

FINAL QUALIFYING PAPER

on the topic:

«Promotion strategy formation of tourist product of Volyn region on the international market»

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INTRODUCTION

Actuality of theme. Tourism, like most sectors of the non-material sphere economy, has its own production base and production cycle, where as a result a combination of means of production with a workforce produces a certain product, which is usually of non-material origin and takes the form of a service. Specificity of economic activity in the field of tourism and products that produced and offered on the market by entities of the whole economy complex of industries, led to the formation and use of such term as a "tourist product". Among the indicators of economic the effectiveness of tourism activity is of paramount importance the competitiveness of the tourist product. This is due to the fact that they demonstrate the effect of providing tourist services, make it possible Evaluate the positive results and industry development and draw conclusions about the expediency of investing in this area.

Analysis of research and publications. Problem of formation the competitiveness of the tourism product are devoted to scientific developments many domestic and foreign scholars and experts, among them: A. P. Durovich, D. K. Ismayev, V. A. Kvartalnov, O.O. Beydik, I. Smal, E. M. Petrovich, L.G. Agafonova, L.P. Uncle, M. P. Malskaya etc. Scientists consider the essence of the definition of "tourist product" and "competitiveness", features and possibilities are defined use them in the modern tourist business.

Separate of them are defined problems and prospects of the development of tourism product use in analysis of the competitiveness of tourism enterprises. However, low important aspects of this problem remains unclear, because the content a real competitive tourist product is not something steady. It changes as a result of a higher level of prosperity of society, civilization and culture and influences the way of traveling and spending free time.

Purpose of the paper – to study of theoretical and practical aspects of tourism destination promotion for Volyn region on the international market and develop recommendations for it's improvement.

Object of the research is process of formation of the strategy of promoting the regional tourism product to the international market.

The subject of the study is theoretical, methodological and practical principles formation of competitiveness of tourist product of Volyn region in the international market.

Research methods. In the process of research, methods have been used: generalization and system analysis - for the study of theoretical foundations the competitiveness of tourism product; comparison – for classification of approaches, analysis of the state and preconditions of enterprise development; a critical analysis is to compare alternative approaches to evaluation efficiency of the management of competitiveness; methods of economic and strategic analysis - to assess the status of tourism product Volyn area; method of modeling and design analysis - for justification perspective directions of development and evaluation of the effectiveness of their implementation.

The information base of the research became information-analytical materials and scientific and methodical developments, monographs, scientific articles, theses conferences, statistics of collections and official websites, personal study of the author.

Scientific novelty consists in generalization of theoretical and methodological bases of formation of competitiveness of tourist product, processing of the current state of tourism product of the Volyn region, offering a new model of promotion of tourist product Volyn region to an international market that can take advantage of the area for further development of tourism in the region.

The practical value of this study is that the conclusions and practical recommendations contained there are presented scientific and practical interest in evaluating potential development opportunities tourist product of the Volyn region, which may be competitive in the international market.

Thesis consists of an introduction, three sections, conclusions and proposals, 10 figures, 6 tables, list of used sources from 45 denomination and 3 appendices, a total of 74 pages.

PART 1.
THEORETICAL AND METHODOLOGICAL BASIS OF TOURISM
STRATEGICAL PROMOTION

1.1 Tourism destination and its visual identity components.

The word destination has become familiar in tourism and particularly in marketing literature. The tourist destination is the place selected by the tourists and it defines country, region, place, namely the location of great tourist concentration.

Tourist destination is a mix of tourism products, experiences and other intangible items promoted to the consumer. At a general level, this concept of destination can be developed to represent geographically defined entities such as a group of countries, country, regions in a country, a resort or a wide range of experiences created tourism marketers. There are a range of six components which comprise a destination (i.e from an industry supply perspective or from consumer's viewpoint). The destination is often referred to as an amalgam of six A's. – Available packages; Accessibility; Attractions; Amenities; Activities; Ancillary services. There is understanding how tourist selects the destination. There visit is central to destination marketers so they can decide upon which marketing strategies to use to influence consumer behavior. At the simplest level any traveler is faced with a range of motives.

In case of business traveler, this is often not a choice related form of travel and is dedicated by employment needs although conference & incentive travel may be influenced by cheque. It is the leisure holiday which has attracted the greatest amount of research, where the initial choice of destination facing the tourist is either a domestic or overseas destination, the decision being partly based upon the purchasing power of the consumer [37].

The attitudes and perception of the prospective tourist towards alternative destination leads to different preferences as a multistage process. Seddighi and Theocharous also develop the importance of destination specific factors including:

- Whether the visitor has been to the destination before

- The cost of living at the destination
- The price of the tourist package
- Facilities at the destinations
- The cost of transportation and time taken in travelling
- The quality of promotion and advertising
- The quality of services
- Any political stability at the destination

In tourist promotion and in tourist travels market and administrative borders are mainly the same, especially in the recreational supply. This, of course, refers to longer travels which program includes not only several destinations but also several countries. Before defining the marketing strategy for a specific destination, marketing managers must carefully analyze the characteristics that form and make possible tourist leisure and entertainment, excursions, congresses and business contacts. In these are included natural sources, infrastructure, airports, parking places and local transport [5].

The tourist destinations differ not only by their appearance, but first of all, by the products they are offering. In spite of the above said the majority of destinations have the following characteristics:

- the destinations are amalgams
- the destinations are the affirmations of cultural values
- the destinations are used by tourists as well as by the other users.

The destination as amalgam (mixture) includes natural and artificial attractions (the main motives of tourist arrivals), comfort and amiability in extending the services, accessibility and local organizations for promotion. The destination as the affirmation of cultural values is expressed in estimation of tourist demand with regard to the invested money and time for visiting a certain destination. The simultaneity of production and consumption of tourist product give the destination the characteristic of inseparability. The destination has manifold usage as it is used by domicile population, tourists and the other passers by. Only by realistic and thorough examination of destination position, the destination management can define the marketing strategy of promotion and sale of the tourist product.

The success of the destination on the tourist market greatly depends upon its image, brand, trade mark (identity of product mark). The brand is an English word that denotes “the wide notion that includes the name, design, legally protected identity elements etc., that are used for differentiation of product, services and producers from the other market participants. In defining marketing strategy, the destination management must make decisions about the trade mark of destination product and about its creation.

When creating brand is very important to have in mind how is tourist going to perceive, understand and appraise the brand. In the introducing process a new brand passes several phases in the mind of the potential tourists. In his thoughts a tourist appraises a certain brand as preferential or not preferential, and that will influence future purchase or non purchase.

The brand that yet has not a name on the market passes through four characteristic phases:

- the first phase is creating of awareness about the brand among potential tourists
- the second phase is the recognition by future users
- the third phase is the decision about the preference of the brand or non preference, that would result in purchase or rejection of the brand.
- the fourth phase is the loyalty to the accepted brand by the users of the tourist product.

The effect of tourist product recognition is of crucial importance for tourist destination. The reason that the tourists recognize and choose the destination is directly related to its popularity and recognition. The process of brand creation goes through various but mutually related. The creation of brand begins with market research. The goal of the first phase is to discover the needs and wishes of the potential tourists. When needs and wishes are well defined the creation and the production of the brand begins. This process includes defining of brand elements, such as a name, design, logo and the other elements that form the brand “line” [34].

Upon brand realization begins the elaboration of the strategy that will enable the accomplishment of planned business goals. When the brand is conceptually and

visually determined the phase of promotional activities begins, that would present the brand to the market through selected communication channels. The creation of destination brand is multidisciplinary process. Each brand should be constantly followed up and improved. Following up the success of the brand on the market increases its actualization, namely the improvement of its design. Starting from the basic definition of the brand where the brand is name, symbol, design or the combination of the same, P. Kotler distinguishes several elements of the brand:

- the name or the part that can be pronounced
- the symbol or the part of the product that can be recognized but not pronounced (symbol, design or the use of various colors or letters)
- the trade mark or the part of the brand of the product that is in exclusive usage, something that protects the exclusive rights of the seller for use of particular name or symbol
- the subsequent right is the exclusively legal right of reproduction, performance and sale of form and contents of literary, musical and artistic works [35].

Tourism is one of the most dynamic industries today. In such propulsive industry almost all products of the other economic and social branches are promoted. The brand enters in tourism in two ways: indirectly through the other products which are incorporated in the creation of the tourist product or directly as the brand of tourist destination product.

In modern tourist development the destination is treated as tourist product that will successfully compete on the market due to its attractive and high quality issues. The destination brand demonstrates its location, its attractions and the activities inside its borders. The similarity between product and destination brand appears in their qualities of recognition and creation of identity, the mix of values that should be well promoted to the target groups on the market. The difference refers only to the complexity of their performance.

The creation of the brand is a long lasting process and the established brand is kept very long in the mind of tourists. It is necessary to have the long time vision of the destination brand based on the knowledge and cooperation of all that are included

in the creation of destination tourist product. In spite of the difficulties in the destination brand creation it will become the heavy weapon in winning and attracting the market. The creation of the destination identity is concentrated on the market and always in relation to the competition and taking into consideration the requirements of the tourist, all in order to create such a product that would be well positioned in the tourist market.

The second step is to create visual elements of the brand, like logo and slogan. In destination brand the name of geographic area is omitted, important is the sound and the meaning of slogan. After defining of the brand in all its elements begins the phase of marketing activities that will launch the product on the market. It is substantial to follow up the results that brand realizes in the destination, while during brand creation is necessary to make the general identity that will represent all the participants included in the tourist product creation. This model is called “umbrella brand”.

In contrast to their marketing and management colleagues, a survey of the literature shows that social scientists who research tourism have somewhat neglected the concept of brand identity. The latter have placed their focus on investigating the tourism destination from a perceived-image perspective. Whilst these studies have helped by shedding light on our understanding of the tourism destination from a tourist-centric perspective, they have ‘left us somewhat in the dark’ with regard to the effects of the supply-side perspective on brand identity development, particularly in the tourism destination branding context [36].

The strategic brand analysis framework comprises three main parts: a tourist analysis, competitor analysis, and self-analysis. First, a destination must conduct a systematic tourist analysis. It should focus on identifying relevant new trends and developing a thorough understanding of tourists’ motivation for travel. Besides providing a general orientation of the world tourist market, this exercise should involve marketing research, in particular an evaluation of appropriate destination target markets and target groups. Second, a destination should also carry out a competitor analysis.

The tourism destination brand identity system represents the process of developing a destination brand identity. The core destination identity should clearly incorporate the characteristics of the destination. As Aaker and Joachimsthaler suggested, a destination brand identity should include six to twelve dimensions in order to adequately describe the aspirations of a particular brand. At least one of these dimensions must differentiate the tourism destination from competing destinations. Although the dimensions can vary from one destination to another, they can mostly be presented through four brand characteristics: the brand as a product, the brand as a symbol, the brand as an organisation and the brand as a person; as well as through specific destination benefits [34].

Due to the characteristics of a tourism destination, its brand should incorporate not only product and symbol characteristics but also represent it both as an organisation and a personality. Modern tourists want to experience ‘a sense of place’ when visiting a destination; experiential and symbolic benefits therefore play an important role as functional benefits in a destination brand’s identity. In a tourism destination’s brand identity development special consideration should be given to investigating the specific characteristics of the brand as an organisation, which should address the topic of destination culture, its local people and their relationship with the opposing interest group – tourists.

However, one should be aware of the recognition that culture is produced on an individual basis by residents and especially small-scale artisans and artists, and is offered by entrepreneurs to foreign tourists. Matching the scale of these disparate forces – culture and (inter)national tourism – in order that both prosper and grow through an (acceptable) change process is a formidable challenge. Another challenge of tourism is seen in its role of strengthening a destination’s identity rather than erasing it. A well-developed and controlled brand identity which balances out continuity and change stands a better chance of meeting the challenge of sustainably developing a tourism destination’s brand identity. It should try to avoid the threat of character erosion, i.e., the transformation from a ‘place’ of social meaning to a ‘non-place’ driven solely by commercial interests, which is a characteristic of supermodernity. The system for implementing the tourism destination’s brand

identity should initially be oriented to the brand identity's elaboration and position, and thereafter to its marketing strategy. The final implementation step is tracking the brand-building programme, which is connected with the first process of strategic brand analysis, in particular measuring brand equity.

1.2 Promotional strategy of tourism destination.

Tourism promotion means stimulating sales through the dissemination of information. It means trying to encourage actual and potential customers to travel. According to Salah Wahab the objectives of promotion are: to make the tourist product widely know; to make it very attractive in order to encourage many people to try it and to make the message attractive without being dishonest. The end goal of promotion is behavior modification. It's task to initiate a purchase where none has been made before; initiate a change in purchase behavior by having the tourist buy a different destination package or to reinforce existing behavior by having the tourist continue to buy the brand being promoted.

There are three types of promotion. First one is Informative Promotion. This is more important during the early stages of the product lifecycle when owners of new resorts and other attractions will seek promotional outlets of inform the public of the facilities and amenities that would make their vacations experience worthwhile. Second type is Persuasive Promotion. This is used when an attraction is in its early stages of growth, so its owners put very much promotional effort in devising persuasive messages and sending them through several channels. Third type is Reminder. This is important upon reaching a mature stage. Owners will then remind people of their positive experience. These reminder messages serve to jog the memory and keep the product in the public. The relationships between the goals of promotion and buying process of the traveler is explained in figure 1.1. To achieve the goal of behavior modification the three types of promotion described above are used. Informative is important to the tourist in the attention and comprehension stages of the buying process. Persuasive promotion tries to change attitudes, develop intentions to buy and then initiate the purchase. Reminder promotion is used after the

purchase has been made [16]. Promotion is all kinds of messages for information, beliefs, reminders about tourist products, community activities, ideas, etc. Promotion of tourist products involves solving the following tasks: definition of the purpose, market, consumers; selection of methods of promotion; the choice of mediators and the definition of an acceptable form of work with them.

The process of developing a strategy for promoting tourist products is a certain algorithm of action. Determination of external and internal factors influencing the organization of the network for the promotion of tourist products - the first and one of the most important stages of the development of this strategy. After answering the first stage and disclosing the initial data, it is necessary to formulate the main goals and objectives of the strategy. The main purpose of the strategy of promotion of tourist products is to bring it to the consumer in the most convenient for him form, in the shortest possible time and in an accessible place.

At the implementation stage of the tourism product, the organization must study the factors that will affect the decision to purchase the product. Such factors may be the structure and quality of the tourist product, its attractiveness, the stages of the life cycle. At the initial stage of the tourist product's life cycle, special efforts are needed to familiarize yourself with the new product. Promotion of a tourism product that is in the next stage of the lifecycle (fig.1.2) can be targeted to attract recurring customers until the product is upgraded.

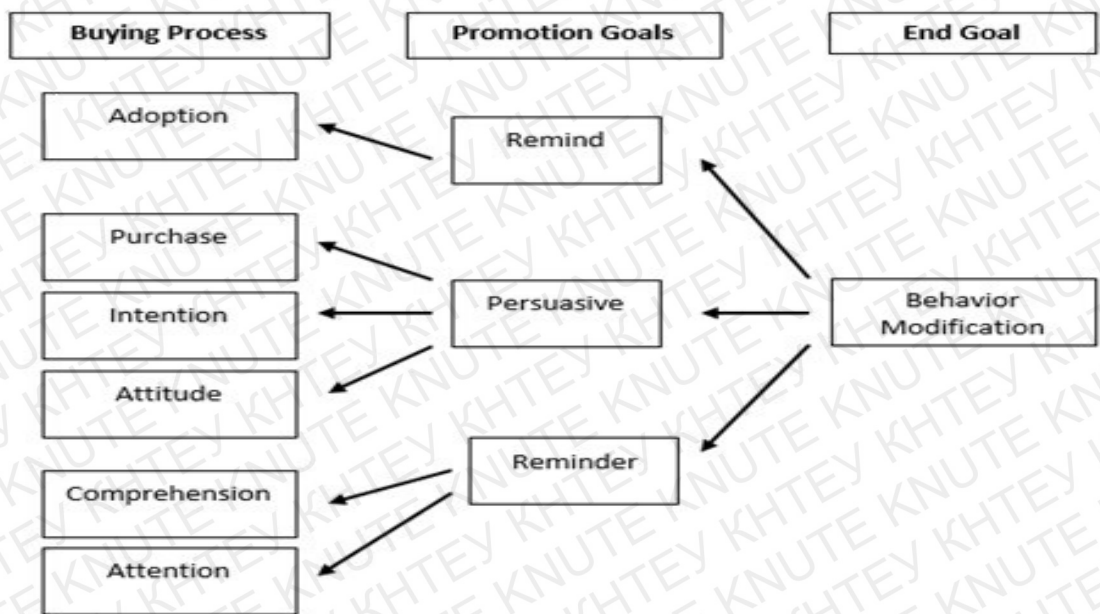


Fig.1.1 Goals of Promotion and the Traveler's Buying Process

We can identify the following main means of promoting tourism product on the market: advertising in the media; direct marketing; sales promotion; public relations, etc.

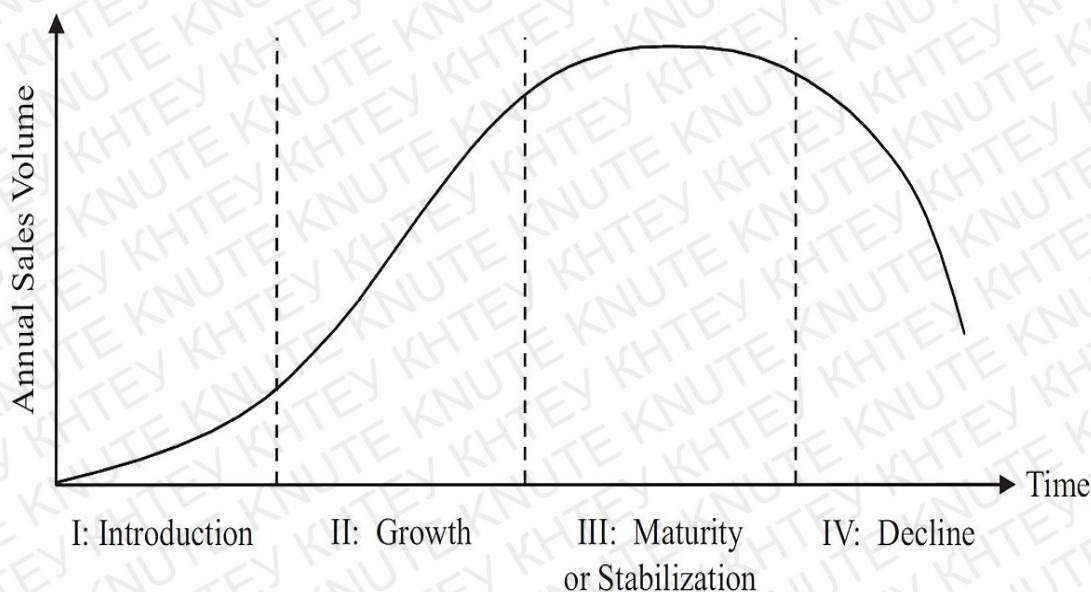


Fig. 1.2. Tourism product lifecycle

Advertising in the media is the purposeful dissemination of product information for the purpose of informative impact on the consumer for the promotion and sale of the product itself, which causes the buyer's desire to buy the product. Advertising of a tourist product should fulfill the following tasks in favor of buyers: to provide information about the range of tourist products available on sale, their properties and features of use; to announce new tourist products (to prepare the buyer before their appearance on the market); to shape the tastes of consumers; to remind you of the need to make a seasonal purchase due to an event, or the possibility of buying by chance (for example, a discount); to inform about places of convenient purchase of tourist product [35].

The evolution of the internet, as well as the constant evolution of society has lead to conceive new forms of communication, thus, new consumer behaviour. The new consumer is more sophisticated and therefore they need more specialised media where they can take information from. This new type of media is called social media, which in spite of the fact that its nature is in the very essence of the internet communication. User-consumer content and social media platforms have supported a

real revolution on the internet. Nowadays, users can create content, uploaded it to the internet and share their own experiences, opinions, thoughts and so on. This and social media platforms form a new and more interactive source of information, essential and of highlight importance to the tourism sector.

Promotion of sales. Advertising in the media also uses the following promotion channel as a sales promotion. Promotion of sales involves the use of additional incentives to encourage purchase or sale of travel services. Sales promotion is one of the elements of the promotional mix. (The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations). Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates. Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.

Direct marketing involves personal work with representatives of corporate or community organizations in order to attract their attention to the offered tours and cause a desire to buy them. Direct marketing is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television or over the radio. Types of direct marketing materials include catalogs, mailers and fliers. Direct marketing removes the "middle man" from the promotion process, as a company provides a message directly to a potential customer. Companies with smaller advertising budgets typically use this type of marketing since they cannot afford to pay for advertisements on television and often do not have the brand recognition of larger firms [11].

PR. When information about a tourist product appears in the media, it becomes significant known both in the middle of the market and in the wide circles of people. PR is one of the tools of marketing activity, has several advantages. First, public

relations are aimed at people who are interested in the activities of the enterprise and manage these links. Secondly, it has an impact on people who have a negative attitude towards advertising and to stimulate sales. Thirdly, PR activities enable the supporters of the company to get better than all other marketing communications together. Fourth, PR specialists as professionals can represent the company in a favorable light due to the public behavior of managers, the control of the reputation of the company, its positive image. Fifth, PR is a relatively inexpensive form of communication.

PR is closely related to marketing activities of the organization, the targets and objectives of both departments are interrelated and often very much dependent on results of each other. The objectives of marketing are to introduce product to a customer in the right place at the right time, “sell” the product on the market. PR helps to achieve these objectives by making public (market) aware of company and its products, creating good image of the company. PR is important promotional tool for Travel and Tourism. It has multiple purposes, such as promoting an event or destination, building reputation of a company as “green” and responsible citizen, detracting attention of public from negative events (accidents, natural disasters).

Awareness from the public is another way to measure PR effectiveness, is changed in public attention due to PR event and is measured in research, checking how well people witnessed PR event (presentation, opening, news) can recall this event. Awareness is effective way to check stand-alone PR activity. However, it is not so efficient when PR event went together with other promotions (sales promotion, advertising). If hotel opening event was supported by advertising it is hard to tell which of these two brought more attention.

One of the elements of the strategy for promoting a tourism product is targeting advertising. Targeting ads will be most effective if you use different types of targeting, such as:

- Selection of advertising platforms. The most popular kind of targeting. This is done by selecting advertising sites so that their visitors meet the target audience.
- Thematic targeting. Showing ads on websites that match specific topics.

- Interest Targeting. Showing ads in accordance with the interests of visitors to the site.
- Geotargeting. Target audience advertising limited to some selected geographic region by the advertiser selected.
- Target by time of the show (morning or evening, weekdays or weekends). Allows you to limit the display of ads over time during the day, week, year.
- Socio-demographic targeting - by age, gender, income.

Another important aspect of tourism strategical promotion is positioning. In tourism, positioning has not attracted the same research attention as segmentation. Positioning is the last stage of target marketing and involves the creation of a distinctive image for a given destination or tourism firm in the minds of potential tourists that distinguishes them from competing destinations or tourism companies and is linked to the destinations assets. Positioning refers to the place that a brand occupies in the mind of the customer and how it is distinguished from products from competitors. In order to position products or brands, companies may emphasize the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through the marketing mix. Once a brand has achieved a strong position, it can become difficult to reposition it [12].

A successful positioning strategy should provide a sustainable competitive advantage to a destination. For example, a tourist destination such as Greece, with its rich cultural heritage, has positioned itself to appeal to tourists across several countries who are interested in history, culture and historical architecture.

A tourist destination or firm may be positioned on a number of different bases, such as positioning by benefit, use and users, activities, price, quality, direct comparison etc. Positioning by benefit should be practiced with caution. It has been suggested that the dominant attribute selected for positioning should represent something realizable while the use of multiple benefits to position a tourism destination or firm should be exercised with caution because it might dilute the brand position and confuse the related stakeholders. Thus, countries, regions, cities and

tourism firms employ various positioning strategies in order to compete effectively with their counterparts. For example, France has positioned itself as the country of the arts, such as film, music, art and literature.

According to the Anholt GfK Roper Nation Brands Index SM 2008 Highlights Report, France was ranked first in terms of cultural heritage and people's appreciation for contemporary culture. Another example is Scotland that positioned itself as 'Scotland — Silicon Glen' in an effort to associate itself with Silicon Valley, the southern part of the San Francisco Bay Area. Silicon Valley is known for its large number of silicon chip innovators and manufacturers and high-tech business.

1.3 Social media as a tool of tourism destination promotion

The Internet is the most important innovation since the development of the printing press. The Internet combines many of the features of existing media with new capabilities of interactivity and addressability; thus, it transforms not only the way individuals conduct their business with each other, but also the very essence of what it means to be a human being in society. Since the emergence of the Internet, travel planning (e.g., travel information search and booking) has always been one of the main reasons that people use the Internet. Creation and accessibility of the Internet have fundamentally changed how travellers access information, the way they plan for and book trips, and the way they share their travel experiences.

One significant development in the evolution of the Internet is the increasing prevalence of social media platforms that enables the Internet users to collaborate, communicate and publish original content such as blogs, videos, wikis, reviews, or photos. Social media has become the modus operandi of the 21st century. Building on the foundation of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in modern times [9].

The main benefits that the Internet offers to potential users can be summarised as permanent availability under reasonable conditions, the global character, providing special value by facilitating comparisons of prices and products, and facilitating the process of decision-making on a purchase based on the assessment of alternative

products and offers by service providers. The Internet has an impact on the use of all marketing instruments by providing product improvement, reducing the costs of searching for information on new products and services, and serving as a new channel to access the market / distribution, which led to the significant elimination of mediation that is typical for the tourism business.

Tourism market can be also depened as specific because of the interweaving and mutual interpenetration of information providing and promotional activities, especially tourism propaganda. The value of information is derived from their systematic nature, comprehensiveness, completeness, objectivity and specificity. Tourism represents basically an information-intensive activity, where there is a high risk in information exchange between buyers and sellers [11].

The effect of these factors causes that tourism is directly impacted by technological changes, which are related to the whole process of transmission of information at all levels. The key technological breakthrough in this feld was made by the development of telecommunications and communications technology (ICT) that facilitate the collection, storage, analysis, transmission, and dissemination of information. Teir connection has created the oppor-tunities for remote transmission and processing of information which, by definition, have a great “consumption “in tourism. The main benefit is related primarily to facilitate the process of decision making by a management company or a tourist destination. Information and communication technology was initially used to accelerate the processing and transfer of information within company / destination, and then between company / destination and business partners and, as a logical extension, between company and final users - the consumers. This is particularly important for the service sector and, within that, for tourism as an activity that deals with the creation and sale of intangible experiences related to travel and tourism.

Today, commercial or non-commercial all establishments have to use social media and have social media strategy tocontinue their activities more fruitful. Social media strategyis the process of devising and implementing plans andtactics to optimally harness the power of social media for promotional and marketing purposes. In other words, it is the plan of action for using social media optimization effectively

for commercial marketing. Social media marketing is the process of promoting your site or business through social media channels and it is a powerful strategy that will get you links, attention and massive amounts of traffic. Greater connectivity with friends and family gives “word of mouth” new meaning, advice on what products to buy and what brands to avoid is only a mouseclick away. Social media is reaching deep into our everyday lives, including affecting things like how we travel”[20].

To make a lasting impact on the user and build a successful business any entrepreneur should be adept in social media marketing. There are a number of factors to keep in mind while promoting your business online so as to maximize its potential and achieve realistic real time sales. Social networking, and social media specifically, have been painted as the new marketing landscape for businesses to engage with their communities of customers wherever they congregate.

As many writers agree, there are myriad social media, social networking, social computing and social business sites on the web, like Facebook, YouTube, Twitter, Wikitravel, Concierge, LinkedIn, and hundreds of them, encouraging conversations with millions of people who use various mechanisms to connect, communicate and collaborate through a variety of channels. This is a massive socio-economic shift that is fundamentally changing the way consumers and companies communicate and interact with each other.

Companies and customers are adopting newer and more sophisticated ways of communication. Traditional marketing campaigns now have to have a digital component to ensure that they are reaching the correct segment of the audience, and there are lots of case studies about success and positive ROI from web campaigns.

For a successful Social Media Strategy you need to:

- Evaluate the opportunities and risks of social media
- Develop a strategic approach that best addresses these issues
- Use social media as a tool and monitor its use
- Comply with Federal Trade Commission guidelines
- Gain significant strategic value from social media
- Ensure social media aligns with your business’s strategies, goals, and objectives

- Implement tracking with the right metrics

The importance of social media increases day by day. It has many advantages compared to traditional media. Like other establishments, destinations also have to be involved in social media.

But they should not forget that being in social media comes with risks. On the other side: if destinations have carefully prepared, and planned social media strategies, and if they implement, and monitor them successfully, will have a great competitive edge over competitors.

Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish. Here are five ways tourism has been impacted:

1. Travel research transformed. The most profound effect that social media has had on the tourism industry to date is the democratization of online reviews. Today's travelers go online to research their future travel destinations and accommodations. When booking travel, 89% of millennials plan travel activities based on content posted by their peers online. From social sharing sites such as Instagram to crowd-sourced review sites such as TripAdvisor, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travelers' photos, check-ins, ratings and more. This easy-to-attain, real guest feedback serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to book.

2. Rise in social sharing. People have always loved sharing photos and videos taken of their travels. What social media has done is to facilitate and expand people's ability to share travel experiences with a wider audience than ever before. Over 97%

of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests. This trend hasn't gone unnoticed. Many hotels and resorts have turned to running social contests and campaigns to ensure that they get some credit for their guests' social activity. Kimpton Hotels and Restaurants used guests' wedding photos instead of staged, professional photographs to market their wedding venues. The campaign encouraged guests to take photos, tag them with the hashtag #KimptonWeddings – and ultimately to create user-generated content for the brand that was free, authentic, and repurposed across its marketing channels.

3. Enhanced customer service. Customer service and satisfaction have also been transformed as a result of social media. The vast majority of brands have a social media presence that is being used to become aware of and, when necessary, to provide help to unsatisfied or confused customers. The companies that respond to complaints in a sincere and genuine manner develop a strong reputation among current and potential customers. American Airlines and JetBlue are particularly adept at addressing flight issues and providing a human touch to otherwise frustrating experiences. When Twitter users contact a brand, more than half expect a response. If they are reaching out with a complaint, that number rises to almost 75%. Responding to complaints and questions helps to humanize your brand and to indicate to current and future customers that they are valued. Additionally, customer success representatives should be intentional with their company's social media interactions. Social media can serve as a social listening tool to find out information about your guests. Are they visiting for an anniversary or a special occasion? Listening to customers through social media can help your brand create an exceptional experience that is sure to delight your guests.

4. Reshaping travel agencies. Social media has also had a major impact on the travel agency model. The availability of information and ease of self-service booking have forced travel agencies to adapt from a brick-and-mortar model to a more digital one. Travel agencies are not obsolete - they are still responsible for 55% of all airline bookings, 77% of cruise bookings, and 73% of package bookings. But many agencies have shifted their focus from in-person to online experiences as they adapt to new

technology and market trends. Agents working with millennial travelers should take into account the generation's preference for "experiences over materials." Instead of trying to upsell them on flight upgrades and lodging, consider presenting unique experiences guaranteed to create a lasting memory (and to inspire a great Instagram post.) While travel agencies may struggle to remain relevant as self-booking options increase, their advantage is that many travelers still prefer the personal touch.

5. Changing loyalty programs. As most marketers know, acquiring new customers is far more expensive than retaining existing ones. Loyalty programs have become a core piece of the travel business model, and social media has had a massive impact on how hotel loyalty programs are constructed. Many customers understand that the opinions that they share with their individual networks have tremendous influence. As a result, these guests feel entitled to compensation for the positive word-of-mouth marketing that they are doing for a brand. More than 25% of millennials that participate in loyalty programs are very likely to post about a brand in exchange for loyalty points [31].

With the availability of technologies that allow mention and hashtag tracking across social media channels, it is easier than ever for hotels to discover passionate guests and to reward them accordingly. Integrating social media sharing and posting can be worked into existing tier loyalty programs to encourage brand promotion across social media platforms. When loyal guests share the easy to redeem perks and benefits offered by a brand's loyalty programs on social media, other guests see that the benefits are attainable - and desirable - and they will be more incentivized to participate.

Social media has altered the landscape of marketing in the leisure and hospitality industry. Most travelers determine their travel plans based on reviews and social media shares, making online customer service a crucial part of building a positive brand reputation. The prevalence of social media has disrupted traditional customer service models for hotels and travel agencies alike. By curating positive reviews and encouraging social shares, hospitality brands can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

Conclusions to part 1

- Tourist destination is the place selected by the tourists and it defines country, region, place, namely the location of great tourist concentration. Tourist destination are a mix of tourism products, experiences and other intangible items promoted to the consumer.

- For a successful marketing strategy of a tourist destination, it is necessary to clearly identify its main features and attractive sides, to create a unique image and individuality, to provide identification with recognizable elements, logo and other aspects of tourist identification.

- Brand equity analyses should become an important part of investigations within the whole chain of a destination's self-analysis. Destination managers should respect the interests and wishes of different stakeholders at the destination level and manage them through a co-operative approach rather than a competitive one.

- The Internet is the most important innovation. Since the emergence of the Internet, travel planning has always been one of the main reasons that people use the Internet. Creation and accessibility of the Internet have fundamentally changed how travellers access information, the way they plan for and book trips, and the way they share their travel experiences.

- Social networking like Facebook, YouTube, Twitter, Wikitravel, Concierge, LinkedIn, and hundreds of them, encouraging conversations with millions of people who use various mechanisms to connect, communicate and collaborate through a variety of channels. This is a massive socio-economic shift that changing the way consumers and companies communicate and interact with each other.

- The main task of promoting a tourism product is the creation of an individual recognition image of the tourist destination, the allocation of features and unusual objects of the product. To do this, you need to thoroughly analyze the location and identify its weaknesses and strengths.

- Travel research transformed. The most profound effect that social media has had on the tourism industry to date is the democratization of online reviews. Today's travelers go online to research their future travel destinations and accommodations.

Promotion of tourism products in social networks is the most important in the modern world. This allows you to capture a huge part of the target audience as well as tell your distinction in the broadest masses in the most simple way.

- Social media refers to activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.

- Promotion of tourism products in social networks is the most important in the modern world. This allows you to capture a huge part of the target audience as well as tell your distinction in the broadest masses in the most simple way.

- Without the promotion of the Internet and without creating a unique image and brand of tourist destination, its effective existence is irrelevant. This is a prerequisite for the successful and effective existence of this or that tourist destination. Without attracting advertising on social networks and on the Internet in general, the tourist destination will never be truly successful.

PART 2.

ANALYSIS OF TOURISM PRODUCT PROMOTIONAL STRATEGY OF VOLYN REGION ON THE INTERNATIONAL MARKET

2.1. Characteristic of tourism potential in Volyn region

Volyn region is located in the northwest of Ukraine. In the north, it borders on the Brest region of the Republic of Belarus, in the east - with Rivne region, in the south - with Lviv oblast, in the west – Lubelske voivodeship of the Republic of Poland. The territory of Volyn is 20.2 thousand km² (3.3% of the territory of Ukraine). Most of the region is located within the Poliska lowlands, and the fourth part is in the Volyn-Podilskyi hill in the forest-steppe zone.

According to the natural conditions, the region is divided into three zones: North Polis, South Polis and forest-steppe. The north-polis zone, which occupies 3/4 of the territory, is a flat plain behind the relief, which in the area of Kovel and Lyuboml has small elevations and is characterized by high forest cover, large waterlogged areas, a considerable amount of peatlands. The South Polis zone lies within the Volynsky struma, which consists of many isolated humps of various shapes. In the east of the zone lies the denudation plain, formed by water-bearing deposits. The forest-steppe zone is located within the Volyn Hill, whose surface is cut by beams and river valleys [15].

The climate of the region is temperate-continental: the winter is mild and unstable with frost; summer is warm, not hot, spring and autumn - long with significant precipitation. Annual rainfall amounts to 600-650 mm. Most of them fall in June, July and August (up to 80-90 mm per month). Parameters of the climatic conditions of the Volyn region are within the limits of optimal for the development of all major types of recreational activities in the winter and summer months.

The infrastructure of Volyn region is quite well developed. Tourists can reach the region by air. The nearest airport is in the city of Lviv. From the airport passengers can reach Volyn by bus or by car. It will take near 2 hours. Lviv Danylo Halytskyi International Airport (IATA: LWO, ICAO: UKLL) is an international

airport in Lviv, Ukraine. The airport is located 6 kilometres from central Lviv. The airport is named after King Daniel of Galicia, the historical founder of the city in 1256 AD. Lviv airport's terminal building has an area of 34,000m² with a capacity of handling 2,000 passengers an hour.

The airport has two terminals (1 and A), though only terminal A currently in operation. Terminal A was opened in 2012. It has 29 check-in desks, of which nine are meant for domestic and remaining for international flights. It has nine gates, four of them equipped with jetbridges.

Facilities at the airport also include four cafés and two duty-free shops, as well as two airport lounges, one in the domestic section and one in the international. Terminal 1 was opened in 1955, this was the airport's sole terminal until 2012, when terminal A was opened. It can handle 300 departing and 220 arriving passengers per hour. It currently does not handle any flights. There are tentative plans to use it for VIP passengers in the future.

The airport used to be a focus city for Wizz Air Ukraine, which served four international routes to Italy (Naples, Bergamo, and Treviso) and Germany (Dortmund) until the airline was dissolved April 2015 (by contrast, routes from Kyiv International Airport continued after being taken over by the parent company). In January 2017, Wizz Air announced that it would be resuming flights to Lviv, initially with the introduction of a route to Wrocław. In March 2018 it was announced that Ryanair would go on to open 5 new routes from Lviv.

Volyn region is a part of Lviv Railways. Lviv Railways administers all railroads of Lviv Oblast, Zakarpattia Oblast, Ivano-Frankivsk Oblast, Chernivtsi Oblast, Ternopil Oblast, Volyn Oblast and most of Rivne Oblast. It has five directories of territorial administration: Lviv, Zakarpattia, Ivano-Frankivsk, Ternopil, Volyn. The jurisdiction of the directories does not necessarily correspond to the regional division of Ukraine.

It's territorial administration coverage borders with the Belarusian Railway to the north, with its Ukrzaliznytsia partner Southwestern Railways to the east, with the Calea Ferată din Moldova to the southeast, with the Căile Ferate Române to the south, with the Hungarian State Railways and the Railways of Slovak Republic –

ŽSR to the southwest, with the Polish State Railways to the west. Volyn region is rich in tourism resources. According to "6A" conception attractions play a huge role in tourism destination promotion. Detail information about tourism attractions types and categories of Volyn region presented in Table 2.1.

Table 2.1

Tourist Attractions Types and Categories of Volyn Region

Type	Category	Name
1. Nature	Lakes and pond	Svityaz, Shatsky lakes, Somyn, Hydrographic Nature Reserve Vyzhevsky, Landscape Nature Reserve Zgoransky Lakes, Lyubiaz.
	River and Landscape	National Nature Park "Pripyat-Stokhid", Turiya, Styr, Zakhidnyy Buh, Luha etc
	Other unique land formation and Landscape	National Park Tsummanska Pushcha, Cheremsky Reserve
2. History and Culture	Fort and Castle	Lubart's Castle, Olyka Castle
	Cathedral and Church	Collegiate Church of the Holy Trinity, Svyatogorsky Zimnensky Monastery, Svyato-Pokrovskiy Church, Cathedral of the Nativit in Volodymyr-Volynsk, Nyzkynychi Assumption Monastery.
	Garden	Lutsk Botanical Garden
	Historic remains	Kostyukhnivka, Tract Pertseva Mountain
	Museum	Museum-estate of Igor Stravinsky, Zaturtsi Memorial Museum of Vyacheslav Lipinsky, House Museum of Lesya Ukrainka, Berestechko National Historical Museum, Museum of the Modern Ukrainian Art of Korsakiv, Volyn Regional Museum.
3. Industrial Tourism	Fishery tourism	Somyn, Zhuravichi, Krichevichi.
4. Sport and Recreational Facilities	Cycling road and area	Ecopath "Svityazyanka", Bicycle route sanatorium "Prolisok".
	Other Sport and Recreational Facilities	Ecopath in village Harazdzha, Styr River Rafting

Continuation of Table 2.1

5. Shopping	Shops, Mall, Market	Varshavskiy Market, PortCity Mall, Bristol, Yuvant, BABY ART etc
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6. Customs and Traditions	Event and Festifal	Grancia 835, Bandershtat, Knyazhyi, ZVYTIAGA: Vseukrayinska terenova gra, Ivan Kupala in the village Derno
7. Health and Wellness	Medical Treatment	Sanatorium «Prolisok», Sanatorium «Lisova Pisnya»

One of the most famous attraction in Volyn region is Svityaz lake. It is situated in Shatsk National Nature Park. Shatsk National Nature Park is a unique ecosystem of lake-bog-forest complexes, which are the largest in Europe. The park was created in 1983 on the basis of the existing landscape reserves of Shatsk district. The park is located in the north-western part of Ukraine and the Volyn region in the Polissya region at an altitude of 170 meters above sea level.

The territory of Shatsk National Park is one of the largest lake systems in Europe, since it has over 30 lakes of different origins. Most lakes of Shatsky Park are glacial-karst origin. The largest lakes in the park are Pulemetska, Luka, Lutsimir, but among all their true giants is Svityaz Lake, covering an area of over 2,600 hectares. In addition, Lake Svityaz is the largest lake of natural origin in Ukraine, with a length of more than 9.2 km and a width of 4 km. There are no equal in depth Lake Svityaz in Ukraine, the maximum depth reaches about 60 meters. The unique combination of mild climate, large number of lakes, forest lands, polissian colors made it possible to create good conditions for rest and recreation in Shatsk National Park. On the territory of the park, pedestrian, water and bike ecotourism routes are developed.

Svityaz is the largest and deepest lake in Ukraine. In some places it reaches the depth of 58 meters and covers an area of over 2600 hectares. An average depth of the lake is about seven meters; however, its coastal zone is shallow, thereby water warms very quickly at such places. You'll have to overcome more than a hundred meters to get breast-deep places. Many guest houses, resorts and recreation centres that are perfect for families with children, as well as for loving couples or friends, are located on the coast. Artesian springs feed the Svityaz. The water is saturated with hydrocarbonate-calcium and slightly mineralized – you can drink it. The water is so clear and pure that the bottom can be seen at a depth of seven meters. This is a great place for diving. You can rent equipment in one of resorts and dive with an

experienced instructor into the clear waters of the Svityaz, where you can see its underwater inhabitants: perch, pike, eels, roach, carp, catfish, and many others.

The nature of Shatsk Park is unique and rich – you can find more than eight hundred species of plants. Forest areas are inhabited by rabbits, deer, moose, newts, and otters, badgers, etc. You will be able to eat blueberries, blackberries, cranberries, raspberries. Gathered mushrooms in the woods will be tasty cooked according to the best traditions of Ukrainian cuisine by local chefs. One of the most favourite things the Ukrainians like doing on the nature is cooking shashlyk – barbeque of meat, which you will have opportunity to sample in specially built pavilions located in the recreation areas. Everything you might need, from rugs to kitchen utensils, you can get in your boarding house. You will fall in love with romantic Volhynian sunset to the accompaniment of guitar. Those who are fond of fishing consider it as a paradise. All you need is to ask of park rangers for a map, where permitted fishing grounds are marked and maybe you catch the delicacy of Svityaz – an eel. But if you have bad luck in fishing, do not be upset as kolyba, local Ukrainian restaurant, will offer you fish for every taste: roasted, grilled, with sour cream etc.

The Svityaz is a romantic lake with an island of lovers in the middle. According to one of legends, in the castle on the lake the prince Tugan used to live. One day enemies attacked adjacent lands and prince Mindovg called Tugan for help. Tugan and his army took the field, leaving their home, women, children and elderly without protection. Tugan left his beloved daughter in the castle too. And when he had left the town, it was attacked by enemy forces during the night. The young princess begged so the enemy didn't get the castle. Suddenly everything went under water and a marvellous lake was formed and the locals turned into beautiful flowers.

Another famous lake is the Somyn. Lake Somyn is located in the village of Volyn with the same name. The depth of water reservoirs can be 56 meters. It is claimed that in its waters lives a monster, which for many years has been feared by the local population. Lake Somyn and his strange creature became known for the first time at the end of the 19th century. This fact was witnessed by the head of the neighboring village of Lukiv. He wrote in a letter to Warsaw that the residents of Somina did not want to pay fishing taxes. The peasants explained this by the fact that

there is a monster living in a local lake that destroys fish and even attacks cattle. Describe the Somynese monster as a creature with a lizard's head and a crocodile body. Residents of the countryside consider the water body a bad place, because there are no birds singing and fish are not caught.

However, scientists assume that there is no monster at the depths of Somyn lake. For example, Valentin Lupa, a researcher from Lutsk, believes that there lives a giant catfish. And they are known to grow up to 2 meters or more and even able to climb the shore on their fins. Or a monster may be a prehistoric freshwater shark, which was able to survive the glacial period. And these guesses are quite logical: in the place of the Poles'ka lowlands there was fresh-water sea, which later dried up. Somyn lake and many reservoirs of Volyn and Polissya are its remains. In addition, residents of these regions often find teeth and bones of prehistoric fish. And in the village of Dulibi in the Turiysk district, scientists were generally fortunate enough to find practically the whole skeleton of freshwater sharks. The lakes of the region are interconnected by a whole system of karst tunnels. Probably a Somyn's monster lives in one of them.

Speaking about River and Landscape attractives ofcourse shoud been said about National Nature Park "Pripyat-Stokhid". The National Natural Park "Pripyat-Stokhid" is located in Lyubeshiv district of Volyn Oblast. The history of the park is quite interesting. Thus, at the 1980s, a number of protected areas were designated in the Lyubeshiv district. Regional Landscape Park "Pripyat-Stokhid" was created in 1995, and it united some of these territories. The National Natural Park "Pripyat-Stokhid" was established in August 13, 2007; it united all preserved objects of Lyubeshiv district. The total area of the park is 39 315,5 hectares, including 5961,93 hectares of land that granted to it in permanent use. The northern border of the park runs along the border with Belarus. The structure of the Park includes the following types of lands: majority is the swamp - 43%, forests - 35%, shrubs -16% and 6% of water fund.

Many beautiful, pristine places where you can touch the original beauty of the earth remain there. It fascinates by the vast forests, beautiful lakes and wetlands. However, the most spectacular view locates along the Pripyat and Stokhid rivers. The

latter has very aptly name that describes it well - "the river with one hundred passages." A feature of these rivers is the presence of dozens of branches, channels, backwaters, oxbow lakes, including many wetlands and sandy islands.

National Natural Park "Pripyat-Stokhid" took the name of two rivers flowing in its territory. 23 species, which listed in the Red Book of Ukraine, grow in the park. There are rare fauna: 30 species of Red Book vertebrates. Along with the fact that this area is extremely beautiful and well preserved, it is very important. The water of Pripyat and Stokhid rivers nourish by clean water the most important river of Ukraine - the mighty Dnieper; more than 10 mln people live in its basin. Do not allow the contamination of this territory means to give clean water to millions of people and maintain their health.

National Park Tsummanska Pushcha combines unique natural complexes - these are old oak groves up to 150-170 years old, swamps, black grouse, river floodplains; rare animals, among them special attention is paid to bison, which are included in the Red Book of Ukraine; unique plants, in particular, in May-June, flowering orchids, which in the park grow about 10 species; interesting historical and cultural sights: monastery in village. Zhydychyn, which is mentioned already in the chronicle of the 12th century, in the village of Olyka, a bastion-type castle of the XVI century, also called "Volyn Versailles", a magnificent college-collegium; the events of the First and Second World Wars: Brusilovsky (Lutsk) breakthrough in 1916 largely passed through the territory of the Tsuman Poplar, as evidenced by the remnants of fortifications and trenches, and the second world fort became one of the bases of resistance of the UPA units until the 1950's.

The Tsumanskaya Pushcha is a part of an ecological network that promotes the conservation of biodiversity in Europe. The survey conducted on the territory of the environmental institution revealed a significant number of rare plants, namely: one species from the European Red List - Lithuanian spearman, two species from Annex 1 of the Bern Convention - the true shoelaces and caldezia blu-rayon, which in Europe was considered to have disappeared for about 40 years. Also, species from the Red Data Book of Ukraine and species protected in the Volyn region.

According to the data summarized on the territory of the Tsuman Pushcha, 249 species of vertebrate animals were identified, of which 23 species of bony fish, 11 amphibians, 7 reptiles, 166 birds, 42 species of mammals, and a significant proportion of inhabitants of meadows, reservoirs and marshes. The territory of the Kivertsi NP has a significant recreational potential.

The park is located within the Stepanan resort area, which is characterized by the presence of significant areas of coniferous, birch and oak plantations. The resort factors of the area are favorable climatic conditions, therapeutic peat muds and mineral waters (village Zhuravychi, village Sylne, village Gremiche). A number of tracts that make up the park have not any attraction for ecological, green and local lore tourism.

Cheremsky Reserve was established in December 2001 by the decree of the president. It was opened on the basis of the Cheremsky Nature Reserve of national importance and three reserves of local importance: ornithological, zoological and botanical. In 1978, in its place there was a wildlife preserve with an undeveloped marsh, which protected a rare plant - shaykhzeria bog.

The total area on which the reserve is located is about 3 thousand hectares. This reserve is a large area of pristine forests and unique wetlands. It is far from settlements, in its territory you will not see power lines, roads with hard cover. The reserve has its own research laboratory, a library, an ecological trail, students of various educational institutions practice in its territory, as well as excursions.

The Lutsk (or Lubart's) Castle is the main historic monument of the capital of Volyn. It is the only castle in Ukraine seen by nearly every Ukrainian, thanks to the fact that they hold its picture in their hand with every 200 hryvnas bill. The 28 meter - high Entrance Tower of Lutsk Castle was where the idea of a united Europe was voiced for the first time. And it happened in 1429. The castle's inhabitants not only engaged in war, but also cultural leisure activities. At least we are sure they played chess: archaeologists found carved ivory figures. But in 1261 this advanced outpost was abandoned by order of a Tartar commander.

This was an ironclad edict from the Tartars in all lands that were paying tribute to them in order to avoid mutiny among the local populations. The castle was

renovated in the 1340's, at the time of the reign of Prince Lubart, Grand Duke of Lithuania. But construction was only completed in 1542. According to historical chronicles, there were two castles in medieval Lutsk. Unfortunately, the second one, the Okolnyi Castle, was practically destroyed. Its remnants are the Chartoryisky Tower and fragments of the wall.

The legend also speaks of another owner of the castle, Prince Svidrigailo. They say he was a shepherd in Voloschyna for seven years, until Lutsk came into his possession. Under Svidrigailo's reign, Lutsk was said to be the unifying centre for all of Ukraine at the time. But after 1452, when Svidrigailo passed away, the history of the Volyn Principality ended. But it was not the end of the castle's history. Three towers of the stronghold, Vladych, Lubart and Styr, still stand today hugged by 10 meter thick walls. In Vladych there is an armoury and a unique collection of bells. In Lubart's Tower there is an exhibition of building ceramics. And the foundation stones show where the palace of Vytautas and the church of John Bogoslov stood. "Knights' tournaments", known as the "Sword of Lutsk Castle", are held here annually. And the castle of Lubart still rises over the modern city. It was so in the 14th century, it is so now and let it be so for centuries to come.

Olyka Castle was the principal seat of the Radziwill princely family in Volhynia from 1564 until the late 18th century. The founder of the castle was Prince Mikołaj "the Black" Radziwiłł (1515–1565) who gave Olyka to his youngest son Stanisław. Two senior branches of the Radziwill family were based in Nesvizh and Kletsk. The Olyka Castle was immensely influential as the first square fort with corner bastions in the Kresy and the prototype of many similar structures found in Eastern Europe. It was almost continuously under construction for eight decades and sustained numerous sieges between 1591 and 1648. It is one of the biggest castles in Ukraine, with 365 rooms. During Napoleon's invasion of Russia a Russian military hospital moved in and continued in use until 1837[3]. An 1840 document refers to the castle as untenanted. In 1883, a campaign of restoration was launched but it was not taken to its conclusion until after the First World War.

The Olyka Castle comprises four residential buildings of unequal height, forming a court in the middle and encircled by a moat. The towers of the original

castle have crumbled to the ground, but the network of bastions is still in place. The main palace of three storeys, although originally built in the 16th century, is essentially the upshot of renovations carried out in the 17th and 18th centuries. Other buildings of the castle complex include a 17th-century gateway, a two-storey clock tower, and the Collegiate Church of the Holy Trinity (1635–1640), an elaborate replica of Il Gesu.

Kostiukhnivka, at the end of the nineteenth century, was the village with 124 houses and 709 inhabitants, a wooden church, two water mills, a cobblestone (foul). During the First World War, the Polish legions of Józef Piłsudski were in the Austrian army in the Kostiukhnivka district. Already on the fourth day of the Brusilov breakthrough, fierce fighting continued on May 26 (June 8) in 1916 in the area of Kostyukhnivka and Vulka Galiseiskaya (now Berezina village). On July 4-6, 1916, Kustiukhnivska Battle took place near the village - one of the most important during the Brusilov breakthrough.

Speaking about cultural attractions it should be admitted that there are plenty of museums in Volyn region. But the biggest one is Volyn Regional Museum. This is the main museum of the Volyn region, the largest and most ancient of the currently functioning museums of Volyn. It was opened on June 16, 1929 in Lutsk on the initiative of the Volyn Society of Local Lore created in 1927 and guardianship of the monuments of the past. Today, in the funds of the Volyn Museum of Local Lore, more than 140 thousand exhibits of the main fund, representing nature, history, ethnography, art of the Volyn region are stored. The museum has a rich collection of natural sciences, collections of geological minerals, plants and animals. The history of Volhynia from ancient times to this day is represented by unique monuments of archaeological collection, numismatic collection, ethnographic materials, written documents, samples of sacred art (icon painting, sniffing, metal-plastic, blacksmithing, and stitching). The museum has a rich collection of folk-applied arts: weaving products and embroidery, samples of Volyn folk costume. In recent years, the museum has created personal funds of prominent figures of history and culture of the Volyn region, in particular Metropolitan of the UAOC Anatoly Dublyansky and Polycarp Sikorsky, historian and political scientist Vyacheslav Lypynsky, ULA

soldier painter Nila Hasevich and others. Acquisition of funds is the basis of the research work of the museum.

So, we can see that Volyn region has a lot of diverse tourist attractions that can be of interest to tourists of different ages, social status and income. In this case, it is necessary to investigate the provision of the Volyn region by means of accommodation. In 2014, in the Volyn region, there were 138 collective accommodation facilities with a total capacity of 6177 seats. The number of people who used their services amounted to 108,129 people, including 5757 foreigners (Table 2.2).

Table 2.2

Collective accommodation facilities of the Volyn region in 2017

Facility	Number of collective facilities	Number of beds	Number of placed	
			General	Number of foreigners
Collective accommodation facilities	138	6177	108129	5757
Hotels and similar accommodation facilities	64	2049	76067	5725
hotels	30	1260	61355	4680
motels	4	90	2672	8
campings	1	42	792	222
hostels	1	127	1560	-
tourist centers, mountain shelters, student summer camps, other places for chessboard placement	28	530	9688	815
Specialized accommodation facilities	74	4128	32062	32
sanatoriums	5	1012	12032	12
children's sanatoriums	2	300	3104	-
sanatorium-preventorium	1	74	682	-
pensions	1	374	3895	20
recreation centers, other establishments for rest	65	2368	12439	-

The largest number of accommodation establishments (25%) is located in Lutsk and Lutsk region. On the basis of hotels and other places of temporary residence there are more than 40 structural subdivisions of the sphere of services, including: car parks, restaurants, bars, saunas, laundry, trade establishments, etc. The leading place belongs to hotels with similar accommodation facilities.

Regarding health facilities, the leading place belongs to sanatoriums, which are 5 in the Volyn region, and recreation centers - 65 units. Families and mothers of the mother and child known as "Prolisok" (Kivertsi district) and "Turia" (Kovel district), "Forest song" sanatorium and "Shatski lakes" (Shatsky district) are well-known in the region and abroad. All these wellness facilities are located on the shores of picturesque lakes and forests. The largest number of recreation centers is concentrated on the territory of Shatsk, Turia and Lyuboml'sky districts.

Another important component of the tourism infrastructure is restaurant facilities. The number of restaurant facilities in the Volyn region in 2014 was 901 facilities with a capacity of 61145 seats. The network includes restaurants, cafes, bars, cafeterias, dining, snack bars, buffets, pubs, pizzerias, fast food, mills, boutiques, cooking stores. The largest number of restaurants is Lutsk (about 150 objects per 15 thousand seats), among the districts, the largest catering facilities are in Gorokhovsky (about 70), Manevitsky (almost 60) and Kivertsi (about 60) districts.

The network of petrol stations (included in semi-stationary trade facilities) of the oblast as of January 1, 2018 includes 165 objects. The largest number of them is concentrated in Lutsk, Volodymyr-Volynsky, Kovel'sky districts. All tourists want to get as much travel and rest as possible, make purchases at their discretion, and spend more money on their entertainment and shopping everyday than in their everyday lives. In the qualitative exchange of currency they are assisted by banks and their branches. As of January 1, 2018, there were 320 banking institutions in the Volyn oblast and their number is gradually decreasing.

Active and passive entertainment are mandatory elements of the tour and depend on the orientation and type of trip. The list of types of entertainment also depends on the nationality of the tourist, its traditions, the usual way of life. However, there are common types of entertainment that are easily perceived by all groups of tourists. These entertainment facilities provide cultural and leisure tourism infrastructure. Cultural and leisure tourism infrastructure of the region consists of institutions of different types: theaters and cinemas, clubs and discos, libraries and museums. For the most part, these institutions use locals (Table 2.3).

The main institutions of culture and art in the Volyn region

Cultural institutions \ years	2013	2014	2015	2016	2017
Theaters	2	2	2	2	2
Philharmonic	1	1	1	1	1
Museums	15	17	17	17	17
Libraries	611	609	605	605	605
Movie Demos	14	14	11	11	12
Club establishments	673	671	671	672	673
Concert organizations	1	1	1	1	1

The largest number of cultural establishments have cities: Lutsk, Kovel, Novovolynsk and Volodymyr-Volynsky. The largest number of libraries is located in Kivertsi (54), Kamin-Kashirsky (49) and Gorokhiv (46) districts; clubs - in Kovel (58), Manevitsky (58) and Kamin-Kashirsky (48) districts. Demonstration of films is only in the cities of Lutsk (3), Volodymyr-Volynsk (1), Kovel (1), Novovolynsk (1), and in Gorokhovsky (3, 1 of them in rural areas), Kovel (1), Manevitsky (1) and Turiisk (1) districts. Establishments of cultural and leisure infrastructure affect the formation of the tourist attractiveness of the region. Creating as many such establishments contributes to the increase in the cash expenditures of tourists, and from revenue to the local budget.

In the Volyn region, tourism infrastructure needs special attention. The infrastructure of the tourist market of the Volyn region today does not fully satisfy the demand for tourist services either in terms of quantity or quality. It is necessary to improve the material and technical base, since most of it is obsolete and does not meet international standards. The tourist flows to the Volyn region are constantly growing, taking into account this, the relevant state authorities need to pay more attention to the development of tourism infrastructure. After all, it is the tourist infrastructure of the oblast that has considerable potential for its development, and in case of measures to improve it, it can bring significant amounts to the local budget.

2.2. Analysis of tourists flows in Volyn region

Stable high rates of economic growth, increase of incomes and welfare of the population, strengthening of integration and globalization of the world economic process require new approaches to the formation of tourist flows and a complex of goods and services necessary for their maintenance. The flow of tourists (tourist flow) is the set of people who leave the place of permanent residence to travel in various directions on foot or on any transport in the period from 24 hours to one year without carrying out paid activities and returning. Since the satisfaction of vital and socio-cultural needs is inseparable from the person, the tourist flow as a set of organized and unorganized (amateur) travelers forms the basis of the formation of a tourist product [20].

Despite the positive changes in the national market of tourist services, which are marked by the expansion of the volume of activities in the domestic market and the increase in the flow of foreign visitors, the tendency to exceed the flow of traffic outside the inbound in the structure of international tourism is still noticeable. According to the general forecasts, there is a significant seasonality in the market of foreign (inbound) tourism, the peak of which is observed in July-August, since the main purpose of visiting foreign tourists to Ukraine is rest (more than 50% of all visits) and business (almost 32%).

According to the purpose of arrival, the flow of foreign tourists is divided geographically: almost half of it is directed to Kyiv, the fifth part - Odessa region and almost 7% - Lviv. In the last three years, tourist flows from 168 countries of the world have been sent to Ukraine. There is an increase in the flow of traffic from Belarus, Moldova, Turkey, countries of Africa, East Asia and the Pacific, from South Asia, which, unfortunately, shows not so much about the tourist attractiveness of Ukraine, but about the use of tourism as a migration tool. The flow of former socialist countries in Europe (the Czech Republic, Slovakia, Bulgaria, Hungary) is decreasing, although almost one fifth of exchanges is a border exchange.

The importance of Ukraine as a transit state is increasing, and this affects the number of one-day visitors, whose number has steadily increased over recent years, exceeding 50% of all visits. Transit flow through Ukraine has increased especially from Turkmenistan, Tajikistan, Russia, Belarus, Armenia, Georgia, and Kazakhstan.

Ukraine's tourist policy in the international tourism market is based on an active marketing strategy aimed at stimulating foreign tourism by creating a positive tourist image of the country for a safe and comfortable stay. For this purpose, the state introduces simplification of visa, the tourism industry is being developed and is raised according to European standards of quality of service

Tourists flows - one of the most important elements that characterize the potential and level of development of tourist area of the area. At the end of 2016, the Department of Tourism and Promotion of the City of Lutsk City Council planned to conduct research on tourist flows to the city within the framework of the Tourism Development Program in Lutsk for 2017-2018, in order to explore tourists from which countries visit the city, from what regions of Ukraine, how much time they visit the regional center, how much money they spend. The program of tourism development in Lutsk also provides for the creation of an online system of anonymous collection of relevant information on the dynamics of tourist flows of the city, which will be called "Tourist Barometer". Since this project was introduced only in 2017, there are no data on the number of tourists in Lutsk. Therefore, consider the tourist flows in general to the Volyn region (Table 2.4).

Table 2.4

Tourist flows in Volyn region

Years	Number of tourists serviced by tour operators and travel agents	Of the total number of tourists:		
		foreign tourists	tourists - citizens of Ukraine who traveled abroad	domestic tourists
2013	19490	1095	12019	6376
2014	14593	349	8073	6171

Continuation of Table 2.4

2013/2014	- 25%	- 68,1%	- 32, 8%	- 3,2%
2015	15620	645	9327	5648
2014/2015	7 %	84%	15,5%	- 8,4%
2016	26526	486	19446	6594
2015/2016	69,8%	- 24,6%	108%	16,7%
2017	17047	679	12429	3939

2016/2017	- 35,7%	39,7%	-36%	-40,2%
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In the figure 2.1 we can see in detail how the correlation in the structure of tourist flows in the Volyn region over the past 5 years has changed.

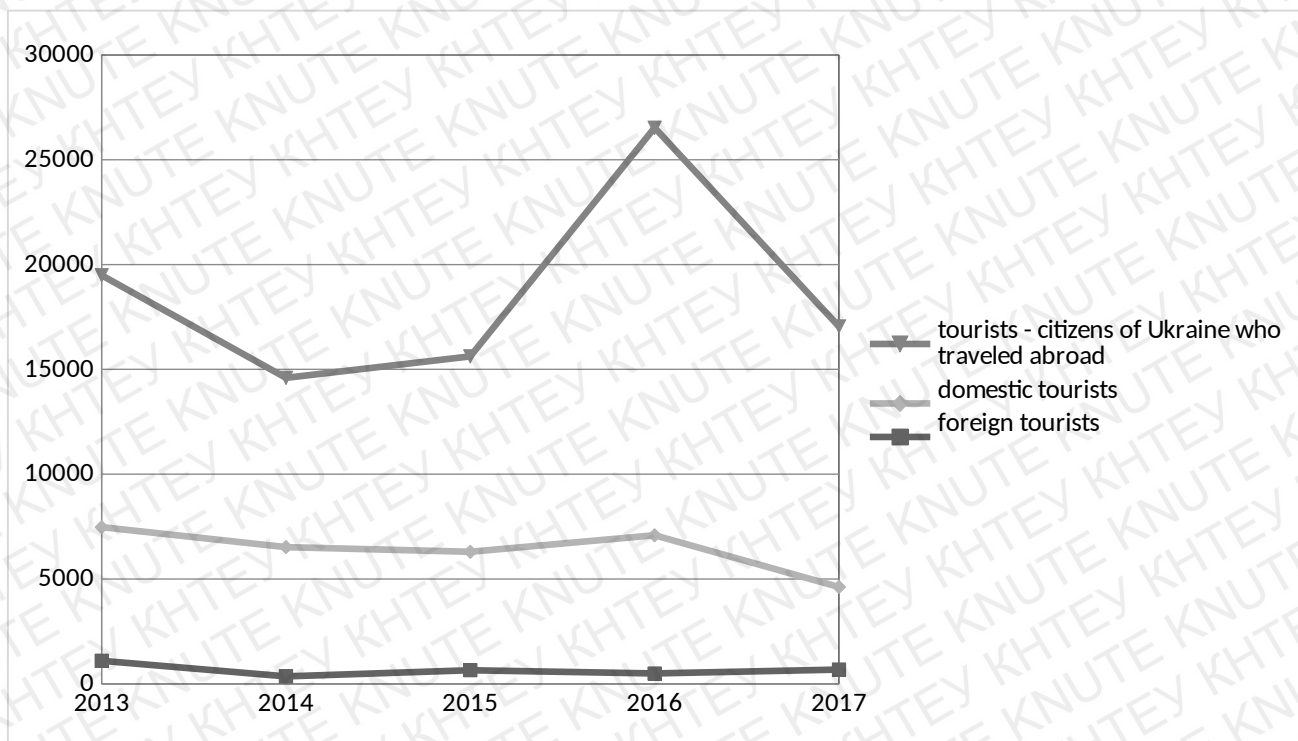


Fig.2.1. Change in the structure of tourist flows

One of the most popular destination in Volyn region is Lutsk. Sociologists have determined that most tourists from other Ukrainian cities come to Lutsk. These are people under the age of 20, as well as many tourists aged 26-30 years. The tourist destination of the city is the most promising, because the city is limited in territory, there are not many industrial buildings. Most of all, it's employees, then students and students. Usually a person with a monthly income of 3-6 thousand hryvnias.

General index of tourist attraction is 4.34 from the maximum "5" points. Tourists like the relatively low prices in restaurants and cafes. They said that they like peace. Another 77% said that they like the level of security in the city, since they can walk at any time of the day. Kindness is satisfied by 88%. Many positive reviews were received by Lutsk Zoo, sacred objects, the Volyn Icon Museum. The strongest side of Lutsk is its history, but there is a lack of elaboration of legends and stories. Tourists say that there is a good aura and very kind people. The positive fact is that

81.6% of the surveyed tourists want to revisit Lutsk, 91.2% recommend visiting the city to their relatives and friends.

Lutsk hits tourists firstly with its castle. 61.0% of respondents noted that they most liked in the city of Lutsk castle. 13.0% of tourists liked architectural complexes and historical monuments, and 12.0% were delighted with urban spaces. Still, respondents like catering establishments (11.0%) and entertainment and leisure centers (6%). 46.1% of the garlic surveyed indicated that they were interested in visiting other destinations and locations near Lutsk. Often the answers mentioned Shatsky lakes, Dubno and Rivne, Lviv.

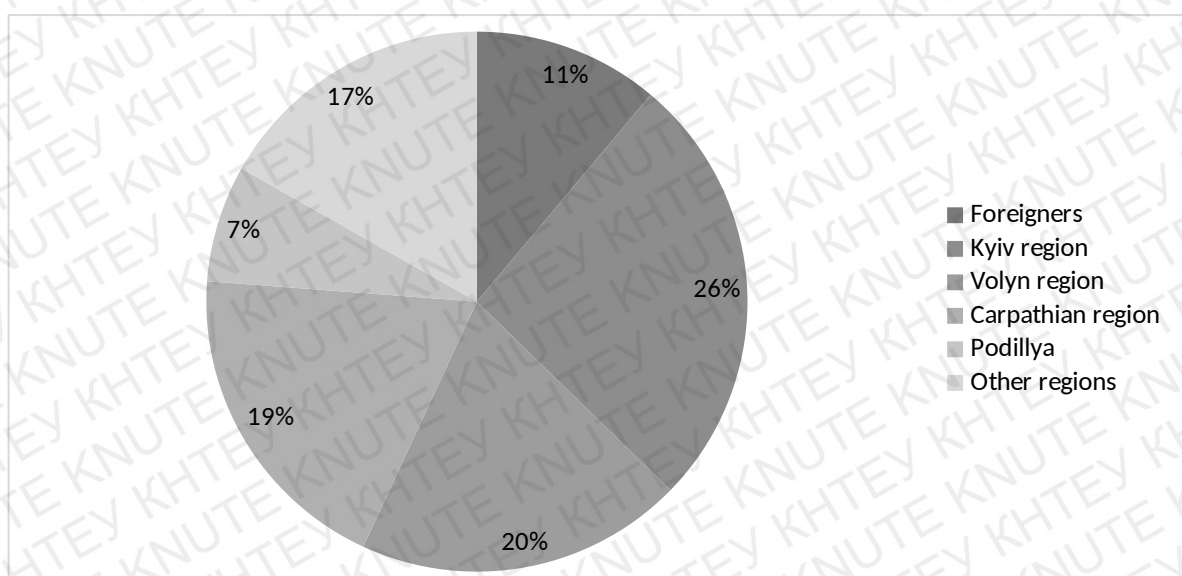


Fig. 2.1. Characteristics of tourists by region of origin

Tourists come to Lutsk and to Volyn region from different part of Ukraine (Figure 2.1). The largest number of guests accepted by Lutsk is the Ukrainians. Of these, 26.2% come from the Kyiv region, 19.8% from Volhynia and almost the same from the Carpathian region -19.3%. Almost 7% of Lutsk tourists are from Podillya. 16.8% of Ukrainians come to Lutsk from other regions of the country.

11.1% of visitors to Lutsk come from abroad: 3.0% from Poland, and from 1.0% of tourists from such countries as Belarus, Azerbaijan, the Czech Republic, Lithuania, Italy, Canada, the Russian Federation, and the United States (Fig 2.2).

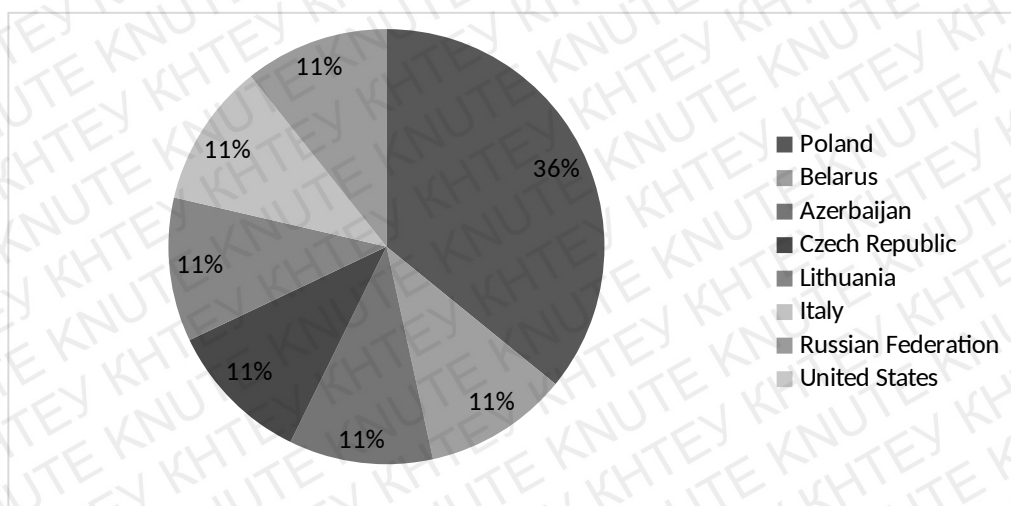


Figure 2.2. Foreign tourists in the city of Lutsk

Characteristics of Lutsk tourists are as follows:

- 53.1% of city visitors – women;
- 46.9% - men;
- 48.6% of tourists are married;
- 51.4% are single;
- 51.9% of the visitors are employed;
- 21.2% are students;
- 12.3% are employers;
- 9.8% are freelancers.

Talking about the purpose of visiting Volyn region: 71.5% of tourists go to Lutsk for vacation, 19.1% of respondents come to visit friends or relatives. 16.4% join participants, visits to the city are related to work and business. Most tourists go to Lutsk with their families (34.8% with wife / husband, 20.7% with children, 13.4% with other family members). For the 29.0% of the city's guests, the travel company is made up of friends on the journey. There are also such tourists who travel to the city independently (12.1%), or with partners (11.6%) and 4.5% of tourists arrive in tourist groups. Most of tourists (58.0%) stay in Lutsk with overnight. Among them, 21.0% live in relatives and friends. Almost the same number of tourists rent an apartment or rent a room in a city hotel (13.4% and 13.9% respectively). 6.3% of the city's guests live in hostels. Tourists eat mostly in cafes and bars (61.3%). Another 40.0% of the

polls noted that they cook themselves. 28.0% visit restaurants. Considerably less Lutsk tourists choose fast-food and food «to go» - 13,4%.

As a means of moving the city tourists mostly use their own car - 40.3%. 28.7% of the respondents are using public transport. Another respondent noted the train as a means of transportation (18.6%) and a tourist bus (8.6%).

To sum up, Lutsk and Volyn region in general are very interesting place to visit. The structure of tourist flows is very diverse, but most tourists come from the territory of Ukraine for recreation purposes. In the future, appropriate measures should be taken to increase the flow of foreign tourists and to diversify the tourist flows. It is important to focus on the development of various types of tourism and create favorable conditions and a comfortable stay in the city and region.

2.3. Assessment of tourism destination promotional strategy of Volyn region

Program of development of tourism and recreation in Volyn region for 2016 - 2020 years are developed in accordance with the basic requirements of the legislation of Ukraine "On tourism ", " On resorts "and aimed at realization of the provisions of the Strategy Development of the Volyn region for the period till 2020.

The Order of the Cabinet of Ministers of Ukraine dated August 1, 2013 No. 638-r "On Approval of the Concept of the State Target Program of Development tourism and resorts for the period up to 2022 "tourism is recognized as one of the The most promising sectors and declared the priority direction of socio-economic and cultural development. The main objective of the Program is the implementation of activities aimed at creating high-quality, competitive in the domestic and international tourist markets a product that can maximally meet the needs of the broad strata the population, to ensure the socio-economic development of the region, to preserve and to popularize the natural and historical-cultural heritage, to provide additional cash receipts to budgets of all levels [3].

The main objectives of the Program are:

- ensuring sustainable development of tourism industry, high level of services;

- an increase in the number of tourist and excursion visits to the region;
- creation of new jobs;
- increasing the share of revenues from tourism in the budgets of all levels;
- creation of a positive image of the region on the national and regional level
- international levels.

Program measures are implemented at the expense of local budgets (regional, district, local self-government bodies); funds of interested parties subjects of tourist activity of all forms of ownership; target loans of banks; funds of foreign and domestic investors; funds of extrabudgetary funds; public organizations; other sources not prohibited by applicable law Of Ukraine. The main manager of the regional budget allocated to Implementation of the Program activities, Identify the Infrastructure and Tourism Department Regional State Administration.

Implementation of the Program will enable the strengthening of logisticsbase, expand the network of institutions of tourist infrastructure of the region, increase the quality of tourist services and the safety of tourists, to revitalize rural development tourism, increase the employment rate of the population; keep in good condition objects of historical and cultural heritage, will create the prerequisites for engagement investments, improve the quality of scientific and methodological and personnel support, will increase the number of tourist visits to the region and tourism revenues to budgets of all levels, including tourist fees.

The department coordinates and monitors the implementation of the Program infrastructure and tourism of the regional state administration. Structural subdivisions of the regional state administration, district state administration, executive committees of city (cities of regional significance) councils, participants of the program annually up to December 01 are preparing information on the progress of the program tasks, before 01 November 2020 - A summary report on the results of its implementation and filed Department of Infrastructure and Tourism of the Regional State Administration for generalization and informing the head of the regional state administration. The regional state administration informs the regional council annually in December about the state of the program implementation. The program has several priority tasks. Namely:

1. Creating a vertical management of tourism from oblast to rayon and city (cities of oblast significance) levels.
2. Improved excursion service and tourist support.
3. Conducting scientific research and conferences in the field tourism.
4. Creation of advisory bodies in the field of tourism and cooperation with the public sector.
5. Creation of conditions for attracting investments in the development of tourist infrastructure, construction of new recreation facilities and temporary accommodation.
6. Indication of routes to tourist attractions and places of tourist visits.
7. Development of a network of auto-camps.
8. Improvement of recreational zones and tourist objects
9. Development of cycling tourism.
10. Ensuring the availability of tourist attractions and tourist infrastructure facilities for people with disabilities.
11. Announcement of the recreational zone of Shatsk lakes by 2020 a resort of state importance.
12. Stimulating the development of small business in the field of recreation in the village, providing it with regulatory, advertising, information and organizational support by the executive authorities; creation of conditions for the full encouragement of the population of the region to participate in the development of rural tourism as a highly profitable link in the tourism industry and an additional source of replenishment of personal incomes of citizens, local and state budgets.

Lutsk as a regional center also has its own development strategy, which is an important complement to the development strategy of the Volyn oblast. The accumulated experience in the field of tourism development in the city of Lutsk shows the existence of such problems:

- insufficiently optimized transport infrastructure: uncomfortable railway routes and insufficient number of them, absence of direct flights to many regional centers and cities-millionaires of Ukraine, airports of Lviv and Rivne;

- insufficient cooperation between the authorities, interested public of the city, travel agencies, educational establishments, hotels, catering establishments, masters of crafts for the development of tourism in the city;
- a small number of travel companies that directly and purposefully work for inbound and international tourism;
- incomplete use of the potential of the Lutsk castle: inaccessibility for the review of individual locations, lack of interactive and multimedia objects, lack of historic costumes in the castle personnel, lack of new exhibition exposures, etc .;
- the absence in the Old Town of the objects of the hotel and restaurant industry that would "revitalize" this territory, created an atmosphere and became an additional factor in attracting and organizing leisure for tourists and locals (hotels for tourists living, creative cafes, summer grounds, souvenir shops, workshops of folk crafts);
- absence of external illumination of tourist objects, historical buildings, state institutions, banks, etc .;
- absence of a school (study courses) on excursion to prepare guides;
- lack of complete and reliable marketing information for the tourism industry in Lutsk;
- imperfect statistics of tourism industry;
- insufficient number of certain "unique offers" for tourist tourism for tourists;
- decline of architectural monuments;
- lack of state funding for the preservation of national cultural heritage sites;
- low level of services of hospitality industry;

It is the presence of such problems that negatively affects the development of the tourism industry in the city of Lutsk. Taking into account that the reasons hindering the further development of tourism are complex, for their solution the Tourism Development Program in Lutsk for 2017-2018 is required. In order to optimally solve identified problems, it is necessary to design and implement a number of strategic and tactical measures:

- lobby for the change of schedules for the movement of rail transport in order to optimize tourist flows to the city of Lutsk, the introduction of new rail and bus routes;
- modernize and build the tourist potential of the city (to open the Tower of Chortoryskiy for public access, to reconstruct the Synagogue, to arrange the stretch of the river Styr, to improve the system of tourist identification of the city, etc.);
- to improve the level of service for citizens by the hospitality industry through the implementation of the Prince hospitality campaign (organization and conducting of seminars, trainings, educational trips, organization of programs for the exchange of experience, competitions for hoteliers, restaurateurs and other representatives of tourism business);
- Encourage travel agencies to engage in inland and inland tourism; to increase the efficiency of the use of tourist objects by streamlining the existing historical and cultural heritage on the territory of the reserve in the city of Lutsk, creation of new tourist routes;
- development of directions of the tourist route "Gediminovych Way";
- to provide an attractive outdoor illumination and illumination of tourist objects and streets of the city as a whole, etc.;
- to use recreational and tourist resources of the Volyn region for the development of a wide network of tourist routes;
- to create conditions for further attraction of additional donor funds for the development of city tourism;
- to hold a competition for public initiatives in the field of tourism and ensure their financing and implementation;
- to ensure the proper level of promotion of the city in Ukraine and abroad;

Financing of measures for the implementation of the Program is carried out at the expense of the city budget and other sources. The amount of financial expenditures necessary for the implementation of the Program as a whole and over the years, as well as sources of funding, are given in Annex 1 to the Program. The program is short-term and will be carried out during 2017-2018. Adjustment of the

Program's action plan and timing of its implementation will be carried out as necessary.

The overall coordination and control over the implementation of the Program are the responsibility of the deputy mayor, according to the division of responsibilities. The responsible executor of the Program is the Tourism and Promotion Department of Lutsk City Council. In order to comply with the principle of collegiality, competence and transparency of the administrative-organizational and financial provision of the Program's implementation, the functions related to the systematic monitoring of its implementation are relied on by the Standing Committee on International Cooperation, Information Policy, Youth, Sport and Tourism of the Lutsk City Council. The report on the implementation of the program is heard annually at the city council session.

In our opinion, the program of the tourism development in the Volyn region is created quite well, however, it does not provide some aspects and does not take into account the availability of modern methods of promotion and advertising of tourist destinations. Therefore, it is necessary to focus on creating a modern, effective image and effectively promote the placement on the domestic and international market.

Conclusions to part 2

- Volyn region has significant tourist potential. The advantageous geographic and economic distribution of the region provides opportunities for tourism development and attraction of investments from different sources. Wishing the development of tourism, the region provides all the natural conditions.

- Volyn region has a lot of tourist attractions. The main categories are natural and historical and cultural. The most popular attraction of the region are Shatsky lakes, but other special places are also attracting tourists. The main task of any program of the region's development is to attract attention to all the unknown attractions of the region.

- The tourist infrastructure is developed unevenly. The most developed infrastructure is near the cities, and in rural areas it needs to be significantly

improved. The condition of the roads is low, but work is already underway to improve the road surface. The combination with the main tourist attractions of the area is not developed well enough. The nearest airport is in the neighboring Lviv region. You need to get to Volyn by bus or by rail.

- The Volyn region is mostly visited by young Ukrainians. The flow of tourists abroad is negligible. Therefore, the main task of the tourism development program of the region is the deviurization of tourist flows and the attraction of international tourists.

- The region has a tourism development program. In general, the pest is not bad, but it needs to be refined. The main disadvantages are the lack of measures aimed at promoting the tourism product of the region on the Internet and in social networks. To successfully implement the strategy, you need to consider all these points and develop a new development plan.

PART 3.

IMPROVEMENT OF TOURISM DESTINATION PROMOTIONAL STRATEGY OF VOLYN REGION ON THE INTERNATIONAL MARKET

3.1 Development of tourism destination promotional strategy for Volyn region

In order to create a successful strategy for promoting the tourist destination of Volyn Oblast, it is necessary to take into account the particularities of the attitude towards this destination of tourists and potential tourists. It would conduct a survey to determine the level of tourist knowledge about the Volyn region and the level of tourist drowning from the visit of the region. And also identify the main aspets over which we need to work.

The survey interviewed 105 respondents from Ukraine, Poland, the USA and Germany. Of all the respondents, 81% already visited the Volyn region, and 19% had never been there (fig 3.1).

Have you ever been to Volyn region?

105 responses

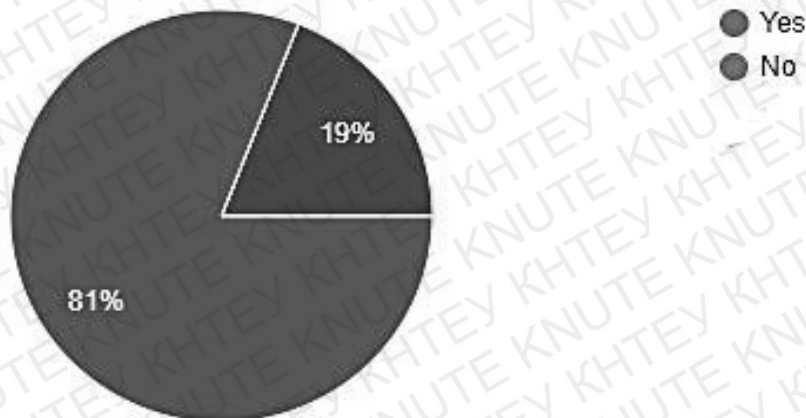


Fig. 3.1 Number of respondents visited Volyn region

About half of respondents considered the Volyn region as a tourist destination for their upcoming holidays. This indicator is rather positive, but one needs to pay

attention to the fact that a significant part of respondents are still not going to visit Volyn for recreation purposes (Figure 3.2).

This chart shows that potential tourists still have doubts as to whether it is worthwhile to visit Volyn region for recreation and whether this tourist destination can offer decent conditions for a good vacation and whether there are enough tourist attractions in the territory of the region. An important factor is the development of infrastructure and the safety of tourists in the area.

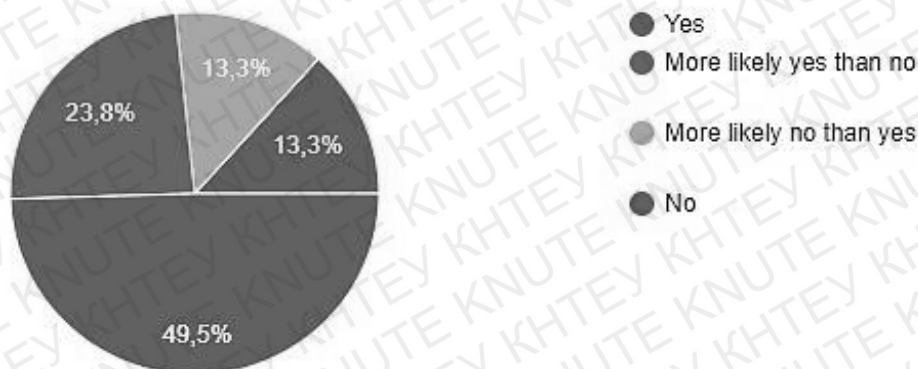


Fig. 3.2 The number of potential tourists in the Volyn region

The main reasons why tourists do not show a desire to visit the Volyn region can be attributed:

- Lack of tourist knowledge about the area
- Poorly developed infrastructure
- Low level of service
- Absence of interesting offers for rest
- There is no thoughtful tourism policy
- There is no (or little) advertisement
- History memorials in bad condition
- Sometimes it is possible to get to tourist places only by own transport

To solve the problem of small awareness of tourists with the tourist product of Volyn region, it is necessary to direct the meanings of material and intellectual resources on the development of advertising in the region. According to the survey, more than 40% of respondents have never seen advertising of tourist products of Volyn region (fig 3.3). Obviously, the largest percentage of respondents saw

advertising on the Internet and social networks. This type of advertising has become very popular and the most innovative, and also it is very rapidly developing, therefore, the focus should focus on the development and distribution of advertising in this segment. Live communication also plays an important role, and a significant percentage of potential tourists has learned about the tourist product of Volyn region from friends and acquaintances (fig 3.4). And as expected, the least respondents saw advertising on billboards and on television.

There are two explanations for this: firstly, the number of viewers is steadily decreasing and this type of advertising is gradually losing its popularity; and secondly: advertising of the tourism product of Volyn region is almost not presented in these sources.

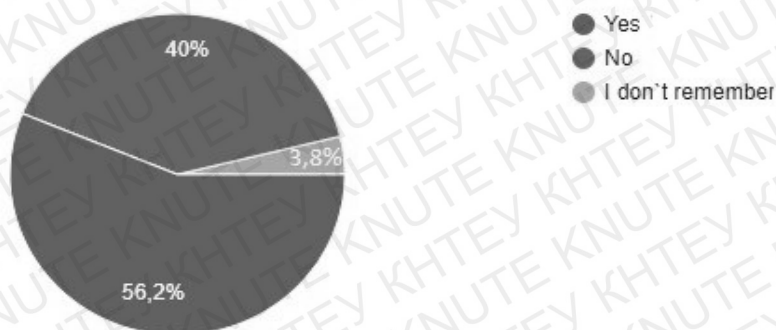


Fig. 3.3 The number of respondents who saw the advertising of a tourist product of the Volyn region

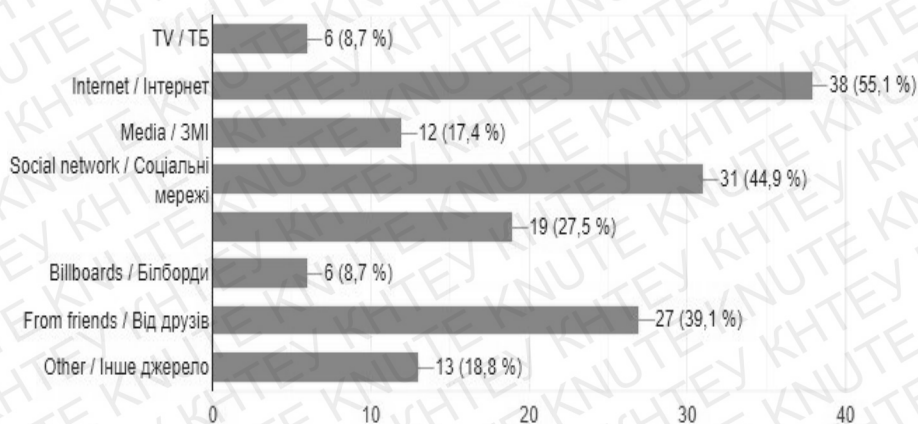


Figure 3.4 The most popular advertising media, where the advertising of the tourist product of the Volyn region is placed

To understand what kind of direction to develop tourism in Volyn region you need to analyze what tourists are generally waiting for a rest. According to the survey, the main expectations of tourists from a tourist destination are:

- Infrastructure
- The presence of interesting and original tourist attractions
- Security
- Value / quality ratio
- Ability to get unique experience
- Atmosphere of the destination, locals and their relation to tourists.

In our opinion, the main tasks of the development of tourism development in Volyn region should be:

- popularization of the brand of Volyn region;
- development of tourism infrastructure;
- creation of competitive tourist products;
- conducting an informational and promotional campaign in Volyn region, Ukraine and neighboring countries aimed at popularizing the region as a tourist destination;
- development of cooperation between authorities, the public and tourism business;
- presentation of the tourism product of Volyn region at exhibitions, forums, conferences and fairs, including abroad;
- improving the quality of service for tourists;
- enrichment of the tourist attractiveness of the region;

Implementing programs is required in the following areas:

- marketing campaign and image policy of the Volyn region;
- development of tourism infrastructure;
- support of tourism business;
- cooperation with higher educational institutions of the region;
- involvement of the community in the development of tourism.

Implementation of the program will ensure:

- studying tourist flows and creating a "portrait" of Volyn tourist;

- creation of qualitative regional tourist product;
- creation of a highly profitable economy to meet the needs of domestic and international tourism;
- creation of prerequisites for attracting investments in the development of tourism infrastructure, including international ones;
- improvement of the existing tourist infrastructure and creation of new infrastructure objects;
- improvement of the quality of scientific, methodological and personnel support of the industry;
- increase of indicators of inbound and domestic tourism;
- increase in revenues from the tourism industry to the budget;
- rational use, protection and development of existing tourist resources of the region;
- expansion of the geography of potential tourists at the expense of other regions of Ukraine and near abroad.

Consequently, the successful development of a strategy for promoting tourist destination of Volyn Oblast should be aimed at satisfying all the needs of potential tourists, developing advertising and brand identification, expanding information about Volyn region and creating a unique image. All these and other above-mentioned events will help Volyn region to become a successful and well-known tourist destination.

3.2 Elaboration of successful promotional plan for the tourism product of the Volyn region

Measures to implement a tourism product of Volyn region to the international market is divided into 5 main directions:

1. Safety of tourists;
2. Regulatory framework of tourism and resorts;
3. Development of tourism infrastructure;
4. Development of human resources;

5. Marketing policy for tourism development and resorts.

In the direction 1 "Tourist safety" the following measures were developed: creation and maintenance of a hotline and organization and conducting of seminars and trainings for representatives tourism industry on prevention of tourist safety issues. In the direction 2 "Normative legal base of tourism and resorts": organization of a conference on the introduction of new methods tourism statistics recommended by UNWTO Satellite system account.

In the direction 3 "Development of tourism infrastructure" a number of measures were proposed: formation of the register of tourist resources of Volyn region and definition of territories of priority tourism development; determination of directions to tourist objects on motor roads the roads of Ukraine of national and regional importance and the definition of places for the indication of directions, the corresponding signs of the tourist service spheres, sanitary zones, tourist bus stops; providing markings and markings of certain tourist active tourism routes through manufacturing and placement tourist signs, information boards. Magnification tourist flow and creation of proper conditions for recreation of tourists, improvement of the tourist image of the region; conducting an information campaign among tourists activities related to the construction of tourist infrastructure objects according to the needs of persons with disabilities and other non-mobile groups population; improve the functioning and network arrangement tourist information centers / points of support of advertising- information materials (providing support for self-traveling, increase in the number of tourists).

In the direction 4 "Development of human resources" the following measures are considered: conducting training seminars on the development of green tourism; involve students of specialized educational institutions in implementation research and petition of the tourist market in Volyn region, including development registers, passports, investment projects in the field of tourism (taking into account the results of the thesis work in the further work; improving the quality of providing tourist services in united territorial communities / cities / towns).

In the direction 5 "Marketing policy for the development of tourism and resorts." the following measures are considered: conducting thematic plein air for

professional photographers for popularization of tourist objects of the region; conducting a social advertising campaign for popularization healthy lifestyle and active recreation; conducting a social advertising campaign to popularize the children and youth tourism; organization of advertising press campaigns in Volyn region for representatives of mass media, tour operators / agents of the tourism sector participants; receiving high-quality content, advertising publications about tourist potential of the region in printed and Internet publications, on television; development and manufacturing, acquisition and distribution informational booklets for thematic event events; development and manufacturing, acquisition and distribution a presentation video of the tourist potential of Volyn; carrying out activities to promote marketing activities agro-tourism farms; creation of the tourist brand of the Volyn region; marketing promotion of the tourist brand of the Volyn region in national network of tourist brands of Ukraine; carrying out of marketing researches on revealing of strategic tourist destinations, including "Points of growth" of the region; placing articles and videos on the promotion of tourist products Volyn region in specialized mass media and on television and development of mobile application "Volyn tourist".

Since the scope of activities is quite large, we consider it expedient and more convenient to systematize this information in a table that will be more clearly reflect the essence of the implementation of the tourism promotion of model product of Volyn region to the international market for 2018-2022.

According to experts from the World Economic Forum, along with international tourist organizations (IATA, IUCN, UNWTO, WTCC) the global tourism market continues to grow and show reliability and stability, despite the complexities associated with security of tourists. In 2017, an analysis of 136 countries was conducted the world in terms of indicators that characterize the environment of the environment in the country for the development of tourism, public policy, infrastructure and existing natural, culture resources. Ukraine according to the index received the competitiveness of travel and tourism in 2017 was received 3.5 points out of 7 possible and ranked 88th out of 136 possible. The aggravation of crisis phenomena in the field of tourism and resorts testifies to the need to improve state

policy in this area, priorities and principles of its realization, powers and competence of subjects of tourist activities, introduction of effective organizational, legal, economic, information mechanisms. Volyn region, having considerable tourist potential, is still small is presented on the international tourist market, which testifies to necessity of forming a model of promotion of tourism product of Sumy the region to the international market.

Analyzing the development of the tourism industry in the Volyn region throughout the last three years, there is a tendency to improve quality provision of tourist services and increase their volumes. But participating in an international network of tourist products requires the existence of the established and quality regional tourism products to be competitive and unique. To improve the quality of tourist services and their establishment competitive in the international market, I consider it expedient to introduce «Model of promotion of tourist product of Volyn region on international market for 2018-2022 years «.

The purpose of this model is:

1. Providing progressive development of the tourist industry of Volyn area in the international market, popularization of tourist routes, creation of tourism products, promotion of employment, preservation and development of cultural potential, preservation of ecology a safe environment, and the intensification of tourism development in accordance with international quality standards and taking into account European ones values;
2. Involvement of small and medium-sized businesses in the tourism sector, which will promote the expansion of international relations;
3. Promotion of quality system, retraining and improvement qualifications of tourists, maintenance and development specialists the introduction of national standards for the provision of tourist services in accordance with international standards;
4. Improving the quality of life of the population;
5. Creating competitive tourism products on principles of system marketing activity;
6. Efficient and comprehensive use of existing tourist and tourist facilities resort-recreational potential, development and branding tourism of Volyn region;

7. Improvement of information infrastructure of recreational and recreational facilities of tourist services by creating tourist information centers and tourist clusters.

The main tasks of the model of promotion of the tourist product of Volyn area to the international market:

1. Promotion of tourism development in Volyn region and creation of modern tourist infrastructure, marketing territory and a complex of measures to support the development of the tourism industry, in particular the creation of an attractive tourist investment climate in the field tourism and resorts;
2. Analysis of the tourist services market within the administrative-territorial units;
3. Ensuring an appropriate level of intersectoral coordination and interregional cooperation, which will promote rational use tourist resources and will give an opportunity to optimize costs from the state and local budgets for carrying out activities in the field of tourism and resorts;
4. Coordination of actions of state authorities and local authorities self-government, representatives of tourism business, other branches of the economy and institutes of civil society for the development of tourism, formation a positive image and popularization of Volyn region in the world;
5. Increase the share of tourism in the main indicators of economic and social development and job creation;
6. Involvement of grant funds and international technical assistance;
7. Increase in revenues to the budgets of all levels from tourism industry;
8. Increase of the share of inbound tourism;
9. Promotion of development of children's and youth tourism;
10. Creation of conditions for a safe stay of a tourist on the territory the area and improvement of the quality of tourist infrastructure services;
11. Creation of registers, inventories and other tourist databases the potential of the region;
12. Creation of high-quality text and video content, development informational, advertising, souvenir, presentation and image materials / products, formation of a qualitative informational space concerning tourist products of the region;

13. Participation in training, retraining and qualification improvement personnel in the field of tourism activity, including excursion support, guides;
14. Participation in regional, national and international exhibitions and exhibitions promotional events for the promotion of tourist products of the region;
15. Granting of subjects of tourist activity methodical and advisory assistance in organizing their activities;
16. Creation of tourist clusters.

Table 3.1

Funding of tourism development program in Volyn region

The amount of funds proposed to be used for the implementation of the Program	Stages of program execution					Total cost of the program (thousand UAH)
	2016	2017	2018	2019	2020	
Total resources, including	0	0	0	0	0	0
Regional budget	955	1763	1016	1016	991	5741
District, city (cities of oblast significance) budgets	850	1060	1050	830	845	4635
Other funds	345	245	30	30	30	680

The program of measures promoting the tourist product of Volyn region to the international market reflects the characteristics of the state of development of the region, main problems of development and ways of their solution, strategic goals, technical and economic justification, estimation of necessary resources, complex of measures and tasks, financial and resource support, and a mechanism for managing and monitoring the progress of the program.

This program is a complex of interrelated tasks and activities aimed at solving the most important problems of the development of the region or its separate parts. Regarding economic justification, this model is financed at the expense of the Tourism Department of the Volyn Regional State Administration and agreed upon by terms of execution, composition of performers, resource support (Table 3.1). Implementation of the Program will strengthen the material and technical base, expand the network of tourist infrastructure of the region, improve the quality of

tourist services and the safety of tourists, revitalize rural tourism development, and increase the employment rate of the population; to keep in good condition the objects of historical and cultural heritage, will create the preconditions for attracting investments, improve the quality of scientific and methodological and personnel support, increase the number of tourist visits to the region and income from tourism to the budgets of all levels, including tourist fees.

In order to finance this model, the Department of Tourism of Volyn Oblast State Administration needs to carry out the following measures:

- regional stimulation of domestic and foreign (inbound) tourism, including through the improvement of the taxation system;
- ensuring the internal convertibility of travel services through improving their quality and expanding assortment, improving conditions tourist service;
- phased privatization of tourist facilities with their infrastructure;
- construction of new, reconstruction and modernization of existing tourist objects;
- regional financing of restoration of architectural monuments, culture, the history of Ukraine;
- attraction of funds of entrepreneurial structures, subjects of tourism activities for the development of tourism infrastructure (paths, checkpoints, water supply and sewage systems, communication, service, etc.);
- organization of suburban zones of short-term rest, creation new recreational zones of national and local importance;
- promoting the organization of production of environmentally friendly agricultural products to meet the needs of tourists and holidaymakers in high quality food;
- involvement of the private sector, especially in rural areas, to recreation and tourism business and auxiliary activities in the field tourism (rural green tourism), creation of favorable conditions for the development of active types of tourism (health-sports, ecological, adventure etc.);

- regional promotion of promotion on the international tourist market product of Ukraine through intergovernmental agreements and programs;
- creation of a modern information and marketing service in the field tourism business.

Current system activities to ensure implementation of the promotion program of the tourism product of Volyn region is lent to the international market to the department of tourism of Volyn state administration, which provides organization, planning, leadership, coordination of human and material resources throughout the implementation period of this model as well systematic assessment of the impact of its implementation on qualitative changes in tourism, its individual components. As for social justification, we need to focus on such issues: socio-cultural and demographic characteristics of the population in region of model implementation (quantitative and social structure); organization the population in this region, in particular the availability of labor force; admissibility models for local culture; strategies to ensure the implementation of the necessary obligations to groups of the population and organizations to use the results of the model or are subject to its influence. The purpose of social analysis – make a plan implementation model acceptable to its users.

The most prescriptive markets for attracting international tourists to the Volyn region are Poland and Belarus. Table 3.2 presents the main measures and sources for the successful promotion of the tourism product of the Volyn region to the market of these countries.

Table 3.2

Measures and sources of promotion of the tourism product of the Volyn region

Measure	Sources of promotion in Poland	Sources of promotion in Belarus
Promotion in printed press	«Fakt», «Gazeta Wyborcza», «Super Express», «Rzeczpospolita», «Dziennik Gazeta Prawna», «Przegląd Sportowy», «Puls Biznesu», «Parkiet», «Merkuriusz Polski Ordynaryjny»	«Zviazda», «7 Dney», «BelGazeta», «Narodnaya Gazeta», «Belorusskaya Lesnaya Gazeta», «Brestskiy Kurier», «Zheleznodorozhnik Belorussii»

Continuation of Table 3.2

TV promotion	«ATM Rozrywka», «Fokus TV», «Super Polsat», «Puls 2», «Zoom TV», «Tele 5»	«Belarus-1», «BelMuzTV», «8 Kanał», «Cosmos TV», «Dobrovidenie»
Online promotion	Englis.travel, polishstravelblogs.com	hifivebelarus.com
Participation in tourist events	Tour Salon, International Tourism Fair, GloBanie, World Travel Show (WTS);	Digital Travel
Cooperation with travel agencies	Exodus Travels, Tucan Travel, Urban Adventures, Intrepid Travel, Bamba Experience, Sta Travel Bilety Lotnicze Warszawa	Tourist Agency Prime Tour LTD, Smok Travyel Ltd, Alatantur, AllYouNeedTravel.

Expected result of implementation of the proposed model are:

- increase of the total volume of tourist and sightseeing visits Volyn region;
- growth of positive tourist image of Volyn region;
- growth of revenues to budgets of all levels from the sphere tourist and recreational services;
- creation of conditions for sustainable development of the region, improvement of living standards population, creation of new jobs;
- raising awareness of the national and international community regarding tourist and recreational potential of Volyn region.

Conclusions to part 3

1. The aggravation of crisis phenomena in the sphere of tourism and resorts testifies to the need to improve state policy in this area, priorities and principles of its realization, powers and competence of subjects of tourist activities, introduction of effective organizational, legal, economic, information mechanisms.

2. Volyn region, having considerable tourist potential, is still small is presented on the international tourist market, which testifies to necessity of forming a model of promotion of tourist product of Volyn region to the international market. Analyzing the development of the tourism industry of Volyn region during the last three years can be observed tends to improve the quality of tourism services and increase them volumes. But participation in the international network of tourist products needs

availability of well-established and quality regional tourist products that have been competitive and unique.

3. To improve the quality of tourism services and their establishment competitive in the international market, we consider it expedient to introduce “Model of promotion of tourist product of Volyn region on international market for 2018-2022 years”.

4. In Volyn region, tourism infrastructure needs special attention. The infrastructure of the tourist market of Volyn region today does not fully satisfy the demand for tourist services either in terms of quantity or quality. It is necessary to improve the material and technical base, since most of it is obsolete and does not meet international standards.

5. Successful development of a strategy for promoting tourist destination Volyn Oblast should be aimed at satisfying all the needs of potential tourists, developing advertising and brand identification, expanding information about Volyn region and creating a unique image. All these and other above-mentioned events will help Volyn region to become a successful and well-known tourist destination.

CONCLUSIONS

According to the results of the study of the competitiveness of tourism products of Volyn region in the international market can do the following conclusions:

1. Analyzing the methods of creating a competitive tourism product, we see that this aspect of the assessment of a tourism product affects a number of factors that can both depend on each other, and be independent factors. Competitiveness of a product or service is those properties, which distinguish it from the product or service of the competitor by degree of compliance with specific needs and expenses for its satisfaction. Every need has inherent in it parameters that determine its essence, which is necessary for the consumer to achieve a beneficial effect and specific conditions of the consumption process.
2. Thus, a systematic analysis of the theoretical foundations of the competitiveness of the tourist product has allowed to determine what a combination of the principles of its evaluation in a complex multilevel method provides a comparative assessment of competitiveness and competitiveness. The benefits of a tourist product by economic, technical and regulatory parameters for further development of measures to increase the competitiveness of the tourist product.
3. A qualitative analysis of the recreational potential of Volyn region was carried out, which testifies that it has all the conditions for the development of ecological tourism. In the area there are objects that can attract a wide range of people who are interested in natural landscapes and territories that have survived in Volhynia and what is practically absent in other countries of the world.
4. It is worth noting that the development of resort and tourist complexes, which comply with international standards, in addition to being able to become an essential source of foreign currency, would bring significant benefits: would contribute to serving a large number of people, preserving and the expansion of unique natural-territorial complexes, improvement of the ecological state.
5. Volyn region, having considerable tourist potential, is still small and is presented on the international tourist market, which testifies to the need to formulate a program for the promotion of Volyn's tourism product to the international market.

6. Implementation of this model will contribute to a number of positive changes, namely: Ensuring the progressive development of the tourism industry in Volyn region on the international market, popularization of tourist routes, creation tourism products, promoting employment, preserving and development of cultural potential, preservation of environmentally safe the environment, the intensification of tourism development according to international standards of quality and taking into account European values; attracting small and medium-sized businesses to the tourism industry, which will contribute the expansion of international relations; promotion of quality system, retraining and professional development of specialists in tourist assistance, maintenance and the development and implementation of national standards for tourist provision services in accordance with international standards; Improving the quality of life population; creating competitive tourism products on principles of system marketing activity; effective and comprehensive use of available tourist and resort-recreational potential, development and branding of tourist Volyn; improvement of information recreational and tourist services infrastructure through the establishment of centers tourist information and tourist clusters.

7. The main advantages of the implementation of the program can be attributed to: increase in the total volume of tourist and sightseeing visits Volyn region; growth of positive tourist image of Volyn area; increase in revenues to budgets of all levels from the sphere tourist and recreational services; creation of conditions for sustainable development the region, raising the living standards of the population, creating new jobs; raising awareness of the national and international community regarding tourist and recreational potential of Volyn region.

8. In our opinion, if you fulfill all the tasks of the proposed model of promotion the tourism product of Volyn region to the international market, you can significantly improve the tourism industry in the region. Proposed method can also be used to improve the quality of tourist services for adopting an appropriate number of domestic or foreign tourists from taking into account their requests and preferences.

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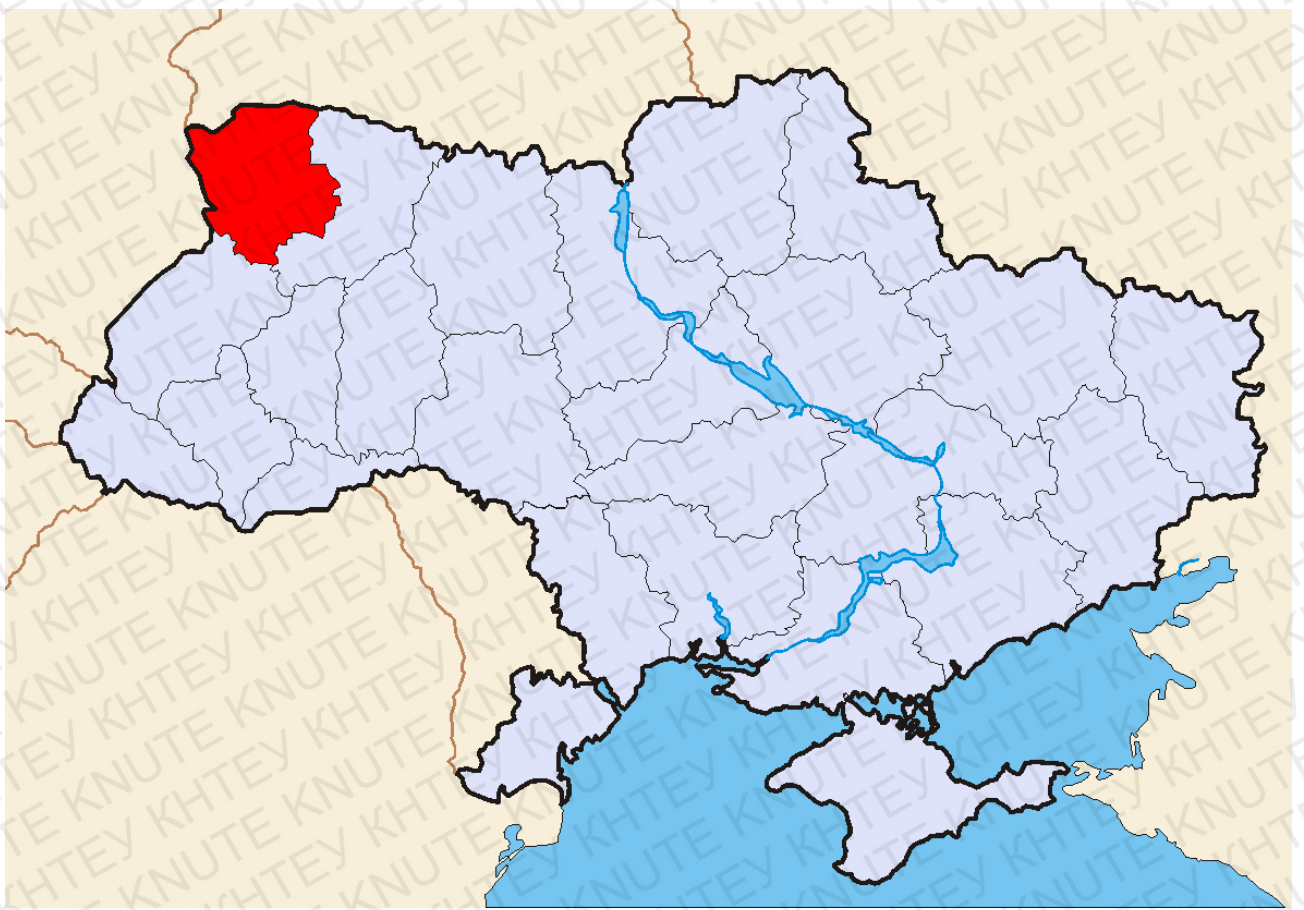
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Map of Volyn region



APPENDIX C

Tourist portal "Discover Volyn"



Волинь унікальна

Департамент інфраструктури та туризму
Волинської обласної адміністрації



Локації



Події



Новини



Інформація



Facebook



Укр

Головна → Новини

Знайдено: 62

Новини



10 Жовтня | 09:44

Міжнародна виставка «ТурЕКСПО»



27 Вересня | 09:30

3 Всесвітнім днем туризму!



27 Вересня | 08:58

Маркування найвищої точки області

Жовтень 2018						
Пн	Вт	Ср	Чт	Пт	Сб	Нд
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Волинь унікальна

Департамент інфраструктури та туризму
Волинської обласної адміністрації



Локації



Події



Новини



Інформація



Facebook



Укр

