

Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics (Kyiv, Ukraine)
Uzhgorod Institute of Trade and Economics KNUTE
Prešov University (Prešov, Slovak Republic)
World Gastronomy Institute (Denmark)
Turība University (Riga, Latvia)
Professional Education Academy «Mercury», NGO (Slovak Republic)
Public Association «Ukrainian Culinary Union» (Kyiv, Ukraine)

TOURISM OF THE XXI CENTURY: GLOBAL CHALLENGES AND CIVILIZATION VALUES



II International scientific
and practical conference

Program

Kyiv, June, 01, 2020

The conference takes place on the initiative
and at Kyiv National University of Trade and Economics

CONFERENCE AGENDA

June, 01, 2020

Kyoto str., 19, university building B, Smart Library

9.00–10.00	Registration
10.00–10.30	Wellcome Speeches
10.30–12.00	Panel discussions
12.00–13.30	Break
13.30–14.30	Panel discussions

Panel discussions of the conference

1. Hospitality and Tourism 4.0: concepts, strategies, forecasts
2. Creative branding technologies for tourist destinations
3. Experience Economy: Travel, Trips and Events
4. Restaurant technology: national authenticity and global trends
5. Tolerance of strategic partnership of education, business, public institutions
6. Education and science: global, national and regional transformations

WELCOME SPEECHES

ANATOLII MAZARAKI, Doctor of Sciences (Economics), Professor, Rector of Kyiv National University of Trade and Economics (Ukraine)

ELENA TSED, Doctor of Sciences (Engineering), Professor, Mogilev State University of Food Technologies (Republic of Belarus)

KNUD ERIK LARSEN, World Gastronomy Institute Delegate Nordic Countries Executive Chef KM Scandinavia (Denmark)

1. Panel discussions HOSPITALITY AND TOURISM 4.0: CONCEPTS, STRATEGIES, FORECASTS

Moderator: *Svitlana Melnychenko*, Doctor of Sciences (Economics), Professor, Vice-rector of Kyiv National University of Trade and Economics (Ukraine)

FROM INDUSTRY 4.0. TO SOCIETY 5.0: PRAGMATIC INTEGRALIZATION OF TOURISM – *Anatolii Mazaraki*, Doctor of Sciences (Economics), Prof.; *Margarita Boiko*, Doctor of Sciences (Economics), Prof.; *Myroslava Bosovska*, Doctor of Sciences (Economics), Prof.; Kyiv National University of Trade and Economics (Ukraine)

DIRECTIONS FOR IMPLEMENTING HOTEL REVENUE MANAGEMENT SYSTEM – *Svitlana Melnychenko*, Doctor of Sciences (Economics), Prof.; *Mariia Kulyk*, PhD in Economics, Associate Professor; *Oksana Poltavska*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

STRATEGIC MANAGEMENT OF COMPETITIVE POSITION OF TOURISM REGIONS – *Olena Bulatova*, Doctor of Sciences (Economics), Prof.; *Angelika Balabanits*, Doctor of Sciences (Economics), Prof., Mariupol State University (Ukraine); *Inna Babyna*, PhD in Economics, Associate Prof., Francisk Skorina Gomel State University (Republic of Belarus)

STAFF MOTIVATION AS A SOURCE OF COMPETITIVE POSITION OF HOTEL BUSINESS ESTABLISHMENTS – *Avtandil Khachapuridze*, Associate Prof.; Akaki Tsereteli State University Kutaisi (Georgia)

TRANSFORMATION OF ASPIRATIONS AND BEHAVIOR OF MODERN TOURISTS – *Brecko Yan*, Ing. Mgr., Director MERKUR – Vocational Education Academy; *Sklencar Peter*, PhD, MBA, Prof.; MERKUR – Vocational Education Academy (Slovak Republic)

VALUE OF RELATIONSHIP MARKETING IN HOSPITALITY – *Margarita Boiko*, Doctor of Sciences (Economics), Prof.; *Nadiia Vedmid*, Doctor of Sciences (Economics), Prof.; *Liudmyla Romanchuk*, Lecturer, Kyiv National University of Trade and Economics (Ukraine)

THEORETICAL ASPECTS OF TRAVEL INDUSTRY INVESTMENT SUPPORT IN UKRAINE – *Nataliia Chorna*, Doctor of Sciences (Historical), Prof.; *Kateryna Antoniuk*, Lecturer, Vinnytsia Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF TOURISM DEVELOPMENT: WORLD AND NATIONAL ASPECTS – *Oksana Davydova*, Doctor of Sciences (Economics), Prof.; *Kseniia Kalienik*, PhD in Economics, Kharkiv State University of Food Technology and Trade (Ukraine)

THE USE OF GREAT BRITAIN EXPERIENCE IN ORGANIZING AND PROMOTING TOURISM IN THE BOTANIC GARDENS OF UKRAINE – *Tatiana Shparaga*, PhD in Geography, Associate Prof., Taras Shevchenko National University of Kyiv (Ukraine)

FORMATION OF SUSTAINABLE TOURISM DEVELOPMENT STRATEGY OF THE REGIONS OF UKRAINE – *Inna Povorozniuk*, PhD in Economics, Associate Prof., Pavlo Tychyna Uman State Pedagogical University (Ukraine)

«TOURISM-PHOBIA» IN BEREHOVE: CONFLICT POTENTIAL AND REASON SEARCHING – *Halyna Shchuka*, Doctor of Sciences (Pedagogical), Prof., Ferenc Rakoki II Transcarpathian Hungarian College of Higher Education (Ukraine)

FORMATION OF TOURIST CLUSTER AS A WAY TO ECONOMIC GROWTH OF THE REGION – *Iryna Kyryliuk*, PhD in Economics, Associate Prof., Pavlo Tychyna Uman State Pedagogical University (Ukraine)

INVESTMENT ASPECTS OF THE TOURIST COMPLEX IN UKRAINE – *Nataliia Kaziuka*, PhD in Economics, Associate Prof., Ivano-Frankivsk National Technical University of Oil and Gas (Ukraine)

SWOT-ANALYSIS OF PERSPECTIVE DIRECTIONS OF TOURISM DEVELOPMENT OF POST-CONFLICT TERRITORIES – *Halyna Zavarika*, PhD in Geography, Associate Prof., Volodymyr Dahl East Ukrainian National University (Ukraine)

CREATIVE MANAGEMENT AS A NEW PARADIGM IN TOURISM – *Irina Saukh*, Doctor of Sciences (Economics), Prof., Zhytomyr Ivan Franko State University; *Victoriia Shimanskaya*, PhD in Economics, Associate Prof., Tetiana Momont, PhD in Economics, Associate Prof.; Zhytomyr branch of «Kiev Institute of Business and Technology» (Ukraine)

THE ANALYSIS OF TOURIST PREFERENCES IN SOUTHERN UKRAINE – *Olena Orlenko*, Doctor of Sciences (Economics), Prof., Kherson State University (Ukraine)

ECONOMIC BEHAVIOUR OF SINGLE CONSUMERS IN THE TOURISM SERVICES MARKET – *Volodymyr Humeniuk*, Doctor of Sciences (Economics), Prof., Ivano-Frankivsk National Technical University of Oil and Gas; *Liudmyla Semyrga*, sales manager, «Join UP! to travel» agency; *Halyna Umantsiv*, PhD, Associate Professor, Kyiv National University of Trade and Economics (Ukraine)

THE THEORETICAL APPROACHES OF STRATEGIC MARKETING IN TOURISM – *Iryna Mazurkevych*, PhD in Economics, Associate Prof.; *Alla Lukianets*, master, Vinnytsia Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

FOREIGN EXPERIENCE OF INDUSTRY 4.0 CONCEPT DEVELOPMENT IN TOURISM – *Larysa Shaulska*, Doctor of Sciences (Economics), Prof.; *Oleksandr Tregubov*, PhD in Economics, Associate Prof., Vasyl' Stus Donetsk National University (Ukraine)

COMPARISON OF TRAVELING HABITS AND TENDENCIES IN UKRAINE AND DENMARK – *Liudmyla Danilova*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

ANALYSIS OF DISTRIBUTION AND FINANCIAL EFFICIENCY OF TOURISM ENTERPRISES IN UKRAINE – *Liudmyla Denyshchenko*, Senior Lecturer, Volodymyr Dahl East Ukrainian National University (Ukraine)

CUSTOMER ORIENTATION AS THE RESTAURANT HOSPITALITY PHILOSOPHY – *Liudmyla Bovsh*, PhD in Economics, Associate Prof.; *Larisa Gopkalo*, PhD in Economics, Associate Prof.; Kyiv National University of Trade and Economics (Ukraine)

CORPORATE SOCIAL RESPONSIBILITY OF THE TOURISM ENTERPRISES IN THE PERIOD OF COVID-19 CRISES – *Olena Melnychenko*, Lecturer, Kyiv National University of Trade and Economics (Ukraine)

PARADIGM OF THE NATIONAL TOURIST SYSTEM – *Alla Okhrimenko*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine); *Alla Domyshche-Medyanyk*, PhD in Economics, Associate Prof., Uzhgorod Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine); *Kateryna Bogatyrova*, PhD in Philology, Associate Professor, Kyiv National University of Trade and Economics (Ukraine)

2. Panel discussions

CREATIVE BRANDING TECHNOLOGIES FOR TOURIST DESTINATIONS

Moderator: *Nadiia Vedmid*, Doctor of Sciences (Economics), Professor, Dean of the Faculty of Restaurant, Hotel and Tourism Business, Kyiv National University of Trade and Economics (Ukraine)

ROLE OF TEMPLES IN XXI CENTURY: MOTIVATIONAL TOURIST SOURCE IN SEARCH OF THE SPIRITUALITY OR SECULAR KNOWLEDGE – *Rabi Kumar*, Research Scholar, Institute of Management Studies Banaras Hindu University (India); *Sandeep Kumar Gupta*, Corresponding Author, Prof.; *Chhabi Mohan*, Senior Lecturer, Associate Prof., Sharda University, Greater Noida, (India); *Chhaya Dubey*, Senior Lecturer, Associate Prof., BMS College for Women Bangalore (India).

THE DIRECTIONS OF SPA & WELLNESS TOURISM DEVELOPMENT IN UKRAINE – *Tetiana Tkachenko*, Doctor of Sciences (Economics), Prof.; *Oleksandr Hladkyi*, Doctor of Sciences (Geography), Prof.; *Valentina Zhuchenko*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics

POTENTIAL OPPORTUNITIES FOR TOURISM DEVELOPMENT IN TRANSCARPATHIA AND THE MEASURE TO WHICH MODERN ICT TECHNOLOGIES PENETRATE INTO IT – *Petro Havrylko*, PhD in Economics, Prof.; *Anatoliy Kolodiychuk*, PhD in Economics, Associate Prof.; *Tetyana Hushtan*, PhD in Economics, Associate Prof., Uzhgorod Institute of Trade and Economics of Kyiv National Trade and Economic University (Ukraine)

GASTRONOMIC TOURISM AS AN ELEMENT OF SMALL TOWN TOURISM BRANDING – *Taras Hryhorchuk*, PhD, Associate Professor; *Halyna Aldankova*, PhD in Economics, Associate Prof.; *Oksana Holik*, PhD in Social Communications, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

MARKETING MANAGEMENT OF TOURISM ENTERPRISES – *Oksana Derkach*, Associate Prof., Taras Shevchenko National University of Kyiv (Ukraine)

BRANDING EVENT TOURISM PROGRAMS IN UKRAINE – *Hanna Mykhailichenko*, Doctor of Sciences (Economics), Prof.; *Sergiy Kravtsov*, PhD in Public Administration, Associate Prof.; *Yulia Zabaldina*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

INFLUENCE OF TRANSFORMATION PROCESSES IN THE ECONOMY FOR THE DEVELOPMENT OF TOURISM IN UKRAINE – *Viktoriia Petrenko*, Doctor of Sciences (Economics), Associate Prof.; Kherson State University; *Alla Karnaushenko*, PhD in Economics, Associate Prof., Kherson State Agrarian University (Ukraine)

BRAND «KHORTYTSYA ISLAND» AS THE MAIN COMPONENT OF THE TOURIST POTENTIAL OF ZAPORIZHZHYA REGION – *Sergiy Tsviliy*, PhD in Economics, Associate Prof.; *Svitlana Zhuravlova*, PhD in Economics, National University «Zaporizhzhia Polytechnic» (Ukraine); *Halyna Bublei*, PhD in Economics, Associate Prof., Zaporizhzhya Institute of Economics and Information Technology (Ukraine)

PERSPECTIVE DEVELOPMENT OF AUTHENTIC PRODUCTS FOR RESTAURANT BUSINESS IN GASTRONOMIC TOURISM – *Maria Paska*, Doctor of Sciences (Veterinary), Prof.; *Oryslava Korkuna*, PhD in Economics, Associate Prof.; *Oksana Kylyuk*, master, Lviv Ivan Bobersky State University of Physical Culture (Ukraine)

CO-BRANDING OF BUSINESS STRUCTURES IN TOURISM – *Alona Melnyk*, Doctor of Sciences (Economics), Prof.; *Zorina Shatska*, PhD in Economics, Associate Prof., Kyiv National University of Technologies and Design (Ukraine)

BRANDING OF TOURIST ZONES AS THE DEVELOPMENT OF ACTUAL TERRITORIAL POSSIBILITIES – *Halyna Bryikhanova*, PhD in Pedagogics, Associate Prof.; *Olexandr Liezhniev*, Senior lecturer, Kyiv National University of Trade and Economics (Ukraine)

EXPORT COMPETENCIES OF TOURIST DESTINATIONS BRANDING – *Tatiana Tkachuk*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

OVERTOURISM PROBLEMS IN FORMING INTERNATIONAL TOURIST FLOWS – *Oksana Lytvyn*, lector, Pavlo Tychyna Uman State Pedagogical University (Ukraine)

3. Panel discussions

EXPERIENCE ECONOMY: TRAVEL, TRIPS AND EVENTS

Moderator: *Tetiana Tkachenko*, Doctor of Sciences (Economics), Professor, Head of the Department of Tourism and Recreation, Kyiv National University of Trade and Economics (Ukraine)

THE ROLE OF PUBLIC ORGANIZATIONS IN THE DEVELOPMENT OF RESORT AND RECREATIONAL TOURISM OF THE CARPATHIANS (EARLY XX CENTURY) – *Jan Bilavich*, PhD in Pedagogic, Associate Prof.; Warsaw Medical University (Poland)

FORGOTTEN CAPITAL OF THE UNITED UKRAINIAN STATE: CAPACITY FOR MILITARY-PATRIOTIC TOURISM DEVELOPMENT IN CITY OF KAM'YANETS-PODILSKYI – *Igor Smyrnov*, Doctor of Sciences (Geography), Prof., Taras Shevchenko Kyiv National University (Ukraine)

THE MICE TOURISM INDUSTRY TRENDS – *Tetiana Dupliak*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

TOURISM FUTUROLOGY AS A RESEARCH AREA IN TOURISMOLOGY – *Vladyslav Bilyk*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine); *Volodymyr Romanyshyn*, PhD in Economics, Associate Prof.; *Victoria Krush*, Senior Lecturer, Kyiv National Economics University named after Vadym Hetman (Ukraine)

CURRENT STATE AND FEATURES OF DEVELOPMENT OF WINTER TYPES OF REST IN UKRAINE – *Vindyk Andri*, PhD., prof., National University «Zaporizhzhia Polytechnic»; *Zakharina Ievgeniia*, PhD., prof. Classic Private University Zaporizhzhia, *Tetiana Samolenko*, PhD in Physical Training and Sport, Associate Prof.; Kyiv National University of Trade and Economics (Ukraine)

TOURISM EVENTS IN UKRAINE: PROBLEMS AND PERSPECTIVES – *Nataliia Kosar*, PhD in Economics, Associate Prof.; *Nataliia Kuzo*, Senior lecturer, Lviv Politechnic National University (Ukraine)

ECONOMIC EVALUATION OF TOURISM RESOURCES AS THE PRECONDITION OF TOURIST DEVELOPMENT – *Nataliia Vasylykha*, PhD in Economics, Associate Prof.; *Kateryna Indus*, PhD in Economics, Associate Prof., Uzhhorod Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

FEATURES OF THE «EMOTIONAL» TOURISM FORMATION AND PROSPECTS OF ITS DEVELOPMENT – *Iryna Prykhodko*, PhD in Economics, Associate Prof.; Ivan Franko National University of Lviv (Ukraine)

TOURISM INDUSTRY AS THE BASIS FOR IMPRESSION ECONOMY – *Olena Zelenko*, Doctor of Sciences (Economics), Associate Prof., Volodymyr Dahl, East Ukrainian National University (Ukraine)

STAGES OF CONDUCTING VIRTUAL EXCURSIONS AND THEIR CHARACTERISTICS – *Nataliia Ivanova*, PhD in Philology, Associate Prof., Odesa Il'ia Mechnikov National University; *Tetiana Pakhalkova-Soich*, Associate Prof., Kharkiv National University of Radio Electronics; *Oksana Prysyzhnyuk*, PhD in Philology, Associate Prof.; Odesa Il'ia Mechnikov National University (Ukraine)

EXCURSION ACTIVITIES OF THE XXI CENTURY. THE PROBLEM OF EXCURSIONS – *Julia Sorvina*, teacher; *Anastasia Semenets*, student, College of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

EVENT TOURISM AS A FACTOR OF ECONOMIC DEVELOPMENT – *Mariia Shchemynenko*, Student, College of Trade and Economics of Kyiv National University of Trade and Economics; *Tatyana Osadcha*, Lecturer, College of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

ANALYSIS OF THE CRUISE TOURISM SECTOR IN THE WORLD – *Iryna Tonkonoh*, PhD of Pedagogical Sciences, Associate Prof.; *Yulia Yuvkovetska*, PhD in Philosophical Sciences, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

4. Panel discussions

RESTAURANT TECHNOLOGY: NATIONAL AUTHENTICITY AND GLOBAL TRENDS

Moderator: *Mykhailo Kravchenko*, Doctor of Sciences (Engineering), Professor, Head of the Department of Technologies and Organization of restaurant business, Kyiv National University of Trade and Economics (Ukraine)

THE INVENTION OF THE DANISH CUISINE – *Knud Erik Larsen*, Executive Chef KM Scandinavia, World Gastronomy Institute Delegate Nordic Countries (Denmark)

STUDY OF THE INFLUENCE OF NON-STARCH POLYSACCHARIDES RYE GRAINS AND TRITICALE ON TECHNOLOGICAL INDICATORS OF ALCOHOL WORT AND RIPE MASH – *Anna Mirontseva*, Senior Lecturer; *Elena Tsed*, Doctor of Sciences (Engineering), Prof., Mogilev State University of Food Technologies (Republic of Belarus)

FUNCTIONAL PRODUCTS USING SECONDARY RAW MATERIALS OF JUICE PRODUCTION AND ITS NUTRITIONAL VALUE – *Atakhanov Shuhrat Nuritdinovich*, PhD in Engineering, Associate Prof.; *Hoshimov Hakimjon*, PhD in Engineering, Associate Prof.; *Boltaeva Muhayyo*, PhD in Engineering, Associate Prof.; *Rahimov Umid*, Senior lecturer; *Abdurazzakova Mamura*, Senior lecturer, Namangan Engineering and Technology Institute (Uzbekistan)

NATIONAL CULINARY AUTHENTICITY OF UKRAINE AS THE PROPERTY OF THE NATION – *Mykhailo Kravchenko*, Doctor of Sciences (Engineering), Prof.; *Dina Fedorova*, Doctor of Sciences (Engineering), Prof.; *Myroslava Perepylytsya*, PhD in Engineering, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

PROSPECTS OF USING LOCAL PLANT RAW MATERIALS IN THE TECHNOLOGY OF THE SEMI-FINISHED PRODUCTS FOR DESSERTS – *Victoriya Gnitsevych*, Doctor of Sciences (Engineering), Prof.; *Olena Vasylieva*, PhD in Engineering, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

FORMATION OF ORGANOLEPTIC PROPERTIES OF GRAIN WHISKEY DISTILLATES OBTAINED BASED ON THE TRITICAL OF THE BELARUSIAN SELECTION – *Elena Tsed*, Doctor of Sciences (Engineering), Prof.; *Anna Mirontseva*, Senior Lecturer, Mogilev State University of Food Technologies (Republic of Belarus)

POTATO FIBER AS A FUNCTIONAL SUPPLEMENT FOR USE IN RESTAURANT TECHNOLOGIES – *Olena Hrabovska*, Doctor of Sciences (Engineering), Prof., Kyiv National University of Trade and Economics (Ukraine); *Hanna Pastuch*, PhD in Engineering; *Alina Nakonechna*, PhD in Engineering, National University of Food Technologies (Ukraine)

STUDY AND ASSESSMENT OF QUALITY OF SEMI-FINISHED FRUIT SAUCES – *Atakhanov Shuhrat Nuritdinovich*, PhD in Engineering, Associate Prof., Namangan Engineering and Technology Institute (Uzbekistan); *Dodaev Quchqar Odilovich*, Doctor of Sciences (Engineering), Prof., Tashkent chemical-Technology Institute (Uzbekistan); *Hamdamov Anvar Mahmudovich*, PhD in Engineering, Associate Prof.; *Adashev Bekzod*, assistant, Namangan Engineering and Technology Institute (Uzbekistan)

INFLUENCE OF TECHNOLOGICAL PARAMETERS OF LOW-CALCIUM BUTTERMILK COPRECIPITATE ON ITS RHEOLOGICAL CHARACTERISTICS – *Grygorii Deinychenko*, Doctor of Sciences (Engineering), Prof.; *Inna Zolotukhina*, PhD in Engineering, Associate Prof., Kharkiv State University of Food Technology and Trade, (Ukraine); *Tatiana Yudina*, Doctor of Sciences (Engineering), Prof., Kyiv National University of Trade and Economics (Ukraine)

TRENDS IN THE TECHNOLOGY OF COOKING PRODUCTS CATERING – *Anastasia Kucher*, Senior Lecturer; *Oksana Paulava*, PhD in Engineering, Associate Prof., Grodno Yanka Kupala State University; *Valentina Maskva*, PhD in Engineering, Scientific and practical centre for foodstuffs of the National academy of Sciences of Belarus (Republic of Belarus)

TECHNOLOGY OF PUMPKIN SAMBUK «GOLDEN STAR» WITH THE USE OF CYSTOSEIRA – *Iryna Antonyuk*, PhD in Engineering, Associate Prof.; *Anzhelika Medvedieva*, PhD in Engineering, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

NON-TRADITIONAL AND NEW TYPES OF PRODUCTS USED IN THE PREPARATION OF CATERING PRODUCTS – *Anastasia Kucher*, Senior Lecturer; *Oksana Paulava*, PhD in Engineering, Associate Prof., Grodno State University of Yanka Kupala; *Valentina Maskva*, PhD in Engineering; Scientific and practical centre for foodstuffs of the National academy of Sciences of Belarus (Republic of Belarus)

THE STUDY OF QUALITY INDICATORS OF NEW SEMI-FINISHED VEGETABLE PASTA SAUCES – *Atakhanov Shuhrat Nuritdinovich*, PhD in Engineering, Associate Prof.; *Dadamirzaev Muzaffar Xabibullayevich*, doctoral student, Uktamov Dilmurod, PhD in Engineering, Eshonturaev Abdulaziz, Senior lecturer, Namangan Engineering and Technology Institute (Uzbekistan)

DEVELOPMENT OF A COLLECTION OF TECHNOLOGICAL CARDS DISHES OF MODERN CUISINE – *Anastasia Kucher*, Senior Lecturer; *Oksana Paulava*, PhD in Engineering, Associate Prof., Grodno Yanka Kupala State University, (Republic of Belarus)

INNOVATIVE SOLUTIONS IN DRYING TECHNOLOGY OF MUSHROOM RAW MATERIALS – *Mikhailo Kravchenko*, Doctor of Sciences (Engineering), Prof., Kyiv National University of Trade and Economics (Ukraine); *Irina Kublinska*, teacher, Vinnytsia Trade and Economics College, Kyiv National University of Trade and Economics (Ukraine)

APPLICATION OF CHITOSAN IN THE FOOD INDUSTRY – *Mariia Trusova*, PhD in Engineering, Scientific and practical centre for foodstuffs of the National academy of Sciences of Belarus; *Oksana Paulava*, PhD in Engineering, Associate Prof., Grodno Yanka Kupala State University, (Republic of Belarus)

SPICE EXTRACTS IN UKRAINIAN CULINARY – *Oksana Vitriak*, PhD in Engineering, Associate Prof.; *Liubov Tkachenko*, PhD in Engineering, Associate Prof.; *Liudmyla Diachuk*, PhD in Philological, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

MANUFACTURING TECHNOLOGY OF A GLUTEN-FREE CHOCOLATE CAKE – *Tatiana Yudina*, Doctor of Sciences (Engineering), Prof.; *Olha Bezruchenko*, postgraduate student, Kyiv National University of Trade and Economics (Ukraine)

DETERMINATION OF HEAT CAPACITY IN THE PILEUS AND STIPE OF AGARICUS MUSHROOM – *Grygorii Deinychenko*, Doctor of Sciences (Engineering), Prof., Kharkiv State University of Food Technology and Trade, (Ukraine); *Liudmyla Deinychenko*, PhD in Engineering; *Tatiana Roman*, National University of Food Technologies (Ukraine)

EXPANDING THE RANGE OF DRINKS IN THE RESTAURANT BUSINESS ESTABLISHMENTS USING PECTIN – *Svitlana Kovalchuk*, PhD, Assistant; *Alina Nakonechna*, PhD in Engineering, Senior Lecturer, National University of Food Technology(Ukraine)

NATIONAL AUTHENTICITY OF VOLYN CUISINE – *Igor Makaruk*, Senior Lecturer, College of Technology, Business and Law of Lesia Ukrainka Eastern European National University (Ukraine)

ANALYSIS OF THE NONLINEAR CRITERIA USE FOR THE FOODS QUALITY ASSESSMENT – *Iryna Koretska*, PhD in Engineering, Associate Prof.; *Liudmyla Deinychenko*, PhD in Engineering, National University of Food Technologies (Ukraine); *Tamara Kravchenko*, PhD in Pedagogic, Associate Prof., Pavlo Tychyna Uman State Pedagogical University (Ukraine).

DETERMINATION OF RATIONAL PARAMETERS OF THE PROCESS OF HEAT TREATMENT DURING THE PREPARATION OF APPLE PUREE – *Dmytro Dmytrevskiy*, PhD in Engineering, Associate Prof.; *Vitalii Chervonyi*, PhD in Engineering, Associate Prof.; *Dmytro Horielkov*, PhD in Engineering, Associate Prof., Kharkiv State University of Food Technology and Trade (Ukraine)

5. Panel discussions

TOLERANCE OF STRATEGIC PARTNERSHIP OF EDUCATION, BUSINESS, PUBLIC INSTITUTIONS

Moderator: *Margarita Boiko*, Doctor of Sciences (Economics), Professor, Head of the Department of Hotel and Restaurant business, Kyiv National University of Trade and Economics (Ukraine)

POLISH TERRITORIAL DEFENSE FORCES IN CRISIS MANAGEMENT – *Weronika Jakubczak*, Doctor Habilitatus, Prof., Main School of Fire Service, (Poland)

POST-CRISIS TOURISM IN GEORGIA: STATE POLICY AND CORONAVIRUS FREE ZONES – *Izolda Khasaia*, Associate Prof., Akaki Tsereteli State University Kutaisi (Georgia)

LEADING FACTORS FOR SUSTAINABLE TOURISM DEVELOPMENT AFTER AND DURING THE PANDEMIC CONDITION – *Maia Diakonidze*, PhD in Economics, Akaki Tsereteli State University Kutaisi (Georgia)

PUBLIC-PRIVATE PARTNERSHIP IN TRANSPORT INFRASTRUCTURE OF TOURIST BUSINESS – *Alla Grechan*, Doctor of Sciences (Economics), Prof., National Transport University (Ukraine)

EVALUATION OF THE INNOVATION AND INVESTMENT POTENTIAL OF THE TOURIST SPHERE OF VINNYTSA – *Svitlana Markhonos*, PhD in Geography, Associate Prof., National Aviation University (Ukraine); *Natalija Turlo*, PhD in Economics, Associate Prof.; *Tatiana Sokol*, PhD in Pedagogical, Associate Prof., Academy of Labour, Social Relations and Tourism (Ukraine)

STRATEGIC SYSTEM EFFECTS IN RESORT AND TOURIST SPHERES – *Pavel Zakharchenko*, Doctor of Sciences (Economics), Prof.; *Ganna Kostenko*, PhD in Economics, Associate Prof.; *Tatyana Kungurtseva-Mashchenko*, Postgraduate student, Berdyansk State Pedagogical University (Ukraine)

MODERNIZATION OF EDUCATIONAL PROGRAMS THROUGH THE INTERDISCIPLINARY APPROACH – *Veronika Khalina*, PhD in Economics, Associate Prof.; *Vyacheslav Butskiy*, PhD in Engineering, Associate Prof.; *Anastasiya Ustilovska*, Lecturer, Kharkiv National University of Civil Engineering and Architecture (Ukraine)

ACTIVATION OF NUCLEAR TOURISM AS A FACTOR OF ENTERPRISE SOCIAL RESPONSIBILITY – *Olena Grishnova*, Doctor of Sciences (Economics), Prof.; Taras Shevchenko National University of Kyiv (Ukraine); *Kateryna Bereziuk*, PhD Student, Institute of Industrial Economics, National Academy of Sciences of Ukraine (Ukraine)

SWOT ANALYSIS OF ETHNIC TOURISM COMPETITIVENESS IN THE PRIAZOVIE REGION – *Alina Slashcheva*, PhD in Engineering, Associate Prof., Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky (Ukraine)

ASSESSMENT OF TOURISM FLOWS WITHIN THE TERRITORY OF UKRAINE FROM THE SUSTAINABLE TOURISM DEVELOPMENT POINT OF VIEW – *Andrii Kuzyshyn*, PhD in Geography, Prof.; Ternopil Volodymyr Hnatiuk National Pedagogical University, (Ukraine)

COMMUNICATIVE MANAGEMENT OF THE HOTEL BUSINESS ENTITY BRAND – *Kateryna Kompanets*, PhD in Economics, Associate Prof.; *Oksana Avdan*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

INTEGRATION OR PRICE COMPETITION IN THE SYSTEM OF TWO COMPETING HOTEL AND RESTAURANT BUSINESSES – *Anatolii Kholodenko*, PhD in Economics, Associate Prof.; *Mariia Bashchak*, Postgraduate, Odesa National Maritime University (Ukraine)

VIRTUAL EXHIBITION ACTIVITIES OF DOCUMENTARY AND INFORMATION INSTITUTIONS OF LVIV AS A TOOL FOR PROMOTION AND DEVELOPMENT OF CULTURAL TOURISM – *Tetiana Bilushchak*, PhD in History, Senior Lecturer, Lviv Polytechnic National University (Ukraine)

FINANCING AND INVESTMENT IN TOURISM AS A DRIVER FOR SUSTAINABLE AND INCLUSIVE GROWTH – *Tetiana Mayorova*, Doctor of Sciences (Economics), Prof.; *Iuliia Gernego*, PhD in Economics; *Olena Shuplat*, PhD in Economics, Associate Prof., Kyiv National Economic University named after Vadym Hetman (Ukraine)

6. Panel discussions

EDUCATION AND SCIENCE: GLOBAL, NATIONAL AND REGIONAL TRANSFORMATIONS

Moderator: *Myroslava Bosovska*, Doctor of Sciences (Economics), Professor, Kyiv National University of Trade and Economics (Ukraine)

LEAN MANAGEMENT IN PROVISION OF EFFECTIVE CHANGES IN HEALTHCARE ORGANIZATIONS – *Joanna Jasińska*, Doctor of Sciences (Economics), Prof., University of Social, Computer & Medicine Science, (Poland)

VALUE PRIORITIES IN THE ECONOMIC RELATIONS SYSTEM – *Vasyl Lagutin*, Doctor of Sciences (Economics), Prof.; *Yaroslav Zhelobyts`ky*, post-graduate student, Kyiv National University of Trade and Economics (Ukraine)

GOAL SETTING IN INNOVATIVE MANAGEMENT ACTIVITIES IN SECONDARY SCHOOLS – *Pulatova Nozima Ravshanovna*, postdoctoral, fellow of the Institute of Retraining and Advanced Training of Education and Leadership Named after Abdulla Avloni (Uzbekistan)

ACCOUNTING AND AUDIT OF THE EXPENDITURE OF OPERATING ACTIVITY OF ENTERPRISES OF THE RESTAURANT BUSINESS – *Olga Komirna*, PhD in Economics, Associate Prof.; *Viktoriiia Miniailo*, PhD in Economics; *Nezhyva Mariia*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

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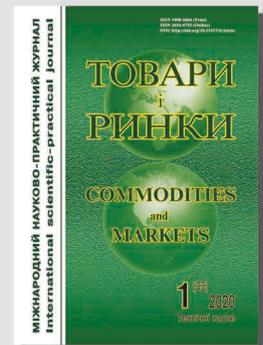
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