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FEATURES OF CATERING FACILITIES ALLOCATION IN TOURIST CITIES OF UKRAINE AND THE WORLD

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ABSTRACT

The article is devoted to the issues of catering facilities allocation in tourist cities of Ukraine, as well as the experience of Western Europe and the East (on the example of China) has been studied. The variety of cuisines and the impact on tourists' visits to architectural and historical monuments located nearby are analyzed. The priority of modern catering facilities with the function of leisure in tourist cities is proved. Such additional functions that realize leisure in the restaurant are: shopping, literary club, dance floor, karaoke. Leisure is also achieved by changing the interior design due to the organization of themed events (Halloween, New Year), watching movies, the availability of computer and board games, a club of like-minded people or fans, comfortable communication, dating. The authors argue that the allocation of catering facilities placed on tourist routes, according to the existing service radii and the latest calculation of these radii, does not matter. In the article, the authors consider the introduction of food buildings in the historic environment of the city and the problems that arise as a result. Recommendations for the allocation of catering facilities for tourists in the structure of the tourist city are given.

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INTRODUCTION

The issue of availability and catering facilities allocation in the city structure on the territory of modern Ukraine belongs to the category of urban planning problems, which has not been finally resolved. The departure from the model of rational placement of service facilities introduced in the USSR still remains a priority for most public institutions with the function of education (kindergartens, schools, higher education institutions), as well as industrial and business (factories, plants, other industries, offices, etc.). The three-tier model of public service divided public buildings into daily, periodic and occasional visits. The more often a city resident visits a public building, the closer it should be to his or her home and the smaller the service radius. Thus,

a distance of up to 500m was offered for daily visits, up to 1500 m for periodic visits, and only transport accessibility up to 30 minutes was calculated for occasional visits. For clarity, the architects marked these radii on the master plan of the cities, thus they showed the uniformity of accessibility of public service facilities, including catering (Figure 1).

Modern catering facilities often combine several functions, including work (a place for freelance and business meetings) and leisure (informal communication, concerts, games, celebrations, shopping, etc.). It is important to understand that it was unusual for a Soviet person to visit catering facilities for leisure, especially in the modern sense - it was an exclusive event of his life, while meeting the physiological need for

food in places of work - a completely normal thing. With the independence of Ukraine and the transition of the economy to commercial rails, the situation began to change. In some cases, when planning a new area, the developer indicates in the project the places reserved for

catering facilities, which in fact are not always realized. The developer is not interested in fulfilling his promises to build a full-fledged infrastructure of the residential area, hoping that it will be implemented at the expense of local authorities and residents themselves.

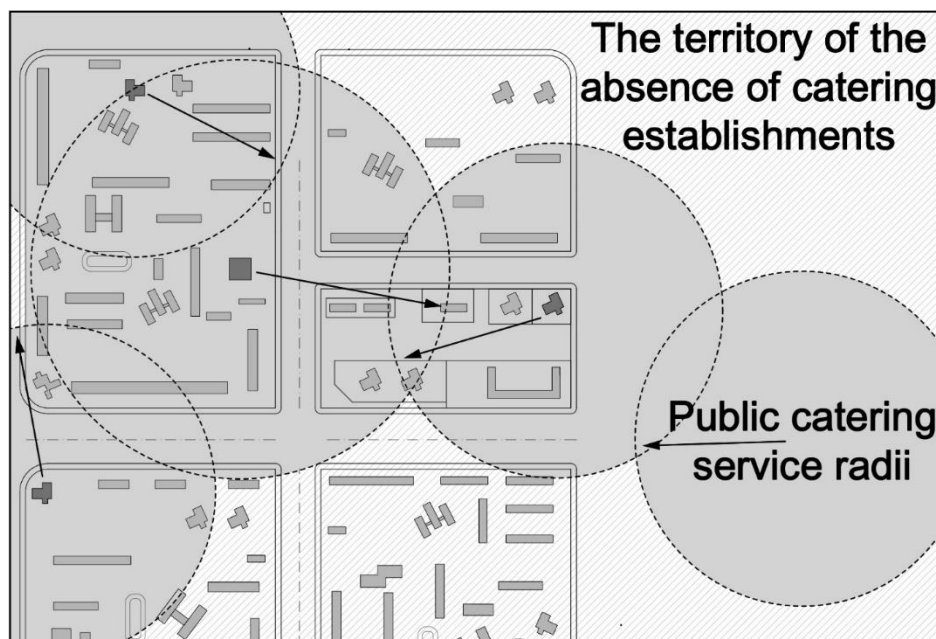


Figure 1. An example of identifying places of unsatisfactory provision of catering establishments.
Source: developed by authors.

Therefore, commercial conditions become decisive in choosing the location of the catering facility. However, the processes of globalization do not bypass the territory of Ukraine, so Ukrainians, as well as residents of other countries, increasingly prefer to eat "out of the house", choosing catering establishments where you can work and spend leisure time, thus freeing up time from self-cooking. The situation with Covid-19 also adjusted this process, which contributed to the development of a network of grocery and ready-to-eat food delivery in Ukrainian cities, which again encourages people not to spend time on its preparation and to choose any cuisine in the world. At the same time, catering establishments located in the historical centers of cities near the sights of history, culture and architecture are most focused on tourists and depend on their preferences in the cuisines of the world. The purpose of this study is to identify the features of the location of food facilities in tourist cities of Ukraine in comparison with European and Eastern countries.

The idea for this study arose under the influence of the book "Hungry city: How food shapes our lives" by British architect Steel (2013), in which the author thoroughly

proves the dependence of city planning with its streets and roads and planning any house on how to satisfy the first the most significant physiological human need for food. In this work, the author provides a significant amount of information, facts, and stories related to the nutrition of the past, present and future. At the same time, it touches on modern problems, typical for the countries of Europe, the USA, and for our country, namely: displacement of small shops by supermarkets; the illusion of product selection and the imposition of advertising patterns, the loss of cultural identity through globalization processes that affect even cooking; culinary illiteracy of the majority of mankind; dishonest and unethical production of products; environmental pollution, etc.

Another work that prompted work on the study is the article is "Global space of culinary and its empirical research" (Rakhmanov, 2016). According to this scientist, the global culinary space arises because of globalization. In every big city, there is a variety of restaurants of different national cuisines. Their analysis allows us to talk about the hierarchy of culinary states:

culinary superpowers, large, medium, small and ultra-small culinary states. An important characteristic of the status of any country in the global culinary space is its culinary sovereignty. Under this concept, the author understands the degree of orientation of the country to the national cuisine and the ratio of the number of restaurants of national cuisine to the total number of restaurants in the country. The author singles out countries with full culinary sovereignty, countries with limited culinary sovereignty, culinary colonies and semi-colonies. The analysis shows that countries compete with each other not only in economic and military-political, but also in the culinary sphere.

However, culinary power, in contrast to economic and political, has a specific nature: since all cooking is "created" in the kitchen, and the kitchen is part of the house, we are talking about architecture. Oliynyk (2018), studying the architecture of Khreshchatyk, notes that in the constant struggle of the USSR with the manifestations of national consciousness in Ukraine, the national Ukrainian cuisine was humiliated and ridiculed at the same time as the national architecture. Thus, in relation to the decor of Khreshchatyk facades, the names "Kyiv cake" or "drunken confectioner's delusion" took root; intellectuals killed the idea that it is a shame to be proud of Khreshchatyk, that it is chaotic, tasteless, "glamorous", "confectionery" architecture, which has no place in the serious history of architecture, as well as no place for Ukrainian cuisine in global cuisine.

Among the research directly related to the location of food establishments in tourist cities, we can highlight the work of Scherbina and Egorova (2019) who through a survey found a link between types of tourism and the necessary urban facilities. They proposed a matrix that establishes a link between the types of tourism and the necessary urban facilities and allows you to assess the current state and determine the need for urban facilities aimed at ensuring tourism and improving the quality of service. Our analyzed state building standards of Ukraine, as well as standards for the location of food establishments, showed the absence of standards governing the concentration of accommodation of food establishments not only in tourist places but in the Ukrainian city as a whole (Ministry of Regional Development of Ukraine, 2019; Ministry of Regional Development of Ukraine, 2009; Ukrainian Academy of Foreign Trade, 2004). Nowadays, there is no scientific study to identify the features of the location of food in

the historic parts of cities, with their tourist routes in Ukraine, as well as a comparative analysis with Western Europe and the East. Therefore, this article is up-to-date and relevant.

Theoretical overview

Today, tourism is an important component of filling the budgets of both local communities and states as a whole. Therefore, the organization of tourist events, taking into account the requirements of protection of cultural heritage, should be based on the principles of quality and viability, as factors of prosperity of both industries. The tourism industry, as one of the most dynamically developing sectors of the economy, is actively involved in the preservation of cultural and natural heritage. Tourism is also a cultural exchange through which both tourists and locals perceive and learn about cultural objects, as well as interact with each other. "What is better than tourism, promotes mutual understanding between peoples, arousing admiration for the common natural and cultural heritage? The ingenious creations of man and nature awaken in us a sense of beauty. But unorganized tourism, improperly planned development of heritage sites can lead to fatal physical and social consequences, not only for these places, but also for the local population" (Lazgieva and Murowana, 2000).

Mass tourism is a large-scale phenomenon of recent times. New living standards, speed of movement, affect the number of people who visit cultural heritage sites¹. The question of the impact of tourism on the level of protection of cultural heritage arose in the mid-70s, when society realized the need to protect monuments from the negative impact of tourism on the state of their preservation. Recent developments in the world practice of monument protection have shown the need to find a "golden mean" between protecting monuments from destruction caused by the flow of tourists and expanding access to cultural and natural heritage sites, which is extremely relevant today (Oliynyk, 2014).

On a par with the benefits of tourism (new jobs,

¹ According to the World Tourism Organization (WTO), in 1950 there were 25 million people in tourist tours around the world, in 1995 - 528 million tourists, and only in the first half of 2012 - 467 million tourists' arrivals were recorded, and for the whole of 2013 - 1086, 54 tourist arrivals. Hence, the number of tourists in 45 years has increased 20 times, and in sixty more than 40 times.

corresponding revenues to the state budget, improvement of local infrastructure, etc.), there are negative consequences, including:

- Negative impact on the environmental situation due to increased traffic flow
- Deterioration of the cultural and natural heritage due to the increase in the number of tourists visiting the monument
- Pollution from household waste and construction also have a negative impact on the state of heritage;
- Tourism can be dangerous for the local population of tourist areas, especially in economically developing countries
- Construction of hotels, restaurants, entertainment

complexes, parking lots, etc. often harms the interests of the population

- In addition, the problem of low self-awareness and culture of particular tourists (vandalism, brutal behavior, etc.) is actual today (Oliyntyk, 2014).

Tourist routes in the historic centers of cities are usually accompanied by a network of catering establishments that meet the needs of not only tourists but also locals. For the most part, such facilities are located on the ground floors of buildings and part of the sidewalk. In this case, they are harmoniously integrated into the existing historical environment and do not cause discomfort (Figure 2).

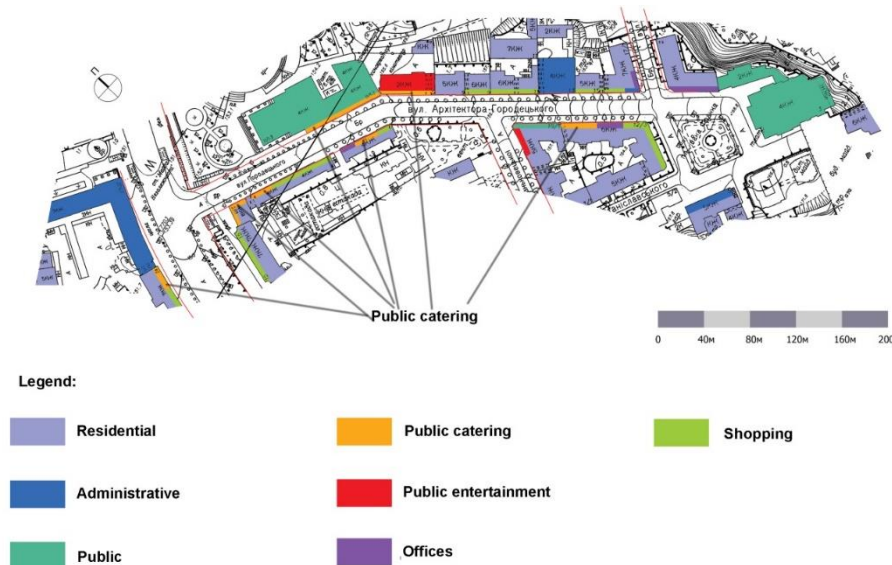


Figure 2. The layout of catering establishments on Gorodetsky Street in Kyiv. Source: developed by the authors according to (Oliyntyk, 2018)

However, a completely different situation arises if the restaurant is a detached modern building, located among the historic buildings. Failure to comply with the regulations established in the protected areas in the process of architectural and urban planning activities leads to distortion of the historical scale of the city by modern buildings (including catering establishments), reduced to significant exceedances of height restrictions and spatial parameters, to shift emphasis in the historic environment, devaluation of the unique landscape-spatial composition of the city, leveling of architectural monuments and significant buildings in the urban space. This, in particular, is the main reason for Kyiv's loss of its environmental identity. Thus, the building regulations in

force until the end of the twentieth century provided for the co-scale of the house-insert between two historic buildings, the conformity of its facade elements, decor, and rhythm of horizontal and vertical belts to neighboring buildings. Since the early 2000s, the situation has changed: architects believe that the new insert house may not match the surrounding buildings in terms of facade style and materials used, in general can be solved in a modern style, and the main thing is to preserve the scale of the environment.

To harmonize the new building in the existing environment, several techniques have been developed, described, in particular, by Baranov (1980): the addition of a new volume to a historic building; placement of a

new building in a dense number of architectural monuments; creation of background buildings for historically valuable architecture; introduction of a modern building into a historically formed architectural ensemble; extension of a new volume to a detached historic building; creating silhouette buildings. The modern classification of food facilities in Ukraine does not provide for high-altitude types of food facilities, and is usually limited to two - a maximum of four floors, so the inclusion of food in historic buildings, at least in this sense, is not a problem. But because these establishments are commercial, there may be a problem of intrusive advertising, not a large-scale environment. Such a desire for demonstrative advertising of the

institution often leads to a violation of the aesthetic appearance of the environment ("Puzata Khata" on Verkhniy Val Street, restaurant "Shchekavytsya" on Kostiantynivska Street, Kyiv).

However, the modern form of a catering establishment can also become a clear accent in the environment, improving its aesthetic appearance, if this environment has no historical and high artistic value (most McDonalds restaurants in the sleeping areas of the capital). Due to the location of catering establishments on the streets and squares of the city, there is a problem of lack of visual access both to the particular monument and to the entire urban environment as a whole (Figure 3).



a)



b)

Figure 3. a) National Library of Malta in Valletta. b) The summer terrace of the restaurant blocks the visual access to the Cathedral of Saint Tryphony in Kotor.

Source: developed by authors

Hence, the cultural heritage that has remained and has survived to our time, is the heritage that is under the care of institutions of various departments. Of course, this to some extent complicates the formation of the tourism product and requires agreed coordination mechanisms. Practice shows that modern legislation does not fully provide effective protection of monuments and cultural heritage sites. Thus, the protection status of large buildings has not been determined; their fixation on the historical-architectural reference plan does not entail the acquisition by this category of architectural heritage of rights and guarantees for preservation, so it is the most vulnerable category. This also applies to ordinary historical buildings and the location of public institutions, including food. In addition to the commercial function, catering establishments are also

one of the places for leisure. The concept of "leisure" is considered by various sciences, respectively, it has many contexts, characteristics and functions. The main thing on which all definitions coincide - that "leisure" is free time from work of the person or group of people. Surprisingly, the representative of such "non-working" leisure with simultaneous meals in the USSR was an open-plan dining room (for everyone), not a restaurant. Restaurants were not a common type of building, as after the 1917 revolution they were usually confiscated and converted into canteens. Leisure meals in such canteens appeared due to the deliberate increase in the area of the hall to increase the number of seats and the appearance of a podium for performances. In some places, a separate hall for performances on the second floor was created above the dining room. In Kyiv, they

were placed in shopping malls in residential areas, sometimes in separate buildings. Leisure in such an institution was an entertainment program for visitors: a play, a concert. Most of these canteens had a special schedule: in the morning and in the afternoon, they only satisfied the physiological need for food: breakfast and lunch, and in the evening, the canteen turned into a restaurant with music, dancing and drinking. In the canteens and restaurants that appeared later, the leisure function was already included in the project. First of all, it had the character of a spectacle and involvement in the atmosphere of the holiday, but the quality of food or its aesthetic appearance, along with the unsanitary appearance of the kitchen, did not meet even the modest expectations of the Soviet people. Despite all the authorities' efforts to improve the quality of leisure, access to food for recreation was a rarity for most and was sporadic.

With the new changes in Ukrainian society that have taken place over the last 30 years, almost all food outlets have lost their state ownership and become private. Their number and typology increased rapidly, and due to competition, they responded more quickly to the needs of city residents, which also affected the quality of food and service, the appearance of restaurants, the creation of new forms of food services and more. With the availability of places to meet food needs today, most people do not want to spend time cooking it, or do not know how to do it at a level that would satisfy them. Therefore, going to a cafe, bar or restaurant for young people in Kyiv is almost a daily habit. A walk in your free time, a meeting with friends, a holiday, a date usually includes a visit to a food facility, and its leisure function plays not the least role in choosing it. The emergence of this type of institutions, where the functions of communication, entertainment, entertainment, shopping, etc., i.e. leisure, are involved in food, requires a fundamentally new approach to its design.

An architectural object with these functions can be thought of not only as an addition to an existing building or built into it, but as a separate location, a place where you can enjoy your time. Accordingly, the requirements for the design of such an institution must meet the requirements for objects of the relevant functional types. All these types of leisure food consumption are very important for tourists. Speaking of catering facilities as an important component of tourist infrastructure, we must mention their importance as "tourist anchors"

(magnets). Yes, those restaurants that have a historical past; a restaurant or cafe owned by one family for generations; places visited by famous people will always be popular. For example, Cafe Florian in St. Mark's Square in Venice is not just a cafe, but an architectural landmark of the city that attracts tourists, despite the cuisine and prices. At the same time, one should not underestimate the traditional street fast food, which has become a kind of brand of the country or city, such as "Kyivska perepichka" in the capital of Ukraine, "Pastitsi" pies in Malta, "Viennese sausages" in Austria, which are mostly sold in non-capital buildings and structures.

Despite their small size, unpretentious design and chaotic location on the central tourist routes, these restaurants are in great demand among tourists. Food while driving allows you to stay on the tourist route, places of interest and attractions, saves a lot of time. However, for the city, the presence of such objects, their accumulation in the historic environment prevents the comfort of moving down the street, and adequate perception of the environment by the same tourists. Thus, the restaurant, which is a business card of the city, can be a magnet for tourists, in which case the radius of service of the restaurant conditionally covers the entire city.

MATERIALS AND METHODS

As mentioned above, the Soviet service system was based on a rational approach to the location of service facilities. The location of catering establishments took into account pedestrian accessibility, which was measured in the service radius from 300 to 800 meters, depending on the capacity of the establishment and the frequency of its visits. Pedestrian accessibility to the catering establishment was calculated for 15 minutes of average speed of the population. To date, the calculation of the need for catering establishments is determined for people aged 15-70 years old, namely the economically active population, which moves faster by 0.89 km/h, which is 122.2% higher than the average walking speed in the calculations of state building codes of Ukraine - 4 km/year. Accordingly, the radius of service to the population by catering establishments increases by 122.2%. Thus, in 15 minutes of time an economically active person can walk 1,222 meters. Accordingly, the average radius of catering establishments for the economically active population is 611 meters, half of this distance. Based on the maximum service radius of 1500 meters in a residential area and the coefficients of

leisure, the exoticism of the catering establishment, and the exotic nature of its location. We propose a formula 1 for calculating the radius for each catering establishment.

$$R = 500m + (500m * le) + (500m * exo) + (500m * exl) \leq 1500m \quad (1)$$

Where; R – is the service radius for a catering establishment with a walking speed in the current state-building norms of Ukraine (4 kph), meters;

500m – service radius for catering establishments specified in the current building regulations, meters;

le – the coefficient of leisure of the catering establishment;

exo – the coefficient of exoticism of the catering establishment;

exl – the coefficient of the exotic location of the catering establishment;

1500m – the maximum radius of accessibility in a residential area, according to current building codes, meters.

The coefficient of leisure le:

0 – the catering establishment does not provide leisure;

0.5 – catering facility promotes long-term stay in it, focused on meeting the need for leisure, occasionally provides additional leisure;

1 – the catering establishment promotes long-term stay in it, is completely focused on the satisfaction of need for leisure, and has its additional organization.

The coefficient of exoticism exo:

0 – the catering establishment is not exotic;

0.25 – a type of catering establishment that has recently appeared, or was new in typology or the method of service, but today this type in the city can be considered common;

0.5 – the catering establishment is new in typology, or method of service, or has recently appeared in residential area.

The coefficient of the exotic location exl:

0 – the location of the catering establishment is typical;

0.25 – the catering establishment is located unusually in comparison with typical;

0.5 – the catering establishment is located in special species points.

For the economically active population, the results obtained should be increased by 122.2%, using formula 2.

$$R_{ea} = R * 122.2\% \quad (2)$$

R_{ea} – service radius for a catering establishment

considering the average walking speed of the economically active population, meters;

R – service radius for catering establishments with walking speed in the current state-building norms of Ukraine (4 kph), meters;

122,2% – the coefficient of increase of the standard walking speed to the average speed of the economically active population (4.89 kph), percent.

But all of the above applies to city residents, who in their travels to catering establishments have specific goals - physiological satisfaction of food needs, combining food with work, business meetings and leisure. As for tourists, their walking speed depends on many factors such as health, fatigue, travel time, number of people in the group, the number of already visited tourist attractions, stops, impressions and more. Therefore, it is almost impossible to determine the average speed of a tourist. Thus, for tourists in the center of the historic city, the location of restaurants by service radii is not significant - the main thing is their availability, affordability and compliance with the menu of the institution to the expectations of tourists. The research methodology is represented by scientific approaches (complex, systemic, historical-logical and content-formal), and general scientific and special research methods. General scientific methods are used, such as induction, deduction, system method, analysis and synthesis, systematization, generalization, comparison, observation). The empirical basis for conducting scientific work was full-scale (photo-fixation, description, observation) and remote analysis of objects (analysis of scientific publications, additional analysis of foreign typology through Internet resources).

To carry out this study, the authors conducted an analysis of research and standards on the typology and location of catering establishments in tourist cities. The basic principles of placement of catering establishments in Ukrainian cities according to the three-stage system and the latest calculation of service radii are determined. A comparative analysis of the location of food establishments in the historic center of Kyiv and residential areas, the result of which shows the relevant scheme. The experience of China is also analyzed, where the authors identified the city-forming catering establishments "street of food" and "food quarter", which have become magnets and business cards of tourist cities, as well as analogues of such magnets in Ukrainian practice. The issue of "harmonization" of the

new form in the existing historical environment, and the scale of the person and the food establishment, as well as the feasibility of marketing means of advertising and the impact on the perception of the historical environment are also considered. In the final part, the authors explored the development of leisure in catering establishments and compared the current Ukrainian and world situation with the Soviet, which allowed us to formulate the features of the location of food facilities in tourist cities of Ukraine and the world.

RESULTS AND DISCUSSION

A comparative analysis of dormitories and the historical center of Kyiv showed that the location of catering establishments is uneven: In the sleeping areas there is a

lack of catering establishments in the remote areas of the residential area, and in the historic center of the city there are way more of them and with a variety of cuisines (Troshkin, 2019). A large number of surveyed catering establishments mainly corresponds to the European trend that about the less time to spent on finding the catering object and on the food itself. However, the unsystematic placement of these facilities and their location in functionally adapted to the facility residential apartments on the ground floor, although corresponding to the radii of accessibility, but often negatively affects the technological processes of cooking, building aesthetics, which leads to deterioration of living quality (Figure 4).



Figure 4. Number of restaurants in the public center of the residential area and in the city center on the same building area. Source: developed by authors with the use of Google Earth.

Recently in Kyiv, as in most cities of the world, there is a situation when in the central historical part of the city the number of restaurants is so large that whole "food streets" are formed, which is a typological type of catering. However, compared to accommodation in European tourist cities, catering establishments in Ukraine fill the urban area less. In this sense, tourist destinations in the cities of Ukraine are more convenient for travel. Unlike Ukraine and other Western countries, China has a different attitude to both the preservation of architectural monuments and the location of food establishments. Chinese temples were built of wood, so after a certain period of service, they were burned and new ones were built, an exact copy of the previous ones.

A similar situation was found with catering establishments. In the historic center of Jinan, two city-forming food groups have been identified and named - "Food Street" and "Food Quarter". Food Street is a street where food is dominated by capital buildings. It is a pedestrian, tourist destination through a two-story historic city center. The street combines two recreational areas, on the one hand, a lake with a pagoda and traditional architecture, and on the other, a modern shopping center, business center, restaurants, hotel, river canal, public pool, main square, and food district. Due to the peculiarities of the historic buildings, the street is about 10 meters wide. There are no seats on this street, all visitors eat and drink standing or walking.

Most of the food on this street is a variety of Chinese fast food, which is located on the ground floors of houses, and consists of a counter and a kitchen. Parallel and cross streets are not so crowded, so they house bars and teahouses with seating indoors. If "Food Street" is really located in a historic two-story building, the "Food Quarter" was built not so long ago - a few years ago. The food district is located in the city center on the four-hundred-year-old Shimao Kuanhouli Street, between the park area, shopping malls and the military museum, and is an ensemble of three-story buildings made in ancient Chinese style and forming a pedestrian district (Fig. 5). Each of the houses contains a different set of types of catering establishments, food and beverage shops. The

food district has a small area for live concerts with seating.

The food district is full of people around the clock. On the first floors of the houses, there are fast food and shops, on the second floor there are leisure facilities: restaurants; bars; tea, etc. The houses are made in the traditional Chinese style, concerts and people set the mood of a constant celebration within the food quarter, thus supporting national traditions through the symbols of Chinese culture, causing admiration among visitors. According to the architects and the authorities, the food quarter has become a business card of Jinan, enriching the city's nightlife and becoming a 24-hour and all-season facility (Shimao Plaza Shimao Group, 2018).



a)



b)

Figure 5 (a, b). Food district in downtown Jinan.

Source: developed by the authors according to (Exploring Kuanhouli, recreating the old streets and alleys of Jinan, 2019)

Such neighborhoods can be located in off-street spaces, as well as in underground spaces (Kirichkov *et al.*, 2017). In Ukraine, the historical center of Lviv is becoming a similar pedestrian "food quarter", and even a district. Already today, it has a significant concentration of food, making Lviv a gastronomic center of Ukrainian cuisine. As for the creation of streets with food in Ukrainian cities - there is a Kyiv practice. Over the last 5 years, there has been an annual increase in food facilities on Yaroslaviv Val, Reitarska and Petro Sagaidachny streets, which is accompanied by processes of revitalization of historic buildings for food (Troshkin, 2021). It is possible to predict that in the future these places of historical building will also become gastronomic centers of the city. The creation of food facilities in historic buildings and residential areas can be a means of preserving architecture, so that houses will always remain relevant and closely "communicate"

with the residents of the city.

However, to solve the problem of organizing public space near any site, it may make sense to place food either directly in the site or on adjacent streets, thereby providing its types of disclosure without the construction of unattractive small architectural forms. In this case, the location of catering establishments will be directed and controlled by the architect-urban planner, and not by the owner for obtaining the highest profit only. It is clear that in this case, the development of public space near the monument will be a task of separate design, and obviously, the success of its solution will depend on the possibility of including the object (monument) in modern urban life. For example, the amphitheatres in the French cities of Nimes and Arles, where modern concerts, performances, exhibitions, etc. are held, and still retain their function as entertainment venues, are accessible and interesting to visit not only for tourists. but also, to local

residents; and, finally, are not "dead" inclusions in the urban fabric, but quite attractive dominants of the historic city center (My World In Style Ltd, 2020). Catering facilities are located along the perimeter of the squares around the amphitheaters, which allows tourists to see the monument from all sides, while satisfying their need for food.

CONCLUSION

Hence, as a result of this study, the features of the location of catering facilities in tourist cities of Ukraine and the world, namely:

- in tourist areas, the location of catering establishments by service radii is meaningless, as the behavior of a tourist is radically different from the behavior of a resident of this city; in particular, the speed of the tourist cannot be determined, respectively, it is impossible to determine the radius of service of the restaurant. An important feature of the tourist's behavior is that he will get to the object of interest, despite the difficult route, terrain differences, ticket prices, etc;

- when comparing the location of catering establishments in the city of Kyiv in different districts and its center, a significant shortage of the considered objects was revealed in the sleeping areas, where they are located only at interchanges and in public centers of residential areas. The central historical part of the capital of Ukraine, as in most Ukrainian cities, is much better equipped with catering establishments with a variety of cuisines and additional functions, but in comparison with European cities their number may seem insufficient, despite the formation of modern food streets, food halls and food markets;

- catering facilities in the historical parts of European cities fill almost the entire territory of cafes, restaurants and summer terraces, which is not typical for the cities of Ukraine;

- in contrast to Western Europe, in Eastern countries, in particular in China, there is a tendency to revitalize historic buildings, including through the introduction of the function of public catering. Nevertheless, these objects become tourist anchors and business cards of cities;

- catering establishments in the historic buildings of Ukrainian cities are rarely housed in detached, high-rise buildings - so, in terms of scale, they are easy to fit

into existing historic buildings, but care must be taken not to disturb the aesthetic appearance of historic housing;

- the peculiarity of public catering establishments is that although Ukrainian cuisine is not the most famous and widespread in the world, such as Italian, American or Japanese, it is desirable for foreign tourists. In view of this, it can be argued that there are not enough catering establishments with Ukrainian cuisine in the center of Kyiv;

- food objects in historic buildings should be placed on viewpoints, above the historic buildings (for example, on the top floors, and on the roofs of houses with panoramic views), which helps the perception of historical space as a whole.

The authors understand that the selected features are not permanent and final, because in the question of placement of food facilities in the structure of the city they are influenced by a significant number of factors, one of which is profitability. The commercial component, in turn, depends on demand, the structure of leisure time (tourist), as well as fashion, which is constantly changing depending on the reviews of the institution in Internet resources that create a network of ratings that affect traffic, food for tourists. Only an existing catering establishment can receive such a rating, so it is impossible to prepare the territory in front of it for the influx of people in advance and in general to calculate this influx. Thus, the architect can envisage and design only the necessary catering establishments; first of all to meet the physiological need for food, as well as to determine the places for the possible placement of other catering establishments. The rest is a matter of commerce. Each territory of Ukraine is potentially attractive and unique as it is a source of income from tourism, a way to attract local people and increase patriotism. Preservation of regional traditions as a method of combating globalization was proposed as a creative tool for architects at the 26th Congress of the International Union of Architects (UIA), held in August 2014 in Durban. Identification of local tourist resources, prospects for the development of urban development facilities or complexes is a way to intensify the process of self-government.

One of the means of developing a local tourist product is the combination of tourist routes with a network of restaurants. Thus, catering establishments in the historical centers of Ukrainian cities must fully meet the

food needs of both tourists and locals. Cities must be sufficiently provided with national cuisines of different nationalities, and especially with local national cuisine. Catering establishments should also rely on the different economic capabilities of tourists, and provide a choice of additional features, such as a place for work and leisure. It is determined that to predict the distances that a tourist of a certain category is able to go to a restaurant to meet the primary physiological need for food, or the need for leisure combined with food, it is necessary to more carefully study the development of tourism and architecture, determine the behavior of different types of tourists building, setting the speed of their movement, etc. Thus, the development of food facilities not only in the center, but also on the outskirts of the city will encourage local residents to stay in their areas and realize their needs there. Thus, the flow of tourists and residents will not be concentrated near the attractions, but will be diluted in space and time, which will positively affect the functioning of the city. Further research may relate to the development of appropriate architectural clusters, which combine the historical architectural monument and the food object into a single whole and depend on the type of both the monument itself and the type of food establishment.

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