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**«Tourist product Cherkasy region promotion on the
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INTRODUCTION

PART 1 THEORETICAL BASES OF THE RESEARCH OF INTERNATIONAL TOURISM SERVICES MARKET

1.1. The essence and features of tourism development services markets, their infrastructure

1.2. Factors influencing tourist demand and supply

1.3. Regulation of the tourist market at the national and supranational levels

PART 2 ANALYSIS OF TOURIST-RECRUITMENT POTENTIAL OF THE CHERKASSY REGION

2.1. Market researches of the tourism industry of Cherkasy region

2.2. Analysis of tourism development in the region

2.3. Identification of the factors influencing the development of the tourist market in Cherkasy region

PART 3 FORMATION OF PRIORITY DIRECTIONS FOR TOURIST SERVICES MARKET DEVELOPMENT IN CHERKASHCHINA

3.1. Innovative tourist products of Cherkasy region

3.2. Measures to improve the competitiveness of the tourist services of the region

3.3. Perspective directions of commodity and geographic diversification of tourist services in the international market

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12. Resume of a scientific adviser of a final qualifying paper

Student Kulintsova Anna executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined theoretical bases of the research of international tourism services market.

In the second part analysed the tourist-recruitment potential of the Cherkasy region.

In the third part formed the priority directions for tourist services market development in Cherkashchina.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

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INTRODUCTION

Relevance of the study. Ukrainian tourism currently functions in a complex socio-economic situation in our country, the global crisis of competition. From the economic point of view, tourism is a unique type of consumption of material and spiritual goods, services and goods, which is isolated in individual sector of the economy. The tourist industry of our state not only engages in the development of the tourism product of most sectors of the economy, but stimulates their development.

In a globalized world the tourism industry is beginning to significantly strengthen its position not only in the domestic but also in international markets, which affects the development of the country and regions, affecting the structure of the economy as a whole. Tourism can develop local infrastructure, create additional jobs, and stimulate the service sector. Tourism affects the preservation and development of cultural potential, leads to the harmonization of relations between different countries and peoples, forcing governments, public organizations and commercial structures to take an active part in preserving and improving the environment. So, we can talk about the wide impact of tourism (both direct and indirect) on the economy of the country and a separate region.

One of the leading tourist regions of Ukraine is Cherkassy region, which has a significant potential for promoting its tourism products to the international market. It concerns the historical, archaeological, architectural, cultural and religious heritage, the available natural resources. However, the attendance of the region by foreign citizens is currently very low, which determines the need to develop and identify promising areas for tourism development in Cherkasy region.

The purpose of the research is to substantiate theoretical and methodological provisions and perspective directions of the market development of tourist services of Cherkasy region.

The following research objectives were identified:

= to find out the essence and features of the development of tourist services markets, their infrastructure;

- = to summarize the factors influencing tourist demand and supply;
- = to study the regulation of the tourism market at the national and supranational levels;
- = to carry out marketing researches of the tourism industry of Cherkasy region;
- = to carry out an analysis of the development of tourism in the region;
- = to determine the factors influencing the development of the tourist market of Cherkasy region;
- = to develop innovative tourism products of the Cherkasy region;
- = to propose measures to increase the competitiveness of the tourist services region;
- = to substantiate the perspective directions of commodity and geographic diversification of tourist services in the international market.

The object of the research is regional tourism.

The subject of the research study is the tourism and recreational potential and prospects of promoting the tourist product of Cherkasy region to the international market.

Used theoretical and legislative and regulatory sources. The questions of theoretical and practical research of the development of the regional market of tourist services, in particular the Cherkassy region, are devoted to the work of such scholars as L. I. Gontarzhevskaya, M. Yu. Gusarova, I. Desitatnikov, M. V. Drobotova, O. E. Zarahovsky, G. A. Zayachkovskaya, K. S. Kalinichenko, O. P. Konarivska, E. G. Kryzhiminska, O. O. Lyubitseva, M.P. Malskaya, L.A.Nokhrin, A.E. Sirik, V.O. Sorochan, N.V. Sushko, T.I. Tkachenko. The main laws regulating this activity are the Laws of Ukraine "On Tourism", "On Resorts", Decrees of the President of Ukraine "On Measures for the Development of Tourism and Resorts in Ukraine", "On Supporting the Development of Tourism in Ukraine", etc. The main document regulating the tourism activity in Ukraine is the Law of Ukraine "On Tourism", which establishes general legal, organizational, educational and socio-economic principles of the implementation of the state policy of Ukraine in the field of tourism.

The scope of application of the results of work. It is based on the development of scientifically substantiated theoretical and methodological recommendations that can be used in the practical activity of the subjects of tourism business in Cherkasy region and Ukraine. Implementation of proposals and recommendations on the development of tourism in the Cherkassy region will promote the progress of the tourist product of the region to international markets.

PART 1 THEORETICAL BASES OF THE RESEARCH OF INTERNATIONAL TOURISM SERVICES MARKET

1.1. The essence and features of tourism development services markets, their infrastructure

The leading segment of the world market for services is the tourist services market. In particular, the last quarter of the twentieth century and the beginning of the twenty-first century. were under the sign of the accelerated development of tourism, which transformed it into a global mass, forms and technologies of recreational phenomena. Despite the planetary scale, tourism remained regional and national in content. The tourist industry of the world offers unified recreation and service systems, exploits regional natural differences and the national and cultural identity of ethnic groups and local communities, which in many cases becomes the main motive of travel [31].

Today, tourism is one of the most highly profitable and most dynamic sectors of the economy. In the field of tourism employed more than 250 million people, that is every tenth worker in the world. The share of tourism accounts for 7% of total investment, 11% of world consumer spending, 5% of all tax revenues and one third of world trade in services [61]. Tourism has a huge impact on such key sectors of the economy as transport and communications, trade, construction, agriculture, production of consumer goods and many others, acting as a catalyst for socio-economic development. International tourism is among the four largest industries, giving way to the oil and gas industry and the chemical industry and food [11].

Development of tourism became possible thanks to the scientific and technical and socio-economic progress of society, that is, the creation of tourism infrastructure. Expansion of automobile, air transportation contributed to the development of mass tourism. The network of hotels and restaurants is expanding, and there are car rental firms. Travelers are attracted by historical and architectural monuments, theaters, museums, resorts offering treatment, skiing, etc. More and more countries offer trips to exhibitions, fairs, congresses, and allocate large areas for this. The development of

tourism is promoted by advertising, government policy, general economic conditions, exchange rates, product competitiveness, travel and travel reputation and security, travel mods and other factors. According to the British agency "Business Travel International", Sydney, Florence, Venice and Paris are the most attractive cities in terms of travelers, while New York City [6] is the most expensive place for business people.

The leading role of tourism business in the global market for services is due to the fact that, according to the World Tourism Organization (UNWTO), the comprehensive service of one tourist is equivalent to the creation of 9 new jobs, the cost of which is several times lower than in other sectors of the economy. In the next 10 years, tourism will remain the largest source of job creation in European countries. From 2,2 to 3,3 million additional jobs can be created in this sector. Each year, before the financial crisis of 2009, the number of vacancies in the tourist industry increased by 1%, which makes tourism the largest jobseeker in Europe, along with telecommunications and multimedia industries. Recently tourism became one of the few sectors of the economy of many countries that provide opportunities for job creation, especially for women and young people, workers of various professional categories and level of training, and to facilitate the development of entrepreneurship by creating small and micro enterprises [87].

Despite the fact that the conceptual framework for the functioning of the tourist services market is widely covered in the studies of foreign and domestic scientists, there is still no single approach to its essence. We will analyze some definitions of this concept (Table 1.1).

Table 1.1

Definition of the concept of "market of tourist services"

Author	Definition of the concept of "market of tourist services"
G. Aleinikov [p.117]	Economic relations between producers and consumers of tourist products on the tourist market, consisting in the process of turning tourist-excursion services into money, and backwards - the conversion of money into tourist excursions.
I.T. Balabanov [p.62]	The sphere of realization of tourist product and economic relations that arise between its buyers and sellers.
A. Durovich p.135]	Socio-economic phenomenon, which combines demand and supply to ensure the process of buying and selling a tourist product at the present

	time and in this place.
I. V. Levitskaya [p.61]	A socio-economic phenomenon, combining demand and supply to ensure the process of buying and selling tourist products is currently in place.
V. S. Pazenok [p.16]	Economic relations between producers and consumers of tourist products, consisting in the process of transforming tourist-excursion services into money, and back - the transformation of money into tourist-excursion services.
T. I. Tkachenko [p.58]	The aggregate of specific economic relations and relations between tourists (buyers) and tour operators (sellers), as well as travel agents (trade intermediaries) and their counterparts on the movement of tourist products and money, reflecting the economic interests of subjects of market relations.
L.I. Gontarzhetskaya [p.58]	The system of multidimensional, polystyrene, polymorphic and multilevel, functioning by the law of balance of demand and supply, which reproduces the objectively determined necessity to match the time and space of the value and natural-real forms of solvent demand and supply, and operates on the basis of production and consumption fluctuations tourist product.
V. Kvartalnov [p.15]	The system of world economic relations, in which the process of transforming tourist-excursion services into money and the inverse transformation of money into tourist-excursion services is carried out.

Source: [4].

The definitions given in Table 1.1 make it possible to form the idea about three approaches to the formulation of its essence:

1) in terms of the essence of the market of tourist services as "economic relations". Representatives of this approach are G. Aleinikov, V. S. Pazenok, T.I. Tkachenko, M. Malskaya and others;

2) in terms of the essence of the market for tourist services as a "socio-economic phenomenon". This view is shared by A. Durovich, E.V. Levitskaya, V. Bogolyubov, V. Orlovskaya and others;

3) from the point of view of the essence of the tourist services market as a "system". This point of view is reflected in the works of A L.I. Gontarzhetskaya, V. Kvartalnova, T. Frolova and others.

Analyzing the interpretation of the essence of the tourism market, it should be noted that each of them emphasizes certain of its features, depending on the position of the researcher. Therefore, existing theoretical approaches need to be generalized.

Representatives of the first approach, which define the essence of the tourist market as "economic relations," emphasize the purchase and sale of tourism services. Such an interpretation does not reveal the specifics of the essence of this category, because, first, there is no relationship between market actors that arise in the process of production, distribution, exchange and consumption of travel services, and secondly, the interaction of technical and economic, organizational-economic and socio-economic relations.

Interpretation of the essence of the tourist market as a "socio-economic phenomenon" reflects the processes caused by socio-economic reasons, but does not reveal its essence.

The most true approach is the approach of scientists who consider the essence of the tourist market as a "system", since it comprehensively reflects the essence of the market as the unity of many elements and reflects their interrelations.

The market for tourist services has specific features:

Firstly, in the mechanism of functioning of the tourist services market, in addition to the buyer and seller, a significant number of intermediary links is involved. Travel agents, clubs, associations are the clear intermediaries between tourists and producers. At the same time, tour operators are the producers (developing and implementing tours) and the intermediaries (they conclude agreements with the direct producers of individual tourist services). Producers of primary tourist services are hotels, transport companies, catering establishments, excursion bureaux, museums, theaters, leisure establishments, etc. The subjects of the tourist market are also manufacturers of related services and goods - advertising companies, mass media, manufacturers of goods "domestic exports" (souvenirs, traditional goods of crafts), construction companies, etc.

Secondly, the mechanism of functioning of the tourist services market is to continuously coordinate demand and supply in the face of growing competition and external regulation [29].

Also, the market for tourist services is significantly different from other industry markets, its defining features are:

- significant penetration depth. Tourism is potentially everywhere a person lives (unlike most commodity markets, determined by available raw materials and specialized consumers). Tourist product is eventual, it can be "created" from any resources (for example, the Chernobyl zone as an object of exotic or extreme tourism), at the same time, the potential consumers of tourist services are all the world's population.

- seasonal specifics. Tourism is characterized by distinct peaks (summer and winter), which are primarily related to institutional seasonality, which reduces business activity in other sectors of the economy.

- complexity of consumption. Together with the contracts stipulated by the products, at the domestic prices of the country, additional goods and services of tourist demand are sold in addition.

- an individualistic character. The subjectivity of demand in this case is connected with the individualistic nature of the personal needs of tourists in accordance with their income, preferences and interests, etc. Tourist services have a significant consumer significance, while consumer value does not have a real form, but consists in a certain beneficial effect (impression, knowledge, improvement, etc.).

- quality instability. Simultaneous production and consumption generates a situation where the preliminary assessment of the quality of tourist services is not possible. Criteria at the moment are trust, experience, subjective impressions of others [5].

The essence of the tourist services market reflects its economic function. Let's mention the main ones:

First, the tourist market ensures the consistency of production and consumption of tourist products in the assortment structure, supports the balance of demand and supply by volume and structure. The specified function of regulation of proportions the market performs by establishing links between a huge number of tour operators, tour agents, their counterparts and tourists through the purchase of sales of travel services.

Secondly, the market provides the establishment of value equivalents for the exchange of tourist products. In this case, the tourist market, as well as the market in

general, compares individual expenses for the production of tourist services with the public, compares costs and results and thus identifies the value of the tourist product.

Thirdly, the tourism market provides economic incentives for the production of tourism products, encouraging manufacturers to create the necessary tourist products with the least cost and obtaining sufficient profit.

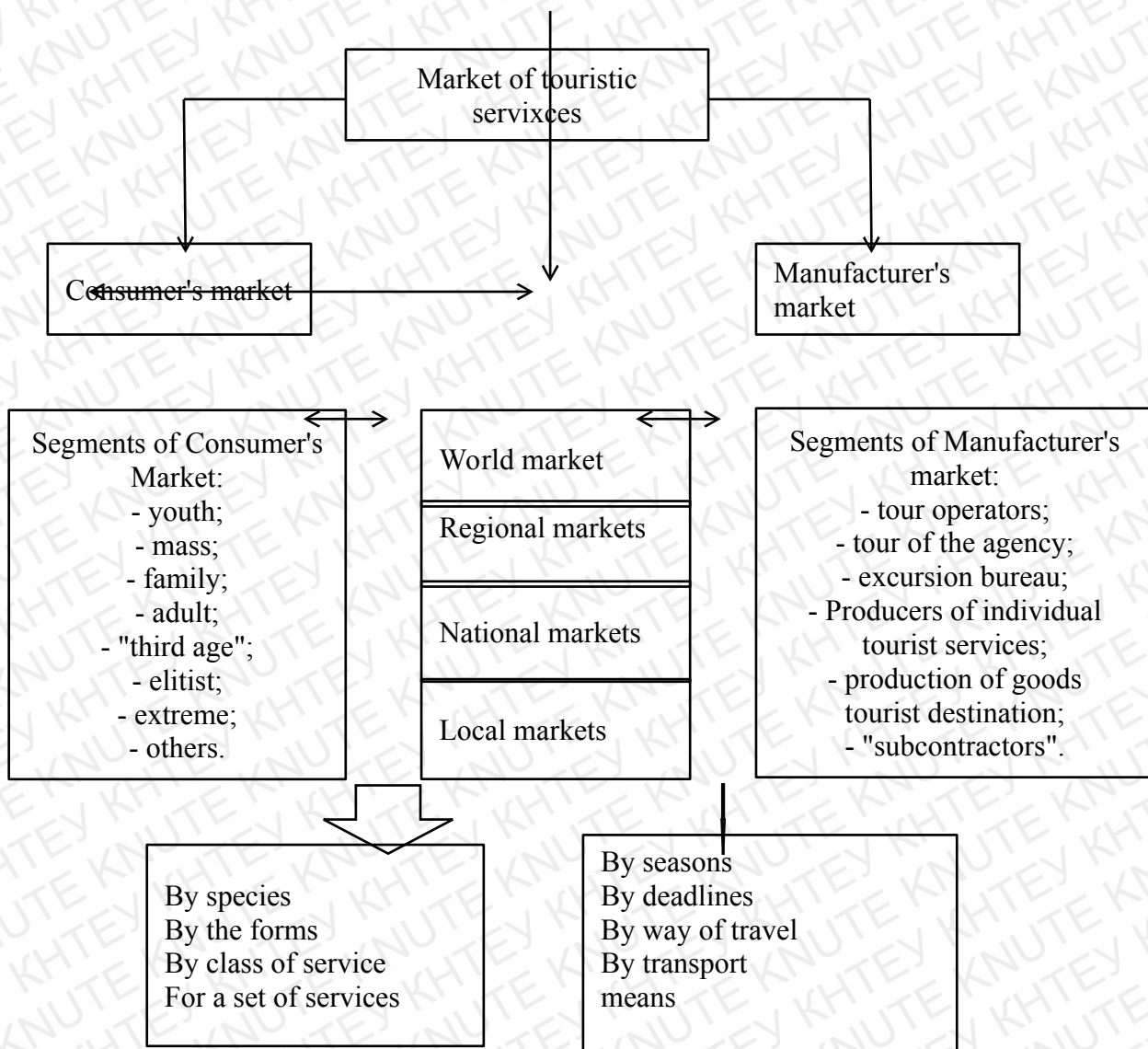
Fourthly, the tourist market provides the economics of consumption of tourism products, reducing consumption expenditure in the sphere of consumption and the proportion of demand for population with wages [32].

The essence and functions of the tourist market determine its role as a category of tourism economics. The role of the tourist market in general is as follows:

- to balance the demand and supply of tourist products, to balance the tourism sector;
- To give a signal to enterprises of the sphere of tourism through feedback: what tourist products, in what volume and in what structure should be produced;
- to clean the tourist complex and its economy by washing off noncompetitive producers, replacing obsolete tourist products with new ones [57].

The structure of the tourist services market is based on the conceptual basis of the functioning of the market and the specifics of the tourist service. Accordingly, two main structural components of the market are distinguished: the consumer market, where the demand for tourist products is formed, and the market of the producer, whose activities are aimed at satisfying this request. Specific structure of the market is conditioned by the nature of the request and the peculiarities of tourism activity for its satisfaction and is represented by segments of the consumer market and the sectoral structure of the market of the manufacturer of tourism products, distinguished by the activity characteristics [24].

A generalized scheme of classification features of the tourist market is shown in Fig. 1.1.



Source: [24].

Fig. 1.1. Classification signs of the tourist market

In addition, the tourist market is structured here and on a territorial basis. The global tourism market, as part of a global economic system, is divided into macro-regional and subregional tourism markets. Regional markets for tourism services consist of national markets and national ones are from local ones.

From the point of view of the existence of the necessary conditions for the sale and purchase of services and goods, the tourism market can be divided into potential and actual. The potential market can cover up to 100% of the inhabitants of the country, region. It consists of people who are interested in purchasing services, in this case, tourist. However, only one desire is not enough. You need to have the money to buy

them. In addition, anyone who needs services should have access to them. If all of the above requirements are met, there is every reason to assert that there is an actual market.

In connection with the peculiarities and content of marketing activities, the following markets are distinguished [54]:

- target, at which the enterprise realizes or is going to realize the goals;
- the main place, where the main part of tourist enterprise services is realized;
- an additional, which provides for the sale of some volume of services;
- growing, which has real opportunities for growth in sales.

The structure of the tourist market is characterized by the division into three main units, depending on demand and supply [27]:

- 1) transportation services;
- 2) services and goods in the complex and related to the stay of a tourist outside his / her permanent place of residence (overnight, meals, etc.);
- 3) for single services and goods needed by tourists for current and future consumption (entertainment, treatment, souvenirs, vehicles, etc.).

All these divisions of the market are inextricably interconnected and therefore the consumption of goods and services included in them is characterized by interconnection, and in some cases, simultaneously.

Inside each unit, especially in the third, there is a further differentiation of demand and supply depending on the characteristics of consumption in different types of tourism (recreational, cognitive, medical, scientific, etc.).

According to such a criterion, as a community of goals, motives for traveling people and their consumer expectations, there are such markets as the market of health-improving tourism, the market of cultural and educational tourism, the market of sports, religious tourism, the market for recreational, business, scientific tourism, etc. .

Almost all of these tourist markets are also heterogeneous. For example, the market of health-improving tourism combines several subspecies, each of which corresponds to the specific purpose of a tourist trip: trips for recreation in the resort (sanatorium and resort tourism); in places where there is a healing effect of sea, mountainous climate, forests on human health (climate treatment); trips to places for

mud treatment when using river, lake or sea mud for the treatment of certain diseases [10].

Influence of the market of tourist services on the economy of the countries of the world is determined by the following features of tourism:

1) The tourist industry is quite profitable for the state as well as for economic actors at the micro level. The tourist business is a rather profitable type of capital investment, which gives a direct and rapid economic effect (payback on average is from two to four years, and the cost of creating one work place is 20 times smaller than in industry). It is important to consider that tourist services are not exhausted, they are reproduced continuously, there is a possibility of their constant improvement, they are sold for cash in hard currency, and not provided on credit.

2) The costs incurred by foreign tourists in the host country have a triple impact on the economy of that country. It manifests itself in:

- increase of profits of travel companies;
- increased demand from the tourist sector of the economy for goods and services of suppliers, which in turn contributes to increasing demand for goods and services of its suppliers and, as a consequence, an increase in incomes in all sectors of the economy;
- increase in personal income directly or indirectly related to the tourism business, which causes an increase in consumer demand [12].

Confirmation of this thesis is that in various years Italy, Spain, France, Greece, Cyprus, Poland, thanks to the development of tourism, were able to overcome the economic crisis in a short time [46].

1) Tourism as a type of economic activity is a source of currency inflows. The development of international tourism in countries that are mainly hosted by tourists is due to the desire to increase foreign exchange inflows and create new jobs. Many countries, with the help of international tourism, are trying to solve the problems of the balance of payments. However, along with the receipt of profits, a significant outflow of currency is possible. Developing countries are forced to import a significant number of products and products for tourists, as well as the necessary equipment for the tourism

industry. Also, tourists, coming from industrialized countries, show goods of better quality, which is "live" advertising and facilitates the import of foreign consumer goods [52].

Thus, the tourist services market from an economic point of view is an important segment of the world market. Tourist services constitute a significant part of the services consumed by the population, and have a specific social and recreational nature, that is, recreation, the possibility of personality development, knowledge of historical and cultural values, sports, participation in cultural events, etc. Thus, tourism combines economic, social, humanitarian, educational and aesthetic factors.

1.2. Factors influencing tourist demand and supply

As a sphere of economic activity, tourism, on the one hand is determined by the demand and consumption of visitors and on the other hand - refers to goods and services that are produced to meet this demand. The relation between demand and supply in the market of tourist services is the nature of dialectical interaction, in which "demand determines the supply". At the same time, as US economists Paul A. Samuelson and William D. Nordhaus point out, demand is faced with an appropriate proposal, since "the economy can not escape the limit of its production potential" [83].

Proceeding from the generally accepted definitions, demand is a specific form of expression of public needs, secured by the availability of money from the population, and the offer is paid goods and services intended for exchange. The offer on the tourist market is primarily characterized by an obvious advantage of services that are created both in industries specialized to meet the demand of tourists, and in industries that simultaneously satisfy the demand of the local population.

The mechanism of the functioning of the tourist market is a system of actions of economic instruments in order to balance the demand and offers on the tourism product, on the cash flows and flows of the tourist product. The operation of a tourist product can be represented by the scheme shown in Fig. 1.2, which shows that the demand for tourism services is due to the wishes and tastes of tourists. In the tourist market there is

a continuous flow of money flows and tourist product, moving towards each other, creating a cycle.

Consequently, the tourist market faces the demand for tourist products, which makes a tourist, and the proposal tourist product, which provides tourist company. The tourist cycle is a system of economic and legal relations that arise between a tourist and a travel company and which shows the direction of travel of tourist flows of a tourism product, investments in tourism development and cash revenues to the budget from incomes of tourist activity [48].

Source: [14].

Fig.1.2. Scheme of the functioning of the tourist market

The tourist cycle in the context of cash flows is carried out according to the scheme presented in Fig. 1.3.

Source: [21].

Fig. 1. 3 Scheme of the functioning of the tourist market

Demand is a part of social needs, limited by the size of income and the level of current prices. The degree of satisfaction of the needs of the population has different meanings at different levels of its welfare. In the case of objectively existing restrictions (revenues, prices) the consumer tries to satisfy them optimally, while the criteria change in time and space. This allows us to find effective ways to manage demand. The effective demand serves as an indicator of recognition (or non-recognition) of the population, and therefore of society, the structure of goods produced and services in accordance with the relative value of the needs for each level of well-being [66].

The tourist market represents the economic system of interaction between sellers and buyers of four main elements: tourist demand, offers of tourist products, prices and competition [39]. Tourist demand represents solvent-borne recreational needs of people expressed in a certain amount of tourism product, which they can buy at these prices. The offer of tourism product is expressed by the amount of tourist product and services that are put on the market at a given price level. Price is a measure and regulator of the dynamic equilibrium between demand and supply in the tourist market. Prices on the market are constantly changing, but with equality of supply and demand equilibrium price is established, when the marginal utility of the tourist product and the marginal

costs of its production balance each other. Competition is caused by the mutual struggle of entrepreneurs for a monopoly or best position in the tourist market. In the case of insufficient offer of tourism product, consumers are beginning to compete. It is competition that leads to fluctuations in prices in search of a new equilibrium state of the tourist market [40].

Exploring factors influencing tourist demand, it is advisable to use the classification of the World Tourism Organization, which is summarized in Fig. 1.4.



Transport Infrastructure

Source: [71].

Fig.1.4. Classification of factors influencing tourist demand

Economic factors can be distinguished into general economic, income level and price.

The general economic situation in the country affects the level of tourist demand. If the national income does not exceed a certain level, then tourist demand can only arise in elite social groups or at all absent. In addition to national income, an important

determinant of demand is the structure of incomes of society, which determines the division of the population into separate groups on income. It should be noted that, regardless of the existing economic conditions, tourist demand may appear, for example, in the absence of an appropriate pattern of consumption or tourist product, or insufficient popularization activities.

The deterioration of the economic situation, first of all, the economic crisis, has a negative impact on the standard of living of the society and the structure of its consumption. At a lower income, society reacts to the "free" consumption. The dependence of tourism on almost all sectors of the national economy, changes in the economic situation of enterprises (job cuts, abandonment of social programs, including tourism, refusal of motivational tourism, reduction of official travel, etc.) proves that the economic crisis affects tourism demand. Entrepreneurial tourism activity involves constant observation and analysis of macroeconomic indicators such as: national income, purchasing power, unemployment rate, inflation rate, budget deficit, economic situation [38].

An indisputable factor influencing tourist demand is the income level of one consumer. The concept of income includes wages, part of income, rent, scholarships, pensions, gifts. Tourism development can not be explained only by an increase in current incomes, that is, received during the current period of time. It is much more important to take into account the systematic nature and duration of obtaining a particular income. Thus, in particular, the value of the accumulated consumer property of the population is of great importance for the formation of tourist demand, which is manifested primarily in the acquisition of their own homes, goods of long-term use (cars, refrigerators, televisions, etc., which are personal property). Thus, the amount of annual income does not fully reflect the real possibilities of purchasing tourist services.

Investigating the relationship between the income of tourists and the amount of expenditure shows that, firstly, the opportunity to participate in a tourist trip comes only with an appropriate level of income. Second, with the increase in income, the corresponding travel expenses are increased. This creates the preconditions for traveling to more distant countries, in regions with higher prices. At the same time empirical

studies can give the coefficient of elasticity of demand, depending on income. Thirdly, in the growth of expenses, depending on the tourist income also comes a critical limit. In other words, in each given country or region of tourist travel there is a maximum cost for the consumer. In principle, an increase in the cost of tourists with an increase in their income can occur only if the tourist chooses more distant countries or areas with higher prices. The size of tourist income to a large extent determine the geography of his travels.

Thus, it is necessary to take into account two aspects of the study of the impact of the size of revenues on tourist demand in a regional context:

- 1) the effect of income of residents of one country (permanent residence) on tourist expenses;
- 2) the impact of the costs of living in different countries on travel expenses in a country of temporary residence [10].

Another important factor affecting solvent demand is prices. This effect is manifested in the elasticity, that is, the change in demand in volume and structure as a reaction to the mobility of prices. In the practice of tourism development you can meet the two main forms of the reaction of demand for prices.

Firstly, the inelasticity (or weak reaction) or the practical immutability of demand with an increase or decrease in prices. Too inelastic demand is characteristic of the richer layers of society, which do not attach serious importance to the fact that the increase in prices has led to a corresponding decrease (or increase) of their expenses on tourism. A similar reaction to the prices is typical for the seriously ill, requiring the appropriate types of resort treatment, and for the fanatical adherents of religious cults.

Especially inelastic demand for fashion resorts and expensive tourist services. Moreover, some tourists are attracted by the so-called "Veblen effect", which manifests itself in the fact that high prices are an incentive for demand. This phenomenon, also called the "snobbery effect", is extended to goods and services that demonstrate prestige or well-being.

Secondly, the elasticity of demand, that is, the apparent decrease or increase in demand under the influence of price changes. The impact of the price on the elasticity of

low-income tourists is quite obvious. Raising the price can lead to the fact that some social groups with low incomes can refuse to travel, shorten its time and distance. At the same time, one can observe the phenomenon known as the "paradox of Gyufen", which is characterized by the fact that with the increase in the price of some goods or services on them, the demand increases while the demand for other goods and services simultaneously falls, where the price level is maintained. Thus, the increase in the prices for services in the tourist complex in the neighboring countries forces tourists to still choose nearby countries, but not distant, as travel to them is within the material cost of travel services. Similar effects can be observed in the case of refusal to consume higher quality services in favor of less quality, although the latter prices have increased more [11].

The second group of factors is socio-psychological, among which one can distinguish: motivational factors; demographic factors; industrial factors; urbanization factors; free time.

Motivational factors are related to the influence of non-measurable factors and are in line with psychology, and also contribute to the fact that tourism consumption occurs even at the lower limit of income, despite relatively high prices. The choice of a specific product or direction of departure is more or less dependent on the external motives of a person. Analyzing the motives of travel for tourists, one can distinguish the following types:

- recreation, travel for cognitive purposes;
- family and ethnic travel;
- travel for the healing purposes;
- service and motivational trips;
- travel for the purpose of spiritual knowledge [39].

Demographic factors that are manifested in increasing tourist mobility, depending on age, sex and family status, have a great influence on demand. The greatest commitment to active forms of recreational activity is demonstrated by persons aged 18 to 30 years. But the overall tourist mobility reaches its peak at the age of 40-50 years. In

addition, it can be noted that bachelors are more mobile than family members, and women are more active than men [12].

Industrial demand is strongly influenced by tourism demand. They are to some extent tied to the level of income, because the societies of industrial countries are at a somewhat higher level of economic development. An essential stimulator of tourism activity is the pollution of the environment in the place of permanent residence and the consequent desire to change the environment and "contact with nature." That is why industrial regions are a stable market for the "supply" of tourists [38].

Among the non-economic factors that influence demand, cultural factors are distinguished. Tourist activity requires the achievement of a certain level of culture, which enables to solve issues of rational organization of free time (restoration of physical conditions, development of personality, etc.). One of the indicators of the corresponding level of culture is the level of education of the society.

One of the most important determinants of tourist demand is the availability of free time. The free time that a society owns depends on the domestic law of a particular country (the number of days of leave, the number of working hours of the week). Information on the time of school holidays, state and religious holidays and their correlation in this year with Saturdays and Sundays is important for

The last group of factors influencing tourist demand are supply factors, namely:

- tourism resources;
- tourism policy;
- transport infrastructure;
- сфера розміщення.

Tourist demand is provided on the basis of the use of two types of resources: natural and created by man. Natural resources make up the peculiarities of the place of tourism (geographic location, climate, relief, flora and fauna). They can be supported by human activities in order to provide access to natural resources for the tourist. Resources created by man are divided into historical and contemporary. Historical resources (monuments, museums) through human activities become accessible to

tourists. Modern resources - the activities of people in conjunction with the established work, which ensures the stay of a tourist in one or another area [85].

The concept of tourism policy is characterized by the influence of the state on the development of tourism. In this context, one should pay attention to the following factors:

When it comes to the role of transport in shaping tourist demand, you need to pay attention to the following issues:

- legislative regulation of tourism activity;
- conclusion of international treaties related to tourism;
- legislative regulation of formalities concerning border crossing and visa regime;
- development of social tourism:

When it comes to the role of transport in shaping tourist demand, you need to pay attention to the following issues:

- the share of certain transport sectors in the maintenance of the tourist movement, which formed in different regions in different regions;
 - Indicator of individual motorization on a specific market, its condition and arrangement of road infrastructure;
- the state of the transport network between the regions that send and receive tourists;
- Tariff policy within the limits of separate branches with obligatory consideration of motor transport;
 - traffic throughput of customs;
 - competitiveness of individual transport industries, taking into account the distance and duration of the trip [41].

The next element of the proposal, which is extremely important from the side of tourist demand, is the sphere of placement. Placement services belong to the main tourist services and have an important influence on the price of the tourist product. In this regard, it is necessary to pay attention to the phenomena that stimulate tourist demand:

- rapid development of alternative to the hotel base of accommodation, which leads to lower prices for tourism product;
- horizontal concentration of lodging facilities, the appearance of so-called hotel chains;
- vertical concentration, that is, close cooperation of the managers of the sphere of placement, especially with transport companies and tour operators;
- state assistance, financial and legal assistance in the field of development of facilities and associated infrastructure.

It should also be emphasized that when considering tourism demand, one must take into account the phenomenon characteristic of tourism, such as seasonality. Tourism holidays are an objective phenomenon. It has several peculiarities:

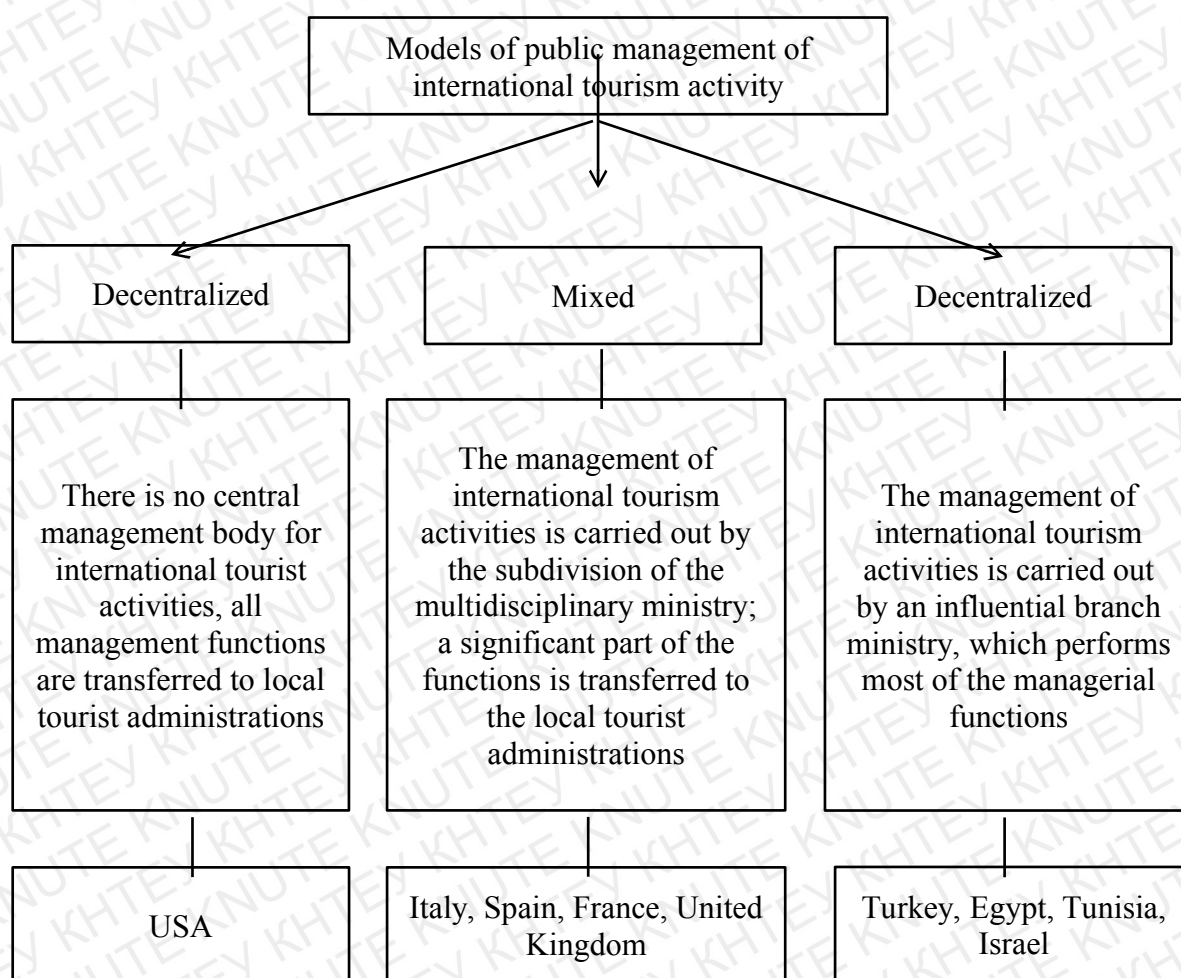
- 1) the greatest intensity of demand for tourist services reaches in the third quarter;
- 2) Seasonality of demand varies considerably by types of tourism (for example, cognitive tourism is characterized by relatively less seasonal fluctuations than recreational tourism);
- 3) different regions have specific forms of seasonal unevenness (for example, studying the rest of the population on the coast, in the mountains, on the shore of a lake or river, in cities testifies to the explicit specificity of each of them), therefore we can speak about the specifics of tourist demand in a certain settlement, a region, a country in the world [25].

Summarizing the above, it must be emphasized that, studying the features of tourist demand, it is impossible to proceed from the assumption of full satisfaction. In order to assess the degree of demand satisfaction, both objective and subjective factors must be taken into account. Objective factors include such phenomena as impossibility to purchase services of the appropriate quality due to the reasons arising from the contradictions of supply and demand. Subjective factors cover mainly psychological peculiarities of individual consumers.

1.3. Regulation of the tourist market at the national and supranational levels.

The scope of international tourism operations, which covered most countries of the world, causes increased attention to the problems of regulating the world of tourism services at all levels - national, supranational and global.

Considering regulation of the tourism market at the national level, in foreign countries, it is possible to allocate them to certain groups with similar characteristics. Conditional can be distinguished three main models of state regulation of tourism, formed abroad (Fig.1.5).



Source: [4].

Fig.1.5. Models of state regulation of the tourist market

The first model is characterized by the absence of a central state administration that regulates tourism. It involves solving all local issues on the principles and principles of market "self-organization". The government uses such a model when tourism is not very necessary for the national economy or when the positions of the tourism market subjects are quite strong, that is, when they are able to solve their problems without state participation. The main example of this model is the United States. Liquidation in 1997 of the main state structure of the U.S. The Travel and Tourism Administration (USTTA), which was responsible for tourism development in the country, was caused by a number of causes, including a reduction in the federal budget, strong US positions on the international tourist market, confidence in the attractiveness of the country for foreign tourists, and the presence of strong private companies in the field of tourism, capable of powerful independent promotional campaigns for the benefit of the entire national market [6].

Countries that have embarked on the road to using this model are usually or not interested in the development of tourism in general, or are confident that the subjects of the tourist market are so strong and "conscious" that they can solve all their problems without state participation.

The second model implies the existence of a strong and authoritative central body, which concentrates in its hands considerable control over the industry. An example of such a model can be considered Mexico, Turkey, Egypt, Tunisia, etc. Typically, in these countries tourism is either a specialization industry or as a priority development. However, certain conditions are needed for its implementation, namely, the governments of the countries listed annually allocate from their budgets millions or even tens of millions of dollars for advertising and marketing, they are engaged in public investment in tourist infrastructure.

In the developed European countries, the third model of the organization of the state tourism administration dominates - tourism at the level of central executive authorities is within the competence of a multidisciplinary ministry. At the same time, the unit of the Ministry responsible for tourism development in the country carries out activities in two directions (blocks), one of which is really state functions - creates and

improves the regulatory framework for the industry, forms and processes statistical information, coordinates the activities of the regions, is engaged in "international" cooperation at the interstate level. The second unit carries commercial or marketing functions: creating an image of a country abroad, marketing and advertising, participation in exhibitions, management of tourist offices abroad. This unit is the main recipient of budget funds. In a number of countries, it obtains a status that is partially self-financing, mainly through the commercialization of advertising and information services. But in any case, it is only about attracting funds that supplement state allocations [36].

Such a model of state participation in the development of the tourism industry was called the "European". It should be noted that the central state tourist administration in developed European countries works in close cooperation with local authorities and private business. Such a scheme of work proved to be quite productive in terms of finding forms of constructive cooperation and interaction between administrative bodies of different levels of state and regional regulation, as well as for attracting private sector financial resources to fulfill the relevant public tasks. The consequence of such a policy was the emergence of mixed-form property (public-private) institutions in the field of tourism regulation. Let's consider the options for realizing the third model of regulation of the tourism sector by the example of Great Britain and France.

Thus, the UK tourism regulation system is typical for many European countries. The main organs here are the territorial state institutions. In the UK, the Department of Culture, the media and sports is the main regulatory body for tourism. He is responsible for supporting the UK's tourism industry, namely, its competence includes the implementation and coordination of the country's tourism policy. The department is subordinated to the body that directly coordinates activities in the field of tourism - VisitBritain. This is a non-governmental state body funded by the Department. VisitBritain works in partnership with the government, the industry and strategic partners from London, England, Scotland, and Wales for international promotion of the UK. Its network of international offices is supported by marketing, commercial and research teams from London. VisitBritain provides UK government advice on tourism

and provides information on the importance of tourism to the economy of the country. Yes, VisitBritain is engaged in international tourism marketing in the UK, with the attraction of foreign tourists, the development of domestic tourism. In addition to traditional activities in foreign markets (dissemination of tourist information content, advertising, participation in exhibitions) VisitBritain provides paid consulting services, organizes exhibitions and seminars, implements various projects with the participation of foreign capital, publishes and implements travel guides, video films and other advertising and informational products. [77].

The funding received from the Department of Culture, Media and Sports for 2010-2011 is about £32.6 million [4], while the annual VisitBritain's activity attracts 1.1 billion pounds sterling in the country's economy. and a £150 million pound sterling tax [75]. The VisitBritain Board consists of a chairman appointed by the Department of Culture, Media and Sports and 6 members, of which 5 are appointed by the State Secretariat of Culture, Media and Sports, and one by the Welsh Assembly (as well as VisitScotland and VisitEngland).

VisitEngland is a strategic governing body representing stakeholders in the public and private sectors of tourism in England. He works in partnership with VisitBritain, Regional Development Agencies, local authorities and the private sector to develop a national tourism strategy that optimizes marketing investment. The main purpose of VisitEngland is to support the tourism industry in England by encouraging domestic and international visitors to spend their holidays, holidays and excursions in England.

The regulation of the tourist services market of France is carried out by the Ministry of Transport and Public Works, which includes the State Secretariat for Tourism and Tourism Management [73]. At the same time France's tourism development agency Atout France, which is formed as a result of the merger of the French Maison de la France and the agency ODIT France [5], is engaged in the promotion of France as a tourist destination in the world. That is, the only feature for tourist services in the countries of Western Europe is that they have created separate bodies that promote the country as a tourist destination in the international market.

Interest is the state regulation of the tourist services market in China. So, the main regulatory authority in the field of tourism is the Chinese National Tourism Administration (KNAT). This body is responsible for the development of international tourism, the regulation of outbound and inbound tourist flows, the organization of domestic tourism, funded by KNAT at the expense of the state budget of China [75]. A distinctive feature of tourism regulation in China is that for the management of outburst flows, the government has introduced the signing by the citizens of this country of a Chinese external tourism contract for citizens traveling abroad. This contract is concluded between tourists and travel agencies and is aimed at protecting the interests of both parties [56].

The example of developed countries shows that regulators, having a clear territorial organization, to some extent contribute to the implementation of sectoral management principles, coordinating and uniting the efforts of representatives of various organizations that form part of the service complex for tourism.

The main legal acts regulating the tourism services market are the Constitution of Ukraine, the Law of Ukraine "On Tourism" dated September 15, 1995, No. 324/95-BP and the Law of Ukraine "On Resorts" dated October 5, 2000, No. 2026-III. These laws determine the basic legal, organizational, economic and social principles of tourism development and resorts.

As to the body that manages the tourism sector, the tourism and resorts department, which is an independent structural unit of the Ministry of Economic Development and Trade of Ukraine [17], is currently serving. The purpose of the department of tourism and resorts is the formation and implementation of state policy in the field of tourism and resorts, while the control over the market of tourist services is assigned to the Ministry of Economic Development and Trade.

The beginning of 2017 was marked by the long-awaited approval by the Cabinet of Ministers of Ukraine of a new Strategy for the Development of Tourism and Resorts for the period up to 2026. It takes into account the current trends that hinder the development of tourism in Ukraine, and it is stated that due to what measures it is planned to increase the efficiency of the market of tourist services. The Strategy

indicates the benchmarks to be achieved. Thus, according to the Cabinet of Ministers of Ukraine, following the implementation of the Strategy, the following results will be achieved:

- competitiveness of national and regional tourism products will increase;
- the quality of life of the population will increase due to ensuring sustainable economic growth, ecological safety, consolidation of society, providing access to services in the field of tourism and resorts;
- new jobs will appear that will enable the population to solve the problem of unemployment, especially in rural areas;
- modern tourist information infrastructure will be created, as well as dissemination of information about Ukrainian tourist resources in the world of information space [43].

Following the adoption of the Tourism Development and Resorts Strategy for the period up to 2026, the "Procedure for using the funds provided for in the state budget for financial support of tourism development, creation of tourist safety conditions, development of tourist infrastructure of international transport corridors and highways in Ukraine" was approved. This Order determines how the funds provided for in the budget for financing the target program for the support of tourism development in Ukraine will be used. In particular, the following funding lines are foreseen:

- on the formation of the competitiveness of the tourism product and the creation of safe conditions for tourists through the provision of information on tourism infrastructure and the improvement of training programs for specialists in the field of tourism;
- to create databases, inventories and registers for the purpose of accounting of tourist resources;
- to carry out marketing researches of the tourist market by means of survey of tourists and subjects of tourism activity;
- measures to promote the tourism product through the use of marketing tools;
- for conducting various scientific events in the field of tourism with the participation of experts and experts [21].

An important aspect of the activities of state businesses, including tourism, serving a choice of a model regulation, the so-called regulatory system, which determines the state intervention and state influence on the tourism sector. Among the features of foreign tourism regulation systems, it is necessary to highlight the presence of a number of public organizations that perform the functions of sector management at various levels and strengthen the marketing functions of tourism authorities.

In connection with the expansion of tourism activities and the transition to the introduction of organized forms of mass tourism, there was a need for harmonization of national tourist interests and the development of world-wide strategies for the development of international tourism.

In the context of increasing the intensity of tourist flows, there was a need to create supranational (regional) structures within intergovernmental commissions such as the European Economic Commission (ECE), Latin America and the Caribbean (ECLAC), West Asia (ECOW), Africa (ECA), and Asia and the Pacific (ESCAP), which are regulated primarily under bilateral and multilateral agreements on the protection of migrants, territorial deployment, deportation conditions, extension of residence, provision of a minimum social standard in others. At the global level, regulation is carried out within the framework of the United Nations by the World Tourism Organization [76].

Consequently, international regulation of the tourism industry in institutional terms is a multi-level and multidimensional system of interacting international organizations, the core of which is the World Tourism Organization (UNWTO). In the general direction of their activities to ensure the functioning of international tourism in accordance with the objectives of sustainable development, specific programs and projects on the standardization of the quality of tourist services, the liberalization of international tourist markets, as well as the comprehensive support to the development of international tourism in less developed countries. In general, UNWTO's current international regulatory policy is in line with the imperatives of sustainable development.

Priority directions for further regulatory activity of international organizations in the context of sustainable development imperatives are assistance to developing countries in the development of international tourism, ensuring wide access of the population to international tourism, socio-demographic monitoring of employment in international tourism, ecologization of international tourism, development of appropriate sectoral environmental standards [52]

The objectives of regulating international tourism activities are also tourist measures conducted by international tourist organizations. These are general assembly of organizations, conferences and seminars of the global and regional, sectoral and specialized thematic nature. They receive official documents designed to regulate and coordinate activities in the relevant sector of the tourist industry. These documents are of a practical nature and cover the changes in the tourist sector. International cooperation in the field of tourism is carried out on the basis of bilateral and multilateral intergovernmental agreements on cooperation in the field of tourism. They are concluded with the aim of expanding friendly ties between peoples and promoting the cooperation of national governments in the field of tourism [85].

Conclusion of part I

The market of tourist services from an economic point of view is an important segment of the world market. Tourist services constitute a significant part of the services consumed by the population, and have a specific social and recreational nature, that is, recreation, the possibility of personality development, knowledge of historical and cultural values, sports, participation in cultural events, etc. Thus, tourism combines economic, social, humanitarian, educational and aesthetic factors.

Studying the peculiarities of tourist demand, it is impossible to proceed from the assumption of full satisfaction. In order to assess the degree of demand satisfaction, both objective and subjective factors must be taken into account. Objective factors include such phenomena as impossibility to purchase services of the appropriate quality

due to the reasons arising from the contradictions of supply and demand. Subjective factors cover mainly psychological peculiarities of individual consumers.

There are three main models of state regulation of tourism: decentralized, centralized and mixed. The international regulation of the tourism industry in an institutional sense is a multilevel and multidimensional system of interacting international organizations, the core of which is the World Tourism Organization (UNWTO). At the national level, the activities of the tourist services market are regulated by the Constitution of Ukraine, the Law of Ukraine "On Tourism", the Law of Ukraine "On Resorts" and other regulatory acts.

PART 2 ANALYSIS OF TOURIST-RECRUITMENT POTENTIAL OF THE CHERKASY REGION

2.1. Market researches of the tourism industry of Cherkasy region

Cherkasy region is located in the central forest-steppe part of Ukraine, in the middle flow of the rivers Dnipro and Southern Bug. It borders on the north with Kiev (extent 340 km), in the east - with Poltava (212 km), in the south - with Kirovograd (388 km) and in the west - with Vinnitsa (124 km) regions.

The area of Cherkasy region is 20.9 thousand square kilometers, which is 3.5% of the territory of the state (18th place in Ukraine). The population is 1 259,9 thousand people.

The climate is moderately continental, with mild winters (average January temperature is -6°C), with frequent thaws and warm (average July temperature $+20^{\circ}\text{C}$), slightly dry in summer. The amount of precipitation, most of which falls in the summer is 450-520 mm per year.

Cherkassy region is generally situated and conditionally divided into two parts - right bank and left bank. The right bank part of the territory of the region is located within the Dnieper Highland (absolute altitudes 80-260 m), which is distinguished in this area by a huge number of branched and deep-cut (up to 160 m) river valleys, beams and ravines. The left-bank part is located on the Dnieper Lowland, which is a slightly wavy terraced plain with absolute heights of 80-150 m [33].

According to the administrative-territorial division, the region consists of 20 districts, 6 cities of region subordination (Cherkasy, Vatutin, Zolotonosha, Kaniv, Smila, Uman), 10 cities of district significance, 15 urban-type settlements, and 824 rural settlements.

The development of tourism in Cherkasy region directly depends on the tourism industry as a cross-sector economic complex, which specializes in the creation of a tourism product that can meet the specific needs of the population in leisure time travel

through the production and sale of goods and services for tourism purposes. The tourism industry combines the activities of the hotel, recreation and sanitation, sanatorium and resort facilities, catering, trade and domestic services, organization of excursion and leisure activities.

The tourist market of Cherkasy region in 2017 consisted of 92 subjects of tourism activities, which is 6 units less than in 2011 but 17 units more than in 2016 (Table 2.1).

Table 2.1

Dynamics of number of subjects of tourism activity in Cherkasy region. for 2011-2017 units.

Subjects of tourism activity	2011	2015	2016	2017	Deviation, +/-	
					2017/ 2011	2017/ 2016
Tour operators	7	8	8	9	2	1
Travel agents	88	63	74	81	-7	18
Subjects carrying out excursion activities	3	4	4	2	-1	-2
Total subjects of tourism activity	98	75	86	92	-6	17

Source: compiled by author based on [45]

We note that 9 tour operators and 81 travel agents work in the Cherkasy region, as well as 2 enterprises engaged in excursions. If we compare their number with 2011, we see decrease in tourism activity subjects by 6 units, in particular, tour agents - by 7 units. and enterprises engaged in excursion activities - for 1 unit. At the same time there is a positive dynamics of the growth of the number of tour operators in the province. Assessing the dynamics of changes in the number of tourists in the Cherkasy region, we note the significant decrease in 2015, which is related to the crisis in the country, while in the 2016-2017 the trend is generally positive.

There are 119 collective accommodation establishments with a total capacity of 6858 seats on the territory of Cherkasy region by the end of 2017 (Table 2.2).

According to tabl. 2.2 we can see that in recent years there has been an unstable dynamics of changes in the number of hotel facilities - an increase in 2016 and a

decrease in 2017. In general, in 2017, compare to 2011, their number decreased by 9 units, and compare to 2016 - 5 units. At the same time, compare to 2011, the number of hotels in the province increased from 8 units. - up to 78 units. We also note the steady increase in the number of seats in the hotels of the region - out of 2511 units, in 2011 up to 2936 units in 2017. At the same time there is a reduction of the number of seats in specialized means of tourist activity - from 6544 units. in 2011 to 3922 units. in 2017 (Fig. 2.1).

Table 2.2

Dynamics of the number of subjects of hotel industry in Cherkasy region for 2011-2017, units.

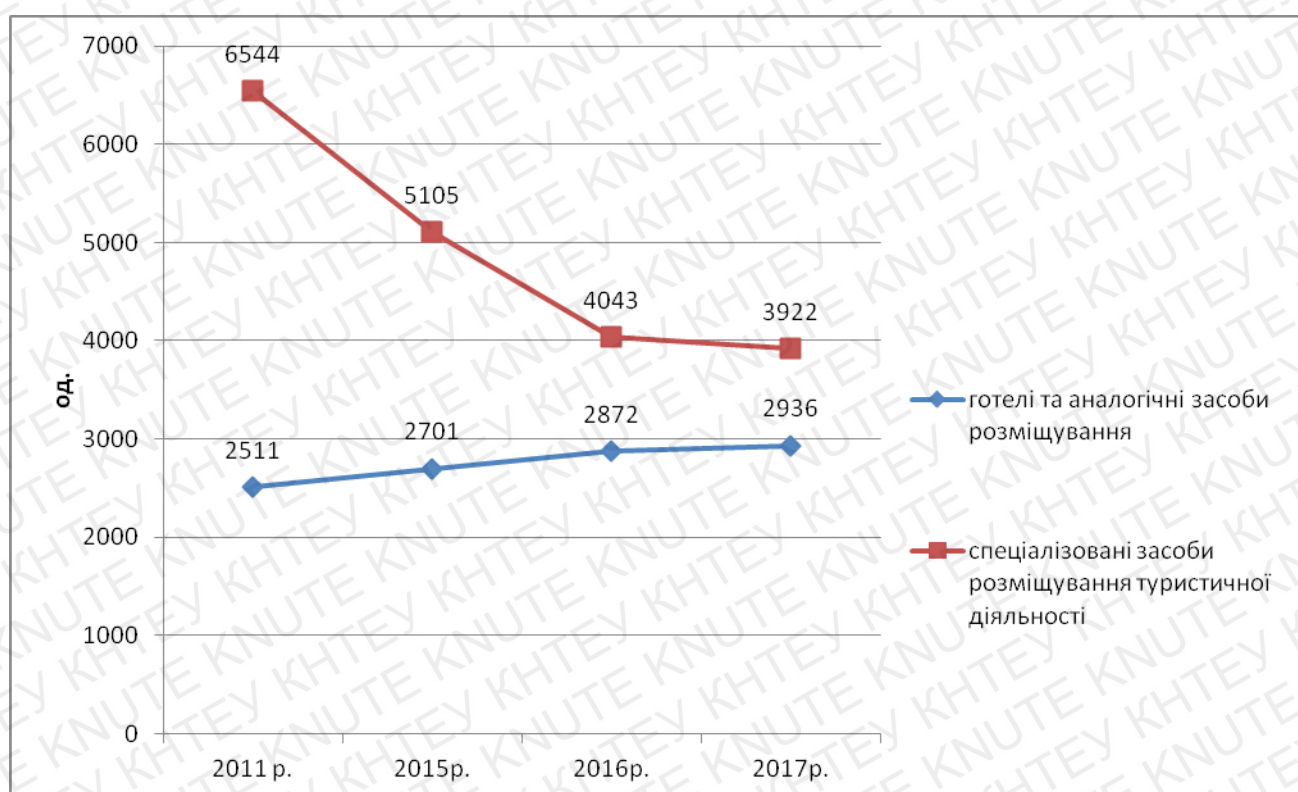
Indexes	2011	2015	2016	2017	Deviation, +/-	
					2017/ 2011	2017/ 2016
The number of collective placement	128	119	124	119	-9	-5
Including:						
hotels and	70	75	80	78	8	-2
similar placement tools	58	44	44	41	-17	-3
specialized means of tourist activity	9055	7806	6915	6858	-2197	-57
Number of places in collective accommodation facilities, total						
Including:	2511	2701	2872	2936	425	64
hotels and similar accommodation facilities	6544	5105	4043	3922	-2622	-121

Source: compiled by the author on the basis of [34]

Despite the increase in places in the hotels of the region we note that the material and technical base of a large number of them is unsatisfactory and requires the reconstruction or major repairs.

It is noticeable that green tourism creates a major competition with big tourist complexes, in which a rather high level of comfort is successfully combined with the home-grown hospitality of rural families and an unforgettable ethnographic coloration of rest in the Ukrainian countryside. This is all the more so that today the concept of multifunctional rural development and the distribution of production activities and

services in agribusiness acquires greater recognition and commitment, the essence of which is the need to provide appropriate conditions for the development of the village and rural lifestyle in several directions, in particular in relation to non-productive activities, since only agrarian production can not fully ensure the harmonious environment and material benefits to the rural population [38].



Source: compiled by the author on the basis of [34]

Notifications: [blue - hotels and similar accommodation, red - specialized accommodation of tourist activities]

Fig. 2.1. Dynamics of the number of seats in the hotel industry of Cherkasy region for 2011-2017, units

Also on the territory of Cherkasy region. There are a number of sanatorium and health resorts (Table 2.2).

According to Table 2.3, it can be argued that the number of sanatoriums and boarding houses decreases from 9 units in 2011 up to 7 units in 2017. In 2011, there were 4 sanatoria-preventive nurses in the province, but in 2014 they ceased their

activity due to the termination of funding by the Social Insurance Fund. The number of bases and other recreational facilities is reduced compared with the previous periods. Their number in 2017 was 34 units, which is 14 units less than in 2011. Accordingly, the number of places in sanatoriums and recreation centers is also decreasing.

Table 2.3

The dynamics of the number of sanatorium and health resorts in Cherkasy region. for 2011-2017, units.

Indexes	2011	2015	2016	2017	Deviation, +/-	
					2017/ 2011.	2017/ 2016.
Sanatoriums and boarding houses with treatment	9	8	8	7	-2	-1
they have	1,7	1,6	1,7	1,5	-0,2	-0,2
beds, thousand	4	0	0	0	-4	0
Sanatorium-preventorium	0,3	0	0	0	-0,3	0
they have	48	36	36	34	-14	-2
beds, thousand	4,9	3,5	2,4	2,4	-2,5	0

Source: compiled by the author on the basis of [34]

The tourism industry is also the institution of health improvement and recreation for children, which promote the development of children and youth tourism. Their activities are carried out in the summer when children are on vacation. In the Cherkasy region, we note the reduction in the number of such institutions (Table 2, 4).

Table 2.4

The dynamics of the number of children's recreation and recreation facilities in Cherkasy region. for 2011-2018, units.

Indexes	2011	2015	2016	2017	2018	Deviation, +/-	
						2017/ 2011.	2017/ 2016
Number of institutions	1026	824	830	800	754	-272	-46
they have places, units.	3468	3263	3430	2763	2308	-1160	-455
Incl establishments	7	18	18	16	11	4	-5

of healing							
they have places, units.	835	2376	2346	2073	1924	1089	-149

Source: compiled by the author on the basis of [34]

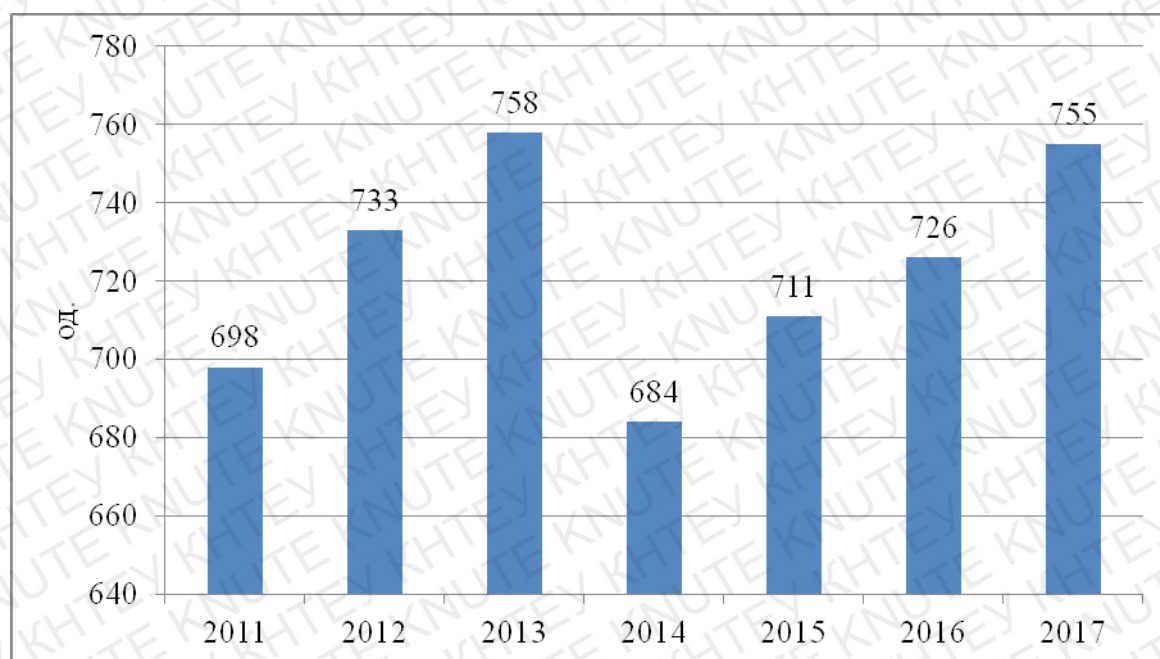
According to the data of Table 2.4, it was revealed that the number of children's recreation and recreation facilities in the Cherkasy region in 2011-2017 was reduced. As of the end of 2017, their number was 754 units, which is 272 units less than in 2011 and 46 units less than in 2016. The number of seats in them is also reduced from 3468 units in 2011 to 2308 units in 2017. Reducing the number of children's recreation facilities and recreation negatively affects the development of juvenile tourism in Cherkasy region.

The serving industry of the tourist industry is a network of catering establishments serving cafes, bars, restaurants, dining-rooms, etc. Their number in the Cherkasy region in recent years has a tendency to increase (Fig.2.2). The growth in the number of public catering establishments is positively reflected in the tourism industry, improving its infrastructure. In addition, there is a qualitative restructuring of the nutrition structure, which consists in reducing the number of dining rooms and increasing the number of pizzerias, restaurants, confectionery, etc. In such establishments tourists can eat delicious in a pleasant atmosphere.

An element of the tourism industry of the region is museum. By the end of 2017 according to the State Statistics Service there are 29 units (Fig. 2.2). Note that, in general, the number of museums in the region is more than seven dozen, but the majority is not accounted for by state statistics because of their non-state status.

Among the museums of the region is Cherkassy Regional History Museum, which in 2018 celebrated 100 years since its founding. The modern building, where the Museum of Local Lore was located in 1985. Unlike the old premises, which occupied 128, 31 square. Feasts and a half and a half floors, the new building are impressive in its scale. In order to decorate the building materials were taken from different parts of the Soviet Union: granite from the Zaporizhzhya fields, marble from the Urals, tuffs from Transcarpathia, limestone from the Crimea, expensive parquet made in Volyn, and

aluminum structures created at the Brovarsky factory of aluminum construction constructions.



Source: compiled by the author on the basis of [34]

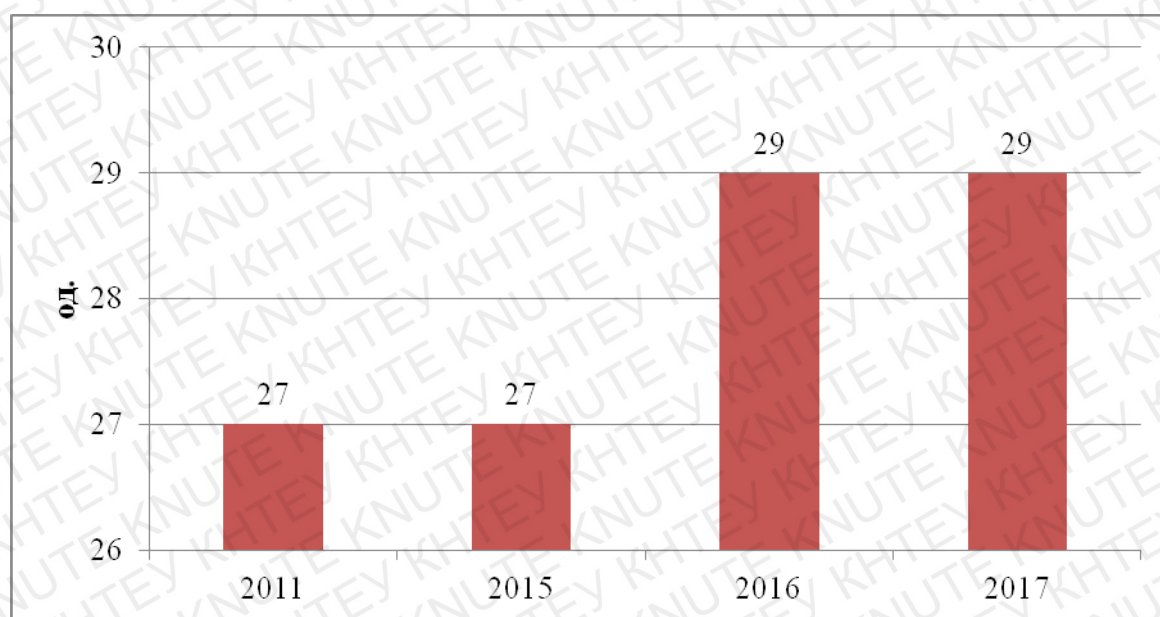
Fig.2.2. The dynamics of the number of objects of the restaurant industry in Cherkassy region. for 2011-2017

The area is 6 thousand square meters, expositions are located in 30 halls in the area of 2 800 square meters, where about 12 thousand exhibits are harmoniously distributed in the historical periodization. In the repositories there are still about 180 thousand exhibits [67].

There are such special exhibits in the Cherkasy Regional Museum as the handwritten List of the Peresopnytsia Gospel of 1751, the icon embroidered with the golden thread of the Holy Dmitry Mirotochek and the martyr of Theodosius the Virgin, created in the first quarter of the nineteenth century, a 300-year-old expensive wardrobe inlaid with mahogany and mother-of-pearl, etc.

The well-known in Ukraine is the Cherkassy Regional Art Museum, which presents works of decorative and applied arts and crafts. The museum was founded in 1991 and is a significant cultural center of the city. The visiting card of the museum is "The Portrait of the Countess of the White Paper" by the Italian artist Arthioni (1907). A

separate place in the museum is dedicated to valuable examples of iconography of the XVII-XIX centuries. Thus, the rarities of the collection are the icon of the "Theotokos" of the 17th century, written by the Ukrainian folk artist, found in the village of Antipivka Zolotoniski district and the "Holy Great Martyr Varvara" from the beginning of the XVIII century from the Dakhnyvka village. The Renaissance is represented by the work of the school of Raphael Madonna del Impanata. There are several landscapes of foreign artists, including the Italian Giuseppe Dzais, in the exposition [3].



Source: compiled by the author on the basis of [43]

Fig.2.3. Number of museums in Cherkassy region. for 2011-2017

A monument of national importance is the historic museum in the city of Sumy, which was founded in 1960 in the building of the church of St. Elias. The museum preserves many interesting historical facts of both the village and the Cherkassy region itself. The museum contains many exhibits and relics, interesting collections of weapons, and clothing of people of that time. Also there are rare photographs and documents of the time.

The Umansky Museum of Local Lore dates back to 1906, when the local archeologist and art critic Danylo Shcherbakivsky founded a circle of lovers of antiquity. Participants gathered a large collection of antiquities, but the museum was not

opened. Only in November 1917 the "Historical Museum of Uman" was officially opened. Subsequently, he changed the names of the Social History Museum of Uman into the Uman Museum of Local Lore. The museum's funds make up more than 50,000 exhibits. Their task is to illustrate the history and culture of visitors both in Uman itself and in the area. Exhibits cover the history of the region from ancient times to the present, as well as the nature of the Umanshchyna. Among the unique exhibits, the museum's employees are particularly distinguished: archaeological collections and numismatic collections, art objects, military-historical objects, historical and everyday life, photographs and documents related to the development of Uman [77].

Cherkassy Archaeological Museum of the Middle Dnieper is created in 2016 and in its exposition reflects the past of Cherkasy and the adjoining regions of the Middle Dnieper. Its main collection is archaeological, with a several tens of thousands of finds of all epochs and all cultures from the territory of the Middle Dnieper, starting with Neanderthals (130 years ago). And ending with the Cossack times and monuments of the 18th-20th centuries, as fossils, as well as objects of Ukrainian traditional culture, which had not yet had time to visit the land - an ethnographic material, which shows the continuity and continuity of the development of the culture of the region. The museum has a numismatic (and, at the same time, a bonish) exposition, as well as a small but rather interesting auxiliary paleontological collection whose purpose is to show life in Cherkasy region before people come here. The oldest exhibits date from about 300 million years ago [85].

The following museums in Cherkasy region may also be a point of interest: Taras Shevchenko Museum "Kobzar", Vasyl Symonenko's Museum, the Museum of Wooden Sculptures of Mikhail Shirinkin, Vatutinsky City Historical Museum, Gorodischensky Museum of Local Lore, the Local History Museum of Velikiy Khutir village, Memorial Museum of M.K. Oles, Zhashkiv Historical Museum, Harmonic Museum, Zvenigorod Museum of Local Lore, Taras Shevchenko Literary and Memorial Museum, Kamensky State Literary and Memorial Museum of A. Pushkin and P. I. Tchaikovsky, Kan Historical Museum of Iskra, Korsun-Shevchenko Historical Museum, Museum of Archeology, NIKZ "Chigirin" and others.

In addition, the following areas contribute to the development of tourism in the region:

- Vodyanik ski resort in Zvenigorod district (three ski slopes 550, 600 and 700 meters, a mountain slope with a height difference of more than 100 meters and a park with ski jumps and quoterpipe);
- Equestrian Sports Complex (Zhashkivsky District);
- international sports complex of tennis "Selena";
- yacht club "Parus";
- rock climbing area in Beeches village;

Three tourist information centers operate in the territory of Cherkasy region: in Cherkasy, Uman and Chyhyryn cities.

The location of the region in the geographical center of Ukraine at the intersection of the international air, transport car corridors and major railway junctions and near the main waterway of the country, the Dnipro river, provides an opportunity for the development of transport infrastructure.

On the territory of the region there are international transport corridors: "Kritsky № 9", which coincides with the motorway M-05 (E-95) Kiev-Odessa, as well as the "Baltic Sea-Black Sea" corridor, which coincides with the M-05 highways Kiev - Odessa and M-12 Stryi - Ternopil - Kirovograd - Znamenka (fig.2.4).

Provision of roads by 100 square meters of territory in the region is 293.6 km, with an average of 280.5 km across Ukraine. The density index of roads in the region is 0.29 km per 1 sq. meter of area, which is more than the average in Ukraine (0.28 km per 1 sq. km of area).

As of 01.01.2019 the length of the street and road network of Cherkasy region is 19,286.6 km, of which 13 143.8 km is the balance length of streets and roads of communal property in settlements, the length of public highways is 6142.8 km. The length of roads of state importance is 656.1 km, roads of local importance - 5393.3 km, ground roads are 208.9 km, hard roads with a total length of highways account for 96.5% [43]. The services of passenger transportation in the region are provided by 32 enterprises servicing 375 routes and 64 private entrepreneurs serving 176 routes.

Passengers have the opportunity to use the services of 1 bus station, 30 bus stations and hundreds of landing sites located in the territories of rural settlements and along bus routes of general use.



Source: [5].

Fig.2.4. Map of roads of Cherkasy region

On the territory of the region, railway services are provided by the Shevchenkivska Directorate of Railway Transport of Odessa Railways and the Kozyatynskaya and Darnytska Direction of Railway Transport of the Southwest Railway. The length of the track is 840 km.

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River transport is an important branch of the economy and has great potential in the region, especially in the case of combination with other transport sectors (air, road, river). In the region there are 150 kilometers of operational river waterways. The

Cherkassy river port and three moorings are operating in the city of Kaniv, Irkliev village and Adamivka. It is possible to receive river-sea type ships.

Unfortunately, the air transport of the region is in decline. However, during the period from 2013 to 2017, the Cherkassy airport has been preserved, which provides an opportunity for its complete restoration. The technical capabilities of the runway allow the acceptance of cargo aircraft of class IL-76.

Thus, the tourism industry of Cherkassy region develops sufficiently and includes establishments of the hotel, recreation and sanitation, sanatorium and resort facilities, catering, trade and domestic services, organization of excursion and leisure activities. In recent years, there is a restructuring of the sectors serving tourism, caused by a qualitative change in the needs of tourists.

2.2. Analysis of tourism development in the region

An important place in the economic and social development of the region is given to the sphere of health improvement, tourism and recreation. The rich natural resources, significant historical and cultural potential, and the high level of tourism development infrastructure create opportunities for the full satisfaction of cognitive and recreational needs of tourists. Unique combination of the present and the past, reality and legends of ancient times create numerous historical and cultural monuments against the background of magical nature. Thanks to the geographical location, favorable natural conditions, rich historical past tourism in the Cherkassy region dynamically develops. This is confirmed by the dynamics of tourist flows, which increased in 2017 compared with the previous years (Table 2.5).

The information in Table 2.5 show that in recent years the number of tourists in the region has increased in relation to the previous period in 2012-2013 and in 2016-2017. Instead, in 2014-2015 there was a decline of tourism activity due to the crisis in the country, which arose due to Russian aggression. In 2017 the number of tourists serviced by tourists accounted for 20,953 people, which is 9578 people, or 84.2% more

than in 2011, and by 9269 people, or 79.3%, as of 2016. Namely in 2017 there was a significant activation of tourism activity in the province.

Table 2.5

The flow of tourists in Cherkasy region. for 2011-2017.

Indexes	Years						
	2011	2012	2013	2014	2015	2016	2017
The number of tourists served by the subjects of tourism activity, persons	11375	12260	15984	9694	8520	11684	20953
Including:							
foreign tourists	13	34	11	12	-	-	-
tourists-citizens of Ukraine who traveled abroad	7066	8556	10451	7504	6742	10015	17618
domestic tourists	4296	3670	5522	2178	1778	1669	3335

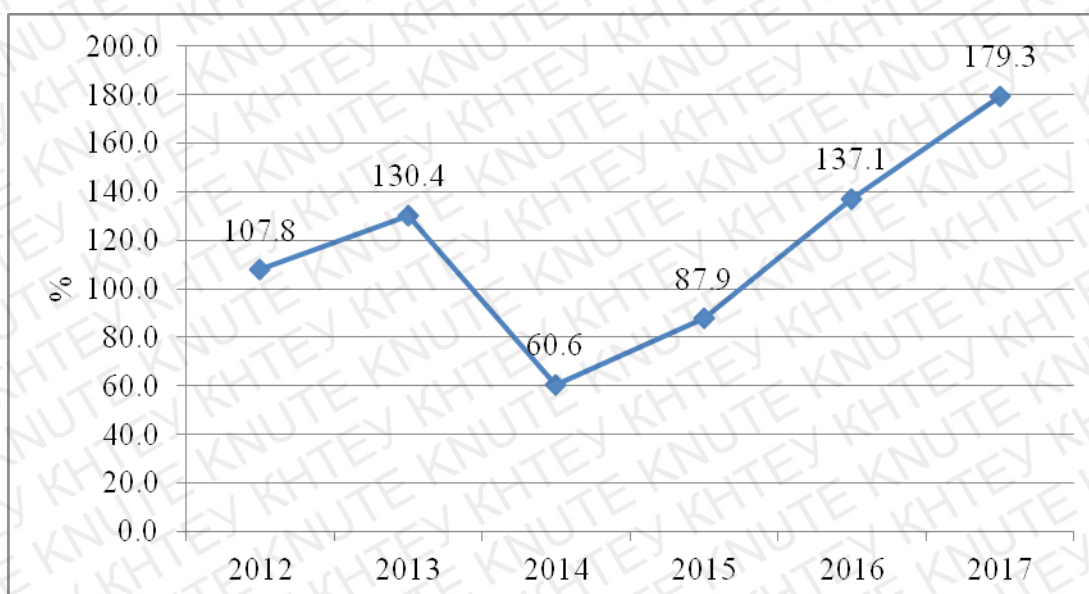
Source: compiled by the author on the basis of [34]

At the rate of increase of tourist flows in the Cherkasy region, the greatest one occurred in 2017 (179.3%), 2016 (137.1%) and 2013 (130.4%). Reducing tourist activity in the province was observed in 2014 (60.6%) and 2015 (87.9%) (Fig. 2.5).

It should be noted that foreign tourists make up a small share in the total volume of tourist flows in the Cherkasy region. In addition, they were not recorded in 2015-2017, due to the imperfection of statistical information.

We note the significant preponderance of tourists-citizens of Ukraine who traveled abroad to domestic tourists (Figure 2, 6).

In addition, the imbalance increases, according to which the part of inland tourists visiting Cherkasy region in 2015-2017 was much lower than the part of tourists who traveled abroad. The most popular destinations for foreign tourists for Cherkasy region are Turkey, Egypt and Bulgaria.

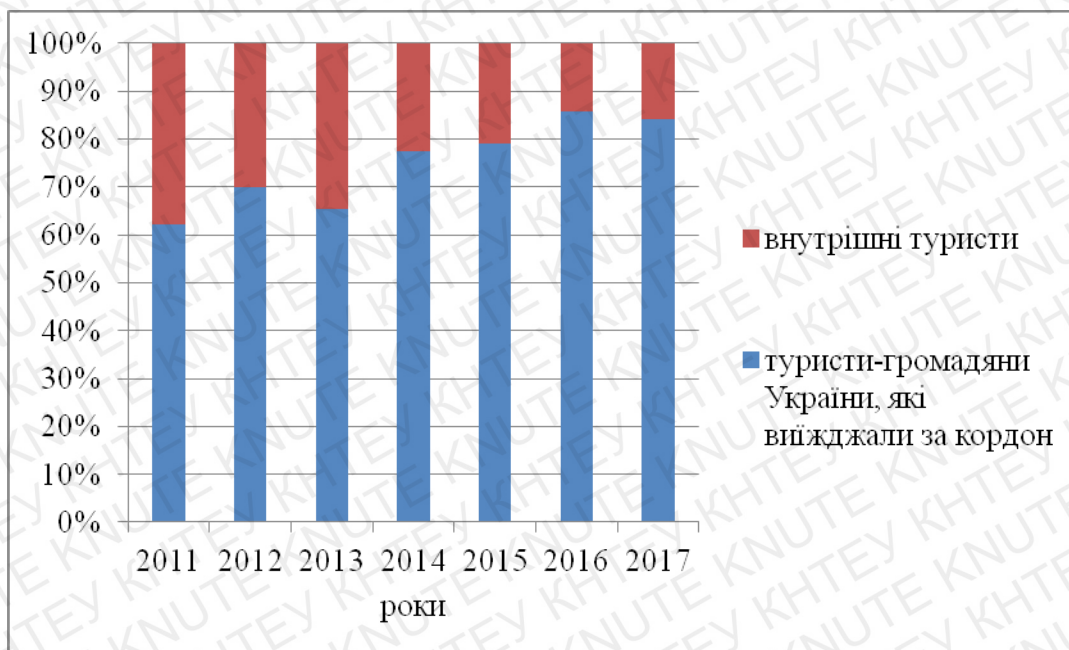


Source: compiled by the author on the basis of [34]

Fig. 2.5. The dynamics of the rate of increase of tourists in the Cherkassy region for 2011-2017

The distribution of tourists for visiting purposes (Figure 2.7) correlates with the available tourist and recreational potential, but it shows a lack of work in the events development (festivals, exhibitions), for which the regions focus on up to 50% of tourist flows, recreational (according to the 80's years, in Cherkassy region it was almost 40%), conference tourism.

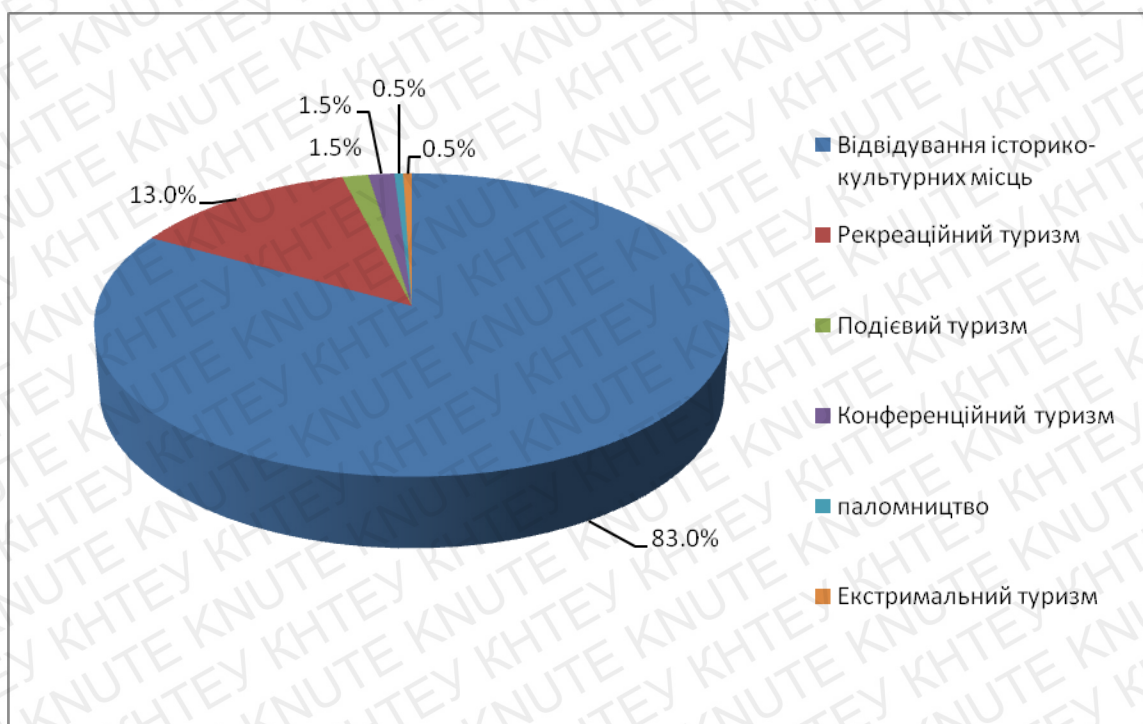
In order to boost youth tourism, the Cherkassy Regional Center for Tourism, Local Studies and Excursions of the Students' Youth has developed a theme for excursion and local lore activities for schoolchildren and students in the region, which includes visiting the "Sofiyivka" arena in Uman, the Korsun-Shevchenko Battle Museum in the town of Korsun-Shevchenkivsky, "Tarasova hora" in Kaniv, the historical and cultural reserve "The homeland of Taras Shevchenko" in Zvenigorod district, memorable places of the city of Kamenka.



Source: compiled by the author on the basis of [34]

Notifications: [red - domestic tourists, blue - tourists - Ukrainian citizens, who went abroad]

Figure 2.6. Structure of tourist flows of Cherkasy region. for 2011-2017



Source: compiled by the author on the basis of [34]

Notifications: [83,0% - visiting historical and cultural places, 13, 0% - recreational tourism, 1,5% - event tourism, 1,5% - confidential tourism, 0,5% - pilgrimage, 0,5% - extreme tourism.]

Fig.2.7. Distribution of tourists by purpose of visit in 2017

Active development of cultural tourism in the region caused by the developed tourist routes, in particular:

1. Uman city. Arboretum "Sofiyivka".
2. Korsun-Shevchenkivsky city. The main excursion facilities: the museum of the history of the Korsun-Shevchenko battle - a historical museum - an art gallery - an exhibition of military equipment of the Great Patriotic War.
3. Zolotonosha city. Holy Protection Nunnery Krasnohirskyy.
4. Kaniv city. Route "To the Tomb of T. Shevchenko". Shevchenko National Reserve - Taras Shevchenko Museum - Tarasova Svitlytsia - Uspensky Cathedral - Kaniv Nature Reserve - Mikhailovaya Gora - Trakhtemirov, Mezhyrich.
5. Zvenigorod district with. Morinka, p. Shevchenkovo, p. Buddy Route "To the homeland of T. Shevchenko". The main excursion facilities are: State Historical and Cultural Reserve "Fatherland of Taras Shevchenko" - Taras Shevchenko Literary and Memorial Museum in. Shevchenko - Morin memorial - p. Moorings
6. Chigirinsky district. Route "Legends of Cold Yar". The main excursion facilities: 1. Motrony Monastery - Motoninskoye settlement of Scythian time - 1000-year-old oak of Maxim Zaliznyak - Memorial places of the periods of the Koliivshchyna, Kholodnoyarskaya republic and partisan movement during the Second World War.
7. Chigirin city. Route "Places of Cossack Glory". Main excursion facilities: Museum of B. Khmelnytsky (Chigirin city) - Zamkova hora (Chyhyryn town) - Ilyinsky church, Zamchysh, three wells (Subotov village). - Ethnographic Museum (Sabotov village).
8. Kamyanka city. Major excursion facilities: Kamyansky State Historical and Cultural Reserve - Literary and Memorial Museum of O. Pushkin and P. I. Tchaikovsky - Historical Museum - Art Gallery - Park of the Decembrists.

For the development and revival of historical and cultural centers of Cherkassy region was created a state program "Golden Horseshoes of Cherkassy Region". Its main tasks are preservation of the historical and cultural heritage of the region, creation of tourist infrastructure that meets international standards, development of international

cooperation on the protection and rational use of cultural heritage. The funding of the program should be carried out at the expense of local and state budgets [5]. UNESCO contenders - Sofiyivka and Shevchenko National Reserve are involved in the tourist route "Golden Horseshoe Cherkasy Region". As for the local tourist routes, which include these objects, there are the following: "Umansky miracle" (arboretum "Sofiyivka") and "On the grave of T. Shevchenko" (Shevchenko national reserve, Uspensky cathedral, Kaniv natural reserve, Mikhailova gora, Trakhtemirov , Mezhyrich) [66].

According to the Tourism Development Program in Cherkasy region for 2012-2020 the local authorities created the following measures:

- assistance in conducting repair and restoration works on the monument of history and monumental art - Tombs and monument to T. Shevchenko;
- arrangement of objects of the Upper and Lower Parks of the Shevchenko National Reserve and assistance in the creation and design of the "Singing Field" on the territory of Lower Park;
- the construction of the Taras's church at the foot of Tarasovoy mountain and routes that would combine the objects of the Shevchenko National Reserve and the national reserve "Fatherland of Taras Shevchenko";
- creation of information and tourist points (in the territory of "Auto-river " and Shevchenkivsky National Reserve), placement of stands with tourist maps of the region, information about tourist objects and infrastructure;
- assistance in creation of the International cultural information center "Shevchenko House";
- support for the development of event tourism in the city of Kaniv, introduction of various annual events and animation programs (All-Ukrainian festival for people with disabilities, International festival of choral singing, etc.).

This program includes measures for the development of tourist communications in Uman and the involvement of the National Dendrology Park "Sofiyivka":

- assistance in creation of tourist recreational and rehabilitation camps for the disabled;

- assistance in the implementation of an investment project on the creation of a cultural and entertainment center, a representative and business center with hotels, conference halls, business center;
- support for the creation of a tourist information center with the possibility of providing accommodation and catering services for tourists in Uman;
- ensuring public order protection (in particular, preventing acts of vandalism in the park);
- support for the development of event tourism through the promotion of the creation of the ethnographic and tourist complex "Ukraine-Land" for folklore and ethnographic festivals, Cossack entertainment, reconstruction of significant historical events.

Further tasks for the development of these objects are:

- fulfillment of all requirements and recommendations of UNESCO for the inclusion of Cherkasy region objects in the World Heritage list;
- further protection and preservation of these objects, adoption of relevant normative and legal documents at the local and state levels;
- establishing the existing infrastructure and creating new infrastructure for its absolute use in tourism;
- creation of new tourist routes for inland and foreign tourists (for example, the complex national route "UNESCO World Heritage in Ukraine");
- development of event tourism on the basis of these objects;
- improvement of staffing in the maintenance of tourists (excursions, hotel and restaurant business).

Also, the programs of tourism development in Cherkasy region are adopted in a number of districts in the region:

- Zvenigorodsky District (decision of Zvenigorodsky District Council "On the Program" "Development of Tourism in Zvenigorodsky District for 2013-2020" dated April 30, 2013, No. 17-7);

- Lysyansky district (decision of Lysyansky district council "On the Program of tourism development in Lisiani region for 2012-2020" from September 11, 2013 № 20-06 / VI);
- Monastyryshchensky district (the decision of the Monastyrische district council "On approval of the Tourism Development Program in Monastyrischensky District for 2013-2020" of 22 April 2013 No. 22-6 / VI);
- Talnivsky District (decision of the Talnivsky District Council "On the Program for the Development of Tourism in the Talne Region for 2012-2020" No. 17-5 dated November 26, 2012);
- Cherkasy region (decision of Cherkasy district council "On the Program of development of tourism in the region for 2013-2020" № 26-12 / VI), etc. [15]

In addition, in 2017, a Cherkassy Region Hospitality Association was created in the region, which developed 12 unique tourist routes that reveal the unknown Cherkassy region. At the first Ukrainian Tourist Works of the Association of Hospitality Industry of Ukraine, these routes were presented to tourist operators of Kyiv region.

The II Tourist Forum of Cherkassy region was held. The tourist potential of the region is presented at one of the main tourist events of the country - the 24th International Tourism Salon "Ukraine".

The tourist booklet "Cherkassy Region Tourist. 5 Seasons." was developed and issued for people with visual impairments with a Braille description. A general test version of the Cherkassy mobile tourist app for Android is created for information on the most interesting objects of tourist infrastructure in the city of Cherkassy.

Together with Google Ukraine in the region, the project "Digital transformation of Cherkasy region" was introduced, aimed at increasing the investment and tourist attractiveness of the region with the help of modern Internet tools (a special website "Mandryi Cherkaschina" was created; 3D tours on the National Dendrology Park "Sofiyivka" ", The National Historical and Cultural Reserve "Chigirin", Shevchenko National Reserve in the city of Kaniv and the Butsky Canyon; a number of educational projects have been organized for the representatives local government, small and medium-sized businesses, civil servants, teachers and students on the basics of digital

literacy and security on the Internet; a rally of photographers from the Google Local Guides community was organized and hosted to display the most interesting tourist attractions and locations on Google Maps Cherkasy region).

Within the framework of the Grant Program of the Hospitality Association "Support for the development of tourism in the regions" Cherkasy region is identified as the beneficiary, which will provide expert and financial support for the development and implementation of a new, high-quality and more effective tourism development program for 2018-2020, which will meet the challenges of the present.

Consequently, Cherkasy region in modern conditions of management quite well uses a powerful potential for the development of tourist and recreational services. This is generally summarized in the growth of tourist flows in 2017. This is also facilitated by the intensification of support and development of tourism by local authorities.

2.3. Identification of the factors influencing the development of the tourist market in Cherkasy region

Cherkassy Region is a unique historical and cultural region with a good geographical location, historical and architectural and nature-recreational potential [7]. Existing natural and historical and cultural resources have a significant influence on the development of the tourist market of Cherkasy region.

Cherkasy land is rich on historical events, architectural structures, archaeological finds; the birthplace of outstanding people who have made a great contribution to various branches of economy, science and culture. It is known for her hiking trails, the spheres of which are: Kaniv with Tarasovoy mountain, Morinka and Shevchenkovo - a treasury of our spirituality, where pilgrims of Ukrainians of the world carry a pilgrimage to worship the genius of the Ukrainian people: T. Shevchenko; Chigirin, Subotov, Medvedivka, Melnyky, Kholodny Yar, Motroninsky monastery, Maxim Zaliznyak's oak - the cradle of our statehood, the shrine of the Cossack glory of the Ukrainian people; Cherkassy - a city of registered Cossacks, where the Cossack glory, the outpost in the struggle against the Turkish-Tatar invaders, the place of residence and burial of the glorious poet Vasyl Symonenko; Uman with the famous Sofiyivsky Park; Lysyanka is a

historical town associated with Maxim Zalizniak and Ivan Honta; Korsun-Shevchenkivsky - an ancient historical city founded by Yaroslav the Wise, as a fortress against nomadic southern attackers, another heroic page is connected with it - the most important military operation in the history of the Great Patriotic War; Stebliv Korsun village in Shevchenkivskyi district is the birthplace of the classic of Ukrainian literature by Ivan Nechuy-Levytsky; Kamenka is a town which mysterious corners are filled with the spirit of the Decembrists, the fighters for the political and social will of the people, the grand melodies of P. I. Tchaikovsky and the unsurpassed poetry of A. Pushkin; the town of Zvenigorodka - the sounds of its watch bell informed people about the approach of foreigners, its population reflected the first attacks of the Tatar hordes; Rozsishky village, Khrystynivskyi district is the birthplace of one of the leaders of the antifeudal uprising in 1768 by Ivan Gonty; The hometown is the birthplace of the dynasty of the prominent Pomologs of Simirenko; Vilshan village, Gorodischensky district is the birthplace of the well-known Polish landscape painter Y. Stanislavsky, who devoted a lot of his paintings to Ukraine; Talnivsky forest park with an exotic hunting castle - a monument of nature, planted in the 70's of the nineteenth century. the serfs of Count P. Shuvalov and others. [22]

Significant historical and ethnographic material has been gathered in numerous exposition of state, regional museums and museum rooms, created on a voluntary basis. It is important that 132 historical and architectural monuments have regional and 37 - of national importance. On the territory of the region there are located the geographical center of Ukraine (Marianivka village), tourist objects of national importance, the Hetman capital Chigirin, Korsun-Shevchenkivskyi.

Within the region there are more than 400 protected areas, with a total square of about 40 thousand hectares, where unique landscapes are concentrated, as well as 21 objects of nature conservation fund of national importance, with developed tourist infrastructure with the total square of 27.75 thousand hectares, namely: the national nature parks "Beloozersky" and "Nizhneshlsky", 4 sanctuaries, 6 monuments of nature, 6 park-monuments of landscape gardening art, Kaniv natural reserve, "Sofiyivka" arena

park in Uman, Cherkasy zoological park and 6 parks, which are monuments of landscape art.

The territory of Cherkassy region is flowing with 1037 rivers, banks of which are almost everywhere used for recreation. The water arteries themselves are used for fishing, navigation, water tourism. In the region is situated the southern part of Kanivsky and most of Kremenchug reservoirs, the coast and islands which are used for recreation and recreation. A significant number of reservoirs and ponds (more than 2 thousand) has not only economic but also recreational value [10].

The largest river Dnipro has preserved only a small, 30-kilometer section of the natural river between the dam of Kaniv reservoir and the mouth of the right tributary - the river Vilshanka. In other parts of the valley of the Dnieper is filled with waters of Kremenchuk and Kaniv reservoirs, the width of which is 8-15 km. The landscape pearl of Cherkasy region is the valley of the rivers of its right bank part - Ros, Vilshany, Tysmyn, Mountain and Rotten Tikichiv. They break through the crystalline rocks of the Ukrainian shield and deeply creeping into the forest breeds, creating numerous picturesque landscapes [38].

Recently, the canyon near the Buky town of Mankivsky district of Cherkasy region, on the river Gory Tikich, becomes popular among tourists. It is created in Proterozoic granites whose age is estimated at 2 billion years. The canyon starts 800 m below the dam of the former Butskaya hydro-electric station. Not far from the dam is the Vyr waterfall. The canyon is an original rocky shore with gray granite protrusions, about 30 meters high. The length of the canyon is about 2.5 km, the width is 80 m. The square that is the subject of environmental protection measures is 80 hectares [86]. Here are the remains of a probably human-made building from huge granite blocks that are very similar to the world-famous Stonehenge. However, this "Ukrainian Stonehenge" has not yet been studied.

There are five state and three national historical and cultural reserves on the territory of the region:

- Chigirin National Historical and Cultural Reserve;
- State Historical and Architectural Reserve "Stara Uman";

- State Historical and Cultural Reserve "Trachtemirov";
- Kamensky State Historical and Cultural Reserve;
- Korsun-Shevchenko State Historical and Cultural Reserve;
- State Historical and Cultural Reserve "Trypillya Culture";
- Shevchenko National Reserve;
- National reserve "The homeland of Taras Shevchenko";

The National Historical and Cultural Reserve "Chigirin" was established in 1989. There are 4 memorials of archeology, 10 - history, 10 - architecture, 3 - landscapes, 1 - monumental art, on the territory of NIKZ (National Historic and Cultural Reserve) "Chigirin" is under the protection of the state. Unique monuments of national importance include the site of the Chernol'sk culture (XVIII-XVII centuries BC) and Illynskaya church in the village of Subotiv, St. Nicholas Church in the village of Stetsivka. Today, the Chigirin NIKZ includes 5 museums: archaeological and B. Khmelnytsky - in Chyhyryn, historical - in Stubotov village, local lore - in Medvedivtsi village, ethnographic - in the village Stetsivka [5].

The State Historical and Architectural Reserve "Stara Uman" is located on the territory of 82 hectares of the historical part of Uman and includes 68 objects of cultural heritage. Among them are two monuments of national significance: the Market Series (Town Hall) and the Catholic Church of the Assumption of the Blessed Virgin; 23 objects of the reserve have the status of monuments of local value, others belong to the category of newly discovered - 43 sights. According to the register of architectural monuments, there are 150 objects on the territory of the city. In addition, there are also sights of archeology "Ancient Fortress", the historical and cultural center of the Bratslav Hasidim at the grave of Tsadyk Nakhman, monuments of history, nature, monumental art. Extremely great historical and archaeological interest is the underground city, which is an extensive system of underground passages. Unfortunately, this object remains virtually unexplored due to lack of funds.

The State Historical and Cultural Reserve "Trachtemirov" was established in 1994 and preserves archaeological, historical and natural monuments on its territory. The reserve area is 590 hectares. There are 81 archaeological, 9 historical and 9 natural

monuments on its territory. Among them are the parking of the times of the Mustertian culture (120-130 thousand years ago), the Trakhtemirovsky Scythian settlement, the remains of the temples of the chronicle of the Trakhtymyr monastery, the multi-layered settlement on the mountain of Gorodok, the Cossack cemetery in the village of Trakhtemirov, the monuments of nature: Kaniv dislocations, protected tracts, Rozhina Water-spring.

Kamensky State Historical and Cultural Reserve was created on the basis of the Kamyansk literary-memorial museum of O. S. Pushkin and P. I. Tchaikovsky. Reserve area - 10,1 hectares. The reserve includes: the literary-memorial museum of O. Pushkin and P. I. Tchaikovsky; historical Museum; Art Gallery; The mansion of Davydovy (Green House), which houses the literary-memorial museum of O. Pushkin and P. I. Tchaikovsky; The water mill, built in early 1825, is a unique monument of architecture of economic purpose; Park, laid in the late XVIII century. and the architectural decoration of this park - a grotto, also built in the late XVIII century; the house of sister Pyotr Tchaikovsky and the grave of Maria Davydova; monuments to the Decembrists, O. S. Pushkin, P. I. Tchaikovsky, the decabrists' stele and a memorial sign at the entrance to Kam'yanka, the Tyasminsky canyon and the Pushkin rock.

The Korsun-Shevchenkivskyi State Historical and Cultural Reserve covers the territory of the historical-cultural and nature reserve fund of the city of Korsun-Shevchenkivsky, the settlement of the urban type of Stebliv, Kvitka and Vigrayev villages. As of January 1, 2015, on state registration in the reserves of the Fund there are 60,746 museum items. The Funds of the Reserve are a powerful base for studying the history of World War II, including the Korsun-Shevchenkivsky offensive operation. Collections of particular importance are the heritage items of the outstanding Ukrainian choreographer Vasyl Avramenko, handed over by the National Commission on the return to Ukraine of cultural values under the Cabinet of Ministers of Ukraine, the writer, who is a connoisseur of T. G. Shevchenko - Petr V. Zhura, the famous Ukrainian graphic artist, Mykola Antonovich Prokopenko. The reserve is a significant cultural and educational center, as well as a tourist object of Cherkasy region. About 50 thousand visitors come to the museum every year.

The State Historical and Cultural Reserve "Trypillya Culture" was established in 2003 and covers 11 Trypillian settlements on the territory of Talne, Uman, Zvenigorodsky districts. Scientific reserves of the reserve make up more than 10 thousand storage units from 46 settlements of Ukraine.

Shevchenko National Reserve is located in the city of Kaniv. On the territory of 2,500 hectares there are 8 cultural heritage sites that are parts of the reserve: Taras Shevchenko's Tomb; Shevchenko Museum; Tarasov's room; Scientific research department "Literary Kanivshchyna"; Kaniv Museum of Folk Decorative Art; Kaniv Historical Museum; Park of Shevchenko's oaks; a path that the prominent figures [5] had climbed to the grave of Taras Shevchenko in the 19th and 20th centuries.

The scenic nature reserve "Fatherland of Taras Shevchenko" is a large historic park, which became national in the 1990's. Long before the independence of Ukraine in these regions, a memorial museum of the outstanding poet was opened, which became a favorite place for tourists and admirers of Shevchenko talent.

Among the objects of the cultural heritage of Cherkasy region, which are actively explored by scientists, a separate place is occupied by monuments of the archeology of the region. The archaeological heritage of Cherkasy region is rich and diverse. In the region there are 9266 objects of historical and cultural heritage, 7169 of which are archeological monuments(77%) [39]. There are 2098 historical monuments of history and culture, monumental art and architecture located in Cherkasy region on the state registration.

In Cherkassy region there are 278 monuments of Trypillian period. Among twenty four largest Trypillian settlements of the bloom period of this culture, eighteen are within the boundaries of the Talnivsky, Uman and Zvenigorod districts of the Cherkasy region [70]. The settlement of Talyanka is the world's largest settlement of the early agricultural period (450 ha), which accounted for almost 3000 buildings and existed in the 30-29 centuries BC. We suggest, that Cherkassy has all the prerequisites for becoming a leader in cultural and cognitive, archeological tourism. However, we note that the use of archeological monuments in tourist-excursion activities is complicated by many factors, among which the main is the remoteness of the objects

from the main tourist routes and uncomfortable access routes; lack of attractiveness, inconsistency of the state of ordering and preservation of archeological monuments to the needs of tourists.

Favorable natural conditions have led to the formation of an extensive settlement system and unsurpassed samples of garden art in the territory of the present Cherkassy region. In the region is situated the world-famous Uman arboretum "Sofiyivka" - the pearl of garden and park art. The "Sofiyivka" Park, as recognized by international experts, is one of the most beautiful landscape parks in the romantic direction. It has no analogues in the manor construction of Ukraine, there is no palace, and the composition center is the valley of the Kamenka River. The park was founded by the Polish magnate Stanislav Potocki and was opened in May 1800 to the birth of Sofia Glavani-Vitt-Pototskaya. By 1805 the main cascade, the underground river Stiks (Acheron), the gateways, stone grottoes, filled with water, the Upper and Lower ponds were created. The park was decorated with marble copies of ancient sculptures, obelisks, decorative vases. Its corners have received a symbolic name, associated with ancient mythology, local legends, events of the owner's family. There are no documents that would confirm the existence of a general plan for the creation of a park. There is an assumption that the works were planned directly "in place", based on the experience of masters, creative intuition L. Metzel and other engineers, gardeners, artists; unsuccessfully processed parts, gradually approaching the ideal sample.

Creation of landscapes of the Right-Bank Ukraine is connected with such well-known surnames: Branicki, Tolstykh, Lopukhin, Dakhovsky, Grokholsky, Shuvalov, Davidov, Vorontsov, Svyukovsky, Pototsky and others. The gardens and parks of the wealthy Polish magnates and Russian nobles have become original cultural centers of the respective regions [44].

Today, palaces, garden and park landscapes are included in the list of architectural and urban monuments of Ukraine: in particular, the residence of the princess V. V. Golitsynoy (XVIII-XIX centuries), the estate of David in Kamyanets (XVIII-XIX centuries), Lopukhin manor in Korsun-Shevchenkivskyi city (1783-1787), Hunting castle in Talne (XI-XX), manor with park in the town of Shpola (XI-XX) [81].

The landmarks of the history and architecture of Cherkasy region belonging to the historical and cultural resources of the region include:

Cathedral of St. George (Uspensky) in the city of Kaniv. The masonry cathedral is laid in the name of St. George (Yuriy) June 9, 1144 it was built at the expense of the Grand Duke of Kiev Vsevolod Olgovich. In 1805-1810, the cathedral, collapsed at the end of the 18th century, was reconstructed in classicist forms: there appeared "empire" windows and triangular pediments on the facades, as well as two tower-bells on the western facade. The cathedral has a one-lane, triennial, six-stamped, triposted, classical christening-bay structure (Fig. 2, 8).



Source: created by the author.

Fig.2.8. Cathedral of St. George (Uspensky)

The facades are divided by shoulder blades and semicolons with arched niches. The average spindle of each facade (except the eastern) is accentuated by promising portals. The cylindrical support is dissected by blades and is topped with arcade frieze. The monument is an outstanding work of the Kyiv architectural school of the 12th century.

St.Illi Church was funded by Hetman Bogdan Khmelnytsky in his residence in the Sybotiv village, the Chyhyryn district in 1651. The Ilyinsky church is one of the masterpieces of the Ukrainian architecture of the Baroque era, but there are also

Renaissance elements, because it was erected at the time when in the European art one extinguished and another style began to develop. The building is relatively small, but it seems to be surprisingly monumental. Its exterior dimensions are 18.2 x 15.9 m. It is nearly a five square ledge of the altar in the east. (Fig. 2.9).



Source: created by the author.

Fig. 2.9 St. Illi Church in Sybotiv village

The temple covers the box vault, the entire interior is divided into a mighty elastic arch. Above the large windows placed high on the floor there are laid-out panes, which visually relieve the vaults. On the choirs and attic to the shooters are hidden in the thickness of a two-meter wall of the staircase. The exquisite form of the western baroque pediment with frets is divided by a vertical axis of the pilaster and on two tiers - with horizontal cornices. On the 2nd tier of the gable were made four strelnitsy and two more in the corners of the pilasters of the northern and southern facades. The temple is mummified from local sandstone in the lime mortar, and pilasters, cornices, altar portions and pediments - from a hollow brick of the size of 28,0x15,0x8,2 m.

Holy Transfiguration Church in the Moshny village, Cherkasy region. Decorative design of the building fantastically interlaced ornamental Gothic forms with motives of oriental art. This temple is not like any one existing. In its architecture successfully combines Baroque and Gothic, there are elements of Muslim architecture, there are also 24 purely Slavic baths on the church.

One of the most mysterious and most secretive places in Cherkassy region is the Dakhovsky estate - a gothic medieval castle in the Leskovo village, located in Monastyrishchensky district (Fig. 2.10).



Source: created by the author.

Figure 2.10. Palace of Dakhovsky

The castle was built by misters Dahovsky, owners of the Leskovo village. They were great Englishmen, so everything here reminds of "Misty Albion". The building is in the traditional style of the Tudor Gothic. She is crocheted by several toothy towers. On the main, square tower once was an iron flagpole, on which the Dakhovsky's flag expand on the wind - for the peasants from Lesnoy it was a sign that the masters were at home. The Dakhovsky Palace is recognized as the most interesting Polish residence in Central Ukraine.

The Lopukhin Palace is located on the island in the middle of the Ros River, in Korsun (Fig. 2.11).



Source: created by the author.

Fig.2.11. The Lopukhin Palace

The title remained behind the palace on behalf of the last owners. The complex was built as the summer residence of Prince Stanislaw Poniatowski in the 18th century. The basis of the palace was the remains of the Polish fortress of Prince Vyshnevetsky. Initially, the architecture of the palace in the neo-Gothic style was studied by J. Münz and continued by J. Lindsay. After changing the owners the palace has changed in new features in the style of Russian romanticism, while retaining something from the former decoration. The palace and park ensemble has no analogues; it consists of the palace itself, the landscape park, the gateway and many buildings. The palace is open to visitors. There are artistic and historical museums on the territory.

Historical-architectural complex "Residence of Bogdan Khmelnytsky" is situated in the city of Chigirin, Cherkasy region. It was created in order to preserve history and to immortalize the memory of the Ukrainian Cossacks, their creation and the governmental activity of the great Hetman Bohdan Khmelnytsky. The residence contains a huge collection of Cossack weapons and clothing, badges and medals of the 17th century. The complex is represented by restored buildings, which were part of

Hetman's residence of Khmel'nitsky. The premises are the fortified buildings of the hetman's house, the office of the Zaporozhian Army, the Treasury of the Cossack's treasury house and the Kurzan Cossack guard. All buildings are surrounded by a defensive wall, at the entrance of which is a security tower.

The Chigirin fortress is located in the central part of the city of Chyhyryn, on the Zamkova hill, which is a newly recreated bastion of the Chigirin fortress bearing the name of Hetman Doroshenko. It was built as the corner part of the castle to protect the side walls of the building.

Cherkassy region also has a strong foundation for the highly development of health-improving tourism at a high level. The existing number of sanatoria-treatment establishments provides restoration of forces, improvement of health and serves for rest and healing of those who wish. The most well-known sanatorium and health institutions in the region are:

Sanatorium "Aquadar" (Mankivka urban village). Type: sanatorium and resort): sanatorium, general therapeutic. Type of the resort: balneological. The following treatments are used: climatotherapy, therapeutic physical training (kinesitherapy), balneotherapy, hydrotherapy (hydropathy), peloids and heat therapy, electrotherapy, light therapy and other types of hardware (artificial) physiotherapy, therapeutic massage, hippotherapy, bischofite treatment.

Sanatorium "Moshnogorye" (Budyshe village, Cherkassky district). Type: sanatorium, general-therapeutic, with rehabilitation department. Type of the resort: balneological, climatic. It is located on the territory of the forest park and covered with oak and hornbeam forests. The area is mountainous, 100-160 m above sea level. The oxygen content in the air is up to 23% and carbon dioxide is twice as low as the average. On the territory of the sanatorium there is a source of mineral water.

Sanatorium "Svitanok" (Svydivok village, Cherkassy region) is located in a picturesque corner, on the right bank of the Dnieper, in a pine forest, 10 km from the regional center. Resort type: climatic, drinking. This health facility is widely used in climatic and therapeutic treatment in combination with other diverse treatments. In particular, such as: climatotherapy, therapeutic physical training (kinesitherapy),

internal use of therapeutic mineral waters: own mineral water, drink pump room, bottled water, balneotherapy, hydrotherapy (hydropathy), peloid and heat therapy, electrotherapy, light therapy and other types hardware (artificial) physiotherapy, therapeutic massage, other therapies: psychotherapy, medical therapy, aromatherapy, medical cosmetology, bischofite treatment.

Sanatorium "Ukraine" (city of Cherkasy) - sanatorium is specialized with rehabilitation department. Type of the resort: balneological, climatic. Methods of treatment: climatotherapy, therapeutic exercises (kinesitherapy), internal use of therapeutic mineral waters: own mineral water, drink pump room, bottled water, balneotherapy, hydrotherapy (hydropathy), peloids and heat therapy, electrotherapy, light therapy and other types of hardware (artificial) physiotherapy, therapeutic massage, other kinds of therapy: psychotherapy, phytotherapy, medicamental therapy, acupuncture, manual therapy, aromatherapy, bischofite treatment.

Thus, the natural treasures and monuments of the Cherkassy region's historical and cultural heritage provide an opportunity for the active development of the tourist industry of the region. The geographical location of the region, climate and relief, the presence of archaeological, architectural and sacred objects create the preconditions for activating the tourist activity of the region.

Conclusion of part II

It was discovered that the tourism industry of the Cherkasy region is sufficiently developed and includes institutions of the hotel, recreation and sanitation, sanatorium and resort facilities, catering, trade and domestic services, organization of excursion and leisure activities. In recent years, there is a restructuring of the sectors serving tourism, caused by a qualitative change in the needs of tourists.

Cherkasy region in modern conditions of management quite well uses a powerful potential for the development of tourist and recreational services. This is generally summarized in the growth of tourist flows in 2017. This is also facilitated by the intensification of support and development of tourism by local authorities.

Natural riches and monuments of the historical and cultural heritage of Cherkasy region provide an opportunity for the active development of the tourist industry of the region. The geographical location of the region, climate and relief, the presence of archaeological, architectural and sacred objects create the preconditions for activating the tourist activity of the region.

PART III. FORMATION OF PRIORITY DIRECTIONS FOR TOURIST SERVICES MARKET DEVELOPMENT IN CHERKASHCHINA

3.1. Innovative tourist products of Cherkasy region

The widespread implementation of innovative products into the economic circulation is a key factor in the growth of the success and development of the tourism industry in the region. Under the innovations in the development of tourism products should be understood as the creation of new, previously unknown in the market, tours, and the creation of new resources or tourist and recreational areas, attractive from the point of view of tourist visits.

Due to the fact mentioned above the main development in tourism activity of the Cherkasy region was the traditional types of tourism, in particular cognitive, recreational, event, religious, etc. Instead, the region has the potential to develop new, innovative types of tourism, in particular:

- business tourism;
- extreme tourism;
- educational (educational) tourism;
- gastronomic tourism;
- ecological tourism;
- hobby-tourism.

The existence of large concert halls and premises for presentations and exercises in the city of Cherkasy creates the prerequisite for the development of business or corporate tourism. This type of tourism involves a collective visit to the region by the staff of large companies from Kiev for the purpose of conferences, "Team-building" and recreation. Conferences or other events are usually held afternoon, and in the evening tourists can rest or visit tourist attractions.

As potentially attractive hotels for the accommodation of corporate tourists and carrying out various events, the following are defined:

- 1) Hotel "Cherkasy" (Cherkasy, 1 Lisova street). Conference hall for 205 people;

- 2) Hotel "Dnipro" (Cherkassy, Verkhnia Horova str., 13). Conference hall for 70 people;
- 3) Hotel "Orange" (Cherkassy, Verkhnia Horova St., 145). Conference hall for 155 people;
- 4) Hotel and restaurant complex "Vlada" (Cherkasy, 13 Oboronaya Str.). Conference hall for 70 people;
- 5) Hotel "Optima" (Cherkasy, Lazareva St., 6). Conference hall for 180 people;
- 6) Hotel "Niva" (Cherkasy, Smelyanska St., 44). Conference hall for 120 people;
- 7) Conference hall "KashtyventService" (Cherkassy, Lenina st., 121). Conference hall for 130 people;
- 8) Sport-hotel "Selena" (Svidivok village). Conference hall for 70 people.

Instead, as tourist places for recreation after corporate training or topic-building, the following are defined:

- 1) The House of Tsybulskyh (Museum of Kobzar) is located on Khreshchatyk St. 217. It is located in the historic building of the middle of the 19th century, in the city center.
- 2) Shukhov Tower, Vatutina St., 12. Hyperboloid water tower - one of the few surviving in Ukraine works of outstanding engineer S. Shukhov. The engineering design of a hyperboloid type in the style of early modern art is one of the highest in Cherkassy.
- 3) Light and Musical Fountain, Blvd. Shevchenko, 185. One of the sights of the city of Cherkassy, which in the warm season attracts not only townspeople but also guests of the city. Particularly solemn and festive looking fountain in the evening, when multicolored backlit in conjunction with the classical pleasurable music allow the fountain to play with new faces.
- 4) Monument to the Moonshine Apparatus, Frunze St., 29. One of the unusual and original sights of the city of Cherkasy. The two-meter sculptural composition of this monument is a mustache Ukrainian with a glass, behind which there is a real moonshine and bad, where the moonshine drops from the device, and the cat is sitting next to him.
- 5) Monument to the plumber, Vatutina St., 12 (Fig. 3.1). It is interesting and one of the most popular and famous sculptures of the city. It is located at the entrance to the

city water channel and was installed in honor of its 90th anniversary. The sculptural composition is a figure of a plumber that leaks out of the well. In the hands of Sanitary Wizard Uncle Vasya holds wrenches, on his head is a traditional cap. There is a hatch near the well, the inscription on which says: "I have given you water".



Source: created by the author.

Fig. 3.1. Sculptural composition of the monument to the plumber

6) Castle Hill (Hill of Glory), Glory St.. It has a memorial complex with a monumental "Batkivshchyna Mat'" monument. From the top of the hill is visible a wide panorama of the Kremenchug reservoir.

7) St. Michael's Cathedral, Ilyina St., 212. The largest cathedral in Ukraine, the size of which is 58 m in length, 54 m in width and 74 m in height. The size of the cathedral can accommodate at the same time about 12 thousand people.

8) Face-wall (The Wall of Persons), Dakhnivska St. (fig. 3.2) is one of the most original modern sights of the city of Cherkasy. The wall of persons is a 35-meter-high wall with a height of two and a half meters, decorated with photographs of more than four thousand inhabitants of the city, as well as portraits of outstanding people of the

Cherkassy region. Among them you can also find the image of Taras Shevchenko, who has been in the city and Vasyl Simonenko, who lived and worked in Cherkassy many times.



Source: created by the author.

Fig.3.2. Face-wall (The Wall of Persons)

9) River Station, Heroes of Stalingrad St., 1 is located in the middle part of the Dnieper at a distance of 725 km from the mouth of the river. The water area of the port is protected by a waveguide dam.

10) Valley of the Roses Park, Gagarin St. , 11 (Fig.3.3). One of the central venues for events in honor of the city of Cherkassy. There are several mini-lakes with fountains installed in their center. In addition, the park is the launch pad for air balloon shows. Also, people can have a little sunbathing on the beach near the Dnipro River, adjacent to the park.

It is advisable to create in the region new products of extreme tourism, which is one of the types of tourist recreation, which is associated with acute sensations, serious physical activity and even a risk to the health and life of travelers. Taking into account the vast water area of the Dnipro River near Cherkasy, as innovative tourism products, the following are defined:



Source: created by the author.

Fig.3.3. Valley of the Roses Park

1) Snorkeling is a swimming with a mask, a tube and flanges that does not require special training.

2) Diving - scuba diving to the depth. This is one of the most complex and dangerous types of sports and tourism.

3) Windsurfing (sailing boat rides) and surfing (sailing boat rides), water skiing and wakeboarding. Wakeboarding is a combination of water skiing, snowboarding, skateboarding and surfing: the boat is towed by a rider, standing on a wide board. Moving at speeds of 30-40 km / h, the boat leaves behind a wave (wake) that a rider uses as a springboard to perform various tricks.

Also in the territory of the Valley of the Roses can be developed air types of active tourism:

1) Parachuting. New types of parachuting entertainment are sky surfing (sky surfing) - a free flight with the use of a wide range of snowboarding skis, as well as

acrobatic tricks and kullity in a free flight. One of the options of parachuting is paramotoring. In this case, the parachutist attaches to the equipment on the back lightmotorchik, which, in the presence of powerful airflows allows for sufficiently long flying on the parachute.

2) Balloon Tours.

3) Planarism and hang gliding.

Cherkassy has all the resources for the development of educational (educational) tourism. The region is located not far from Kiev, which makes it possible to form educational tours not only for domestic tourists, but also for foreigners. As directions of training we propose to develop photo tourism, which involves a combination of recreation with the development of new photographic techniques and the study of methodology of professional photography. Comparatively cheap cost of training for foreigners, as well as the existing beauty of nature and objects of cognitive tourism in the region, create the competitive advantages of this type of tourism.

Gourmet tour is another innovative tourism product for Cherkasy region, which is capable of intensifying tourism development in the region. They aim to explore the particular cuisine of a particular country or region. In Ukraine, such a type of tourism has only just begun, and there are no such tours in its pure form, so the elements of the gastronomic tours are included in the main programs.

Developed gastronomic tour "Delicious Taste of Cherkasy region" has the following characteristics:

- type of the tour: a package (a tour that includes a pre-planned set of services with certain parameters), specialized (gastronomic), group (travel to a pre-selected group);
- duration of the tour: two days;
- way of traveling: combined (bus and pedestrian).

The purpose of the "Taste of Cherkashchina" gastronomic tour is to introduce tourists visiting the region with local cuisine, with specialties of traditional Ukrainian dishes, traditions of Cherkasy region.

The gourmet tour program will include:

1 day

9-00 - organizational fee.

9-00 - 11-00 - Sightseeing tour of the city of Cherkasy.

11-00 - 13-00 - visiting the restaurant "Taras Bulba". Culinary master class from the chef's restaurant. Tasting cooked dishes.

13-00 - 14-00. Moving to Chyhyryn city.

14-00 - 16-00. Excursion to the Museum of B. Khmelnytsky, Zamkova Mountain.

16-00 - 16-30. Moving to Subotiv village.

16-30 - 18-00. Excursion to Ilyinsky church, Zamchysche B. Khmelnitsky, Three wells.

18-00 - 18-30. Transfer to Hotel Orange, Cherkassy.

18-30 - 20-00. Accommodation in rooms, dinner at the hotel restaurant.

2 days

9-00 - 9-30 - Breakfast at the hotel restaurant.

9-30 - 10-30 - Departure from the hotel, boarding the bus.

10-30 - 12-30 - moving to the National Dendrology Park "Sofiyivka", Uman'.

12-30 - 13-30 - excursion to the Museum of Trypillian Culture "Legendsen".

14-30 - 16-30 - visiting the restaurant "Mlyn". Master class on fish processing, preparation of potato pancakes and borsch with fragrant pomelos with garlic.

16-30 - 18-00 - excursion to Sofiiivka park, free time.

18-00 - 19-00 - viewing of light and musical show of fountains.

19-00 - 21-00 - moving to Cherkassy city.

Getting acquainted with Ukrainian cuisine during the visit to the restaurants, where strictly adhering to the Ukrainian traditions of preparation and serving of dishes, will attract not only domestic tourists, but also foreigners who visit Ukraine for business purposes or for another purpose. In order to increase visits, it is advisable for foreigners to organize cooperation with leading Kyiv hotels, including Ramada EncoreKyiv, HiltonKyiv, RadissonBlue, etc.

The social significance of the proposed tour:

= formation of the gastronomic brand of Cherkasy region;

- = Satisfying the socio-cultural needs of the population of the region, as well as tourists visiting it;
- = promoting the development of gastronomic tourism in the region, expanding offers for gastronomic tourism;
- = advertising of catering enterprises in Cherkassy region;
- = popularization of traditional Cherkassy region cuisine.

The economic significance of the proposed tour is to increase the incomes of tourism and related industries.

In order to develop ecological tourism in the region, it is necessary to form eco-tours. Cherkassy has enough potential for activating the promotion of this new type of tourism for the region. Zvenigorodsky district can become one of the centers of development and development in Cherkassy region of ecological tourism. We briefly describe the villages that are rich in historical and cultural terms.

Moryntsi is the birthplace of T. G. Shevchenko, who was born here on March 9, 1814 in the serf family G.I. Shevchenko From Morinets was born the mother of the poet Ekaterina Yakimivna (maiden name - Boyko). After moving parents to the village of Kyrylivka at the end of 1815, Taras was visited more than once by his grandfather Yakim and his grandmother Malanka, enthusiastically listening to various tales in their legends. Taras Shevchenko came to Moryntsi when he has already become a famous poet and artist in 1843 and 1845, as well as after a decade of exile in 1859. The memory of his prominent countryman in the village was always guarded. In 1921 the organized guild was called in honor of T. Shevchenko, later it was turned into the collective farm "Homeland Shevchenko". In 1939 was built a new school in the village and the bust of Shevchenko made by a sculptor K. M. Tereshchenko was installed on it's yard. In 1956 a monument to T. G. Shevchenko was installed in the village. Fans of the poet have the opportunity to pass the paths of his childhood, visit the estate of grandfather Yakim and Copy, to get acquainted with the exhibits of the restored houses.

Graves of parents T. G. Shevchenko (Shevchenkovo village). In the center of the village, in the former cemetery, - the grave of Gregory Shevchenko - the father of Taras. The museum is located on a hill. It offers magnificent landscapes of beams with slopes

covered with gardens. On the slope, the grave of Kateryna Shevchenko - the mother of the poet.

Church of St. John the Theologian (Stebne village). Since 1885 - this large wooden temple with one bath and an attached bell tower is similar to dozens of similar buildings constructed in the Dnieper in the nineteenth century. Experts say that it is a Cossack style. But from all the temples built in the Cossack style in the nineteenth century, in the next century - in the twentieth century, only the Holy Theological Church in the village of Stebne was not closed. In the Soviet period, it was almost the only active.

Georgievskaya church (Mizinovka village) was built in 1908-1909 in the nineteenth century. There was another church in the village, but parishioners appealed to the church authorities for permission to build a much larger church. They got such permission. The newly built church was consecrated as St. George's. It had good altitude proportions and decorative decoration, it was compact enough and fitted well into the landscape. But Soviet officials did not think so. At first the church was closed, then the crosses and bells were dropped. The premises of the temple were turned into a pantry. During the Korsun-Shevchenko battle, the Germans used the bell tower of the church as a support and observation point. From Soviet aircrafts, five bombs were dropped to the church, but nobody struck. In the postwar times, the temple in Mizinivka again kept the corn and gradually it was collapsed. In 1984, a scientific-restoration institute "Ukrproektrestavratsiya" conducted a survey of the church, but restoration work began only in 20 years, when the total destruction of the temple began. Today the church is in good condition. It once again turned into an architectural color of the region and a monumental wooden architecture of the early twentieth century. The peculiarity of the church is primarily in the variety of carved decoration, which is rarely found in the temples of Central Ukraine.

Memorial estate of Vyacheslav Chornovil (Vilkhovets village). The Memorial estate of the Hero of Ukraine, a well-known politician, is located in the house where his parents lived (Vilkhovets village, Zvenigorod district). This house was presented to the Cherkasy Regional Museum of Local Lore by the sister of Vyacheslav Maksymovych -

Valentina Maximovna. In 2007, on the occasion of the 70th anniversary of the birth of an outstanding political and public figure in the house, the exposition began to work. Visitors can get acquainted with the original interiors of rooms, unique photographs and documents, books, personal belongings of the Chornovil family.

Memorial estate of Vasily Engelhardt (village Budyshche) - at the time of T.G. Shevchenko there was the estate of Engelhardts, in which the little Taras served as a Cossack in 1829. Now, the house, cellar, garden and alley of chestnuts leading to the house are preserved from the estate. There was also an oak in which Taras Shevchenko hid his drawings. He got the name "Shevchenko oak" in the people. Before the entrance you can see the monument to the young Taras Shevchenko, and at the estate there is a memorial plaque with special inscription.

The Chumak's Hut (Morinka village) in Morinets is a wooden hut of a wealthy chumak near which is an ancient Cossack's cross. The history of the cross found on the cemetery is being explored by scientists. It reminds us of the past Cossack's customs. An extraordinary mystery shines from an ancient find. The citizens of Morinets believe that the cross has a magical power.

So we suggest that the Zvenigorod region could become a pioneer region of ecological tourism development in Cherkasy region, where, along with the rest in the village, tourists will be able to enrich themselves historically and culturally.

Hobby tours, including fishing tours, can be an innovative tourist product for Cherkasy region. If cognitive tourism is a "one time" phenomenon, then hobby tourism is a matter of life. The peculiarity of this tourist destination is that it does not have a certain timetable, is additional, and can be organized in the tourist "off-season". Cherkassy region has excellent places to organize this tourist product, in particular:

- the springhead of the Kiev reservoir;
- Kaniv reservoir;
- Kremenchug reservoir;
- outfall of the river Ros'
- Sagunivka village from the village of Kuchuguri along the coastline;

- Kedina Mountain, Zolotonosha district: Belovid Hill, Svyate Lake (5 km from the coast), Cherry Vera (1 km from the shore), Velyka Vyrva Hill (2 km from shore);
- from the Nautical Harbor downstream to the Strait near the Marchenko Island, 20 m to the fairway ("Soroki" Hill - "Old man", "Stanove Hill", flood plains in the lower part of Marchenko Island).
- the bay of the ship's canal of the former cargo port, which borders on the left side of the peninsula, and on the right - the estuarine Irkliivskoe, with the length of the coastline about 2 km.

The income received by the tourist industry of Cherkasy region and related enterprises from the introduction of innovative tourism products include income from living, feeding, transfer to tourist destinations, sale of souvenirs, excursions, etc.

3.2. Measures to improve the competitiveness of the tourist services of the region

The competitiveness of the tourist region is its ability to form and promote the region's brand, a competitive regional tourist product that meets both the consumers and producers, while taking into account its inherent competitive advantages as well as the ability to maintain a high competitive status in the tourism market for a long period of time, increasing its own competitive potential. Resource base of Cherkasy has a unique tourist potential, capable of further development of a regional tourist product.

Competitive advantages of Cherkasy region are not only in the presence of tourist resources, but also in their availability and originality, the availability of infrastructure that provides access to tourism resources. It is a combination of these factors - availability, originality and accessibility - turning tourist resources into competitive advantages. At the same time, each of the factors of this aggregate itself generates one or another competitive advantage, the contribution of which in a certain way is able to increase the competitiveness of tourist services in the region.

It should be born in mind that a separate tourism object is not able to independently form and promote an attractive tourist product. This requires the unification of the efforts of various organizations, that is, the development of tourism in

Cherkasy region should be carried out according to the cluster approach. Therefore, increasing the competitiveness of tourist services in the region requires the creation of a tourist cluster in Cherkasy region. The objectives and conditions for the creation of a tourist cluster in Cherkasy region are summarized in Table 3.1.

Table 3.1

Tasks and conditions for creating a tourist cluster in Cherkasy region

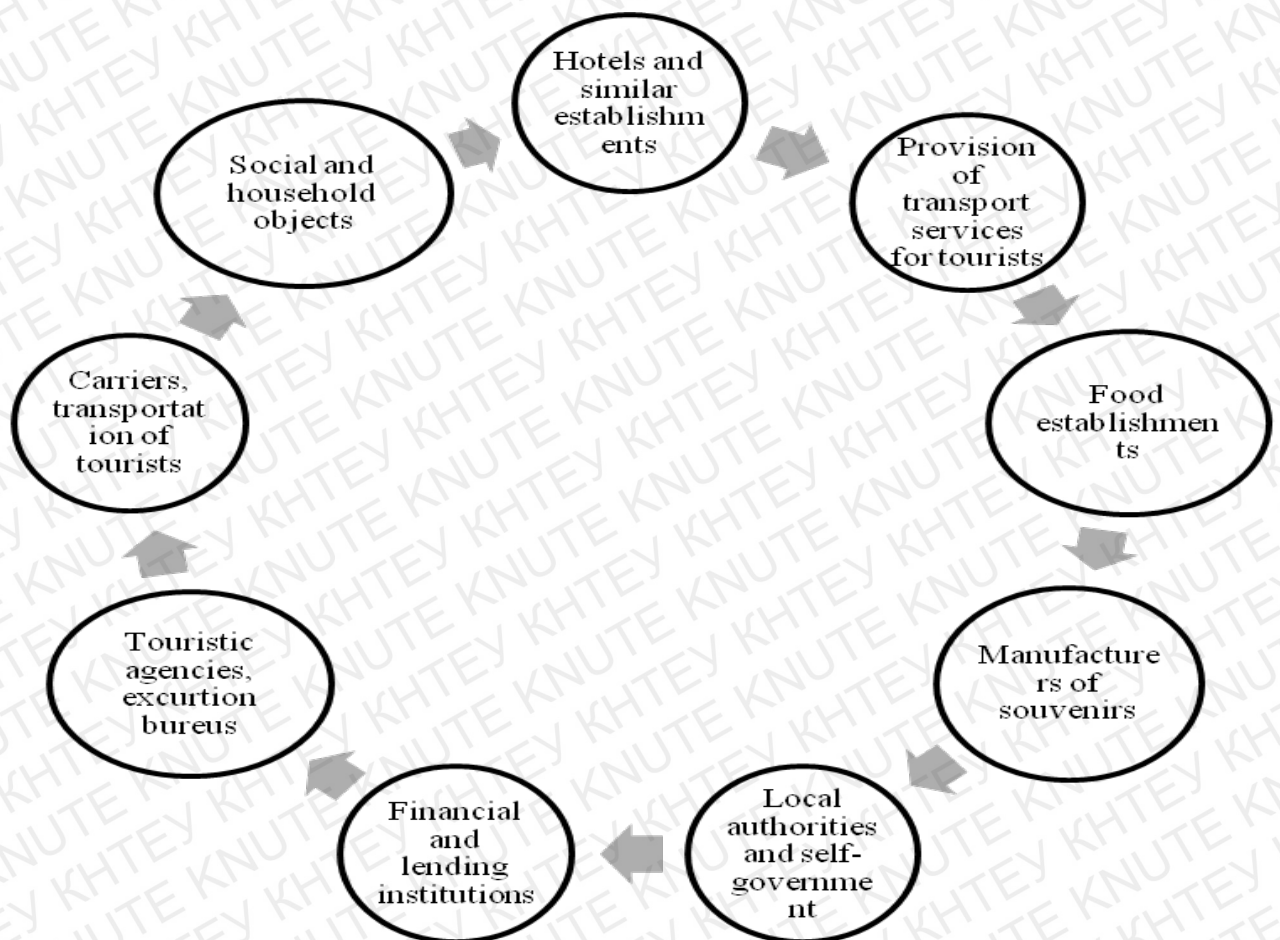
Task	Ways of solution
Create a shared vision	<ol style="list-style-type: none"> 1. To increase the number of inbound tourists by popularizing tourist objects of the territory 2. Increase the profitability of tourism by increasing the average cost of tourists and ensuring their longer stay in the city
Make strategic decisions (choices)	<ol style="list-style-type: none"> 1. It is worth firstly to focus on the four key tourist markets: Ukrainian domestic tourists (which form the basis of inbound tourists), tourists from Poland, the Czech Republic, Russia 2. To begin to focus on the three key target segments that should be at the center of the marketing campaign on the main target markets; for the most part, these are young tourists and middle-aged tourists, often price sensitive 3. Use business tourism as an additional opportunity to increase tourism profits
Activate demand	<ol style="list-style-type: none"> 1. To use assets and unique features of Cherkasy region 2. To increase the tourist flows of target segments, it is necessary to develop a marketing campaign that through the key information channels and reservation channels would place Cherkasy region as a destination for tourists who seek to see and feel true Ukraine with all its secrets and legends.
Provide experience	<ol style="list-style-type: none"> 1. Focus on improving tourism experience for key priority segments, which includes preserving the cultural heritage, providing tourist information, increasing the number of economy class hotels, improving the level of provision of public and transport services, and introducing direct flights to major tourist centers.
Manage Activity Indicators	<ol style="list-style-type: none"> 1. Start a comprehensive program for collecting statistics among the key cluster participants and conduct regular inquiries for inbound tourists.

Source: [12].

According to this model, each of the participants in the cluster of tourism will perform certain clearly defined functions. Hotels and similar establishments will provide a nightly service and can partially provide meals. Other additional services can

not be excluded: transportation, excursion service, but the main emphasis should be on providing basic services.

The structure of the tourist cluster is shown in Fig. 3.1. It is worth to note that different subjects of tourism clusters will: place tourists in hotels; financing of cluster participants activity; conducting cultural and entertainment events; catering holidaymakers; provision of transport services for tourists; excursion service; marketing of services of subjects of management of tourism; control over the quality of services and their compliance with standards; coordinating the actions of the members of the cluster to improve the efficiency and quality of work; defending the interests of cluster members at the regional and state levels.



Source: created by the author.

Fig.3.1. The structure of the tourist cluster

Transportation of tourists, the organization of excursions will be implemented by local entrepreneurs who will carry out transport services. Workshops for the production

of souvenirs will offer souvenir products to tourists. Local travel agencies will assist in the formation and promotion of tourism services.

The functions of local authorities and self-government include the provision of comprehensive support for the development of tourism, including the standardization and certification of tourist accommodation establishments, the assessment of the quality of products and services to meet certain standards. Financial and credit institutions will be provided with funds to finance the development of tourism business entities.

The cluster model of tourism development in Cherkassy region will allow to increase the tourist flow to the region, which will positively affect the employment of the population and the level of incomes of recreation facilities and infrastructure facilities. This will realize the potential of Cherkassy region as one of the main tourist destinations of Ukraine by uniting the cluster participants around a single tourism development strategy and improving the tourism experience and overall infrastructure to serve the target tourist markets and segments.

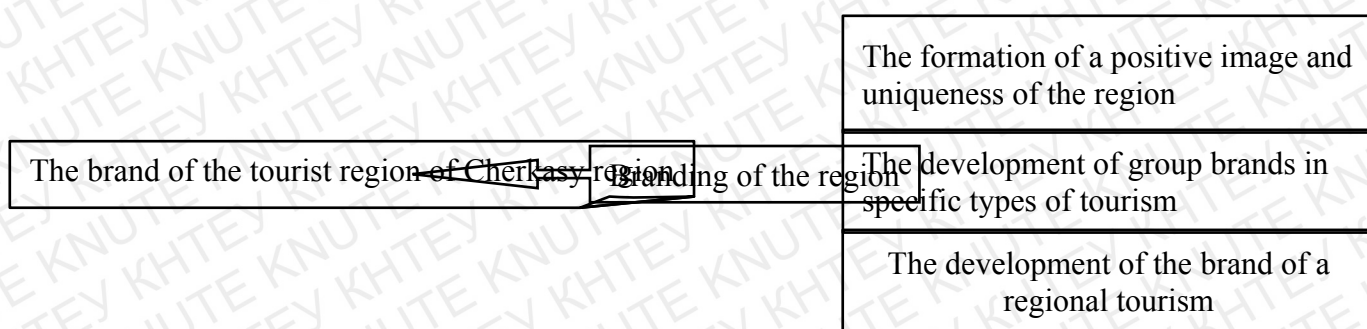
Branding is one of the most powerful tools for increasing the competitiveness of the region. Comparing with world practice, brands in some regions have not been developed in Ukraine, which holds back the flow of investors and reduces the attractiveness of the regions. Therefore, there is an urgent need to form a clear image of Cherkassy region in order to advertise the region as attractive for Ukrainian and foreign investors. Creation of the concept of the brand "Touristic Cherkassyna", marketing plan for its promotion, calculation of the economic effect of holding specific festival events are important issues in the development of regional economics, improving the business climate and attracting investment. Regarding the Cherkassy region, its geographical location is conducive to boosting tourism activity, expanding the network of tourist offers and infrastructure for tourists and tourists.

The purpose of branding is to create a positive image of the territory of consumers. For Cherkassy region the traditional associations of consumers of tourist services are: "The land of Taras and Bohdan", "Chyhyrynschyna is the land of the Cossacks", "Kamyanka is the city of inspiration for Pushkin and P. Tchaikovsky".

To promote the Cherkassy tourist region in the target markets, we offer the following approaches in the field of marketing communications. The region's advertising campaign on foreign markets has to be divided into two conceptual parts:

- 1) direct advertising, the purpose of which is to create a favorable perception of the regional tourist brand and increase the loyalty of the target audience;
- 2) advertising of a regional tourist product.

The main purpose of the advertising campaign is to popularize year-round cultural-cognitive, resort and business tours in the region and, as a consequence, to smooth the season of the waves for the hospitality industry. The process of branding the region can be focused on three levels of its positioning in the tourist market, using the model architecture of the brand, proposed by D. Aaker. At the first level, the development of the tourist brand of Cherkassy region is foreseen, which is oriented towards the formation of a positive image and uniqueness of the region among the target group of consumers; At the second level, the development of group brands in the regions, which focuses on the formation of consumer preferences in specific types of cognitive, recreational and religious tourism; At the third level, the development of the brand of a regional tourism product is aimed at popularizing tourism and excursion services among the targeted target audience of domestic and foreign tourists (Figure 3.2).



Source: created by the author.

Fig.3.2. Branding process of Cherkassy region as a tourist region

It should be noted that the positioning of the tourist brand in the region will be based on three main elements: the target audience, brand benefits and differences from competitors. The target segment of consumers of the tourist brand of Cherkasy region is defined in general terms, based on the brand platform, and specified through marketing research.

The current tendency of tourism development is difficult for a potential tourist to be interested in monotonous recreation, overcoming significant distances for the sake of one or two, even interesting objects. Cherkasy region is very interesting for tourist tourism in the sphere of cognitive tourism. Location of the region in the center of the country contributes to the visit of its inhabitants to all regions, but also because they are mainly tourists, that is, they do not use the services of accommodation establishments. The arrangement of recreation areas and accommodation facilities in recreational areas, primarily on the banks of reservoirs, rivers and lakes, may delay domestic tourists on the territory of the region, thus providing additional cash receipts. It will also be able to attract and hold on the territory of the region a foreign tourist who in its vast majority is unfamiliar with the history and culture of Ukraine. The growth of tourist flows in these areas will cause them to increase in others, as the region as a whole will increase its interest.

Along with the maintenance of the proper state of tourist facilities the creation and reconstruction of recreational areas through the state and local budgets, it is necessary to implement a grant program for the implementation of entrepreneurial and public tourism projects in the areas of recreational recreation, event tourism, green tourism, etc. On the one hand, the state and local self-government bodies will be free from significant organizational activity, giving entrepreneurs and public figures an initiative. On the other hand - in the tourism industry, the competition of entrepreneurial structures will increase, which, in our opinion, will have a positive effect on its development.

It is also possible to identify the following directions for improving the competitiveness of tourist services in the Cherkasy region:

= development of the road transport infrastructure;

- = the formation of a favorable communal infrastructure;
- = development of tourism infrastructure and communication.

The main measures to improve infrastructure in Cherkasy region are summarized in Table 3.2.

Table 3.2

The main measures to improve infrastructure in the Cherkasy region

Development of road transport infrastructure	Formation of a favorable communal infrastructure	Development of tourism infrastructure and communications
Creating a map of road conditions and priority of repairs	Development of the plan for spatial development and organization of outdoor advertising	Increased funding for tourist information centers in Cherkassy region
Development of master plan of tourist road navigation in Cherkassy region	Modernization of water supply and drainage system	Improvement of the system of tourist markings and pointers
Arrangement of parking lots near tourist attractions	Construction of a solid waste recycling line and	Infrastructure development
Development of municipal transport	introduction of innovative technologies of waste management	for hiking and cycling tourism
Construction of public transport stops	Creation of a public lounges network	Creating a network of auto-camps
Improvement of road marking		Definition and arrangement of places for mass events (festivals, fairs)
Creating secure		

Source: created by the author.

In addition, it is necessary to improve the training of excursion, hotel and restaurant services in the region, which can be realized both through the establishment of stationary courses (for example, in Chyhyryn) to train local workers from scratch and through the direction of industry specialists at short-term courses of improvement qualifications

Effective functioning of the tourism system in the region is impossible without planning, regulation and coordination of the structures responsible for its development. This necessitates the development of a comprehensive mechanism for stimulating tourism activity at the regional level, which includes:

= development and implementation of a system for monitoring and evaluating the use of resource potential. As the main measures of the action it is necessary to allocate inventory and inventory of tourist resources of the region; definition of tourist zones in the region taking into account natural, historical, socio-cultural assets and potential for the development of various types of tourism;

= the formation of a support system by the authorities. The state and local self-government bodies should focus on the continuous information support of the tourist industry of the region. Only they can concentrate in their hands an array of information, independently cover it and advertise tourist objects;

= development of an organizational mechanism on the basis of the following measures: coordination of activities of participants of the tourism process (management, recreation enterprises, tourists, local population);

= forming a system of programmatic and targeted management of tourism development in the region, taking into account the following conditions: development of a targeted regional tourism development program; creation of conditions for activity, regulation and control of enterprises of the tourism industry; support for the development of social tourism, protection of the interests of all participants in the tourism system.

It should be mentioned that the mechanism of stimulating the development of tourism in the region can not be based solely on its internal conditions, as the region, positioning its tourist product, goes to the national and international tourist markets, entering into a competitive struggle with other regions for potential consumers. In order to increase the competitiveness of the region, it is necessary to create a favorable climate for investment attraction, transparent privatization on a tender basis of unprofitable, inactive tourist and recreational areas. This will help preserve the tourist traditions of Cherkasy, the development of the internal market of tourist services.

3.3. Perspective directions of commodity and geographic diversification of tourist services in the international market

Developmental tourism in the Cherkassy region is still characterized by a focus on cognitive and recreational motives. In 2017, tourism accounted for 96% of the tourist traffic. At the same time, the region has the potential for development of other types of tourism, which will allow to improve commodity diversification of tourist services of Cherkassy region in the international market. This includes, event, ecological, gastronomic tourism, as well as their combination, when tourists can be offered unity with nature, environmentally friendly products and tasting of national dishes with Cherkassy color.

In order to present new tourist products of Cherkasy region on the international market, the following weekend tours are developed:

1. Ecotour "In harmony with nature".

1 day:

7.00 Transfer from Boryspil airport.

9.30 Arrival to the city of Zhashkiv.

9.45 Excursion to the Zhashkiv Kine Sports Complex. Horseback riding

12.30-13.30 Lunch.

13.30 Transfer to. Beeches

14.00 Arrival in Beeches Excursion. Upon request, climbing, overtaking a steep sloping downward journey. Picturesque rocks, canyon, waterfalls.

18.00 Moving to. Ivanki Excursion "Small Sofiyivka". Traces of the Bronze Age and Trypillian culture, and four ancient burial mounds were found on the territory of the village and its surroundings. Alexandria recreation park.

19.30-20.20 Transfer to. Chives

20.20-22.00. Settlement. Supper.

2 day:

8.00 Breakfast.

9.00 Transfer to the city of Korsun-Shevchenkivsky.

11.00 Excursion "Korsun-Shevchenkivskiy stories". Visiting the palace of Lopukhin-Demidov.

14.00-15.00 Lunch

15.00-17.00 free time. Walk to the landscape park. Photography.

17.00 Transfer to the airport.

2. *Gastrotur "Delicious taste of Cherkassy"*

1 day:

7.00 Transfer from Boryspil airport to Helmyaziv

10.00 Excursion "Traditions of Ukrainian Cuisine and Hospitality". Theatrical performance "Crushed from the furnace", on baking a festive cow according to the traditions of Helmyaziv village. Tasting a tasty borsch with donuts and cakes.

13.00 Lunch

14.00 Transfer to the Museum and Ethnographic Complex "Wild Hut" with Kennel

16:30 Master-class for the preparation of useful and delicious drinks and dishes of grown eco-ingredients.

19.00 Tasting of traditional Ukrainian drinks of boiled fried eggs, horseradish and tincture. Dinner with Ukrainian cuisine, entertainment program "Trio of Music"

22.00 Overnight stay.

2day:

8.00 Breakfast.

9.00 Moving to Golovkivka

10.00 Interactive entertaining program with tasting of unusual potato dishes "Potato entertainments"

13.00 Transfer to. Thank you

14.00 Fun-tasting program "Fishing Stories" with tasting of traditional Ukrainian fish dishes and boat trips along the Dnieper River.

18.00 Transfer to the airport.

3. *Sacred tour "Monasteries of Cherkasy region"*

1 day:

7.00 Transfer from Boryspil airport

9.30 Arrival to Korzhovy angle.

9.45 Excursion "Stone traces: the message of the sky or the sanctuary of the past?" A granite stone with a recess, resembling the imprints of bare feet, is called the "Foot of the Mother of God". It is located on the southwestern outskirts of the village. Corvette Angle. Locals believe that the traces left the Mother of God and St. Nicholas, attributing them miraculous properties. The testimony of miraculous healings is recorded by people in a notebook that is stored in the chapel of St. Nicholas near the granite traces. To the stone are steep and long stairs, which built the inhabitants of the village. Nearby is a healing source.

11.00 Moving to St. Nicholas Lebedinsky Women's Monastery.

13.00 Lunch.

14.00 Excursion "Lebedinsky Monastery. Pilgrimage to the half-forgotten shrine". There are three wells in the monastery. It is said that water in them is alive and heals all diseases.

17.00 Departure to Golovkivka

19.30 Accommodation. Supper.

2 day:

8.00 Breakfast. Eviction.

9.00 Excursion to the source "Zhivun". The power of the source varies within 0.5 liter. in a minute, and the water from it in its composition is close to the famous "Naftusyi": weak-limp, weak-mineral, with traces of the rhodonum.

11.30 Transfer to the Holy Onufriy monastery.

12.00-13.00 Excursion to St. Onufriy monastery.

13.15 Lunch.

14.00-15.00 Rest in the farmstead "Good House".

15.00 Transfer to the Women's Monastery in Krasnogorsk. Excursion is a monastery, which was erected in 1771 in the style of the Ukrainian Baroque, architect Grigorovich-Barsky.

18.00 Transfer to the airport.

The geographical diversification of tourist services in the international market involves the expansion of countries whose tourists will visit the region in the short and long term. An important part of promoting the tourist product of the region on the international market is the definition of the target audience, that is, those countries in which it is expedient to carry out a presentation of tourist opportunities of Cherkasy region, and with tourist operators which need to establish business contacts in the first place.

In the process of choosing the country in which it is expedient to promote the tourist products of Cherkasy region, we will apply a comprehensive approach to selection. For the choice of countries that the Regional Development Department of the Cherkasy Regional Department of Regional Development can potentially go through the offer of tourist products, the method of expert evaluations is chosen.

To assess using a discrete approach, 5 countries were pre-selected on the basis of two main criteria:

1. Absence of the linguistic threshold, which will allow for more effective communication (Belarus, Moldova).
2. Geographic proximity, which will reduce the travel expenses of tourists and travel expenses of employees of the Regional Development Department of the Cherkasy Regional State Administration (Poland, Romania, Slovakia).

With regard to the criteria for assessing the selected countries, they included an assessment of the macro-environment of the country, its political situation, market openness, ease of doing business, population in the country (potential visitors of the food facility), gross national income per capita (solvency of the population), and the development of tourism in the country.

The macroeconomic environment is estimated on the basis of the relevant sub-index of the global competitiveness rating, which consists of 113 variables, which are grouped into 12 indicators of national competitiveness. Among them is the macroeconomic environment, which includes the level of budget deficit, national savings, inflation and the level of public debt.

To determine the political environment was chosen the ranking of countries by the index of political stability. This index is based on several other indices calculated by various organizations and companies like world economic forum, EconomistIntelligenceUnit, etc. The benchmarks reflect the probability of changing state power, armed conflict, violent demonstrations, social unrest, international tensions, terrorism, and ethnic, religious or regional conflicts. Methodology the overall index is approximately the same for many years, so this rating can be assessed in a dynamic way [55]. To assess the level of market openness was used an Index of openness of markets, calculated by the international chamber of Commerce. This figure is calculated on the basis of four indicators: trade openness; trade policy; foreign direct investment; the availability of infrastructure for commercial transactions.

Information about the population in the country was taken from data from the World Bank, that on a regular basis keeps the population in countries around the world and analyses the change of these indicators.

The level of gross national income per capita was determined on the basis of the Human Development Index (HDI), which was developed and adopted by the United Nations system. Calculating the HDI were taken into account three: average life expectancy at birth (estimated longevity); Education index - level of education (literacy) of the adult population of the country (2/3 of the index) and the aggregate share of students and students (1/3 of the index); The standard of living, estimated through GNP per capita, with purchasing power parity in US dollars.

The Tourism Competitiveness Index was obtained from the WorldEconomicForum. Output data for choosing the most attractive country for the promotion of tourist products Cherkassy region are given in the table. 3.3.

Table 3.3

Summary criteria for choosing a country to promote tourist products of Cherkassy region

Criteria	Country				
	Belarus	Moldova	Poland	Romania	Slovakia
Macroeconomic environment, place in the rating	58	81	41	38	35
Political stability, place in the rating	98	125	45	83	35

Openness of the market, place in the rating	46	41	34	37	14
Index of ease of doing business, place in the rating	38	44	27	45	39
Population, thousand	9507	3552	37948	19705	5429
Gross national income per capita, USD	15629	5026	24117	19428	26764
The Tourism Competitiveness Index	115	117	46	68	59

Source: formed by the author based on [45]

Next we will determine the most important factors for each of the seven criteria selected for the country's choice to promote the tourist products of Cherkasy region.

They are presented in Table.3.4.

Table 3.4

Weighting factors to assess the importance of criteria

Criteria	Weighting factor
Macroeconomic environment	0,20
Political stability	0,10
Market openness	0,15
Ease of doing business	0,15
Number of population	0,10
GNI per capita	0,15
Competitiveness Index of Tourism	0,15
Sum	1

Source: created by the author

Next, we calculate the ranges of intervals for each rating for the selected criteria:

$$1. \text{ Macroeconomic situation: } \frac{81-35}{5} = 9,2$$

$$2. \text{ Political stability: } \frac{125-35}{5} = 18$$

$$3. \text{ Openness of the market: } \frac{46-14}{5} = 6,4$$

$$4. \text{ Ease of doing business: } \frac{45-27}{5} = 3,6$$

$$5. \text{ Number of population: } \frac{37648-3552}{5} = 6819,2$$

6. GNI per capita: $\frac{26764 - 5026}{5} = 4347,6$
7. Competitiveness Index of Tourism: $\frac{117 - 46}{5} = 14,2$

Information on intervals for evaluating each of the criteria is given in Table 3.5.

Table 3.5

Value intervals for selected criteria

Criteria	Value				
	5	4	3	2	1
Macroeconomic environment	(35;44,2)	(44,2;53,4)	(53,4;62,6)	(62,7;71,8)	(71,8;81)
Political stability	(35;53)	(53;71)	(71;89)	(89;107)	(107;125)
Market openness	(14;20,4)	(20,4;26,8)	(26,8;33,2)	(33,2;39,6)	(39,6;46)
Ease of doing business	(27;30,6)	(30,6;34,2)	(34,2;37,8)	(37,8;41,4)	(41,4;45)
Number of population	(30828,8; 37648)	(24009,6; 30828,8)	(17190,4; 24009,6)	(10371,2; 17190,4)	(3552; 10371,2)
GNI per capita	(22416,4; 26764)	(18068,8; 22416,4)	(13721,2; 18068,8)	(9373,6; 13721,2)	(5026; 9373,6)
Competitiveness Index of Tourism	(46,0; 60,2)	(60,2; 74,4)	(74,4; 88,6)	(88,6; 102,8)	(102,8; 117)

Source: created by the author

On the basis of the calculated interval has assigned to each criterion each country corresponding points. Information about them is given in Table 3.6.

Table 3.6

Assigned points for criteria and countries

Criteria	Country				
	Belarus	Moldova	Poland	Romania	Slovakia
1	2	3	4	5	6
Macroeconomic environment, place in the ranking	2	1	5	5	5
Political stability, place in the ranking	2	1	5	3	5

Continuation of Table 3.7

1	2	3	4	5	6
Market openness	1	1	2	2	5
Index of ease of doing business	2	1	5	1	2
Number of population	1	1	5	3	1
Gross national income per capita, USD	3	1	5	4	5
Competitiveness Index of Tourism	1	1	5	4	5

Source: created by the author

We multiply the points obtained by the previously determined coefficient and get a weighted assessment of each criterion for the selected countries (Table 3.7).

Table 3.7

Weighted grade attractiveness of the country to promote tourism products
Cherkasschiny

Criteria	Weighted grade	Country									
		Belarus		Moldova		Poland		Romania		Slovakia	
		Mark	Rating	Mark	Rating	Mark	Rating	Mark	Rating	Mark	Rating
Macroeconomic environment	0,20	2	0,4	1	0,2	5	1	5	1	5	1
Political stability	0,10	2	0,2	1	0,1	5	0,5	3	0,3	5	0,5
Market openness	0,15	1	0,15	1	0,15	2	0,3	2	0,3	5	0,75
Index of ease of doing business	0,15	2	0,3	1	0,15	5	0,75	1	0,15	2	0,3
Number of population	0,10	1	0,1	1	0,1	5	0,5	3	0,3	1	0,1
Gross national income per capita, USD	0,15	3	0,45	1	0,15	5	0,75	4	0,6	5	0,75
Competitiveness Index of Tourism	0,15	1	0,15	1	0,15	5	0,75	2	0,3	5	0,75
General grade	1	x	1,75	x	1,0	x	4,55	x	2,95	x	4,15

Source: created by the author

Consequently, on the basis of the expert estimation method, it was determined that among the selected countries, the market of Poland (4.55 points) is the optimum market for activating cooperation in promoting the tourist products of Cherkasy region. This is ensured, in particular, by the following criteria, which ensured a leading position: the macroeconomic environment, political stability, ease of doing business, population, Gross National Income per capita and Tourism Competitiveness Index. According to all these criteria, the score was the highest, so the Polish market was chosen to promote the tourist product of Cherkasy region in order to develop its diversification.

Conclusion of part III

Innovative tourist products of Cherkasy region offered development of business or corporate tourism; snorkling; diving and windsurfing; balloon tours; gliding and hang gliding. A gastronomic tour "Delicious Taste of Cherkasy region" was developed. It is substantiated that Zvenigorod district may become the center for the formation and development of ecological tourism in Cherkasy region. Hobby tours, including fishing tours, can be an innovative tourist product for Cherkasy region.

Increasing the competitiveness of tourist services in the region suggests that development of tourism in Cherkasy region should be carried out according to the cluster approach. It is also necessary to apply branding, which is aimed at creating a positive image and uniqueness of the region, the development of group brands of region regions in different types of tourism and the creation of a brand of unified regional tourist product. The directions of increasing the competitiveness of tourist services in the Cherkassy region also include: development of road transport infrastructure; the formation of a favorable communal infrastructure; development of tourist infrastructure and communications.

For the purpose of commodity diversification and presentation of new tourist products of Cherkasy region on the international market, round-the-back tours have been developed: ecotour "In harmony with nature", gastourtur "Delicious Taste of Cherkasy region ", sacral tour "Monasteries of Cherkasy region". An important part of promoting the tourist product of the region on the international market is the definition of the target audience, that is, those countries in which it is expedient to hold a presentation of tourist opportunities in Cherkassy region. Based on the expert assessment method, it was determined that among the selected countries, the market of Poland is the optimum market for activating cooperation on promotion of tourist products of Cherkasy region.

CONCLUSIONS AND PROPOSALS

The market of tourist services from an economic point of view is an important segment of the world market. Tourist services constitute a significant part of the services consumed by the population, and have a specific social and recreational nature, that is, recreation, the possibility of personality development, knowledge of historical and cultural values, sports, participation in cultural events, etc. Thus, tourism combines economic, social, humanitarian, educational and aesthetic factors.

Studying the peculiarities of tourist demand, it is impossible to proceed from the assumption of full satisfaction. In order to assess the degree of demand satisfaction, both objective and subjective factors must be taken into account. Objective factors include such phenomena as impossibility to purchase services of the appropriate quality due to the reasons arising from the contradictions of supply and demand. Subjective factors cover mainly psychological peculiarities of individual consumers.

There are three main models of state regulation of tourism: decentralized, centralized and mixed. The international regulation of the tourism industry in an institutional sense is a multilevel and multidimensional system of interacting international organizations, the core of which is the World Tourism Organization (UNWTO). At the national level, the activities of the tourist services market are regulated by the Constitution of Ukraine, the Law of Ukraine "On Tourism", the Law of Ukraine "On Resorts" and other regulatory acts.

It was discovered that the tourism industry of the Cherkasy region is sufficiently developed and includes institutions of the hotel, recreation and sanitation, sanatorium and resort facilities, catering, trade and domestic services, organization of excursion and leisure activities. In recent years, there is a restructuring of the sectors serving tourism, caused by a qualitative change in the needs of tourists.

Cherkasy region in modern conditions of management quite well uses a powerful potential for the development of tourist and recreational services. This is generally summarized in the growth of tourist flows in 2017. This is also facilitated by the intensification of support and development of tourism by local authorities.

Natural riches and monuments of the historical and cultural heritage of Cherkasy region provide an opportunity for the active development of the tourist industry of the region. The geographical location of the region, climate and relief, the presence of archaeological, architectural and sacred objects create the preconditions for activating the tourist activity of the region.

Innovative tourist products of Cherkasy region offered development of business or corporate tourism; snorkling; diving and windsurfing; balloon tours; gliding and hang gliding. A gastronomic tour "Delicious Taste of Cherkasy region" was developed. It is substantiated that Zvenigorod district may become the center for the formation and development of ecological tourism in Cherkasy region. Hobby tours, including fishing tours, can be an innovative tourist product for Cherkasy region.

Increasing the competitiveness of tourist services in the region suggests that development of tourism in Cherkasy region should be carried out according to the cluster approach. It is also necessary to apply branding, which is aimed at creating a positive image and uniqueness of the region, the development of group brands of region regions in different types of tourism and the creation of a brand of unified regional tourist product. The directions of increasing the competitiveness of tourist services in the Cherkassy region also include: development of road transport infrastructure; the formation of a favorable communal infrastructure; development of tourist infrastructure and communications.

For the purpose of commodity diversification and presentation of new tourist products of Cherkasy region on the international market, round-the-back tours have been developed: ecotour "In harmony with nature", gastourture "Delicious Taste of Cherkasy region ", sacral tour "Monasteries of Cherkasy region". An important part of promoting the tourist product of the region on the international market is the definition of the target audience, that is, those countries in which it is expedient to hold a presentation of tourist opportunities in Cherkassy region. Based on the expert assessment method, it was determined that among the selected countries, the market of Poland is the optimum market for activating cooperation on promotion of tourist products of Cherkasy region.

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