

PROGRAM
of
II International Scientific and Practical Conference
“INNOVATIONS, TRENDS AND CHALLENGES IN THE
HOSPITALITY INDUSTRY”

May 4-5, 2023
Samchuka 9, Lviv, UKRAINE

With the support of:

**Lviv Regional Military (State)
Administration**



Lviv City Council



Organizers:

**Ukrainian Central Union of
Consumer Societies**



**Lviv University of Trade and
Economics**



**Poltava University of Economics
and Trade**



**Vasyl Stefanyk Precarpathian
National University**



**Ivano-Frankivsk Educational and
Research Institute of Management**



**Warsaw University of Life
Sciences**



**Wroclaw University of Economics
and Business**



**Cooperative and Commercial
University of Moldova**



**Czestochowa University of
Technology**



**Batumi Shota Rustaveli State
University**



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Finkler V.	Director of the Publishing House of Lviv University of Trade and Economics

CONFERENCE SCHEDULE

<i>May, 04</i>		<i>May, 05</i>	
9 ⁰⁰ – 10 ⁰⁰	Registration for the conference	12 ⁰⁰ – 16 ⁰⁰	Sectional meetings
10 ⁰⁰ – 10 ¹⁵	Opening of the conference		Discussion of the content of educational and professional programs for students in the specialties 241 "Hotel & Restaurant Business" and 242 "Tourism" of Lviv University of Trade and Economics
10 ¹⁵ – 11 ⁰⁰	Panel discussions		Hospitality in Lviv style (acquaintance with hotels of Lviv region)
11 ⁰⁰ – 11 ³⁰	Coffee break		
11 ³⁰ – 13 ⁰⁰	Panel discussions		

Day 1 – May 4, 2023

9⁰⁰-10⁰⁰	Registration for the conference Assembly Hall (room 417), Samchuka 9, Lviv
Opening of the International Scientific and Practical Conference	
10⁰⁰-10¹⁵	Welcome speech by the Rector of Lviv University of Trade and Economics, Professor Petro Kutsyk. Welcoming remarks by the guests of honor.
Panel discussion 1 "Hospitality industry and martial law: realities, opportunities for change, ways to recover"	
10¹⁵-11⁰⁰	Moderator: <i>Natalia Tyahunova</i> – Professor of the Department of entrepreneurship, logistics and hotel and restaurant business of the Khmelnytskyi Cooperative Trade and Economic Institute. Participants: <i>Natalia Tabaka</i> – Head of the Department of Tourism and Resorts of Lviv Regional Military (State) Administration; <i>Ivan Liptuha</i> – Director of the Department of Culture, International Cooperation and European Integration of Odesa City Council; <i>Iryna Sidletska</i> – President of the Hotel & Restaurant Association of Ukraine; <i>Oleksandra Gagarina</i> – Deputy General Director of the Premier Dniester Hotel; <i>Bohdana Zhmur-Klymenko</i> – Director of «Wine & Vinyl Restaurant»; <i>Myroslava Bosovska</i> – Professor of the Department of hotel and restaurant business of Kyiv State University of Trade and Economics
11⁰⁰-11³⁰	Coffee break
Panel discussion 2 "Hospitality industry for rehabilitation of military and civilians"	
11³⁰-12¹⁵	Moderator: <i>Larysa Chepurda</i> – Head of the Department of Tourism and Hotel & Restaurant Business at Cherkasy State Technological University. Participants: <i>Tetyana Bezverkhnayuk</i> – Deputy Director for Research at Ukrainian Research Institute of Medical Rehabilitation and Balneology of the Ministry of Health of Ukraine; <i>Andriy Matseliukh</i> – Director of Lviv Tourism Development Association; <i>Natalia Roda</i> – Director of the Western Rehabilitation and Sports Center; <i>Yuriy Turyansky</i> – Head of the National Olympic Committee of Lviv Region; <i>Halyna Zayachkovska</i> – Professor of the Department of Marketing Management of the Khmelnytskyi Cooperative Trade and Economic Institute
Panel discussion 3 "Global and domestic experience of the hospitality and tourism industry"	
12¹⁵-13⁰⁰	Moderator: <i>Olena Vynohradova</i> – Head of the Department of Marketing, State University of Telecommunications. Participants: <i>Volodymyra Tchaikovska</i> – Manager of Mirotel Resort & Spa; <i>Olha Korenevych</i> – Head of the Department of Education, Culture and Sports of the Slavsk settlement Council; <i>Khrystyna Lebed</i> – Head of the Tourism Department of Lviv City Council; <i>Ivan Lun</i> – hotel business expert; <i>Yulia Hrytsai</i> – Director of «TAOR Karpaty Resort & Spa»; <i>Vitaliy Mytsak</i> – co-founder of «Bukovytsia LLC»; <i>Anzor Devadze</i> – Head of the Department of Tourism, <i>Shota Rustaveli Batumi State University</i> ; <i>Elzbieta Lando</i> – President of the Association of Polish Independent Hotels.

Day 2 – May 5, 2023.

Секційні засідання	
<i>Section 1</i> “Crisis phenomena in the hospitality and tourism industry”	
<i>Section 2</i> “Activities of business entities of the hospitality and tourism industry in wartime and postwar times”	
<i>Section 3</i> “Global and European trends in the hospitality and tourism industry”	
<i>Section 4</i> “Innovative technologies in the hospitality and tourism industry”	
Discussion of the content of LUTE’s educational and professional training programs in the specialties 241 "Hotel & Restaurant Business" and 242 "Tourism"	
Hospitality in Lviv style (acquaintance with hotels of Lviv region)	

For online participation in the invitation to the ZOOM conference using the QR code:

**Conference ID: 785 8702 0573 Password: C3scjD
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