

DEVELOPMENT OF TOURISM INDUSTRY IN LVIV

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Abstract. World experience shows that for implementation of effective government management of tourism development process in the country is necessary to analyze the factors, affecting the level of progress of tourism industry and influencing on its regional characteristics.

Tourism is one of the most dynamic branches of the Lviv region. Usually tourists come to Lviv to have fun and relax (67%): they like restaurants, cafes, themed restaurants, where you can taste original Lviv liqueurs or cheesecakes, shopping and entertainment centers, museums and galleries. For the rest of the travelers, a trip to Lviv is primarily a business trip or a visit to friends or relatives.

It is known that most tourists come to Lviv for religious and state holidays, when the city arranges large-scale events with gastronomic perversions. Of course, the historic part of the city - the most visited in Lviv, because it retains a wonderful ancient architecture and various cultural events and festivals are held. The Market Square and the Opera and Ballet Theater are the places where the tourist spends the most time. But, according to experts, the city is expanding the range of popular tourist areas.

According to market research and opinion polls in 2015 Lviv was visited by about 2 million tourists. It is mainly people aged 26 to 35 years old. Over 70 percent of tourists who visit Lviv are tourists from other Ukrainian cities like Kyiv, Dnipropetrovsk, Kharkiv, Odesa while the foreign tourists come from countries such as Poland, Germany, Belarus, USA, Canada, UK, France, Italy, Austria, Turkey, Netherlands. Almost 70 percent of visitors (68.2 percent - domestic tourists, 78.7 percent - foreign tourists) came to Lviv for rest and leisure. With the development of hotel infrastructure, opening of new air transportation increasing the potential of business tourism in Lviv.

Activities of Program of Lviv Tourism Development 2016 – 2022:

- Organization of events and presentations in cities in Ukraine and abroad aimed to spread knowledge about Lviv, its historical and cultural heritage, tourism potential;
- Study tours for representatives and delegations of tourism industry and media of Ukraine and abroad;
- Development and implementation of promotional campaigns ;
- Development of business of hospitality;
- Continued implementation of multilingual marking and navigation system in Lviv ;
- Promotion of children, youth, family and other pilgrimage tourism
Coordination of professional conferences, forums, round tables, competitions.