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POTENTIAL OF RESTAURANT GASTRO-TUR FOR DEVELOPMENT OF GASTRONOMIC TOURISM OF LVIV

Goal. The purpose of the paper is to provide scientific substantiation of theoretical and practical recommendations for the development of gastronomic tourism, using the potential of the restaurant industry.

Methodology: research is made up analysis and systematization and synthesis. The basic objects of gastronomic tourism are determined, the potential of restaurant business as a tourist destination is researched.

Results: The concept of "restaurant tour", perspectives of development of domestic gastronomic tourism and restaurant business as an object of tourist trip in Lviv is substantiated. The scientific-theoretical approaches to the definition of the essence and objects of gastronomic tourism are revealed; - the potential and opportunities of the sphere of restaurant business in the development of modern tourist infrastructure, including through the development of gastronomic tourism; - measures of development of the domestic restaurant business as a perspective direction of gastronomic tourism and an independent object of tourist trips are offered.

Scientific novelty: systematized, generalized and substantiated firms / tour operators who have developed restaurant routes in Lviv for the development of gastronomic tourism.

Practical significance: Gastronomic tourism has significant prospects for development, and the organization of gastronomic tours, restaurant gastronomy tours contributes to the revival of national culinary traditions. Business entities in the sphere of restaurant business should become an important part of the development of gastronomic tourism, playing an important role in shaping the quality of life, providing public health and shaping the tourist image of the regions.

Key words: gastronomic tourism, culinary tourism, restaurant business, restaurant tour, enterprises of restaurant economy, gastronomy tours.

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