcy of small and medium-sized businesses due to indefinite termination, refusal to conclude new agreements, cancellation of agreements under existing contracts, job losses, in particular, in the service sector, such consequences can, unfortunately, lead to a financial crisis.

Airlines in the world were among the first to feel the impact of the coronavirus. Reduced flights, ticket refunds, staff reductions – now, this is experienced by every market representative.

According to the calculations of the international consulting company “SARA Aviation Center”, a coronavirus pandemic could lead to the bankruptcy of most airlines around the world. For Ukrainian air carriers, this option is also not excluded. UIA, which has increased its ticket prices many times the day before foreigners closed, has already calculated the approximate losses from the coronavirus. According to the carrier, the losses will amount to about 35 % of the company’s expected revenues for the first quarter of this year. Given the already difficult situation of UIA in recent years, the current crisis does not give the company points. However, not only the largest domestic carrier faced problems. As the COVID-19 epidemic devastates the tourism industry, airlines are cutting space to make room for cargo; the main airlines making money now are those that carry cargo, not passengers.

Of the world’s 30 largest airlines in terms of revenue, only four made a profit in April-June, according to an analysis by the Wall Street Journal. They are all based in South Korea or Taiwan, two export-

oriented markets, and have benefited from growing demand for appliances and electronic gadgets as more people work online, as well as personal protective equipment, the constant demand for auto parts and other goods, much of which is produced in Asia.

IATA (International Air Transport Association) estimates that IATA as a whole is expected to have a turnover of around \$ 111 billion this year, a slight increase from the previous pandemic forecast, but falling revenues in the passenger sector. IATA has lowered its forecast for 2020 to \$ 241 billion from an initial \$ 581 billion, meaning that its cargo share will account for more than a quarter of the sector's total turnover compared to the eighth in normal times (Korean Air Lines, Asiana Airlines, China Airlines and EVA Airways), the share of freight traffic in their turnover ranges from 72 % for Korean Air to 93 % for China Airlines.

Global thunder from the coronavirus caused panic for the hotel and restaurant businesses, which were among the first to be affected by the imposed complete activity suspension.

The loss of foreign customers due to border closures, quarantines, reduced air traffic and fear of long journeys has caused fatal damage to the hotel industry, especially for high-end hotels.

For example, the phasing out of major professional events in Cannes means that the social breakdown will be at the end of the year if nothing changes. The president of the Cannes Hotel Association, Christine Welter, notes that the turnover of the Cannes hotel industry has fallen by 74 % and that the current occupancy rate is about 10-15 %. As a result, 4 and 5 star hotels have incompatible service obligations to ensure occupancy below 15-20 %. Almost all 5 star hotels close at the end of October, 80 % of the 4 star hotels and small structures hope to be able to hold out until they leave business. The strength of Cannes is business and event tourism, which is currently the "Achilles' heel"; it is a paradox. Without conventions, fairs and events, as well as without foreign consumers, 120 hotels in Cannes are in a bad position, laying off many workers [8].

In southern Europe (Spain, Italy, Portugal), more than a hundred hotels are being sold. The prospects for tourism this winter, despite all efforts at the local level, are generally quite poor, according to UNWTO. According to the organization, the list of hotels for sale varies from hotels to rural hotels, apart-hotels and apartments and, of course, holiday homes with prices from 300,000 euros for a rural ten-bedroom hotel

located in Valverde, the capital of El Hierro, up to 31 million euros required for a renovated hotel located in Porto with 185 rooms overlooking the sea.

Even the German travel giant TUI is selling its hotels. Tui claims to have more than 400 hotels operating under its own hotel brands, and for years its strategy has been to have a larger share of hotels in its operations compared to the net activities of tour operators. The sale of TUI Group hotels is expected to be in line with the new “light assets” model to reduce the debt for tourism business.

The World Tourism Organization (UNWTO) has launched a new Tracker (tourism information panel); it is the result of a partnership between international organizations and the private sector. Available for free, it covers key tourism performance indicators by month, region and subregion, allowing real-time comparison of industry recovery across the world and industries. The tracker includes data on: international tourist arrivals, capacity on international and domestic air routes, air travel reservations, hotel search and booking, occupancy rates and demand for short-term rentals, 14-day COVID-19 notification rate per 100,000 population.

According to this data, we can state that the top 10 most visited countries in the world have suffered serious losses on hotel reservations. Thus, in general for the year, China lost 75%, France – 53%, Germany – 59%, Italy – 67%, Mexico – 43%, Spain – 71%, Thailand – 62%, Turkey – 58%, United Kingdom – 60 %, USA – 41% [6].

At the moment, no one can say exactly when the real rise in demand will take place, but we are well aware that the hospitality industry will pay dearly for it.

Hotels and tourist accommodation are places where there is a high degree of interaction between customers and staff. It is the adaptation of consumers and the services they receive (food, cleaning, organization of related services), as well as the close interactions that are characteristic of these institutions (between customers, between customers and staff) require special attention. All staff of the institution and the institution itself must comply with the necessary protective measures against COVID-19 (regular washing with disinfectants, personal hygiene, physical distance, wearing protective masks, etc). The World Tourism Organization, in collaboration with the World Health Organization and a leading United Nations agency, issued a joint statement calling for accountability and enhanced coordination to ensure the implementation

of health and safety measures. Also, each country, led by its Ministry of Health, has introduced draft recommendations on the organization of anti-epidemic measures for the operation of hotels and restaurants during quarantine. Ukraine was also no exception, and in accordance with Article 40 of the Law of Ukraine “On Ensuring Sanitary and Epidemic Welfare of the Population”, pursuant to paragraph 22 of the Resolution of the Cabinet of Ministers of Ukraine of March 11, 2020 № 211 “On Prevention COVID-19 caused by coronavirus SARS-CoV-2”, recommendations for the work of hotel facilities aimed at preventing the complication of the epidemic situation due to the spread of coronavirus disease (COVID-19) were prescribed [4].

Although this COVID-19 crisis has created many challenges, it has also created many new opportunities. Innovation and rapid response have been and are the key to the success of any business, including the hotel business. This has been proven by many companies looking for new solutions to overcome bankruptcy or closure. In this crisis, many hotels have realized how important it is to be able to digitally document information and communicate with the entire team, anywhere, anytime.

In France, for example, Accor, which connects all of France with its 1,600 hotels, wants to launch an office hotel system. Because many employees travel to their jobs, and they need to stop for a few hours to see if they need to hold an important online conference, and so that no one interferes, you also need to use a hotel room. Many other situations can be given as an example.

Other hotels also try to use a variety of measures to stay afloat and not crash. The leading hotel industry, despite all summer, was rather aimed at home, local and leisure customers. That is, they relied on domestic tourism.

The same happens this summer: against the background of quarantine restrictions in the world, Ukrainians travel through their country much more than last year. This is acknowledged by experts and tour operators, as well as mobile companies, which record an abnormally large number of subscribers in Ukrainian resorts. However, experts acknowledge that this situation will last only until the end of restrictions on foreign travel, as Ukrainian tourism is largely unable to compete with the most popular foreign destinations for travel.

This will give our country a positive and optimistic side of the resumption of tourism, after the pandemic, there will be an increase in domestic tourism, not primarily because people will be locked inside for

a long time, but to get to know their homeland better. But, of course, this is a large set of measures to be implemented to interest its tourist to stay in its territory: a strategy of proposals that will be affordable to domestic customers, the use and maintenance of sanitary measures, promotion of national tourism, lower prices for government and tourism activities and more.

The pandemic presents unique challenges for the restaurant business as well. Restaurants are a center of communication, young people enjoy dating, families celebrate important dates in their lives, business partners deal with important business matters, and people just spend their free time.

According to the executive director of the Association of Hospitality Industry in Ukraine Anna Romanova, losses to Ukraine, accommodation facilities account for 3 billion dollars, food establishments – almost 1 billion, another 5 billion – for transport. “Damage from quarantine and pandemics for the tourism industry of Ukraine, according to my estimates, is estimated at almost 1 billion dollars. And this figure will increase if the quarantine is extended,” – said Romanova. And this was only predicted in April this year, when quarantine was just gaining ground. Although Ukraine’s economy is not so tied to inbound tourism, if the quarantine is prolonged, the losses for the industry will reach 3-5 billion dollars. Approximately 80 % of hospitality establishments are small businesses, sole proprietors that may not survive this quarantine [3].

According to a study by Poster, the sales of catering establishments in Ukraine from 12 to 15 March 2020 decreased by an average of 26 % compared to the same period of the previous week. On the weekend of March 14-15, this figure fell by as much as 36%. Sales fell sharply not only in the capital of Ukraine (by 24% in four days compared to the same period of the previous week), but also in all major regional centers. Thus, in Lviv the average rate decreased by 23%, in Kharkiv – by 20 %, in Odesa and Dnipro – by 24 %. “It is already clear that quarantine due to the coronavirus pandemic will cause one of the biggest crises in the field of HoReCa in Ukraine in recent years,” said Rodion Eroshek, the co-founder and CEO of Poster Institutions Automation [2]. According to an expert in the restaurant business, global losses in the restaurant business due to the coronavirus can reach up to 50% or more. Most staff will lose their jobs.

But as the world struggles to respond to COVID-19, both national networks and restaurants are rapidly developing strategies to find new ways to work and avoid the risk of closing down. Many establishments that have officially ceased operations are trying to urgently refocus on delivery. Those who did not have time to do so before, line up to connect to services such as Glovo or Uber Eats, someone organizes their delivery, turning the waiters into temporary couriers. McDonald's in Ukraine makes orders through delivery or McDrive. Formats of establishments that previously, in principle, did not work with delivery – bars, pubs, cafés, karaoke establishments, hookahs – are also fighting for guests: many offer promotions and discounts for self-pickup of food and beverages.

Although the path to existence depends on many variables, here are some strategies that restaurants adopt to support their customers in this specific and difficult time. For example, the introduction of curfew in France has created an additional difficulty in the operation of catering establishments, which is already littered with pitfalls for restaurateurs in 2020. Fortunately, the day after the curfew was announced in many French cities, several well-known chefs, such as Ellen Darrose, Philippe Etchebest, Michelle Sarran, Yannick Alleno or Pierre Ganier, asked the President of the Republic for a “pass” for all customers until 09:00 PM. According to them, the recent curfew staged a “coup” on the “restaurant economy which has already been destroyed by a months-long crisis”.

To limit the consequences of this measure, there is a way out: adaptation. Here is what was suggested to limit the effects of curfew on business. First, adjust your food offer to the new hours. The new hours force restaurant owners to adapt their food offer to the needs of consumers, mainly between 18:00 and 21:00. To know exactly what your customers are looking for, why not ask them directly, via an email form, or by asking them questions at a restaurant? In addition, it is desirable to expand your offer during the day, with new ideas for breakfast, afternoon tea or brunch. If possible, extend your lunch time to add one or two additional propositions, change menu by applying fusion concept.

Secondly, adopt the strategy for disseminating information about the institution. Omnichannel distribution involves multiplying distribution channels to increase the number of contacts. For example, setting up a Click-to-Pick service is a quick and easy solution to implement. Customers can order meals online and pick them up at their

place whenever they want. This allows you to sell food until 9:00 PM before everyone goes home. This service can be easily deployed through a specialized external vendor. You can also quickly register on home delivery platforms such as PopChef, Foodchéri, Deliveroo or UberEats, because the delivery is not affected by curfew.

And thirdly, adapt communication. In these turbulent times, you need to communicate more to demonstrate your responsibility to customers and reassure them. Create a newsletter to support the links and keep them informed. During curfew, revive your social media accounts by posting recipe ideas [8].

We can cite the example of other creative ideas from institutions that helped to survive the first wave of quarantine and also won the attention of the public.

Keeping your distance when visiting restaurants is the first and key safety measure these days. However, some entrepreneurs have approached this condition in an unusual way. For example, in the German town of Schwerin, in one of the cafés, visitors to the summer terrace were given straw hats with foam poles attached to them. Such improvised hats do not allow to approach each other more than on the allowed 1,5 m. And Burger King, also in Germany, has adapted its branded cardboard crowns to modern conditions – and simply increased them in diameter. Again, so that visitors can keep a safe distance from each other. Some establishments have learned to protect safe privacy and limit the number of guests at the tables with the help of soft toys or cardboard “visitors” who occupy empty chairs at the tables. It is a pity that such visitors do not leave tips.

And for those who lack personal space, even with a one-and-a-half-meter crown on his head, unique establishments are suitable, where the nearest tables are separated without exaggeration by kilometers. Thus, the Swedish non-alcoholic wine brand Oddbird together with the Garba restaurant opened “the most socially remote restaurant in the world”. They set up several cozy tables at six points of the Herring National Nature Reserve in Sweden.

Another way to protect visitors was invented by the restaurateurs in Amsterdam. Especially for the summer terrace of one of the establishments, the former greenhouses, where vegetables and flowers were grown for the same restaurant, were turned into transparent “cabins” with tables for two. Therefore, guests can enjoy meals and views from the terrace safely and comfortably. Almost simultaneously

with their Dutch counterparts, the Ukrainians created “bubbles” for their guests. In particular, the Lviv restaurant “Very High Cuisine” has installed domed transparent greenhouses around the tables on the roof of the building on Rynok Square.

The restaurant business began to invent original solutions even during the most severe quarantine restrictions. And then, thanks to delivery, the kitchen staff could continue to work, the waiters found themselves in a really difficult position. To solve this problem, the Ukrainian chain of establishments “Chernomorka” has launched a unique online restaurant. Their waiters were able to take orders and help guests with their choices via video link. And ready-made dishes could be picked up on their own or arranged for home delivery.

What if one of the key “highlights” of your restaurant is an exquisite serving and the option with delivery containers is not an option for you? This problem was faced by the restaurant Narisawa in Tokyo, one of the top 20 best restaurants in the world, which was at the heart of the pandemic before its European counterparts [5]. Such circumstances prompted his management to create special containers for delivery, which combined the brand aesthetics of the restaurant and ease of transportation. In addition, they have developed special “semi-finished products” for cooking and serving restaurant meals at home. They have also developed their “Stay in touch with the farmer” initiative encouraging their customers to buy vegetables from partner farms that the restaurant itself works with.

Virologists agree that the world will increasingly face pandemics in the future. Therefore, we should learn from the current circumstances the maximum of lessons that humanity will need in the future. Probably, for the lesson of creative solutions in the restaurant business, the entrepreneurs we mentioned can be given a big plus today.

Conclusions

Today’s cultural and social changes, technical innovations have led to huge changes in terms of tourist demand. Tourism was one of the fastest growing markets in the world; until the world meets a new pandemic of the 21st century. Considering the life of the tourism industry during the quarantine conditions of the global pandemic, it is safe to say that tourism will be one of the most affected areas of the COVID-19 pandemic. However, this analysis gave an idea of the

seriousness of the consequences of this circumstance. How did the global pandemic affect the sphere of culture and tourism, what new trends have appeared in cultural life due to quarantine restrictions and whether there are prospects for the development of culture and tourism against the background of the epidemiological situation in Ukraine and the world in general.

The fact that the global pandemic has contributed to forcing the representatives of culture to focus on local residents of the city and region, to increase the number of educational activities so that residents themselves realize where they live, what monuments and cultural objects surround them, what value they have because sometimes these objects are priceless, and we don't even know what we pass by every day.

Quarantine restrictions have led to cultural events becoming micro-events with fewer participants. However, the number of events themselves is increasing. At the same time, the main emphasis of managers in the field of culture and tourism is on safety, compliance with sanitary norms. If, for example, tourists used to be lured by the slogan "Lviv is open to the world", now the slogan "Lviv is safe for people" is relevant.

The pandemic has significantly affected management in the field of culture and tourism. If earlier it was possible to develop strategic plans for the years, in the current conditions, when the situation is constantly changing dynamically, it is difficult to plan. However, ambitious plans can remain within the framework of "large-scale construction" in the field of culture, i.e. to restore cultural heritage sites.

We see that the latest technologies and social networks during quarantine were almost the only powerful elements in helping the existence of the tourism industry and in the field of hospitality in particular. To support the tourism industry, many global associations have opened various information exchange platforms. For example, on the platform of the World Association for Hospitality and Tourism Education and Training from 16 to 20 November 2020 was Equip'hotel Week – Digital Hospitality Moments. This week was dedicated to the exchange of information, presentation of various products for the hotel and restaurant business, conferences organized live by professionals in the hospitality and tourism industry, which are dedicated to the latest trends and the latest innovations in this sector. Webinars, interviews, virtual exhibition tours, competitions and much more took place. After discussion by jury experts and more than 2,000 virtual participants who

voted online for the best innovations, presented the Innovation Awards, organized in partnership with Campus Ferrières, awarded for the best innovations (products and services) from hospitality providers. This is proof that such world-class events can be attended from home.

Although there is a rather sad fact, according to the experts, that culture is one of the areas that is not suitable for a complete transition to online mode. After all, culture is first and foremost emotions and live communication, and no monitor screen is able to compensate for these emotions.

Flexibility and agility are the two most important features needed in the tourism industry. The need for mobility, consumption and freedom is expected to remain high in the future, but the reflection will shape this in the local context. Along with normalization efforts, the tourism sector must provide travelers with confidence against risks. We need to update travel insurance policies, reimbursements and plan changes so that businesses can operate with complete reliability and flexibility.

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3.2. Strategic Approach as a Basis for the Development of Corporations in the Tourism Business

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Theoretical aspects of strategic management are considered. As a result of the analysis and generalization of works of domestic and foreign scientists the historical excursion to origins of system of strategic management has been carried out. The essence and features of introduction of strategic management of tourist business are defined.

The advantages and difficulties of developing strategies are studied, it is noted that the level of their implementation in the activities of tourism enterprises remains quite low. The expediency of application of various strategies in the tourism business is substantiated, possible directions of their implementation and expected results are determined.

Introduction

Tourism is an important sector of the economy that significantly affects the economic and social situation of the country. Many components of both economic and social situation of various segments of the population depend on their development. The difficulties and complexities of this business are multifaceted.

Despite them, a clear trend in tourism is the strengthening of integration and globalization, which leads to the formation in this area of hospitality of corporate entities. In this regard, there is a need to analyze the specifics of their operation and development. This is important both for determining the factors of competitiveness and for setting strategies for further improving the efficiency of their activities.

Issues of emergence and formation of corporate relations occupy an important place in the works of domestic scientists in all areas of economics. However, the processes taking place in the strategic direction of the tourism business are quite specific and require in-depth study.

The Current State of Formation of Corporate Relations in the Tourism Business

It is important at this stage to analyze the current state of formation of corporate relations and generalize the basic principles of their further development and application of the basics of strategic management of business processes in the implementation of tourism activities of corporate entities. Corporate governance is one of the most common forms of organization of business processes in market economies of developed countries. The corporate strategy determines the general direction of the corporation's activity, which is implemented by the top management of the corporate formation and provides for three main tasks:

- 1) to form, in fact to choose, the main activity of the corporation and its strategic business units;
- 2) determine the specific role of each strategic business unit and its structural units in the implementation of corporate strategy;
- 3) establish the size and methods of resource allocation between strategic business units.

In multi-business structures, which include corporations, corporate strategy is based on the business strategies of each strategic unit of business, the effective implementation of which is aimed at achieving the goals set in the corporate strategy. In single business structures, the actual business strategy can be considered as corporate. In this case, the corporate strategy can act as one of the following basic strategies:

- growth (development) strategy;
- stabilization strategy (limited growth);
- survival strategy (reduction);
- strategy in the form of a combination of the previous three.

A growth (development) strategy is chosen when a corporation or strategic business unit has the aspirations and opportunities and its own strengths to (increase sales of its products). As a rule, this is expedient when conquering new market segments and improving the quality of use of new innovative products. This strategy is effective for the tourism, dynamically developing and efficient use of innovative products.

Systems for implementing such a strategy can be:

- 1) acquisition (acquisition) of competing (and not only) firms through the acquisition of a controlling stake;

2) merger-association on the same (equal) basis with other business structures;

3) creation of joint ventures on the basis of combining part of the capital in order to implement a promising and attractive project.

The strategy of stabilization (limited growth) should be used by tourism business corporations that still dominate the market, have a stable volume of sales and stable profits and want to maintain the status quo for as long as possible. This strategy is characteristic of the stage of maturity of the life cycle of the corporation and its product.

The strategy of survival (reduction) is applied by corporations, including in the field of tourism in conditions of economic crisis, instability, high inflation or when products have reached a state of saturation and decline in the life cycle. This strategy is to find options to adapt to difficult market conditions. This strategy should be resorted to when there is a clear trend of declining financial and economic indicators, there are threats to the continued existence of the business structure itself. In this case, it is advisable to use a development strategy – when the corporation or strategic unit of business is operating inefficiently, but has not yet reached a critical point and there is a chance to improve their condition. In this case, abandon unprofitable goods and services, reduce excess labor, abandon inefficient channels of allocation of resources (investments), and so on. In times of crisis, a separation strategy is also used. In this case, they abandon the unprofitable business (if possible, sell it) and, as a last resort, use a liquidation strategy, when the corporation or SOB has reached a critical point-bankruptcy - then they are liquidated and the assets are sold.

Strategic Management as a Means of Ensuring the Successful Development of the Tourism Business

If we talk about the peculiarities of tourism enterprises, the survey of representatives of the tourism business of Ukraine showed that many managers do not see the need to develop long-term strategies, mistakenly believing that in today's dynamic environment it is impossible to address long-term development issues. Although strategic management is the most important means of ensuring the successful survival of the tourism business in a dynamic competitive environment, a means of adapting to changes in this environment. The lack of guidelines, mission and purpose of the tourist enterprise, the ability to recognize the impact of its

external environment and adequate response to it, as well as the ability to adapt or even actively influence this environment, unfortunately, makes Ukrainian enterprises helpless today and hopeless in the future.

The problem of introducing a system of strategic management in domestic enterprises is also that there is no single standard recipe for the organization of optimal enterprise management in the long run, and therefore it is necessary to constantly choose the type of management that is most appropriate for a particular type of enterprise. kind of problems. That is, strategic management cannot be reduced to unified routine schemes and one-time procedures (although there are certain general rules and recommendations for strategic analysis, development, selection and implementation of strategy), but its implementation in the enterprise should be approached creatively and individually. And this, as well as the development of the actual strategy of the enterprise, involves a lot of effort and time and resources. It should also be borne in mind that in conditions of high instability of the market economy and, consequently, the lack of complete information on industry and market trends, competitors, new technologies, etc., it becomes almost impossible to avoid mistakes in strategic choice, which also negatively affects desire and initiative of introduction and application of strategic management at domestic enterprises in the modern period. Nevertheless, today, more than 40 % of Ukrainian enterprises have some experience in developing a strategic plan [2].

It should be recognized that most domestic tourism enterprises have only recently begun to master the technology of strategic management. Therefore, often perfect on paper strategic plans, for the preparation of which companies spent a lot of time and money (including inviting external consultants), as a result remain unrealized. That is, the presence of a strategy does not mean that the tourism company carries out strategic management. In turn, the formal existence of strategic management does not protect the tourism enterprise from failure.

The main reasons for the ineffective implementation of strategies in enterprises of certain segments of the tourism industry, according to our observations, are:

- rigidity of existing organizational structures that are poorly susceptible to change in accordance with the chosen strategy and justification of strategic changes;
- insufficient understanding by managers of specific tasks and deadlines for achieving goals, as well as what specific changes are

needed in the behavior and actions of each of them;

- low efficiency of mechanisms for monitoring the effectiveness of implemented strategies and making the necessary adjustments in identifying deviations;

- insufficient elaboration of issues of identification, provision and allocation of necessary resources for implementation of strategies, including financial, informational, human and time resources;

- the absence of a system of collective decision-making on the directions of strategic development of the enterprise, which determine:

- 1) the lack of a sense of responsibility in the team to achieve strategic goals throughout the period of their implementation;

- 2) unwillingness of managers to overcome the resistance associated with new strategic changes.

The group of other factors that determine the complexity of implementing strategies in the tourism sector include:

- high differentiation of psychological types of consumers, which significantly distinguishes the individual attitude of each consumer to tourism products;

- the complexity of the composition of the tourist product and the high dependence of its quality on the reputation of the enterprise and the activities of numerous manufacturers of services (accommodation, transport organizations, restaurants, entertainment, etc.);

- insufficient efficiency of sales activities of travel agents for the sale of a travel product produced by a tour operator;

- high differentiation of tourist products by assortment, sales channels and market promotion, which determines the advertising capacity of the tourist product and the mismatch of advertising orders with seasonal fluctuations in their sales;

- high costs associated with the reorientation of production and sale of certain services from one to another as part of a tourist product, and in some cases - a complex tourist product [3].

Today, the basic principles and approaches of strategic management (as a management process of creating and maintaining strategic compliance between the goals of the organization, its potential and capabilities in the external environment) to Ukrainian enterprises are borrowed mainly from foreign scientists and practices of American, Japanese and European corporations. that Ukraine's experience in this area is small.

The strategic issue of tourism enterprises in Ukraine should be related not so much to accelerating the return on investment, increasing the value of shares or conquering new markets, but to the general economic crisis, the critical state of production and so on. Therefore, we are talking, first of all, about crisis management in the absence of a rational structure and economic instability. Only the successful mastery of the methods and approaches of modern strategic management, taking into account the risk of crisis situations and its successful implementation will allow companies to operate stably and provide them with positive prospects for growth. And the study of foreign experience and its transfer to the soil of Ukrainian enterprises, taking into account the specifics of management in the Ukrainian economy, will assist domestic business in the formation of competitive production of tourist services and increase its efficiency.

It should be noted that invariably successful enterprises or industries do not exist. However, certain strategic steps that have led to new trajectories of strong profit growth are quite similar. If we consider the activities of tourism enterprises, then in our opinion, the most effective at present are the strategies of differentiation of tourism goods and services. We assume that there are several dozen powerful tour operators operating in the Ukrainian tourism market, which create almost the entire tourism product and dictate the rules of the game in the market. This means that it is difficult to use the strategy of reducing the costs of the majority of tourism enterprises.

The strategy of product differentiation is to offer a product that is different from competing products and is perceived within the industry as something unique due to the differentiation of its characteristics. Product differentiation allows the company to meet the needs of specific groups of consumers and thus avoid price competition with stronger competitors.

Differentiation of a tourist product can be carried out according to physical attributes, level of service, level of qualification of personnel, location of the enterprise or according to its image. Consider the most commonly used types of differentiation in tourism. Product differentiation – a characteristic and product design better than competitors.

Examples of this type of differentiation can be individual elements of the tourist product, which are better, more interesting than competitors – accommodation in hotels located on the first line, accommodation in

renovated hotels with a significant historical past, the use of new environmentally friendly modes of transport etc. Differentiation by location. In the tourism sector, the most significant competitive advantage may be the location of the enterprise. Travel companies located in popular public places in the city center are more competitive than companies located on the outskirts of cities or in places that are inconvenient from the point of view of transport connections. Service differentiation is the offering of additional services that accompany a tourist product, in which the consumer somehow needs to buy a tourist product, or after. This can be training and consulting, speed and reliability of delivery, setup, service. For successful service differentiation, related services must be either free, or cheaper than those offered on the market, or exceed the level of services of competitors. The advantages of the product differentiation strategy are:

- additional growth in sales of tourist services and making a profit by gaining consumer preferences based on improving the quality of services. Introduction of advanced technologies of tourist service, wider choice of services, etc;
- creation of a rigid barrier to entry into the market for other enterprises due to the formed competitive advantages;
- displacement of substitute products by establishing its own brand;
- creating the image of a reliable partner that cares about meeting the specific needs of customers [5].

However, it should be understood that choosing this strategy, the company will incur significant costs to inform consumers about the new characteristics of travel services. Therefore, in this case, there may be an increase in the price of the tourist product.

However, in the case of excessive price increases, customers may lose the feeling of the effect of product differentiation. In tourism, the strategy of product differentiation can be used by both travel agents and tour operators under the following conditions:

- competition occurs mainly in the non-price sphere;
- few companies in the industry follow this strategy;
- availability of highly qualified marketing specialists at the enterprise, researching the whole market of tourist services;
- consumer demand for services is diverse in structure, and they appreciate the different characteristics of the services of different tourism enterprises.

Another modern area of strategic management is the application of the strategy of the blue oceans. Instead of focusing on competition, the company should open new, uncompetitive market spaces due to the high value for customers [6]. The novation of value emphasizes both values and innovations. Value without innovation is reduced to creating value on an increasingly important scale – this increases the value, but does not allow to stand out from the competition. Innovations without value determine the fascination with technology, market pioneering, but all this often turns out to be beyond what buyers are willing to accept and what they are willing to pay for. Innovation of value can be achieved only when innovation is combined with practicality, price and cost [6]. Travel companies, of course, can also try to create blue oceans. Moreover, a well-known successful example of such a strategy is the leisure and entertainment company Cirque du Soleil, which instead of following traditional logic and fighting competitors, offered circus fun and entertainment plus intellectual depth and theatrical artistry in one product. This led to the emergence of a new concept of the market, which eliminated the compromise “value – cost” and created a blue ocean of market space.

Development of strategic alternatives in the tourism business. An important place in the use of strategic management is given to the development of strategic alternatives. They act as possible options for the development of a corporation or strategic business unit within each of the three basic corporate strategies, namely growth, stabilization, reduction. The framework of the growth strategy includes:

- 1) strategy of intensification;
- 2) diversification strategy;
- 3) integration strategy;
- 4) innovation strategy.

Within the framework of the stabilization strategy (limited growth) there are:

- 1) cost saving strategy;
- 2) the strategy of “harvest growth”;
- 3) adaptation to environmental conditions;
- 4) preservation of technical-scientific and personnel potential.

Within the strategy of recognition (reduction) it is accepted to apply strategies:

- 1) organizational rehabilitation;
- 2) economic and financial rehabilitation;

- 3) marketing rehabilitation;
- 4) social rehabilitation;
- 5) liquidation of the business.

It should be noted that the compliance of strategic alternatives to the basic strategy should not be taken as unchanged.

Alternatives can “cross”. Each of the basic corporate strategies can have many alternative implementations. In turn, strategic alternatives must be implemented through a set of measures. At the same time for each measure it is advisable to determine the costs of their implementation and calculate the expected economic effect.

Prerequisites for the study of opportunities and prospects for the introduction of a strategic type in tourism and business can be considered:

- 1) penetration of international tourist, hotel and restaurant chains into the hospitality market of our state;
- 2) integration of domestic and hotel and restaurant business structures in the world economic community and, accordingly, a complete change of priorities in their investment policy;
- 3) the urgent need and importance of forming the investment attractiveness of the market of tourist services.

The corporate segment of the tourism business is currently represented in the form of most companies operating in the form of joint stock companies or in the form of mergers and to a lesser extent in multinational companies operating in the form of franchise networks and contract management.

The characteristic features that reflect the processes of functioning and development of tourism business corporations include:

1. Peculiarities of creation of corporate structures in the domestic market, in contrast to foreign tourism corporations, are that domestic corporate structures were created through the privatization of state and municipal enterprises.

2. Factors of corporatization of tourist and hotel and restaurant business can be considered:

- structuring of the market of services;
- features of consumption of services;
- innovation of technological processes;
- territorial location;
- interconnectedness of production and technological processes;

- investment and innovation activity of participants in the market of tourist services.

3. The predominant feature of the modern market of tourist services is the emergence of a model of network relations associated with the presence of new business groups controlled by a certain (fairly clan) group of dominant partners, in which the main control tool is a system of cross-ownership. with the practical absence of minority shareholders and the high share of the largest owner in the capital structure of the corporation.

4. Registration of large tourism-type corporations in offshore areas, where income is not taxed at all or is taxed at low rates, which leads to opacity of corporate relations and complicates the identification of the ultimate beneficiaries of corporations.

5. Low development of the stock market negatively affects the sources of capital attraction in the corporate segment of the tourism business. Therefore, corporations in this segment are deprived of access to cheaper sources of investment. The issue of securities (stocks, bonds) for domestic corporations is uncharacteristic of the national tourism business.

Crisis phenomena in the domestic economy are blocking the entry of international networks into the tourism business market. Among the reasons for the low level of development should be noted:

- 1) high investment risk;
- 2) ambiguity and their lack of financial opportunities to raise funds from the stock market;
- 3) lack of qualified personnel in the corporate management of the tourism business;
- 4) insufficient state support.

At the same time, the strategic approach to the development of corporations in the domestic sphere of tourist services shows that its application requires the development of appropriate corporate networks. This will allow you to gain better knowledge of the domestic hospitality market, better understand consumers in obtaining quality services, establish effective partnerships with suppliers and other contractors and form a positive image of the respective corporations. This will allow building a domestic model in the tourism business, which would allow to adapt to international rules and conditions of this rather complex type of business and in the long run to get positive consequences, in particular:

- 1) the formation of a favorable investment climate;
- 2) increase the efficiency of capital use;
- 3) to form a multiplier effect on related areas of business;
- 4) the ability to attract significant investment capital;
- 5) use opportunities for diversification.

Conclusions

The current period of development of market relations in the implementation of the tourism business is characterized by bright prerequisites for the dynamic movement of capital through the mediation of the tourism business. The latter requires the active inclusion of strategic approaches to the development of the tourism business, especially with regard to new approaches to managing the development of corporate relations, especially in the field of tourism. It is the introduction and use of a strategic type of management that will contribute to the further development of this area of business. This will make it possible to use the specific features of Ukraine's existing tourism potential to engage in non-international tourism business and thus accelerate access to advanced economic positions. Understanding the importance of this process will contribute to the development of hospitality, will promote adaptation to international standards.

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3.3. Territorial Marketing and Branding of Tourist Cities of Ukraine (on the Example of Kamyanets-Podilsky, Khmelnytskyi Region)

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The study is devoted to the use of territorial marketing and branding tools by tourist cities of Ukraine to promote their own tourist products. Kamyanets-Podilskyi, as one of the leading tourist centers of Ukraine, was selected for analysis. Due to its unique combination of historical and natural heritage, it was included in the Preliminary List of UNESCO World Heritage Sites. Local authorities are actively using event marketing to promote the city in the international and domestic tourism markets. In 2019, the city received the status of the Youth Capital of Ukraine, winning the annual national competition. Kamyanets-Podilskyi uses a wide range of Internet technologies that allow you to quickly establish contact with potential consumers of tourist services. There are several city Internet portals, which contain information about the tourist attraction of the city and promote the city brand. Popular private pages on Instagram have been created, the purpose of which is a “real” view of city life. In the process of developing the brand and finding the semantic “load” of the logo that will represent the brand, a survey of city residents and tourists was conducted, based on the results of which the most recognizable objects of the city were identified, colors for the logo were chosen. The presentation of the logo took place in 2010, it was supplemented with a slogan, and in the following years new elements of branding were added. Successful use of territorial marketing and branding tools allowed Kamyanets-Podilskyi, after easing quarantine requirements in Ukraine in May 2020, to partially overcome the negative effects of the COVID-19 pandemic, to receive tens of thousands of tourists in summer and early autumn.

Introduction

Globalization processes and the rapid development of international economic relations in the first decades of the XXI century caused fierce competition between countries and regions for investment, markets, visitors, in other words, forced them to “sell” their territory. After all, in today’s world it is impossible to imagine the sale of any product or service without its promotion, just as the territory needs promotion. Natural conditions and favorable geographical location in the face of intensified competition are no longer the main factors in the attractiveness of the territory. In the struggle for the presence of international companies, highly skilled workers and tourists, countries, regions and cities are actively working to strengthen their positions. Under these conditions, the marketing of territories becomes an integral part of economic and social policy of cities and regions. It is a modern method of competitive struggle of settlements and regions for attracting investments, increasing the interest of central authorities in the problems of these territories, increasing the interest of external agents, increasing tourist flows, innovation, achieving long-term development goals. Territory marketing is becoming more and more popular and is becoming an integral part of state and regional governance.

The purpose of any marketing is to meet the needs of consumers. In the case of territorial marketing, this provision is implemented in the focus on residents, investors, visitors and other economic entities that operate or may operate in this area. The growing role of territorial marketing and changes in territorial management strategies are due to a number of factors: changes in philosophy, principles, goals of territorial development, identification of the population as a participant in the territorial planning system, as well as changes in the functions of territorial authorities. socio-economic development of the territory, including its improvement, security and protection of the population [1, p. 92].

Problems of territorial marketing are relevant for Ukraine, because they relate to state and local government, investment attractiveness, European integration, competitiveness and strategic development of regions [2, p. 36]. The use of territorial marketing tools for tourist cities is especially important. This is due to the specifics of the tourism industry and the quality characteristics of the product it produces. Kamyanets-Podilskyi is one of the leading cities in Ukraine that actively

uses territorial marketing tools to promote its tourism products.

General Characteristic of the City

Kamyanets-Podilskyi is a modern center of Kamyanets-Podilskyi district of Khmelnytskyi region, a city of regional subordination in Ukraine. The population of the city is about 100 thousand, i.e. in the classification of urban settlements, it is on the border of large and medium-sized cities. The city is a significant subregional center not only of Khmelnytskyi region, but also of the whole Podillya, has a significant labor, industrial and recreational potential. The city's economy is characterized by signs of diversified development. Its structure is represented by the branches of processing industry (knowledge-intensive mechanical engineering, metallurgy, construction, food, light), as well as the tertiary sector (trade, small business), whose enterprises also serve the rural residents of the adjacent territory. The economic potential of the city has both strengths and weaknesses (table 3.3.1).

Table 3.3.1

Analysis of the economic potential of the city development (Characteristics of strengths and weaknesses)

Strengths	Weaknesses
Diversified city economy	Outdated technologies and equipment of industrial enterprises
Positive image of the city	(especially in mechanical engineering)
The presence of powerful industrial enterprises	Low export orientation of the local economy
Developed small and medium business sector	Insufficient inflow of foreign investment resources to the local economy
Developed trade infrastructure	High degree of depreciation of fixed assets at industrial enterprises
Significant volumes of housing construction	Imperfect investment climate
Availability of raw materials for the building materials industry	Insufficiently prepared investment products
Proximity of raw materials for the food industry	
Availability of modern communication systems and networks (Internet, communication)	
Developed financial infrastructure	
Stable credit rating of the city	

Source: compiled by the authors.

Kamyanets-Podilskyi is divided into the following districts: Stare Misto, Ruski Filvarky, Polski Filvarky, Bilanivka, Novyi Plan, Karvasary, Vydrivka, Pidzamche, Smyrnova village, Cheremushky, sugar factory village, Pershotravneve village, Zhovtnevyi village. The

standard of living of the suburbs is somewhat inferior to the central city in the context of providing a wide range of services, underdeveloped network of educational and cultural facilities and health care. This leads to a significant flow of people who come to the central part of the city of Kamyanets-Podilskyi every day to meet their own material and social needs. Together with the flow of tourists, this leads to congestion of the infrastructure of the city center.

Kamyanets-Podilskyi is one of the main tourist centers of Ukraine. Hundreds of thousands of tourists, foreigners and residents of Ukraine visit it every year. It is especially popular for weekend tours. The city has unique architectural objects that reflect the culture of different peoples who lived in Kamyanets-Podilskyi: Ukrainians, Poles, Armenians, Lithuanians, Jews, Turks, Russians. The city has preserved ancient historic buildings. The city is home to the National Historical and Architectural Reserve “Kamyanets”, Kamyanets-Podilskyi State Historical Museum-Reserve, Kamyanets-Podilskyi Fortress (XIV-XVI centuries, rebuilt in the XVII-XVIII centuries), numerous sacred objects. The canyon of the Smotrych River, a geological natural monument of national importance in Ukraine, is an extremely attractive natural object for tourists. Smotrych Canyon is a deep narrow valley of the Smotrych River with steep slopes reaching a height of 50 m.

Due to the unique combination of urban architectural, historical heritage of the Old Town with the landscape of the Smotrych canyon, the “Cultural landscape of the canyon in Kamyanets-Podilskyi” in 2012 was nominated as a Candidate for the UNESCO World Heritage List. As of today, it is included in the Preliminary List of UNESCO World Heritage Sites.

The hotel and restaurant infrastructure of the city is developed. The most popular hotels in Kamyanets-Podilskyi: “Kleopatra VIP hotel” and the highest score: 8.8 points out of 10 possible among others in the city); Taras Bulba (located in the historic center, 530 meters from Kamyanets-Podilsky Fortress); “7 Days”; “Hetman” (located in the center of the Old Town on the Polish market). “Xenia” (a feature of the hotel are two hotel buildings, the architecture of which resembles a medieval castle); “In Dominikan”. All hotels have pages on the popular social networks “Facebook” and “Instagram” where they publish interesting news, reviews, various photos and videos related to the hotel.

In 2019, there were more than 200 restaurants in the city. In particular, Kamyanets-Podilskyi, as well as the tourist capital of Ukraine,

Lviv, is famous for its cafes. According to some sources, in 1672 the first coffee house in Ukraine was founded in Kamyanyets-Podilskyi, the city was then part of Turkey, and it was the Turks who opened it.

Event Marketing

The most effective tools of territorial marketing of tourist cities is event marketing – a set of special events and promotions that are held to promote the brand or product, territory, by inviting the target audience to a particular event. Event in marketing – a special event, a tool that allows you to manipulate the thoughts and behavior of the audience invited to the event (event). The purpose of event marketing is to establish direct contacts with the target audience for a more accurate and effective impact on it. The task of event marketing is to form a person's positive personal attitude to the brand of the territory, local companies, to arouse interest, to give him the opportunity to feel the benefit, to get a real experience of communication with a territorial product, territorial brands. Event marketing is simultaneously considered as a type of integrated marketing communications, which is a set of activities aimed at promoting the territorial brand in the marketing environment through the organization of special events and as a sphere of services for organizing special events [3, p. 137].

The attractiveness of the region is assessed in terms of the presence of those significant events that form the exclusive differences of the region (image, brand, reputation), positive personal attitude of visitors and residents to the tourist brand of the territory and local companies, provide consumers with real experience, territorial stamps. Significant events are not only beneficial to regional authorities as markers of attractiveness for residents and tourists, they also create opportunities for regional and local businesses that can present their achievements to target audiences. The hospitality industry and the tourism business are primarily interested in a rich calendar of events, in the launch of recurring attractions, in a systematic approach to the organization and holding of holidays and events.

The local authorities of Kamyanyets-Podilskyi are actively using various events to promote the city in the international and domestic tourist markets. The city has significant achievements in this direction. In particular, in 2018 Kamyanyets-Podilskyi won the national competition "Youth Capital of Ukraine" and accordingly received the status of the

Youth Capital of Ukraine in 2019. This competition was initiated in 2017 by the Ministry of Youth and Sports of Ukraine together with the Ukrainian Institute of International Politics and National Youth Council of Ukraine. It is annual and is held to celebrate the best city for living and youth development. Lviv became the first city to be recognized as the “Youth Capital of Ukraine”. In the second competition, in 2018, 41 cities of Ukraine from 22 regions took part, 10 of which were selected for the final stage of selection [4].

The victory in the competition was facilitated by numerous events held by the city in 2018. Only within the opening of the tourist season in 2018 the following events took place in the city: two new tourist guides were presented: “Kamyanets – children’s tourism” and “Kamyanets – delicious card”; a joint Ukrainian-Lithuanian exposition “Peoples united by history: Koriatovychi in Podillia” was opened; the oldest cobblestone in Ukraine of the 1760s was museified; a touch tourist box has been set up on Swan Lake; three national records of Ukraine were registered: the largest number of people in historical costumes dancing minuet, the coat of arms of the city with the largest number of people, the largest forged coat of arms of the city in Ukraine; the first plasticine cartoon about Kamyanets was created; presented a new tourist attraction – motorcycle rides. In 2018, the LoveKa youth center was also opened. Debate and film clubs took place on its basis. English Speaking Club, implemented projects “Culture on the bench”, “Media Youth” and others.

The events held by Kamyanets-Podilskyi as the “Youth Capital 2019” were divided into three groups: political, socio-economic and cultural. More than 40 events were implemented jointly with the project partners – the Ministry of Youth and Sports of Ukraine, the Ukrainian Institute of International Policy, the National Youth Council of Ukraine, the Ministry of Information Policy, the UNICEF Children’s Fund in Ukraine, the UN Development Program in Ukraine, Kamyanets-Podilskyi council and others. The loudest event of the year was the Forum of the Youth Capital – “All-Ukrainian Youth Meeting”, an event that took place on the territory of the fortress in mid-September.

Among the landmark events held by the city in 2019 is the Golden Omega 2019 balloon festival, which is one of the most popular festivals in Ukraine. It has been held since 1998. The festival is organized by the SPART-AERO aeronautical company. On the day of the city, which falls on the third weekend of May, the International Festival of National Cultures “Kamyanets – Treasure Island 2019” was held. The program of

the holiday included exhibitions, concerts of famous bands, competitions, gastronomic fair. In September 2019, the fortress of historical reconstruction “Schola Militaria 2019” took place in the fortress of Kamyanets-Podilskyi. The event was organized by the Kamyanets-Podilskyi State Historical Museum-Reserve, and the official partner was the Polish Institute in Kyiv. Visitors of the festival were able to watch the training of troops, torchlight procession, reproduction of the battle, tasted the castle kitchen from the chefs of the School of Culinary Arts, took part in medieval games and entertainment. In particular, the program of the event “Schola militaria” included competitions in bows, a presentation of military saber fencing, a culinary master class on cooking in the seventeenth century.

One of the largest music and street-art festivals that took place in Kamyanets-Podilskyi was the RespublicaFEST festival. It gathered about 10 thousand visitors. For three days, various art events took place on the territory of the festival site and in different parts of the city. The unique location of the ancient fortress of the XVI century, and a rich program (rock, electronics, classical music, improvisational jazz, poetry readings, video art) made it one of the most interesting events on the cultural map of Ukraine. Respublica Festival is a participant in the rating “100 best events for Ukrainian tourism” (Traveling Marketing 3D), the only representative of Ukraine in the international project Google Street Art Project [5].

The folklore festival “Podilska Malanka” has become an integral part of the cycle of New Year and Christmas holidays. Guests of the holiday had the opportunity to attend a concert of folk groups, theatrical performances, festive treats, entertainment and fire shows.

Internet Technologies in Territorial Marketing

In recent years, the most effective means of territorial marketing are Internet technologies. They allow you to quickly establish contact with potential consumers of territorial resources. Thanks to Internet technologies, you can choose possible places for doing business, higher education, leisure. Cities are actively using Internet marketing to enter the global information space, to ensure the exchange of information between different authorities and consumers of resources in the territory and to provide feedback for rapid management decisions [6].

To solve the problems caused by the modern branding strategy of the city, a wide range of Internet technologies is used [7, p. 344]. In particular, in Kamyanets-Podilskyi there are several city Internet portals, which contain information about the tourist attractiveness of the city and promote the city brand. First of all, this is the official website of Kamyanets-Podilskyi City Council “www.kam-pod.gov.ua”, where you can get information about the city, its tourist features, as well as get acquainted with the symbols of the city. The disadvantages of this site are the lack of English version, outdated interface, relatively low traffic, the main advantage is the official site of the city council, which increases the degree of confidence in the information posted on it [8].

The Kamyanets-Podilskyi State Historical Museum-Reserve pursues an active information policy on its website www.muzeum.in.ua, Facebook and Instagram pages. The museum offers: excursions, quests, workshops, festivals. Free tours of the Old Castle and the city have been created on the @izi.travel platform. With their help, guests of the city can get acquainted with the most famous historical and cultural monuments in Ukrainian, Russian and English. This allows you to listen to a tour of small groups and single tourists who can not join an organized group. Disadvantages of social media pages: relatively low traffic – 3961 followers on Facebook and 555 followers on the page Kamyanets.travel.tic on Instagram (as of July 23, 2020). The advantage is the high activity of publications of various events and beautiful photos of the city. In addition, the site contains well-structured information about unique tourist features, excursions, places of rest and events taking place in the city [9].

Popular private pages on Instagram have also been created, the purpose of which is a “real” view of city life. For example, these are the pages “kp_gramm” and “Kamyanets”, where current city news and interesting content are posted [10; 11]. As of July 23, 2020, 32.4 thousand people subscribed to the “kp_gram” page, and 38.6 thousand people subscribed to “Kamyanets”. The rules of the pages are quite simple: to get a photo in the “stories” or profile, you need to mark the page profile with @, you can also order advertising (non-commercial ads, inquiries, charity, information about which is published for free). These pages are very useful for city dwellers, because if a person has lost or found something, you only need to describe the thing, add a photo, write in “direct”, or reset in “stories” with a page mark. Statistics and activity of pages are given in fig. 3.3.1 and 3.3.2.



Fig. 3.3.1. Logo and slogan of Kamyanets-Podilskyi [15]



Fig. 3.3.2. The coat of arms of Kamyanets-Podilskyi [16]

The geography of the “kp_gramm” page is quite diverse. Most subscribers are from Ukraine – 82 %, but the page also covers the audience from Poland – 3 %, Russia – 2 %, USA and Italy – less than 1 %. As for the cities of Ukraine, the largest number of subscribers is from Kamyanets-Podilskyi (45 %), followed by Kyiv – 5 %, Khmelnytskyi – 3 %, Chernivtsi – 2 %, Lviv – 1 %. The gender structure is almost the same: 56 % – women, 44 % – men. Age range: the largest, it is 18-24 years – 42 % and 24-34 years – 28 %; at least, 45-54 years – 3 %, 55-64 years and 65+ years – 1 %.

The page of “Kamyanets” has the most subscribers from Ukraine – 87 %, there is also an audience from Poland – 4 %, Russia – 1 %, Italy – 1 % and the Czech Republic – less than 1 %. As for the cities of Ukraine, the largest number of subscribers is from Kamyanets-Podilskyi – 58 %, the next cities in terms of audience coverage are Kyiv – 5 %, Khmelnytskyi – 3 %, Chernivtsi – 2 % and Lviv – 1 %. The gender structure is dominated by women – 61 %, men – 39 %. Age range: the largest is 18-24 years – 41 %, 24-34 years – 29 %, the smallest, 45-54 years – 4 %, 55-64 years and 65+ years – 1 %.

In addition, there are popular private sites aimed at promoting Kamyanets-Podilskyi. For example, the site “www.3849.com.ua” is an information and news resource of the city, which contains the most complete information about the life of the city: current news of the city, active and passive leisure [12].

Under modern conditions, the priority ways to develop public administration of the city should be applied tools and technologies of Internet marketing, which promote the brand of a particular area. The greatest attention for the promotion of the Kamyanets-Podilsky brand should be focused on the world-famous social networks Instagram, Facebook and video hosting YouTube.

In connection with the coronavirus pandemic (COVID-19), the concept of the city council “Kamenets Digital” became relevant. The tourist season in the city opened online. Experts predict the priority development of domestic tourism, so travel agencies are reoriented in this direction. Thanks to Internet technologies, users can not only get general information about the historical and architectural features of the city, its infrastructure, geographical location and resources, but also use various means of visualization of information. They allow you to clearly justify the benefits of the city, as well as promote the city brand.

Tourist Branding

Branding is an important tool for promoting information about the city and creating a positive image. The result of successful branding, depending on the goals, may be the recognition of the city by people who have never visited it, an increase in investment and tourist flows. In recent years, branding of places (and cities in particular) has gained popularity among city officials and scholars, as evidenced by popular ratings of city brands, one of them “Anholt-GMI City Brands Index” [13].

City branding is not a commercial but a social project that measures not the commercial success of individual firms, but the impact of their success on the development of the entire urban community. If the promotion of the city’s interests is carried out through the promotion of the city’s brand, then the results of marketing the city are added “emotional” components – creating an impression of the city, increasing trust in the city, sympathy for city residents, respect for their values [14]. An important part of the city’s brand are the subjects of its development: tourists; entrepreneurs; investors; the locals.

Branding is especially important for tourist cities such as Kamyanets-Podilsky. After all, the specifics of a tourist trip is that it is bought in one place, and the process of implementing the service takes place in another.

The process of developing the Kamyanyets-Podilskyi brand began with the search for the semantic “load” of the logo that will represent the brand. To this end, a survey and a contest “Seven Wonders of Kamyanyets” were held among the residents and guests. According to its results, the most recognizable objects of the city are the Old Fortress and the canyon of the Smotrych River. In addition to symbols, colors were chosen for the logo. If there was a unanimous opinion among the townspeople and tourists about the symbols, the color association with the city was somewhat different. For tourists, Kamyanyets-Podilskyi was associated with gray, green and blue, for locals – even more yellow. Based on these surveys, a logo was created, which was presented in 2010 (fig. 3.3.1).

The logo was supplemented with the slogan “Kamyanyets is a treasure island” with the activating phrase “Find your treasure in Kamyanyets”. The developers of the slogan also used a passage from the Gospel: “Put up your treasures in heaven ... where your treasure is, there your heart will be”. The “treasures” found in Kamyanyets-Podilskyi allowed to present Kamyanyets-Podilskyi as:

- “City of 7 epochs” (epochs of city development are interpreted separately);
- “City of 7 Cultures” (emphasis on the multinational nature of the city);
- “City of Festivals” (emphasis on the festival life of the city);
- “City of Terpsichore” (the city is known for its dance groups);
- “City of Magdeburg traditions”.

The function of the logo is sometimes performed by the official coat of arms of the city (fig. 3.3.2). In May 2018, a record of Ukraine in creating the largest metal coat of arms of the city was set in Kamyanyets-Podilskyi. The composition meets the residents of the city and guests entering the city from the side of Khmelnytskyi. Often the unofficial coat of arms is more recognizable than traditional symbols.

Using branding tools, Kamyanyets-Podilskyi is positioned as a city-museum. There is a National Historical and Architectural Reserve “Kamyanyets”, which belongs to the list of “Seven Wonders of Ukraine”. The museum communicates with potential visitors through its website <http://niazkamenec.org.ua/>, which orders individual and group tours, rents exhibition halls. The site also has interesting and informative information, for example: “40 architectural monuments that are worth seeing for tourists in Kamyanyets-Podilskyi” [17].

In order to maintain its popularity, the brand needs to improve. Kamyanets-Podilskyi Fortress maintains its brand through the transformation of the usual museum into a living organism. In addition to museum exhibits, in the fortress you can see a historical reconstruction of the history of the fortress. On its territory, masters are engaged in traditional crafts: archery, pottery, carving and baking bread according to ancient recipes.

The fortress employs craftsmen who make bows, recreate costumes and conduct educational work. In 2012, the Living Fortress project was launched on the castle grounds, in the framework of which the masters demonstrated their crafts and held master classes. An international traditional archery tournament is held annually in Kamyanets-Podilskyi.

Another important fact in the history of the city is that Kamyanets-Podilskyi was the capital of the Ukrainian People's Republic for some time. This fact is beaten in the name of the festival "Last Capital", which takes place annually in August.

The Kamyanets-Podilskyi Fortress plays an important role in the branding of the city. This fortification and architectural landmark attracts not only Ukrainians, it is recognizable among foreign tourists. During the day, each building has its own refined taste and color, but at night, professional lighting gives the monuments a special look, creates a unique image. In May 2020, the concept of illumination of the fortress was changed – now it shines exclusively in shades of white. The museum received recommendations for lighting from the National Institute of Cultural Heritage of Poland. The canyon is also illuminated and for the first time – the south side of the castle. Due to the energy-efficient type of floodlights, electricity consumption is reduced by four times [18].

Kamyanets-Podilskyi advertises other tourist cities, as in 2017 a museum of miniatures "Castles of Ukraine" was opened here, where models of the most famous fortifications of the country were collected.

Another way of branding is classes that can be done only in this city. In Kamyanets-Podilskyi, active and extreme recreation is popular among tourists and locals, including rope jumping, trolley crossing and alpine park. "Rope jumping" is carried out from the highest bridge in Ukraine - "Rapid Deer" (height 54 m). The 184-meter-long trolley in Kamyanets-Podilskyi will take you to the historic part of the city in a matter of seconds. Alpinpark (rope park) is an entertainment for beginner

climbers, a type of active recreation for children and adults, which is gaining popularity in Ukraine.

In 2014, in Kamyanets-Podilskyi, communal workers paved the crossroads, “embroidering” Ukrainian ornaments with cobblestones. The “embroidered” intersection in Kamyanets-Podilskyi broke the viewing records on social networks. Photos and videos of the central intersection for the first two days were viewed by about 20 thousand people on the social network Facebook, reposted a photo of more than 4 thousand. Now the intersection has also become a recognizable symbol of the city.

One of the ways to brand the city is to install photo zones, in particular, such a zone is in Kamyanets-Podilskyi, it is called “I love Kamyanets-Podilskyi”. Residents and tourists can leave fond memories of the city with photos taken near the three-dimensional photo area.

Given the rapid development of the city’s tourism brand, its promotion in the domestic market and international tourism forums, tour operators are creating new routes, which includes Kamyanets-Podilskyi with its more than 130 architectural monuments, including one of the most prominent – Kamyanets-Podilskyi fortress.

The brand of the territory is a product of conscious and controlled thinking, organized public reflection and design [19]. To increase competitiveness, investment activity, business activity, disclosure of tourist and recreational potential of the city it is necessary to be able to form a clear and positive brand of the territory. The authorities of Kamyanets-Podilskyi should further develop their own brand book, which will be recognizable for residents and guests of the city, identify local ambassadors who will promote, as well as work on improving the image of the territory.

Conclusions

The rapid development of Kamyanets-Podilskyi as one of the leading tourist centers of Ukraine has become largely possible due to the successful use of tools of territorial marketing and branding. The city managed to offer tourists such important landmark events that formed its exclusive differences, compared with other famous tourist centers of the western part of Ukraine: Lviv, Chernivtsi, Uzhgorod. The annual balloon festival was especially effective, as well as regular events aimed at the youth segment of tourists, thanks to which the city received the status of Youth Capital of Ukraine in 2019. The use of a wide range of Internet technologies allowed to quickly establish contact with potential

consumers. The slogan and other elements of the city's branding reinforce a positive impression of the city after its visit by tourists, promote trust in the city, a sense of sympathy for its inhabitants, respect for their values.

The active use of territorial marketing and branding tools for many years has allowed local authorities to find effective solutions to overcome the negative effects of the COVID-19 pandemic after easing quarantine requirements in Ukraine in May 2020. The concept of "Kamyanets DIGITAL" even before the entry into force of restrictive measures. On April 30, during the quarantine restrictions, the opening of the tourist season took place online. A web forum, virtual tours, as well as a lot of raffles for potential tourists have been organized.

Presenting his practice of opening the tourist season online, Kamyanets-Podilskyi won the international "Competition of Good Practices", which took place as part of the meeting of the "Congress of Cross-Border Cooperation Lublin 2020". It proved to be the best travel solution before the COVID-19 coronavirus pandemic. In the final, Kamyanets-Podilskyi was ahead of such well-known European tourist cities as Barcelona and Gdansk. Developing as a center for children and youth tourism, in the summer of 2020 the city authorities prepared a project of an educational children's residence "Podillya SmArt Camp". In early October we managed to hold an annual balloon festival, albeit in a somewhat narrower format. All this gives hope that, after the final overcoming of the consequences of the COVID-19 pandemic, tourist flows to the city will quickly resume.

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3.4. Gastronomic Component as a Prerequisite Formation of Tourist Attractiveness of Destination

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The authors analyze the dynamics of changes in the main indicators that characterize the competitiveness of Ukraine's tourism

sector in the world ranking, which forms the World Economic Forum. The main reasons for the insufficiently high rating of the tourism industry of Ukraine are summarized. The negative consequences of the COVID-19 pandemic on the development of tourism and hospitality in general are noted. Possible directions of functioning of the branch in modern conditions are revealed, in particular, attention to domestic gastronomic tourism to the regions, where craft products popular among domestic consumers of tourist services are produced. It is recommended to pay special attention to popular gastronomic trends that are actively developing: winemaking, cheese making, snail farming. The last 3-5 years, the active development of this private business encourages the formation of tourist routes of interest not only to the natural original locations of the regions in which it is located, but also directly to the gastronomic component. The analysis confirms the feasibility and prospects for the development of tourist routes in the proposed gastronomic areas.

Introduction

One of the key indicators of the country's competitiveness in the industry of tourism is the Travel and Tourism Competitiveness Index, which is compiled by the World Economic Forum every two years and covers about 140 countries. In 2019, according to the international rating of travel and tourism competitiveness from 140 countries, Ukraine took 78th place (with an index of 3.89 out of 7 possible). The study is conducted in close cooperation with such leading international organizations as the World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), etc. As countries have different competitive advantages in the field of tourism, it is difficult to reliably assess the competitiveness of a particular area with the help of quantitative indicators. Therefore, a rating approach is used [1].

Characteristics of the current state of the tourism industry of Ukraine

If we compare Ukraine's position with European countries, our country is ranked lower than all EU countries and is ahead of only

Macedonia, Serbia, Albania, Bosnia and Herzegovina and Moldova. Today, the development of the tourism sector in Ukraine is significantly inferior to the closest neighbors of the European Union - Poland, Hungary, the Czech Republic. Spain, France and Germany are the European and world leaders in the travel and tourism sector in recent years. However, it should be noted that compared to 2017, Ukraine's position increased by 10 points from 88. This is reflected in the report of the organization, which states that Ukraine has shown the fastest growth rate of the index in the subregion (Europe and Eurasia). The ranking is influenced by a number of factors, including: business environment, safety, health and hygiene, human resources and labor market, information and communication technologies, travel and tourism prioritization, international openness, price competitiveness, environmental stability, air and land infrastructure, port transport, tourist services infrastructure, natural resources, cultural resources & business travel. The ranking is influenced by a number of factors, including: business environment, safety, health and hygiene, human resources and labor market, information and communication technologies, travel and tourism prioritization, international openness, price competitiveness, environmental stability, air and land infrastructure, port transport, tourist services infrastructure, natural resources, cultural resources & business travel (fig. 3.4.1).

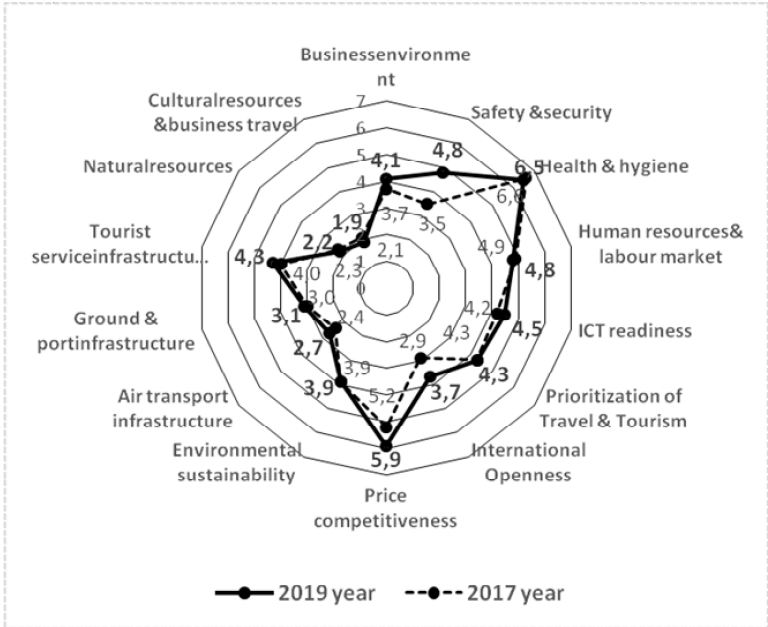


Fig. 3.4.1. Rating characteristics of the factors influencing the formation Travel and Tourism Competitiveness Index in Ukraine [1]

As the country stabilizes and recovers economically, the business environment improves rapidly (from 124th to 103rd place), security (from 127th to 107th), international openness (from 78th to 107th) and general infrastructure (from 79th to 73rd).

Among the key indicators that take into account:

- the number of international tourists who visited Ukraine in 2019 (14.2996 million people compared to 2017, their number increased by 15 %);

- revenues from international tourism (in 2019 amounted to 1261.0 million US dollars. Compared to 2017, they increased by 16.5 %);

- share of GDP of the tourism industry in the total GDP of the country (1794.5 million US dollars, which is 1.4 % of the total GDP of the country);

- the number of employees in the field of tourism in the country and their share of the total working population (a total of 206,200 employees in the tourism industry in 2019, which is 1.3 % of the working population).

The data of the ratings of economic development of the tourism sector, compiled by the World Travel and Tourism Council, show that the direct contribution of the tourism sector to GDP, employment and capital investment of our country is below the European average. Thus, in 2019, Ukraine ranked 173rd in terms of direct contribution to GDP with a share of 1.4 % compared to the European average of 2.5 %, and 171st in terms of direct contribution to employment with a share of 1.4 % in Europe – 1.8 %, and the contribution to capital investment – 175th place with a share of 1.9 % compared to the European average – 4.4 % [1; 2].

The main reasons for the low rating of the country are insufficient development of tourism infrastructure, and in particular the hotel sector, rather narrow range and low quality of services, low level of regulations and lack of coordinated government policy, poorly developed information and communication technology infrastructure, low environmental friendliness and growth political instability. All these factors have led to a decrease in the country's competitiveness in the international tourism market.

In addition, another destabilizing factor has been added in the last year – the COVID-19 pandemic, which has led to a lockdown and numerous restrictions that have directly affected the tourism business and infrastructure components: the hotel and restaurant industry.

Tourism is one of the sectors of the world economy that has suffered the most from restrictions on movement. As of April 20, 2020, due to a pandemic, 100 % of all international destinations have imposed entry restrictions.

As for the consequences of the COVID-19 pandemic in the field of tourism, Ukraine is in a relatively better situation than most countries, as the share of domestic and outbound tourism is much higher than the inflow. However, Ukrainian tourism has not received a rapid systemic response from the government in the form of the implementation of possible measures to support the tourism industry, compared to the average response and types of measures implemented by governments of neighboring countries and EU member states. Accordingly, this further complicates the situation of small and medium-sized businesses operating in the hospitality, tourism and leisure sectors. Ukraine's tourism-related economy depends largely on domestic tourism, as well as the domestic component of outbound tourism. At the same time, the inflow from abroad forms a little more than a third of the entire economy of national tourism [3].

Among the measures that will help minimize the impact of the COVID-19 pandemic on tourism in Ukraine, it is recommended to introduce advanced "soft response" measures, such as permission to organize outdoor areas (terraces) for restaurants and cafes in public places, where possible. and intensify the development of domestic tourism. That is, you should maximally attract and use domestic business resources to enhance and safely attract domestic tourists within your country.

Promising Areas of Gastronomic Tourism

One of the most promising and popular for Ukrainian consumers of tourist services is the direction of gastronomic tourism. The successful combination of interesting locations, historical monuments and gastronomic enjoyment of original, craft dishes and locally produced products – is the basis of current tourist tours, which have not lost their popularity even during the pandemic.

Given the peculiarities of development, economic preconditions and gastronomic preferences of local residents, it is necessary to distinguish the following types of gastronomic tours (according to taste preferences): raw wine, chocolate-coffee, beer, snail.

An important prerequisite for the demand for cheese gastronomic tours is the popularity of cheese among Ukrainian consumers, which has always been high, given the traditions of consumption of dairy products and their high consumer value. The average annual statistics of cheese consumption by Ukrainians is on average 4-5 kg, while the recommended norm is 11 kg / year, and the average European level of consumption reaches 19 kg. This means both the huge growth potential of the domestic market and the opportunities to export cheese to the capacious markets of neighboring countries.

The main industrial producers of fermented cheeses in Ukraine are the companies: “TERRA FOOD” (TM “Tulchinka”); LLC “Trading House Western Dairy Group” (TM “COMO”); “Dairy Alliance” (TM “Pyryatyn”, TM “Slavia”); “Milkiland” (TM “Dobryana”); “Cheese Club”; “Bel Shostka Ukraine”. As a rule, cheeses made by these companies are in the middle price segment, respectively, their quality in terms of tasting characteristics is much lower than the best imported counterparts. In restaurants for the formation of cheese plates, combinations with elite wines they are not used, respectively, there is a need for higher quality products, which are satisfied by a private producer.

Despite the fact that the volume of cheese imports to Ukraine has increased sharply, it should not be assumed that domestic cheese-making is in absolute decline. Experts have several hundred types of cheese of their own production, however, these numerous types are produced by private cheese factories operating on small dairy farms. Cheese gourmets can try in Ukraine cheeses not only from cow's, but also from goat's, sheep's and even buffalo's milk. These craft cheeses are niche products and are practically not widely sold.

Accordingly, the development of the cheese business, carrying out farms is implemented in one of two ways:

- reproduction of technology of production of European cheeses on the basis of own raw materials;
- modifying classic technologies and as a result creating author's cheeses with original names.

The following cheeses are produced in Ukraine according to adapted technologies and with the use of various raw materials of domestic origin:

- Brynza cheese and fresh cheeses with herbs, mint, paprika, olives and tomatoes; classic goat soft cheeses with white noble mold (Chevre,

Valence in the ashes, Shabish, Brie, Camembert, Cream ball white and black); cheeses with blue noble mold (Blue Dream and Turquoise); aged cheeses (Elite, Versailles and others); aged cheeses in wine, aged cheeses with additives, cream cheese and cream cheeses (Orlovsky craft cheese factory in Kirovohrad region);

- mozzarella, semi-hard cheeses – Cachocavallo and Cachotta, as well as soft Ricotta cheese (kraft cheese factory AVERSA, Vinnytsia region);

- young cheeses, author's cheeses from both goat's and cow's milk with blue mold and cheeses aged 3-6 months (Kraza Chka craft cheese factory, Zhytomyr region);

- semi-hard Selisky and Narcissus of the Carpathians, as well as soft Khust (Selisky cheese factory, Khust district, Zakarpattia region);

- soft cheeses from goat's and cow's milk: Labne balls in butter, Belper Knoll; solid: Amateur, Alpine, Cossack, Goat with herbs, Cachotta, Gouda and cheeses with mold: Crotti, Camembert, Goat Chevre, Valence (farm "Lower Gate" of Zaporozhye region);

- hard cheeses: Sheep, Goat-Cow, Mountain from goat's and cow's milk ("Transcarpathian fleece" Volovets district of Transcarpathian region);

- fresh cheeses (Feta, Ricotta), fresh cheese Cratena and Bush (in spices, herbs and ashes), aged, with natural mold Tom, Tommet, as well as a special cheese Dmitrov (cheese factory La Ferme d'Elise Mostysky district, Lviv region);

- cheeses and cheese from goat's milk, sweet cheeses with dried apricots, raisins, prunes, nuts, honey, salty cheeses with dill, parsley, nuts and olives ("Dobra Farm", Boguslav district, Kyiv region);

- Georgian cheeses: Suluguni, Imeretinsky and Meskhetynsky, cheeses aged in wine, tarragon and honey (Genatsvale, Ternopil region);

- Suluguni, Hallumi, Skomoretz; soft goat and cow cheeses with white mold, soft cheeses Labna, classic hard cheeses – Cheddar, Gouda, Eden, Resto Baziron, goat cheese Tramontana, Cheddar in a crust with smoked paprika and olive oil, goat cheddar, cows hard cheese with cumin ("Seven goats", Tarashchansky district, Kyiv region) [4].

The next quite popular and promising direction is the organization of wine tours. Winemaking in Ukraine can not yet be proud of such a development as in other well-known wine-growing countries, but is actively gaining the favor of gourmet consumers.

To organize wine and gastronomic tours, we propose to involve the following wine producers from the four main terroirs of Ukraine: Mykolayiv, Odesa, Kherson and Zakarpattia regions, which have their own vineyards, produce wine only from their harvest, have a brand open to tourists and are ready to show their production.

1. The winery of Prince MP Trubetsky – is located in the village. Vesele, Kherson region The vineyards cover an area of 200 hectares, located on the slope of the Kakhovka Reservoir. Grown mainly varieties Aligote, Riesling, Cabernet, Merlot, Sauvignon Blanc, Chardonnay, Pinot Noir, Pinot Blanc, Petit Verdot. The farm produces about 550,000 bottles a year. The company is over 120 years old. This is the only historical chateau in Ukraine. It is known for its vintage wines “Velvet of Ukraine”, “Pearl of the Steppe”, “Dnieper”.

Tasting halls have been set up in the chateau building and eight galleries of Trubetsky’s wine cellars, which are used for aging and storing wines, have been restored. Here you can immerse yourself in history, because eight wine cellars store more than 10 thousand bottles, of which about 7 thousand – rare specimens, Soviet heritage. Tourists are shown vineyards, offered to visit the plant, evaluate wine collections in the cellars, try wines for tasting.

2. Family winery “Kurin” (village Stepanovka, Kherson region) – on 40 hectares grow ten varieties of grapes, which allows you to get up to two dozen types of wines: Chardonnay, Riesling, Rkatsiteli, Irshai Oliver, Muscat Odesa, Cabernet, Merlot, Saperavi, Traminer pink. During the year the farm produces 50-60 thousand bottles of wine. Since 2011, there is a unique shop for processing grapes, processing wine materials, bottling and storage of wines on the principle of the French chateau. Foreign specialists were not involved in the work, as the goal is to make authentic Ukrainian wines. The farm is modeled on the French chateau. Visitors can stay at the hotel, taste the author’s wines and visit the winery.

3. Chateau Chizay (Berehove village, Zakarpattia region) – the company grows Muscat Ottonel, Chersegi Fuseres, Italian Riesling, Pinot Noir, Merlot, Cabernet Sauvignon grapes on 272 hectares. Produce about 2 million bottles of wine a year. The chateau is touring the Chizay Valley. Duration – about 4 hours with a tasting of ten wines, a trip to the vineyards and a visit to the winery.

In 2017, the white dessert vintage wine “Rose of the Carpathians” won the Grand Prix, and four more chateau wines were awarded gold

medals by the tasting commission of the 25th International Wine Competition at the Bukkaljai Borfesztival festival in Hungary. Wine is consumed not only by Ukrainians, but also by residents of the United States, Canada, Israel and the EU.

4. V. Petrov (Strumok village, Odesa region) – on 76 hectares the farm grows Cabernet, Merlot, Chardonnay, Aligote, Odesa Muscat, from which nine types of wines are produced. The company produces 15,000 bottles of wine a year. The producer holds tastings in a summer cafe among his own vineyards on the way to Vilково, subject to prior reservation. The winery produces white and red wines, as well as three types of grappa (grape vodka): silver (purified with silver), red (infused with grape seed), gold (aged in oak barrels).

5. Beikush Winery (Chornomorka village, Mykolaiv region) – the company grows Chardonnay, Pinot Noir, Saperavi, Rkatsiteli, Merlot, Cabernet on 11 hectares. Produce 30 thousand bottles a year.

6. In the Danube Bessarabia, in the village of Krynychne, there is a winery “Colonist”, which was founded in 2005 (Krynychne village, Odesa region) – 30 hectares of vineyards, which are pruned by the method of Guyot and Kordon, grow on loamy soils, rich in minerals and limestone. Wines are made from Odesa black, Merlot, Cabernet, Sukholomansky white and Chardonnay grapes.

The winery got its name from the Bulgarian colonists who inhabited the area in the early 19th century. Krynychne is located at the same latitude as Bordeaux (France) and Piedmont (Italy), which allows you to grow grapes in the best conditions. The wine has won awards at the International Wine Challenge and Wine Premier Awards. The organization of tours to the winery provides an opportunity to take part in the harvest, with tastings and visits to the cellars.

7. Guliyev winery (near Odesa, vineyards – in Ovidiopol and Saratov districts). The vineyards occupy an area of 2,500 hectares. Merlot, Cabernet Sauvignon, Chardonnay, Riesling, Traminer and Saperavi wines are grown. The wine is bottled at the Odesavinprom plant. The winemaker produces about 2 million bottles of author's wines a year

8. Don Alejandro Winery (Kholodna Balka village, Odesa region). Merlot, Cabernet Sauvignon, Riesling and Muscat grapes are grown on 14 hectares. The owner of the winery is a follower of the direction of cosmodynamics in winemaking, which involves a careful attitude to the earth. The founder of this theory is the Austrian Rudolf Steiner, who in

the early 20th century developed a theory about the loss of modern man's sensory knowledge of nature.

The winery is open to tourists by appointment. The owner is ready to share the secrets of cosmodynamic wine production. Famous Ukrainian restaurateur Dmytro Borisov liked Don Alejandro Winery wines. Their quality may surprise the most demanding consumer.

9. Cotnar (Muzhievo village, Zakarpattia region). The winery owns 180 hectares of vineyards with the main grape varieties Cabernet Sauvignon, Merlot, Traminer Pink, Muscat Ottonel. The company owns a primary winery, where grapes are processed and wines are made, and a secondary winery, where finished products are bottled, stored and a tasting room on the slopes of vineyards in the village of Muzhievo [5].

Good conditions for economic development are provided by the warmest southern slopes in Transcarpathia near the village. In these places the highest average annual temperature in the region and the longest frost-free period, which ensures the ripening of the latest grape varieties. Cotnar wines surprise Ukrainians not only with good quality, but also with extraordinary naming. The Sparrows and Monte Cote series did not leave consumers indifferent.

10. Winery "Marquis de Lacaren" (Shabo village, Odesa region). 14 varieties of grapes are grown on the leased 100 hectares, including Cabernet, Odesa Black, Chardonnay, Sauvignon, Rkatsiteli, and Sukholimansky White.

French aristocrat from Bordeaux Christophe Lacaren has lived in Ukraine for 16 years. Since 2005 he has founded a winery, where he produces wine according to the French tradition and uses organic grapes. By appointment, the owner demonstrates vineyards, a winery, cellars and drinks.

It is now possible to organize a beer tour in almost every region of Ukraine – at least in 17 regions there are breweries engaged in the production of craft beers using original, original, classic or innovative technologies, including: brewery "Beer House" (Poltava region), "Dudlyar" (Kirovograd region).), breweries "Bandit brewery", "Varvar Brewery", "John Barleycorn" (Kyiv region), beer yard "WELLYki BEERky" (Ternopil region), "Two brewers" (Odesa region), beer theater "Pravda" (Lviv) and others.

The industrial cultivation of the snail product, which is still a delicacy for Ukrainians, is gaining momentum. Today in Ukraine on the snail breeding market there are about 20 companies: farm "Western

Snail”, snail farm “TANTE SNAILS” (Lviv region), farm “JIFFY” (Kiev region), farm “Snail Valley” (Vinnytsia region) .), farm “Forest snail” (Poltava region), farm “Snail of the Carpathians” (Transcarpathian region), “Mr. Snail” (Nikolaev region). Most of them are ready to receive tourists, organizing excursions and refreshments in order to promote their business and form a culture of shellfish consumption among Ukrainians [6].

Conclusions

Thus, the search for new ways to encourage consumers of tourist services is based on the study of the gastronomic component of the tourist product, the basic principles of branding, which form the tourist image of the area, the impression of the product in the minds of consumers. Local cuisine can be considered as a tourist resource of the territories, which allows you to create new tourist products, open new facets of the tourist destination. The connection between gastronomy and tourism increases the influx of tourists, prolongs the stay of tourists, increases the income from tourism.

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4. DEVELOPMENT OF TOURISM IN REGIONS AND RURAL AREAS

4.1. Formation of Economic Mechanism of Tourist Attractiveness Management of Regional Rural Enogastronomic Destinations

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The tourism industry remains a promising area for the development of the national culture and economy of Ukraine. Unfortunately, the difficult political and economic situation in Ukraine has a negative impact on the tourism industry growth. This image of instability in the country distracts foreign tourists. The priority is to conduct a competent information policy that will effectively influence the image of the country's regions.

The processes of the European integration and globalization influence the tourism industry reforming in Ukraine. The activities of the executive authorities are aimed at creating the image of European integration leaders at the current stages of tourism development, the main purpose of their activities in this direction should be to intensify the development and growth of effective tourism enterprises and their priority in rural development.

The main factors that will affect the situation improvement should be the boundless natural and recreational potential as well as the historical and cultural heritage of Ukraine. They will act as leaders in creating the image of a world-class tourist country – an important segment of the budget revenues.

Introduction

Today, the most optimistic and favorable for the development of the tourism industry in Ukraine is enogastronomic tourism. The art of combining new flavors of authentic dishes and drinks, expressed in the culinary traditions of their preparation through the prism of the history and culture of a particular region – is enogastronomic tourism.

Enogastronomic tourism creates a special atmosphere in which the dishes and drinks of a certain region act as a kind of a guide for tourists, who want to learn a certain geographical area through the knowledge of its traditions, culture and values that are inherent and preserved for generations on this earth. Enogastronomic tourism is one of the specialized types of tourism, the purpose of which is to get acquainted with the original technologies of cooking and drinking, as well as with the traditions of their consumption. This thematic type of tourism combines such important aspects as social, ecological, cultural and industrial ones.

The Basis for Defining the Concept of Tourism

The role of gastronomic tourism is emphasized in the UN General Assembly Resolution RES 69-233 [1] on the promotion of sustainable tourism, for poverty alleviation and environmental protection, UNWTO Global Report on Food Tourism (2012) [2] with 159 UNWTO members, proceedings of the I and II UNWTO World Forum on Gastronomic Tourism (Saint-Sebastian, Spain, April 27-29, 2015) and (Lima, Peru, November 27-29, 2016), Resolutions of the First UNWTO Global Conference on Wine Tourism (Tbilisi, Georgia, September 7-9, 2016) [3].

The results of the UNWTO survey of full members of its organization (156 countries) show that 32.3 % believe that their country has a significant potential for the development of gastronomic tourism, 88.2 % of the respondents consider gastronomy a strategic element in shaping the image of the region and only 11.8 % of the questioned consider this an insignificant aspect. However, only 67.6 % of respondents say that their country has formed a unique gastronomic brand [3, p. 8-16].

It is considered that the term “gastronomic tourism” was first introduced in 1998 by Professor L. Bowling Green University, Ohio (USA) to express the idea that people learn about other cultures through local food. The World Food Travel Association defines gastronomic tourism as travel to gain an authentic experience based on a culture of eating or drinkin, discovery of unique places and their culture through national cuisine. As a global trend, gastronomic tourism is becoming an increasingly important phenomenon not only socially and culturally, but also socio-economically. Traveling with taste, culinary paths and routes,

learning new culinary methods, visiting famous places with culinary traditions or discovering places related to growing, breeding, fishing and other food industries, is becoming an increasingly important motive for tourists to travel.

The purpose of gastronomic tourism is the experience and inspiration of food and wine lovers, giving enthusiastic travelers the opportunity to explore certain recreation areas and learn about local food trends, cooking methods and the history of food, food and drink. Tourists can participate in the experience of immersing themselves in the culture of certain destinations around the world through food and drink. Gastronomic tours, in general, can include a wide range of activities related to cooking, food tasting, studying food traditions, winemaking and baking technology.

So, based on the definition of tourism, which is associated with the tasting of food and beverages by different scientists, we can offer several options that are combined with a common goal – to get acquainted with the culture and traditions through the use of local food and beverages.

Table 4.1.1

Definition of tourism related to food and beverage tasting by various scientists

Term	Definition	Author
Gastronomic tourism	Travels for tourists and visitors who plan their trips in part or in full, to try the cuisine of the area or to carry out activities related to <u>gastronomy</u> .	UNWTO
Gastronomic tourism	Travels to gain an authentic experience based on the culture of eating or drinking, discovering unique places and their culture through the national cuisine.	WFTA
Gastronomic tourism	It is a search and enjoyment of unique, unforgettable food and drinks both on the other side of the Earth and on the next street.	E. Wolfe
Enogastronomic tourism	Thematic tourism related to the study and tasting of national cuisine and wines of the world.	D.I. Basyuk
Gastronomic tourism	Travel to countries and continents to get acquainted with the features of local cuisine, culinary traditions in order to try unique for the visitor interesting dishes or products.	M.P. Gag F.F. Sandor

In our opinion, enogastronomic tourism is a specialized type of travel, the purpose of which is to get acquainted, study and immerse yourself in the history of a particular region or region and its traditions through the use of local drinks and food, as well as original technologies of their production.

As you know, Ukrainian cuisine is rich and varied in original dishes and drinks, this factor has a positive effect on the development of tourist attractiveness of a particular region of the country. Meeting the needs of tourists during the enogastronomic journey leads to the development of the promotion of food and beverages of local producers that is expressed in connection with the national economy, gastronomy and national unity. The development of enogastronomic tourism is of particular importance due to the fact that national gastronomy, food and beverages are central to any tourist experience, and the concept of tourism product formation combines economic, social and cultural values of the territory, covers the landscape, climate, traditional types of agriculture and crafts, national customs, traditions, life and art. The goals and methods of enogastronomic tourism fully correspond to the socio-humanitarian mission of tourism as an important factor in the dialogue of cultures, respect for universal cultural values, tolerance for lifestyle, worldview and traditions, as national cuisine is an integral part of each nation's cultural heritage of any ethnic group.

Gastronomy is one of the key elements of the new concept of cultural heritage. Often, gastronomic tourism is opposed to the usual daily consumption of food and reflects the contrast between globalized and localized products. Tourists are increasingly seeking to get acquainted with products that emphasize the unique quality and culture of the area, contribute to the preservation of traditional forms of agriculture and cultural heritage. There is a relationship between such definitions in tourism as “local” – “local” and “authentic” – “authentic”, they are often identified. Local products or Cunnig – use only local products produced nearby. The term “locality” is a tracing paper from the English “locavore”, which, in turn, comes from the English word “local” and the Latin “vorare”. Cunnig is nothing more than eating “local” products grown nearby. This applies to vegetables, fruits, berries, eggs, as well as dairy and meat products. Some proponents of the theory even use local firewood for grilling, and kitchen utensils are carefully selected, also taking into account the regional principle.

Gastronomy is one of the important factors in shaping the tourist attractiveness of the development of regional rural wine and gastronomic destinations. This type of tourism business contributes to increasing rural sources of income and increasing the income and employment of the local workforce. Here it is appropriate to mention the global slogan “think globally, act locally.” Getting acquainted with the preserved traditions and national features of the country, through the national cuisine – a way to attract foreign tourists, who are always interested in representatives of other countries to learn and share experiences. According to the UNWTO Global Report on Food Tourism (2012), there are well-known gastronomic destinations, including Spain, France, Italy, Greece, Belgium, Portugal, the United States (especially California in the Napa and Sonoma valleys), Brazil, Peru, Mexico, New Zealand, South Africa, Australia, Chile, Malaysia, Japan, Indonesia, Bali, China or Singapore, the analysis of effective experience of which shows the attractiveness of enogastronomic tourism [2].

The main research is an integrated approach to management and the formation of the economic mechanism of development of regional rural destinations in terms of increasing their tourist attractiveness and attractiveness.

Therefore, it is necessary to define the concept of “destination”. In our opinion, we can fully agree that “if we generalize the meaning of this concept, it is reduced to the destination of the tourist, the place where he must realize the purpose of his journey. Such a place is chosen by the tourist according to his personal motivation, which is based on resource orientation: the tourist chooses an attractor – a resource that determines the attractiveness of a particular area for recreation in accordance with the purpose of travel” [4].

One of the most important ways to increase production efficiency in the country is the correct territorial organization of the economy. It provides a scientifically sound location of interconnected industries and industries in the country.

The enogastronomic point is a settlement where there is one enterprise (institution, organization) of enogastronomic tourism. That specializes in a particular production or provision of certain services.

The enogastronomic center is a settlement where several enogastronomic objects are concentrated. A significant part of its economically active population is employed in the food industry. Examples of such centers in Ukraine today are Ivano-Frankivsk or

Vinnytsia.

The enogastronomic hub is a set of territorially concentrated enogastronomic points and centers that are interconnected by infrastructure and labor resources. For example, Kyiv, Brovary, Boryspil, Boyarka, Irpin, Vyshhorod, Vasylkiv.

The enogastronomic district is a recreational and tourist complex with a certain enogastronomic specialization. It usually covers the territory of one or more neighboring areas [6, p. 62-63].

Features of Development of Enogastronomic Tourism

The development of enogastronomic tourism has a number of features.

The first feature is that enogastronomic tourism is one of the new and promising areas of development of the tourism industry. In different regions of our state you can find the same national dishes, which, in turn, have different names. But the composition and technology are almost the same. Sometimes the opposite happens – the name is the same, and the technologies are different. For example, Zhytomyr region is famous for “potato pancakes with sour cream”, and in Transcarpathia this dish is called “keizlik with sour cream”. If you take the traditional dish “Borsch”, in Chernihiv region it is prepared on beet kvass, and in Vinnytsia region it is prepared on fresh tomatoes.

The main category of tourists, for those who are important for the hour of the road, such aspects, such as culture, education and ethnical warehouse.

As the case is about the associative specialness of the links with the gastronomy, then when you guess about a specific enogastronomic product, there will be an association with a specific territory. For the formulation of the image, the brand and the targeting of advertisements, the particularity is even more important.

The enogastronomic tour is a set of interconnected various services that make up a full-fledged tourist product and take some time to complete. After all, just a trip to the festival or a tour of the enterprise for the production of a product – this is only one component of the tour.

Also, the peculiarities of the development of enogastronomic tourism are the promotion of food and beverages in combination with the traditions and culture of a particular area among tourists, tourists and visitors. This is can be achieved through a high level of service, quality

of cooked food and beverages and a culture of service for visitors, tourists, tourists. The high level of quality service and preparation of food and beverages at the objects of enogastronomic tourism should be unchanged and not depend on any circumstances.

An integral feature of the development of enogastronomic tourism is the ability to create both individual and group tours. Travelers with enogastronomic purpose have the opportunity to choose the option of forming a tour. They can independently develop a route to another region or country, book a place to live, choose a food option, choose places of enogastronomic destination, book tickets if necessary, as well as choose the mode of transport on their own route [3, p. 23-26].

Enogastronomic potential plays a leading role in the process of forming a territorial organization from the standpoint of its rational use in enogastronomic tourism in Ukraine. The main components of enogastronomic potential are presented in the form of food resources, regional food traditions, national cuisine, as well as the working population, qualified personnel, achievements in science, stocks and reserves.

For today enogastronomic tourism is one of the most promising areas of the tourism industry. According to EU estimates, the average tourist check is \$ 50, and the average tourist check for an enogastronomic route is \$ 200.

2020 was declared as the year of rural and green tourism by the National Tourism

Organization of Ukraine. It has become a major catalyst for the development of a variety of rural development projects. Thus, in Ukraine the draft law № 3295 “On state support of agriculture of Ukraine” and other laws of Ukraine on the functioning of the State Agrarian Register and improvement of state support of agricultural producers was developed and supported [5].

Rural green tourism is a type of tourism, the purpose of which is recreation in the countryside. In the routine of everyday life, city dwellers seek to relax in cozy places in harmony with nature, breathing fresh air and eating environmentally friendly, natural and fresh products. According to the Law of Ukraine “On Personal Peasant Economy”, one of the activities of personal peasant farms is the provision of rural green tourism services using the property of these farms [6]. The village family organizes recreation in the village, which should provide its tourists with comfortable living conditions on their farm, because it provides housing,

provides food and introduces guests to the features of the countryside. Thus, this type of activity encourages the desire to have complete information about the history of their village, traditions and customs, to know the main attractive features of their area, as well as improving the quality of hospitality. Hosts who receive their tourists should be sociable, should be able to listen to their tourists and offer a number of activities that will leave pleasant memories and emotions after visiting the countryside. And to supplement the leisure of tourists, in addition to hunting, fishing and sightseeing, enogastronomic entertainment in the form of festivals, tastings of food and drinks, even participation in agricultural work in the form of competitions and more.

According to many scientists, enogastronomic tourism can be quite successfully combined with green and rural tourism, as well as ethnotourism, as the main part of the trip takes place in rural areas, where tourists learn about the culture of growing certain foods, even participate in some agricultural work, for example in the process of harvesting grapes. As well as in the form of excursions to visit the enterprises of local producers, get interesting information about the features of food production technologies. As a rule, the original end of such excursions is the tasting of local dishes and drinks, the recipe of which is filled with the history and traditions of a particular destination chosen by the tourist.

The Main Tourist Destinations of Odesa Region and Proposals for their Development

Ukraine has regions for the development of enogastronomic tourism. Odesa region is rich in natural and recreational and historical and cultural resources and has all the opportunities for the organization of enogastronomic tours, which will be related to the culture and peculiarities of grape growing, original wine production technologies and its use in combination with national cuisine. getting acquainted with the traditions and culture of the region.

The growth of tourist flows to the Odesa region due to the development of enogastronomic tourism will allow to solve important economic and social issues. First of all, it is an increase in employment due to the creation of new jobs, a new source of income generation, which will help reduce social tensions in society.

Gastronomic routes are divided into several types: roads of wine, roads of taste, roads of wine and taste. They are tools for the creation and commercialization of gastronomic routes as a tourist offer [7].

In our opinion, the implementation of such projects will increase tourist flows to rural areas, which will significantly increase the demand for products of local producers, and thus the gastronomic heritage of Ukraine will develop.

Also, some districts of Odesa region are developing their own programs for the development of enogastronomic tourism in the region. Interesting wine tours are being developed, the program of which includes: visits to vineyards, wineries, museums; tasting of wine products, and immersion in the history and culture of the region helps the emergence of new enogastronomic festivals. Thanks to the support of the Odesa Regional State Administration, the First Catalog of Tourist Facilities was created. The catalog was developed by the Department of Tourism, Recreation and Resorts of the Odesa Regional State Administration. The first tourist catalog of Odesa region contains detailed information about all types of tourism and routes in the region. It describes more than 70 objects and monuments in Ukrainian and English. The 160-page catalog contains a map and detailed data on objects of ecological, historical-cultural, religious, green, sports, entertaining, gastronomic and other types of tourism.

In particular, about estuaries, reserves, catacombs, castles, museums, churches, estates, wineries and much more.

If we consider the Odesa region for individual tourist destinations, we can distinguish several of them according to the new administrative-territorial system [8] Odesa region.

Destination of Berezivka district of Odesa region. The area is located in the east of the region, it lies on the Black Sea lowlands, within the arid, very warm agro-climatic zone, occupies 5,544 thousand km². The population of the district is 109.4 thousand people (the majority are Ukrainians). Natural and ecological tourist potential is represented by the rivers Tiligul, Tsarega, Balay, which flows into the Tiligul estuary of the Black Sea; on the territory of the district there is Zavodivsky Landscape Reserve (of local significance), Tiligul Regional Landscape Park. Characteristics of saturation with attractions: in the area there is an attractive winter sports and recreation complex "Action city".



Fig. 4.1.1. The first tourist catalog of Odesa region

Destination of Belgorod-Dniester district. The area covers 5,155 thousand km². The population of the district is about 201 thousand people. The territory of the district lies within the Black Sea lowlands with the absence of natural forests. Natural and ecological tourist potential is represented by: lakes Alibey, Burnas, Sasyk, Shagany; Dniester and Budatsky estuaries. Characteristics of saturation with attractions: Ackerman Fortress, the ancient city of Tire, beach attractions of the Gulf, Sergiyivka, Karolino-Bugaz; attractions of wine tourism in the village. Shabo, s. Bazaryanka, Tatarsunary.

Destination of Izmail district. The area is located in the south of

the region, covers an area of 3.5 thousand km². The population of the district is about 215 thousand people (Moldovans, Ukrainians, Bulgarians). Natural and ecological tourist potential is represented by the largest lake in Ukraine Yalpug, lakes China, Katlabug, Kugurluy. Characteristics of saturation with attractions: historical and cognitive type of tourist resources in Izmail, Reni, Vilкове; on the territory of the district there are wineries, a popular recreation center and a tour operator “Vylokovo-Pelican-Tour”.

Destination of Podolsk district. The area is located in the north of the region, covers an area of 7,079 thousand km². The population of the district is about 230 thousand people. The district is crossed by the rivers Tiligul, Velykyi Kuyalnyk, Yahorlyk, Sukhyi Yahorlyk, Trostyanets, and 47 ponds are located in the district. Characteristics of the saturation of attractions: mushroom tourism in the Savran forest is popular, relatively active tourist flows at the gastro- and ethno-festival in the village of Lyubashivka and the town of Kodyma.

Destination of Rozdilnyansky district. The area covers 3.8 thousand km². The population of the district is about 104 thousand people. The territory of the district includes partly Khadzhibeysky estuary and Kuchurgan reservoir. Tourist attractions and infrastructure are underdeveloped, as the area is classified as a controlled border area, there are interstate highways, rail transport is used.

For the Odesa region one of the most interesting from the standpoint of scientific research is the destination of the Bolgrad district. This area is very interesting from the standpoint of enogastronomic tourism, because it has a full set of tourist resources for the development of this type of tourism. The area is located in the south and partly in the west of the region, it lies within the temperate climate with hot summers and warm winters, covers 4.563 thousand km². The multinational population of the district is about 155 thousand people (Bulgarians, Moldovans, Gagauz, Ukrainians and others). Natural and ecological tourist potential is represented by the largest lake in Ukraine Yalpug, 20 ponds, 5 reservoirs, 4 small rivers; on the territory of the district there is an object of the nature reserve fund of Odesa region “Tarutyn steppe”. Characteristics of the saturation of attractions: in the area quite actively developed enogastronomy, cognitive tourism, ecological, ethnotourism. Among the most popular areas of recreation: wineries “Colonist”, Center for Ethnographic, Rural Green Tourism and Family Recreation “Frumushika Nova”, house-museum “Old House”.

Table 4.1.2

Proposals for the development of tourist destinations on the example of Bolgrad district of Odesa region

Suggestions	Results
Creation of tourist infrastructure	The creation and development of tourist infrastructure, as an integral part of the tourist industry, will contribute to the growth of tourist flows and increase jobs, such as tasting rooms for new technologies, hotels with a high level of service, gas stations, etc.
Promotion of the local products	Promotion of local products and dishes, taking into account local national culinary traditions, in the framework of enogastronomic tours, including organized on the basis of production facilities, farmsteads and farmsteads of rural tourism, which will arouse the interest of visitors-tourists. The contribution to the total export of tourist services in the regional market is made at the expense of foreign tourists in the framework of enogastronomic tours [9].
Improving competitiveness manufactured products	The interest of foreign tourists in local food can be a stimulant that can generate local community interest in their local products, restore and preserve local food traditions, authentic foods and beverages, genetic diversity of species and varieties, and strengthen local identity and culture and shape pride and self-awareness of the local community. In addition, the development and promotion of regional food is part of the process of protecting geographical areas through intellectual property law commercial specification of the place of identity in international trade agreements on products and wine also helps to strengthen and better identify the brand of tourist destinations [9].
Creation of new tourist attractions	The main objectives of the attractions are to meet the needs of tourists, bring profits and increase tourist flows to the destination. These data were summarized and implemented in the development of attractions in Ukraine, namely the Bolgrad district of Odesa region, on the basis of which it was necessary to create a new tourist attraction to attract new investment, tourist flows and development of local products. Bolgrad district raises astrakhan breed of sheep, which bring very valuable and useful wool, which has become the main component of the created destination. Based on research and identification of local products that will arouse the interest of visitors – tourists, proposed a project of enogastronomic festival-fair, which will be the main tourist attraction on the route and attract many tourists, and in the future may become a business card of Bolgrad district.
Improving service conditions	Considering the practical aspects of hospitality in tourism, we can separate the most significant part of it: the competent provision of services for customers of enogastronomic tourism in such a way as to form in them a psychological need to repeat a positive experience. In a sense, a high level of service should create a positive habit of having it. The psychological level of service can be determined by a factor in the development of motivation to repeat the program of enogastronomic tourism [10]

If we single out enogastronomic tourism, which is represented by a wide range of attractions in combination with local production of wine, beverages, honey, cheese and even canned meat. The development of enogastronomic tourism in this area is also facilitated by the support of the regional administration and local governments, which recognize the potential of enogastronomic tourism in rural areas, as well as initiate support for state and local policies for the development of this region.

For the successful development of the destination on the example of the Bolgrad district of Odesa region, it is necessary to take a number of measures (table 4.1.2).

The methodological basis of the study is a systematic understanding of the conditions and features of the formation of strategy and regional mechanisms for the development of rural green tourism in Odesa region.

To perform the tasks should be used different research methods: systematic analysis – in the study of patterns and features of the formation, use and reproduction of the potential of regional tourist destinations; retrospective, economic and causal analysis, index method, methods of statistical groupings, cross-comparisons, a set of economic-statistical and mathematical methods of analysis, economic-mathematical modeling – in identifying patterns and dynamics of agri-environmental clusters; synergetic – when describing economic and organizational processes in regional tourist destinations.

The information base of the research should consist of: scientific works of domestic and foreign scientists, which are devoted to the processes of development of regional rural green and enogastro-tourism; statistical data of the State Statistics Service of Ukraine and the Main Departments of Investments in Tourism and Resorts in the Regions, reporting documentation of tourism business enterprises; international and national standards; state, regional and international programs and projects, the scope of which includes the development of the region in terms of tourist attractiveness; legislative and other normative-legal acts on regulation of regional and branch development.

Conclusions

The priority tasks for managing the tourist attractiveness of regional rural enogastronomic destinations are:

- disclosure of the tourist potential of Odesa region in the promotion of enogastronomic locations and destinations;
- revealing the essence and features of enogastronomic tourism in the Odesa region – the attractiveness of enogastronomy tourism through the analysis of the existing effective experience of destinations in Italy, Germany, Cyprus, Spain;
- calculation of the number and sequence of investments in the locality of food, food products of the region – analysis of the ability to promote, offer on the market local products at a price higher than analogues without geographical indication of origin, and thus greater efficiency of their production;
- forecasting the effectiveness and efficiency of measures to promote rural green tourism with the consumption of local products in the Odesa region.

The development of enogastronomic tourism will increase the flow of tourists to rural areas, which will lead to job growth, provide employment opportunities for rural youth, ethnic minorities, women, and thus reduce migration to urban areas and poverty. This type of tourism will help increase the economic potential of regional rural food and wine destinations through the growth of tourist flows and the spread of tourism to new territories, as well as the desire to preserve culture and heritage.

The practical significance of the proposal provides an opportunity to develop green tourism in the Odesa region, is a new impetus for the development of small and medium-sized businesses in rural areas.

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4.2. Formation of the Basic Objects Register for Odesa Region Enogastronomic Routes

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Nowadays enogastronomic tourism is very popular and actively developing all over the world. It is trips to different places of the planet to get acquainted with local culinary traditions and features of national or regional cuisine. The main purpose of vacationers who choose enogastronomic tourism is to taste unique products and dishes specific to the area, as well as to visit the original or famous restaurants of a country.

Enogastronomic tour as a service is more than just a trip, as it is a well-thought-out set of activities for tasting traditional dishes in a certain area, as well as individual ingredients that are not found anywhere else in the world and have a special taste. Enogastronomic tourism is a mean of learning about the mentality, age-old traditions and national spirit of peoples through the culture of cooking and eating. Thus, enogastronomic tourism is more than just a tour, as it requires a careful approach to the choice of local food. The main highlight of the enogastronomic tour is the tasting of traditional dishes and drinks for the area. Theirfor, in this study, the authors seek to develop and systematize enogastronomic locations in the Odesa region to improve the development of various tours.

Introduction

Today more than 200 countries compete with each other in a globally competitive environment. Any component of social life and development can be a competitive advantage: the largest population, the availability of oil and gas resources, the best tea or coffee, reliable cars or computers, the deployment of space programs, and so on.

Informative and virtual factors becoming the main values of the state – such as images and brands, the quality of which affects prices, government decisions, resource allocation, etc. Each state has its own image which is a brand. Leadership in any, even winning competitions and sports competitions, can be an element of forming a positive image [1].

Bohush Communications experts have identified strengths and weaknesses that are not exhaustive, but objective directions for further analytical research and development on strategies and programs to improve the image of Ukraine [2].

The analysis basis of the country's tourist image are the serious ratings of international organizations, in particular, they allow to identify positive points in the assessments of international standards. According to the World Economic Forum, Ukraine's current competitiveness in the travel and tourism market is 3.89 points (on a seven-point scale), which puts our country in 78th place among 124 countries[3].

Enogastronomic Tourism as One of the Promising Areas of Tourist Services Market Development

One of the promising areas of tourist services market development is enogastronomic tourism.

Enogastronomic tourism is a new philosophy of travel in searching for unknown tastes and authentic culinary traditions. And in this context, it is the characteristic dishes and wines of the region that act as a guide between the seeker and a certain geographical area, its culture and its values associated with this land and preserved for many generations. Enogastronomic tourism is a kind of thematic tourism [4].

Combining cultural, industrial, environmental and social aspects, wine and gastronomic tourism includes acquaintance with the original technologies of cooking and drinking, as well as the traditions of their consumption.

However, the actual wine with food is not enough for the tourist, and he still seeks entertainment. In this case, holding ethno-festivals will better meet the consumer's requirements. Following the example of European countries (Czech Republic, Hungary, Scotland, France, Italy, Spain) in Ukraine it has become a good tradition to organize enogastronomic tourism, which is manifested in holding of annual festivals or thematic tours.

Such "tasty" events attract the attention of more and more participants and aim to get acquainted with national ethno-culinary traditions. Every tourist can visit stylized restaurants, take part in ethno-gastronomic festivals, master classes on cooking certain dishes. In Ukraine, culinary tourism has not yet become widespread, but this type of travel is developing dynamically. It is mainly represented by wine routes and "green" gastronomic tourism. This rather new type of tourism for Ukraine has great prospects, and the organization of gastronomic tours will contribute to the revival of Ukrainian countryside culinary traditions.

2018 was declared the year of gastronomic tourism by the National Tourist Organization of Ukraine. This was the leitmotif of the conference on this tasty topic, of course, with an emphasis on the Odesa region. Odesa region is multinational, and this creates the best conditions for the development of gastronomic tourism. The concept of "Odesa cuisine" is becoming broader, as it is replenished with new small breweries, cheese makers, connoisseurs of cuisine of a particular nationality living in the Odesa region. Farmers have long realized that "local cuisine" can bring considerable income.

If this direction only developing in Ukraine, Odesa region can already offer a lot: cheese, wine, fish, honey, meat, berries. In the region, where almost every village has its own culinary zest, the place for the development of "delicious" tourism. Therefore, gastronomic festivals are now held not only in the regional center, but also in various parts of the region. The European Union has decided to assist Ukrainian winemakers and cheesemakers in promoting their products on EU markets. Therefore, a memorandum was signed in Odesa between the European Commission's project "Support for the development of the system of Geographical Indications in Ukraine" and the National Tourist Organization, which launched the pilot project "Wine and Taste Route of the Ukrainian Bessarabia" [5; 6].

As part of the project in the south of Odesa region (also known as Bessarabia) in the near future will be created a tourist tour “Bolgrad – Krynichne – Izmail – Vilkhiv”, which will be tested for 2 years, advertising among Europeans. The European Commission’s project manager Saverio Savio, if successful, intends to expand the project to other regions of the country, and in the future to create “Roads of taste of Ukraine” National Map [6].

Currently in Odesa and in the Odesa region there is a large number of different places that can be included in the enogastronomic route.

Geographical Indications in Ukraine

A geographical indication is an indication that identifies a product as originating in a country or in a region or locality in that territory where certain qualities, reputations or other characteristics of the product are largely related to its geographical origin. The term “geographical indication” includes the notion of “appellation of origin” and “indication of origin” [7].

Appellation of origin is the name of a country, locality or other geographical object used to designate a product, the special properties of which are determined exclusively or mainly by the natural conditions or other factors or combination of natural conditions characteristic of that geographical object. Examples include “Champagne”, “Gzhel”, “Borjomi”, “Roquefort”.

The right to a geographical indication allows its owners to prevent the use of the instruction by third parties whose products do not meet safety standards. However, the protection of a geographical indication does not allow the right holder to interfere with the production of products by other persons using the technology specified in the standards for this indication. As a rule, the protection of a geographical indication is based on obtaining rights to the designation, which performs the functions of an indication.

Geographical indications are commonly applied to agricultural products, food, wine and spirits, handicrafts and industrial products.

There are three main ways to protect geographical indications [7]:

- within the so-called sui generis systems (i.e. special protection regimes);
- by means of collective or certification marks;

- methods of commercial practice, including administrative procedures for product certification.

The choice of method depends on such important factors as the conditions or scope of protection. However, two of them – sui generis systems and collective or certification marks – have common characteristics, for example, they establish collective use rights for all those who adhere to certain standards.

In general, geographical indications are protected in different countries and in different regional systems in a variety of ways, often using a combination of two or more of the above approaches. These approaches were formed on the basis of different legal traditions within specific historical and economic conditions.

Since the signing in 1994 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), which contains a section on geographical indications (GI), this form of intellectual property (IP) has increasingly attracted the attention of policymakers and trade negotiators, as well as producers (primarily agricultural products), lawyers and economists around the world. Undoubtedly, after the inclusion section devoted to the GI in the TRIPS Agreement, this topic is of interest to a growing number of countries that are not limited to a rather narrow group of countries, have always pursued an active protection policy of geographical indications. GI traditionally refers to intellectual property rights [8].

The idea behind GI is very simple and familiar to any buyer who chooses Roquefort cheese, not just any blue cheese or Darjeeling tea, and not just black tea. Cognac, Scotch, Porto, Havana, Tequila and Darjeeling are just some of the most famous examples of names associated around the world with products whose properties and quality are due to their geographical origin. A geographical indication is a sign applied to products of a specific geographical origin, the properties or reputation of which are related to its origin.

Most often, as in the case of Jamaican Blue Mountain coffee or Darjeeling tea, the geographical indication is the name of the goods place of origin. But geographical indications can be non-geographical names, such as “Vinho Verde”, “coffee”, “Argan oil” or symbols, generally associated with a place. In essence, the question of whether a sign serves as a geographical indication is a matter of national law and consumer perception.

In addition, to be a geographical indication, the mark must identify the product as coming from the relevant area. The properties or reputation of the product must be significantly determined by its place of origin. Since the properties of the product depend on the geography of its production, there is a connection between the product and the starting point of its production. Agricultural products, as a rule, have properties due to the place of their production and specific local geographical factors, such as climate and soil characteristics. Not surprisingly, most GIs around the world are used as a means of individualizing agricultural products, food, wine and spirits. However, GI are applied not only in relation to agricultural products. GIs can also emphasize particular product properties related to human factors specific to the place of origin, such as experience, skills and production traditions.

For example this is typical for handicrafts, which are usually created by hand, using local natural resources and preserved by local communities of traditional techniques.

Geographical indications and trademarks are distinctive marks used to identify and distinguish goods or services in a market. Both contain information about the origin of a product or service and allow consumers to associate its specific properties with its origin. Trademarks indicate the source of a good or service. It marks a product or service as created or provided by a particular company. Trademarks help consumers associate a product or service with a specific level of quality or reputation based on information about the company that created the product or offers the service. Geographical indications confirm the origin of the goods from a particular area. Consumers associate a product with a specific level of quality, properties or reputation, focusing on the place of its origin.

A trademark is often a fancy or arbitrary symbol that can be used by its owner or another person who has been authorized to do so. Being associated with a specific company and not a specific area, a trademark may be received or licensed to any person in any country in the world.

Unlike trademarks, marks used as geographical indications usually contain the name of the place of goods origin or the name of the goods produced in such place. Geographical indications can be used by all persons who make the goods in the place of its origin according to the set standards. Due to its connection with the place of origin, a geographical indication may not be licensed or transferred to another person who is

not in the area concerned or who does not belong to the group of authorized producers.

Indications of origin are a special kind of geographical indications. This term is used in the Paris Convention and defined in the Lisbon Treaty [9]. From this definition it follows that the appellation of origin is the name of the place of the product's origin. It is interesting to note, however, that some traditional names that are not geographical but denote products in connection with a locality are protected under the terms of the Lisbon Treaty as an indication of origin (e.g. Reblochon (cheese) and Vinho Verde (green wine)).

It is sometimes argued that products that have a certain reputation but do not have other special qualities due to their place of origin cannot be considered as designations of origin under the Lisbon Treaty, but this approach is not universally recognized.

However, both the indication of origin and the GI imply the existence of a qualitative connection between the product designated by them and the place of its origin. Both provide the consumer with information about the product's geographical origin and its qualitative features or properties due to this origin. The main difference between these two terms is that in the case of a designation of origin, the connection with the place of origin must be stronger and more definite. The quality or properties of a product marked with a protected designation of origin must follow exclusively or mainly from its geographical origin. This usually means that raw materials for its production must be extracted in this place and that it must be processed there. In the case of GI, only one sign of connection with the geographical origin is enough: it can be a qualitative one or another property of the product or only its reputation. In addition, the production of raw materials, as well as the creation or processing of the product itself, identified by a geographical indication, does not necessarily have to take place exclusively in the same geographical area.

The term "appellation of origin" is often used in laws that provide special rights and protection system of GI – the so-called *sui generis* protection systems. Geographical indication is a more general concept that does not define a specific regime of protection [10].

In Ukraine, the protection of rights to geographical indications is carried out in accordance with the Civil Code of Ukraine and a special law "On protection of rights to indicate the origin of goods." Within the

framework of special legislation, the Register of appellations of goods origin and geographical indications is maintained [11].

To apply in Ukraine for registration of a qualified indication of goods origin must have:

- a person or group of persons who in the declared geographical location produce goods, special properties, quality, reputation or other characteristics of which are associated with this geographical location;
- consumer associations;
- organizations directly involved in the production or study of relevant products, processes or geographical locations.

The right to use a registered qualified indication of goods origin, subject to registration of this right, have producers who in the geographical location specified in the Register, produce goods whose special qualities correspond to those specified in the Register [11].

Specific names of goods and simple indications of goods origin may not be objects of intellectual property. The specific name of the product is the name of the geographical place used in the product name, where the product of this type was originally produced, but which later became commonly used as the name of a particular type of product regardless of its specific place of origin. In this case, the characteristic for the geographical indication connection “place – product” is lost, and instead there is a connection “product – quality.

Also, a designation cannot be registered as a Geographical Indication if it [12]:

- contradicts public order, principles of humanity and morality;
- correctly indicates the geographical place of goods origin, but creates in consumers the idea that the goods are made in another geographical place;
- is the name of a plant variety or animal breed and is therefore capable of misleading consumers as to the true origin of the product.

The following have the right to apply in Ukraine for registration of a qualified indication of origin of goods [12]:

- (a) a person or group of persons who, in the declared geographical location, produce goods, special characteristics, certain qualities, reputation or other characteristics of which are associated with that geographical location;
- (b) consumer associations;
- (c) establishments directly involved in the production or study of the products, articles, processes or geographical areas concerned.

The state registration of geographical indications of goods and / or the right to use them is carried out by the State Department of Intellectual Property of Ukraine.

By order of the Ukrainian Cabinet of Ministers, the authority to determine and control the special properties, qualities and other characteristics of goods is vested in:

- Ministry of Agrarian Policy – for agricultural products;
- Ministry of Culture – in relation to products of folk arts and crafts;
- Ministry of Ecoresources – by defining the boundaries of geographical places, which are associated with special properties, certain qualities and other characteristics of goods;
- Ministry of Health – for food, food raw materials and natural mineral waters.

The application must concern the registration of only one qualified indication of origin. It is written in Ukrainian. Appendices to it may be compiled in a foreign language, but with the subsequent provision of their translation into Ukrainian.

The application must contain:

- a) an application for registration of the origin appellation or geographical indication of origin and/or the right to use a registered relevant qualified indication of origin with information on the applicant and his location;
- b) the declared place of goods origin or the declared geographical indication of goods origin;
- c) the name of the goods for which the applicant requests registration of the said indication of origin and/or the right to use the registered relevant qualified indication of origin;
- d) the name and boundaries of the geographical location where the goods are manufactured and which are associated with special properties, certain qualities, reputations or other characteristics of the goods;
- e) a description of the special characteristics of the product, certain qualities, reputation or other characteristics of the product;
- f) information on the use of the claimed qualified indication of origin on the label and on the labeling of the goods;
- g) information on the relationship of special properties, certain qualities, reputation or other characteristics of the product with the natural conditions and/or human factor of the specified geographical location.

Along with the application are submitted:

a) a document certifying that the goods are manufactured by the applicant requesting registration of the place of origin or geographical indication of origin of the goods and/or the right to use the registered relevant qualified indication of origin;

b) the conclusion of the specially authorized body that the special properties, certain qualities or other characteristics of the goods specified in the application are objectively determined or related to the natural conditions and / or human factor of the specified geographical place of goods manufacture;

c) the opinion of the specially authorized body as to the boundaries of the geographical location to which the special properties, certain qualities or other characteristics of the goods are connected.

Validity of rights to a geographical indication, in contrast to the registration of a trademark, the Certificate of which is issued for ten years with the possibility of further extension of this period, the registration of a qualified indication of goods origin is valid indefinitely. However, the certificate of the right to use the latter is also valid for ten years. Along with this Law provides the possibility of extending its validity subject to confirmation by a specially authorized body, the certificate holder produces goods in the geographical location specified in the Register, and the characteristics of the goods correspond to those entered in the Register.

The Ministry of Agrarian Policy and Food of Ukraine has approved a list of priority geographical indications, the registration of which will be worked on by the project “Geographical Indications in Ukraine”, funded by the European Union.

Under the Association Agreement with the EU, Ukraine has committed itself from 2026 to abandon the use of protected geographical indications for domestic products [13].

The first Ukrainian products with geographical indications (working names are given) will be:

- wine – protected name of origin “Shabskaya”;
- wine – protected name of origin “Yalpug”;
- cheese – protected name of origin “Hutsul sheep bryndza”;
- watermelon – protected name of origin “Kherson watermelon”;
- sweet cherry – protected designation of origin “Melitopol sweet cherry”;

- honey – protected geographical indication “Carpathian honey”;
- wine – protected geographical indication “Transcarpathia”;
- wine – protected geographical indication “Belgorod-Dniester”.

“Geographical indications in Ukraine” is a project funded by the European Union, which is implemented during 2017-2020. It is designed to help Ukraine develop a system of marking goods with properties and reputation, due mainly to the place of origin [14].

We also decided to make it easier for tourists to determine exactly where they want to go and look first at the maps to put QR-codes.

QR-code is a matrix code two-dimensional bar code, designed and presented for easy recognition by scanners, which allows a widespread use in tourism. Monuments in Odesa are also labelled with QR-codes. Using any gadget, the tourist can easily read in 4 languages the history of the architectural structure on which the code is located. While 20 such plates are installed, it is planned to place another 20 by the end of the year.

Since this area is developing rapidly, we decided to use it for our development of the enogastronomic routes register.

For the beginning we'd like to provide some places in the city that are sure to please tourists. We have chosen the most interesting and memorable options out of hundreds for our thesis. These are the places that are depicted in fig. 4.2.1 such as:

- 1) Boffo Gallery Bar;
- 2) Kotelok – Bar Midi;
- 3) Coffee Maman;
- 4) “The Angels”;
- 5) Bernardazzi restaurant;
- 6) Stuffed fish;
- 7) Delivery;
- 8) Le Silpo;
- 9) Fresh market;
- 10) City Food Market.

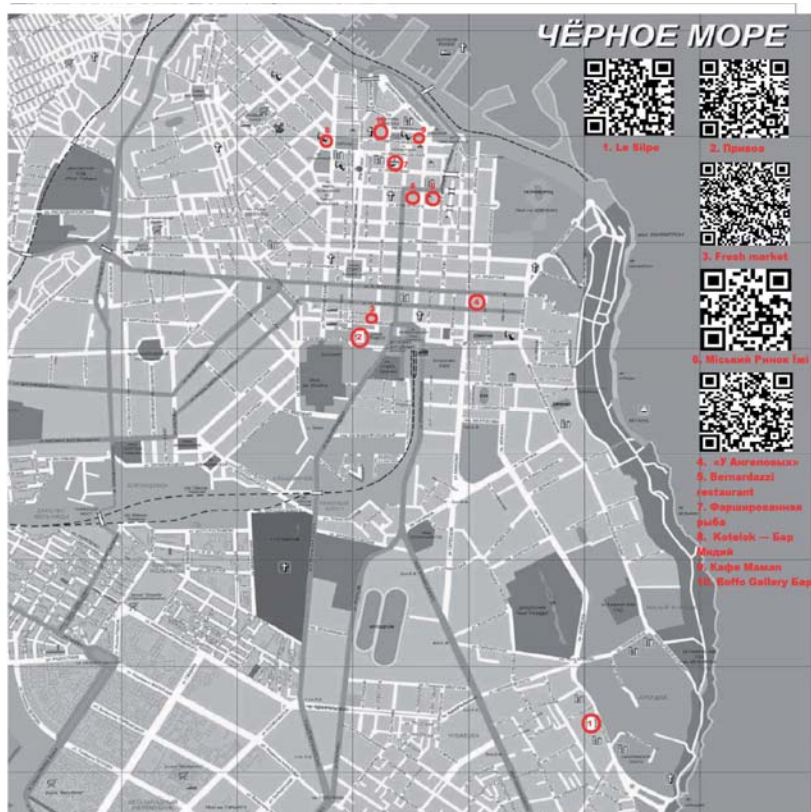


Fig. 4.2.1. Map of enogastronomic locations in Odesa

Therefore, a tourist who came to Odesa for only a few hours can, without leaving the city, get acquainted with enogastronomic preferences and the zest of the Odesa flavor.

If a tourist wants to get acquainted with more places and immerse themselves in an unusual world called “Odesa”, this can be done easily as there is already developed the first tourist catalog of Odesa region contains detailed information of all types of tourism and routes in the region. It describes more than 70 objects and monuments in Ukrainian and English.

The 160-page catalog contains a map and detailed data on objects of ecological, historical-cultural, religious, green, sport, entertaining,

gastronomic and other types of tourism. In particular, about estuaries, reserves, catacombs, castles, museums, churches, estates, wineries and much more. In addition, the book contains an approximate calendar plan of tourist activities in the region for 2019 [15].

There is a separate catalog for enogastronomy called “The Road of Wine and Taste”. On this principle, we have developed our own small register of places that may appeal to a variety of tourists.

Currently in the Odesa region there are more than a dozen producers who can offer tourists many unique enogastronomic preferences of the Odesa region. We will make a description of newly proposed enogastronomy route which includes several locations.

The pearl of winemaking is the Shabo Wine Culture Center, which is located in the resort area of Odesa region, the south of Ukraine. This is one of the oldest regions of Europe, where the traditions of viticulture date back to ancient times. Shabo company was established in 2003 based on the centuries-old traditions of Shabo winemaking. The company’s activities are aimed at growing and processing grapes, production and sale of alcoholic products Shabo, created exclusively from selected grapes. It is the only tourist complex in Ukraine, located directly on the territory of the existing winery and combines modern high-tech production and unique cultural and historical sites.

Also near “Shabo” there is a “European cheese factory” located in the village 12 km away from Shabo. This is a new, modern cheese factory, built on the European model, combining the latest and authentic equipment from the Netherlands, with original Dutch technology and Ukrainian master cheesemakers. Only Dutch live sourdoughs are used, which give the cheeses a special uniqueness, texture and delicate cheese taste.

60% of winemaking is located in the Sarata district. It is here “French Boulevard” and sparkling wine “Odesa” are made. It would be interesting for you to get to the production, see and take part in the processes (from harvesting and processing of grapes to opening a bottle). In the Saratov region, you can taste the real Bessarabian cheese.

New Vasyuki Ethnopark includes various entertainment destinations, one of which is the Ostrich Farm in Vilkovo, located in a specially designated environmentally friendly area of Odesa region. A great place for emotional relaxation from the hustle and bustle of the city in the company of exotic birds. Guests are also invited to try real fried ostrich eggs. In the Odesa region you can find a very beautiful valley of

roses, which attracts tourists not only from Ukraine but also neighboring countries. In a way, a feature of this place is the opportunity to buy an incredibly delicious jam made from rose petals, prepared by the hostess of the farm according to a special recipe.

The ethnographic complex “Frumushika-Nova” is a recreated Moldovan village, which has a full tourist offer: sheep farming, traditional Moldovan cuisine, cheese, as well as accommodation and other services. This is a whole agro-eco-recreational cluster in the north of Bessarabia. Unfortunately, there is no road there yet, it takes a whole day to visit, so we display it as a separate branch from the main route. Acquaintance with Bessarabia, its multicultural appearance and traditions comes through national cuisine. It is well known how popular dishes made according to authentic recipes became among the tourists. It is ready not only for tasting in local restaurants, but also to take as “gastronomic souvenirs”. Unfortunately, there is no road there yet, it takes a whole day to visit, so we display it as a separate branch from the main route.

Next location to be seeing is the city of Izmail which is situated on the banks of the river of Danube. The city itself is incredibly developing a beautiful embankment includes many historical sites. It is surrounded by such places as a buffalo farm in Orlivka, a winery in Krynychne, the nature of Lake Yalpug (already developed a project of a national nature park), other producers of wine and traditional products in the lake valley, the city of Bolgrad with a restored cathedral (paintings there are just fantastic). And here Vilkovo itself is also one of the reference locations, with river walks in the Danube Delta, with its gastronomic traditions, hotels, etc. We will conclude and unite all the best tourist offers of Bessarabia among these reference locations.

Fig. 4.2.2. shows places where you can enjoy both culture and unusual gastronomy:

- 1) the village of Troyandove, Lyman district, Odesa region;
- 2) Sarata, Sarata district, Odesa region;
- 3) Vilkovo, Kiliya district, Odesa region;
- 4) Shabo, Belgorod-Dniester district, Odesa region;
- 5) Frumushika-Nova, Tarutyn district, Odesa region;
- 6) Izmail, Izmail district, Odesa region;
- 7) the village of Troitske, Bilyaiv district, Odesa region;
- 8) Bolgrad, Bolgrad district, Odesa region;
- 9) Reni, Reni district, Odesa region.

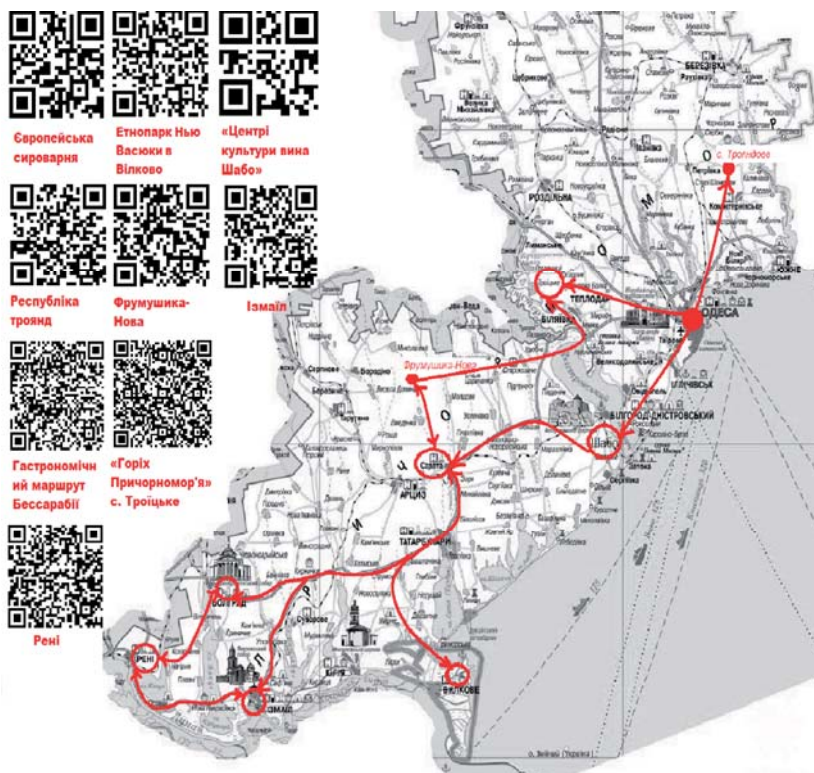


Fig. 4.2.2. Proposal of the project scheme of Odesa Region enogastronomic route

Due to the top-notch road Odesa – Reni recently build Odesa region was chosen for development of enogastronomic tourism concept in Ukraine. Therefore the first project will be launched in this region, which will bring together national producers who are ready to certify their products, as well as partially solved logistics problems. Tourist wine and gastronomic route should introduce in Ukraine the innovative experience of the European Union and promote the development of rural areas.

The main locations of both the city of Odesa and the region were identified and mapped, which can be used to create a register of enogastronomic routes in the Odesa region. Also in addition to the maps

QR-codes available which can make easier to find a certain place or certain information for a tourist who wants to feel, see, taste, something new. And thanks to such modern technologies it can be done very easily.

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4.3. Organizational and Economic Basis for the Development of Rural Tourism in the Dnipropetrovsk Region

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It has been established that rural tourism is a promising and effective direction in the territorial aspect, in this regard, this type of tourism is proposed to be considered as a priority area of regional policy both in the field of tourism and the development of rural areas. The resource potential for the development of rural tourism in the Dnepropetrovsk region, including natural, human, social, infrastructural and financial, are identified. The features of the formation of a system of organizational, economic and institutional conditions and factors for the development of rural tourism in the Dnipropetrovsk region are considered. Regional concepts, target programs, projects on the formation and development of rural tourism in the Dnipropetrovsk region are studied. Practical recommendations for ensuring public administration, stimulating and supporting the development of rural tourism in the region, taking into account its interaction with other subsystems of the tourism sector are justified and developed. Practical recommendations for the formation of an effective organizational and institutional system for the development of rural tourism are formulated, including the adoption of a comprehensive regional program for the development of rural tourism, the creation of an integrated management system for the development of rural tourism at the regional and municipal levels.

Introduction

At present, one of the most promising areas for the development of the tourism industry abroad is rural tourism. It occupies an important place among the factors of cultural and social development, supporting the standard of living in the country.

Many modern tourists are already satiated with comfortable rest, trips to foreign countries in search of extraordinary impression. More

and more often now they are interested in a simple, measured rural vacation, far from the bustle of the city. The model “L” (Landscape – Lore – Leisure / landscape, knowledge, leisure) comes to replace the three “S” recreation model (Sea – Sun – Sand / Sea – Sun – Sand).

Before the severe conditions of the pandemic, more than 700 million tourists traveled around the world annually, with more than 20 % of them preferring rural tourism. These figures characterize only the international situation, and the number of domestic tourists to rural areas in different countries is much higher.

Data from the European Federation of Rural Tourism “EuroGites” show that the average annual growth rate of the rural tourism segment over the past 15 years was 12 %, which is significantly higher compared to European tourism in general (5 % on average). According to the expert estimates of this company, the effect of rural tourism for the European Union is manifested as follows: more than 500 thousand rural hospitality services are associated with accommodation; they have about 6,500 thousand guests, including 15-20 % in the agritourism sector.

Rural tourism combines a wide range of different types of tourism based on the using of natural, historical and other characteristics of the countryside resources and is developing at a rapid rate. In the United States and Western Europe, rural tourism in the past twenty years has become an independent, stable and highly profitable branch of the tourism industry, which is second in popularity after beach holidays. According to the World Trade Organization, rural tourism is one of the five strategic directions for the development of tourism in the world until 2025 [2].

The data show that at present, rural tourism abroad has become an important and stable segment of the tourism services market. Its development has achieved such results in a relatively short period of time.

Evaluating the experience of the formation and development of rural tourism in foreign countries, we can conclude that Ukraine has sufficient background for its development, especially in those regions where the tourism infrastructure is poorly developed and there is a huge unused recreational potential. At the same time, the development of rural tourism will contribute not only to increasing the competitiveness of the regional economy, but also to the rise of rural areas by improving the quality of life in rural areas.

Rural tourism does not spend the available resources, but also

raises the standard of living of the local population, who are economically interested in their preservation and enhancement.

Despite the popularity of this type of tourism abroad, rural tourism is a relatively new phenomenon for Ukraine. With the subsequent urbanization, the demand for this type of recreation in the world will only grow, which means that the need for rural guesthouse and tourist attractive territories that these services will be able to offer will grow. Ukraine in this regard has a powerful resource potential, which is little used today and remains insufficiently explored by tourists. This is especially true of rural areas with a rich cultural and historical heritage, a significant natural reserve fund and food base. To ensure a saving regime of nature management, ecological, rural, agritourism, etc. it is necessary to constantly diversify tourism activities focused on the development of new types of rural tourism [1].

Based on the principles of sustainable tourism, rural tourism can contribute to solving a large number of problems: local employment; creation of an ecological tourism product; rational use of the cultural and natural heritage of the region, taking into account the interests of the local economy; supporting entrepreneurship in rural areas; involvement of the population in the development of tourism; formation of mutually beneficial cooperation between business and local residents.

However, the development of rural tourism in the modern socio-economic and legislative conditions of Ukraine is difficult by a number of reasons: imperfection of legislation; fragmentation of efforts to develop domestic and outside tourism; unsatisfactory use by local authorities of their administrative function; poor quality of roads; unsatisfactory condition of cultural heritage monuments which need to restore and revive, support by the authorities; the package of services for rural tourism is limited, which does not contribute to the attraction and quality service of tourist flows; unreasoned system of financial support for the development of rural tourism (preferential crediting, subsidies, tax incentives, etc.).

The experience of foreign countries shows that in Ukraine the development of rural tourism can be effective both from a social and an economic point of view. At the same time, it should be noted that the maximum effect can be achieved if rural tourism does not develop spontaneously, but within the framework of state, regional or local programs. Otherwise, local projects in the field of rural tourism in modern conditions of lack of financial resources are fated to slow and

difficult independent development.

The State of Rural Tourism in Ukraine

The concept of “rural tourism” is a multifunctional, complex and systemic phenomenon that is actively developing in the economic life of rural areas and contributes to their economic and social development in Ukraine. Leading academic economists identify this category with tourism, which is based on rural guesthouses or farms, or in general in rural areas, but does not include recreation in recreational areas. In a broad sense, rural tourism is understood as travel for the purpose of rest and relaxation, provides accommodation in rural areas with the involvement of the services of the private sector.

Although the income received from rural tourism and its popularity cannot be compared with seaside resorts or centers of world tourism, however, it is considered by the professional tourism business as a very profitable activity, and at the state level – as an alternative way of rural areas development.

Rural tourism can be considered as the dominant key industry in the territorial aspect, when other industries (folk crafts, road economy and transport, trade and food, other service enterprises) are technologically adjusted to the appropriate natural and recreational environment.

No wonder that the development of rural tourism is defined in the Tourism Act as one of the priority directions of state policy in the field of tourism.

The trends of recent years indicate that Western countries see the prospect of Ukrainian rural recreation and tourism in the international tourism market. Ukraine is interested in the continuation and deepening of the European integration direction, first of all, taking into account the tasks of adapting the tourism legislation of Ukraine to the relevant directives and standards of the European Union.

Article 403 of the draft Association Agreement between Ukraine and the European Union assumes the conclusion of agreements on bilateral cooperation on the development of rural tourism between the regions of Ukraine and the corresponding administrative-territorial units of the EU member states, the organization and conduct of trainings for the rural population, relevant conferences, meetings at the round tables, seminars with the involvement of EU experts, organization of study tours

to EU member states.

In Ukraine, the initiator of the dissemination of ideas for the development of green and rural tourism is the Union for the Promotion of Rural Green Tourism in Ukraine. On its initiative, centers of green and rural tourism have been created and operated in most regions of Ukraine.

Rural tourism can be presented as a single whole of two large formations: agro-industrial and tourist complexes. The agro-industrial complex in this case acts as a food part of the new formation, starting from the first sphere of production of means of production to the sale of food products. The implementation process means the consumption of food by the tourist complex. The agritourism industry is the link between them [3].

Rural tourism also includes:

- Sphere I – production of means of production (housing for tourists, sports inventory, equipment, transport). The particular importance has the main means of production – land, recreational resources;

- Sphere II – production of a tourist product (drawing up routes, developing programs of stay or programs for the development of regional tourism);

- Sphere III – development of tourist routes, conducting trial tours, incentive programs;

- Sphere IV – the infrastructure of the complex (promotion of tours on the agritourism market, advertising campaigns, participation in exhibitions and festivals).

The rural tourism complex includes the social sphere of the village: housing, culture, education, sports, etc. It is the social sphere that is the basis of the sub-complexes with the same name: fishing; hunting; equestrian sports; water sports; procurement and processing.

Based on the experience of foreign countries, it can be assumed that Ukrainian rural tourism in its development will also go through two main stages – the stage of organizing a small family tourist business, and the stage of reconstruction and construction of medium-sized tourist business facilities. In addition, taking into account the peculiarities of the Ukrainian situation (low agricultural production, negative level of migration), it is necessary to plan the third stage of development of national rural tourism – the creation of a single tourist complex (table 4.3.1).

Table 4.3.1

Models and stages of development of rural tourism in Ukraine

Indicators	Stages of development		
	I	II	III
Inhabitation	In a house with a farmer	In a separate guesthouse, room	In a tourist complex
Nutrition	Not provided, half board	Half board, full board	Full board
Leisure	Horse riding, fishing, hunting	Excursion, ecological, ethnic tours	Medical and recreation-nal, scientific tours
Rural tourism development models	Forestry, farming, sports complex, health-improving complex	Tourist villages, guest-houses, tourist centers	Regional rural tourist complexes

Source: compiled by the authors.

An important issue of the integrated development of rural tourism is the formation of the main unit of business planning, which can be the administrative district of the region. Within its framework the specialization of micro-zones of tourist services should be carried out, which will include objects of cultural, ethnic, ecological, children and youth, health-improving, sports and other types of rural tourism [4].

For the interconnection of these microzones in the administrative region, it is necessary to draw up tourist routes for water, equestrian, pedestrian and other directions. An integrated approach that implies the joint development of agricultural activities and tourism will lead to synergistic effect.

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In general, there are favorable conditions for the development of rural tourism in almost all regions. According to many experts, the most priority areas for the development of rural tourism in Ukraine are:

- Western region – Transcarpathian, Ivano-Frankivsk, Lviv, Khmelnytsky regions;

- southern region – Zaporozhye, Nikolaev, Kherson regions;

- central and northern regions – Kiev, Poltava, Chernigov regions.

State and prospects of rural tourism development in Dnipropetrovsk region.

Dnipropetrovsk region does not come into the highest priority areas for the development of rural tourism, but this does not mean that there is nothing to see, and there are no prerequisites for the development of rural tourism. In particular, it was established that the Dnipropetrovsk region has important prerequisites for the development of this type of entrepreneurship, such as: the concentration of 20 % of housing in rural areas, where 16 % of the population lives; high unemployment and low incomes in rural areas; availability of unique natural, socio-historical and other tourist and recreational resources; preservation of traditional folk crafts and so on.

The resort and tourist infrastructure of the Dnipropetrovsk region includes more than 90 health and recreation facilities, more than 130 accommodation facilities, as well as a wide range of cultural and entertainment facilities. In a number of districts of the region there are 15 guesthouses of rural tourism. There are more than 6,000 historical and cultural monuments in the region under state protection, including 23 of national importance, and 131 museums of various forms of ownership.

As a result of the analysis of activity of tour operators and travel agents registered in the territory of the Dnepropetrovsk region, it is established that services of rural tourism are offered by 25 % of subjects, and demand for rest in private establishments of accommodation increases annually in 2-4 times. Since the offer of ecological, sports, and hunting tourism is closely related to rural tourism, significant prospects for its development is expected.

Dnipropetrovsk region is rich in unique historical monuments, picturesque corners of nature. The most popular tourist and excursion objects in the direction of rural tourism are:

- Excursions that reveal the amazing life and way of life of the Petrikov region. During the trip, tourists will be transported to the distant XIX century, visiting a rural guesthouse located in the picturesque village of Grechnevaya. It is built from natural material and retains all household items, and even the smells of the distant time, and outside is surrounded by a wicker fence;

- Travel to the Kodak Fortress. The Kodak fortress was built in July 1625, according to the decision of the Warsaw Seim, with the aim of strengthening the rule of Poland and isolating Zaporozhye from other territory of Ukraine. In August 1635, during the peasant-Cossack uprising led by Ivan Sulima, the fortress was captured by the Cossacks, the garrison was executed, and the fortress itself was partially destroyed. In the summer of 1639, the restoration of the destroyed fortress was completed. During the liberation war of the Ukrainian people in 1648-1654 against gentry Poland on October 1, 1648, the Kodak fortress was captured by the Cossacks, led by Colonel M. Nesterenko. The Kodak fortress was actively used during the Crimean (1687-1689) and Azov (1697-1699) wars as a rear and military base and military depots. In 1711, according to the terms of the Prut treaty signed with Turkey, the Kodak fortress, like a number of others, was destroyed;

- Journey along the Cossack path, when a tourist plunges into the times of the Cossacks, where on the banks of the Orel river, two Cossack churches and the remains of an ancient fortress have been preserved, and the Orel nature park is also located;

- Tourist route "Green Priorelye" is a picturesque and unforgettable journey through the native land;

- Trip to Nikopol Cossack region. The memory of the Scythian-Sarmatian tribes has been preserved here; this region was the center of the Zaporozhye Cossacks. The Nikopol-Kryvyi Rih operation during the Great Patriotic War is inscribed in the chronicle as a heroic page;

- Tourist route through the Pokrovsky region "Paths of N. Makhno's father". Back in the XIV-XVII centuries, hordes of invaders roamed this area. Along the Volchya river, the Muravsky route passed, by which the janissaries drove the Ukrainians into slavery. In the 17th century, many Cossack families moved here. According to the Decree of the Azov Governor-General Chertkov, several military settlements were founded, including Pokrovskaya (1779). The settlement was named in honor of the religious holiday of the Protection of the Holy Mother of God. The Pokrovsky district was organized in 1923. It included 14 village councils, it received the status of a regional center. On the territory of the Pokrovsky district, there are 168 tumulus dating back to the second millennium BC. The area also has 5 settlements of the Bronze Age, 6 stone women;

- Excursion route "Pearls of our land" urban village Mezkhova – v. Slavyanka – v. Krutoyarovka – urban village Mezkhova". On the territory

of the Mezhevsky district there are 246 Polovtsian tumuluses dating from the second millennium BC.

Taking these aspects into account, it is possible to develop educational programs that will include acquaintance with the historical and cultural heritage of the regions and with objects of the natural reserve fund, develop routes for “ecological paths”, organize the collection of medicinal herbs, focus on organic food, and develop the ecological consciousness of tourists.

You can feel the hospitality of the Dnieper hosts by settling in the so-called “green” guesthouses. Each guesthouse has its own charms. In Nikopol region, guests are guided by forest routes. Four Cossack farms invite tourists to the Petrikov region. For example, in “Galushkivka” guests are met by Cossacks on horseback, tourists are treated to dishes of ancient Ukrainian cuisine and entertained with a theatrical show with saber fighting.

Almost in every region there are already guesthouses with classes: “pink”, the hostess who has hundreds of types of roses gives master classes on growing them, “stone”, the owner who teaches guests to manufacture natural stone. Some of the owners invite tourists to cook jam together, to ride horses. The most popular guesthouses of the Dnieper owners among tourists:

- in the Krnichanskiy region “Guesthouse over the lake”, “House over the pond”, “Emerald Valle”, “Rural compound”, “Fisherman’s shelte”;

- “Pearl of the Steppe” (Mezhevsky region);

- in the Petrikovsky region “Khutor Galushkovka”, “Nikolin Khutor”, “Cossack Star”, “Stepnoy Khutor”, “Blagodatnoy”, “Sorochinskaya Skazka”;

- “Shakhim” (Sinelnikovsky region);

- “Nikolay Tyagnyryadno”, “Old House” (Tsarichansky region).

Dnipropetrovsk region is an industrial region, as a result, on its territory there is a small number of rural guesthouses, this factor is one of many influencing the development of rural tourism in the region.

A special problem of rural tourism enterprises, which cannot be solved instantly, is the quality of tourist services. To increase it, first of all, it is necessary to improve the professional training of workers in the field of rural tourism.

In addition, newly organized tourism enterprises need to be licensed and certificated. The formation and improvement of the legal framework on the development of a new type of entrepreneurial activity in the countryside will also contribute to improving the quality of tourist services. Large-scale development of the material and technical base of rural tourism is also impossible without significant support from the state authorities.

In foreign countries that developed rural tourism, government support was actively used. In the pioneer countries of rural tourism, its prospects were initially assessed by regional authorities, and they also supported its development by adopting appropriate laws and development programs.

Considering the above, it seems that in Ukraine it is necessary to develop regional (local) programs for the development of rural tourism. As a result, tourist objects can expect to receive financial assistance from two or three sources.

Examples in other kinds of tourism already exist. In particular, the settlements of the Dnipropetrovsk region receive support within the framework of the program “Development of tourism in the Dnipropetrovsk region for 2014 to 2022” [5]. The program was developed taking into account the tourism strategy of the Dnipropetrovsk region until 2020 [6]. Within the framework of the Program, a gradual solution is planned, including on the development of rural tourism by attracting the private sector, especially in rural areas, to recreational and tourist entrepreneurship and activities in the direction of rural tourism.

A comprehensive program for the intensification of the development of small and medium-sized businesses in the Dnipropetrovsk region for 2019 to 2020 also involves the development and support of new types of activities of small and medium-sized businesses, in particular in the field of rural tourism. Within the framework of this direction, the implementation of the projects “School of agritourism”, “Evaluation of guesthouses and issuance of quality certificates of international standard”, “Ethno-village – attracting people with disabilities (invalids) to green tourism” is provided.

According to the list of tasks and activities of the Tourism Development Pro-gram in the Dnipropetrovsk region for 2014 to 2022 in the direction of rural tourism development, the regional administration proposes the following activities (table 4.3.2).

Table 4.3.2

The list of tasks and measures of the Program of development of tourism in the Dnepropetrovsk region for 2014 to 2022 in the direction of rural tourism

The content of the event	Terms of performance, years	Approximate amount of financing, thousand hryvnias							Expected result from the event
		Total	2014	2015	2016	2017	2018	Total II stage (2019-2022)	
1. Promoting the opening and arrangement of rural guesthouses	2014-2022	900	100	100	100	100	100	400	Creating conditions for the opening of rural guesthouses in the region
2. Creation of reconstruction of the settlement "Samara palanka"	2017-2022	180	0	0	0	30	100	50	Reconstruction of the settlement
3. Taking measures aimed at the development of rural, agritourism in Pokrovsky region	2014-2022	520	360	20	20	20	20	80	Rural development, agritourism, increasing the number of tourists visiting the region
4. Support of the youth project "Ethnoselo 100-pudovka"	2014-2022	40	5	5	5	5	5	15	Holding a festival once a year

Source: compiled by the authors [5].

Dnipropetrovsk region has all the necessary prerequisites for the further development of the tourism industry: a favorable geographical position, natural conditions, historical, cultural, human and material resources.

Our area has the opportunity to develop various forms of rural tourism: cycling tourism; hiking tourism; eco-tourism aimed at ecological education of youth; gastronomic tourism; recreational tourism; cultural tourism (folk holidays and ceremonies); specialized types (fishing, equestrian, etc.); extreme tourism (living in extreme conditions).

Possible attractions of the village: close location to the Petrikovsky region; fishing; healing water sources; churches; bakeries; forges; apiaries; animal complexes; unusual agricultural producers; historical

places; folk crafts; folk holidays and ceremonies; baths; museums; goats, poultry yards.

An important part of tourism development planning is the effective implementation of “pilot” projects for rural recreation, which are carried out by the regional communal enterprise (RCE) “Center for Green Tourism and Folk Crafts of Dnepropetrovsk region “Divokray””, the Dnipro Development Agency.

RCE “Center for Green Tourism and Folk Crafts of Dnepropetrovsk region “Divokray” was created to develop the infrastructure of “green” tourism, revival and preservation of Ukrainian cultural and spiritual heritage, popularization of folk traditions and culture, recreation in the Ukrainian village.

The concept for the Dnipro Development Agency was to make the city open and accessible to the outside world in order to attract new investment and help create more jobs. The slogan of the Dnipro Development Agency is “Let’s open the Dnieper to the world”. Tourism plays an important role, and as a way to promote the more open and accessible Dnipro brand and an important industry, it should support the urban economy.

The Necessary to Adopt a Regional Program for the Development of Rural Tourism

In recent years, many new directions in forecasting the development of rural tourism in the region are appeared. These include: intra-industry approach (research of various types of tourism in the region); state regulation (including the regulatory and legal area, organization and management of regional rural tourism, development of the material and technical base, information, personnel and scientific services); business planning (consisting of 11 points of the business plan); economic and mathematical modeling. The main and additional approaches for the development of regional programs for the development of rural tourism together form the base material for justifying an integrated approach to the development of a regional program for the development of rural tourism, including: zoning of the territory, development and economic justification of tourist routes, SWOT-analysis, investment engineering of individual objects of rural tourism.

A feature of the emerging Ukrainian rural tourism market is that it is being built “from below” – practically without the participation of central structures.

The nowadays strategies for the development of rural tourism that have been worked out, aimed at solving the socio-economic, environmental and ethnocultural problems of rural areas, require clear planning at the level of regions and rural communities. There is no clearly defined and institutionalized political decision to support rural tourism, therefore, there is no corresponding program and financial support.

In this regard, it becomes necessary to adopt a regional program, which should prescribe specific measures to create a material, technical, legal and social basis for the development of rural tourism in the Dnipropetrovsk region, and mechanisms (organizational, economic, financial) for its support from regional and local authorities. Such program must to create a whole range of prerequisites and conditions, to create a favorable climate for potential subjects of tourism business in rural areas.

Implementation of the program for the development of rural tourism in the Dnipropetrovsk region will create a positive image of rural tourism in the Dnipropetrovsk region, intensify the region’s participation in international tourism projects, tourist information exchange with other regions of Ukraine.

Using of historical monuments, architecture, natural resources, as well as the construction of new tourist facilities will create unique and diverse proposals on the rural tourism market.

The development of the rural tourism sector will lead not only to the creation of new jobs, but also to an increase in the level of professionalism, business activity, improvement of technologies, the provision of services, and the development of competition.

The implementation of this program involves the creation of a center that coordinates the development of rural tourism and supports initiative projects in this area.

The activities of the program will be implemented within the funds of the regional, local budgets and the possibilities of the budgets of village councils, with the attraction of funds from business entities of all forms of ownership, public organizations, and other sources not prohibited by law.

The following system of integrated management of rural tourism development at the regional and municipal levels is proposed.

This management system should be built on the basis of the existing system of state authorities, local authorities and self-regulatory organizations (for example, the regional communal enterprise “Center for Green Tourism and Folk Crafts of Dnepropetrovsk Region “Divokray”“, Dnipro Development Agency). Moreover, each of the government authorities has certain functions, solves specific tasks and has a set of rights and obligations.

Regional authorities should perform the following functions:

- regulatory and legal support;
- development of regional programs for the development of rural tourism;
- formation of an attractive image of the region and creation of a favorable investment climate;
- promotion of a tourist product to the foreign market;
- training of personnel for the tourism sector in educational institutions of secondary education;
- planning the development of tourism in the jurisdictional territory;
- organization of interaction between all participants in tourism activities.

At the municipal level, tourism authorities must perform the following main tasks: development of programs for the development of rural tourism in the municipal territory; development of local infrastructure; educating the population for tourism activities; forming a positive attitude for the tourism and tourists among the population; implementation of measures for the development of recreational infrastructure, including the arrangement of recreation areas, design of routes and excursions; implementation of activities to attract tourists to the territory, including an advertising campaign; organization of interaction with travel agencies and other organizations that receive and service tourists and vacationers.

Conclusions

The existing organizational and managerial mechanism in the field of rural tourism has no integrity, the legal environment is insufficiently formed, there is no financial, economic, informational and staffing

support for the implementation of approved programs for the development of rural tourism. The structuring of economic relations in rural tourism should include state, regional, self-development and self-regulation of business structures.

In this regard, it becomes necessary to adopt a regional program, which should prescribe specific measures to create a material, technical, legal and social basis for the development of rural tourism in the Dnipropetrovsk region, and mechanisms (organizational, economic, financial) for its support from regional and local authorities. Such a program is must to create a whole range of prerequisites and conditions designed, a favorable climate for potential subjects of tourism business in rural areas.

First of all, the developed regional programs to support rural tourism should provide for economic support for its development (attraction of investments, preferential loans to owners of guesthouses for modernization of estate, advanced training, advertising of activities) and training of relevant personnel (advisers, trainers, categorization inspectors, managers).

Partnership and joint activities should become a key factor in realizing the potential of rural tourism, as well as an important socio-economic step in supporting the Ukrainian countryside as a whole.

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4.4. Search of Conceptions of Development of Dnipropetrovsk Region

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The city of Dnipro is located in the geographical center of Ukraine. It has many potential tourist attractions, including UNESCO World Heritage Sites, but has not yet become a tourist and recreational “Mecca” of Ukraine. A number of factors can cause the emergence of such a situation: lack of monitoring of competitive advantages on the relevant tourism market, lack of funds to create a tourism product in the region, or a clear strategy for tourism product development. Therefore, the detailed investment and economic characteristics of the Dnipropetrovsk region are given in the article, including the city of Dnipro. The data on the structure of distribution of foreign investment flows into the city economy are shown. The tourism potential of the city of Dnipro is analyzed, on the basis of what the possibility of creating a competitive tour product was identified. The city infrastructure, its cultural features are investigated, therefore, conceptual proposals for tourism development in Dnipro are comprehensively offered. The dynamics of tourist flow in the city are determined. Its structure is investigated.

Introduction

Today, the social, political and economic development of countries is significantly influenced by tourism, which is also a socially significant phenomenon. The international tourism accounts for about 6 % of total income of total world exports and about 3 % of the world exports of services. Ukraine also has great potential and all preconditions to join the countries with developed tourism structure. The city of Dnipro is located in the geographical center of the country. It has many potential tourist attractions, including UNESCO World Heritage Sites, but has not yet

become a tourist and recreational “Mecca” of Ukraine.

A number of factors can cause the emergence of such a situation: the lack of monitoring of the actual state of competitive advantages on core tourism market, lack of funds for the creation of the tourism product in the region or a clear strategy for the development of tourism products subject to the presence of the previous two. Thus, the analysis of these influencing factors determines the relevance of the research presented in this paper.

The purpose of this work is to determine the effective concepts for the tourist product promotion of the city of Dnipro by analyzing the state of competitive advantages on the relevant tourist market, the study of the investment climate on the tourism sector of the region.

A number of tasks were formed from the set goal:

- to study the state of competitive advantages on the profile tourist market of Ukraine;
- to analyze the state of investments in the tourism business of Dnipropetrovsk region;
- to identify possible concepts of tourism development at the city of Dnipro.

The objects of research are the concepts of promotion of the tourist product of the city of Dnipro, its competitive advantages in the profile tourist market, the investment climate in the tourist sphere of the region.

Subjects of research – Dnipro and Dnipropetrovsk region as a whole.

The Current State of Competitive Advantages in the Profile Tourism Market of Ukraine

Tourism is a socially significant phenomenon that affects on the social, political and economic development of countries. When in 1950 more than 25 million people carried international travel around the world, in 2014 this figure reached one billion people [1]. Today, tourism is one of the most promising and largest sectors of the world economy, accounting for more than 10 % of GDP, according to the UNWTO. The international tourism accounts for about 6 % of total income countries of total world exports and about 3 % of the world exports of services. Ukraine also has huge potential and all preconditions to join the countries with developed tourism structure [2].

Tourism is considered as one of the most promising areas of economic restructuring. The difference between incoming and outgoing tourist flows characterizes the balance of the tourist balance of Ukraine (table 4.4.1).

Table 4.4.1

Balance of the tourist balance of Ukraine [3]

Tourist flow	2013	2014	2015	2016	2017
incoming	21,415,29	23,012,82	24,671,22	12,711,50	12,428,28
outgoing	19,773,14	21,432,83	23,761,28	22,437,67	23,141,64
Balance	1,642,15	1,579,98	909,94	-9,726,16	-10,713,36

It is obvious that the indicators of the last two years are negative. Ukrainian society faces the task of restoring Ukraine's positive tourist image in the world.

Fig. 4.4.1 shows the most popular destinations among tourists, according to a study by Join UP.

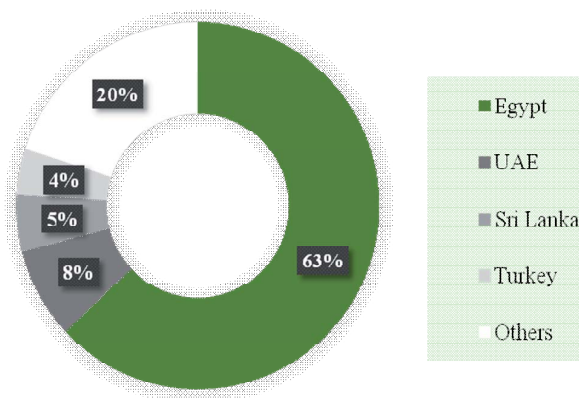


Fig. 4.4.1. The most popular destinations among tourists [4]

Today, mostly citizens of neighboring countries enter Ukraine, namely: Moldova (36 %), Belarus (15 %) and the Russian Federation (10 %). The structure of outbound tourist flows shows that 41 % of Ukrainians in 2016 visited Poland primarily for employment or training. Other important areas in the structure of outflows are the Russian

Federation (18 %) and Hungary (11 %).

In Ukraine, against the background of the growth of inbound tourism in general, the share of organized tourism in it is declining.

For the vast majority of tourists (87.42 %) the main purpose of the trip was the organization of leisure and recreation – private trips, business trips amounted to 1.15 %, organized tourism amounted to 1.5 %. In 2014, the vast majority of tourists (95.3 %) also preferred private tourist travel.

In 2017 Ukraine was visited by 23 012 823 foreign citizens, including officials, business and diplomatic trip made 350 224 people, tourist trips – 940,052 persons, in private business – 16 795 240 people, for educational purposes – 23 813 people, in connection with employment – 9 102 persons, immigration – 40 419 persons, cultural and sports exchange – 4 853 973 persons [5]. The increase in the Travel and Tourism Competitiveness Index (TTCI) is direct evidence of this. Back in 2016, Ukraine took 85th place and in 2017 was able to reach 76th place. Ukraine received particularly good marks on such indicators as the quality of railway infrastructure (24th place), the density of fixed and mobile communications (44th and 43rd places), as well as the purchasing power ratio (31st place in the world). Such estimates indicate that the railway is one of the most developed and extensive means of transport, and the number and location of ATMs are sufficient for the unimpeded cash withdrawal by foreign tourists [6].

Based on the data of the State Border Guard Service of Ukraine, a list of the most popular countries was compiled (table 4.4.2) by the volume of tourist “exchange” in 2019.

These countries have become the most attractive for Ukrainian tourists, and those who have given their preferences to Ukraine as a tourist attraction. From the international travel portal “Globe Spots” it is known that our country took eighth place in the top ten most interesting tourist destinations in 2013-2016.

Analysis of the dynamics of foreign tourists entering Ukraine during 2015-2017 clearly shows the dependence of the volume of their flows on certain factors: most often the political situation in Ukraine and the attitude to these events in the world. Along with this, it can be concluded that Ukraine has identified significantly more competitive disadvantages than competitive advantages, which in turn leads to low competitiveness of Ukraine’s tourism sector.

Table 4.4.2

Ranking of countries by the volume of tourist “exchange” with Ukraine in 2019

Country	Number of foreigners, thsd.	Of these tourists, thsd.	Country	Number Ukrainian, thsd.	Of these tourists, thsd.
Russia	10162	343	Russia	6104	188
Belorussia	3246	234	Belorussia	1723	96
Poland	1428	56	Turkey	598	91
Germany	286	56	Poland	5787	70
Turkey	179	35	Egypt	300	38
USA	137	27	Czech Republic	300	33
United Kingdom	83	18	Romania	559	22
Italy	92	13	Germany	383	15
Austria	66	13	Israel	143	12
Israel	110	10	Greece	125	11
Kazakhstan	80	9	Hungary	1783	8
Uzbekistan	191	7	Slovenia	510	8
Hungary	753	4	Austria	104	8
Azerbaijan	106	4	UAE	152	7
Lithuania	61	4	Italy	155	5
Moldova	5798	4	United Kingdom	85	4
Armenia	71	2	Spain	94	1
Romania	799	2	Moldova	2180	0
Bulgaria	64	2	Australia	76	0
Slovenia	483	1	The Netherlands	73	0
Total:	24197	847	Total:	212133	617

The State of Investment in the Tourism Business of Dnipropetrovsk Region

Dnipropetrovsk region is located in the center of Ukraine and borders on 7 regions (fig. 4.4.2).

The region is crossed by one of the largest waterways in Europe – the Dnieper River. There are 22 districts and 20 cities in the region (the largest cities: Dnipro, Kryvyi Rih). One of the largest regions in area (31.9 thousand km² (5.3 % of the country’s area)) and population (3.3 million people (7.3 % of the country’s population)). Ukraine’s Industrial and Investment Center: 16.8 % of Ukraine’s exports and 16.5 % of its total investments [6].

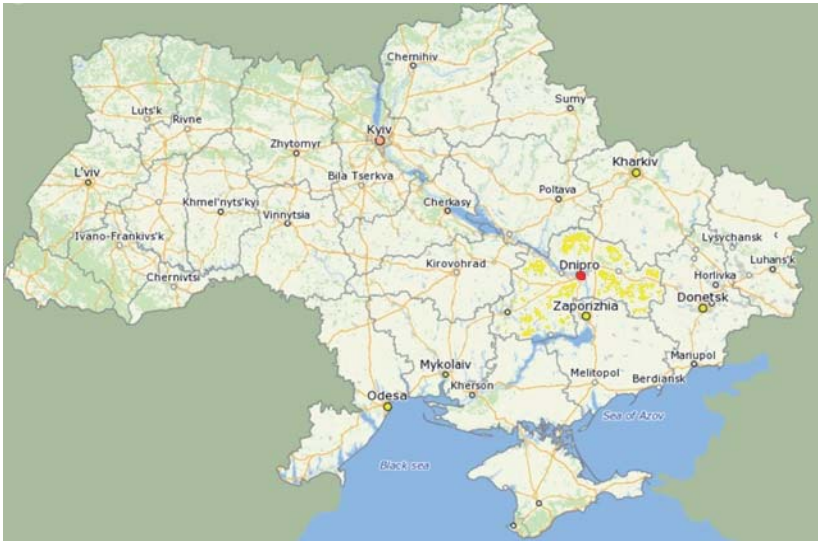


Fig. 4.4.2. Location of Dnipropetrovsk region on the map of Ukraine

Among the regions of Ukraine, the Dnipropetrovsk region is a stable leader in attracting foreign investment. \$ 7.2 billion is the volume of foreign direct investment attracted to the region's economy (of which \$ 6.7 billion came from EU countries), which is \$ 2.2 thousand of foreign investment per capita (twice as much as in Ukraine). Investments came from 60 countries (leaders are Germany, the Netherlands, Austria). The structuring of the investment flow is shown in fig. 4.4.3. More than \$ 5.2 billion was received from the export operations of the region's enterprises.

Dnipropetrovsk region has tourist potential: 114 nature reserves, mineral springs and therapeutic muds; rich cultural and historical heritage: Scythian mounds of the IV century. BC, historical monuments of the Cossack period, the unique Roman-Catholic Church of St. Nicholas of the XIX century, the world's largest Jewish complex "Menorah", which has no analogues in the world and more.

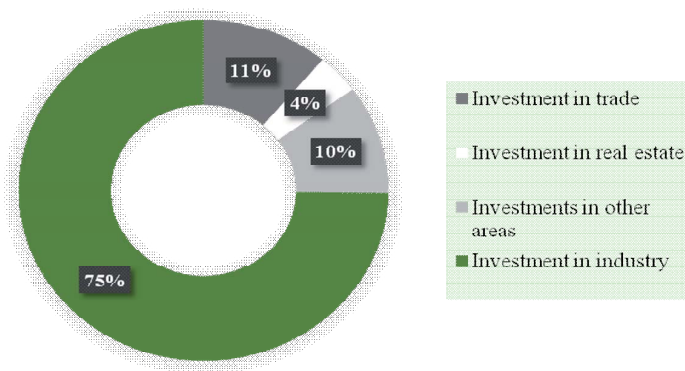


Fig. 4.4.3. Segmentation of foreign investment flows into the economy of Dnipropetrovsk region (as of 01.01.2020) [7]

Industrial tourism is developed in the region: iron ore quarry of the “Southern Mining and Processing Plant” in Kryvyi Rih (width 2.6 km, depth 339 m); Metallurgical Plant “Interpipe” in Dnipro, known for its art objects; Alexander M. Makarov National Center for Aerospace Youth Education, Rocket Park.

The city of Dnipro plays a system-forming role for the Dnipro tourist and recreational region. It is known in Ukraine and the world for such unique achievements as UNESCO intangible cultural heritage sites – “Petrykivsky painting” and “Cossack songs of Ukraine”, Scythian gold etc. (the space industry, although it is the most recognizable mention of the Dnipro in the world, does not yet belong to tourist brands).

Today Dnipro offers guests from all the Ukraine (fig. 4.4.4) the services of 67 hotels of all categories with a total capacity of 3467 beds. A significant part of them is represented by small hotels from 3 to 20 rooms, in 4 hotels the number of rooms is from 40 to 100 units and only 3 hotels in the city belong to the format of large hotels (over 100 rooms). According to the Dnipropetrovsk State Center for Standardization, Methodology and Certification, to date, 16 hotels have received certificates of conformity [8]. The only five-star hotel in the city is “Ukraine”. 4 stars have 5 hotels, 3 stars – 6 hotels, 2 stars – 3 hotels, 1 star – 2 hotels. To date, no world chain of hotels has entered the city. It is difficult to call this an indicator of the intensification of international ties and integration into the world community.

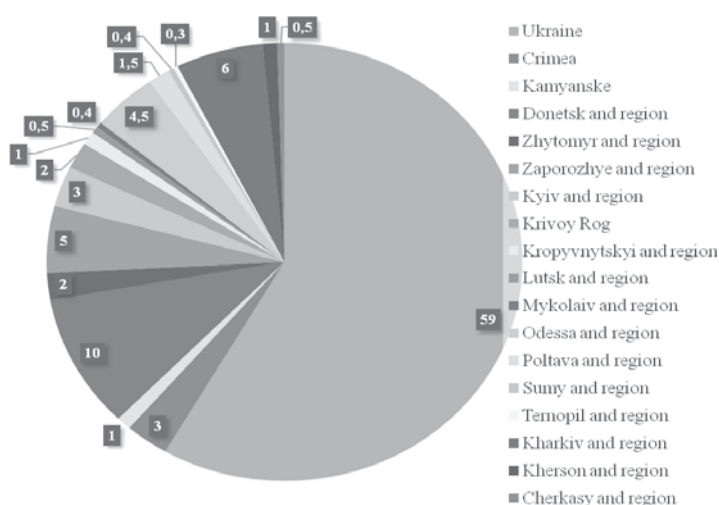


Fig. 4.4.4. Structure of the flow of domestic tourists in Dnipro by regions of origin, %

The region has a well-developed network of railways connecting the industrial regions of the country and the world, exceeding 3,000 km: 3 railway junctions; 8 loading and unloading points; 3 stations open for operations with large-capacity containers; 19 customs posts. There are 2 international airports (Dnipro, Kryvyi Rih), which connect the region with countries far and near abroad. There is a transport air terminal of “Yuzhmashavia airline”, which specializes in cargo air transportation of oversized and heavy cargo to the CIS countries, Asia, Africa, Europe; transportation of humanitarian goods under the programs of the UN and the Ministry of Emergencies of Ukraine.

On the main waterway of the country – the Dnieper River. There are 4 river terminals located in the Dnieper region: river port “Ukrrihflot” (specialization – metal transshipment, heavy, mineral and construction, grain cargo), private container terminal “Tarija Line” (specialization – maintenance of own and charter container vessels, as well as vessels such as “river – sea”); Kamyansk river port (specialization – transshipment of rolled metal, iron ore, sand); Nikopol

river port (specialization – transshipment of mineral and construction materials).

There are two railway stations in the city – Central and South. However, the number of trains is still insufficient, there is a shortage of seats, and the increase in passenger traffic may necessitate the reconstruction of the South Station. The largest bus station in Ukraine and the third largest in the world also requires reconstruction. The situation with the airport is not defined: the air connection with only 6 countries in a heap with the restrictive policy of the “closed sky” on the way or in a way to revive the flow of tourists to the city. Water transport should become a popular attraction (including for Dnipro cruises) during the navigation period for both tourists and city dwellers. For this purpose, it is necessary to reconstruct the river station and to create stationary ports of water transport.

Currently, the city of Dnipro has a special status in the municipal environment of Ukraine. This is one of the few Ukrainian cities with an independent international image due to the unique structure of the economy aimed at the development of space technologies. The established image of the city-producer of packages-carriers and devices for peaceful space exploration emphasizes the level of its scientific and industrial potential.

Search for Concepts of Tourism Development in Dnipro

According to the Main Department of Statistics in the Dnipropetrovsk region, the number of domestic tourists served by tourist enterprises in 2017 amounted to 168,600 people (fig. 4.4.5), of which the share of foreigners, who have been in institutions of short-term accommodation, does not exceed 10 % [3].

The number of tourists in the past year was 5609 people. On the other hand, the length of stay of guests of the city in accommodation facilities tends to decrease – from 3.6 beds/day in 2017 to 2.8 – in 2019.

It should be noted that Dnipro, although it ranks 2nd place with the regional index of business environment (RIBE) among 24 cities of Ukraine, has a rather low sub-index RIBE 1.14 “Potential for tourism development” – 14th place [3; 9].

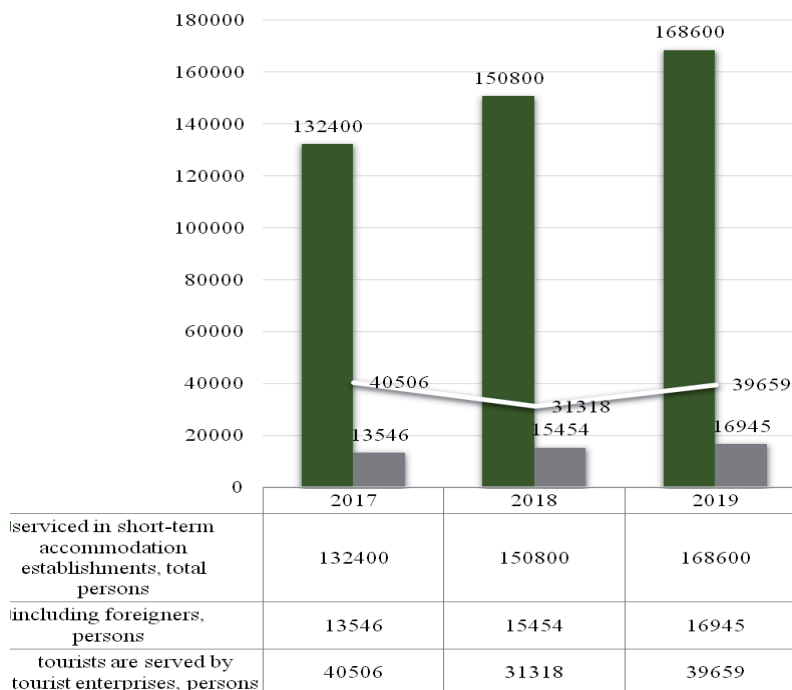


Fig. 4.4.5. Dynamics of tourist flow in Dnipro for 2017-2019

In the developed and adopted in 2017 Strategy for activating the tourist potential of Dnipro it was proposed to develop the image of the city according to the following tourist concepts (tabl. 4.4.3).

The city has a significant tourist and recreational potential, represented as natural resources, as well as monuments of later times. The tourist-recreational potential of the city is insufficiently involved in tourist consumption. Mass events held in the city are focused mainly on the people of Dnipro and do not sufficiently promote the attraction of guests to the city.

The implementation of these concepts requires the solution of a number of strategic goals and objectives.

Table 4.4.3

Characteristics of possible concepts for the city of Dnipro

Name of the concept	Purpose and characteristics of the concept
<i>“Urban tourism”</i>	It should develop in several directions:
“Round-bus”	Bus tour of the city center with a tour of the main architectural monuments
“Dnipro International”	It should demonstrate how closely the history of the Dnipro is connected with the history of several national communities (Jewish, German, Polish, and Belgian). Accordingly, the “Dnieper German”
“Dnipro at night”	It should become interesting for young people
“Dnipro Gastronomic”	It should become interesting for gourmets
“Dnipro-outpost”	Visiting the ATO Museum, the Alley of Remembrance of the victims in the ATO zone and the Revolution of Dignity, the Mechnikov regional clinical hospital, participation in patriotic festivals
<i>“Dnipro on Dnieper”</i>	The location of the city along one of the largest waterways in the country, its very name and the attitude of local residents allow us to distinguish within the concept
“The city of three fortresses”	Water thematic tour of the Dnieper aquatorium, participation in ethnic and Cossack festivals with tasting of dishes and drinks of Ukrainian national cuisine
“Dnipro Sportive”	Yachting and kayaking, participation in sports activities on water – racing, etc.
“Dnieper Recreational”	Passive rest; beach entertainment; water activities (cruises, boats, catamarans, etc.)
<i>“Dnipro Innovation and Space”</i>	Due to the rocket and space activity of the rocket-building complex VO “Pivdenmash” and KB “Pivdenne” – Dnipro is a world-famous space center. The city also has a certain space educational and cognitive infrastructure “Aerospace Museum”, Rocket Park, etc.
<i>“Dnipro Industrial”</i>	Includes sightseeing tours of the city’s enterprises, which embody the glory of the Dnipro as an industrial, scientific and cultural center of Ukraine
<i>“Dnipro MICE”</i>	The expansion of Ukraine’s foreign economic ties has led to an increase in the flow of business tourists to the city from different regions and countries of the world, the main purpose of which is to attend conferences, exhibitions and exhibitions

First, for the successful development of the tourist product of the city of Dnipro, support, restoration, reconstruction, restoration of the existing “anchor” objects for each of the objects and concepts of the concept are needed. Moreover – creation of new “anchor” objects (the Park of the totalitarian period, the infrastructure of competitions in water

sports on the Festival embankment, the arrangement of the territory of the park of Stara Samara (Novobogoroditskaya), Stari Kodaky, construction of an exhibition center in Dnipro).

Creation of virtual blunts, 3D-modeling of excursion maps. Along with the holding of traditional entertainment, music, patriotic festivals (City Day, “JazzFest”, “Dnipro-Samara-Fest”, “Festival of German Culture”, “Holiday Purim”), thematic events are needed according to the directions of concepts, which will give an additional impetus to the development of trade in thematic souvenirs.

Secondly, the development of the tourist space should provide for better arrangement of the main tourist axis – “railway station” – “airport” (equipment of the observation deck in the area of Glory, the establishment of information improvement of parks, arrangement of the Theater Boulevard in the Art Quarter, development of transport infrastructure taking into account the needs of tourists).

Thirdly, effective promotion of the city of Dnipro and its tourist product on the domestic and international markets is impossible without an aggressive advertising campaign. Here, standard means of marketing promotion (polygraphic and digital products) and innovative approaches should work to create an “umbrella” brand in Dnipro.

The city does not have a system of city navigation yet: stands with maps, systems of pointers to the main tourist objects and information boards on them, marking of the main tourist routes.

All this requires, on the one hand, systematic explanatory work with various segments of the population, entrepreneurs (introduction of training programs, including online courses, the creation of a system of training, retraining and advanced training of guides and guides-translators, a guide to work with tourists for representatives of relevant services). On the other hand, a change in certain bureaucratic processes is needed, as it entails bringing a number of normative acts into compliance.

Due to the above measures, by the end of 2021 the tourist flow in the city of Dnipro should increase to 700 thousand people per year. Of these, 40 % will be adults who are not organized in special groups, and have to spend, while in the city, about 3-5 thousand UAH. Another 10 % of tourists will come from other countries, and their “general check” will be 10-15 thousand UAH. Thanks to the implementation of the new strategy and programs for three years, the city can realistically receive

revenues from tourism at the level of UAH 3.1 billion and UAH 155.5 million budget revenues in the form of data for the year.

Conclusions

1. The creation and implementation of innovations in the field of tour rating requires a joint effort and cooperation to develop effective tactics to enhance economic and social factors with the greatest possible assistance from local communities and state support.

2. The basic direction of state support of tourism remains the creation of favorable conditions for the development of investment opportunities for private enterprises and private business. Forms of support can be various tax benefits, government loans and guarantees, as well as direct financing and participation of the state in the share capital of enterprises, primarily in the creation of significant regional tourist and recreational areas.

3. Activation of tourism potential of Dnipro requires interaction of business and local authorities, involvement of central authorities in the process, systematic marketing efforts, and promotion of the city in domestic and international markets, which would provide a certain level of awareness of target segments and form tourist value and interest in visiting.

4. The elaboration of the concept of branding of the city allowed to rethink the internal and external image of the Dnieper, to creatively approach the formation of new brand ideas. One of the most promising directions in the development of the city of Dnipro is the sphere of tourism and recreation. In addition, a unique combination of natural, historical, cultural and socio-economic resources, one of which has the status of a world cultural heritage, contributes to this.

5. With regard to other sources of development of recreation and tourism in the city of Dnipro, their combination is unique for Ukraine; in particular, it is a combination of water-recreational complex of the Dnieper river, space tourism, Scythian heritage, anti-terrorist operation museum, proposals of industrial centers of the city on industrial tourism, the available potential for the development of congress and business tourism. That all is a unique chance for the city to involve tourism in attracting international and national investments.

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5. THE ROLE OF TOURIST INFRASTRUCTURE FOR SUSTAINABLE DEVELOPMENT OF THE INDUSTRY

5.1. The Study of Hotel's Companies Environmentality as a Prerequisite for Sustainable Tourism Development

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The paper offers a review of historical developments in the environmental hotel management as a main condition for the sustainable development of the industry. I start with overviewing the main organizations responsible for environmentality in the hospitality industry along with guidelines offered in their main documents. The article also presents a list of various activities carried by the organizations, while providing useful resources for practitioners. We then move to the concept of an ecological hotel and present the main defining characteristics of such an enterprise. We move on to the presentation of main areas in which the environmental influence of the enterprise is assessed. Then, the reader is presented with main certification standards and protocols. Main certification organizations are presented in various countries, highlighting the differences in their approach and scope of their work. In the end, we present the development of the environmental certification in Ukraine. We start with presenting main international certification schemes in Ukraine and comparing their requirements. Additionally, we compare the amount of hotels that received both certificates while comparing them with statistics from other countries. To conclude we review the prospects of ecological hotel development highlighting the current progress along with negative tendencies that stagnate the pace of eco-implementation.

Introduction

The modern period of civilization's development is characterized by rapid growth of the Earth's population, production and waste. Hence, highlighting the issues in the relationship between society and nature.

Factors of environmental degradation, depletion of natural resources along with ecological safety acquired special significance at the end of 20th – beginning of the 21st century. In many countries, the degradation of the biosphere has led to large-scale natural disasters, deteriorating quality of life and public health. This necessitated the development of methodological principles for the greening of the socio-economic system of industrial and non-industrial spheres and, accordingly, an effective mechanism for the practical implementation of the strategy of sustainable development.

Exacerbation of environmental problems dictates the need for environmental focus in economic development. To ensure it, a sufficient level of experience and the availability of innovative methods are needed, which creates grounds for improving the technological processes of enterprises in various sectors of the economy in order to minimize the negative impact on the environment and biodiversity.

Since the society took a course for sustainable development, considerable attention has been paid to the problem of ecological economic activity. Scientific bases of economic assessment of losses from ecology destructive influence of economic activity are being created and ways of maintenance of ecological safety are outlined, the ecological legislation has undergone certain improvements, economic bases of ecological and economic management of the enterprise, ecological economy, ecological marketing and ecological management are being formed.

It should be noted that on October 17, 2007 the Cabinet of Ministers of Ukraine adopted the Concept of the National Environmental Policy of Ukraine for the period until 2020. This Concept is aimed at improving the environmental situation, rational use and reproduction of natural resources, consistent reduction of environmental risks to human health, introduction of ecological labeling system of goods and food, bringing the quality of drinking water in line with European standards, improving air quality, preventing climate change through technical re-equipment of the production complex and the introduction of energy and resource-efficient technologies [1].

All of the above determines the relevance of the research topic, the need for conceptual justification of the main directions of greening of the modern economic system both at the global level, on a national scale, and at the level of economic entities. The growing public awareness of environmental issues has also affected the hotel sector, which encourages

the management of hotel companies to develop effective and efficient “green” programs and initiatives.

The study of the role of the environmental component of economic activity of hotel enterprises in Ukraine is a relatively new area of research. The analysis of domestic publications on this topic showed that the main areas of research in the field of greening relate to the introduction of environmental innovations and eco-technologies (Gunko V. M. [2], Krainyuk L. M. [3], Pauk O. E. [4], Polyova L. V. [5], Savchenko V. V. [6] and others). However, there is a problem in consistency of criteria that ecological hotels must meet; there are significant differences in their certification by different organizations. Therefore, the problem of introducing an environmental management mechanism at the enterprise in accordance with the recommendations of international organizations implementing environmental initiatives under the sustainable development program needs further research and development.

The Essence and Promotion of Environmental Technologies

The global principle for the sustainable development is a political and practical model for such development in all countries of the world, which satisfies the needs of the present generation without compromising the ability of future generations to meet their own needs. This model is focused on achieving the optimal balance between the three components of development – economic, social and environmental. Therefore, an important condition for sustainable development is greening as a scientifically grounded human activity, aimed at the rational management of society’s interaction with the natural environment, as a set of tools and methods that help to rationally use the natural resources.

Implementation of environmental friendliness is becoming a relevant and necessary trend for the development of hotel enterprises. Environmental issues are the core priorities of the International Hotel and Restaurant Association (IHRA). Given their importance, back in 1996, the International Hotel Association (the predecessor of IHRA), together with the International Hotels Environment Initiative (IHEI) and the United Nations Environment Program (UNEP), published special materials Environmental action pack for hotels: Practical steps to benefit your business and the environment and Environmental Good Practice in

Hotels: Case Studies From the International Hotel & Restaurant Association Environmental Award, which sought to facilitate and promote the development of environmental hotel management. According to these documents, to ensure their eco-friendliness, hotels should reduce their environmental footprint through energy conservation, waste reduction, water conservation, and by encouraging their employees and guests to check their every action to minimize any negative impact. Overall, the International Hotels Environment Initiative brings together the world's leading international hotel companies to ensure environmental and social responsibility in the industry. For this purpose, practical products and programs of eco-development of hotels are offered, various problems are solved within the framework of joint working groups. In particular, the following activities have been carried out by the organization as part of this project (today called the International Tourism Partnership, ITP):

- published Environmental Management for Hotels, a comprehensive guide to quality environmental management, remains one of the industry's leading reference texts;
- ongoing publication of Green Hotelier Magazine (now online at www.greenhotelier.org), which has been the leading voice regarding the sustainable and responsible agenda in the hospitality industry;
- launched the Youth Career Initiative (YCI), a six-month work and life skills programme for disadvantaged young people, delivered through a unique partnership with the hotel industry and local community NGOs;
- published the Sustainable Hotel Siting and Design Guidelines, on the back of industry demand;
- launched its Going Green guide – a free and easy-to-follow framework for the wider hospitality industry;
- launched its first working group on sustainable certification schemes. Since then ITP has led numerous working groups on issues such as human trafficking, carbon measurement, and the importance of sustainability criteria in corporate procurement;
- US State Department began funding the YCI programme to help support the re-integration of survivors of human trafficking into work and society
- the Hotel Carbon Measurement Initiative was launched in partnership with the World Travel and Tourism Council (a unique collaborative initiative to unite hotel industry efforts to calculate and

communicate carbon emissions from guest rooms and meeting space in a uniform way).

ITP now has 18 corporate members with a collective reach of over 23,000 properties, more than 3.4 m rooms and 1.5 m employees in over 100 countries worldwide.

In international tourism, environmental technologies are promoted by the international organization Travelife Sustainability System (TSS), which encourages hotel businesses to engage in environmental activities and advocate environmental ideas among their guests. Travelife for Hotels and Accommodations is a certification scheme that helps hotels to manage and monitor their social and environmental impact and communicate their achievements to customers. Travelife for Hotels and Accommodations provides a range of support to help members progress towards their third party audit, including an online sustainability checklist based on European and International standards, which enables properties to manage their performance and their monitor progress. Once subscribed, properties receive a full, third party, environmental and social audit, and if they fulfil the requirements of the sustainability system criteria, they may achieve the Travelife Gold certification. This certification can then be highlighted in their brochures, on their websites or other guest communications, as well as allowing them to display their Travelife certification plaque in a public area on their property. Travelife for Hotels and Accommodations is the only certification scheme that works in partnership with tour operators, both in the UK and internationally, who all use Travelife to manage their supplier hotels and accommodations.

Appropriately to the urgency of environmental conservation measures, the hotel industry has developed the concept of an ecological hotel as a well-thought-out system of comfortable living in harmony with the world around it. The main features of this concept are: dependence on the natural environment; environmental sustainability, contributing to environmental conservation, providing environmental support to staff, considering the local culture, providing economic returns for the local community, adhering to strict “green” principles that guarantee safe, non-toxic and energy-efficient housing. That is, the main distinguishing feature of an eco-friendly hotel is the ideology of closeness of man and nature. This principle is the building block of the complex system of measures designed to reduce the impact of anthropogenic activity on the environment. In accordance with

international standards, the environmental impact of hotel businesses is assessed in the following areas:

1) Air: odor (production and consumption of electricity and heat; cooking; transportation used by tourists and staff);

2) Water: water supply, water consumption (in the kitchen, when cleaning, in the sauna, rooms, when providing services);

3) Soil and groundwater: protection of groundwater (when providing services, waste management);

4) Noise: composition and noise level (at places of rest, when providing services);

5) Visual impact: territory, surrounding area, landscape, buildings, marketing, waste, tourist services.

A prerequisite for being granted an Eco-friendly status by a hotel company is its environmental certification, which is conducted by a competent independent organization, of which there are quite a few in the world today. Among the most authoritative are the following.

British Airways Holidays (BAH) is one of the largest air carriers and tour operators in the world. The company regularly monitors Caribbean hotels and provides various support opportunities to hotel companies with good environmental management. In addition, its employees are observing how every given management technology suits the hotel industry. The BAH's work on developing economic management criteria was the first attempt to create common requirements for all hotels so that the traveler could immediately understand what level of service and quality of service to expect.

Certification for Sustainable Tourism (CST) is one of the leading and most successful companies in the field of ecotourism practice in the Western Hemisphere. It has succeeded in creating its own market by developing and actively distributing the state environmental management program. Although it is focused on the tourism industry as a whole, it mainly certifies the hotel industry. In order to get a mark of eco-quality, the hotel must minimize its environmental damage, while experts evaluate the socio-economic impact of the enterprise in a particular region, conduct interviews with guests and management. Each criterion describes many actions, and the system as a whole turns out to be comprehensive.

Green Globe, a British company that actively promotes and implements eco-tourism, is active in more than 50 countries and enjoys the full membership in the United Nations Tourism Organization, the

World Tourism, and Travel Council. Criteria for certification include basic standard requirements for waste reduction, energy savings, implementation of an environmental management system, social and cultural development, risk reduction, assessment of the interconnection between the geographical location of a hotel or resort and its environmental impact.

Green Key (Denmark) develops certification programs for hotels, hostels, convention centers, holiday homes. The eco-label of this company has been awarded to 2,700 hotels and other establishments in 56 countries. Before receiving an eco-quality label, the company must set standards for water consumption and savings, implement a system of resource recycling, and start purchasing organic products. Strict requirements are set for the nutrition system in the hotel. There must be at least two organic products on the menu, at least one low-fat snack and one low-fat main course. In addition, there are criteria for lighting, ventilation, disability, irrigation systems, garbage collection.

Touristic Union International (TUI) – Germany’s leading tour operator with more than five million customers, one of the first in the country to promote environmental responsibility in the tourism industry. Its members include over 7,000 hotels worldwide.

The BREEAM (Building Research Establishment Environmental Assessment Method or “Environmental Performance Assessment Method from the Building Research Institute”, UK) is the first real system of estate environmental certification.

Most certification systems in the world are based on the requirements of the international standard ISO 14001, which defines the mechanism for the implementation and operation of an effective environmental management system (SEM). The application of this standard allows to:

- identify and control environmental aspects of the enterprise, its products and services, in accordance with the requirements of environmental legislation and other stakeholders (local and national authorities, business associations, non-governmental organizations, consumers, employees, environmentalists, etc.);
- gradually reduce the negative impact of environmental aspects of the enterprise on the environment, while maintaining the profitability of production;
- to achieve continuous improvement of environmental performance.

In some countries, in addition to ISO 14001, own standards have been set up, such as in the UK – BS 7750 Specification for Environmental Management Systems, in Canada – CAN / CSA Z750-94: Guidelines for an Environmental Management System, in the European Union – EMAS.

Additionally, for the certification of eco-hotels, there exists highly respected system “Leadership in energy and environmental design”. Only eco-friendly structures can obtain LEED certification. An objective, world-renowned LEED rating relies on energy and water savings as well as environmentally friendly raw materials. LEED is a solar energy-saving and environmental protection system.

In accordance with ISO 14001, a set of international standards concerning various environmental aspects has been further developed, in particular ISO 14015 “Environmental management and environmental labeling”, ISO 14024 “Environmental labels and declarations – Principles and procedures”; ISO14031 “Environmental management – Environmental performance evaluation – Guidelines”; ISO 14040 “Environmental Management – Life Cycle Assessment – Principles and Framework”.

The environmental certification system in Ukraine has started to develop recently. This is primarily due to the signing of the Association Agreement with the European Union, according to which Ukraine must adapt the technical regulation system to uniform unified requirements of international and European standards. But even before this event, Ukraine already had experience in implementing and promoting eco-certification.

Ukraine was the first among the post-Soviet countries to develop an environmental certification and labeling system, guided by the international standards of the ISO 14000 series and became part of the Global Ecolabelling Network and harmonized 43 environmental standards for service products. The issue of the use of eco-labels and declarations is regulated at the state level by the Technical Regulation on eco-labeling, adopted in 2011. According to this document, business entities are prohibited from using eco-labeling without confirming environmental benefits through certification.

For domestic hotel businesses, their environmental statements can be verified in two ways. The first one is compliance with the requirements of the environmental standard of the JMS of OEM 08.002.30.059 “Services for temporary accommodation

(accommodation). Environmental Criteria” which complies with the international standard ISO 14024 “Environmental labels and declarations – Type I environmental labeling – Principles and procedures”. According to this standard, a hotel company can voluntarily declare the environmental benefits of its services by: reducing the level of negative impact on the environment and human health in the service delivery process; decreasing the consumption of energy and water resources; rational waste management and more. The accredited certification body for compliance with ISO 14024 is the All-Ukrainian Non-Governmental Organization Living Planet. Unfortunately, according to the official data of this organization, no domestic hotel companies have declared their environmental benefits.

The second way of confirming the environmental friendliness of hotel businesses is Green Key certification, according to which only 9 of them have received an ecological certificate, while in Holland, France, there are nearly 650 environmental hotels, about 400 in Greece, and 147. An analysis of Ukrainian eco-friendly hotels has shown that: they are network hotels (Radisson Blu, Reikertz, Maison Blanche); located both in big cities and in recreation areas; both large and small in their capacity. The only commonality is that all of these hotels are newly built.

In addition, Ukraine has developed its own eco-certification program, “The Host Respects Nature”. The certificate is given to the hotel companies as a sign that they comply with the principles of environmental management. There is no official information on the number of hotel businesses that have received this certificate.

As a result, it is worth noting that in Ukraine there are significant prerequisites for the development of ecological hotel enterprises (availability of recreational resources and territories, development of production of ecological building materials, energy and water-saving technologies, food products etc.), but some negative tendencies (lack of developed infrastructure in recreational facilities territories; inadequate state environmental control; lack of adequate information to the public about the activities of eco-hotels, etc.) slow down the pace of eco-implementation.

Substance of Environmental Management in Hotel Enterprises

The goal of environmental management is to reduce resource consumption and reduce the impact on the environment through the introduction of integrated systems of work. Environmental management of the hotel business must meet the following criteria:

1) the presence of the position of environmental manager of the enterprise, who is responsible for environmental aspects and carries out environmental control of the production;

2) approved environmental policy program, which describes the intentions and goals to achieve certain environmental indicators; represents the general vision of the enterprise in the natural environment, without detailing the behavior. Such a policy obliges the company to constantly improve its interaction with the environment, which is reflected in the impact indicators;

3) formulated environmental goals and an action plan to achieve them, which covers significant environmental aspects of the enterprise; contains measurable and clear goals that bring specific environmental improvements; takes into account comments and complaints; provides good documentation of activities;

4) active cooperation with interested structures to improve the state of the environment.

Environmental management is the subject of strategic decisions made at the management level, but it is difficult to implement without the active participation of employees. For motivation and quality environmental work, it is important that the environmental manager and staff receive environmental knowledge. To this end, targeted meetings should be held to discuss environmental initiatives, inform employees about the environmental policy of the hotel, its tasks and problems in this direction.

An important component of environmental management of the hotel business is the organization of awareness of guests about the environmental activities of the company. This allows guests to learn about how they can help preserve the environment, and also makes the company's environmental activities visible to guests. Relevant information should be available: at the reception, in restaurants, in information sets located in rooms, etc. The following measures should be taken in this direction:

1) facility should openly show that they have been awarded with an environmental certificate;

2) facility should educate about environmental problems and explain how to get involved in solving them. In particular, guests should be encouraged to contribute to further improving the environment by conserving water and energy, turning off the lights when leaving the room, limiting room ventilation with a thermostat, controlling heating or air conditioning;

3) encourage guests to use public transport; offer to use reusable metal and glass containers, paper and fabric bags;

4) provide guests with information materials on how they can optimize the use of resources at home;

5) organize feedback on the level of awareness of guests about the environmental activities of the hotel business.

An important environmental problem is the consumption of water, which is a limited resource (especially in Ukraine, which is among many low-water countries), and also because wastewater can threaten the environment. Areas of high water consumption are living rooms, kitchens, and especially – places for washing dishes and cleaning. At most enterprises it is possible to reduce water consumption (according to international experience) by 10-20 % by well-established accounting of water consumption. To obtain an environmental certificate, the company needs to:

- record the total level of water consumption at least once a month, and every three months on the basis of these data calculate the amount of water consumed per day of residence or per m² of indoor space;

- adjust the toilet tanks to limit the flow of water without compromising the comfort of guests (less than 6 liters); the volume of water leakage from taps and showers should not exceed 8 liters per minute;

- prevent leaking taps; use cranes of rotary type with water saving nozzles, motion detectors;

- install signs asking guests to dispose of toilet paper in trash cans instead of toilets in order to limit the amount of drain water and avoid clogging pipes.

- use professional dishwashers with reduced water consumption that belong to class A energy saving;

- treat wastewater in accordance with national and regional requirements and standards for discharges, and in the absence of

centralized water supply or sewerage, the company should reuse “gray” wastewater for technical purposes;

- in case of low quality of drinking water, install a quality filter instead of buying packaged drinking water.

Compliance with environmental requirements is impossible without limiting the use of detergents, which usually contain agents that are harmful to the environment. That is, it is important for a hotel company applying for an environmental certificate to limit the use of these products as much as possible. This can be achieved by avoiding excessive washing and cleaning, as well as the optimal dosage of these products. Recently, the market offers products that do not contain harmful components, but their range is quite narrow and prices are high. Therefore, the following measures should be implemented in this direction:

- bathrooms and restrooms should contain information that linen and towels will be replaced only at the request of guests;

- newly purchased detergents must not contain prohibited substances and phosphates, as well as be biodegradable, be those that decompose naturally or must be eco-labeled;

- apply disinfection only where it is necessary in accordance with sanitary and hygienic requirements;

- oblige staff not to use detergents and disinfectants more than indicated on the package;

- use paper towels and toilet paper that have not been chlorinated or eco-labeled.

The next component of environmental management is waste, which has a huge impact on the environment and cannot be completely disposed of in an environmentally friendly way. But at the same time, these are the resources that can be reused. The environmental load from waste can be reduced, namely:

- by separating waste into fractions (metal, glass, paper, plastic, etc.), which are treated separately, according to the regional or national waste disposal infrastructure;

- ensuring the transportation of their waste to the nearest appropriate place for their disposal;

- avoiding the use of disposable, especially plastic and composite packaging and household materials, and instead using more reusable packaging;

- taking care of used office and household appliances, toxic consumables, provide in contracts with suppliers for the return of transport containers (plastic containers, PS boxes, etc.) for reuse;
- having organic waste of plant origin composted.

Energy consumption by a hotel business is important, as its production can cause damage to the environment. Consumption can be reduced if it is carefully monitored and responded to using unbalanced consumption patterns. Moreover, energy can be saved by implementing modern technical solutions and complying with the necessary requirements when operating electrical appliances (as well as ventilation systems, generators, etc.). The company, which has been awarded an environmental certificate, must minimize energy consumption by properly operating electrical appliances: regularly defrost freezers, wash refrigerators, evaporators and heat exchangers in ventilation systems. And, of course, to implement energy-saving technologies and devices. The key actions of the hotel enterprise in the direction of energy saving can be:

- ensuring the appropriate degree of thermal insulation of windows, walls, doors, ventilation systems, etc.;
- use of electrical equipment not less than class A energy saving;
- introduction of renewable energy sources, automated lighting systems.

Restaurant foods have an indirect effect on the environment. Thus, by purchasing them from local producers, the hotel company not only stimulates the development of the local economy, but also reduces the burden on the environment from transportation. The choice of products can also affect the conditions of the animals. An environmentally friendly restaurant will be considered if:

- the share of certified organic food products will be at least 30 %;
- the share of locally produced food – not less than 50 %;
- food grown with pesticides and chemical fertilizers is being avoided.

The image of business as environmentally friendly enhances the creation of a pleasant internal environment, in particular: the company must respect the legislation on pollutants in the interior areas; the restaurant must be a non-smoking area; company uses only construction and repair materials that do not contain harmful hazardous components or have an environmental quality certificate, etc.

Environmental management also applies to buildings and areas adjacent to the hotel. Therefore, it is necessary to pay attention to the following moments:

- pesticides and chemical fertilizers may be used no more than once a year, but only if there are no organic equivalents;
- newly purchased lawn mowers must be environmentally friendly;
- flower beds and gardens should be watered before dawn or after sunset;
- Horticultural waste is composted, rainwater is collected and used.

Environmental awareness can be improved not only through the implementation of the principles of environmental management, but also through activities that will help guests learn about local nature. In order to find out about the existing opportunities for recreation in a particular area, it's useful for the company to contact the municipality or the local tourist service. Foresters and local guides can also help with information on outdoor activities. For example, one can offer guests an open-air picnic: "camping" lunch, camping equipment. It is also useful to provide information about the nearby natural areas and parks where you can enjoy communication with nature.

The hotel company should include environmentally friendly practices not only in the processes associated with its core business, but also in their administration, namely:

- buy as many eco-labeled products as possible or buy from companies that have introduced environmental management;
- minimize paperwork;
- to take care of preservation of biodiversity of ecologically sensitive zones, cultural and historical environments.

Transport puts a significant strain on the environment, polluting the soil with heavy metals and the atmosphere with greenhouse gases, harming our health and causing climate change. Harmful to the environment and people is also the technological process of car production and processing. And the production of fuel – oil production, transportation and refining – is one of the most destructive human activities. Therefore, environmentally conscious hotel companies optimize the use of their vehicles and transportation, reducing the impact on the environment and human health, as well as saving resources.

Conclusions

As the desire for environmental friendliness in the hospitality industry grows, it is vital for hotel enterprises to develop an environmental strategy to increase their competitiveness. Important prerequisites for the implementation of this strategy are the level of economic potential of the enterprise in the context of sustainable development, as well as existing experience in implementing environmental programs and the effectiveness of the current environmental management system, which will depend on specific environmental goals and strategy. In addition, important conditions for achieving environmental performance are the motivation of enterprise management, qualifications and motivation of staff, as well as financial opportunities for the implementation of environmental programs. When developing an environmental strategy, it is also important to take into account the expectations of stakeholders, which is one of the conditions of corporate social responsibility and an indicator of sustainable development of the enterprise.

Changing of the priorities in development and operation of the hotel business into the direction of environmental protection and the introduction of environmental management will help achieve the following additional goals:

- reduction of operating costs (reduction of production waste and (or) their processing, increasing the efficiency of use of all types of resources (material, energy, etc.));

- improvement in financial and economic indicators of activity, at the expense of the savings in paying for raw materials, energy, consumption of resources, to compensate for the losses caused to environment; avoidance of certain types of costs (for example, capital investments in treatment plants can be reduced or eliminated by minimizing environmental pollution);

- improved image and business reputation (creating positive goodwill, increasing the value of the brand), progress in passing the international certification for compliance with quality standards and environmental management;

- increased the loyalty of staff, guests, local communities and investors;

- improved management of the enterprise, including through the prevention of environmental and other risks, increasing the stability and

sustainability of enterprise development in the long run.

Thus, greening should cover all activities of hotel enterprises, and their transition to a fundamentally new socio-ecological-economic model of development means a clear understanding of environmental problems and a sense of personal responsibility for the state and future of the biosphere and humanity, consciousness and culture.

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5.2. Hotel Business Development under Current Conditions

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The hotel industry is one of the most important in Ukraine's economy. The current conditions of the pandemic have led to the restructuring of companies, changes in working methods, methods of action and the need to adapt to new market conditions, the search for new levels of creativity. The study has conducted a statistical analysis of the structure and development of the hotel business in Ukraine in 2012-2019. It has been found out that the demand for tourist services, even under favorable conditions, needs time and incentives. Obstacles to the strategic development of the hotel business are grouped. The restraining factors of investments in the progress of new projects in the hotel industry, a number of macroeconomic difficulties that did not provide a sufficient opportunity to implement sustainable development of hotel industry and domestic problems in the hotel business in Ukraine have been underlined. Trends in the development of the hotel business in Ukraine and worldwide have been highlighted.

Introduction

Most countries, economies and industries, including the hospitality industry, have experienced a pandemic that has hit the Ukrainian hospitality industry hard at a time when the hotel services market is in the phase of dynamic development and hoteliers are booming. This trend has been sharply disrupted, and the austerity imposed by subsequent decisions of the authorities of individual countries has led to a complete cessation of tourism not only in Ukraine but also in the global segment.

The changes taking place on a global scale concern not only tourism and the hotel industry, but also other areas of the economy. This leads to the restructuring of companies, changes in working methods, methods of action and the need to adapt to new market conditions, finding new levels of innovation and creativity.

The hotel industry is one of the most important in the economy of Ukraine. After all, the functioning of the hotel business in Ukraine has become a far-reaching reference point for the progress of the national economy. The dynamics of hotel business development has been marked

by the intensification of qualitative changes and structural transformations, the interaction of elements based on a systemic approach, exposed to the external environment.

The study of the state of functioning and analysis of trends in the hotel business is an important step in the development of economic activity of economic entities of the hotel industry of Ukraine.

The development of the hotel business is being considered in the synergy of progress of the tourism industry. According to research by the World Tourism Council on Ukraine, the direct contribution of tourism to Ukraine's GDP amounted to 1.59 % of total GDP in 2018. For comparison, in France, the direct contribution of tourism to the country's GDP in 2018 was 3.7 % in 2018. Lebanon has the highest average annual growth rate – 37.61 % [1].

Hotels are open to tourists, and their number in Ukraine has grown significantly in recent years. According to the statistical analysis of the structure of the hotel business, in Ukraine in 2011-2018 the number of hotels and similar accommodation facilities increased 1.1 times. However, in 2019 there was a sharp reduction in the number of hotels and similar accommodation.

The development of hotel services in Ukraine, expanding the range of visitors (both foreign and Ukrainian) to hotels and similar accommodation facilities were most influenced by investment projects related to the improvement of transport infrastructure (new airlines, road repairs, etc.) and various large-scale events that occurred annually in large cities of Ukraine (conferences, competitions, festivals, and so on).

The reason for the increase in the number of hotel businesses was an increase in demand for mini-hotels, apartments, guest houses. The number of budget accommodation facilities (hotels without categories, hostels) increased moderately, and the number of dormitories gradually decreased. However, in recent years there have been some processes of consolidation of hotels and similar accommodation.

Statistical Analysis of Hotel Structure and Development.

In world statistics, the determinants of hotel profitability are room occupancy with an average value approaching 70 %, and the average cost of one day's stay, which is about \$ 85 USA [2].

Until recently, the development of the hotel business was good enough in Ukraine, as only 4 % of the fund is located in modern hotels

and there was a significant hotel shortage compared to other European countries.

In the national economy there was still a fairly low level of provision of rooms. Such tourist cities as Kyiv, Odesa, Lviv, Dnipro, Kharkiv, Uzhhorod, Mykolayiv, etc. were the most provided with a number of rooms. This indicates a significant potential of the hotel market of large tourist cities, but not for all segments. The largest number of collective accommodation facilities is in Odesa, Lviv, Zakarpattia, Ivano-Frankivsk, Mykolaiv, Dnipropetrovsk, Kherson, Kharkiv regions.

The statistical data on the room capacity of the hotel business in Ukraine are given in table 5.2.1.

Table 5.2.1

The number of collective accommodation facilities and the room capacity in Ukraine

Index	2011	2012	2013	2014*	2015*	2016*	2017*	2018*	2019*
1.1. Number of beds in hotels and similar accommodation (units)	154226	162821	179104	135518	132535	135916	133396	135300	75667
1.2. Growth rate / reducing rate in the number of beds	-	5,57	16,13	-12,13	-14,06	-11,87	-13,51	-12,27	-55,93
2.1. Number of hotel rooms and similar accommodation (units)	81001	81441	89685	69237	68241	70081	68224	69206	39634
2.2. Growth rate / reducing rate in the number of rooms	-	0,54	10,72	-14,52	-15,75	-13,48	-15,77	-14,56	-57,23
3.1. Number of people staying in hotels and similar accommodation (units)	4194602	4420241	4863147	3814201	4297190	5037075	5135164	5410213	3693556
3.2. Growth rate / reducing rate in the number of people	-	5,38	15,94	-9,07	2,45	20,08	22,42	28,98	-6,72

** Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone.*

Source: calculated on the basis of [3]

According to the calculations, the growth / reducing rates in the number of beds and rooms in hotels and similar accommodation for 2012-2019 tended to decrease due to insufficient occupancy of the rooms, competition from the private sector, etc.

Hotel occupancy is characterized by seasonality. For example, in those regions that are not the most active tourist destinations, congestion was the lowest in summer, while in resort destinations congestion was the highest in both summer and winter. Uneven hotel occupancy on weekdays was also important for the development of the hotel business.

The seasonality of the hotel business is shown in fig. 5.2.1, it shows the volume of services provided in temporary accommodation and catering.

The largest share of services provided in the sphere of temporary accommodation and catering are accounted for by medium and large enterprises, although in Ukraine there is a large number of small hotel-type enterprises.

The volume of services provided in the sphere of temporary accommodation and catering in 2020 fell sharply. Demand for travel services, even under favorable conditions, needs time and incentives. It is wrong to hope that the situation will return to normal one quickly, even after the end of the pandemic outbreak.

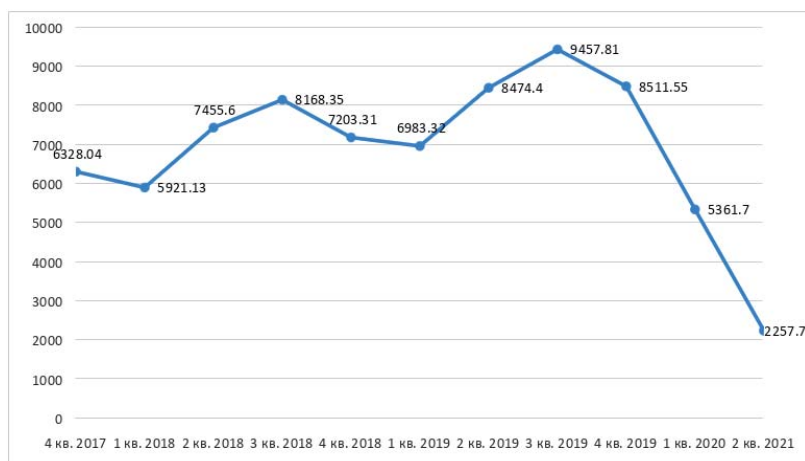


Fig. 5.2.1. The volume of implemented services in the sphere of temporary accommodation and catering in 2019-2020 (UAH million)

Source: based on [3]

Many entrepreneurs and owners have already been or will soon be forced to close or significantly reduce the operating activities of their hotels. These dramatic decisions, unprecedented in the history of the hotel market on such a large scale, are due to two reasons: lack of revenue and, consequently, loss of financial liquidity and lack of prospects for a rapid recovery in demand. Hotels cannot stay empty waiting for guests who do not know when they will arrive. The restrictions caused by the epidemic and the lack of quick decisions on state aid for entrepreneurs have given hotel owners a strong argument for considering closing their business. Uncertainty prompts cost-cutting precautions.

During 2012-2019 in Ukraine, the dynamics of transferring management functions by owners to networked international and Ukrainian operators of built and reconstructed hotels gradually increased [2]. For example, in the capital of Ukraine, 23 % of the total number of rooms were represented by hotels of world brands [4].

The structure of the proposal of the room capacity of Ukraine by type of management is shown in fig. 5.2.2.

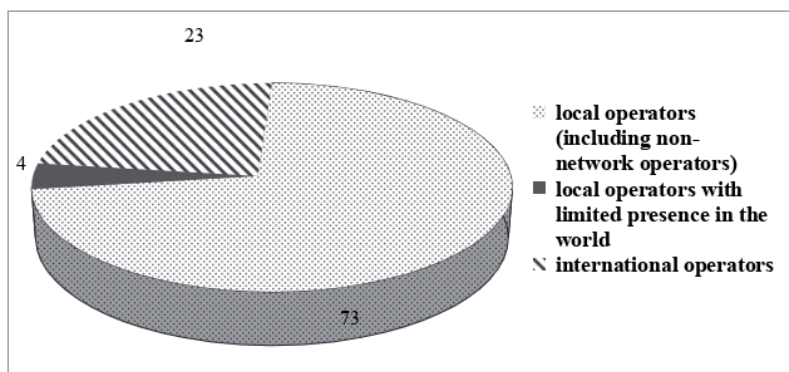


Fig. 5.2.2. The structure of room capacity by management type, in % [5]

The growth of the hotel's attractiveness among customers depends on the brand of the hotel chain, compliance with the highest level of standards. It is the brand that forms in the minds of customer's future expectations of service, safety and comfort.

Force majeure, economic crises, political imbalances have a negative impact on the expansion of the expansion of international hotel operators in the market of hotel services in Ukraine. The room capacity offers from the management of international hotel operators tend to be unbalanced, which is characterized by a fairly significant share of high-quality price segment with almost no quality supply of the lower price segment.

The reason for this situation was the cessation of international networks development of hotel enterprises in the capital and in Ukraine in general. Also, Kyiv still lags behind a number of European capitals in the number of rooms per 1,000 people who stayed in hotels and similar accommodation.

According to the European standard, the distribution of hotels in STR is based on the principle of luxury, upper upscale, upscale, upper midscale, midscale, economy [6].

In 2016 and 2019, the number of large tourist cities of Ukraine was replenished with a quality offer in the high price segment, as a result of which upscale (high level) and luxury (elite) hotels in the total number of rooms occupy about 19-20 % [4]. Although in the objects of these categories there is a slightly higher cost of living compared to objects of the same class in the EU. In general, the hotel market is characterized by a significant difference in the occupancy rates of hotels that belong to the same class. This situation is primarily due to the quality of hotel services, customer care and room capacity.

Despite the significant share of hotels in the category of midscale (average level – 29 %) and economy (standard level 38 %), this segment is primarily represented by facilities with a high degree of moral and physical deterioration [4].

The segment of economy category hotels (standard level), which are represented by international networks, was still unfilled and was actively developed by Ukrainian networks. Almost a quarter of the room capacity in Kyiv is represented by hotels of world brands and well-known brands. New hotel offers of high quality were formed mainly due to the hotel room capacity, which belongs to the upper middle and highest price segment.

If we evaluate the development of hotels by stardom, then the level of 4-star hotels in Ukraine is about 20 %. Most national hotels have the status of 3 stars, almost 50 % of them (fig. 5.2.3) [7].

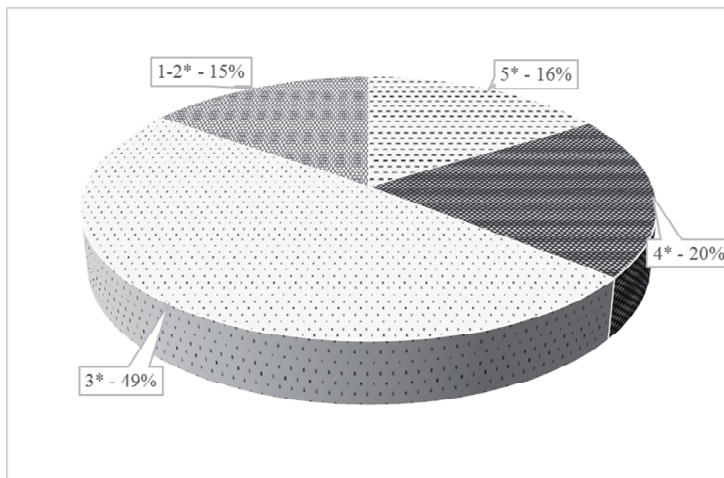


Fig. 5.2.3. Hotels development by the category from 1 to 5 stars [7]

The mentioned situation is due to the complexity of the hotel business management system. This area requires a combination of special, competency-based knowledge on the organization of hotel and restaurant services in order to increase the efficiency of business activities in the field of service [8]:

- increased competition among existing 4-5-star hotels due to the significant amount of new supply, appeared on the market in 2019;
 - reduction of profitability of hotels of the elite segment against the background of increasing supply;
 - increasing investor interest in the segment of low-budget hotels.
- The main trends of 2019 are non-standard hotel formats:
- capsule hotel,
 - futuristic space,
 - hostel, which is located in the former subway cars or a combination of hotel elements,
 - private apartments and
 - a modern hostel.

Apart-complexes, which are gaining popularity among both private investors and tourists are becoming competition for traditional hotels. The latter visitors like the “home” atmosphere and multifunctional infrastructure, which is not present in ordinary hotels. Development of hybrid hotels and hostels for tourists is becoming more

and more attractive for investors in different cities of Ukraine [9]. A worldwide survey of the tastes and preferences of young travelers in NewHorizons found that 67 % of young travelers prefer to book accommodation through online agencies (Booking.com, Airbnb, etc.) and other intermediary organizations, rather than directly through hotels [10].

In order to compete, large hotels used large-scale costly promotional activities and methods of forming long-term relationships with visitors (emphasis on personal preferences), introduced innovative technologies:

- software for mobile phones,
- loyalty programs,
- mobile payments,
- transactions for online booking and registration,
- chat-bots for messaging,
- “smart” numbers,
- digital kiosks,
- interactive social media,
- digital addition of numbers.

The share of eco-hotels in Western Europe and the United States is relatively small and rarely exceeds 20 % of the total number of hotels. There are not many of them in Ukraine either. Most eco-hotels are in Western Ukraine, Cherkasy and Poltava regions [11].

Some hotels have focused on providing visitors with only environmentally friendly products. This is enough to get a diploma from an international organization for an environmentally friendly hotel.

Among the main factors that hindered the creation of eco-hotels in the national environment, it is appropriate to name the following [11]:

- the difficulty of obtaining a building permit for accommodation, especially when it comes to the construction of an ecological hotel;
- lack of special funds (unlike in Western Europe), which either provide loans at very low interest rates for the construction of an ecological hotel, or donate a part of the equipment for its operation;
- inflated construction estimates; increase in the cost of accommodation (prices in such a facility are at least 30 % higher compared to other hotels).

Obstacles to the Strategic Development of Hotels

During the rapidly growing epidemic, global tourism and hospitality were the first industries to see such a huge drop in income. In the first days of March 2020, revenues in Europe decreased by about 30 % compared to last year (relative to March) and by 60-70 percent in the following months. In just a few days, these values were increased to 90-100 % [12].

It is impossible to predict when the conditions for normal travel, participation in conferences, fairs, business meetings and many other events that have promoted business tourism will be restored. Companies care about the safety of their employees and do not risk sending them on business trips if they do not feel completely safe. They are helped by all kinds of video and teleconferencing, webinars, virtual meetings supported by new technologies in telecommunications. Services of this kind are developing significantly and to some extent replace traditionally organized business meetings.

National hotels have begun a real struggle for survival, preservation of jobs, “keeping” afloat. Today, most hotels on the market do not work, the rest has a reduction in turnover by 90 %. Hotels cannot compensate for losses immediately after the end of the epidemic. This is a slow process. Operating costs are so high that losses will be offset over the years, and the prospects for maintaining financial liquidity are virtually non-existent.

An important prerequisite for the strategic development of the hotel business is certainly the inflow of investment, obtaining sources of funding for further development of hotel infrastructure, updating logistics, introducing innovative technologies.

However, during the economic boom of the hotel business, investors were in no hurry to enter the hotel market of Ukraine with new facilities. The most restraining factors were [8; 9]:

- long payback period of investment projects compared to other real estate sectors, which still does not meet the risks of investing in the hotel segment. The payback period of the project is from 5 to 13 years, depending on the correctly chosen location, an effective concept for a specific place, a technologically correct project and the professionalism of the team that manages the project and business;

- high costs for the hotel real estate development (in the cost structure a significant share belongs to imported products), operating

activities. This is due to the stabilization of cash flow from their activities, which usually takes 3-5 years;

- almost complete absence of agreements in the segment of hotel real estate in Ukraine, which indicates differences between the expectations of owners and investors;

- political and financial situation in the country, in particular, lack of clear understanding of the strategic state course, support from the national government;

- imperfection of the legal framework in terms of international investment and business tourism development in Ukraine;

- unavailability of bank financing for most players in the tourism and hotel market.

In the course of development of hotel business and management system of the enterprises of hotel type it is necessary to consider the most important factors which have influence on vacationers in hotels [13]: pricing, environment, tolerance and professionalism of staff, comfortable and cozy rooms, delicious and varied food, the need for entertainment.

In addition, it is worth highlighting the following main problems of internal nature in the hotel business:

- not high level of quality hotel stock;

- low level of strategic management and long-term planning at the hotel industry, the formation of marketing policy;

- insufficient quality of service;

- a small share of hotel enterprises that form a strategy for their own development, in particular a strategy for managing human, intellectual potential;

- limited use of human capital, lack of qualified staff;

- low level of provision of material needs of hotel enterprises;

- lack of internal and external incentives for introducing innovative technologies;

- insufficient progress of the information infrastructure of the hotel business, which limits access to information on the tourism potential of the national environment;

- incomplete knowledge and quality information on the peculiarities of the hotel market, the hotel industry and major competitors, legal aspects.

According to the experience of foreign countries, the hotel business is able to provide citizens with quality hotel services. The main

trends in the hotel business development in Ukraine and worldwide are presented in table 5.2.2.

Table 5.2.2

Trends in the hotel business development in Ukraine and worldwide

Trends in the hotel business development in Ukraine	Trends in the hotel business development worldwide
<ul style="list-style-type: none"> - extension of the sphere of interests of the hotel business to products and services that were previously provided exclusively by enterprises of other industries (for example, catering); - competition in the system of optimal value for money; - strengthening of globalization, specialization, democratization of hotel business; - formation of “green” floors and rooms in ordinary city hotels; - personalization of service and concentration on individual needs of visitors; - introduction of new means of communication and strengthening the development of information technologies; - strengthening the market position of international hotel concerns and associations; - integration processes (formation of international hotel and restaurant chains, development of a network of hotel enterprises); - increasing the number of private small hotels (mini-hotels); - expansion of standardization and certification activities, attempts to harmonize services with international standards 	<ul style="list-style-type: none"> - increasing the range of specific, additional services; - increasing the scale of specialization of hotel business enterprises; - using the latest marketing tools (joint forums, collaboration, advertising platforms, etc.); - strengthening logistics processes; - forming international hotel chains to increase the degree of organization of operational, production processes and tourist services; - opening hotels from world popular brands of fashion houses on the market; - progressing small business networks in the hotel business (boutique hotel); - increasing the number of hotels in environmentally friendly regions, construction of ecological hotels; - introducing information technologies, computer products (information terminals, 3D-modules-applications), automation systems at all levels and phases of hotel services into the hotel business environment; - innovative directions of development of hotel industry enterprises (forms of buildings, interior, details, service)

Source: based on [14-18].

The dynamics of the hotel business development in Ukraine was characterized by a number of macroeconomic difficulties that did not provide a sufficient opportunity to implement sustainable development of the hotel industry. The most important of them are the following:

- lack of a clear strategy for the development of the hotel business in the country, a mechanism for solving structural problems;
- lack of promotions, measures for competitive presentation of

tourist destinations, cultural attractions of Ukraine abroad at the national and interstate level, the formation of Ukraine as a tourist attractive country;

- lack of benefits, various types of programs to support the development of hotel segments;

- the difficulty of holding big events (assemblies, congresses) in the target cities of Ukraine;

- weak actions on the part of the government to develop transport infrastructure, improve the quality of roads;

- inconsistency of different types (in particular, in terms of hierarchy) of programs, development plans of tourist regions, destinations with the needs of hotel enterprises;

- weak compliance with international standards of the hotel fund of Ukraine;

- insufficient level of service at hotel-type enterprises and compliance with pricing policy;

- reconstruction, re-equipment of hotels for more profitable projects, such as office centers;

- limited development of national hotel chains due to the predominance of hotels and similar accommodation facilities, which are represented by major international hotel brands.

Conclusions

Full-scale development of tourism, economic activity in the country and abroad is possible only in case of effective functioning of the hotel business [14]. In order to ensure and stimulate the hotel industry development in Ukraine in the implementation of sustainable development strategy, deepening relations between Ukraine and the EU, it is necessary to improve the quality of hotel services and raise them up to international norms and standards, increase markets for national hotel products enterprises, improving the image and attractiveness of the country, training professionals in accordance with international requirements.

Today, the hotel business of Ukraine more than ever needs new anti-crisis solutions to overcome the crisis. Dramatic decisions, unprecedented in the history of the hotel market on such a large scale, are due to two reasons:

- lack of income, and hence the loss of financial liquidity and

- lack of prospects for a rapid recovery in demand.

Hotels cannot stay empty waiting for guests who do not know when they will arrive.

Canceled bookings, restrictions caused by the epidemic, and the lack of quick decisions on state aid to entrepreneurs have given hotel owners a strong argument for considering a closure decision. Most employers put their employees in the center of protective measures, but in this case we are not dealing with a weekly or monthly downtime, but rather long. Uncertainty prompts precautionary measures to reduce costs.

European countries have developed programs to support tourism, hotel business, entertainment, etc. For example, the Polish government has implemented employment subsidies, additional parking benefits, exemptions from social security contributions, health insurance, the Labor Fund, the Solidarity Fund, the Guaranteed Benefits Fund or the Transitional Pension Fund, and non-refundable subsidies of PLN 5,000 for micro and small business. The program, prepared by the government, covered more than 170,000 companies with almost 400,000 employees. The value of the aid is estimated at more than 1.8 billion [12].

In Ukraine, the hotel business needs government stimulation, the development and implementation of an anti-crisis program of actions and solutions that will support the hotel industry due to the difficult situation of spreading the coronavirus.

The current state has led to the emergence of forced transformations. The changes that will result from the pandemic will not only affect tourism and the hotel industry, other industries or services will also have to change their working methods and adapt to new market conditions.

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5.3. Factors of Influence on the Level of Environmental Comfort for Persons with Disabilities

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The focus is on the concept of environmental comfort for people with disabilities. Based on the analysis of scientific and methodological literature, the affinity and differences between the terms “accessibility” and “universal design” are identified, the priorities on the basis of which the environment is adapted to the needs of the disabled are indicated, and the need for architectural accessibility based on universal design is highlighted.

The main tasks for designing a comfortable environment for people with disabilities are identified. Factors influencing the level of environmental comfort and the effectiveness of orientation in an accessible environment for people with disabilities are analyzed.

Introduction

An analysis of the literature shows that there is a certain affinity between the concepts of “accessibility” and “universal design”. However, there is no reason to identify them, and for this it is important to understand the essence of the relationship between the availability of a particular object and universal design. Universal design and architectural accessibility.

Accessibility has long been perceived as a set of minimum technical requirements for creating more or less favorable living conditions for a limited group of people – people with disabilities. In addition, when discussing accessibility issues, only the accessibility of the architectural environment for people in wheelchairs was mostly considered. Therefore, in recent years, various approaches and terms have been used to determine the architectural suitability / accessibility of public facilities for people with disabilities in the design and

construction of buildings and premises, namely: “favorable (sometimes safe) design”, “design for special needs”, “Design concept without barriers”.

In modern interpretation, “accessibility” in content is a very broad concept. It covers such areas as: education, transport, employment, ways of presenting information, buildings and public places, etc. Many of these areas are interdependent.

Affordable transport makes it possible to expand the boundaries of mobility and create the most favorable conditions for employment, study and recreation. According to recent research, accessibility means more than direct access to a building or premises through aids or special means. And universal (inclusive) design is a modern approach to designing the whole environment, which is different from “design for people with disabilities”. It is a process of creating spaces that are as comfortable as possible, and therefore safe for all people, regardless of their age and physical or cognitive abilities, without the need to use aids (adaptive) tools or narrowly focused specialized solutions. This approach to design is the most optimal for people with disabilities, because it also meets the needs of other users, creating a situation that everyone is satisfied with.

Universal design is a strategy that aims to ensure that the design and components of any environment, product, communication, information technology or service are equally accessible and understandable to all and meet the requirements of sharing, as independently and naturally as possible, preferably without the need to adapt or apply specialized solutions.

Thus, the modern concept of universal design goes beyond access to buildings for people with disabilities. Based on the analysis of domestic and foreign practice of design, construction and operation of residential and public buildings and structures, as well as taking into account the experience of experimental design and reconstruction of facilities with accessibility for the disabled, the criteria for barrier-free architectural environment should be as follows. priorities: accessibility, security, informativeness, convenience.

The most important condition for the organization of an appropriate environment for people with disabilities is to enable them to move freely and safely.

It should be noted that people with disabilities around the world face many barriers that limit their daily participation in society.

However, physical barriers can be avoided by spending little money at the planning stage. Many changes can be made to the existing environment, taking into account all the factors of its impact at minimal cost. Universal design is designed for the vast majority of people, as well as a wide range of disabilities such as visual, hearing, perception, movement, as well as psycho-emotional and intellectual characteristics.

Creating a universal environment for all is creating a safe and comfortable, comfortable environment for all people. The planned solution to the problem of integration of the less mobile population into society should take place in several stages. This is the adaptation of housing, social and cultural facilities (cinemas, shops, clinics), educational facilities, the environment, ie streets, pedestrian crossings, etc. This applies equally to the construction of new facilities and the adaptation of existing ones.

The Concept of Environmental Comfort for People with Disabilities

The concept of environmental comfort includes a number of different requirements. Among them are the requirements of ergonomic organization of space, provision of heat and energy, sufficient thermal and sound insulation of enclosing structures and many others. Traditionally, when designing the comfort of the interior, there were two approaches to ensuring the comfort of buildings, not always closely related: architectural (from the standpoint of the organization of internal space) and engineering (determines the reliability of equipment and the optimal ratio of internal microclimatic parameters).

The main tasks for designing a comfortable environment for people with disabilities are the development of planning decisions that take into account the psychological and physical connections of people with disabilities with the surrounding space, which includes visual perception of interior elements, functionality and ease of life, harmoniously carry out the necessary social interaction between other occupants of the premises [1]. At the engineering approach for creation of a comfortable microclimate indoors the ratio of parameters of the internal environment favorable for an organism and mentality of the person with disability is necessary. It can be achieved by “passive” (construction) methods and “active” (using modern technologies and equipment) [2]. The set of adverse environmental factors directly affects the overall planning and design decisions (fig. 5.3.1).

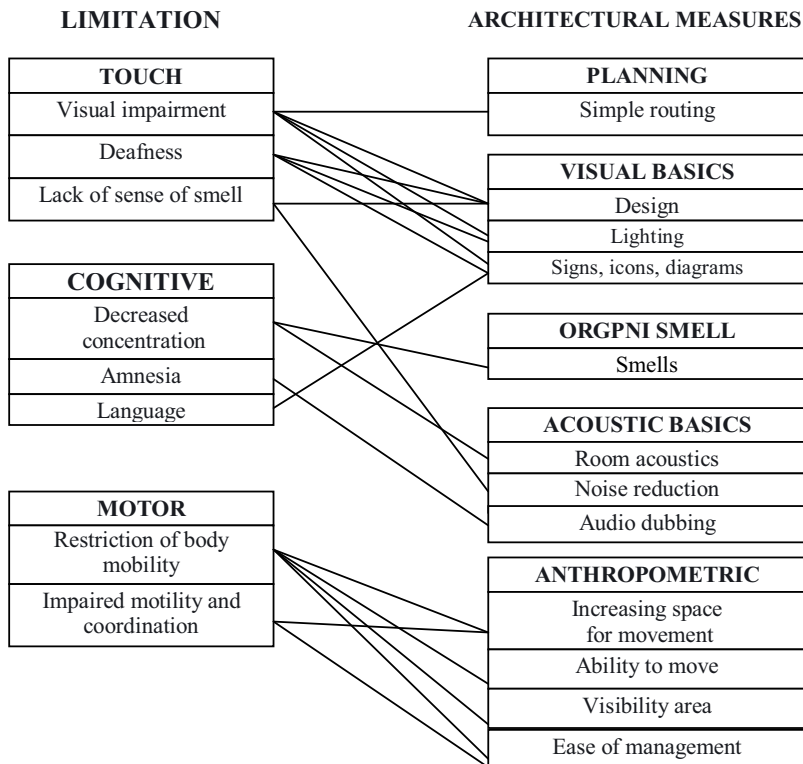


Fig. 5.3.1. The principle of using the senses for a comfortable orientation in space

The sizes and designs of fillings of window apertures should, on the one hand, as much as possible prevent heat losses of rooms in a cold season, on the other – to provide in the room a possibility of a natural air exchange in the summer. In terms of temperature and weather conditions, buildings in temperate climates should be protected from rain, snow, cold winds, summer heat and winter cold.

In terms of ergonomic approach to the main elements that determine the comfortable level of living environment of persons with disabilities in the architectural object, include sanitary, psychophysiological factors and spatial-anthropometric parameters.

Elements of Life Support for People with Disabilities in an Accessible Environment

To characterize the basic elements of life support of persons with disabilities in the architectural environment, it is necessary to consider each block separately. Having considered the relevant regulations and recommendations, it was concluded that the design temperature in the room should not be below 18°C. Lower indoor temperatures can contribute to hypothermia (by increasing heat loss by breathing air with a temperature of 16°C, increasing heat loss by lowering the temperature of enclosing structures), which will exacerbate chronic diseases and respiratory diseases and the spread of infectious diseases.

In addition, lowering the air temperature in the room can lead to a violation of the normative air exchange (due to the insulation of windows and balcony doors) and increase the humidity in the premises of the university. It can also cause damage to the structures by molds, which is a risk of allergic and respiratory diseases. The means of regulating the microclimate, which provides the appropriate parameters of the air environment, include heating, ventilation and air conditioning – psychophysiological factors.

Perception of space, for example, visually impaired or blind occurs through sensations. The properties of sensations involved in the process of perception determine the possibility of reflecting certain characteristics of space in the mind of the observer. To achieve this goal, we will rely on the properties of tactile-muscular, sound and thermal sensations. First of all, let's look at the guidelines aimed at creating tactile and muscular impressions. Simplifying the visitor's understanding of their location in the building is facilitated by the use of enfilade spaces. The openings in the partitions are easy to feel, and the contrast of the length of the corridors connecting these enfilades makes it easier to remember the structure of the building and the location of the functional areas.

Creating different sound sensations – additional, sound, landmarks for the blind. Architect D. Pallasmaa argues that the sound atmosphere is a characteristic of the room, which transmits information about its geometric parameters. Due to the dominance of vision, this information remains unconscious in healthy people [3]. However, for visually impaired people, this characteristic may be an indirect indicator of the size and shape of space. The source of sound is the footsteps of visitors.

Based on these data, we can conclude about the rationality of blocking the premises, contrasting in size and shape. Due to this method, transit premises acquire additional divisions, which improves the orientation of visually impaired or blind people in space. This technique is reflected in architectural practice, in particular in a specialized school in Glasgow, where, according to the authors of the project, the contrast of the volumes of neighboring rooms provokes a change in acoustic characteristics, visible to the blind.

Consider the techniques of composition aimed at creating thermal sensations. It is possible to form thermal sensations in space at the expense of light apertures. Studies by British architects have shown the ability of completely blind people to recognize the boundaries of illuminated and unlit areas of space due to their different temperatures [4].

However, this technique helps people with residual vision to navigate in space due to their ability to distinguish contrasting lighting. In the practice of construction of specialized buildings for the blind, the light openings of transit spaces are arranged both in the walls and in the ceilings. Glazing of walls is most often used in communications with a single-row arrangement of planning elements, or in light pockets of two-row spaces (fig. 5.3.2).

The effectiveness of orientation in space depends on how accurate and detailed is a person's idea of its structure [5]. To form such a view of the survey from one point is not enough: "Objectively existing outlines we realize on the basis of experience, comparing a number of impressions obtained from different points of view" [6]. In terms of non-visual orientation, the duration of the formation of the subjective model of space increases due to the limited tactile-muscular perception of the area of physical reach and various floor coverings, stairs, sidewalks that change the sound of footsteps, different texture of individual walls, sound signals, color and light contrasts. Based on the information accumulated through tactile-muscular, auditory and thermal perception, the blind form an idea of the geometric structure of the passed part of communication. In this regard, to ensure the predictability of the further path in the immature orientation is possible by repeating the same fragments in the structure of the transit space.



Fig. 5.3.2. Factors influencing the level of comfort of the environment for people with disabilities

Effectiveness of Orientation in an Accessible Environment for People with Disabilities

Information adequacy is a universal tool for optimizing the activities of people with disabilities with the help of warning and stimulating signs. Sign language consists of color schemes, icons, tactile stimuli, sounds, smells. The use of these languages allows you to solve a range of information tasks: to orient, warn of dangers and obstacles, help find a way and remember the route, stimulate and facilitate activities, reduce visual fatigue (fig. 5.3.3).

To ensure an appropriate level of comfort and coziness for people in wheelchairs, it is necessary to equip the subject-spatial environment of the university so that a person with a disability can perform most physical operations on their own.



Fig. 5.3.3. Information adequacy for the visually impaired and blind

The nature of the changes is always individual and depends on the disease, but there are a number of general principles. For people with disabilities, the floor should be covered with rough material. In the bathroom, install handrails near the toilet and sink. If a person can get up, then near the toilet should be installed in the floor L-shaped bar and put a rubber mat. The ideal material for flooring in the room is wood, as well as non-slippery linoleum.

The form and functional dimensions of the entire subject environment, its three-dimensional structures are inextricably linked with the size and proportions of the human body. Specific features of persons with musculoskeletal disorders to the greatest extent affect the features of the improvement of the room.

Among them there are two subgroups: people who use different walking aids and wheelchairs. People with musculoskeletal disorders differ significantly in their anthropometric and ergonomic characteristics

from healthy people. They have difficulty moving, moving on a difficult route and in a confined space, in overcoming various obstacles in the form of stairs, thresholds, in the use of bathrooms, passages, ordinary furniture and equipment.

People with hearing impairment in their anthropometric characteristics are close to healthy people and do not require adjustments to the basic parameters of the elements of the environment, university buildings, given in the recommendations. However, these people have difficulty navigating and therefore in buildings must take into account a number of requirements for the device of additional visual and lighting information, as well as electro-acoustic devices.

Information adequacy acts as a universal tool for optimizing the activities of people with disabilities through warning and stimulating signs. Sign language consists of color schemes, icons, tactile stimuli, sounds, smells. The use of these languages allows you to solve a range of information tasks: to orient, warn of dangers and obstacles, help find a way and remember the route, stimulate and facilitate activities, reduce visual fatigue, alternately affecting different color-perceiving the end of the visual analyzer. Each language has its own way of encoding.

Color coding allows you to solve the following architectural problems [7]:

- select input nodes;
- mark areas: using color to mark the beginning and end of the stairwell or ramp, part of the floor before entering the elevator;
- painting in different colors the same (similar) rooms, located on the same level;
- using the color of furniture and equipment to highlight different areas;
- to outline routes of movement of people: using change of color of a floor for allocation of a way of passage of visitors; by drawing colored lines with arrows on the floor, indicate the direction of movement;
- applying color to highlight the handrails;
- using colored stripes on the side walls along the main road;
- marking the color of the direction of opening the door and the position of the handle on it;
- highlighting door trims and door leaves.

The structure of anthropometric features, which allows us to fully trace the relationship in the system “man – activity – life process – space”, involves the selection of two main groups of these features:

classical, which include longitudinal dimensions and proportions, total dimensions and shape of individual body parts each user group, and ergonomic, including static features (dimensions of individual body parts that determine the size of equipment), dynamic (dimensions determined by movement in space), dimensional (largest and smallest body dimensions), goniometric (mobility in the joints, which affects, as well as dynamic characteristics, the size of the sensorimotor field) and perisomatic (distances from the body to the surfaces of the equipment, which determine in conjunction with static features the size of the working space).

The combination of classic and ergonomic features of different groups of people with disabilities, their analysis and unification allow to streamline the requirements at the level of the minimum functional cell, set the size of the user's sensorimotor field, workplace dimensions, determine the spatial characteristics and shapes of equipment used in training. levels of accessibility when working in different positions, the parameters of the required free space within the functional area of the university to approach the items of equipment placed in it, etc. [8; 9].

One of the defining elements in the improvement of buildings and structures, taking into account the characteristics of young people with disabilities is the size of a person moving with a wheelchair. Serious attention is paid to the dimensional parameters of communication spaces: corridors, passages, stairs, elevators, which take into account the density of human flows, speed, planning requirements and special circumstances (emergencies). This dictates a change (increase) of the sensorimotor field, which requires adjustment of the dimensions of the premises.

The width of the lane of a healthy person is 600-700 mm; the person using auxiliary devices increases to 700-900 mm; a person in a wheelchair without an accompanying person – 900 mm, with an accompanying person – 850 mm, with two-way movement without accompanying persons – 1800 mm, with accompanying persons – 1700 mm.

Of great importance are the size of the area required for free maneuvering. The smallest sizes of this zone for turn of a wheelchair on 90° should be not less than 1,3x1,3 m, for turn on 180° – 1,3x1,4 m, for turn on 360° – 1,4x1,4 m. At the design must take into account the specific technological space the size of the vertical and horizontal areas of reach of the limbs of people in wheelchairs. It is established that in persons with musculoskeletal disorders in comparison with healthy

people the sizes of vertical and horizontal zones of reach of extremities considerably decrease. The upper point of reach of a person in a wheelchair is: for men – 1700 mm, for women – 1600 mm. Front reach for men – 800 mm, for women – 700 mm. Side reach for men – 1100 mm, for women – 800 mm. Special equipment, as well as furniture, facilitate the life processes of people with disabilities, require appropriate geometric parameters of the premises. Providing modern technical rehabilitation facilities reduces the limitations of life, as it frees them from outside help in learning, increases the degree of self-care.

At the same time, for physically weak people, a barrier-free environment is the presence of visual connections between individual areas of the university and between the internal and external environment. For this purpose the lowered window sills allowing to see the outside world, glass door cloths for optimum visibility are arranged.

Depending on the types of disorders of the musculoskeletal system in the formation of the workplace, it is necessary to take into account the biomechanical capabilities of users: the functioning of the upper extremities; spinal mobility; functioning of the lower extremities (mainly in the function of walking). Given these parameters, the elements should be located as comfortably as possible, with the ability to change the height and inclination of the work surface, the seat of the work chair. The inclined position of the tabletop allows you to read and write, keeping your head and torso straight. Tables equipped with countertops with adjustable tilt, provide an ergonomic position for unloading the spine and neck, as well as relaxes the muscles of the back.

Thanks to the adjustment, you can set the angle of the tabletop, which is optimal for maintaining vision. People with visual impairments are guided in buildings by touch when moving along walls, furniture and equipment, as well as with the help of handrails and fencing. At designing it is necessary to be guided by initial dimensions of people with visual defects. The width of the passages of a person with a disability who uses various aids when moving (sticks, crutches, “walkers”, etc.) varies from 0.7 to 0.95 m, depending on the type of support [10].

Tactile coding is based on the fact that space is actively explored by touch. The texture of the surface allows you to use it as a guide for recognizing functional areas, changing the texture can warn of potential danger. Various flooring materials, parapets, curbs, decorative fences, handrails help with movement.

In places where there are dangerous areas (before crossings in areas of heavy traffic, near transport areas for boarding and disembarking passengers, at the beginning and end of the ramp and stairwell, and before the entrances to the stairwell, in front of the elevator door, before turning communication paths, etc.), tactile indicators in the form of protruding hemispheres denoting “danger” must be installed on the ground or floor surface. In places where it is necessary to mark the direction of movement, tactile indicators in the form of longitudinal acting lines are applied (fig. 5.3.4).



Fig. 5.3.4. Functional sufficiency of the architectural environment

Conclusions

At the present stage, the term “accessibility” has a broader meaning than the definition of direct access to a building or premises by auxiliary or special means, and characterizes the possibility of

unimpeded and full participation of a disabled person in all spheres of society. “Universal design” is a strategy that aims to ensure that the design and components of any environment, products, communications, information. Universal design and architectural accessibility of information technology or services are equally accessible and understandable to all and meet the requirements of sharing.

The modern strategy of planning the architectural environment provides a transition to a design that is user-oriented and based on an approach aimed at meeting the needs of all people, taking into account possible changes in their abilities over life. The following order of priorities must be maintained: accessibility, security, informativeness, convenience.

This topic can be developed in the direction of studying the formation of architectural accessibility of the environment to the needs of people with disabilities, which is a necessary condition for successful socialization of people with disabilities. It will be appropriate to provide specific proposals and recommendations for adapting the environment to the needs of disabled people of different nosological groups.

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