

DEVELOPMENT OF GASTRONOMIC TOURISM IN THE LVIV REGION

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INTRODUCTION

Tourism is one of the most important areas of the national economy of many countries of the world and provides an important source of their income. The greatest economic success is achieved by countries that pay great attention to the development of the innovative sphere, which is the basis for the creation of new scientific results. Creating and effectively using the results of innovative activities is an important prerequisite for the dynamic development of the tourism sector. Given this, in modern conditions, the development of the tourism industry increasingly requires the introduction of innovative activities, which have now become one of the most important factors determining the level of economic development and, accordingly, the state's position in the international community. The development of innovative strategies is of particular importance for the development of tourism in the region, which will allow to create a high-quality and competitive tourist product, as well as to accelerate socio-economic development. For the effective development of tourism in the region, it is first of all important to understand the essence of innovations and the possible directions of their application. Tourism is one of the most important and dynamic areas of development of the world economy. About 10% of the world's workforce is employed in tourism, which provides the same amount of global gross product. The tourism sector accounts for 10% of global investments, 5% of all tax revenues, 30% of the volume of world trade services, and 11% of global consumer spending. In addition, tourism is one of the most important factors of socio-economic development, which requires the use of modern forms and mechanisms of customer service. The tourism industry is quite multifaceted, it includes the use of various technologies, primarily information technologies, starting from the development of specialized software tools that ensure effective work starting with a travel company or hotel and ending with the use of computer networks. Therefore, the development of the tourism sphere, both in Ukraine and in the world in general, requires the activation and significant expansion of the scale of innovative activities of tourist enterprises¹. The development of modern

¹ Karyuk V. I. Innovations as a factor in the development of modern tourism in Ukraine. *Theoretical and applied issues of economics*. 2016. No. 2. P. 108–118.

tourism largely depends on the development and implementation of something new, aimed at improving the sphere of customer service and expanding tourist opportunities. Successful tourism innovators prove with their experience that the creation and implementation of innovations is the key to survival in the fiercest competition in today's conditions². The role of innovation in the economic system, the analysis of the innovative development of the economy is the subject of research by many scientists and occupies one of the leading places in the research of economists and scientists. The concept of innovation was first used at the beginning of the 20th century by the founder of the theory of innovation and innovative development – it is a new production function that replaces the old one. In a broad sense, innovation includes procedures and means by which scientific discovery is implemented in economic innovations. That is, there is a need for such types of activities that ensure the implementation of innovation ideas, as well as the formation of a management system for this process³.

1. Innovative development as the functioning of regional tourism systems

There is no unambiguous definition of the term "innovation". Various approaches to interpretation are used and innovations are considered as a result, process or changes, for example, the concept of "innovation" is a change (active or passive) of a specific system in relation to the external environment^{4 5 6}. Innovation is the process of bringing a scientific idea or a technological invention to the stage of practical use, which gives profit, as well as technical, economic and other changes in the social environment associated with this process⁷. At the same time, "innovation is the final product of the enterprise's innovative activity, the beneficial effect of which is determined by the amount of technical and techno-economic effect, it is a product that is sold on the market of goods and services in the form of a new or improved product (technology)"⁸. The interpretation of the concept of innovation is new knowledge in the form of perfect or fundamentally new

² Scientific and innovative activity in Ukraine: coll. Stat. Kyiv: Derzhkomstat, 2015. 251 p.

³ Polishchuk N. V. Theoretical approaches to determining the essence of innovations. *Galician Economic Herald*. 2009. No. 1. P. 20–23.

⁴ Mensch G. Das technologische Patt: Innovation uberwinden die Depression. Frankfurt am Main, 1975. 287 p.

⁵ Muller R. Das Management der Innovation. Frankfurt am Mein, 1973. 327 p.

⁶ Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation. The Measurement of Scientific, Technological and Innovation.

⁷ Peresada A. A. Management of the investment process: monograph. Kyiv: Libra, 2002. 472 p.

⁸ Osidach O. O. Conceptual and terminological understanding of the stage of preparation and development of production as a component of the innovation process. *Bulletin of the National Lviv Polytechnic University*. 2007. No. 576. P. 210–214.

ideas, projects, results of scientific research, etc.; these are changes of a creative nature, something new in the field of human activity; it is the novelty of certain properties of what is produced or produced; it is the result of a creative process in the form of new consumer values; these are various improvements that ensure cost savings, create conditions for such savings or meet new consumer needs; it is the process of implementing new ideas in human activity, which contributes to the satisfaction of needs and brings economic benefits to those who produce, distribute and introduce these ideas⁹. Modern economic dictionaries interpret innovation as: the introduction of new technology, organization of production and sales of goods, etc., which enables one to gain advantages over competitors; the implementation of new forms of work organization and management, which covers not only a separate enterprise, but also their totality, the industry; a new approach to the design, production and sale of goods, as a result of which the manager and his company gain advantages over competitors; investing funds in the economy that will ensure a change in equipment and technology^{10 11}. The Law of Ukraine "On Innovative Activities" states that innovations are newly created (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of a production, administrative, commercial or other nature that significantly improve the structure and quality of production and social sphere¹². In turn, the State Statistics Service of Ukraine singles out four main types of innovations: product innovations the introduction of a product or service that is new or significantly improved in terms of its properties or methods of use; process introduction of a new or significantly improved method of production or delivery of the product; marketing – the introduction of a new sales method, including significant changes in the design or packaging of the product, its storage, promotion to the market or in the assignment of the selling price, aimed at better satisfying the needs of the consumer, opening new markets or winning new positions for the company's products on the market with in order to increase the volume of sales; organizational – implementation of a new organizational method in the activities of the enterprise (organization), in the organization of workplaces or

⁹ Kolot A. M. Innovative work and intellectual capital in the system of factors of formation of the knowledge economy. Formation of the market economy: coll. of science Ave. Spec. issue: Management of human resources: problems of theory and practice: in 2 vols. Vol. 2, Ch. I. Kyiv: KNEU, 2007. P. 350–365.

¹⁰ Economic encyclopedia: in three volumes. Volume 1. Kyiv: Akademiya, 2000. 864 p.

¹¹ Krykunenko D. O. Problems of introducing innovations at the enterprise. *Marketing and innovation management*. 2011. No. 4 (1). P. 45–49.

¹² On innovative activity: Law of Ukraine dated February 18, 2002. Bulletin of the Verkhovna Rada of Ukraine, 2002, No. 36, Art. 266. URL: <https://zakon.rada.gov.ua/laws/show/40-15#Text>

external relations¹³. There are four approaches to the interpretation of the category "innovation": objective – innovation is interpreted as a certain result in the form of a new technology, new product, method, etc.; process – innovation as a process of implementing certain changes; transformational – changes in the company's activities; resource – innovation is a way of more efficient use of resources; synergistic, which combines all the mentioned approaches and strengthens them¹⁴. The concept of "innovation" also has two interpretations in terms of coverage of spheres of activity. According to one of them, innovation is a complex of all stages of the life cycle of an innovation, starting with relevant (involved in achieving the final result) fundamental research; on the other hand, only the final stages of this cycle are taken into account, which determine the development and distribution of new technology or new science-intensive products¹⁵. Therefore, interpretations of the concept of innovation in general are quite diverse, but mostly based on its classical understanding. Summarizing, the interpretation of innovations shows an oriented approach and a clear modernization orientation at the personal, organizational, branch and technical and economic levels. Innovative development is changes aimed at updating and qualitatively increasing the efficiency of processes or products, which is accompanied by a transition to a new level of system organization. The main approaches to studying the essence of innovative development are subject-technological and functional¹⁶. Comparing the approaches to defining the concept of "innovation", we get the following: a special means of entrepreneurs, with the help of which they study the changes occurring in the economy and society, with the aim of using them in business or in other areas of service¹⁷; socio-technical-economic process, which through the practical use of ideas and inventions leads to the creation of products and technologies that are better in terms of their qualities¹⁸; the process of implementing a new idea in any sphere of human activity, contributing to the satisfaction of existing needs on the market and bringing economic effect¹⁹; the result of innovative activity, reflected in the form of

¹³ Scientific and innovative activity in Ukraine: coll. Stat. Kyiv: Derzhkomstat, 2015. 251 p.

¹⁴ Muller M. V. Peculiarities of formation of innovative development of gastronomic tourism of Poltava region. *Economy and the region*. 2017. No. 1. P. 101–104.

¹⁵ Solovyov V. P., Korenyako G. I., Holovatyuk V. M. Innovative development of regions: issues of theory and practice: monograph. Kyiv: Fenix, 2008. 224 p.

¹⁶ Horbach L. M., Kobuk A. L. Innovative development in the modern world: main approaches to the study. *Economics and management: prospects for integration and innovative development. Coll. of science Ave*. No. 10. Dnipro, 2017. P. 19–22.

¹⁷ Drucker P. F. *Innovation and Entrepreneurship: Practice and Principles*. New York: Harper and Row Publishers, 1985. 277 p.

¹⁸ Santo Borus Innovacio a gazdasagi razedetes eszkoze Muszaki konyvkiado, Budapest 296. 19 Santo Borus Az ezredfordulo innovacios tarsadalma. LSI. 2003. 268 p.

¹⁹ Fedulova L. I. *Innovative economy: a textbook*. Kyiv: Lybid, 2006. 480 p.

scientific, technical, organizational or socio-economic novelties^{20 21}; a new scientific and organizational combination of production factors motivated by an entrepreneurial spirit²²; of a new marketing method or organizational method in business practice, workplace organization or external relations²³; the result of the innovation process introduced into practical activity, embodied in a new or modernized product, method, approach, principle, which is created to solve a certain task²⁴; innovation, which in the process of implementation in the field of activity leads to the improvement of the production process, improvement of the quality of services, development of the industry, increase in efficiency, economic indicators, increase in profitability, a better position on the market, improvement of the image of the economic entity²⁵; a process or the result of a process in which: the results of intellectual activity are partially or completely used; or the production of patentable products is ensured; and the production of goods (services) is ensured, the quality of which corresponds to the world level or exceeds it²⁶. Innovative development is a determining factor in the effectiveness of the enterprise, which is based on the introduction and implementation of innovations that lead to the improvement of its activities, ensure the strengthening of its market positions and create favorable conditions for its development²⁷. Others note that innovative development is the improvement of a system (object) based on innovation. Therefore, the innovative path of the country's development is possible under the condition of the widespread introduction of innovations, investments and the introduction of innovative processes, as the basis of market management, in particular, the formation of the structure of production and its technical base, improvement of

²⁰ Khariv P. S. Innovative activity of the enterprise and economic assessment of innovative processes: economic opinion: monograph. Ternopil: TANG, 2003. 326 p.

²¹ Khariv P. S., Sobko O. M. Activation of innovative activity of industrial enterprises of the region: monograph. Ternopil: Economic Opinion, 2003. 184 p.

²² Shionoya Y. Schumpeter and his surroundings: on overview // Schumpeter and the Idea of Social Science: A Metatheoretical Study. Cambridge: Cambridge University Press, 2007. P. 14.

²³ Nironovych N. I. Theoretical aspects of innovations. *Bulletin of the National Lviv Polytechnic University*. Management and entrepreneurship in Ukraine: stages of formation and problems of development. 2001. No. 436. P. 385–390.

²⁴ Andronova O. F. Transfer of technologies as a tool for implementation of innovative activity: monograph / O. F. Androsova, A. V. Cherep. Kyiv: Condor, 2007. 356 p.

²⁵ Konoval Yu. V. Economic the essence of the concept of "innovation". *Theoretical and practical aspects of economics and intellectual property*. 2014. No. 1 (1). P. 336–341.

²⁶ Tretyak A. M., Kalganova I. G. To the question of the economic essence of the concept of innovations and innovative activities in the field of land management. *Land management, cadastre and land monitoring*. 2016. No. 3. P. 54–64.

²⁷ Ravlyk N. V. The concept of innovations and their role in development 187 enterprises. *Actual problems of the economy*. 2015. No. 4. P. 215–219.

management systems²⁸. At the same time, innovative development cannot be extensive, since "innovation" in its economic essence is the result of the implementation of new knowledge, therefore we consider innovative development as a process of intensive economic growth, which is based on the use of innovations in practical activities^{29 30}. Innovations in tourism should be considered as systemic measures that are qualitatively new and lead to positive changes that ensure sustainable functioning and development of the industry in the region^{31 32}. Innovations in tourism are the result of the application of a new product in the tourism industry with an increase in its efficiency and obtaining, first of all, a commercial effect, which should ensure the sustainable functioning and development of the industry³³. Also, innovations in tourism can be considered as development, creation of new tourist routes, projects, etc. using the achievements of science, technology, IT technologies^{34 35}. Management innovations in tourism, modern technologies of its development are the main source of progress, and therefore require adequate solutions, starting with the development of regional development technologies. For this, recreational programs, projects, technologies of regional revitalization are developed, models of regional development are chosen, which ensure the development of personnel potential and local self-government³⁶. Therefore, innovations in tourism should include, first of all, those innovations that are accompanied by: restoration and development of spiritual and physical strength of tourists; qualitatively new

²⁸ Yokhna M. A. Economics and the organization of innovative activities: ed. manual / M. A. Johna, V. V. Stadnyk. Kyiv: Academy, 2005. 400 p.

²⁹ Zhitnetskyi I. V., Levchenko Yu. G. The economic essence of innovations and innovative activity in market conditions of management. *Kharch. industry*. 2008. No. 7. P. 117–121.

³⁰ Izhevsky V. V. Economic essence of innovation and innovative activity of enterprises. *Scientific Bulletin of the National Technical University of Ukraine*. 2010. Issue 20.3. P. 121–127.

³¹ Mizyuk B. M., Polotai B. Ya. Peculiarities of the introduction of innovations in the tourism industry. *Bulletin of the Lviv Trade and Economic University. Economic sciences*. 2016. Issue 51. P. 45–49.

³² Mironov Yu. B. Peculiarities of innovative activity in the field of tourism // Materials IV International. science and practice conf. "Problems of formation and development of innovative infrastructure: challenges of the post-industrial economy." Lviv: Publishing House of Lviv Polytechnic, 2017. P. 771–772.

³³ Davydova O. Yu. Innovative management of the development of hotel and restaurant enterprises: methodology, theory and practice: a monograph. Kharkiv: I. S. Ivanchenko Publishing House, 2018. 448 p.

³⁴ Mironov Yu. B., Svidruk I. I. Tourism as a factor in the country's economic development. *Scientific bulletin of NLTU of Ukraine*. 2016. No. 26.6. P. 255–262.

³⁵ Polotai O. I., Mizyuk B. M. Management of information security in the tourism industry // Information security in modern society: a collection of abstracts of reports II International science and technology conf. Lviv: LSU BZD, 2016. P. 72–73.

³⁶ Fedorchenko V. K. Tourismology: conceptual foundations of the theory of tourism: monograph. Kyiv: Academy, 2013. 368 p.

changes in the tourist product; increasing the effectiveness of the tourism infrastructure; increasing the effectiveness of management, sustainable functioning and development of the country's tourism sector; increasing the effectiveness of the processes of formation, positioning and consumption of tourist services; progressive changes in production factors; improving the image and competitiveness of enterprises³⁷. Innovative activity in the field of tourism is aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and modern forms of organizational and management activities. Innovations and new information technologies are becoming determining factors for the competitiveness of the tourism industry and the activation of exchanges with other sectors of the economy related to them³⁸. Among the main directions of innovative activity in the field of tourism, the following are distinguished: the introduction of new tourist routes, the release of a new tourist and restaurant product, the provision of new hotel services, etc.; application of new equipment and technologies; use of new tourist resources; application of new ways and methods of business process organization; opening of new directions and new sales markets, etc.³⁹. An analysis of innovative activity is proposed either at the level of the region (or individual system formations of this level), or of individual spatial formations formed within the region under the influence of tourist activity. Such elementary spatial formations are tourist destinations, the very emergence and development of which is an element of the innovative development of tourism in the region⁴⁰. Innovative activity in the region can be interpreted as a set of interdependent scientific and industrial processes that lead to the emergence, formation and use of a system of innovations in order to carry out a radical renewal of the production system of the territory, which affects human life⁴¹. The key basis of the development of the tourism industry is the creation of a competitive tourist product on the national and international markets, capable of meeting tourist needs as much

³⁷ Zaitseva V. M., Gurova D. D., Kornienko O. M., Kuklina T. S., Zhuravlyova S. M. Use of innovative technologies in the field of tourism: monograph. Zaporizhzhia, 2015. 144 p.

³⁸ Dotsenko M. S. Innovations in tourism of Ukraine. Materials of the 3rd All-Ukrainian scientific and practical conference "Modern trends of tourism development". Part II. Mykolaiv: VP "MF KNUKIM", 2015. P. 31–34.

³⁹ Shymanovska-Dianyach L. M. The essence and specific features of the implementation of an innovative direction of development in the field of tourism. *Socio-economic problems of the modern period of Ukraine*. 2018. No. 6. P. 105–109.

⁴⁰ Podvalna O. G., Felinchak Yu. B. Social aspects of innovative development of tourism in the region. *Scientific notes of the "KROK" University*. 2020. No. 2 (58). P. 152–158.

⁴¹ Podvalna O. G. Formation of the mechanism of management of innovative activities of tourism industry companies in the region. *Entrepreneurship and innovation*. 2019. No. 10. P. 107–113.

as possible, which is impossible without the involvement of innovations⁴². The application of innovations in the tourism sector is aimed at the formation of a new tourist product, the provision of unique tourist services, the application of new marketing approaches, using the latest techniques and IT technologies, which will increase the competitiveness of the tourist product on the national and international markets, will lead to the emergence of new types of tourism⁴³. Based on the provisions of the General Agreement on Trade in Services (GATS), innovative activity in the tourism sector develops in three directions: introduction of innovations (organizational innovations) related to the development of the enterprise and tourism business in the management system and structure, including reorganization, consolidation, absorption of competing subjects on the basis of the latest equipment and advanced technologies of personnel policy; marketing innovations that allow you to cover the needs of target consumers or to attract customers who are not covered for this period of time; periodic innovations (product innovations) aimed at changing the consumer properties of the tourist product, its positioning and giving competitive advantages. Thus, innovative activity in the field of tourism is aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies and modern forms of organizational and management activity⁴⁴. The specificity of innovative activities in tourism is that the development of certain types of innovations requires the joint efforts of regional enterprises and certain support from local state authorities and local self-government. In particular, the organization of a new large-scale event, which ensures an influx of tourists to the place of its implementation, requires the coordinated work of all interested participants – both tourist enterprises and government structures⁴⁵. So, innovations are new ideas and proposals that are introduced for the first time in a certain sphere of life in specific conditions or approaches to improving existing technologies, products or services based on progressive trends in global scientific, technical and socio-economic development. The main characteristic of innovation is novelty and its economic efficiency.

⁴² Mizyuk B. M., Polotai B. Ya. Peculiarities of introducing innovations in the tourism industry. *Bulletin of the Lviv University of Trade and Economics. Economic sciences*. 2016. No. 51. P. 45–49.

⁴³ Davydova O. Yu. Innovative management of the development of hotel and restaurant enterprises: methodology, theory and practice: monograph. Kharkiv: I. S. Ivanchenko Publishing House, 2018. 448 p.

⁴⁴ Kaplina T. V., Stolyarchuk V. M., Malyuk L. P., Kaplina A. S. Innovative technologies in the hotel industry: the basics of theory. Tutorial. Poltava: PUET, 2018. 357 p.

⁴⁵ Chernikova V. I. Peculiarities of innovations in tourism. *Herald of DITB*. 2012. No. 16. P. 89–94.

Innovations in tourism are the driving force for the development of not only the tourism sector, but also a factor in the socio-economic development of states and regions, a means of solving social problems. The innovative development of tourism can be interpreted as the development of tourism systems of different levels, which is based on innovations. Analysis of the modern innovative development of tourism is impossible without taking into account the provisions of the system approach. This approach is used when solving tasks according to the principle "from general to partial", that is, dividing the research object (systems) into subsystems and elements, establishing real and predicted connections. At the same time, the specificity of a complex object is not limited only to the features of structural components, but consists, first of all, in the nature of the interaction between these components. Thus, in the process of analysis, not only the causes of this or that phenomenon are revealed, but also the influence of these connections on the final result⁴⁶.

A systematic approach to the management of innovative activities is used in order to fulfill the following primary tasks: establishing clear goals for the functioning of the innovation management system, which should change over time and not contradict the general goals of the enterprise; determination of quantitative and qualitative parameters that express the goals of this system: the amount of profit, the volume of sales of products (services), market share, improving the image and competitiveness of the company in general; choosing the best ways to achieve goals; dissemination of reliable information in a short period of time; quick adaptation of system elements to changes in the internal and external environment of the innovation management system and the organization in general; providing direct and feedback to identify and eliminate deviations in innovative activity and prevent the occurrence of such deviations⁴⁷. The advantage of the system approach is to focus on weakly structured problems and search for the optimal solution. Such problems arise at the level of complex systems⁴⁸. At the same time, tourist activity has a clearly defined spatial dimension, because it is carried out on the basis of the existing territorial concentration of tourist resources and objects, as well as infrastructure points and networks. From the point of view of public management and administration, the most optimal territorial level of

⁴⁶ Dybkova L. M. Systematic approach to the evaluation of the results of educational activities of university students. *Scientific notes of the NPU named after M. P. Drahomanov. Series: Pedagogical and historical sciences*. No. 122. Kyiv, 2014. P. 34–43.

⁴⁷ Knyaz S. V., Komarnytska N. M. Systemic approach in the management of innovative activities of the enterprise. *Economic space*. 2014. No. 83. P. 186–194.

⁴⁸ Nemchenko A. B., Niraz I. V. Methodology of the system approach in organization management. *Scientific notes of KNTU*. Coll. of science avenue No. 10. Kirovohrad, 2010. P. 275–279.

organization of any type of economic activity is the region (primarily in the political-administrative interpretation). Given this, as well as the systemic nature of innovative activity in tourism, in our opinion, it should be analyzed in the structure of regional tourism systems. The regional tourism system is a set of interconnected subjects of tourism activity, destinations, management bodies, educational and scientific institutions and other organizations related to the development of tourism at the regional level, infrastructure facilities, as well as consumers of tourist services⁴⁹ Innovative development as a priority direction for increasing the competitiveness of tourist enterprises, destinations, regions and states also has a complex structure and systemic nature. The main directions of innovative development of regional tourism systems are the formation of innovative infrastructure (in particular, in the form of tourist clusters), the activation of innovative activities at enterprises, the improvement of the efficiency of the implementation and use of innovative technologies, the wider involvement of management and scientific and educational subsystems in the processes of generating and supporting innovations. So, based on the analysis of literary sources, we can conclude that in modern conditions, innovation is an important factor that can ensure the progressive development of tourism, in particular gastronomic tourism. It is advisable to analyze the innovative development of tourism within the framework of the concepts of regional tourism systems.

2. Structure of gastronomic tourism development factors

Every year, the tourism sector occupies an increasingly important place in the world economy, and tourism is becoming the main source of income in many countries of the world. New types, directions or varieties of tourism appear more and more often, one of which is gastronomic tourism. Studying the development of gastronomic tourism is a topical topic, because the term itself is relatively new and interesting. Regions with a long history of settlement and a rich and diverse historical and cultural heritage have the best opportunities for the development of gastronomic tourism. Such regions include the Lviv region, which in recent years has been actively involved in the formation of gastronomic tour products for both the domestic and international markets. This type of tourism has significant prospects for development, and gastronomic events contribute to the revival of national traditions. The study of the main factors of the development of gastronomic tourism will lead to an improvement of the image of the country or region and an increase in tourist flows, the development of any type of tourism depends on a complex of conditions (natural-geographical, historical-political, socio-

⁴⁹ Holod A. P. Security of regional tourism systems: theory, methodology and guarantee problems: monograph. Lviv: LDUFK, 2017. 340 p.

economic, demographic) that have developed in society and factors, which define them⁵⁰. Let's consider the concept of "factor" in more detail, it is interpreted as a condition, driving force of any process, phenomenon, factor⁵¹. This interpretation of the concept of a factor is also worthy of attention: it is a cause, a factor, the main driving force that determines the nature and construction of an object or conditions a certain phenomenon, increases its level of quality and leads to certain results and is subject to correction or regulation within the limits certain process⁵². The factor is interpreted as a factor that determines the nature and structure of the research object⁵³. A factor is the main internal and external reason that determines a certain phenomenon⁵⁴. So, a factor is a cause, a driving force of a process, a phenomenon that determines its character or individual features. Each process corresponds to a certain force, a set of forces necessary for its implementation; naturally, these forces are called factors. Factors, a chain of cause-and-effect relationships, conditions regulating the quantitative and qualitative characteristics of the process collectively make up the mechanism of this process. But factors always act as the driving force of the process. Given the need to classify factors, it is possible to single out an approach that distinguishes groups of factors according to the degree of influence; by internal content; by duration of action; by the degree of detail; by territorial coverage; according to the method of action; by the nature of the action; in relation to a certain environment; according to qualitative characteristics⁵⁵. A factor in tourism is a moment, an essential circumstance of tourist practice. External (exogenous) factors affect tourism through demographic and social changes; economic and financial development; changes in political and legal regulation; technological changes; trade development; transport infrastructure and travel safety⁵⁶. Factors affecting the development of tourism are diverse and multifaceted. The presence of favorable factors leads to the leadership of

⁵⁰ Granovska V. G., Katsemir Y. V., Fesenko G. O. Tourism industry as a vector of competitive regional development. Kyiv. Oldi+, 2020. 164 p.

⁵¹ Busel, V. T. Large explanatory dictionary of the modern Ukrainian language. Kyiv; Irpin: Perun, 2005. VIII, 1728 p.

⁵² Korsak V. I. Factors influencing the formation of regional retail networks of trade establishments. *Agroworld*. 2013. No. 4. P. 45–51.

⁵³ Dubaseniuk O. A. Psychological and pedagogical factors of professional formation of a teacher: monograph. Zhytomyr: Zhytomyr State Pedagogical Institute, 1995. 260 p.

⁵⁴ Panchuk V. V. Psychological and pedagogical factors of increasing the professionalism of a teacher of a higher school: diss. ... candidate ped. Sciences: 13.00.04 – theory and methodology of professional education. Lutsk, 1996. 200 p.

⁵⁵ Holod A. P. Political behavior of the population of the region: monograph. Uzhhorod, 2012. 212 p.

⁵⁶ Smoliy V. A., Fedorchenko V. K., Tsybukh V. I. Encyclopedic dictionary-guide on tourism. Kyiv: Slovo, 2006. 372 p.

certain regions and countries in world tourism, and vice versa, undesirable factors reduce the tourist flow⁵⁷. The issue of classification of factors affecting the tourism sphere is considered by many authors of scientific publications. The factors of the development of the tourist services market are divided into external and internal. It is possible to external factors of tourism development include the geographical location of the region, political relations between countries, the international division of labor, the level of prices on the international market and in different countries, the ratio of currencies, etc.⁵⁸. The internal factors of the development of the tourist services market are decisive. Among them are the natural and geographical features and climatic conditions of the country, the availability and quality of natural resources and the possibility of their convenient use, the economic situation in the country, the country's internal policy, political stability; social order, level of development of productive forces, structure and level of welfare of the population; the possibility of receiving benefits and discounts on tourist services at the expense of the state and public organizations, enterprises and institutions; the state of development of tourist infrastructure, transport networks, the standard of living in society, the educational and cultural level of the population⁵⁹. The main factors influencing the development of tourism are divided into two groups: static and dynamic. Static have an unchanging value over time (natural climatic, geographical, cultural and historical factors). The dynamic factors include: demographic (general population growth, urbanization, i.e. an increase in the share of the urban population due to a reduction in the number of rural residents, a change in the age structure of the population (an increase in the average life expectancy in many countries leads to the fact that more and more people have free time and means that allow them to travel abroad)); social (increasing welfare of the population of developed countries that actively participate in tourist exchange, increasing the duration of paid vacations and shortening the length of the working week, increasing the number of working women and increasing the income per family (household), increasing the share of single people, a tendency towards later marriage and family formation, extremely rapid growth in the number of childless couples in the population, reduction of immigration restrictions, earlier retirement, increasing awareness of tourism opportunities.); economic (consisting in a change in the structure of consumption of goods and services

⁵⁷ Kulych I. B. The influence of currency fluctuations on the tourism sector of the economy of Ukraine. *Scientific and information bulletin of the Ivano-Frankivsk University of Law named after King Danylo Halytskyi*. Coll. of science pr. No. 11. Ivano-Frankivsk, 2015. P. 345–352.

⁵⁸ Development of the tourist business of the region: a monograph / edited by I. Schools. Chernivtsi: Books – XXI, 2007. 292 p.

⁵⁹ Sokol T. G. Basics of tourist activity: Textbook / General. ed. V. F. Orlova. Kyiv: Gramota, 2006. 264 p.

in the direction of increasing the share of various services, including tourist services, in the consumer basket of the population); cultural (increasing the cultural level of the population of many countries and, in connection with this, the desire of people to familiarize themselves with foreign cultural values); scientific and technical progress (causes the rapid development of the material and technical base of the tourist industry, which creates the necessary conditions for mass tourism); international factors (softening of the international climate, transition from confrontation between individual states to cooperation and mutual understanding, processes of globalization, resolution of disputed international issues through the negotiation process)⁶⁰. According to foreign experts, the main factors determining the attractiveness of a tourist region are: accessibility of the region; its nature and climate; the attitude of the local population to the visitor; infrastructure of the region; price level; state of retail trade; sports, recreational and educational opportunities; cultural and social characteristics. The last factor, in turn, attracts tourists for the following reasons: work, national clothes, architecture, crafts, history, language, religion, education, traditions, recreation, painting, music, gastronomy. The classification of factors influencing tourism is based on: nature of actions; the nature of the impact; influence on the development of the industry; impact on territorial organization; occurrence and satisfaction of recreational needs, duration of action⁶¹. In turn, the entire complex of factors that influence the development of the tourism industry can be divided into two groups: 1) factors acting independently of the activities of tourism organizations; 2) factors contributing to the development of tourism, actively used by tourist organizations in their activities⁶². Analyzing gastronomic tourism, determined the factors that influence its development: 1) socio-economic: the economic condition of the population and the country as a whole; perfect legislative, regulatory and legal base in the field of tourism and hotel and restaurant business; the availability of a resource base; ecological state of the territory; the state of development of the agro-industrial complex, food processing industry; national composition, development of culture and folk traditions; gender composition; age composition; professional staff; infrastructure development (availability of transport connections, places of temporary accommodation, food establishments, etc.); 2) political; 3) religious⁶³.

⁶⁰ Momont T. V. The main factors of the development of the market of tourist services. *Economy. Management. Innovations. Series: Economic Sciences*. 2012. No. 1. (7). P. 9–11.

⁶¹ Chechenya O. V. Factors influencing the tourism industry. *Geography and tourism*. 2011. No. 16. P. 116–122.

⁶² Klyap M. P., Sandor F. F. Modern varieties of tourism: a textbook. Kyiv, 2013. 334 p.

⁶³ Salamatina S. E. The state and prospects of the development of gastronomic tourism in the south of Odesa. *Scientific works of the Odessa National Academy of Food Technologies*. 2014. No. 46. P. 325–329.

In Ukraine today, eight main groups of factors can be distinguished that determine the possibilities of organizing various types of tourism. Political factors that actively contribute to the expansion of international tourist connections, that is, factors of internal political stability of the country that receives foreign guests. There may be an unstable political situation in certain territories at certain periods of time, but still there are no destabilizing factors on the main part of the planet. And stability and security are the main conditions for the development of tourism. Therefore, political factors include: stability of domestic policy and foreign policy relations; expansion of international political, economic, scientific, cultural ties and cooperation; simplification of passport and customs regimes; social policy of the state. Socio-economic factors. The industrial era, in which the main value was material well-being, is being replaced by the post-industrial era, where impressions and feelings are the main goal. The growth of the economy of various countries has led to an increase in the population in some countries. The psychological burden on working people is increasing, due to the acceleration of labor processes, incomes have increased, and therefore, the purchasing power of the population, the need of the able-bodied population for recreation has also increased. Important factors affecting the evolution of tourism are the development of transport, communication, increasing mobility, urbanization, reduction of working hours, and growth of social wealth. Demographic factors. As a result of unstable changes in the population of the planet, the world tourism potential increases, new human resources are involved in tourism activities. These include the number, territorial distribution of the population and its age structure, urbanization. Natural factors are characterized by a variety of climatic and landscape conditions; exotic flora and fauna; availability of mineral water sources, therapeutic mud deposits, etc. Cultural and historical factors reflect the wealth of material and spiritual culture of peoples and include: ancient cities, architectural monuments; localities associated with significant historical events; collections of historical museums; places of archaeological excavations, etc. Material and technological factors are determined by the level of equipment and technology in the fields of transport, construction, communications, communications; in mass media; system of communal services, trade and catering. Ecological and medico-biological factors include the quality of the permanent living environment and the state of health of the population. Socio-psychological factors, which include value orientations; the influence of traditions and the presence of certain stereotypes of behavior; religion; increasing the prestige and growth of the individual's social status; informational means and advertising⁶⁴. In the context of modern approaches to the study of the factors

⁶⁴ Velychko V. V. Research of development factors of the tourism industry of Ukraine. *Communal management of cities*. 2012. No. 102. P. 470–475.

of tourism development, we can also distinguish and characterize two main groups of factors of the development of gastronomic tourism – static and dynamic. The static group includes the following types of factors: cultural and historical (historical past, cultural development, folk traditions) and geographical (favorable geographical location, tourist resources, comfortable climate, ecological state of the territory); dynamic group has such types as: economic (economic stability, financial income of the population, infrastructure development). political and legal (political stability, international relations, visa regime system), social (tourist activity, raising the level of culture, increasing the level of welfare of the population), demographic (population growth, territorial distribution of the population, urbanization).

Static factors can also be considered prerequisites for the development of gastronomic tourism. Their basis is the historical and cultural heritage of the region, which is mostly sufficiently researched. With this in mind, we suggest first of all a more detailed analysis of the influence of dynamic factors on the development of gastronomic tourism in the region. Economic factors that influence the development of gastronomic tourism include the economic level of the country's development and the financial capacity of tourists to become participants in gastronomic tourism and the country as a whole. The increase in incomes of the population will contribute to their attendance at gastronomic events. Political and legal factors in gastronomic tourism include the political situation in the country, the opening of borders for foreign citizens, the convenience and speed of processing documents, and the political and legal environment. An important aspect for foreign tourists is the internal political stability of the country. A tourist will not attend a gastronomic event if there is danger in the country (for example, military actions). Here, attention should also be paid to the peculiarities of the country's legislative framework (for example, the procedure for filing documents for opening food establishments). Political and legal factors cover the regulatory and legal framework, which is constantly changing and affects the development of gastronomic tourism. Regulatory and legal factors can be divided into two groups: the regulatory framework for the development of tourism (in particular, gastronomic) and strategic documentation (at the state and regional level).

One of the main directions of state policy in this area is the creation and improvement of the legal framework in the field of tourism in accordance with the current legislation of Ukraine, international standards and rules. The legal framework includes the Constitution of Ukraine, the Law of Ukraine "On Tourism", laws of Ukraine related to this field, decrees of the President, acts and resolutions of the Cabinet of Ministers of Ukraine, etc. The main

document regulating tourism activities in Ukraine is the Law of Ukraine "On Tourism", which was adopted by the Verkhovna Rada in 1995. This law defines the basic legal, socio-economic, and organizational norms for the implementation of Ukraine's policy in the tourism industry⁶⁵. For the tourist industry of Lviv Oblast, the formation of a strategy for the development of the region is of great importance. The strategic task of tourism development in Lviv Oblast is to create a gastronomic tourist product, competitive on the tourist market, which will be able to fulfill the needs of tourists as much as possible. Strategic documentation for the development of tourism at the state level includes: the state target program for the development of tourism and resorts for the period until 2022 (approved by the order of the CMU dated August 1, 2013 No. 638), at the level of the Lviv region: programs for the development of tourism and resorts and recreation in the Lviv region. Strategic development documentation is developed separately as an industry strategy for the development of tourism in the country, as well as in the form of strategies for the development of individual regions or tourist centers, in the form of individual documents and programs⁶⁶. The influence of environmental factors includes the fact that gastronomic tourism is closely related to the local socio-natural environment, local traditions and lifestyle. In this sense, gastronomic tourism fits perfectly into the concept of sustainable development of tourism, and also involves close relationships with rural and ecological tourism. The preservation of the cultural heritage of destinations, the spread of local, regional and national cultural values can be attributed to the cultural factors of the development of gastronomic tourism. It should be mentioned about the national cuisine, which is one of the main factors of attracting tourists. Social factors that influence the development of gastronomic tourism include people's needs for communication in the process of food consumption, education, and entertainment. Possibility increasing free time and the desire to improve the standard of living leads to the attendance of gastronomic events. Infrastructural factors are one of the determining factors. After all, an important role in the formation and establishment of gastronomic tourism in the territories is played by their infrastructure, in particular, food establishments, which is often the main element influencing the choice of a gastronomic tour. In our opinion, the development of gastronomic tourism in the Lviv region will be favorably influenced by all the above-mentioned factors, except for political and legal ones (quarantine

⁶⁵ On tourism: Law of Ukraine dated September 15, 1995 No. 324/95-VR. URL: <https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80#Text>

⁶⁶ On the approval of the Program for the Development of Tourism, Resorts and Recreation in the Lviv Region for 2018–2020: Decision 558. URL: https://archive.lvivoblrada.gov.ua/document_id/1394

restrictions during the pandemic from 2020 and martial law from February 2022). In particular, favorable factors are the rich culinary heritage of the region, developed infrastructure, farms with food products of local producers, gastronomic events and annual festivals, a diverse selection of restaurants. From the point of view of the influence of economic factors, gastronomic tourism is important for the economic system of the Lviv region, because it provides an opportunity to create infrastructure and new jobs, preserve national and local cultural heritage, and also revive peripheral areas. Tourists who visit the region, first of all, invest in the economy of the region, because the funds partially go to the local budget and subsequently provide an opportunity to improve the tourist infrastructure. According to the tourism department of the Lviv City Council, in 2020, about 2 million tourists visited the Lviv region, in 2010, a tourist spent an average of 40 euros, in 2015 – 55 euros, in 2020 – 95 euros, the stay of tourists in the region – in average 3-4 days⁶⁷ ⁶⁸ ⁶⁹. In the pre-crisis period (from 2014 to 2020), the number of tourists in the region was constantly growing. The number of tourists and excursionists served by entities of tourist activity in the Lviv region in 2000-2020, persons. To receive tourists, especially foreign ones, the state and the region need to take appropriate measures to guarantee the safety of tourists. This especially applies to places of rest, accommodation and transportation. Military operations have been ongoing in Ukraine since 2014, and a full-scale invasion will begin in 2022, which poses a threat to the development of tourism, particularly gastronomic tourism. This applies not only to the eastern and southern regions of our country, but also to the whole of Ukraine. Domestic tourism is not directly affected by the state of war, but the situation with foreign tourists is much more critical, especially after a full-scale invasion. Starting from February 2022, inbound international tourism flows have completely stopped. A similar situation was also observed during the restriction of entry into Ukraine during the COVID-19 pandemic in 2020. Political stability in general is an urgent issue for Ukraine, because the country's economy depends on the development of the tourism sector, which brings a significant share of income to the country's budget, in particular to the region's budget. Infrastructure plays an important role in the formation and development of gastronomic tourism. Lviv Oblast is the leader in the

⁶⁷ The best times are ahead. What happens to tourism in Ukraine during the war. RBC-Ukraine. URL: <https://www.rbc.ua/ukr/travel/samyerkie-vremena-vpered-i-proishodit-turizmom-1657645856.html>

⁶⁸ Lokhman N. V., Kornilova O. V., Hryshchuk O. A., Omelchenko Yu. V. Monitoring the implementation of the innovative potential of the tourism sphere of Ukraine. *Efficient economy*. 2022. No. 2. URL: <http://www.economy.nayka.com.ua/?op=1&z=10000>

⁶⁹ Mykolyuk O. Will the war help... tourism? *Day*. 2014. No. 238. URL: <https://day.kyiv.ua/uk/article/cuspilstvo/viyna-dopomozhe-turizmu>

western part of Ukraine in the number of restaurant enterprises, accommodation facilities, as well as enterprises and organizations that contribute to the development of tourism. Lviv region offers a sufficient number of accommodation facilities for tourists – hotels, motels, hostels, estates, etc. Foreigners in most cases live in hotels, Ukrainian tourists prefer hostels. Tourists book accommodation through the Booking.com website or directly on the website of the accommodation facility. During the years 2005-2015, there was a trend towards an increase in the number of accommodation establishments, and according to the results of the main statistics office of the Lviv region, this figure was 270 accommodation establishments in 2015, while in 2000 there were only 55. The main statistics office in 2000-2020 significantly decreased official indicators of the number of specialized institutions, in particular, it concerns the ratio of the city to the region, if there was considerable growth before 2010, then the scale slowed down. Obviously, this is related to the economic crisis of 2008-2009 and the temporary occupation of certain territories in 2014. Research results show an increase in the number of people who were in accommodation facilities during 2010-2020. However, since 2015, we have been observing the decrease in the number of people, which we associate with the war in the east of Ukraine and the economic crisis in the country in 2010, the number of people who stayed in tourist facilities was 600,000. people, in 2015 – 620,000 people, and already in 2020 – more than 1 million people. Specialized accommodation establishments of the Lviv region in 2000 – 2020 had a constant trend of growth, an equally important component of the gastronomic tourism infrastructure is transport connections. In general, the transport system is well developed in the Lviv region. Most tourists arrive in the region by train, less by plane, bus, and less and less tourists choose cars. There is a trend that Ukrainian tourists prefer to get to the region by train, while foreign tourists prefer to travel by plane. Lviv region can boast of a large number of budget airlines, there are not enough low-cost airlines, although the airport in Lviv can receive a considerable number of planes. Budget airlines are an important factor in the activation of tourist flows, especially in the context of the development of gastronomic tourism in the Lviv Region. At the same time, in recent years, the development of the transport system in the region has been observed, which has a positive effect on the development of tourism, particularly gastronomic tourism. Air travel is expanding the number of destinations, new airlines are entering the market, offering tourists attractive offers for travel to the region. It also expands the geography of railway communication, new railway routes are opened. An important factor is that Lviv is quite close to most European cities. At the same time, the suspension of air traffic during the COVID-19 pandemic and since the beginning of a full-

scale war, along with political and legal factors, has become a significant adverse factor in the development of tourism in the region, in particular international tourism. According to official data, 260 organizations carried out tourist activities in 2015, namely: 30 tour operators, 200 travel agents, 30 tour companies. In 2015, the entities of tourist activity of the Lviv Region served 180,000 people, which compared to 2010 and 2000 is 25% and 65% more. The growth of quantitative and qualitative indicators of the development of tourist infrastructure in the Lviv region leads to an increase in the number of tourists, primarily foreign tourists. Cultural factors for the development of gastronomic tourism in the Lviv region are quite favorable. First of all, there is a large number of architectural, historical and cultural monuments in the territory of the region. Also, the Lviv region has its own unique gastroculture, formed by a combination of various European cuisines based on local ethno-gastronomic traditions. An important factor is that Ukrainian cultural values are traditionally preserved and supported in the Lviv region, which has a positive effect on the development of gastronomic tourism, which for many tourists becomes an auxiliary tool in learning the culture of the region, since it is the dishes of local cuisine that are the element that reflects the culture and way local life. Famous local restaurants, cafes, gastronomic events and festivals of the region, culinary history and hospitality are the basis of the tourist attraction of the region. In particular, gastronomic events, festivals with the presentation of national dishes and their tasting, which are attended by thousands of tourists, were launched in Lviv region. Among the most popular are "Feast of Pampukha", "Flash of the Christmas Star", "Chocolate Festival", "Lviv on a Plate", "Coffee to Lviv", "Cheese and Wine Festival", "Food Festival", etc. It is worth noting that the festival culture in Lviv region is generally well developed, because the themes of popular festivals are not only gastronomic, but also musical, theatrical, ethnic, cinematographic, etc. Such events make a significant contribution to the formation of the tourism brand of Lviv Oblast. As we can see, during the studied period (2010-2020), at different times, there is a rise and fall in the indicators of tourist flows in the Lviv region. In particular, in 2000, the number of tourists was 118,811, in 2005 – 90,756, and in 2010 – 153,939. Obviously, this is due to the fact that the Lviv region is attractive for tourists, but economic crises, revolutions in the country and other unstable situations negatively affect the development of tourism. The dynamics of tourist flows in the Lviv region are: 2000 – 120 thousand people, 2005 – 90 thousand people, 2010 – 150 thousand people, 2015 – 650 thousand people, 2020 – 1.5 million people. The goals and methods of gastronomic tourism correspond to a certain extent to the social mission of tourism. Through gastronomy, there is a dialogue of cultures, respect for cultural values, for the way of life, traditions and worldview of the

inhabitants of a certain region or country is revealed. During gastronomic events in the Lviv region, where tourists are treated to national dishes and drinks, cultural 83 contacts between citizens of different nationalities are established. Thanks to such events, residents of Lviv Oblast have the opportunity to show their hospitality to representatives of other peoples and regions. Lviv region is visited by tourists from more than 100 countries, most often from Poland, Germany, Hungary, Turkey, Italy, the USA, etc. The organization and holding of gastronomic events in the Lviv region provides an opportunity to effectively establish international relations, as well as to form the image of the region. Visiting gastronomic festivals in the region, tourists understand that the Lviv region has its own values, traditions and peculiarities in food. On the basis of statistical data of the Main Department of Statistics of the Lviv region, we can draw a conclusion about the visit of Lviv region by tourists from different countries of the world. For foreign tourists staying in the Lviv region is an opportunity for quality recreation for relatively little money (for example, in 2015, Lviv took first place among the cheapest tourist cities in the world in some ratings). Among the foreign tourists who most often visited Lviv Oblast in 2020 were representatives of Poland (3,500), Azerbaijan (1,000), Belarus (950), Austria (945), Moldova (296), Germany (220) and other countries. Geographic proximity (for young people) and sentimental trips (for people of the older generation) are an important motivating factor for visiting Lviv Oblast by tourists from Poland. Analyzing data on the number of foreign tourists, we can conclude that the flow of visitors in 2020 significantly decreased compared to the previous year due to the COVID-19 pandemic. If in 2019 the indicator of the number of foreign tourists was 7,929 people, then in 2020 – only 360 people. In 2020, Lviv Region was visited by tourists from Azerbaijan (122), Poland (88), Moldova (69) and some other countries. For gastronomic tourists, the origin of products, their safety and health benefits are important. For this purpose, the region produces a sufficient amount of natural products, namely vegetables, fruits, fish, meat, dairy products, and others. Many products are manufactured in 85 mountains, which is no less important from an ecological point of view. There are farms in Lviv region where you can buy ecologically safe and fresh products. A favorable point for the development of gastronomic tourism is that Lviv Oblast is rich in territories where gastronomic festivals, events, etc. can be organized, and which have a favorable climate and ecological situation for their holding. The natural conditions, territories and wealth of ecological and recreational resources of the region create favorable conditions for the development of gastronomic tourism. So, objectively assessing the current directions of influence of the factors of the development of gastronomic tourism in the Lviv region, we can conclude that the region

has favorable prerequisites for the prospective development of this type of tourism. Lviv Oblast is characterized by a rich history, as well as significant cultural and historical potential, including the largest number of gastronomic festivals in the western part of Ukraine.

CONCLUSIONS

Based on the analysis and generalization of scientific approaches, a classification of the factors of the development of gastronomic tourism was made, among which two main groups – static and dynamic – were distinguished. The development of gastronomic tourism in the Lviv region is favorably influenced by all the above-mentioned factors, except political and legal ones (quarantine restrictions in the conditions of the pandemic from 2020 and martial law from February 2022). Favorable factors are the region's rich culinary heritage, developed infrastructure, farms with food products from local producers, gastronomic events and annual festivals, a diverse selection of restaurants. From the point of view of the influence of political and legal factors, it should be noted that in connection with global problems, issues of tourist safety, which at the present stage are characteristic of the entire territory of Ukraine, are becoming more and more urgent. Infrastructure plays an important role in the formation and development of gastronomic tourism. Lviv Oblast is the leader in the western part of Ukraine in the number of restaurant enterprises, accommodation facilities, as well as enterprises and organizations that contribute to the development of tourism. An equally important component of the gastronomic tourism infrastructure is transportation. Cultural factors for the development of gastronomic tourism in the Lviv region are quite favorable. First of all, there is a large number of architectural, historical and cultural monuments in the territory of the region. Also, the Lviv region has its own unique gastroculture, formed by a combination of various European cuisines based on local ethno-gastronomic traditions. Through gastronomy, there is a dialogue of cultures, respect for cultural values, for the way of life, traditions and worldview of the inhabitants of a certain region or country is revealed. Lviv region also has favorable environmental conditions for the development of gastronomic tourism. The innovative development of gastronomic tourism at the regional level should be based on a combination of processes of territorial differentiation and concentration, taking into account the influence of global and regional factors, as well as local socio-cultural features, and can become an impetus for increasing the socio-economic potential of territorial communities. Innovative factors affecting the development of gastronomic tourism in the Lviv region include the formation of clusters, the development of new

projects, the introduction of new technologies, eco-friendly activities, the creation of conceptual establishments, marketing in social networks.

SUMMARY

During the last decade, tourism has undergone intensive development, which leads to the transformation of the tourism sphere into one of the fastest growing sectors of the economy in the world. One of the promising trends in the development of the tourist services market is gastronomic tourism (gastrotourism). This relatively new type of tourism is actively developing, but is under the influence of a number of both general and specific innovative factors that determine the promising trends in the development of this type of activity in the process of functioning of regional tourism systems. Modern gastronomic tourism involves familiarization with the original technologies of production of local food products, the traditions of their consumption, mastering the skills of culinary art, participation in festivals and thematic cultural mass events. Gastronomic holidays and thematic festivals play a significant role in the development of gastronomic tourism. All these opportunities are inherent in the Lviv region, which is one of the most promising regions for the development of gastronomic tourism in Ukraine, based on innovations. At the same time, within the framework of tourism research, gastronomic tourism is still a new object of scientific research. This especially applies to regional studies, which in recent years have become widespread at the junction of economic and geographical sciences. In view of the crisis phenomena in the socio-economic sphere caused by the COVID-19 pandemic and the full-scale military aggression of Russia in Ukraine, the issue of innovative development of the tourism sphere in the post-crisis period is also being brought up to date. This especially applies to such relatively new and promising types of tourism as gastrotourism.

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