

*Електронний журнал «Ефективна економіка» включено до переліку наукових фахових видань України з питань економіки (Категорія «Б», Наказ Міністерства освіти і науки України № 975 від 11.07.2019). Спеціальності – 051, 071, 072, 073, 075, 076, 292.*

*Ефективна економіка. 2024. № 6.*

**DOI: <http://doi.org/10.32702/2307-2105.2024.6.42>**

**УДК 338.48:658(075.8)**

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## **THE ROLE OF REGIONAL CUISINE AND TRADITIONAL CRAFTS IN THE DEVELOPMENT OF TOURIST AND RESTAURANT DESTINATIONS**

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**РОЛЬ РЕГІОНАЛЬНОЇ КУХНІ ТА ТРАДИЦІЙНИХ РЕМЕСЕЛ У  
РОЗВИТКУ ТУРИСТИЧНИХ ТА РЕСТОРАННИХ ДЕСТИНАЦІЙ**

*In the modern world, tourism and the restaurant industry are becoming increasingly important components of the economic development of many regions. In this context, regional cuisine and traditional crafts play a key role in shaping unique tourist and restaurant destinations. These components are integral parts of the cultural heritage of any region. Visitors always seek authentic, unique experiences that reflect the culture, history, and traditions. According to the above, the purpose of the article is to identify the role of regional cuisine and traditional crafts in the development of tourist and restaurant destinations. The research results indicate that regional cuisine and traditional crafts play an increasingly significant role in the development of tourist and restaurant destinations. It has been proven that regional cuisine and traditional crafts are key factors in attracting tourists because they create a unique and authentic experience for visitors. The conclusion has been drawn that regional cuisine not only satisfies the gastronomic desires of visitors but also serves as a unique "calling card" that adds color and authenticity to the destination. Traditional crafts serve as a living heritage, preserving not only cultural identity but also attracting tourists with their originality and craftsmanship. Note that these two components complement each other, creating a unique and memorable experience for tourists while also contributing to the economic development of regions. It has been demonstrated that the main aspects of the influence of regional cuisine and traditional crafts on the development of tourist and restaurant destinations include forming the basic attractiveness of the geographical area for tourists, local economic development of the geographical area, preservation of cultural heritage, and promotion of the region. Note that the important complexity of the impact of regional cuisine and traditional crafts entails ensuring authenticity, enriching the cultural experience of visitors, promoting economic development, and aiding in the preservation of cultural heritage, thereby transforming specific areas into attractive destinations for tourists. These processes can be implemented through a multifaceted approach by developing strategies, advertising, infrastructure, and cultural programs to attract visitors and provide them with an unforgettable experience.*

*У сучасному світі туризм і ресторанна індустрія стають дедалі важливішими складовими економічного розвитку територій багатьох регіонів.*

*У цьому контексті регіональна кухня та традиційні ремесла відіграють ключову роль у формуванні унікальних туристичних та ресторанних дестинацій (оскільки вони є невіддільними складовими культурної спадщини будь-якого регіону, а відвідувачі завжди шукають автентичні, неповторності вражень, що відображають культуру, історію, звичаї). Відповідно до вищенаведеного, метою статті є ідентифікація ролі регіональної кухні та традиційних ремесел у розвитку туристичних та ресторанних дестинацій. Відзначено, що регіональна кухня та традиційні ремесла є ключовими факторами, що приваблюють туристів, оскільки створюють у межах цих територій унікальний і автентичний досвід для відвідувачів. Зроблено висновок, що регіональна кухня не лише задовольняє гастрономічні бажання відвідувачів, але й стає своєрідною «візитною карткою», що додає колориту та автентичності дестинації. Традиційні ремесла виступають як спадщина, що не лише зберігає культурну ідентичність, а й привертає увагу туристів своєю оригінальністю та мистецтвом виготовлення. Констатовано, що загалом, ці дві складові взаємодоповнюють одна одну, сприяючи економічному розвитку регіонів. Доведено, що основні аспекти впливу регіональної кухні та традиційних ремесел на розвиток туристичних та ресторанних дестинацій полягають у формуванні базової привабливості географічної території для туристів, у локальному економічному розвитку географічної території, у збереженні культурної спадщини та популяризації регіону. Констатовано, що важлива комплексність впливу регіональної кухні та традиційних ремесел, що передбачає забезпечення автентичності, збагачення культурного досвіду відвідувачів, сприяння економічного розвитку та збереження культурної спадщини (а відтак і підтримки привабливості території для туристів). Ці процеси можуть реалізуватися через складний та багатоаспектний алгоритм, що охоплює кроки з розробки стратегій, реклами, інфраструктурні та культурні програми (спрямовані на привертання відвідувачів та забезпечення їм незабутнього досвіду).*

***Keywords:** cultural heritage, art, tourism, attractiveness of geographical territory, complexity of impact.*

***Ключові слова:** культурна спадщина, мистецтво, туризм, привабливість географічної території, комплексність впливу.*

**Target setting.** In the modern world, tourism and the restaurant industry are becoming increasingly important components of the economic development of many regions. In this context, regional cuisine and traditional crafts have an important role in shaping unique tourist and restaurant destinations. It is because regional cuisine and traditional crafts are integral components of the cultural heritage of any region. Visitors always seeking authentic, unique experiences the local culture, history, and traditions reflect. So, regional cuisine serves as a means of satisfying tourists' gastronomic needs and is an element of cultural heritage that contributes to the preservation and popularization of traditions. It serves as a sort of "calling card" for the region, capable of attracting the attention of both domestic and foreign guests. Traditional crafts, in turn, allow for the preservation of the authenticity of the cultural environment, providing tourists with the opportunity for direct acquaintance with the region's history and traditions through workshops and souvenirs. In the era of globalization, when standardization and homogenization of cultural expressions are becoming increasingly noticeable, the preservation and development of unique local traditions acquire special significance. Therefore, researching the role of regional cuisine and traditional crafts in tourist and restaurant destination development is relevant, as it contributes to the new approaches to exploration to attracting tourists, enhancing the competitiveness of regions, and preserving cultural heritage.

**Analysis of research and publications.** The characteristics and factors influencing the development of tourist and restaurant destinations have been explored in the works of scholars such as O. A. Melnychenko, V. O. Shvedun, M. Senkiv, V. Tserklevych, H. Mashika, V. Zelic, A. Kiziun, and R. Maslyhan. In most cases, the mentioned scholars simply point out that regional cuisines and traditional crafts are important for tourism development within Ukraine's territories, where a rich historical and cultural heritage. This is because tourism in these areas become a significant

factor in economic growth. Therefore, studying the impact of regional cuisine and traditional crafts on tourist attractiveness is relevant because it is good for understanding destination image formation mechanisms and strategies development for their promotion in domestic and international markets.

**The wording of the purposes of article (problem).** The article aims to explore the impact of regional cuisine and traditional crafts on the growth of tourist attractions and dining venues.

**The paper's main body with full reasoning of academic results.** The authors emphasize that regional cuisine and traditional crafts play an important role in the development of tourist and restaurant destinations, interpreted as geographic areas that are attractive to tourists due to the presence of objects that create a unique and authentic experience for visitors.

The features of creating a unique and authentic experience for visitors to tourist and restaurant destinations are systematized in Table 1.

Indeed, regional cuisine is a culinary tradition system that reflects the unique characteristics of a specific geographic region. The dishes of such cuisine not only reflect unique traditions but also ingredients and cooking methods characteristic of the particular region.

For example, Transcarpathian cuisine is known for dishes such as bograch, banosh, lecho, token, as well as local wines and liqueurs. Odessa cuisine is famous for dishes made from fish and seafood, forshmak, and Odessa-style pilaf. Hutsul cuisine (in the southeastern part of the Ukrainian Carpathians on parts of the historical territories of Maramureş, Pokuttya, and Bukovina) is known for dishes using cheese, kulesh, hutsul banosh, as well as hutsul borscht with white beets.

**Table 1.**

**Features of creating a unique and authentic experience for visitors to tourist and restaurant destinations**

Directions	Characteristics of formation and manifestation	Signs of authenticity and uniqueness
Regional cuisine	Local cuisine dishes reflect unique traditions, ingredients, and cooking methods characteristic of a specific region. They add color and authenticity, making the destination attractive to tourists seeking unique gastronomic experiences	Indicators*: use of local ingredients (1); traditional recipes and cooking techniques (2); cultural and ethnic influences (3); unique dishes and beverages (4); authentic presentation style (5); local culinary events and festivals (6)
Traditional crafts	Products crafted by local artisans using ancient techniques carry cultural heritage and uniqueness. They can be presented as souvenirs, decorative items, clothing, and other products that showcase the art and traditions of the region	Indicators**: use of local materials (1); traditional techniques and methods of production (2); cultural and ethnic motifs (3); unique products and design (4); authentic sales and presentation methods (5); preservation and transmission of knowledge (6).

**Note**

\* For regional cuisine: (1) the use of ingredients grown or sourced exclusively in the region provides dishes with a unique taste and aroma; (2) adherence to authentic recipes preserved from ancient times and passed down through generations, along with the use of specific culinary processing methods; (3) reflection of influences from various cultures and ethnic groups that inhabited the region; (4) the presence of dishes unique to the region and the preparation of traditional beverages with distinct flavors resulting from local nature and recipes; (5) the use of traditional utensils and tableware for serving dishes and table presentation that reflect local traditions and etiquette; (6) hosting culinary festivals showcasing traditional dishes and beverages.

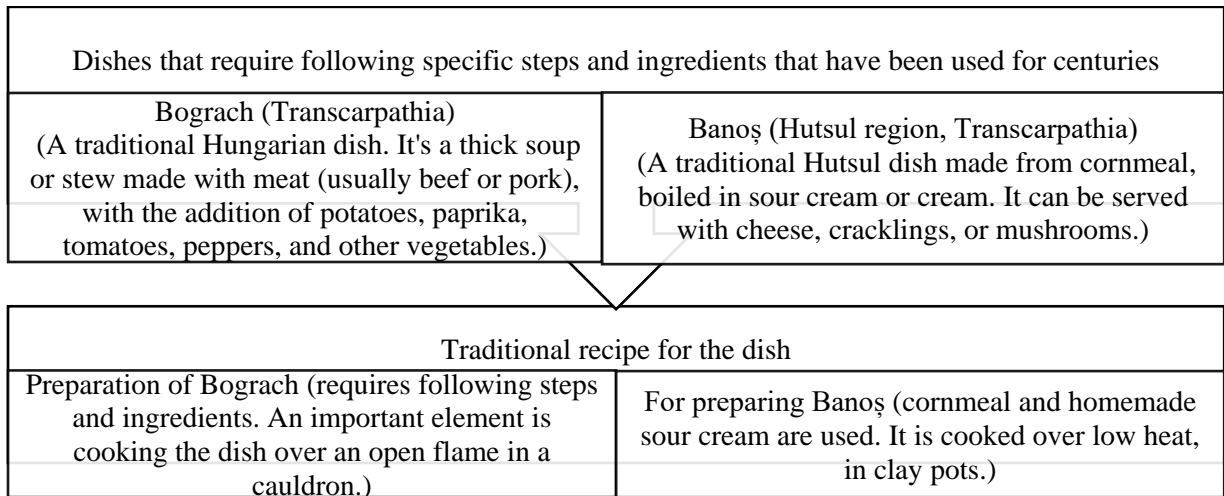
\*\* For traditional crafts: (1) crafting products from materials sourced or cultivated in the region; (2) handcrafting or using techniques and methods passed down through generations, along with the use of traditional tools; (3) incorporating region-specific ornaments, patterns, and symbols reflecting local culture and history, and crafting items with cultural or religious significance for the local population; (4) creating products unique to the region without counterparts elsewhere and focusing on items that blend traditional motifs with modern design; (5) presence at traditional fairs and markets where products are sold directly by artisans and opportunities to visit craft workshops to witness the crafting process and try one's hand at the craft; (6) organizing workshops and educational programs where local artisans pass on their knowledge and skills to the next generations and the existence of artisan communities supporting each other and working towards the preservation and development of traditional crafts.

*Source: formed based on [1; 3; 5-6]*

Despite the outlined diversity, it's evident that the indicators of authenticity and uniqueness are common, as they manifest through:

- The use of local ingredients. For example, the use of local mushrooms, berries, or herbs. An example of using local ingredients in regional cuisine is the use of local apples, pears, plums, grapes, and other fruits by restaurants in the Zakarpattia region in making jams, compotes, and wine.

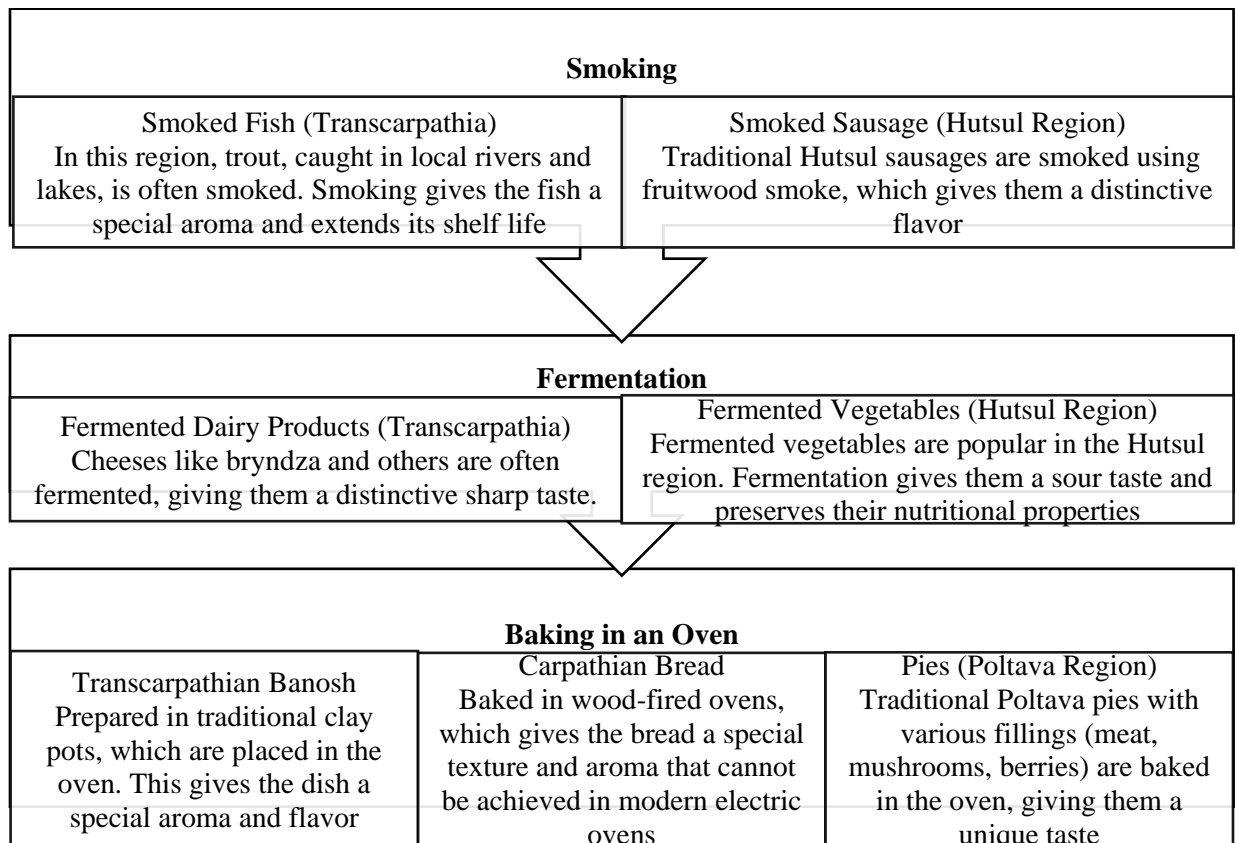
- Traditional recipes of regional cuisine dishes are passed down from generation to generation, reflecting the historical and ethnic characteristics of the region. Some examples of traditional recipes of regional cuisine dishes are provided in Figure 1.



**Figure 1. Examples of traditional recipes of regional cuisine passed down through generations**

*Source: formed by the authors*

- **Special Cooking Techniques.** Regional cuisine often utilizes special cooking techniques that are characteristic of a particular region and add unique flavors and aromas to dishes. Some examples of special cooking techniques in regional cuisine are provided by us in Figure 2.
- **Cultural and Ethnic Influences.** For example, the fusion of Hungarian, Romanian, Ukrainian, and Slovak culinary traditions in Transcarpathian cuisine.
- **Unique Dishes and Beverages.** For instance, Transcarpathian banoş, bograch, token, or dishes made from cheese. The preparation of traditional beverages such as wines, liqueurs, and mead, which have distinct flavors due to local ingredients and recipes.
- **Authentic Presentation Style.** For example, clay pots, wooden spoons and carved plates.
- **Local Culinary Events and Festivals.** For instance, the bograch festival or wine festival in Transcarpathia.



**Figure 2. Examples of features in cooking techniques of regional cuisine**

*Source: formed by the authors*

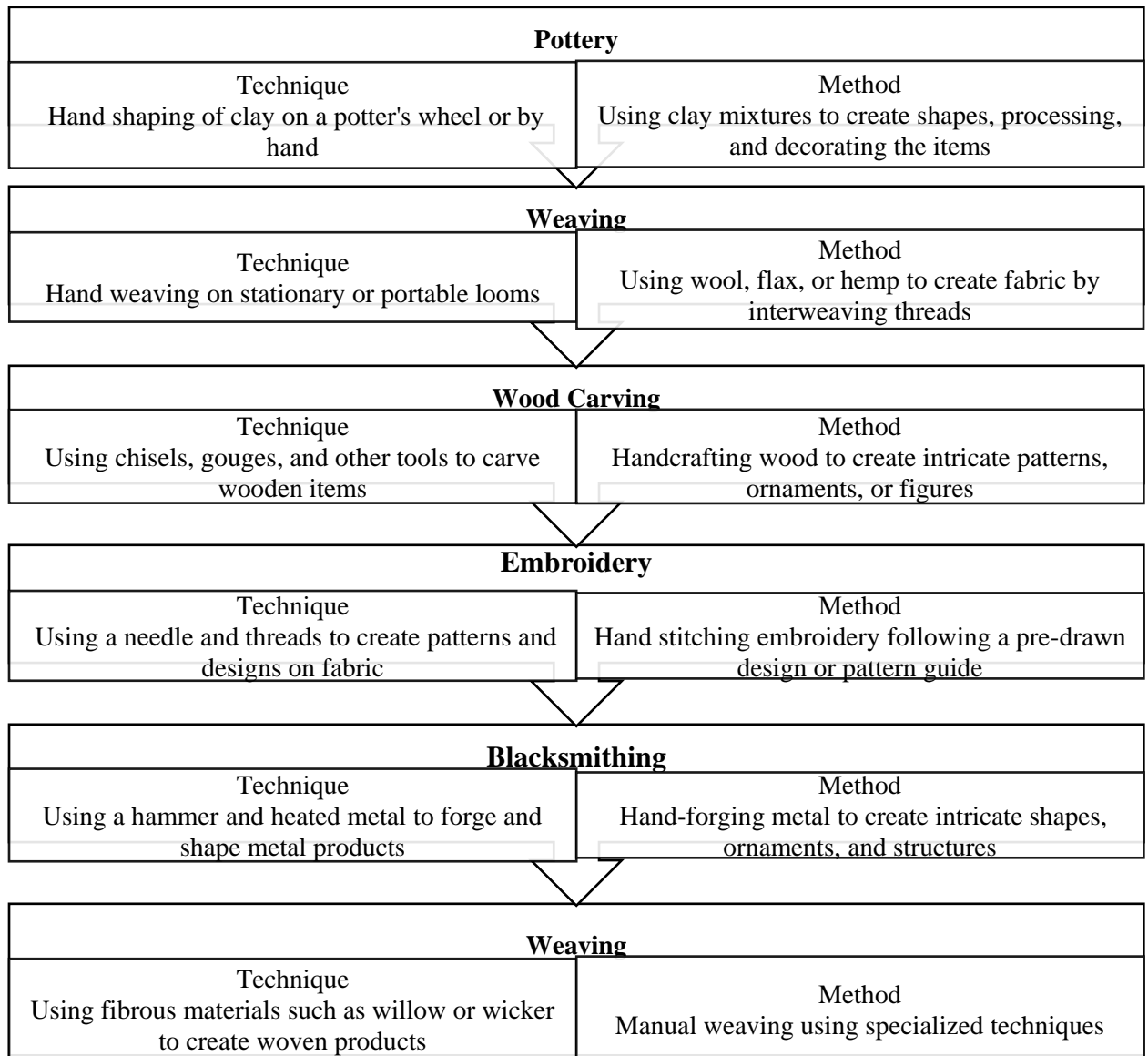
Traditional crafts are manual labor passed down from generation to generation, employing ancient techniques and methods in creating goods. In many cases, these crafts embody the cultural heritage and identity of local communities, reflecting their traditions, history, and aesthetic values. For example, Kosiv ceramics (from the Hutsul region) are renowned for their painted ceramic items adorned with distinctive green and brown patterns. Poltava towels feature intricate geometric and floral motifs that hold sacred significance. Hutsul wooden chests are decorated with intricately carved patterns [1]. Woven willow boxes and baskets in Transcarpathia are used. Lviv forged products, including gates, fences, and decorative architectural elements.

Despite the aforementioned diversity, it's evident that the signs of authenticity and uniqueness are common, as they manifest through:

- Use of local materials. Use of local materials. For example, Kosiv ceramics from the Hutsul region are made from local clay, which gives these products a specific texture and durability. Local craftsmen create pots, bowls, and other traditional items using traditional processing techniques.



- Traditional production techniques and methods. It allows the creation of unique products with a distinct character and style, reflecting the cultural heritage of the region [7]. Some examples are illustrated in Figure 3.



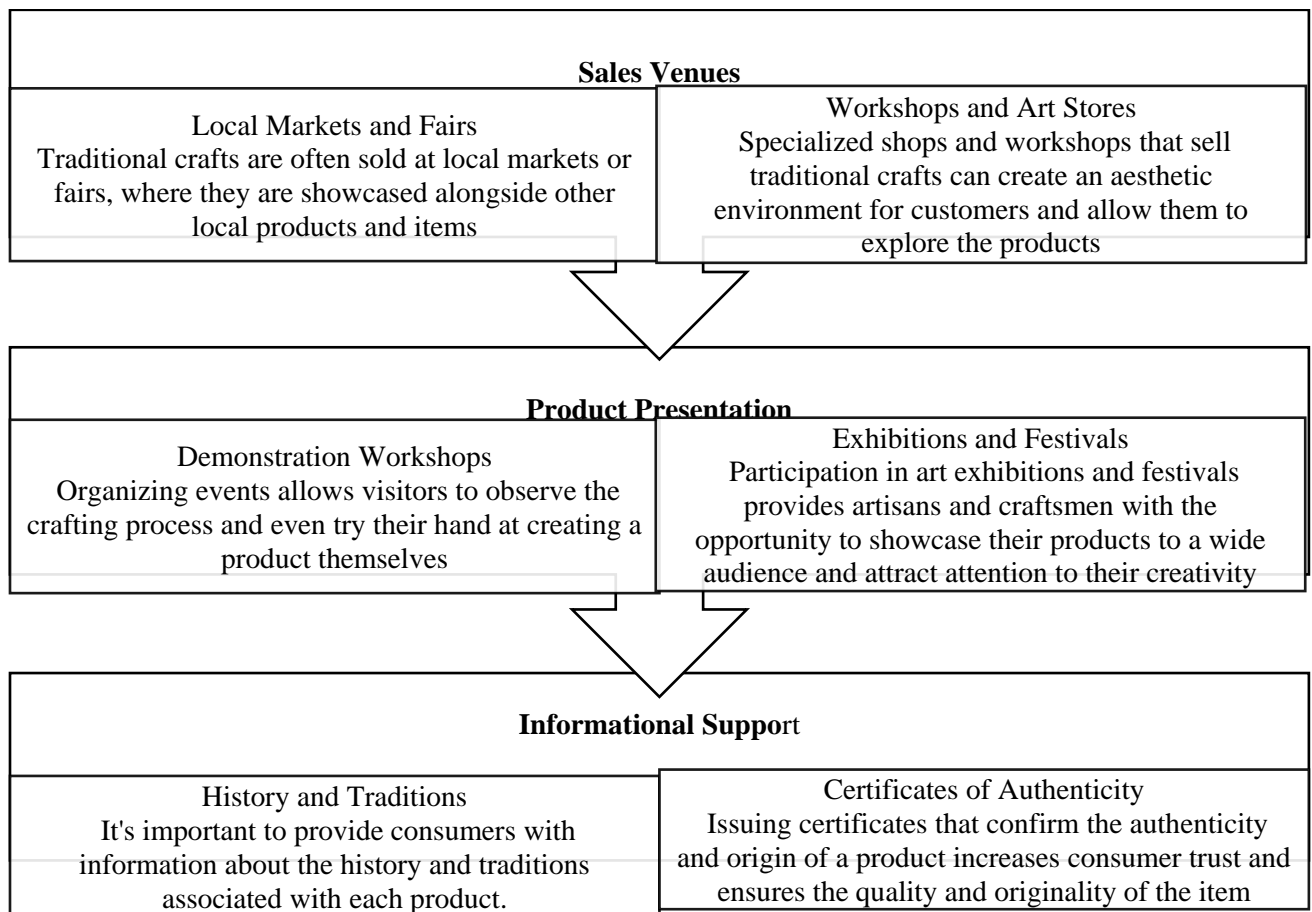
**Figure 3. Examples of techniques and methods of traditional crafts**

*Source: formed by the authors*

Cultural and ethnic motifs. These motifs may be symbolic, containing historical or religious significance, or reflecting natural or cultural imagery.

- Unique products and designs. These products are created through the innovative approach of skilled craftsmen, combining traditional manufacturing methods with original ideas to produce unique masterpieces.

- Authentic sales and presentation methods. It is implemented through specialized sales venues, product presentations, and informational support, as illustrated in Figure 4.



**Figure 4. Examples of authentic sales and presentation methods for products created using traditional crafts**

*Source: formed based on [1; 6-7]*

- Preservation and transmission of knowledge. It allows for the reproduction and development of unique techniques and arts that reflect the identity and traditions of the region through education from masters, specialized courses and schools, art festivals and events, and support from government and civic organizations.

Indeed, regional cuisine not only satisfies the gastronomic desires of visitors but also serves as a unique "calling card" that adds color and authenticity to a destination. Traditional crafts act as a living heritage, preserving cultural identity and attracting tourists with their originality and artistry of craftsmanship. Overall, these two components complement each other, creating a unique and memorable image that reflects the cultural, gastronomic, and historical characteristics of the region.

Considering the outlined specifics, the main aspects of the impact of regional cuisine and traditional crafts on the development of tourist and restaurant destinations are as follows:

1. Creating a fundamental attractiveness of the geographical area for tourists. The outlined direction of influence is driven by the fact that regional cuisine and traditional crafts create the attractiveness of a specific territory, which attracts tourists through a unique gastronomic experience (reflecting not only dishes and cooking styles but also the history, traditions, and cultural characteristics of the region [3; 5]), unique products (transmitting important cultural skills and values from generation to generation [4]), and a distinctive image of each territory (making it unique in the eyes of tourists [4]). The influence of regional cuisine and traditional crafts on shaping the basic attractiveness of geographical territory for tourists occurs by the specifics outlined in Table 2.

**Table 2**

**The impact of regional cuisine and traditional crafts on shaping the basic attractiveness of a geographical territory for tourists**

Directions for development	The role in destination development	The impact of each direction
Unique culinary experience	The regional cuisine not only offers delicious dishes but also reflects the history, traditions, and cultural characteristics of the region	Each dish or local cooking style is a reflection of the identity of the local culture, allowing tourists to immerse themselves in an authentic experience of local life
Unique products and crafts	Traditional crafts transmit important cultural skills and values from generation to generation.	The products of local artisans are not only unique works of art but also tell the story of the history and traditions of the region
Unique image of each territory	The image of the territory is shaped by the cuisine and products, the beauty of nature, historical landmarks, architectural features, and so on	The image of the territory makes it unique and attractive to tourists

*Source: formed based on [1;3-5]*

2. Local Economic Development of Geographic Areas. The specific focus of influence is driven by the fact that the development of traditional crafts and the restaurant industry based on regional cuisine and traditional crafts brings economic benefits and initiates the process of creating and strengthening

economic resilience and prosperity within specific geographic areas (provided they are attractive to tourists and have developed infrastructure to accommodate guests). It is achieved through the production and sale of local products, souvenirs, and other goods, creating job opportunities, fostering the development of small and medium-sized businesses, stimulating investments, and supporting local communities. The impact of regional cuisine and traditional crafts on the local economic development of tourist and restaurant destinations occurs according to the specifics outlined in Table 3.

**Table 3**

**The impact of regional cuisine and traditional crafts on the local economic development of tourist and restaurant destinations**

Directions for development	The role in destination development	The impact of each direction
Production and sale of local products and souvenirs	Increased tourist flow stimulates demand for local products and souvenirs, fostering the development of local agriculture, craftsmanship, and other industries	The increasing popularity of local dishes, handmade crafts, and other authentic products among tourists
Job creation	The development of the tourism industry based on regional cuisine and traditional crafts creates demand for jobs in the hospitality sector, restaurant business, transportation services, local souvenir production, and other related industries	Reducing unemployment and increasing employment levels in local communities
Development of small and medium-sized businesses	Increased tourist demand for local products, souvenirs, and services creates favorable conditions for the development of small and medium-sized businesses	Local enterprises can expand their operations, and new businesses can emerge to meet the needs of tourists
Stimulation of investments	The growth in tourist demand creates favorable conditions for investment in the hotel and restaurant sector, infrastructure, transportation networks, and other sectors that support tourism activity	Increased capital investment in the region and the creation of new opportunities for development
Support for local communities	The increased influx of tourists brings additional income to local residents through increased sales of local products, services, and souvenirs	Improving the quality of life and fostering socio-economic development within local communities.

*Source: formed based on [1; 3; 6-7]*

3. Preservation of cultural heritage. The specific focus of influence is determined by the fact that regional cuisine and traditional crafts are not only a source of income but also a means of preserving cultural heritage. By passing down traditions and skills from generation to generation, the history and

identity of the region are preserved [6]. It is achieved by reflecting the history, cultural peculiarities, and way of life of the population of each region (effectively, each recipe and each craft has history and significance, which corresponds to the identity and values of the local community [5]), preserving the diversity of local cultures, supporting socio-cultural identity, and promoting the development of intercultural understanding.

4. Popularization of the region. The direction of influence is determined by unique dishes, products, and traditions that capture the attention of tourists, media, businesses, and other interested parties. It is achieved through attracting tourists, developing tourism infrastructure, increasing income for local businesses, and popularizing the region through its culinary and artisanal traditions [2-3]. The impact of regional cuisine and traditional crafts on the promotion of territories within tourist and restaurant destinations is shaped according to the specifics outlined in Table 4.

**Table 4**

**The impact of regional cuisine and traditional crafts on shaping the fundamental attractiveness of a geographic territory for tourists**

Directions for development	The role in destination development	The impact of each direction
Attraction of tourists	Media coverage of the unique aspects of regional cuisine and traditional crafts attracts tourists	Publications in magazines, blogs, and social media can stimulate demand for visiting a particular region
Development of tourist infrastructure	Development of the region through its culinary and artisanal characteristics	Development of tourist infrastructure such as hotels, restaurants, souvenir shops, and guided tours
Economic benefits	Increased tourist flow	Increase in income for local businesses such as restaurants, hotels, shops, and craft workshops selling local products
Enhancement of the region's prestige	Popularization of the region through its culinary and artisanal traditions, which can enhance its prestige as a tourist and cultural destination	This can lead to increased investment and improvement in the quality of life for the local population

*Source: formed based on [2-3; 5; 8]*

Indeed, regional cuisine and traditional crafts are significant factors contributing to the development of tourist and restaurant destinations. It's the comprehensive impact of regional cuisine and traditional crafts that is important. This entails ensuring

authenticity, enriching the cultural experience of visitors, fostering economic development, and aiding in the preservation of cultural heritage, thereby transforming specific regions into attractive destinations for tourists from around the world. These processes can be implemented through a complex and multi-faceted approach, involving the development of strategies, advertising, infrastructure, and cultural programs aimed at attracting visitors and ensuring them an unforgettable experience [5].

### **Conclusions from this study and prospects for further exploration in this area.**

According to the research findings, it has been noted that regional cuisine and traditional crafts play an increasingly significant role in the development of tourist and restaurant destinations. It has been demonstrated that regional cuisine and traditional crafts have become key factors attracting tourists because they create a unique and authentic experience within these territories for visitors. The following conclusions have been drawn:

1. Regional cuisine not only satisfies visitors' gastronomic desires but also serves as a distinctive "calling card," adding vibrancy and authenticity to the destination. Traditional crafts serve as a living heritage that not only preserves cultural identity but also captures tourists' attention with their originality and artistry of craftsmanship. Overall, these two components complement each other, creating a unique and memorable experience for tourists while also contributing to the economic development of regions.
2. The main aspects of the impact of regional cuisine and traditional crafts on the development of tourist and restaurant destinations include forming the basic attractiveness of the geographical area for tourists, local economic development of the geographical area, preservation of cultural heritage, and promotion of the region.
3. The important complexity of the impact of regional cuisine and traditional crafts involves ensuring authenticity, enriching the cultural experience of visitors, promoting economic development, and aiding in the preservation of cultural heritage, thereby transforming specific areas into attractive destinations for tourists from around the world. The processes can be

implemented through a multifaceted approach by developing strategies, advertising, infrastructure, and cultural programs to attract visitors and provide them with an unforgettable experience.

Based on the above, prospects for further research include identifying the characteristics of developing and promoting a unique image that reflects the cultural, gastronomic, and historical features of the region.

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*Стаття надійшла до редакції 28.05.2024 р.*





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