

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«Promotion on the international market of tourist product
of sports and health tourism of Ivano-Frankivsk region»**

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Task

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1. Topic of the final qualifying paper (project)

«Promotion on the international market of tourist product of sport and health tourism of Ivano-Frankivsk region»

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The purpose of the research is to study the theoretical and practical aspects of promotion on the international market of a new tourist product of sport and health tourism of Ivano-Frankivsk region and develop marketing strategy for its improvement.

Object of the research process of development of the strategy of promoting on the international market of regional tourist product of sport and health tourism.

Subject of the research theoretical and practical aspects of promoting on the international market of tourist product of sport and health tourism of Ivano-Frankivsk region.

4. Illustrative material: tables: classification of the sports tourism, recovery factors in the recreational tourism, segments of children's tourism, features of the recreational tourism of Ivano-Frankivsk region, scheme of the strategy of promoting the tourist brand of PE «Chaban» enterprise; figures: structural and functional model of tourist activity, recovery factors in the recreational tourism, classification of the sports tourism, features of touristic product's promotion, contemporary features of the recreational tourism of Ivano-Frankivsk region, strategy of attracting consumers; pictures: entrance flow structure to the Ivano-Frankivsk region for 2017, comparison of the summer camps industry of USA, Russia, Croatia and Ukraine in 2017; appendixes: the strategic marketing process in tourism services, recreational capacity of administrative units of the Ivano-Frankivsk

region, detailed information about a legal entity, the income statement of PE «Chaban» for 2017, general operational information about PE «Chaban».

5. Consultants of the research and titles of subsections that were consulted:

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INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF THE TOURIST'S PRODUCT PROMOTION OF SPORTS AND HEALTH TOURISM.

1.1. Theoretical basis of sports and health tourism

1.2. Promotional strategy of tourism product and its specific features

1.3. Contemporary trending features of the sports, health tourist product and their visual identity components

Conclusions to part 1

PART 2. ANALYSIS OF PROMOTION STRATEGY OF TOURIST PRODUCT OF SPORT AND HEALTH TOURISM ON THE BASIS OF PE «CHABAN» ON THE INTERNATIONAL MARKET

2.1. Characteristic of sport and health tourism potential of Ivano-Frankivsk region

2.2. Assessment of tourism destination promotional strategy of Ivano-Frankivsk region at PE «Chaban» enterprise (Bukovel, Polyana village)

2.3. Assessment of the competitive environment of sport and health tourism at the local and foreign market

Conclusions to part 2

PART 3. IMPROVEMENT OF THE PROMOTIONAL STRATEGY OF IVANO-FRANKIVSK REGION TO THE INTERNATIONAL MARKET

3.1. Development of tourism destination promotional strategy for Ivano-Frankivsk region to the international market

3.2. Elaboration and evaluation of the most successful promotional plan for the tourism product of Ivano-Frankivsk region

Conclusions to part 3

CONCLUSIONS

REFERENCES

APPENDIXES

7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
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PLAN

INTRODUCTION.....	7
PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF THE TOURIST'S PRODUCT PROMOTION OF SPORTS AND HEALTH TOURISM.....	10
1.1. Theoretical basis of sports and health tourism.....	10
1.2. Promotional strategy of tourism product and its specific features.....	21
1.3. Contemporary trending features of the sports and health tourist product and their visual identity components.....	27
Conclusions to part 1.....	31
PART 2 . ANALYSIS OF PROMOTION STRATEGY OF TOURIST PRODUCT OF SPORT AND HEALTH TOURISM ON THE BASIS OF PE «CHABAN» ON THE INTERNATIONAL MARKET.....	33
2.1. Characteristic of sport& health tourism potential of Ivano-Frankivsk region.....	33
2.2. Assessment of tourism destination promotional strategy of Ivano-Frankivsk region at PE «Chaban» enterprise (Bukovel, Polyana village).....	40
2.3. Assessment of the competitive environment of sport and health tourism at the local and foreign market.....	43
Conclusions to part 2.....	47
PART 3..... IMPROVEMENT OF THE PROMOTIONAL STRATEGY OF IVANO-FRANKIVSK REGION TO THE INTERNATIONAL MARKET.....	49
3.1. Development of tourism destination promotional strategy for Ivano-Frankivsk region to the international market.....	49
3.2. Elaboration and evaluation of the most successful promotional plan for the tourism product of Ivano-Frankivsk region.....	57
Conclusions to part 3.....	60
CONCLUSIONS.....	62
REFERENCES.....	64
APPENDIXES	

INTRODUCTION

Recent worldwide tourism trends under impact of socio demographic shifts, health awareness and changes in consumer behavior have become important determinants and critical factors of success for what might be termed “new tourism”. It reveals increased public interest in travel centered on values connected to the human body, such as health and fitness. The background for such development have been caused in Barcelona in 2001 when the General Secretary of World Tourism Organization (UNWTO) together with the President of the International Olympic Committee were joint signatories to a communique recognizing sports and tourism as «forces for mutual understanding». This symbolic gesture resounded around the world like a ‘starter’s pistol’, releasing what has become one of the fastest growing sector in the global travel and tourism industry. As a result, today, sports-related tourism can no longer be regarded as a niche sector of tourism [44].

Tourism in Ukraine is similarly undergoing significant change and facing specific challenges. And challenges call for new perspectives. According to the Ukrainian online magazine Tourprofi at least two dimensions of the change can be identified: new forms of tourism, characterized by the tendency to depart from mass tourism; the diffusion of information and communication technologies, with a pervasive effect on the creation, production and consumption of the tourist product [44].

So from such affirmations we are coming to the aim of this final qualifying paper.

The purpose of the research is to study the theoretical and practical aspects of promotion on the international market of a new tourist product of sport and health tourism of Ivano-Frankivsk region and develop marketing strategy for its improvement.

Object of the research process of development of the strategy of promoting on the international market of regional tourist product of sport and health tourism.

Subject of the research theoretical and practical aspects of promoting on the international market of tourist product of sport and health tourism of Ivano-Frankivsk region.

The theoretical and methodological base of the research consists of four groups of sources. The first includes the author's publications on the subject matter. The second includes educational literature (textbooks and manuals, reference and encyclopedic literature, comments on the legislation). The third category includes scientific articles in periodical journals on the subject of research. And the fourth is specialized websites of organizations.

To provide general characteristic of theoretical basis of sports and health tourism. And find out what category children's tourism belongs to (in particular recreation in child camps).

In the course of performance of final qualifying work some *tasks were adopted*:

- 1) To conduct an analysis of existing theoretical and methodological approaches in the domestic and foreign literature to meaning “promotion“.
- 2) To clarify contemporary influence of promotional strategy for touristic enterprise and expansion of its products on the foreign market.
- 3) To research information about touristic attraction for visitors of Polyana village (Ivano-Frankivsk region).
- 4) To outline the existing domestic tourist market of recreation and health tourism with foreign.
- 5) To assess the competitive environment of sport and health tourism at the foreign market and give a characteristic for the main competitors.
- 6) To identify the peculiarities of the process of forming a strategy for promotion of the touristic product and services.

- 7) To formulate possible strategy and the stages of promoting the tourist brand of the Ivano-Frankivsk region.
- 8) To propose directions of optimization of children`s tourism.
- 9) To develop brand strategy for «Chaban» kids camp and to forecast the profitability and successful optimization of activities for such camp.

Over the past 20 years researchers have defined 'sports tourism' in many different ways. A universally accepted starting point is that provided by Standeven and De Knop named all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons that necessitates travel away from home and work locality [9, p. 59-69]. Daniel Bell wrote that if an industrial society is defined in terms of the quantity of goods that designate a standard of living, then the postindustrial society is determined by the quality of life measured by services and various amenities - health, education, recreation and culture - that have become desirable and accessible to everyone.

Various aspects and problems of the development of sports and health tourism have been highlighted in the works of numerous domestic scholars such as: Grabovsky Y.A., Skaliy O.V., Grishnowa O.A., Bulashev A.A. [16, 17, 5], however, this topic needs further research.

PART 1

THEORETICAL AND METHODOLOGICAL BASIS OF THE PROMOTION OF TOURIST PRODUCT OF SPORT AND HEALTH TOURISM

1.1. Theoretical basis of sports and health tourism

We define that the generic, system-forming basis for the classification of tourism serves the purpose of this activity. Then based on the main goals functions of tourism the system of tourist activity can be divided into three subsystems (three types of tourism): cognitive tourism, recreational tourism, sports tourism. Tourist activity classified by us on the basis of its functions we present in the form of a visual, graphical model. In the general system of tourist activity, we distinguish three interacting subsystems: excisional and informative, recreational and wellness and sports activities according to Hanopolskiy V.I. (Fig. 1.1).

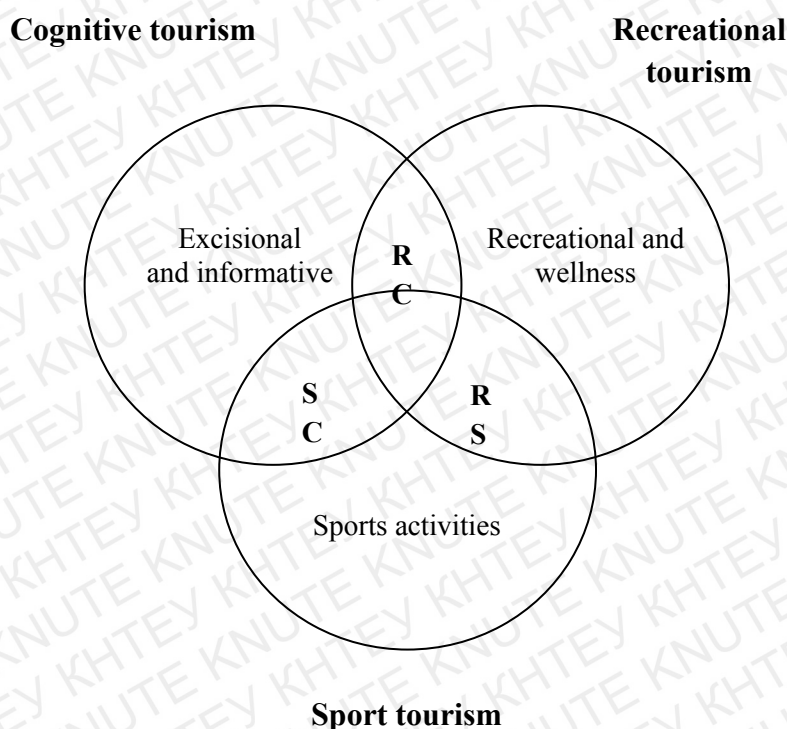


Fig. 1.1 Structural and functional model of tourist activity

According to: [32, pp. 18-20].

The symbols used in the figure: RC – recreational and cognitive; SC – sports and cognitive; RS – recreational and sportive. Tourism activities within the

framework of the subsystems of excursions and informative, recreational and sports tourism should include those activities where the corresponding goals are dominant (the main purpose of trip is self-education) can be attributed to the subsystem of excursions and informative tourism. Campaigns on classified routes accompanied by overcoming natural obstacles respectively belong to the subsystem of sports tourism. Trips to the resort with the purpose of swimming and beach recreation - to the subsystem of recreational and health tourism. If it is desired, these subsystems of tourism can be further divided in accordance with the more specific goals and essence of various tourist activities.

Recreational tourism is one of the main subsystems of tourist activity that make up the content of such tourism subsystem are aimed at the enhanced restoration of the physical, intellectual and emotional forces of a person. Simplified goal of recreational tourism can be formulated as a full-fledged rest and health improvement of a person by means of tourism. The tasks of recovery of participants in tourist recreational activities are virtually inseparable from the tasks of their good rest (solved jointly) [3, p. 16].

Effective rest and recovery of participants in recreational and tourist activities are also promoted by ensuring sufficient muscular activity, eliminating the adverse effects of «muscular hunger» and training the main functional systems that ensure the health of the body: cardiovascular, respiratory, motor, neuro-endocrine, etc.

Therefore we can call recreational tourism at the same time and health tourism. Moreover if a particular technology of rehabilitation is specifically used in the events (the method, means of rehabilitation are chosen, appropriate measures are planned), then emphasizing their given direction, we will call them recreational and wellness. In other cases, it should be understood that any recreational tourist event also has a health orientation (health motive), and the healing process takes place by itself in the context of passive or active recreation.

Concluding all above in Figure 1.2 it can be added that the way recreational tourism makes it possible to eliminate or weaken the effect on a person of the

adverse factors of everyday reality (neuro-emotional overload, excessive poor diet).

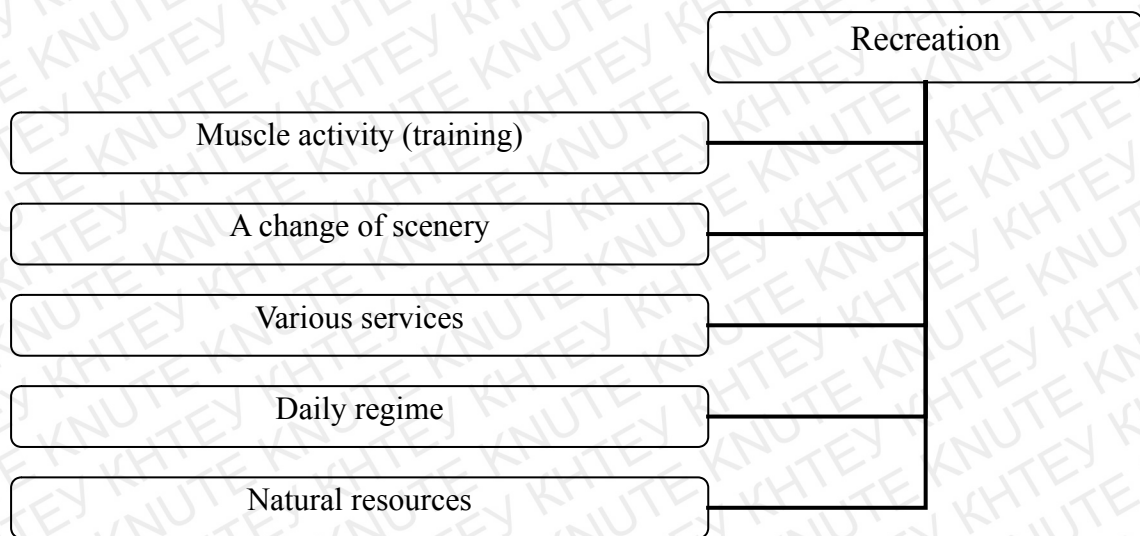


Fig. 1.2 Recovery factors in the recreational tourism

According to: [7, p. 15]

The classification of recreational tourism activities based on the «narrow» goals and objectives of recreational tourism activities («broad» goal, it is clear - participants' recreation) let us highlight in the recreational tourism subsystem such tourist activities:

- recreation and relaxation;
- recreation and health;
- recreation and education;
- recreational sports tourism [9, p.75-78]

Recreation and relaxation (including rehabilitation) tourism is actually recreational tourism. It is dominated by one main goal - a complete rest and recreation of tourists (tourists are «removed» from their usual, boring reality and are «immersed» in a bright new natural context, which has significant recreational potential and carries bright impressions and adventures). Example of such an event is a trip to the seaside resort. We have previously commented on (here is the validity; and health resources in the form of sea, sun; and the standard «package» of entertainment, ranging from actually charring on the beach and ending with the contemplation of oriental beauties).

Recreation and health tourism, in tourism events certain health technologies are purposefully used; the emphasis in planning is specifically to improve the health of tourists. For rehabilitation tourism (the form - a trip to a sanatorium and resort rest) is characterized by technologies that allow to return the state of health to the status that is characteristic of a person before the disease. These technologies include dosed walks in the natural environment, special dietary meals, the use of medicinal mineral waters, etc. For self-healing tourism (the form is a health trip of the weekend), technologies are used to preserve and even improve the health of the participants. Such technologies, first of all, include the measured physical activity in the natural environment, hardening procedures, etc.

Educational and recreation tourism in the graphic model of tourist activity (Fig. 1.1) lies in the area of interacting subsystems of recreational and cognitive tourism. To this kind of recreational tourism we will assign tourist activities with two dominant goals: recreation and the acquisition of new (for yourself) knowledge. Consequently in this section of recreational tourism can be any recreational tourist travel where some kind of excursion program is planned.

Recreational sports and sporting activities attribute all recreational tourist events to where technologies of various kinds of sports (alpine skiing, scuba diving, jogging, ski races,) are actively used for a good rest and recuperation. In such events, besides the motive of full-fledged rest, the participants clearly traced the motive of personal sports improvement (the desire to improve skiing techniques, orienteering techniques, rafting techniques and kayaking, etc.) and sports excitement.

In addition to the classification based on the content, the purpose of tourist activities, specialists in the field of physical culture is very important and the classification of tourist activities in terms of the level of motor activity of its participants. As mentioned earlier, in the tourist activity, it is possible with certain assumptions, to identify the «active» and «passive» forms of tourist activities. Based on the material of scientist Ryzhkin [34, pp. 55-57] the following main

features inherent in active form of recreational and recuperation tourism can be formulated in the following theses:

- When implementing an event the means of active tourism are used (walk, trekking, competitions)
- The event uses sports technology (ski, water slalom, scuba diving, equestrian sports, game sports)
- Activities are based on the use of the participants' motor power or their motor power is an essential part of the program
- Events include cultural and cognitive aspects and contain intellectual and emotional components
- They are mostly entertaining (hedonistic) character
- Implemented in natural conditions
- Have a certain scientific and methodological base

It is worth mentioning that the above classification of recreational tourism is not perfect. If you think about it then we will not be able to define clear «boundaries» between the taxons we have identified. For example rafting which we attributed to recreational and sports tourism (using water tourism and rowing slalom technologies) according to its goals is a recreational and recreational event. Agro tourism with the use of ecological excursions (tourist walks) will smoothly pass from the category «passive» to the category «active» [34, p.30].

Sport tourism due to scholars Weed and Bull such concept is clearly problematic due to it resulting from a fusion of two separate terms both of which are complex in their right. Given this complexity, it is clear that an understanding of sport and tourism as separate spheres must be provided before a conceptualization of sports tourism can be achieved [3, p 19].

One of the most popular definition of sports tourism is that formulated by H. Gibson who says that sports tourism signifies tourist trips involving a change in the everyday lifestyle in order to participate in sports activity (active sports tourism), or to watch sporting events (event sports tourism/ fan-tourism) or to visit sports attractions (nostalgia/sentimental sports tourism) [10, p. 45].

This definition encompasses both, active and passive participation. It is also worth referring to the definition formulated by J. Standeven & P. de Knop (2000), according to which sports tourism includes all forms of active and passive engagement in physical activity, both occasionally or regularly, which is undertaken for non-commercial or non-business purposes, and which requires travelling outside the place of permanent residence and work. The majority of the participants according to previous scientific researches of W. Alejziak, S. Bosiacki, D. Ilnicki, M. Pstrocka-Rak, I. Gruszka and Z. Kruczek) referred to these definitions.

Sports tourism differs from active tourism in that emphasis is put on the activity (sports discipline) itself while the aspect of travel is mostly limited to reaching the journey's destination [36].

According to the classification of Bonczak there are nine main branches of sports tourism. Basic classification is represented at Figure 1.3.:

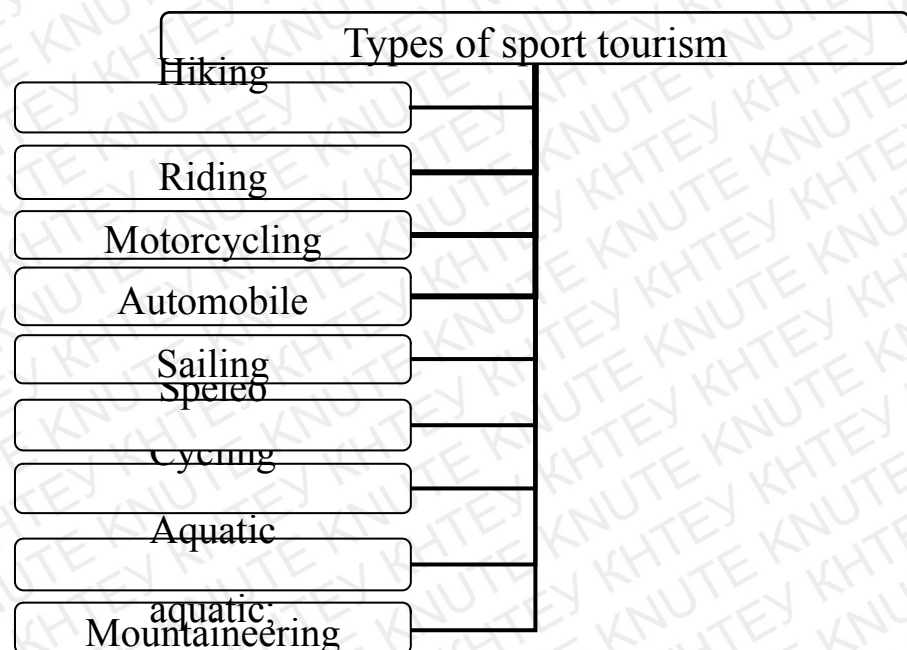


Fig. 1.3 Classification of the sports tourism

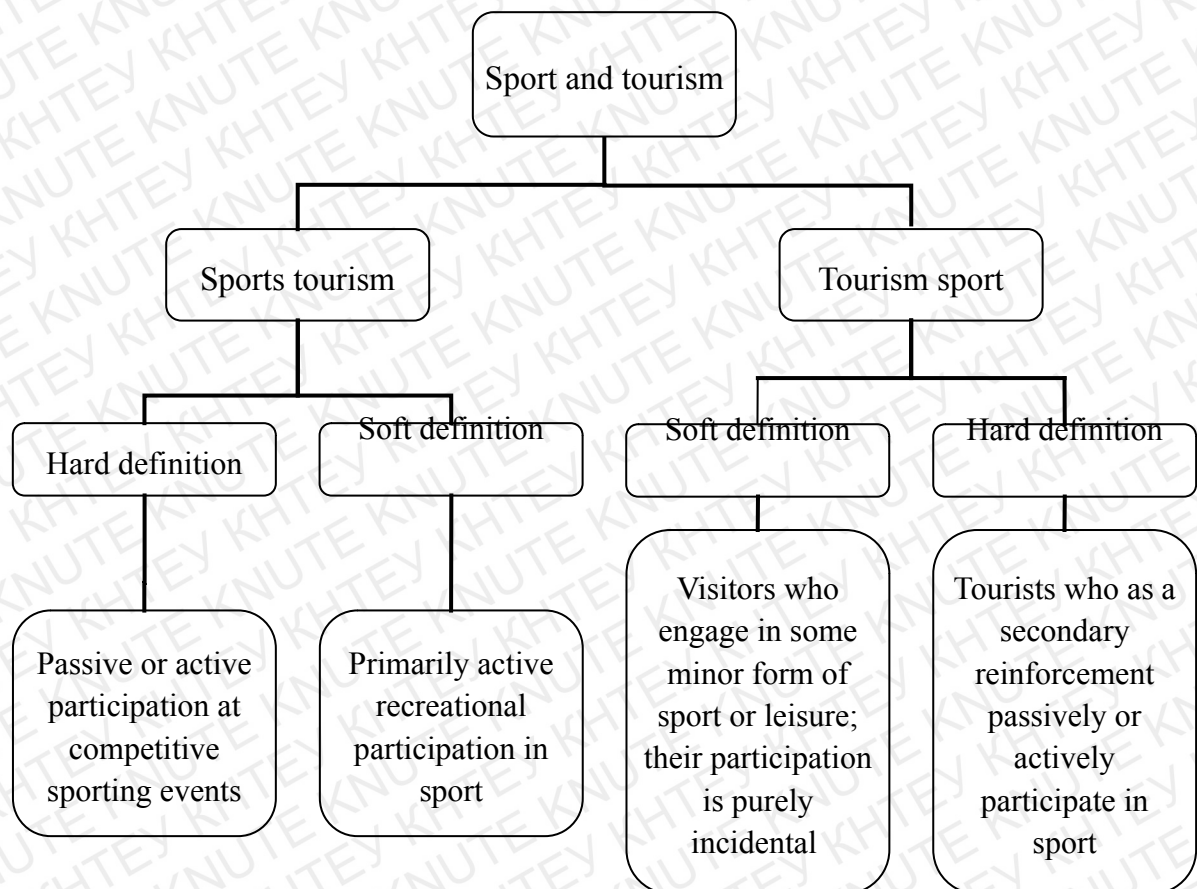
According to: [4, p. 58]

W. Alejziak started from explaining concepts such as physical culture, physical education, sport and recreation. In this way, he stressed that apart from the traditional understanding of sport, the literature on the subject also features the expression recreational sports – a type that involves those kinds of physical activity

undertaken only in free time, for fun or self-improvement which at the same time are safe, can be practiced throughout a person's life, giving pleasure and compensating for the deficiencies and hardships of the contemporary world.' At this point, it seems important to stress that the phenomenon is often referred to as «sport for all» or «common sport». This means both activity practiced at sport-recreational facilities (e.g. fitness classes), and outdoors (e.g. cycling in time off work) [36].

Much of the academic literature stems around the impact of tourism and major (mega) sporting events and less on many of the related topic areas. (De Knop, 1987, 1990; Glyptis, 1991). The main aim of the model is to illustrate the bisectional nature of the subject area and highlighting the segment list structure of sport and tourism in order to delineate further areas of focus. The following section introduces in detail the varying subject categories due to Kutrzman in Figure 1.4.:

Fig. 1.4 Consumer classification of sport and tourism



According to: [20, pp. 6-11]

Thus sports tourism is a form of tourism in its wider sense, and it is distinguished as a separate type on the basis of its connection with sport, both as regards actually doing it (engaging in physical activity, active participation in a given discipline either as an amateur or professionally), and attending sporting events as a spectator (e.g. fan-tourism).

Although categorizing sports tourism is not new [16, pp. 6-11], this subdivision of soft and hard categories clearly demonstrates four distinctive fields of study, each with quite different organizational, financial and academic methods and implications. For example the organizational and marketing processes within the sports tourism hard definition differ greatly from those utilized in the tourism sport hard definition.

Analyzing the sports tourism (left hand side of the model) it can be mentioned that section is devoted to the analysis of individuals and/or groups of people who actively or passively participate in competitive or recreational sport, whilst travelling to and/or staying in places outside their usual environment. The deciding criteria here, is that sport is the prime motivation to travel, though the touristic element may act to reinforce the overall experience (Fig. 1.4).

A hard definition of the sports tourist is quantified by active or passive participation at a competitive sporting event. The competitive nature of these events is the distinguishing factor. We can classify a hard sports tourist as someone who specifically travels (staying in places outside their usual environment) for either active or passive involvement in competitive sport. Therefore the sport is their prime motivational reason for travel. This encompasses major sporting events e.g. the Olympic Games, Wimbledon and the London Marathon.

A softer definition of the sports tourist would be someone who specifically travels and who is primarily involved in active recreational participation of a sporting/leisure interest; for example skiing and walking holidays.

Tourism sport comprises of persons travelling to and/or staying in places outside their usual environment and participating in, actively or passively, a competitive or recreational sport as a secondary activity. The holiday or visit being

their prime motivational reason for travel. Tourism a sport has been virtually ignored in the literature yet comprises a very important aspect of tourism and sport.

Hard definition in which one can distinguish between holidaymakers where the sporting element acts as a secondary enrichment to their holiday (passive or active). This category fits the hard definition of tourism sports because whilst the holiday is their primary motivation to travel, they will also expect to participate in some sport. Therefore sport will act as a secondary reinforcement to their vacation.

A soft definition of tourism sport involves visitors who as a minor part of their trip engage in some form of sport or leisure on a purely incidental basis. For example whilst visiting Skegness for the day they play or watch bowls or play putting on a local park; or visitors to Cambridge who punt on the river. This is deemed «soft» because their participation is purely incidental. One cannot exclude from this attempt to categories sport and tourism those tourists with no interest whatsoever in sporting games. For example regular visitors to Bath who suddenly find their week disrupted by the European Youth Olympic Games in 1995. Similarly those local sports enthusiasts who suddenly find their swimming pool out of use for two weeks due to some major championship. Both these examples have important planning implications, and call for careful consideration with regard to social and environmental impacts.

To sum up the term of sports tourism can be applied to a form of tourism distinguished on the basis of the travel motivation criterion. Thus it regards the behavior of consumers who consider sport to be a motivation to go on a tourist trip. All the experts taking part in the debate stressed the fact that sports tourism has both an active and a passive form as regards involvement. The most frequently mentioned types of activity undertaken as a part of sports tourism included trips made in order to:

- watch sporting events (fan tourism);
- visit sports facilities (so-called nostalgia sports tourism);
- participate in sporting events as competitors;
- do various forms of sports activity

Sporting tourism event includes hallmark events such as the Olympic games and the World Cup soccer championships. During the buildup to World Cup 1994, it was estimated that the event would attract 50 million foreign visitors to the United States who would spend 100 billion dollars [7, p. 70]. Events such as state high school championships, youth-oriented soccer tournaments, and non-profit community based sport events are just a few of the examples.

Active sport tourism includes individuals who travel to participate in sporting events comprise the active sport tourism category. These participatory events can take on a wide variety of forms in a wide variety of sports. Golf, kayaking, tennis, fishing, snow-mobiling and surfing are just a few examples of the sports that people travel to participate in. One researcher has gone one step further and subdivides this type of sport tourism into «Activity participants» and «Hobbyists». Activity participants travel to take part in competitions in their chosen sport, while hobbyists are those individuals who engage in sport related travel as a form of leisure.

Nostalgia sport tourism involves traveling to famous sport-related attractions. Visits to various sporting hall of fames such as the Women's College Basketball Hall of Fame in Knoxville, Tennessee and the Baseball Hall of Fame in Cooperstown, New York are examples of these sport-related establishments.

Differences and similarities of the subsystems of sports and recreational tourism. On the one hand the function of recreation is necessarily present in the framework of sports tourism events (most of them is carried out by people during vacation time). We have already said that the fundamental factors of recovery are similar for both recreational tourism and sports tourism.

The undoubted health-improving effect of the sportsmen's tourists in the mountainous areas with its unique microclimate, healing springs, nature and so on has in itself in essence the line between health and sports tourism is often difficult to define.

Nevertheless there is number of explicit differences between these categories of measures should be indicated once again. The comparison of recreational,

sports, medical and health types of tourism had been done within such categories as the dominant goal, the level of physical activity of participants, training process, risk level, rules of implementation at Table 1.1.

Table 1.1.

Distinctive features of sports and recreational tourist events

Categories (features)	Recreational tourism	Sports tourism	Medical tourism	Health tourism
Dominant goal	Rest and Recreation	Overcoming the route and improving sports skills	To obtain medical treatment	To obtain healthcare services
The level of physical activity of participants	Limited to physical recreation: dosed, relaxing	Well-going beyond physical recreation	Limited to physical activity: dosed, relaxing	Limited to physical activity: dosed, relaxing
Training process	Special training is not required or it is limited to recreational training	A regular sports and training process is required	Often is for surgeries (cosmetic or otherwise) or similar treatments	Wellness tourism is a related field
Risk level	Normal	Elevated	Almost minimal	Almost minimal
Rules of implementation	There are no uniform rules and requirements for the implementation of measures	There are Rules for tourist sports and discharge requirements introduced into the ESC	Almost all types of health care are available, including psychiatry, alternative medicine, convalescent care, and even burial services	Health-oriented, tourism ranging from preventive and health-conductive treatment to rehabilitation and curative forms of travel

According to: [9, p.155-170]

On the other hand there is a close relationship between the subsystems of recreational and sports tourism. It should be noted that events of a clearly recreational and recreational orientation often have a competitive character with elements of overcoming an obstacle course, the use of tourist equipment and travel insurance. Such events, for example, include corporate tourist gatherings, the

above-mentioned «rope courses». When conducting recreational tourist events, the technologies of sports, including technologies of sports tourism (rafting, canning) are used.

The segment of children's recreation and rehabilitation occupies the largest part in the structure of the market of children's tourism. First of all, the rest is carried out on the basis of health-improving organizations with a day stay, as well as country health camps on Fig. 1.5.

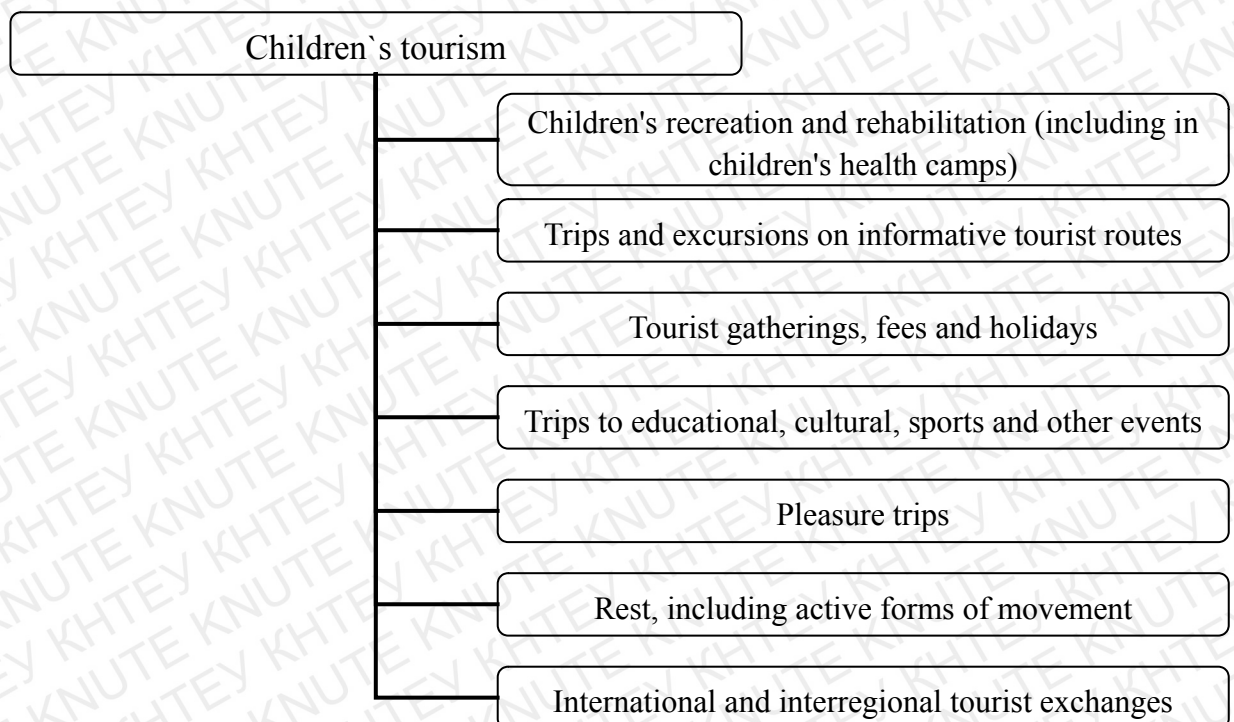


Fig. 1.5 Segment of children's tourism according to the purpose

According to: [6, p.55]

1.2. Promotional strategy of tourism product and its specific features

First of all it might be clarify the main concepts of promotion in tourism and strategic marketing of tourism business. A tourism product is the set of assets and services that are organized around one or more attractions in order to meet the needs of visitors. Key ingredients of a tourism product consist of:

- **An attraction:** These are the “raw materials” of the tourism product and as such are part of the territory where the business is located. They consist of the natural and cultural resources, places and events that, by their

characteristics or location in a context, awaken the visitor's interest and motivate his/her action.

- **Facilities and services:** Tourist facilities refer to the infrastructure, equipment and services that make the tourism activity possible: the tourist enjoys the attractions and does so in a safe environment.
- **Accessibility:** This facilitates visitors to access to the tourist destinations, including infrastructure, transport and communication services.

Tourism promotion – is called encouraging the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation [30].

Tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel. According to Salah Wahab, the objectives of promotion are: to make the tourist product widely known; to make it very attractive in order to encourage many people to try it; to make the message attractive without being dishonest [15, p.40].

The long-term existence and effectiveness of tourism depends not only on their ability to satisfy customers' needs and desires but to strategically respond to current challenges. Therefore, strategic marketing becomes a necessary practice for contemporary tourism services firms. In this sense, marketing strategies have been adopted by tourism firms in order to respond to current challenges, to achieve competitive advantage and to increase their effectiveness. Strategic marketing has been defined as 'an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer

value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives' [21 p. 12].

According to Mill and Morrison, the following three types of promotion help to modify the consumer's behavior in the stages of buying process (Fig. 1.6).

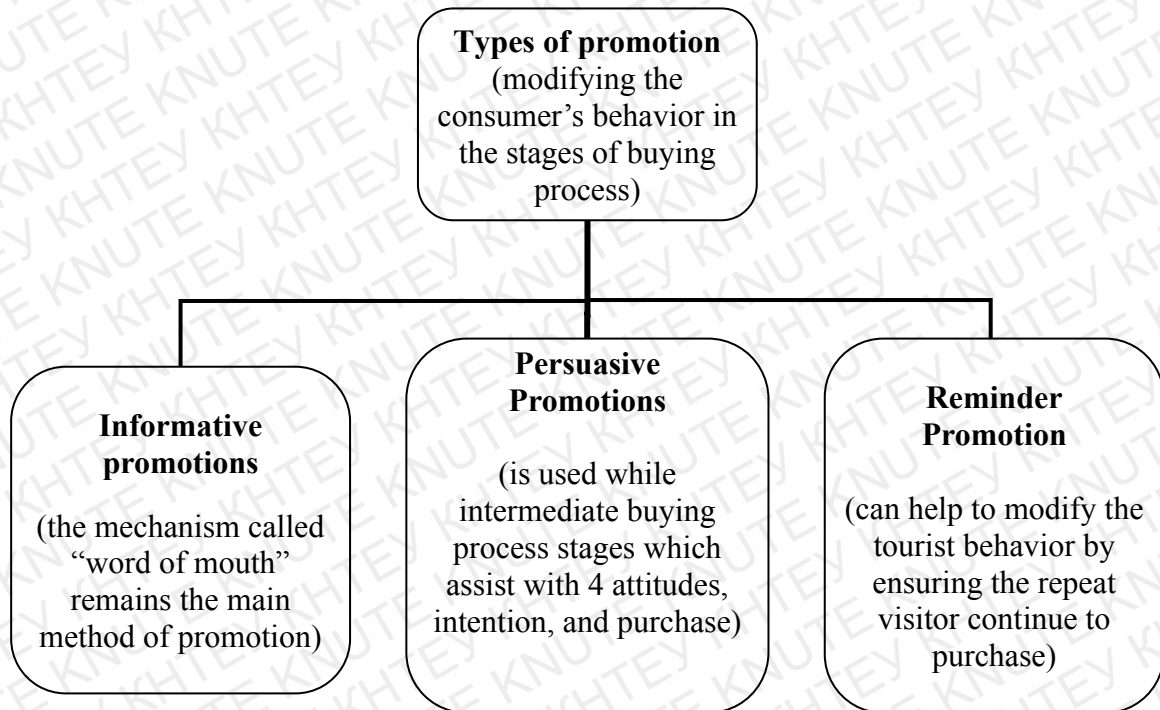


Fig. 1.6 Features of touristic product's promotion

According to: [21,p 15-30]

Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. But it is worth stressing that the mechanism called “word of mouth” remains the main method of promotion. Along with the loyalty of customers, the “unstructured” means are the most affordable, offering higher yields for small businesses at a lower cost. Therefore “invest in quality and save on advertising” is definitely the motto. On the other hand, it is important to remember that an increasing proportion of the so-called new tourists are independent tourists who organize their own trips thanks to the wide availability of information.

Secondly persuasive promotions work is used while intermediate buying process stages which assist with 4 attitudes, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use. It is quite clear from this statement that promotion plays a vital role to advertise any

destination and can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination [21, p 27].

We want to identify the main distribution and promotion channels that can be used in touristic promotion:

a) Sales through travel agencies are related to domestic and foreign travel agencies and is aimed at two generic segments: foreign tourists who buy travel packages and domestic tourists who make use of package tours.

b) Trade and tourism exchanges are an alternative form of presentation and sale of products to intermediaries and the general public (fairs and exhibitions). Their main advantage is the potential for establishing personal contact between different private and public tourism businesses.

c) Professional associations are an important vehicle for unifying their members' offerings, creating a corporate image, promoting public relations and participating in order to expand their presence in the domestic market, and to enter into agreements with new distribution channels or institutional customers.

d) Notes and press releases. Make use of this resource; select the media best suited to your product and your target audience; consider as well as the strategy used by competing destinations.

e) Internet is one of the most effective communication, information and promotion tools. Depending on accessibility and knowledge, explore and use different options (web sites, emails, web advertising) to contact your former clients to keep them updated, communicate with travel agencies and publicize on different web pages, among other things.

Successful marketing strategies require the recognition and understanding of global business challenges, the development and leverage of distinctive capabilities, the provision of superior customer value and immediate response to competitors' actions. A marketing strategy should make the most of a company's

strengths (capabilities) and matches them to the customer value requirements. Furthermore, a marketing strategy should be flexible in order to respond to changes in consumers' needs, desires and preferences and be able to identify new market segments and target them successfully. Then, a marketing strategy can lead to superior business performance and sustainable competitive advantage.

Tourism firms need to be cognizant of the factors influencing their marketing strategy such as resources and competencies they possess, or should acquire the opening and closing of strategic windows, the nature of competition in the tourism industry and the stage of the marketing or industry life cycle. A competitive marketing strategy also requires decisions on the product market in which a tourism firm competes, the level of investment needed, the functional area strategies (product line, positioning, pricing, distribution, information technology, segmentation and global strategy), the strategic assets, competencies and synergies matched with the functional area strategies and the allocation of resources among the business units [22, p. 13].

A competitive strategy refers to developing a broad formula for how a business is going to compete, what its goals should be and what policies will be needed to attain these goals. Competitive strategy is a combination of the ends or goals for which the firm is striving and the means or policies by which it is seeking to get there [22 p. 40].

A general process for implementing strategic marketing in a tourism firm as well as in every other type of a service company is presented on picture in Appendix B. The process consists of three major phases: Planning, Implementation and Control. Each phase includes several activities and steps that need to be taken.

During the Planning Phase, tourism firms need to conduct a number of analyses such as industry, market, competition, business and customer analyses in order to understand the economic and market environment in which they operate, evaluate their capabilities, identify opportunities and set goals that are realistic and achievable. By analyzing the external environment (threats and opportunities), and the internal environment (weaknesses and strengths), tourism firms can use this

information to think about the focus strategy and other supporting or complementary strategies they could adopt. Moreover, when selecting the appropriate marketing strategy, tourism firms need to consider their available resources and capabilities as well as the new assets they need to acquire and the new skills they need to develop in order to implement the strategy efficiently and effectively [27, p. 185].

After selecting the marketing strategy, the next step is Strategy Implementation. The focus strategy selected should influence both the target marketing strategy (segmentation, targeting and positioning) as well as the marketing mix of the tourism firm. At the same time, both target marketing and the marketing mix can influence the implementation of the selected strategy. Target marketing refers to strategic launch decisions whereas marketing mix decisions refer to tactical launch decisions.

Target marketing and marketing mix are considered here as a baseline marketing strategy and tactic, respectively, that all tourism firms need to embrace. Due to differences in consumers' needs, preferences and desires, target marketing is considered a prerequisite strategy implemented in tandem with any other marketing strategy. The current marketing mix of the firm also should influence strategy implementation while at the same time it should be modified to serve the purposes of the selected strategy. Thus, a tourism firm should execute the selected marketing strategy by making use of all the available resources and competencies.

The process ends with the Control Phase where the selected strategy is evaluated. This stage involves measurement of the marketing strategy results, comparing the outcomes with the goals set and correcting negative performance deviations. This phase provides feedback to the previous phases of the strategic marketing process in order to make the necessary adjustments. Full circuit is presented and can be seen at Appendix B.

1.3. Contemporary trending features of the sports and health tourist product and their visual identity components

We can observe that increased public interest in travel centered on values connected to the human body, such as health and fitness, influences on vector of development which is taken by the leading countries too. According to the World Economic Forum, the BRICS economies are the most competitive union among all countries and are distinguished by their significant regional and global influence. As of 2015, BRICS countries represent about 3.6 billion people. It is one-half of the world population [43].

The peoples' health and wellness within these countries is a primary agenda item of these governments for connecting their fast economic growth and the need to provide a better quality of life. Thus the purpose of the union is to promote communication, interaction, and cooperation among research institutes, universities, scientists, and FLVs in the field of exercise, physical activity, and sports sciences. In BRICS countries a growing need exists for the educational development of young professionals to meet the scientific mission to better promote health and wellness [43].

In recent years motivation became as a main subject of study in the area of psychology, touristic marketing and it is suggested that there are physiological, psychological or philosophical approaches, [10, p. 60-83]. The study of motivation, aims to understand human behavior. In tourism, the concept of motivation has been used for exploring tourist behavior and their travel decision-making, which helps tourism providers understand tourists' demand during their travel at a particular destination. Page viewed motivation as a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction. It shows the intrinsic reasons why the individual selects a particular trip, [18, p. 270-280]. This concept is also directly linked to the demand for tourism affected by many factors. In addition, it is related to consumer or tourist behavior, which affects the initial purchase and the tourist experience as well as future decisions. As a result, motivation models and studies are seen in different perspectives to understand tourist behavior regarding many aspects of

tourism such as the destination choice, [2, pp. 574-590], tourists' purchase decision or spending pattern and tourism business marketing and planning strategies:

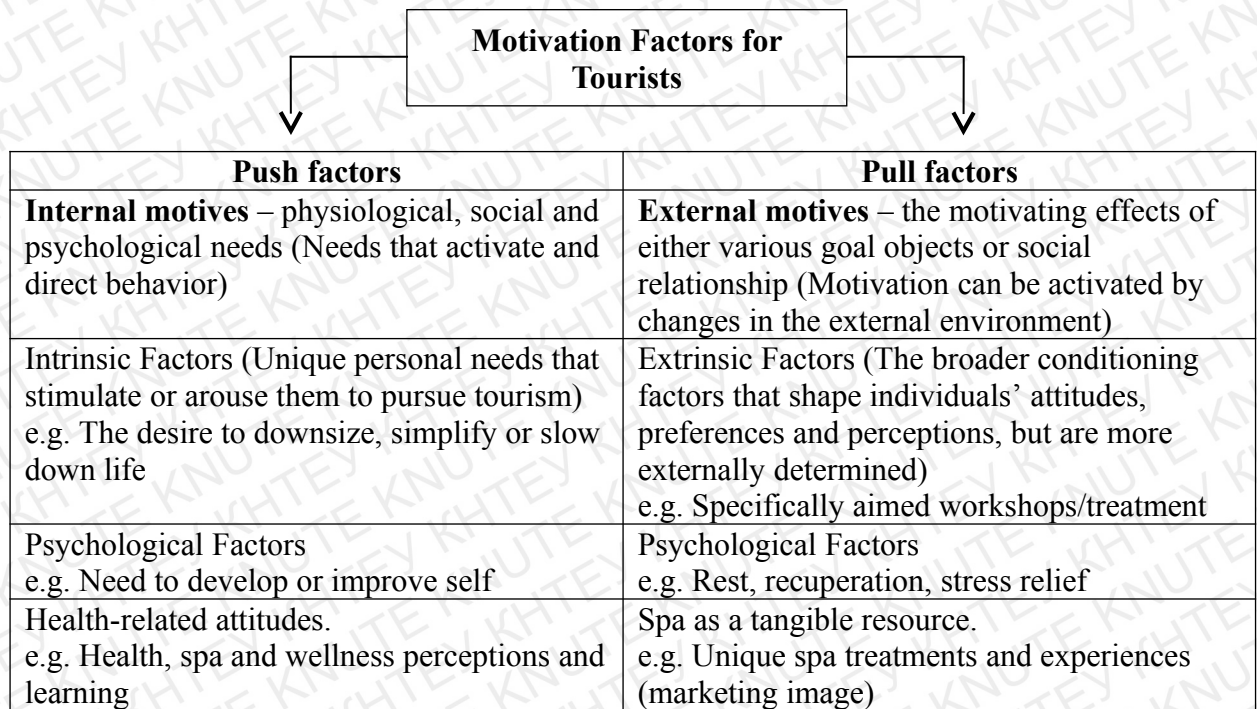


Fig. 1.7 The Framework for Health and Spa Tourist Motivation Factors

According to: Upgrade and Adopted From Azman & Chan, [2, pp. 574-590]

In other words, the findings of previous studies provide a deep understanding of tourist behavior. That leads to creating an effective marketing strategy of the right tourist market. One of the concepts in tourist motivation and purchasing process is push-pull factors. These factors have been widely adopted in previous studies related to tourist behavior and segmentation from general holidaymakings' to special interest tourism but rather in different contexts and countries.

To guide the course of the study, a conceptual research framework by Yoon & Uysal was adapted. The framework provides some key variables which are germane to the current study. Based on the variables described in section 1.6, the partial conceptual framework has been developed (Figure 1.7). The framework has the characteristics of Push Factors and Pull Factors as the independent variables (IVs). The International Tourist Motivations and Satisfaction Tourists are mediating variables (MVs), and Revisit Intention is a dependent variable (DV).

The framework on Fig. 1.8 is used to study the direct effects of the relationships between Push Factors and Pull Factors constructs on Revisit Intention in Malaysia. Furthermore, Influential Factors of Spa it determines the indirect effects of International Tourist Motivations and Satisfaction Tourists on the relationship between Push Factors and Pull Factors and Revisit Intention [32, p. 45-56].

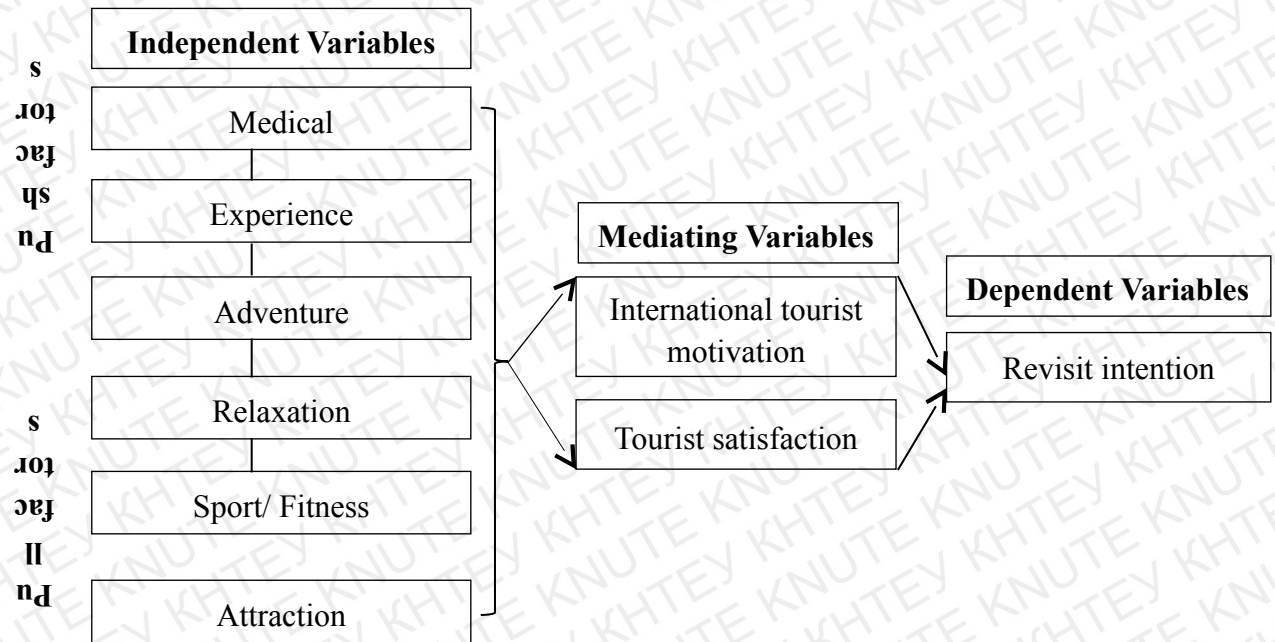


Fig. 1.8 Conceptual research frameworks

According to: Adopted from Yoon & Uysal, [32, pp. 45]

World trends in tourism markets forecast further growth of health tourism, mainly due to changes in lifestyle (globalization, less free time, more stress, etc.). For example, in the last year the medical tourism in the United States grew by 35%, which means that for the first time 1.6 million Americans used the services of the sector. According to the World Economic Forum by the end of 2035, 28% of the US economy will be related to health and health care. It is important to mention the market trends, which can influence further development of health tourism: green and sustainable (developing “green” destinations, using natural components), local and authentic (using local ingredients, emphasizing local identity), technology (“smart” systems, new treatments), diversification of offer (gastro programs, lifestyle programs), demand (further growth, targeting younger population) [45].

Conclusions to part 1

1. Sports tourism is a complex phenomenon that includes different types of tourism. Classification of sports tourism is carried out according to different criteria and characteristics.

2. Features of sports tourism: the presence of natural and recreational conditions in the organization of sports tours; availability of large-scale material base; availability of qualified and experienced instructors in the relevant sport, masters and candidates for the master of sports to work with tourists; geography; complexity; classification by complexity.
3. The tasks of recovery of participants in tourist recreational activities are virtually inseparable from the tasks of their good rest (solved jointly).
4. The recreational tourism subsystem consists of such tourist activities: recreation and relaxation; recreation and health; recreation and education; recreational sports tourism.
5. A product or service of sport tourism has three dimensions: a physical, tangible one; an economic value expressed in the price; and a subjective dimension that is the satisfaction or benefit that the consumer imagines, wants or expects.
6. Marketing is a total process which includes all elements from production and product improvement to the final exchange of a product or service for something of value whereas promotion is one of the major elements in the marketing mix.
7. Promotion is one of the major tools used in marketing a tourist product. It is the responsibility of people involved in promotion to devise methods of communication that will make the greatest number of potential consumers aware of their product.
8. Consumers are motivated by needs, desires and impulses that act as driving forces: the price may be synonymous with image, prestige and social recognition.

9. Consumers are less sensitive to the price of a good or service that is valued for a unique attribute that sets it apart from the competition, or if better quality is offered.
10. Promotion mix is the tool that conveys the message to the customers. The major types of the promotion mix are: advertising-any form of paid for, nonpersonal presentation and promotion of ideas, products or services by a specific sponsor using some forms of mass media.
11. Promotion planning determines the objectives or goals the organization should strive to accomplish and the plan of action to attain these goals.
12. Sustainable tourism products are understood as meaning those that use resources in an environmentally responsible, socially fair and economically viable way, so that users of the product can meet their current needs without compromising future generations from being able to use the same resources.

PART 2

ANALYSIS OF PROMOTION STRATEGY OF TOURIST PRODUCT OF SPORT AND HEALTH TOURISM ON THE BASIS OF PE «CHABAN» ON THE INTERNATIONAL MARKET

2.1. Characteristic of sport and health tourism potential of Ivano-Frankivsk region

In accordance with statistic information from the official web site of the researched region, Ivano-Frankivsk is part of the Lviv interregional resettlement

system. The total area of the Lviv IRS is 96.8 thousand km². The specific weight of the region in the MSR and in Ukraine is shown in Table 2.1 [38].

Table 2.1

The share of the Ivano-Frankivsk region in Lviv MSR and in Ukraine (in%)

Administrative-territorial unit	In the territory		In the population	
	Lviv MSR	Ukraine	Lviv MSR	Ukraine
Ivano-Frankivsk region	14,4	2,3	16,7	3,2

According to: [the data of the Ivano-Frankivsk Regional State Administration]

Ivano-Frankivsk region is developing as an important component of the western region of Ukraine. The main regional components that will determine the development of the region in the region are:

- Formation of the international transport corridor Kritskiy №5
- Presence of significant natural resource potential, caused by passing through the Carpathian region
- Closeness to the borders [38]

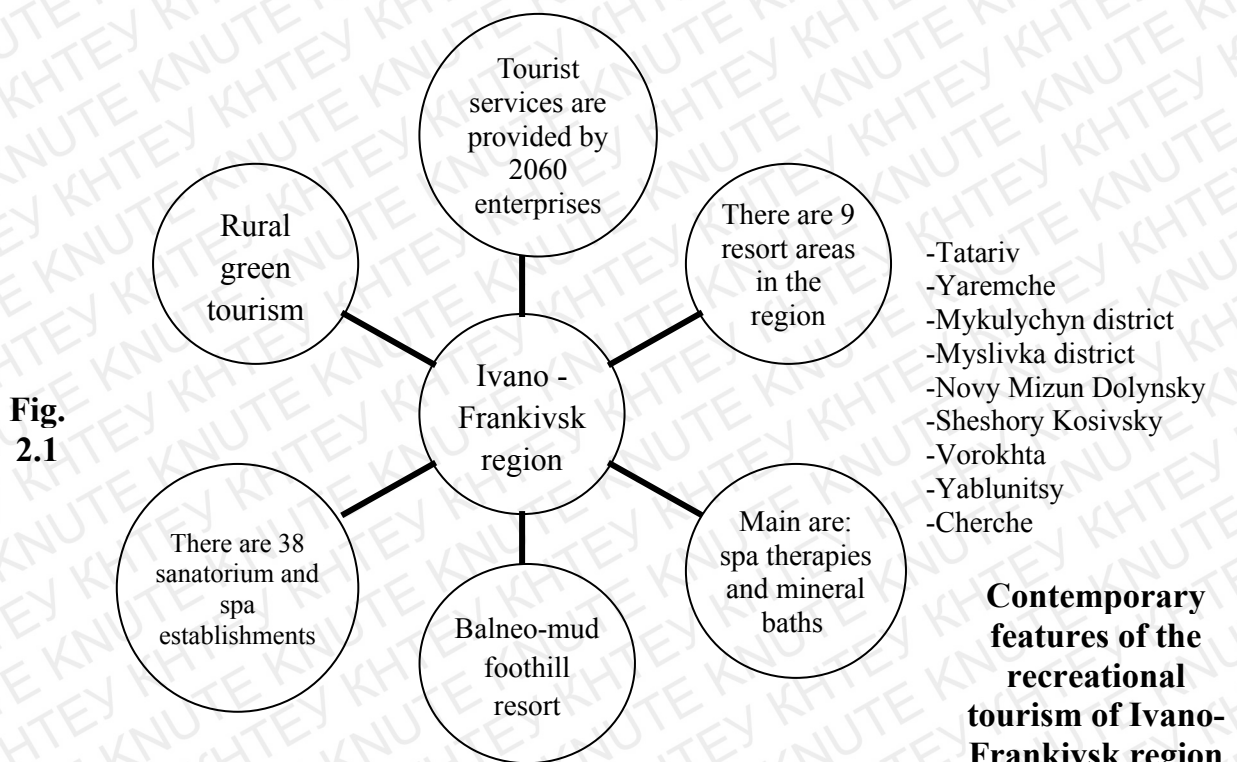
Available natural, climatic resources and a variety of landscapes characterize the region as the most favorable among the regions of Ukraine for the development of recreational activities, especially winter recreation. The main natural recreational resources of the region are the mountainous landscape and favorable ecological situation. The medical resources of the region are sources of mineral waters, medical mud.

To determine the prospects of recreational activities based on the natural resource potential of the territory (forestry), the main criterion is the threshold values of recreational capacity of the region which is shown at Appendix C.

The total recreational load on the landscapes of the region (forests) is determined in the range of 917.4 thousand people. This value is the basis for the formation of recreational areas of short-term recreation. Within the control index, territories are allocated for the formation of stationary recreation within the limits

of about 32.7% of the threshold value of the calculated indicator - 300.0 thousand places.

Tourism is one of the most perspective branches of the economy of Ivano-Frankivsk region. The region has objective and important preconditions for its development: natural and climatic potential, landscapes, climate resources, mineral waters, tourist routes, recreational possibilities. The nature of the Ukrainian Carpathians is crucial for the development of tourism and recreation in all seasons (Fig. 2.1).



Department of Statistics in Ivano-Frankivsk region, 2002-2018, [38]

The resort Yaremche is located in a hollow between the mountains on the Prut river, enjoying the glory of the tourist capital of the Carpathians (has more

than 40 tourist and recreational facilities). Vorokhta is known as the center of winter sports. There is a complex of four springboards, which due to artificial cover operate year-round a skiing stadium which is run by a cable car length of 1.5 km.

Tourist services are provided by 73 tourist enterprises. The service acceptable to western tourists at the "three star" class level is provided by the "Auskoprut" and "Ukraine" hotels in Ivano-Frankivsk, the "Karpaty" recreation center in Yaremcha, the "Carpathian stars" boarding-house of the "Sport-tour" company "in the city of Kosiv, the Yaremcha Prevention Center in Yaremche, the sanatorium-preventorium "Source of Prykarpattya "in the village of Novy Mizun.

In the Ivano-Frankivsk oblast, about 300 deposits of mineral waters are found, which are related to the medical types: "Naftusya"; "Morshinskaya"; "Polyusetsky"; "Kazbachev"; "Esentuki". This is the basis for further determination of the recreational and recreational capacity of the stationary type.

Active resorts based on medical waters:

- Balcheo-mud resort "Cherche" (Rogatin district);
- Sanatorium-preventorium "Source of Prykarpattya" in village. New Mizun (Dolyna district);
- Health complex "Sinohora" in the village. Gutu (Bogorodchany district);
- SPA-resort "Bukovel" (Yaremche district).

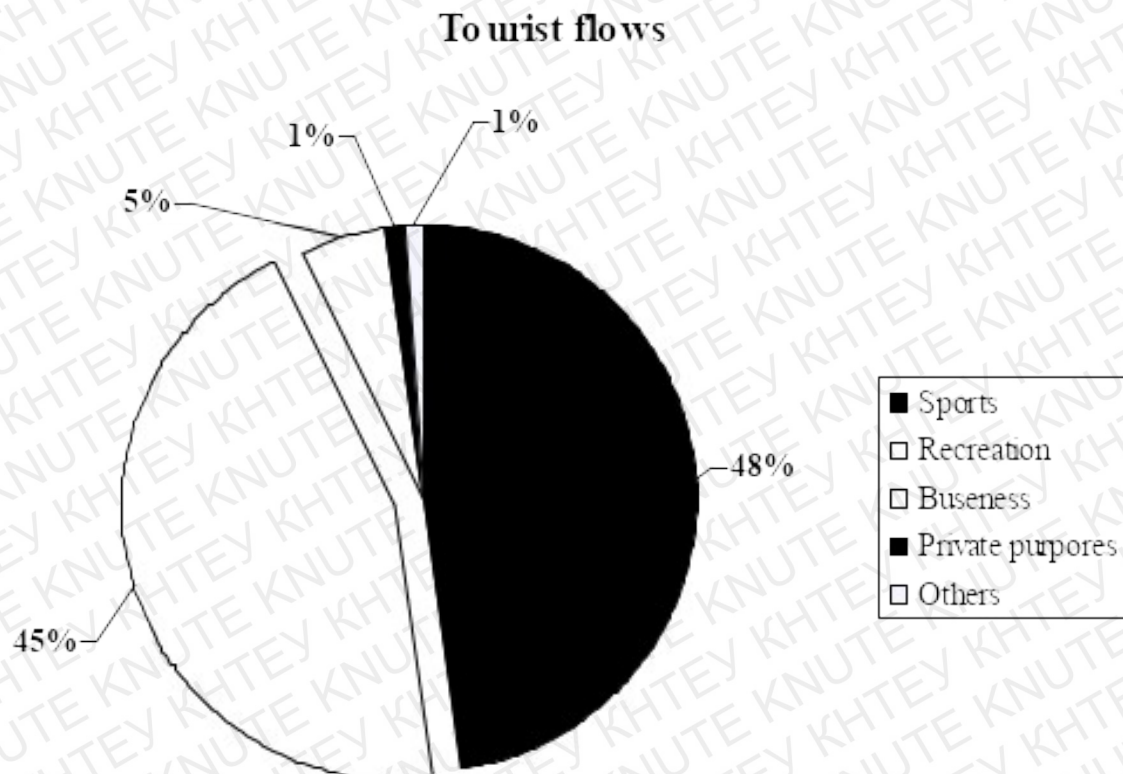
There are more than 20 tourist routes in the Precarpathian region: mountain, water, pedestrian, bicycle, bus. The most important are:

- Mountaining - to the town of Hoverla and the city of Pip-Ivan, along the Chornohora ridge (from Lake Nesamovit to Lake Marichichka), along the Gorgan and others;
- Water sports - on the Dniester Canyon and the rivers White and Black Cheremosh, Prut, Limnitsa;
- Pedestrian - in the Carpathian Mountains, to the Maniavsky Waterfall;
- Skiing - on the city of Kukul and others;

- Car and cycle routes, the most famous of which is the "Prykarpatsky ring" route.

Tourists can go skiing in Yablunitsa, Vorokhta, Kosovo. There is a modern ski complex in the village. Polyanytsya Experienced instructors in 2-3 hours will teach a newcomer to confidently keep skiing on the snow slopes. Near the Dniester River there are places for flights on hang gliders and paragliders (Odey and Isakov villages in Tlumatsky district).

For the purpose of traveling in the structure of the entrance flow in the Ivano-Frankivsk region is dominated by tourist trips - sport tourism (47.8%), in the second place - recreational tourism (45%), a very small proportion is in business, business trips, private trips etc. From the Pic. 2.1:



Pic. 2.1 Structure of the entrance flow in the Ivano-Frankivsk region for 2017

According to: Head Department of Statistics in Ivano-Frankivsk region, 2002-2018, [38]

As we can see from the figure 2.1 people have attitude for the sport and recuperation tourism. The structure of the flow of traffic by countries of origin is as

follows: the countries of the former CIS - 29,5%, other countries of the world - 70,5%. Moreover, the share of tourists from the EU countries is gradually increasing: - most came from Ukraine: Poland, Russia, Germany, Belarus, Moldova, Italy, USA; France, Canada, Bulgaria.

From Table 2.2 which is provided from the official web site of the statistic information of the Ivano-Frankivsk region we can analyze the growth and gains of the touristic flows of the foreign, tourists-citizens who left abroad and domestic tourists.

Table 2.2

Tourist flows of the Ivano-Frankivsk region from 2009-2017

Years	The number of tourists in total (people)	From the total number of tourists:								
		Foreign tourists (people)	Growth (units)	Gain (%)	Tourists -citizens of Ukraine who left abroad	Growth (units)	Gain (%)	Domestic tourists	Growth (units)	Gain (%)
2009	511397	2222	0	0	8135	0	0	501040	0	0
2010	53333	4528	2306	104	8509	374	5	40296	-46074	-92
2011	59327	3256	-1272	-28	8816	307	4	47255	6959	17
2012	110162	3171	-85	-3	9681	865	10	97310	50055	106
2013	77666	5750	2579	81	12025	2344	24	59891	-37419	-38
2014	63848	567	-5183	-90	7609	-4416	-37	55672	-4219	-7
2015	65885	1324	757	134	6853	-756	-10	57708	2036	4
2016	79973	2473	1149	87	8588	1735	25	68912	11204	19
2017	73309	3190	717	29	14340	5752	67	55779	-13133	-19

According to: In 2000-2010 data of the Ivano-Frankivsk Regional State Administration, starting from 2011 - according to the form of state statistical observation № 1-tourism (annual) "Report on tourism activity, [38]

From the Table 2.2 can be followed that during the annual period the amount of foreign tourists increased on 29%, amount of tourists-citizens of Ukraine who left abroad - on 67% and inbound tourism declined on 19%. Summarizing all above we can see that the number of people who preferred trips abroad to trips within the country has increased and flows in the middle of the country have decreased which indicates the existence of some problems that require further

consideration and adoption of new ways to solve them. It should be also noted that the number of foreigners who visited Ukraine slightly increased which has a positive result on the multiplier effect in the country.

Among the regions of Ukraine the Ivano-Frankivsk region occupies a leading position in the development of ski resorts. Snow on the slopes of the Carpathian Mountains lasts up to five months, which is important for the development of skiing tourism.

Recreational resources and resort areas. The main resort areas are low-lying Tatariv, Yaremche and Mykulychyn Yaremche district, Myslivka and Novy Mizun of the Dolynsky district, Kosiv and Sheshory of Kosiv district, the highlands of Vorokhta and Yablunitsa of the Yaremche district and the balneo-mud foothill resort of Cherche of the Rogatyn district. For spa therapies, climatic treatment, mineral baths are used.

The most popular tourist destinations in the region:

- Maniavsky Skete (Bogorodchany district);
- Goshiv Monastery (Dolynsky district);
- Mount Hoverla (2061 m, Chornohirsky Range);
- the former observatory on the city of Pip Ivan (2,026 m);
- mountainous lakes Nesamovyte, Brebenskul, Marichichka (Chornohirsky Range);
- the national reserve "Ancient Halych";
- Museums of Pysanka and Folk Art of Hutsulshchyna and Pokuttia (Kolomyia);
- natural complex of "Dovbush rock" (village Bubnishte near Bolekhiv town);
- rock "Scriptured Stone" (Verkhovyna district);
- "silvery" waterfalls in the village. Sheshory (Kosiv district);
- narrow-gauge railway "Carpathian tram" (Dolynsky, Rozhnyatov district);
- Sokolsky Range (Kosivsky m).

Ski resort Bukovel is successfully operating in the recreational area. As ski centers develop Palyanitsa, Yablunitsa, Vorokhta, Kosiv, Vyshkiv, Verkhovyna.

Popular are water tours and various forms of team recreational activities. The infrastructure for water tourism on the territory of the Dniester canyon is being developed, conditions for alloys of the rivers White and Black Cheremosh, Prut, and Limnitsa are created.

Carpathians are one of the main regions of walking hiking trips. The developed pedestrian routes by the Carpathians are of different categories of complexity, from the simplest walking (family and children) to complex and multi-day (for trained tourists).

Medical area. The recreation sphere of the region is represented by sanatoria, boarding houses with treatment, sanatorium-preventorium and health-improving centers. Mostly in the field of health improving institutions for adults: the total capacity is 2.9 thousand places; the total capacity of health facilities for children is almost 1.7 thousandths. The structure of health establishments is dominated by sanatoriums for adults (in 2014 the number of accommodated guests is 7,76 thousand people) and sanatoria for children (correspondingly 5,26 thousand people), as well as boarding houses with treatment (for adults) - rested 4, 76 thousand people; not a significant proportion of sanatoria-dispensaries - 1.5 thousand people rested in 2014 Territorially, most of the existing health facilities are located in Yaremche district, Kosiv and Dolyna districts.

Recreational area. The recreational institutions of the region include boarding houses, recreation centers, children's recreation centers (camps), children's centers, tourist establishments (hotels, motels, hostels, tourist centers, mountain shelters, student summer camps, other places for temporary placement); farmstead of rural green tourism. The largest part of recreational establishments for adults falls on hotels. In the hotels of the region in 2014 there were 169 thousand people. Recreational collective accommodation facilities for adults are also presented to hostels for visitors (12.7 thousand people are located), campsites (1.9 thousand people), motels (7.5 thousand people).

2.2. Assessment of tourism destination promotional strategy of Ivano-Frankivsk region at PE «Chaban» enterprise (Bukovel, Polyana village)

For children, recreational facilities are represented by children's health-improving complexes, out-of-home recreation facilities and recreation centers, children's tourist centers, etc. Territorially existing recreational institutions are represented throughout the oblast. Most of them are concentrated in the Yaremche district council, also in the districts of Dolinsky, Kalush and Kolomyia, Polyana [].

Based on the data provided on the website of the National Registry of Ukrainian Enterprises and Organizations (EDRPOU), Table 2.2 was compiled (Appendix D). We can clarify that main activities of PE «Chaban» are:

- Code NACE 85.59 Other types of education;
- Code NACE 93.11 Operation of sports facilities;
- Code NACE 93.29 Organizing other types of recreation and entertainment (basic);
- Code NACE 55.20 Activities of accommodation facilities for the period of holidays and other temporary residence;
- Code NACE 55.90 Activities of other means of temporary placement;
- Code NACE 56.10 Activity of restaurants, provision of mobile food services;
- Code NACE 68.20 Granting and operating of own or leased real estate;
- Code NACE 77.12 Granting of lorries.

The hotel capacity consists of 142 rooms.

One of the advantages of Hotel Ostankino is the affordability of hotel services in their value terms, which allows for the placement of citizens with different incomes.

According to the The Income Statement the net revenue of PE «Chaban» in 2017 amounted to 2,64 mln uah, which is 600 thousand uah less than the figure of 2016. The decrease in revenue is due to the crisis in the industry and the country as a whole (Appendix E, Table 2.3).

Despite the decline in profitability indicators in 2017 and also taking into account the crisis situation in the industry it was possible to maintain the positive

dynamics of the enterprise's economic performance, and the company's work in 2017 can be assessed as satisfactory.

In a table from Appendix F we gathered all general operational information about enterprise and offering product according to principle 4Ps (place, product, price and promotion): providing to children sports-healthy activities by improving the health of children, comprehensive development of children (full package of facilities, medical service, training and entertainment part); the camp is located in the territory of the resort "Bukovel" at an altitude of 920 meters above sea level; price for 14 days and accordingly 13 nights the price is 13300 UAH per 1 child.

During the collection of data about this tourist enterprise, no clearly formulated and used strategy of vulnerability and access to the international market was revealed as evidenced by the low financial indicators of the camp. Enterprise almost doesn't spend money on promotion. It has one web resource [40], an online Facebook page with 460 subscribers. There is no Instagram page so the audience engagement cannot be counted.

The task of improving management efficiency is a key for enterprises of various forms of ownership, and to a large extent for enterprises managed by external companies, which is quite common in the hospitality industry. In this connection, the improvement of the structure of the administrative apparatus and the reduction of duplication in the work of the divisions are of particular importance.

An analysis of the external environment makes it possible to identify factors that have a positive or on the other hand negative impact on the development of the tourism industry as a whole. As a model that best reflects the impact of the external environment on the industry PEST-analysis was chosen which structures the impact of environmental political, economic, social, and technological factors on the «Chaban» camp in four main areas Table 2.3:

Table 2.3

PEST-analysis for the enterprise PE «Chaban»

POLITICAL	ECONOMIC
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<ul style="list-style-type: none"> - The proximity of the borders with the European Union: The geopolitical position of Ukraine makes it possible to get into the main cities by any means of transport (air, water, rail and road), which is an indisputable advantage, but quality of the roads in the village is far from ideal (two highways of regional significance H-09 and H -10); - Weak legislative base: the tourism industry operates on the basis of the old legislative base, which does not correspond to modern realities and does not encourage investment in tourism as a sector of the economy; - Poor level of development of the infrastraction of Carpathian touristic region. - Ukrainian's weak presence in international, professional and industry associations (in particular, in business tourism) does not allow promoting the Ukrainian tourism industry at the international level. 	<ul style="list-style-type: none"> - The specialization of the economic complex provides an opportunity to increase volumes in the recreational, health and tourism industry; - Significant tourism potential has been formed - there is a sufficiently wide and extensive network of collective accommodation facilities in the region; - Low activity of tour operators and travel agents in the generation of a camp tourist product and its offering; - The orientation of tour operators and travel agents for the promotion of outbound tourism; - Discrepancy in the price and quality of accommodation facilities leads no the negative perception; - The opacity of the tourism market: The lack of reliable statistics on entry flows, hotel accommodations and prices for accommodation make it difficult to estimate the real need for camps.
SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> - Basic skills of tourism activity in a certain amount of population; - Quantitative and qualitative composition of the population, which provides opportunities to increase employment in the recreational, health and tourism sector; - Original Hutsul culture, preserved national traditions and folklore; - Low level of people's awareness about the existence of the «Chaban» brand; - Local residents speak poorly foreign languages, are little sociable and reserved. This creates a negative impression on foreign tourists. 	<ul style="list-style-type: none"> - Low level of training of professional personnel: low level of professional training of personnel cause poor quality customer service which in turn negatively affects the perception of the hotel business and level of service in general; - Construction and payback period of hotel facilities: The relatively long construction period of hotel facilities and low hotel load increase the payback period of projects and adversely affect the flow of investment in the tourism industry; - Hotel business automation systems are not involved; - Low level of involvement of technical equipment for the development of children.

2.3. Assessment of the competitive environment of sport and health tourism at the local and foreign market

During our research were lined tree main competitor countries which can be preferably chosen by Ukrainian tourists: Russia (for average tourists), Croatia (middle class), USA (luxury segment).

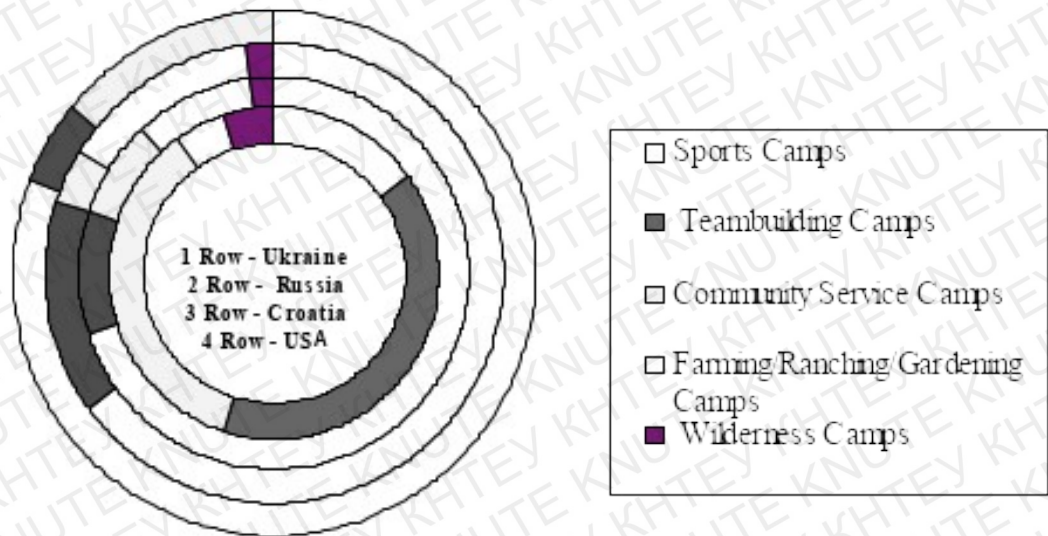
Below are represented main tendentious for these countries.

In Russia first summer camps were created shortly after its establishment and were called [Young Pioneer camps](#) during the Soviet Union's existence. Their number grew throughout the history of the Soviet Union and they numbered more than forty thousand in 1973, with 9, 3 million children attending them during their vacation every year. After the breakup of the USSR the number of Young Pioneer camps greatly declined. However, many of the major camps still exist. There are 2,726 Residential camps (with 2 million children), and more 40,000 Day camps (3,5 million children) in Russia (2006). Most of them were united by All-Russian Camp Association «Deti Plus» (Children Plus). There is also a forum leaders Summer children's health camps - planerochka.

In Croatia - Euroclub English Summer camp in island Solta is the largest international English summer Camp on the Adriatic and the only camp dedicated entirely to youth and children. This private owned facility is situated on the island of Šolta in the heart of Dalmatia for 27 years, since 1991. The club specializes in children and youth tourism and education with English teachers - native speakers and members and staff from over 35 countries. Camp California in Croatia is another international summer camp on the Adriatic. It is located in the small coastal village of Pakoštane. It has been in operation since 2003 It is an English language based camp and boasts staff members from all over the world.

In United State - The [American Camp Association](#) (ACA) reports that there are about 7000 overnight camps and about 5000 day camps in the U.S., for a total of more than 12000 camps. These camps are attended each year by more than 11 million children and adults. Sports camps abound offering single and group instruction in numerous sports and activities often as prep for collegiate sports and scholarships. Over the past five years, the Summer Camps industry has grown by 3.3% to reach revenue of \$3bn in 2018. In the same timeframe, the number of businesses has grown by 1.0% and the number of employees has grown by 2.9%. Summing up all information below we created an illustrative scale that represents current trends in children's camps in the world compared to local ones on Pic 2.2.

Competitors comparison



Pic. 2.2 Comparison of the Summer Camps industry of USA, Russia, Croatia and Ukraine in 2017

According to: [46]

In the [United States youth organizations](#) such as the [Boy Scouts](#), [Girl Scouts](#), [4-H](#), the [JCC](#), the [YMCA](#), [Camp Fire](#) and several religiously affiliated groups are known for having many camps and integrating them with their own local organizations. Since 2008 the United States has been home to the world's first children's sleep away camp for [transgender children](#). It is called Camp Aranu'tiq and serves campers 8 - 18. It won the Eleanor P. Eells Award from the [American Camp Association](#) in 2012.

Generally from 2010 conception from children playing around with crayons glues changed. Special transport had to be arranged and high fees were charged by summer camp organizers. These factors were major deterrents especially when 2-3 children from the same family were to be enrolled.

Now there is intense desire among the youth to learn new things and gain hands on experience so that they can compete with the rest of the world. And where the young are reluctant their parents are more than zealous in making sure that the long holidays do not go waste. The buzzword when it comes to summer schools nowadays seems to be STEAM (Science, Technology, Engineering, Arts and Mathematics)

Also we want to represent more primitive classic tendencies of children camps on local Ukrainian market at table below.

Table 2.4**Comparative characteristics of children's camps in Ukraine**

№	Characteristic/Camps` names	Campground «Traveler - environmentalist»	«Salo-Mandry»	«TaKo Camp»
1	Location	«Bugsy Gard», Mykolaiv region	Kiev region, the island of Murom	Lysyanka town, Cherkasy region
2	Shift duration	10 days	5 days	10 days
3	Childrens` age	from 6 years	from 7 to 14 years	from 10 years
4	Accommodation and meals	children are fed three times a day. Accommodation in 3 and 4-person tents, in the camp there are bathrooms and washstands	children live in 3- person tents on the beach. There are zones with bathrooms and sinks, as well as a medical center. Meals 4 times a day	children live in 2 and 4-bed rooms. Meals - 5 times a day
5	Program	excursions in the outskirts of the reserve zone, campfire evenings, talent contests, and the “How Robinson and Friday” orientation competitions	learn to manage a yacht, creative contests, tourist training, orientering workshops. Sports competitions, archery lessons and hiking. In the final shift - a trip on a yacht to the island of Velikiy	study of English and German, master classes in needlework, drawing. Creative tasks, round tables, discussion of books. Hiking and excursions
6	Price	1 750 UAH per shift; 250 hryvnia per day. The price includes: accommodation, food and equipment	2 000 UAH. The price includes: accommodation and meals	3 000 UAH. The price includes: transfer, accommodation, meals

According to: [46]

Obvious bias in the direction of high level of placement and the lack of budget accommodation facilities. Differentiation in the industry is negligible. There is a tendency for new players to enter the market which undoubtedly leads to increased competition and the desire of hotels to differentiate.

Thus competition within the industry can be described as intensifying. The increase in the intensity of competition is tied to the construction cycle. In the case

of the launch of hotel construction projects this year, a real jump in intra-industry competition will occur in 2-3 years.

To select an effective strategy that corresponds to the capabilities of the PE «Chaban» and its position in the market, as well as the environmental conditions, it is necessary to build a matrix of correlation SWOT - analysis.

The SWOT analysis of the «Chaban» camp is presented in the form of a matrix (Table 2.5).

Table 2.5.

SWOT-analysis for the enterprise PE «Chaban»

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> - Good reputation - Stable links with tour operators, travel agencies and companies; - Client base - 6 years on the market; - Availability of necessary financial resources; - Loyalty system - 10% discount when booking from 20 bookings; - High quality services; - Location in the center of Bukovel 	<ul style="list-style-type: none"> - Increased parents' interest in health tourism, the best - for children; - There are no clear market leaders - there is a field of development; - Expanding the range of services to meet a greater number of customer needs; - The development of global information systems; - Improvement of automated systems, including hotel computer products - Conducting advertising campaigns, promotions for the promotion of new directions, new products
WEAKNESSES	THREATS
<ul style="list-style-type: none"> - Outdated algorithm for developing a summer holiday strategy - Medium range of services - Low level of training - Insufficient attention is paid to strategic marketing planning, lack of product branding - Low market research 	<ul style="list-style-type: none"> - Possible slowdown in market growth caused by the economic crisis - Seasonality of demand for services - Reduced solvency of the population - Unstable exchange rate - The emergence of new powerful competitors on the market

The subsequent choice of options for development strategies is presented in Part 3 with the subsequent selection of the most effective one (strategy).

Conclusions to part 2

1. Ivano-Frankivsk region is developing as an important component of the western region of Ukraine.
2. The main regional components that will determine the development of the region in the region are: formation of the international transport corridor

Kritskiy №5, presence of significant natural resource potential, caused by passing through the Carpathian region; closeness to the borders.

3. In the Ivano-Frankivsk region has about 300 deposits of mineral waters are found which are related to the medical types: "Naftusya"; "Morshinskaya"; "Polyusetsky"; "Kazbachev"; "Esentuki".
4. There are 38 sanatorium and spa establishments.
5. Tourist services are provided by 2060 enterprises.
6. There are 9 resort areas in the region: Tatariv, Yaremche, Mykulychyn district, Myslivka district, Novy Mizun Dolynsky, Sheshory Kosivsky, Vorokhta, Yablunitsy, Cherche.
7. According to the PEST-analysis were identified positive impact of socio cultural and political factors of influence on the enterprise and limiting economic and technologic factors.
8. According to the SWOT-analysis were identified such strengths factors: good reputation, wide client's base, loyalty system, high quality services, prime location. Weaknesses: medium range of services, low level of staff training, insufficient attention is paid to strategic marketing planning, lack of product branding, low market research.
9. Tree main competitor countries for Ukraine which can be preferably chosen by local tourists: Russia (for average tourists), Croatia (middle class), USA (luxury segment).
10. Benefits of the development of recreation and recuperation sphere: tourism development improves investment environment, becomes a source of replenishment of state and local budgets; plays a significant role in increasing foreign exchange earnings and consumer demand; improves the structure of the economy, promotes the development of tourism-related industries, and

enhances the competitiveness of the national economy; strengthens economic cooperation between regions, improves the quality of life of the population.

PART 3

IMPROVEMENT OF THE PROMOTIONAL STRATEGY OF IVANO-FRANKIVSK REGION TO THE INTERNATIONAL MARKET

3.1. Development of tourism destination promotional strategy for Ivano-Frankivsk region to the international market

The choice of an effective strategy that corresponds to the capabilities of the «Chaban» camp and its position in the market as well as the environmental conditions, was made by building a matrix of correlation SWOT analysis (represented on part 2 of diploma).

Possible strategies for the «Chaban» camp were determined on the basis of a comparison of the previously described characteristics of the internal and external environment for the four zones of the matrix. For each zone of the matrix were obtained their basic strategies. The classification of strategies proposed by Vikhansky O. We believe that the successful work of the camp rests on three pillars: personnel, program, and reputation creation, - are presented on Fig 3.1:

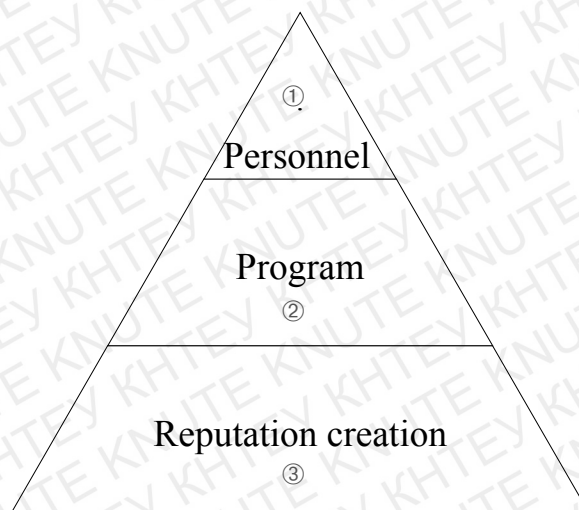


Fig. 3.1 Our vision of successful operational concept on the base of children camp

According to: [27, p.183-190]

Personnel. Specialists from big business claim that most recently its development was an important component of the availability of funds. At present

the main component is the presence of high- professional staff. More than that - the team. Professionals are able to create a product, calculate risks, and find investors.

Program. Experts know that today not the premises are successfully sold but the services, the program. More precisely a set of services when parents and children can choose what to do to a child in a camp, change programs, count how long they can exist, orient themselves to the changing interests of children. Among them:

- Sale of permits through the Internet, creation of a single virtual network for camps region, which significantly increases the information content and quality of services

- Opening of the offices in Polyana village which provide information about the conditions for rest and recreation for local children, the pricing policy of all camps. Here parents can purchase vouchers

- Creation of counseling organizations, methodological centers and other organizations necessary for the service camps at schools in Ivano-Frankivsk region. This will significantly improve the quality of the work of the camps for the promotion of services for the organization of recreation and health of children, improve public awareness.

- Develop an educational and entertainment program that is relevant today. From the division system children in large groups, with whom the tutor and two counselors worked, refuse. Instead, create smaller groups (cities), with each The group employs 2 specialists (experts). First, children will feel more comfortable, and, secondly, such the system allows an adult leader to pay attention to each to kid.

Creating a reputation. The term can also be seen in the literature like trade reputation. And this corresponds to its essence. After all there is a sale of vouchers nothing less than trade reputation camp. If a positive image of the camp is formed, this process is quite easy without lossless customers. If the reputation is "lame" problems arise. A large role in this work is given to the creation of corporate

identity, logo and image symbols. At the same time successful camps take into account that brightness, friendliness and positive emotionality should prevail in the symbolism of children's organizations. For example, printed matter and clothing of all the staff of the center, not only teachers, is designed in the corporate style.

To improve the implementation of the tasks set after the creation of a touristic brand of the «Chaban» camp we develop an appropriate model for forming a strategy for promoting the country's tourism brand. A scheme which is depicted in Fig. 3.2

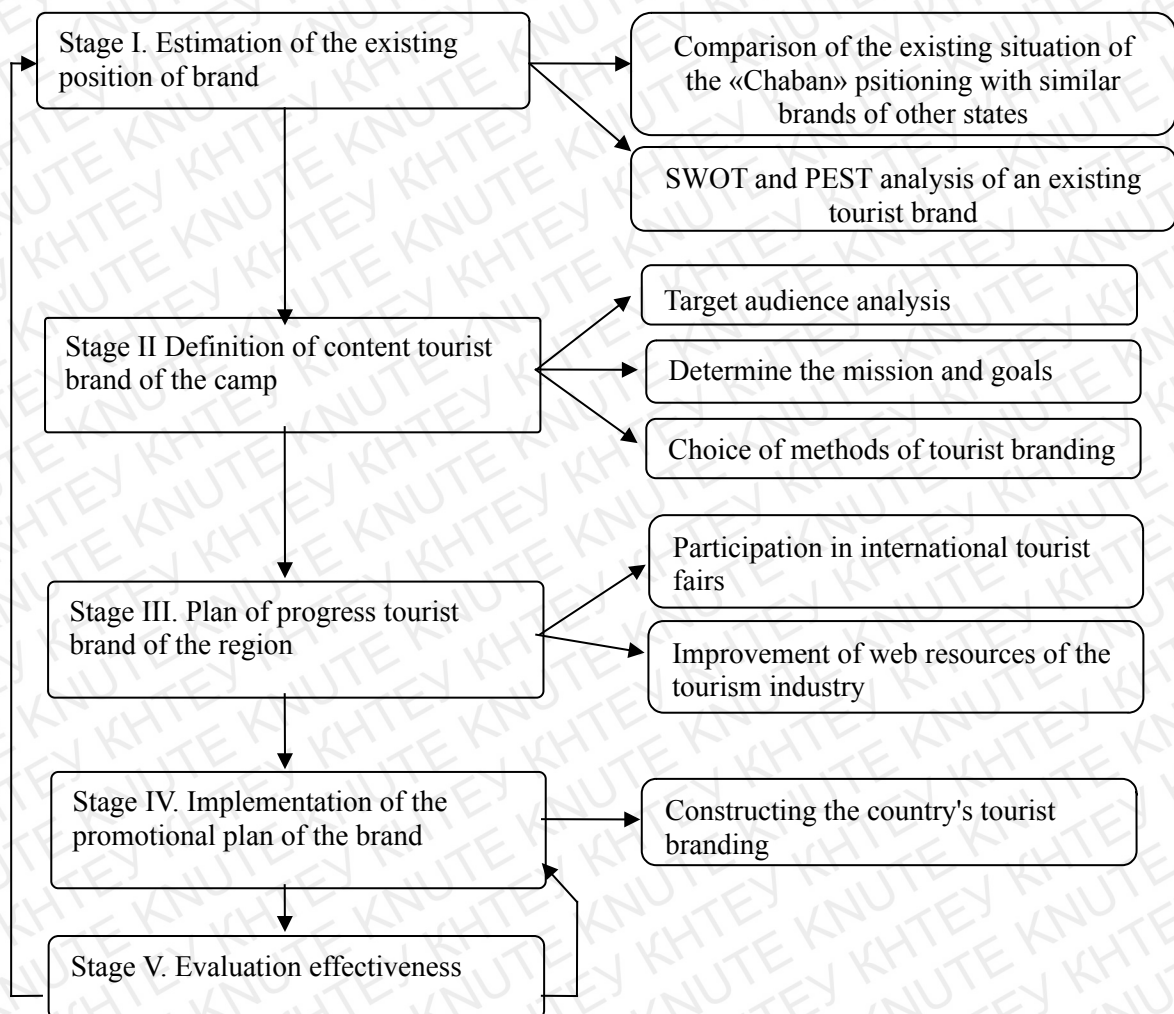
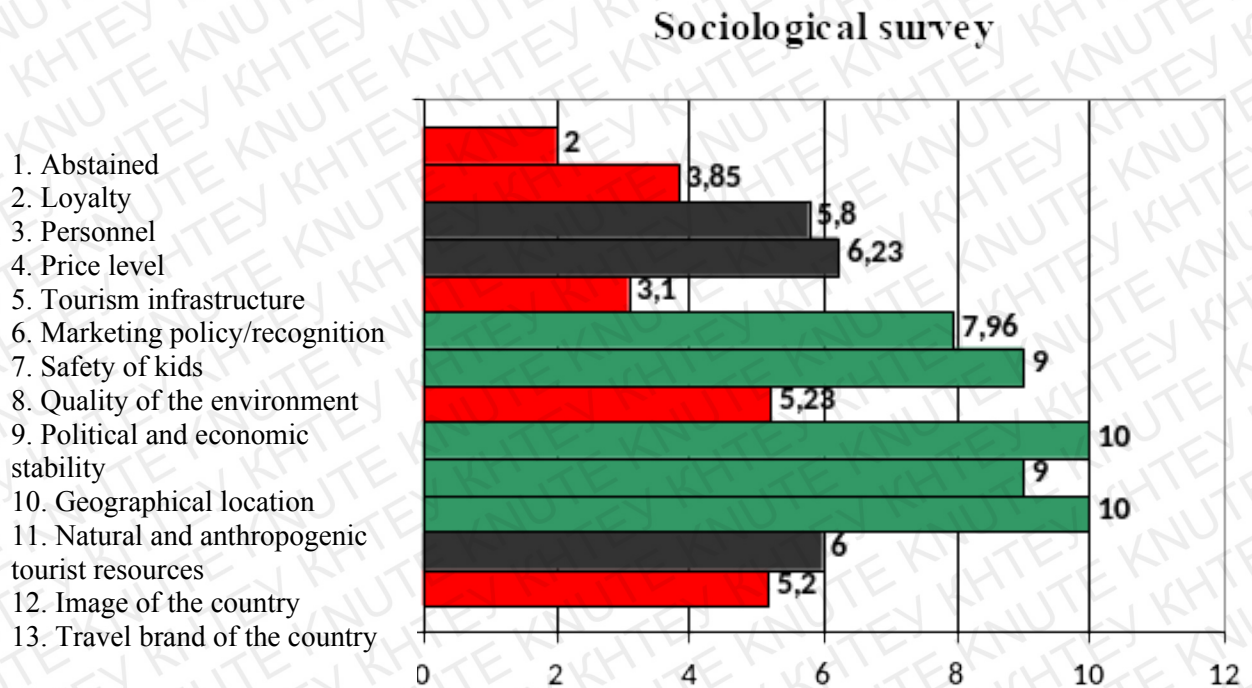


Fig. 3.2 Scheme of the strategy of promoting the tourist brand of «Chaban» enterprise

According to: Our developed succesfull promotional strategy

At the chapter 2.3 the Stage I. have been done by outlining the comparison of the existing situation of the «Chaban» psitioning with similar brands of other states and fulfilled the SWOT and PEST analysis of an existing tourist brand. We analyze the attractiveness of the destination of the enterprise based on the model of

S. Anholt, which is based on a survey of local residents, internal and external tourists and tourist experts [1, p 120]. According to this model, the general index of attractiveness of the tourist brand of the country is defined as the arithmetic mean of the values of the indicators, which are estimated.



Pic. 3.1 A survey of local residents of Ivano-Frankivsk region (points out of 10)

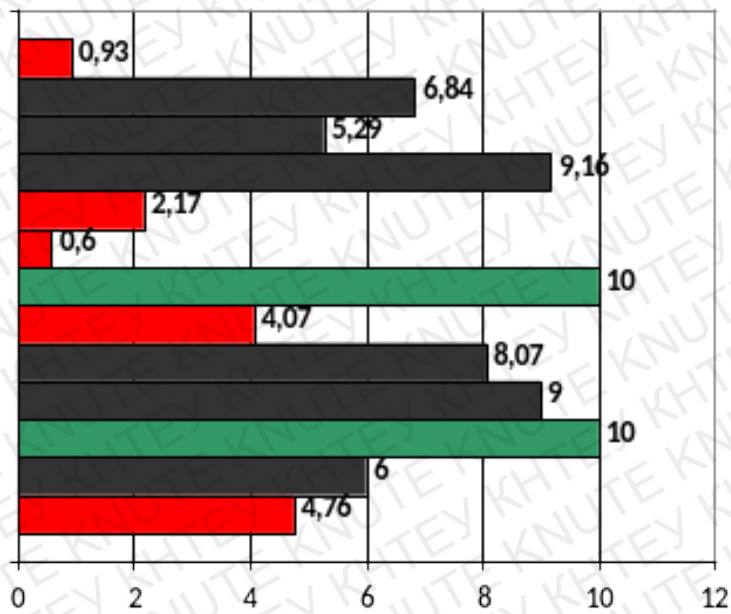
According to: [SurveyMonkey.com]

The most advanced form of marketing research in the field of recreation tourism is surveys of the residence. Amount of local respondents - 135 people who mentioned that for them level of loyalty is poor and consists on enterprise only of 38%, brand recognition of «Chaban» camp is 79% which means that without marketing strategy and promotion campaign in region works «people radio» or gossiping. Also respondents express a low level of stability in the country's political and economic sphere - 52% and it is the marginal indicator. On the opposite site people evaluate quality of the environment, natural and anthropogenic tourist resources and geographical location with high marks - 100, 90, 100% respectively.

Talking about internal and external tourists and tourist experts situation tendencies kind of similar for natural base of destination but marketing characteristic is extremely poor.

1. Abstained
 2. Loyalty
 3. Personnel
 4. Price level
 5. Tourism infrastructure
 6. Marketing policy/recognition
 7. Safety of kids
 8. Quality of the environment
 9. Political and economic stability
 10. Geographical location
 11. Natural and anthropogenic tourist resources
 12. Image of the country
 13. Travel brand of the country
-

Sociological survey

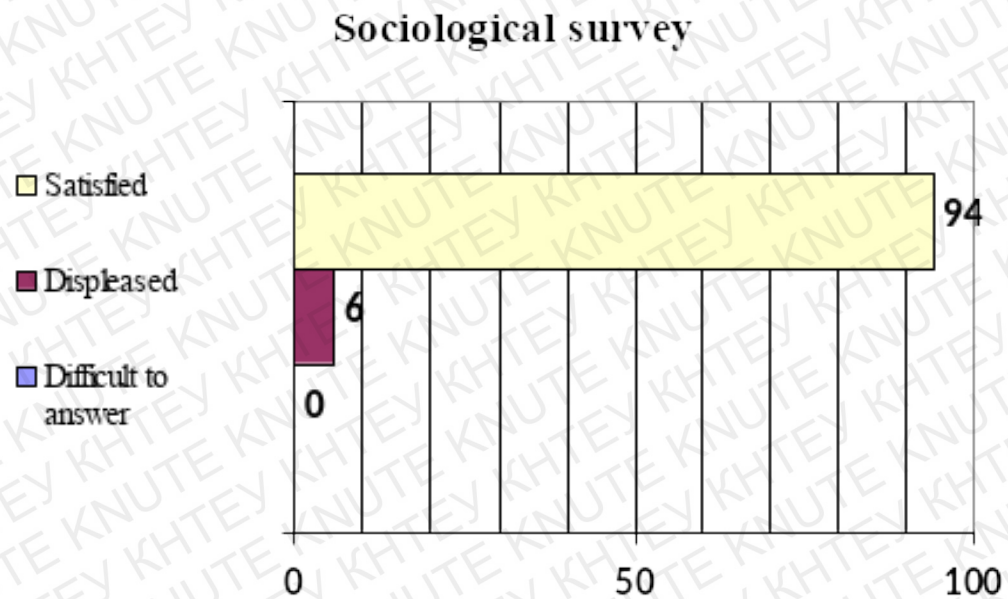


Pic. 3.2 A survey internal and external tourists and tourist experts (points out of 10)

According to: [SurveyMonkey.com]

As it can be seen reaction of public which includes internal and external customers who were using serviced of the camp evaluated it in such a way: quality of the environment, natural and anthropogenic tourist resources and geographical location with high marks - not less than 80%, benefit price politic - 91% comparing with 78% of locals from Pic.3.2 (For 14 days and accordingly 13 nights the price is 13300 UAH per 1 child which is approximately 435 dollars). Camp recognition is too poor - 6%, people associate Ivano-Frankivsk region mostly with winter recreation on Bukovel resort. Poor level of security - foreign customers prefer to have 24/7 video surveillance is a competitive advantage of the camp or noted the importance of presence of daily night rounds of the buildings and territory of the camp as one of the permanent security measures in the camp. Negative impact also has general perceptions about Ukraine because of the military aggression of the neighboring country, a high level of corruption, an unstable economic situation.

When answering the question of how children assess their holidays in «Chaban» camps the overwhelming majority of parents gave positive feedback - 94% of respondents believe that their children were satisfied with the trip.



Pic. 3.3 Parents' opinions about how satisfied was their kid with his trip to the camp?(people)

According to: [SurveyMonkey.com]

Passing over Stage I we achieved Stage II definition of content tourist brand of the camp which involves determination of the mission and goals of enterprise, choosing of methods of tourist branding and target audience. The target audience of the promotion of the tourist brand of the region may be local residents, tourists, investors.

Logo and brand book: it is strongly recommended to cooperate with Ukrainian pr agencies maybe to announce tender on the best visual identity for enterprise. Typically, brands consist of various elements, such as:

- name: Chaban doesn't accociate with children tourism must be changed;
- logo: strong accent on hyzyl culture, mountains, green fields;
- a slogan or phrase: "Do you hear me now" - is an important part of the Verizon brand;
- colors: green, blue and white;

- sounds: a unique melody or a set of notes can mark the brand.

Target audiences potentially interested in the country can be: supporters of private business, sports, recreational tourism and families with income higher than middle who can afford to send their children to vacation.

Determine the mission and goals of the tourist brand - in general is to form a positive association about recreation and having rest in the country and more specific to supply the best vacation for children from all around the world.

Tourism branding objectives: an increase in the number of tourists; growth of foreign investments; attraction of foreign tourists; increasing the number of repeated visits to the country; measured outgoing on the foreign market.

Choice of methods of tourist branding: advertising and promotion. Advertise the brand of the country can be found in newspapers, magazines, special booklets, television and radio programs, in the Internet, in tourist information centers, on souvenir products, etc. Under propaganda in the field of tourism understand the unpaid information disseminated by journalists, tourism specialists, tourists, local residents, etc. Specially organized propaganda of the tourist brand of the country can be distributed within: press conferences; presentations; international exhibitions; public relations (public relations).

While researching sanatorium and resort services an important place takes positioning. Positioning is an important means of implementing the strategy of differentiated marketing, because the position of sanatorium-resort services in one segment of the market may differ from how it is perceived by consumers in another segment.

Next step is Stage III which suppose making set of activities aimed the progress for tourist brand of the region. To promote the «Chaban» tourist product on the international market it is necessary to concentrate efforts on informing the consumer about the benefits of the product offered creating a positive image of the region in the minds of consumers and the formation of a stable demand that is to use the strategy of "pulling out".

However, since the tourist product has no material permanent quality parameters and consumers need to move to the place of its formation to meet the needs of this product then to promote the tourist product it is necessary to use the strategy of attracting consumers. During the implementation of this strategy, the main efforts should be directed to providing the necessary information about the «Chaban» camp tourist product to consumers forming a friendly attitude towards it and its acquisition. In the case of a successful application of the strategy, the consumer appeals to one of the members of the sales channel to buy a tourist product but receives it directly from the creators of travel services in the Ukraine. In this case the consumer is given a discount and provides the reliability of receiving services included in the cost of the tourist product like it showed on Fig. 3.2:

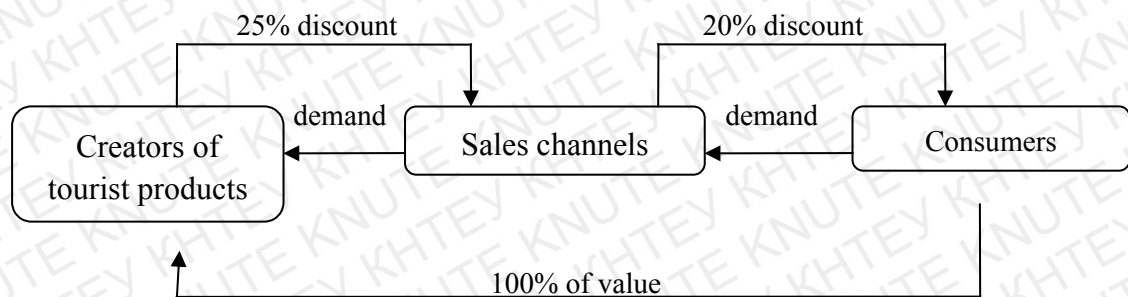


Fig. 3.3 The strategy of attracting consumers

According to: [Our vision of new system of loyalty]

While providing a new marketing strategy the leaders of the enterprise should understand main principles of communication and advertising and to be able answer such questions:

- Choose the population or target audience - Who?
- What are the goals of the campaign? Define clear, specific and measurable objectives - What?
- Highlight the quality of service as most beneficial for the tourist and a key differentiating factor. Consider relating the quality of the service to the working conditions. The ads should be creative, easily understood and remembered - How? What is the key message?

- Define the period in which the impact of the campaign will be most effective, and its duration - When? What is the right time?
- Specify whether the message will be disseminated by mass media or rather custom - Where? Which media and to what extent?
- Evaluation. What results have been obtained with respect to the set objectives? Evaluate in quantitative terms (sales), quality (reputation and image) and purchase intentions. A campaign will be effective if it meets the objectives assigned to it - How much? What are the costs of the activity?

Stage IV. Implementation of the plan

In implementing the strategy of promoting enterprise's tourist products on the international market, the functions, duties, rights and responsibilities should be shared among the participants.

Participation in international tourist fairs whose purpose is to create a positive image of brand, its tourist, investment and other attractiveness. Promotion of the tourist brand in Ukraine is engaged in the State Agency of Ukraine for Tourism and Resorts.

Stage V. Assess the effectiveness of the region's brand by analyzing the achievements from the previous stage and subject to its unrealisation - return to the 1st stage. The result of the implementation of the proposed strategic plan to promote the brand country has to be attracted to the optimal number of tourists and investors in the country through a clear visual identification which should be based on national identity.

3.2. Elaboration and evaluation of the most successful promotional plan for the tourism product of Ivano-Frankivsk region

When choosing a variant of the promotion system, the following factors must be taken into account:

- cash resources;
- the company's goals in the field of promotion;
- characteristics of the target market;
- characteristics of the product, its price;

- the possibility of using one or another method of promotion;
- finding consumers at a certain stage of readiness to buy goods;
- selected promotion strategies.

All methods for evaluating systems for promoting products to the market are based on an analysis of the results obtained after implementation of developed systems. Methods of evaluation can be divided into two groups: quantitative and qualitative evaluation.

Quantitative evaluation allows to determine the effectiveness of promotion systems: to calculate additional the profit obtained through the implementation of the developed system and compare it with costs.

Qualitative evaluation, as a rule, is carried out in two stages before and after the implementation of the promotion system. It allows improving the quality of the system of promotion: content, form, etc. This group of indicators does not provide impacts of the system on the promotion of profit or profit.

The standard method of assessing the economic efficiency of product promotion (PP), often carried out by domestic authors [15, 16], presents two indicators. The absolute value of the economic effect in monetary terms (E) is calculated by the formula:

$$E = V * H / 100 - (C + U) \quad (3.1)$$

Where V is the additional volume of goods sold under the influence of PP, UAH;

H - estimated percentage of profit to the selling price;

C - the cost of PP; U - additional costs for the increase in sales.

$$E = 10440 * 12 / 100 - (4000 + 1879,20) = 5879,2 - 1252,8 = 4626,4 \text{ (UAH)} \quad (3.2)$$

pro

in market share % at least on 12%.

like

rease

The implementation of the above proposals for promotion of the Ivano-Frankivsk region will contribute to an increase in the export of domestic services abroad as increase in knowledge-intensive about our country.

Conclusions to part 3

1. Possible strategies for the «Chaban» camp were determined on the basis of a comparison described on characteristics of the internal and external environment.
2. The successful work of the camp rests on three pillars: personnel (high-professional staff), program (developing an educational and entertainment

program that is relevant today; creation of counseling organizations and methodological centers and other organizations necessary for the service camps at schools; sale of permits through the Internet, creation of a single virtual network for camps region) and reputation creation (trade reputation).

3. To improve the implementation of the tasks set after the creation of a touristic brand of the «Chaban» camp we develop an appropriate model for forming a strategy for promoting the country's tourism brand
4. Stage I. have been done by outlining the comparison of the existing situation of the «Chaban» psitioning with similar brands of other states and fulfilled the SWOT and PEST analysis of an existing tourist brand.
5. Stage II. persepts definition of content tourist brand of the camp which involves determition of the mission and goals of enterprise, choosing of methods of tourist branding and target audience and development of brand book for enterprise.
6. Stage III which supposed making set of acticities aimed the progress for tourist brand of the region. To promote the «Chaban» tourist product on the international market it is necessary to concentrate efforts on informing the consumer about the benefits of the product offered creating a positive image of the region in the minds of consumers and the formation of a stable demand that is to use the strategy of "pulling out".
7. Stage IV. Implementation of the plan assumes participation in international tourist fairs whose purpose is to create a positive image of brand, its tourist, investment and other attractiveness. Promotion of the tourist brand in Ukraine is engaged in the State Agency of Ukraine for Tourism and Resorts.
8. Stage V. Assess the effectiveness of the region's brand by analyzing the achievements from the previous stage and subject to its unrealizatiion - return

to the 1st stage. Methods of evaluation can be divided into two groups: quantitative and qualitative evaluation.

9. In 3 years we are planning to increase such economic indicators like promotional budget, profit growth rate, sales growth rate. The rate of increase in market share at least on 12%. Brutto income at least on 10440 uah per month in high season and around 2200 uah in low season.

CONCLUSIONS

The purpose of the final qualifying paper to research the theoretical and practical aspects of promotion on the international market of a new tourist product of sport and health tourism of Ivano-Frankivsk region and develop marketing strategy for its improvement was completely achieved, the tasks were solved:

1. Have been conducted an analysis of existing theoretical and methodological approaches in the domestic and foreign literature to meaning “recreation“, “sports tourism“, “children`s tourism“, “promotional strategy“ and it is influence on development of modest tourism.

2. We had clarified that sports tourism is a complex phenomenon that includes different types of tourism (combination of physical activities - sport and complexity of tourism services). Secondly we found out contemporary influence of promotional strategy for touristic enterprise and expansion of its products on the foreign market: customers dedicate themselves like more experienced, prefer individual tours and more personalized services, became more concerned about health and raising green aware new generation. Consumers are less sensitive to the price of a good or service that is valued for a unique attribute that sets it apart from the competition, or if better quality is offered.
3. Have researched information about touristic attraction for visitors of Polyana village (Ivano-Frankivsk region). After fulfilling sociological surveys among the domestic and foreign customers it was defined that customer's prefer natural resources, location, price policy and staff of the camp PE "Chaban" - very attractive, but branding of the region (recognition of brand) and level of security was poor.
4. Next step consisted from outlining the existing domestic tourist market of recreation and health tourism with foreign by conducting PEST analysis. Also were assessed the competitive environment of sport and health tourism at the foreign market and given a characteristic for the main competitors. Existing competitors are countries neighbours with similar cultural characteristics - Russia, Croatia. Customers with higher sociostatus can afford camps in USA (luxury segment).
5. Based on that results were identified the peculiarities of the process of forming a strategy for promotion of the touristic product and services and formulated possible strategy of "pulling out" and the stages of promoting the tourist brand of the Ivano-Frankivsk region.

6. The strategy of promoting the tourist brand of the region includes the following stages: assessment of the existing tourist brand of the region; definition of brand content; formation of a tourism brand promotion plan; realization of the tourist brand promotion plan and estimation of the brand's effectiveness.

The study of the theoretical aspects of strategic management made in the first chapter of the project led to the conclusion that strategic management is the most important factor for successful survival in an increasingly complex competition.

The analysis of the external and internal environment of the touristic children camp PE "Chaban" led to the conclusion that the hospitality business is an attractive industry and promising activities of entrepreneurs. In this regard there is an increase in the number of participants in this market and an increase in the degree of competition.

Strategy was planned on 3 years with one of the main purposes to increase such economic indicators like promotional budget, profit growth rate, sales growth rate. The rate of increase in market share at least on 12%. Brutto income at least on 10 440 uah per month in high season and around 2 200 uah in low season.

In further research of problems related to tourist branding it is expedient to investigate the economic effectiveness of measures to promote the brand of Ivano-Frankivsk region (PE "Chaban").

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