

REFERENCES

1. Importance of Food Safety to Hotels [Online]. – Available at: <https://bizfluent.com/about-5325694-importance-food-safety-hotels.html>
2. Food safety standards for hotels and restaurants [Online]. – Available at: <https://www.rentokil.com/blog/food-safety-hotels-restaurants/>
3. Food Safety Tips for Hospitality Management [Online]. – Available at: <https://www.foodqualityandsafety.com/article/hotel-food-safety-risks/>

УДК 338.483.12:069]=111

MUSEUMS AND LOCAL TOURISM ACTIVITIES: LEGAL REGULATION IN UKRAINE

Chepurda H. M., *Doctor of Historical Sciences, Professor,
Head of Tourism, Hotel and Restaurant Business Department*

Dmytriieva M. O., *third year student, specialty «Tourism»
Cherkasy State Technological University*

Every day thousands of Ukrainian citizens and foreign tourists visit museums seeking to enrich their knowledge. Museums make it possible to visit the ancient past, see the present of mankind, its achievements and even look into the future. Excursion services provided by museums are an integral part of the commercial tourism product and the global tourism industry, in particular cultural tourism.

Today, cultural tourism is considered as a kind of cultural recreation, a trip that aims to meet the cultural needs of man, the attraction to the cultural values and nature of the region or country. The museum can be the object of cultural tourism (for its own purpose, the main motive for participation in the trip or one of the elements of the historical, cultural and natural components of the tourist route), as well as the subject – the initiator of the development and implementation of tourist programs. Cultural tourism can act as a factor in the development of a museum and its communication capabilities domestically and abroad. The practical experience of many countries suggests that the involvement of museum collectives in the tourism business contributes to expanding the cultural influence of museums, intensifying the flow of visitors, improving the museum structure, the emergence of specialists in new museum professions, enhancing the establishment of partnerships between museums and various administrative structures. Optimal interaction between cultural heritage and cultural development can be achieved precisely through the activities of museums that are able to preserve cultural heritage as such, as well as to develop cultural understanding and cultural diversity [1].

Tourism legislation, government investments and intermediation in the field of heritage should guarantee the preservation of cultural and natural heritage rather than the pursuit of any economic interests at risk of irreparable harm. It is necessary to encourage and support cooperation between museums, tourist organizations and society. Museums should, at the level of tourism organizations, participate in the distribution of profits from tourist services. Cultural heritage requires morally and

ethically responsible workers and visitors. In the context of cultural tourism development, museums should encourage active participation in the planning, process of heritage management and the development of tourism products by the local community. Harmonious relationships between museums and cultural tourism should address all aspects of museum activity, such as infrastructure, quality of collections, information and communication system, educational and exhibition activities, and staff. Museums should be designed not only for tourists but also for local visitors. Along with the implementation of all the social functions of the museum, priority should be given to the educational function. To achieve this, the information provided should be easily accessible, and language barriers should be minimized, making communication much easier. Museums should provide an optimal work schedule that is convenient for every visitor [2].

The cultural heritage of Ukraine is an integral part of the world's cultural heritage. The preservation and enhancement of cultural values is a priority in government policy on the sphere of culture, as is reflected in Cabinet of Ministers of Ukraine's (CMU) resolutions and programmes.

In accordance with the Law of Ukraine «On the basics of National Security of Ukraine» (Article 3), «spiritual, moral and ethic, cultural and historic values are the basis of national security». The basic law on cultural heritage is the Law of Ukraine On Protection of Cultural Heritage (2000, updated in 2012). In accordance with the international conventions ratified by the Parliament of Ukraine, preservation of cultural heritage is an international legal obligation of our country to the global community.

Ukraine joined a range of international conventions and agreements in the sphere of cultural heritage, namely:

- Convention on the Protection of Cultural Property in the event of Armed Conflicts (Hague, 1954);
- European Convention on Protection of the Archaeological Heritage (London, 1969);
- Convention on Means of Prohibiting and Preventing the Illicit Export, Import and Transfer of Ownership of Cultural Property (Paris, 1970);
- Convention for the Protection of World Cultural and Natural Heritage (Paris, 1972);
- Convention for the Protection of the Architectural Heritage of Europe (Granada Convention, 1985);
- European Convention on the Protection of Archaeological Heritage (revised) (Valletta, 1992);
- UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects (Rome, 1995);
- Convention on the Protection of the Underwater Cultural Heritage (Paris, 2001);
- Convention for the Safeguarding of the Intangible Cultural Heritage (Paris, 2003);
- The European Landscape Convention (The Florence Convention, 2000);

- Council of Europe Framework Convention on the Value of Cultural Heritage for Society (The Faro Convention, 2005);
- The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005).

Museums of Ukraine and their collections are an integral part of the European and world cultural space. Ukraine is a unique state with a diversity of exceptional museum collections. This undoubtedly contributes to the integration of national museums in the field of cultural tourism. However, the management of every Ukrainian museum should remember that the museum is an institution that provides cultural and aesthetic pleasure. The driving force in museums should be the balance between research and action. An indiscriminate attempt to follow the latest trends in finding effective solutions is as destructive as a stubborn worship of tradition.

The innovative museum concept of the rest plus knowledge and impressions can become a new ideology of every Ukrainian museum, which will contribute to the tourist promotion of museum treasures in accordance with European standards.

REFERENCES

1. Мазурик З. Туризм як виклик для музеїв [Електронний ресурс]. – Режим доступу: [museum.ridne.net / node /15](http://museum.ridne.net/node/15)
2. Петранівський В. Л. Туристичне краєзнавство [Електронний ресурс]. – Режим доступу: http://tourlib.net/books_ukr/petranivsky8.htm

УДК 338.242.2

EXHIBITION BUSINESS IN UKRAINE: CURRENT MARKET TRENDS

Chepurda H. M., *Doctor of Historical Sciences, Professor,
Head of Tourism, Hotel and Restaurant Business Department*
Chyhyryk V. A., *third year student, specialty «Hotel and Restaurant Business»
Cherkasy State Technological University*

Trends are changing fast, especially in Hotel Industry. In case you are going to stay at the top and follow new technologies, techniques or ways of services etc. you have to search all the time something extraordinary, interesting for people. The international expoforum of restaurant and hotel business and cleaning is a kind of hunt for the latest in the season of the hospitality industry.

Companies that once felt the taste of victory and superiority over their competitors, participating in the exhibition, quietly pulled into the race for leadership in the market, exhibiting more and more impressive products.

And when they reach the top, they begin to conquer new customers, exhibiting the most diverse examples of industry achievements. For many, the expoforum has already become a lifestyle, without which the prosperity of a business is simply impossible.