

THE INFLUENCE OF GLOBALIZATION PROCESSES ON THE DEVELOPMENT OF THE RESTAURANT BUSINESS OF UKRAINE

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Received 03 03 2023; Accepted 25 04 2023

Abstract

The article analyzes the state of the hospitality industry in Ukraine and determines the influence of globalization processes on the development of the restaurant business. It is proven that the globalization of the restaurant sector is manifested in: the possibility for restaurant establishments to obtain ingredients for foods and drinks from any corner of the world; opportunities for chefs from different countries to cooperate in order to exchange experience and develop new dishes and drinks; internationalization of food products; dissemination and implementation of production technologies of restaurant establishments both in Ukraine and abroad; development and improvement of the equipment of restaurant establishments; capital investments of domestic and foreign investors in the development of food enterprises; opportunities to pay for raw materials, goods, finished products and services using international currency transactions; availability of information about the menus and services of restaurant industry, that are located in different parts of the world; migration of workers in the restaurant industry thanks to visa-free movement in order to improve their qualification level; execution of production processes and provision of catering services in accordance with international standards. It is noted that the development of hotels and restaurants depends on the stability of the political system in the country. The absence of political crises contributes to the increase in the number of enterprises in the hotel and restaurant industry, the inflow of investments, and the growth of production volumes. Aggravation of the situation leads to opposite processes.

Keywords: *catering establishments, chef, globalization, hospitality industry, tourism, Ukrainian cuisine.*

JEL Codes:

Introduction

Tourism is the driving force behind the formation of the economy of the countries in the world. The effective activity of the tourism industry sectors has influence on the level of comfort not only for travelers, but on the wages of service staff as well, which in turn affects the living standards of ordinary citizens. Today, all enterprises in the hospitality

industry strive to improve the quality of their services and meet global service standards as much as possible. This desire is explained by the globalization processes of the hospitality industry development.

The object of research in this publication is the impact of globalization processes on the development of the restaurant business, and the

subject is the state of the hospitality industry in Ukraine.

Analysis of recent research and publications

The hospitality industry is a complex system, the elements of which actively interact with each other and are interdependent. The impact of the development of the hospitality industry on the economic growth of the state is studied by such foreign scientists as: S. Haugland, H. Ness, B. Gronseth, J. Aarstad (Haugland et al., 2011), C. Calero, L. Turner (Calero, Turner, 2020). Among the main elements of this system, the following ones are traditionally distinguished: means of accommodation; food establishments; tourism; transport; entertainment, social and cultural establishments, etc. According to O. Romanukha, Yu. Khalilova-Chuvayeva, K. Khavrova, O. Kovalenko, information space should be added to this list, because it permeates all the above-mentioned elements and improves the service with the help of its own virtual hospitality resources: sites, services, help information, advertising (Romanukha et al., 2021).

Scientists T. Shtal and V. Kozub note that the tourism industry is developing in the conditions of the interaction of two opposite trends: on the one hand, globalization – as a form of manifestation of the unification and universalization processes of goods, services, markets, and on the other hand, regionalization – as a mechanism for satisfying aspirations of people who feel a certain national or cultural identity, towards protecting cultural and historical values, language and traditions that are important to them (Shtal, Kozub, 2017).

Despite the positive changes in the globalization processes taking place in the hospitality industry of Ukraine, today, according to the observations of A. Sokolenko, K. Onoprienko, the restaurant industry faces the following shortcomings: insufficient level of satisfaction of consumer requirements; underdevelopment of the quality management system at enterprises; the predominant orientation of the restaurant industry representatives not on the quality of their

products, but on the material support of the establishments; low level of management of establishments, low level of leadership qualities of establishment heads; insufficient level of qualification of the establishment staffs, and therefore low quality of service; insufficient advertising activity of establishments; imperfect image strategy of a restaurant establishments (Sokolenko, Onoprienko, 2020).

The main purpose of the article is to analyze the state of the hospitality industry in Ukraine, highlight the impact of globalization processes on the development of the restaurant business and, based on them, determine the directions for the development of the hospitality industry, taking into account European trends.

The research used general scientific and special methods: analysis, comparison and systematization of information from statistical sources and mass media to determine the signs of the impact of globalization processes on the development of the restaurant business; to identify positive aspects of the impact of European trends on the development of the hospitality industry in Ukraine.

Research results and discussion

Considering that the object of the hospitality industry is a person, the interrelationship of the above elements becomes clear. It is not possible only to improve the living conditions of visitors, but it is also necessary to provide catering and transportation services, encourage them to visit cultural establishments, provide timely information about conditions, events, prices, and services. The volume and quality of the provision of such services allow enterprises to compete in the market and encourage them to occupy a higher degree in the gradation by classes.

There are two key components in the services of the hotel and restaurant industry: hotels and restaurants. Let us consider the globalization processes of the development of catering establishments in more detail.

Considering that in 2019, there were 48,398 restaurant establishments in Ukraine,

while there were only 5,451 hotels and similar accommodations, it can be concluded that the number of subjects of accommodation establishments is almost 9 times lower than the number of food establishments. From this, it follows that catering establishments have a great responsibility for the socialization of travelers, because representatives of different countries can appear at the same table. The requirements for the service personnel to know languages, techniques and technologies of serving foreigners, knowledge of the peculiarities of food for foreign guests, the ability to provide timely information about the services of the establishment and leave a pleasant impression from the service are increasing.

The globalization of the restaurant sector is manifested in: the possibility for restaurant establishments to obtain ingredients for foods and drinks from any corner of the world; opportunities for chefs from different countries to cooperate in order to exchange experience and develop new dishes and drinks; internationalization of food products; dissemination and implementation of production technologies of restaurant establishments both in Ukraine and abroad; development and improvement of the equipment of restaurant establishments; capital investments of domestic and foreign investors in the development of food enterprises; opportunities to pay for raw materials, goods, finished products and services using international currency transactions; availability of information about the menus and services of restaurant industry, that are located in different parts of the world; migration of workers in the restaurant industry thanks to visa-free movement in order to improve their qualification level; execution of production processes and provision of catering services in accordance with international standards.

In the restaurant industry, an example of the manifestation of such phenomena as regionalization was the recognition by the Intergovernmental Committee for the Safeguarding of the Intangible Cultural

Heritage of UNESCO of the technology for preparing “Ukrainian borsch” in February 2022. Such event is a vivid example of the tolerance of various cultures to the traditional heritage of different nations and shows the need to preserve their identity.

Thanks to the travelling opportunities, people of different nationalities and citizenships can become more familiar with the peculiarities of food and the dining customs of other countries. Such policy allows people of different traditions and faiths from different parts of the globe to better understand other cultural values, and aims at strengthening the universal values of mutual respect and concern for peace.

In February 2022, another important event for entrepreneurs in the field of restaurant business took place – the announcement of the Manifesto of Ukrainian cuisine. The main theses of the manifesto: the introduction of Ukrainian cuisine, its popularization in the world, the revival of ancient dishes with the use of new technologies and the development of domestic gastronomy. The tasks that chefs of Ukraine set before themselves today are: promotion of Ukrainian cuisine in the world, familiarization of foreigners with the culture of cooking and eating of national dishes, preservation of traditions, restoration of ancient recipes, improvement of production technologies taking their authenticity into account. The founder of the world-famous The Best Chef Awards rating, Christian Gadau, is sure that Ukraine is capable of surprising the world with unique products made from domestic raw ingredients, which have amazing taste qualities, compared to the same raw ingredients grown in other regions of the world. Fertile Ukrainian soil gives a special taste and aroma to vegetables and fruits (Lb.ua, 2022). In recent years, many private enterprises have appeared in Ukraine that grow king prawns, salmon, snails, etc. Such products are not inferior in quality to well-known brand manufacturers and are much cheaper (Lb.ua, 2022).

Candidate of historical sciences, researcher of gastronomic culture, founder of the scientific and educational project “Yizhakultura” and host of the program “On your plate” on UA: Radio “Kultura” Olena Braychenko shares the same opinion and recommends developing breakfast menus for hotels based on local cuisine and implement local restaurant menus. The researcher advises chefs to pay attention to the cuisine of Poltava, Slobozhan, and Polissya regions. According to the scientist, the cuisine of the South is not fully disclosed (Radiosvoboda, 2016). The expert claims that hotels today lack such dishes in the catering for foreigners, and the globalization of Ukrainian cuisine into the world menu will depend on establishing cooperation between restaurateurs with farmers and producers of raw ingredients. We share O. Braychenko's opinion that to ensure the effectiveness and exclusivity of the development of new Ukrainian dishes for gastro-tourism, not only technologists and restaurateurs, but also specialists such as chemists, botanists, zoologists, historians and scientists should participate at all stages of the process.

Food is a way to tell about things that actually lie far beyond the kitchen. This is primarily the history of the land and the nations who inhabited and inhabit it, geography, climate, natural resources. To the same extent, it also includes religion, habits and customs, the world of ideas and etiquette.

Today, there are several famous chefs in Ukraine who are actively promoting Ukrainian culture in the global food space. One of the active participants of this movement is Yurii Kovryzhenko, who received the Global Chef Awards for his personal contribution to the development of gastronomy, and in 2021 he became the first Ukrainian chef to be accepted into the Disciples Escoffier International order, the oldest and most important for chefs in France and all over the world. «Michelin» wrote about Kovryzhenko's molecular borscht, noting the chef's influence on the modernization of modern Ukrainian cuisine (Kovryzhenko, 2022).

Yevhen Klopotenko, who is a chef, businessman and culinary expert, as well as the co-founder of the Kyiv restaurant «One Hundred Years Ago Ahead», is actively popularizing national cuisine. He is an ambassador of Ukrainian cuisine. The restaurateur participates in the reform of the training of cooks in the institutions of vocational education and training, because it is necessary to start training new personnel, who have modern techniques and technologies, today.

Oleksandr Shostak, brand-chef of the restaurant “Muskat”, head of the Kherson branch of the Association of Chefs of Southern Ukraine, founder of the city gastro-festival “Spring Fest” and initiator of the project “Taste the Kherson Land”, co-founder of the public organization “Chefs Club” promotes the development of Ukrainian cuisine using local ingredients (Kherson, 2021).

Serhii Pantak, chef of the “Kabanos” restaurant, judge of the Culinary Cup of Chefs of the Southern, Western and Eastern regions of Ukraine, and the Culinary Cup of Chefs among juniors, he is a co-participant of the project “Kherson. Vintage kitchen”. This project involves searching for a historical menu, deciphering the recipes of ancient dishes and recreating them in modern conditions. Each “vintage” dish is extremely exquisite and reveals interesting facts from the history of the life of Kherson's bohemians of the past centuries. At one time, the project became a source of development of gastronomic tourism in Kherson, and its dishes were included in tourist routes. The project, which has no analogues in Ukraine, has already managed to enter the National Register of Records of Ukraine for the number of simultaneously prepared vintage dishes.

Specialists in other fields are also making great efforts to promote Ukrainian restaurant products: food historians Olena Braichenko and Ihor Lylo, anthropologist & cultural expert Maryna Hrymych, staff diplomat Vitalii Reznichenko. In cooperation with chefs from different cities of Ukraine – Viacheslav Popkov (Chernihiv), Olena Zhabotynska (Ivano-Frankivsk), Yaroslav

Artiukh (Kyiv), Vitali Huralevych (Ternopil), Oksana Zadorozhnia (Lviv), Denys Komarenko (Kyiv) – participated in writing the book “Ukraine. Food and history”.

Foreign chefs are also joining the globalization of Ukrainian cuisine. An example of such activity is Mirali Dilbaz, the founder of the Mirali restaurant, who, together with Olena Lysytska, organizes a series of dinners in European restaurants, and all the collected funds go to support humanitarian aid to Ukraine (Vogue, 2022).

Ukrainian Olha Herkules has been working in London for almost 10 years, and according to the classification of the popular British newspaper *The Observer*, she became the new culinary star of Britain in 2015. She was the first to raise Ukrainian cuisine to international culinary heights in her book, which has been translated into several languages. The book combines various directions and styles of the cooking process that can be seen on the Ukrainian table today.

Recently, experts have been gathering more and more often in order to discuss the issues of popularizing Ukrainian cuisine and its recognizability. An example of such gatherings of cooks, restaurateurs, and hoteliers are public discussions on the topic “The taste of freedom. About Ukrainian cuisine as a brand of the country”. During the conversation, the experts considered how to introduce national dishes and products into the assortment of catering enterprises, so that they could replace the dominant well-known dishes of other countries on the market, such as Italian pizza, Japanese sushi, and French wine (Revival, 2020).

Since 2019, “Ukrainian Culinary Faces” national culinary award has been held in Ukraine. Its mission is to popularize and increase the recognizability of Ukrainian chefs who are setting trends in three main areas: Ukrainian cuisine, world cuisine and pastry/baking art. The list of winners is formed on the basis of a survey of chefs, restaurateurs and culinary experts.

Ukraine has representation in almost 150 countries where Ukrainian chefs work. Under

the Ministry of Foreign Affairs of Ukraine, with the aim of globalization of Ukrainian cuisine, the Club of Chef-Ambassadors was created, which gives restaurant specialists the opportunity to promote Ukrainian products. They are active participants in the service of official events and diplomatic receptions. Culinary diplomacy reaches a new level and it is able to express itself in front of the world.

Today, due to the circumstances in which Ukraine finds itself because of Russian military aggression, society is beginning to rethink the need for popularizing Ukrainian cuisine not only among tourists, but also among the residents of Ukraine, because it has its own history and philosophy. Additionally, Ukrainian cuisine is a cuisine of healthy nutrition, the principles of which are followed by the majority of the world's population today.

In the structure of establishments, which are engaged in the provision of food and beverages, restaurants and establishments that provided mobile catering services occupied the largest share in 2019. Having studied indicators of capital investments in the hospitality industry, the researchers conclude that the volume of capital investments in the field of temporary accommodation and catering depends on external and internal factors. The holding of large-scale events at the country level, such as song contests, football matches, and food festivals, leads to an increase in the number of hospitality industry facilities and the quality of services provided. So, under the safe conditions of holding competitions, international and regional festivals, such as Eurovision, Atlas Weekend, Ukrabilly bang, Hrebinchyni vechornytsi, Step into the Future, Tavrian Games, Book Space, The Youth, The Harvest, The Mace, ART JAZZ, International Festival of Deruns, Transcarpathian Beaujolais, the Holi Colour Festival, Ukrainian entrepreneurs have a lot of work to do in organizing accommodation and catering for event participants and guests, introducing new types of services.

Ukrainian fast food producers should adopt the experience of Turkey and Thailand.

Thanks to the organization of dining for tourists during large-scale festivals of Asian cuisine, their local gastronomic products, such as Turkish kebab and Thai noodles, have taken leading positions in fast food and won the favor of consumers in all corners of the world.

The integration of Ukraine into the European system of globalization processes of the hospitality industry is manifested in the country's participation in the TACIS program, aimed at meeting the needs of hotels and restaurants around the main transport corridors passing through the territory of Ukraine. The development of such foundation is strategically important not only for the development of tourism, but also for the national brand, as the basis for the development of the hospitality industry in general (Romanukha et al., 2021).

The signing the agreement for visa-free access for Ukrainian citizens to the countries of the European Union resulted in the improvement of the service of the national hospitality industry, the formation of a higher quality tourist products due to increased competition and the opportunity to borrow the best hospitality experience of the EU countries (Romanova, 2017).

On March 15, 2022, the Law of Ukraine "On Virtual Assets" was adopted (Zakon, 2022). The innovation is gradually introduced into the restaurant service, but it is implemented in a small number of restaurant establishments. In provincial towns, this practice of paying for an order has not yet gained popularity. When paying with cryptocurrency, the staff lacks skills and confidence, there are problems with the support of the provider. However, the technology of such payments is already gaining momentum, so hospitality industry establishments should implement it to ensure competitiveness and expand the opportunities for visitors (Blagopoluchna, 2021).

According to the World Tourism Organization, almost half of the world's hotel stock (49 %) is located in European countries, while Ukraine's hotel stock is 0.9% of the European. According to a study by S. Grabovenska, in the developed countries of

Europe, the number of hotel places for tourists equals to 1 % of settlement population (Grabovenska, 2016).

Analyzing the number of Ukrainian people employed in the hotel and restaurant business, R. Mukha concludes that it constitutes only 3,08 % of the total number of employed individuals in the national economy (Mukha, 2021). Considering these indicators, there is an understanding of the need to develop measures aimed at increasing the number of establishments in the hospitality industry, which in turn will increase the number of working places. The work search for the population of Ukraine in the conditions of war is the top priority. The development of hotels and restaurants depends on the stability of the political system in the country. The absence of political crises contributes to the increase in the number of enterprises in the hotel and restaurant industry, the inflow of investments, and the growth of production volumes. Aggravation of the situation leads to opposite processes.

We are in a state of development that is difficult to predict. The continuation of the martial law in Ukraine, the instability of the economy, the departure of about 7 million Ukrainians to other countries, the termination of the work of foreign investors complicates the development of the hotel and restaurant industry. Such developed regions as Odesa, Zaporizhzhia, and Mykolaiv suffered losses of civil infrastructure due to military operations. The southern regions of Ukraine, the Kharkiv, Luhansk, and Donetsk regions are constantly subjected to devastating blows, and the resort facilities of the Crimean Peninsula have been under occupation for more than 8 years. But we do not lose hope for victory. It is necessary to raise and develop the country now, despite all the difficulties and obstacles. After all, a stable profit from the hospitality industry contributes to the stabilization of the country's economy. During recovery measures, our country needs to create favorable conditions for the privatization of state property, because a significant role in stabilizing the work of the tourism industry belongs to individual entrepreneurs, whose share is 70–90 % of all

enterprises in the hotel and restaurant sector. Special benefits and conditions, compensation of up to 30% of expenses, exemption from import duty taxes - such measures are expected by large manufacturers from the state. For medium and small producers – exemption from income tax for 10 years.

In June 2022, Ukraine received the status of a candidate for joining the European Union. Today, the government is developing a program of accelerated integration of the country into the European environment, and the hotel and restaurant industry faces new tasks: increasing the number of hotels and improving the state of the room stock, bringing the quality of hotel and restaurant business service closer to European standards, boosting the qualifications of service staff, creating the trust of foreign tourists to Ukrainian market of tourist services, development of new travel routes, development of gastro-tourism, improvement of information services and advertising.

According to N. Bohdan and D. Korchahina, the hotel and restaurant business, as a component of the tourism sector, is one of the stabilizing and stimulating factors for the economic development of any region and country in general. It is this component of the business that has a great potential for development in our country, since the market of hotel and restaurant services is still far from saturation, and therefore, there is a possibility for attracting additional investment resources, both internal and external (Bohdan, Korchahina, 2020).

According to S. Galasyuk and K. Demyanchuk, normative documentation regulating the issue of hotel categorization in Ukraine should be updated. Researchers emphasize the need to replace DSTU 4269:2003 and develop a new standard for hotel categorization taking European experience into account, bringing its requirements as close as possible to the norms of the “Criteria 2015–2020” standard, which is valid for countries that have joined the “Hotelstars” system. There is also a need to cancel the norm of the Law of Ukraine “On

Tourism” regarding the mandatory registration of hotels only as legal entities, which narrows the scope of the country's hotel base too much, etc. (Galasyuk, Demyanchuk, 2018). Such measures will make it possible to improve the level of service in Ukrainian hotels, give an opportunity to increase the number of individual entrepreneurs who provide hotel services, and improve the confidence of foreigners in the level of service in our country.

According to the press service of the State Tourism Development Agency (“DART”), more than 4 million tourists visited Ukraine in 2021, which is almost 26% more than in 2020. This became possible thanks to the opening of new tourist markets for Ukraine – UAE and Saudi Arabia. According to statistical data, the most visitors came from Moldova (1,054 million people), Poland (311 thousand), Belarus (273 thousand), Romania (264 thousand), Turkey (247 thousand), Hungary (227 thousand), Germany (154 thousand), Israel (133 thousand), the USA (103 thousand) (). The review of such data makes it possible to analyze the geography of tourist routes and proves the need for its expansion, taking the peculiarities of the culture of foreigners into account. According to O. Laushchenko's observations, Kyiv, Lviv and Bukovel remained the leaders of family vacations for foreign citizens. In the conditions of quarantine restrictions, most tourists chose countryside vacations. Yelyzaveta Rudeleva, project manager of Hotel Matrix – a web product of hotel analytics, notes an increase in tourists in the suburban recreation area in 2021, further from the cities, due to Covid-19 quarantine restrictions. The analyst also notes that 4-star hotels are in economic demand, because the price of such hotels is lower, and the service is close to 5-star (Omore.city, 2021).

According to these facts, tourist catering establishments should increase the number of dishes and snacks made from fish and non-fish products of the sea from local raw ingredients. It is important to expand the list of services for foreigners on family vacation. It is recommended to organize sea trips on a boat

with catching fish and its subsequent preparation. It is also appropriate to furnish the interior of the trade halls of restaurants with aquariums with fresh fish, with the right to choose and demonstration of the cooking stages in front of visitors. All these services require highly qualified staff, confident and clear movement, skillful handling of utensils, dishes, and inventory.

The globalization of healthy food makes its own adjustments to the list of dishes on the menu of restaurants and the use of cooking technologies. This trend encourages restaurateurs to use exclusively fresh products for the production of dishes according to the original technologies, using new types of raw ingredients and their unusual combinations. That is why today in restaurants you can find dishes that include products that are grown in the most distant areas from each other and have, at first glance, incompatible taste indicators. Examples of such combinations are sweet potato and avocado, hummus and celery, jamón and melon, chocolate and pink pepper, orange with salt, chips and chocolate, coffee with rosemary and garlic, and many others.

The well-known London restaurant critic Emma Thornton, analyzing the dishes of Ukrainian cuisine, draws attention to the use of beetroot, which is also widely used in modern Australian cuisine. According to the principle of the fusion cooking (combination or mixing), the expert recommends creatively combining various styles and components of these cuisines to get a new Ukrainian cuisine worthy of Michelin attention.

Technological innovations that are often used in restaurants are also relevant today. First of all, these are tablets that replaced the menu and made it possible to save customer service time. The innovation of QR codes is also used, which allows one to read all the information about the restaurant, menu and promotions (Kovalchuk, 2019).

In order to be a leader and gain competitive advantages in the market of hotel and restaurant services, it is necessary to use computer networks, the Internet and Internet technologies, to apply end-to-end automation of all business processes. Researcher

A. Perepylytsia notes that global informatization and IT not only open up new opportunities in all areas of human life, but also create new problems related to information security. The task is to provide informatization not only a safe, but also a positively oriented process (Kazakova, Perepelitsa, 2018).

According to I. Povorozniuk, in the restaurant industry, innovative processes are actively implemented in technical and technological methods of service, organizational and technological processes of labor normalization, interactive management, customer service, etc. (Povorozniuk, 2021).

In order to keep up with competitors in the service market, management personnel should constantly follow the changes taking place in the world among the services of hospitality establishments, analyze political, social, geographical and climatic changes. Constantly carry out SWOT analysis and marketing research (Neshchadym et al., 2021).

Conclusions

Based on the analysis of the state of the hospitality industry in Ukraine, it was established that the modern conditions of war are delaying the development of the hospitality industry. It was found that the hotel and restaurant business of Ukraine is sensitive to the influence of globalization social, financial, economic, political and production-technological factors, which depend on the competitiveness of enterprises providing services to tourists. It was noted that Ukraine's course towards European trends makes adjustments to the development of the hospitality industry in the country, taking into account the globalization processes taking place in the world. The directions for the development of the hospitality industry have been determined, taking into account European trends: boosting the qualifications of personnel; ensuring compliance of services with international standards; introduction of regional cuisines into the diet of foreign tourists; increasing the number of hotel and restaurant complexes and rebuilding those damaged during war, taking transport corridors

into account; ensuring the participation of hospitality industry enterprises in events held at the regional, state and international levels; implementation of innovative technologies in the organization, operation, management of establishments, production and in service of visitors. All these tasks can be realized if

appropriate changes are made in the state regulation of the activity of hotel and restaurant establishments. Ukraine is moving towards the European level of comfort and business functioning, so the speed of movement in this direction depends on each participant in this process.

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