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POSSIBILITIES AND EXPERIENCE IN DEVELOPING MOTORCYCLE TOURISM IN LVIV REGION: PUBLIC ADMINISTRATION ASPECT

The article summarizes domestic and international experience in developing motorcycle tourism and outlines its potential for the social rehabilitation of the population. It also identifies the opportunities for developing motorcycle tourism at the regional level (using Lviv Region as an example) and clarifies the role of regional public administration bodies and tourism entities in this process.

It is understood that the development of motorcycle tourism reflects the evolution of a specific motorcycle travel culture. From its inception to contemporary forms, motorcycle tourism has evolved into a lifestyle, combining adventure, speed, and the exploration of new routes. In Ukraine, this form of tourism holds great potential due to diverse natural landscapes and historical-cultural treasures.

To further develop motorcycle tourism, the organization and hosting of regional motorcycle festivals require collaboration among public authorities, motorcycle clubs, tourism enterprises, hospitality establishments, and other stakeholders.

Considering the ongoing Russian-Ukrainian war, which creates significant

obstacles to the development of motorcycle tourism in Ukraine, primarily threatening people's lives and health, the western Ukrainian regions can serve as centers for organizing such events and motorcycle trips. Therefore, motorcycle tourism is not only a promising direction for the region's tourism industry but also can become a new form of social and physical rehabilitation for individuals with war-related physical (shrapnel wounds, gunshot wounds, burns, etc.) and psychological (post-traumatic stress disorder, anxiety disorders, etc.) traumas. It provides an opportunity to shift the dominant consciousness of a traumatized individual from a depressive state to an active interest in motorcycle travel with like-minded individuals, offering relaxation and freedom of movement across diverse natural landscapes.

Keywords: *public administration, tourism activities, Lviv region, motorcycle tourism, event management, motorcycle festival, social rehabilitation.*

Problem setting. The Lviv region boasts a favorable and convenient geographical location, bordering western regions of Ukraine and having excellent transportation connections with all regions, as well as access to EU countries under a visa-free regime. The presence of numerous natural and historical-cultural attractions, coupled with the active involvement of local public administration bodies, regional tour operators, and other tourism entities in organizing various event activities, including festivals, provides opportunities for developing both traditional and new forms of tourism in the region, thus contributing to the growth of international and domestic tourism.

One of the rapidly developing new forms of tourism in Ukraine is motorcycle tourism. Its development and proliferation are attributed to the emergence of motorcycles as a mode of transportation in the late 19th century. Throughout the past century, motorcycle production has rapidly advanced, and transportation has been refined. Today, motorcycle tourism has its enthusiasts and is gaining popularity, especially among those who enjoy fast rides and adventurous experiences. Biker communities – clubs – are being established in various countries worldwide, adopting their own codes and laws, organizing motorcycle gatherings, festivals, typically culminating in motorcycle parades

through the host city's streets in the evening. The fiery spectacle from the bikes' headlights and the loud sounds of engines attract the attention of residents and guests of the city, who enjoy watching the motorcyclists ride by. Combining motorcycle tourism with other forms of tourism always works to increase the audience of enthusiasts, allowing for its dynamic development in the future and generating revenue at both national and regional levels, as well as directly within the tourism industry.

Recent research and publications analysis. Theoretical and practical aspects of tourism development in Ukraine and worldwide are highlighted in the works of Ukrainian scholars such as O. Beydyk, Zh. Buchko, S. Dombrovska, O. Melnychenko, V. Matsola, O. Postupna, O. Tokareva, N. Fomenko, V. Shvedun, and others. The current state and development of tourist-recreational resources in the Lviv region, as well as the problems and prospects of their development, are studied in scientific publications by M. Biletskyi, S. Bylovs, I. Hrytsiuk, D. Kadnichanskyi, O. Klapchuk, L. Kotyk, Yu. Mihuschenko, V. Monastyrskyi, N. Pankiv, P. Romaniuk, O. Savitska, M. Topornitska, and others. The scientific foundations for the development of motorcycle tourism are laid out in the works of O. Huslytskyi, M. Dovhan, I. Zygunova, O. Kolotukha, L. Martseniuk, Ye. Natyahanchuk, Yu. Rymar, M. Cherednychenko, V. Shyshka, and others.

Despite the significant contribution of Ukrainian scholars to research on the development of motorcycle tourism in Ukraine, unfortunately, the question of defining the possibilities for the development of this type of tourism at the regional level remains overlooked by the authors, as well as determining the role of public administration bodies and tourism entities.

Paper objective – generalization of domestic and international experience in the development of motorcycle tourism, outlining its potential for social rehabilitation of the population; determining the possibilities for the development of motorcycle tourism at the regional level (using the Lviv region as an example) and clarification of the role of regional public administration bodies and tourism entities in this process..

Paper main body. The Lviv region often serves as a venue for hosting event activities, including motorcycle, car, and retro festivals. Most of them take place in the

regional center - Lviv city. For instance, one of the first events in the framework of motorcycle tourism took place in 2013 - the VI International Gold Wing Festival (held for 5 days - from May 26 to May 30). The organizer of the event at that time was the Gold Wing - Ukraine motorcycle club, which is an official member of the European Federation "Honda Gold Wing." The festival always features a rich program of shows (entertainment, concerts, motorcycle rides, exhibition of vehicles, culinary events, etc.) and ends with a festive fireworks display. Traditionally, as part of the festival in Lviv, there is a "Parade of Nations" and a "Parade of Fires." This is when bikers first gather near the Lviv City Council, and in the evening they ride through the city with raised flags and various lights from motorcycle headlights, creating a unique festive atmosphere. This event is attended annually by over 500 foreign motorcyclists from 25 European countries, including Poland, Belgium, Great Britain, Germany, Greece, and others. Undoubtedly, the local authorities always ensure the safety of such events, so the column is usually accompanied by traffic police vehicles. On one hand, they ensure the safety of participants, motorists, pedestrians, and spectators of the motorcycle show, and on the other hand, they add additional fiery diversity with their flashing lights. Overall, the motorcycle festival, with its evening show, creates an unforgettable atmosphere for the city's residents and guests.

Another event within the framework of motorcycle tourism took place in Lviv at the initiative of the international association of Harley-Davidson motorcycle owners - the Harley Owners Group (H.O.G.), founded in the USA in 1983. In July 2021, Lviv celebrated the first anniversary of the establishment of the H.O.G. West Chapter Ukraine - a local branch of H.O.G., registered in June 2020. This is the largest association of Harley-Davidson motorcycle owners in the world, with over 1 million participants. The number of participants from Ukraine at the anniversary celebration was 20 - participants who united Lviv and Western Ukraine. The celebration was accompanied, as always, by a ride of bikers, which followed this route: the center of Lviv (near the Town Hall) - Lypynskoho Street - ring road - Vynnyky city - Trakt Hlynyansky Street - Bohdanivska Street - Staroznesenska Street. To facilitate the bikers' ride, local authorities temporarily closed the traffic to ensure the safety of the participants and spectators. After the ride,

Ukrainian and foreign motorcycle clubs gathered for a joint meeting to continue the celebration. In 2021, foreign bikers came from Poland, Slovakia, Austria, Hungary, Belarus, and the Baltic countries. As noted on the bikers' association page on Facebook, during the event, 200 liters of Irish whiskey, 500 liters of craft beer, a large amount of meat and steaks for roasted beef, as well as plenty of coffee, hookahs, cigar tasting, and a final festive fireworks display were prepared.

One of the first motorcycle festivals to take place in the Lviv region is the "Lviv Triangle" festival. This name is symbolic because it is associated with the route of the first car races held in Lviv in 1930. At that time, motorcycles also participated in the races, which were divided into three classes alongside cars. The initial races were organized as local events for Polish racers. Throughout the 1931-1933 period, the races were organized annually and gained international status. After 1933, the races were suspended due to the difficult economic situation, followed by the Second World War, and were only resumed in 2011. Since that year, the races have become annual events, always preceded by a car festival showcasing rare vehicles (cars, trucks, buses, motorcycles, and even military equipment). Several cups are awarded at the races: the Solomiia Krushelnytska Cup (for female winners), the Vasyl Rostovskyi Cup (for participants on "humpbacked zaporozhets" cars), cups according to the car class (the main one being the Great Cup for pre-war cars - up to the 1940s), and for vintage cars (up to 1982).

In June 2023, the 5th retro motorcycle race took place on the historic Lviv Triangle track. These races were special as they honored the memory of the famous participant in Lviv races, Jan Ripper Sr. The race was led by his son, Jan Ripper Jr. Representatives from Ukrainian and Polish communities, as well as participants from the USA, Canada, and other European motorcycle clubs, joined the race. All participants rode retro motorcycles. Additionally, within the festival, there was an exhibition of retro vehicles. The most rare cars were showcased, including the 1912 Ford T, "Zaporozhets" cars, ZAZ-968MP pickup (arrived from Latvia), Mercedes-Benz 170V, Moskvich-400 with a wooden body, known as "Buratino," and others.

The above-mentioned facts regarding the organization of event activities within the framework of motorcycle tourism indicate that Lviv is not only a regional and tourist center of Ukraine, but also provides opportunities for hosting motorcycle festivals and serves as a platform for gathering and communication among Ukrainian and foreign vehicle owners. However, considering the current conditions in which Ukraine finds itself today - participating in a full-scale war against the Russian aggressor, there is a need to explore new approaches to utilizing existing tourist resources, opportunities, and experience for organizing and conducting the social rehabilitation of Ukrainian military personnel and civilian citizens affected by the war.

Social rehabilitation is a complex of measures aimed at returning individuals to normal life, work, or education, forming a positive attitude towards themselves and others, restoring social and communicative ties, and physical and psychological strength. In peacetime, it is effective to implement rehabilitation measures at the onset of the problem. However, in Ukraine, which has been at war for more than two years, a large number of people experience deep depression and require assistance, primarily from psychologists and social rehabilitation specialists. Often, this problem is quite complex. One of the new types of social and physical rehabilitation is considered motorcycle tourism, which is considered a form of active recreation and a subtype of sports tourism. During motorcycle trips, routes are traversed on motorcycles and other motorized vehicles. According to O. Kolotukha, "the complexity of motorcycle trips depends on the inclusion of classified sections in their routes, or sections similar to them in character, the number of obstacles, and the technical difficulty of overcoming them" [3]. Motorcycle tourism is a rather dangerous sport and is not suitable for everyone. There are specific requirements for sports motorcycle tours, including requirements for the use of more advanced motorcycle equipment. Sports motorcycles are expensive and not always accessible to motorcycle enthusiasts. Today, there is a wide selection of motorcycle equipment available in the rental market, in motorcycle clubs, and in stores, which can also be used by people with disabilities, significantly expanding the opportunities for tourists. In this case, motorcycle tourism, although considered one of the dangerous types

of tourism, is quite accessible not only due to the wide range of motorcycle equipment but also because it offers unfixed routes (routes can be developed independently and adjusted at any time) and is focused on obtaining various sensations rather than obtaining places, titles, and ranks.

Lviv region boasts magnificent landscapes – nature, terrain, and historical-cultural landmarks. As noted above, even in the conditions of war, motorcycle tourism continues to develop in Ukraine. It includes day trips to nature reserves, various landmarks in neighboring regions, visits to friends and relatives, recreational facilities, festivals, and holidays, among others. In the Ukrainian tourist market, motorcycle tours to Pereiaslav, Kaniv, along the landscapes of Cherkasy, Kyiv, Khmelnytskyi, Lviv, Ternopil, Poltava, Vinnytsia, and Podillya are offered. These routes wind through river valleys and canyons, pass by noble estates, rocky monasteries, fortresses, and palaces. Such motorcycle trips are an excellent option for a short day tour. Ukrainian motorcycle enthusiasts, like enthusiasts from different countries, are attracted not only to their own country's territory but also enjoy traveling around the world.

Today, there are fascinating facts about the best motorcycle journeys in the world. For instance, in 1903, J. Wyman (USA) made the first long-distance motorcycle trip across a continent, covering over 6,000 km (due to limited gasoline supply, he had to pedal part of the way); in 1912, C. Klenz (USA) completed the first round-the-world motorcycle journey (lasting 10 months); in 1952, Che Guevara (Latin America) organized a motorcycle expedition with a friend-physician, but they had to carry the motorcycle for a significant portion of the journey as it constantly broke down; in 2002, C. Sanders (UK) completed a solo journey in just 19 days, covering 32,000 km faster than others; in 2009, V. Yarets (a deaf-mute resident of Minsk, Belarus) embarked on a round-the-world motorcycle journey and is still on the road. During this time, he visited 138 countries and covered 750,000 km. He is now 73 years old. These facts only prove that anyone can appreciate or challenge their abilities, replicate established records, or set new ones and understand how easy and convenient it is to ride a motorcycle and how exciting a journey can be.

On the global tourism market, there is a wide selection of motorcycle tours available. Ukrainian tour operators offer motorcycle trips to countries such as Portugal, Spain, Romania, the USA, and others. Regarding Portugal, a route covering 1,200 km on asphalt roads is offered on a rented motorcycle (Honda NC750X or Yamaha Tracer 7 GT). The motorcycle tour includes riding along the Atlantic Ocean (starting and ending in the capital of Portugal, Lisbon), visits to historic cities, authentic villages, mountainous serpentine roads, and one of the best motorcycle roads in the world in the Douro River Valley. The tour lasts for 7 days, including 5 riding days. The cost of the tour is 2,000 euros. On average, tourists cover 200-250 km per day. Interesting tourist locations on this journey include Lisbon - one of the world's civilization centers with a large number of architectural landmarks; Coimbra - one of the country's most beautiful cities (former capital), the city center is a UNESCO World Heritage Site; Aldeias do Xisto - a mountainous region in the center of the country famous for its picturesque small villages (almost all houses are made of slate); Torre Mountain - the highest peak (1,993 m) of mainland Portugal and the Serra da Estrela mountain range (an asphalt road leads to the summit); Porto - the country's second-largest city, famous for its port wine worldwide, and has numerous historical and architectural landmarks, known for its cuisine; Praia do Norte (Nazaré) - a beach known worldwide for some of the tallest waves in the world, reaching up to 30 m in height; Cape Roca - the westernmost point of the European continent, where a lighthouse, post office, and souvenir shop are located on a 140-meter cliff.

The motorcycle tour through Spain involves a journey through the southern part of the country, crossing the Sierra Nevada mountain passes, the Górfabe desert, visiting a tour of the Alhambra (architectural and park ensemble, a monument of Moorish architecture and Islamic art of the 13th-16th centuries), and riding along the Mediterranean Sea. Tours in Romania include motorcycle rides on some of Europe's best serpentine roads - the Transfăgărășan and Transalpina, as well as visits to the famous Dracula's Castle, medieval quarters of Brașov, and a descent into the Turda Salt Mine, known for its mysteries and legends. Tours in the USA differ in that the highway runs along the ocean, and also offer

a journey through Death Valley, the Grand Canyon, the Valley of the Monuments, and more.

Conclusions. Overall, it can be confidently stated that the development of motorcycle tourism reflects the evolution of a specific motorcycle travel culture. From its early stages to modern forms, motorcycle tourism has evolved into a lifestyle, combining adventure, speed, and the discovery of new routes. In Ukraine, this form of tourism has significant potential due to its diverse natural landscapes and rich historical and cultural heritage. To further develop motorcycle tourism, organize and conduct motorcycle festivals at the regional level, it is necessary to unite the efforts of public authorities, motorcycle clubs, tourist enterprises, hospitality establishments, and other stakeholders.

Considering that the Russian-Ukrainian war continues, creating significant obstacles for the development of motorcycle tourism in Ukraine, primarily threatening the lives and health of people, the western Ukrainian regions can serve as centers for such events and motorcycle trips. Therefore, motorcycle tourism is not only a promising direction for the tourism industry of the region but can also become a new form of social and physical rehabilitation for people with war-related injuries, both physical (shrapnel and gunshot wounds, burns, etc.) and psychological (post-traumatic stress disorder, anxiety disorders, etc.). It provides an opportunity to shift the dominant focus of a traumatized individual's consciousness from a depressive state to an active interest in motorcycle travel in the company of like-minded people, to relaxation, and freedom of movement through diverse natural landscapes.

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