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THE CONTEMPORARY ROLE OF "CRAFT" PRODUCTION IN THE DEVELOPMENT OF TOURISM AND RESTAURANT INDUSTRY

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СУЧАСНА РОЛЬ "CRAFT" ВИРОБНИЦТВ В РОЗВИТКУ ТУРИЗМУ ТА РЕСТОРАННОЇ СПРАВИ

Сучасна роль концепції "craft" у виробництві відіграє важливу роль у розвитку туризму та ресторанної справи. Ця концепція спрямована на створення продуктів, які відрізняються від одноманітного та однотипного масового виробництва. Завдяки цьому, в контексті туризму, концепція "craft" є суттєвим елементом привернення уваги туристів. У контексті ресторанної справи, концепція "craft" також відіграє важливу роль, оскільки ресторани, що акцентують увагу на використанні місцевих та якісних інгредієнтів, створенні автентичних страв та наданні унікального кулінарного досвіду, є більш успішними у фінансовому плані. Крім того, модель "farm-to-table", коли продукти постачаються безпосередньо з ферм та садів до ресторану, сприяє підвищенню якості продукції та підтримує місцевих виробників. Метою статті є ідентифікація сучасної ролі "craft" виробництва у розвитку туризму та ресторанної справи. В межах дослідження зроблені висновки, що "craft" виробництво в Україні допомагає зберігати культурний спадок, підтримувати місцевих майстрів та привертати увагу туристів, які цінують унікальність та якість ручної праці. Це зумовлене тим, що в якості основи, що впливає на розвиток, можуть бути розглянуті загальні риси таких виробництв, а саме: ручне виготовлення; традиційні методи; якість та автентичність; унікальність; збереження

традицій та культурної спадщини; взаємодія з споживачем. Звернено увагу на той факт, що окрім загальних рис "Craft" виробництва, маютья також специфічні особливості, за якими воно формує певний внесок у підвищення привабливості туристичних місць, стимулює розвиток місцевих спільнот та сприяє збереженню культурної спадщини. Серед специфічних рис, що конкретизують роль "craft" виробництва в розвитку туризму, виділені наступні: аутентичний досвід; залучення туристів; економічний розвиток; культурний обмін. Серед специфічних рис, за якими "craft" виробництво формує певний внесок у підвищення привабливості ресторанної справи, основними є: якість та смак; місцеві продукти; споживча свідомість; привертання відвідувачів. Загалом, "craft" виробництво в туризмі сприяє посиленню взаємодії туристів із місцевою спільнотою та культурою. "Craft" виробництво в ресторанній справі сприяє створенню цінних, незабутніх та особливих моментів для гостей, підтримує місцеві господарства та забезпечує розвиток сталого гастрономічного середовища.

The modern role of "craft" production concept plays a significant role in tourism and the restaurant industry development. This concept focuses on creating products that stand out from the uniform and standardized mass production. As a result, in tourism, the "craft" production concept is a core element in attracting tourists' attention. In the context of the restaurant industry, the "craft" concept also plays a key role, as restaurants that emphasize the use of local and quality ingredients, the creation of authentic dishes, and a unique culinary experience are more financially successful. Furthermore, the "farm-to-table" model, where products are sourced directly from farms and gardens to restaurants, is designed to improve the produce quality and local producers' support. The article aims to identify the contemporary role of "craft" production in tourism and the restaurant industry development. The research has concluded that "Craft" production in Ukraine contributes to preserving cultural heritage, supporting local artisans, and attracting the attention of tourists who value the uniqueness and quality of handcrafted work. It is because the development is effect by the fundamental aspects that can be the basis for such productions, namely the following: 1) manual craftsmanship; 2) traditional methods; 3) quality and authenticity; 4) uniqueness; 5) preservation of traditions and cultural heritage; 6) interaction with consumers. Attention has been drawn to the fact that in addition to the general characteristics of craft production, it also has specific features that help increase the appeal of tourist destinations, the local community's development stimulating, and cultural heritage preservation promoting. Among the unique features that specify the role of craft production in tourism development, the following have been highlighted: authentic experience; tourist engagement; economic development; cultural exchange. Among the specific features through which craft production contributes to enhancing the attractiveness of the restaurant industry, the main ones include quality and taste; local ingredients; consumer awareness; visitor attraction. Overall, craft production in tourism fosters stronger interaction between tourists and the local community and culture, creating enjoyable tourist experience. In the realm of the restaurant business, craft production facilitates the creation of valuable, unforgettable, and distinctive moments for guests, supports local economies, and fosters the development of a sustainable and responsible gastronomic environment.

Ключові слова: місцева спільнота; аутентичний досвід; залучення туристів; економічний розвиток; культурний обмін.

Key words: local community; authentic experience; tourist engagement; economic development; cultural exchange

TARGET SETTING

The modern role of the "craft" concept in production plays a significant role in tourism and the restaurant industry development. This concept of goods or service

provision creation involves attention to detail, done by hand, using traditional methods and high-quality materials. It focuses on creating unique, individual, and authentic products that stand out from uniform and standardized

Table 1. The contemporary role of "craft" production in the development of tourism and the restaurant industry

The direction of «craft» production.	Features of «craft» production.	Role in the development of tourism and the restaurant industry.
Ukrainian embroidery	Domestic artisans create unique embroidered shirts and other textile products, utilizing diverse embroidery techniques and motifs that reflect the cultural heritage of various regions of Ukraine.	This tradition has given rise to the development of a tourist event such as the «Embroidered Shirt Festival» (or Ukrainian Culture Festival), which took place for the first time on May 20, 2012, in Drohobych. This tradition has also contributed to the development of tourist events like embroidered shirt festivals, which attract tourists to cities such as Odesa and Borschev (Ternopil Regional State Administration).
Ukrainian pottery	Artisans create various clay products by hand, including vases, plates, jugs, and other items with distinctive pottery designs.	This tradition has given rise to the development of tourist events such as the National Pottery Festival, which attracts tourists to Opishnia (Zinkivsky district, Poltava region).
Rag doll	Craftsmen handcraft dolls from straw or fabric. These creations are adorned with embroidery or other decorative elements.	This tradition has also contributed to the development of tourist events like rag doll festivals in Lviv and other cities across Ukraine, as well as masterclasses on making rag doll and more.
Cheesemaking	Ukrainian cheeses like bryndza or cheesecakes are produced using traditional recipes from locally sourced milk.	Unique restaurants emphasizing the «farm-to-table» approach, where quality and authenticity are key aspects.
Brewing	Beers with an emphasis on manual labor, refined taste, natural ingredients, and creativity.	Restaurants featuring a variety of craft beer types in their menus, adding uniqueness and diversity to the beverages.
Blacksmithing	Blacksmith's craft various metal products such as fences, pendants, lanterns, and other items using traditional methods and ornaments.	This tradition has given rise to the development of tourist events such as the traditional annual International Blacksmith Festival «Blacksmith's holiday» in Ivano-Frankivsk.

Source: formed based on [2; 4; 6].

mass production. In the tourism context, the "craft" production concept serves as a significant element for capturing tourists' attention. Specifically, tourists nowadays show considerable interest in popular tourist attractions and the "craft" experience gained through workshops, production tours, tastings, and other interactive interactions with local culture, traditions, and the resident's skills. In the context of the restaurant industry, the "craft" concept also plays a crucial role, as restaurants that emphasize the use of local and high-quality ingredients, the creation of authentic dishes, and a unique culinary experience tend to be more financially successful.

Furthermore, the "farm-to-table" model, where products are sourced directly from farms and gardens to restaurants, contributes to enhancing the produce quality and supports local producers. Overall, the focus of tourism and the restaurant industry on "craft" production has a positive impact on the sustainability and ecological aspect of the business. Specifically, craft production helps reduce waste (as it relies on individual orders and the use of natural materials). Therefore, the relevance of research on the modern role of "craft" production in the development of tourism and the restaurant industry is important, as it helps uncover opportunities for creating unique and valuable

tourist experiences, supporting local producers, and preserving the environment.

ANALYSIS OF RESEARCH AND PUBLICATIONS

Every year, new roles of "craft" production emerge worldwide, influencing the development of tourism and the restaurant industry. In this regard, the fundamental aspects of the role of "craft" production in the development of tourism and the restaurant industry have been reflected in the works of scholars such as Tserklevych, V., Onyshchuk, M., Shpakovskyi, S., Dil, A. V., Dil, M. V., and others.

THE WORDING OF THE PURPOSES OF ARTICLE (PROBLEM)

The purpose of the article is to identify the contemporary role of "craft" production in the development of tourism and the restaurant industry.

THE PAPER MAIN BODY WITH FULL REASONING OF ACADEMIC RESULTS

Note that the term "craft" originates from the English word "craft" and signifies craftsmanship, skill. Therefore, within the scope of the research, the authors focused on

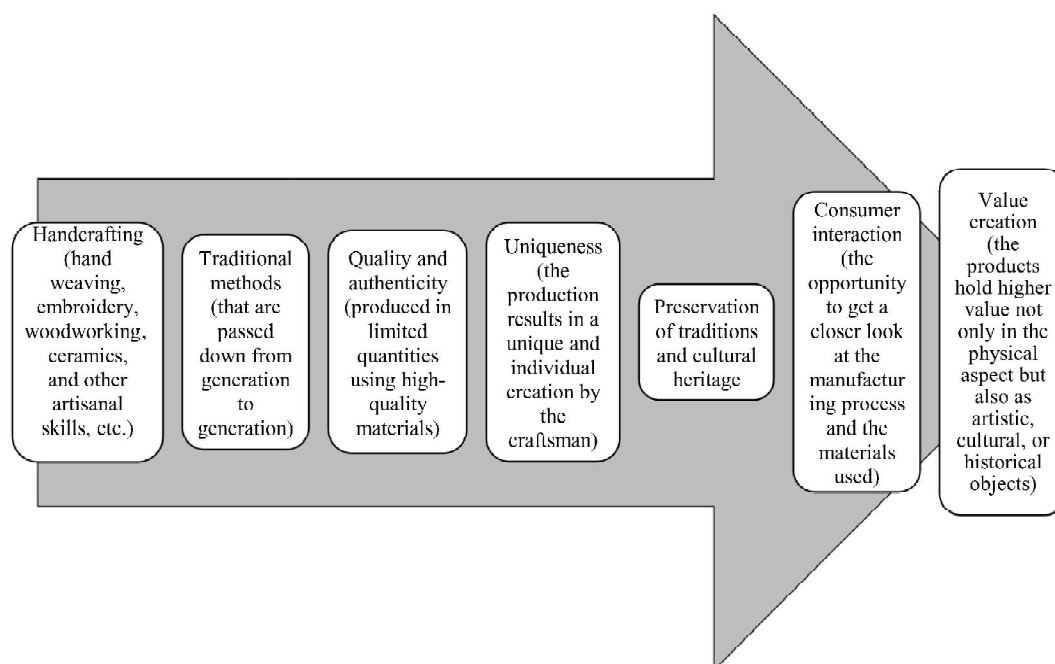


Figure 1. General characteristics of "craft" production that define its impact on the development of tourism and the restaurant industry

Source: formed based on [1—2; 4; 6].

the classical understanding of the "craft" production category as a specific approach to producing goods or providing services centered around manual craftsmanship, the utilization of traditional methods, and emphasis on details. The authors emphasize that this term is relevant to Ukraine.

There is a significant number of such productions. Thus, the "craft" production term can be applied to various fields, such as:

- Traditional crafts and handicrafts (encompassing the creation of handmade items, such as knitted, embroidered, woven, pottery, leather, glass, metal products, and other craft techniques).

- Gastronomic products (covering the production of craft food and beverages, such as craft beer, cheese, honey, confectionery, homemade preserves, jams, and other delicacies).

- Art and design (encompassing the creation of unique and authentic works of art, which can include painting, sculpture, graphic arts, jewelry, etc.), and more [4].

Moreover, such productions can impact the development of tourism and the restaurant industry, as illustrated by specific examples provided in Table 1.

These examples are just a few among many "craft" production variations in Ukraine that help preserve cultural heritage, support local artisans, and attract the attention of tourists who value the uniqueness and quality of handmade work. This is caused by the fact that several main features of "craft" production can count as the core influencing development (Figure 1). Namely: handcrafting; traditional methods; quality and authenticity; uniqueness; preservation of traditions and cultural heritage; interaction with consumers.

So, let's examine in detail the general characteristics of "craft" production that define its impact on the

development of tourism and the restaurant industry [1—2; 4; 6]:

1. Handcrafting: Products created following "craft" principles are often handcrafted, employing skill and attention to detail. It can encompass hand weaving, embroidery, woodworking, ceramics, and other artisanal skills. Handcrafting is characterized by meticulous attention to detail, aiding in product creation that boasts excellent quality and conveys the spirit and personality of the artisan who works on each item.

2. Traditional methods. "Craft" production often relies on traditional methods and techniques passed down from generation to generation. It helps preserve cultural heritage and create products with a distinct character.

3. Quality and authenticity. "Craft" products are characterized by high quality, produced in limited quantities using premium materials. They also possess an authentic nature that sets them apart from mass-produced items.

4. Uniqueness. Each "craft" item is a unique and individual artisan creation. This distinctiveness applies to both its form and appearance, as well as its intricate details and decoration.

5. Preservation of traditions and cultural heritage. "Craft" production can help safeguard traditions and unique artisanal skills that might otherwise be at risk of fading away.

6. Interaction with consumers. "Craft" production can offer consumers the opportunity to engage more closely with the manufacturing process and the materials used, facilitated through dedicated spaces for the sale of craft products (such as specific events, establishments, or online platforms).

7. Value creation. "Craft" products typically hold higher value in the physical sense, artistic, cultural, or historical artifacts.

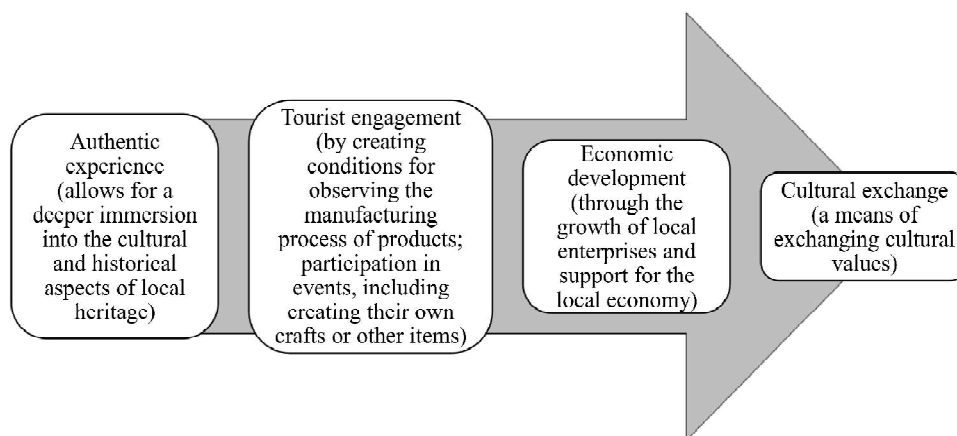


Figure 2. Specific attributes of "Craft" production and their role in enhancing the attractiveness of tourist destinations, fostering local community development, and preserving cultural heritage

Source: formed based on [2; 3—4; 6].

The "craft" production concentration in a specific region or locality can create clusters of "craft" enterprises. This phenomenon is known as a "craft cluster" or "cluster of craft producers." Under such conditions, an additional characteristic of "craft" production emerges, which we interpret as a marketing force. The "craft" production concentration in one place allows for joint marketing activities and events, helping to attract consumer attention and share advertising costs.

However, in either case, whether as an individual "craft" producer or a "cluster of craft producers," they are both subjects of special interest to target consumers, considering people's inherent attraction to uniqueness, authenticity, and sustainability. The key lies in combining the aforementioned general characteristics of "craft" production, irrespective of their concentration within a specific area, contributing to the development of the local economy and the valuable creation and meaningful tourist and restaurant products for consumers.

In addition to the general characteristics, "craft" production has specific attributes that contribute to enhancing the appeal of tourist destinations, fostering local community development, and preserving cultural heritage. Among these specific features that define the role of "craft" production in tourism development, the following are highlighted by us (Figure 2): authentic experience, tourist engagement, economic growth, and cultural exchange.

Let's examine each of the outlined specific attributes and their role in enhancing the attractiveness of tourist destinations, fostering local community development, and preserving cultural heritage in more detail.

Authentic experience allows for a deeper immersion into cultural and historical aspects of local heritage. The process of gaining such an experience is facilitated through:

- Participation in traditional events: Tourists can take part in traditional events such as holidays, festivals, and fairs where handmade crafts are showcased. It allows tourists to feel the atmosphere of local life and enrich their experience.

- Opportunity to purchase products: Tourists can buy handmade crafts directly from artisans, enabling them to

not only acquire unique souvenirs but also support local artisans and the economy.

Tourist engagement is made possible by creating conditions for: observing the process of crafting "Craft" products; participating in events where they can create their handicraft or other "Craft" items. The outlined engagement is achieved through:

- Workshops and hands-on studios. Tourists can participate in workshops where learn craft skills from local artisans. For instance, this could involve creating embroidered garments, pottery, working with silver, or other artistic disciplines.

- Production tours. Tourists can visit workshops and studios where handmade products are crafted. They can witness the production process, interact with artisans, and learn more about the techniques and materials used.

- Interactive demonstrations. Artisans can conduct demonstrations of their work, showcasing techniques, and processes employed in production. Tourists can observe, ask questions, and even try some steps themselves.

Economic Development. "Craft" production contributes to the growth of local businesses and supports the local economy of tourist attractions. The production of handmade goods (such as crafts, gastronomic products, or artisanal items [3—4]):

- Can create new job opportunities for artisans skilled in these crafts.

- Can boost the local economy as it often relies on local ingredients and materials uses. It promotes the development of the local raw material base, supports local suppliers, and contributes to overall economic growth.

- Can help preserve traditional craftsmanship skills (helping to safeguard traditional artisan skills that might be lost due to technological advancements and mass production [3—4]). Artisans pass on their knowledge and experience to younger generations, ensuring the continuation of these valuable traditions [3—4].

Cultural Exchange. "Craft" production can serve as a means of exchanging cultural values. Artisans can share

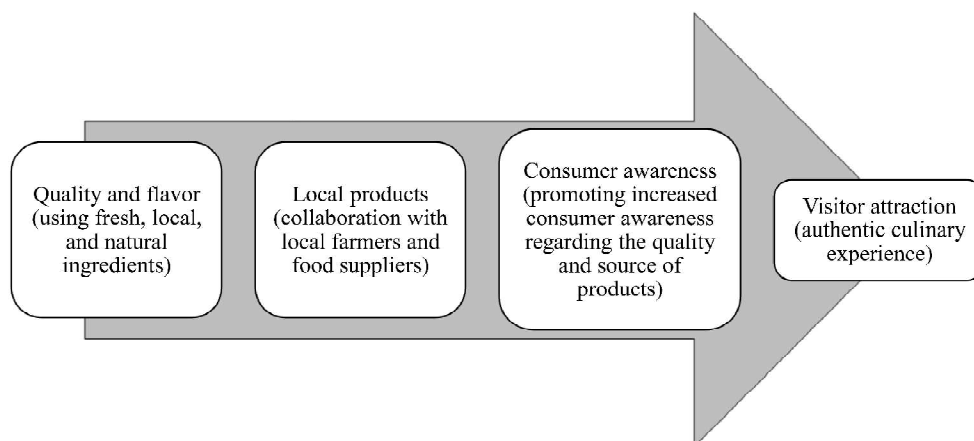


Figure 3. Specific attributes of "Craft" production and their role in enhancing the attractiveness of the restaurant industry

Source: formed based on [2; 3—4].

their knowledge and traditions with tourists, while tourists, in turn, can bring new ideas and perspectives with them.

In general, "craft" production in tourism enhances the interaction between tourists and the local community and culture, creating a deeper, more immersive, and enjoyable tourist experience.

Regarding the specific characteristics through which "craft" production contributes to enhancing the attractiveness of the restaurant industry, the key ones include (Figure 3): quality and taste; local ingredients; consumer awareness; attracting visitors. Let's examine each of these outlined specific characteristics and their role in enhancing the appeal of the restaurant business in more detail [1—2].

Quality and Flavor. Particularly, restaurants practicing the "craft" approach place special emphasis on the quality and flavor of their dishes. The use of fresh, local, and natural ingredients helps create dishes or beverages with exquisite flavors that cater to the demands of even the most discerning gourmets. For instance, utilizing antibiotic and hormone-free poultry for crafting dishes like sausages, sausages, and other meat delicacies can ensure high quality and exceptional taste profiles.

Local Ingredients. Restaurants practicing the "farm-to-table" approach collaborate with local farmers and food suppliers. It contributes to supporting the local economy, reducing distances for sourcing, and consuming less processed and more fresh products. For instance, incorporating local artisanal cheeses into the menu, using locally sourced seasonal ingredients to craft desserts like cakes, cookies, and other confections.

Consumer awareness. Restaurants that focus on "craft" production contribute to raising consumer awareness about the quality and sources of products. Guests become more informed about sustainability, environmental friendliness, and social responsibility [3—4].

Attraction of visitors. "Craft" restaurants can be appealing to visitors seeking an authentic gastronomic experience. For example, crafting artisanal cocktails using natural ingredients and unique flavor combinations [5—6].

Overall, "craft" production in the restaurant industry contributes to creating valuable, unforgettable, and unique moments for guests, supports local farms, and fosters the development of a sustainable and responsible culinary environment.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS AREA

The research has emphasized the classic understanding of "craft" production as a specific approach to producing goods or providing services, focusing on manual craftsmanship, traditional methods used, and careful attention to detail. This emphasis is driven by the relevance of "craft" production in Ukraine, where there is a significant presence of such artisanal practices. Therefore, the term "craft" production can be applied across various domains, including traditional crafts and handicrafts, gastronomic products, art and design, and others. As a result of this study, the following conclusions have been drawn:

1. "Craft" production in Ukraine helps preserve cultural heritage, supports local artisans, and attracts the attention of tourists who value the uniqueness and quality of handmade work. It is driven by the fact that the foundation influencing development can be attributed to the common characteristics of such productions, namely: manual craftsmanship; traditional methods; quality and authenticity; uniqueness; preservation of traditions and cultural heritage; interaction with consumers.

2. In addition to the general characteristics, "Craft" production possesses specific attributes that aimed at improving the appeal of tourist destinations, stimulating local community development, and aiding in the preservation of cultural heritage. Among the special features that define the role of "craft" production in tourism development, the following are highlighted: authentic experience, tourist engagement, economic growth, and cultural exchange. Similarly, within the context of enhancing the attractiveness of the restaurant industry, specific attributes through which "craft" production makes a meaningful contribution include quality and taste, utilization of

local ingredients, consumer consciousness, and visitor attraction.

3. Overall, "craft" production in tourism contributes to enhancing the interaction between tourists and local communities and cultures, resulting in a deeper, more immersive, and enjoyable tourism experience. In the context of the restaurant industry, "craft" production fosters the creation of valuable, unforgettable, and distinctive moments for guests, supports local economies, and promotes the development of a sustainable and responsible gastronomic environment.

The prospects of future research in this area involve establishing a theoretical framework for the development of indicators to measure the impact of "craft" production on the advancement of tourism and local development within the restaurant industry.

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Спеціальності – 051, 071, 072, 073, 075, 076, 292

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