

- 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.

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### **EXHIBITION BUSINESS IN UKRAINE: CURRENT MARKET TRENDS**

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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.

The Hotel and Restaurant Business is an important trade fair for the hospitality industry in Lviv. It is a meeting point for professionals from the hospitality industry such as hotel and restaurant owners, as well as manufacturers and suppliers of food. The rapid development of the national hospitality industry is also reflected at the fair. Thus the visitor can obtain comprehensive information on the latest developments and trends in this area [1].

FoReCH is the main professional event of HoReCa industry in Ukraine. For many years, the largest-scale FoReCH exhibition features a communications space and an exhibition of effective solutions for the hospitality industry.

The exhibition sets new trends for the hospitality industry by presenting new productions of equipment, technology, services and solutions, as well as cautioning about the advanced opening and management of business in the HoReCa sector.

The main components of FoReCH's success are participating in the Market Leaders Exhibition, a professional audience, the best offers for guests and restaurants, a constructive society, the actual work of the program. All this gives participants the opportunity to visit the exhibitions themselves, the products that offer translations, find new contacts, and fix the interacting contracts [3].

FoReCH demonstrates not only products but also its capabilities, and has implemented many projects that are compatible with the best Ukrainian and world speakers, which set a high level for creative ideas.

The FoReCH training can contain major thematic areas that can simultaneously and as far as possible cover all aspects of HoReCa industry development in Ukraine and in general. Also, there is The Horeca Ukraine in Kiev – an international trade fair for equipment, accessories, furniture and furnishings for hotels, restaurants, cafes and bars [3].

It is aimed at owners of restaurant and hotel chains, managers of shopping and holiday centers and supermarkets, general manager of commercial and industrial businesses or business people who want to introduce their business has yet to enter the Ukrainian market.

When professionals, exactly like end-users, fall into the ocean of expoforum exhibition products, their enthusiastic glances immediately reveal the immense vanguard of dishes, restaurant equipment, hotel supplies, food, cleaning equipment and vending technologies [2].

After all, nothing else gives so many pleasant emotions, like a colorful and stylish set of dishes, aromatic coffee from selected beans, the intriguing design of the hotel room.

The unique synthesis of all this creates an unforgettable atmosphere of coziness and hospitality of the exhibition.

These visitors will present a number of exhibitors with a comprehensive market overview of products and services to their business.

The international expoforum of restaurant and hotel business and cleaning, as the most important element of marketing promotion, solves several priorities for the exhibitor:

- market research, comprehensive PR and advertising, demonstration of new products;
- determination of price and product policy, the formation of the range and system of discounts;
- establishment of personal contacts with potential customers, search for new partners and sales markets;
- fast and high-quality assessment of the competitive environment;
- consumer preferences, assessment of their own reputation and popularity.

All these questions directly affect the further strategy and tactics of the company's development, and answers to these questions can be obtained on the forum.

The exhibition is a tool for collecting accurate information about the state of the restaurant and hotel niche of the market, an ideal place for debuting with new products or simply declaring oneself [2].

As soon as a visitor crosses the threshold of the International Expoforum of restaurant and hotel business and cleaning, he finds himself in a completely different world, in the opening day of exhibition expositions and master classes, informative presentations and culinary shows, exclusive demo zones and extraordinary design solutions.

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### **СТРАТЕГІЧНЕ ПАРТНЕРСТВО У СФЕРІ ГОСТИННОСТІ**

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У сучасних умовах розвитку індустрії гостинності характерними рисами є: жорстка конкуренція між суб'єктами господарювання та підвищення рівня вимог споживачів до отримуваних послуг. Тому інноваційний підхід до ведення бізнесу в цій сфері є необхідною умовою для результативного функціонування підприємств галузей, які входять в індустрію гостинності. Впровадження інноваційних продуктів сприятиме ефективному викорис-