

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

**«Tourism product promotion of Odesa region on the
international market of wellness services»**

Student of the 2^d year, group 10 a,
academic degree «Master»
specialty 242 «Tourism»
specialization «International Tourism
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Specialty 242 «Tourism»
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«20» November 2017

Task for the final qualifying paper Martynovska Iryna

1. Topic of the final qualifying paper

«Tourism product promotion of Odesa region on the international market of wellness services»

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The subject – process of tourism product promotion on the international market of wellness services

The object – theoretical and practical aspects of tourism product promotion of Odesa region on the International market of wellness services

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Dupliak T.P.	20.11.2017	20.11.2017
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6. Content of the final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART I. THEORETICAL AND METHODOLOGICAL BASIS OF TOURISM PRODUCT PROMOTION ON THE INTERNATIONAL MARKET OF WELLNESS SERVICES

- 1.1. Essence of wellness as a mode of tourism
- 1.2. Growth driving forces of wellness industry
- 1.3. Promotional strategy of tourism destination on the international market of wellness services

Conclusions to part I

PART II. ANALYSIS OF TOURISM PRODUCT PROMOTIONAL STRATEGY OF ODESA REGION ON THE INTERNATIONAL MARKET OF WELLNESS SERVICES

- 2.1. Analysis of tourism potential of Odesa region
- 2.2. Characteristics of wellness services of Odesa region
- 2.3. Assessment of tourism product promotional strategy of Odesa region on the international market

Conclusions to part II

PART III. IMPROVEMENT OF TOURISM PRODUCT PROMOTIONAL STRATEGY OF ODESA REGION ON THE INTERNATIONAL MARKET OF WELLNESS SERVICES

- 3.1. Actions to improve tourism product promotional strategy of Odesa region on the international market of wellness services
- 3.2. Evaluating the effectiveness of the proposed measures to improve tourism product promotional strategy of Odesa region on the international market of wellness services

Conclusions to part III

CONCLUSIONS

REFERENCES

APPENDICES

7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2017-25.10.2017	25.10.2017
2.	Preparation and approval of task for the final qualifying paper	26.10.2017-20.11.2017	20.11.2017
3.	Writing and pre defense of the 1 st part of the final qualifying paper	20.11.2017-11.05.2018	11.05.2018
4.	Writing and preparation of scientific article	till 01.06.2018	
5.	Writing and pre defense of the 2 nd part of the final qualifying paper	12.05.2018-31.08.2018	31.08.2018
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	01.09.2018-14.10.2018	14.10.2018
7.	Preparation of the final qualifying work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defense in commissions	15.10.2018-22.10.2018	22.10.2018
8.	Additional processing, printing, preparation of material to final qualifying paper defense	23.10.2018-31.10.2018	31.10.2018
9.	Presentation of the finished work to the department	01.11.2018	
10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task: 20.11.2017

9. Scientific adviser of the research

Dupliak T.P.

10. Manager of the educational program

Mykhailichenko G.I.

11. The task received by the student

Martynovska Iryna

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

Student Martynovska Iryna 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 basis of tourism product promotion on the international market of wellness services.

In the second part estimated tourism product promotion of Odesa region on the international market of wellness services.

In the third part defined the main actions of improvement of tourism product promotion of Odesa region on the international market of wellness services.

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

Scientific adviser of a final qualifying paper _____ Dupliak T.P.

13. Resume about a final qualifying paper

A final qualifying paper can be admitted to defence in the Examination Board.

Manager of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 201_

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INTRODACTION

Actuality of final qualifying paper. In an effort to point to the importance of competitiveness in the tourism sector, one should primarily recognize the fact that tourism, as a phenomenon, depends on a very wide range of factors, and that it greatly affects the direction of the overall development of the area, and society in general. Tourism is a very complex sector of the economy, whose development affects the progress and prosperity of the national economy. Tourism sector is a component of a large series of development initiatives within any economic system. It is obvious that tourism is in an interdependent relationship with economic growth and other economic activities. In this regard, it does not strictly mean that tourism cannot be a major source of revenue and jobs in a society, but that its impact and role vary over time. Tourism has been a major growth industry globally for over five decades.

When a local area or community is considering to develop its tourism sector, should prudently value its resources for tourism, because it provides the basis for steering a detailed tourism planning study. And one of the resources referred is “related to health, rest and medical treatment of mineral springs, healthy desert and mountain climates and modern, traditional and naturalistic medical treatments which

provide an opportunity for developing health resorts and treatment facilities". With this approach and reference, we intend to introduce the idea that health and wellness tourism contains the potential for a sustainable regional development. There is a group of multiple factors that contribute to the sustainable regional tourism development in a health and wellness tourism context, that can be seen as a competitive advantage for the sustainability of regional tourism destinations.

From the above contents of wellness activities and the growing popularity of the concept within the health activities as a symbol of future trends in the consciousness of the people throughout the world is fast becoming a part of life style. It has now well been recognized by most people that for the longevity of life and general happiness it is important to devote a considerable part of leisure-time in health, sport, and other wellness activities. Economists are anxiously observing this trend and trying to understand and establish a correlation between wellness and productivity. Some experts in tourism are looking decades ahead and are optimistic of the rising trend. Investment and employment in this segment of market are expected to grow rapidly.

Unfortunately, for the time-being, there is not enough statistical data is available at sectoral, national or World Tourism Organization level and thus it is rather difficult to make any serious economic analysis of this emerging phenomenon. Nevertheless, a trend is being evidenced at the microeconomic level and the tourist sector is positively responding to this specific demand. There definitely is a need for further research and exploration of the subject.

Promotion of tourism destination means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation. Every destination country should extend its efforts to discover the needs

and follows necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. Research has proven that tourist information is an important element to have a positive image about the destination and the decision making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for tourism industry. Destination marketing is identifying what tourists would like to see which means product and the variety methods are used to attract tourist which means promotion.

This field was studied by the authors as Halbert Dunn [5], E.L. Kaufman and H. Muller [20], Donald Ardell [1], Jack Travis [36].

Purpose and tasks of final qualifying paper is to determine the essence of tourism destination, and to demonstrate theoretical and practical aspects of tourism destination promotion.

To achieve the purpose the research has to solve the following tasks:

- to examine the essence of wellness as a mode of tourism;
- to describe growth driving forces of wellness industry;
- to characterize promotional strategy of tourism destination on the international market of wellness services;
- to analyze tourism potential of Odesa region;
- to characterize wellness services of Odesa region;
- to assess the tourism product promotional strategy of Odesa region on the international market to characterize promotional strategy of tourism destination;
- to determine actions to improve tourism product promotional strategy of Odesa region on the international market of wellness services;
- to evaluate the effectiveness of the proposed measures to improve tourism product promotional strategy of Odesa region on the international market of wellness services.

Target of final qualifying paper study of theoretical and practical aspects of tourism product promotion of Odesa region on the international market of wellness services and develop recommendations for its improvement.

Subject of final qualifying paper process of tourism product promotion on the international market of wellness services.

Methods of research of final qualifying paper. In the process of research and feasibility of results the methods of theoretical generalization and comparison were used; methods of logical generalization (forming of conclusions); system approach (the analysis of financial indicators of the tourism destination's activity) and other.

Theoretical and methodological basis of final qualifying paper is fundamental researches of tourism, regulatory and legal documents of Ukraine, scientific researches and publications of domestic and foreign scientists and experts in which methodological principles of tourism destination promotion.

Data base of research are legal and regulative documents on economic affairs; information data; materials of scientific conferences, seminars and periodical literature, statistical and financial statements.

Scientific innovation of final qualifying paper consists in development of the theoretical aspects of tourism destination promotion.

Practical value of results of final qualifying paper. The practical value of results of the conducted research consists in recommendations development to improve the tourism destination promotion on the international market.

Practical approval of research results of final qualifying paper. Practical approval of research results of final qualifying paper. Research results of tourism destination promotion, partially prefilled in the scientific article «Wellness industry characteristics and it's grows driving forces» in the collection of scientific articles of KNUTE students (Appendix A).

Structure of final qualifying paper. Final qualifying paper consists of three parts, introduction and conclusions, references (62 titles), 3 appendices and also contains 17 tables and 26 figures.

PART I
THEORETICAL AND METHODOLOGICAL BASIS OF TOURISM
PRODUCT PROMOTION ON THE INTERNATIONAL MARKET OF
WELLNESS SERVICES

1.1. Essence of wellness as a mode of tourism

As a modern concept, wellness has gained currency since the 1950s, 1960s, and 1970s. The writings and leadership of an informal network of physicians and thinkers in the United States have largely shaped the way we conceptualize and talk about wellness today.

H. Muller and L. Kaufmann [20] make a distinction between health and wellness. They regard wellness tourism as a subset of health tourism. According to Halbert Dunn [6] wellness is a “state of health, which comprises an overall sense of well being and sees a person as consisting body, mind and spirit. Lifestyle and self-responsibility for health see paramount in the quest for a better quality of the life. In some countries like Germany, Austria and Switzerland, there is a considerable emphasis on ‘medical well-ness’. It is believed that the term wellness has emerged from the World Health Organization [42] notion of ‘well-being’ and the concept of fitness. In the Central and Southeast European countries, there is an enhanced emphasis on sunshine, sea air, and thalassotherapy. Physical fitness is also seen as an integral part of everyday wellness. In Asian countries, many spiritual activities such as yoga, meditation, and massages are considered important daily activities. The concept of wellness clearly means different in contexts and countries [23].

The origins of wellness, however, are much older – even ancient. Aspects of the wellness concept are firmly rooted in several intellectual, religious, and medical movements in 19th century United States and Europe. The tenets of wellness can also be traced to the ancient civilizations of Greece, Rome, and Asia [11].

Modern definitions of wellness typically focus on holistic or integrated approaches to health; staying well (or the prevention of sickness); self-responsibility for one's health and well-being; and the idea that a person's physical, mental, and spiritual aspects should work in harmony. These tenets are clearly not new, and in fact have their origins in ancient healing practices and medical traditions that date back thousands of years. The ancient cultures of China, India, Greece, and Rome (among others) had a very sophisticated understanding of how to maintain health, and they tended to emphasize a whole person or harmonious approach to staying well. Today, the concept of wellness appears to be coming full-circle, with modern iterations of ancient practices – such as ayurveda, acupuncture, yoga, meditation, and so on – growing increasingly popular around the world and becoming central components of wellness-oriented approaches to health [6].

In the 19th century, new intellectual movements, spiritual philosophies, and medical practices proliferated in the United States and Europe. A number of alternative healthcare methods that focus on self-healing, holistic approaches, and preventive care – including homeopathy, osteopathy, chiropractic, and naturopathy – were founded during this era and gained widespread popularity in both Europe and the United States. Other new philosophies were more spiritually oriented (such as the – mind-cure movements, including New Thought and Christian Science) and were instrumental in the modern era in propagating the idea that one of the primary sources of physical health is one's mental and spiritual state of being.

The philosophies embodied in these 19th century movements – that a healthy body is a product of a healthy mind and spirit – are now considered to be precursors to today's popular wellness and self-help movements. In addition, although these medical approaches fell out of favour with the rise of modern, evidence-based medicine in the mid-20th century, several of them are now regaining favour within the mainstream medical community and the general public.

There are a number of rigorous and well-thought-out definitions of wellness, developed over time by the leading thinkers in the field. In fact, it was the process of attempting to define, understand, and measure wellness during the 1950s-1970s that

initially led to the propagation of the concept in the modern era. However, there is still no universally accepted definition of the word – wellness [6].

Some of models and definitions of wellness by different researchers and institutions are presented in table 1.1.

Table 1.1

Wellness definitions and models by different authors

Researcher s	Definition	Model description
Halbert Dunn [5]	Wellness is an integrated method of functioning, which is oriented to maximizing the potential of which an individual is capable. It requires that the individual maintain a continuum of balance and purposeful direction within the environment where he is functioning.	Dunn’s model of wellness is summarized in his health grid (shown on the following page), which depicts health on the horizontal axis (ranging from death and severe illness on the left to – peak wellness on the right) and environment on the vertical axis (depicting physical and socioeconomic factors). The four quadrants in the grid represent different levels of wellness along these two continuums: (A) poor health in an unfavorable environment; (B) – protected poor health in a favorable environment; (C) – emergent high-level wellness in an unfavorable environment; (D) – high-level wellness in a favorable environment. Dunn viewed wellness not as a static state of being – unsick, but rather as an ongoing process or a – direction in progress toward an ever higher potential of functioning.
Dr. Jack Travis [8]	Wellness is a process, and not a static state, and that it is not simply the absence of disease. Wellness extends the definition of health to encompass a process of integration characterized by awareness, education, and growth.	Wellness is a choice – a decision you make to move toward optimal health. Wellness is a way of life – a lifestyle you design to achieve your highest potential for wellbeing. Wellness is a process – a developing awareness that there is no endpoint, but that health and happiness are possible in each moment, here and now. Wellness is a balanced channeling of energy – energy received from the environment, transformed within you, and returned to affect the world around you. Wellness is the integration of body, mind, and spirit – the appreciation that everything you do, and think, and feel, and believe has an impact on your state of health and the health of the world. Wellness is the loving acceptance of yourself.

Donald Ardell [1]	Wellness is a mindset, a predisposition to adopt a series of key principles in varied life areas that lead to high levels of well-being and life satisfaction.	Ardell's circular model of wellness has evolved several times since it was first introduced in 1977, and the current version of the model depicts three domains and 14 dimensions of wellness. Unlike some of the other predominant models, Ardell does not include a spiritual dimension to wellness, and instead focuses on the mental, physical, and social aspects.
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Continuation of the table 1.1

Researcher s	Definition	Model description
National Wellness Institute / Dr. Bill Hettler [15]	Wellness is an active process through which people become aware of, and make choices toward, a more successful existence.	National Wellness Institute has one of the most widely-recognized and applied models of wellness. It contains six interdependent dimensions: physical – the combination of good exercise and eating habits; spiritual – our search for meaning and purpose in human existence; intellectual – one's creative, stimulating mental activities; social – contributing to one's environment and community; emotional – awareness and acceptance of one's feelings; occupational – personal satisfaction and enrichment in one's life through work.
The German Wellness Association and the European Wellness Union [9,7]	Wellness describes an active and self-responsible strategy towards complete health that enables the subject to live healthy and productive as a result of scientifically proven actions, methods, and techniques thus being widely immune against chronic illness and disease as well as living in the pursuit of happiness.	The German Wellness Association (Deutscher Wellness Verband, DWV) and the European Wellness Union (Europäischen Wellness Union, EWU) were the first organizations founded in Europe (in 1990) to officially represent and promote the wellness movement. Wellness stands for a practical philosophy of life, whose goal is the greatest possible physical and mental/spiritual well-being of the individual. A carefully cultivated environment is one of the major conditions: harmonious personal relations, personal integration in the economic and social life, and careful ecological behaviour.

While recognizing that there are regional variations in the concept of wellness, several common threads stand out across the various definitions of wellness:

1. Wellness is multi-dimensional: most of the leading definitions of wellness include a model that presents anywhere from 2 to 14 or more dimensions, which frequently include physical, mental, spiritual, and social dimensions.

2. Wellness is holistic: wellness is a broader concept than physical health or fitness, focusing on the well-being of the whole person. It is not simply the absence of physical disease, but an approach that emphasizes all aspects of a person – body, mind, and spirit – working in harmony.

3. Wellness changes over time and along a continuum: wellness is not a static state or an end-point, but rather is often depicted on a continuum representing the optimum levels of wellness that an individual attempts to achieve and maximize throughout his or her life.

4. Wellness is individual, but also influenced by the environment: wellness is a process pursued on the individual level, by engaging in healthy behaviours and practices that promote personal well-being. However, personal wellness is also influenced by the conditions or environment in which one lives. With the increasing emphasis today on environmental problems, there is also increasing attention on the environmental, external, cultural, and global aspects of wellness.

5. Wellness is a self-responsibility: although sick people typically rely on medical doctors for treatment to fix a problem and return to good health, most advocates of wellness philosophies emphasize each individual's responsibility to take charge of one's own health and to engage in behaviours that will proactively prevent illness and promote a higher level of health and well-being [6].

The World Health Organization's [42] definition of health is a convenient, internationally recognized description that captures the broad tenets of wellness. This definition – adopted by the WHO in 1948 – was significant in the fact that it went beyond just the physical state of freedom from disease and emphasized a positive state of being that includes mental and social dimensions. It also laid the groundwork for much of the ongoing thinking about wellness in the mid-20th century [6].

Health – is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity [42]. Well-being – is the subjective perception of vitality (energy); it can be objectively described and measured and is a component of a person's health [13].

The classic definition of wellness was developed by Halbert L. Dunn [5] in the early 1960s is: wellness describes a person's state of health as a continuum and is a dynamic process that is constantly changing. "Wellness relates to the entire person and is more than just the absence of disease", the World Health Organization [42]. "Wellness – is the state of being well or in good health", Oxford English Dictionary [34].

Wellness – is the concept of a healthy lifestyle based on a combination of physical and mental health, healthy eating, reasonable physical activity and rejection of bad habits.

There is eight dimensions model of wellness which helps to understand deeply the essence of wellness and it's co-dependency with tourism industry. The model is presented by emotional, spiritual, financial, intellectual, social, vocational, physical and environmental wellness (figure 1.1).



Figure 1.1. Dimensions of wellness [15]

- Physical wellness is not merely the absence of illness, but about maintaining a thriving lifestyle. This area of wellness includes adopting healthy habits such as routine medical exams, immunizations, safety precautions, sexually transmitted infection screenings, adequate sleep, a balanced diet, regular exercise, and more. It is also about avoiding or minimizing risky behaviors like alcohol, tobacco, and other

drugs. Most importantly, physical wellness is about discovering what healthy habits make you feel better and suit your lifestyle and level of mobility and fitness.

- Social Wellness focuses on connecting with your community and the people around you, which includes being aware of your own social and cultural background as a bridge to understand the diversity and depth present in other backgrounds. This dimension encourages taking an active part in improving your communities, connecting with others, establishing supportive social networks, developing meaningful relationships, and creating safe and inclusive spaces.

- Emotional wellness encompasses optimism, self-esteem, self-acceptance, and the ability to experience and cope with feelings independently and interpersonally. Emotional wellness includes: practicing self-care; fostering inner resources and resiliency; finding unique ways of coping with stressors; creating satisfying relationships; empathizing with others; and being realistic about expectations and time; and knowing when to ask for help.

- Intellectual wellness encourages participating in mentally stimulating and creative activities. Improving intellectual wellness can happen in and out of the classroom. It is the ability to think critically, reason objectively, make responsible decisions, and explore new ideas and different points of view. It also emphasizes lifelong learning and inspires curiosity.

- Vocational wellness involves preparing for and participating in work that provides personal satisfaction and life enrichment that is consistent with your values, goals, and lifestyle. This dimension includes taking a thoughtful and proactive approach to career planning and assessing personal satisfaction and performance in one's work.

- Environmental wellness inspires us to live a lifestyle that is respectful of our surroundings. It involves understanding the dynamic relationship between the environment and people and recognizing that we are responsible for the quality of the air, water, and earth that surrounds us and in turn, that social, natural, and built environments affect our health and well-being.

The environment and the way people feel about the environment can play a big role in how we live our lives. Examples of our environment include our social environment (i.e. bullying, fat talk, and racism), our natural environment (i.e. air, nature, and climate), and our built environment (i.e. proximity to resources and living conditions).

- Spiritual wellness involves seeking and having a meaning and purpose in life, as well as participating in activities that are consistent with one's beliefs and values. It is more than prayer and believing in a higher being. A spiritually well person seeks harmony with the universe, expresses compassion towards others, and practices gratitude and self-reflection. When we integrate practices of spiritual wellness we are able to connect in mind, body, and soul.

- Financial Wellness includes our relationship with money, skills to manage resources to live within our means, making informed financial decisions and investments, setting realistic goals, and learning to prepare for short-term and long-term needs or emergencies. Part of this dimension includes an awareness that everyone's financial values, needs, and circumstances are unique [15].

As people around the world suffer from higher stress and chronic disease, they are turning to wellness approaches to maintain and improve their health. Wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. Wellness is multi-dimensional, extending to the physical, mental, emotional, social, spiritual, and environmental realms. Wellness is preventive; it relies on individual responsibility to integrate a holistic health paradigm into everyday life – how we live, eat, work, play, travel, maintain vitality, deal with stress, and respond to the first signs of illness [6].

Wellness tourism – is defined as the sum of all the relationships and phenomena resulting from a journey by people whose primary motive is to maintain or promote their health and well-being and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, spiritual and/or social well-being [21].

Wellness tourism is regarded as a subcategory of health tourism. Health tourism – is the sum of all the relationships and phenomena resulting from a change of location and residence by people in order to promote, stabilize and, as appropriate, restore physical, mental and social well-being while using health services and for whom the place where they are staying is neither their principle not permanent place of residence or work [14].

The concepts of wellness and wellbeing tourism are closely related and have occasionally been used as synonyms. Besides preventing illnesses and sustaining wellbeing, the goal of wellness tourism is to have experienced of pleasure and luxury. Classification of the health and wellness tourism product suppliers is presented in the figure 1.2.

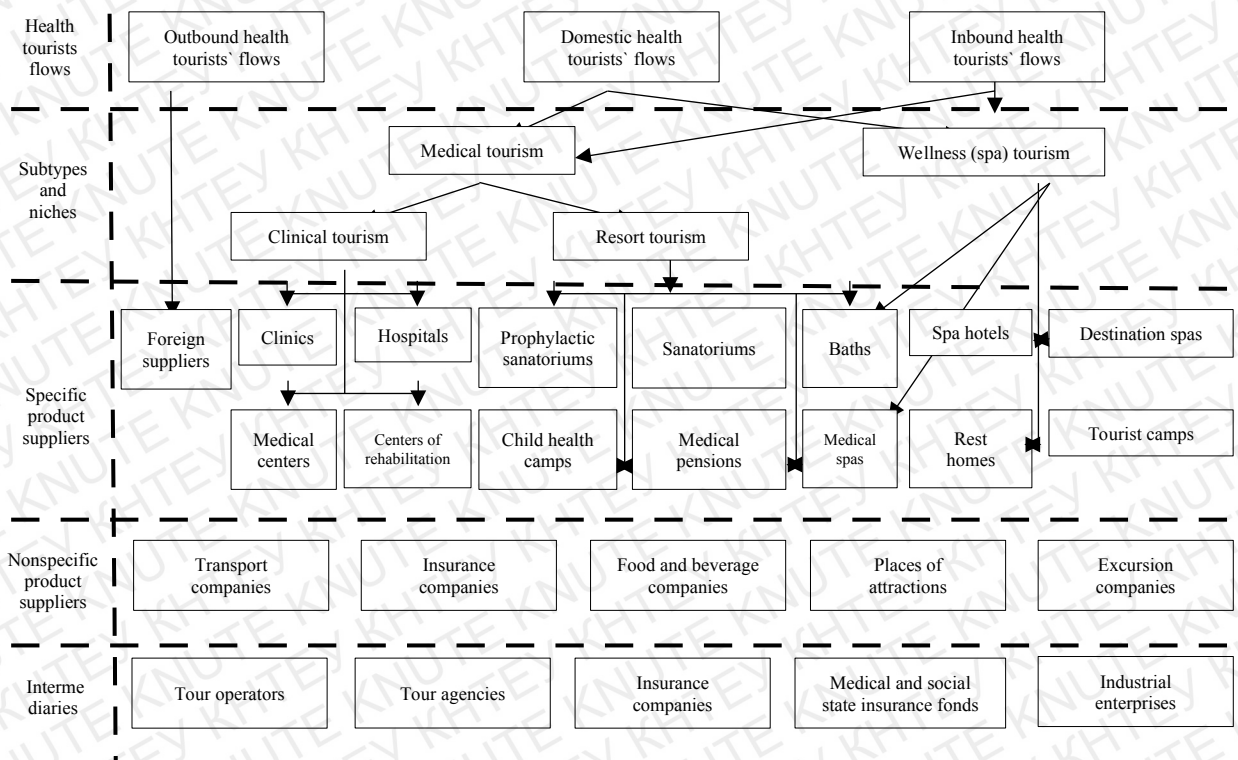


Figure 1.2. Classification of the health and wellness tourism product suppliers [28]

- The sanatorium is a medical institution dedicated to medical treatment, prevention and medical rehabilitation using natural health remedies combined with man-made factors, remedial gymnastics, dietary therapy and other methods in a specially organized regime.

- Prophylactic sanatorium is a sanatorium formed at the enterprise for balneological treatment, rehabilitation and prevention of enterprises' personnel disease, combining medical care with the work.

- Medical pension is a holiday home with a complete 'all inclusive' package, that also offers medical services.

- Child health camp is a camp for rest and treatment of children without parents at the resort.

- Baths and mud baths are water treatment facilities, offering balneotherapy, hydrotherapy and peloid (mud) therapy without accommodation.

Wellness tourism is primarily based on spa facilities. According to ISPA [18], spas can be currently classified into seven different types:

- Club spa – a facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.

- Cruise ship spa – a spa within a cruise ship providing professionally administered spa services, fitness and wellness components, and spa cuisine menu choices.

- Day spa – a spa offering professionally administered spa services to clients on a day-use basis.

- Destination spa – a spa whose sole purpose is to provide guests with lifestyle choices, improvement and health enhancement through professionally administered spa services, physical fitness and exercise, educational programming, such as nutrition and stress management, and a sense of community through features such as on-site accommodations. Spa cuisine is frequently exclusively served.

- Medical spa – a spa whose primary purpose is to provide comprehensive medical and wellness care in an environment which integrates spa services, as well as conventional and complementary therapies and treatments.

- Mineral springs spa – a spa offering on-site natural mineral, thermal, or seawater baths, which are used in professionally administered hydrotherapy treatments.

- Resort/hotel spa – a spa within a resort/hotel that provides professionally administered spa services, fitness and wellness components and spa cuisine menu choices [18].

The wellness tourism market includes primary and secondary wellness tourists. Motivation is key to understanding wellness tourism. Primary wellness tourists are those for whom ‘wellbeing’ is the sole purpose or primary motivating factor for the trip and destination choice. Secondary wellness tourists are those who seek to maintain a healthy lifestyle while taking any type of trip [22]. Types of wellness tourists and examples are presented in table 1.2.

Table 1.2

Types of wellness tourists [22]

	1. Primary wellness tourists	2. Secondary wellness tourists
Definition	Wellness is the sole purpose or motivating factor for their trip and destination choice.	Seek to maintain their wellness or participate in wellness experiences while taking any type of trip.
Examples	<ul style="list-style-type: none"> - Visiting destination spa (such as Canyon Ranch, Ranco La Puerta, Chiva Som, Ananda, Gwinganna, SHA Wellness, Lanserhof, etc.). - Vacationing at a hot springs resort for a long weekend. - Staying at an ashram for a meditation retreat. - Taking a weekend spa trip for rejuvenation and stress reduction. - Travelling to a wellness centre for a full-scale executive health check-up. - Taking a wellness cruise. - Staying at an eco-spa or jungle spa resort for a week. - Participating in a yoga retreat that includes healthy food and meditation in a natural setting. 	<ul style="list-style-type: none"> - A business or leisure traveller who actively seeks out healthy accommodations, food, and fitness options during a trip. - The family that spends a day at a hot springs bathing establishments as a part of a holiday trip. - A vacationer at the beach resort who wants to visit the spa and salon a few times during the trip. - A cruise tourist who specifically selects a ship with extensive spa, beauty, and fitness amenities. - An adventure tourist who visits an eco-spa after a long day of hiking or biking. - A tour group traveller who gets a Thai massage or reflexology treatment, or visits a hammam, as part of the tour experience.

So the chances are, you may be a secondary wellness tourist and not know it, whereas a primary wellness tourist is motivated by proactively enhancing a healthy lifestyle, and this will dictate their destination choice. Where the primary motivation is to enhance wellbeing, wellness holidays could therefore be categorised as health and fitness, healthy eating, spa & beauty, mind-body, spiritual, personal growth, eco and adventure and even art and culture.

1.2. Growth driving forces of wellness industry

In many ways, the thinkers behind the wellness theories and models developed in the 19th and 20th centuries were merely ahead of their time. While wellness, as a word and a concept, is only hazily understood by most mainstream consumers, the many challenges society faces today are driving people to explore new wellness-related products and services as they realize a need to find a better way to take care of themselves. Recognition and acceptance of wellness related theories and practices is growing rapidly, even if these are not formally labeled under the wellness banner. Below in figure 1.3, are summarized three megatrends driving the growth of wellness as an industry. These trends not only directly impact the spa industry and its customers, but are also opening new opportunities for spas to play a leading role in the paradigm shift that the leaders of the wellness movement have recommended over the last several decades. Increasingly older, unhealthy people [11].

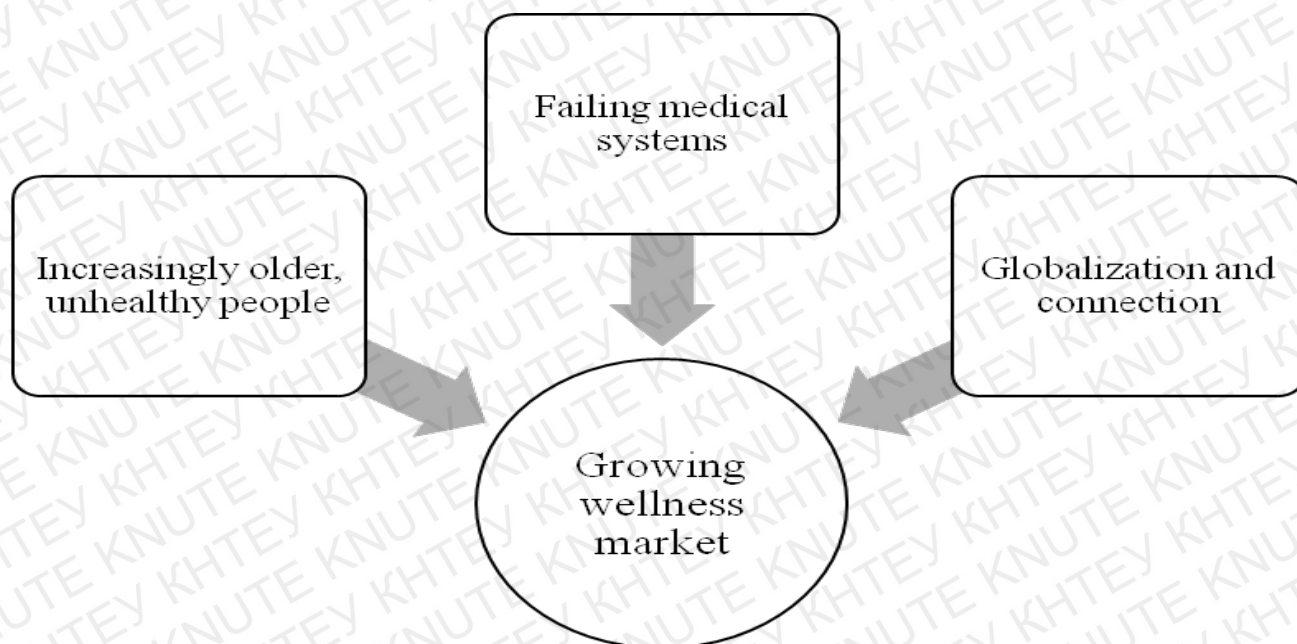


Figure 1.3. Megatrends driving growth of the wellness industry cluster [11]

The increasing number and proportion of the aged within the world's population foreshadows greater numbers of older and, potentially, sicker people in need of care, as well as fewer younger, able-bodied family members and/or workers available to care for them. Indications are that these numbers and proportions will also start to grow faster in less developed regions, forcing these countries to deal with increased demand for care without the economic resources of the more developed regions. Leading the wave of the aging in the North America, Europe, Japan, and other countries are the famous Baby Boomers, who vocally demand to have their needs met and are willing to experiment with new ways to solve their problems.

Although people are living longer, they are more likely to be living with and dying from a chronic illness, frequently caused, in part, by their own behaviors and lifestyles. Conditions such as cardiovascular diseases (mostly heart attack and stroke), diabetes, obesity, cancer, and respiratory diseases accounted for almost 60% of the 57 million deaths annually and 46% of the global burden of disease. Deaths from these diseases are expected to increase by 17% over the next 10 years, largely because of the aging population and an increased exposure to risk factors [11].

The United Nations [37] describes the aging of our population as – unprecedented. In the populations of the more developed countries, older people (60

and older) began to outnumber children (under 15) in 1998. Worldwide, older people are expected to outnumber children for the first time in 2047. By 2050, the United Nations [37] predict that 22% of the world’s population will be over 60, double the percentage in 2007. Within this population of 60 and over, the fastest growing group is that of 80 and over. With age typically comes decreasing physical health and mounting medical costs.

In addition to growing environmental concerns, today’s consumers are also suffering from the mounting pressures of our modern society: increasingly hectic schedules; a lack of true leisure time; the pressures of being in constant contact with the office, family, and friends by email, mobile phone, or personal digital assistant (even while on vacation); a constant barrage of information and external stimulation through multiple media (television, radio, Internet, and so on). These kinds of pressures not only increase stress, but also contribute to unhealthy behaviors, such as poor eating habits, lack of sleep, and lack of exercise – ultimately contributing to the rise of chronic, preventable conditions like obesity. In response, some people are starting to take a step back, reassess how they live their lives, and look for more inner fulfillment and deeper meaning in their lives [11].

As the world has become more industrial and more urbanized, and as food markets have become more global, diets have become less healthy, lifestyles less active, and smoking more prevalent. These behaviors often lead to obesity, high blood pressure, high glucose levels, and high cholesterol, which, either alone or in combination, are the major causes of chronic diseases such as those listed in the table 1.3.

Table 1.3

Factors that cause chronic diseases [46]

Factors	Chronic heart disease, stroke	Cancer	Diabetes	Respiratory disease
Smoking	+	+	-	+
Physical activity	+	-	+	-
Diet	+	+	+	-
Stress	+	-	-	-
Alcohol	+	+	-	-

High blood pressure	+	-	+	-
High glucose levels	+	-	+	-
High cholesterol	+	-	+	-
Obesity	+	+	+	+

Obesity, which contributes to cancer, heart disease, diabetes, and respiratory disease, is a worldwide problem. More than half the adults in Brazil, the United Kingdom, and the United States are overweight or obese, and rates are expected to increase [11].

The burden of disease for a chronic illness can be high and long-lasting, as people live for many years in ill-health, requiring extensive medical services, before finally dying. The mind-boggling point, though, is that a well-established body of research demonstrates that these diseases and their costs in suffering and dollars are largely preventable with changes in diet, increased levels of physical activity, and abstinence from smoking. Up to 80% of cases of coronary heart disease, 90% of type 2 (adult-onset) diabetes cases, and one-third of cancers can be avoided by changing to a healthier diet, increasing physical activity, and stopping smoking [43].

In addition to broader health issues, concerns about – the limits to growth with regards to energy resources and environmental sustainability have become mainstream, and, in many instances, governments, businesses, and consumers are changing their behaviors to address these. A snapshot of this reaction is captured by the rise of the lifestyles of health and sustainability market and its consumer.

Globally, health systems are failing to meet the challenges of caring for a growing number of aging and chronically ill patients. From region to region, specific problems vary but mainly involve widespread problems with cost, availability, and quality of care, as well as an ongoing emphasis on treating rather than preventing sickness. As the world's population grows older and sicker over the long term, medical systems seem less and less able to care for them. Consumers, healthcare providers, and governments are increasingly looking for a better way [11].

The World Health Organization [44] describes three trends that contribute to problems in what it calls – conventional healthcare, and what others have dubbed the – sickness industry:

1. Hospital-centrism: an excessive focus on care delivered in hospitals and by specialists, which is expensive. While high-income countries are most likely to face this issue, middle- and low-income countries are following in their footsteps, with the numbers of medical specialists increasing rapidly.

2. Fragmented and fragmenting care: medical specialists are more likely to focus on a narrow section of a patient's health rather than taking a holistic approach to the patient, his or her family, and environment. Public or private programs aimed at preventing or controlling a condition – such as obesity, diabetes, cancer, or heart disease – also focus solely on the issue of choice, to the exclusion of other factors that may contribute to wellness or illness.

3. Commercialization: as patients are frustrated with the inability of – official health systems (i.e., services and facilities provided by governments or reimbursed by insurance), other providers enter the less regulated market for out-of-the-patient's pocket services. While some providers offer valuable, needed services, others take advantage of less regulation and desperate situations to provide less than effective care at less than fair prices [24].

In describing these trends, the World Health Organization states, – at the same time, the health sector lacks the expertise to mitigate the adverse effects on health from other sectors and make the most of what these other sectors can contribute to health. Perhaps in reaction to these widespread problems, many industry and thought leaders interviewed for this study referred to a growing sense of – self-responsibility among individuals with regard to maintaining their own health, stemming from a realization that the current healthcare system is failing them and cannot be trusted to take care of them. This may be driving people to engage in proactive healthy behaviors and to investigate alternative forms of healthcare.

A benefit can be referred to “a change that is viewed to be advantageous – an improvement in condition, or a gain to an individual, a group, to society, or to another entity”. In a tourism context this means that an improvement in a condition or at least the maintenance of a desired condition must have occurred because one has had a tourism experience. The concept of benefits has been predominantly linked to market

segmentation. Whereas segmentation based on benefits has been applied in a variety of industries, it is argued that it has been “undoubtedly” the tourism and leisure context where benefit segmentation has received the greatest attention.

Several advantages are associated with focusing on benefits in the tourism context. Knowledge of benefits sought by tourists helps marketers and managers to understand different market segments and their profiles, to design effective promotional material as well as to develop and provide products and services which are attractive to the tourists. As such, a focus on benefits also helps to clarify the question why people travel. Therefore, researchers have recognised the close relation of ‘travel motives’ or ‘leisure needs’ and the concept of benefits.

Three groups of wellness tourists emerged based on different benefits they sought from their wellness tourism experiences. These groups were named beauty spa visitors, lifestyle resort visitors and spiritual retreat visitors. It should be noted that benefits were not the only variable based on which differences between those three groups emerged. The groups also differed in terms of travel behaviour, in the kinds of activities that they engage in, their expectations of the standard and luxury of accommodation and facilities, and their interaction with other guests and staff members. These details are however beyond the scope of this paper. Twenty-two benefits in total were revealed by the interview participants. Table 1.4 shows how often each benefit was discussed by each of the three groups of wellness tourist.

Table 1.4

Benefits of wellness tourism for different types of tourists [3]

Benefits	Beauty Spa Visitors (out of 15)	Lifestyle Resort Visitors (out of 6)	Spiritual Retreat Visitors (out of 10)	TOTAL (out of 31)
Focus on self	7	5	6	18
Relaxation	14	1	1	16
Escape from way of life	3	3	7	13
Healing & recovering	4	5	3	12
Contemplation & mindful thinking	2	5	4	11
Stress release	6	2	2	10
Pampering & indulgence	7	2	0	9

Self-realisation & self-awareness	0	3	6	9
Weight management & diet	0	6	3	9
Body maintenance & appearance	7	0	0	7
Detox	2	3	2	7
Increased well-being	3	2	2	7
Peace & tranquility	1	1	5	7
Becoming renewed & refreshed	3	1	2	6
Experiencing new things	3	1	2	6
Exercise & fitness	0	5	1	6
Reinforcing relationships & bonding	5	0	1	6
Spiritual progress	0	1	5	6
Meeting new people	0	4	1	5
Getting healthier	0	4	0	4
Sleep management	0	3	0	3
Self-esteem	2	0	0	2

Four interview participants engaged in two of the tourism activities of beauty spa, lifestyle resort or spiritual retreat visitation. Those participants were asked for expected benefits for each of those activities. This raised the sample of beauty spa visitors to 15 members and the spiritual retreat sample to 10 interview participants, for an overall total of 31 interviewees.

Before each of the listed benefits in table 1.4 is explained in greater detail, the benefits that were emphasised by each group of wellness tourists were:

- Beauty spa visitors either exclusively or predominantly discussed the benefits of ‘body maintenance & appearance’, ‘pampering & indulgence’, ‘reinforcing relationships’, ‘self-esteem’, ‘relaxation’ and ‘stress release’.
- Lifestyle resort visitors either exclusively or predominantly focused on the benefits of ‘contemplation & mindful thinking’, ‘getting healthier’, ‘healing & recovering’ as well as the benefits related to specific health behaviours such as ‘detox’, ‘exercise & fitness’, ‘sleep management’ and ‘weight management & diet’.
- Spiritual retreat visitors predominantly emphasised the benefits of ‘escape from way of life’, ‘peace & tranquility’, ‘self-realisation & self-awareness’ and ‘spiritual progress’.

Before discussing the differences between the three groups in detail it should be noted that one benefit, namely ‘Focus on Self’, was seen as important across all the groups and by more than half of the total sample [3].

Forecasting the next big trends in wellness travel (figure 1.4). Preventative health to eliminate disease. With preventable diseases responsible for approximately 70% of premature deaths worldwide each year, it’s more important than ever that we start to take our health in our own hands. As people become increasingly aware of how unhealthy habits and lifestyle can significantly increase the risks of illness, including heart disease, diabetes and cancer, there has been an increase in preventative health holidays to keep your well-being in check. Medi-spas usually involving a comprehensive health check-up, counselling and spa therapies are advancing to cater to disease prevention.

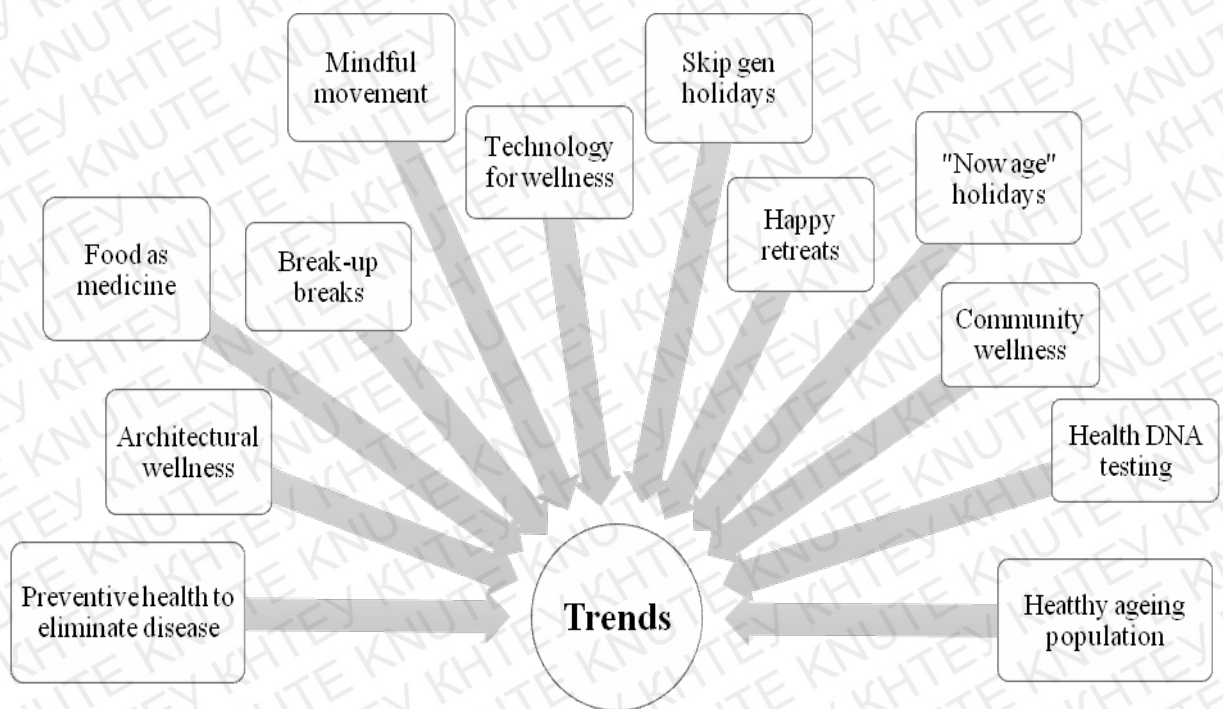


Figure 1.4. World trends in wellness tourism [12]

Architectural wellness. A growing trend in the wellness industry, ‘wellness architecture’ is reshaping the luxury travel sector, providing spaces that are not only structurally beautiful, but also comfortable, functional and sustainable. With guest welfare at the forefront, more ‘healthy-for-human’ hotels are emerging, where both the design and materials used address the physical and mental health of the people

inside. This includes 'living' buildings, with greenery that grows inside, and design that encourages human movement and mindfulness.

Food as medicine. A worrying 7 in 10 people take prescription medication, and this unhealthy pill-popping culture has led to an awareness of the need to replace pharmaceuticals with more natural remedies. Now is seeing a growing trend towards 'food as medicine', with more people ditching the drugs in favour of treating their ailments with the right nutrients. This has also led to an increase in nutrition-friendly holidays, where guests can discover the best diet for their body type and health concerns.

Break-up breaks. Contrary to the belief that holidays are reserved for celebratory events such as honeymoons and anniversaries, more people are planning wellness holidays following the breakdown of a relationship. The stress and anxiety caused by major life changes like divorce, lead many individuals on a solo wellness trip, in order to tap into the transformative power of travel. Retreats are responding to this growing trend, with an array of emotional healing therapies, stress management and life coaching services.

Mindful movement. Mindfulness has been a major buzzword in the wellness world over the last few years, and this year is set to be the year of 'mindful movement'. With increased awareness of the connection between the mind and body, a shift towards mindful exercise is occurring, bringing attention and focus to one's workout, whilst reaping the physical and psychological benefits of exercise. Next year will see a significant emergence of such workouts, as well as more retreats offering wellness programs with equal focus on being active and mindful.

Technology for wellness. It will come as no surprise that in this tech-dependent digital age, one of the biggest trends in the wellness industry is still technology. Spa and fitness technology has become increasingly sophisticated, with traditional treatments and activities being adapted to enhance results using technical approaches, from measuring your body composition to high-tech anti-aging medi-spa treatments. Despite the growing awareness of the need for regular 'digital detoxing',

technological advances in wellness will only continue to accelerate to meet consumer demands.

Skip gen holidays. While last year we saw a rising trend for family and ‘multi-generational’ holidays; This year is set to be the year of ‘skip-gen’ trips, where grandparents take grandchildren on once-in-a-lifetime holidays, leaving parents behind. The reason for this shift can be attributed to the fact that the baby boomer generation are now retiring, with their top priorities being family and travel. Skip-gen holidays combine the two, providing the opportunity for major milestones such as graduations and special birthdays to be celebrated in style.

Happy retreats. According to recent studies, experiences, not things, make us happy; therefore, it’s no surprise that people are investing more on satisfying their wanderlust than buying material goods. English author Leigh Hunt writes, “The groundwork of all happiness is good health” and in the same vein, health resorts are highlighting the importance of wellness to achieve joyful bliss. Activities like morning hikes and beach circuit training all foster the production of serotonin (the ‘happy hormone’) and the likes of laughter yoga, smile-asanas and inner-smile meditation will soon fill your retreat schedule [12].

'Now age' holidays. Not shying away from the mystical world, more wellness retreats are beginning to tap into the healing powers of spirituality. The eclectic new-age practices of the 70’s are alive and flourishing in the ‘now’ society, with the integration of holistic or alternative healing therapies to modern western medicine. From crystal and energy healing, to reiki and light therapy, wellness retreats are bringing these unconventional healing techniques to achieve harmony of the mind, body and spirit.

Community wellness. The wellness tourism industry is placing an emphasis on social responsibility and are starting to take steps to ‘pay it forward’ and give back to their communities. From championing locally-made commodities, supporting farmers by procuring home-grown harvests to arranging community exercises to nearby villages, schools or orphanages, resorts are spreading the essence of wellness to those

who need it. The rise of ‘eco-tourism’ complements these humanitarian efforts with a focus on community, environmental preservation and self-sustainability.

Health deoxyribonucleic acid (DNA) testing. In recent years, personalisation has been taking the wellness industry by storm, with consumers increasingly demanding tailor-made fitness programmes and spa treatments to accelerate results. Taking this one step further, people can now discover the role their genes play in their overall well-being with the emerging science of DNA testing. More spas and retreats now offer DNA analysis and consultations, to really tailor guests’ treatment plans to their health needs, and determine any predispositions they might have to certain types of diet, exercise and lifestyle choices.

Healthy ageing population. It’s no secret that we’re living longer, but want to look and feel younger, resulting in a boom of healthy-aging holidays to help maintain a youthful glow. Already highly popular with the Baby Boomer generation, the appeal of healthy-aging holidays are also rising in popularity with millennials; the oldest of whom are now in their mid-thirties! From collagen facials and vitamin C injections to non-surgical facelifts and menopause relief, spas and health retreats are offering consumers the opportunity to help slow down the clock.

1.3. Promotional strategy of tourism destination on the international market of wellness services

Marketing is a process through which individuals and groups provide, exchange and obtain products – ideas, goods and services – capable of satisfying their needs and desires at a desirable price and place. Marketing requires a strategy. It is an all-encompassing, planning, scheduling, studying, figuring-stuff-out, researching, testing, and practicing strategy [16].

Only those destinations that have a clear market position and appealing attractions will remain at the top of consumer minds. Wellness destination is a place where visitors really feel themselves well during their stay – from point of view of the holistic experience of the visitors’ all the dimensions of wellness are important,

and related to the security, atmosphere, hospitality, environment and many other aspects of the whole destination (country, region, city, resort, etc.). It is very challenging and responsible, but also a risky task – to develop and market the coastal region as wellness holiday destination. To make such a decision one needs very good knowledge and understanding of the deep meaning of wellness, and of course, enough suitable economic, natural, human and other wellness related resources. Only then it could bring new investment into the region from outside investors and visitors, build 'pride' in the region, promote lifestyle, target more mid-week visitors, promote day trip demand, create a brand identity 'more than just beaches' and support cultural tourism development initiatives [35].

The decision of whether or how to use the word wellness in developing and marketing of the coastal region is probably best left to individual destinations to decide, based on their own business strategy and customer base. However, it would be beneficial for the destination managers and stakeholders to start thinking and talking about wellness in a more coherent and harmonized manner [17].

As wellness – is the concept of a healthy lifestyle based on a combination of physical and mental health, healthy eating, reasonable physical activity and rejection of bad habits. Promotion of wellness tourism is inextricably linked with the physical and psychological comfort of holidaymakers in a particular region. Therefore, before starting a promotion strategy, must be ensured all the conditions for a comfortable, safe and attractive stay of tourists in the chosen region. After all, this is the basic requirement for the competitiveness of the wellness destination.

The regional management supports the cooperation between local actors (stakeholders) regarding the development and promotion of projects and thus, contributes to positioning the region better in the global market and against competitors.

Regional development deals with the question: "In which direction should the region proceed". The direction hereby defines a broad range of activities. These are:

- Economic development – for example, a stronger focus on tourism and health promotion, or more on wellness industry development.

- Social development – for example, towards a more "intercultural" society.
- Infrastructure development – for example, towards a better developed infrastructure with more highways, or a less developed infrastructure with more emphasis on nature protection.
- Ecological development – for example, towards an enhanced protection of the environment (for example, banning plastic bags) or a less enhanced protection of the environment (for example, allowing industrial activities) [8].

It is of major importance that the decision to become a health and well-being destination is made on the regional planning level. If a region decides to focus on health and well-being as well as health promotion, it normally excludes opportunities to engage in industrial development. The reason why is simple: industrial development brings, in many cases, a lot of traffic and air pollution into the region. This contradicts the efforts to become a health and well-being destination. Therefore, the decision to become a health and well-being region/destination means that local projects and development plans are embedded in a wider, regional context. There are several reasons why it is necessary to talk here about a region instead of a destination. These reasons are:

- A region is much better able to focus and concentrate its power (financial means, know-how and infrastructure) on a certain mission and vision than a local destination. A health and well-being destination will hardly work if a neighbouring municipality focuses on heavy industry.
- Based upon a regional development plan, there is less intra-regional competition. This means that different destinations inside a region can negotiate what focus on health and well-being they will have.
- In the case of necessary funding, a region is better able to attract/gain funding than a local destination. This is due to better intra-regional decision-making processes.
- In the case of consumer-attractive offerings, a region, because of its diversity, is better able to meet customer requirements than a local destination.

In conclusion, the connection between regional planning activities, regional development activities and tourism development towards becoming a health and well-being destination is that a DMO has to fulfil the following tasks:

- 1) Preparing strategies for how to develop into a health and well-being destination.
- 2) Supporting political authorities with frequent information about health and well-being tourism and health promotion.
- 3) Applying for funds Supporting local/regional companies/institutions, etc. in project development.
- 4) Networking with different institutions, companies, organizations, community groups, etc. in the health and well-being context.
- 5) Developing strategic marketing plans [4].

When selecting to develop and market a coastal region as a wellness holiday destination, it is important to know, understand and follow the holistic concept of wellness and have enough suitable resources for developing, marketing and creating the image of the wellness destination.

Traditionally, destinations are regarded as well-defined geographical areas, such as a country, an island, a region or a town which is marketed or markets itself as a place for tourists to visit. Destinations are amalgams of tourism products, offering an integrated experience to consumers. Most destinations comprise a core of the following components, which can be characterised as the six As (attractions, accessibility, amenities, available packages, activities). Therefore, a destination can be regarded as a combination (or even as a brand) of all products, services and ultimately experiences provided locally. It also enables us to assess the impact of tourism regionally, as well as manage demand and supply in order to maximize benefits for all stakeholders. Developing a destination typology is a difficult task, as different visitors use destinations for different purposes [17].

Destination image as not only the perceptions of individual destination attributes, but also the holistic impressions made by the destination. Destination image consists of functional characteristics, concerning the more tangible aspects of

the destination, and psychological characteristics, concerning the more intangible elements [32].

So far image related issues of wellness holiday destination have received little attention from researchers. Obviously, when a destination aims to develop and market itself in a wellness holiday market both developers and marketers need a clear vision of what a wellness holiday is and what prospective customers may expect, need and desire. Surveys however, pay most attention to health holiday issues and it remains unclear whether wellness and health holidays are the same thing, and which differences in these notions customers may perceive and how they relate their experience of the holiday with the image portrayed by the destination [4].

Many health and well-being destinations offer quality accommodation, tempting treatments and friendly staff. To succeed in this competition, the destination needs to be unique in some way to be considered a possible destination and a superior one in some respects to be selected by the customer as the final choice. The core of destination branding is to build a positive destination brand identity that potential customers will form from its competitors. This unique destination identity is identified with, and which differentiates the destination the essence of positioning the destination. Differentiation, positioning and destination branding are interconnected concepts as well as being the cornerstones of the destination strategy.

Two basic concepts are to be understood separately: the brand identity and the brand image. The destination brand identity is created by the sender, whereas the destination brand image is built in the minds of (potential) customers. The destination brand identity should be based on the most important features and services that differentiate the destination from its competitors in the minds of the current and potential customers. The customer's perceived image of a destination is influenced by cognitive/rational thinking (the knowledge about the services, attractions, activities, environment and infrastructure that the destination offers) and affective (the feelings which the destination evokes) evaluations [17].

Finding unique selling proposition and unique local proposition based on cognitive evaluations, or a unique emotional proposition based on affective

evaluations of the target markets – or a mixture of them – is the key to differentiating a destination from its competitors. Identifying and understanding the primary target markets through market research is a prerequisite for successful branding. The collection of various entities mentioned above can be linked to brand components, divided into 3 major groups:

- names, symbols and logos which aid identification and awareness;
- brand images which communicate a brand’s meaning through a set of associations;
- brand associations held in consumer’s memory that form the basis for brand images.

The following figure 1.5 combines the most important concepts in the branding theory with practical questions and outputs relevant to each step in the branding process. In steps 1 to 3, strategic, creative and research skills are especially needed, whereas in steps 4 and 5 it is relevant to incorporate special skills in brand design and advertising to the process.

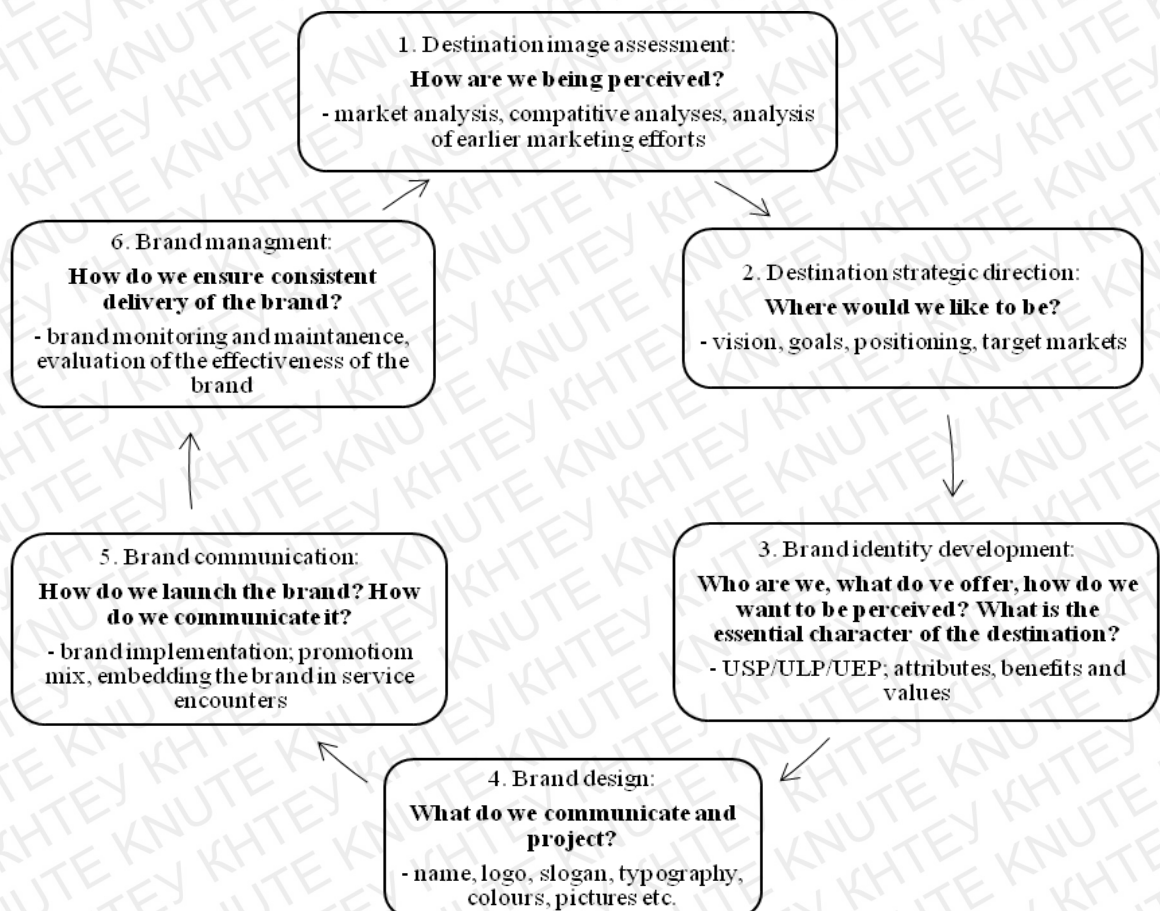


Figure 1.5. The process of destination brand creation and management [17]

A destination brand is much more than just a slogan and logo created by an advertising agency. That all essential actors understand the need for a long term commitment is essential in internal brand management. When developing a tourism destination brand identity a consideration of existing related supra-brands (for example, a national brand is a supra-brand when developing a regional brand) or sub-brands (for example existing local brands in the region have to be considered when the regional brand identity is created/reworked) is also imperative. Successful branding is the key to differentiation, but also to improved recognition, loyalty and renown. In this way it increases business and, if this growth is sustainable, it adds to the community's advocacy of tourism development. A good destination brand is unique and communicates a destination's quality, experiences and values. The visual elements of the brand design should be attractive, memorable and simple [17].

Promotion – is the process (the set of means and actions) designed to inform potential visitors about the tourism product offered, sharing with them its most attractive and innovative attributes. As such it is usually integrated with distribution and implies communication activities including advertising [33].

Promotion is the way how marketers are communicating the offering for the customers. It divides into promotional mix, where new methods of communicating are added nonstop now days. The four elements of promotional mix needs all to be considered when creating a successful marketing promotion. Marketer need to decide also which mediums to use (radio, TV, magazines, internet etc.) in order to transmit the correct image of the product to the customer:

1. Advertising is the most visible element of promotional mix and it is a made message which is forwarded to the customer. Advertising always costs something and should not be confused with word-of-mouth which is part of public relations.
2. Public relations is all about creating a positive fuss around the company and its brand and make it look like a company you want to do business with. PR is all from company twitter account to sponsorships and organizing events.

3. Personal selling is been said it can easily be the most expensive marketing tool for a company who emphasize this approach method. However it is also the most effective one when conducted properly. It is a huge benefit that a sales person can speak directly to the customer and identify their need immediately and solve their problem.

4. Sales promotion. The offers to give customer discount or extra service or product for free, exchange of a purchase of the service or product within certain time or amount. Sales promotions are a way to boost the sales in short-term, but generally they don't work as a long term strategy. They are good tools to introduce a new product to the markets or blog out competition in seasonal basis.

Wellness destinations have to focus their advertising on the target customers and consider the mediums which would be most effective to reach them. most effective channels would be the web-sites of the wellness destination with all the players on destination's wellness market (treatment establishments, events, camps, locations); social media, for example, Facebook, paper brochures that era expanded in different related establishments in places of residence of potential tourists (for example the yoga studios); email campaign for the former abroad touroperators and travel agencies.

One of the strongest part of the promotional mix for wellness destination should be the public relations. Social media should be the medium to put out "press-releases" and keep it as an open communication channels for the existing and potential customers [4]. A form of personal selling for the wellness destination is the interaction between the touroperators and travel agencies who are actually proposing the retreat. Touroperators which are specialized on retreat have key's to market and sell to customers directly and they can identify their needs easier for the future face-to-face than over emails. Sales promotion should be launch all the year in order to attract new customers by different players of wellness market of the destination [19].

An integrated marketing communication plan is one that maintains the same thematic message in different types of promotional campaigns, blog posts, content offerings, and other materials. The idea behind the message remains consistent

whether consumers see a magazine ad or the company's web page. The main distribution and promotion channels of wellness tourism product are presented on figure 1.6.

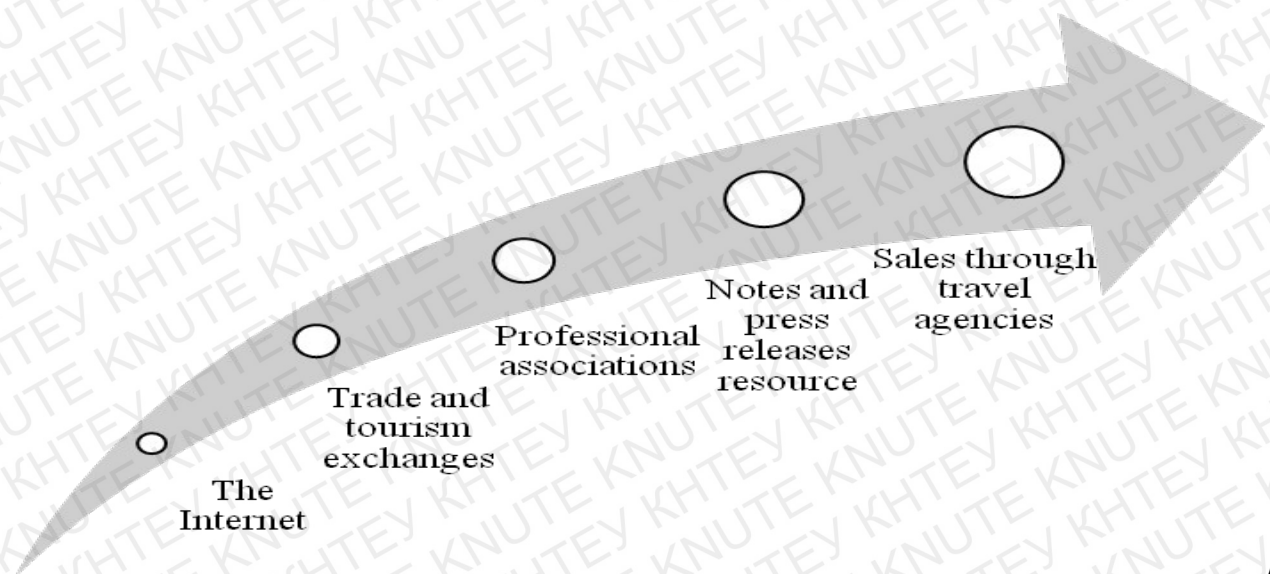


Figure 1.6. The main distribution and promotion channels of wellness tourism product [26]

1. Sales through travel agencies. This distribution channel is related to domestic and foreign travel agencies and is aimed at two generic segments: foreign tourists who buy travel packages and domestic tourists who make use of package tours.

2. Trade and tourism exchanges. Fairs and exhibitions – at different levels – are an alternative form of presentation and sale of products to intermediaries and the general public. Their main advantage is the potential for establishing personal contact between different private and public tourism businesses.

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

4. Notes and press releases resource. Select the media best suited to your product and your target audience; consider as well as the strategy used by competing destinations.

5. The Internet is one of the most effective communication, information and promotion tools for today. Depending on accessibility and knowledge, explore and use different options (web sites, emails, web advertising) to contact your former clients to keep them updated, communicate with travel agencies and publicize on different web pages, among other things [26].

Communication and advertising gives an opportunity:

- Choose the population or target audience.
- To define what are the goals of the campaign. Define clear, specific and measurable objectives.
- To define what is the key message. Highlight the quality of service as most beneficial for the tourist and a key differentiating factor. Consider relating the quality of the service to the working conditions. The ads should be creative, easily understood and remembered.
- To define what is the right time. Define the period in which the impact of the campaign will be most effective, and its duration.
- To define which media and to what extent. Specify whether the message will be disseminated by mass media or rather custom.
- Define what are the costs of the activity.
- Helps to define what results have been obtained with respect to the set objectives. Evaluate in quantitative terms (sales), quality (reputation and image) and purchase intentions. A campaign will be effective if it meets the objectives assigned to it.

One of the indispensable tool through the wellness destination promotion is the creation of promotional (marketing) plan. Formulated a detailed marketing and promotional plan for the wellness tourism sector helps to take into account the quality and quantity of tourism products, the diversity of domestic, regional and international source markets, image and positioning, branding, quality and distribution of promotional materials (including e-marketing) and institutional mechanisms for marketing and promotion including public-private partnership [35]].

The main tasks for the promotional plan are:

- Review and assess the current quality and standard of the country's tourism product, both existing and potential, in terms of its diversity (natural, cultural, recreational).
- Analyse past and present tourist patterns to the country and conduct several visitor surveys at key locations and assess the current domestic, regional and international image of the country as a tourism destination.
- Develop profiles of the short, medium and long term prospective source markets and segments within those markets that can be attracted to the country. Set arrivals and accommodation requirements targets by five year periods by type, category and segment from international and domestic source markets.
- Evaluate and assess the current marketing and promotional programmes in the country including promotional materials produced, their distribution channels, as well as electronic marketing techniques.
- Review the existing institutional framework for marketing the country as a tourism destination, and identify and recommend organizational changes required to ensure the effective implementation of the marketing strategy involving strong public-private partnership.
- Prepare a medium and long-term marketing strategy including recommendations for destination branding and identification of the financial and technical resources required to implement the strategy. The overall marketing strategy will include a detailed short-term marketing and promotional programme for the first five years, outlining activities, targets and cost estimates on a yearly basis [35].

Conclusions to part I

1. Wellness – is the concept of a healthy lifestyle based on a combination of physical and mental health, healthy eating, reasonable physical activity and rejection of bad habits. There is eight dimensions model of wellness which helps to understand deeply the essence of wellness and its co-dependency with tourism industry. The

model is presented by emotional, spiritual, financial, intellectual, social, vocational, physical and environmental wellness.

2. Wellness tourism – is defined as the sum of all the relationships and phenomena resulting from a journey by people whose primary motive is to maintain or promote their health and well-being and who stay at least one night at a facility that is specifically designed to enable and enhance people's physical, psychological, spiritual and/or social well-being. Wellness tourism is regarded as a subcategory of health tourism. Health tourism – is the sum of all the relationships and phenomena resulting from a change of location and residence by people in order to promote, stabilize and, as appropriate, restore physical, mental and social well-being while using health services and for whom the place where they are staying is neither their principle not permanent place of residence or work.

3. The market includes two types of wellness tourists: primary wellness tourists and secondary wellness tourists. Motivation is key to understanding wellness tourism. Primary wellness tourists are those for whom 'wellbeing' is the sole purpose or primary motivating factor for the trip and destination choice. Secondary wellness tourists are those who seek to maintain a healthy lifestyle while taking any type of trip. Another segmentation in wellness tourism market based on benefits. The benefits that were emphasised by each group of wellness tourists were:

- Beauty spa visitors either exclusively or predominantly discussed the benefits of 'body maintenance & appearance', 'pampering & indulgence', 'reinforcing relationships', 'self-esteem', 'relaxation' and 'stress release'.

- Lifestyle resort visitors either exclusively or predominantly focused on the benefits of 'contemplation & mindful thinking', 'getting healthier', 'healing & recovering' as well as the benefits related to specific health behaviours such as 'detox', 'exercise & fitness', 'sleep management' and 'weight management & diet'.

- Spiritual retreat visitors predominantly emphasised the benefits of 'escape from way of life', 'peace & tranquility', 'self-realisation & self-awareness' and 'spiritual progress'.

4. While wellness, as a word and a concept, is only hazily understood by most mainstream consumers, the many challenges society faces today are driving people to explore new wellness-related products and services as they realize a need to find a better way to take care of themselves. There are three megatrends driving the growth of wellness as an industry. These trends not only directly impact the spa industry and its customers, but are also opening new opportunities for spas to play a leading role in the paradigm shift that the leaders of the wellness movement have recommended over the last several decades. They are: increasingly older, unhealthy people.

The World Health Organization describes three trends that contribute to problems in what it calls – conventional healthcare, and what others have dubbed the – sickness industry: hospital-centrism, fragmented and fragmenting care, and commercialization. There are also forecasting the next big trends in wellness travel. These trends not only directly impact the spa industry and its customers, but are also opening new opportunities for spas to play a leading role in the paradigm shift that the leaders of the wellness movement have recommended over the last several decades.

5. Promotion – is the process (the set of means and actions) designed to inform potential visitors about the tourism product offered, sharing with them its most attractive and innovative attributes. As such it usually integrated with distribution and implies communication activities including advertising. Promotion is the way how marketers are communicating the offering for the customers. It divides into promotional mix, where new methods of communicating are added nonstop now days. The four elements of promotional mix needs all to be considered when creating a successful marketing promotion. They are: advertising, public relations, personal selling, sales promotion.

6. Wellness destinations have to focus their advertising on the target customers and consider the mediums which would be most effective to reach them. most effective channels would be the web-sites of the wellness destination with all the players on destination`s wellness market (treatment establishments, events, camps, locations); social media, for example, Facebook, paper brochures that era expanded

in different related establishments in places of residence of potential tourists (for example the yoga studios); email campaign for the former abroad touroperators and travel agencies.

PART II
ANALYSIS OF TOURISM PRODUCT PROMOTIONAL STRATEGY OF
ODESA REGION ON THE INTERNATIONAL MARKET OF WELLNESS
SERVICES

2.1. Analysis of tourism potential of Odesa region

Odesa region is located in the extreme southwest of Ukraine and borders with Vinnitsa, Kirovograd, Mykolayiv oblasts, as well as with the Republic of Moldova and Romania (figure 2.1). At present, the oblast occupies an area of 33,3 thousand square kilometers. The region occupies the territory on the Northwest Black Sea coast, from the river Danube delta to the Tiligoulskiy estuary (300 kilometres of coastline), and 200-250 kilometres from the Black Sea to the north [58].

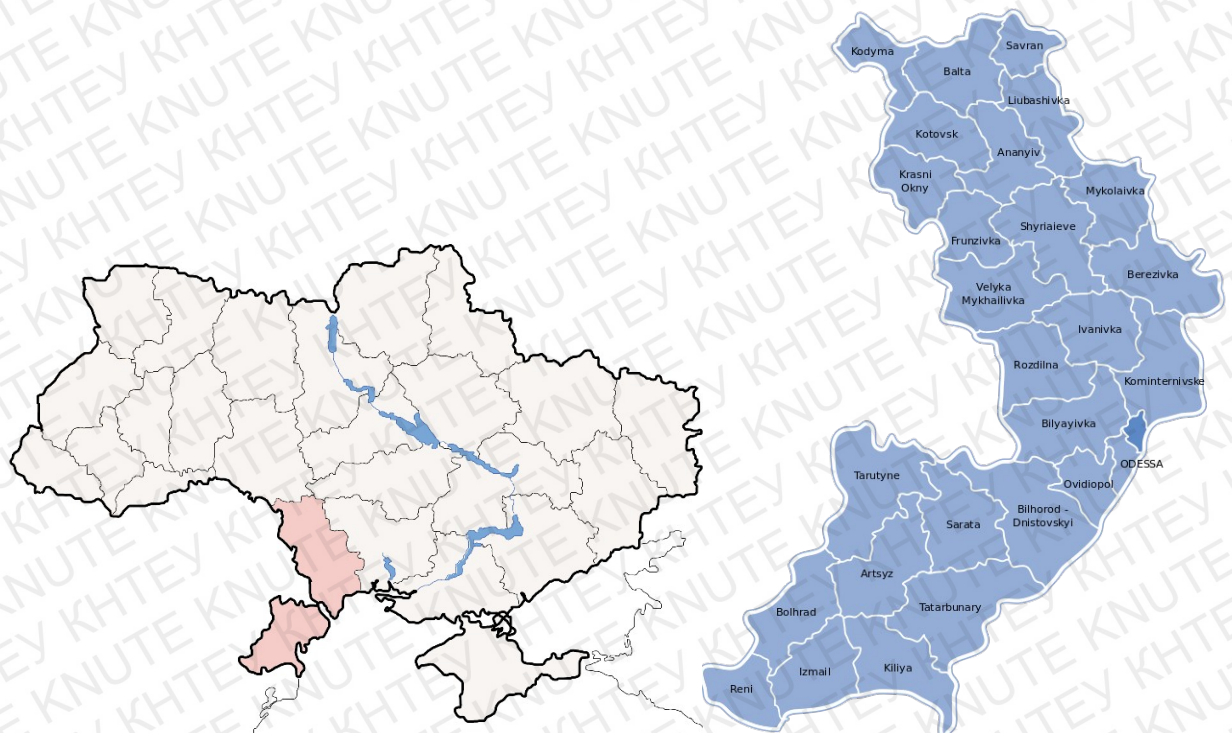


Figure 2.1. The placement of Odesa region on the territory of Ukraine and its territory units

Odesa region is one of the leading tourist and recreational centers of Ukraine, due primarily to the features of the economic and geographical location of the region,

favorable natural and climatic conditions, the presence of a large number of historical monuments, architecture and culture urban development, natural therapeutic resources and marine sandy beaches.

The listed components create preconditions for development in the field of various types of tourism: cultural-cognitive, religious, wellness, health-improving, ecological, cruise, rural and other specialized types of tourism. The development of the tourism industry is crucial for the development of the recreation industry, the basis of which are institutions of temporary placement: hotels, sanatoriums, health resorts, etc. The largest number of tourism and recreational facilities is concentrated in the cities of Belgorod-Dniester, Kilia, Tatarbunary and Ovidiopol'sky districts [60].

The transport and road complex in the region is represented by all types of transport and includes the largest sea ports, developed rail and road transport, a wide network of motor transport enterprises, airport and airfield complexes, airlines. Through the territory of the Odesa region, there are international roads of national importance such as: Kiyv - Odesa M-05, Kirovograd-Platonov (in Chisinau) M-13, Odesa-Melitopol-Novozovsk (in Taganrog) M-14, Odesa-Reni (in Bucharest) M-15, Odesa - Kuchurgan (on the city of Chisinau) M-16, Odesa - Illichivsk M-27, Odesa - Yuzhny - / M-14 / with entrances M-28.

In general, the main network of public roads is formed and provides transportation between settlements, but requires significant investments for implementation of measures for their preservation, development, increase of level of road safety and comfort of transportations [29].

On the public highways in accordance with the requirements of State Agency of Motor Roads of Ukraine, ongoing work is carried out to bring them to the appropriate operational condition.

The rapid increase in the traffic volume in recent years will require the solution of issues related to the development of the existing network of roads with bringing it to the parameters of the roads of higher categories, construction of transport solutions, bridge transitions, etc.

Odesa Airport is located 7,5 km southwest of the city center. Serves the southern regions of Ukraine, connected by regular flights with the capital Kiev, some cities of the CIS and Western European countries. The airport terminal serves domestic and international lines. In 2012, the work on the large-scale reconstruction of the Odesa International Airport was launched, which includes the construction of a new terminal designed for reception of both domestic and international flights. The new terminal is designed for 2 million passengers a year. On the square 26 thousand sq. m equipped with 5 landings, 16 registrations, 4 telescopic ladders will be commissioned. The new terminal was put into operation in January 2017, in the spring service was started on domestic flights, and from autumn - international ones.

According to the results of 2017, the Odesa International Airport has increased passenger traffic by 18%. In 2017, passenger traffic amounted to 1,22 million passengers, an increase of 18,3% over the previous year. Thus, more than 240 thousand passengers were served on domestic flights and more than 980 thousand - on international ones. In total, 13838 flights (more than 10000 international and 3,8 thousand domestic) were performed, with growth for the year for symbolic 2017 flights or 17,1% [44].

Seaports: Odesa Seaport, Chernomorsk, Bilgorod-Dniester Seaport. River transport is carried out along the Danube: ports - Ismail, Kilia, Reni, Vilково. There are international ferry crossings Illichivsk-Varna (Bulgaria), Illichivsk-Poti (Georgia). Main railway junctions: Zastava I, Sortuvalna, Rozdilna, Kotovsk [58].

It should be noted that the rolling stock, which operates on the railways of Ukraine, is not only worn out but also morally outdated. Passenger cars and locomotives do not meet the technical requirements of the present, therefore they require not only modernization, but also replacements for more advanced and modern. Consequently, the situation prevailing in rail transport dictates the need for concrete steps to adapt the industry to the current market conditions and its reform.

Odesa's reputation as a health resort dates back to the 1920's. Therapeutic ingredients in the muds along with the mild climate and beautiful beaches attracted vacationers and patients seeking a cure from various ailments: from arthritis to

tuberculosis to skin disorders. The climate is damp, temperate continental. In general, the climate combines the features of continental and marine. Winter is mild, snowless and unstable; average January temperatures from -2°C in the south to -5°C in the north. For the spring are characteristic cloudy weather, fog in connection with the cooling effect of the sea. Summer is mostly hot, dry; The average July temperature is 21°C in the north west to 23°C in the south, maximum up to $36-39^{\circ}$. Autumn lasted, warmer than spring, mostly cloudy. The average annual temperature ranges from $8,2^{\circ}\text{C}$ in the north to $10,8^{\circ}\text{C}$ in the south. The total rainfall is 340-470 mm per year, mainly falls in the summer (often in the form of showers). The number of hours of sunshine is about 2200 per year [60].

The main natural recreational resources of the region are therapeutic mud and ridge of estuaries, sandy beaches and mineral waters. Among the many natural resources used in the resort, the important place is occupied by medical mud. Physical and geographical conditions of the Black Sea region contributed to the formation of sulfide mud. They contain a large number of microorganisms, which determine a number of important physico-chemical properties. Typical mud storages are Kuyalnitsky and Hadzhibey estuaries, which are characterized by high content of sulphides and mineral mud solution. The mud of the Kuyalnitsky estuary is used by all health resorts in Odesa, as well as transported for spa treatment in other regions of Ukraine. The mud of the Tigul estuary belongs to the weakly sulfide, mineralized chloride magnesium-sodium medical mud. They are used in the resort of Koblevo.

The Lyman (Burnas) and the lakes (Alibey, Shagani), located between the Danube River delta, also have a valuable complex of therapeutic factors: for medicinal purposes, both arid sediments are used, as well as water and rivers of reservoirs containing various trace elements (iodine, bromine, boron), which have high therapeutic activity.

Recreational significance is not only the medical mud, but also the pond of reservoirs, which is widely used for balneological procedures (baths, shower, irrigation). In the practice of sanatorium and spa treatment in the region, mineral water is widely used both for in-patient ingestion and for external procedures.

Within the Odesa region, various types of mineral waters are distributed. The possibilities of their use in balneology are very large, but the extent of use is rather low. Various types of mineral waters such as:

- Hydrogen sulfide waters are found at several points in the Tatarbunar region. Waters of this type are used for external use in diseases of the organs of the movement, the peripheral nervous system, diseases of metabolism and skin diseases.
- Iodine-bromine waters are open outside the coastal zone (Bolgrad, Plakhtivka village). They greatly affect the function of the thyroid gland.
- Hydrocarbonate sodium waters were found in the Tatarbunar and Saratsky regions. They are used for various gastrointestinal diseases.
- The chloride-sulfate and sulfate-chloride waters are widely represented in the Odesa region. They are used by Lermontovsky Resort and Tobin Institute known in Odesa. Other mineral resources are being developed on the territory of the region.

The most important therapeutic factor in the Odesa resort region is the Black Sea. The water of the Black Sea is characterized by significant mineralization. Its composition includes kitchen salt, chloride and hydrogen sulfide magnesium, calcium carbonate, iodine salts, bromine, iron and other trace elements.

In the surf zone there is a large number of negatively charged hydroiodides, which have an active physiological impact on the human body. In addition, air by the sea is enriched with oxygen, salts of bromine, chlorine, iodine, which makes it especially useful.

Treatment by the sea - "thalassotherapy" - nowadays has become widespread in all countries of the world. It is an active therapeutic agent for the treatment of a wide range of diseases and for preventive purposes. The weakly solved problem of the beaches of Odesa is the cleanliness of both sand and water of the coast. This is due to the flood of sewage, frequent accidents of treatment facilities and the culture of the holidaymakers themselves. Natural anthropogenic resources - ecosystems, which include both natural and anthropogenic objects used in the tourist and recreational economy (national natural parks, nature reserves, regional landscape parks, botanical gardens, zoological and dendrological parks).

Water resources of the Odesa region are represented by rivers, lakes, estuaries and, of course, the sea. There are 225 rivers flow on the territory of the Odesa region. The most significant of them are: Kogylin, Sarat, Kuchurgan, Great Kuyalnik. And big rivers like the Danube, the Dniester, Southern Bug. All lakes are stretched along the current direction and are usually connected with the Danube and the Dniester. The artificial reservoirs of the area are represented by reservoirs and ponds. On the territory of the oblast there are 7 reservoirs and about 520 ponds. Within the region there are 15 estuaries occupying the lower reaches of the former river valleys [43].

There are 92 nature reserves in the region, including the Danube Biosphere Reserve, the Danube and Dniester Floats, the Tigulsky Landscape Park, the Regional Landscape Park "Izmail Islands", the botanical garden of the Odesa National University. I.I. Mechnikov, 19 park-monuments of landscape garden art, etc. In the delta there are 60 species of fish. Danube reed beds can be called the kingdom of birds. They live there permanently or temporarily 150 different species. This provides an opportunity for the development of ornithology. Kiliya district is a unique center of ecological tourism. Thanks to the active activity of tourist enterprises in the city of Vylkove, on the island of Lebedinka an ecological path for bird lovers is laid. Annually are being developed new ecological routes [58].

The peculiarity of the tourist-excursion potential of the region is determined by numerous monuments of different times (the monuments of the Paleolithic and Neolithic, ancient culture, Scythian and Sarmatian culture, and other ancient peoples are concentrated here) with well-known historical and cultural reserves, architectural monuments, monuments and museums. The city of Odessa and its suburbs, as well as other districts of the Odessa region are known tourist brands of world importance: Potemkin Stairs, French Boulevard, Opera House, Deribasovskaya Street, Odessa Catacombs, Arcadia Recreation Complex, Belgorod-Dnistrovsky and Izmail Forte, Olbia, Berezan, The island of Serpentine, where the ancient Greek temple of Achilles was previously located. The main popular tourist attractions of Odesa region such as cultural and historical monuments, heritage sites, nature objects, archeological

excavations, theaters, museums, festivals, exhibitions and fairs are presented in the figure 2.2.

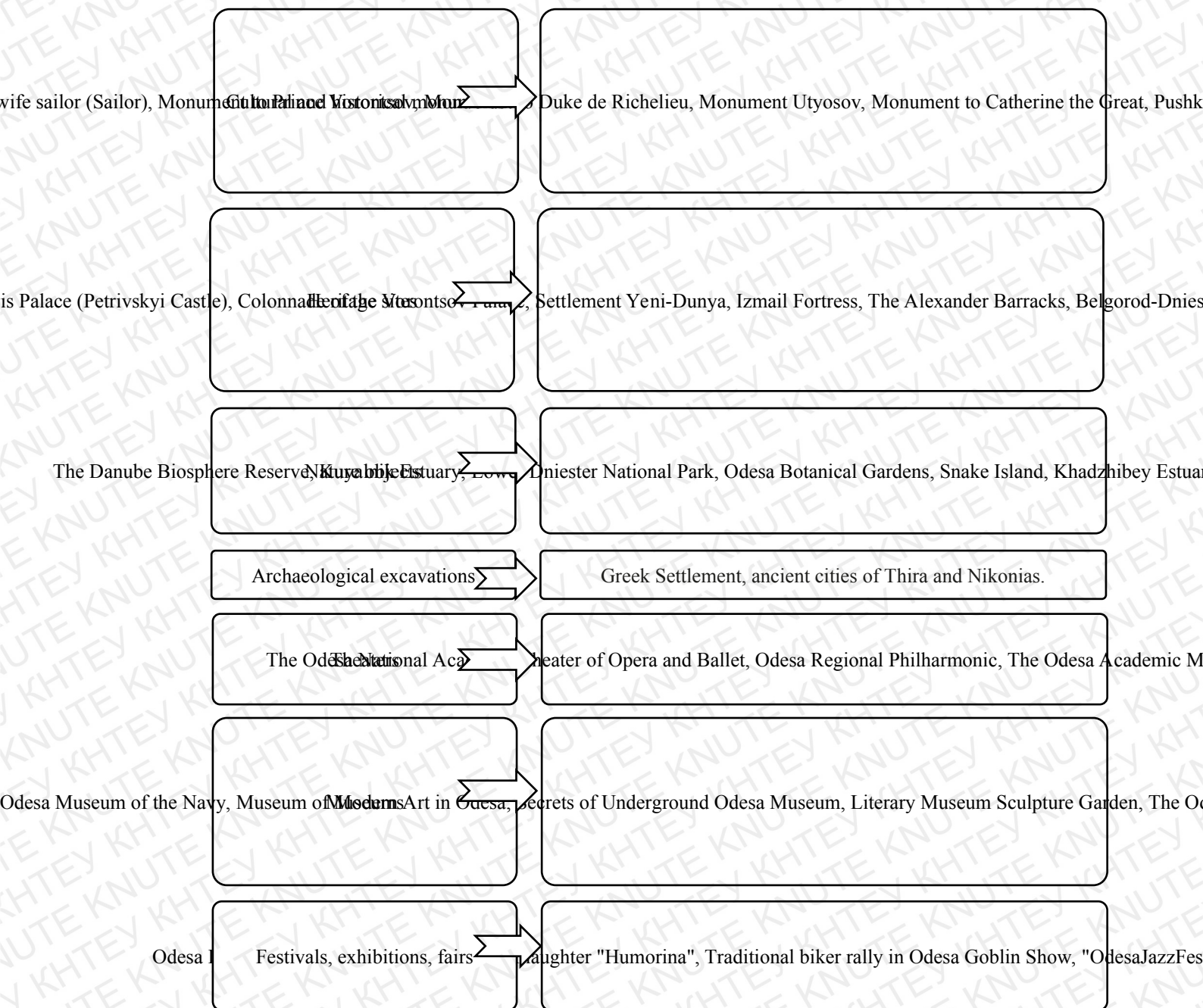


Figure 2.2. Main tourist attractions in Odesa region

It is known in the world Odesa national academic theater of opera and ballet, the famous Potemkin stairs, Ukrainian Venice – Vilkoovo city, fortress of the XII-XV centuries in Bilgorod-Dnistrovsky, excavations of the ancient cities of Thira and Nikonias, monuments of religious architecture in the cities of Odesa, Izmail, Reni, Kiliya and many other things. Over 5000 objects of cultural heritage of national and

local significance have created the image of one of the most well-known and popular among tourists in the region [58].

The Main Department of Statistics in Odesa region provides the following data of dynamics of tourist flows in the Odesa region (figure 2.3).

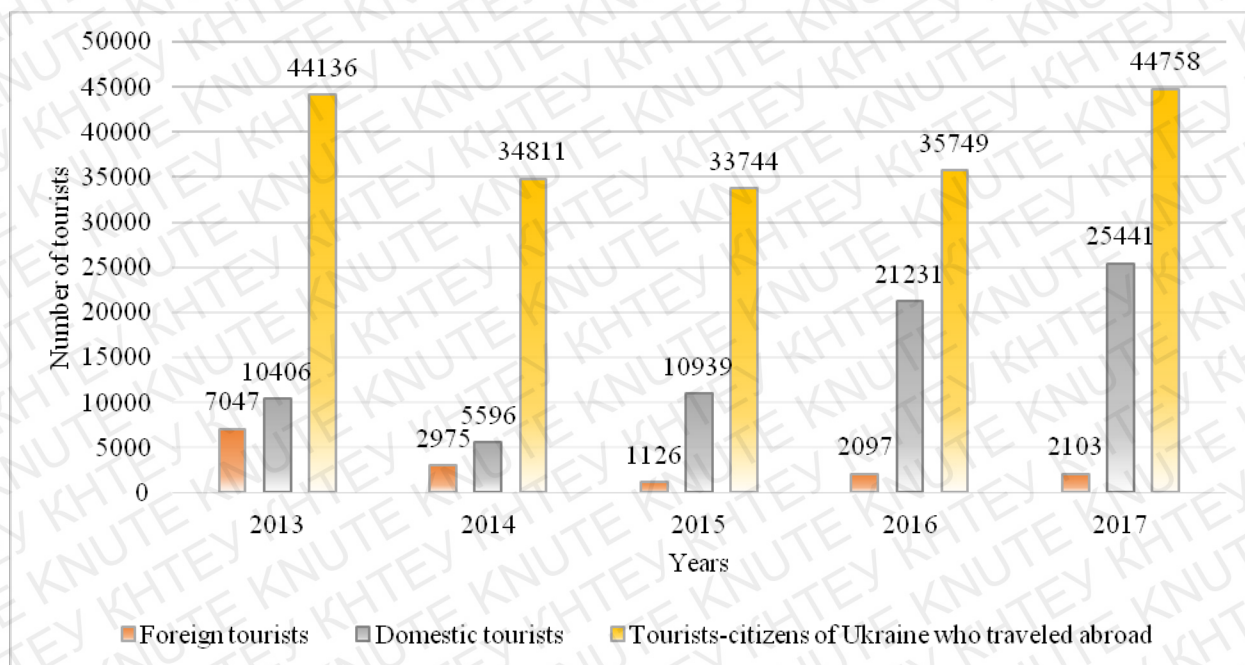


Figure 2.3. Dynamics of tourist who were served by tour operators and travel agencies in the Odesa region in 2013 – 2017 years [40]

Tracing the dynamics of tourist flows in recent years, it is clear that in 2014 in the Odesa region was a decrease in demand by domestic tourists for tourist services. The indicator was 5596 tourists. Since 2015, demand is gradually increasing, and in 2017 it amounted to 22441 tourists. This means that in three years, tourist flows increased by 73,6%.

Such data may reflect an increase in tourist demand in the Odesa region through the annexation of the Crimea. Thus, vacationers who are used to rest in the Crimea began to come to the Odesa region.

With regard to the dynamics of the tourists' travel services by foreign tourists in the Odesa region, there are not very positive results. The highest figure is 7047, which corresponds to 2013. In 2014 the indicator has deteriorated to 2975 tourists. During 2014 – 2017, the situation has not changed much. The lowest figure was in

2015 - 1126 tourists. And in 2017, the demand for tourist services in the Odesa region amounted to 2103 people. This means that since 2015 there is a slow increase in tourist flows – 46,5%.

Such results may indicate a negative reaction of political changes in the country to tourist demand. One of the reasons is that overseas tourists take care of their own safety and therefore avoid to visit the Odesa region and Ukraine as a whole. Another reason is the poor awareness of foreign tourists about the tourist and recreational potential of the Odesa region.

As for the indicator of Ukrainian citizens-tourists who have traveled abroad, there is a positive dynamics here. But not in favor of the Odesa region, except the benefits of transit. During 2013 – 2015 there was a decrease in tourist demand. However, in 2017 tourist flows increased by 24,6% compared to 2015 and amounted to 44758 tourists. This means that the improving the quality of the tourist services, improving the transport and tourist infrastructure and qualitative promotion strategy of the tourist product of the Odesa region, can positive affect the tourists who choose a foreign holiday and reorient them to rest in the Odesa region. Thus, to increase the regional treasury and the income of local enterprises.

The Odesa regional state administration provides the following data of dynamics of foreign tourists arrivals to Odesa region (figure 2.4).

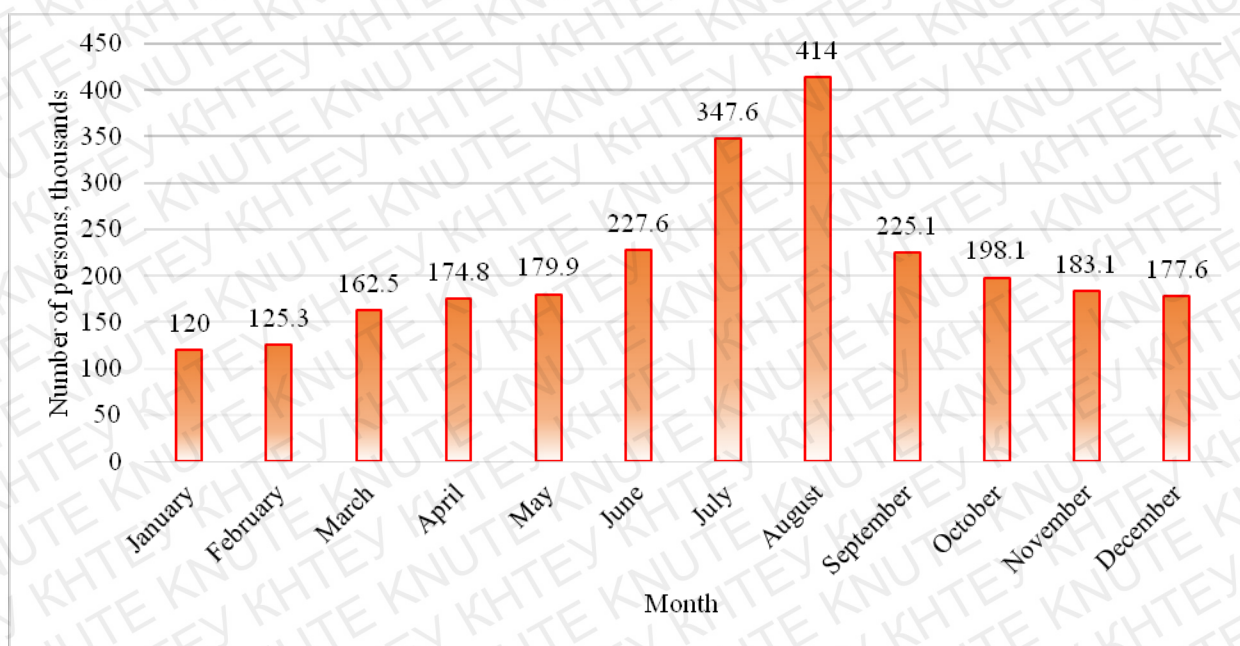


Figure 2.4. Dynamics of foreign tourists arrivals to Odesa region in 2017 year [50]

Investigating this dynamics can be said that the visit to the Odesa region affects seasonality. The highest rates of attendance are observed in the months: July – 34,76 thousand tourists and August – 414 thousand tourists. The lowest rates are in January – 120 thousand and in February – 125,3 thousand tourists.

Such dynamics is influenced by the seasonality of the beach-bathing period.

In order to reduce the difference in seasonality and provide tourist flows throughout the year it is necessary to create attractions, events and other tourist resources that will attract tourists also in the low season.

The Odesa regional state administration provides the following data of foreign tourists arrivals by purpose of visit to Odesa region. The provided figures indicate that the largest part of the Odesa region is visited for private purposes. The share of the total is 93,7%. Typically, such a purpose of the trip also includes visits to tourist and recreational resources.

The Odesa regional state administration provides the following data of countries who`s citizens visited to Odesa region (table 2.1).

Table 2.1

**TOP 15 countries who`s citizens visited Odesa region through checkpoints
in 2017 year [50]**

№	Country	Number of people	%
1	Moldova	1960366	77,0
2	Russia	224574	8,9
3	Turkey	69909	2,8
4	Israel	52362	2,0
5	Romania	32041	1,3
6	Bulgaria	21451	0,8
7	Philippines	16431	0,6
8	Germany	14151	0,6
9	Belarus	14123	0,6
10	USA	13567	0,5
11	Georgia	8768	0,3
12	Poland	7969	0,3
13	Lithuania	7889	0,3
14	China	7325	0,3
15	India	5670	0,2
Total (including other countries)		2535601	100

The figures given in 2017 indicate that the largest number of foreign tourists come from Moldova. Their share of the total is 77%. Despite political circumstances, citizens of the Russian Federation also occupy a leading position. In 2017, the Russians arrived at 224574 persons, representing 8,9% of the total. Also, 69909 persons in 2017 came from Turkey (2,8%). The next leader - citizens of Romania, they arrived 32041 (1,3%). As well as from Bulgaria - 21451 persons (0,8%).

It should also be noted that the provided statistical information was collected from the checkpoints of the Odesa region. However, it is also important to realize that sometimes visitors who have the purpose of visiting the Odesa region can cross the border of other regions or arrive to airports in other cities. The proposed statistics help to understand the peculiarities of which countries and nations pay attention when promoting a regional tourist product. Such a policy will help correctly formulate the promotion strategy and spend the local budget in the right direction.

Characteristics of the strengths and weaknesses of the region, opportunities and threats to its development are presented in the table 2.2.

Table 2.2

SWOT-analysis of tourist potential of Odesa region

Strengths	Weaknesses
<ul style="list-style-type: none"> - Favorable conditions for combining different types of tourism and health improvement. - Significant recreational and balneological resources. - An attractive tourist destination of Odesa. - Possibilities of diversification of the tourist services market: green, ecological, gastronomic, ethnographic, medical, on organization and holding of business events, event tourism. - A wide range of opportunities on providing organized rest and recovery. - A large number of beaches on the coast. - Presence of historical and cultural heritage and other attractions. - Perspective conditions for the development of new types of tourism (rural, green, gastronomic, ethnographic, event). 	<ul style="list-style-type: none"> - The unsatisfactory condition of roads and access roads to tourist destinations, the unattractiveness of concomitant infrastructure. - Low level of information support of tourism activity. - Insufficient arrangement of recreational areas and low level of tourist service. - Lack of a holistic systemic state policy of development and support of the industry. - Restrictions on the provision of an increase in the number of tourists and tourists due to the lack of recreation and recreation facilities. - Weak co-ordination of the work of various specialized institutions providing tourist, health and other related services. - Insufficient development of tourism infrastructure.

Opportunities	Threats
<ul style="list-style-type: none">- Increasing the region's importance in providing recreational and health services through the annexation of the Crimea.- Active cooperation with the states of the Black Sea region.- Membership in European interregional associations.- Transit opportunities of the region.- Opportunities for active development and expansion of services.- Opening new opportunities through the signing of the Association with the EU.- Reform of key elements of public administration.- Active position of local authorities in improving the investment climate in the region.	<ul style="list-style-type: none">- Threat to national security and sovereignty of Ukraine as a result of the situation in the Crimea and the East.- The presence of a frozen conflict in the common border zone with Moldova.- Competition from other regions and states.- Corruption and instability of the "rules of the game" in the economy.- Insufficient innovation of enterprises.- Significant flows of displaced persons and the need to organize their reception and placement.- Weak security of state guarantees for domestic and foreign investors.- Distrust of foreign business circles to guarantee state protection of investments and economic interests.- Poor structure of external investments.- Poor awareness of potential partners about the possibilities of the region.

At the same time, tourists pay attention to the significant rush between the attractiveness of nature-recreational resources and the provision of facilities tourist infrastructure in the Odesa region. There is a phenomenon of "tensioning" small business in the field of hospitality and tourism, which is an obstacle to its legal expansion and industrial development. As a result, the local ones budgets do not have enough financial resources to invest in structural modernization of the regional tourist-recreational complex.

Rational and effective use of all resources of the region is needed long-term program measures, weighted management decisions and effective real action. These measures should be aimed at the integrated development of tourism, ensuring the rational use of tourist resources of the region, as well as addressing the issues of infrastructure and infrastructure information arrangement of tourist objects.

In Strategic plan of action of the chairman of Odesa regional government organization 2017 – 2019 “Smart region” were listed operational objectives, programs and projects for the development of tourism in Odesa region such as:

- 1) Development of the concept of a tourist cluster.

2) Establishment of the tourist portal of the region: monitoring of the tourism market and electronic registration of rental agents through cooperation with reservation systems and ratings (AirBnB, Kayak, Booking, Expedia, TripAdvisor, LonelyPlanet, Momondo):

- rating of hotels, hostels and places for accommodation of tourists (leased apartments);

- monitoring and assessing the cleanliness and accessibility of beaches on the tourist portal of the region.

3) Increase cultural events in the field - exhibitions, festivals and conferences. Odesa region is a region of cultural diversity. Conducting festivals and days of cultures of different nationalities.

4) Participation in cross-border cooperation programs for the joint development of business and entrepreneurship in tourism and culture.

5) Development of the concept of the International Exhibition Center in the Odesa region for the thematic specialized exhibitions.

6) Pilot project of a single tourist ticket (travel by all types of transport, visits to museums / galleries / funiculars, excursions on tourist routes).

7) Disclosure of the tourist potential of architectural, historical and archeological monuments of remarkable historical, cultural and scientific significance: the involvement of united territorial communities and business in the restoration of cultural heritage objects; development of tourist routes; local cultural and artistic centers.

8) Conduct the International Tourist Congress (for investors) and the annual Tourist CAMP for the exchange of experience, technologies and ideas for tourism development [30].

2.2. Characteristics of wellness services of Odesa region

As we consider wellness as a state of health featuring the harmony of body, mind and spirit, with self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation (need for destressing)/meditation, mental activity/ education and environmental sensitivity/social contacts as fundamental elements, we should also understand all the facilities and enterprises which can provide potential tourists

with such services. Odesa region is endowed with a sufficient tourist potential in the field of wellness. All the wellness tourism players of region are presented in this section.

The Main Department of Statistics in Odesa region provides the following data of collective accommodation in Odesa region (table 2.3).

Table 2.3

**Dynamics of collective accommodation facilities in Odesa region
in 2013 – 2017 years [40]**

Year	Number of accommodation facilities, units			Number of places, units			The number of persons who were in collective accommodation facilities, persons		
	Including		Specialized accommodation facilities	Including		Specialized accommodation facilities	Including		
	Hotels and similar accommodation facilities	Specialized accommodation facilities		Hotels and similar accommodation facilities	Specialized accommodation facilities		Hotels and similar accommodation facilities	Specialized accommodation facilities	
2013	685	253	432	62444	10863	51581	567678	295298	272380
2014	629	235	394	60199	11863	48336	390554	181282	209272
2015	647	250	397	61390	12402	48988	471515	240586	230929
2016	583	232	351	56716	12096	44620	514564	278227	236337
2017	529	208	321	53188	11021	42167	478104	252101	226003

The submitted statistical information reflects hotels and similar accommodation facilities and specialized accommodation facilities operating in the Odesa region for the period from 2013 to 2017. After analyzing the table the following conclusions can be generalized. During the upcoming period, there was a significant shortening of hotels and similar accommodation facilities. The number of them decreased by 22%. The number of specialized facilities also decreased. In 2013, there were 432, and in 2017 - 321, which means a decrease of 25,7%.

Despite the reduction of hotels and similar accommodation facilities, their number has increased. The indicator increased by 1,4% in comparison with 2013. But in the the number of beds in specialized accommodation facilities decreased in accordance with the reduction of it's facilities (22,3%).

Regarding the number of persons who were in collective accommodation facilities, there was also a decrease. In 2017, 252101 persons visited the similar accommodation facilities, which is for 17% less than in 2013. And in 2017 specialized equipment was visited by 226003 persons, which is 20,5% less than in 2013. Such statistics may be due to a decrease in demand and a decrease in the total number of tourists, as presented in figure 2.3.

Analyzing sanatorium and health resorts facilities of accommodation of the Odesa region, it should be noted that such institutions establishments tend to reduce. Main Department of Statistics in Odesa region provides the following data of sanatorium and recreational facilities in the Odesa region (table 2.4).

Table 2.4

Dynamics of sanatorium and recreational facilities in Odesa region in 2013 – 2017 years [40]

Year	Sanatoriums and pensions with treatment		Sanatoriums-preventoriums		Rest houses and pensions		Recreation bases and others	
	Total	Beds in them	Total	Beds in them	Total	Beds in them	Total	Beds in them
2013	28	11600	10	1400	9	2000	385	36500
2014	28	12000	9	1200	6	900	351	34200
2015	28	11900	5	900	7	1100	357	35100
2016	28	12000	3	700	6	1000	314	31000
2017	27	11700	3	700	6	1000	285	28700

Having analyzed the provided statistical information, such conclusions can be made. For five years, there has been a decrease in the number of recreational facilities. So, sanatoriums and pensions with treatment have become 1 less, compared with 2016. The number of Sanatoriums-preventoriums decreased from 10 to 3, compared with 2013. Among the rest houses and pensions there is also a decrease. In 2013 there were 9 such types of recreational facilities, in 2017 it became 6. Recreation bases also decreased to 285 in 2017, but in 2013 there were 385. Such indicators may indicate a lack of state support at the legislative level of similar institutions.

The Main Department of Statistics in Odesa region provides the following data of children's health and recreational facilities that worked in the summer in the Odesa region (table 2.5).

Table 2.5

Dynamics of children's health and recreation facilities that worked in the summer in Odesa region in 2013 – 2017 years [40]

Years	Number of facilities, units		Places (beds) in them		Number of children, who visited health and recreational facilities, persons	
	Total	Including treatment facilities	Total	Including treatment facilities	Total	Including treatment facilities
2013	1042	52	15275	14236	160773	37431
2014	997	44	14250	12652	143486	30983
2015	686	22	12260	6073	113227	13854
2016	568	25	12342	7955	104604	19997
2017	556	21	11253	5844	105946	16621

According to the submitted statistical information, the following conclusions can be drawn. For the period from 2013 to 2017, the total number of children's health and recreation facilities that worked in the summer in Odesa region has decreased significantly. In 2013, there were 1042 such institutions, and in 2017 it was 556, which is 87% less. With regard to the number of places (beds), compared to 2013, they decreased by 35% (there were 15275 in 2013 and amounted to 11253 in 2017). The number of children has decreased accordingly. From 160773 in 2013 decreased to 105946 in 2017 which is 52% less.

The structure of different types of recreational facilities in Odesa region in 2017 year is presented on the figure 2.5. The given structure helps us to estimate the correlation of different types of recreation establishments in the Odesa region in 2017 year.

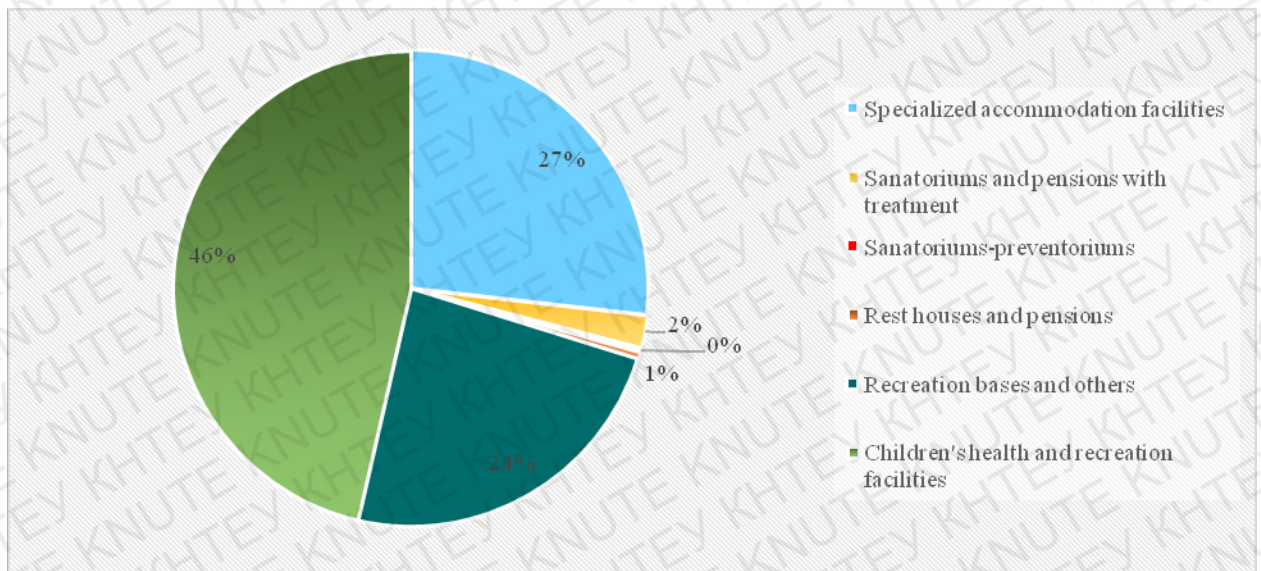


Figure 2.5. Structure of different types of recreational facilities in Odesa region in 2017 year [40]

Thus, we see that among all institutions children's health and recreation facilities that worked in the summer prevail - they are 556. The number of recreational bases is 285. In comparison, quite a few hotels and similar accommodation facilities - 208. There are 27 sanatoriums and pensions with treatment. And a very small number of rest houses and pensions - 6 and 3 sanatoriums-preventoriums. The structure of places in different types of recreational facilities in Odesa region in 2017 year presented on the figure 2.6.

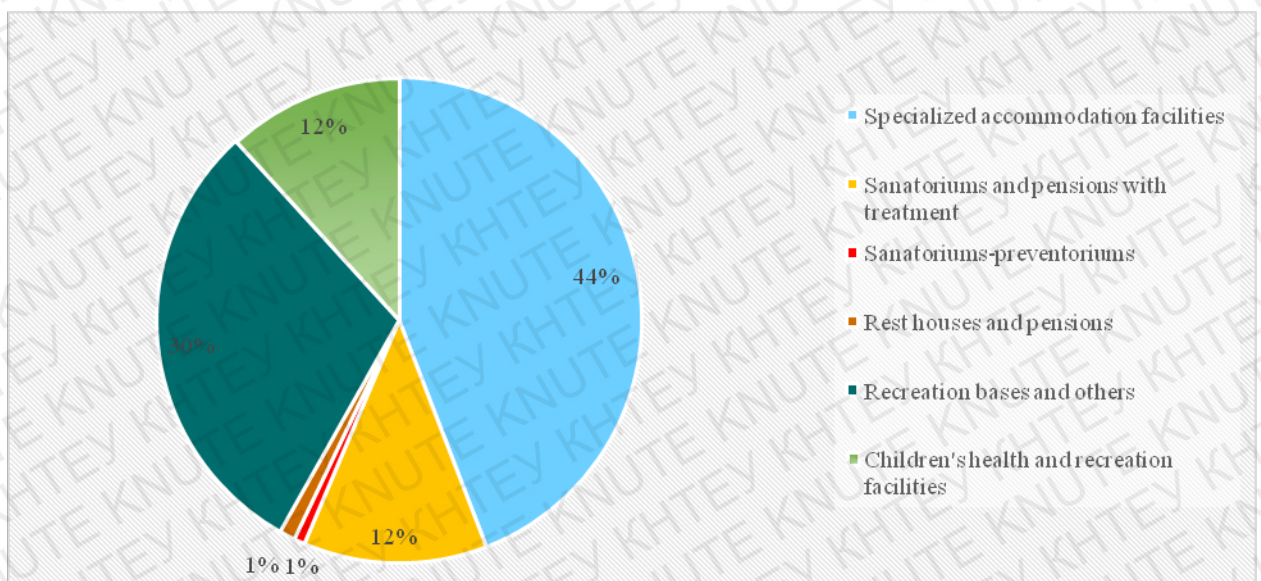


Figure 2.6. Structure of places in different types of recreational facilities in Odesa region in 2017 year [40]

In the structure of places in different types of accommodation facilities in Odesa region the situation is different. Among all types of accommodation establishments are followed by the number of places recreational bases. They hold 28700 places (beds). Almost with the same number of places for accommodation in children's health and recreation facilities that worked in the summer – 11253, hotels and similar accommodation facilities – 11021 and sanatoriums and pensions with treatment - 11700 places. And only 1000 places in rest houses and pensions. And the smallest number – 700 seats are in sanatoriums-preventoriums.

The most popular sanatoriums on Odesa region presented in the table 2.6.

Table 2.6

The most popular sanatoriums in Odesa region

Sanatorium	Description and the main treatment facilities
Clinical sanatorium named after N.I. Pirogov	Located in the park zone of the northeastern part of Odesa, on the shores of the Kuyalnitsky estuary, 13 km from the city center. The sanatorium pays much attention to treatment. The main medical profile of the sanatorium - diseases of the musculoskeletal system, the nervous system, gynecological diseases, urological diseases, male and female infertility, skin diseases, diseases of the circulatory system. Thanks to the properties of the water "Kuyalnik", here are successfully treated diseases of the intestinal tract (chronic gastritis, cholecystitis, colitis).
Sanatorium "Lermontovsky"	Is a basic multi-profile institution of the Ukrainian Research Institute of Medical Rehabilitation and Resorts. As a holistic rehabilitation complex, the sanatorium "Lermontovsky" is intended for medical and socio-psychological rehabilitation of patients of various profiles.
Sanatorium "Odesa"	Sanatorium "Odesa" is located on the French Boulevard in a 10-minute walk from the sea, not far from Arcadia on the territory decorated with plantings of exotic and park plants. Sanatorium takes vacationers with diseases of the musculoskeletal system, peripheral nervous system, respiratory, circulatory, gastrointestinal, and gynecological.
Clinical sanatorium named after Chkalov	The sanatorium is located on the French Boulevard, in the Arcadian resort, on the Black Sea coast in a beautiful medical park, which occupies an area of 42 hectares with a lot of relict trees, shrubs and flowers. Capacity 430 seats. Sanatorium accepts the treatment of adults and parents with children. Children are accepted from 3 years. The basic medical profile of the sanatorium are diseases of the musculoskeletal system, nervous system, metabolism (endocrine system), urinary system and digestive organs.
Sanatorium named after Gorkiy	The main medical profile of the sanatorium are general recovery, urology, digestive organs, musculoskeletal system, otorhinolaryngology organs and upper respiratory tract.

Despite the provision of the Odesa region with significant balneological resources, it loses to global and domestic competitors with the indicators of material and technical support, comfort of staying and service, as well as outdated medical equipment to European standards. As a result, foreign tourists and most of the wealthy domestic tourists prefer to have a rest in European health resorts. Therefore, funds that could be earned and directed for the further development of the health resort of Odesa, are settled in foreign institutions of a similar type. The development of the resort and recreation complex is characterized by a contradiction between the potential for ensuring the competitiveness of health and wellness services in the market and the danger to the functioning of the resorts due to various factors. The main of which are: physical and moral depreciation of the material and technical base of facilities, outdated technologies and equipment.

The presence of the mentioned systemic problems affects the level of loading of enterprises of the sanatorium and resort complex. And increases the negative influence of seasonal factors. The main indicator of the competitiveness of a sanatorium and resorts is consumer satisfaction. In today's market conditions, consumers of sanatorium and resort services have the opportunity not only to compare the cost of rest, but also to freely buy resort services both in the domestic market and abroad.

In Ukraine, according to the "Concept of the development of the sanatorium and resort industry" [24], the main problems of development are caused by the lack of a perfect economic mechanism for the functioning of the sanatorium and resort economy; lack of integrated development of resort areas; depreciation of fixed assets; a practical lack of investment in the industry; ineffective marketing; low level of management; poor quality of care in sanatorium and resort facilities

In general, the resorts of the Odesa region have significant recreational and tourist potential. Have a large area of the sandy coastal zone, which makes it possible to accommodate a large number of visitors. The coastal zone is covered with sand, and very rarely - stones. Such a character of the shore provides great opportunities for the comfort of the holidaymakers, especially for families with children.

Today in Odesa region there are more than 10 most popular resorts and recreation areas (table 2.7).

Table 2.7

The most popular resorts in Odesa region

Resort	Description
Great and Small Fountains	A seaside climatic resort, located in the city of Odesa, on the territory from the Arcadia region to Chernomorka, along the southwestern coast of the Black Sea. It cures diseases of the circulatory system, respiration, digestion, functional disorders of the nervous system, musculoskeletal system.
Zatoka	Is a seaside climatic resort, located at the confluence of the Dniester estuary with the Black Sea, 65 km from Odesa and 23 km from Bilgorod-Dnistrovsky. The resort is in the zone of ultraviolet comfort, so it has numerous boarding houses, holiday homes, sanatoria.
Kuyalnik	Is a spa resort of the steppe zone, located 9 km from the center of Odesa, in the southern part of the Kuyalnitsky estuary. Curative resources include mud, spray and mineral water for drinking and bathing.
Luzanivka	Is a seaside climatic resort of the steppe zone, located in the northeastern part of the gulf of Odesa, 10 km from the center of Odesa. Has the best beaches on the Black Sea coast.
Lebedivka	Is a seaside climatogroreous resort of the steppe zone, located 40 km from Bilgorod-Dnistrovsky on the wide sandy beaches of the Black Sea coast. The main therapeutic resource is the muddy mud of the Burnas estuary with high levels of hydrogen sulfide.
Malodolinsky	A mud resort of the steppe zone, located on Malodolinsky (formerly Sukhumi) estuary, 28 km from Odesa. Curative resources - mud and spit - are used for specialized treatment of children with rheumatic fever.
Sergiyvka	Is a seaside climatic and mud resort of the steppe zone, located 18 km from the city of Bilgorod-Dnistrovsky on the shallow beaches of the Black Sea coast and Shabolatsky estuary. The main therapeutic factors are climate, medical mud and mud with a salt concentration of 22-32 g / l. There are sanatoriums and a water treatment hospital.
Hadzhibeysky	Is a mud resort of the steppe zone, located on the Khadzhybey estuary, 15 km from the city of Odesa. Therapeutic resources are mud and highly mineralized (32 g/l) chloride-sodium-magnesium crust of the estuary. Aerogelotherapy is used. The sanatoria treat children with residual polyomyelitis.
Cold Beam	Is a mud resort of the steppe zone, located in the northern part of the Khadzhibey estuary, 21 km from the city of Odesa (medical resources - mud and spit).
Chornomorka	Is a seaside climatic resort of the steppe zone, located on sandy beaches 20 km from Odesa.

Despite the significant tourist potential, there are a number of shortcomings that need to be eliminated before starting the tourist promotion of the Odesa region to the international market. Among these disadvantages:

1. Insufficient provision of coastal areas for garbage bins. As a result, vacationers should throw garbage in unassigned places, contaminating the territory.
2. The culture of the holidaymakers, who do not care about the cleanliness of the coastal areas.
3. The problem of chaotic and illegal construction of coastal zones.
4. The problem of spontaneous markets and points of sale of goods that are not regulated by law. Such types of points of sale should be regulated by law, have appropriate certificates and have a general appearance for all, established by the regional administration.
5. Insufficient number of modern equipped toilet rooms, showers, changing rooms. The majority of the existing needs to be re-equipped.
6. Insufficient number of medical points and life-guards, which guarantees the safety of staying on resorts.

In the market of sanatorium and resort services in Odesa and the region, there are no clear leaders among small and medium-sized enterprises operating mainly seasonally. The reasons for this are the inability to operate stably due to high administrative and operational costs, as well as the ability to conduct an effective advertising campaign.

Considering that wellness tourism including not only physical recreation but also spiritual, it would be expedient to consider non-specialized enterprises located in the Odessa region as a complete source of services in the field of wellness. On the figure 2.7 presented enterprises, which provide entertainment, sport, health and beauty, education and science services, and also children recreation complexes, cafés, bars and restaurants. On the figure also showed the real quantity of listed enterprises in Odesa region for the timebeing.

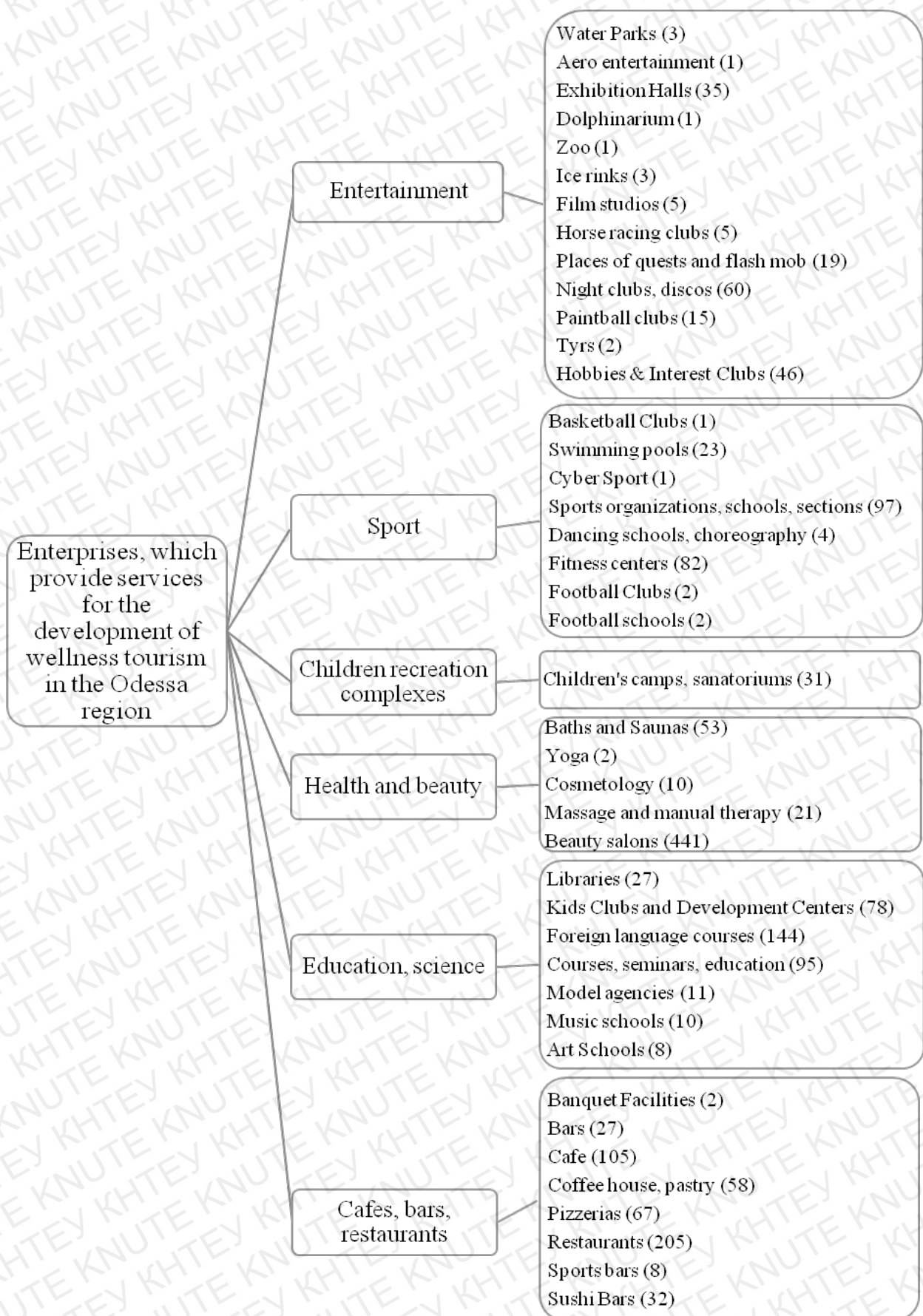


Figure 2.7. Other enterprises, which provide services for the wellness tourism development in Odessa region

All of the above information shows that the Odesa region has enough facilities and facilities for the development of wellness tourism. However, the tourist industry in the region suffers from a number of problems. The main problems can be summarized as follows:

- 1) Socio-political factors that hinder the successful development of the tourism industry in general.
- 2) Insufficient availability of modern technologies.
- 3) Lack of a promotional strategy to the internal market of the Odesa tourist product.

Odesa region can become the leading region of Ukraine for the provision of sanatorium and health and wellness services. In addition to Dnipropetrovs'k region and Lviv region, the regions of the South of Ukraine, located on the Azov and Black seas, with similar recreational resources, can be considered as the closest competitors of the Odesa region in terms of the development of health-improving tourism: Zaporozhye (especially the Kirilivka resort), Mykolayivska (Ochakiv resorts, Koblevo) and Kherson (resorts of Gopra and Skadovsk) regions. However, these regions are considerably inferior to the number of institutions and the level of service at specialized resorts.

2.3. Assessment of tourism product promotional strategy of Odesa region on the international market

One of the methods of effective tourism development is the use of marketing technologies, in particular branding as a process of formation and promotion of a particular product on the market.

Unfortunately, for today Odesa region does not have its own tourist brand, which would reflect the totality of emotional and rational representations, what is the result of comparison of all signs of the region, own experience and rumors affecting the creation of a certain image of it.

The tourist brand of the Odesa region needs not only to be developed but also its promotions. As the tourist brand is only one part of the regional policy of propaganda of the tourism industry. To achieve the goal - to enhance the image of the Odesa region and increase the number of tourists, - it is necessary to introduce modern marketing tools of promotion, that is, to develop and implement the strategic plan of regional tourism branding.

Today only Odesa city has its own brand. In September 2010, at the invitation of Odesans, a team of like-minded people called WikiCityNomika held an open brand session. Odesans collected the maximum information about what actually represents the image of Odesa, which lives in the minds of people. The result of the brand session was the brand platform, which reflects the values that form the unique Odesa culture, the “Odesa style”, as well as the positioning hypotheses and the possible marketing strategy of the city. By the platform was created the logo of Odesa city, which is presented on the figure 2.8.



Figure 2.8. Logo of Odesa city

According to branding strategy, the mission of Odesa - is a city that inspires. Position the city as a territory, an environment in which a person (tourist) can comfortably give birth to ideas, think, create, find non-standard solutions. A city with a high degree of tolerance, with bright events, original festivals and a culture that encourages people to open up new things to think, feel, invent, create [45].

In order to popularize the tourist potential of the region and increase the tourist flow, negotiations were held with the main transport companies regarding the location of photo-video products in urban, intercity and international transport

vehicles, and the distribution of printed materials. The first information about the tourist potential of the region is located at the bus stations of Odesa.

In the international market, Odesa region is virtually unknown as a region of Ukraine with a well-developed recreational industry (except among the representatives of the older generation of the Ukrainian diaspora, but this image actually fades away). Currently, marketing of Ukraine's tourist potential in the international market is not carried out. Being one of the largest European countries, it does not have any travel agents abroad, does not carry out promotional activities and does not have nationally planned promotional campaigns for the foreign market. All this, in particular, concerns the Odesa region, which, being one of the most picturesque corners of the state, has extremely favorable conditions for the development of virtually all areas of tourism and recreation. During the last years, the regional tourism product was presented in the framework of:

- International Tourist Exhibition "ITB-2015" (Berlin), XXI International Tourism Exhibition UITT "Ukraine - Travel and Tourism" (Kyiv), the XII International Assembly of Tourist Business (Odesa), International Exhibition-Fair "Terevez Center of Transcarpathia" (Uzhhorod city). In order to popularize the tourist potential of the region conducted:

- meeting of the leading tour operators of Odesa and Lviv regions and Round Table on the implementation of a joint interregional project "Rest in Ukraine: Odesa-Lviv";

- working meeting of representatives of tourist business of Odesa region with Lithuanian tour operators and the presentation of temporary establishments "Placement and popular tourist attractions of the region";

- meeting of media representatives of the Czech Republic and Slovakia with the leading tour operators of the region, within the framework of which a presentation took place tourist possibilities of the region;

- workshop "Innovations of the tourist season-2015" and a promotional tour "Odesa hospitality";

- the forum "White Acacia" on the development of medical tourism, within the framework which was presented a presentation of the region's potential in the field of healing tourism, etc [24].

Marketing communication strategy is connected with research of the marketing environment, and communication activity of market actors. Therefore, the basis and necessary condition for the formation of a marketing communication strategy is marketing strategic analysis, analysis of public opinion, research of the relation of contact audiences and consumers.

During writing this work was conducted the study of the presence of information touristic Internet portals of the destination. The aim of these sources is to help domestic and foreign tourists to explore the Odesa region with its historical, cultural, natural resources, attractions and events. The study identified the following categories of web portal rating features: the english version of the site, content / usefulness, attractiveness / visual perception. The content and utility were evaluated based on the informational expediency, accuracy, uniqueness and importance of the material outlined on the site. Attractiveness and visual perception were evaluated based on the ease of use of the interface and also assessed the combination of colors and details that were used in the development of the site. These indicators were evaluated using a 5-point scale. The results of the study are presented in the table 2.8.

Table 2.8

Web-sites which represent Odesa region tourist product on domestic and international markets

Web source	Description	English version	Content / usefulness	Attractiveness / visual perception
Official administrative portals				
oda.odessa.gov.ua	The Odesa Regional State Administration Portal. In addition to general socio-economic information, there is general tourist information about the Odesa region: history, events calendar. In the section "tourism" sends to the page tourism.odessa.gov.ua	+	5	5
forumodua.com	Forum of the city of Odesa. Discussion of vacation spots, travel agencies, travel impressions and other related topics, travel photo reports	- RU	4	2

Continuation of the table 2.8

Web source	Description	English version	Content / relevance	Attractiveness / visual perception
omr.gov.ua	City official site of Odesa. Contains the following tourist information: webcams, map of Odesa, virtual Odesa, cinema about Odesa, city foto album, city symbols, Odesa theaters, Odesa museums, Odesa monuments, Odesa parks, Odesa zoo, Odesa hotels, Odesa touristic.	+	5	3
Specialized in tourism in the Odesa region and the city of Odesa portals				
discover.od.ua	The site "Traveling in the Odesa region" represents places, routes, guides, tours and excursions, inspiration, helps build your route. You can find places close to you, what to see, hotels, restaurants. You can use the 3D tour.	+ RU	5	5
www.tic.in.ua	Tourist Information Center of the city of Odesa. The following sections are presented: Odesa bird's-eye view, webcams, photo gallery, sightseeing and thematic excursions, ethnic excursions, walks through the streets, winemaking in the region, courses, the official registry of Odesa guides and interpreters, history and personalities and other tourist attractions.	+ PL RU BG DE TR ISR	5	3
www.odessatourism.org/ua	The site features sections: what to do, events, travel guides, where to eat, where to stay. And also information about transport, business tourism, partners, projects, important telephone numbers.	+ RU CHN	4	3
greenodessa.com	The site of green tourism of the Odesa region. Provides sections of information on various types of tourism, such as ethnographic, sports tourism, rural, gastronomic, archaeological, other types of tourism. And also objects, accommodation and food, tours, tour operators, routes. And information on a separate districts.	+ RU	5	5
tourism.odessa.gov.ua	It contains interesting general tourist information about the Odesa region such local cuisine, uniqueness, the dictionary "Odesa language". As well as attractions, events, tours and routes. The "information" section has links to webcams, articles, news, photos and videos.	+	5	5
All-Ukrainian tourist portals with information about the Odesa region				
ua.igotoworld.com	All-Ukrainian tourist sites that help to orient themselves in Ukraine, choose a route, learn how to get to places of interest, where to stay at night, where to eat. The sites also provide tourist tips, maps, webcams of cities. There are calendar events. There are photo galleries and video materials. Each site has all the above information and about the Odesa region.	+ RU	4	3
snap.com.ua		+ RU	4	4
stejka.com		+ RU	5	5
zuchno.travel		- RU	5	5
visittoukraine.com		+ RU	5	4
www.traveltoukraine.org		Only EN	5	4
www.outdoorukraine.com		+ RU DE	3	4

The conducted research showed that the Odesa region has enough tourism portals for tourist use. Most of them have English-language and Russian-language

versions. There is also a site presented in the languages of some of the neighboring countries: Polish, Bulgarian, Turkish, German, Hebrew and Chinese.

According to the "content / usefulness" indicator, 10 out of 15 Internet sources received five points; four sources received 4 points; and one source received - 3 points. According to the "attractiveness / visual perception" indicator, six sources received a high score of 5 points; four sources got an assessment - 4 points; four sources scored 3 points; and one - 2 points.

Such results indicate that the tourist sites that represent the Odesa region on the international and domestic markets follow international trends and are good informational resources. However, despite good indexes of content and usefulness still have to work on the appearance, and to direct to a more modern and progressive.

In order to evaluate the effectiveness of the marketing strategy of the tourist destination of the Odesa region and obtain information on awareness of the relevant tourist destination and consumer satisfaction with tourist services, was conducted a survey in which 57 persons took part. The citizens of Ukraine, Moldova, Poland, Romania, Germany, France, Slovakia, Sweden, and Iran took part (Appendix B).

For the the question: "have you ever heard about the Odesa region as a part of Ukraine with significant tourist opportunities?" were answers such (figure 2.9):

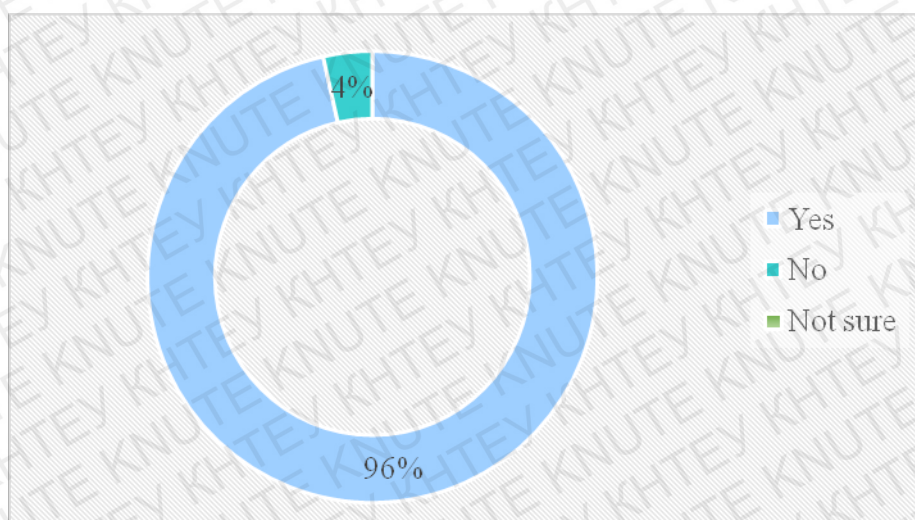


Figure 2.9. Answer the question: "have you ever heard about the Odesa region as a part of Ukraine with significant tourist opportunities?"

The majority of respondents (96%, 55 people) had heard of Odesa region as a tourist and recreational region of Ukraine, and 2 people answered that they had never heard of the Odesa region.

The next question was about the visiting the Odesa region by respondents. Of these, 41 people were in Odesa region, 15 reported "no", and one person answered "I don't remember". Answers to the question "have you ever been to Odesa region?" presented on the figure 2.10.

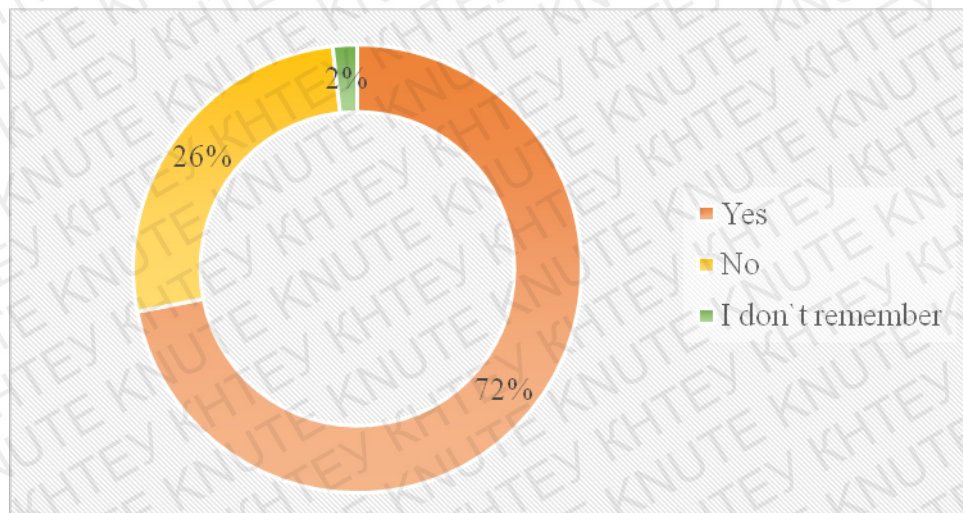


Figure 2.10. Answer the question: "have you ever been to Odesa region?"

The next task was for the respondents was to write a few words, which they associate with the Odesa region. The most common associations were: sea, seaview, beach, maritime port, good people, humour, friendly and warm atmosphere, nightlife, architecture, Theater of Opera and Ballet, The Potemkin Stairs, duc de Richelieu, the Jews, music, good food. There were also some answers like dirty sea, post-soviet, though high prices and lack of relevant service – which are some kind of negative. In general, the responses are positive. This means that when forming a strategy for development and a promotional strategy the Odesa region on the domestic and international markets, it will be easier to deal with negative associations on their consequences and the impact on attendance of the Odesa region.

To the question "have you ever met advertising of tours to the Odesa region or its individual establishments (sanatoriums, hotels, festivals, historical cultural objects)?" the answers are presented on the figure 2.11.

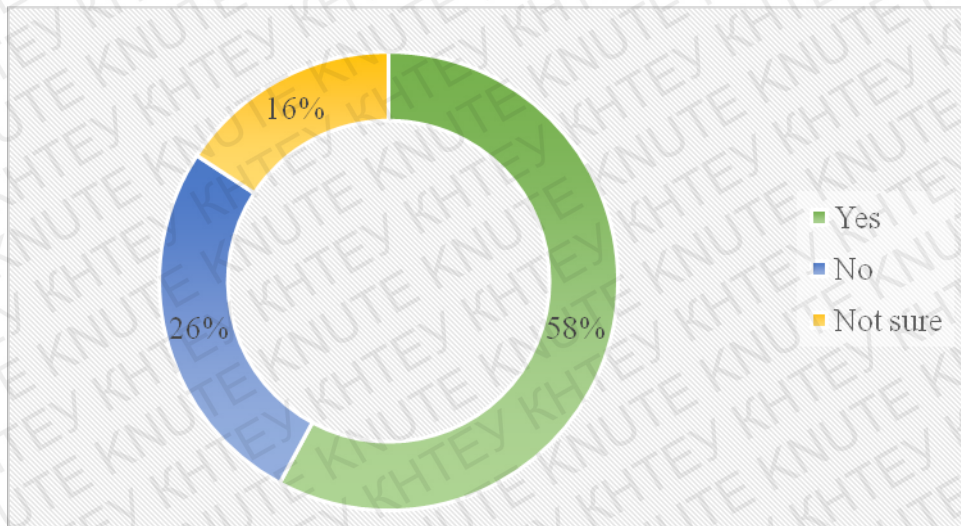


Figure 2.11. Answers for the question "have you ever met advertising of tours to the Odesa region or its individual establishments (sanatoriums, hotels, festivals, historical cultural objects)?"

The respondents answered "yes" – 58%, "no" – 26% and 16% answered "not sure", which can be considered as a negative answer.

Then the respondents were asked to indicate in what source they met advertisements of tourist establishments or services of the Odesa region. Answers for the question "please indicate the source of the information where you met an advertising" presented on the figure 2.12.

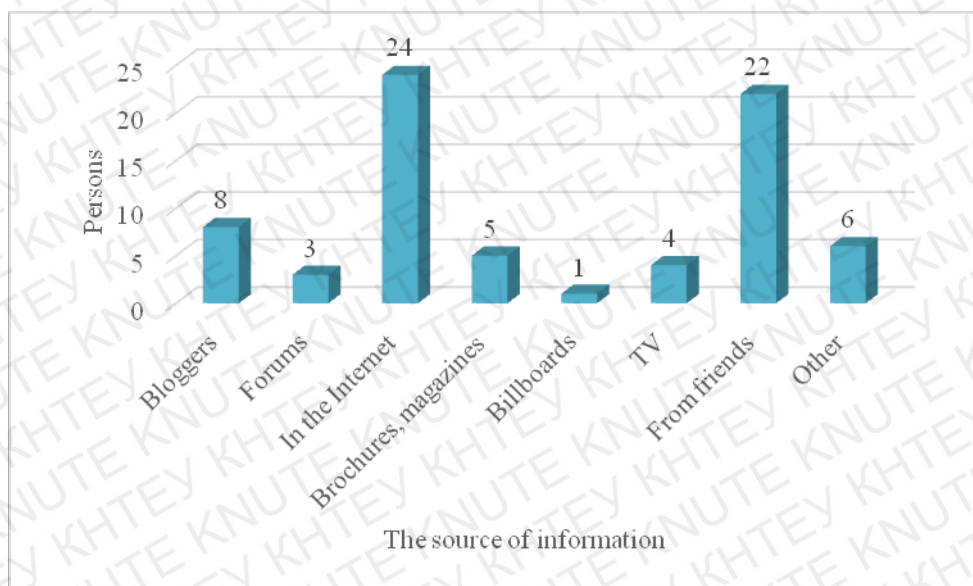


Figure 2.12. Answers for the question "please indicate the source of the information where you met an advertising"

The obtained results allow us to conclude that the largest advertisements of tourism service providers were seen on the Internet, as well as by word of mouth method. And advertising was also heard from bloggers (influencers). The obtained research points to the sources, which should pay more attention when developing the strategy of promotion.

Answers for the question “if you visited the Odesa region, what was your first impression?” presented on the figure 2.13. The following answers were answered to the question by respondents: 43% received the highest level of impressions, 49% answered "somewhat positive" and 8% of respondents answered “neutral”.

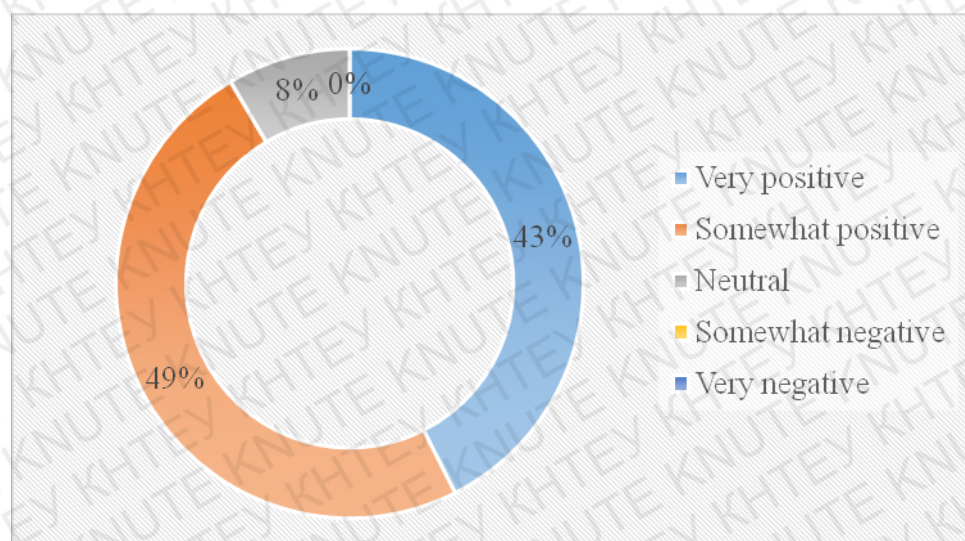


Figure 2.13. Answers for the question “if you visited the Odesa region, what was your first impression?”

The respondents who visited the Odesa region were asked to evaluate the quality of tourist services. The answers for the question “how would you rate the level of tourism services in the Odesa region?” presented on the figure 2.14. 11% were extremely satisfied with the provided services and appreciated the level of service “very high quality”, 27% of respondents noted that in the Odesa region services are provided at a “high level” of quality. The largest number of respondents (56%) assessed the level of received services "not high not poor". 4% of the respondents rated "low quality" and 2% answered "very low quality". Such results

confirm the problems and shortcomings that exist in tourism industry in the Odesa area, and were mentioned in this work.

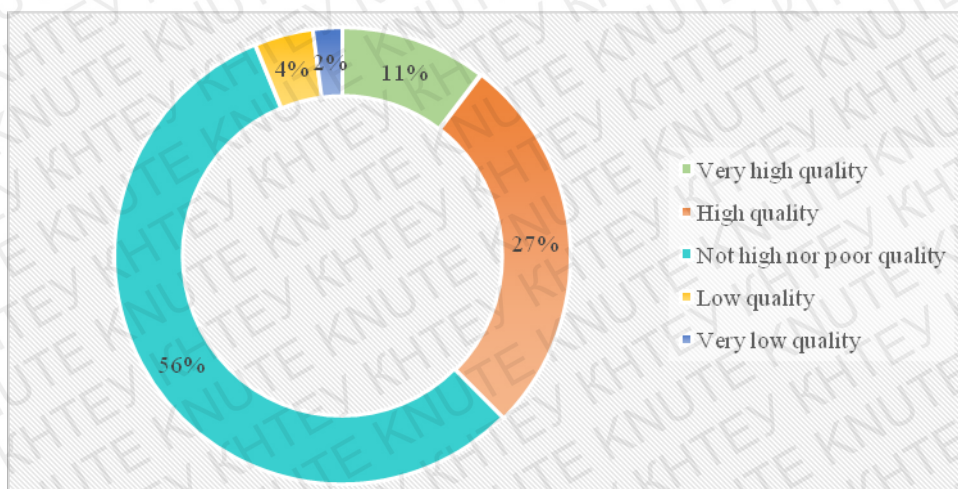


Figure 2.14. Answer for the question "how would you rate the level of tourism services in the Odesa region?"

For the question "have you ever recommended (would you recommend) the Odesa region to friends / acquaintances?" peoples answered the most "yes" – 77%, then "I doubt" – 18%, and "no" – 5 %. The answers for the question are presented on the figure 2.15.

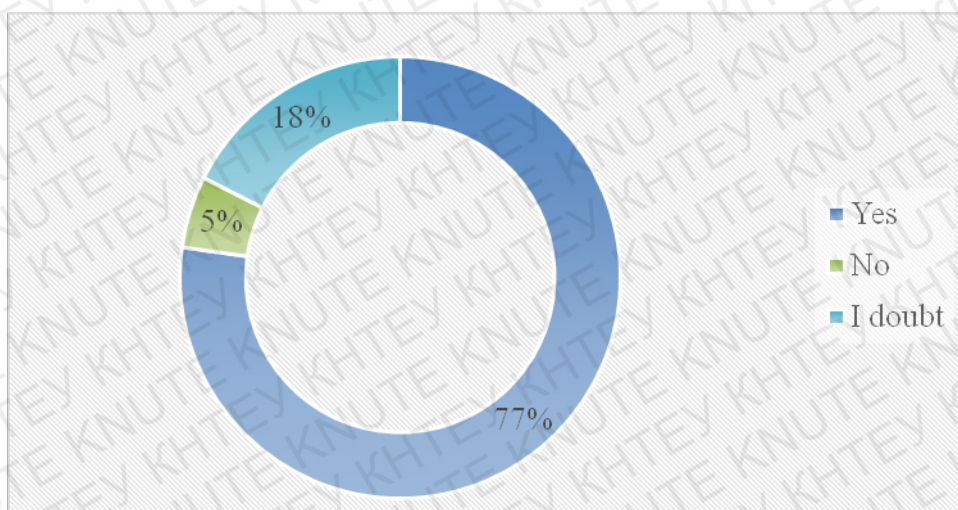


Figure 2.15. Answer for the question "have you ever recommended (would you recommend) the Odesa region to friends / acquaintances?"

Thus, the research helped to clarify the awareness of potential tourists about the tourist potential of the Odesa region. The received answers of respondents

showed that Odesa region has a rather positive reputation as a tourist-recreational region. However, the study has made it possible to find out that is not enough promotion of Odesa region on the international market.

Odesa State Regional Administration created the Tourism Development Program in Odesa region for 2017-2020. The submitted program outlines the main strategic actions for tourism development in the region. There are also points related to promotion in the defined directions of development:

- Promotion of tourism product through the development of regional information infrastructure for recreational and tourist services.
- Creation of a system of international, interregional ties and co-operation in the field of tourism and resorts, aimed at increasing tourist flows to the Odesa region.
- Cataloging of routes and tourist attractions.
- Formation of the mechanism of realization of public-private partnership in the field of tourism and recreation.
- Encouraging the rural population to develop a private initiative on the development of forms of rural and agrarian tourism.
- Development of regional projects for attracting investment in the sphere of resorts and tourism in accordance with the regional investment strategy.
- Improvement of general awareness of potential investors about the possibilities of investment investments in objects of recreation and tourism complex of the region.
- Promotion of tourism product through fairs, exhibitions and festival activities.

Conclusions to part II

1. Odesa region is one of the leading tourist and recreational centers of Ukraine, due primarily to the features of the economic and geographical location of the region, favorable natural and climatic conditions, the presence of a large number of historical monuments, architecture and culture urban development, natural therapeutic resources and marine sandy beaches. The listed components create

preconditions for development in the field of various types of tourism: cultural-cognitive, religious, wellness, health-improving, ecological, cruise, rural and other specialized types of tourism. The development of the tourism industry is crucial for the development of the recreation industry, the basis of which are institutions of temporary placement: hotels, sanatoriums, health resorts, etc. The transport and road complex in the region is represented by all types of transport and includes the largest sea ports, developed rail and road transport, a wide network of motor transport enterprises, airport and airfield complexes, airlines.

2. The main natural recreational resources of the region are therapeutic mud and ridge of estuaries, sandy beaches and mineral waters. The resorts of the Odesa region have significant recreational and tourist potential. The coastal zone is covered with sand, and very rarely – stones and provides great opportunities for the comfort of the holidaymakers, especially for families with children. Natural anthropogenic resources - ecosystems, which include both natural and anthropogenic objects used in the tourist and recreational economy. The peculiarity of the tourist-excursion potential of the region is determined by numerous monuments of different times, with well-known historical and cultural reserves, architectural monuments, monuments and museums.

3. Tracing the dynamics of tourist flows in recent years, it is clear that since 2015, demand is gradually increasing by 73.6%. With regard to the dynamics of the tourists' travel services by foreign tourists in the Odesa region, there are not very positive results. Since 2015 there is a slow increase in tourist flows - 46.5%. As for the indicator of Ukrainian citizens-tourists who have traveled abroad, there is a positive dynamics. In 2017 tourist flows increased by 24,6% compared to 2015. The figures given in 2017 indicate that the largest number of foreign tourists come from Moldova - 77%; Russian Federation - 8,9%; Turkey - 2,8%. Romania 1,3%; Bulgaria - 0,8%.

4. Rational and effective use of all resources of the region is needed long-term program measures, weighted management decisions and effective real action. These measures should be aimed at the integrated development of tourism, ensuring the

rational use of tourist resources of the region, as well as addressing the issues of infrastructure and infrastructure information arrangement of tourist objects. In Strategic plan of action of the chairman of Odesa regional government organization 2017 – 2019 “Smart region” were listed operational objectives, programs and projects for the development of tourism in Odesa region.

5. Wellness services in Odesa region are presented by collective accommodation facilities such as hotels and similar accommodation facilities, sanatoriums and pensions with treatment, sanatoriums-preventoriums, rest houses and pensions, recreation bases and others, children's health and recreation facilities, and also by the other enterprises, which provide services for the wellness tourism development in Odesa region. However, the tourist industry in the region suffers from a number of problems. Socio-political factors that hinder the successful development of the tourism industry in general. Insufficient availability of modern technologies. Lack of a promotional strategy to the internal market of the Odesa tourist product.

6. The conducted research of Internet sources showed that the Odesa region has enough tourism portals for tourist use. Most of them have English-language and Russian-language versions. There is also a site presented in the languages of some of the neighboring countries: Polish, Bulgarian, Turkish, German, Hebrew and Chinese. In order to evaluate the effectiveness of the marketing strategy of the tourist destination of the Odesa region and obtain information on awareness of the relevant tourist destination and consumer satisfaction with tourist services, was conducted a survey that showed that Odesa region has a rather positive reputation as a tourist-recreational region. However, the study has made it possible to find out that is not enough promotion of Odesa region on the international market.

7. Despite the significant tourist potential, there are a number of shortcomings that need to be eliminated before starting the tourist promotion of the Odesa region to the international market. Unfortunately, for today Odesa region does not have its own tourist brand. Odesa region is virtually unknown as a region of Ukraine with a well-developed recreational industry. Currently, marketing of Ukraine's tourist potential in

the international market is not carried out. Being one of the largest European countries, it does not have any travel agents abroad, does not carry out promotional activities and does not have nationally planned promotional campaigns for the foreign market for the creation of a certain image of it.

PART III
IMPROVEMENT OF TOURISM PRODUCT PROMOTIONAL STRATEGY
OF ODESA REGION ON THE INTERNATIONAL MARKET OF
WELLNESS SERVICES

**3.1. Actions to improve tourism product promotional strategy of Odesa region
on the international market of wellness services**

The above-mentioned information on the tourist potential of the Odesa region shows a remarkable opportunity for the development and promotion of wellness tourism in the Odesa region on the domestic and international markets.

With the development of tourism in the territory of the destination, it is fundamentally important to understand that the mere availability of tourist resources does not make the territory attractive to tourists. Destination in its formation and development requires an integrated approach. Tourist region (destination) is a certain product that needs to be formed, which needs to look for the target market segment, which needs to be transformed to the needs of "consumers", which needs to be positioned and differentiated from competitors, which need to create an attractive image. Therefore, effective formation and management of the image of the destination, using the project approach, can ensure the success of the deployment, even with the initial minimum amount of tourist resources.

Existing health-improving enterprises, as well as the related tourism industry companies, have all the prerequisites for creating a tourism cluster of wellness services in the region. However, for its successful future operation, large-scale work should be done to address all the shortcomings. The study showed that there are sufficient problems in the transport and tourist infrastructure, unattractive to tourists existing state institutions and local recreation resorts, poor employee awareness of wellness grounds, insufficient government attention to the development of the tourist industry in the region, and the complete lack of promotional strategy of the Odesa

region as a powerful tourist and recreational center on the domestic and international markets.

Recommendations for moving the industry of wellness in Odesa region forward presented on the figure 3.1. This section outlines a number of industry-level initiatives that could be pursued by the government and regional administration, regional industry associations, and other industry organizations in order to launch spas toward the forefront of the wellness movement.

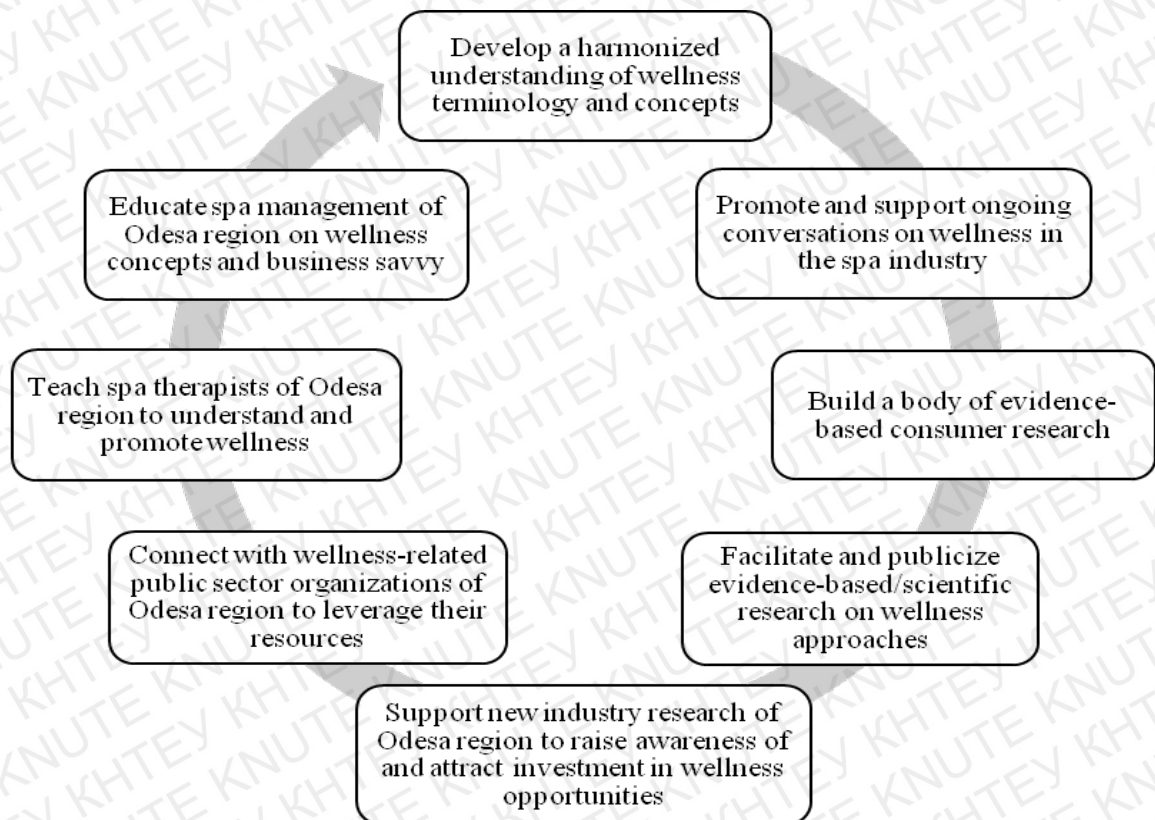


Figure 3.1. Basic initiatives of wellness industry in Odesa region

1. Develop a harmonized understanding of wellness terminology and concepts in relation to the industry on the level of Odesa region and, also on all-Ukrainian level. Although it is not necessary for all spa stakeholders to define wellness in exactly the same way, it would help reduce consumer confusion if, at the industry level, spas started thinking about and talking about wellness in a more coherent and harmonized manner. We recommend a few core principles:

- Embracing the idea of wellness as being multi-dimensional and holistic, incorporating dimensions of physical, mental, emotional, spiritual, social, and

environmental wellness. This interpretation resonates with both the traditional and modern intellectual thinking regarding wellness; provides flexibility to various segments of the spa industry to pursue ventures under the wellness banner; and supports regional variations and interpretations.

- Recognize that wellness will be consumer-driven. The theoretical wellness leaders emphasize self-responsibility as a core component of wellness – that each individual must take charge of his or her own health, wellness, and behaviors. This aspect, combined with the growing trend for conventional healthcare to be consumer-driven, indicates that entrepreneurs within the spa industry would do well to approach wellness with enough flexibility to allow their customers to personalize their treatments.

2. Promote and support ongoing conversations on wellness in the spa industry, as well as with other wellness sectors in Odesa region. Wellness opportunities are growing rapidly and will continue to change as they are shaped by societal and economic forces. Education, and awareness-building throughout the industry will be important to help spa stakeholders understand and take ownership of the wellness concept, and also to keep abreast of wellness-related trends.

- The regional/international industry associations could sponsor ongoing wellness symposiums for the spa industry – even perhaps forming a – global wellness institute – which might include periodic seminars, working groups, or education courses to facilitate conversation and learning about the various facets of wellness, as well as how different spas (or businesses in other wellness sectors) are interpreting the concept and bringing it to life.

- These events will provide the forum to bring in leading thinkers and organizations in the wellness movement. To name a few, Dr. Jack Travis, Don Ardell, Bill Hettler, the National Wellness Institute, and the German Wellness Association, among others, have all dedicated significant efforts to thinking and talking about wellness, and they have a wealth of knowledge and insights on the topic that the spa industry could – and should – tap into. The GSS and other industry associations could bring these thought-leading people and organizations to speak at

key events or even to lead symposiums and workshops for industry members, with the objective of building the industry's understanding of what wellness is and what role spa should play in the wellness movement.

- Wellness events and symposiums could be especially effective if taken to the regional level (e.g., Europe, Asia, Latin America, etc.), providing the opportunity to spotlight regionally-based wellness traditions and explore regional/cultural variations in wellness practices and consumer interests. For example, Asian experts could inform Western audiences on ancient healing traditions such as Ayurveda and traditional Chinese medicine, while Western experts could inform non-Western audiences on advances in diagnostic techniques and genomic testing.

- Another valuable area of ongoing debate will be opportunities for the spa industry to collaborate with the beauty and anti-aging industry around wellness. All else equal, a – well person is more beautiful, and effectively younger. Regardless of whether cosmetic dermatology products and services, or cosmetic surgery, fall under the – wellness banner, they will be more effective and longer-lasting if the consumer is practicing other wellness lifestyle behaviors. Eating well and exercising will enhance the effects of liposuction. Adequate hydration and sunscreen use will prolong the effects of anti-aging skin treatments. Following this rationale, beauty and anti-aging products and services can also serve as a point of entry for peripheral consumers into the wellness industry.

- Yet another opportunity is to facilitate dialogue with the conventional medical industry by inviting medical doctors to experience spa facilities and programs, with the goal of introducing them to the idea of how these kinds of establishments can support consumers in making the lifestyle changes that doctors often recommend.

3. Build a body of evidence-based consumer research that connects to wellness in Odesa region. Consumer research could be sponsored by regional/country industry associations, focusing on wellness consumers within specific markets and regions, and would be of benefit to many spa stakeholders, both within the region and beyond.

4. Facilitate and publicize evidence-based/scientific research on wellness approaches. Research in the conventional, Western medical and bioscience community follows well-established protocols and procedures, focused around what is known as the – scientific method. With the medical community on board, employers, insurers, and public health officials are likely to follow suit, which will offer spas increased access to insurance reimbursement and wellness programs funded by employers and governments. Recognition by any and all of these opinion-leaders, in turn, has a positive influence on consumers.

5. Support new industry research of Odesa region to raise awareness of and attract investment in wellness opportunities. Additional research is needed at the industry level to help spa business owners, investors, and others understand and pursue wellness industry opportunities. It can also help the spa industry tap into larger pools of investment dollars, tap into government and public sector programs and funding, and become more confident in taking advantage of wellness trends.

6. Connect with wellness-related public sector organizations of Odesa region to leverage their resources. Several key sectors within the wellness cluster – including tourism as well as segments related to health and medicine – are actively promoted and managed by public sector agencies at the regional and national level. The spa industry has not traditionally had close connections with the public sector, and it often suffers from a lack of recognition by the public sector as an industry that provides valuable jobs and services. The spa industry would be well served by seeking to forge a closer connection and dialogue with government agencies that are overseeing key wellness segments. For example:

- At the industry level, leading stakeholders from the GSS could meet with and develop ongoing connections with global tourism organizations, such as the World Tourism Organization (WTO) and World Travel and Tourism Council (WTTC), with the goal of sharing information about the spa industry and exchanging ideas about the role that spas play within the wellness and medical tourism markets. Such exchanges would help raise the profile of spa among tourism industry leaders and present ongoing opportunities for collaboration.

- At the country/regional level, spa industry leaders could reach out to tourism and medical tourism organizations to better understand their own region's wellness/medical tourism promotion/branding strategies, customer segments being targeted, and marketing channels and techniques being used, so they can effectively leverage the promotion and brand-building that has been done at the country/regional levels. Spa associations and businesses should also participate in group delegations to major tourism trade fairs and promotional events as a cluster of wellness tourism providers.

7. Teach spa therapists of Odesa region to understand and promote wellness. Spas that seek to develop more holistic and wellness-oriented service offerings for their customers will most likely require a stepped-up level of education and awareness on the part of their spa therapists. Essentially, spa therapists will need to learn to – talk the talk – that is, they must understand the deeper principles and broader context of wellness beyond the spa industry, as well as how spa fits within wellness-enhancing approaches, and then be able to communicate these ideas to their clients. Industry organizations could work with major spa therapist training schools to provide guidance on new curriculum that would address wellness concepts and teach spa therapists how to educate their customers in holistic wellness principles and behaviors.

8. Educate spa management of Odesa region on wellness concepts and business savvy. According to many spa stakeholders, one reason the spa industry has not yet actively pursued wellness market opportunities is that spa management, business owners, and investors are not necessarily well-attuned to wellness trends and/or do not yet have the business savvy to grow their business into these kinds of opportunities. Since spa is still a relatively new industry, it has not yet reached the level of managerial/entrepreneurial professionalization that exists in other, more mature industries (such as the hotel/hospitality sector), and many spa managers come from a therapeutic background and not a business background. Industry leaders could work more closely with the handful of spa management training programs/universities that exist to help shape the curriculum to reflect future market

needs – for example, incorporating a – wellness theory component into the coursework; providing additional education on trends and operational approaches in other wellness-related sectors (e.g., fitness, medicine, corporate wellness, etc.); and providing more extensive coursework on business development, promotion, and marketing.

All these recommendations will generate ongoing and productive discussion to propel the industry of wellness tourism in Odesa region forward.

According to 8 dimensions of wellness, which are the physical, environmental, spiritual, emotional, financial, intellectual, vocational and social well-being, the proposition is to make the Odesa region an European center of wellness camps and to position and promote it on the international market of wellness services in this way.

Glamping is defined as a type of camping that is more comfortable and more luxurious than traditional camping [34]. A portmanteau of the words ‘glamour’ and ‘camping’, glamping is a new trend in outdoor tourism that combines luxury and nature, comfort and respect for the environment as well as providing exclusivity and uniqueness in offering an accommodation “outside the box”, both literally and figuratively.

By definition “camping” is done outdoors. It is usually away from urban areas where tents or trailers can be placed for a temporary residence while one pursues activities that provide them enjoyment. Under the proposed camping it is meant glamping.

Wellness Camp (glamp) is about aligning body, mind, and spirit with a balanced flow of energy. The result is a life of greater wellbeing, deeper satisfaction, and the ability to maximize human performance in all areas. This camp is for anyone at any level of health & wellbeing who desires to deepen their commitment to their own personal journey toward having a life they truly love.

The Wellness camp is designed to give to a person tools to assess where he is in his personal journey to wellness. It will introduce the practices that can help guide and support toward creating a plan for person`s own personal growth as well as move forward. A tight knit staff of wellness professionals will offer a variety of workshops

in their particular areas of expertise. Each workshop is designed to help people in some way integrate body, mind, and spirit. Integrating all areas of people's life is what brings about whole-person wellness.

The basic principles of staying in the wellness camp which are transcending, self responsibility and love, breathing, sensing, eating, moving, feeling, thinking, playing and working, communicating, intimacy, finding meaning presented in figure 3.2.

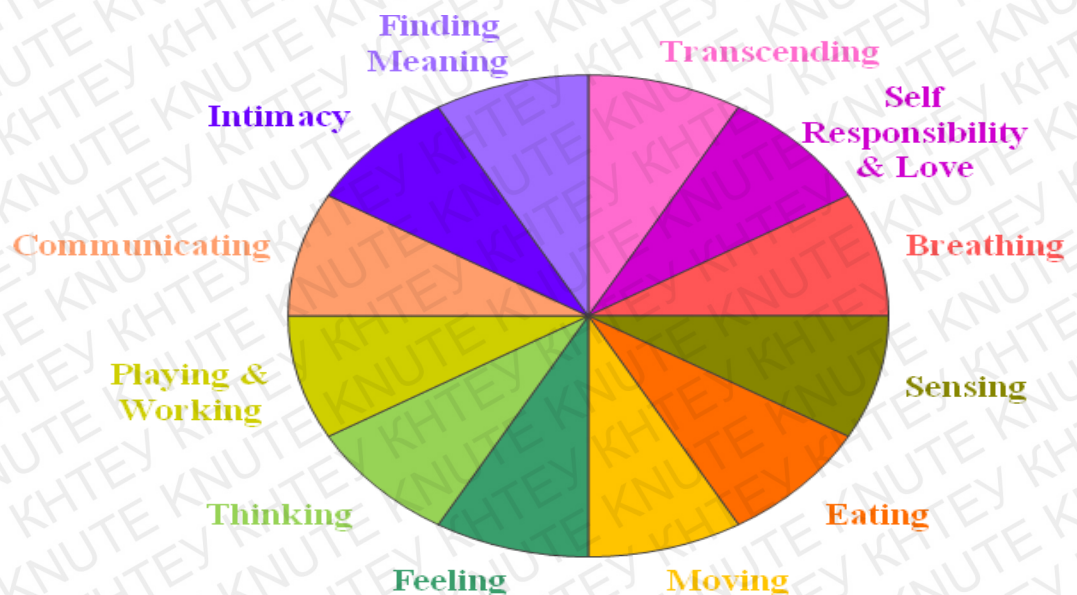


Figure 3.2. The basic principles of staying in the wellness camp

Prior to arriving at the wellness camp, person is asked to take the wellness inventory assessment. The assessment helps to look objectively at twelve dimensions of persons life. Completing this will help to decide which workshops will best assist in persons own self growth. It is able also use this tool to set and track goals in all areas of personal wellbeing.

During the camp, people can choose from multiple workshops that will focus on integration of their body, mind and spirit. There will be different styles of yoga, eastern and western forms of massage, energy work, meditation techniques, work with essential oils, Bach flower Remedies, Chinese medicine, acupuncture, movement classes and more. Of course, deep relaxation is also part of whole-person well-being, so there will be plenty of time to relax in the pool, hot tub and sauna (Appendix C).

Such type of wellness camps needs be allocated in specializes accommodational facilities of Odesa region, what, at the same time, will provide an increase in the flow of tourists to such establishments. Activities, events, procedures that will be provided by the wellness camps (gamps) in Odesa region are presented in table 3.1.

Table 3.1

Activities, which could be provided by the wellness camps in Odesa region

Direction of activity	Examples
Treatment & SPA & Beauty	Detox programs, against smoking and alcohol addiction, weight loss, massage and manual therapy, heals programs on diseases preventing by the mud therapy, thalassotherapy and other activities which are provided by the recreational and health facilities; sanatoriums, preventoriums and other
Education	Courses: foreign languages, psychology, marketing, floristics, types of art, culinary, workshops, branches, corporate meetings, trainings
Sports	Yoga, aero sports, horse racing, dancing – choreography, football, tennis
Entertainment	Clubbing, excursions, games, communication between other members of the camp (groupmates)
Green and rural tourism activity	Rejection of the urban lifestyle. Engaging in such activities as gardening and animal husbandry
Alternative medicine	Reiki, qigong, acupuncture, aromatherapy, meditation, hypnosis, Ayurveda, herbal medicine

Thus, the placement of the proposed camps in recreational facilities will allow the combination of recreation and sanatorium services and related tourist services.

Thus, wellness tourism to perform the role of a “connector” of combining various recreational facilities and various services. This form of collaboration and development of the tourist industry in the Odesa region will establish the relations of the B2B, and will create the preconditions for the formation of a tourist wellness cluster. And as a result – a positive effect on the economic development of the region as a whole.

In the field of formatting positive image of Odesa region and to make an accent on it’s wellness facilities is very important to create well-developed branding strategy and it’s wide using by all related organizations. The propositions are next:

- Brand: Odesa for wellness.
- The logo is the anchor – the symbol of the Odesa region, performs the function of weights: equalizes and harmonizes a person in the direction of the well-being through the dimensions of wellness (figure 3.3).



Figure 3.3. Logo of wellness tourism of Odesa region

- The mission: to give to a person tools to assess where he is in his personal journey to wellness. And to give an opportunity to more people to have a quality life.
- Who: people of all ages, gender and values. The promotion should be directed firstly to the domestic market and to countries-neighbors: Moldova, Poland, Romania, Russia, Belorussia.
- When: the camps will work all the year. Participants can choose different programs, which are based from 1 day, to complex programs – 7-10 days and more.

According to proposition of making the Odesa region an European center of wellness camps is needed the full and deep reorganization of work of all recreation facilities in the region. The reorganization should be provided on the all levels starting from the governmental support with regulation and financing – to a local level – by all related enterprises and organizations. It is long-lasting and difficult process, but is necessary to move the wellness industry of Odesa region forward. Therefore the existing recreation facilities should be reformed to the wellness camps, and they could be: Clinical sanatorium named after N.I. Pirogov, Sanatorium "Lermontovsky", Sanatorium "Odesa", Clinical sanatorium named after Chkalov,

Sanatorium named after Gorkiy. The way how it can be introduced showed on the figure 3.4.

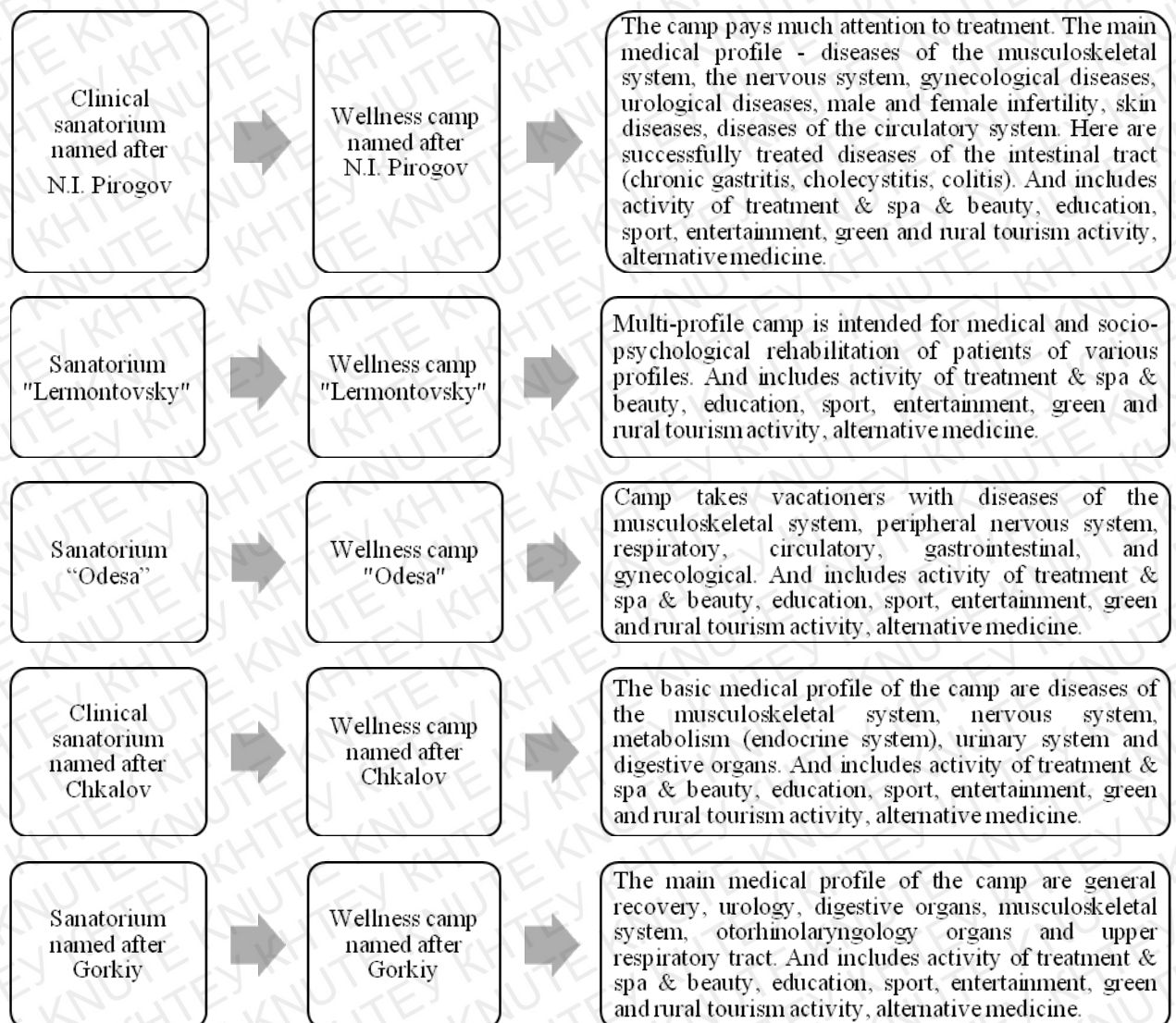


Figure 3.4. An example of recreation facilities reforming to a wellness camps

In this way all the facilities will save their specialization with the medical and recreational profiles but also will be added with other wellness activities such as treatment & spa & beauty, education, sport, entertainment, green and rural tourism activity, alternative medicine.

While the basic idea wellness tourism with the wellness camps will be developing in Odesa region, it need to be good promoted to find it's consumer's market. Promotional recommendations for advertising wellness camps and wellness industry as a whole of Odesa region to domestic and international markets are presented on the figure 3.5.

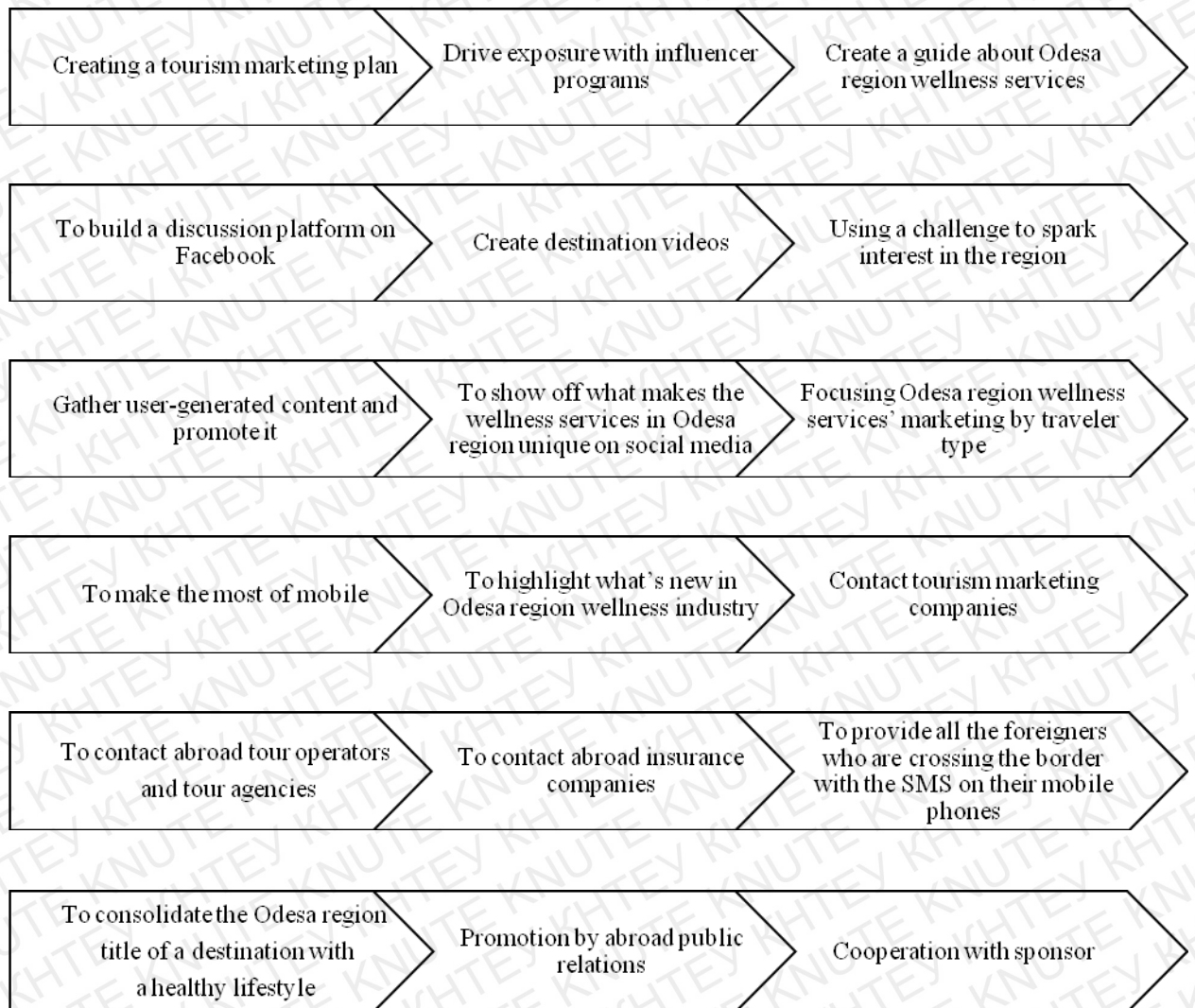


Figure 3.5. Wellness tourism promotion actions of Odesa region

Tourism marketing plan for Odesa region as a wellness tourism destination. Creating a tourism marketing plan may be the most important thing in need to do for the internet marketing of the region. Without a plan in place will be a difficult time achieving the goals, have a hard time keeping track of what are done, why it is necessary and if it's even being effective. The most effective marketers and marketing agencies are those with a detailed plan in place that they use to guide their marketing actions. Creating a tourism marketing plan allows to map out step-by-step process to success, so start creating a marketing strategy document that is regularly updated as strategy changes.

Drive exposure with influencer programs. Using online influencers as a way of marketing for hospitality and tourism agencies is becoming more and more popular

for a reason. Influencers are people who have established a following around their personal online brand. Think bloggers, YouTube vloggers, Instagrammers, etc. Many influencers have large followings and a highly engaged audience. They have been creating content for a specific niche for a long time and their audience is always happy and even eager to see more from them.

So we need to find an influencer that caters to your industry and set up an exchange. The destinations and establishments of wellness tourism in Odesa region have to help them create content, experience something new, and get to expose your business to a new audience. The goal is to find someone who creates content that relates to your business and whose audience would be interested in what Odesa region have to offer.

Create a guide about Odesa region wellness services. Tourism marketing needs to be focused around the potential tourist's wants and needs. As a poll showed, most of foreigners don't know Odesa region as a tourist destination as well as a local people, and a fun, informative guide is something that they would consider extremely valuable.

It is necessary to make the guide easy to read and understand, it need to be "skimmable".In need to include lots of ideas for things to do and places to see, as well as all of the other information is important to know about Odesa region wellness potential. It should contain high-quality photos and professional design.

To build a discussion platform on Facebook. People visiting Odesa region as a wellness services provider will have plenty of questions that they need answered before they come. A great way to supercharge tourism marketing is by creating a discussion platform around Facebook page. Some businesses use their Facebook page as a customer-service platform. It'll be used it in a similar way, but instead of dealing with customer complaints there will be answering questions regarding your area quickly and informatively. The same thing should be done around Odesa destination's Twitter and Instagram handles.

Create destination videos. The whole online world is moving toward videos. Videos convey a huge amount of information in very little time, so it's a great way to

showcase what Odesa region with it's wellness services is and what you do. But a video have to be not just all about wellness services business. Them should be helpful videos that showcase things to do in Odesa region, helpful tips about getting around, fun facts, and locals-only secrets. Videos could be shared on Odesa region's tourist websites and social media (Facebook is highly promoting videos and providing them with more exposure in users' news feed).

Using a challenge to spark interest in a Odesa destination. Challenges have become a well-loved internet sensation. Today, promoting challenge is easier than ever because people are far more likely to participate and share with their networks.

A challenge is when you challenge a group of people – this could be people's email subscribers or Facebook fans – to do something for a certain amount of days.

Creating a fun challenge related to wellness camps and services in Odesa region get your existing customers to help spread the word via email, social media, etc. People love sharing this kind of content and the challenge will benefit to the destination in another great way.

Gather user-generated content and promote it. Challenges like the one described above can be used to create tons of awesome user-generated content. People love real-life examples of others using some product or visiting destination destination.

The trust generated from a positive review or even a challenge photo will be highly influential and help others get to know about Odesa region's brand.

It needs to use tools like “social mention”. If someone shares a photo on Instagram or includes, for example, results from the visiting wellness camp, or using another wellness business services in a glowing YouTube video of their trip, it is good to ask permission and share it with Odesa region's network.

To show off what makes the wellness services in Odesa region unique on social media. Every business has something special that nobody else does. In tourism internet marketing, these types of campaigns highlight the human side of your business and build trust with the people exposed to it. For example, it can be the special Odesa region atmosphere of warmness and fun.

Focusing Odesa region wellness services' marketing by traveler type. One of the most important parts of any tourism marketing plan is to know who the destination is selling to. If don't focus the approach, the efforts will get lost in the ether amongst the droves of competition in your highly competitive industry. Millennials, families, couples, seniors, backpackers – are groups, which need to be informed in different ways.

To make the most of mobile. “Tell your story where they want to see it – on mobile”. Nowadays people would rather text than call, and spend more time on their phones than all other devices combined. They also travel more frequently than any other generation. The Odesa region `s destination need to market to them on mobile platforms and website, which is optimized for mobile devices when they end up there. That means: easy to navigate, fast loading, and a user-friendly layout. Pictures tell a story faster, so it is necessary to create an Instagram account and post there best photos regularly. Odesa region need to show it's followers a unique view of the region that others aren't sharing. Also is interesting to guide them through a virtual tour of favorite things to do and see with thoughtful photos.

To highlight what's new in Odesa region wellness industry. One of the best ways to differentiate the destination`s message from that of competitors is by highlighting the things that are new and exciting in your destination. Keep visitors in the know about important events and unique goings-on.

Contact tourism marketing companies. Marketing companies that specialize in tourism marketing are experts in helping businesses to reach their ideal customers at different stages of the buyer's journey.

To contact abroad tour operators and tour agencies for selling tour packs to Odesa region with the containing of wellness services, visiting wellness camps. To contact abroad insurance companies to provide their clients with the list of recreation bases, sanatoriums, wellness camps and other wellness services of Odesa region.

To provide all the foreigners who are crossing the border with the SMS on their mobile phones, which will include the main information sites about the Odesa region

tourist opportunities. It could be provided on the all the territory of Ukraine according to another regions.

To consolidate the Odesa region title of a destination with a healthy lifestyle through the introduction of new festivals, exhibitions on the theme of wellness and health.

Implementation of the propositions will allow maintaining a positive image of Odesa region as a developed tourist region in Ukraine and Eastern Europe, which will provide an increase in the number of tourists and tourists, growth employment of the population in tourism and related branches of economy, volumes tourist services, revenues to budgets of all levels.

3.2. Evaluating the effectiveness of the proposed measures to improve tourism product promotional strategy of Odesa region on the international market of wellness services

The importance of tourism marketing is in recognition of the emerging challenges posed by the growing number of tourists' destinations, which have placed at the disposal of a tourist a variety of attractions in abundant quantity from a large number of competing nations. The increasing competitive tourism market has made the products marketing a very important factor in order to gain better destination patronage and to attract more consumption of services and generate repeat businesses and loyalty.

Implementation of the propositions can be carried out at the expense of the regional, local budgets, funds of the subjects of tourism activity, funds of international technical assistance, other international donors, financial organizations (institutions), funds of investors and other sources not prohibited by law.

One more effective tool for destination and services promotion is advertising tour. It should be directed to the persons who work in abroad travel operators and agencies, for influencers (bloggers), insurance companies workers and other sources

of wellness tourism product of Odesa region promotion. In the table 3.2 presented the program of advertising 10-day tour to region`s wellness camps.

Table 3.2

Advertising tour program to an Odesa region`s wellness camps

Day	Camp	Time schedule	Activity
1		14:00	Accommodation in the rooms
		14:30	Healthy dinner, Detox oriented, specialized to a gastro needs of each person
		15:30	Recovery time (sleeping)
		17:00	Lunch (detox oriented)
		18:00	Meeting “Welcome to Odesa wellness camps!”
		20:00	Gala supper (detox oriented)
2	Wellness camp named after N.I. Pirogov	7:00	Yoga
		8:00	Healthy breakfast, Detox oriented, specialized to a gastro needs of each person
		9:00	Beauty and spa procedures with mud and salt water (for choosing)
		11:00	Lunch (detox oriented)
		12:00	The lection “Detox and why nowadays people need it”
		14:00	Healthy dinner, Detox oriented, specialized to a gastro needs of each person
		15:00	Recovery time
		16:00	Lunch
		17:00	Massage activities
		19:00	Healthy supper, Detox oriented, specialized to a gastro needs of each person
20:00	Communication time (Lobby room)		
3	Wellness camp "Lermontovskiy"	7:00	Healthy breakfast, specialized to a gastro needs of each person (Wellness camp named after N.I. Pirogov)
		8:00	Moving to Wellness camp "Lermontovskiy" by bus
		9:00	Accommodation in the rooms
		10:00	Lunch
		11:00	Individual psychologist visit
		14:00	Healthy dinner, specialized to a gastro needs of each person
		15:00	Recovery time
		16:30	Lunch
		17:00	Psychological training on chosen topic (in groups)
		19:00	Healthy supper, specialized to a gastro needs of each person
20:00	Hoop movie		
4		7:00	Healthy breakfast, specialized to a gastro needs of each person
		8:00	Horse racing (out of camp)
		11:30	Lunch
		-	Communication time and turning back to camp
		14:00	Healthy dinner, specialized to a gastro needs of each person
		15:00	Recovery time

		16:30	Lunch
		17:00	Language classes (The language is choosing)
		18:30	Healthy supper, specialized to a gastro needs of each person
		19:30	Hoop movie by the language of chosen classes, talking with the teacher

Continuation of the table 3. 2

Day	Camp	Time schedule	Activity
5	Wellness camp "Odesa"	7:00	Healthy breakfast, specialized to a gastro needs of each person (Wellness camp "Lermontovsky")
		8:00	Moving to Wellness camp "Odesa" by bus
		9:00	Accommodation in the rooms
		10:00	Lunch
		10:30	Sports activities (for choosing)
		14:00	Healthy dinner, specialized to a gastro needs of each person
		15:00	Recovery time
		16:30	Lunch
		17:00	Alternative medicine activities (for choosing)
		18:30	Healthy supper, specialized to a gastro needs of each person
6	Wellness camp "Odesa"	19:30	Visiting swimming pool
		7:00	Healthy breakfast, specialized to a gastro needs of each person
		8:30	Training/practices "How to get rid of addiction" (smoking, alcohol addiction, Internet addiction, games addiction)
		11:00	Lunch
		11:30	Treatment activities (for choosing)
		14:00	Healthy dinner, specialized to a gastro needs of each person
		15:00	Recovery time
		16:30	Lunch
7	Wellness camp named after Chkalov	17:00	Evening out of camp activities (excursions, visiting Odesa city, free time)
		20:00	Healthy supper, specialized to a gastro needs of each person
		7:00	Healthy breakfast, specialized to a gastro needs of each person (Wellness camp "Odesa")
		8:00	Moving to Wellness camp named after Chkalov by bus
		9:00	Accommodation in the rooms
		10:00	Lunch
		11:00	Visiting business training (f.e. marketing or accounting)
		13:30	Healthy dinner, specialized to a gastro needs of each person
		14:30	Recovery time
		16:00	Lunch
		16:30	Treatment activities (for choosing)
8	Wellness camp named after Chkalov	18:00	Healthy supper, specialized to a gastro needs of each person
		19:00	Visiting concert (f.e. opera) out of camp
		21:30	Light lunch
		7:30	Healthy breakfast, specialized to a gastro needs of each person
		8:30	Art training (for choosing f.e. culinary, floristics, drawing)
		11:00	Lunch
		11:30	Continuation of chosen art training
14:00	Healthy dinner, specialized to a gastro needs of each person		
		15:00	Recovery time

		16:30	Lunch
		17:00	Spa and beauty procedures
		18:30	Healthy supper, specialized to a gastro needs of each person
		20:00	Communication time (Lobby room)

Continuation of the table 3.2

Day	Camp	Time schedule	Activity
9	Wellness camp named after Gorkiy	7:00	Healthy breakfast, specialized to a gastro needs of each person (Wellness camp named by Chkalov)
		8:00	Moving to Wellness camp named after Gorkiy by bus
		9:00	Accommodation in the rooms
		10:30	Lunch
		11:30	Weight loss sport program or extreme sports for choosing
		14:00	Healthy dinner, specialized to a gastro needs of each person
		15:00	Recovery time
		16:30	Lunch
		17:00	Treatment activities (for choosing)
		18:30	Healthy gala supper, specialized to a gastro needs of each person
		19:30	Meeting "Odesa region is not only Wellness"
10		6:30	Yoga
		7:30	Healthy breakfast, specialized to a gastro needs of each person
		8:30	Spa and beauty activities
		10:30	Lunch
		11:00	Leaving rooms
		11:30	Transfer to airport

For the proposed tours would be advisable to attract group of 30 persons. The advertising tours needs to be done 6 times per 2023 year. Such program of advertising tour gives an opportunity to visit every camp and to show treatment, spa and beauty capability and the potentiality of other wellness-related services, which can be obtained just in camps. Via such reformation of existing recreation institutions of Odesa region will give an opportunity to differentiate from other similar institutions in Ukraine and in European countries. Except of development of local enterprises, these changes will lead the all-Ukrainian grows in tourism sector, and will bring the level of wellness services to an entirely new, innovative way of development.

Implementation of the Program will contribute to the development of the material and technical base of the tourism and recreation sphere, the creation of a competitive tourist product, satisfaction of the relevant needs of the population of

Ukraine, foreign citizens, increase of investment attractiveness of the Odesa region and creation of conditions for attraction of foreign investments, increase of tourist flows, strengthening of the image of the region as resort- recreational and tourist center of international importance. Implementation of the Program provides for the achievement of indicators indicating its implementation.

In promotion planning very important to evaluate costs. The costs structure for advertising tour to Odesa region wellness camps presented in table 3.3

Table 3.3

Costs structure for advertising tour to Odesa region wellness camps

Cost item, (number of activities)	Expenses for 1 person, USD	Expenses for group (30), USD	Annual expenses (6 groups), USD
Transportation (flight), (2)	140	4200	25200
Transfer from/to airport, (2)	2	60	360
Transfer between camps, (4)	3	90	540
Accommodation costs (9 nights)	135	4050	24300
Meals (five per day)	235	7050	42300
Spa and beauty activities, (3)	24	720	4320
Treatment activities (for choosing), (3)	24	720	4320
Alternative medicine procedures, (1)	8	240	1440
Massage activities, (1)	8	240	1440
Yoga classes, (2)	10	300	1800
Individual psychologist visit	10	300	1800
Psychological training on chosen topic (in groups), (1)	3	90	540
Horse racing (out of camp)	10	300	1800
Language classes (language is choosing)	8	240	1440
Sports activities (for choosing), (3)	12	360	2160
Trainings, master-classes, (4)	20	600	3600
Out of camp activities (excursions), (1)	5	150	900
Out of camp activities (concerts), (1)	10	300	1800
Total sum	667	20010	120060

Via such reformation of existing recreation institutions of Odesa region will give an opportunity to differentiate from other similar institutions in Ukraine and in European countries. Except of development of local enterprises, these changes will lead the all-Ukrainian grows in tourism sector, and will bring the level of wellness services to an entirely new, innovative way of development.

The development the brand of wellness camps in Odesa region needs financing for the creating brand identity by the marketing experts, to agitate all the businesses of Odesa region to reorganize their style and values, to find investors for creating new wellness enterprises such as wellness camps. Creating a tourism marketing plan for Odesa region as a wellness tourism destination needs financing for the conducting a large-scale analysis of the territory of the Odesa region - the payment of labor to researchers, the payment of work to the designer. To drive exposure with influencer programs – paying for engagement of bloggers (influencers). Create a guide about Odesa region wellness services – conducting a large-scale analysis of the territory of the Odesa region and needs the payment of labor to researchers, paying for the designer, printing. To build a discussion platform on Facebook account does not require payment. However, workers are required to keep this account. Creating destination videos – payment to the operator and for the video editing. Using a challenge to spark interest in a Odesa destination – supporting with accompanying materials on the territory of the Odesa region. To gather user-generated content and promote it does not require much capital, except for the maintenance of workers who will follow this process. To show off what makes the wellness services in Odesa region unique on social media needs financing for the work of a group of marketers, the maintenance of social media with this information. Focusing Odesa region wellness services' marketing by traveler type – to pay for the work of a group of marketers. Payment for the creating mobile applications based of existing tourist web-sites. To highlight what's new in Odesa region wellness industry means writing press releases by a specialist, and mailing to the media (payment for the work of the marketing specialist). Contact tourism marketing company and payment for it's work. To contact abroad tour operators and tour agencies for selling tour packs to Odesa region – payroll to representatives who will involve new companies in collaboration, expenses for the print out distribution materials. To contact abroad insurance companies to provide their clients with the list of Odesa region recreational facilities – payroll to representatives who will involve new companies in collaboration, print out distribution materials. To provide all the foreigners who are crossing the border

with the SMS on their mobile phones with the link on tourist web-sites. Needs financing to deal with mobile communication companies. To consolidate the Odesa region title of a destination with a healthy lifestyle through the introduction of new festivals, exhibitions on the theme of wellness and health needs indirect investments by investors. Promotion by abroad public relations – writing press releases by a specialist, and mailing to the media (expenses for the work of the marketing specialist).

It is important that promotional efforts be continually evaluated. This will improve the effectiveness of marketing strategies by quickly identifying differences between actual results and expected performance and determining likely reasons for the success or failure to realize objectives.

In order to justify the Odesa region promotion program to the international wellness services market, it is proposed in the table 3.4 to consider the cost structure for the above measures to stimulate effective promotion.

Table 3.4

The cost structure of wellness services of Odesa region promotion

Promotional activity/event	Unit costs, USD	Amount of planned activity	Annual total costs, USD
The development the brand of wellness camps in Odesa region	1000	1 campaign	1000
Drive exposure with influencer programs	1000	To deal with 50 opinion leaders per year	50000
Create a guide about Odesa region wellness services	200	2 guides (summer, winter)	400
Create destination videos	200	3	600
Using a challenge to spark interest in a Odesa destination	1000	2	2000
To build a discussion platform on Facebook; to make gather user-generated content and promote it; to show off what makes the wellness services in Odesa region unique on social media; to highlight what's new in Odesa region wellness industry; promotion by contacting abroad public relations; mobile app supporting	375/ monthly	4 workers	18000
To make the mobile app	500	1	500
Contact tourism marketing company: focusing Odesa region wellness services' marketing by traveler type; creating a tourism marketing plan for Odesa region as a wellness tourism destination	5000	1 year	5000
To contact abroad tour operators and tour agencies for selling tour packs to Odesa region	500	2 representatives	12000
To contact abroad insurance companies to provide their	500	2 representatives	12000

clients with the list of Odesa region recreational facilities			
To provide all the foreigners who are crossing the border with the SMS on their mobile phones	1000	All the year	1000
To consolidate the Odesa region title of a destination with a healthy lifestyle through the introduction of new festivals, exhibitions on the theme of wellness and health	By investors	2 festivals	By investors
Total sum			180100

Implementation of the Strategy will contribute to the increase in the number of tourists, as well as the funds attracted to the region from tourism activities. The result will be felt only after the fifth year of project implementation, the estimated number of tourists is more than 150 thousand persons per year; the revenue side of this number of tourists is about 238 million UAH (as calculated by 2023) and includes all expenditures in the region of travel (local transport, accommodation, meals, equipment rental, support services, purchase of products, souvenirs, other expenses). does not include means for travel to travel to the nation and in the opposite direction; organizational costs of non-resident travel agencies, co-insurance, if performed outside of the destination; Implementation of the Strategy will support the labor market and stimulate the creation of additional jobs. According to predicted data, about 650 people will be involved in servicing tourists.

Regarding the budget for the project implementation, the calculations need to to include, in the first place, the total costs of organization, training of the population, initial tourist infrastructure, information provision and promotion. Most of these costs are one-off, so they will be excluded in the future by individual items at all (for example, brand position, portal, tourist information office, navigation, etc.) or significantly reduced (for example, funds will only be available for maintenance measures such as marking). The indicated costs do not include the cost of designing or obtaining the necessary permissions, in particular for the installation of navigational signs and spreadsheets. The table also does not display observation decks, educational places, recreation facilities / recreational areas with small architectural forms. Apart from the budget, the rest of the cost remains for the development of certain types of tourism, recreation and the corresponding infrastructure, where the costs are borne by the service providers - entrepreneurs. Also out

of the budget is a general infrastructure that has an indirect impact on tourism, such as parking places for cars, toilets, aesthetic state of the territory, etc.

For the correct and effective planning Odesa region wellness services development and promotion is very important to install time schedule of implementation of basic initiatives and promotion plan of wellness services (table 3.5).

Table 3.5

Time schedule of basic initiatives of wellness industry and promotion plan of wellness services of Odesa region implementation

Activity	Year of implementation				
	2019	2020	2021	2022	2023
Basic initiatives of wellness industry driving forward					
Develop a harmonized understanding of wellness terminology and concepts	+				
Promote and support ongoing conversations on wellness in the spa industry	+	+	+		
Build a body of evidence-based consumer research	+	+			
Facilitate and publicize evidence-based/scientific research on wellness approaches	+	+			
Support new industry research of Odesa region to raise awareness of and attract investment in wellness opportunities	+	+	+	+	+
Connect with wellness-related public sector organizations of Odesa region to leverage their resources	+	+	+	+	+
Teach spa therapists of Odesa region to understand and promote wellness			+	+	
Educate spa management of Odesa region on wellness concepts and business savvy			+	+	
Reconstruction of existing recreational facilities to a wellness institutions	+	+	+	+	
Promotion planned actions					
The development the brand of wellness camps in Odesa region		+			
Drive exposure with influencer programs					+
Create a guide about Odesa region wellness services			+	+	
Create destination videos			+	+	
Using a challenge to spark interest in a Odesa destination					+
To build a discussion platform on Facebook; to make gather user-generated content and promote it; to show off what makes the wellness services in Odesa region unique on social media; to highlight what's new in Odesa region wellness industry; promotion by contacting abroad public relations; mobile app supporting				+	+
To make the mobile apps				+	
Contact tourism marketing company: focusing Odesa region wellness services' marketing by traveler type; creating a tourism marketing plan for Odesa region as a wellness tourism destination	+	+			
To contact abroad tour operators and tour agencies for selling			+	+	+

tour packs to Odesa region					
To contact abroad insurance companies to provide their clients with the list of Odesa region recreational facilities			+	+	+
To provide all the foreigners who are crossing the border with the SMS on their mobile phones	+	+	+	+	+
To consolidate the Odesa region title of a destination with a healthy lifestyle through the introduction of new festivals, exhibitions on the theme of wellness and health	+	+	+	+	+
Start of wellness camps working					+

The analyzed area has all the prerequisites for creating an East European center for providing wellness services, including the formation of wellness camps. Extremely important for implementation of the Strategy is the close and productive interaction between business and local communities, the synergy of all potential participants – public organizations and activists, recreation institutions, enterprises providing wellness services, educational institutions, scientists, nature reserves, forestry, authorities.

Conclusions to part III

1. Existing health-improving enterprises as well as the related tourism industry companies, have all the prerequisites for creating a tourism cluster of wellness services in the region. However, for its successful future operation, large-scale work should be done to address all the shortcomings. The study showed that there are sufficient problems in the transport and tourist infrastructure, unattractive to tourists existing state institutions and local recreation resorts, poor employee awareness of wellness grounds, insufficient government attention to the development of the tourist industry in the region, and the complete lack of promotional strategy of the Odesa region as a powerful tourist and recreational center on the domestic and international markets.

2. According to 8 dimensions of wellness, which are the physical, environmental, spiritual, emotional, financial, intellectual, vocational and social well-being, the proposition is to make the Odesa region an European center of wellness camps and to position and promote it on the international market of wellness services

in this way. Wellness Camp (glamp) is about aligning body, mind, and spirit with a balanced flow of energy. The result is a life of greater wellbeing, deeper satisfaction, and the ability to maximize human performance in all areas. This camp is for anyone at any level of health & wellbeing who desires to deepen their commitment to their own personal journey toward having a life they truly love. The Wellness camp is designed to give to a person tools to assess where he is in his personal journey to wellness. It will introduce the practices that can help guide and support toward creating a plan for person`s own personal growth as well as move forward. A tight knit staff of wellness professionals will offer a variety of workshops in their particular areas of expertise. Each workshop is designed to help people in someway integrate body, mind, and spirit. Integrating all areas of people`s life is what brings about whole-person wellness.

3. While the basic idea wellness tourism with the wellness camps will be developing in Odesa region, it need to be good promoted to find it`s consumer`s market. Below are presented promotional recommendations foe advertising wellness camps and wellness industry as a whole of Odesa region to domestic and international markets.

4. Implementation of the propositions can be carried out at the expense of the regional, local budgets, funds of the subjects of tourism activity, funds of international technical assistance, other international donors, financial organizations (institutions), funds of investors and other sources not prohibited by law.

5. Implementation of the Program will contribute to the development of the material and technical base of the tourism and recreation sphere, the creation of a competitive tourist product, satisfaction of the relevant needs of the population of Ukraine, foreign citizens, increase of investment attractiveness of the Odesa region and creation of conditions for attraction of foreign investments, increase of tourist flows, strengthening of the image of the region as resort- recreational and tourist center of international importance. Via such reformation of existing recreation institutions of Odesa region will give an opportunity to differentiate from other similar institutions in Ukraine and in European countries. Except of development of

local enterprises, these changes will lead the all-Ukrainian grows in tourism sector, and will bring the level of wellness services to an entirely new, innovative way of development.

6. In order to justify the Odesa region promotion program to the international wellness services market, it is proposed below to consider the cost structure for the above measures to stimulate effective promotion. Implementation of the Strategy will contribute to the increase in the number of tourists, as well as the funds attracted to the region from tourism activities. The result will be felt only after the fifth year of project implementation, the estimated number of tourists is more than 150 thousand persons per year; the revenue side of this number of tourists is about 238 million UAH (as calculated by 2023) and includes all expenditures in the region of travel (local transport, accommodation, meals, equipment rental, support services, purchase of products, souvenirs, other expenses). does not include means for travel to travel to the nation and in the opposite direction; organizational costs of non-resident travel agencies, co-insurance, if performed outside of the destination; Implementation of the Strategy will support the labor market and stimulate the creation of additional jobs. According to predicted data, about 650 people will be involved in servicing tourists.

CONCLUSIONS

1. It has now well been recognized by most people that for the longevity of life and general happiness it is important to devote a considerable part of leisure-time in health, sport, and other wellness activities. Economists are anxiously observing this trend and trying to understand and establish a correlation between wellness and productivity. Some experts in tourism are looking decades ahead and are optimistic of the rising trend. Investment and employment in this segment of market are expected to grow rapidly.

2. For the time-being, there is not enough statistical data is available at sectoral, national or World Tourism Organization level and thus it is rather difficult to make any serious economic analysis of this emerging phenomenon. Nevertheless, a trend is being evidenced at the microeconomic level and the tourist sector is positively responding to this specific demand. There definitely is a need for further research and exploration of the subject.

3. The World Health Organization defines wellness as a state of complete physical, mental, and social well-being. It goes beyond mere freedom from disease or infirmity and emphasizes the proactive maintenance and improvement of health and well-being. Wellness incorporates attitudes and activities that prevent disease, improve health, enhance the quality of life, and bring a person to increasingly optimum levels of well-being.

4. According to the Global Wellness Institute (GWI), world wellness tourism generates a whopping US\$563 billion (\$760billion) each year and grew by 10 per cent in 2017 and predicts wellness tourism will become a US\$800 billion industry by 2020.

5. Odesa region as a one of the leading tourist and recreational centers of Ukraine has all the opportunities to become the leading tourist wellness center of the Europe. Wellness services in Odesa region are presented by collective accommodation facilities such as hotels and similar accommodation facilities,

sanatoriums and pensions with treatment, sanatoriums-preventoriums, rest houses and pensions, recreation bases and others, children's health and recreation facilities, and also by the other enterprises, which provide services for the wellness tourism development in Odesa region. However, the tourist industry in the region suffers from a number of problems. Socio-political factors that hinder the successful development of the tourism industry in general. Insufficient availability of modern technologies. Lack of a promotional strategy to the internal market of the Odesa tourist product.

6. Existing health-improving enterprises as well as the related tourism industry companies, have all the prerequisites for creating a tourism cluster of wellness services in the region. However, for its successful future operation, large-scale work should be done to address all the shortcomings. The study showed that there are sufficient problems in the transport and tourist infrastructure, unattractive to tourists existing state institutions and local recreation resorts, poor employee awareness of wellness grounds, insufficient government attention to the development of the tourist industry in the region, and the complete lack of promotional strategy of the Odesa region as a powerful tourist and recreational center on the domestic and international markets.

7. Promotion of wellness tourism is inextricably linked with the physical and psychological comfort of holidaymakers in a particular region. Therefore, before starting a promotion strategy, must be ensured all the conditions for a comfortable, safe and attractive stay of tourists in the region. After all, this is the basic requirement for the competitiveness of the wellness destination.

8. In this work proposed the Program that contribute to the development of the material and technical base of the tourism and wellness sphere, the creation of a competitive tourist product, satisfaction of the relevant needs of the population of Ukraine, foreign citizens, increase of investment attractiveness of the Odesa region and creation of conditions for attraction of foreign investments, increase of tourist flows, strengthening of the image of the region as wellness and tourist center of international importance. Via such reformation of existing recreation institutions of

Odesa region will give an opportunity to differentiate from other similar institutions in Ukraine and in European countries. Except of development of local enterprises, these changes will lead the all-Ukrainian grows in tourism sector, and will bring the level of wellness services to an entirely new, innovative way of development.

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APPENDICES

Awareness of potential tourists about the Odessa region as one of leading tourist destinations in Ukraine

Hi! My name is Martynovska Iryna and now I'm working on my final qualification paper. The topic of it is «Tourism product promotion of Odesa region on the international market of wellness services».

In order to evaluate the effectiveness of the existing marketing strategy of the tourist destination of the Odessa region and obtain information on awareness of the relevant tourist destination and consumer satisfaction with tourist services it is very important for me to get your help in the analysis and get answers to a few simple questions.

Thank You and have a nice day!

Looking forward to your answers, Iryna

1. Have you ever been to Odessa region?

- Yes
- No
- I do not remember

2. Write a few words with which you associate Odessa region.

...

3. Have you ever considered the Odessa region as your next vacation destination?

- Yes
- more likely yes than no
- more likely no than yes
- absolutely not

4. Have you ever met advertising tours to the Odessa region or its individual establishments (sanatoriums, hotels, festivals, historical cultural objects)?

- met
- never met
- not sure

5. If you answered "yes", please indicate the source of the information

- bloggers
- forums
- on the Internet
- brochures, magazines
- billboards
- TV
- from friends

6. If you visited the Odessa region, what was your first impression?

- Very positive
- Somewhat positive

- Neutral
- Somewhat negative
- Very negative

7. Did your imagine about Odesa correspond to the impressions you experienced while being there.

- absolutely corresponded
- coincided, but there were slight differences
- almost did not coincide
- absolutely did not coincide

8. What were the tourist resources for you in the first place when visiting the Odessa region:

- Historical cultural objects
- Natural and recreational resources (beach rest, treatment)
- Event resources (festivals, exhibitions, concerts)

9. How would you rate the level of tourism services in the Odessa region?

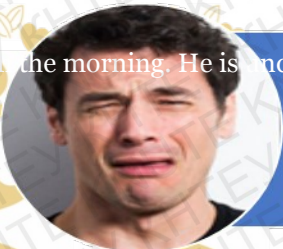
- Very high quality
- High quality
- Not high nor poor quality
- Low quality
- Very low quality

10. Have you ever recommended (would you recommend) the Odessa region to friends / acquaintances?

- Yes
- No
- I doubt

Appendix C

...at the end of the morning. He is under constant stress at work, at home his wife and noisy kids are waiting for him



Nick is tired and needs help



We have a decision – To send him to one of Odesa region`s Wellness camp !



- From the first days he will fall into the caring hands of our wellness specialists
- will eat healthy and nutritious food;
- will have enough sleep and relaxation.



Will attend massages, and begin to visit the doctor and take therapeutic procedures to improve the work of the joints, and



...will get acquainted with new kinds of hobbies, attend language classes, business trainings, master classes



...Happy, healthy and full of strength and energy Nick! Who can work more efficiently, give flow to his work



...Happy, healthy and full of strength and energy Nick! Who can work more efficiently, give flow to his work