

**Kyiv National University of Trade and Economics
Tourism and Recreation Department**

FINAL QUALIFYING PAPER

on the topic:

«CONCEPTUAL TOURISM PRODUCT DEVELOPMENT»

Student of the 2^d year, group 11 a,
academic degree «Master»
specialty 242 «Tourism»
specialization «International Tourism
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Kyiv, 2019

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Task for a final qualifying paper

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1. Topic of a final qualifying paper: «Conceptual tourism product development»

Approved by the Rector's order from 10/30/2018 № 3992

2. Term of submitting by a student his/her terminated paper: 11/16/2019

3. Initial data of the final qualifying paper

Purpose of the paper is the forming of methodology of the conceptual tourism product development in Kyiv by using theoretical base and practical experience on this topic.

The object is development of the conceptual tourism product in Kyiv city.

The subject is theoretical, methodological and practical methods of conceptual tourist product development of Kyiv city.

4. Illustrative material:

“Conceptual tourism products distinct levels”, “Types of conceptual tourism products”, “The most popular tourism mobile applications”, “Obstacles of conceptual tourism product development in Kyiv”, “Quantity of foreign and domestic tourists of Kyiv city”, “Results of analysis of attractiveness of conceptual tourism product objects in Kyiv”, “The SWOT analysis of Kyiv as a tourism destination”, “Stakeholders of conceptual tourism product in Kyiv”, “Participants of tourism market of Kyiv”, “Analysis matrix of stakeholders of conceptual tourism product in Kyiv”.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Kravtsov S. S.	02/28/2019	02/28/2019
Part 2	Kravtsov S. S.	02/28/2019	02/28/2019
Part 3	Kravtsov S. S.	02/28/2019	02/28/2019

6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASICS OF CONCEPTUAL TOURISM PRODUCT

1.1. Conceptual tourism product: definition, classification and methodology

1.2. Conceptual tourism product in the world: case study in different destinations

Conclusions to the part 1

PART 2. ANALYSIS OF THE DEVELOPMENT POTENTIAL OF CONCEPTUAL TOURISM PRODUCT IN KYIV CITY

2.1. Potential of conceptual tourism product in Kyiv city

2.2. Marketing research of conceptual tourism product in Kyiv

2.3. Stakeholders of conceptual tourism product in Kyiv

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PART 3. IMPROVEMENT OF CONCEPTUAL TOURISM PRODUCT IN KYIV CITY

3.1. Ways and measures of development of conceptual tourism product in Kyiv city

3.2. Assessment of improvement of conceptual tourism product in Kyiv City

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7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	09.01.2018-10.29.2018	09.01.2018-10.29.2018
2.	Preparation and approval of task for the final qualifying paper	10.30.2018-12.02.2018	10.30.2018-12.02.2018
3.	Writing and pre defense of the 1 st part of the final qualifying paper	12.03.2018-05.12.2019	12.03.2018-05.12.2019
4.	Writing and pre defense of the 2 nd part of the final qualifying paper	05.13.2019-08.31.2019	05.13.2019-08.31.2019
5.	Writing and preparation of scientific article	till 06.01.2019	
6.	Writing and pre defense of the 3 rd part of the final qualifying paper	09.01.2019-10.20.2019	09.01.2019-10.20.2019
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	10.21.2019-11.15.2019	10.21.2019-11.15.2019
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	11.16.2019	11.16.2019
9.	Additional processing, printing, preparation of material to final qualifying paper defense	11.04.2019-15.11.2019	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

8. Date of receiving the task:

9. Scientific adviser of the research

Kravtsov S. S.

10. Head of educational and professional program

Gladky O.V.

11. The task received by the student

Hrytsenko D. Y.

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

Student Hrytsenko Daryna completed final qualifying paper in due time according to a calendar plan. Contents, structure and design of the work meet all the requirements. The work consists of introduction, three parts, conclusions, list of references and appendices.

In the first part defined theoretical and methodological basis of conceptual tourism product are provided; its definition, classification and methodology; case studies of conceptual tourism products in different countries.

In the second part estimated analysis of the development potential of conceptual tourism product in Kyiv city; current state of conceptual tourism products in Kyiv city, marketing research and stakeholders.

In the third part defined ways and measures of development of conceptual tourism product in Kyiv city.

The final qualifying paper can be admitted to defense in the Examination Board and deserves high positive score.

Scientific adviser of a final qualifying paper _____ Kravtsov S.S.

13. Resume about a final qualifying paper

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

Head of educational and professional program _____ Gladky O.V.

Head of the Department _____ Tkachenko T.I.

_____, _____, 201_

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INTRODUCTION

Actuality of research. Nowadays tourism rightfully can be called the most promising business in the world in general, and in Ukraine. Tourism is important social and political phenomenon. The tourism industry can safely be called one of the most important components of the global economy. In the capital of Ukraine, Kyiv city, the hotel and restaurant businesses, the most important tourism service suppliers, are one of the most promising and successful businesses. Also, the tourism business in the capital of Ukraine is very lucrative sector for investment. As tourism is the most important part of the global economy, nowadays, it is important to develop tourism product and to create more innovative tourism objects that are called conceptual tourism products.

Increased competition for tourists among international destinations has underscored notions of quality and branding value as important factors that can make visiting a place more attractive. Nowadays tourists become more and more fussy – tourism industry grows and it becomes more difficult for tourism enterprises to wonder their potential clients or guests. Destinations try to establish businesses that attract tourists by their conceptual innovative products. The attractiveness of a tourism destination encourages people to visit and spend time at the destination. Therefore, the major value of destination attractiveness is the pulling emotional effect it has on tourists. Without the attractiveness and existing of unusual conceptual tourism products, travel destination does not exist and there could be little or no need for tourist facilities and services. That is why it is important to implement new, interesting and conceptual tourism products.

The purpose of the research is to form the methodology of the conceptual tourism product development in Kyiv by using theoretical base and practical experience on this topic; to determine the essence of conceptual tourism product and the forms of using it at a tourism enterprise; to discover world case studies in the area of conceptual tourism product development and to find ways of its implementation, development and promotion on local tourism business in Kyiv.

The object of the research is development of the conceptual tourism product in Kyiv city.

The subject of the research is theoretical, methodological and practical methods of conceptual tourist product development of Kyiv city.

Methods of research. Academic literature has paid little attention to the role and positioning of conceptual tourism products in Kyiv city particularly and in the world at a whole. Through the use of the conceptual tourism products it is clear that tourism industry of Kyiv city will have different impacts, marketing challenges and contributions to destination development as they progress through it. This critical appraisal presents an important reflection on my research in this area. The core of the critical appraisal is the published journal articles, book chapters and fully refereed conference papers upon which it is based but it also derives from the broader perspective of my research over the last three years. One of the most important documents this research was based on is Kyiv City Development Strategy for 2025. and progress both tourism business theory and practices, is discussed.

Scientific innovation. In this scientific work was invented new term “conceptual tourism product” that was not widely used before. Also, new strategies and methods to diversify promotional approaches of conceptual tourism products in Kyiv city.

Practical value. Use of new approaches and promotional programs in conceptual tourism product development will increase make Kyiv city more attractive for both international and national tourists.

Publications. As the result of investigation of the final qualifying work was published the article «Conceptual tourism product: definition, classification and methodology» in Articles of master programs students in field of science «Tourism» (specialization «International tourism business») (appendix A).

Paper structure. Final qualifying paper consists of the Introduction, 3 parts; first and third part consist of two sections, the second part consists of three sections and conclusions. The final qualifying paper also consists of the 6 figures, 7 tables.

PART 1

THEORETICAL AND METHODOLOGICAL BASICS OF CONCEPTUAL TOURISM PRODUCT

1.1. Conceptual tourism product: definition, classification and methodology

Determining the conceptual tourism products is most helpful for social scientists interested in understanding the aforementioned transactions and the benefits derived by consuming these products. This proves to be a challenging task, though, due to the lack of a common understanding among the authors who have explored this issue as well as due to the different levels of tourist products and their complex nature. For instance, conceptual tourism products can be determined on two distinct levels (figure 1.1).

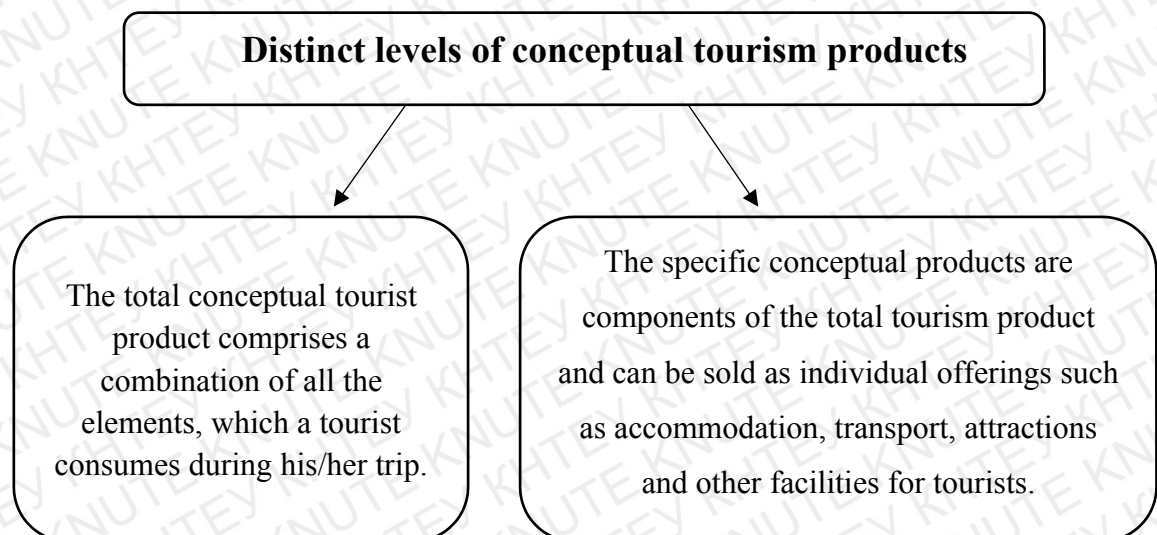


Figure 1.1. Conceptual tourism products distinct levels

**Source: own elaboration*

Conceptual tourism product can be considered as a complex. It consists of numerous components — most of which constitute products themselves — with each one playing a distinct functional role in this “amalgam of tangible and intangible elements”. These components complement each other, i.e. they are functionally interdependent as each one provides only a part of the total sum of benefits sought by tourists [3].

The specific conceptual products are components of the total conceptual tourism product and can be sold as individual offerings such as accommodation, transport, attractions and other facilities for tourists. In other words, specific products are the offerings of the individual tourism enterprises.

This research focuses on the specific conceptual tourist products, their types and methodology of application at tourism enterprise.

The tourism industry also involves activities that feature proximity to leisure industries: cultural, sporting and recreational pursuits. Since both are affected by emotional approaches, the development of short-term practices, the influence of concepts in urban tourism on the supply of leisure activities (casinos, museums, special events, restaurant food degustation etc.) accentuate the convergence to the point where it becomes difficult to establish a clear boundary between them [5].

The products of tourism cannot be easily standardized as they are created for the customers of varied interests and demands, not only for tourists, they can be consumed by locals as well. As the tourism products are mainly the tourists' experience, they can be stored only in the tourists' memories. The classification of conceptual tourism products that are usually consumed by tourists during visiting of destinations is shown below (figure 1.1).

Conceptual tourism products							
Conceptual means of accommodation	Conceptual means of transport	Conceptual restaurants, cafes, bars	Museums, galleries, art spaces	Events and festivals	Conceptual retail shops and souvenir shops	Tourist mobile applications	City travel cards (city pass)

Figure 1.2. Types of conceptual tourism products

**Source: own elaboration*

The classification covers everything a tourist spends money for during the trip. It also includes those elements that do not result in any expenditure for the tourist — such as freely accessible heritage sites as well as tourist information services — but that may create costs for authorities at the destination [11].

First of all, we should determine methodology of creation and forms of application of conceptual tourism product at tourism enterprise.

Creativity and innovation can be found everywhere and why should the hotel industry fall behind in innovating. The contemporary hotels and hospitality industry are undergoing lots of original and remarkable styling. All over the world, seriously unique concepts described by clever and quirky, outright disruptor designs, cool and trendy and tech-inspired ideas aren't new anymore [15]. In a period where online guest reviews and social media seemingly define the magnitude of success, a hotel will realize, being innovative seems to pay off. Several hotel comparison sites, hoteling followers, and the industry's watchdog groups have been compiling the list of the most innovative hotel concepts. And, indeed the list features all the beautiful, jaw-dropping, mediocre, bizarre and absolute stunners [26].

Everything and everyone is improvising. The hospitality industry is the fastest growing of industries. Because it is a myriad of different services, it has a wider aspect and scope to enhance and improve its operations.

Here are how conceptual hotels can be created:

- unusual geographical location. The hotel can be located not only in the city center, but also in a park, forest, island, desert, mountain, underwater. In this case the visiting of such hotel can be the main purpose of travel;
- creative interior and connection with art. Boutique hotels are great piece of architecture is an art in itself. What all fabulous conceptual boutique hotels offer is that they make all rooms a canvas of art to amaze visitors. The design and art are awe-inspiring and thus the connection with art justifies the term Boutique. Something like hand built with a lot of precision and in an artistic manner;
- relation with history and traditions of the destination. Tourists like to come somewhere and to feel themselves like a local, this is why it is very important to

create an atmosphere of typical local house with local dishes and traditions, interior and some traditions;

- hotel smartphone app is a rage now. Hotels are taking it a step further by allowing the guests to control their rooms and access services. In some hotels, guests use smartphones as room keys. Also, guests can adjust lighting, temperatures and change channels on TV. The millennials – who are born in 1980s-1990s are very tech-driven and 85% own a smartphone. That is why a smartphone is a good way to catch their attention [21];

- beacon technology. This allows two-way communication between the guest's phone and small beacons set around the hotel. They can be used to push the guests to use hotel services with promotional offers sent to their phones directly. The Beacon technology and augmented reality are push form of marketing initiative riding high on the technological innovation.

To attract customers as well as take them around an attraction, destination developers have used many forms of transport to move people around. These novel modes of transport ensure that major exhibits are viewed in a certain sequence and ensure that the crowd moves through at a reliable pace. Unusual forms of transportation are also an attraction such as: the cable cars in hilly terrain, the funicular railway, jet boating, bike trips, tourist city buses.

A restaurant concept is the overall idea or theme that defines the restaurant. A restaurant concept is the overall idea or theme that defines the restaurant. Restaurant concepts include: menu's design, service style, interior and exterior, the style of food, name of restaurant, location, relation to history and traditions, relation to some famous people of important event.

Many restaurants are conceived based on a chef's personal experiences or interests. Heritage, local ingredients, traditions, or family are all common sources of inspiration for restaurant concepts. But concepts can also be defined by a chef's travel experience, training, or an interest in a certain area of art, science, or culture. It helps tourists to remember this place and to associate with unforgettable emotions. For example, the name of the restaurant needs to be memorable, preferably simple,

and most importantly, authentic [20]. There are many different approaches to choosing a restaurant name, but owners often take inspiration from their location or a signature dish. While service styles may seem unrelated, the types of services are offered in the restaurant directly relate to the restaurant concept in the sense that it affects the tourist's overall experience [18].

Not all art galleries are white cubes. There are plenty of art spaces, projects and initiatives, which operate in unusual and unexpected locations. From car parks or garages, via train platforms to former churches and former polygraphic plants. When tourists visit a new place, they try to get a double dose of the local's culture by visiting a contemporary art museum. Some of the best institutions feature a mixture of work that has both world-famous names as well as great makers from around the area [22]. Nowadays, museums, galleries and art spaces try to attract people by their unusual concepts and also: collaboration with coffee-shops, food court or retail shops that can be present in the same building; unusual geographical location; unusual interior and exterior; activities for visitors and the use of mobile applications.

New galleries of contemporary art quickly form their own audience, turning the client and visitor into an integral part of the art process. Frequent changes of expositions, arts literature publishing, actions, lectures and evenings with artists contributed to their greater popularity. Each of such areas has its own art policy, development strategy, circle of friends. However, the place of a gallery in the cultural process is precisely determined by the arts quality represented in its walls, the number of events in which it just happened to participate and also by the ability to combine educational and commercial activities [25].

Special events have become a significant factor in the tourism development initiative of most destinations. Subsequently, event and festival tourism has been acclaimed as one of the fastest growing form of tourism. This is because of its role in the socioeconomic development of successful destinations. Special events are organized as a means of revitalizing the communities, a means to draw people to the region that traditionally have a seasonal appeal, to serve as a promotional tool by bringing new tourist flows that will otherwise not experience that particular region

and to diversifies the local market by increasing both real and potential revenue generation. Other benefits associated with organization of events are: enhancing or preserving local culture and history, providing local recreation and leisure opportunities and enhancing the local tourism industry. Conceptual events and festivals have such features: unusual location or the building where the event take place; collaboration with other conceptual tourism product suppliers; relation with history and traditions of the destination; unusual activities for participants; use of technologies. All these features help to attract more visitors and to create an unusual and conceptual event [4].

The souvenir is an integral part of the travel experience and most tourists return home with souvenirs to preserve and commemorate such experiences. Souvenirs might take the form of T-shirts, authentic handcrafted items, antiques, key chains, miniature replicas of landmarks, or various other objects. Producing, selling, and buying souvenirs are routine activities of tourist destinations that generate billions of dollars each year. While shopping is seldom mentioned as the primary reason for travel, it is perhaps the most universal of tourist activities, and has important financial impacts on local tourist shop merchants. Shopping is now recognized as one of the major activities of tourists; it is often the most significant expenditure category on their vacations and trips, representing about one third of their total tourism expenditure [6].

Conceptual retail shops and souvenir shops usually try to persuade their potential customers by: creating an unusual space, related with history and traditions of the destinations; a specific theme of the shop; unusual interior or exterior of the shop; craft production; range of activities proposed for visitors of the shop. Nowadays souvenir shops and other retail shops for oriented on tourists try to become unique and to follow all modern trends, and those that offered distinctive products were more competitive in their region.

The development of mobile applications has been on the rise for more than half a decade, ever since the first appearance of the very first app store in July 2008 (Apple, 2008). While overall the mobile evolution has contributed to enhancing the

travel factor at large, only little is known about how it has affected the on the go travel experience. This lack of intelligence is critical because gaining deeper knowledge in the field of how travelers are using travel-related applications during their trip could provide meaningful insights to fill untapped opportunities for tourism companies and solve problems of travelers having insufficient access to resources enhancing their travel experience on the go. In order to address this problem, the author aims to uncover unfulfilled needs of travelers during their journey and present suggestions of how travel-related companies could respond [5].

The recent developments in the mobile travel app industry have shown that there is yet a big gap between the different travel stages, which needs to be closely investigated in order to uncover potential needs of travelers and to resolve the problem of not comprehensively covering today's travel cycle. This thesis aims to resolve the tourism industry's problem of lacking profitable conceptual tourism products and services that add value to travelers' experience during their trip by identifying their greatest needs and new technological developments that will affect the on-site travel behavior heavily and that serve as a basis for future enhancements during the journey. This is done by analyzing how travelers are using mobile applications during their trip, and how major stakeholders can add value to the onsite travel experience. Furthermore, it is the goal of this thesis to reveal the potential financial value of said stage in the tourism travel cycle to better understand the uncovered possibilities and to accelerate future developments.

Actually travel apps are still most used in the planning phase, but a destination and travel products and services suppliers should also develop travel mobile applications that can be widely used by travelers in the destination in the process of travel activities and consumption of tourism products. For example, city excursions, the bike rental services, car sharing, virtual reality, restaurant advises can be provided by mobile applications when the tourist has already reached the destination, not in the process of planning (figure 1.3).

City pass – it is a short term card (from 1 to 7 days) that gives access to the most popular tourism attraction in the city, including transport system and excursion

services. Buying a card and choosing one of options (f. e. for 24, 36 or 48 hours) a tourist gets free access to any of top attractions included for the duration of this pass (museums, galleries, art spaces, parks, entertainments, public transport and excursion programs).

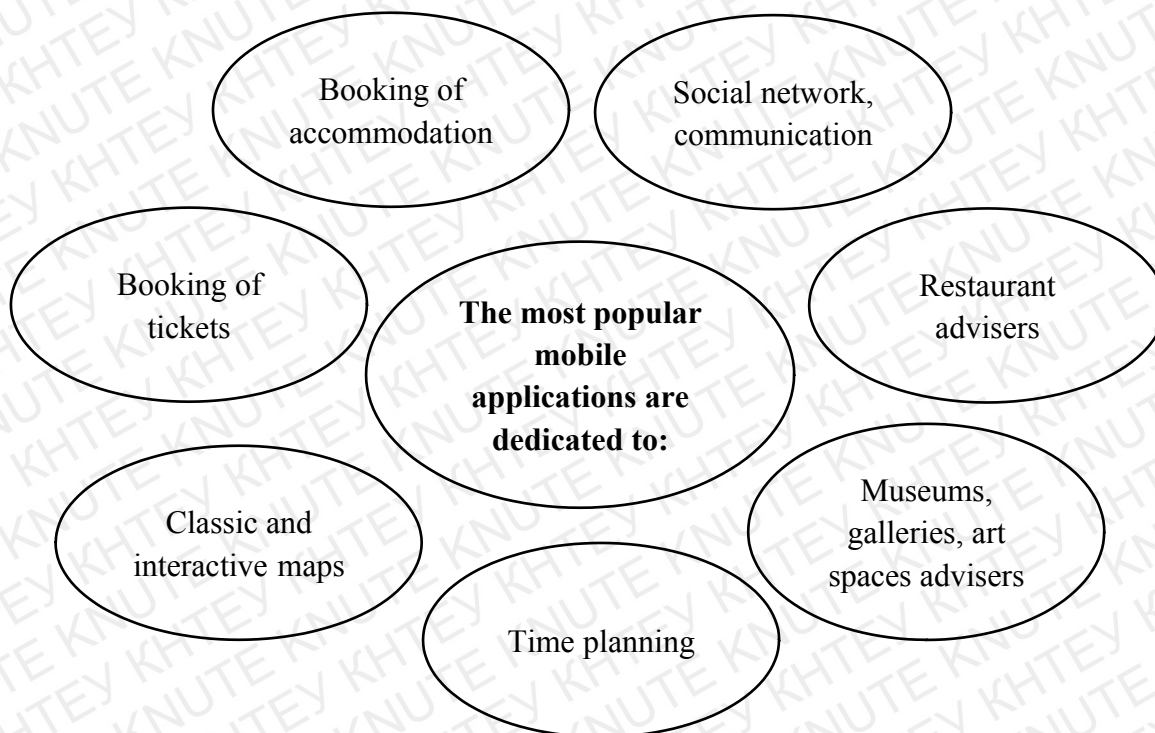


Figure 1. 3. The most popular tourism mobile applications

**Source: own elaboration, based of resource [27]*

Usually all information about services that can be consumed by a tourist who bought such card can be found in the application and / or in the pocket sized guidebook. These handy resources help make tourist's itinerary planning quick and easy. The city pass helps a tourist to save money, because its price is much lower that the entrance prices of each attraction summary.

1.2. Conceptual tourism product in the world: case study in different destinations

Researching conceptual tourism product in the world we will gather the best

case studies devising by types of conceptual tourism products in order to show how it can be presented in a destination and the influence on increasing of tourist flows to this destination.

Conceptual mean of accommodation – “Book and Bad” hostel in Tokyo, Japan. A self-proclaimed “accommodation bookshop”, Book and Bed Tokyo is essentially a library that guests can snooze in. This affordable hostel has room for 30 guests and a selection of 1,700 books in both Japanese and English. Those looking for Japanese literature will find English translations of works such as *Essays in Idleness*, the collected works of the 14th-century Buddhist monk Yoshida Kenko, as well as a rich selection of international fiction and nonfiction (appendix B). Each small room comes with a book light so you can spend time reading at all hours. [35]. This mean of accommodation is a good example of conceptual tourism product. Because of its creativity and unusual concept this hostel can be also a purpose of travel for true book lovers.

Conceptual mean of transport – “I am bike” in Amsterdam, The Netherlands. I am bike offers unique bike rental service with self-guided tours. The stable four-wheel bikes mean that no prior cycling experience is needed. It's a safe, easy and enjoyable way for families and groups to explore the city. The customized routes allow you to find your way through the highlights of the city and surrounding countryside [41]. This tourism product is very popular among visitors of Amsterdam because bikes are the most common means of transport in this city and every tourist wants to feel like a local.

Conceptual restaurant – “Ninja” restaurant in New York, USA. “Ninja” is a Japanese restaurant in Tribeca, takes the concept of themed dining to a new level. Here, dinner is (stealthily) served by Ninjas (waiters are dressed in the same clothes), who drop from the ceiling, pop out of hidden doorways, and appear in puffs of smoke. The entire restaurant is carefully decorated to resemble a feudal-era [18].

Conceptual museum - Messner Mountain Museum in South Tyrol & Veneto, Italy. A central museum with five branches across north-east Italy comprises Reinhold Messner's homage to the mountains, from the science of glaciers to rock

climbing and local mythology. Not only are the locations breath-taking, but the website is also well worth a visit [47]. One of the buildings, MMM Coronas is situated on the summit plateau of Kronplatz (2,275 m), is dedicated to traditional mountaineering and it is devoted to mountain history and also offers unique views of the great mountain walls of the Dolomites and the Alps [24].

Events or festival – “Dîner en Blanc”. It is a worldwide event spanning six continents in which people have a meal dressed in white in a temporary dining setup in a public space. Diners are required to provide their own food, tables, chairs and tablecloths. The Dîner en Blanc concept began in Paris in 1988 and nowadays the event has grown to have an attendance of more than 6,500 with a waiting list of over 80,000 people [36].

Conceptual retail shop or a souvenir shop – “The Store X” in Berlin. The Store X Berlin outpost first opened its doors in February 2015, spanning two floors of the Soho House Building in Mitte, Berlin. Through a creative edit of fashion, furniture, music, art and books, alongside food from Cecconi’s and The Store Kitchen, and exclusive exhibitions and events in its Studios, The Store X Berlin invites visitors to explore an innovative take on the retail experience, one that brings local and international creatives together in an ever-evolving conversation. This store is one of the best world examples of collaboration between a shop, an art space and a café [34].

Tourist mobile application – “Paris Bouge” for Paris, France. “Paris Bouge” it is a guide to what concerts, exhibitions and other events are going on in Paris during your stay. This app is the best bet. It simply lists most of the important cultural events on any given date, providing you with a little description of each event (in French), with their time, location and price [23].

City tourist card (city pass) – “Milan City Pass” in Milan, Italy. Buying this city pass a tourist gets all Milan top attractions while saving both time and money. The best of museums, attractions, city tours, transport, restaurants and shops across the city are accessible for this city pass holders. Moreover – a tourist gets also A book of vouchers to access offers at affiliated facilities free-of-charge for a total value of over 250€ and a map of the city complete with all the most useful indications [24].

Conclusions to the part 1

The tourism industry as a whole survives because of various tourism products and services. Tourism industry is flexible. The conceptual products of tourism cannot be easily standardized as they are created for the customers of varied interests and demands. As the tourism products are mainly the tourists' experience, they can be stored only in the tourists' memories. But all types of conceptual tourism product have some similar features. Usually conceptual tourism products have specific and unique locations, exterior and interior, some connection with history and culture of the region (or the destination) where it is provided and collaboration with other tourism products suppliers.

The conceptual tourism products can exist as independently, as they can be components and prerequisite for the total product (a tourism package that can be provided by travel agents or travel operators). More specifically, it is final products and not intermediate products or inputs of a production process that are considered integral products. Tourism enterprises that provide tourism products or services can use this methodology to make bring more concepts in their activity and to strength their competitive position on the travel market.

The most creative and interesting conceptions that are used by tourist attractions around the world show that it helps a destination to increase the amount of tourist flows and to make the destination preferable for one day visitors and travelers. Sometimes a conceptual hotel or restaurant, unusual museum or mean of transport can be a purpose of travel. That is why it is very important to diversify tourism product and to implement as more interesting concepts as possible.

PART 2

ANALYSIS OF THE DEVELOPMENT POTENTIAL OF CONCEPTUAL TOURISM PRODUCT IN KYIV CITY

2.1. Potential of conceptual tourism product in Kyiv city

Kyiv as the capital of Ukraine is the most attractive and popular tourist destination of the country. Kyiv has favorable economic and geographical location because it is located at intersection of railway networks, highways and airways that is very important for development of foreign economic and cultural relations.

There are two airports in Kiev (Kyiv) - Boryspil (KBP) and Zhuliany (IEV). Most International flights operate to and from Boryspil International Airport which is located 29 km south-east of Kiev and 6 km south-west of Boryspil city centre. Boryspil Airport is the main gateway into Ukraine but a smaller airport Zhuliany International Airport Kyiv has recently been rebuilt and provides another convenient entry point into Kyiv and Ukraine. After a free trade agreement between Ukraine and the European Union came into force on Sep. 1, 2017, Ukraine's aviation industry has boomed, breaking several records in 2018. Kyiv's airports alone account for 75 percent of all air passenger traffic in Ukraine [44].

Kyiv has one of the country's largest historic and cultural potential. On its territory there are over 2000 monuments of history and culture. Among them 39 - of international importance including built in XI-XII centuries St Sophia Cathedral and Complex of Buildings of Kyiv-Pechersk National Historical and Cultural Reserve (Kyiv-Pechersk Lavra) which listed in World Heritage Sites List. Registry of Cultural Heritage in Kiev includes 380 monuments, 23 archeological sites, 25 historic sights and 9 monumental art attractions. In the city there are more than 100 museums including 32 museums of municipal subordination (fund of more than 2 million exhibits), 33 theaters and theatrical studios, 53 religious buildings, 141 libraries, 19 concert organizations, circus. Unfortunately, most of cultural sites need renovation and so-called rebranding. They can use new conceptions, interesting ideas and innovative tools in tourism in order to refresh their activity, to make these sites more

interesting and attractive for tourists and to get more visits.

In tourism market of Kyiv involved over 2500 businesses (24% of the total tourism businesses in Ukraine). Hotel business is represented by over 200 accommodation facilities for more than 11000 rooms. There are 7 five star and more than 30 four star and three star hotels among them. There are 175 hotels and 16 hotel chains in Kyiv. 149 of them are independent hotels [44].

Hotel chains that are represented at tourism market of Kyiv include: Premier Hotels & Resorts (9.4 %), Royal Hotels & Spa Resorts (4.0 %), Radisson Blu (3.9 %), Intercontinental Hotels & Resorts (2.5 %), Ramada (2.4 %), Hilton Hotels & Resorts, Fairmont Hotels & Resorts, Hyatt Regency, Reikartz Hotel Group, ibis, Holiday Inn Hotels & Resorts, Park Inn by Radisson, Mercure, The Leading Hotels of The World, Design Hotels, Ukraine Black Sea Hotels (together with all hotels they cover 77.8 %) (appendix C).. Premier Hotels & Resorts is the biggest chain with 1014 rooms and second biggest is Royal Hotels & Spa Resorts (430 rooms). Some of the new entrants in hotel business of Kyiv included Aloft Kyiv, ibis Kyiv Railway Station, Favor Park Hotel and Hotel Bursa. Additionally, the four-star boutique Riviera House opened in January 2019. Two more hotels are expected in 2020–2021 — one more Ibis and Adagio City Aparthotel [39].

Nowadays Kiev City State Administration in close cooperation with private tourism sector and active community plans to use advanced European experience and implement modern technological solutions in Kyiv tourism development, that potentially will help local businesses to develop its conceptual tourism product and to make the city more attractive for domestic and foreign tourists.

One of the most important actions that should be done in order to provide appropriate conditions at tourism market of the city is development of tourism brand and image of Kyiv in tourism sector. It includes various activities, for example:

- development of tourism marketing program in Kyiv;
- development and implementation of tourism ID-card guests of Kyiv visitors to display tourist sites, museums, pay for transportation services;
- development, production and acquisition of promotional advertising and

information printed materials of Kyiv tourism opportunities;

- publication of guidebooks;
- organization of advertising of Kyiv tourism opportunities in local and international mass media;
- development and production of souvenirs;
- creation and publication of a calendar of events in Kyiv;
- production of promotional videos about Kyiv including informational movies and documentaries;
- promotion and modernization of Kyiv online travel portal;
- promotion of tourism page of Kyiv on social networks (Facebook, Twitter, Instagram and others);
- creation and support of mobile applications "Kyiv Mobile Guide";
- development and improvement of Kiev tourism infrastructure.

Moreover, Kyiv Tourism and Promotion Department is implementing new program of popularization and promotion of Kyiv city as a tourism destination. A comprehensive program of popularization and promotion is one of the key components of managing a tourist destination, as it involves the realization of a number of different tasks of different players and actors of the tourist market. According to the forecasts of the World Tourism Organization (UNWTO), the potential of our country allows, at the appropriate level of marketing activity and tourist infrastructure to receive significant foreign exchange earnings, which will directly affect the level of socio-economic development of the destination.

For this reason, the main purpose of strategic tourism planning is to bring together stakeholders and provide them with tools to work together to transform a set of sights, activities and services into a predefined catalog of promotional offers for destinations.

The main role of this project is to fulfill marketing and advertising tasks, coordinate long-term planning and management of resource allocation, as well as finding the right balance between competing and complex environmental, social and economic goals, such as conserving natural resources, enhancing the attractiveness

and image of the area as a sustainable destination, which meets the needs of visitors by maximizing the economic contribution of tourism to the well-being of the local population as well as public and private partners.

The key to success and sustainable development of the destination is the constant systematic management and actualization of marketing activities. The main tasks of the Project implementation will be coordination of market players, implementation of strategies, branding and maintenance of Kyiv brand integrity, management of customer relations, representation at international events and financial sustainability of the market development in general.

The implementation of new project will create a destination management model, which is a break from existing destination structures, as well as a step forward to coordinate with European models and world experience.

Today, tourism is one of the leading, most profitable and most dynamic industries in the world. According to the World Tourism Organization (UNWTO), tourism will become the largest economy in the world in a few years. Already, the sector accounts for more than 10% of world GDP, 30% of services exports, and creates nearly 10% of jobs worldwide. That is why the Kyiv City Development Strategy for 2025, approved by the decision of the Kyiv City Council of July 7, 2017 №724 / 2886, recognized tourism as one of the priority areas of socio-economic development of the city. The impact of tourism on the economy and image of states in the world can hardly be overestimated, since it makes a major contribution to strengthening contacts and establishing international relations, is a significant factor in strengthening the authority of the state and each city in the international arena, creates an image, creates national dignity, stimulates development of trade, humanitarian sphere, international cooperation, revival of cultural heritage and traditions, promotes attraction of investments and infrastructure [45].

A characteristic feature of the tourism industry is that it combines at least 50 related branches of society: culture, art, science, education, sports, hospitality, medicine, trade, food, transport, communications, finance, construction, etc.

The dynamic development of Kyiv's tourism industry and creation of new

conceptual products are constrained by two major issues - insufficient funding and poor coordination of the actions of all market players for greater results (figure 2.1).

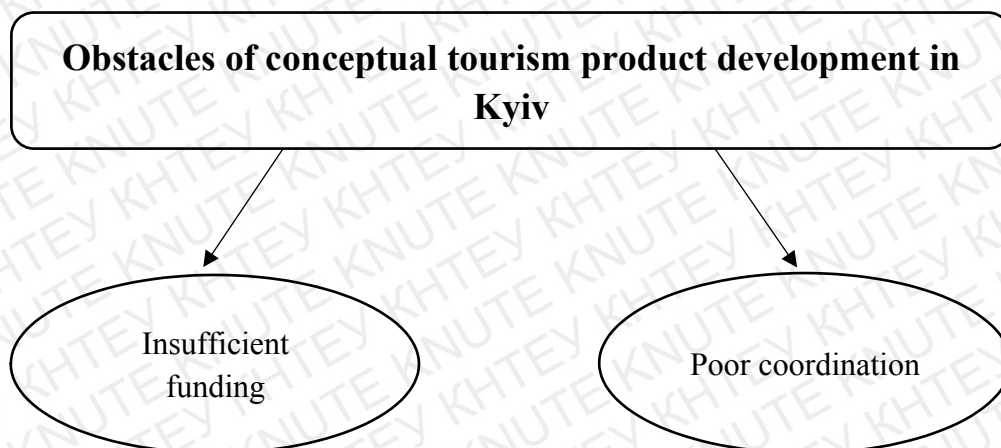


Figure 2.1. Obstacles of conceptual tourism product development in Kyiv

The issue of underfunding of the tourism industry is caused by the limited budget resources of the city of Kyiv. Therefore, the budget for tourism development in the past years amounted to only 0.5 million euros. For example, the average funding for the development of the Vienna tourist sector, Berlin is about 11 million euros a year, Paris - 7 million euros, Tel Aviv - 2.5 million euros, Jerusalem - 6 million euros.

Another key problem hindering the unveiling of the city's extraordinary tourism potential is the lack of coordination and interaction between market players and structural units of the executive body of the Kyiv City Council (Kyiv City State Administration), the lack of financial and organizational support from the city, the need to organically combine a single calendar of events per year a city with a tourism development marketing program to develop and bring to life to promote and promote the city's tourism products domestic and foreign markets. The situation is similar with the direction of business tourism, which has considerable potential for the economy of the city, where there is also no effective mechanism for presenting the conference and business opportunities of the capital on the international scene, for consolidating market participants and attracting major events to the city.

That is why this is one of the major mistakes in the process of development and promotion of tourist destination (destination marketing), especially in Ukrainian practice, because this process is not of a systemic nature, but is a set of interconnected activities implemented by different participants (government, business) in the absence of interaction. In this case, potential tourists are invited to create a single product of the destination on the basis of tourist resources and fragmentary information. Destinations have to do what organizations have been doing for years - strategic marketing planning. Strategic marketing planning involves the development of a route to achieve long-term goals, taking into account market requirements and territory resources, which is why the implementation of this project will allow to form a correct systematic approach to the promotion and promotion of the destination [45].

The tourist flow to Kiev has been steadily increasing for the last 3 years. According to statistics, in 2018, almost 2 million foreign tourists and about 3 million tourists from other cities of Ukraine visited Kyiv, in 2017 this figure was 1.5 million foreign tourists and 2.5 million domestic tourists. In 2016, there were 1.2 million foreigners and about 2.3 million domestic tourists [45]. It is shown below (table 2.1).

Table 2.1

Quantity of foreign and domestic tourists of Kyiv city [45]

Category of tourists	2016 year, mln people	2017 year, mln people	2018 year, mln, people
Foreign tourists	1,2	1,5	2,0
Domestic tourists	2,3	2,5	3,0

The Ukrainian capital has emerged since the 2014 Euromaidan Revolution as the latest pretender to Eastern Europe's hipster crown. As Kyiv's tourist traffic moves beyond pre-war levels, the sources of international tourism flows to the city are also changing. Whereas in 2013 over half of all foreign tourists visiting Kyiv came from the former Soviet Union, today the top five visitor countries are Belarus, Israel, the

United States, Germany and Turkey, with strong growth in the number of visitors from other EU countries such as Italy, France and the UK [50].

There is a tangible sense of swagger about post-Euromaidan Kyiv, with a vibrant contemporary arts scene and internationally acclaimed fashion industry setting the tone for a city that is enjoying the limelight after decades in the geopolitical dark. This largely youth-based hipster ambience is evident in thriving street art and fashion scenes along with a vibrant café culture and buzzing nightlife, leading many to dub Kyiv “The New Berlin” [49].

Visitors from the EU expect to enjoy European-standard conceptual means of accommodation, restaurants, coffee shops, galleries, museums and other tourist attraction that Kyiv can propose as a destination. This is why Kyiv becomes to implement as more as possible new various concepts of tourism products. This growing self-confidence is also evident in everything from Kyiv’s creative cafe culture to the city’s booming IT industry, which is transforming the entire profile of the regional economy. As a result, a place that once served as the poster boy for post-Soviet provincialism is now becoming synonymous with startup savvy. Many compare the current Kyiv vibe to the mood in newly reunified Berlin, which emerged in the 1990s as the unofficial hipster capital of Europe and a place where a lot of conceptual, creative and unusual tourist attractions are gathered.

In economic terms, on average, one foreign tourist leaves about \$ 150 a day in Kiev, and domestic tourists about \$ 50. This amount of spending has been steadily increasing over the last three years and will continue to increase. To compare the economic potential of the tourism market, it should be noted that about 13-14 million tourists visit Ukraine today, and the income from tourism is just over \$ 1 billion [48].

These figures demonstrate the potential for growth in the tourism sector and development of conceptual tourism product, that can be provided by the project of Kyiv city development in coordination with business.

2.2. Marketing research of conceptual tourism product in Kyiv

Creation of conceptual tourism product in Kyiv is getting more and more popular. It caused by glowing interest to Kyiv city as a new tourism destination of Eastern Europe. This growing self-confidence is also evident in everything from Kyiv's creative cafe culture to the city's booming IT industry, which is transforming the entire profile of the regional economy. As a result, a place that once served as the poster boy for post-Soviet provincialism is now becoming synonymous with startup savvy.

The most popular tourism attraction of Kyiv that can be considered as conceptual tourism product are mentioned below.

1. Conceptual means of accommodation:

- "Bursa" is a 33-room boutique hotel, an 1818 rooftop bar, as well as the White Noise City Cafe and the BURSA Gallery, a non-profit art gallery that features works by young artists. The hotel is situated in 19th-century building, all the furniture is created by Ukrainian designers, the interior is complemented by vintage elements brought from Norway, the Netherlands and France. There is also a conference room for 30 people, two large outdoor terraces, an indoor garden and a library [43];

- "Monotel" – is the 1st network of futuristic capsule hotels in Ukraine. The hotel has men's, women's monocapsules and capsules for couples. They are equipped equally and differ only in area. The capsule is opened with an electronic key. The capsules include an air supply system, memory mattress, adjustable lighting, headphones, gadget charging, socket, USB port, Wi-Fi, and a backlit mirror [31].

2. Conceptual mean of transport:

- "Nextbike" – it is bike-sharing service that allows to rent a bike easily via mobile application. As urban mobility service provider Nextbike considers itself sustainable part of public transport. Its multilingual customer service is available 24/7. Service teams maintain and redistribute bikes throughout the cities. Nextbike mainly offers station-based schemes with the option of a complemented flexible return of the bikes [32].

3. Conceptual restaurants, cafes, bars:

- "Kyiv Food Market" - a new format for a city that combines more than two

dozen establishments under one roof. There are several coffee shops, restaurants and cocktail bars there. It is located in the restored building of old “Arsenal” factory;

- “Loggerhead Bar” – it is a hidden underground bar in the center of Kyiv. The building's exterior is stylised as a transformer booth, and the factory switch serves as a bell. Interior is designed in historical spirit of the building, made in the late nineteenth century. The bar retains dome arches and ancient brickwork, honey-coloured hue of the walls, and pattern of copper, steel and brass is encrusted in the floor and the plinth;

- “Kanapa Restaurant” – traditional Ukrainian restaurant that explores authentic recipes, applies modern technologies (including molecular cuisine), chooses the best local products and creates dishes that give a new gastronomic experience. "Kanapa" is located in the legendary part of Kiev, in the preserved wooden building of the 19th century with a stone hall [30];

- “Chicken Kyiv Restaurant” – Ukrainian restaurant where traditional meat dish Chicken Kyiv is served. Serving breakfast of poached eggs, Ukrainian sparkling wine, Chicken Kyiv, lemonade “from your childhood”, "olivier salad" with crayfish and pas caviar, and listening to Ukrainian jazz, this restaurant tries to show how the life in Ukrainian capital was 40 years ago. The interior of this place reminds is like typical flat of rich soviet people of the 80’s. Space in Chicken Kyiv is filled with significant details - a chandelier like the one at Olimpiyska metro station, stained-glass windows, panels, deep green colors, laconic furniture, lacquered surfaces [30];

- “Ostannia Barykada Restaurant” - it is an art and gastronomic space, a meeting place of free people - new generation, born with three modern Ukrainian revolutions: Student Revolution on the Granite 1990, Orange Revolution 2004 and the Revolution of Dignity (Euromaidan) 2014.” Ostannia Barykada is not only traditional Ukrainian bar and restaurant. Almost every night there are musical concerts, book presentations, discussions, exhibitions [30];

- “Ziferblat” – it is a café where everything is free inside; guests leave money during their stay, thereby contributing to the development of this experiment. The dial is the free space that everyone who comes here rents Here you can read a book,

work, play piano, meet good people, attend events, engage in creativity, drink as much as you like tea or coffee and do almost anything if it does not violate the freedom of others.

4. Museums, galleries, art spaces:

- “The Naked Room” – it is a gallery for contemporary art and events based in Kyiv. This art gallery shares its space with the The Naked Bar, created by Foodies, a team of gastro enthusiasts, and the Naked Books corner, run by IST Publishing, a Ukrainian publishing house specializing in translations of recent cultural studies and new publications by Ukrainian authors [28];

- “SET” – it is a new independent art space that is located in the building of 1910 year, erected by Kyiv architect Martin Klug. Art space is arranged on two floors of the building with 410 square meters. There is also a library, a coffee shop and a bar. Exhibition projects, personal exhibitions of Ukrainian and foreign artists are organized in the art space [33];

- “PinchukArtCenter” - it is one the largest and most dynamic private contemporary art centres in Central and Eastern Europe. Currently, the PinchukArtCentre occupies six floors with exhibition spaces on four floors, library, education room, book store, video-lounge and café. The total exhibition space amounts to more than 3000 sq. meters [29].

5. Events and festivals:

- “Don’t take fake” - it is a festival dedicated to urban subcultures, street fashion, contemporary alternative art. “Don’t take fake” presents to all its visitors the most current music projects. The participants of the festival are world famous brands, musicians, designers, athletes, illustrators, artists and many others;

- “Ulichnaya Eda” – it is Ukrainian street food festival, a project designed to promote high-quality street food, foster a culture of consumption in society. Usually it takes place at Art-Zavod Platforma, a venue that is located on the territory of the former Silk Mill of Darnytsia;

- “Kurazh Bazar” – it is second-hand market with food, DJs, musicians, inclusive children's area and entertainment for all. It is an event with stylish used

things and young Ukrainian brands, antiques, vinyl and comics for ridiculous money [37];

- “The white nights” - Summer Dance Festival with 120 artists on 5 different stages. The best sound, the huge number of photozones, the metaphor frights, a bright show filled with the energy of everyone present.

6. Conceptual retail shop and souvenir shop:

- “Vsi. Svoi” – a platform that is bringing together local apparel makers, watching Ukrainian fashion conquer both the catwalks and the hearts of Ukrainians. It includes 2 retail shops that are located on the main street in Kyiv – Khreschatyk street. Today to buy clothes of local brand - organically and habitually for everyone who follows the trends, who appreciates the quality, who understands the value of such a product.

7. Tourist mobile application:

- “Visit Kyiv App” – it is a mobile application that was launched by Tourism and Promotion Department to provide significant tourism information for tourists of Ukrainian capital and its citizens.

8. City tourist card (city pass):

- “Kyiv Pass” – it is a smart card for tourists; a service that was launched in 2017. There are three types of this card: a blue one for 24 hours, a green one for 48 hours and an orange one for 72 hours. The range of services that a tourist can use after buying this card: two excursions, 20 visits to museums in Kyiv, one-time visit to the Kyiv Zoo, more visits to the galleries, two visits to the night clubs, three restaurants, that are in the list of the smart card.

Development of conceptual tourism product in Kyiv is an extremely important, because nowadays tourism market of the city has to compete with tourism markets of other developed tourism destinations, being ready to provide various concepts, unusual services and innovative tourism products.

The easiest way to evaluate the attractiveness of these conceptual tourism products is to discover the feedback of their visitors via Internet and social media resources. The most common used social media in travel market in Ukraine are

Google and TripAdvisor.

Usually tourists and visitors leave their rates and commentaries after visiting these sites and it helps to evaluate the quality of these tourism products. Such social media as Facebook and Instagram are getting more popular year by year and today every conceptual tourism product has its own page there as well. It helps to promote the products and to receive the feedback (table 2.2).

Table 2.2

**Results of analysis of attractiveness of conceptual tourism product objects
in Kyiv**

Name	TripAdvisor rate (max. 5)	Google rate (max. 5)
Monotel	5,0	5,0
NextBike	-	3,0
Kyiv Food Market	4,5	4,2
Loggerhead Bar	4,5	4,6
Kanapa Restaurant	4,5	4,5
Chicken Kyiv Restaurant	4,0	4,4
Ostannia Barykada Restaurant	4,5	4,7
Ziferblat	4,5	4,7
The Naked Room	-	4,8
SET	-	5,0
Pinchuk Art Center	5,0	4,5
Don't take fake	-	-
Ulichnaya Eda	-	4,3
Kurazh Bazar	4,5	4,5
The white nights	-	-
Vsi. Svoi	5,0	4,6
Bursa Hotel	4,5	4,6

If we compare Kyiv with other tourism Ukrainian and foreign tourism destinations, we need to use SWOT analysis to determine current state of Kyiv city as a tourism destination, its strength, weaknesses, opportunities and threats. The results of SWOT analysis is shown below (table 2.3).

Table 2.3

The SWOT analysis of Kyiv as a tourism destination

Strengths	Weaknesses
Rich and diverse historical and cultural heritage;	Poor infrastructure

Two entries in the UNESCO World Heritage List; Development of the tourist infrastructure; Safety and security; Variety and high quality of restaurants, bars and coffee-shops;	Political instability; Poor infrastructure; Unfinished highways; Lack of low-cost airlines; Outdated tourism legislation;
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Strengths	Weaknesses
Price competitiveness of the destination; Beautiful women; EU-Ukraine Association Agreement; Geographical proximity to traditional tourist generating countries; Well-connected flight network; High knowledge of foreign languages of people who provide tourism services; Promotion of the destination at the international exhibitions and seminars.	Poor destination management on national and regional level; Lack of financial incentives for tourism; Dependence on foreign mass tour operators; Bad image caused by political and military conflicts. Low knowledge of foreign languages of people who provide various services.
Opportunities	Threats
Availability of EU funds for tourism and Increasing demand for special interest tourism in main tourist generating countries; International hotel chains entry to the destination; Collaboration between stakeholders; Competition with other important; Ukrainian (Lviv, Odesa) and foreign tourism destination; Increased social status and quality of tourism education in Ukraine; Increasing welfare of European countries; Trend on discovering of new destinations.	Global economic crisis; Competition with other East-European countries; Strict visa restrictions for some generating markets; Negative natural growth of population in Ukraine; Political instability at the East of Ukraine; Intense growth and development of international competition.

Continuation of table 2.3

The SWOT analysis of Kyiv as a tourism destination gives the ability to take advantage of strengths and weaknesses, opportunities and threats, and to ensure compatibility between the destination's resources and conditions in its environment. Consequently, strengths should be used, weaknesses should be eliminated, opportunities should be seized and threats should be neutralized.

2.3. Stakeholders of conceptual tourism product in Kyiv

Participation of stakeholders in the decision-making process is very important for tourism development and creation of new conceptual tourism products in Kyiv.

According to UNWTO there are a number of stakeholders who may impact directly or indirectly on tourism planning and development. They play a wide variety of roles and may sometimes have competing aims and objectives (figure 2.2).

1) National government organizations.

National government organizations play an important role in tourism development of Kyiv city. They plan tourism activities at national levels. Planning at national levels require appropriate policies being designed and implemented. National governments' roles include but not limited to developing and maintaining infrastructures such as roads, railways; promoting destinations to local and international tourists; and ensuring safety and security of tourists.



Figure 2.2. Stakeholders of conceptual tourism product in Kyiv

**Source: own elaboration*

National government in tourism is represented by Tourism and resorts department of Ministry of Economic Development and Trade of Ukraine. Main tasks of the department include:

- ensuring the development and implementation of tourism and resorts

development programs in Ukraine;

- coordination of interregional cooperation in the area of tourism and resorts;
- promoting the development of domestic and inbound tourism;
- ensuring the assignment of appropriate categories to tourist infrastructure facilities (hotels, other facilities intended to provide accommodation services, catering establishments, resort facilities, etc.);
- ensuring the creation and maintenance of the register of certificates of assignment of relevant categories to tourist infrastructure facilities;
- licensing of tour operator activities in accordance with the law;
- participation in standardization of tourism services and tourist infrastructure facilities (hotels, other facilities intended for providing accommodation services, catering establishments, resort establishments, etc.);
- participation in representation of the country in the international tourism organizations and in the international tourism events [2].

Local governments with specific competence in tourism matters also play an important role in tourism development. Councils promote local tourist attractions, provide infrastructure and services to support tourism and manage the impacts of tourism. They are also in a better position to understand unique characteristics of a destination and can create an authentic experience for the people who want to visit it. Local government is represented by Kyiv Tourism and Promotion Department of Kyiv City State Administration. The main tasks and responsibilities are: ensuring in the city of Kyiv the implementation of state policy in the sphere of tourism and resorts; preparation of proposals for projects of urban programs for the development of tourism and resorts, taking measures to implement these programs; promotion of tourist activities in the city of Kiev and creation of modern tourist infrastructure; development and implementation of measures for protection of local tourist resources; promoting the development of child and youth tourism; ensuring, within the limits of their authority, compliance with the requirements of regulations on tourism, resorts and hotel services [1].

2) Tourism Associations.

Tourism associations are aimed to gather the participants of tourism market of Kyiv city in order to give opportunities to improve their activity particularly and to develop tourism industry in Kyiv city at a whole. There are two main tourism association in Kyiv: Kyiv Tourism Association and Business Travel Association of Ukraine.

Kyiv Tourism Association gathers more than 50 Ukrainian companies that are reliable and strong partners in tourism industry. All representatives of tourism sector can be members of Kyiv Tourism Association (for example: tour operators, accommodation suppliers, guides, air companies; trucking companies; associations; restaurants; museums).

The main goal of Kyiv Tourism Association is to consolidate commercial tourism companies for powerful tourism promotion of Kyiv and Ukraine. The main activities of Kyiv Tourism Association are: participation in international tourism exhibitions; outbound Kyiv presentations; local events and workshops for Ukrainian tourism companies; invitation of foreign media group to Ukraine for promotion of Kyiv as a travel destination; organization of large tourism events.

Business Travel Association of Ukraine is Ukrainian professional association of business travel market and MICE participants. Association mission is to combine the efforts of professionals in the business travel industry and MICE to create conditions for the effective development of the industry in Ukraine. Association Objectives are: contribution to the development of the business tourism industry and MICE in Ukraine and turning it into an industry that ensures the dynamic development of the country's economy; influence the formation of a legislative environment conducive to the effective development of the industry; improving the quality of services provided in the market by increasing the professionalism of company employees and introducing modern methods and technologies etc.

3) Tourism Enterprises.

Tourism establishments and enterprises of Kyiv play a variety of roles in tourism development. For example, airlines, trains, and buses transport tourists from one place to another, restaurants provide them with food and drinks, and hotels provide

accommodation.

The most significant enterprises of tourism market of Kyiv are mentioned in the table 2.4.

Table 2.4

Participants of tourism market of Kyiv

Transport companies	Suppliers of accommodation	Restaurants
Ukrainian International Airlines	Intercontinental Kyiv	Kanapa
SkyUp Airlines	Premier Palace Hotel	Pervak
Municipal enterprise "Kyiv Metro"	Hilton Kyiv	The Life of Wonderful People
Municipal Enterprise "Kyivpastrans"	Hyatt Regency Kyiv	Favorite Uncle
SkyBus	Fairmont Grand Hotel Kyiv	Italian Edition
"Ukrzaliznytsia" (Ukrainian railways)	Ibis Kyiv City Center	O'Panas
AVIS	Ibis Kyiv Railway Station	Spotykach
SIXT	President Hotel	Catch
Uber	Khreschatyk Hotel	Aliaska
Uklon	Hotel Ukraine	Mimosa
Bolt	Tourist Hotel	Milk Bar
Nextbike	Premier Lybid Hotel	CHI
	Premier Rus Hotel	Loggerhead
	11 Mirrors Design Hotel	Barman Diktat
	DEOL Apartments	Hangover
	Bursa Hotel	Sho
	Riviera House	Chicken Kyiv
	Holiday Inn Kyiv	The Last Baricade
	Park Inn Kyiv	Vatra
	Radisson Blu Kyiv Podil	Veranda na Dnipri
	Radisson Blu Kyiv	Praha
	Hotel Dnipro	Piccolino
	Arbnb apartments	Puzata Khata
	Booking.com apartments	Vino et Cucina

**Source: own elaboration based on resource [38].*

4) Travel Agencies & Tour Operators.

Inbound tour operators and travel agencies of Kyiv city work to promote the destination as a whole to interested travelers. Sometimes, inbound tour operators are referred to as destination management companies (DMCs). They often are comprised of business owners and industry leaders from Kyiv city, and these entities work together to promote this tourism destination as a whole to interested travelers.

The most successful and tour operators, travel agencies and destination management companies that work several years on the tourism market of Kyiv are: Adventure Tour (DMC), Sputnik Kyiv, Ukrainian Incentives, BTL Group, Dinadis, Pan Ukraine, Zagorye, Way 2 UA, Kiy Avia, JC Travel, Pan Ukraine, Milend, Bytsko Travel Group, Travel Leaders Ukraine, Ornament Ukraine, Wonders & Holidays, New Logic, Yana Travel, Tourist Club LTD, Mice House, Chervona Ruta, Imperial Travel, Happy Vacations, AvesTravel, Chernobyl Tour, Kalipso Ukraine, Arktur, Intercity Incoming Touroperator, Interesting Kyiv, BCDTravel, Blue Chip, Vacanture, Be Inside, Entdecke, Open Kyiv, Ukraine Culture Trip, Avialiga, ASIS.

5) Tourists (Local & Foreign).

Travelers, including business travelers, and visitors of Kyiv city are perhaps the most important stakeholders. Tourists visit attractions; spend money; and may promote the attractions through word of mouth and social media if their experience is positive. If the experience is not positive, tourists may not return to the attractions again, and may even spread negative word of mouth.

According to sociological research of tourist flows to Kyiv that was made by Tourism and promotion Department of the Kyiv City State Administration, 60% of tourists are domestic and 40% of tourist are foreign (Europe 59.2%, Asia 30.6%, Australia and New Zealand 2.1%, America 1.2%, Africa 1.2%). Among them, 19.5% of tourists had package tours, 52.3% - independent trips, 28.2% - family trips. Almost a half of tourists in 2018 came in Kyiv in order to attend events (concerts, festivals, sport events and trade fairs). The duration of stay of 54.5% of foreign tourists is 3 days, and of 32.5% - from 4 to 7 days. Among foreign tourists - the number of tourists who arrived because of tourist events increased four times (from 9.8% to 41.8%) [2]. This tendency suggests that international tourism events have a significant impact on the intensity of tourist flows to modern metropolises, in particular, Kyiv.

6) Employees & Local People.

Tourism employees, professionals and consultants also play a very important role in tourism development. Restaurants, hotels, airlines, buses, trains, and others will certainly struggle should they employ an inadequate number of employees, or there are shortages of skilled people in the market.

The level of service nowadays plays a very important role in tourism business, especially if we consider hospitality, hotel and restaurant business. It depends not only on professional skills of personnel, but also on their knowledge of foreign languages (especially English) and empathy.

Tourism, hotel and restaurant enterprises of Kyiv city show increasing level of knowledge of foreign languages of their employees year by year. After the Revolution in 2014, the percentage of European and American travelers significantly increased, while the percentage of Russian tourists is declined. It caused improvement of skills and foreign language knowledge of tourism employees and professionals in Kyiv city. Development of conceptual tourism product in Kyiv will help to continue to improve the level of service of tourism professionals [14].

Local people of Kyiv are also very important in conceptual tourism product development. They may have legitimate concerns and may resist any tourism development. Therefore, they need to be involved in the decision-making process where appropriate. Local people with their distinct values and cultures can add value to any tourist destinations. Tourists may also benefit from local people in many different ways.

7) Education centers.

Kyiv is the education center of Ukraine, this is why the most important universities, institutes and colleges are gathered there. They prepare the best specialists and professionals in tourism, hotel and restaurant business in different areas: International Tourism, Economy and organization of tourism, Hotel and restaurant on the right, Technology and organization of restaurant business, Hotel & Restaurant Management, Tourism Management.

To the list of education centers that prepare specialist in tourism, hotel

and restaurant business are included:

- Kyiv National University of Trade and Economics;
- Kyiv Aviation University;
- Taras Shevchenko National University of Kyiv;
- Kyiv National University of Technologies and Design;
- National University of Food Technologies;
- Kyiv National University of Culture and Arts;
- KROK University;
- Kyiv International University;
- National Transport University.

8) Tourism Exhibitions.

The most significant travel exhibition that is organized annually in Kyiv is Ukraine International Travel Market.

UITM exhibition serves as an effective international platform for the consolidation and communication of travel industry professionals from Ukraine and abroad. Annually, Ukraine International Travel Market unites hundreds of participating companies, hotel delegates, resorts, airlines and airports, as well as representatives of international and national tourism organizations, diplomats, government ministries and agencies, agents of related industries from Ukraine and 20 countries. Usually the event is attended by more thousands of B2B audience from all regions of Ukraine and other countries [19].

There are some other stakeholders that tourism planners should consider. For example, institutions engaged in financing tourism projects, trade unions of employees and professionals working in tourism, tourism educational centers, and other tourism specialist organizations play a variety of roles in tourism development.

Different stakeholders of Kyiv tourism market have different expectations. For example, the shareholders are interested in profits and dividends, whereas the employees are interested in welfare, high salary and

promotion. Likewise, the local community will be interested in the employment opportunities created for the local people by the company [17].

To sum-up, it is certainly important to identify stakeholders of Kyiv tourism market and their expectations. The expectations of stakeholders are sometimes in conflict with each other. A stakeholder analysis is therefore very useful for all organizations (table 2.5).

Table 2.5

Analysis matrix of stakeholders of conceptual tourism product in Kyiv

	High interest	Low interest
High power	NGO's Travel Agencies & Tour Operators Tourism Enterprises	Tourists (Local & Foreign) Tourism Exhibitions
Low power	Tourism Associations	Education centers

**Source: own elaboration.*

Stakeholders with high power and high interest are major stakeholders that are heavily invested in the project. They must be actively managed. Stakeholders with high power but low interest must be kept satisfied. They can derail the project over seemingly minor issues. Stakeholders with low power but high interest must be kept informed. They can create high influence (i.e. raise a stink) if they don't get what they want. Stakeholders with low power and low interest must be monitored, in case they become more powerful and affect the project in the future.

Conclusions to the part 2

Kyiv has great resources, capabilities and potential to conduct conceptual tourism products, to develop it and to promote. Kyiv is one of the oldest European cities; a large political, industrial, business, cultural center and the capital of Ukraine. Kyiv is easily accessible. There are highly developed system of public transport and different services provided. Kyiv is safe and multicultural city with variety of venues

where the most important international and domestic events take place. Hotel business is represented by different brands, Ukrainian and international. Restaurants of Kyiv city are known for the diversity of international cuisines and modern concepts. But actually the tourism market of the city is not full and well-developed, there are a lot of possibilities of creation of conceptual tourism products.

Nowadays Kyiv has several objects of conceptual tourism product (conceptual means of accommodation, means of transport, galleries, museums, art-spaces, restaurants, bars, festivals and events). The SWOT analysis of Kyiv as a tourism destination shows the main strengths, weaknesses, opportunities and threats. Actually Kyiv has a very good competitive position and opportunities for conceptual tourism product development.

Stakeholders of conceptual tourism product in Kyiv should cooperate, build a detailed country branding and image management strategy. The relationship between tourism authorities and organizations is complex. Tourist companies, municipalities and local organizations of Kyiv city should constitute the lowest level of subordination and are subjected to rules and regulations issued by the national and regional authorities. It is important to identify the most and the least important stakeholders at the market of Kyiv through a stakeholder analysis, to find and to neutralize negative stakeholders and their potentially adverse effect on the development of conceptual tourism product in Kyiv city.

PART 3

IMPROVEMENT OF CONCEPTUAL TOURISM PRODUCT IN KYIV CITY

3.1. Ways and measures of development of conceptual tourism product in Kyiv city

Development of conceptual tourism product, through image creation, helps destinations to differentiate, improve their tourism products and compete in an increasingly competitive and cluttered tourism environment. Academic literature has paid little attention to the role and positioning of conceptual tourism products. Through the use of the conceptual tourism products Kyiv will have different impacts, marketing challenges and contributions to destination development as they progress through it.

My research has focused primarily on such significant conceptual tourism products as events and festivals. The benefits of this work to the Kyiv tourism market participants are the presentation of insights into conceptual tourism consumers, and an understanding of the challenges destinations face along the conceptual tourism development.

Conceptual tourism offers researchers an opportunity to utilize innovative research methods, focusing on the complementary use of qualitative and quantitative techniques [10]. As identified in this critical appraisal, there is a need to conduct more holistic research work in the area of conceptual tourism product development in Kyiv city. Future research could be focused around the following key areas:

- developing the conceptual tourism product life cycle further to examine the challenges and issues destination face as they progress through it;
- researching demand led conceptual tourism to establish motivations, preferences and expectations of tourists of Kyiv city;
- examining conceptual tourism within the broader context of the product and visitor mix;
- progressing research across concepts, to examine how different conceptual tourism products interact at a destination level;

- a focus on developing a profile of the Kyiv tourist, examining how they participate and move within various conceptual products as part of their overall tourism experience;
- investigating the experiential nature of conceptual products and how they help to brand and reimagine a destination;
- developing case studies of how conceptual tourism products have helped to innovate and develop destinations and paradoxically examining what happens when they fail to achieve this.

Conceptual tourism products are highly price sensitive and have competitive tourism marketplace. Conceptual tourism product development is often associated with high levels of entrepreneurship at the destination and an individual desire to carve out specific market niches. Little work has been published however, examining the relationship between conceptual tourism development and entrepreneurship [9]. In trying to portray the range and diversity of conceptual tourism products in Kyiv city a comprehensive theoretical framework begins to emerge and conceptual tourism can be seen as an important subset of tourism activities.

Events and festivals were chosen for study as a one of the most perspective type of conceptual tourism product to destination development of Kyiv city. Festivals and events are seen to extend the tourist season, encourage investment, generate revenue and boost the economy of Kyiv city. We can define event tourism from two different perspectives – that of the destination and that of the consumer. An event's 'drawing power' or 'attractiveness' can be measured by the numbers of tourists who will visit the event and their frequency of travel. The key strategy adopted by government tourism bodies of many 'event tourism' destinations is, rather than focusing on tourism volumes, to try to attract high yield, dedicated event tourists and develop a balanced and well managed portfolio of events that generate the optimum benefits for the destination [16]. This strategy should be accepted by governmental bodies of Kyiv city as well. Tourists can encounter events and festivals in a number of different ways. Often, mega or hallmark events can be the key motivator to visiting the destination, and in commercial terms are packaged to these travel markets with

the festival or event as the core product. In other contexts, however, festivals merely form a part of, and are used to support the overall cultural and tourist offer of the destination. Tourists may indeed ‘stumble upon’ festivals and events as part of their total tourism experience and exploration. This is why developing events and festivals culture in Kyiv city all other service suppliers will be developing in the same time.

Consequently, events are designed to help extend the life cycle of the product through the encouragement of repeat visitation. The major events provide an urban spectacle enabling cities to ‘express their personality, enhance their status and advertise their position on a global stage’. The concept of ‘destination personality’ has also emerged where identified human personality traits can be attributed to a destination [12]. This can be used by event creators in presentation Kyiv as one of the oldest European cities with rich culture, or dynamic fast-developing mega polis.

It is very important for Kyiv city to aim to, through public-private sector partnership, deliver high profile events that transform the city into a spectacular product. Kyiv destination marketing therefore will provide a key framework to evaluate event tourism. Kyiv has potential of the competition with other tourism destinations to attract domestic and international tourist spend and contribute towards destination image and branding. It is the events uniqueness and significance that conducts conceptual tourism products of Kyiv city.

Finally, events can be used as catalysts, particularly in urban physical and cultural regeneration. Events are attractive to industrial, entrepreneurial cities as Kyiv keen to rid themselves of their industrial heritage and to signal to potential tourists, investors and residents that the city is undergoing a vibrant transformation [7]. There is potential in Kyiv city for mega events to be viewed as ‘white elephants’, exposing destinations to huge financial risk and not fully utilising the additional infrastructure developments. Festival and event tourism however is not, in itself a sustainable process and it must be related to a more significant development plan encompassing leisure, social and employment activity of visitors and local residents, respectively. This has to be seen as part of a developing and collegiate narrative of destination image change and conceptual tourism product development of Kyiv city.

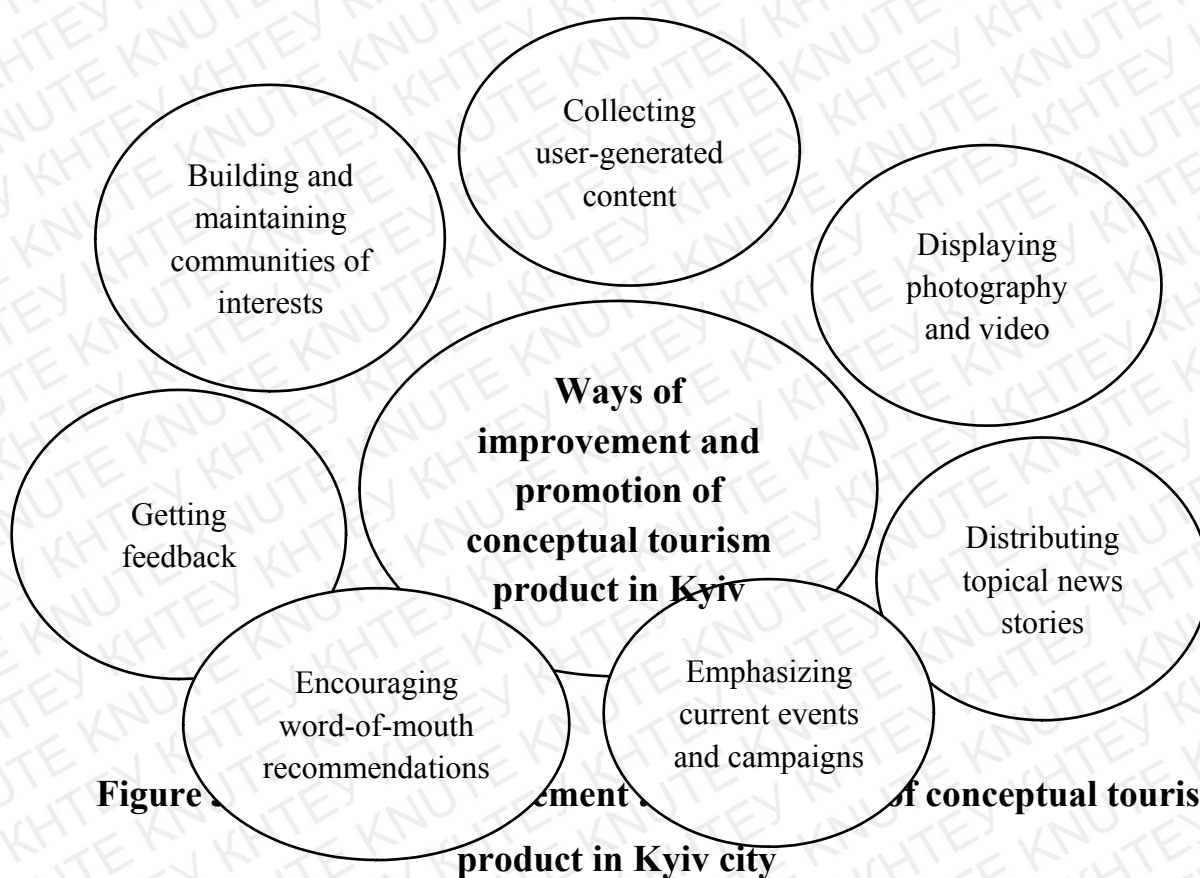
The development of information and communication technologies, especially Internet, has a strong influence on the changes in the use of marketing tools. The existence and availability of the Internet have fundamentally changed the way how tourists access information, how do they plan and book their travel, and in which way they share the travel experience with others. An important step forward in the development of the Internet has been made by a significant growth in the prevalence of social media platforms that allow Internet users to collaborate, communicate and publish original content [8].

Social media are especially important for tourism, which is information-intensive activity. Tourism consumers need information that can help them in the process of travel planning and decision making related to the selection of tourist destinations as well as of different types of tourism products. Personal recommendations are particularly important in this context, because of the intangibility of tourism products. Social media provide this with the content created by the consumers (consumer-generated content-CGC), and with the comments that can be trusted. Social media has a special significance for the activities of destination marketing organizations (DMaOs). Destinations marketers can use social media before the travel (to inspire, inform, engage), during the travel (to facilitate at destination) and after the holiday (to remember, share and engage). Non-acceptance of the use of social media by DMaOs will cause a decrease in their competitive advantage. The risk associated with using social media that is particularly highlighted is the lack of relevant researches. The basic prerequisite for the proper use of social media as destination marketing tool is the adoption of the strategies for their use. Recognizing the importance of the use of social media by Kyiv city as tourist destination, especially by DMaO, it is important to analyze the basic characteristics of the social media usage by destination marketing organizations in Ukraine at local, regional and national level [13].

What drives travelers to visit specific attractions and locations at a given destination? They do their research. This consists of going online and searching countless websites, blogs and influencer media to get recommendations and find a

trusted resource that aligns with their values and interests.

This is why the influencers that Kyiv should partner with can and should be specific to targeted visitors. For example, the head of household for a family that travels together would not be seeking recommendations from a solo traveler blog. By seeking out influencers that fit Kyiv's demographic, we can trust that their message will be tailored to the destination in a way that speaks to the audience Kyiv as a tourism destination is targeting. It is important to determine the dynamic of Kyiv city visitors and strategize partnerships to effectively target their wants and needs (figure 3.1).



1. Building and maintaining communities of interests: For DMOs the goal is to build communities that have an interest in their specific destination.
2. Collecting user-generated content: People post their blogs, comments, videos and photographs of trips to destinations.
3. Displaying photography and video: Some of the social media channels are designed specifically for displaying visual materials, e.g. YouTube and Vimeo (for

videos) and Instagram, Pinterest or Flickr (for photographs).

4. Distributing topical news stories: Social networks are great place for DMOs to ‘push out’ news stories about their destinations, through distribution to communities of people that have indicated an interest in the destination.

5. Emphasizing current events and campaigns: the social networks are very timely and people are constantly checking them. Placing upcoming events and new promotional programs here gives a fresh-ness to the information.

6. Encouraging word-of-mouth recommendations: the positive recommendations of past visitors may influence others to go to the destinations.

7. Getting feedback: Some DMOs conduct pools and place research surveys on social networks [42].

These tools can be used as by conceptual tourism products of Kyiv city producers particularly, as by DMOs of Kyiv city at a whole. Social media has altered the landscape of marketing in the leisure and hospitality industry of Kyiv city. 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, restaurants and travel agencies alike. By curating positive reviews and encouraging social shares, conceptual tourism product representatives can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

3.2. Assessment of improvement of conceptual tourism product in Kyiv City

Kyiv is more than 1,500 years old city, that has a lot of resources ready to be transformed into conceptual tourism products. Kyiv is not only ancient city with more than 15 centuries history, it is also very artistic and charismatic mega polis where young talented people create new art-objects that are worth to be visited and well-known among tourists around the world.

For this purpose, the exclusive tour “Kyiv through past to the future” was created. Kyiv is a perfect destination for a weekend, because it is close to all tourists-generating countries, that potentially can come in Kyiv for a few days. This travel itinerary will include the best conceptual tourism objects that will complete ready to provide conceptual tourism product of Kyiv. The tour is created for incoming tourism agencies and operators in Kyiv City.

Duration, frequency and departure details of the exclusive tour “Kyiv through past to the future”:

1. Departure – every Friday evening.
2. Return – every Sunday evening.
3. Operation cycle – every weekend of the month.
4. Duration of tour – 2 nights.
5. The central departure point – Bursa Hotel, Kostiantynivska Street, 11.
6. Accommodation pick up – included.
7. Transfer from and to the airport – included.
8. The quantity of group participants – 5 people.
9. Organizational personnel – 1 guide.
10. The services provided – accommodation in 4-star hotel with breakfast, 2 lunches and 1 dinner in restaurants, transfer from and to the airport and between locations, walking excursions with guide presence.

The tour “Kyiv through past to the future” will be interesting for those who would like to find out more about Ukrainian capital and to visit the most conceptual, interesting and creative tourism locations of this city, which will include:

1. Accommodation:
 - Bursa Hotel. This location will host the group of tourists. Bursa Kyiv is four buildings combined together: the first was built in 1818, where the first chief architect of Kiev, Andrey Melensky, lived with his family (appendix D). The second building was built nearby in 1856. The hotel combines 33 rooms, an independent gallery of modern art, the city cafe "White Noise", the music-bar “Parakalo” and the roof-top bar "1818". Bursa Gallery - an independent gallery of modern art - is a non-

profit part of the Bursa Hotel project [43].

2. Activities:

- The Reitarska Street, a historical area in the Old City that leads from the Volodymyrska Street to the Lvivska Square. It is one of the 4 streets that led to the Lvivski Gate. Unfortunately, there is no information about its first name. The street got its current name in XVII century. The Zolotovoritska Street, the Striletska Street and Olesia Gonchara Street are joined to the Reitarska Street. Today on this street you may find the Embassy of France, Estonia and Hungary as well as the Kyiv State Clinic of endocrinology. But most of all this street is famous for new coffee-shops, art-spaces, stores of Ukrainian designers and atmosphere that makes people call Kyiv as the second Berlin;

- Podil district, the old craftsmen's settlement district. Businessmen traded here and prayed in the numerous churches. Now Podil is a charming district that combines old exquisite buildings, quite streets, cozy cafes, the famous Zhytniy Market and many other unique places;

- Kyiv murals street art excursion. Exploration of the streets of Kyiv from an unusual point of view, admiring artistic murals, created by talented Ukrainian and world-famous foreign artists. The excursion shows how ordinary buildings turn into impressive artworks, making the city look brighter. During this excursion tourists will see: one of the latest murals in Kyiv center – “Bereguinya” by MataRuda from Costa Rica at Shevchenko lane; the mural “Cyclist” by Emmanuel Jarus, located next to the Kyiv cycle track; stunning picture of Ukrainian poet Lesya Ukrainka by Guido Van Helten, inspired by her poem “Lilies of the valley”; a vivid mural depicting Ukrainian athlete Anna Rizatdinova by Australian artist Fintan Magee; “Ukrainian St. George” mural at the Landscape alley, created by “Inretesni Kazki”;

- PinchukArtCentre, the most famous art-gallery in Ukraine. Currently the art-space presents "The Forbidden Image", a two-chapter project in the framework of the PinchukArtCentre's Research Platform. The first chapter presents a solo exhibition by Boris Mikhailov, while the second entitled "Crossing Lines" is dedicated to the Kharkiv School of Photography and the continuation of its attitude and thinking with

emerging artists. Both exhibitions draw upon three major themes that challenge the notion of The Forbidden Image: an image that lies beyond the boundaries (The nude, The performative), a "life-drunk" image of society (New humanism), and an intimate image that "flutters at night" (Personal romantics) [29];

- The Naked Room, a modern art-gallery. The exhibition 'There are other people living here' features Oleksandra Kadzevych latest works that balance between painting, collage and sculpture. Curators Lizaveta German and Maria Lanko selected highlights from the artist's studio that reveal a moment of transition in Oleksandra's practice - from painting to objecthood, from narration to abstraction and from mastering a media to mastering a space [28];

- SET, the new gallery that is located on Yaroslaviv Val Street, directly opposite the Actor's House. The place is very photogenic: the pompous mansion was built in 1910 by the famous Kyiv architect Martin Klug, the entrance to the building is decorated with caryatids. At the opening, guests discussed why nowhere is there a description of the exhibition, or signs indicating the names of artists [33];

- Vsi. Svoi, the 'biggest store selling Ukrainian brands in the world' (as it markets itself), that is strategically set on the central Khreshchatyk street. Set over four floors, it carries a huge selection of all things Ukrainian-made. The collection of modern national designs, including shirts by Etnodim, is particularly impressive, and there are great T-shirts, plus handbags and jewelry [48];

3. Restaurants:

- Chicken Kyiv Restaurant, a perfect place to try traditional Chicken Kyiv, that is located in a cozy square in the city center and is decorated in a Soviet modernist style. In addition to other popular local dishes, it serves a delicious cutlet, prepared according to the classic recipe [30];

- Ostannya Barykada Restaurant is a meeting place for free, creative and enthusiastic people - a new generation, born during the times of three modern Ukrainian revolutions: Student Revolution on the Granite (1990), the 2004 Orange Revolution and the last Revolution of Dignity in 2014. Ostannya Barykada is all about 100% Ukrainian products, chosen while traveling around different regions of

Ukraine. The new restaurant has a huge collection of Ukrainian cheese coming from private farms and professional cheese producers; the collection of freshly baked bread, prepared according to original authentic recipes; fresh quality meat, fish and seafood from the Black Sea. The restaurant is the first fully Ukrainian bar with a huge collection of Ukrainian wine, spirits, horilka and craft beer with no foreign alcohol at all [30];

- One Love Espresso Bar, a coffee shop on the sixth floor of the PinchukArtCentre - a place for personal and business meetings, lectures, workshops, seminars and parties with dj-sets. A special feature of the coffee shop is Taschen art library with editions devoted to various aspects of art. One Love is a professional espresso bar, where, in addition to classical drinks like espresso, cappuccino and latte macchiato, guests can enjoy coffee brewed by alternative methods such as: Chemex, Aero Press, Pour-Over, Fretta and etc. The coffee shop's barista uses only freshly roasted coffee beans, as coffee's aroma, flavor and its useful properties are very short-lived [43];

The target audience of this exclusive tour is creative people, that are in love with art, architecture, painting, design, that like to taste something new and respect good quality coffee. The age of this target audience is 30-35 years old. This group of people is busy enough to create the program of city visit by themselves, but they are regular users of social-media. Regarding all mentioned above, it is important to build the strong advertising campaign through using social-media marketing (SMM) tools. It is easier with SMM to find potential customers and engage with them. It is important to make great content, share user-generated content, and stay on top of trends.

One of the best ways to promote the tour is collaboration with influencers and bloggers. The first step is to determine the target audience of this exclusive tours and of course the generation tourist countries for Kyiv. After that we should find the most popular making-decision people that have their own blogs and collaborate with tourism destinations, travel agencies, hotels and restaurants in the form of familiarization (FAM) trips.

One of variants of organization of exclusive tour with visiting of conceptual tourism products are shown in the table 3.1.

Table 3.1

Itinerary of exclusive tour “Kyiv through past to the future”

Time	Activity
1st Day, Friday	
21:00 - 21:00	Landing at Boryspil airport. Transfer from Boryspil airport to Bursa Hotel.
21:00 – 22:00	Check-in Bursa Hotel.
2nd Day, Saturday	
09:00-10:00	Breakfast in Bursa Hotel.
10:00-12:00	Sightseeing walking excursion of Kyiv city with guide (Podil – Andriivsky Descent – Vosdvyzhenska Street – Volodymyrska Street – Yaroslaviv Val).
12:00-13:00	SET gallery exhibition visit.
13:00-13:15	Transfer from SET gallery to Chicken Kyiv Restaurant.
13:15-15:00	Lunch at Chicken Kyiv Restaurant with degustation of Ukrainian dishes.
15:00-17:00	Sightseeing walking excursion of Kyiv (Independence Square – Sofiivska Square – Reitarska Street).
17:00-17:30	The Naked Room exhibition visit.
17:30-19:00	Free time for tourists.
19:00-21:00	Dinner at Ostannya Barykada Restaurant with degustation of Ukrainian dishes and drinks.
3rd Day, Sunday	
09:00-10:00	Breakfast in Bursa Hotel.
10:00-12:00	Kyiv murals street art excursion with guide (Podil – Postal Square – Funicular - St. Michael Square – St. Sophia Square – Golden Gates – Khreschatyk Street).
12:00-13:00	Vsi. Svoi store visit.
13:00-13:15	Relocation to One Love Espresso Bar at the 6 th floor of Pinchuk Art Center.
13:15-15:00	Lunch at the One Love Espresso Bar with coffee degustation.
15:00-16:30	Pinchuk Art Center exhibition visit.
16:30-18:00	Free time for tourists.
18:00-19:00	Transfer back to the airport from Bursa Hotel.

The exclusive tour “Kyiv through past to the future” can be realized in the form of FAM trip by Kyiv City State Administration or Kyiv Tourism Association. A FAM trip involves hosting tour operators, travel writers, travel agents and/or travel mediagents and/or travel media in an effort to create awareness, of conceptual products and services of Kyiv city, and to allow those movers and shakers of the industry to spread the good word and make recommendations and referrals. The purpose of hosting this FAM tour is to increase conceptual product knowledge and destination knowledge among target audience of its participant and decision makers [40]. The evaluation of financial resources that are needed to organize such FAM tour

for 5 people is about 85 300 UAH, it is shown below (table 3.2).

Table 3.2

Calculation of exclusive tour “Kyiv through past to the future” costs

Item	Details	Total cost for 5 people, UAH
Transport		
Fly tickets	Approximately 10 000 UAH per person (both ways)	50 000
Transfer KBP - Bursa Hotel	Approximately 600 UAH for a taxi car for 6 people	600
Bursa Hotel - Transfer KBP	Approximately 600 UAH for a taxi car for 6 people	600
Transfer from SET gallery to Chicken Kyiv Restaurant.	Approximately 100 UAH for a taxi car for 6 people	100
Total	50 000 UAH + 600 UAH + 600 UAH + 100 UAH	51 300
Accommodation		
Bursa Hotel Total	Standard rate for 1 person for 1 night is 2 600 UAH (with breakfast included) 2 600 UAH x 2 nights x 5 people	26 000
Restaurants		
Chicken Kyiv Restaurant	Lunch without alcohol (350 UAH per person), costs for 1 organizer are included.	2 100
Ostannya Barykada Restaurant	Dinner with local alcohol degustation (450 UAH per person), costs for 1 organizer are included.	2 700
One Love Espresso Bar	Lunch with premium coffee degustation (400 UAH per person), costs for 1 organizer are included.	2 400
Total	2 100 UAH + 2 700 UAH + 2 400 UAH	7 200
Excursions		
Sightseeing walking excursion of Kyiv city with guide	Standard fare is 400 UAH per group.	400
Kyiv murals street art excursion with guide	Standard fare is 400 UAH per group.	400
Total	400 UAH + 400 UAH	800
Grand total		
All costs of tour (Transport + Accommodation + Restaurants + Excursions)	(51 300 UAH + 26 000 UAH + 7 200 UAH + 800 UAH)	85 300

It is important to work with the world’s most influential travel bloggers, decision-makers, specializing in a variety of niches, to include widely-recognized expert photographers and video bloggers (vloggers), ensuring high quality, diverse content and an expansive global reach.

Conclusions to the part 3

Conceptual tourism refers to how a specific tourism product can be tailored to meet the needs of a particular audience/market segment. Locations with specific conceptual tourism products are able to establish and position themselves, as conceptual tourism destinations. Conceptual tourism, through image creation, can help Kyiv city as a tourism destination to differentiate its tourism products and compete in an increasingly competitive and cluttered tourism environment. The process of conceptual tourism product development includes education process for all participants of tourism industry of Kyiv city (governmental and business bodies), development of events and festivals in Kyiv city, as a right way to make the industry stronger and to make other service suppliers improve their products, and to pay attention on right promotion of conceptual tourism products of Kyiv city and the destination as a whole.

The proposed exclusive tour “Kyiv through past to the future” includes visiting of the most popular conceptual tourism objects (hotel, restaurants, galleries) that Kyiv as a tourism destination can propose for this moment. This itinerary will help tourists to find out something new about Kyiv not only as an old city with the great history, but also as a fast-moving mega-polis where young creative people develop its culture, art and make this city more competitive among other popular destinations. This exclusive tour around Kyiv can gather only 5 tourists, because it is oriented on enough independent creative people that want to find out more about the destination and always to be in touch with the tour guide. This is why the best way to promote such tour programs in to distribute more information through internet and SMM, and of course to organize FAM trips to opinion leaders, bloggers and influencers that has the same target audience as Kyiv city.

CONCLUSIONS

In conclusion, the purpose of this research is to demonstrate the existent types of conceptual tourism products, its examples that are used in different destinations around the world and understanding of the role of conceptual tourism products in development of Kyiv city as a tourism destination. This critical appraisal has contributed to knowledge and understanding in tourism theory, practice and policy across different thematic areas: conceptual tourism product definition, classification and methodology; case study of conceptual tourism product in different destinations. The results of this research shows theoretical and methodological basics of conceptual tourism product. Conceptual tourism products can be: conceptual means of accommodation, conceptual means of transport, conceptual restaurants, cafes, bars, museums, galleries, art spaces, events and festivals, conceptual retail shops and souvenir shops tourist mobile applications, city travel cards (city pass). Tourism enterprises that provide tourism products or services can use this methodology to make bring more concepts in their activity and to strength their competitive position on the travel market.

The next step of conceptual tourism product research included analysis of the development potential of conceptual tourism product in Kyiv city. The main objects of this research where: potential of conceptual tourism product in Kyiv city; marketing analysis of conceptual tourism product in Kyiv city and full stakeholder analysis of tourism industry in Kyiv. It helps to understand what resources and opportunities this city has to develop conceptual tourism products in the future and how it helps to develop tourism industry in Kyiv city in general. One of the most important actions that will help to improve all conditions for conceptual tourism product development is implementing by Kyiv Tourism and Promotion Department a new program of popularization and promotion of Kyiv city as a tourism destination. For this reason, the main purpose of strategic tourism planning is to bring together stakeholders and provide them with tools to work together to transform a set of sights, activities and services into a predefined catalog of promotional offers for

destinations.

In the end of research, key themes, methods and contributions to knowledge of publications were determined in the area of conceptual tourism product development and as a result we mentioned 3 main ways for development of conceptual tourism products:

1. Education process for all participants of tourism industry of Kyiv city (governmental and business bodies); it will help to improve knowledge of creators of conceptual tourism products, business owners, employees and service suppliers. As a result, it will give more perspectives for creation interesting, unusual, innovative objects in tourism industry that will be represented in future in the form of conceptual tourism products;

2. Development of events and festivals in Kyiv city, as a right way to attract people around the world to visit Kyiv as a hosting city, a venue for a big event of festival, to gather in one place the best service suppliers, tourism business representatives and partners. It will make the tourism industry of Kyiv city stronger and other service suppliers will improve their products, and will try to make it more competitive not only on Ukrainian tourism market, but also on international level.

3. Right promotion of conceptual tourism products of Kyiv city and the destination as a whole, using social-media marketing and FAM trips programs on governmental and business level. These activities will help the government of the city of Kyiv and conceptual tourism product representatives to make the destination well-known, popular, recognized and attractive among travelers around the world.

The created exclusive tour “Kyiv through past to the future” that includes visiting of the most popular conceptual tourism objects (hotel, restaurants, galleries) can be used by local governments and tourism associations in form of FAM trip to promote conceptual resources and tourism potential of Kyiv city.

Undoubtedly, Kyiv has all chances to become a developed and strong tourism destination that proposes variety of conceptual tourism products. Due to its rich historical, cultural, natural and human resources, the conceptual tourism product in Kyiv city can be developed at a level no worse than in other more developed

countries. Settlement of these problems mentioned in the research, will affect how to improve the process of conceptual tourism product development in Kyiv city.

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