

Chapter 12

Restaurant Industry in the Tourist City of Eastern Europe: Post-COVID-19 Perspectives – The Case of Lviv, Ukraine

Mykhailo Rutynskyi

 <https://orcid.org/0000-0003-3142-8723>

Ivan Franko National University of Lviv, Ukraine

Halyna Kushniruk

 <https://orcid.org/0000-0002-0242-9746>

Ivan Franko National University of Lviv, Ukraine

ABSTRACT

This chapter is devoted to the issue of post-COVID-19 revitalization of the restaurant industry in Lviv – one of the most representative tourist cities in Eastern Europe. Lviv is a fashionable and inexpensive destination of international gastronomic tourism. The modern restaurant industry developed in Lviv until 2020. Statistical trends of losses of the city's restaurant industry, in 2020 to the the first half of 2021, are unprecedentedly: 27% of establishments were closed; more than 55% of staff lost their jobs. However, the status of the cultural and tourist capital saved the restaurant industry of Lviv from collapse. Thanks to the acquired image and promotional campaigns in 2020–2021, domestic tourists actively visited Lviv during periods of easing of quarantine restrictions and enjoyed original local gastronomic products. The strategic goal in the post-COVID-19 era is to complete the transformation of the traditional business partnership into an updated smart hospitality cluster in Lviv.

INTRODUCTION AND BACKGROUND

Due to the COVID-19 pandemic, which had led to social distancing, remote working, and even the closure of the restaurant business, many restaurants have faced enormous operational challenges. However, in 2021, the restaurant business is expected to grow, mainly due to companies rearranging their operations

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and recovering from the COVID-19 impact. The global restaurants market is expected to grow from \$2193.94 billion in 2020 to \$2619.27 billion in 2021 at a compound annual growth rate (CAGR) of 19.4% (Restaurants and Mobile Food Services Global Market Report, 2021).

The COVID-19 pandemic caused massive restrictions on the restaurant market in 2020, as governments imposed restrictions on domestic and international travel, limiting the need for services offered by these establishments. In 2020-2021, Ukraine proved to be the weakest country in Europe in terms of the effectiveness of counteracting the COVID-19 pandemic and supporting business entities. In particular, the tourism sector and the hospitality industry have been the most vulnerable to restrictions. As a result, tourist centers in Ukraine have suffered large-scale destructive losses (Danylyshyn, 2020; European Bank Report, 2020; etc.). The hospitality industry of Ukraine consists of almost 100 thousand commercial facilities – restaurants and cafes, hotels, tour operators and travel agencies. From March 2020, all these facilities were completely closed until the summer for the period of total lockdown. Further functioning of the hospitality sector graphically resembles a sinusoid, where situational restarts chronologically coincide with the easing of quarantine restrictions introduced by the government, and alternate with periods of stagnation in the relevant periods of total lockdown in Ukraine.

According to official data, the hospitality business in Ukraine by the end of 2020 lost at least \$ 1.5 billion. More than 400,000 HoReCa employees have lost their jobs. The hospitality industry of major tourist cities of Ukraine has suffered huge financial and infrastructural losses. In particular, in 2020 the restaurant industry of Ukraine lost almost 4 thousand restaurants (20.7% of the total). As of January 1, 2021, there were 14,786 restaurants, cafes and bars (vs 18,636 establishments in 2020). The capacity of the restaurant market decreased in 2020 by almost 30% and amounted to \$ 0.5 billion (State Statistics Service of Ukraine, 2021).

At the beginning of 2020, about 550,000 people worked in the restaurant sector. Now there are a third less of them. Almost 150,000 employees in the restaurant industry have lost their jobs due to lockdowns and quarantine restrictions in Ukraine. These are the people who worked in cafes and restaurants that closed due to the pandemic COVID-19 and those who were fired due to falling restaurant attendance. Most of these people will not return to work in the restaurant industry. Most of them have found work in other fields. The professional labor market, which has been formed over the years, has suffered huge losses. In 2021, this caused a big problem for the restaurant industry, many restaurant establishments simply cannot find enough professionals.

The biggest financial and infrastructural losses were suffered by the hospitality industry of large tourist cities of Ukraine, which was market-oriented to serve tourist flows, which grew steadily until 2020 (Rutynskyi & Kushniruk, 2020a). In Kyiv, Lviv and Odessa, every seventh restaurant closed after the spring lockdown (14% of the total). The number of other food establishments decreased by 12%.

Lviv is one of the largest tourist cities in Eastern Europe. It should be noted that the historical center of Lviv is included in the list of the UNESCO World Heritage Sites (L'viv – the Ensemble of the Historic Centre, 2021). The city is located near the eastern border of the EU and thanks to popular low-cost flights is tightly integrated into the pan-European international travel industry. Lviv is closely connected with more than a hundred large cities of Great Britain, the EU, Turkey and other countries of the Eastern Mediterranean, the Caucasus, and the Arabian Peninsula through a network of low-cost routes.

The Telegraph, influential British editorial, named Lviv as one of 12 most exciting new routes in 2018. Lviv was on the 5th place in the list. Fiona Duncan, after visiting for Telegraph Travel, said: “Though Lvivians of today are known for both their fervent nationalism and for their churchgoing, their city has an easy-going, almost frivolous air, filled with university students, embellished by its frothy confection

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of Renaissance, Baroque, Belle Epoque and Art Nouveau buildings and scented with aromas from its hundreds of Viennese style coffee houses” (Morris, 2017). Today, coffee tourism is one of the leading specializations of Lviv in the international tourism market (Rutynskyi & Kushniruk, 2020b). The British newspaper *The Independent* called Lviv an ideal place for winter holidays in the 2018-2019 season, noting that “there’s never a bad time to go to this beautiful city” (Henderson, 2019).

The chapter is devoted to the post-COVID-19 perspectives of the restaurant industry in Lviv, the historic center of which is included in the UNESCO World Heritage List. First of all, the growing potential of Lviv’s restaurant industry in the Pre-Covid-19 Era is substantiated. Then the statistical trends of losses of the city’s restaurant industry, which were complicated by pandemic challenges in 2020 – the first half of 2021, are highlighted. Finally, noteworthy post-COVID-19 trends in the recovery of Lviv’s restaurant industry are analyzed.

The study of the dynamics of restaurant industry development, changes in the market structure of food establishments and other sectoral transformations involves the use of a system of methods for assessing current processes in them and determining their impact on the development of relevant destinations. General and special scientific methods were used in the research. To correctly analyze the data sets from various agencies and departments in Lviv, the authors used statistical methods described in the works on quantitative methods in tourism and hospitality (Altinay et al., 2015).

LITERATURE REVIEW

The restaurant industry is one of the most dynamic sectors of the economy and leisure of society, and therefore is the subject of interdisciplinary research in a number of sciences. Dozens of scientific works of leading scientists, business analysts and experts-practitioners are annually devoted to the study of the functioning of the restaurant business. The positive dynamics of these publications is reflected in the specialized Internet platforms Scopus, Web of Science, etc. (Rodríguez-López et al., 2020).

In the 21st century, the world’s leading tourist destinations have entered a fierce competition for tourist flows and tourist loyalty. And one of the main components of such competition is gastronomic identity (Bittman et al., 2012; Bellini et al., 2018). Today, the success of the tourist center, along with the architectural heritage, is determined by the colorfulness of its gastronomic heritage, the ability of restaurants to reveal the ethnographic specifics of the cuisine of the local population (Sim, 2009; Bertan, 2020; Wen et al., 2020; Kim et al., 2020a). Some scholars directly consider the potential of the restaurant business of a tourist destination as a source of knowledge “Ethnographies of Where we Eat” (Beriss & Sutton, 2007; Tsai & Lu, 2012; Činjurević & Pestek, 2014; Etcheverria, 2020).

Scientific research in recent years reveals the trend of intensification of competition of international and local restaurant brands for the loyalty of tourists. At one pole of this struggle – global fast food chains (McDonald’s, KFC, etc.), at the other – the brands of local cuisines of individual tourist centers and ethnic communities (Rolim de Albuquerque Meneguel et al., 2019; Hernandez-Rojas et al., 2021).

Achieving profitability and service excellence in the guest experience in such realities is based on new principles of hospitality management, taking into account society’s demands for greening of technological processes, healthy low-calorie food, ethno-animation, customer involvement in choice, cooking and food culture, etc. (Erkuş-Öztürk & Terhorst, 2016; Lee et al., 2019; Lee et al., 2020; Ford & Sturman, 2020).

The COVID-19 crisis has become another challenge for the restaurant industry. At the same time, it stimulated the development of new technologies and the trend of digitalization of the restaurant business.

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A recent study by Yiqi & Jewoo (2021) details the interconnectedness between online review valence, brand, and restaurant performance. Thus, in the digital era, the commercial success of a restaurant becomes derived from the success of its representation on the Internet (Zhai et al., 2015; Brewera & Sebby, 2021; Park et al., 2021; Dirsehan & Cankat, 2021).

Ukraine is an integral part of European tourist and gastronomic diversity (Kiptenko & Doan, 2015; Nistoreanu, 2020). Ethnographic cuisine of Ukraine is one of the richest and most colorful in Central and Eastern Europe. Today the state is in the process of international legal consolidation of the top ten of its food geographical indications. And such restaurant dishes of Ukrainian cuisine as borshch, galushky, varenyky with cherries or cheese, potato pancakes (deruny), Carpathian dishes with white mushrooms and others are recognized tourist cards of the state.

In the neighboring EU countries, restaurants and gastronomic culture are one of the representative elements of the cultural heritage of cities (Ganzaroli et al., 2017; Hernandez-Rojas et al., 2021). In the cities-centers of mass tourism of Ukraine the restaurant industry is also closely connected with tourist business, and its economic indicators directly correlate with incomes from tourism. In turn, Ukraine's tourism and restaurant sectors in the 21st century depend on external geopolitical, economic, pandemic challenges such as the financial crisis of 2008, the military invasion of the Russian Federation into Ukraine in spring 2014, COVID-19 total lockdown in spring 2020 (Ivanov et al., 2016; Wisła & Nowosad, 2020; Tomczewska-Popowycz & Quirini-Popławski, 2021). Each crisis has a destructive effect on the consumer behavior of locals and tourist (Senbeto & Hon, 2020). However, despite the crisis challenges, the national restaurant industry demonstrates high adaptive and evolutionary potential (State Statistics Service of Ukraine, 2021).

In 2020, the world faced an unprecedented COVID-19 crisis. Coordinated counteraction to the spread of the pandemic has led to the systemic transformation of all spheres of human life. Researchers uncover the global, regional and sectoral scales of these transformations, particularly in the food industry, food supply, tourism, and hotel and restaurant business (Abbas et al., 2021; Grunert et al., 2021; Panzone et al., 2021; Rivera-Ferre et al., 2021; Song et al., 2021; etc.)

The COVID-19 crisis has been a challenge for the restaurant industry. At the same time, it stimulated the development of new technologies and digitalization of the restaurant business. A recent study by Gavilan et al. (2021) reveals the current vectors of innovation in online food delivery. Yiqi & Jewoo (2021) details the interconnectedness between online review valence, brand, and restaurant performance. Thus, in the digital age, the commercial success of a restaurant depends on the success of its representation on the Internet (Brewer & Sebby, 2021; Park et al., 2021; Dirsehan & Cankat, 2021; Kim et al., 2021; Li et al., 2021; Luo & Xu, 2021; Zhai et al., 2015).

The restaurant industry in all regions of the world simultaneously overcame lockdown stagnation, transformed and developed mechanisms for quarantine and market adaptation in the realities of the devastating COVID-19 crisis (Gössling et al., 2020; Neise et al., 2021; Nhamo et al., 2020; Rutynskyi & Kushniruk, 2020a; Song et al., 2021). Nevertheless, catering establishments (fast food outlets, roadside cafes, "dark kitchen", coffee houses with summer terraces, bars, nightclubs) in 2020-2021 demonstrate effective business strategies and better recovery trends compared to other HoReCa sectors (Kostynets et al., 2021; Li et al., 2021; Min et al., 2021; Neise et al., 2021; Singh et al., 2021; Yost et al., 2021). In particular, in large cities of Ukraine, and first of all in Lviv, the restaurant business plays a significant role in overcoming the negative economic and socio-psychological consequences of the COVID-19 crisis and demonstrates the statistical trend of active recovery (State Statistics Service of Ukraine, 2021).

*Restaurant Industry in the Tourist City of Eastern Europe***PRESENTATION OF DATA AND RESULTS****The Growth Potential of Lviv's Restaurant Industry in the Pre-Covid-19 Era**

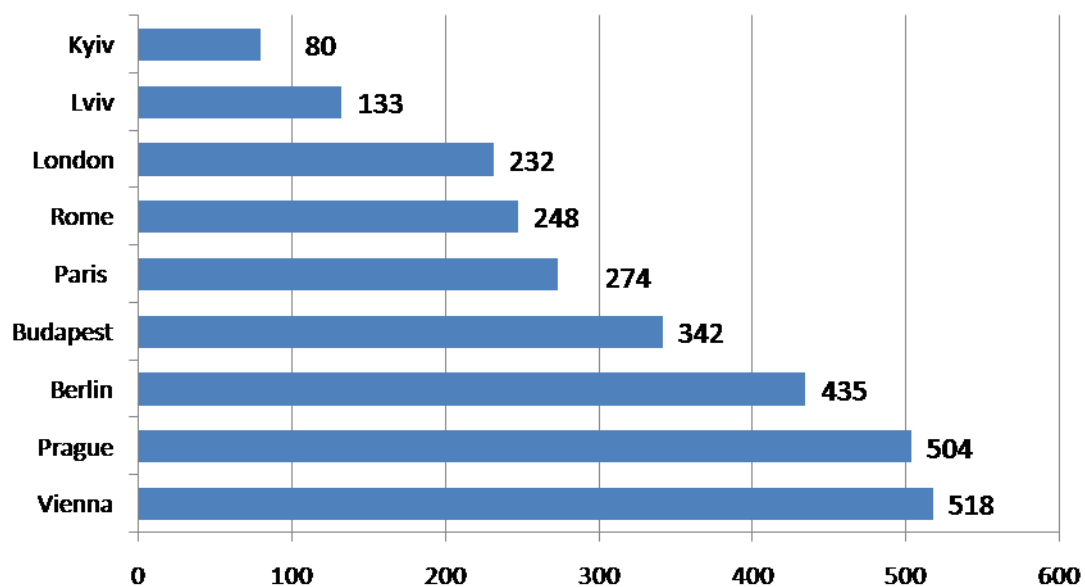
More than 760 thousand people live in Lviv (30% of the population of Lviv region). The average annual foreign direct investment per capita in Lviv for 2014-2019 ranged from \$ 800-900.

As of January 1, 2020, there were more than 1,012 establishments of the restaurant industry in Lviv (Figure 1). Only in the central part of the city there are 805 fast food outlets, cafes, bars, restaurants, including 92 restaurants at hotels (Tourism Office of Lviv City Council, 2021; TripAdvisor Restaurants near Old Town, Lviv, Ukraine, 2021).

Since the end of the twentieth century, Lviv has been showing the highest growth rates of tourists among the cities of Ukraine. Before the beginning of the COVID-19 crisis, Lviv annually served up to 2.5 million tourists and excursionists. According to the growth rate of the number of overnight stays of foreign tourists among the TOP 100 tourist cities in Europe, Lviv in 2017 topped the ranking table with

Figure 1. Comparative ratio of the number of catering establishments per 100 thousand inhabitants of some European cities in 2020

Source: calculated by the authors according to: Tourism Office of Lviv City Council, 2021



a relative value of 73.9%.

Every year Danylo Halytskyi International Airport "Lviv" expands its flight geography. In 2018, passenger traffic to Lviv increased by 46.3% compared to last year and reached over 1.5 million passengers. Changes in the structure of foreign tourists correlate with new flights to the EU. For example, in 2018, the opening of direct flights from London operated by low cost airlines Wizzair and Ryanair, according to expert estimates, has led to an increase: by 86% of tourists from India, by 71% of tourists

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from Australia, by 62% of tourists from the United Kingdom, by 21% of tourists from the USA and Canada (Tourism Office of Lviv City Council, 2021).

The tourism and hospitality infrastructure of Lviv has been developing dynamically over the last two decades, focusing on high standards of service and requests from tourists from Central and Western Europe, Canada and the USA.

The following factors have stimulated the development of the hospitality sector and the economic profile of Lviv as the “tourist capital of Ukraine”:

1. The process of successful market transformations in Ukraine;
2. Active integration of the economy and society of the state into the global system of world order;
3. Upholding European democratic values by the Ukrainian nation (Orange Revolution in 2004, Dignity Revolution in 2013-2014);
4. Ukraine’s introduction of a visa-free regime for EU tourists in 2005, further simplification of visa formalities for tourists from other regions of the world;
5. The geographical position of Lviv near the EU border;
6. Development of the international Lviv airport and land transport network with major EU cities;
7. Active involvement of local authorities and businesses in EU grant projects for the development of tourism infrastructure;
8. Realization of promotional measures on the tourist promotion of Lviv in the domestic and international markets;
9. Development of event tourism and corresponding brand “Lviv – city of 100+1 festivals”;
10. Active representation of the city’s guest potential on the Internet;
11. Concentration in the city of the largest number of higher education establishments in Ukraine, which train specialists in the tourism, hotel and restaurant business;
12. Providing the best qualified staff of the hospitality sector of Lviv, as a rule, able to kindly communicate with foreign tourists in English and often in one of the languages of other countries (Polish, German, Italian, etc.).

In the rating of the travel company Momondo, published by the American publication Business Insider, Lviv with a rate of £ 25.46 (\$ 31.27) took first place among the cheapest tourist cities in the world. In particular, a tourist pays about \$ 25 for accommodation in Lviv, \$ 5 for dinner for two, and only 20 cents for a 1 km taxi ride (Hancock, 2016).

In 2017 in the ranking of 26 ideal European cities where you can live comfortably for less than £ 600 a month, published by the British newspaper The Independent, Lviv took second place (£ 405.51 / € 458.56) (Edsor, 2017).

In 2019, Lviv not only became the only city in Ukraine to be included in the tourist rating by Airbnb and Post Office Travel Money, but also topped this rating (Table 1). The barometer cost in Lviv showed only £ 137 against, for example, £ 246 in Antalya or £ 378 in Lisbon (Post Office Celebration Break Report, 2019).

The rating showed how much a short holiday weekend for two in one of the popular cities costs on average. It includes two nights of accommodation booked through Airbnb, transfer from the airport round trip, travel ticket per day by public transport, bicycle rental per day, the cost of visiting tours and museums, the cost of a bottle of sparkling wine, dinner for two with a bottle of wine, snacks and cock-

Restaurant Industry in the Tourist City of Eastern Europe*Table 1. Lviv in the rating of affordability for tourists conducted by Post Office Travel Money and Airbnb, in 2019*

ITEMS	1	2	3	4	5
	Ukraine LVIV	Albania TIRANA	Poland KATOWICE	Slovakia KOSICE	Lithuania KAUNAS
TOTAL BAROMETER COST	£137.42	£153.43	£191.72	£195.52	£236.79

Source: Post Office Celebration Break Report, 2019

tails for two. Before the COVID-19 crisis, a couple of tourists spent an average of £137.42 on a whole package of services in Lviv.

During the period 2010–2021, an array of data on monitoring tourist flows was accumulated (Lviv Tourist Barometer, 2021). The offices of the Tourism Development Centre of Lviv and the City Institute regularly conduct sociological surveys of incoming tourists at the request of the Lviv City Council.

The results of sociology correlate with the periodization of the development of the restaurant industry in Lviv proposed below. The following results are generalized by sociological methods; the geography of foreign tourists for the last pre-crisis 2016-2019 outlined four dominant vectors of arrivals: 1) neighboring countries, 2) countries of the West Europe, 3) the United States and Canada, 4) Turkey and the Middle East. In the most successful 2017, the top ranking of foreign guests was headed by tourists from Poland (22.1%), Belarus (7.9%), Turkey (7.3%), Germany (3.6%), USA (2%), Lithuania (1.6%), Great Britain (1.5%), Czech Republic (1.2%), Canada (0.7%). The average length of stay in Lviv is 3.6 days; 82% of tourists book accommodation through Booking.com; 38% live in hotels, 28% – in hostels. For comparison, guests spend in Lviv: Americans – €131, the British – €112, Turks – €111, Ukrainians – €35 per person per night.

On average, 77-81% of tourists come to Lviv for recreation and entertainment. For 48.2% of respondents Lviv is associated with coffee and coffee tourism, for 47.9% – with historical architecture, for 27.6% – with cultural, gastronomic and event tourism. Accordingly, during 2015-2021, Lviv City Council and business focus their efforts on promoting these guest brands and tourism products in Lviv. Targeted promotional campaigns are aimed at promoting, in particular, the brand “Lviv – a center of gastronomic tourism” (growth rate was 6.4% until 2020, after zeroing due to the COVID-19 pandemic, according to data for December 2020-January 2021 – 7.1%). Interesting results were obtained on the question “How do tourists spend their leisure time in Lviv?” In 2015-2019, an average of 85% of respondents chose city tours on their own, 82% – gatherings in cafes and restaurants, 58% – visits to museums, galleries and theaters (summarized by the authors according to: Tourism Office of Lviv City Council, 2021).

The city of Lviv from year to year strengthens its attractive image as a fashionable and inexpensive destination of international gastronomic tourism. The development of tourism until 2020 stimulated the development of a modern restaurant industry in Lviv with the traditions of local cuisines and high standards of service.

In the development of the restaurant industry in Lviv, taking into account the pace of infrastructure development, growth of the range of gastronomic products and the volume of visitor service, the authors recommend to highlight the following periods:

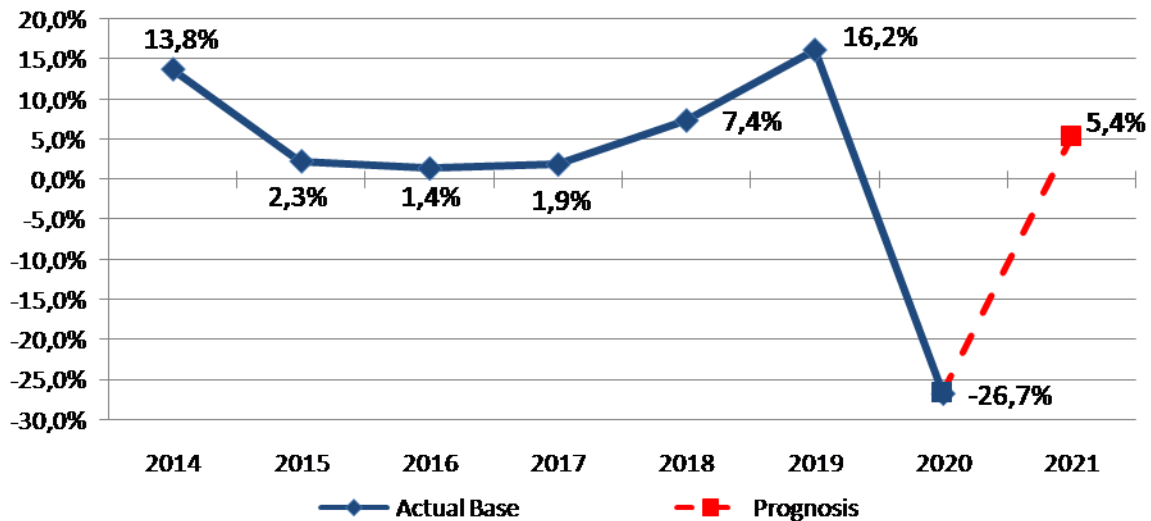
- 1991-1999 – period of post-socialist transformation and spontaneous market,

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- 2000-2008 – period of formation of a civilized market and approximation to EU service standards,
- 2009-2013 – period of intensive market development, implementation of large-scale infrastructure projects, capitalization of Lviv’s PR in the domestic and international markets,
- 2014-2019 – period of maintaining the achieved positions and coordinated efforts to stimulate the market of domestic and inbound gastronomic tourism in the conditions of a protracted military-geopolitical crisis in Ukraine caused by the military and information aggression of the Russian Federation,
- 2020-2021 – period of COVID-19-depression of the city’s restaurant industry,
- from 2022 – period of post-COVID-19 restoration of capacity of the restaurant industry, active promotion of inbound gastronomic tourism and competition for the attention of the global consumer.

The rapid development of entertainment and gastronomic tourism in Lviv in 2010-2019 was based on the extensive, growing and diversified infrastructure of restaurant business establishments of different types and price categories (Figure 2). Over the decade, as of January 1, 2020, the network of gastronomic locations has tripled due to the entry into the market of powerful gastronomic holdings, as well as the

Figure 2. The growth rate of the number of establishments in the restaurant industry in Lviv, %
Source: calculated by the authors according to: Lviv Tourist Barometer, 2021; Tourism Office of Lviv City Council, 2021



opening of small street catering establishments by representatives of small family businesses.

From 6 to 14 new establishments were opened in the city every year, primarily focused on servicing the steadily growing tourist flow. On average, each such new location of gastronomic tourism employs from 8-30 to more than 100 people. For example, as of January 1, 2020, the staff of the “Viennese Coffee House” was 31 employees, the restaurant “Park. Art of Rest” – 19, the themed restaurant “Shakespeare” – 17, the cozy restaurant “Tante Sophie” – 7 employees; in contrast – the staff of the restaurant “Stargorod” reached 122 employees, the restaurant-brewery “Kumpel” – 148 employees.

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In total, the number of full-time employees of the restaurant industry within the tourist center of the city increased from 1589 people in 2016 to 2157 people in 2019. For example, in 2019, the Holding of Emotions “!FEST”, only one industry leader, employed 1443 people (mostly communicative youth with fluent English) in 22 hotel and restaurant establishments.

The development of restaurant infrastructure in Lviv has a number of special features. Firstly, until recently, it was difficult for top transnational restaurant brands (except fast food) to enter the market due to the objective and subjective difficulties of investing and doing business in Ukraine. Foreign investors are still in no hurry to enter the Lviv market with new facilities. Restaurants of the elite segment operate at 4-5* hotels. Instead, the greatest financial return is provided by restaurants of the middle price category, conceptually aimed at serving the mass tourist flow.

Over the last decade, restaurant businesses within the tourism cluster in partnership with the City Council have purposefully invested millions in the promotion of Lviv as a top destination for gastronomic tourism in Eastern Europe. It gave a new impetus to the development of mass tourism. Thus, before the COVID-19 crisis, Lviv earned the following titles:

- Top destination for gastronomic tourism in Central and Eastern Europe (the main location, where tourists have a unique opportunity to taste more than half a thousand dishes and drinks of ethnic cuisine of Ukrainians, as well as a range of traditional ethnic dishes of Jewish, Polish and other cuisines),
- The capital of coffee tourism of Ukraine and Eastern Europe (Rutynskyi & Kushniruk, 2020b),
- The capital of beer tourism (pubs offer more than 120 varieties of craft beer), as well as the capital of wine & cheese tourism in Ukraine,
- The capital of gastronomic and romantic slow tourism (TripAdvisor Lviv Romantic Restaurants, 2021).

The city of Lviv has formed a historic urban environment, which is quite difficult to fit new restaurants with a capacity of more than 50 seats. Instead, tourist and gastronomic holdings and small businesses offer Lviv guests a wider range of cozy small restaurants every year – coffee houses, pubs, pastries, confectioneries, noodle houses, kebab houses, BBQ restaurants, conceptual mini-restaurants with author’s kitchens and drinks cards. Among them, about 50% are tiny coffee houses in historic 19th century buildings with summer tables on narrow streets that operate in a speak easy format and promote the values of slow tourism for gourmets (TripAdvisor Cafés in Lviv, 2021). The opposite market niche (11%) is occupied by spacious BBQ Restaurants for large groups (TripAdvisor BBQ Restaurants for Large Groups in Lviv, 2021). It should be noted that 23% of Lviv’s restaurants attract with live music – that is, not only delicious food, but also a concert atmosphere (jazz, pop hits of the last century, playing the piano, saxophone, etc.). Another 17% of catering establishments are stylized as thematic living museums.

During the period 2010-2019 in Lviv, the number of small tourist-oriented gastronomic establishments increased 4.5 times. The growth of the tourist flow guarantees a quick payback and high profitability of the gastronomic industry (Erkuş-Öztürk & Terhorst, 2016).

Sociological surveys of coffee house owners in different years allow using the extrapolation method to obtain the following approximate data:

1. Tourists make up an average of 65-75% of coffee house visitors within the tourist center of the city;

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2. During the year, tourists left in a network of coffee houses within the historic city center from €28.5 million (in 2010) to €74.5 million (in 2019).

The global Internet platform TripAdvisor has recorded a very high growth rate for Ukraine in the popularity of Lviv gastronomic establishments (TripAdvisor Restaurants near Old Town, Lviv, Ukraine, 2021), for example, “Kryjivka”, “Masoch Café”, “House of Legends”, “Lviv Coffee Mining Manufacture”, “Baczewski Restaurant”, pub-museum “Gas Lamp”, “The Most Expensive Galician Restaurant (Masonic Lodge Restaurant)”, the first restaurant-brewery “Kumpel”, five-storey complex of concept restaurants on Rynok Square “36Po”, “Champagneria X&X”, coffee house “At the Golden Rose”, Italian cuisine restaurant “Capriccio”, pizzeria-pasteuria “Tisto”, wine bar “Cannoli Wine Club”, gourmet restaurant “Grand SoLie” (as part of the “Grand Hotel Lviv Luxury & Spa”), etc.

Over the last decade, the stereotype of Lviv restaurant hospitality has become stable: original food + positive emotions. Travel websites and numerous bloggers today primarily focus on such a competitive advantage of Lviv’s gastronomic and entertainment business. Restaurateurs and consumers jointly postulate the thesis: during the visit to the city, people visit as many of its restaurants and cafes as possible not only to eat, but also to experience unforgettable emotions. Thus, some restaurants in Lviv offer their visitors the opportunity to go back two or three centuries and discover the forgotten dishes of European retro recipes, or sit in the atmospheric dungeons, or taste exclusive ancient dishes and drinks of Galician locavore cuisine, or taste dishes of Jewish and Asian ethnic cuisines, or become participants in original gastronomic shows. Here are some examples:

- Coffee shop-museum “Under the Blue Bottle” immerses in the atmosphere of the 18th-19th centuries, offers exclusive special dishes, such as coffee on fire, or a variety of fondue: cheese, meat, chocolate. There are more than 200 lamps and chandeliers of the 19th – early 20th centuries in the interior. The waiters arrange a pyrotechnic show to order.
- The First Lviv Grill Restaurant of Meat and Justice invites you to descend into the semi-dark case-mates of the defensive wall of the Bernardine monastery, built in the first half of the 17th century in the style of Italian-Dutch Mannerism. The theme of the restaurant is medieval Lviv cuisine using dark animation with a city torturer and tools of medieval justice, including a guillotine, which cuts the thickest sausage in Ukraine.
- Masoch Café immerses in the atmosphere of the era of literary work Leopold von Sacher-Masoch, a famous writer who was born in Lviv. The cafe is decorated with the appropriate attributes of the founder of the literary and erotic direction of masochism.
- Restaurant “Trout, Bread and Wine” specializes in baked trout and dishes with home-made bread, prepared according to ancient recipes of the inhabitants of the mountain villages of the Eastern Carpathians. Before entering the pub, the musician-animator acquaints visitors with millennial traditions, song and musical heritage of the Ukrainian mountaineers of the Eastern Carpathians.
- Galician Jewish restaurant “At the Golden Rose” is located near the historic Golden Rose synagogue and recreates the atmosphere of ancient Jewish life of the 18th-19th centuries. Before eating, guests traditionally wash their hands and get acquainted with the history of the Jewish community of Lviv. A feature of the menu is the lack of prices, which allows visitors and waiters to bargain for the cost of ordered dishes.

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Taking into account the requests of tourists, a separate niche in 2012-2019 was formed by panoramic restaurants and cafes in Lviv. These are locations where you can combine gourmet drinks and meals with photo shoots and selfies and with an unforgettable overview of the historic landscape of the city, which is included in the UNESCO World Heritage List. Today in the TripAdvisor rating high positions are occupied by at least five such panoramic locations: “Cloud no.7 Panorama”, “36Po”, “Pretty High Kitchen”, “Lviv Handmade Chocolate” and “Gas Lamp”.

During the period 2011-2021, the infrastructure of night gastronomic and entertainment establishments in Lviv increased 9 times. The influx of foreign tourists stimulated the formation of another specialization of the city as a center for night parties of various art formats and price categories. Minimal (compared to EU and US nightclubs) COVID-19 formalities for guests of this type of establishments during periods of easing of quarantine restrictions in 2020 have further increased their popularity among foreign guests. In TripAdvisor’s 2019 and 2020 rankings (despite the COVID-19 crisis), the top 10 nightclubs were led by the following: Split Lviv Club, Malevich Night Club, EROS Show Bar, White Rabbit – Show Bar, Cazanova Show Bar, !FESTrepublic.club, Cloud no.7 Panorama, Faces and others (TripAdvisor Lviv Late Night Restaurants, 2021).

In 2019, 50 restaurants located in the tourist center of the city paid €0.45 million of personal income tax to the city budget, of which: 73.6% of the amount of payments was received from 22 restaurants of the Holding of Emotions “!FEST”, 5.2% – establishments of Kumpel’ Group, 2.9% – restaurants-breweries “36Po” and “Royal Brewery”, 18.3% – other small restaurants, pubs and cafes. In order to reduce tax deductions to the budget, more than 50% of institutions document minimum wages (without bonuses and other allowances). In contrast, thanks to the honest attitude to taxation, in 2019 four MacDonald’s establishments transferred almost €0.23 million to the budget of Lviv (Tourism Office of Lviv City Council, 2021).

On September 7, 2019, the IV Festival of Hospitality and Hotel and Restaurant Business “HoReCa Show Lviv” took place in Lviv – the largest hospitality forum in Ukraine. The mission of this international forum is to make Ukraine’s hotels and restaurants attractive, Ukrainian cuisine recognizable, and the service that will attract tourists from around the world. The HoReCa sector is recognized by the City Council as one of the priorities of the city’s economic recovery in 2021-2022 in the post-COVID-19 era. At the beginning of November 2021, the anniversary HoReCa Show Lviv-2021 (platform for post-COVID-19 restart of the restaurant business of Ukraine in cooperation with leading foreign partners and investors) is planned to be held in compliance with the COVID-19 restrictions.

The Restaurant Industry in the COVID-19 Crisis

In Ukraine, the coronavirus causes the greatest economic losses to both large companies (airlines, tour operators) and centers of mass city tourism. Since the beginning of March 2020, the hospitality industry (including financially vulnerable private small tourist business) of Kyiv, Lviv, Odessa, Chernivtsi and other popular centers of city tourism has died down.

Since March 16, 2020, Lviv city authorities had to close all mass leisure, tourism, and trade establishments (except grocery stores, pharmacies, and gas stations). A few days before the border closes, the cancellation of flights and the railway connection, practically all tourists left Lviv hotels.

Since March 17, for two weeks, the network of gastronomic tourism establishments of Lviv was closed for quarantine – one of the most profitable sub-branches of the city, its tourist business card, which promotes new fashion trends of city gastronomic tourism in Ukraine. Famous Lviv restaurateur Vardkes

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Arzumanyan, the owner of the elite top restaurants popular with foreign tourists, was the first who announced the closure of his restaurants: Champaneria X&X, Para Janov & Port wine, Taron, Mons Pius, Centaur and Libraria. Next, a similar decision was made by the owners of the concept restaurant chain Holding of Emotions “!FEST”, an integral part of the tours to Lviv, the top leader of the sympathies of hundreds of thousands of tourists in global ratings. Finally, in accordance with the decision of the City Council, the doors of small business establishments, which traditionally associated with leisure tourists in Lviv, were forced to close – stylish coffee shops (element of the architectural and cultural environment of the historical center of Lviv, included in the UNESCO Heritage).

Chronicle of national counteraction measures COVID-19:

- On March 11, 2020, the World Health Organization (WHO) announced a coronavirus pandemic. On March 11, the Cabinet of Ministers has decided to introduce quarantine in Ukraine from March 12 to April 3. In particular, the educational institutions were closed for three weeks; all mass events in the country were canceled;
- On March 15, Poland and Ukraine have closed borders for foreigners;
- On March 16, the Cabinet of Ministers has decided to suspend the operation of air, rail and bus services between cities and regions of Ukraine;
- On March 17, the Verkhovna Rada of Ukraine has adopted a law on preventing the spread of the coronavirus disease COVID-19;
- Since March 18, Ukrzaliznytsya has canceled all passenger traffic in Ukraine;
- From May 22 to December 31, 2020, the “adaptive quarantine” was introduced in Ukraine. In Lviv, most restrictions were lifted; the activity of summer terraces at restaurants and the sale of takeaway food were allowed;
- On November 11, 2020, the Government introduced a “weekend lockdown”;
- From January 8 to 24, 2021, the Cabinet of Ministers introduced a “total lockdown” in Ukraine;
- From January 25 to April 30, 2021, the Cabinet of Ministers extended the quarantine restrictions.

As of May 31, 2020, only 70% of catering establishments in Ukraine have resumed their activities. The average revenue after the opening of summer terraces at restaurants reached 50%, in August – 72% of pre-crisis figures.

The consequence of the year of quarantine restrictions for Lviv is as follows: from April 2020 to April 2021, 27% of restaurant establishments went bankrupt and closed due to quarantine. If the restrictions continue until the end of the year, in 2021 we will forecast further industry losses of up to 34-44% in general in the city (at the same time in the sleeping areas of the city – to more than 47%).

In 2020, the staff of the restaurant industry in Lviv has more than halved. Prolonged coronavirus crisis has pushed a significant part of Lviv’s hotel and restaurant establishments to return to the “tax shadow”. Following the results of 2020, financial analysts of the Department of Economic Development of the Lviv City Council have discovered that most institutions do not indicate the real official salary of their employees in order not to pay income tax in full, which had led to additional large-scale losses in the city budget.

In 2020, business and the City Council coordinated the information campaign about Lviv through TV and Internet communication channels. Journalists of leading TV channels and travel bloggers were invited to the city, promotional videos were shot, and Lviv’s charms were actively advertised on social networks.

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Due to the lack of tourists, interesting promotional campaigns (#I'm – Tourist in my own city, #For their own) were launched to activate the residents to discover the tourist attractions of Lviv. Some coffee houses stimulated demand with promotions “second cup of coffee – free”. More than 40% of the city's hotels supported the global campaign “Work from hotel” and offered favorable conditions for living & working in hotel rooms (mostly for IT workers and workers whose families were infected with COVID-19 and were in self-isolation).

Lviv City Council has introduced a number of benefits under the business support program in the context of the COVID-19 pandemic. In particular, from March 2020, entrepreneurs who leased communal property were exempted from rent (this is a shortfall in the budget of UAH 40 million). In addition, by the end of 2020, more than 850 entrepreneurs in the field of tourism, hotel and restaurant business were exempted from paying the tourist fee and for six months from paying the single tax (this is a shortfall in the budget of UAH 60 million).

Entrepreneurs were forced to comply with all quarantine restrictions imposed by the government. However, during periods of easing of quarantine restrictions, they were actively involved in the competition for potential customers. Since May 2020, summer terraces of restaurants and cafes have started working, hotels and apartments have resumed work according to new quarantine standards.

The next challenges for the city's hospitality industry were government restrictions in the fall of 2020 and winter of 2021. According to the extrapolation forecast, Lviv's restaurant business has lost up to 1.4 million customers due to the introduction of weekend quarantine in autumn 2020, and then total lockdowns (8.01-24.01.2021 and 19.03-4.04. 2021), and thus the extension of quarantine restrictions for February-May 2021.

Post-COVID-19 Perspectives

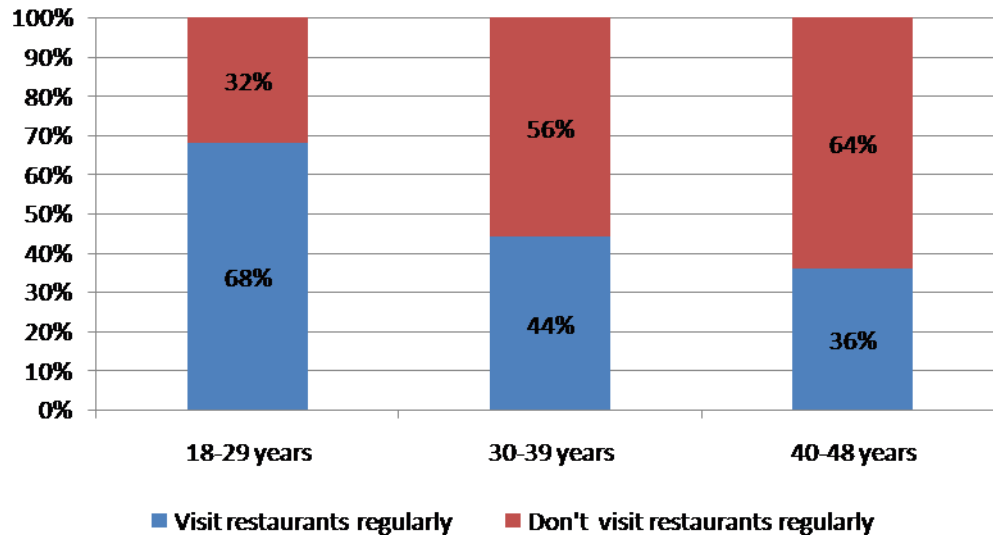
The global COVID-19 crisis has prompted the restaurant industry to comprehensively reorganize the subsystems of interpersonal communication, sanitation, hygiene and disinfection in the organization of food supply, cooking, customer service in the hall and takeaway, waste disposal. The goal is to ensure safety, reduce the risk of disease transmission and the spread of coronavirus in accordance with new guidelines and standards developed internationally (World Health Organization, 2020b; Food and Drug Administration, 2020; Food and Agriculture Organization, 2020; Food and Agriculture Organization of the United Nations and World Health Organization, 2020).

The human factor is the main in the restaurant business, and therefore the set of sanitary and hygienic renovations is a new evolutionary stage of the restaurant industry. New standards for the restaurant industry will never be the same as in the pre-COVID-19 era. They guarantee the effectiveness of sanitary control at all technological levels, cleaning and ventilation of premises, maintaining the social distance between producers and consumers of food in restaurants, the spread of alternative channels of contactless delivery of restaurant food home (Brizek et al., 2021; Byrd et al., 2021; Chang et al., 2021; Cronin & Evans, 2021; Gavilan et al., 2021; Hu et al., 2021; Li et al., 2021; Singh et al., 2021; Sung et al., 2021). The trust and motivational choice of consumers of a particular restaurant today is determined by a combination of these new guarantees of customer safety (Dedeoğlu & Boğan, 2021; Grunert et al., 2021; Hakim et al., 2021; Kim et al., 2021; Yost & Cheng, 2021).

From mid-2020 the restaurant industry of Ukraine is guided by the new international standards and methodical principles developed by WHO, FAO, FDA. Thus, Ukraine simultaneously coordinates its national strategy with the neighboring countries of the European Union, where public strategies for

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Figure 3. Age structure of visitors to Lviv restaurant business establishments in the first half of 2021
Source: calculated by the authors according to: Tourism Office of Lviv City Council, 2021; Lviv Tourist Barometer, 2021.



rescuing the hospitality industry after the impact of COVID-19 are being systematically implemented (Sanabria-Díaz et al., 2021).

Prolonged COVID-19 crisis did not nullify the tourist flow to the city of Lviv. The status of a fashionable destination on the map of gastronomic tourism in Eastern Europe, as well as the image of the cultural and tourist capital of Ukraine “worked” as motivators for thousands of Ukrainians: not to be locked in their homes for a whole year and dare to travel positively and emotionally inside their country.

Despite all the restrictions during 2020, tourists from all over Ukraine amateurly visited Lviv, although not as massively as in the pre-COVID-19 era. Summarizing a number of posts on social networks, it is worth noting the emergence of a new socio-therapeutic-tourist trend: for many visitors a weekend in Lviv has become an effective form of relieving psycho-emotional stress, positive psychological relief, restoring thirst for life, tone and stress resistance.

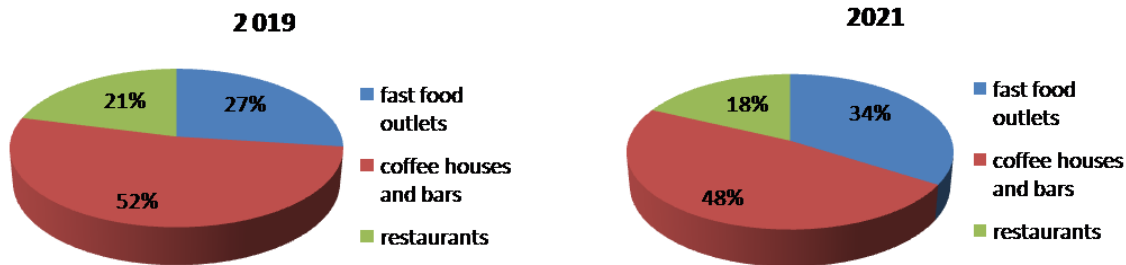
Sociological monitoring “portrait of a guest of the city” revealed a number of new features of tourism during the COVID-19 crisis. Among them: the average length of stay of a foreign tourist in Lviv increased from 2.2 nights (in 2015) to 4-6 nights (in 2020). The number of domestic tourists staying in the city for more than 3 nights increased 6.8 times (the reason is international quarantine isolation) (Tourism Office of Lviv City Council, 2021).

Sociological monitoring of customers in the summer of 2021 revealed a post-COVID-19 trend of increasing the share of regular and irregular visitors to restaurants of the age group of young people (18-30 years) (Figure 3). Obviously, the reasons for this are, firstly, the desire of young people to communicate with friends due to long-term COVID-19 isolation, and secondly, the democratization of the pricing policy of Lviv restaurants in the COVID-19 crisis to stimulate customer turnover.

On August 30, 2021, the first Lviv ethno-animation restaurant “Kryjivka” (it was opened in 2007) served its 1,200,000th visitor, which was recorded in the Book of Records of Ukraine (Holding of Emotions !FEST, 2021).

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Figures 4. Typological structure of Lviv restaurant industry establishments in 2019 and 2021, %
Source: calculated by the authors according to: Lviv Tourist Barometer 2021; Tourism Office of Lviv City Council 2021



The most dynamic trend of post-COVID-19 recovery was demonstrated in the first half of 2021 by fast food outlets (Figure 4). Their share in the structure of the city's restaurant business has grown to 34% for a year and a half (vs 27% in pre- COVID-19 crisis).

Another noteworthy post-COVID-19 trend: lounge cafes with an anti-stress atmosphere became especially popular due to the COVID-19 crisis among Lviv residents and tourists. Such new-fashioned establishments of the city as "Trava lounge café", "Purple Lounge", "Hashtag Lounge Bar", "Hariacha Chasha Lounge Bar", "M'yata" and "Hubble Bubble" by 2021 gained the customer's commitment to brands and increased the number of serviced customers by 1.6-2.4 times.

Another post-COVID-19 trend: rapid growth (by 270% vs 2019) of small businesses in the "dark kitchen" format (online-only restaurant). They specialize exclusively in the delivery of semi-finished and ready meals, communicate with customers through chats in messengers (Viber, etc.) and actively promote virtual showcases and food art menus on the Internet.

Business and Lviv City Council are developing a strategy for rapid post-COVID-19 recovery of the potential of the city's restaurant, hotel and tourism industry by the end of 2022. In particular, measures are planned to comprehensively promote the Lviv brand as an inexpensive center of cultural and gastronomic tourism, a smart city on the map of Europe.

In 2021, popular among tourists restaurants, cafes and street food establishments in Lviv intensified work in the following directions:

- Large-scale digital transformation and expansion of the functionality of smart technologies in the city's restaurant service;
- Development of the presence of institutions of the urban hospitality cluster in the global Internet space;
- Development of augmented and virtual reality for co-creation of visitor's experience;
- Restoration of the range of gastronomic events: street food festivals, ethnic cuisine festivals, festivals of favorite dishes and drinks (including coffee, craft beer, cheese & wine, etc.), festivals-competitions of baristas and haute cuisine professionals, as well as fairs of ecological and local farm products;
- Revival of cooperation with fashionable food bloggers (social media sites: Instagram, YouTube, Facebook, Tik Tok, Twitter, etc.);
- Expanding the locations of fast and slow open-air cuisine;

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- Rebranding and expansion of the menu of dishes of ethno-authentic cuisines of Ukrainian, Jewish, Armenian and other nations;
- Development of original products of gastronomic and entertaining tourism “made in Lviv”; the goal is to create memorable experiences.

Let's illustrate with some examples:

1. The innovative fast food restaurant “AppFood” was opened in December 2019 by an IT businessman. The feature of the restaurant is the lack of waiters. All a guest needs is his smartphone. The visitor downloads the application, chooses what he likes, pays with his smartphone and receives his order in 3-4 minutes.
2. Craft & Kumpel’ – Futura Hub Restaurant was opened in 2019. In 2020, the restaurant entered the top 10 in popularity due to its creative concept of service. It is located in the Futura Hub in Lviv – Event and Art space, which implements the concept of “Eat & work”, because for the birth and implementation of creative ideas need these components. In compliance with the quarantine requirements, it is offered to combine gourmet food with cultural and business events and Coworking Platforma.

The start of a number of new investment projects for the development of restaurant infrastructure in 2022 has been announced. Among them, for example, the Norwegian restaurant “Egersund” with live fish in aquariums, which is caught to order in the presence of the client and cooked according to Scandinavian recipes.

In 2021, the City Council and businessmen of the hospitality cluster restarted the tradition of holding colorful gastronomic festivals in Lviv, in particular:

- On May 14-16, 2021 Lviv effectively hosted the 8th Craft Beer & Vinyl Music Festival with the participation of 46 breweries and 7 more home brewers from all regions of Ukraine. Thanks to tourist announcements, more than 5,000 tourists arrived in Lviv for this holiday. In total, more than 17,000 people took part in tastings and music shows.
- On September 1-3, 2021, the IV Street Food So Good Festival took place in the Khmelnytsky Landscape Park of Culture and Recreation in compliance with the COVID-19 restrictions. For 3 days the festival was visited by about 35 thousand gourmets.

To successfully overcome the destructive consequences of the COVID-19 crisis, the city and business have declared joint actions to promote an information campaign in 2021-2022 through TV and Internet communication channels about Lviv as a destination where, in compliance with the quarantine requirements, they are waiting for tourists and have something to offer them.

Today, Lviv restaurateurs invest heavily in online advertising; they work closely with the Association of Guides and private guides, tour operators and sites for booking tourist services in Lviv. In the post-COVID-19 era, the norm for more than 80% of gastronomic tourism establishments in Lviv by the end of 2022 will be the introduction of QR-codes with access via smartphone to the English-language menu with a description of ingredients and local traditions of cooking and serving. In 2022 it is planned to include the restaurant infrastructure of Lviv in the free application RSRVIT (on the Google Play platform) for online booking of tables and dishes with the ability to search for places by geolocation or cuisine.

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CONCLUSION AND RECOMMENDATIONS

Since the middle of spring 2021, the lost positions of the restaurant business in Ukraine have been actively restored. There is a rebranding, design and service re-equipment of existing restaurants. Premises of most closed restaurants in large cities are bought by investors and reorganized into fundamentally new restaurants & leisure. Foreign investors are no less active in the Ukrainian market. For example, on April 27, 2021, McDonald's opened the first restaurant in Ivano-Frankivsk; on May 21, the 100th restaurant of the chain in Ukraine was opened in Kharkiv – it operates in the format of a food court, has seven self-service terminals. It will be recalled that the first McDonald's in Ukraine was opened on May 24, 1997 in Kyiv. The press service on the official website of McDonald's announced for 2021 to invest in Ukraine in the opening of new facilities and renovation of existing nearly \$ 42 million.

Such activity of the market leader encourages other restaurant brands to develop their own business in Ukraine more actively. For example, the press service on the official website of the Lviv Holding of Emotions “!FEST” reported that in 2020 the company successfully overcame the crisis not only without closing any restaurants in the chain, but in 2020 opened 12 new restaurants and bars in other cities of Ukraine (mostly franchising) (Holding of Emotions !FEST, 2021).

The status of the cultural and tourist capital saved the restaurant industry of Lviv from complete collapse. Thanks to the acquired image and targeted promotional campaigns in 2020-2021, tourists from other cities and regions of Ukraine during periods of easing quarantine restrictions actively visited Lviv and enjoyed a range of original local entertainment and gastronomic products, drinks and dishes of ethnic cuisines, locations of slow gastronomic tourism for gourmets.

From the middle of 2021, the following trends are expressed, which will be inherent in the post-COVID-19 prospects for the development of the restaurant industry in Lviv until 2030:

- Proactive marketing,
- Deepening cooperation with global Internet platforms (Google, TripAdvisor, Booking, etc.),
- Support for food bloggers,
- Development of Internet services and mobile applications,
- Intensification of communication with potential consumers through social networks and messengers,
- Digitalization, QR-menus and contactless services in catering establishments,
- Development of loyalty programs,
- Providing delivery services in restaurants (TripAdvisor Lviv Delivery Restaurants, 2021),
- Launching new projects and hybrid formats, primarily in the casual dining segment,
- Development of new emotional, animated and local-kitchen brands,
- Global popularization of Lviv gastronomic and tourist Customer Experience,
- Development of event and gastronomic tourism, participation in city festivals with a gastronomic component,
- Development of collaboration and partnership within the urban & suburban hospitality cluster and production of local products,
- Strengthening competition at the level of concepts, locations and services,
- Promotion of Gastro Getaway (Gastro & Relax Getaway) products,
- Development of a “dark kitchen” network,
- Staff development and improvement of company standards, etc.

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The analysis showed that, despite the pandemic, the instability of the military-political and economic situation in the country, the forecast for the future development of the restaurant industry in Lviv – a representative tourist city in Eastern Europe – is optimistic. The market of gastronomic service in Lviv has favorable conditions for its recovery and successful development. First of all, it is due to the significant growth of the city's tourist popularity in the world, the post-COVID-19 resumption of intensive passenger flights by low-cost, global fashion for gastronomic tourism and knowledge of authentic culinary traditions, global digitalization of information about the range of original gastronomic products in Lviv.

Lviv restaurateurs have been uniting to implement the strategy of post-COVID-19 recovery of the restaurant industry. The strategic goal in the post-COVID-19 era is to transform the traditional business partnership into a smart hospitality cluster in Lviv.

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KEY TERMS AND DEFINITIONS

COVID-19 Crisis: A global complex crisis caused by the COVID-19 pandemic. The outbreak began in December 2019 in Wuhan (Hubei, China), and was recognized by the WHO as a pandemic on March 11, 2020. Restaurant industry has faced huge financial losses due to international quarantine measures.

Gastronomic Tourism: It is a type of tourism associated with acquaintance with national and local culinary traditions of the world and with the tasting of local cuisine. Gastronomic tourism, in addition to the actual consumption of unusual (exotic) dishes and drinks, includes a number of other events. Among them: culinary master classes; visiting festivals and fairs of food and drink; participation in thematic gastronomic excursions to local cuisine establishments; participation in specialized gastronomic ceremonies; purchase of local food products; visits to farms and plantations (coffee, tea, etc.), food markets and producers of popular local food.

Local Cuisine: It is a cuisine based on the traditions of cooking and serving dishes typical of the culture of different nationalities and local communities. Features of local cuisine: geographical mosaic of ethnocultures of the world; the influence of different natural and agro-climatic living conditions, mentality, religious and ritual and other traditions; geographical diversity of historical traditions and cooking, etc. As a rule, local cuisine has noticeable differences from the national cuisine of the country.

Lviv (Ukraine): The city is located in the west of Ukraine, near the eastern border of the EU. It is one of the most representative tourist cities in Eastern Europe. Lviv is a fashionable and inexpensive destination of international gastronomic tourism. The historical center of Lviv is included in the list of the UNESCO World Heritage Sites.

Pre-COVID-19 Era: A period of stable dynamic development of the restaurant industry in the 21st century (except for the collapse of 2008 due to the financial crisis), which lasted until March 2020, that is, before the global COVID-19 crisis.

Post-COVID-19 Perspectives: A period of recovery of the potential of the global and regional markets of the restaurant industry and gastronomic tourism after the lifting of quarantine travel restrictions imposed by governments around the world in 2020-2021 to counter the spread of the COVID-19 pandemic.

Restaurant Industry: It is an industry of restaurants, cafes, bars, fast food and other food service providers that allow customers to enter, order food, and eat on the premises, as well as order takeaway food. The restaurant industry is part of the hospitality industry.

Ukrainian Ethnic Cuisine: It is one of the richest and most colorful national cuisines in Central and Eastern Europe. Today, Ukraine is at the stage of international legal consolidation of the top ten of its food geographical indications. And such restaurant dishes of Ukrainian cuisine as borsch, galushky, varenyky with cherries or cheese, potato pancakes (deruny), Carpathian dishes with white mushrooms and others are recognized tourist cards of the state.